

Visalia Convention & Visitor's Bureau

Budget vs. Actuals: Budget_FY24_P&L - FY24 P&L

January 2024

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
Income			
4000 TMD Allocation		62,666.67	-62,666.67
4100 City of Visalia Allocation			
4110 COV Allocation/TOT		31,250.00	-31,250.00
Total 4100 City of Visalia Allocation		31,250.00	-31,250.00
4200 Co-Ops			
4240 Advertising Co-Ops - MML	10,000.00		10,000.00
Total 4200 Co-Ops	10,000.00		10,000.00
4750 Interest Income	1.13		1.13
4800 Sales of Product Income	90.00		90.00
Total Income	\$10,091.13	\$93,916.67	\$ -83,825.54
Cost of Goods Sold			
5000 Cost of Goods Sold	46.70		46.70
Total Cost of Goods Sold	\$46.70	\$0.00	\$46.70
GROSS PROFIT	\$10,044.43	\$93,916.67	\$ -83,872.24
Expenses			
6000 Operations			
6110 Bank Fees		8.33	-8.33
6111 Credit Card Service Fee	2.71	8.33	-5.62
6120 Computer & Maintenance		500.00	-500.00
6123 Software Purchases & Licenses	42.00	666.67	-624.67
Total 6120 Computer & Maintenance	42.00	1,166.67	-1,124.67
6130 Insurance		333.33	-333.33
6140 Meetings Expense		166.67	-166.67
6150 Office	3,000.00	3,625.00	-625.00
6151 Rent & Renovations	1,500.00		1,500.00
6153 Utilities	6.85		6.85
6156 Repair & Maintenance	411.66		411.66
Total 6150 Office	4,918.51	3,625.00	1,293.51
6160 Postage & Shipping		166.67	-166.67
6170 Printing/Copies, General	30.00	708.33	-678.33
6180 Office Supplies/Materials	5.59	166.67	-161.08
6190 Telephone	133.14	166.67	-33.53
6320 Accounting & Legal Fees	480.00	250.00	230.00
6360 Payroll			
6361 Wages	5,017.78	9,026.04	-4,008.26
6362 Temps and Interns	150.00	66.67	83.33
6366 Payroll Administrative Fees	250.66	416.67	-166.01
Total 6360 Payroll	5,418.44	9,509.38	-4,090.94
6400 Miscellaneous Expense	52.62	416.67	-364.05
Total 6000 Operations	11,083.01	16,692.72	-5,609.71
7000 Marketing			

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7210 Advertising			
7211 Conventions		833.33	-833.33
7212 Tourism	7,605.86	32,866.67	-25,260.81
7214 Majestic Mountain Loop	2,650.00	833.33	1,816.67
Total 7210 Advertising	10,255.86	34,533.33	-24,277.47
7220 Registration			
7221 Marketing Events - registration	4,055.00	666.67	3,388.33
7222 Convention Sales Events- registration		625.00	-625.00
Total 7220 Registration	4,055.00	1,291.67	2,763.33
7225 Promotional items			
7226 Convention Promotional Items	100.00	166.67	-66.67
7227 Tourism promotional items	272.34	208.33	64.01
Total 7225 Promotional items	372.34	375.00	-2.66
7230 Convention Servicing- booked business	183.37	345.83	-162.46
7240 FAM Tours			
7241 Media FAM Tours		666.67	-666.67
7242 Convention FAM Tours		416.67	-416.67
Total 7240 FAM Tours		1,083.34	-1,083.34
7260 Travel			
7261 Media	41.94	354.17	-312.23
7262 Convention		333.33	-333.33
Total 7260 Travel	41.94	687.50	-645.56
7280 Collateral		833.33	-833.33
7290 Sequoia Tourism Council		1,041.67	-1,041.67
7300 Convention Sales-Procurement and Retention Incentives	13,709.41	833.33	12,876.08
7310 Special Tourism Marketing Projects			
7311 Sequoia Legacy Tree	208.33	291.67	-83.34
7314 Website Refresh	8,500.00	625.00	7,875.00
Total 7310 Special Tourism Marketing Projects	8,708.33	916.67	7,791.66
7340 Memberships/Dues & Subscriptions	530.00		530.00
7341 Tourism	4,278.80	833.33	3,445.47
7342 Convention		625.00	-625.00
7343 General		3,808.33	-3,808.33
Total 7340 Memberships/Dues & Subscriptions	4,808.80	5,266.66	-457.86
7360 Payroll			
7361 Wages	9,178.95	21,531.25	-12,352.30
Total 7360 Payroll	9,178.95	21,531.25	-12,352.30
Total 7000 Marketing	51,314.00	68,739.58	-17,425.58
8000 Destination Development			
8315 Destination Development		2,791.67	-2,791.67
8360 Payroll			
8361 Wages	1,379.21	5,223.96	-3,844.75

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Total 8360 Payroll	1,379.21	5,223.96	-3,844.75
Total 8000 Destination Development	1,379.21	8,015.63	-6,636.42
Total Expenses	\$63,776.22	\$93,447.93	\$ -29,671.71
NET OPERATING INCOME	\$ -53,731.79	\$468.74	\$ -54,200.53
NET INCOME	\$ -53,731.79	\$468.74	\$ -54,200.53