

WOODSTOCK CVB
Income Statement
Compared with Budget
For the Ten Months Ending April 30, 2016

	Current Year Actual	Current Year Budget	Variance Amount	Variance Percent
Revenues				
CVB Portion of Hotel Motel Tax	\$ 17,124.99	\$ 31,990.47	14,865.48	53.53
Advertising and Sponsorships	627.15	6,000.00	5,372.85	10.45
Sale of Merchandise	859.00	0.00	(859.00)	0.00
Miscellaneous and Interest Rev	0.00	500.00	500.00	0.00
Grants and Schlorships	4,000.00	0.00	(4,000.00)	0.00
Total Revenues	<u>22,611.14</u>	<u>38,490.47</u>	<u>15,879.33</u>	58.74
Expenses				
Membership & Dues	300.00	250.00	(50.00)	120.00
Supplies/Postage/Printing	2,992.73	2,000.00	(992.73)	149.64
Printing & Copying	8,190.00	0.00	(8,190.00)	0.00
Deans Store Phone/Internet	1,473.86	1,380.00	(93.86)	106.80
Marketing	29,877.00	15,000.00	(14,877.00)	199.18
Training & Development	2,711.50	1,000.00	(1,711.50)	271.15
Trolly App Development	3,700.00	5,000.00	1,300.00	74.00
Trolley Signage	119.00	5,000.00	4,881.00	2.38
Total Expenses	<u>49,364.09</u>	<u>29,630.00</u>	<u>(19,734.09)</u>	166.60
Net Income	<u>\$ (26,752.95)</u>	<u>\$ 8,860.47</u>	<u>35,613.42</u>	(301.94)