Visalia Convention & Visitor's Bureau

Budget vs. Actuals: Budget_FY24_P&L - FY24 P&L

January - December 2024

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Income			
4000 TMD Allocation	313,335.00	752,000.00	41.67 %
4100 City of Visalia Allocation			
4110 COV Allocation/TOT	185,000.00	375,000.00	49.33 %
Total 4100 City of Visalia Allocation	**185,000.00**	**375,000.00**	**49.33 %**
Total Income	**$498,335.00**	**$1,127,000.00**	**44.22 %**
GROSS PROFIT	**$498,335.00**	**$1,127,000.00**	**44.22 %**
Expenses			
6000 Operations			
6110 Bank Fees	1.10	100.00	1.10 %
6111 Credit Card Service Fee	10.28	100.00	10.28 %
6120 Computer & Maintenance		6,000.00	
6123 Software Purchases & Licenses	1,897.72	8,000.00	23.72 %
Total 6120 Computer & Maintenance	**1,897.72**	**14,000.00**	**13.56 %**
6130 Insurance	3,715.00	4,000.00	92.88 %
6140 Meetings Expense	390.26	2,000.00	19.51 %
6150 Office	10,822.63	43,500.00	24.88 %
6160 Postage & Shipping	1,317.97	2,000.00	65.90 %
6170 Printing/Copies, General	8,813.05	8,500.00	103.68 %
6180 Office Supplies/Materials	647.38	2,000.00	32.37 %
6190 Telephone	1,396.16	2,000.00	69.81 %
6320 Accounting & Legal Fees	5,320.00	3,000.00	177.33 %
6360 Payroll			
6361 Wages	28,550.37	103,796.88	27.51 %
6362 Temps and Interns	150.00	800.00	18.75 %
6366 Payroll Administrative Fees	6,406.96	5,000.00	128.14 %
Total 6360 Payroll	**35,107.33**	**109,596.88**	**32.03 %**
6400 Miscellaneous Expense	134.62	5,000.00	2.69 %
Total 6000 Operations	**69,573.50**	**195,796.88**	**35.53 %**
7000 Marketing			
7210 Advertising			
7211 Conventions		10,000.00	
7212 Tourism	169,016.03	394,400.00	42.85 %
7214 Majestic Mountain Loop	10,085.75	10,000.00	100.86 %
Total 7210 Advertising	**179,101.78**	**414,400.00**	**43.22 %**
7220 Registration			
7221 Marketing Events - registration	4,897.58	8,000.00	61.22 %
7222 Convention Sales Events- registration		7,500.00	
Total 7220 Registration	**4,897.58**	**15,500.00**	**31.60 %**
7225 Promotional items			
7226 Convention Promotional Items	276.79	2,000.00	13.84 %
7227 Tourism promotional items	1,336.87	2,500.00	53.47 %

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January - December 2024

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Total 7225 Promotional items	**1,613.66**	**4,500.00**	**35.86 %**
7230 Convention Servicing- booked business	1,766.67	4,150.00	42.57 %
7240 FAM Tours			
7241 Media FAM Tours	2,887.17	8,000.00	36.09 %
7242 Convention FAM Tours	1,137.47	5,000.00	22.75 %
Total 7240 FAM Tours	**4,024.64**	**13,000.00**	**30.96 %**
7260 Travel			
7261 Media	5,121.59	4,250.00	120.51 %
7262 Convention	302.84	4,000.00	7.57 %
Total 7260 Travel	**5,424.43**	**8,250.00**	**65.75 %**
7280 Collateral	115.11	10,000.00	1.15 %
7290 Sequoia Tourism Council		12,500.00	
7300 Convention Sales-Procurement and Retention Incentives	13,880.31	10,000.00	138.80 %
7310 Special Tourism Marketing Projects			
7311 Sequoia Legacy Tree	1,251.08	3,500.00	35.75 %
7314 Website Refresh	8,500.00	7,500.00	113.33 %
Total 7310 Special Tourism Marketing Projects	**9,751.08**	**11,000.00**	**88.65 %**
7340 Memberships/Dues & Subscriptions			
7341 Tourism	6,278.80	10,000.00	62.79 %
7342 Convention	2,700.00	7,500.00	36.00 %
7343 General		45,700.00	
Total 7340 Memberships/Dues & Subscriptions	**8,978.80**	**63,200.00**	**14.21 %**
7360 Payroll			
7361 Wages	52,298.94	269,212.50	19.43 %
Total 7360 Payroll	**52,298.94**	**269,212.50**	**19.43 %**
Total 7000 Marketing	**281,853.00**	**835,712.50**	**33.73 %**
8000 Destination Development			
8315 Destination Development	17,654.00	33,500.00	52.70 %
8360 Payroll			
8361 Wages	14,591.16	56,365.63	25.89 %
Total 8360 Payroll	**14,591.16**	**56,365.63**	**25.89 %**
Total 8000 Destination Development	**32,245.16**	**89,865.63**	**35.88 %**
Total Expenses	**$383,671.66**	**$1,121,375.01**	**34.21 %**
NET OPERATING INCOME	**$114,663.34**	**$5,624.99**	**2,038.46 %**
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