

Visalia Convention & Visitor's Bureau
Budget vs. Actuals: Budget_FY24_P&L by Class - FY24 P&L Classes
January - December 2024

	COV				MML				VTMD				TOTAL			
	Actual	Budget	Remaining	% Remaining	Actual	Budget	Remaining	% Remaining	Actual	Budget	Remaining	% Remaining	Actual	Budget	Remaining	% Remaining
Income																
4000 TMD Allocation			0.00				0.00		501,336.00	752,000.00	250,664.00	33.33%	501,336.00	752,000.00	250,664.00	33.33%
Total 4100 City of Visalia Allocation	\$ 361,049.00	\$ 370,000.00	\$ 8,951.00	2.42%	\$ 0.00	\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00	\$ 0.00		\$ 361,049.00	\$ 370,000.00	\$ 8,951.00	2.42%
4200 Co-Ops			0.00				0.00				0.00		0.00	0.00	0.00	
4240 Advertising Co-Ops - MML			0.00		10,000.00		-10,000.00				0.00		10,000.00	0.00	-10,000.00	
Total 4200 Co-Ops	\$ 0.00	\$ 0.00	\$ 0.00		\$ 10,000.00	\$ 0.00	-\$ 10,000.00		\$ 0.00	\$ 0.00	\$ 0.00		\$ 10,000.00	\$ 0.00	-\$ 10,000.00	
4400 Membership Dues			0.00				0.00				0.00		0.00	0.00	0.00	
4410 Services	0.00		0.00				0.00				0.00		0.00	0.00	0.00	
Total 4400 Membership Dues	\$ 0.00	\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00	\$ 0.00	
4750 Interest Income	5.09		-5.09				0.00				0.00		5.09	0.00	-5.09	
4800 Sales of Product Income			0.00				0.00				0.00		719.00	0.00	-719.00	
Total Income	\$ 361,054.09	\$ 370,000.00	\$ 8,945.91	2.42%	\$ 10,000.00	\$ 0.00	-\$ 10,000.00		\$ 501,336.00	\$ 752,000.00	\$ 250,664.00	33.33%	\$ 873,109.09	\$ 1,122,000.00	\$ 248,890.91	22.18%
Cost of Goods Sold																
5000 Cost of Goods Sold			0.00				0.00				0.00		323.32	0.00	-323.32	
Total Cost of Goods Sold	\$ 0.00	\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00	\$ 0.00		\$ 323.32	\$ 0.00	-\$ 323.32	
Gross Profit	\$ 361,054.09	\$ 370,000.00	\$ 8,945.91	2.42%	\$ 10,000.00	\$ 0.00	-\$ 10,000.00		\$ 501,336.00	\$ 752,000.00	\$ 250,664.00	33.33%	\$ 872,785.77	\$ 1,122,000.00	\$ 249,214.23	22.21%
Expenses																
6000 Operations			0.00				0.00				0.00		0.00	0.00	0.00	
6110 Bank Fees	1.10	100.00	98.90	98.90%			0.00				0.00		1.10	100.00	98.90	98.90%
6111 Credit Card Service Fee			0.00				0.00			100.00	100.00	100.00%	25.23	100.00	74.77	74.77%
6120 Computer & Maintenance	131.43	3,000.00	2,868.57	95.62%			0.00		125.43	3,000.00	2,874.57	95.82%	256.86	6,000.00	5,743.14	95.72%
6123 Software Purchases & Licenses	1,775.17	4,000.00	2,224.83	55.62%			0.00		1,775.19	4,000.00	2,224.81	55.62%	3,550.36	8,000.00	4,449.64	55.62%
Total 6120 Computer & Maintenance	\$ 1,906.60	\$ 7,000.00	\$ 5,093.40	72.76%	\$ 0.00	\$ 0.00	\$ 0.00		\$ 1,900.62	\$ 7,000.00	\$ 5,099.38	72.85%	\$ 3,807.22	\$ 14,000.00	\$ 10,192.78	72.81%
6130 Insurance	3,715.00	4,000.00	285.00	7.13%			0.00				0.00		3,715.00	4,000.00	285.00	7.13%
6140 Meetings Expense	499.17	1,000.00	500.83	50.08%			0.00		353.94	1,000.00	646.06	64.61%	853.11	2,000.00	1,146.89	57.34%
6150 Office	1,937.26	4,000.00	2,062.74	51.57%			0.00		17,435.37	39,500.00	22,064.63	55.86%	19,372.63	43,500.00	24,127.37	55.47%
6151 Rent & Renovations	193.14		-193.14				0.00		1,738.22		-1,738.22		1,931.36	0.00	-1,931.36	
6152 Security/Alarm	65.34		-65.34				0.00		588.06		-588.06		653.40	0.00	-653.40	
6153 Utilities	198.19		-198.19				0.00		1,783.86		-1,783.86		1,982.05	0.00	-1,982.05	
6154 Cleaning	180.00		-180.00				0.00		1,620.00		-1,620.00		1,800.00	0.00	-1,800.00	
6155 Supplies	26.37		-26.37				0.00		215.73		-215.73		242.10	0.00	-242.10	

6156 Repair & Maintenance	98.32		-98.32				0.00		888.77		-888.77		987.09	0.00	-987.09	
Total 6150 Office	\$ 2,698.62	\$ 4,000.00	\$ 1,301.38	32.53%	\$ 0.00	\$ 0.00	\$ 0.00		\$ 24,270.01	\$ 39,500.00	\$ 15,229.99	38.56%	\$ 26,968.63	\$ 43,500.00	\$ 16,531.37	38.00%
6160 Postage & Shipping	686.81	500.00	-186.81	-37.36%			0.00		2,700.94	1,500.00	-1,200.94	-80.06%	3,387.75	2,000.00	-1,387.75	-69.39%
6170 Printing/Copies, General	1,867.11	1,500.00	-367.11	-24.47%			0.00		7,400.58	7,000.00	-400.58	-5.72%	9,267.69	8,500.00	-767.69	-9.03%
6180 Office Supplies/Materials	516.42	1,000.00	483.58	48.36%			0.00		516.32	1,000.00	483.68	48.37%	1,032.74	2,000.00	967.26	48.36%
6190 Telephone	1,223.47	1,000.00	-223.47	-22.35%			0.00		1,223.41	1,000.00	-223.41	-22.34%	2,446.88	2,000.00	-446.88	-22.34%
6320 Accounting & Legal Fees	7,738.00	3,000.00	-4,738.00	-157.93%			0.00				0.00		7,738.00	3,000.00	-4,738.00	-157.93%
6360 Payroll			0.00				0.00				0.00		0.00	0.00	0.00	
6361 Wages	29,368.92	57,443.75	28,074.83	48.87%			0.00		24,713.29	46,353.13	21,639.84	46.68%	54,082.21	103,796.88	49,714.67	47.90%
6362 Temps and Interns	475.00		-475.00				0.00				0.00		475.00	0.00	-475.00	
6366 Payroll Administrative Fees	5,923.69	2,500.00	-3,423.69	-136.95%			0.00		5,923.73	2,500.00	-3,423.73	-136.95%	11,847.42	5,000.00	-6,847.42	-136.95%
Total 6360 Payroll	\$ 35,767.61	\$ 59,943.75	\$ 24,176.14	40.33%	\$ 0.00	\$ 0.00	\$ 0.00		\$ 30,637.02	\$ 48,853.13	\$ 18,216.11	37.29%	\$ 66,404.63	\$ 108,796.88	\$ 42,392.25	38.96%
6400 Miscellaneous Expense	2,156.66	5,000.00	2,843.34	56.87%			0.00			0.00	0.00		2,156.66	5,000.00	2,843.34	56.87%
Total 6000 Operations	\$ 58,776.57	\$ 88,043.75	\$ 29,267.18	33.24%	\$ 0.00	\$ 0.00	\$ 0.00		\$ 69,002.84	\$ 106,953.13	\$ 37,950.29	35.48%	\$ 127,804.64	\$ 194,996.88	\$ 67,192.24	34.46%
7000 Marketing			0.00				0.00				0.00		0.00	0.00	0.00	
7210 Advertising			0.00				0.00				0.00		0.00	0.00	0.00	
7211 Conventions	4,900.00	10,000.00	5,100.00	51.00%			0.00				0.00		4,900.00	10,000.00	5,100.00	51.00%
7212 Tourism	7,774.25	10,000.00	2,225.75	22.26%			0.00		251,367.81	384,400.00	133,032.19	34.61%	259,142.06	394,400.00	135,257.94	34.29%
7214 Majestic Mountain Loop		5,000.00	5,000.00	100.00%	10,130.09		-10,130.09			5,000.00	5,000.00	100.00%	10,130.09	10,000.00	-130.09	-1.30%
Total 7210 Advertising	\$ 12,674.25	\$ 25,000.00	\$ 12,325.75	49.30%	\$ 10,130.09	\$ 0.00	\$ -10,130.09		\$ 251,367.81	\$ 389,400.00	\$ 138,032.19	35.45%	\$ 274,172.15	\$ 414,400.00	\$ 140,227.85	33.84%
7220 Registration			0.00				0.00				0.00		0.00	0.00	0.00	
7221 Marketing Events - registration			0.00				0.00		6,522.78	8,000.00	1,477.22	18.47%	6,522.78	8,000.00	1,477.22	18.47%
7222 Convention Sales Events- registration		7,500.00	7,500.00	100.00%			0.00				0.00		0.00	7,500.00	7,500.00	100.00%
Total 7220 Registration	\$ 0.00	\$ 7,500.00	\$ 7,500.00	100.00%	\$ 0.00	\$ 0.00	\$ 0.00		\$ 6,522.78	\$ 8,000.00	\$ 1,477.22	18.47%	\$ 6,522.78	\$ 15,500.00	\$ 8,977.22	57.92%
7225 Promotional items			0.00				0.00				0.00		0.00	0.00	0.00	
7226 Convention Promotional Items	659.43	2,000.00	1,340.57	67.03%			0.00				0.00		659.43	2,000.00	1,340.57	67.03%
7227 Tourism promotional items	43.50		-43.50				0.00		2,250.80	2,500.00	249.20	9.97%	2,294.30	2,500.00	205.70	8.23%
Total 7225 Promotional items	\$ 702.93	\$ 2,000.00	\$ 1,297.07	64.85%	\$ 0.00	\$ 0.00	\$ 0.00		\$ 2,250.80	\$ 2,500.00	\$ 249.20	9.97%	\$ 2,953.73	\$ 4,500.00	\$ 1,546.27	34.36%
7230 Convention Servicing- booked business	6,493.64	4,150.00	-2,343.64	-56.47%			0.00				0.00		6,493.64	4,150.00	-2,343.64	-56.47%
7240 FAM Tours	0.00		0.00				0.00				0.00		0.00	0.00	0.00	
7241 Media FAM Tours	39.64		-39.64				0.00		4,918.94	8,000.00	3,081.06	38.51%	4,958.58	8,000.00	3,041.42	38.02%
7242 Convention FAM Tours	1,697.02	5,000.00	3,302.98	66.06%			0.00				0.00		1,697.02	5,000.00	3,302.98	66.06%
Total 7240 FAM Tours	\$ 1,736.66	\$ 5,000.00	\$ 3,263.34	65.27%	\$ 0.00	\$ 0.00	\$ 0.00		\$ 4,918.94	\$ 8,000.00	\$ 3,081.06	38.51%	\$ 6,655.60	\$ 13,000.00	\$ 6,344.40	48.80%
7260 Travel	198.32		-198.32				0.00		198.32		-198.32		396.64	0.00	-396.64	
7261 Media	128.63	250.00	121.37	48.55%			0.00		5,581.94	4,000.00	-1,581.94	-39.55%	5,710.57	4,250.00	-1,460.57	-34.37%
7262 Convention	302.84	4,000.00	3,697.16	92.43%			0.00				0.00		302.84	4,000.00	3,697.16	92.43%
Total 7260 Travel	\$ 629.79	\$ 4,250.00	\$ 3,620.21	85.18%	\$ 0.00	\$ 0.00	\$ 0.00		\$ 5,780.26	\$ 4,000.00	\$ -1,780.26	-44.51%	\$ 6,410.05	\$ 8,250.00	\$ 1,839.95	22.30%
7280 Collateral	7,000.00		-7,000.00				0.00		2,321.95	10,000.00	7,678.05	76.78%	9,321.95	10,000.00	678.05	6.78%

7290 Sequoia Tourism Council		6,250.00	6,250.00	100.00%			0.00			6,250.00	6,250.00	100.00%	0.00	12,500.00	12,500.00	100.00%
7300 Convention Sales-Procurement and Retention Incentives	14,071.81	10,000.00	-4,071.81	-40.72%			0.00				0.00		14,071.81	10,000.00	-4,071.81	-40.72%
7310 Special Tourism Marketing Projects			0.00				0.00				0.00		0.00	0.00	0.00	
7311 Sequoia Legacy Tree	1,876.07	3,500.00	1,623.93	46.40%			0.00				0.00		1,876.07	3,500.00	1,623.93	46.40%
7314 Website Refresh	2,125.00	2,500.00	375.00	15.00%			0.00		6,375.00	5,000.00	-1,375.00	-27.50%	8,500.00	7,500.00	-1,000.00	-13.33%
Total 7310 Special Tourism Marketing Projects	\$ 4,001.07	\$ 6,000.00	\$ 1,998.93	33.32%	\$ 0.00	\$ 0.00	\$ 0.00		\$ 6,375.00	\$ 5,000.00	-\$ 1,375.00	-27.50%	\$ 10,376.07	\$ 11,000.00	\$ 623.93	5.67%
7340 Memberships/Dues & Subscriptions			0.00				0.00		530.00		-530.00		530.00	0.00	-530.00	
7341 Tourism	999.84		-999.84				0.00		16,825.47	10,000.00	-6,825.47	-68.25%	17,825.31	10,000.00	-7,825.31	-78.25%
7342 Convention	16,050.00	7,500.00	-8,550.00	-114.00%			0.00		664.00		-664.00		16,714.00	7,500.00	-9,214.00	-122.85%
7343 General		15,700.00	15,700.00	100.00%			0.00			30,000.00	30,000.00	100.00%	0.00	45,700.00	45,700.00	100.00%
Total 7340 Memberships/Dues & Subscriptions	\$ 17,049.84	\$ 23,200.00	\$ 6,150.16	26.51%	\$ 0.00	\$ 0.00	\$ 0.00		\$ 18,019.47	\$ 40,000.00	\$ 21,980.53	54.95%	\$ 35,069.31	\$ 63,200.00	\$ 28,130.69	44.51%
7360 Payroll			0.00				0.00				0.00		0.00	0.00	0.00	
7361 Wages	34,216.58	159,640.63	125,424.05	78.57%			0.00		62,151.41	109,571.88	47,420.47	43.28%	96,367.99	269,212.51	172,844.52	64.20%
Total 7360 Payroll	\$ 34,216.58	\$ 159,640.63	\$ 125,424.05	78.57%	\$ 0.00	\$ 0.00	\$ 0.00		\$ 62,151.41	\$ 109,571.88	\$ 47,420.47	43.28%	\$ 96,367.99	\$ 269,212.51	\$ 172,844.52	64.20%
Total 7000 Marketing	\$ 98,576.57	\$ 252,990.63	\$ 154,414.06	61.04%	\$ 10,130.09	\$ 0.00	-\$ 10,130.09		\$ 359,708.42	\$ 582,721.88	\$ 223,013.46	38.27%	\$ 468,415.08	\$ 835,712.51	\$ 367,297.43	43.95%
8000 Destination Development			0.00				0.00				0.00		0.00	0.00	0.00	
8315 Destination Development			0.00				0.00		21,906.74	33,500.00	11,593.26	34.61%	21,906.74	33,500.00	11,593.26	34.61%
8360 Payroll			0.00				0.00				0.00		0.00	0.00	0.00	
8361 Wages	20,207.50	39,790.63	19,583.13	49.22%			0.00		8,015.38	16,575.00	8,559.62	51.64%	28,222.88	56,365.63	28,142.75	49.93%
Total 8360 Payroll	\$ 20,207.50	\$ 39,790.63	\$ 19,583.13	49.22%	\$ 0.00	\$ 0.00	\$ 0.00		\$ 8,015.38	\$ 16,575.00	\$ 8,559.62	51.64%	\$ 28,222.88	\$ 56,365.63	\$ 28,142.75	49.93%
Total 8000 Destination Development	\$ 20,207.50	\$ 39,790.63	\$ 19,583.13	49.22%	\$ 0.00	\$ 0.00	\$ 0.00		\$ 29,922.12	\$ 50,075.00	\$ 20,152.88	40.25%	\$ 50,129.62	\$ 89,865.63	\$ 39,736.01	44.22%
Total Expenses	\$ 177,560.64	\$ 380,825.01	\$ 203,264.37	53.37%	\$ 10,130.09	\$ 0.00	-\$ 10,130.09		\$ 458,633.38	\$ 739,750.01	\$ 281,116.63	38.00%	\$ 646,349.34	\$ 1,120,575.02	\$ 474,225.68	42.32%
Net Operating Income	\$ 183,493.45	-\$ 10,825.01	-\$ 194,318.46		-\$ 130.09	\$ 0.00	\$ 130.09		\$ 42,702.62	\$ 12,249.99	-\$ 30,452.63		\$ 226,436.43	\$ 1,424.98		
Net Income	\$ 183,493.45	-\$ 10,825.01	-\$ 194,318.46		-\$ 130.09	\$ 0.00	\$ 130.09		\$ 42,702.62	\$ 12,249.99	-\$ 30,452.63		\$ 226,436.43	\$ 1,424.98		