

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

	58%	<u>% of Budget</u>
Income		
Interest Earned		76.82%
Lodging Tax Collections		130.15%
Total Income		<u>129.67%</u>
Expense		
Marketing		
Strategic Plan/Brand Development-BEST		7.63%
Community Grants		89.14%
Kaycee Chamber of Commerce		100.0%
Total Advertising		28.6%
Billboards		
Leases-Lamar/Yesco		
Lighting		
Maintenance/Repairs/Design		
Total Billboards		<u>67.97%</u>
Total Marketing		36.12%
Operations		
Conferences		0.0%
Office Supplies		13.1%
Insurance		100.0%
Dues/Subscriptions/Partnerships		10.0%
JCTA Projects		0.0%
Total Operations		2.14%
Staffing		
Administration		59.72%
Total Staffing		<u>59.72%</u>
Total Expense		<u>32.72%</u>
Grant income		100.0%
Grant Expenditures		97.18%

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

	58%	<u>% of Budget</u>
Income		
Interest Earned		76.82%
Lodging Tax Collections		130.15%
Total Income		<u>129.67%</u>
Expense		
Marketing		
Strategic Plan/Brand Development-BEST		7.63%
Community Grants		89.14%
Kaycee Chamber of Commerce		100.0%
Total Advertising		28.6%
Billboards		
Leases-Lamar/Yesco		
Lighting		
Maintenance/Repairs/Design		
Total Billboards		<u>67.97%</u>
Total Marketing		36.12%
Operations		
Conferences		0.0%
Office Supplies		13.1%
Insurance		100.0%
Dues/Subscriptions/Partnerships		10.0%
JCTA Projects		0.0%
Total Operations		<u>2.14%</u>
Staffing		
Administration		59.72%
Total Staffing		<u>59.72%</u>
Total Expense		<u>32.72%</u>
Grant income		100.0%
Grant Expenditures		97.18%

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

75%	<u>% of Budget</u>
Income	
Interest Earned	112.43%
Lodging Tax Collections	141.55%
Total Income	<u>141.29%</u>
Expense	
Marketing	
Strategic Plan/Brand Developmen	11.23%
Community Grants	95.33%
Kaycee Chamber of Commerce	100.0%
Advertising	38.51%
Billboards	
Leases-Lamar/Yesco	
Lighting	
Maintenance/Repairs/Design	
Total Billboards	<u>79.2%</u>
Total Marketing	42.62%
Operations	
Conferences	0.0%
Office Supplies	18.26%
Insurance	100.0%
Dues/Subscriptions/Partnerships	10.0%
JCTA Projects	0.0%
Total Operations	<u>2.58%</u>
Staffing	
Administration	76.39%
Total Staffing	<u>76.39%</u>
Total Expense	<u>38.78%</u>
Grant income	100.0%
Grant Expenditures	97.18%

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

	75%	<u><u>% of Budget</u></u>
Income		
Interest Earned		112.43%
Lodging Tax Collections		141.55%
Total Income		<u><u>141.29%</u></u>
Expense		
Marketing		
Strategic Plan/Brand Developmen		11.23%
Community Grants		95.33%
Kaycee Chamber of Commerce		100.0%
Advertising		38.51%
Billboards		
Leases-Lamar/Yesco		
Lighting		
Maintenance/Repairs/Design		
Total Billboards		<u><u>79.2%</u></u>
Total Marketing		42.62%
Operations		
Conferences		0.0%
Office Supplies		18.26%
Insurance		100.0%
Dues/Subscriptions/Partnerships		10.0%
JCTA Projects		0.0%
Total Operations		<u><u>2.58%</u></u>
Staffing		
Administration		76.39%
Total Staffing		<u><u>76.39%</u></u>
Total Expense		<u><u>38.78%</u></u>
Grant income		100.0%
Grant Expenditures		97.18%

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

	92%	<u>% of Budget</u>
Income		
Interest Earned		150.36%
Lodging Tax Collections		146.32%
Total Income		<u>146.36%</u>
Expense		
Marketing		
Strategic Plan/Brand Developmen		33.3%
Community Grants		101.37%
Kaycee Chamber of Commerce		100.0%
Advertising		71.77%
Billboards		
Leases-Lamar/Yesco		
Lighting		
Local Billboards		
Maintenance/Repairs/Design		
Total Billboards		<u>102.65%</u>
Total Marketing		<u>64.28%</u>
Operations		
Conferences		0.0%
Office Supplies		26.53%
Insurance		100.0%
Dues/Subscriptions/Partnerships		10.0%
JCTA Projects		7.02%
Total Operations		<u>8.01%</u>
Staffing		
Administration		93.06%
Total Staffing		<u>93.06%</u>
Total Expense		<u>58.34%</u>
Grant income		100.0%
Grant Expenditures		97.18%

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

	92%	<u><u>% of Budget</u></u>
Income		
Interest Earned		150.36%
Lodging Tax Collections		146.32%
Total Income		<u>146.36%</u>
Expense		
Marketing		
Strategic Plan/Brand Developmen		33.3%
Community Grants		101.37%
Kaycee Chamber of Commerce		100.0%
Advertising		71.77%
Billboards		
Leases-Lamar/Yesco		
Lighting		
Local Billboards		
Maintenance/Repairs/Design		
Total Billboards		<u>102.65%</u>
Total Marketing		64.28%
Operations		
Conferences		0.0%
Office Supplies		26.53%
Insurance		100.0%
Dues/Subscriptions/Partnerships		10.0%
JCTA Projects		7.02%
Total Operations		<u>8.01%</u>
Staffing		
Administration		93.06%
Total Staffing		<u>93.06%</u>
Total Expense		<u>58.34%</u>
Grant income		100.0%
Grant Expenditures		97.18%

Johnson County Tourism Association
Profit & Loss Budget vs. Actual-Board Report
July 2022 through June 2023

	25%	<u>Sep 22</u>	<u>To Date</u>	<u>Budget</u>	<u>\$ Remaining</u>	<u>% of Budget</u>
Income						
Interest Earned		0.00	-1,417.32	2,000.00	3,417.32	-70.87%
Lodging Tax Collections		0.00	53,952.48	165,000.00	111,047.52	32.7%
Total Income		<u>0.00</u>	<u>52,535.16</u>	<u>167,000.00</u>	<u>114,464.84</u>	<u>31.46%</u>
Expense						
Marketing						
Strategic Plan/Brand Developmen		3,600.00	3,600.00		-3,600.00	
Community Grants		0.00	1,206.00	20,399.60	19,193.60	5.91%
Chamber of Commerce						
Buffalo		0.00	0.00	6,000.00	6,000.00	0.0%
Kaycee		<u>0.00</u>	<u>5,000.00</u>	<u>5,000.00</u>	<u>0.00</u>	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>	45.46%
Advertising		0.00	3,000.00	30,000.00	27,000.00	10.0%
Billboards		<u>3,241.00</u>	<u>9,324.84</u>	<u>56,000.00</u>	<u>46,675.16</u>	<u>16.65%</u>
Total Marketing		<u>6,841.00</u>	<u>22,130.84</u>	<u>117,399.60</u>	<u>95,268.76</u>	<u>18.85%</u>
Operations						
Conferences		0.00	2,500.00	5,000.00	2,500.00	50.0%
Office Supplies		33.27	301.11	2,500.00	2,198.89	12.04%
Insurance		0.00	100.00	100.00	0.00	100.0%
Dues/Subscriptions/Partnerships		0.00	0.00	200.00	200.00	0.0%
JCTA Projects		<u>0.00</u>	<u>0.00</u>	<u>23,200.00</u>	<u>23,200.00</u>	<u>0.0%</u>
Total Operations		<u>33.27</u>	<u>2,901.11</u>	<u>31,000.00</u>	<u>28,098.89</u>	<u>9.36%</u>
Staffing						
Administration		350.00	700.00	80,000.00	79,300.00	0.88%
Total Staffing		<u>350.00</u>	<u>700.00</u>	<u>80,000.00</u>	<u>79,300.00</u>	<u>0.88%</u>
Total Expense		<u>7,224.27</u>	<u>25,731.95</u>	<u>228,399.60</u>	<u>202,667.65</u>	<u>11.27%</u>
		-7,224.27	26,803.21	-61,399.60	-88,202.81	
Grant income		0.00	0.00	20,000.00	20,000.00	0.0%
Grant Expenditures						
1% visitor center						
Sub Contractor		360.00	8,600.57			
1% visitor center - Other		<u>228.07</u>	<u>1,122.81</u>			
Total 1% visitor center		<u>588.07</u>	<u>9,723.38</u>			

Johnson County Tourism Association
Profit & Loss Budget vs. Actual-Board Report
 July 2022 through June 2023

42%	<u>Nov 22</u>	<u>To Date</u>	<u>Budget</u>	<u>\$ Remaining</u>	<u>% of Budget</u>
Income					
Interest Earned	0.00	-279.27	2,000.00	2,279.27	-13.96%
Lodging Tax Collections	31,207.56	194,793.79	165,000.00	-29,793.79	118.06%
Total Income	<u>31,207.56</u>	<u>194,514.52</u>	<u>167,000.00</u>	<u>-27,514.52</u>	<u>116.48%</u>
Expense					
Marketing					
Strategic Plan/Brand Developmen	0.00	3,600.00		-3,600.00	
Community Grants	1,410.40	7,006.00	20,399.60	13,393.60	34.34%
Chamber of Commerce					
Buffalo	0.00	0.00	6,000.00	6,000.00	0.0%
Kaycee	0.00	5,000.00	5,000.00	0.00	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>
Advertising	1,995.00	4,995.00	30,000.00	25,005.00	16.65%
Billboards	3,031.00	16,298.07	56,000.00	39,701.93	29.1%
Total Marketing	<u>6,436.40</u>	<u>36,899.07</u>	<u>117,399.60</u>	<u>80,500.53</u>	<u>31.43%</u>
Operations					
Conferences	0.00	2,500.00	5,000.00	2,500.00	50.0%
Office Supplies	55.56	425.01	2,500.00	2,074.99	17.0%
Insurance	0.00	100.00	100.00	0.00	100.0%
Dues/Subscriptions/Partnerships	0.00	0.00	200.00	200.00	0.0%
JCTA Projects	0.00	0.00	23,200.00	23,200.00	0.0%
Total Operations	<u>55.56</u>	<u>3,025.01</u>	<u>31,000.00</u>	<u>27,974.99</u>	<u>9.76%</u>
Staffing					
Administration	350.00	1,400.00	80,000.00	78,600.00	1.75%
Total Staffing	<u>350.00</u>	<u>1,400.00</u>	<u>80,000.00</u>	<u>78,600.00</u>	<u>1.75%</u>
Total Expense	<u>6,841.96</u>	<u>41,324.08</u>	<u>228,399.60</u>	<u>187,075.52</u>	<u>18.09%</u>
	24,365.60	153,190.44	-61,399.60	-214,590.04	
Grant income	<u>0.00</u>	<u>0.00</u>	<u>20,000.00</u>	<u>20,000.00</u>	<u>0.0%</u>
Grant Expenditures					
1% visitor center					
Sub Contractor	0.00	8,209.88		-8,209.88	
1% visitor center - Other	280.00	1,474.83		-1,474.83	
Total 1% visitor center	<u>280.00</u>	<u>9,684.71</u>	<u>20,000.00</u>	<u>10,315.29</u>	

Johnson County Tourism Association Profit & Loss Budget vs. Actual-Board Report July 2022 through June 2023

50%	<u>Dec 22</u>	<u>To Date</u>	<u>Budget</u>	<u>S Remaining</u>	<u>% of Budget</u>
Income					
Interest Earned	0.00	311.31	2,000.00	1,688.69	15.57%
Lodging Tax Collections	16,771.61	211,565.40	165,000.00	-46,565.40	128.22%
Total Income	<u>16,771.61</u>	<u>211,876.71</u>	<u>167,000.00</u>	<u>-44,876.71</u>	<u>126.87%</u>
Expense					
Marketing					
Strategic Plan/Brand Developmen	3,980.00	7,580.00		-7,580.00	
Community Grants	0.00	7,006.00	20,399.60	13,393.60	34.34%
Chamber of Commerce					
Buffalo	0.00	0.00	6,000.00	6,000.00	0.0%
Kaycee	0.00	5,000.00	5,000.00	0.00	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>
Advertising	8,265.00	13,260.00	30,000.00	16,740.00	44.2%
Billboards	4,216.26	20,514.33	56,000.00	35,485.67	36.63%
Total Marketing	<u>16,461.26</u>	<u>53,360.33</u>	<u>117,399.60</u>	<u>64,039.27</u>	<u>45.45%</u>
Operations					
Conferences	548.18	3,048.18	5,000.00	1,951.82	60.96%
Office Supplies	6.30	431.31	2,500.00	2,068.69	17.25%
Insurance	0.00	100.00	100.00	0.00	100.0%
Dues/Subscriptions/Partnerships	0.00	0.00	200.00	200.00	0.0%
Total JCTA Projects	<u>0.00</u>	<u>0.00</u>	<u>23,200.00</u>	<u>23,200.00</u>	<u>0.0%</u>
Total Operations	<u>554.48</u>	<u>3,579.49</u>	<u>31,000.00</u>	<u>27,420.51</u>	<u>11.55%</u>
Staffing					
Administration	350.00	1,750.00	80,000.00	78,250.00	2.19%
Total Staffing	<u>350.00</u>	<u>1,750.00</u>	<u>80,000.00</u>	<u>78,250.00</u>	<u>2.19%</u>
Total Expense	<u>17,365.74</u>	<u>58,689.82</u>	<u>228,399.60</u>	<u>169,709.78</u>	<u>25.7%</u>
	-594.13	153,186.89	-61,399.60	-214,586.49	
Grant income	<u>0.00</u>	<u>0.00</u>	<u>20,000.00</u>	<u>20,000.00</u>	<u>0.0%</u>
Grant Expenditures					
1% visitor center					
Sub Contractor	0.00	8,209.88		-8,209.88	
1% visitor center - Other	0.00	1,474.83		-1,474.83	
Total 1% visitor center	<u>0.00</u>	<u>9,684.71</u>	<u>20,000.00</u>	<u>10,315.29</u>	<u>48.42%</u>