

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							5,000.00	5,000.00	0.00	711,666.70	855,000.00	-143,333.30	\$716,666.70	\$860,000.00	\$ -143,333.30
4100 City of Visalia Allocation													\$0.00	\$0.00	\$0.00
4120 COV Tourism Allocation	361,000.00	356,000.00	5,000.00					5,000.00	-5,000.00				\$361,000.00	\$361,000.00	\$0.00
Total 4100 City of Visalia Allocation	361,000.00	356,000.00	5,000.00					5,000.00	-5,000.00				\$361,000.00	\$361,000.00	\$0.00
4200 Co-Ops													\$0.00	\$0.00	\$0.00
4240 Advertising Co-Ops - MML		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				12,000.00	10,000.00	2,000.00		0.00	0.00	\$12,000.00	\$10,000.00	\$2,000.00
4750 Interest Income	4.87		4.87										\$4.87	\$0.00	\$4.87
4800 Sales of Product Income				1,085.00		1,085.00							\$1,085.00	\$0.00	\$1,085.00
Total Income	\$361,004.87	\$356,000.00	\$5,004.87	\$1,085.00	\$0.00	\$1,085.00	\$17,000.00	\$20,000.00	\$ -3,000.00	\$711,666.70	\$855,000.00	\$ -143,333.30	\$1,090,756.57	\$1,231,000.00	\$ -140,243.43
Cost of Goods Sold															
5000 Cost of Goods Sold				1,395.60		1,395.60							\$1,395.60	\$0.00	\$1,395.60
Purchases/Inventory				1,440.00		1,440.00							\$1,440.00	\$0.00	\$1,440.00
Total 5000 Cost of Goods Sold				2,835.60		2,835.60							\$2,835.60	\$0.00	\$2,835.60
Total Cost of Goods Sold	\$0.00	\$0.00	\$0.00	\$2,835.60	\$0.00	\$2,835.60	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,835.60	\$0.00	\$2,835.60
GROSS PROFIT	\$361,004.87	\$356,000.00	\$5,004.87	\$ -1,750.60	\$0.00	\$ -1,750.60	\$17,000.00	\$20,000.00	\$ -3,000.00	\$711,666.70	\$855,000.00	\$ -143,333.30	\$1,087,920.97	\$1,231,000.00	\$ -143,079.03
Expenses															
6000 Operations													\$0.00	\$0.00	\$0.00
6110 Bank Fees	99.71	100.00	-0.29							51.25		51.25	\$150.96	\$100.00	\$50.96
6111 Credit Card Service Fee				40.83		40.83					100.00	-100.00	\$40.83	\$100.00	\$ -59.17
6120 Equipment & Equipment Maintenance	13.75	3,500.00	-3,486.25							13.75	3,500.00	-3,486.25	\$27.50	\$7,000.00	\$ -6,972.50
6123 Software Purchases & Licenses	2,507.05	3,250.00	-742.95							2,507.08	3,250.00	-742.92	\$5,014.13	\$6,500.00	\$ -1,485.87
6130 Insurance	3,458.00	4,000.00	-542.00										\$3,458.00	\$4,000.00	\$ -542.00
6140 Meetings Expense	347.19	1,000.00	-652.81							628.27	1,000.00	-371.73	\$975.46	\$2,000.00	\$ -1,024.54
6150 Office													\$0.00	\$0.00	\$0.00
6151 Rent & Renovations	6,412.50	9,587.50	-3,175.00							19,237.50	28,762.50	-9,525.00	\$25,650.00	\$38,350.00	\$ -12,700.00
6152 Security/Alarm	129.63	175.00	-45.37							388.89	525.00	-136.11	\$518.52	\$700.00	\$ -181.48
6153 Utilities	873.78	1,050.00	-176.22							2,621.18	3,150.00	-528.82	\$3,494.96	\$4,200.00	\$ -705.04
6154 Cleaning	628.75	900.00	-271.25							1,886.25	2,700.00	-813.75	\$2,515.00	\$3,600.00	\$ -1,085.00
6155 Supplies	81.25	187.50	-106.25							243.78	562.50	-318.72	\$325.03	\$750.00	\$ -424.97
6156 Repair & Maintenance	490.58	600.00	-109.42							1,471.71	1,800.00	-328.29	\$1,962.29	\$2,400.00	\$ -437.71
Total 6150 Office	8,616.49	12,500.00	-3,883.51							25,849.31	37,500.00	-11,650.69	\$34,465.80	\$50,000.00	\$ -15,534.20
6160 Postage & Shipping	114.84	825.00	-710.16							634.41	4,675.00	-4,040.59	\$749.25	\$5,500.00	\$ -4,750.75
6170 Printing/Copies, General	2,137.08	3,000.00	-862.92							8,568.86	7,000.00	1,568.86	\$10,705.94	\$10,000.00	\$705.94
6180 Office Supplies/Materials	1,061.72	1,250.00	-188.28							1,214.33	1,250.00	-35.67	\$2,276.05	\$2,500.00	\$ -223.95
6190 Telephone	2,269.18	2,250.00	19.18							2,269.19	2,250.00	19.19	\$4,538.37	\$4,500.00	\$38.37
6320 Accounting & Legal Fees	5,125.60	10,000.00	-4,874.40								2,000.00	-2,000.00	\$5,125.60	\$12,000.00	\$ -6,874.40
6360 Payroll													\$0.00	\$0.00	\$0.00
6361 Wages, Benefits & Taxes	48,949.79	63,816.00	-14,866.21							28,881.76	34,363.00	-5,481.24	\$77,831.55	\$98,179.00	\$ -20,347.45
6362 Temps and Interns	1,225.00	1,000.00	225.00										\$1,225.00	\$1,000.00	\$225.00
6366 Payroll Administrative Fees	1,704.60	4,000.00	-2,295.40							1,704.59		1,704.59	\$3,409.19	\$4,000.00	\$ -590.81
Total 6360 Payroll	51,879.39	68,816.00	-16,936.61							30,586.35	34,363.00	-3,776.65	\$82,465.74	\$103,179.00	\$ -20,713.26
6400 Miscellaneous Expense	3,157.26	3,500.00	-342.74							748.17		748.17	\$3,905.43	\$3,500.00	\$405.43
Total 6000 Operations	80,787.26	113,991.00	-33,203.74	40.83		40.83				73,070.97	96,888.00	-23,817.03	\$153,899.06	\$210,879.00	\$ -56,979.94
7000 Marketing													\$0.00	\$0.00	\$0.00
7210 Advertising	0.00		0.00							0.00		0.00	\$0.00	\$0.00	\$0.00
7211 Conventions	5,404.91	12,500.00	-7,095.09										\$5,404.91	\$12,500.00	\$ -7,095.09
7212 Tourism	17,009.78	30,000.00	-12,990.22							349,301.75	475,000.00	-125,698.25	\$366,311.53	\$505,000.00	\$ -138,688.47
7213 MML CVB/TMD Contributions	0.00	0.00	0.00							0.00	0.00	0.00	\$0.00	\$0.00	\$0.00
7214 Majestic Mountain Loop							12,615.78	20,000.00	-7,384.22				\$12,615.78	\$20,000.00	\$ -7,384.22
Total 7210 Advertising	22,414.69	42,500.00	-20,085.31				12,615.78	20,000.00	-7,384.22	349,301.75	475,000.00	-125,698.25	\$384,332.22	\$537,500.00	\$ -153,167.78
7220 Trade Show Registration	0.00		0.00							0.00		0.00	\$0.00	\$0.00	\$0.00
7221 Marketing Events - registration										1,083.32	15,000.00	-13,916.68	\$1,083.32	\$15,000.00	\$ -13,916.68
7222 Convention Sales Events- registration	8,519.00	15,000.00	-6,481.00										\$8,519.00	\$15,000.00	\$ -6,481.00
Total 7220 Trade Show Registration	8,519.00	15,000.00	-6,481.00							1,083.32	15,000.00	-13,916.68	\$9,602.32	\$30,000.00	\$ -20,397.68
7225 Promotional items													\$0.00	\$0.00	\$0.00
7226 Convention Promotional Items	1,741.70	5,000.00	-3,258.30							35.00		35.00	\$1,776.70	\$5,000.00	\$ -3,223.30
7227 Tourism promotional items	0.00		0.00							2,341.03	5,000.00	-2,658.97	\$2,341.03	\$5,000.00	\$ -2,658.97
Total 7225 Promotional Items	1,741.70	5,000.00	-3,258.30							2,376.03	5,000.00	-2,623.97	\$4,117.73	\$10,000.00	\$ -5,882.27
7230 Convention Servicing- booked business	10,290.82	10,000.00	290.82							0.00		0.00	\$10,290.82	\$10,000.00	\$290.82
7240 FAM Tours										0.00		0.00	\$0.00	\$0.00	\$0.00
7241 Media FAM Tours										16,733.63	10,000.00	6,733.63	\$16,733.63	\$10,000.00	\$6,733.63
7242 Convention FAM Tours	1,702.94	3,500.00	-1,797.06										\$1,702.94	\$3,500.00	\$ -1,797.06
Total 7240 FAM Tours	1,702.94	3,500.00	-1,797.06							16,733.63	10,000.00	6,733.63	\$18,436.57	\$13,500.00	\$4,936.57
7260 Travel													\$0.00	\$0.00	\$0.00
7261 Media	122.54		122.54							7,002.72	8,500.00	-1,497.28	\$7,125.26	\$8,500.00	\$ -1,374.74
7262 Convention	3,349.02	5,000.00	-1,650.98										\$3,349.02	\$5,000.00	\$ -1,650.98
Total 7260 Travel	3,471.56	5,000.00	-1,528.44							7,002.72	8,500.00	-1,497.28	\$10,474.28	\$13,500.00	\$ -3,025.72
7280 New Collateral & Asset Development (marketing tools)	13,304.65		13,304.65							2,385.07	5,000.00	-2,614.93	\$15,689.72	\$5,000.00	\$10,689.72
7281 Printed Collateral		2,500.00	-2,500.00										\$0.00	\$2,500.00	\$ -2,500.00
Total 7280 New Collateral & Asset Development (marketing tools)	13,304.65	2,500.00	10,804.65							2,385.07	5,000.00	-2,614.93	\$15,689.72	\$7,500.00	\$8,189.72
7290 Sequoia Tourism Council		10,000.00	-10,000.00								2,500.00	-2,500.00	\$0.00	\$12,500.00	\$ -12,500.00
7300 Convention Sales-Procurement and Retention Incentives	20,528.35	13,000.00	7,528.35							752.92		752.92	\$21,281.27	\$13,000.00	\$8,281.27
7310 Special Tourism Marketing Projects													\$0.00	\$0.00	\$0.00
7314 Website Refresh		20,000.00	-20,000.00								20,000.00	-20,000.00	\$0.00	\$40,000.00	\$ -40,000.00

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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
Total 7310 Special Tourism Marketing Projects		20,000.00	-20,000.00								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
7341 Tourism	9,081.29	10,000.00	-918.71							16,865.23	30,000.00	-13,134.77	\$25,946.52	\$40,000.00	\$ - 14,053.48
7342 Convention	18,134.00	20,000.00	-1,866.00										\$18,134.00	\$20,000.00	\$ -1,866.00
7343 General	275.00	1,250.00	-975.00							275.00	1,250.00	-975.00	\$550.00	\$2,500.00	\$ -1,950.00
Total 7340 Memberships/Dues & Subscriptions	27,490.29	31,250.00	-3,759.71							17,140.23	31,250.00	-14,109.77	\$44,630.52	\$62,500.00	\$ - 17,869.48
7360 Payroll													\$0.00	\$0.00	\$0.00
7361 Wages & Benefits	52,557.65	67,564.00	-15,006.35							78,824.80	93,302.00	-14,477.20	\$131,382.45	\$160,866.00	\$ - 29,483.55
Total 7360 Payroll	52,557.65	67,564.00	-15,006.35							78,824.80	93,302.00	-14,477.20	\$131,382.45	\$160,866.00	\$ - 29,483.55
Total 7000 Marketing	162,021.65	225,314.00	-63,292.35				12,615.78	20,000.00	-7,384.22	475,600.47	665,552.00	-189,951.53	\$650,237.90	\$910,866.00	\$ - 260,628.10
8000 Destination Development										1,130.27		1,130.27	\$1,130.27	\$0.00	\$1,130.27
8315 Destination Development	2,084.40	5,000.00	-2,915.60							5,254.85	30,000.00	-24,745.15	\$7,339.25	\$35,000.00	\$ - 27,660.75
8360 Payroll													\$0.00	\$0.00	\$0.00
8361 Wages & Benefits	8,270.50	11,936.00	-3,665.50							39,507.98	47,743.00	-8,235.02	\$47,778.48	\$59,679.00	\$ - 11,900.52
Total 8360 Payroll	8,270.50	11,936.00	-3,665.50							39,507.98	47,743.00	-8,235.02	\$47,778.48	\$59,679.00	\$ - 11,900.52
Total 8000 Destination Development	10,354.90	16,936.00	-6,581.10							45,893.10	77,743.00	-31,849.90	\$56,248.00	\$94,679.00	\$ - 38,431.00
Total Expenses	\$253,163.81	\$356,241.00	\$ -103,077.19	\$40.83	\$0.00	\$40.83	\$12,615.78	\$20,000.00	\$ -7,384.22	\$594,564.54	\$840,183.00	\$ - 245,618.46	\$860,384.96	\$1,216,424.00	\$ - 356,039.04
NET OPERATING INCOME	\$107,841.06	\$ -241.00	\$108,082.06	\$ - 1,791.43	\$0.00	\$ -1,791.43	\$4,384.22	\$0.00	\$4,384.22	\$117,102.16	\$14,817.00	\$102,285.16	\$227,536.01	\$14,576.00	\$212,960.01
Other Expenses															
Reconciliation Discrepancies	-5,272.79		-5,272.79										\$ -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	\$113,113.85	\$ -241.00	\$113,354.85	\$ - 1,791.43	\$0.00	\$ -1,791.43	\$4,384.22	\$0.00	\$4,384.22	\$117,102.16	\$14,817.00	\$102,285.16	\$232,808.80	\$14,576.00	\$218,232.80