



**Visit Newport Beach, Inc. Group Sales (TBID)
Statement of Activities for December 2022**

	Year To Date 12/31/2022			Year Ending 06/30/2023	
	ACTUALS YTD	Main Budget	Budget Variance	Main Budget	Remaining Amount
Operating Revenue					
Revenue					
41000 - TOT/TBID Income	2,653,737.98	2,144,192.45	509,545.53	3,806,384.00	(1,152,646.02)
Total Revenue	<u>2,653,737.98</u>	<u>2,144,192.45</u>	<u>509,545.53</u>	<u>3,806,384.00</u>	<u>(1,152,646.02)</u>
Other Income					
46001 - Interest Income	1,257.63	0.00	1,257.63	1,500.00	(242.37)
Total Other Income	<u>1,257.63</u>	<u>0.00</u>	<u>1,257.63</u>	<u>1,500.00</u>	<u>(242.37)</u>
Total Operating Revenue	<u>2,654,995.61</u>	<u>2,144,192.45</u>	<u>510,803.16</u>	<u>3,807,884.00</u>	<u>(1,152,888.39)</u>
Expenses					
Salary and Wages					
61010 - Salaries and Wages	484,547.59	506,000.00	(21,452.41)	1,012,000.00	(527,452.41)
61015 - Bonuses and Commissions	103,247.15	150,085.22	(46,838.07)	186,000.00	(82,752.85)
61020 - Auto Allowance	8,140.00	8,350.02	(210.02)	16,700.00	(8,560.00)
61030 - Payroll Tax Expenses	38,812.61	51,235.00	(12,422.39)	93,500.00	(54,687.39)
61040 - Accrued PTO Expense	0.00	0.00	0.00	15,000.00	(15,000.00)
Total Salary and Wages	<u>634,747.35</u>	<u>715,670.24</u>	<u>(80,922.89)</u>	<u>1,323,200.00</u>	<u>(688,452.65)</u>
Benefits					
61110 - Medical Insurance	50,082.43	51,800.00	(1,717.57)	95,000.00	(44,917.57)
61115 - Benefit Administrative Fees	175.00	180.00	(5.00)	360.00	(185.00)
61120 - Dental Insurance	3,081.66	3,656.00	(574.34)	6,400.00	(3,318.34)
61125 - Vision Insurance	548.39	631.00	(82.61)	1,090.00	(541.61)
61130 - Life and Disability	8,109.98	9,234.00	(1,124.02)	16,700.00	(8,590.02)
61140 - Retirement Plan (401k)	42,758.83	53,315.00	(10,556.17)	97,500.00	(54,741.17)
61150 - Flexible Spending Plan	500.00	1,130.00	(630.00)	1,580.00	(1,080.00)
61160 - Employee Engagement Benefit	5,097.76	6,500.00	(1,402.24)	12,000.00	(6,902.24)
Total Benefits	<u>110,354.05</u>	<u>126,446.00</u>	<u>(16,091.95)</u>	<u>230,630.00</u>	<u>(120,275.95)</u>
General and Administrative Expenses					
Operating Expenses					
64100 - Office Supplies	882.90	4,750.00	(3,867.10)	12,000.00	(11,117.10)
64101 - Kitchen Supplies	653.87	1,440.00	(786.13)	4,800.00	(4,146.13)
64110 - Office Equipment Leases	504.03	2,280.00	(1,775.97)	5,700.00	(5,195.97)
64115 - Office Equipment (non-deprec)	13,981.29	3,700.00	10,281.29	5,000.00	8,981.29
64120 - Equipment Repairs & Maintenance	17,165.21	13,500.00	3,665.21	24,480.00	(7,314.79)
64125 - Computer Software (non-deprec)	7,061.18	5,755.00	1,306.18	8,610.00	(1,548.82)
64130 - Voice and Data - Office	3,771.47	4,350.00	(578.53)	8,700.00	(4,928.53)
64135 - Telephone - Mobile	6,000.00	6,300.00	(300.00)	12,600.00	(6,600.00)
64140 - Postage	217.05	600.00	(382.95)	1,200.00	(982.95)
64145 - Shipping Charges	467.21	1,370.00	(902.79)	2,750.00	(2,282.79)
64150 - Bank Fees	40.00	40.00	0.00	100.00	(60.00)
64160 - Membership Dues	26,493.53	27,400.00	(906.47)	45,400.00	(18,906.47)
64165 - Subscriptions	0.00	600.00	(600.00)	1,200.00	(1,200.00)
64170 - Team Meetings	4,998.54	9,700.00	(4,701.46)	16,600.00	(11,601.46)
64175 - Governance Meeting Expenses	131.80	1,500.00	(1,368.20)	10,000.00	(9,868.20)
64180 - Education	2,800.00	7,675.00	(4,875.00)	28,675.00	(25,875.00)
64190 - Business Licensing and Fees	0.00	1,000.00	(1,000.00)	1,000.00	(1,000.00)
64300 - Depreciation Expense	4,981.48	21,000.00	(16,018.52)	57,000.00	(52,018.52)
64600 - Business Meals/Entertainment	4,191.19	3,750.00	441.19	7,500.00	(3,308.81)
Total Operating Expenses	<u>94,340.75</u>	<u>116,710.00</u>	<u>(22,369.25)</u>	<u>253,315.00</u>	<u>(158,974.25)</u>
Office Lease and Expenses					
62100 - Office Lease	67,392.54	64,133.50	3,259.04	145,000.00	(77,607.46)
62110 - Office Repairs and Maintenance	4,920.88	5,650.00	(729.12)	5,650.00	(729.12)
62115 - Office Move Expenses	357.79	6,000.00	(5,642.21)	6,000.00	(5,642.21)
62120 - Offsite Storage	2,894.98	4,600.00	(1,705.02)	7,000.00	(4,105.02)
Total Office Lease and Expenses	<u>75,566.19</u>	<u>80,383.50</u>	<u>(4,817.31)</u>	<u>163,650.00</u>	<u>(88,083.81)</u>
Insurance					
63100 - General Liability Insurance	0.00	0.00	0.00	1,400.00	(1,400.00)
63200 - Workers Compensation Insurance	3,294.63	3,750.00	(455.37)	3,750.00	(455.37)
63300 - Board of Directors Insurance	1,769.34	2,200.00	(430.66)	2,200.00	(430.66)
Total Insurance	<u>5,063.97</u>	<u>5,950.00</u>	<u>(886.03)</u>	<u>7,350.00</u>	<u>(2,286.03)</u>
Professional Fees					
64203 - Recruiting Fees	1,200.00	1,200.00	0.00	1,200.00	0.00
64205 - Payroll Processing Service	1,763.56	2,085.00	(321.44)	4,800.00	(3,036.44)
64206 - Independent Contractors	15,960.46	6,400.00	9,560.46	16,000.00	(39.54)
67004 - Marketing NBCo Fees	54,000.00	54,000.00	0.00	108,000.00	(54,000.00)
64201 - Audit Fees	0.00	0.00	0.00	15,000.00	(15,000.00)
64202 - Tax Preparation Fees	0.00	0.00	0.00	3,600.00	(3,600.00)
Total Professional Fees	<u>72,924.02</u>	<u>63,685.00</u>	<u>9,239.02</u>	<u>148,600.00</u>	<u>(75,675.98)</u>



Visit Newport Beach, Inc. Group Sales (TBID) Statement of Activities for December 2022

	Year To Date 12/31/2022			Year Ending 06/30/2023	
	ACTUALS YTD	Main Budget	Budget Variance	Main Budget	Remaining Amount
Travel Expenses					
65100 - Airfare	3,120.27	13,200.00	<i>(10,079.73)</i>	17,500.00	<i>(14,379.73)</i>
65200 - Accommodations	1,791.65	8,750.00	<i>(6,958.35)</i>	22,500.00	<i>(20,708.35)</i>
65300 - Meals	481.10	1,750.00	<i>(1,268.90)</i>	3,000.00	<i>(2,518.90)</i>
65400 - Transportation Costs	873.63	2,500.00	<i>(1,626.37)</i>	3,200.00	<i>(2,326.37)</i>
65405 - Mileage (\$0.625/mile 2022)	87.06	150.00	<i>(62.94)</i>	300.00	<i>(212.94)</i>
65500 - Other Travel Costs	142.03	490.00	<i>(347.97)</i>	1,000.00	<i>(857.97)</i>
Total Travel Expenses	6,495.74	26,840.00	<i>(20,344.26)</i>	47,500.00	<i>(41,004.26)</i>
Total General and Administrative	254,390.67	293,568.50	<i>(39,177.83)</i>	620,415.00	<i>(366,024.33)</i>
Advertising Expenses					
66101 - Advertising - Purchased	15,000.00	40,000.00	<i>(25,000.00)</i>	100,000.00	<i>(85,000.00)</i>
66121 - Promotional Gift Cards	3,967.85	25,500.00	<i>(21,532.15)</i>	54,000.00	<i>(50,032.15)</i>
66123 - Promotional Client Gifts	26,016.58	16,000.00	<i>10,016.58</i>	40,000.00	<i>(13,983.42)</i>
66203 - Creative Design/Development	2,583.56	14,500.00	<i>(11,916.44)</i>	32,000.00	<i>(29,416.44)</i>
66205 - Photography/Video Production	183.64	0.00	<i>183.64</i>	0.00	<i>183.64</i>
67101 - Research	1,369.86	0.00	<i>1,369.86</i>	0.00	<i>1,369.86</i>
Total Advertising Expenses	49,121.49	96,000.00	<i>(46,878.51)</i>	226,000.00	<i>(176,878.51)</i>
Marketing Expenses					
Community Relations					
67104 - Annual Marketing Outlook Event	0.00	45,700.00	<i>(45,700.00)</i>	75,000.00	<i>(75,000.00)</i>
67108 - Company-Sponsored Events	0.00	14,000.00	<i>(14,000.00)</i>	35,000.00	<i>(35,000.00)</i>
Total Community Relations	0.00	59,700.00	<i>(59,700.00)</i>	110,000.00	<i>(110,000.00)</i>
Marketing Collateral					
67308 - Annual Report	0.00	0.00	<i>0.00</i>	6,000.00	<i>(6,000.00)</i>
67309 - Marketing Plan	0.00	0.00	<i>0.00</i>	2,500.00	<i>(2,500.00)</i>
67311 - Collateral Production Expenses	0.00	4,000.00	<i>(4,000.00)</i>	10,000.00	<i>(10,000.00)</i>
Total Marketing Collateral	0.00	4,000.00	<i>(4,000.00)</i>	18,500.00	<i>(18,500.00)</i>
Digital Marketing					
67502 - Website Maintenance	30,707.64	15,500.00	<i>15,207.64</i>	16,000.00	<i>14,707.64</i>
67503 - Online Search Advertising	20,500.00	16,400.00	<i>4,100.00</i>	41,000.00	<i>(20,500.00)</i>
67508 - Website Redesign Expenses	0.00	40,000.00	<i>(40,000.00)</i>	100,000.00	<i>(100,000.00)</i>
66211 - CRM Maintenance	39,504.56	33,800.00	<i>5,704.56</i>	33,800.00	<i>5,704.56</i>
Total Digital Marketing	90,712.20	105,700.00	<i>(14,987.80)</i>	190,800.00	<i>(100,087.80)</i>
Communications/Public Relations					
67605 - Media Opportunities	0.00	7,200.00	<i>(7,200.00)</i>	18,000.00	<i>(18,000.00)</i>
Total Communications/Public Relations	0.00	7,200.00	<i>(7,200.00)</i>	18,000.00	<i>(18,000.00)</i>
Total Marketing Expenses	90,712.20	176,600.00	<i>(85,887.80)</i>	337,300.00	<i>(246,587.80)</i>
Direct Sales Initiatives					
Trade Show Expense					
66221 - Trade Show Travel Expenses	21,946.36	37,000.00	<i>(15,053.64)</i>	65,000.00	<i>(43,053.64)</i>
66222 - Trade Show Registration	86,234.00	102,140.00	<i>(15,906.00)</i>	210,000.00	<i>(123,766.00)</i>
66223 - Trade Show Booth Expenses	97,109.78	56,400.00	<i>40,709.78</i>	78,400.00	<i>18,709.78</i>
Total Trade Show Expense	205,290.14	195,540.00	<i>9,750.14</i>	353,400.00	<i>(148,109.86)</i>
Sponsorships					
66231 - Sales Group Enhancement Credit	126,774.00	126,500.00	<i>274.00</i>	290,000.00	<i>(163,226.00)</i>
66232 - Hosted Industry Events	12,115.37	89,000.00	<i>(76,884.63)</i>	99,000.00	<i>(86,884.63)</i>
66233 - Industry Partnerships	56,775.00	79,500.00	<i>(22,725.00)</i>	132,500.00	<i>(75,725.00)</i>
66234 - Industry Sponsorships	0.00	64,200.00	<i>(64,200.00)</i>	154,200.00	<i>(154,200.00)</i>
Total Sponsorships	195,664.37	359,200.00	<i>(163,535.63)</i>	675,700.00	<i>(480,035.63)</i>
Sales Initiatives					
66207 - Site Inspections	11,648.45	18,150.00	<i>(6,501.55)</i>	38,200.00	<i>(26,551.55)</i>
66208 - Client Events	29,664.04	68,250.00	<i>(38,585.96)</i>	123,500.00	<i>(93,835.96)</i>
66210 - Conference Services	1,569.18	1,000.00	<i>569.18</i>	1,000.00	<i>569.18</i>
66209 - Database/Prospecting	100,482.00	115,100.00	<i>(14,618.00)</i>	139,100.00	<i>(38,618.00)</i>
Total Sales Initiatives	143,363.67	202,500.00	<i>(59,136.33)</i>	301,800.00	<i>(158,436.33)</i>
Total Direct Sales Initiatives	544,318.18	757,240.00	<i>(212,921.82)</i>	1,330,900.00	<i>(786,581.82)</i>
Customized Destination Support					
66243 - Hotel Partner Booking Incentives	61,838.00	130,000.00	<i>(68,162.00)</i>	300,000.00	<i>(238,162.00)</i>
66247 - Partner Engagement Expenses	4,351.41	10,000.00	<i>(5,648.59)</i>	18,000.00	<i>(13,648.59)</i>
66248 - Group Marketing Initiatives	29,342.45	64,000.00	<i>(34,657.55)</i>	140,000.00	<i>(110,657.55)</i>
Total Customized Destination Support	95,531.86	204,000.00	<i>(108,468.14)</i>	458,000.00	<i>(362,468.14)</i>
Total Expenses	1,779,175.80	2,369,524.74	<i>(590,348.94)</i>	4,526,445.00	<i>(2,747,269.20)</i>
Net Income	875,819.81	(225,332.29)	<i>1,101,152.10</i>	(718,561.00)	<i>1,594,380.81</i>



**Visit Newport Beach, Inc. Group Sales (TBID)
Statement of Financial Position for December 2022**

	<u>Year To Date</u> <u>12/31/2022</u>	<u>Prior Year To Date</u> <u>12/31/2021</u>
Assets		
Current Assets		
Cash and Cash Equivalents		
11121 - Investment Reserve - TBID	1,400,705.61	917,647.36
11134 - Checking - CBT - VNB TBID	1,460,582.22	844,961.24
11136 - Money Market - CBT - VNB TBID	1,456,238.50	1,455,091.57
Total Cash and Cash Equivalents	<u>4,317,526.33</u>	<u>3,217,700.17</u>
Other Current Assets		
Prepaid Expenses		
13200 - Prepaid Expenses	2,522.59	24,543.37
Total Prepaid Expenses	<u>2,522.59</u>	<u>24,543.37</u>
Intercompany Receivable		
13310 - Intercompany AR - VNB Inc. TOT	36.12	141.20
Total Intercompany Receivable	<u>36.12</u>	<u>141.20</u>
Total Other Current Assets	<u>2,558.71</u>	<u>24,684.57</u>
Total Current Assets	<u>4,320,085.04</u>	<u>3,242,384.74</u>
Long-term Assets		
Property & Equipment		
14100 - Leasehold Improvements	24,181.52	38,467.66
14200 - Office Furniture and Fixtures	139,417.16	132,554.08
14300 - Computer Equipment	42,642.03	19,171.83
15200 - Capitalized Website Development	54,450.00	54,450.00
15210 - Accum. Amortization Website	(54,450.00)	(54,450.00)
14110 - Accum. Deprec.- Leasehold	(385.84)	(38,467.66)
14210 - Accum. Deprec. - Office Furniture	(84,294.58)	(113,231.20)
14310 - Accum. Deprec. - Computer	(8,726.86)	(15,162.13)
Total Property & Equipment	<u>112,833.43</u>	<u>23,332.58</u>
Total Long-term Assets	<u>112,833.43</u>	<u>23,332.58</u>
Total Assets	<u>4,432,918.47</u>	<u>3,265,717.32</u>



**Visit Newport Beach, Inc. Group Sales (TBID)
Statement of Financial Position for December 2022**

	<u>Year To Date</u> <u>12/31/2022</u>	<u>Prior Year To Date</u> <u>12/31/2021</u>
Liabilities and Net Assets		
Liabilities		
Short-term Liabilities		
Accounts Payable		
21000 - Accounts Payable	39,040.90	11,850.25
Total Accounts Payable	<u>39,040.90</u>	<u>11,850.25</u>
Accrued Liabilities		
23100 - Accrued Expenses	2,000.00	0.00
23115 - Accrued Paid Time Off	56,801.65	40,349.52
Total Accrued Liabilities	<u>58,801.65</u>	<u>40,349.52</u>
Other Short-term Liabilities		
Intercompany Payable		
23300 - Intercompany AP - NB&Co	135,435.30	6,609.83
23310 - Intercompany AP - VNB Inc. TOT	43,613.09	49.33
Total Intercompany Payable	<u>179,048.39</u>	<u>6,659.16</u>
Total Other Short-term Liabilities	<u>179,048.39</u>	<u>6,659.16</u>
Total Short-term Liabilities	<u>276,890.94</u>	<u>58,858.93</u>
Long Term Liabilities		
Other Long-term Liabilities		
24100 - Group Booking Incentive Reserve	30,500.00	1,500.00
24300 - Deferred Rent	3,071.24	23,612.13
Total Other Long-term Liabilities	<u>33,571.24</u>	<u>25,112.13</u>
Total Long Term Liabilities	<u>33,571.24</u>	<u>25,112.13</u>
Total Liabilities	<u>310,462.18</u>	<u>83,971.06</u>
Net Assets		
Net Assets		
31100 - General Fund Balance	3,246,636.48	2,199,418.67
Total Net Assets	<u>3,246,636.48</u>	<u>2,199,418.67</u>
Net Income	<u>875,819.81</u>	<u>982,327.59</u>
Total Net Assets	<u>4,122,456.29</u>	<u>3,181,746.26</u>
Total Liabilities and Net Assets	<u>4,432,918.47</u>	<u>3,265,717.32</u>



Visit Newport Beach, Inc. Group Sales (TBID) Statement of Activities YoY for December 2022

	Year To Date <u>12/31/2022</u>	Year To Date <u>12/31/2021</u>	<i>\$ Variance Year over</i>
Operating Revenue			
Revenue			
41000 - TOT/TBID Income	2,653,737.98	2,076,385.40	577,352.58
Total Revenue	<u>2,653,737.98</u>	<u>2,076,385.40</u>	<u>577,352.58</u>
Other Income			
46001 - Interest Income	1,257.63	97.31	1,160.32
Total Other Income	<u>1,257.63</u>	<u>97.31</u>	<u>1,160.32</u>
Total Operating Revenue	<u>2,654,995.61</u>	<u>2,076,482.71</u>	<u>578,512.90</u>
Expenses			
Salary and Wages			
61010 - Salaries and Wages	484,547.59	315,595.41	168,952.18
61015 - Bonuses and Commissions	103,247.15	11,634.30	91,612.85
61020 - Auto Allowance	8,140.00	7,020.00	1,120.00
61030 - Payroll Tax Expenses	38,812.61	30,071.89	8,740.72
Total Salary and Wages	<u>634,747.35</u>	<u>364,321.60</u>	<u>270,425.75</u>
Benefits			
61110 - Medical Insurance	50,082.43	44,928.58	5,153.85
61115 - Benefit Administrative Fees	175.00	175.00	0.00
61120 - Dental Insurance	3,081.66	3,233.33	(151.67)
61125 - Vision Insurance	548.39	605.09	(56.70)
61130 - Life and Disability	8,109.98	8,644.70	(534.72)
61140 - Retirement Plan (401k)	42,758.83	33,181.80	9,577.03
61150 - Flexible Spending Plan	500.00	1,064.25	(564.25)
61160 - Employee Engagement Benefit	5,097.76	2,660.41	2,437.35
Total Benefits	<u>110,354.05</u>	<u>94,493.16</u>	<u>15,860.89</u>
General and Administrative Expenses			
Operating Expenses			
64100 - Office Supplies	882.90	876.06	6.84
64101 - Kitchen Supplies	653.87	577.45	76.42
64110 - Office Equipment Leases	504.03	1,200.00	(695.97)
64115 - Office Equipment (non-deprec)	13,981.29	1,439.16	12,542.13
64120 - Equipment Repairs & Maintenance	17,165.21	14,187.72	2,977.49
64125 - Computer Software (non-deprec)	7,061.18	5,913.50	1,147.68
64130 - Voice and Data - Office	3,771.47	3,748.77	22.70
64135 - Telephone - Mobile	6,000.00	3,300.00	2,700.00
64136 - Cable Expenses	0.00	413.96	(413.96)
64140 - Postage	217.05	231.32	(14.27)
64145 - Shipping Charges	467.21	247.83	219.38
64150 - Bank Fees	40.00	0.00	40.00
64160 - Membership Dues	26,493.53	18,010.60	8,482.93
64170 - Team Meetings	4,998.54	1,133.38	3,865.16
64175 - Governance Meeting Expenses	131.80	0.00	131.80
64180 - Education	2,800.00	4,398.16	(1,598.16)
64190 - Business Licensing and Fees	0.00	205.33	(205.33)
64300 - Depreciation Expense	4,981.48	3,021.92	1,959.56
64600 - Business Meals/Entertainment	4,191.19	2,386.44	1,804.75
Total Operating Expenses	<u>94,340.75</u>	<u>61,291.60</u>	<u>33,049.15</u>



Visit Newport Beach, Inc. Group Sales (TBID) Statement of Activities YoY for December 2022

	Year To Date <u>12/31/2022</u>	Year To Date <u>12/31/2021</u>	<i>\$ Variance Year over</i>
Office Lease and Expenses			
62100 - Office Lease	67,392.54	85,623.31	(18,230.77)
62110 - Office Repairs and Maintenance	4,920.88	0.00	4,920.88
62115 - Office Move Expenses	357.79	0.00	357.79
62120 - Offsite Storage	2,894.98	0.00	2,894.98
Total Office Lease and Expenses	<u>75,566.19</u>	<u>85,623.31</u>	<u>(10,057.12)</u>
Insurance			
63200 - Workers Compensation Insurance	3,294.63	2,001.50	1,293.13
63300 - Board of Directors Insurance	1,769.34	1,769.34	0.00
Total Insurance	<u>5,063.97</u>	<u>3,770.84</u>	<u>1,293.13</u>
Professional Fees			
64203 - Recruiting Fees	1,200.00	0.00	1,200.00
64205 - Payroll Processing Service	1,763.56	2,563.86	(800.30)
64206 - Independent Contractors	15,960.46	0.00	15,960.46
67004 - Marketing NBCo Fees	54,000.00	54,000.00	0.00
Total Professional Fees	<u>72,924.02</u>	<u>56,563.86</u>	<u>16,360.16</u>
Travel Expenses			
65100 - Airfare	3,120.27	362.95	2,757.32
65200 - Accommodations	1,791.65	2,045.07	(253.42)
65300 - Meals	481.10	210.97	270.13
65400 - Transportation Costs	873.63	186.63	687.00
65405 - Mileage (\$0.625/mile 2022)	87.06	250.62	(163.56)
65500 - Other Travel Costs	142.03	115.00	27.03
Total Travel Expenses	<u>6,495.74</u>	<u>3,171.24</u>	<u>3,324.50</u>
Total General and Administrative	<u>254,390.67</u>	<u>210,420.85</u>	<u>43,969.82</u>
Advertising Expenses			
66101 - Advertising - Purchased	15,000.00	0.00	15,000.00
66121 - Promotional Gift Cards	3,967.85	26,219.65	(22,251.80)
66123 - Promotional Client Gifts	26,016.58	1,048.70	24,967.88
66203 - Creative Design/Development	2,583.56	1,198.18	1,385.38
66205 - Photography/Video Production	183.64	0.00	183.64
67101 - Research	1,369.86	1,500.00	(130.14)
Total Advertising Expenses	<u>49,121.49</u>	<u>29,966.53</u>	<u>19,154.96</u>
Marketing Expenses			
Community Relations			
67104 - Annual Marketing Outlook Event	0.00	41,562.25	(41,562.25)
Total Community Relations	<u>0.00</u>	<u>41,562.25</u>	<u>(41,562.25)</u>
Digital Marketing			
67502 - Website Maintenance	30,707.64	18,921.56	11,786.08
67503 - Online Search Advertising	20,500.00	0.00	20,500.00
66211 - CRM Maintenance	39,504.56	25,003.20	14,501.36
Total Digital Marketing	<u>90,712.20</u>	<u>43,924.76</u>	<u>46,787.44</u>
Total Marketing Expenses	<u>90,712.20</u>	<u>85,487.01</u>	<u>5,225.19</u>
Direct Sales Initiatives			
Trade Show Expense			
66221 - Trade Show Travel Expenses	21,946.36	20,382.30	1,564.06
66222 - Trade Show Registration	86,234.00	53,111.00	33,123.00
66223 - Trade Show Booth Expenses	97,109.78	38,372.09	58,737.69
Total Trade Show Expense	<u>205,290.14</u>	<u>111,865.39</u>	<u>93,424.75</u>



**Visit Newport Beach, Inc. Group Sales (TBID)
Statement of Activities YoY for December 2022**

	Year To Date <u>12/31/2022</u>	Year To Date <u>12/31/2021</u>	<u>\$ Variance Year over</u>
Sponsorships			
66231 - Sales Group Enhancement Credit	126,774.00	50,203.00	76,571.00
66232 - Hosted Industry Events	12,115.37	0.00	12,115.37
66233 - Industry Partnerships	56,775.00	53,410.00	3,365.00
Total Sponsorships	<u>195,664.37</u>	<u>103,613.00</u>	<u>92,051.37</u>
Sales Initiatives			
66207 - Site Inspections	11,648.45	5,379.08	6,269.37
66208 - Client Events	29,664.04	3,227.31	26,436.73
66210 - Conference Services	1,569.18	0.00	1,569.18
66209 - Database/Prospecting	100,482.00	61,922.32	38,559.68
Total Sales Initiatives	<u>143,363.67</u>	<u>70,528.71</u>	<u>72,834.96</u>
Total Direct Sales Initiatives	<u>544,318.18</u>	<u>286,007.10</u>	<u>258,311.08</u>
Customized Destination Support			
66243 - Hotel Partner Booking Incentives	61,838.00	727.70	61,110.30
66247 - Partner Engagement Expenses	4,351.41	370.64	3,980.77
66248 - Group Marketing Initiatives	29,342.45	22,360.53	6,981.92
Total Customized Destination Support	<u>95,531.86</u>	<u>23,458.87</u>	<u>72,072.99</u>
Total Expenses	<u>1,779,175.80</u>	<u>1,094,155.12</u>	<u>685,020.68</u>
Net Income	<u>875,819.81</u>	<u>982,327.59</u>	<u>(106,507.78)</u>



VISIT
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Visit Newport Beach, Inc. Group Sales (TBID)
Statement of Cash Flows for December 2022

	Year To Date <u>12/31/2022</u>
Cash flows from operating activities	
Net Income	875,819.81
Change in Cash from Operating Activities	
Depreciation	4,981.48
Amortization	0.00
Accounts Receivable	1,710.15
Grants Receivable	0.00
Prepaid Expenses	103,424.01
Inventory	0.00
Other Assets	0.00
Accounts Payable	(94,915.43)
Deferred Revenue	0.00
Other Liabilities	(56,226.85)
Intercompany	178,057.97
Net cash used by operating Activities	<u>137,031.33</u>
Cash flows from investing activities	
Capital Expenditures	(93,821.97)
Purchase of long term investments and other assets	0.00
Investment in Subsidiary	0.00
Net cash used by investing activities	<u>(93,821.97)</u>
Cash flows from financing activities	
Debt Proceeds	0.00
Net cash used by financing activities	<u>0.00</u>
Increase (Decrease) in Cash	<u>919,029.17</u>
Cash, Beginning Period	<u>3,398,497.16</u>
Cash, End of Period	<u><u>4,317,526.33</u></u>