

Visalia Convention & Visitor's Bureau

Profit and Loss by Class

July 2024

	COV	GOODS	VTMD	TOTAL
Income				
4000 TMD Allocation			62,667.00	\$62,667.00
4750 Interest Income	0.59			\$0.59
4800 Sales of Product Income		148.00		\$148.00
Total Income	\$0.59	\$148.00	\$62,667.00	\$62,815.59
Cost of Goods Sold				
5000 Cost of Goods Sold		75.10		\$75.10
Total Cost of Goods Sold	\$0.00	\$75.10	\$0.00	\$75.10
GROSS PROFIT	\$0.59	\$72.90	\$62,667.00	\$62,740.49
Expenses				
6000 Operations				\$0.00
6111 Credit Card Service Fee		5.54		\$5.54
6120 Computer & Maintenance				\$0.00
6123 Software Purchases & Licenses	671.43		671.45	\$1,342.88
Total 6120 Computer & Maintenance	671.43		671.45	\$1,342.88
6140 Meetings Expense	84.45			\$84.45
6150 Office	285.00		2,565.00	\$2,850.00
6153 Utilities	38.05		342.41	\$380.46
6154 Cleaning	24.00		216.00	\$240.00
6155 Supplies	5.16		46.41	\$51.57
Total 6150 Office	352.21		3,169.82	\$3,522.03
6160 Postage & Shipping	215.58		976.39	\$1,191.97
6170 Printing/Copies, General	42.21		168.82	\$211.03
6180 Office Supplies/Materials	35.25		35.25	\$70.50
6190 Telephone	440.00		439.97	\$879.97
6360 Payroll				\$0.00
6361 Wages	3,991.24		3,293.06	\$7,284.30
6362 Temps and Interns	137.50			\$137.50
6366 Payroll Administrative Fees	698.64		698.63	\$1,397.27
Total 6360 Payroll	4,827.38		3,991.69	\$8,819.07
6400 Miscellaneous Expense	695.44			\$695.44
Total 6000 Operations	7,363.95	5.54	9,453.39	\$16,822.88
7000 Marketing				\$0.00
7210 Advertising				\$0.00
7212 Tourism	310.57		10,041.72	\$10,352.29
Total 7210 Advertising	310.57		10,041.72	\$10,352.29
7230 Convention Servicing- booked business	794.86			\$794.86
7240 FAM Tours				\$0.00
7242 Convention FAM Tours	92.04			\$92.04
Total 7240 FAM Tours	92.04			\$92.04

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7260 Travel				\$0.00
7261 Media			70.76	\$70.76
Total 7260 Travel			70.76	\$70.76
7280 Collateral			800.00	\$800.00
7300 Convention Sales-Procurement and Retention Incentives	49.75			\$49.75
7310 Special Tourism Marketing Projects				\$0.00
7311 Sequoia Legacy Tree	208.33			\$208.33
Total 7310 Special Tourism Marketing Projects	208.33			\$208.33
7340 Memberships/Dues & Subscriptions				\$0.00
7341 Tourism	999.00		3,000.00	\$3,999.00
7342 Convention	12,000.00			\$12,000.00
Total 7340 Memberships/Dues & Subscriptions	12,999.00		3,000.00	\$15,999.00
7360 Payroll				\$0.00
7361 Wages	4,603.40		7,973.05	\$12,576.45
Total 7360 Payroll	4,603.40		7,973.05	\$12,576.45
Total 7000 Marketing	19,057.95		21,885.53	\$40,943.48
8000 Destination Development				\$0.00
8315 Destination Development			509.66	\$509.66
8360 Payroll				\$0.00
8361 Wages	2,750.58		1,144.97	\$3,895.55
Total 8360 Payroll	2,750.58		1,144.97	\$3,895.55
Total 8000 Destination Development	2,750.58		1,654.63	\$4,405.21
Total Expenses	\$29,172.48	\$5.54	\$32,993.55	\$62,171.57
NET OPERATING INCOME	\$ -29,171.89	\$67.36	\$29,673.45	\$568.92
NET INCOME	\$ -29,171.89	\$67.36	\$29,673.45	\$568.92