

## Lawrence Convention and Visitor's Bureau

07/14/15

## CVB Profit &amp; Loss vs. Budget

Accrual Basis

January through June 2014

	Jan - Jun 14	Budget	\$ Over Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
5000 · Guest Tax	297,500.00	595,000.00	-297,500.00
5200 · Merchandise Sales	395.59	1,500.00	-1,104.41
5650 · Special Projects			
5651 · Visitors Guide Ad	0.00	55,000.00	-55,000.00
5656 · Tour of Lawrence	26,337.00	70,000.00	-43,663.00
5650 · Special Projects - Other	5,500.00		
<b>Total 5650 · Special Projects</b>	<b>31,837.00</b>	<b>125,000.00</b>	<b>-93,163.00</b>
5700 · Miscellaneous Income	216.36		
<b>Total Income</b>	<b>329,948.95</b>	<b>721,500.00</b>	<b>-391,551.05</b>
<b>Cost of Goods Sold</b>			
6100 · Merchandise Cost			
6105 · Souvenir Items	0.00	600.00	-600.00
<b>Total 6100 · Merchandise Cost</b>	<b>0.00</b>	<b>600.00</b>	<b>-600.00</b>
<b>Total COGS</b>	<b>0.00</b>	<b>600.00</b>	<b>-600.00</b>
<b>Gross Profit</b>	<b>329,948.95</b>	<b>720,900.00</b>	<b>-390,951.05</b>
<b>Expense</b>			
7000 · Payroll Expense			
7065 · Health Insurance	4,225.45	15,000.00	-10,774.55
7000 · Payroll Expense - Other	91,672.79	220,000.00	-128,327.21
<b>Total 7000 · Payroll Expense</b>	<b>95,898.24</b>	<b>235,000.00</b>	<b>-139,101.76</b>
7260 · Retirement Plan	3,286.26	12,000.00	-8,713.74
7600 · Programs			
7601 · Advertising			
7601.10 · Magazine	31,997.00	38,000.00	-6,003.00
7601.12 · Newspaper	3,486.86	21,500.00	-18,013.14
7601.18 · Television	0.00	18,000.00	-18,000.00
7601.2 · Design	768.76	400.00	368.76
7601.4 · Directory	3,344.16	8,750.00	-5,405.84
7601.6 · I-70 Distribution	1,719.42	4,000.00	-2,280.58
7601.8 · Digital	23,178.08	31,350.00	-8,171.92
<b>Total 7601 · Advertising</b>	<b>64,494.28</b>	<b>122,000.00</b>	<b>-57,505.72</b>
7603 · Bid Promotions	0.00	5,600.00	-5,600.00
7605 · Bid Supplies & Hospitality	14,838.20	22,000.00	-7,161.80
7609 · Direct Mail & Fulfillment	4,111.89	10,000.00	-5,888.11
7619 · Hospitality & Sponsorships	5,033.88	12,000.00	-6,966.12
7623 · Marketing	0.00	40,000.00	-40,000.00
7625 · Simpleview Data Base	0.00	20,000.00	-20,000.00
7629 · Media & Public Relations	5.00	500.00	-495.00
7639 · Photography	345.12	2,500.00	-2,154.88
7641 · Promotional Materials	7,666.99	10,000.00	-2,333.01
7642 · Trade Shows	398.33	1,400.00	-1,001.67
7643 · Website Hosting	1,651.00	10,850.00	-9,199.00
7645 · Special Projects			
7649 · Visitors Guide	0.00	53,000.00	-53,000.00
7700 · Mother Earth News Fair	1,685.28	15,000.00	-13,314.72
7701 · USSSA World Series	201.86	10,000.00	-9,798.14
7702 · NAIA Cross Country Champion...	6,037.53	10,000.00	-3,962.47

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	Jan - Jun 14	Budget	\$ Over Budget
7703 · Special Projects--Other	39,399.69	15,000.00	24,399.69
7704 · Tour of Lawrence	36,461.49	67,100.00	-30,638.51
7705 · Site Visits	0.00	5,000.00	-5,000.00
7706 · Cradle of Basketball	8.00	18,000.00	-17,992.00
<b>Total 7645 · Special Projects</b>	<b>83,793.85</b>	<b>193,100.00</b>	<b>-109,306.15</b>
<b>Total 7600 · Programs</b>	<b>182,338.54</b>	<b>449,950.00</b>	<b>-267,611.46</b>
<b>8200 · Admin and General</b>			
8214 · Bank Service Charges	90.97	100.00	-9.03
8230 · Dues/Subscriptions/Memberships	8,574.00	10,225.00	-1,651.00
8282 · Travel & Meetings	2,815.66	12,150.00	-9,334.34
8284 · Volunteer Hospitality	434.21	750.00	-315.79
<b>Total 8200 · Admin and General</b>	<b>11,914.84</b>	<b>23,225.00</b>	<b>-11,310.16</b>
<b>Total Expense</b>	<b>293,437.88</b>	<b>720,175.00</b>	<b>-426,737.12</b>
<b>Net Ordinary Income</b>	<b>36,511.07</b>	<b>725.00</b>	<b>35,786.07</b>
<b>Other Income/Expense</b>			
<b>Other Income</b>			
9010 · Other Income			
9020 · Interest Income	237.60		
<b>Total 9010 · Other Income</b>	<b>237.60</b>		
<b>Total Other Income</b>	<b>237.60</b>		
<b>Net Other Income</b>	<b>237.60</b>		
<b>Net Income</b>	<b>36,748.67</b>	<b>725.00</b>	<b>36,023.67</b>

## CVB Profit &amp; Loss vs. Budget

January through June 2014

	% of Budget
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
5000 · Guest Tax	50.0%
5200 · Merchandise Sales	26.4%
5650 · Special Projects	
5651 · Visitors Guide Ad	0.0%
5656 · Tour of Lawrence	37.6%
5650 · Special Projects - Other	
<b>Total 5650 · Special Projects</b>	<b>25.5%</b>
5700 · Miscellaneous Income	
<b>Total Income</b>	<b>45.7%</b>
<b>Cost of Goods Sold</b>	
6100 · Merchandise Cost	
6105 · Souvenir Items	0.0%
<b>Total 6100 · Merchandise Cost</b>	<b>0.0%</b>
<b>Total COGS</b>	<b>0.0%</b>
<b>Gross Profit</b>	<b>45.8%</b>
<b>Expense</b>	
7000 · Payroll Expense	
7065 · Health Insurance	28.2%
7000 · Payroll Expense - Other	41.7%
<b>Total 7000 · Payroll Expense</b>	<b>40.8%</b>
7260 · Retirement Plan	27.4%
7600 · Programs	
7601 · Advertising	
7601.10 · Magazine	84.2%
7601.12 · Newspaper	16.2%
7601.18 · Television	0.0%
7601.2 · Design	192.2%
7601.4 · Directory	38.2%
7601.6 · I-70 Distribution	43.0%
7601.8 · Digital	73.9%
<b>Total 7601 · Advertising</b>	<b>52.9%</b>
7603 · Bid Promotions	0.0%
7605 · Bid Supplies & Hospitality	67.4%
7609 · Direct Mail & Fulfillment	41.1%
7619 · Hospitality & Sponsorships	41.9%
7623 · Marketing	0.0%
7625 · Simpleview Data Base	0.0%
7629 · Media & Public Relations	1.0%
7639 · Photography	13.8%
7641 · Promotional Materials	76.7%
7642 · Trade Shows	28.5%
7643 · Website Hosting	15.2%
7645 · Special Projects	
7649 · Visitors Guide	0.0%
7700 · Mother Earth News Fair	11.2%
7701 · USSSA World Series	2.0%
7702 · NAIA Cross Country Champion...	60.4%

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January through June 2014

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	% of Budget
7703 · Special Projects--Other	262.7%
7704 · Tour of Lawrence	54.3%
7705 · Site Visits	0.0%
7706 · Cradle of Basketball	0.0%
<b>Total 7645 · Special Projects</b>	<b>43.4%</b>
<b>Total 7600 · Programs</b>	<b>40.5%</b>
<b>8200 · Admin and General</b>	
8214 · Bank Service Charges	91.0%
8230 · Dues/Subscriptions/Memberships	83.9%
8282 · Travel & Meetings	23.2%
8284 · Volunteer Hospitality	57.9%
<b>Total 8200 · Admin and General</b>	<b>51.3%</b>
<b>Total Expense</b>	<b>40.7%</b>
<b>Net Ordinary Income</b>	<b>5,036.0%</b>
<b>Other Income/Expense</b>	
<b>Other Income</b>	
9010 · Other Income	
9020 · Interest Income	
<b>Total 9010 · Other Income</b>	
<b>Total Other Income</b>	
<b>Net Other Income</b>	
<b>Net Income</b>	<b><u>5,068.8%</u></b>