

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	% of Budget	Actual	Budget	% of Budget	Actual	Budget	% of Budget	Actual	Budget	% of Budget	Actual	Budget	% of Budget
Income															
4000 TMD Allocation							5,000.00	5,000.00	100.00%	496,666.69	855,000.00	58.09%	501,666.69	860,000.00	58.33%
4100 City of Visalia Allocation													0.00	0.00	
4120 COV Tourism Allocation	180,500.00	356,000.00	50.70%				5,000.00		0.00%				180,500.00	361,000.00	50.00%
Total 4100 City of Visalia Allocation	\$ 180,500.00	\$ 356,000.00	50.70%	\$ 0.00	\$ 0.00		\$ 0.00	\$ 5,000.00	0.00%	\$ 0.00	\$ 0.00		\$ 180,500.00	\$ 361,000.00	50.00%
4200 Co-Ops													0.00	0.00	
4240 Advertising Co-Ops - MML		0.00					12,000.00	10,000.00	120.00%		0.00		12,000.00	10,000.00	120.00%
Total 4200 Co-Ops	\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00		\$ 12,000.00	\$ 10,000.00	120.00%	\$ 0.00	\$ 0.00		\$ 12,000.00	\$ 10,000.00	120.00%
4750 Interest Income	3.23												3.23	0.00	
4800 Sales of Product Income				619.00									619.00	0.00	
Total Income	\$ 180,503.23	\$ 356,000.00	50.70%	\$ 619.00	\$ 0.00		\$ 17,000.00	\$ 20,000.00	85.00%	\$ 496,666.69	\$ 855,000.00	58.09%	\$ 694,788.92	\$ 1,231,000.00	56.44%
Cost of Goods Sold															
5000 Cost of Goods Sold				275.86									275.86	0.00	
Total Cost of Goods Sold	\$ 0.00	\$ 0.00		\$ 275.86	\$ 0.00		\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00		\$ 275.86	\$ 0.00	
Gross Profit	\$ 180,503.23	\$ 356,000.00	50.70%	\$ 343.14	\$ 0.00		\$ 17,000.00	\$ 20,000.00	85.00%	\$ 496,666.69	\$ 855,000.00	58.09%	\$ 694,513.06	\$ 1,231,000.00	56.42%
Expenses															
6000 Operations													0.00	0.00	
6110 Bank Fees	44.94	100.00	44.94%							51.25			96.19	100.00	96.19%
6111 Credit Card Service Fee				23.04							100.00	0.00%	23.04	100.00	23.04%
6120 Equipment & Equipment Maintenance	13.75	3,500.00	0.39%							13.75	3,500.00	0.39%	27.50	7,000.00	0.39%
6123 Software Purchases & Licenses	1,711.99	3,250.00	52.68%							1,712.03	3,250.00	52.68%	3,424.02	6,500.00	52.68%
6130 Insurance	3,458.00	4,000.00	86.45%										3,458.00	4,000.00	86.45%
6140 Meetings Expense	224.00	1,000.00	22.40%							497.83	1,000.00	49.78%	721.83	2,000.00	36.09%
6150 Office													0.00	0.00	
6151 Rent & Renovations	4,275.00	9,587.50	44.59%							12,825.00	28,762.50	44.59%	17,100.00	38,350.00	44.59%
6152 Security/Alarm	129.63	175.00	74.07%							388.89	525.00	74.07%	518.52	700.00	74.07%
6153 Utilities	581.31	1,050.00	55.36%							1,743.81	3,150.00	55.36%	2,325.12	4,200.00	55.36%
6154 Cleaning	417.50	900.00	46.39%							1,252.50	2,700.00	46.39%	1,670.00	3,600.00	46.39%
6155 Supplies	53.05	187.50	28.29%							159.15	562.50	28.29%	212.20	750.00	28.29%
6156 Repair & Maintenance	490.58	600.00	81.76%							1,471.71	1,800.00	81.76%	1,962.29	2,400.00	81.76%
Total 6150 Office	\$ 5,947.07	\$ 12,500.00	47.58%	\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00		\$ 17,841.06	\$ 37,500.00	47.58%	\$ 23,788.13	\$ 50,000.00	47.58%
6160 Postage & Shipping	108.11	825.00	13.10%							622.96	4,675.00	13.33%	731.07	5,500.00	13.29%
6170 Printing/Copies, General	143.50	3,000.00	4.78%							595.71	7,000.00	8.51%	739.21	10,000.00	7.39%
6180 Office Supplies/Materials	494.26	1,250.00	39.54%							646.84	1,250.00	51.75%	1,141.10	2,500.00	45.64%
6190 Telephone	987.30	2,250.00	43.88%							987.30	2,250.00	43.88%	1,974.60	4,500.00	43.88%
6320 Accounting & Legal Fees	3,825.60	10,000.00	38.26%								2,000.00	0.00%	3,825.60	12,000.00	31.88%
6360 Payroll													0.00	0.00	
6361 Wages, Benefits & Taxes	32,473.95	63,816.00	50.89%							19,196.95	34,363.00	55.87%	51,670.90	98,179.00	52.63%
6362 Temps and Interns	1,050.00	1,000.00	105.00%										1,050.00	1,000.00	105.00%
6366 Payroll Administrative Fees	1,188.00	4,000.00	29.70%							1,187.99			2,375.99	4,000.00	59.40%
Total 6360 Payroll	\$ 34,711.95	\$ 68,816.00	50.44%	\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00		\$ 20,384.94	\$ 34,363.00	59.32%	\$ 55,096.89	\$ 103,179.00	53.40%

6400 Miscellaneous Expense	2,729.39	3,500.00	77.98%						580.81		3,310.20	3,500.00	94.58%		
Total 6000 Operations	\$ 54,399.86	\$ 113,991.00	47.72%	\$ 23.04	\$ 0.00		\$ 0.00	\$ 0.00	\$ 43,934.48	\$ 96,888.00	45.35%	\$ 98,357.38	\$ 210,879.00	46.64%	
7000 Marketing											0.00	0.00			
7210 Advertising	18.16								475.00		493.16	0.00			
7211 Conventions		12,500.00	0.00%								0.00	12,500.00	0.00%		
7212 Tourism	7,193.17	30,000.00	23.98%						149,368.86	475,000.00	31.45%	156,562.03	505,000.00	31.00%	
7213 MML CVB/TMD Contributions	0.00	0.00							0.00	0.00	0.00	0.00			
7214 Majestic Mountain Loop							4,225.78	20,000.00	21.13%		4,225.78	20,000.00	21.13%		
Total 7210 Advertising	\$ 7,211.33	\$ 42,500.00	16.97%	\$ 0.00	\$ 0.00		\$ 4,225.78	\$ 20,000.00	21.13%	\$ 149,843.86	\$ 475,000.00	31.55%	\$ 161,280.97	\$ 537,500.00	30.01%
7220 Trade Show Registration	4.00								36.00		40.00	0.00			
7221 Marketing Events - registration	-3,695.00								4,576.85	15,000.00	30.51%	881.85	15,000.00	5.88%	
7222 Convention Sales Events- registration		15,000.00	0.00%								0.00	15,000.00	0.00%		
Total 7220 Trade Show Registration	-\$ 3,691.00	\$ 15,000.00	-24.61%	\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00	\$ 4,612.85	\$ 15,000.00	30.75%	\$ 921.85	\$ 30,000.00	3.07%	
7225 Promotional items											0.00	0.00			
7226 Convention Promotional Items	80.28	5,000.00	1.61%						35.00		115.28	5,000.00	2.31%		
7227 Tourism promotional items	5,000.00								744.37	5,000.00	14.89%	5,744.37	5,000.00	114.89%	
Total 7225 Promotional items	\$ 5,080.28	\$ 5,000.00	101.61%	\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00	\$ 779.37	\$ 5,000.00	15.59%	\$ 5,859.65	\$ 10,000.00	58.60%	
7230 Convention Servicing- booked business	6,528.64	10,000.00	65.29%						3.88		6,532.52	10,000.00	65.33%		
7240 FAM Tours									-257.84		-257.84	0.00			
7241 Media FAM Tours									11,169.57	10,000.00	111.70%	11,169.57	10,000.00	111.70%	
7242 Convention FAM Tours	1,039.64	3,500.00	29.70%								1,039.64	3,500.00	29.70%		
Total 7240 FAM Tours	\$ 1,039.64	\$ 3,500.00	29.70%	\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00	\$ 10,911.73	\$ 10,000.00	109.12%	\$ 11,951.37	\$ 13,500.00	88.53%	
7260 Travel											0.00	0.00			
7261 Media	117.57								6,521.03	8,500.00	76.72%	6,638.60	8,500.00	78.10%	
7262 Convention	1,842.74	5,000.00	36.85%								1,842.74	5,000.00	36.85%		
Total 7260 Travel	\$ 1,960.31	\$ 5,000.00	39.21%	\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00	\$ 6,521.03	\$ 8,500.00	76.72%	\$ 8,481.34	\$ 13,500.00	62.82%	
7280 New Collateral & Asset Development (marketing tools)	13,001.90								1,435.05	5,000.00	28.70%	14,436.95	5,000.00	288.74%	
7281 Printed Collateral		2,500.00	0.00%								0.00	2,500.00	0.00%		
Total 7280 New Collateral & Asset Development (marketing tools)	\$ 13,001.90	\$ 2,500.00	520.08%	\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00	\$ 1,435.05	\$ 5,000.00	28.70%	\$ 14,436.95	\$ 7,500.00	192.49%	
7290 Sequoia Tourism Council		10,000.00	0.00%							2,500.00	0.00%	0.00	12,500.00	0.00%	
7300 Convention Sales-Procurement and Retention Incentives	9,405.31	13,000.00	72.35%						8,215.42			17,620.73	13,000.00	135.54%	
7310 Special Tourism Marketing Projects											0.00	0.00			
7314 Website Refresh		20,000.00	0.00%							20,000.00	0.00%	0.00	40,000.00	0.00%	
Total 7310 Special Tourism Marketing Projects	\$ 0.00	\$ 20,000.00	0.00%	\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00	\$ 0.00	\$ 20,000.00	0.00%	\$ 0.00	\$ 40,000.00	0.00%	
7340 Memberships/Dues & Subscriptions											0.00	0.00			
7341 Tourism	7,300.77	10,000.00	73.01%						13,558.56	30,000.00	45.20%	20,859.33	40,000.00	52.15%	
7342 Convention	4,050.00	20,000.00	20.25%								4,050.00	20,000.00	20.25%		
7343 General	275.00	1,250.00	22.00%						275.00	1,250.00	22.00%	550.00	2,500.00	22.00%	
Total 7340 Memberships/Dues & Subscriptions	\$ 11,625.77	\$ 31,250.00	37.20%	\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00	\$ 13,833.56	\$ 31,250.00	44.27%	\$ 25,459.33	\$ 62,500.00	40.73%	
7360 Payroll											0.00	0.00			
7361 Wages & Benefits	34,855.75	67,564.00	51.59%						52,287.37	93,302.00	56.04%	87,143.12	160,866.00	54.17%	
Total 7360 Payroll	\$ 34,855.75	\$ 67,564.00	51.59%	\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00	\$ 52,287.37	\$ 93,302.00	56.04%	\$ 87,143.12	\$ 160,866.00	54.17%	
Total 7000 Marketing	\$ 87,017.93	\$ 225,314.00	38.62%	\$ 0.00	\$ 0.00		\$ 4,225.78	\$ 20,000.00	21.13%	\$ 248,444.12	\$ 665,552.00	37.33%	\$ 339,687.83	\$ 910,866.00	37.29%
8000 Destination Development									1,130.27		1,130.27	0.00			
8315 Destination Development	1,459.41	5,000.00	29.19%						2,517.48	30,000.00	8.39%	3,976.89	35,000.00	11.36%	
8360 Payroll											0.00	0.00			
8361 Wages & Benefits	5,471.77	11,936.00	45.84%						26,143.63	47,743.00	54.76%	31,615.40	59,679.00	52.98%	
Total 8360 Payroll	\$ 5,471.77	\$ 11,936.00	45.84%	\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00	\$ 26,143.63	\$ 47,743.00	54.76%	\$ 31,615.40	\$ 59,679.00	52.98%	

Total 8000 Destination Development	\$	6,931.18	\$	16,936.00	40.93%	\$	0.00	\$	0.00		\$	0.00	\$	0.00		\$	29,791.38	\$	77,743.00	38.32%	\$	36,722.56	\$	94,679.00	38.79%
Total Expenses	\$	148,348.97	\$	356,241.00	41.64%	\$	23.04	\$	0.00		\$	4,225.78	\$	20,000.00	21.13%	\$	322,169.98	\$	840,183.00	38.35%	\$	474,767.77	\$	1,216,424.00	39.03%
Net Operating Income	\$	32,154.26	-\$	241.00	-13342.02%	\$	320.10	\$	0.00		\$	12,774.22	\$	0.00		\$	174,496.71	\$	14,817.00	1177.68%	\$	219,745.29	\$	14,576.00	1507.58%
Other Expenses																									
Reconciliation Discrepancies																									
Total Other Expenses	-\$	5,272.79	\$	0.00		\$	0.00	\$	0.00		\$	0.00	\$	0.00		\$	0.00	\$	0.00		-\$	5,272.79	\$	0.00	
Net Other Income	\$	5,272.79	\$	0.00		\$	0.00	\$	0.00		\$	0.00	\$	0.00		\$	0.00	\$	0.00		\$	5,272.79	\$	0.00	
Net Income	\$	37,427.05	-\$	241.00	-15529.90%	\$	320.10	\$	0.00		\$	12,774.22	\$	0.00		\$	174,496.71	\$	14,817.00	1177.68%	\$	225,018.08	\$	14,576.00	1543.76%