Visalia Convention & Visitor's Bureau

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

January - December 2025

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
Income			
4000 TMD Allocation	143,333.34		143,333.34
4750 Interest Income	0.55		0.55
4800 Sales of Product Income	51.00		51.00
Total Income	**$143,384.89**	**$0.00**	**$143,384.89**
Cost of Goods Sold			
5000 Cost of Goods Sold	24.44		24.44
Total Cost of Goods Sold	**$24.44**	**$0.00**	**$24.44**
GROSS PROFIT	**$143,360.45**	**$0.00**	**$143,360.45**
Expenses			
6000 Operations			
6111 Credit Card Service Fee	2.21		2.21
6120 Equipment & Equipment Maintenance	27.50		27.50
6140 Meetings Expense	59.16		59.16
6150 Office			
6151 Rent & Renovations	2,850.00		2,850.00
6153 Utilities	313.39		313.39
6154 Cleaning	240.00		240.00
6155 Supplies	39.56		39.56
6156 Repair & Maintenance	334.02		334.02
Total 6150 Office	**3,776.97**		**3,776.97**
6170 Printing/Copies, General	80.09		80.09
6180 Office Supplies/Materials	236.25		236.25
6190 Telephone	366.11		366.11
6360 Payroll			
6361 Wages, Benefits & Taxes	11,261.65		11,261.65
6362 Temps and Interns	350.00		350.00
6366 Payroll Administrative Fees	429.97		429.97
Total 6360 Payroll	**12,041.62**		**12,041.62**
6400 Miscellaneous Expense	1,856.10		1,856.10
Total 6000 Operations	**18,446.01**		**18,446.01**
6123 Software Purchases & Licenses	138.19		138.19
7000 Marketing			
7210 Advertising	7,433.34		7,433.34
7212 Tourism	14,541.66		14,541.66
7214 Majestic Mountain Loop	1,025.78		1,025.78
Total 7210 Advertising	**23,000.78**		**23,000.78**
7225 Promotional items			
7226 Convention Promotional Items	115.28		115.28
7227 Tourism promotional items	45.50		45.50
Total 7225 Promotional items	**160.78**		**160.78**
7260 Travel			

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January - December 2025

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
7261 Media	2,540.08		2,540.08
7262 Convention	1,747.13		1,747.13
Total 7260 Travel	**4,287.21**		**4,287.21**
7280 New Collateral & Asset Development (marketing tools)	17.00		17.00
7300 Convention Sales-Procurement and Retention Incentives	9,184.63		9,184.63
7340 Memberships/Dues & Subscriptions			
7341 Tourism	500.00		500.00
7342 Convention	1,350.00		1,350.00
7343 General	550.00		550.00
Total 7340 Memberships/Dues & Subscriptions	**2,400.00**		**2,400.00**
7360 Payroll			
7361 Wages & Benefits	18,971.04		18,971.04
Total 7360 Payroll	**18,971.04**		**18,971.04**
Total 7000 Marketing	**58,021.44**		**58,021.44**
8000 Destination Development			
8315 Destination Development	1,558.33		1,558.33
8360 Payroll			
8361 Wages & Benefits	6,896.64		6,896.64
Total 8360 Payroll	**6,896.64**		**6,896.64**
Total 8000 Destination Development	**8,454.97**		**8,454.97**
Total Expenses	**$85,060.61**	**$0.00**	**$85,060.61**
NET OPERATING INCOME	**$58,299.84**	**$0.00**	**$58,299.84**
NET INCOME	**$58,299.84**	**$0.00**	**$58,299.84**