

Greater Morgantown Convention & Visitors Bureau

Profit & Loss

03/29/22

January through December 2021

Accrual Basis

	Jan - Dec 21
Ordinary Income/Expense	
Income	
4000 · LODGING TAX INCOME	
4005 · MONONGALIA COUNTY	537,540.49
4010 · CITY OF MORGANTOWN	358,567.54
4015 · TOWNSHIP OF STAR CITY	25,467.06
4020 · CITY OF WESTOVER	122,134.95
4025 · PRESTON COUNTY	43,689.57
4030 · BRUCETON MILLS	2,513.45
4035 · TOWN OF GRANVILLE	188,988.75
4040 · KINGWOOD	3,600.00
4055 · Taylor County Lodging Tax	11,148.34
4000 · LODGING TAX INCOME - Other	97,567.00
Total 4000 · LODGING TAX INCOME	1,391,217.15
4400 · ADMINISTRATION DEPT - INCOME SERVICES	154.74
4410 · SERVICES - PASS THRU	0.50
4420 · INTEREST INCOME	75.15
4440 · ARES	494.05
4400 · ADMINISTRATION DEPT - INCOME - Other	68,146.14
Total 4400 · ADMINISTRATION DEPT - INCOME	68,870.58
Total Income	1,460,087.73
Gross Profit	1,460,087.73
Expense	
DEPRECIATION EXPENSE	21,802.00
6000 · FIXED EXPENSE	
6005 · INSURANCE LIABILITY	9,041.00
6010 · INSURANCE WORKERS COMPENSATION	416.00
6015 · RENT MGTN	74,025.00
Total 6000 · FIXED EXPENSE	83,482.00
6100 · MARKETING EXPS	
6110 · MARKETING NON-TAAP / MAPP	27,110.00
6121 · VISITOR GUIDES EXPENSES	31,036.53
6122 · SHEET MAPS EXPENSES	2,310.00
6123 · WEB ADS	18,897.00
6124 · ADVERTISING GIVEAWAY EXPENSE	32,298.64
6125 · MOBILE UNIT CAMPAIGN EXP	14.66
6127 · SUPPLIES	91.36
6128 · MOUNTAINEER DEALS	2,337.12
6129 · WEBSITE MAINTENANCE	73,990.54
6130 · BROCHURES	2,747.66
6138 · RESEARCH AND DEVELOPMENT	8,580.20
6139 · TAAP	125,890.00
6150 · TRAVEL INFLUENCER	5,915.18
6167 · DUES/SUBSCRIPTIONS	10,171.00
6168 · PROMOTIONAL ITEMS	10,935.56
6178 · LEAD GENERATION	3,360.00
Total 6100 · MARKETING EXPS	355,685.45
6200 · CONFERENCE & SPECIAL EVENTS	
6210 · HOSPITALITY	356.50
6267 · DUES/SUBSCRIPTIONS	50.00
Total 6200 · CONFERENCE & SPECIAL EVENTS	406.50

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6300 · SPORTS EVENTS DEPARTMENT	
6320 · EVENT SUPPORT (NOT HOSP/ROOMS)	996.00
6325 · HOSPITALITY - SPORTING EVENTS	-3,375.44
6330 · LODGING - SPORTING EVENTS	1,795.92
Total 6300 · SPORTS EVENTS DEPARTMENT	-583.52
6400 · ADMINISTRATION EXP	
6420 · MOBILE INITIATIVE	168.79
6436 · POSTAGE	1,466.03
6440 · ANNUAL AUDIT	8,300.00
6444 · BANKING FEES	551.20
6445 · MEETINGS	1,575.89
6446 · BOARD AND LODGING MEETINGS	1,260.69
6454 · IT SUPPORT	13,302.20
6455 · ACCOUNTING SERVICES	1,002.00
6459 · HOUSEKEEPING	3,000.00
6460 · COPIER - LEASE	2,938.49
6461 · COPIER - COPIES	780.89
6462 · DOCUMENT SHREDDING	439.00
6464 · CC	-1,008.29
6466 · EQUIPMENT & REPAIRS	836.34
6467 · OFFICE SUPPLIES	1,281.95
6468 · TELEPHONE/ INTERNET	6,493.07
6469 · UTILITIES	3,562.39
6470 · PRINTING	5,599.38
6472 · LATE FEES & INTEREST	172.21
6477 · LODGING	770.26
6478 · TRAVEL, PARKING	677.08
6479 · MILEAGE	46.89
6481 · TRAINING AND CONTINUING ED	1,705.00
6482 · DUES/SUBSCRIPTIONS	14,476.80
6486 · SOFTWARE FEES	7,940.66
Total 6400 · ADMINISTRATION EXP	77,338.92
6500 · GROUP/CONFERENCE	
6530 · DUES/ MEMBERSHIPS	429.10
Total 6500 · GROUP/CONFERENCE	429.10
6600 · SALES & EVENTS DEPARTMENT	
6625 · DUES & SUBSCRIPTIONS	456.62
Total 6600 · SALES & EVENTS DEPARTMENT	456.62
6700 · MORGANTOWN MARATHON	
6720 · BANKING & PERMIT FEES	19.95
Total 6700 · MORGANTOWN MARATHON	19.95
7000 · PERSONNEL EXPENSES	
6457 · PAYROLL SERVICES	5,634.00
7005 · EMPLOYEE SALARIES	292,922.50
7010 · EMPLOYEE BENEFITS	9,605.69
7015 · EMPLOYEE PERFORMANCE INCENTIVES	200.00
7020 · EMPLOYER TAXES	22,975.77
7025 · RECRUITING EXPENSES	12,096.00
Total 7000 · PERSONNEL EXPENSES	343,433.96

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	<u>Jan - Dec 21</u>
8000 · OTHER EXPENSE	
8150 · TOURISM ADV. FUND	
8160 · TAF - MON CO TAF	0.00
8150 · TOURISM ADV. FUND - Other	199,845.00
	<u>199,845.00</u>
Total 8150 · TOURISM ADV. FUND	199,845.00
Total 8000 · OTHER EXPENSE	199,845.00
Total Expense	<u>1,082,315.98</u>
Net Ordinary Income	377,771.75
Other Income/Expense	
Other Expense	
Reconciliation Discrepancies	<u>-0.04</u>
Total Other Expense	-0.04
Net Other Income	<u>0.04</u>
Net Income	<u><u>377,771.79</u></u>