

Visalia Convention & Visitor's Bureau

Profit and Loss by Class

April 2024

	COV	GOODS	MML	VTMD	TOTAL
Income					
4000 TMD Allocation				62,667.00	\$62,667.00
4750 Interest Income	0.57				\$0.57
4800 Sales of Product Income		67.00			\$67.00
Total Income	\$0.57	\$67.00	\$0.00	\$62,667.00	\$62,734.57
Cost of Goods Sold					
5000 Cost of Goods Sold		37.08			\$37.08
Total Cost of Goods Sold	\$0.00	\$37.08	\$0.00	\$0.00	\$37.08
GROSS PROFIT	\$0.57	\$29.92	\$0.00	\$62,667.00	\$62,697.49
Expenses					
6000 Operations					\$0.00
6110 Bank Fees	-129.72				\$ -129.72
6111 Credit Card Service Fee		2.35			\$2.35
6120 Computer & Maintenance					\$0.00
6123 Software Purchases & Licenses	559.41			559.42	\$1,118.83
Total 6120 Computer & Maintenance	559.41			559.42	\$1,118.83
6140 Meetings Expense	20.00				\$20.00
6150 Office	272.26			2,450.37	\$2,722.63
6151 Rent & Renovations	33.14			298.22	\$331.36
6153 Utilities	47.77			429.91	\$477.68
6154 Cleaning	24.00			216.00	\$240.00
6155 Supplies	3.14			28.30	\$31.44
Total 6150 Office	380.31			3,422.80	\$3,803.11
6160 Postage & Shipping	0.92			5.23	\$6.15
6170 Printing/Copies, General	1,718.29			6,873.19	\$8,591.48
6180 Office Supplies/Materials	22.50			22.49	\$44.99
6190 Telephone	436.61			436.60	\$873.21
6320 Accounting & Legal Fees	500.00				\$500.00
6360 Payroll					\$0.00
6361 Wages	3,978.59			3,280.17	\$7,258.76
6366 Payroll Administrative Fees	1,781.29			1,781.30	\$3,562.59
Total 6360 Payroll	5,759.88			5,061.47	\$10,821.35
6400 Miscellaneous Expense	57.00				\$57.00
Total 6000 Operations	9,325.20	2.35		16,381.20	\$25,708.75
7000 Marketing					\$0.00
7210 Advertising					\$0.00
7212 Tourism	366.96			11,865.21	\$12,232.17
7214 Majestic Mountain Loop			6,897.00		\$6,897.00
Total 7210 Advertising	366.96		6,897.00	11,865.21	\$19,129.17

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7220 Registration					\$0.00
7221 Marketing Events - registration				842.58	\$842.58
Total 7220 Registration				842.58	\$842.58
7225 Promotional items					\$0.00
7227 Tourism promotional items	43.50			552.47	\$595.97
Total 7225 Promotional items	43.50			552.47	\$595.97
7230 Convention Servicing- booked business	932.86				\$932.86
7240 FAM Tours					\$0.00
7241 Media FAM Tours				1,528.55	\$1,528.55
7242 Convention FAM Tours	1,137.47				\$1,137.47
Total 7240 FAM Tours	1,137.47			1,528.55	\$2,666.02
7260 Travel					\$0.00
7261 Media	58.06			753.02	\$811.08
Total 7260 Travel	58.06			753.02	\$811.08
7280 Collateral				115.11	\$115.11
7310 Special Tourism Marketing Projects					\$0.00
7311 Sequoia Legacy Tree				208.33	\$208.33
Total 7310 Special Tourism Marketing Projects				208.33	\$208.33
7340 Memberships/Dues & Subscriptions					\$0.00
7341 Tourism				1,000.00	\$1,000.00
Total 7340 Memberships/Dues & Subscriptions				1,000.00	\$1,000.00
7360 Payroll					\$0.00
7361 Wages	4,590.94			7,961.78	\$12,552.72
Total 7360 Payroll	4,590.94			7,961.78	\$12,552.72
Total 7000 Marketing	7,129.79		6,897.00	24,827.05	\$38,853.84
8000 Destination Development					\$0.00
8315 Destination Development				3,048.00	\$3,048.00
8360 Payroll					\$0.00
8361 Wages	2,751.55			1,145.37	\$3,896.92
Total 8360 Payroll	2,751.55			1,145.37	\$3,896.92
Total 8000 Destination Development	2,751.55			4,193.37	\$6,944.92
Total Expenses	\$19,206.54	\$2.35	\$6,897.00	\$45,401.62	\$71,507.51
NET OPERATING INCOME	\$ -19,205.97	\$27.57	\$ -6,897.00	\$17,265.38	\$ -8,810.02
NET INCOME	\$ -19,205.97	\$27.57	\$ -6,897.00	\$17,265.38	\$ -8,810.02