

# Travel Juneau Profit & Loss Budget Performance

## Administration

Administration P&L FY23

07.01.22-2.28.23

	Jul '22 - Feb 23	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4000 · Hotel Bed Tax-CBJ Grant	187,539.75	250,053.00	-62,513.25	75.0%
4100 · Ad Sales&Media Expense Recovery	7,972.00	7,000.00	972.00	113.89%
4110 · Print Guide Ad	229.00	229.00	0.00	100.0%
4450 · HIVE /Marketing Momentum	0.00	1,000.00	-1,000.00	0.0%
4600 · Interest	303.46			
4750 · Pass through Special Projects	3,010.96	17,099.00	-14,088.04	17.61%
<b>Total Income</b>	<b>199,055.17</b>	<b>275,381.00</b>	<b>-76,325.83</b>	<b>72.28%</b>
<b>Expense</b>				
5000 · Overhead	131,338.07	218,203.00	-86,864.93	60.19%
6000 · Staff Training & Conferences	2,294.12	10,100.00	-7,805.88	22.71%
6010 · Staff Incentives	1,589.50	1,500.00	89.50	105.97%
6025 · Mileage	31.13	100.00	-68.87	31.13%
6030 · Telephone	1,730.54	3,200.00	-1,469.46	54.08%
6040 · Technology & Connectivity	4,882.80	8,646.00	-3,763.20	56.48%
6050 · Equipment Purchase&Maintenance	0.00	284.00	-284.00	0.0%
6070 · Postage	233.48	250.00	-16.52	93.39%
6080 · Supplies	167.75	180.00	-12.25	93.19%
6090 · Copying/Printing	0.00	216.00	-216.00	0.0%
6100 · Dues / Membership	988.00	949.00	39.00	104.11%
6200 · Subscriptions	190.13	635.00	-444.87	29.94%
6300 · Community Relations	271.07	830.00	-558.93	32.66%
6400 · Shows	4,000.00	7,500.00	-3,500.00	53.33%
7010 · Rent	9,054.50	14,286.00	-5,231.50	63.38%
7015 · Property Insurance	208.00	210.00	-2.00	99.05%
7020 · Liability Insurance	265.00	388.00	-123.00	68.3%
7025 · Employee Dishonesty Insurance	99.18	70.00	29.18	141.69%
7026 · ERISA Bond for the 401(K) plan	27.00	170.00	-143.00	15.88%
7030 · Fees & Taxes	3,645.63	5,800.00	-2,154.37	62.86%
7035 · Board of Directors Ins Policy	210.90			
7050 · Board of Directors	382.60	650.00	-267.40	58.86%
7070 · Accounting	1,090.20	1,214.00	-123.80	89.8%
7080 · ATIA Board	154.58			
<b>Total Expense</b>	<b>162,854.18</b>	<b>275,381.00</b>	<b>-112,526.82</b>	<b>59.14%</b>
<b>Net Ordinary Income</b>	<b>36,200.99</b>	<b>0.00</b>	<b>36,200.99</b>	<b>100.0%</b>
<b>Net Income</b>	<b>36,200.99</b>	<b>0.00</b>	<b>36,200.99</b>	<b>100.0%</b>

TJ Bd Approved FY23 Budget		Description & Notes	CS	DM	VIS	PS	Admin	Spec Projects 6 - Crossing Guard	Special Projects 7 - TBMP	Special Projects 8 - Grants	FY23	Approved FY22 Total	Notes for FY23
Line	REVENUES & INCOME												
4000		General funding across classes	171,417	436,487	70,943		250,053				928,900	625,000	Up from orig estimate from CBJ
4001	Partnership Sales	Partnership Tiers base - 200 @ \$400				80,000					80,000	80,000	
4010											0		
4025											0		
4100	Ad Sales & Media Expense Recovery										0		
	Co-Op Ads										0		
	Travel Planner Ads		20,000	84,240	152	10,004	229				114,625	105,000	
	CST Ads on monitor						1,000				1,000		
	DTN Website Ads						3,000				9,000	6,000	
4200	Website Add'l Listings						3,500				3,500	3,500	
4201	Residual Tier Revenue						10,000				10,000		
4250	Travel Planner Add'l Listings						3,000				3,000	3,000	
4350	Travel Fair Vendors						5,000				5,000	5,000	
4400	Annual Mtg						350				350	350	
4450	Marketing Momentum	Ticketed event						1,000			1,000	1,000	
4500	Booth Share	Show booth partners		4,500							4,500		
4550	Mtg Planner Event Vendors												
	JNU MP events												
	ANC MP events												
4600	Interest										0	325	
4650	MPFs for Visitor Services				148,000						148,000		
4700	Other revenue & income										0		
	Cruise Ship calendars				100						100	100	
4750	Pass-through and Special Projects - Class 6										0		
	Crossing Guard Program - Admin	through		20,279			17,099	336,405			373,783	36,342	
	TBMP	No admin fee							24,675		24,675		Pass-thru, no revenue taken
	Carry-over - MPFs for Visitor Services										0	59,300	
4770	Carry-over from previous fiscal	from FY22									0	100,000	
	TJ reserves	IRONMAN	106,500								106,500	157,700	
4800	Other Grants										0	33,976	PPP from FY21-22
<b>TOTAL REVENUES</b>			<b>297,917</b>	<b>545,506</b>	<b>219,195</b>	<b>114,854</b>	<b>275,381</b>	<b>336,405</b>	<b>24,675</b>		<b>1,813,933</b>	<b>1,216,593</b>	
												Earned income:	\$375,953
												% of Earned Income rel to HBT & MPF:	34.9%
<b>EXPENSES</b>													
5000	Personnel Expenses												
	Gross		57,000	91,000	73,785	70,000	218,203				509,988	553,000	New Ops Mgr in Admin
	Anniversary Bonus												No VIS Coord position
	Company FICA												No DM Coord position
	Company Medicare												8% increase in base pay
	Company SUI												
	Company FUTA												
	Other payroll tax expense												
	Workman's Comp												
	Medical												
	Wellness/Deductible reimbursement												
	Life Insurance												
	Retirement												
6000	Staff Training & Conferences												
	ATIA Annual Convention	3 staff		1,500			750				2,250	1,500	
	DMA West Leadership										0		
	DMA West Ed Summit												
	DMA West Tech Summit			1,250							1,250	1,250	
	Simpleview Summit			3,000							3,000	0	
	DI Annual Convention	3 staff		5,000			2,500				7,500	2,500	
	DI Mem Services Sum					2,500					2,500	2,500	
	DI Visitor Services Sum										0	2,500	
	Innovation Summit										0	400	
	SE Conference						225				225	120	
	SATC mtg										0		
	Sales Forum										0		
	CDME via DI						6,250				6,250	6,250	
	Training TBD				2,500		375				2,875		
6010	Staff Incentives						1,500				1,500	1,500	
6025	Mileage		185	230	500	185	100				1,200	1,200	
6030	Telephone & Internet		1,785	3,570	3,215	1,785	3,200				13,555	13,500	
6040	Technology & Connectivity												
	IT	HansenGress contract	2,286	4,571	4,571	2,286	3,286				17,000	17,000	
	Simpleview CRM	Annual contract	2,678	5,357	2,678	2,677	5,360				18,750	18,000	
6050	Equipment - Purchase & Maintenance		170	216	216	142	284				1,028	1,000	
6070	Postage		250	250	4,000	250	250				5,000	5,000	
6080	Supplies		155	310	310	155	180				1,110	1,110	
6090	Copying/Printing	All office	214	428	428	214	216				1,500	1,500	
6100	Dues/Partnerships												
	ATIA			5,000							5,000	5,000	
	Visit Anchorage			375							375	375	
	AK Chamber of Commerce												
	NTA			820							820	820	
	USTA			2,600							2,600	2,600	
	ABA			605							605	605	
	ATTA			1,000							1,000	1,000	
	SATC			2,500							2,500	2,500	
	Dest Int'l		720	720	720	720	720				3,600	3,600	
	DMA West			975							975	975	
	Board Room										0		
	Small Market Mtgs		395								395	395	
	SHRM						229						
6200	Subscriptions												
	Meltwater			8,600							8,600	8,525	

	Shiftboard			1,500			1,500	1,250
	Zoom					220	220	
	MailChimp & PayPal		720	720	720		2,160	2,160
	BarberStock		6,000				6,000	6,000
	Juneau Empire					225	225	190
	ADN					190	190	160
	Adobe Sulte		2,000				2,000	3,200
	Canva		200				200	200
	Issu		625				625	600
6300	Community Relations							
	Chamber Events						830	830
	Ads, community sponsorships		100		150		250	250
	Communications Plan						0	1,000
	New Ship Plaques						0	200
6400	Shows						0	0
	Sea Trade	Contracted				7,500	7,500	6,500
	NTA							
	Go West							
	IPW		7,000				7,000	
	ITB							
	Cruise 360		6,500				6,500	Partner buy-in offsets cost
	AAA Travel Show - Ohio		6,500				6,500	6,500 Partner buy-in offsets cost
	AAA Travel Show - TBD		6,500				6,500	Partner buy-in offsets cost
	NYTimes Travel Show							
	NY Media Day							
	TravMedia							
	AK Media Road Show		5,000				5,000	8,000
	Seattle Boat Show		1,250				1,250	1,250
	Small Market Mtgs	Contracted	7,500				7,500	7,500
	Destinations West	Contracted	7,500				7,500	7,500
	IPEC							
	Travel & Adventure		3,000				3,000	3,000
	ATTA Elevate		5,000				5,000	4,000
	Trade shows TBD		13,093	7,500			20,593	15,000
6430	FAM - Prospects							
	TJ Travel Agent FAM			2,500			2,500	2,500
	TJ Tour Operator FAM			2,500			2,500	2,500
	TJ Tour Op Assistance							
	Mtg Planner Prospect FAM		13,000				13,000	13,000
	Int'l Travel Agent Mission						0	0
6450	Incentives & Premiums							
	Premiums		1,190	2,310			3,500	3,500
6475	Travel Guide Distribution							0
	Trade shows							
	<b>CONVENTION SALES/MARKETING</b>							
6500	Centennial Hall rebate & mtg support	Incl A/V support	50,000				50,000	50,000
6505	IRONMAN fees, support, & PR		100,000				100,000	Incl 50% of 2023 fee oblig of \$125K
6510	Meeting Printing							
	Meeting Planner Guides	PDF only						
	Welcome signs		500				500	500
6515	Conv Sales Site Visits - MPs	meetings in Definite	10,000				10,000	10,000
6520	Bid in Person or mtg promotion		5,000				5,000	5,000
6530	Convention Advertising & Ad Dev		15,000				15,000	15,000
6550	Meeting Planner Events							
6575	Sales Missions							
	<b>DESTINATION MARKETING</b>							
6600	Travel Writer Expenses/PR							
	Travel writer exp & media events		9,400				9,400	9,000
	PR assistance - Thompson&Co contract		10,000				10,000	10,000
	Special Media Events						0	0
	Adventure Cities - Heleconia		20,000				20,000	2 yrs to pay for contract
	Eaglecrest Promo		5,000				5,000	5,000
6700	Consumer Shows						0	0
	All shows to 6400						0	0
6710	Destination Print Advertising		13,000				13,000	13,149
6720	Destination Digital Advertising		24,070				24,070	25,885
	Leads program - ATIA		10,000				10,000	10,000
	Targeted Google ads		12,000				12,000	
6725	Destination Photos, Video, & Graphic Design		56,700				56,700	10,000 Local contract for creative
6730	Destination Social Media		6,000				6,000	7,500
	Social influencer FAMs		9,000					
6735	Marketing Coordinator	Moved to 5000					0	
6740	Travel Guide Production & Distribution	Rev for 2022	80,000				80,000	75,000
6750	Website Hosting & Maintenance						0	
	Maintenance		60,000				60,000	56,000
	Mobile app		6,000				6,000	8,000
	Domain Name Purchase/Renewal	Part of HG contract mgt	960				960	150
	<b>VISITOR SERVICES</b>							
6810	AKA Fulfillment (bulk mail)			22,000			22,000	10,000
6815	Storage			2,850			2,850	2,750
6820	Volunteer - Training			5,500			5,500	4,500
	New Volunteer Orientation (3)							
	Tours & Attractions							
	Shiftboard Review (2)							
	What's New							
	Walkabout							
6825	Volunteer Recognition			6,000			6,000	3,500
	Mid-Season Potluck							
	End of Season Celebration							
	Recognition swag						0	1,250
6830	Summer Assistants	3 seasonal FTE		47,000			47,000	14,734 Incl seasonal coordinator in-office
6840	Parking - Seasonal			650			650	650
6845	Travel Guide Dist - Interior			2,800			2,800	2,260
6850	Visitor Site Supplies			2,000			2,000	1,000
6852	Copy/Printing - Dept Specific			1,500			1,500	1,500
6855	DT Walking Map			22,000			22,000	10,000
6860	Visitor Retention							
6865	Cruise Calendar Prod			500			500	500
	<b>PARTNER SERVICES</b>							
6910	Travel Fair	Spr '22						

	Promotion									5,873			5,873	5,938	
	Venue									2,400			2,400	2,200	
	Services									350			350	350	
6925	Partnership Education									2,000			2,000	2,000	
6940	Election														
6945	Annual Meeting & Annual Rpt								Spr '22	3,000			3,000	3,000	
6950	New Partner Recruitment									250			250	250	
6965	Decals														
6970	DTN Contracts														
6975	Dining Guides												0	1,500	
6980	Unrecoverable debt									10,000			10,000	15,000	
	<b>ADMIN</b>														
7010	Rent	7,142	14,286	7,143	7,143	14,286							50,000	50,000	Lease exp 12-2022
7015	Property Insurance	207	414	414	207	210							1,452	1,452	
7020	Liability Insurance	385	771	771	385	388							2,700	2,700	
7025	Employee Dishonesty Insurance	68	134	135	68	70							475	475	
7030	Fees & Taxes					5,800							5,800	5,800	
7040	ERISA Bond	180	360	360	180	170							1,250	1,250	
7050	Board of Directors					650							650	695	
7070	Accounting	1,214	2,429	2,429	1,214	1,214							8,500	8,500	
	AUP														
	Tax prep & assistance														
	Other Accounting														
7080	DestNEXT - DMO evaluation														
	<b>TOTAL EXPENSES - Regular budget</b>	297,917	545,506	219,195	114,854	275,381							1,452,853	1,216,593	
		0	0	0	0	0									
	% of total budget	20.5%	37.5%	15.1%	7.9%	18.9%									100%
		58.0%													
8100	<b>SPECIAL PROJECTS - CLASS 6</b>														
	Crossing Guard Program (MPF)								Security	336,405			336,405		
8125	<b>SPECIAL PROJECTS - CLASS 7</b>														
	TBMP administration									24,675			24,675		
	<b>TOTAL FY23 BUDGET</b>												1,813,933		

TEST BUDGET W/15% INC IN PAYROLL		Description & Notes	EGS	DM	VIS	PS	Admin	Spec Projects 6 - Crossing Guard	Special Projects 7 - TBMP	Special Projects 8 - Grants	DRAFT FY24	Approved FY23 Total	Working notes for FY24
Line	REVENUES & INCOME												
4000	Hotel Bed Tax - CBJ Grant	General funding across classes	330,095	541,905	154,038	4,000	269,932				1,299,970	928,900	
4001	Partnership Sales	Partnership Tiers base - 200@\$400				80,000					80,000	80,000	
4010											0		
4025											0		
4100	Ad Sales & Media Expense Recovery										0		
	Co-Op Ads										0		
	Travel Planner Ads		95,000		152	29,848	0				125,000	114,625	
	CST Ads on monitor						1,000				1,000	1,000	
	DTN Website Ads					3,000	6,000				9,000	9,000	
4200	Website Add'l Listings					3,500					3,500	3,500	
4201	Residual Tier Revenue					10,000					10,000	10,000	
4250	Travel Planner Add'l Listings					3,000					3,000	3,000	
4350	Travel Fair Vendors					5,000					5,000	5,000	
4400	Annual Mtg					350					350	350	
4450	Marketing Momentum	Ticketed event				1,000	0				1,000	1,000	
4500	Booth Share	Show booth partners		4,500							4,500	4,500	
4550	Mtg Planner Event Vendors												
	JNU MP events												
	ANC MP events												
4600	Interest										0	0	
4650	MPFs for Visitor Services				165,180						165,180	148,000	
4700	Other revenue & income										0		
	Cruise Ship calendars				100						100	100	
4750	Pass-through and Special Projects - Class 6										0		
	Crossing Guard Program - Admin	10% Admin					25,583	268,623			294,206	373,783	Based on Goldbelt est 12/20
	TBMP	No admin fee							25,950		25,950	24,675	
	Carry-over - MPFs for Visitor Services										0	0	
4770	Carry-over from previous fiscal										0	0	
	TJ reserves										0	106,500	
4800	Other Grants										0	0	
<b>TOTAL REVENUES</b>			<b>330,095</b>	<b>641,405</b>	<b>319,470</b>	<b>139,698</b>	<b>302,515</b>	<b>268,623</b>	<b>25,950</b>		<b>2,027,756</b>	<b>1,813,933</b>	
<b>EXPENSES</b>													
5000	Personnel Expenses												
	Gross		94,110	99,136	154,471	87,000	215,633				650,350	509,988	15% increase over pre-covid base salaries
	Anniversary Bonus												Salary ranges being reevaluated
	Company FICA												VIS funded 60% via MPFs
	Company Medicare												PS has \$2000 for SM stipend
	Company SUI												
	Company FUTA												
	Other payroll tax expense												
	Workman's Comp												
	Medical												
	Wellness/Deductible reimbursement												
	Life Insurance												
	Retirement												
6000	Staff Training & Conferences												
	ATIA Annual Convention	3 staff		1,000		1,000	1,500				3,500	2,250	
	DMA West Leadership						3,994						
	DMA West Ed Summit												
	DMA West Tech Summit		2,000			3,000					5,000	1,250	Making additions for all dept
	Simpleview Summit		3,000								3,000	3,000	
	DI Annual Convention	3 staff		7,500			3,750				11,250	7,500	
	DI Mem Services Sum					3,000					3,000	2,500	
	DI Visitor Services Sum										0	0	
	Innovation Summit						400				400	0	
	SE Conference						900				900	225	
	SATC mtg										0		
	Sales Forum		4,500								0		
	CDME via DI						7,000				7,000	6,250	
	Training TBD				3,500		2,750				6,250	2,875	
6010	Staff Incentives						2,970				2,970	1,500	
6025	Mileage		165	600	900	185	150				2,000	1,200	Rate: \$0.655
6030	Telephone & Internet		1,200	1,200	2,400	1,200	2,400				8,400	13,555	New phone service
6040	Technology & Connectivity												
	IT	HansenGress contract	3,820	3,820	7,640	3,820	7,640				26,740	17,000	Increase in IT services contract
	Simpleview CRM	Annual contract	2,678	5,357	2,678	2,677	7,610				21,000	18,750	
6050	Equipment - Purchase & Maintenance		250	250	400	250	8,500				9,650	1,028	New office printer/scanner
6070	Postage		250	250	2,500	250	250				3,500	5,000	
6080	Supplies		250	250	500	250	500				1,750	1,110	
6090	Copying/Printing	All office	214	428	428	214	216				1,500	1,500	
6100	Dues/Partnerships												
	ATIA			5,000							5,000	5,000	
	Visit Anchorage			375							375	375	
	AK Chamber of Commerce												
	NTA			820							820	820	
	USTA			2,600							2,600	2,600	



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6740	Travel Guide Production & Distribution			95,000							95,000	80,000	
6750	Website Hosting & Maintenance										0		
	Maintenance			60,000							60,000	60,000	
	Mobile app			6,000							6,000	6,000	
	Domain Name Purchase/Renewal	Part of HG contract mgt		960							960	960	
<b>VISITOR SERVICES</b>													
6810	AKA Fulfillment (bulk mail)				24,000						24,000	22,000	
6815	Storage				3,000						3,000	2,850	Had 2 increases in FY23
6820	Volunteer - Training				5,500						5,500	5,500	
	New Volunteer Orientation (3)												
	Tours & Attractions												
	Shiftboard Review (2)												
	What's New												
	Walkabout												
6825	Volunteer Recognition				6,000						6,000	6,000	
	Mid-Season Potluck												
	End of Season Celebration												
	Recognition swag										0	0	
6830	Summer Assistants	2 seasonal FTE			47,000						47,000	47,000	
6840	Parking - Seasonal				825						825	650	CBI inc permits
6845	Travel Guide Dist - Interior				2,800						2,800	2,800	
6850	Visitor Site Supplies				2,000						2,000	2,000	
6852	Copy/Printing - Dept Specific				1,500						1,500	1,500	
6855	DT Walking Map				22,000						22,000	22,000	
6860	Visitor Retention												
6865	Cruise Calendar Prod				500						500	500	
<b>PARTNER SERVICES</b>													
6910	Travel Fair												
	Promotion					6,000					6,000	5,873	
	Venue & Services					4,000					4,000	2,750	incl live remote
6925	Partnership Education					4,218					4,218	2,000	
6940	Election	N/A											
6945	Annual Meeting & Annual Rpt					5,000					5,000	3,000	
6950	New Partner Recruitment					250					250	250	
6965	Decals					500					500		
6970	DTN Contracts	N/A											
6975	Dining Guides					1,200					1,200	0	
6980	Unrecoverable debt					5,000					5,000	10,000	
<b>ADMIN</b>													
7010	Rent		7,142	7,143	14,286	7,143	14,286				50,000	50,000	18-mo extension thru 6-30-2
7015	Property Insurance		228	228	458	228	458				1,600	1,452	
7020	Liability Insurance		385	771	771	385	388				2,700	2,700	
7025	Employee Dishonesty Insurance		94	94	184	94	184				650	475	
7026	ERISA Bond		180	360	360	180	170				1,250	1,250	
7030	Fees & Taxes						5,800				5,800	5,800	
7035	Board of Directors Ins Policy						1,075				1,075		
7050	Board of Directors						1,467				1,467	650	
7070	Accounting		1,214	2,429	2,429	1,214	1,214				8,500	8,500	
	AUP												
	Tax prep & assistance												
	Other Accounting												
7080	DestNEXT - DMO evaluation												
7081	ATIA board director expenses FY24						8,000				8,000		
	<b>TOTAL EXPENSES - Regular budget</b>		330,095	641,405	319,470	139,698	302,515				1,733,183	1,452,853	
			0	0	0	0	0						
	% of total budget		19.0%	37.0%	18.4%	8.1%	17.5%						
8100	<b>SPECIAL PROJECTS - CLASS 6</b>												
	Crossing Guard Program (MPF)	Goldbelt Security						268,623			268,623	336,405	
8125	<b>SPECIAL PROJECTS - CLASS 7</b>												
	TBMP administration								25,950		25,950	24,675	
											2,027,756	1,813,933	0