

Visalia Convention & Visitor's Bureau
Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L Classes
January - December 2025

	COV			Goods			MML			VTMD			TOTAL		
	Actual	Budget	over Budget	Actual	Budget	over Budget	Actual	Budget	over Budget	Actual	Budget	over Budget	Actual	Budget	over Budget
Income															
4000 TMD Allocation			0.00			0.00			0.00	215,000.01	860,000.00	-644,999.99	215,000.01	860,000.00	-644,999.99
4100 City of Visalia Allocation			0.00			0.00			0.00			0.00	0.00	0.00	0.00
4120 COV Tourism Allocation		361,000.00	-361,000.00			0.00			0.00			0.00	0.00	361,000.00	-361,000.00
Total 4100 City of Visalia Allocation	\$ 0.00	\$ 361,000.00	-\$ 361,000.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 361,000.00	-\$ 361,000.00
4200 Co-Ops			0.00			0.00			0.00			0.00	0.00	0.00	0.00
4240 Advertising Co-Ops - MML		0.00	0.00			0.00	21,500.00	20,000.00	1,500.00		0.00	0.00	21,500.00	20,000.00	1,500.00
Total 4200 Co-Ops	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 21,500.00	\$ 20,000.00	\$ 1,500.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 21,500.00	\$ 20,000.00	\$ 1,500.00
4750 Interest Income	1.05		1.05			0.00			0.00			0.00	1.05	0.00	1.05
4800 Sales of Product Income			0.00	270.00		270.00			0.00			0.00	270.00	0.00	270.00
Total Income	\$ 1.05	\$ 361,000.00	-\$ 360,998.95	\$ 270.00	\$ 0.00	\$ 270.00	\$ 21,500.00	\$ 20,000.00	\$ 1,500.00	\$ 215,000.01	\$ 860,000.00	-\$ 644,999.99	\$ 236,771.06	\$ 1,241,000.00	-\$ 1,004,228.94
Cost of Goods Sold															
5000 Cost of Goods Sold			0.00	120.28		120.28			0.00			0.00	120.28	0.00	120.28
Total Cost of Goods Sold	\$ 0.00	\$ 0.00	\$ 0.00	\$ 120.28	\$ 0.00	\$ 120.28	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 120.28	\$ 0.00	\$ 120.28
Gross Profit	\$ 1.05	\$ 361,000.00	-\$ 360,998.95	\$ 149.72	\$ 0.00	\$ 149.72	\$ 21,500.00	\$ 20,000.00	\$ 1,500.00	\$ 215,000.01	\$ 860,000.00	-\$ 644,999.99	\$ 236,650.78	\$ 1,241,000.00	-\$ 1,004,349.22
Expenses															
6000 Operations			0.00			0.00			0.00			0.00	0.00	0.00	0.00
6110 Bank Fees		100.00	-100.00			0.00			0.00			0.00	0.00	100.00	-100.00
6111 Credit Card Service Fee			0.00	9.22		9.22			0.00		100.00	-100.00	9.22	100.00	-90.78
6120 Equipment & Equipment Maintenance	13.75	3,500.00	-3,486.25			0.00			0.00	13.75	3,500.00	-3,486.25	27.50	7,000.00	-6,972.50
6130 Insurance		4,000.00	-4,000.00			0.00			0.00			0.00	0.00	4,000.00	-4,000.00
6140 Meetings Expense		1,000.00	-1,000.00			0.00			0.00	59.16	1,000.00	-940.84	59.16	2,000.00	-1,940.84
6150 Office			0.00			0.00			0.00			0.00	0.00	0.00	0.00
6151 Rent & Renovations	1,425.00	9,587.50	-8,162.50			0.00			0.00	4,275.00	28,762.50	-24,487.50	5,700.00	38,350.00	-32,650.00
6152 Security/Alarm	129.63	175.00	-45.37			0.00			0.00	388.89	525.00	-136.11	518.52	700.00	-181.48
6153 Utilities	165.55	1,050.00	-884.45			0.00			0.00	496.57	3,150.00	-2,653.43	662.12	4,200.00	-3,537.88
6154 Cleaning	125.00	900.00	-775.00			0.00			0.00	375.00	2,700.00	-2,325.00	500.00	3,600.00	-3,100.00
6155 Supplies	18.57	187.50	-168.93			0.00			0.00	55.71	562.50	-506.79	74.28	750.00	-675.72
6156 Repair & Maintenance	225.58	600.00	-374.42			0.00			0.00	676.71	1,800.00	-1,123.29	902.29	2,400.00	-1,497.71
Total 6150 Office	\$ 2,089.33	\$ 12,500.00	-\$ 10,410.67	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 6,267.88	\$ 37,500.00	-\$ 31,232.12	\$ 8,357.21	\$ 50,000.00	-\$ 41,642.79
6160 Postage & Shipping	41.85	825.00	-783.15			0.00			0.00	237.15	4,675.00	-4,437.85	279.00	5,500.00	-5,221.00
6170 Printing/Copies, General	28.95	3,000.00	-2,971.05			0.00			0.00	137.45	7,000.00	-6,862.55	166.40	10,000.00	-9,833.60
6180 Office Supplies/Materials	128.97	1,250.00	-1,121.03			0.00			0.00	128.97	1,250.00	-1,121.03	257.94	2,500.00	-2,242.06
6190 Telephone	553.50	2,250.00	-1,696.50			0.00			0.00	553.50	2,250.00	-1,696.50	1,107.00	4,500.00	-3,393.00
6320 Accounting & Legal Fees	480.00	10,000.00	-9,520.00			0.00			0.00		2,000.00	-2,000.00	480.00	12,000.00	-11,520.00
6360 Payroll			0.00			0.00			0.00			0.00	0.00	0.00	0.00
6361 Wages, Benefits & Taxes	11,860.96	63,816.00	-51,955.04			0.00			0.00	7,008.50	34,363.00	-27,354.50	18,869.46	98,179.00	-79,309.54
6362 Temps and Interns	350.00	1,000.00	-650.00			0.00			0.00			0.00	350.00	1,000.00	-650.00
6366 Payroll Administrative Fees	358.30	4,000.00	-3,641.70			0.00			0.00	358.31		358.31	716.61	4,000.00	-3,283.39

Total 6360 Payroll	\$ 12,569.26	\$ 68,816.00	-\$ 56,246.74	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 7,366.81	\$ 34,363.00	-\$ 26,996.19	\$ 19,936.07	\$ 103,179.00	-\$ 83,242.93
6400 Miscellaneous Expense	1,426.10	3,500.00	-2,073.90			0.00			0.00	430.00		430.00	1,856.10	3,500.00	-1,643.90
Total 6000 Operations	\$ 17,331.71	\$ 110,741.00	-\$ 93,409.29	\$ 9.22	\$ 0.00	\$ 9.22	\$ 0.00	\$ 0.00	\$ 0.00	\$ 15,194.67	\$ 93,638.00	-\$ 78,443.33	\$ 32,535.60	\$ 204,379.00	-\$ 171,843.40
6123 Software Purchases & Licenses	438.19	3,250.00	-2,811.81			0.00			0.00	438.19	3,250.00	-2,811.81	876.38	6,500.00	-5,623.62
7000 Marketing			0.00			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	0.00	0.00
7211 Conventions		12,500.00	-12,500.00			0.00			0.00			0.00	0.00	12,500.00	-12,500.00
7212 Tourism	53.98	30,000.00	-29,946.02			0.00			0.00	14,664.66	475,000.00	-460,335.34	14,718.64	505,000.00	-490,281.36
7213 MML CVB/TMD Contributions	5,000.00	5,000.00	0.00			0.00			0.00	5,000.00	5,000.00	0.00	10,000.00	10,000.00	0.00
7214 Majestic Mountain Loop			0.00			0.00	4,225.78	20,000.00	-15,774.22			0.00	4,225.78	20,000.00	-15,774.22
Total 7210 Advertising	\$ 5,053.98	\$ 47,500.00	-\$ 42,446.02	\$ 0.00	\$ 0.00	\$ 0.00	\$ 4,225.78	\$ 20,000.00	-\$ 15,774.22	\$ 19,664.66	\$ 480,000.00	-\$ 460,335.34	\$ 28,944.42	\$ 547,500.00	-\$ 518,555.58
7220 Trade Show Registration			0.00			0.00			0.00			0.00	0.00	0.00	0.00
7221 Marketing Events - registration			0.00			0.00			0.00	1,357.17	15,000.00	-13,642.83	1,357.17	15,000.00	-13,642.83
7222 Convention Sales Events- registration		15,000.00	-15,000.00			0.00			0.00			0.00	0.00	15,000.00	-15,000.00
Total 7220 Trade Show Registration	\$ 0.00	\$ 15,000.00	-\$ 15,000.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 1,357.17	\$ 15,000.00	-\$ 13,642.83	\$ 1,357.17	\$ 30,000.00	-\$ 28,642.83
7225 Promotional items			0.00			0.00			0.00			0.00	0.00	0.00	0.00
7226 Convention Promotional Items	80.28	5,000.00	-4,919.72			0.00			0.00	35.00		35.00	115.28	5,000.00	-4,884.72
7227 Tourism promotional items			0.00			0.00			0.00	45.50	5,000.00	-4,954.50	45.50	5,000.00	-4,954.50
Total 7225 Promotional items	\$ 80.28	\$ 5,000.00	-\$ 4,919.72	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 80.50	\$ 5,000.00	-\$ 4,919.50	\$ 160.78	\$ 10,000.00	-\$ 9,839.22
7230 Convention Servicing- booked business	1,567.01	10,000.00	-8,432.99			0.00			0.00	3.88		3.88	1,570.89	10,000.00	-8,429.11
7240 FAM Tours			0.00			0.00			0.00			0.00	0.00	0.00	0.00
7241 Media FAM Tours			0.00			0.00			0.00		10,000.00	-10,000.00	0.00	10,000.00	-10,000.00
7242 Convention FAM Tours	967.45	3,500.00	-2,532.55			0.00			0.00			0.00	967.45	3,500.00	-2,532.55
Total 7240 FAM Tours	\$ 967.45	\$ 3,500.00	-\$ 2,532.55	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 10,000.00	-\$ 10,000.00	\$ 967.45	\$ 13,500.00	-\$ 12,532.55
7260 Travel			0.00			0.00			0.00			0.00	0.00	0.00	0.00
7261 Media	115.40		115.40			0.00			0.00	4,314.11	8,500.00	-4,185.89	4,429.51	8,500.00	-4,070.49
7262 Convention	1,758.27	5,000.00	-3,241.73			0.00			0.00			0.00	1,758.27	5,000.00	-3,241.73
Total 7260 Travel	\$ 1,873.67	\$ 5,000.00	-\$ 3,126.33	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 4,314.11	\$ 8,500.00	-\$ 4,185.89	\$ 6,187.78	\$ 13,500.00	-\$ 7,312.22
(marketing tools)	168.75		168.75			0.00			0.00	511.29	5,000.00	-4,488.71	680.04	5,000.00	-4,319.96
7281 Printed Collateral		2,500.00	-2,500.00			0.00			0.00			0.00	0.00	2,500.00	-2,500.00
(marketing tools)	\$ 168.75	\$ 2,500.00	-\$ 2,331.25	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 511.29	\$ 5,000.00	-\$ 4,488.71	\$ 680.04	\$ 7,500.00	-\$ 6,819.96
7290 Sequoia Tourism Council		10,000.00	-10,000.00			0.00			0.00		2,500.00	-2,500.00	0.00	12,500.00	-12,500.00
Incentives	9,237.13	13,000.00	-3,762.87			0.00			0.00			0.00	9,237.13	13,000.00	-3,762.87
7310 Special Tourism Marketing Projects			0.00			0.00			0.00			0.00	0.00	0.00	0.00
7314 Website Refresh		20,000.00	-20,000.00			0.00			0.00		20,000.00	-20,000.00	0.00	40,000.00	-40,000.00
Total 7310 Special Tourism Marketing Projects	\$ 0.00	\$ 20,000.00	-\$ 20,000.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 20,000.00	-\$ 20,000.00	\$ 0.00	\$ 40,000.00	-\$ 40,000.00
7340 Memberships/Dues & Subscriptions			0.00			0.00			0.00			0.00	0.00	0.00	0.00
7341 Tourism	700.00	10,000.00	-9,300.00			0.00			0.00	1,300.00	30,000.00	-28,700.00	2,000.00	40,000.00	-38,000.00
7342 Convention	2,700.00	20,000.00	-17,300.00			0.00			0.00			0.00	2,700.00	20,000.00	-17,300.00
7343 General	275.00	1,250.00	-975.00			0.00			0.00	275.00	1,250.00	-975.00	550.00	2,500.00	-1,950.00
Total 7340 Memberships/Dues & Subscriptions	\$ 3,675.00	\$ 31,250.00	-\$ 27,575.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 1,575.00	\$ 31,250.00	-\$ 29,675.00	\$ 5,250.00	\$ 62,500.00	-\$ 57,250.00
7360 Payroll			0.00			0.00			0.00			0.00	0.00	0.00	0.00
7361 Wages & Benefits	12,737.30	67,564.00	-54,826.70			0.00			0.00	19,047.78	93,302.00	-74,254.22	31,785.08	160,866.00	-129,080.92
Total 7360 Payroll	\$ 12,737.30	\$ 67,564.00	-\$ 54,826.70	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 19,047.78	\$ 93,302.00	-\$ 74,254.22	\$ 31,785.08	\$ 160,866.00	-\$ 129,080.92
Total 7000 Marketing	\$ 35,360.57	\$ 230,314.00	-\$ 194,953.43	\$ 0.00	\$ 0.00	\$ 0.00	\$ 4,225.78	\$ 20,000.00	-\$ 15,774.22	\$ 46,554.39	\$ 670,552.00	-\$ 623,997.61	\$ 86,140.74	\$ 920,866.00	-\$ 834,725.26
8000 Destination Development			0.00			0.00			0.00			0.00	0.00	0.00	0.00
8315 Destination Development	416.66	5,000.00	-4,583.34			0.00			0.00	3,436.90	30,000.00	-26,563.10	3,853.56	35,000.00	-31,146.44

8360 Payroll			0.00			0.00			0.00			0.00	0.00	0.00	0.00
8361 Wages & Benefits	1,999.81	11,936.00	-9,936.19			0.00			0.00	9,549.11	47,743.00	-38,193.89	11,548.92	59,679.00	-48,130.08
Total 8360 Payroll	\$ 1,999.81	\$ 11,936.00	-\$ 9,936.19	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 9,549.11	\$ 47,743.00	-\$ 38,193.89	\$ 11,548.92	\$ 59,679.00	-\$ 48,130.08
Total 8000 Destination Development	\$ 2,416.47	\$ 16,936.00	-\$ 14,519.53	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 12,986.01	\$ 77,743.00	-\$ 64,756.99	\$ 15,402.48	\$ 94,679.00	-\$ 79,276.52
Total Expenses	\$ 55,546.94	\$ 361,241.00	-\$ 305,694.06	\$ 9.22	\$ 0.00	\$ 9.22	\$ 4,225.78	\$ 20,000.00	-\$ 15,774.22	\$ 75,173.26	\$ 845,183.00	-\$ 770,009.74	\$ 134,955.20	\$ 1,226,424.00	-\$ 1,091,468.80
Net Operating Income	-\$ 55,545.89	-\$ 241.00	-\$ 55,304.89	\$ 140.50	\$ 0.00	\$ 140.50	\$ 17,274.22	\$ 0.00	\$ 17,274.22	\$ 139,826.75	\$ 14,817.00	\$ 125,009.75	\$ 101,695.58	\$ 14,576.00	\$ 87,119.58
Net Income	-\$ 55,545.89	-\$ 241.00	-\$ 55,304.89	\$ 140.50	\$ 0.00	\$ 140.50	\$ 17,274.22	\$ 0.00	\$ 17,274.22	\$ 139,826.75	\$ 14,817.00	\$ 125,009.75	\$ 101,695.58	\$ 14,576.00	\$ 87,119.58