

## Lawrence Convention and Visitor's Bureau

07/08/15

## CVB Profit &amp; Loss vs. Budget

Accrual Basis

January through June 2015

	Jan - Jun 15	Budget	\$ Over Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
5000 · Guest Tax	317,500.00	635,000.00	-317,500.00
5100 · Visitors Guide	0.00	53,000.00	-53,000.00
5200 · Merchandise Sales	319.23	1,500.00	-1,180.77
5650 · Special Projects			
5656 · Tour of Lawrence	20,836.00	45,000.00	-24,164.00
5658 · Downtown Shotput	14,000.00	65,000.00	-51,000.00
<b>Total 5650 · Special Projects</b>	34,836.00	110,000.00	-75,164.00
5700 · Miscellaneous Income	0.00		
<b>Total Income</b>	352,655.23	799,500.00	-446,844.77
<b>Cost of Goods Sold</b>			
6100 · Merchandise Cost			
6105 · Souvenir Items	0.00	600.00	-600.00
<b>Total 6100 · Merchandise Cost</b>	0.00	600.00	-600.00
<b>Total COGS</b>	0.00	600.00	-600.00
<b>Gross Profit</b>	352,655.23	798,900.00	-446,244.77
<b>Expense</b>			
7000 · Payroll Expense			
7065 · Health Insurance	7,364.88	15,000.00	-7,635.12
7000 · Payroll Expense - Other	116,426.16	233,000.00	-116,573.84
<b>Total 7000 · Payroll Expense</b>	123,791.04	248,000.00	-124,208.96
7260 · Retirement Plan	6,395.69	10,000.00	-3,604.31
7600 · Programs			
7601 · Advertising			
7601.10 · Magazine	6,844.26	23,000.00	-16,155.74
7601.12 · Newspaper	0.00	1,500.00	-1,500.00
7601.14 · Social Media	595.00	5,000.00	-4,405.00
7601.2 · Design	2,154.00	15,000.00	-12,846.00
7601.6 · I-70 Distribution	3,775.68	5,200.00	-1,424.32
7601.8 · Digital	158.68	14,500.00	-14,341.32
<b>Total 7601 · Advertising</b>	13,527.62	64,200.00	-50,672.38
7603 · Bid Promotions	1,178.79	3,000.00	-1,821.21
7605 · Bid Supplies & Hospitality	9,093.47	8,000.00	1,093.47
7609 · Direct Mail & Fulfillment	440.00	4,500.00	-4,060.00
7619 · Hospitality & Sponsorships	9,364.15	8,000.00	1,364.15
7623 · Marketing			
7623.1 · Portal Design & Website	52,616.07	52,600.00	16.07
7623.2 · Campaign & Content Deve.	45,090.69	44,000.00	1,090.69
7623.3 · Sales Support	3,011.75	3,000.00	11.75
<b>Total 7623 · Marketing</b>	100,718.51	99,600.00	1,118.51
7625 · Simpleview Data Base	38,991.95	54,250.00	-15,258.05
7629 · Media & Public Relations	944.45	2,000.00	-1,055.55
7639 · Photography	5,790.27	3,100.00	2,690.27
7641 · Promotional Materials	12,739.31	5,000.00	7,739.31
7642 · Trade Shows	216.88	1,500.00	-1,283.12
7643 · Website Hosting	5,710.25	1,200.00	4,510.25
7645 · Special Projects			
7649 · Visitors Guide	76.79	53,000.00	-52,923.21
7701 · USSSA World Series	665.45	10,000.00	-9,334.55
7704 · Tour of Lawrence	49,975.19	40,000.00	9,975.19
7707 · Downtown Shotput	20,869.12	65,000.00	-44,130.88
7708 · MS 150 Bike Race	0.00	5,000.00	-5,000.00
7709 · Sponsorships/Sports Pavilion	2,194.46	5,000.00	-2,805.54

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	Jan - Jun 15	Budget	\$ Over Budget
Total 7645 · Special Projects	73,781.01	178,000.00	-104,218.99
Total 7600 · Programs	272,496.66	432,350.00	-159,853.34
8200 · Admin and General			
8214 · Bank Service Charges	35.00	100.00	-65.00
8230 · Dues/Subscriptions/Memberships	2,658.00	10,000.00	-7,342.00
8282 · Travel & Meetings	5,212.81	20,000.00	-14,787.19
8284 · Volunteer Hospitality	0.00	1,900.00	-1,900.00
Total 8200 · Admin and General	7,905.81	32,000.00	-24,094.19
Total Expense	410,589.20	722,350.00	-311,760.80
Net Ordinary Income	-57,933.97	76,550.00	-134,483.97
Other Income/Expense			
Other Income			
9010 · Other Income			
9020 · Interest Income	148.62		
Total 9010 · Other Income	148.62		
Total Other Income	148.62		
Other Expense			
9500 · Other Expenses	0.00		
Total Other Expense	0.00		
Net Other Income	148.62		
Net Income	<u>-57,785.35</u>	<u>76,550.00</u>	<u>-134,335.35</u>

## CVB Profit &amp; Loss vs. Budget

January through June 2015

	% of Budget
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
5000 · Guest Tax	50.0%
5100 · Visitors Guide	0.0%
5200 · Merchandise Sales	21.3%
5650 · Special Projects	
5656 · Tour of Lawrence	46.3%
5658 · Downtown Shotput	21.5%
Total 5650 · Special Projects	31.7%
5700 · Miscellaneous Income	
<b>Total Income</b>	<b>44.1%</b>
<b>Cost of Goods Sold</b>	
6100 · Merchandise Cost	
6105 · Souvenir Items	0.0%
Total 6100 · Merchandise Cost	0.0%
<b>Total COGS</b>	<b>0.0%</b>
<b>Gross Profit</b>	<b>44.1%</b>
<b>Expense</b>	
7000 · Payroll Expense	
7065 · Health Insurance	49.1%
7000 · Payroll Expense - Other	50.0%
Total 7000 · Payroll Expense	49.9%
7260 · Retirement Plan	64.0%
7600 · Programs	
7601 · Advertising	
7601.10 · Magazine	29.8%
7601.12 · Newspaper	0.0%
7601.14 · Social Media	11.9%
7601.2 · Design	14.4%
7601.6 · I-70 Distribution	72.6%
7601.8 · Digital	1.1%
Total 7601 · Advertising	21.1%
7603 · Bid Promotions	39.3%
7605 · Bid Supplies & Hospitality	113.7%
7609 · Direct Mail & Fulfillment	9.8%
7619 · Hospitality & Sponsorships	117.1%
7623 · Marketing	
7623.1 · Portal Design & Website	100.0%
7623.2 · Campaign & Content Deve.	102.5%
7623.3 · Sales Support	100.4%
Total 7623 · Marketing	101.1%
7625 · Simpleview Data Base	71.9%
7629 · Media & Public Relations	47.2%
7639 · Photography	186.8%
7641 · Promotional Materials	254.8%
7642 · Trade Shows	14.5%
7643 · Website Hosting	475.9%
7645 · Special Projects	
7649 · Visitors Guide	0.1%
7701 · USSSA World Series	6.7%
7704 · Tour of Lawrence	124.9%
7707 · Downtown Shotput	32.1%
7708 · MS 150 Bike Race	0.0%
7709 · Sponsorships/Sports Pavilion	43.9%

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	% of Budget
Total 7645 · Special Projects	41.5%
Total 7600 · Programs	63.0%
8200 · Admin and General	
8214 · Bank Service Charges	35.0%
8230 · Dues/Subscriptions/Memberships	26.6%
8282 · Travel & Meetings	26.1%
8284 · Volunteer Hospitality	0.0%
Total 8200 · Admin and General	24.7%
Total Expense	56.8%
Net Ordinary Income	-75.7%
Other Income/Expense	
Other Income	
9010 · Other Income	
9020 · Interest Income	
Total 9010 · Other Income	
Total Other Income	
Other Expense	
9500 · Other Expenses	
Total Other Expense	
Net Other Income	
Net Income	<u>-75.5%</u>