

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 %	783,333.37	855,000.00	91.62 %	\$788,333.37	\$860,000.00	91.67 %
4100 City of Visalia Allocation													\$0.00	\$0.00	0.00%
4120 COV Tourism Allocation	361,000.00	356,000.00	101.40 %					5,000.00					\$361,000.00	\$361,000.00	100.00 %
Total 4100 City of Visalia Allocation	361,000.00	356,000.00	101.40 %					5,000.00					\$361,000.00	\$361,000.00	100.00 %
4200 Co-Ops													\$0.00	\$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					12,000.00	10,000.00	120.00 %		0.00		\$12,000.00	\$10,000.00	120.00 %
4750 Interest Income	5.42												\$5.42	\$0.00	0.00%
4800 Sales of Product Income				1,338.00									\$1,338.00	\$0.00	0.00%
Total Income	\$361,005.42	\$356,000.00	101.41 %	\$1,338.00	\$0.00	0.00%	\$17,000.00	\$20,000.00	85.00 %	\$783,333.37	\$855,000.00	91.62 %	\$1,162,676.79	\$1,231,000.00	94.45 %
Cost of Goods Sold															
5000 Cost of Goods Sold				1,544.10									\$1,544.10	\$0.00	0.00%
Purchases/Inventory				1,640.00									\$1,640.00	\$0.00	0.00%
Total 5000 Cost of Goods Sold				3,184.10									\$3,184.10	\$0.00	0.00%
Total Cost of Goods Sold	\$0.00	\$0.00	0.00%	\$3,184.10	\$0.00	0.00%	\$0.00	\$0.00	0.00%	\$0.00	\$0.00	0.00%	\$3,184.10	\$0.00	0.00%
GROSS PROFIT	\$361,005.42	\$356,000.00	101.41 %	\$ -1,846.10	\$0.00	0.00%	\$17,000.00	\$20,000.00	85.00 %	\$783,333.37	\$855,000.00	91.62 %	\$1,159,492.69	\$1,231,000.00	94.19 %
Expenses															
6000 Operations													\$0.00	\$0.00	0.00%
6110 Bank Fees	99.71	100.00	99.71 %							51.25			\$150.96	\$100.00	150.96 %
6111 Credit Card Service Fee				50.26							100.00		\$50.26	\$100.00	50.26 %
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	2,592.25	3,250.00	79.76 %							2,592.26	3,250.00	79.76 %	\$5,184.51	\$6,500.00	79.76 %
6130 Insurance	3,458.00	4,000.00	86.45 %										\$3,458.00	\$4,000.00	86.45 %
6140 Meetings Expense	347.19	1,000.00	34.72 %							628.27	1,000.00	62.83 %	\$975.46	\$2,000.00	48.77 %
6150 Office													\$0.00	\$0.00	0.00%
6151 Rent & Renovations	7,125.00	9,587.50	74.32 %							21,375.00	28,762.50	74.32 %	\$28,500.00	\$38,350.00	74.32 %
6152 Security/Alarm	129.63	175.00	74.07 %							388.89	525.00	74.07 %	\$518.52	\$700.00	74.07 %
6153 Utilities	970.72	1,050.00	92.45 %							2,911.99	3,150.00	92.44 %	\$3,882.71	\$4,200.00	92.45 %
6154 Cleaning	693.75	900.00	77.08 %							2,081.25	2,700.00	77.08 %	\$2,775.00	\$3,600.00	77.08 %
6155 Supplies	81.25	187.50	43.33 %							243.78	562.50	43.34 %	\$325.03	\$750.00	43.34 %
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	9,490.93	12,500.00	75.93 %							28,472.62	37,500.00	75.93 %	\$37,963.55	\$50,000.00	75.93 %
6160 Postage & Shipping	178.71	825.00	21.66 %							996.34	4,675.00	21.31 %	\$1,175.05	\$5,500.00	21.36 %
6170 Printing/Copies, General	2,157.35	3,000.00	71.91 %							8,649.94	7,000.00	123.57 %	\$10,807.29	\$10,000.00	108.07 %
6180 Office Supplies/Materials	1,061.72	1,250.00	84.94 %							1,214.33	1,250.00	97.15 %	\$2,276.05	\$2,500.00	91.04 %
6190 Telephone	2,833.39	2,250.00	125.93 %							2,833.39	2,250.00	125.93 %	\$5,666.78	\$4,500.00	125.93 %
6320 Accounting & Legal Fees	9,352.60	10,000.00	93.53 %								2,000.00		\$9,352.60	\$12,000.00	77.94 %
6360 Payroll	0.00												\$0.00	\$0.00	0.00%
6361 Wages, Benefits & Taxes	53,730.61	63,816.00	84.20 %							31,708.20	34,363.00	92.27 %	\$85,438.81	\$98,179.00	87.02 %
6362 Temps and Interns	1,312.50	1,000.00	131.25 %										\$1,312.50	\$1,000.00	131.25 %
6366 Payroll Administrative Fees	1,852.20	4,000.00	46.31 %							1,852.19			\$3,704.39	\$4,000.00	92.61 %
Total 6360 Payroll	56,895.31	68,816.00	82.68 %							33,560.39	34,363.00	97.66 %	\$90,455.70	\$103,179.00	87.67 %
6400 Miscellaneous Expense	3,157.26	3,500.00	90.21 %							748.17			\$3,905.43	\$3,500.00	111.58 %
Total 6000 Operations	91,638.17	113,991.00	80.39 %	50.26						79,760.71	96,888.00	82.32 %	\$171,449.14	\$210,879.00	81.30 %
7000 Marketing													\$0.00	\$0.00	0.00%
7210 Advertising	0.00									0.00			\$0.00	\$0.00	0.00%
7211 Conventions	9,904.91	12,500.00	79.24 %										\$9,904.91	\$12,500.00	79.24 %
7212 Tourism	19,154.37	30,000.00	63.85 %							385,048.88	475,000.00	81.06 %	\$404,203.25	\$505,000.00	80.04 %
7213 MML CVB/TMD Contributions	0.00	0.00								0.00	0.00		\$0.00	\$0.00	0.00%
7214 Majestic Mountain Loop							12,615.78	20,000.00	63.08 %				\$12,615.78	\$20,000.00	63.08 %
Total 7210 Advertising	29,059.28	42,500.00	68.37 %				12,615.78	20,000.00	63.08 %	385,048.88	475,000.00	81.06 %	\$426,723.94	\$537,500.00	79.39 %
7220 Trade Show Registration	0.00									0.00			\$0.00	\$0.00	0.00%
7221 Marketing Events - registration										5,083.32	15,000.00	33.89 %	\$5,083.32	\$15,000.00	33.89 %
7222 Convention Sales Events- registration	8,519.00	15,000.00	56.79 %										\$8,519.00	\$15,000.00	56.79 %
Total 7220 Trade Show Registration	8,519.00	15,000.00	56.79 %							5,083.32	15,000.00	33.89 %	\$13,602.32	\$30,000.00	45.34 %
7225 Promotional items													\$0.00	\$0.00	0.00%
7226 Convention Promotional Items	1,741.70	5,000.00	34.83 %							35.00			\$1,776.70	\$5,000.00	35.53 %
7227 Tourism promotional items	0.00									2,541.03	5,000.00	50.82 %	\$2,541.03	\$5,000.00	50.82 %
Total 7225 Promotional Items	1,741.70	5,000.00	34.83 %							2,576.03	5,000.00	51.52 %	\$4,317.73	\$10,000.00	43.18 %
7230 Convention Servicing- booked business	10,456.32	10,000.00	104.56 %							0.00			\$10,456.32	\$10,000.00	104.56 %
7240 FAM Tours										0.00			\$0.00	\$0.00	0.00%
7241 Media FAM Tours										16,993.26	10,000.00	169.93 %	\$16,993.26	\$10,000.00	169.93 %
7242 Convention FAM Tours	1,702.94	3,500.00	48.66 %										\$1,702.94	\$3,500.00	48.66 %
Total 7240 FAM Tours	1,702.94	3,500.00	48.66 %							16,993.26	10,000.00	169.93 %	\$18,696.20	\$13,500.00	138.49 %
7260 Travel													\$0.00	\$0.00	0.00%
7261 Media	122.54									7,103.24	8,500.00	83.57 %	\$7,225.78	\$8,500.00	85.01 %
7262 Convention	3,362.39	5,000.00	67.25 %										\$3,362.39	\$5,000.00	67.25 %
Total 7260 Travel	3,484.93	5,000.00	69.70 %							7,103.24	8,500.00	83.57 %	\$10,588.17	\$13,500.00	78.43 %
7280 New Collateral & Asset Development (marketing tools)	13,457.15	2,500.00	538.29 %							2,842.59	5,000.00	56.85 %	\$16,299.74	\$7,500.00	217.33 %
7290 Sequoia Tourism Council		10,000.00									2,500.00		\$0.00	\$12,500.00	0.00%
7300 Convention Sales-Procurement and Retention Incentives	5,528.35	13,000.00	42.53 %							752.92			\$6,281.27	\$13,000.00	48.32 %
7310 Special Tourism Marketing Projects													\$0.00	\$0.00	0.00%
7314 Website Refresh		20,000.00									20,000.00		\$0.00	\$40,000.00	0.00%
Total 7310 Special Tourism Marketing Projects		20,000.00									20,000.00		\$0.00	\$40,000.00	0.00%
7340 Memberships/Dues & Subscriptions	0.00												\$0.00	\$0.00	0.00%
7341 Tourism	11,881.29	10,000.00	118.81 %							22,065.23	30,000.00	73.55 %	\$33,946.52	\$40,000.00	84.87 %
7342 Convention	18,134.00	20,000.00	90.67 %										\$18,134.00	\$20,000.00	90.67 %
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	30,290.29	31,250.00	96.93 %							22,340.23	31,250.00	71.49 %	\$52,630.52	\$62,500.00	84.21 %
7360 Payroll													\$0.00	\$0.00	0.00%
7361 Wages & Benefits	57,690.96	67,564.00	85.39 %							86,504.57	93,302.00	92.71 %	\$144,195.53	\$160,866.00	89.64 %
Total 7360 Payroll	57,690.96	67,564.00	85.39 %							86,504.57	93,302.00	92.71 %	\$144,195.53	\$160,866.00	89.64 %
Total 7000 Marketing	161,930.92	225,314.00	71.87 %												