

Profit & Loss Budget vs. Actual

July 2022 through June 2023

	Budget
Ordinary Income/Expense	
Income	
500.00 · Occupancy	3,800,000.00
501.00 · Co-op Marketing	1,000.00
503.00 · Grants	250,000.00
505.00 · Merchandise	3,000.00
508.00 · Interest-Certificate of Deposit	4,000.00
Total Income	4,058,000.00
Cost of Goods Sold	
599.00 · Cost of Goods Sold	1,000.00
Total COGS	1,000.00
Gross Profit	4,057,000.00
Expense	
600.00 · Benefits	109,500.00
620.00 · Building & Occupancy	123,180.00
650.00 · Compensation	830,804.00
700.00 · Consulting - Research/Legal/Acc	127,000.00
750.00 · Education & Memberships	70,000.00
800.00 · Employment Expenses	57,000.00
820.00 · Computers & Equipment	123,000.00
821.03 · Website maintenance	60,000.00
840.00 · Marketing	
841.00 · Visitor's Guide/Publications	12,000.00
842.00 · Advertising/Creative/Branding	2,137,016.00
844.00 · Conferences/Meetings	14,000.00
845.00 · Convention Sales & Tourism	79,000.00
846.00 · Convention Services	60,000.00
847.00 · Travel--Local	4,000.00
848.00 · Travel--not local	60,000.00
849.00 · Photography	20,000.00
850.00 · Promotional Merchandise	5,000.00
851.00 · Video/Production	2,000.00
852.00 · Local Partnerships	32,000.00
856.00 · Wayfinding Signage - Grant proj	2,000.00
Total 840.00 · Marketing	2,427,016.00
900.00 · Operating Expenses	123,500.00
930.00 · Transportation	6,000.00
Total Expense	4,057,000.00
Net Ordinary Income	0.00
Net Income	0.00