

Visalia Convention & Visitor's Bureau

Profit and Loss by Class

January - June, 2024

	COV	GOODS	MML	VTMD	TOTAL
Income					
4000 TMD Allocation				438,669.00	\$438,669.00
4100 City of Visalia Allocation					\$0.00
4110 COV Allocation/TOT	360,000.00				\$360,000.00
Total 4100 City of Visalia Allocation	360,000.00				\$360,000.00
4200 Co-Ops					\$0.00
4240 Advertising Co-Ops - MML			10,000.00		\$10,000.00
Total 4200 Co-Ops			10,000.00		\$10,000.00
4400 Membership Dues					\$0.00
4410 Services	0.00				\$0.00
Total 4400 Membership Dues	0.00				\$0.00
4750 Interest Income	4.00				\$4.00
4800 Sales of Product Income		363.00			\$363.00
Total Income	\$360,004.00	\$363.00	\$10,000.00	\$438,669.00	\$809,036.00
Cost of Goods Sold					
5000 Cost of Goods Sold		172.78			\$172.78
Total Cost of Goods Sold	\$0.00	\$172.78	\$0.00	\$0.00	\$172.78
GROSS PROFIT	\$360,004.00	\$190.22	\$10,000.00	\$438,669.00	\$808,863.22
Expenses					
6000 Operations					\$0.00
6110 Bank Fees	1.10				\$1.10
6111 Credit Card Service Fee		12.58			\$12.58
6120 Computer & Maintenance	131.43			125.43	\$256.86
6123 Software Purchases & Licenses	1,060.54			1,060.54	\$2,121.08
Total 6120 Computer & Maintenance	1,191.97			1,185.97	\$2,377.94
6130 Insurance	3,715.00				\$3,715.00
6140 Meetings Expense	414.72			333.94	\$748.66
6150 Office	1,652.26			14,870.37	\$16,522.63
6151 Rent & Renovations	193.14			1,738.22	\$1,931.36
6152 Security/Alarm	65.34			588.06	\$653.40
6153 Utilities	138.18			1,243.93	\$1,382.11
6154 Cleaning	156.00			1,404.00	\$1,560.00
6155 Supplies	21.21			169.32	\$190.53
6156 Repair & Maintenance	90.32			816.77	\$907.09
Total 6150 Office	2,316.45			20,830.67	\$23,147.12
6160 Postage & Shipping	331.49			1,699.89	\$2,031.38
6170 Printing/Copies, General	1,824.90			7,231.76	\$9,056.66
6180 Office Supplies/Materials	481.17			481.07	\$962.24
6190 Telephone	783.47			783.44	\$1,566.91

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6320 Accounting & Legal Fees	6,690.00				\$6,690.00
6360 Payroll					\$0.00
6361 Wages	23,375.22			19,763.89	\$43,139.11
6362 Temps and Interns	337.50				\$337.50
6366 Payroll Administrative Fees	4,875.73			4,875.78	\$9,751.51
Total 6360 Payroll	28,588.45			24,639.67	\$53,228.12
6400 Miscellaneous Expense	1,461.22				\$1,461.22
Total 6000 Operations	47,799.94	12.58		57,186.41	\$104,998.93
7000 Marketing					\$0.00
7210 Advertising					\$0.00
7212 Tourism	7,240.07			234,095.95	\$241,336.02
7214 Majestic Mountain Loop			10,085.75		\$10,085.75
Total 7210 Advertising	7,240.07		10,085.75	234,095.95	\$251,421.77
7220 Registration					\$0.00
7221 Marketing Events - registration				6,522.78	\$6,522.78
Total 7220 Registration				6,522.78	\$6,522.78
7225 Promotional items					\$0.00
7226 Convention Promotional Items	659.43				\$659.43
7227 Tourism promotional items	43.50			2,250.80	\$2,294.30
Total 7225 Promotional items	702.93			2,250.80	\$2,953.73
7230 Convention Servicing- booked business	5,519.49				\$5,519.49
7240 FAM Tours	0.00				\$0.00
7241 Media FAM Tours	39.64			4,918.94	\$4,958.58
7242 Convention FAM Tours	1,604.98				\$1,604.98
Total 7240 FAM Tours	1,644.62			4,918.94	\$6,563.56
7260 Travel	198.32			198.32	\$396.64
7261 Media	128.63			5,511.18	\$5,639.81
7262 Convention	302.84				\$302.84
Total 7260 Travel	629.79			5,709.50	\$6,339.29
7280 Collateral	3,250.00			521.95	\$3,771.95
7300 Convention Sales-Procurement and Retention Incentives	14,022.06				\$14,022.06
7310 Special Tourism Marketing Projects					\$0.00
7311 Sequoia Legacy Tree	1,251.08				\$1,251.08
7314 Website Refresh	2,125.00			6,375.00	\$8,500.00
Total 7310 Special Tourism Marketing Projects	3,376.08			6,375.00	\$9,751.08
7340 Memberships/Dues & Subscriptions				530.00	\$530.00
7341 Tourism				13,812.30	\$13,812.30
7342 Convention	4,050.00			664.00	\$4,714.00
Total 7340 Memberships/Dues & Subscriptions	4,050.00			15,006.30	\$19,056.30

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7360 Payroll					\$0.00
7361 Wages	27,302.63			50,166.61	\$77,469.24
Total 7360 Payroll	27,302.63			50,166.61	\$77,469.24
Total 7000 Marketing	67,737.67		10,085.75	325,567.83	\$403,391.25
8000 Destination Development					\$0.00
8315 Destination Development				21,326.06	\$21,326.06
8360 Payroll					\$0.00
8361 Wages	16,082.06			6,298.22	\$22,380.28
Total 8360 Payroll	16,082.06			6,298.22	\$22,380.28
Total 8000 Destination Development	16,082.06			27,624.28	\$43,706.34
Total Expenses	\$131,619.67	\$12.58	\$10,085.75	\$410,378.52	\$552,096.52
NET OPERATING INCOME	\$228,384.33	\$177.64	\$ -85.75	\$28,290.48	\$256,766.70
NET INCOME	\$228,384.33	\$177.64	\$ -85.75	\$28,290.48	\$256,766.70