

## Charleston Area CVB Budget

	<u>Approved 06/30/2022</u>	<u>Approved 06/30/2023</u>	<u>Budget Variance</u>
<b>Revenue by Department</b>			
Operational Department	6,735,123	7,841,000	1,105,877
Executive Department	333,032	445,000	111,968
Finance/HR Department	1,200	12,000	10,800
Visitor Services Revenue	434,292	675,492	241,200
Group Sales and Sports Development	9,000	0	(9,000)
Destination Marketing	6,616,099	8,174,500	1,558,401
Destination Specific Grant Revenue	7,350,000	7,100,000	(250,000)
Total Departmental and Grant Revenue	<u>21,478,746</u>	<u>24,247,992</u>	<u>2,769,246</u>
<b>Expense by Department</b>			
Operational Department	661,699	647,703	(13,997)
Executive Department	362,154	321,466	(40,687)
Finance/HR Department	676,494	722,893	46,399
Visitor Services Department	1,243,629	1,491,921	248,292
Group Sales and Sports Development Expense	1,592,837	1,637,160	44,323
Destination Marketing Expense	9,604,414	10,243,949	639,535
Media Department	824,322	1,278,872	454,550
Destination Specific Grant Expense	6,438,197	7,829,028	1,390,831
Total Departmental and Grant Expense	<u>21,403,746</u>	<u>24,172,992</u>	<u>2,769,246</u>
<b>Total Increase/(Decrease) in Net Assets</b>	<u><b>75,000</b></u>	<u><b>75,000</b></u>	<u><b>0</b></u>