

Visalia Convention & Visitor's Bureau																		
Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L Classes																		
January - December 2025																		
	COV			GOODS			MML			VTMD			NOT SPECIFIED			TOTAL		
	ACTUAL	BUDGET	OVER BUDGET	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	916,750.04	855,000.00	61,750.04				\$921,750.04	\$860,000.00	\$61,750.04
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	5.59		5.59													\$5.59	\$0.00	\$5.59
4800 Sales of Product Income				1,700.00		1,700.00										\$1,700.00	\$0.00	\$1,700.00
Total Income	\$361,005.59	\$356,000.00	\$5,005.59	\$1,700.00	\$0.00	\$1,700.00	\$17,000.00	\$20,000.00	\$ -3,000.00	\$916,750.04	\$855,000.00	\$61,750.04	\$0.00	\$0.00	\$0.00	\$1,296,455.63	\$1,231,000.00	\$65,455.63
Cost of Goods Sold																		
5000 Cost of Goods Sold				1,838.60		1,838.60										\$1,838.60	\$0.00	\$1,838.60
Purchases/Inventory				1,640.00		1,640.00										\$1,640.00	\$0.00	\$1,640.00
Total 5000 Cost of Goods Sold				3,478.60		3,478.60										\$3,478.60	\$0.00	\$3,478.60
Total Cost of Goods Sold	\$0.00	\$0.00	\$0.00	\$3,478.60	\$0.00	\$3,478.60	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3,478.60	\$0.00	\$3,478.60
GROSS PROFIT	\$361,005.59	\$356,000.00	\$5,005.59	\$ -1,778.60	\$0.00	\$ -1,778.60	\$17,000.00	\$20,000.00	\$ -3,000.00	\$916,750.04	\$855,000.00	\$61,750.04	\$0.00	\$0.00	\$0.00	\$1,292,977.03	\$1,231,000.00	\$61,977.03
Expenses																		
6000 Operations																\$0.00	\$0.00	\$0.00
6110 Bank Fees	243.77	100.00	143.77							51.25		51.25				\$295.02	\$100.00	\$195.02
6111 Credit Card Service Fee	49.00		49.00	62.35		62.35					100.00	-100.00				\$111.35	\$100.00	\$11.35
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	2,978.73	3,250.00	-271.27							2,996.25	3,250.00	-253.75				\$5,974.98	\$6,500.00	\$ -525.02
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							726.94	1,000.00	-273.06				\$1,074.13	\$2,000.00	\$ -925.87
6150 Office																\$0.00	\$0.00	\$0.00
6151 Rent & Renovations	8,550.00	9,587.50	-1,037.50							25,650.00	28,762.50	-3,112.50				\$34,200.00	\$38,350.00	\$ -4,150.00
6152 Security/Alarm	129.63	175.00	-45.37							388.89	525.00	-136.11				\$518.52	\$700.00	\$ -181.48
6153 Utilities	1,110.54	1,050.00	60.54							3,331.39	3,150.00	181.39				\$4,441.93	\$4,200.00	\$241.93
6154 Cleaning	840.00	900.00	-60.00							2,520.00	2,700.00	-180.00				\$3,360.00	\$3,600.00	\$ -240.00
6155 Supplies	92.09	187.50	-95.41							276.33	562.50	-286.17				\$368.42	\$750.00	\$ -381.58
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	11,212.84	12,500.00	-1,287.16							33,638.32	37,500.00	-3,861.68				\$44,851.16	\$50,000.00	\$ -5,148.84
6160 Postage & Shipping	253.87	825.00	-571.13							1,422.22	4,675.00	-3,252.78				\$1,676.09	\$5,500.00	\$ -3,823.91
6170 Printing/Copies, General	2,354.18	3,000.00	-645.82							9,437.29	7,000.00	2,437.29				\$11,791.47	\$10,000.00	\$1,791.47
6180 Office Supplies/Materials	1,108.35	1,250.00	-141.65							1,260.97	1,250.00	10.97				\$2,369.32	\$2,500.00	\$ -130.68
6190 Telephone	3,028.78	2,250.00	778.78							3,028.76	2,250.00	778.76				\$6,057.54	\$4,500.00	\$1,557.54
6320 Accounting & Legal Fees	10,325.60	10,000.00	325.60								2,000.00	-2,000.00				\$10,325.60	\$12,000.00	\$ -1,674.40
6360 Payroll	0.00		0.00													\$0.00	\$0.00	\$0.00
6361 Wages, Benefits & Taxes	65,989.72	63,816.00	2,173.72							38,959.97	34,363.00	4,596.97				\$104,949.69	\$98,179.00	\$6,770.69
6362 Temps and Interns	1,312.50	1,000.00	312.50													\$1,312.50	\$1,000.00	\$312.50
6366 Payroll Administrative Fees	2,251.20	4,000.00	-1,748.80							2,251.19		2,251.19				\$4,502.39	\$4,000.00	\$502.39
Total 6360 Payroll	69,553.42	68,816.00	737.42							41,211.16	34,363.00	6,848.16				\$110,764.58	\$103,179.00	\$7,585.58
6400 Miscellaneous Expense	3,147.01	3,500.00	-352.99							748.17		748.17				\$3,895.18	\$3,500.00	\$395.18
Total 6000 Operations	108,074.49	113,991.00	-5,916.51	62.35		62.35				94,535.08	96,888.00	-2,352.92				\$202,671.92	\$210,879.00	\$ -8,207.08
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	9,904.91	12,500.00	-2,595.09													\$9,904.91	\$12,500.00	\$ -2,595.09
7212 Tourism	25,093.25	30,000.00	-4,906.75							510,003.30	475,000.00	35,003.30				\$535,096.55	\$505,000.00	\$30,096.55
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							18,610.78	20,000.00	-1,389.22							\$18,610.78	\$20,000.00	\$ -1,389.22
Total 7210 Advertising	34,998.16	42,500.00	-7,501.84				18,610.78	20,000.00	-1,389.22	510,003.30	475,000.00	35,003.30						