

# SMV Tourism Marketing District

## Profit Loss Statement (Actual v Budget)

July 1, 2022 to February 28, 2023

	<u>Jul '22 - Feb 23</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Income</b>				
41000 · TMD Assessments	616,127.35	780,000.00	-163,872.65	78.99%
41050 · City Admin Fee	-12,369.24	-15,600.00	3,230.76	79.29%
46000 · Interest Income	15.84	100.00	-84.16	15.84%
<b>Total Income</b>	<u>603,773.95</u>	<u>764,500.00</u>	<u>-160,726.05</u>	<u>78.98%</u>
<b>Expense</b>				
60200 · Administration	86,257.83	109,200.00	-22,942.17	78.99%
60500 · Contingency Fund Set Aside	0.00	0.00	0.00	0.0%
<b>64000 · Marketing</b>				
60100 · Account Management	34,200.00	63,500.00	-29,300.00	53.86%
64010 · Media Placement	109,437.54	160,000.00	-50,562.46	68.4%
64015 · SEO / Media Management	28,000.00	48,000.00	-20,000.00	58.33%
64020 · Photo / Video Assets	19,700.00	44,000.00	-24,300.00	44.77%
64080 · Creative Development	30,940.90	50,000.00	-19,059.10	61.88%
64100 · Social Media / Email / Content	69,754.43	115,800.00	-46,045.57	60.24%
64280 · Local Event Grants	0.00	10,000.00	-10,000.00	0.0%
64340 · Memberships & Subscriptions	10,560.00	10,500.00	60.00	100.57%
64450 · Public Relations / Influencer	41,059.51	94,500.00	-53,440.49	43.45%
<b>64500 · Research &amp; ROI Tracking</b>				
64510 · Research & ROI - STR Reports	4,471.20	5,000.00	-528.80	89.42%
64520 · Research & ROI - Projects	5,354.27	0.00	5,354.27	100.0%
64530 · Research & ROI - Reporting	0.00	0.00	0.00	0.0%
64500 · Research & ROI Tracking - Other	0.00	0.00	0.00	0.0%
<b>Total 64500 · Research &amp; ROI Tracking</b>	<u>9,825.47</u>	<u>5,000.00</u>	<u>4,825.47</u>	<u>196.51%</u>
64610 · FAMs / Promotions	3,453.81	15,000.00	-11,546.19	23.03%
64640 · Social Media	12,286.07			
64800 · Website Development	0.00	17,000.00	-17,000.00	0.0%
64900 · Miscellaneous/Contingency	1,120.00	22,000.00	-20,880.00	5.09%
<b>Total 64000 · Marketing</b>	<u>370,337.73</u>	<u>655,300.00</u>	<u>-284,962.27</u>	<u>56.51%</u>
65000 · Miscellaneous	1,258.36			
<b>Total Expense</b>	<u>457,853.92</u>	<u>764,500.00</u>	<u>-306,646.08</u>	<u>59.89%</u>
<b>Net Income</b>	<u><u>145,920.03</u></u>	<u><u>0.00</u></u>	<u><u>145,920.03</u></u>	<u><u>100.0%</u></u>