

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	5,000.00	5,000.00	0.00	568,333.36	855,000.00	-286,666.64	573,333.36	860,000.00	-286,666.64
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	356,000.00	5,000.00			0.00		5,000.00	-5,000.00			0.00	361,000.00	361,000.00	0.00
Total 4100 City of Visalia Allocation	\$ 361,000.00	\$ 356,000.00	\$ 5,000.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 5,000.00	-\$ 5,000.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 361,000.00	\$ 361,000.00	\$ 0.00
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	12,000.00	10,000.00	2,000.00		0.00	0.00	12,000.00	10,000.00	2,000.00
Total 4200 Co-Ops	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 12,000.00	\$ 10,000.00	\$ 2,000.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 12,000.00	\$ 10,000.00	\$ 2,000.00
4750 Interest Income	3.78		3.78			0.00			0.00			0.00	3.78	0.00	3.78
4800 Sales of Product Income			0.00	882.00		882.00			0.00			0.00	882.00	0.00	882.00
Total Income	\$ 361,003.78	\$ 356,000.00	\$ 5,003.78	\$ 882.00	\$ 0.00	\$ 882.00	\$ 17,000.00	\$ 20,000.00	-\$ 3,000.00	\$ 568,333.36	\$ 855,000.00	-\$ 286,666.64	\$ 947,219.14	\$ 1,231,000.00	-\$ 283,780.86
Cost of Goods Sold															
5000 Cost of Goods Sold			0.00	560.86		560.86			0.00			0.00	560.86	0.00	560.86
Purchases/Inventory			0.00	1,440.00		1,440.00			0.00			0.00	1,440.00	0.00	1,440.00
Total 5000 Cost of Goods Sold	\$ 0.00	\$ 0.00	\$ 0.00	\$ 2,000.86	\$ 0.00	\$ 2,000.86	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 2,000.86	\$ 0.00	\$ 2,000.86
Total Cost of Goods Sold	\$ 0.00	\$ 0.00	\$ 0.00	\$ 2,000.86	\$ 0.00	\$ 2,000.86	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 2,000.86	\$ 0.00	\$ 2,000.86
Gross Profit	\$ 361,003.78	\$ 356,000.00	\$ 5,003.78	-\$ 1,118.86	\$ 0.00	-\$ 1,118.86	\$ 17,000.00	\$ 20,000.00	-\$ 3,000.00	\$ 568,333.36	\$ 855,000.00	-\$ 286,666.64	\$ 945,218.28	\$ 1,231,000.00	-\$ 285,781.72
Expenses															
6000 Operations			0.00			0.00			0.00			0.00	0.00	0.00	0.00
6110 Bank Fees	44.94	100.00	-55.06			0.00			0.00	51.25		51.25	96.19	100.00	-3.81
6111 Credit Card Service Fee			0.00	32.43		32.43			0.00		100.00	-100.00	32.43	100.00	-67.57
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
6123 Software Purchases & Licenses	2,375.08	3,250.00	-874.92			0.00			0.00	2,375.13	3,250.00	-874.87	4,750.21	6,500.00	-1,749.79
6130 Insurance	3,458.00	4,000.00	-542.00			0.00			0.00			0.00	3,458.00	4,000.00	-542.00
6140 Meetings Expense	224.00	1,000.00	-776.00			0.00			0.00	497.83	1,000.00	-502.17	721.83	2,000.00	-1,278.17
6150 Office			0.00			0.00			0.00			0.00	0.00	0.00	0.00
6151 Rent & Renovations	4,987.50	9,587.50	-4,600.00			0.00			0.00	14,962.50	28,762.50	-13,800.00	19,950.00	38,350.00	-18,400.00
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	674.58	1,050.00	-375.42			0.00			0.00	2,023.63	3,150.00	-1,126.37	2,698.21	4,200.00	-1,501.79
6154 Cleaning	482.50	900.00	-417.50			0.00			0.00	1,447.50	2,700.00	-1,252.50	1,930.00	3,600.00	-1,670.00
6155 Supplies	53.05	187.50	-134.45			0.00			0.00	159.15	562.50	-403.35	212.20	750.00	-537.80
6156 Repair & Maintenance	490.58	600.00	-109.42			0.00			0.00	1,471.71	1,800.00	-328.29	1,962.29	2,400.00	-437.71
Total 6150 Office	\$ 6,817.84	\$ 12,500.00	-\$ 5,682.16	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 20,453.38	\$ 37,500.00	-\$ 17,046.62	\$ 27,271.22	\$ 50,000.00	-\$ 22,728.78
6160 Postage & Shipping	109.07	825.00	-715.93			0.00			0.00	628.37	4,675.00	-4,046.63	737.44	5,500.00	-4,762.56
6170 Printing/Copies, General	166.38	3,000.00	-2,833.62			0.00			0.00	687.24	7,000.00	-6,312.76	853.62	10,000.00	-9,146.38
6180 Office Supplies/Materials	710.72	1,250.00	-539.28			0.00			0.00	863.33	1,250.00	-386.67	1,574.05	2,500.00	-925.95
6190 Telephone	1,175.55	2,250.00	-1,074.45			0.00			0.00	1,175.55	2,250.00	-1,074.45	2,351.10	4,500.00	-2,148.90
6320 Accounting & Legal Fees	5,125.60	10,000.00	-4,874.40			0.00			0.00		2,000.00	-2,000.00	5,125.60	12,000.00	-6,874.40
6361 Wages, Benefits & Taxes	39,544.29	63,816.00	-24,271.71			0.00			0.00	23,326.05	34,363.00	-11,036.95	62,870.34	98,179.00	-35,308.66
6362 Temps and Interns	1,050.00	1,000.00	50.00			0.00			0.00			0.00	1,050.00	1,000.00	50.00

6366 Payroll Administrative Fees	1,409.40	4,000.00	-2,590.60			0.00			0.00	1,409.39		1,409.39	2,818.79	4,000.00	-1,181.21
Total 6360 Payroll	\$ 42,003.69	\$ 68,816.00	-\$ 26,812.31	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 24,735.44	\$ 34,363.00	-\$ 9,627.56	\$ 66,739.13	\$ 103,179.00	-\$ 36,439.87
6400 Miscellaneous Expense	2,779.39	3,500.00	-720.61			0.00			0.00	580.81		580.81	3,360.20	3,500.00	-139.80
Total 6000 Operations	\$ 65,004.01	\$ 113,991.00	-\$ 48,986.99	\$ 32.43	\$ 0.00	\$ 32.43	\$ 0.00	\$ 0.00	\$ 0.00	\$ 52,062.08	\$ 96,888.00	-\$ 44,825.92	\$ 117,098.52	\$ 210,879.00	-\$ 93,780.48
7000 Marketing			0.00			0.00			0.00			0.00	0.00	0.00	0.00
7210 Advertising	18.16		18.16			0.00			0.00	475.00		475.00	493.16	0.00	493.16
7211 Conventions	5,000.00	12,500.00	-7,500.00			0.00			0.00			0.00	5,000.00	12,500.00	-7,500.00
7212 Tourism	9,397.39	30,000.00	-20,602.61			0.00			0.00	192,274.50	475,000.00	-282,725.50	201,671.89	505,000.00	-303,328.11
7213 MML CVB/TMD Contributions	0.00	0.00	0.00			0.00			0.00	0.00	0.00	0.00	0.00	0.00	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	\$ 14,415.55	\$ 42,500.00	-\$ 28,084.45	\$ 0.00	\$ 0.00	\$ 0.00	\$ 4,225.78	\$ 20,000.00	-\$ 15,774.22	\$ 192,749.50	\$ 475,000.00	-\$ 282,250.50	\$ 211,390.83	\$ 537,500.00	-\$ 326,109.17
7220 Trade Show Registration	4.00		4.00			0.00			0.00	36.00		36.00	40.00	0.00	40.00
7221 Marketing Events - registration	-3,695.00		-3,695.00			0.00			0.00	4,576.85	15,000.00	-10,423.15	881.85	15,000.00	-14,118.15
7222 Convention Sales Events- registration	3,399.00	15,000.00	-11,601.00			0.00			0.00			0.00	3,399.00	15,000.00	-11,601.00
Total 7220 Trade Show Registration	-\$ 292.00	\$ 15,000.00	-\$ 15,292.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 4,612.85	\$ 15,000.00	-\$ 10,387.15	\$ 4,320.85	\$ 30,000.00	-\$ 25,679.15
7225 Promotional items			0.00			0.00			0.00			0.00	0.00	0.00	0.00
7226 Convention Promotional Items	1,441.70	5,000.00	-3,558.30			0.00			0.00	35.00		35.00	1,476.70	5,000.00	-3,523.30
7227 Tourism promotional items	5,000.00		5,000.00			0.00			0.00	1,017.08	5,000.00	-3,982.92	6,017.08	5,000.00	1,017.08
Total 7225 Promotional items	\$ 6,441.70	\$ 5,000.00	\$ 1,441.70	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 1,052.08	\$ 5,000.00	-\$ 3,947.92	\$ 7,493.78	\$ 10,000.00	-\$ 2,506.22
7230 Convention Servicing- booked business	9,163.35	10,000.00	-836.65			0.00			0.00	3.88		3.88	9,167.23	10,000.00	-832.77
7240 FAM Tours			0.00			0.00			0.00	-327.84		-327.84	-327.84	0.00	-327.84
7241 Media FAM Tours			0.00			0.00			0.00	20,501.21	10,000.00	10,501.21	20,501.21	10,000.00	10,501.21
7242 Convention FAM Tours	1,112.40	3,500.00	-2,387.60			0.00			0.00			0.00	1,112.40	3,500.00	-2,387.60
Total 7240 FAM Tours	\$ 1,112.40	\$ 3,500.00	-\$ 2,387.60	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 20,173.37	\$ 10,000.00	\$ 10,173.37	\$ 21,285.77	\$ 13,500.00	\$ 7,785.77
7260 Travel			0.00			0.00			0.00			0.00	0.00	0.00	0.00
7261 Media	117.57		117.57			0.00			0.00	6,558.06	8,500.00	-1,941.94	6,675.63	8,500.00	-1,824.37
7262 Convention	1,861.78	5,000.00	-3,138.22			0.00			0.00			0.00	1,861.78	5,000.00	-3,138.22
Total 7260 Travel	\$ 1,979.35	\$ 5,000.00	-\$ 3,020.65	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 6,558.06	\$ 8,500.00	-\$ 1,941.94	\$ 8,537.41	\$ 13,500.00	-\$ 4,962.59
7280 New Collateral & Asset Development (marketing tools)	13,261.31		13,261.31			0.00			0.00	2,255.07	5,000.00	-2,744.93	15,516.38	5,000.00	10,516.38
7281 Printed Collateral		2,500.00	-2,500.00			0.00			0.00			0.00	0.00	2,500.00	-2,500.00
Total 7280 New Collateral & Asset Development (marketing tools)	\$ 13,261.31	\$ 2,500.00	\$ 10,761.31	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 2,255.07	\$ 5,000.00	-\$ 2,744.93	\$ 15,516.38	\$ 7,500.00	\$ 8,016.38
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	9,489.31	13,000.00	-3,510.69			0.00			0.00	8,215.42		8,215.42	17,704.73	13,000.00	4,704.73
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	8,529.27	10,000.00	-1,470.73			0.00			0.00	15,840.06	30,000.00	-14,159.94	24,369.33	40,000.00	-15,630.67
7342 Convention	16,050.00	20,000.00	-3,950.00			0.00			0.00			0.00	16,050.00	20,000.00	-3,950.00
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	\$ 24,854.27	\$ 31,250.00	-\$ 6,395.73	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 16,115.06	\$ 31,250.00	-\$ 15,134.94	\$ 40,969.33	\$ 62,500.00	-\$ 21,530.67
7360 Payroll			0.00			0.00			0.00			0.00	0.00	0.00	0.00
7361 Wages & Benefits	42,455.28	67,564.00	-25,108.72			0.00			0.00	63,732.70	93,302.00	-29,569.30	106,187.98	160,866.00	-54,678.02
Total 7360 Payroll	\$ 42,455.28	\$ 67,564.00	-\$ 25,108.72	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 63,732.70	\$ 93,302.00	-\$ 29,569.30	\$ 106,187.98	\$ 160,866.00	-\$ 54,678.02
Total 7000 Marketing	\$ 122,880.52	\$ 225,314.00	-\$ 102,433.48	\$ 0.00	\$ 0.00	\$ 0.00	\$ 4,225.78	\$ 20,000.00	-\$ 15,774.22	\$ 315,467.99	\$ 665,552.00	-\$ 350,084.01	\$ 442,574.29	\$ 910,866.00	-\$ 468,291.71

8000 Destination Development			0.00			0.00			0.00	2,961.52		2,961.52	2,961.52	0.00	2,961.52
8315 Destination Development	1,667.74	5,000.00	-3,332.26			0.00			0.00	5,254.85	30,000.00	-24,745.15	6,922.59	35,000.00	-28,077.41
8360 Payroll			0.00			0.00			0.00			0.00	0.00	0.00	0.00
8361 Wages & Benefits	6,683.92	11,936.00	-5,252.08			0.00			0.00	31,933.68	47,743.00	-15,809.32	38,617.60	59,679.00	-21,061.40
Total 8360 Payroll	\$ 6,683.92	\$ 11,936.00	-\$ 5,252.08	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 31,933.68	\$ 47,743.00	-\$ 15,809.32	\$ 38,617.60	\$ 59,679.00	-\$ 21,061.40
Total 8000 Destination Development	\$ 8,351.66	\$ 16,936.00	-\$ 8,584.34	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 40,150.05	\$ 77,743.00	-\$ 37,592.95	\$ 48,501.71	\$ 94,679.00	-\$ 46,177.29
Total Expenses	\$ 196,236.19	\$ 356,241.00	-\$ 160,004.81	\$ 32.43	\$ 0.00	\$ 32.43	\$ 4,225.78	\$ 20,000.00	-\$ 15,774.22	\$ 407,680.12	\$ 840,183.00	-\$ 432,502.88	\$ 608,174.52	\$ 1,216,424.00	-\$ 608,249.48
Net Operating Income	\$ 164,767.59	-\$ 241.00	\$ 165,008.59	-\$ 1,151.29	\$ 0.00	-\$ 1,151.29	\$ 12,774.22	\$ 0.00	\$ 12,774.22	\$ 160,653.24	\$ 14,817.00	\$ 145,836.24	\$ 337,043.76	\$ 14,576.00	\$ 322,467.76
Other Expenses															
Reconciliation Discrepancies	-5,272.79		-5,272.79			0.00			0.00			0.00	-5,272.79	0.00	-5,272.79
Total Other Expenses	-\$ 5,272.79	\$ 0.00	-\$ 5,272.79	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	-\$ 5,272.79	\$ 0.00	-\$ 5,272.79
Net Other Income	\$ 5,272.79	\$ 0.00	\$ 5,272.79	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 5,272.79	\$ 0.00	\$ 5,272.79
Net Income	\$ 170,040.38	-\$ 241.00	\$ 170,281.38	-\$ 1,151.29	\$ 0.00	-\$ 1,151.29	\$ 12,774.22	\$ 0.00	\$ 12,774.22	\$ 160,653.24	\$ 14,817.00	\$ 145,836.24	\$ 342,316.55	\$ 14,576.00	\$ 327,740.55