

Visalia Convention & Visitor's Bureau

Budget vs. Actuals

January - December 2025

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
Income			
4000 TMD Allocation	358,333.35		358,333.35
4100 City of Visalia Allocation			
4120 COV Tourism Allocation	180,500.00		180,500.00
Total 4100 City of Visalia Allocation	180,500.00		180,500.00
4200 Co-Ops			
4240 Advertising Co-Ops - MML	11,500.00		11,500.00
Total 4200 Co-Ops	11,500.00		11,500.00
4750 Interest Income	2.14		2.14
4800 Sales of Product Income	445.00		445.00
Total Income	\$550,780.49	\$0.00	\$550,780.49
Cost of Goods Sold			
5000 Cost of Goods Sold	199.94		199.94
Total Cost of Goods Sold	\$199.94	\$0.00	\$199.94
GROSS PROFIT	\$550,580.55	\$0.00	\$550,580.55
Expenses			
6000 Operations			
6110 Bank Fees	96.19		96.19
6111 Credit Card Service Fee	16.23		16.23
6120 Equipment & Equipment Maintenance	27.50		27.50
6123 Software Purchases & Licenses	3,182.64		3,182.64
6130 Insurance	3,458.00		3,458.00
6140 Meetings Expense	299.36		299.36
6150 Office			
6151 Rent & Renovations	11,400.00		11,400.00
6152 Security/Alarm	518.52		518.52
6153 Utilities	1,636.14		1,636.14
6154 Cleaning	1,085.00		1,085.00
6155 Supplies	164.52		164.52
6156 Repair & Maintenance	972.29		972.29
Total 6150 Office	15,776.47		15,776.47
6160 Postage & Shipping	704.77		704.77
6170 Printing/Copies, General	408.53		408.53
6180 Office Supplies/Materials	830.55		830.55
6190 Telephone	1,587.92		1,587.92
6320 Accounting & Legal Fees	1,572.80		1,572.80
6360 Payroll			
6361 Wages, Benefits & Taxes	36,429.82		36,429.82
6362 Temps and Interns	450.00		450.00
6366 Payroll Administrative Fees	1,789.88		1,789.88
Total 6360 Payroll	38,669.70		38,669.70
6400 Miscellaneous Expense	3,280.93		3,280.93

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Total 6000 Operations	69,911.59		69,911.59
7000 Marketing			
7210 Advertising	0.00		0.00
7212 Tourism	89,504.32		89,504.32
7213 MML CVB/TMD Contributions	0.00		0.00
7214 Majestic Mountain Loop	4,225.78		4,225.78
Total 7210 Advertising	93,730.10		93,730.10
7220 Trade Show Registration			
7221 Marketing Events - registration	4,576.85		4,576.85
Total 7220 Trade Show Registration	4,576.85		4,576.85
7225 Promotional items			
7226 Convention Promotional Items	115.28		115.28
7227 Tourism promotional items	5,249.07		5,249.07
Total 7225 Promotional items	5,364.35		5,364.35
7230 Convention Servicing- booked business	5,279.55		5,279.55
7240 FAM Tours			
7241 Media FAM Tours	384.00		384.00
7242 Convention FAM Tours	967.45		967.45
Total 7240 FAM Tours	1,351.45		1,351.45
7260 Travel			
7261 Media	6,080.69		6,080.69
7262 Convention	1,758.27		1,758.27
Total 7260 Travel	7,838.96		7,838.96
7280 New Collateral & Asset Development (marketing tools)	13,224.14		13,224.14
7300 Convention Sales-Procurement and Retention Incentives	9,237.13		9,237.13
7340 Memberships/Dues & Subscriptions			
7341 Tourism	9,125.00		9,125.00
7342 Convention	2,700.00		2,700.00
7343 General	550.00		550.00
Total 7340 Memberships/Dues & Subscriptions	12,375.00		12,375.00
7360 Payroll			
7361 Wages & Benefits	61,490.04		61,490.04
Total 7360 Payroll	61,490.04		61,490.04
Total 7000 Marketing	214,467.57		214,467.57
8000 Destination Development	1,130.27		1,130.27
8315 Destination Development	3,139.95		3,139.95
8360 Payroll			
8361 Wages & Benefits	22,311.26		22,311.26
Total 8360 Payroll	22,311.26		22,311.26
Total 8000 Destination Development	26,581.48		26,581.48
Total Expenses	\$310,960.64	\$0.00	\$310,960.64

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	ACTUAL	TOTAL	
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NET OPERATING INCOME	\$239,619.91	\$0.00	\$239,619.91
Other Expenses			
Reconciliation Discrepancies	-5,272.79		-5,272.79
Total Other Expenses	\$ -5,272.79	\$0.00	\$ -5,272.79
NET OTHER INCOME	\$5,272.79	\$0.00	\$5,272.79
NET INCOME	\$244,892.70	\$0.00	\$244,892.70