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05/19/22

Accrual Basis

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

	Jul '21 - Apr 22	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
4100 · Revenues - State				
4110 · State of CT - DECD	400,000.00	400,000.00	0.00	100.0%
Total 4100 · Revenues - State	400,000.00	400,000.00	0.00	100.0%
4200 · Revenues - Private				
4211 · Interest Income	1.88			
Total 4200 · Revenues - Private	1.88			
Total Income	400,001.88	400,000.00	1.88	100.0%
Expense				
5000 · Marketing Expenses				
5100 · Advertising				
5110 · Agency Fees	40,000.00	40,000.00	0.00	100.0%
5115 · Social Media/Digital/Placement	110,000.00	110,000.00	0.00	100.0%
5120 · Regional Markt.Partnerships	50,000.00	50,000.00	0.00	100.0%
5125 · Cooperative/Marketing COT	0.00	20,000.00	-20,000.00	0.0%
5130 · Photography	7,000.00	7,000.00	0.00	100.0%
5100 · Advertising - Other	0.00	5,000.00	-5,000.00	0.0%
Total 5100 · Advertising	207,000.00	232,000.00	-25,000.00	89.2%
5200 · Collateral Material	670.31	20,000.00	-19,329.69	3.4%
5225 · Brochure Distribution	0.00	22,000.00	-22,000.00	0.0%
5250 · Dues & Subscriptions	750.00	3,000.00	-2,250.00	25.0%
5275 · FAM/Site Visits	0.00	1,000.00	-1,000.00	0.0%
5300 · Local Meetings & Travel	72.30	1,000.00	-927.70	7.2%
5350 · Promotional Merchandise	0.00	5,000.00	-5,000.00	0.0%
5400 · Market Resarch	750.00	4,000.00	-3,250.00	18.8%
5425 · Special Events	10,000.00	10,000.00	0.00	100.0%
5500 · Misc. Marketing	0.00	4,000.00	-4,000.00	0.0%
Total 5000 · Marketing Expenses	219,242.61	302,000.00	-82,757.39	72.6%
6000 · General & Admin. Expenses				
6150 · Insurance	647.00	1,000.00	-353.00	64.7%
6250 · Professional Fees	66,660.00	80,000.00	-13,340.00	83.3%
6300 · Audit/Legal Fees	73.70	10,000.00	-9,926.30	0.7%
6400 · Supplies & Office Expense	627.03	5,000.00	-4,372.97	12.5%
6450 · Postage	455.70	1,000.00	-544.30	45.6%
6500 · Other Expense	0.00	1,000.00	-1,000.00	0.0%
Total 6000 · General & Admin. Expenses	68,463.43	98,000.00	-29,536.57	69.9%
Total Expense	287,706.04	400,000.00	-112,293.96	71.9%

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	Jul '21 - Apr 22	Budget	\$ Over Budget	% of Budget
Net Ordinary Income	112,295.84	0.00	112,295.84	100.0%
Net Income	<u>112,295.84</u>	<u>0.00</u>	<u>112,295.84</u>	<u>100.0%</u>