

Johnson County Tourism Association
Profit & Loss Budget vs. Actual-Board Report
July 2020 through June 2021

50%	<u>Jan 21</u>	<u>To Date</u>	<u>Budget</u>	<u>\$ Remaining</u>	<u>% of Budget</u>
Income					
Grants	0.00	63,567.58		-63,567.58	
Interest Earned	0.00	366.69	50.00	-316.69	733.38%
Lodging Tax Collections	0.00	130,466.83	119,950.00	-10,516.83	108.77%
Total Income	<u>0.00</u>	<u>194,401.10</u>	<u>120,000.00</u>	<u>-74,401.10</u>	<u>162.0%</u>
Expense					
Administration	50.00	3,174.50	8,400.00	5,225.50	37.79%
Advertising	225.00	7,115.16	34,435.00	27,319.84	20.66%
Billboards	4,983.80	24,642.95	42,000.00	17,357.05	58.67%
Chamber of Commerce					
Buffalo	0.00	0.00	6,000.00	6,000.00	0.0%
Familiarization tours	0.00	0.00	5,000.00	5,000.00	0.0%
Kaycee - General	0.00	5,000.00		-5,000.00	100.0%
Total Chamber of Commerce	<u>0.00</u>	<u>5,000.00</u>	<u>11,000.00</u>	<u>6,000.00</u>	<u>45.46%</u>
Community Grants	0.00	20,137.23	20,000.00	-137.23	100.69%
Dues and Subscriptions	0.00	200.00	200.00	0.00	100.0%
Grant Expenditures	0.00	43,161.98		-43,161.98	100.0%
Insurance	0.00	0.00	100.00	100.00	0.0%
JCTA Projects	0.00	6,725.00	9,000.00	2,275.00	74.72%
Office Supplies	28.09	109.54	2,200.00	2,090.46	4.98%
Professional Serv. - Ad Design	0.00	20,235.00	500.00	-19,735.00	4,047.0%
Total Expense	<u>5,286.89</u>	<u>130,501.36</u>	<u>127,835.00</u>	<u>-2,666.36</u>	<u>102.09%</u>
	-5,286.89	63,899.74	-7,835.00	-71,734.74	

Johnson County Tourism Association Profit & Loss Budget vs. Actual-Board Report July 2020 through June 2021

67%	<u>Feb 21</u>	<u>Jul '20 - Jun 21</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Income					
Grants	0.00	63,567.58		-63,567.58	
Interest Earned	0.00	520.70	50.00	-470.70	1,041.4%
Lodging Tax Collections	5,146.98	146,694.49	119,950.00	-26,744.49	122.3%
Total Income	<u>5,146.98</u>	<u>210,782.77</u>	<u>120,000.00</u>	<u>-90,782.77</u>	<u>175.65%</u>
Expense					
Administration	900.00	3,824.50	8,400.00	4,575.50	45.53%
Total	225.00	7,340.16	34,435.00	27,094.84	21.32%
Billboards	3,640.07	28,283.02	42,000.00	13,716.98	67.34%
Chamber of Commerce					
Buffalo	0.00	0.00	6,000.00	6,000.00	0.0%
Familiarization tours	0.00	0.00	5,000.00	5,000.00	0.0%
Kaycee - General	0.00	5,000.00		-5,000.00	100.0%
Total Chamber of Commerce	<u>0.00</u>	<u>5,000.00</u>	<u>11,000.00</u>	<u>6,000.00</u>	<u>45.46%</u>
Community Grants	0.00	20,137.23	20,000.00	-137.23	100.69%
Dues and Subscriptions	0.00	200.00	200.00	0.00	100.0%
Grant Expenditures	0.00	63,571.98		-63,571.98	100.0%
Insurance	0.00	0.00	100.00	100.00	0.0%
JCTA Projects	0.00	6,725.00	9,000.00	2,275.00	74.72%
Office Supplies	33.14	142.68	2,200.00	2,057.32	6.49%
Professional Serv. - Ad Design	0.00	75.00	500.00	425.00	15.0%
Total Expense	<u>4,798.21</u>	<u>135,299.57</u>	<u>127,835.00</u>	<u>-7,464.57</u>	<u>105.84%</u>
	348.77	75,483.20	-7,835.00	-83,318.20	

Johnson County Tourism Association
Profit & Loss Budget vs. Actual-Board Report
 July 2021 through June 2022

	50%	<u>Dec 21</u>	<u>To Date</u>	<u>Budget</u>	<u>\$ Remaining</u>
Income					
Interest Earned		0.00	873.40	1,500.00	-626.60
Lodging Tax Collections		19,827.70	214,749.09	165,000.00	49,749.09
Total Income		<u>19,827.70</u>	<u>215,622.49</u>	<u>166,500.00</u>	<u>49,122.49</u>
Expense					
Marketing					
Strategic Plan/Brand Development-Best		3,630.00	7,630.00	100,000.00	-92,370.00
Community Grants		0.00	9,504.99	23,350.00	-13,845.01
Kaycee Chamber of Commerce		5,000.00	5,000.00	5,000.00	0.00
Advertising		0.00	8,580.00	30,000.00	-21,420.00
Billboards					
Leases-Lamar/Yesco		3,208.00	20,681.00		
Lighting		72.42	217.87		
Maintenance/Repairs/Design		0.00	9,690.00		
Total Billboards		<u>3,280.42</u>	<u>30,588.87</u>	<u>47,660.00</u>	<u>-17,071.13</u>
Total Marketing		11,910.42	61,303.86	206,010.00	-144,706.14
Operations					
Conferences		0.00	0.00	5,000.00	-5,000.00
Office Supplies		30.28	304.89	2,500.00	-2,195.11
Insurance		0.00	100.00	100.00	0.00
Dues/Subscriptions/Partnerships		200.00	200.00	2,000.00	-1,800.00
JCTA Projects		0.00	0.00	19,700.00	-19,700.00
Total Operations		230.28	604.89	29,300.00	-28,695.11
Staffing					
Administration		300.00	3,400.00	7,200.00	-3,800.00
Total Staffing		<u>300.00</u>	<u>3,400.00</u>	<u>7,200.00</u>	<u>-3,800.00</u>
Total Expense		<u>12,440.70</u>	<u>65,308.75</u>	<u>242,510.00</u>	<u>-177,201.25</u>
		7,387.00	150,313.74	-76,010.00	226,323.74
Grant income		0.00	63,540.82	63,541.00	-0.18
Grant Expenditures		5,600.00	56,750.40	63,541.00	-6,790.60

Johnson County Tourism Association
Profit & Loss Budget vs. Actual-Board Report
July 2021 through June 2022

	50%	<u><u>% of Budget</u></u>
Income		
Interest Earned		58.23%
Lodging Tax Collections		130.15%
Total Income		<u>129.5%</u>
Expense		
Marketing		
Strategic Plan/Brand Development-Best		7.63%
Community Grants		40.71%
Kaycee Chamber of Commerce		100.0%
Advertising		28.6%
Billboards		
Leases-Lamar/Yesco		
Lighting		
Maintenance/Repairs/Design		
Total Billboards		<u>64.18%</u>
Total Marketing		<u>29.76%</u>
Operations		
Conferences		0.0%
Office Supplies		12.2%
Insurance		100.0%
Dues/Subscriptions/Partnerships		10.0%
JCTA Projects		0.0%
Total Operations		<u>2.06%</u>
Staffing		
Administration		47.22%
Total Staffing		<u>47.22%</u>
Total Expense		<u>26.93%</u>
Grant income		100.0%
Grant Expenditures		89.31%