

**SMV Chamber of Commerce Tourism Marketing District**  
**Profit Loss Statement (Budget vs. Actual)**  
**July 2022 through April 2023**

	<u>Jul '22 - Apr 23</u>	<u>Budget</u>
<b>Income</b>		
41000 · TMD Assessments	741,340.46	780,000.00
41050 · City Admin Fee	-14,873.50	-15,600.00
46000 · Interest Income	25.29	100.00
<b>Total Income</b>	<u>726,492.25</u>	<u>764,500.00</u>
<b>Gross Profit</b>	726,492.25	764,500.00
<b>Expense</b>		
60200 · Administration	103,787.67	109,200.00
60500 · Contingency Fund Set Aside	0.00	0.00
<b>64000 · Marketing</b>		
60100 · Account Management	41,400.00	63,500.00
64010 · Media Placement	136,911.95	160,000.00
64015 · SEO / Media Management	36,000.00	48,000.00
64020 · Photo / Video Assets	24,163.61	44,000.00
64080 · Creative Development	35,000.00	50,000.00
64100 · Social Media / Email / Content	101,701.18	115,800.00
64280 · Local Event Grants	10,000.00	10,000.00
64340 · Memberships & Subscriptions	10,560.00	10,500.00
64450 · Public Relations / Influencer	58,894.51	94,500.00
<b>64500 · Research &amp; ROI Tracking</b>		
64510 · Research & ROI - STR Reports	4,471.20	5,000.00
64520 · Research & ROI - Projects	0.00	0.00
64530 · Research & ROI - Reporting	0.00	0.00
64500 · Research & ROI Tracking - Other	0.00	0.00
<b>Total 64500 · Research &amp; ROI Tracking</b>	<u>4,471.20</u>	<u>5,000.00</u>
64610 · FAMs / Promotions	3,453.81	15,000.00
64640 · Social Media	939.86	
64800 · Website Development	0.00	17,000.00
64900 · Miscellaneous/Contingency	6,474.27	22,000.00
<b>Total 64000 · Marketing</b>	<u>469,970.39</u>	<u>655,300.00</u>
65000 · Miscellaneous	1,258.36	
<b>Total Expense</b>	<u>575,016.42</u>	<u>764,500.00</u>
<b>Net Income</b>	<u><u>151,475.83</u></u>	<u><u>0.00</u></u>

# SMV Chamber of Commerce Tourism Marketing District

## Profit Loss Statement (FY23 vs FY22)

July 2022 through April 2023

	<u>Jul '22 - Apr 23</u>	<u>Jul '21 - Apr 22</u>
<b>Income</b>		
41000 · TMD Assessments	741,340.46	733,456.79
41050 · City Admin Fee	-14,873.50	-14,858.02
46000 · Interest Income	25.29	15.53
<b>Total Income</b>	<u>726,492.25</u>	<u>718,614.30</u>
<b>Gross Profit</b>	726,492.25	718,614.30
<b>Expense</b>		
60200 · Administration	103,787.67	102,683.96
60500 · Contingency Fund Set Aside	0.00	24,588.33
64000 · Marketing		
60100 · Account Management	41,400.00	23,000.00
64010 · Media Placement	136,911.95	118,040.80
64015 · SEO / Media Management	36,000.00	36,000.00
64020 · Photo / Video Assets	24,163.61	4,585.00
64080 · Creative Development	35,000.00	30,788.24
64100 · Social Media / Email / Content	101,701.18	67,200.00
64280 · Local Event Grants	10,000.00	0.00
64340 · Memberships & Subscriptions	10,560.00	10,240.00
64450 · Public Relations / Influencer	58,894.51	62,000.00
64500 · Research & ROI Tracking		
64510 · Research & ROI - STR Reports	4,471.20	4,140.00
64520 · Research & ROI - Projects	0.00	5,800.00
64530 · Research & ROI - Reporting	0.00	11,000.00
<b>Total 64500 · Research &amp; ROI Tracking</b>	<u>4,471.20</u>	<u>20,940.00</u>
64610 · FAMs / Promotions	3,453.81	12,648.09
64640 · Social Media	939.86	0.00
64800 · Website Development	0.00	66,200.00
64900 · Miscellaneous/Contingency	6,474.27	0.00
<b>Total 64000 · Marketing</b>	<u>469,970.39</u>	<u>451,642.13</u>
65000 · Miscellaneous	1,258.36	0.00
<b>Total Expense</b>	<u>575,016.42</u>	<u>578,914.42</u>
<b>Net Income</b>	<u><u>151,475.83</u></u>	<u><u>139,699.88</u></u>

# SMV Chamber of Commerce Tourism Marketing District

## Balance Sheet

As of April 30, 2023

	<u>30-Apr-23</u>
ASSETS	
Current Assets	
Checking/Savings	
10100 · Checking - Heritage Oaks Bank	384,346.51
Total Checking/Savings	<u>384,346.51</u>
Accounts Receivable	
11000 · Accounts Receivable	<u>150</u>
Total Accounts Receivable	<u>150</u>
Total Current Assets	<u>384,496.51</u>
TOTAL ASSETS	<u><u>384,496.51</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	46,027.90
Total Accounts Payable	<u>46,027.90</u>
Total Current Liabilities	<u>46,027.90</u>
Total Liabilities	46,027.90
Equity	
32100 · Contingency/Renewal Reserve	60,000.00
32200 · Opportunity Reserve	126,992.78
Net Income	<u>151,475.83</u>
Total Equity	<u>338,468.61</u>
TOTAL LIABILITIES & EQUITY	<u><u>384,496.51</u></u>