# Visalia Convention & Visitor's Bureau

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

January - December 2024

| | TOTAL | | |
|---|---|---|---|
| | ACTUAL | BUDGET | % OF BUDGET |
| Income | | | |
| 4000 TMD Allocation | 438,669.00 | 752,000.00 | 58.33 % |
| 4100 City of Visalia Allocation | | | |
| 4110 COV Allocation/TOT | 360,000.00 | 375,000.00 | 96.00 % |
| **Total 4100 City of Visalia Allocation** | **360,000.00** | **375,000.00** | **96.00 %** |
| **Total Income** | **$798,669.00** | **$1,127,000.00** | **70.87 %** |
| GROSS PROFIT | **$798,669.00** | **$1,127,000.00** | **70.87 %** |
| Expenses | | | |
| 6000 Operations | | | |
| 6110 Bank Fees | 1.10 | 100.00 | 1.10 % |
| 6111 Credit Card Service Fee | 12.58 | 100.00 | 12.58 % |
| 6120 Computer & Maintenance | 256.86 | 6,000.00 | 4.28 % |
| 6123 Software Purchases & Licenses | 2,121.08 | 8,000.00 | 26.51 % |
| **Total 6120 Computer & Maintenance** | **2,377.94** | **14,000.00** | **16.99 %** |
| 6130 Insurance | 3,715.00 | 4,000.00 | 92.88 % |
| 6140 Meetings Expense | 748.66 | 2,000.00 | 37.43 % |
| 6150 Office | 16,522.63 | 43,500.00 | 37.98 % |
| 6160 Postage & Shipping | 2,031.38 | 2,000.00 | 101.57 % |
| 6170 Printing/Copies, General | 9,056.66 | 8,500.00 | 106.55 % |
| 6180 Office Supplies/Materials | 962.24 | 2,000.00 | 48.11 % |
| 6190 Telephone | 1,566.91 | 2,000.00 | 78.35 % |
| 6320 Accounting & Legal Fees | 6,690.00 | 3,000.00 | 223.00 % |
| 6360 Payroll | | | |
| 6361 Wages | 43,139.11 | 103,796.88 | 41.56 % |
| 6362 Temps and Interns | 337.50 | 800.00 | 42.19 % |
| 6366 Payroll Administrative Fees | 9,751.51 | 5,000.00 | 195.03 % |
| **Total 6360 Payroll** | **53,228.12** | **109,596.88** | **48.57 %** |
| 6400 Miscellaneous Expense | 1,461.22 | 5,000.00 | 29.22 % |
| **Total 6000 Operations** | **98,374.44** | **195,796.88** | **50.24 %** |
| 7000 Marketing | | | |
| 7210 Advertising | | | |
| 7211 Conventions | | 10,000.00 | |
| 7212 Tourism | 241,336.02 | 394,400.00 | 61.19 % |
| 7214 Majestic Mountain Loop | 10,085.75 | 10,000.00 | 100.86 % |
| **Total 7210 Advertising** | **251,421.77** | **414,400.00** | **60.67 %** |
| 7220 Registration | | | |
| 7221 Marketing Events - registration | 6,522.78 | 8,000.00 | 81.53 % |
| 7222 Convention Sales Events- registration | | 7,500.00 | |
| **Total 7220 Registration** | **6,522.78** | **15,500.00** | **42.08 %** |
| 7225 Promotional items | | | |
| 7226 Convention Promotional Items | 659.43 | 2,000.00 | 32.97 % |
| 7227 Tourism promotional items | 2,294.30 | 2,500.00 | 91.77 % |

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| | TOTAL | | |
|---|---|---|---|
| | ACTUAL | BUDGET | % OF BUDGET |
| **Total 7225 Promotional items** | **2,953.73** | **4,500.00** | **65.64 %** |
| 7230 Convention Servicing- booked business | 5,519.49 | 4,150.00 | 133.00 % |
| 7240 FAM Tours | | | |
| 7241 Media FAM Tours | 4,958.58 | 8,000.00 | 61.98 % |
| 7242 Convention FAM Tours | 1,604.98 | 5,000.00 | 32.10 % |
| **Total 7240 FAM Tours** | **6,563.56** | **13,000.00** | **50.49 %** |
| 7260 Travel | | | |
| 7261 Media | 5,639.81 | 4,250.00 | 132.70 % |
| 7262 Convention | 302.84 | 4,000.00 | 7.57 % |
| **Total 7260 Travel** | **5,942.65** | **8,250.00** | **72.03 %** |
| 7280 Collateral | 3,771.95 | 10,000.00 | 37.72 % |
| 7290 Sequoia Tourism Council | | 12,500.00 | |
| 7300 Convention Sales-Procurement and Retention Incentives | 14,022.06 | 10,000.00 | 140.22 % |
| 7310 Special Tourism Marketing Projects | | | |
| 7311 Sequoia Legacy Tree | 1,459.41 | 3,500.00 | 41.70 % |
| 7314 Website Refresh | 8,500.00 | 7,500.00 | 113.33 % |
| **Total 7310 Special Tourism Marketing Projects** | **9,959.41** | **11,000.00** | **90.54 %** |
| 7340 Memberships/Dues & Subscriptions | | | |
| 7341 Tourism | 13,812.30 | 10,000.00 | 138.12 % |
| 7342 Convention | 4,714.00 | 7,500.00 | 62.85 % |
| 7343 General | | 45,700.00 | |
| **Total 7340 Memberships/Dues & Subscriptions** | **18,526.30** | **63,200.00** | **29.31 %** |
| 7360 Payroll | | | |
| 7361 Wages | 77,469.24 | 269,212.50 | 28.78 % |
| **Total 7360 Payroll** | **77,469.24** | **269,212.50** | **28.78 %** |
| **Total 7000 Marketing** | **402,672.94** | **835,712.50** | **48.18 %** |
| 8000 Destination Development | | | |
| 8315 Destination Development | 21,326.06 | 33,500.00 | 63.66 % |
| 8360 Payroll | | | |
| 8361 Wages | 22,380.28 | 56,365.63 | 39.71 % |
| **Total 8360 Payroll** | **22,380.28** | **56,365.63** | **39.71 %** |
| **Total 8000 Destination Development** | **43,706.34** | **89,865.63** | **48.64 %** |
| **Total Expenses** | **$544,753.72** | **$1,121,375.01** | **48.58 %** |
| NET OPERATING INCOME | **$253,915.28** | **$5,624.99** | **4,514.06 %** |
| NET INCOME | **$253,915.28** | **$5,624.99** | **4,514.06 %** |