

**Eastern Regional Tourism District
Profit & Loss Budget vs. Actual
July 2021 through February 2022**

	Jul '21 - Feb 22	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4100 · Revenues - State			
4110 · State of CT - DECD	300,000.00	400,000.00	-100,000.00
Total 4100 · Revenues - State	300,000.00	400,000.00	-100,000.00
4200 · Revenues - Private			
4211 · Interest Income	1.51		
Total 4200 · Revenues - Private	1.51		
Total Income	300,001.51	400,000.00	-99,998.49
Expense			
5000 · Marketing Expenses			
5100 · Advertising			
5110 · Agency Fees	30,000.00	40,000.00	-10,000.00
5115 · Social Media/Digital/Placement	105,000.00	110,000.00	-5,000.00
5120 · Regional Markt.Partnerships	50,000.00	50,000.00	0.00
5125 · Cooperative/Marketing COT	0.00	20,000.00	-20,000.00
5130 · Photography	0.00	7,000.00	-7,000.00
5100 · Advertising - Other	0.00	5,000.00	-5,000.00
Total 5100 · Advertising	185,000.00	232,000.00	-47,000.00
5200 · Collateral Material	1,000.00	20,000.00	-19,000.00
5225 · Brochure Distribution	0.00	22,000.00	-22,000.00
5250 · Dues & Subscriptions	750.00	3,000.00	-2,250.00
5275 · FAM/Site Visits	0.00	1,000.00	-1,000.00
5300 · Local Meetings & Travel	72.30	1,000.00	-927.70
5350 · Promotional Merchandise	0.00	5,000.00	-5,000.00
5400 · Market Resarch	0.00	4,000.00	-4,000.00
5425 · Special Events	10,000.00	10,000.00	0.00
5500 · Misc. Marketing	0.00	4,000.00	-4,000.00
Total 5000 · Marketing Expenses	196,822.30	302,000.00	-105,177.70
6000 · General & Admin. Expenses			
6150 · Insurance	647.00	1,000.00	-353.00
6250 · Professional Fees	53,328.00	80,000.00	-26,672.00
6300 · Audit/Legal Fees	73.70	10,000.00	-9,926.30
6400 · Supplies & Office Expense	532.51	5,000.00	-4,467.49

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Accrual Basis

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6450 · Postage	273.34	1,000.00	-726.66
6500 · Other Expense	0.00	1,000.00	-1,000.00
Total 6000 · General & Admin. Expenses	54,854.55	98,000.00	-43,145.45
Total Expense	251,676.85	400,000.00	-148,323.15
Net Ordinary Income	48,324.66	0.00	48,324.66
Net Income	48,324.66	0.00	48,324.66

**Eastern Regional Tourism District
Profit & Loss Budget vs. Actual
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	% of Budget
Ordinary Income/Expense	
Income	
4100 · Revenues - State	
4110 · State of CT - DECD	75.0%
Total 4100 · Revenues - State	75.0%
4200 · Revenues - Private	
4211 · Interest Income	
Total 4200 · Revenues - Private	75.0%
Total Income	75.0%
Expense	
5000 · Marketing Expenses	
5100 · Advertising	
5110 · Agency Fees	75.0%
5115 · Social Media/Digital/Placement	95.5%
5120 · Regional Markt.Partnerships	100.0%
5125 · Cooperative/Marketing COT	0.0%
5130 · Photography	0.0%
5100 · Advertising - Other	0.0%
Total 5100 · Advertising	79.7%
5200 · Collateral Material	5.0%
5225 · Brochure Distribution	0.0%
5250 · Dues & Subscriptions	25.0%
5275 · FAM/Site Visits	0.0%
5300 · Local Meetings & Travel	7.2%
5350 · Promotional Merchandise	0.0%
5400 · Market Resarch	0.0%
5425 · Special Events	100.0%
5500 · Misc. Marketing	0.0%
Total 5000 · Marketing Expenses	65.2%
6000 · General & Admin. Expenses	
6150 · Insurance	64.7%
6250 · Professional Fees	66.7%
6300 · Audit/Legal Fees	0.7%
6400 · Supplies & Office Expense	10.7%

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Accrual Basis

Eastern Regional Tourism District
Profit & Loss Budget vs. Actual
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	<u>% of Budget</u>
6450 · Postage	27.3%
6500 · Other Expense	0.0%
Total 6000 · General & Admin. Expenses	56.0%
Total Expense	62.9%
Net Ordinary Income	100.0%
Net Income	100.0%