

HCVB 21/22 Financial Statements:

Notes

Page 3:

Revenues:	\$ 425,486.44	<u>Actual: \$ 247,077.01</u>
Government: TOT	\$ 383,985.39	
Pass thru'	\$ 178,409.43	
Expenses:	\$ 437,470.07	<u>Actual: \$ 259,060.64</u>

*** We received both PPP (\$21,700) and CA Relief Grant (\$15,000)

Expenses:

Contracts

<i>Page 3:</i> 5701.01 - Professional Fees / Accountant	\$ 15,309.45
<i>Page 6:</i> 7310/7340 Website	\$ 39,601.00

Marketing Endeavors

<i>Page 7:</i> 7610 - Co-ops & Partnerships (NCTC)	\$ 7,525.50
6730.02 - Marketing Consultant	\$ 24,895.40

Page 6: 7150.02 – Online Advertising (Facebook) \$ 320.00

Media Hosting **\$ 6,960.87**

Journalists, writers, bloggers, influencers*

Page 6: 7210 – 7260 - Regional marketing \$ 2,790.58

Page 7: 7710 -7780 – Media Relations \$ 4,170.29

Brochure Distribution

Page 7: 7620.02 – Literature Distribution \$ 510.62

7820 – 7850 - Inquiry Fulfillment	\$ 6,125.69
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Trade shows:

<i>Page 6:</i> 7410.02 - Outstanding invoice from 2019	\$ 2,495.00
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** Conde Nast, Irish Sunday Times, AARP, etc.*