

Visalia Convention & Visitor's Bureau

Profit and Loss by Class

January 1 - April 5, 2024

	COV	GOODS	MML	VTMD	TOTAL
Income					
4000 TMD Allocation				250,668.00	\$250,668.00
4100 City of Visalia Allocation					\$0.00
4110 COV Allocation/TOT	185,000.00				\$185,000.00
Total 4100 City of Visalia Allocation	185,000.00				\$185,000.00
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
4750 Interest Income	2.88				\$2.88
4800 Sales of Product Income		225.00			\$225.00
Total Income	\$185,002.88	\$225.00	\$10,000.00	\$250,668.00	\$445,895.88
Cost of Goods Sold					
5000 Cost of Goods Sold		89.96			\$89.96
Total Cost of Goods Sold	\$0.00	\$89.96	\$0.00	\$0.00	\$89.96
GROSS PROFIT	\$185,002.88	\$135.04	\$10,000.00	\$250,668.00	\$445,805.92
Expenses					
6000 Operations					\$0.00
6110 Bank Fees	129.72				\$129.72
6111 Credit Card Service Fee		7.93			\$7.93
6120 Computer & Maintenance					\$0.00
6123 Software Purchases & Licenses	367.87			367.82	\$735.69
Total 6120 Computer & Maintenance	367.87			367.82	\$735.69
6130 Insurance	3,715.00				\$3,715.00
6140 Meetings Expense	348.72			21.54	\$370.26
6150 Office	810.00			7,290.00	\$8,100.00
6151 Rent & Renovations	160.00			1,440.00	\$1,600.00
6152 Security/Alarm	65.34			588.06	\$653.40
6153 Utilities	76.93			692.76	\$769.69
6154 Cleaning	78.00			702.00	\$780.00
6155 Supplies	8.51			76.54	\$85.05
6156 Repair & Maintenance	55.77			505.89	\$561.66
Total 6150 Office	1,254.55			11,295.25	\$12,549.80
6160 Postage & Shipping	196.78			1,115.04	\$1,311.82
6170 Printing/Copies, General	91.89			299.68	\$391.57
6180 Office Supplies/Materials	301.22			301.17	\$602.39
6190 Telephone	261.48			261.47	\$522.95
6320 Accounting & Legal Fees	5,320.00				\$5,320.00

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	COV	GOODS	MML	VTMD	TOTAL
6360 Payroll					\$0.00
6361 Wages	11,404.25			9,887.36	\$21,291.61
6362 Temps and Interns	150.00				\$150.00
6366 Payroll Administrative Fees	1,422.17			1,422.20	\$2,844.37
Total 6360 Payroll	12,976.42			11,309.56	\$24,285.98
6400 Miscellaneous Expense	77.62				\$77.62
Total 6000 Operations	25,041.27	7.93		24,971.53	\$50,020.73
7000 Marketing					\$0.00
7210 Advertising					\$0.00
7212 Tourism	4,703.51			152,080.35	\$156,783.86
7214 Majestic Mountain Loop			3,188.75		\$3,188.75
Total 7210 Advertising	4,703.51		3,188.75	152,080.35	\$159,972.61
7220 Registration					\$0.00
7221 Marketing Events - registration				4,055.00	\$4,055.00
Total 7220 Registration				4,055.00	\$4,055.00
7225 Promotional items					\$0.00
7226 Convention Promotional Items	276.79				\$276.79
7227 Tourism promotional items	43.50			740.90	\$784.40
Total 7225 Promotional items	320.29			740.90	\$1,061.19
7230 Convention Servicing- booked business	833.81				\$833.81
7240 FAM Tours					\$0.00
7241 Media FAM Tours	39.64			1,742.40	\$1,782.04
7242 Convention FAM Tours	333.82				\$333.82
Total 7240 FAM Tours	373.46			1,742.40	\$2,115.86
7260 Travel	198.32			198.32	\$396.64
7261 Media	58.79			4,198.45	\$4,257.24
7262 Convention	302.84				\$302.84
Total 7260 Travel	559.95			4,396.77	\$4,956.72
7300 Convention Sales-Procurement and Retention Incentives	13,880.31				\$13,880.31
7310 Special Tourism Marketing Projects					\$0.00
7311 Sequoia Legacy Tree				834.42	\$834.42
7314 Website Refresh	2,125.00			6,375.00	\$8,500.00
Total 7310 Special Tourism Marketing Projects	2,125.00			7,209.42	\$9,334.42
7340 Memberships/Dues & Subscriptions				530.00	\$530.00
7341 Tourism				5,278.80	\$5,278.80
7342 Convention	2,700.00				\$2,700.00
Total 7340 Memberships/Dues & Subscriptions	2,700.00			5,808.80	\$8,508.80

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7360 Payroll					\$0.00
7361 Wages	13,495.32			26,250.90	\$39,746.22
Total 7360 Payroll	13,495.32			26,250.90	\$39,746.22
Total 7000 Marketing	38,991.65		3,188.75	202,284.54	\$244,464.94
8000 Destination Development					\$0.00
8315 Destination Development				14,606.00	\$14,606.00
8360 Payroll					\$0.00
8361 Wages	7,830.75			2,863.49	\$10,694.24
Total 8360 Payroll	7,830.75			2,863.49	\$10,694.24
Total 8000 Destination Development	7,830.75			17,469.49	\$25,300.24
Total Expenses	\$71,863.67	\$7.93	\$3,188.75	\$244,725.56	\$319,785.91
NET OPERATING INCOME	\$113,139.21	\$127.11	\$6,811.25	\$5,942.44	\$126,020.01
NET INCOME	\$113,139.21	\$127.11	\$6,811.25	\$5,942.44	\$126,020.01