

# SMV Tourism Marketing District

## Profit Loss Statement: Budget vs. Actual

### July through October 2022

	<u>Jul - Oct 22</u>	<u>Budget</u>
<b>Income</b>		
41000 · TMD Assessments	134,485.14	780,000.00
41050 · City Admin Fee	-2,689.70	-15,600.00
46000 · Interest Income	6.57	100.00
<b>Total Income</b>	<u>131,802.01</u>	<u>764,500.00</u>
<b>Gross Profit</b>	131,802.01	764,500.00
<b>Expense</b>		
60200 · Administration	0.00	109,200.00
60500 · Contingency Fund Set Aside	0.00	0.00
<b>64000 · Marketing</b>		
60100 · Account Management	10,400.00	63,500.00
64010 · Media Placement	63,116.28	160,000.00
64015 · SEO / Media Management	16,000.00	48,000.00
64020 · Photo / Video Assets	19,700.00	44,000.00
64080 · Creative Development	22,675.45	50,000.00
64100 · Social Media / Email / Content	38,959.38	115,800.00
64280 · Local Event Grants	0.00	10,000.00
64340 · Memberships & Subscriptions	10,560.00	10,500.00
64450 · Public Relations / Influencer	24,083.65	94,500.00
<b>64500 · Research &amp; ROI Tracking</b>		
64510 · Research & ROI - STR Reports	0.00	5,000.00
64530 · Research & ROI - Reporting	0.00	0.00
<b>Total 64500 · Research &amp; ROI Tracking</b>	<u>0.00</u>	<u>5,000.00</u>
64610 · FAMs / Promotions	186.52	15,000.00
64640 · Social Media	5,626.88	
64800 · Website Development	0.00	17,000.00
64900 · Miscellaneous/Contingency	0.00	22,000.00
<b>Total 64000 · Marketing</b>	<u>211,308.16</u>	<u>655,300.00</u>
65000 · Miscellaneous	1,866.81	
66700 · Professional Fees	6,000.00	
<b>Total Expense</b>	<u>219,174.97</u>	<u>764,500.00</u>
<b>Net Income</b>	<u><u>-87,372.96</u></u>	<u><u>0.00</u></u>