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	689,337.00	752,000.00	91.67 %
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	**$1,050,386.00**	**$1,127,000.00**	**93.20 %**
GROSS PROFIT	**$1,050,386.00**	**$1,127,000.00**	**93.20 %**
Expenses			
6000 Operations			
6110 Bank Fees	1.10	100.00	1.10 %
6111 Credit Card Service Fee	40.19	100.00	40.19 %
6120 Computer & Maintenance	5,762.75	6,000.00	96.05 %
6123 Software Purchases & Licenses	3,971.80	8,000.00	49.65 %
Total 6120 Computer & Maintenance	**9,734.55**	**14,000.00**	**69.53 %**
6130 Insurance	3,715.00	4,000.00	92.88 %
6140 Meetings Expense	1,534.14	2,000.00	76.71 %
6150 Office	-0.03	43,500.00	-0.00 %
6160 Postage & Shipping	4,011.12	2,000.00	200.56 %
6170 Printing/Copies, General	9,478.27	8,500.00	111.51 %
6180 Office Supplies/Materials	1,818.57	2,000.00	90.93 %
6190 Telephone	3,665.59	2,000.00	183.28 %
6320 Accounting & Legal Fees	9,170.80	3,000.00	305.69 %
6360 Payroll			
6361 Wages	79,444.29	103,796.88	76.54 %
6362 Temps and Interns	562.50	800.00	70.31 %
6366 Payroll Administrative Fees	16,185.62	5,000.00	323.71 %
Total 6360 Payroll	**96,192.41**	**109,596.88**	**87.77 %**
6400 Miscellaneous Expense	2,261.46	5,000.00	45.23 %
Total 6000 Operations	**141,623.17**	**195,796.88**	**72.33 %**
7000 Marketing			
7210 Advertising			
7211 Conventions	5,220.00	10,000.00	52.20 %
7212 Tourism	348,066.47	394,400.00	88.25 %
7214 Majestic Mountain Loop	10,130.09	10,000.00	101.30 %
Total 7210 Advertising	**363,416.56**	**414,400.00**	**87.70 %**
7220 Registration			
7221 Marketing Events - registration	7,401.66	8,000.00	92.52 %
7222 Convention Sales Events- registration	6,335.94	7,500.00	84.48 %
Total 7220 Registration	**13,737.60**	**15,500.00**	**88.63 %**
7225 Promotional items			
7226 Convention Promotional Items	1,350.73	2,000.00	67.54 %
7227 Tourism promotional items	2,969.55	2,500.00	118.78 %

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	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Total 7225 Promotional items	**4,320.28**	**4,500.00**	**96.01 %**
7230 Convention Servicing- booked business	20,184.03	4,150.00	486.36 %
7240 FAM Tours			
7241 Media FAM Tours	7,725.74	8,000.00	96.57 %
7242 Convention FAM Tours	2,981.59	5,000.00	59.63 %
Total 7240 FAM Tours	**10,707.33**	**13,000.00**	**82.36 %**
7260 Travel			
7261 Media	8,756.76	4,250.00	206.04 %
7262 Convention	314.44	4,000.00	7.86 %
Total 7260 Travel	**9,071.20**	**8,250.00**	**109.95 %**
7280 Collateral	11,153.88	10,000.00	111.54 %
7290 Sequoia Tourism Council		12,500.00	
7300 Convention Sales-Procurement and Retention Incentives	14,018.50	10,000.00	140.19 %
7310 Special Tourism Marketing Projects			
7311 Sequoia Legacy Tree	2,501.06	3,500.00	71.46 %
7314 Website Refresh	8,500.00	7,500.00	113.33 %
Total 7310 Special Tourism Marketing Projects	**11,001.06**	**11,000.00**	**100.01 %**
7340 Memberships/Dues & Subscriptions			
7341 Tourism	36,620.16	10,000.00	366.20 %
7342 Convention	18,064.00	7,500.00	240.85 %
7343 General	1,913.36	45,700.00	4.19 %
Total 7340 Memberships/Dues & Subscriptions	**56,597.52**	**63,200.00**	**89.55 %**
7360 Payroll			
7361 Wages	140,034.98	269,212.50	52.02 %
Total 7360 Payroll	**140,034.98**	**269,212.50**	**52.02 %**
Total 7000 Marketing	**654,242.94**	**835,712.50**	**78.29 %**
8000 Destination Development			
8315 Destination Development	31,361.82	33,500.00	93.62 %
8360 Payroll			
8361 Wages	41,832.39	56,365.63	74.22 %
Total 8360 Payroll	**41,832.39**	**56,365.63**	**74.22 %**
Total 8000 Destination Development	**73,194.21**	**89,865.63**	**81.45 %**
Total Expenses	**$869,060.32**	**$1,121,375.01**	**77.50 %**
NET OPERATING INCOME	**$181,325.68**	**$5,624.99**	**3,223.57 %**
NET INCOME	**$181,325.68**	**$5,624.99**	**3,223.57 %**