

MOORESVILLE TRAVEL AND TOURISM AUTHORITY

Unaudited Profit & Loss

July 2018 through May 2019

06/03/19

Cash Basis

	Jul '18 - May 19
Ordinary Income/Expense	
Income	
3000 · Revenues	
3010 · Occupancy Tax	740,126.34
3021 · Interest	64.47
3025 · Other Income	4,060.80
Total 3000 · Revenues	744,251.61
Total Income	744,251.61
Expense	
6039 · Personnel	
6040 · Salaries	168,452.28
6041 · Employee Benefits SEP/Retiremen	2,916.79
6042 · Employee Benefits - Insurance	25,405.35
6043 · Car Allowance	4,565.00
6045 · Payroll Taxes	14,344.08
Total 6039 · Personnel	215,683.50
6050 · Operations	
6051 · Accounting	11,650.00
6100 · Rent	60,341.93
6120 · Utilities	2,092.31
6150 · Office Expense & Supplies	16,706.91
6155 · Telephone	6,087.06
6158 · Dues & Subscriptions	21,830.49
6165 · Office Insurance	1,109.00
6182 · Mileage	1,980.19
6184 · Hotels & Meals	6,779.64
6185 · Travel	1,755.47
6186 · Professional Development	30.00
6520 · Postage/Shipping	1,008.68
6525 · Property Taxes	9,953.94
6530 · Storage Rent	2,060.00
Total 6050 · Operations	143,385.62
7000 · Marketing & Promotions	
7100 · Brochures	12,006.00
7120 · Design & Layout	9,542.50
7140 · Special Events	730.89
7150 · FAM Tours/Site Inspections	40.00
7160 · Tradeshows/Conventions/Meetings	17,946.05
7170 · Sponsorships	156,943.00
7190 · Billboards	41,500.00
7200 · Newspaper/Magazines	24,882.25
7300 · Promotional Items(t-shirts,etc)	11,149.48
7400 · Internet/Digital Advertising	63,459.54
7750 · Simpleview	5,600.00
7780 · Walk of Fame	6,586.00
7790 · Mazeppa Park	120,000.00
7791 · Mountain Bike Trail	1,295.96
Total 7000 · Marketing & Promotions	471,681.67
8000 · Capital Expense	228,604.34
Total Expense	1,059,355.13
Net Ordinary Income	-315,103.52
Net Income	-315,103.52