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	626,670.00	752,000.00	83.33 %
4100 City of Visalia Allocation			
4110 COV Allocation/TOT	361,049.00	375,000.00	96.28 %
Total 4100 City of Visalia Allocation	**361,049.00**	**375,000.00**	**96.28 %**
Total Income	**$987,719.00**	**$1,127,000.00**	**87.64 %**
GROSS PROFIT	**$987,719.00**	**$1,127,000.00**	**87.64 %**
Expenses			
6000 Operations			
6110 Bank Fees	1.10	100.00	1.10 %
6111 Credit Card Service Fee	37.17	100.00	37.17 %
6120 Computer & Maintenance	5,678.00	6,000.00	94.63 %
6123 Software Purchases & Licenses	3,860.12	8,000.00	48.25 %
Total 6120 Computer & Maintenance	**9,538.12**	**14,000.00**	**68.13 %**
6130 Insurance	3,715.00	4,000.00	92.88 %
6140 Meetings Expense	1,534.14	2,000.00	76.71 %
6150 Office	25,255.45	43,500.00	58.06 %
6160 Postage & Shipping	3,828.95	2,000.00	191.45 %
6170 Printing/Copies, General	9,396.10	8,500.00	110.54 %
6180 Office Supplies/Materials	1,229.75	2,000.00	61.49 %
6190 Telephone	3,129.43	2,000.00	156.47 %
6320 Accounting & Legal Fees	8,158.00	3,000.00	271.93 %
6360 Payroll			
6361 Wages	68,528.30	103,796.88	66.02 %
6362 Temps and Interns	562.50	800.00	70.31 %
6366 Payroll Administrative Fees	14,086.67	5,000.00	281.73 %
Total 6360 Payroll	**83,177.47**	**109,596.88**	**75.89 %**
6400 Miscellaneous Expense	2,181.50	5,000.00	43.63 %
Total 6000 Operations	**151,182.18**	**195,796.88**	**77.21 %**
7000 Marketing			
7210 Advertising			
7211 Conventions	5,220.00	10,000.00	52.20 %
7212 Tourism	345,520.76	394,400.00	87.61 %
7214 Majestic Mountain Loop	10,130.09	10,000.00	101.30 %
Total 7210 Advertising	**360,870.85**	**414,400.00**	**87.08 %**
7220 Registration			
7221 Marketing Events - registration	8,772.78	8,000.00	109.66 %
7222 Convention Sales Events- registration	6,135.94	7,500.00	81.81 %
Total 7220 Registration	**14,908.72**	**15,500.00**	**96.19 %**
7225 Promotional items			
7226 Convention Promotional Items	1,296.77	2,000.00	64.84 %
7227 Tourism promotional items	2,584.05	2,500.00	103.36 %

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	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Total 7225 Promotional items	**3,880.82**	**4,500.00**	**86.24 %**
7230 Convention Servicing- booked business	14,056.25	4,150.00	338.70 %
7240 FAM Tours			
7241 Media FAM Tours	7,630.12	8,000.00	95.38 %
7242 Convention FAM Tours	2,917.59	5,000.00	58.35 %
Total 7240 FAM Tours	**10,547.71**	**13,000.00**	**81.14 %**
7260 Travel			
7261 Media	7,169.93	4,250.00	168.70 %
7262 Convention	308.54	4,000.00	7.71 %
Total 7260 Travel	**7,478.47**	**8,250.00**	**90.65 %**
7280 Collateral	10,603.88	10,000.00	106.04 %
7290 Sequoia Tourism Council		12,500.00	
7300 Convention Sales-Procurement and Retention Incentives	13,997.50	10,000.00	139.98 %
7310 Special Tourism Marketing Projects			
7311 Sequoia Legacy Tree	2,292.73	3,500.00	65.51 %
7314 Website Refresh	8,500.00	7,500.00	113.33 %
Total 7310 Special Tourism Marketing Projects	**10,792.73**	**11,000.00**	**98.12 %**
7340 Memberships/Dues & Subscriptions			
7341 Tourism	25,658.30	10,000.00	256.58 %
7342 Convention	18,064.00	7,500.00	240.85 %
7343 General	1,734.00	45,700.00	3.79 %
Total 7340 Memberships/Dues & Subscriptions	**45,456.30**	**63,200.00**	**71.92 %**
7360 Payroll			
7361 Wages	121,183.08	269,212.50	45.01 %
Total 7360 Payroll	**121,183.08**	**269,212.50**	**45.01 %**
Total 7000 Marketing	**613,776.31**	**835,712.50**	**73.44 %**
8000 Destination Development			
8315 Destination Development	24,579.03	33,500.00	73.37 %
8360 Payroll			
8361 Wages	36,004.24	56,365.63	63.88 %
Total 8360 Payroll	**36,004.24**	**56,365.63**	**63.88 %**
Total 8000 Destination Development	**60,583.27**	**89,865.63**	**67.42 %**
Total Expenses	**$825,541.76**	**$1,121,375.01**	**73.62 %**
NET OPERATING INCOME	**$162,177.24**	**$5,624.99**	**2,883.16 %**
NET INCOME	**$162,177.24**	**$5,624.99**	**2,883.16 %**