Visalia Convention & Visitor's Bureau

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

January - April, 2024

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
Income			
4000 TMD Allocation	313,335.00	250,666.68	62,668.32
4100 City of Visalia Allocation			
4110 COV Allocation/TOT	185,000.00	125,000.00	60,000.00
Total 4100 City of Visalia Allocation	**185,000.00**	**125,000.00**	**60,000.00**
4200 Co-Ops			
4240 Advertising Co-Ops - MML	10,000.00		10,000.00
Total 4200 Co-Ops	**10,000.00**		**10,000.00**
4750 Interest Income	3.45		3.45
4800 Sales of Product Income	292.00		292.00
Total Income	**$508,630.45**	**$375,666.68**	**$132,963.77**
Cost of Goods Sold			
5000 Cost of Goods Sold	127.04		127.04
Total Cost of Goods Sold	**$127.04**	**$0.00**	**$127.04**
GROSS PROFIT	**$508,503.41**	**$375,666.68**	**$132,836.73**
Expenses			
6000 Operations			
6110 Bank Fees	0.00	33.32	-33.32
6111 Credit Card Service Fee	10.28	33.32	-23.04
6120 Computer & Maintenance		2,000.00	-2,000.00
6123 Software Purchases & Licenses	1,854.52	2,666.68	-812.16
Total 6120 Computer & Maintenance	**1,854.52**	**4,666.68**	**-2,812.16**
6130 Insurance	3,715.00	1,333.32	2,381.68
6140 Meetings Expense	390.26	666.68	-276.42
6150 Office	10,822.63	14,500.00	-3,677.37
6151 Rent & Renovations	1,931.36		1,931.36
6152 Security/Alarm	653.40		653.40
6153 Utilities	1,247.37		1,247.37
6154 Cleaning	1,020.00		1,020.00
6155 Supplies	116.49		116.49
6156 Repair & Maintenance	561.66		561.66
Total 6150 Office	**16,352.91**	**14,500.00**	**1,852.91**
6160 Postage & Shipping	1,317.97	666.68	651.29
6170 Printing/Copies, General	8,813.05	2,833.32	5,979.73
6180 Office Supplies/Materials	647.38	666.68	-19.30
6190 Telephone	1,396.16	666.68	729.48
6320 Accounting & Legal Fees	5,320.00	1,000.00	4,320.00
6360 Payroll			
6361 Wages	28,550.37	34,598.96	-6,048.59
6362 Temps and Interns	150.00	266.68	-116.68
6366 Payroll Administrative Fees	6,406.96	1,666.68	4,740.28
Total 6360 Payroll	**35,107.33**	**36,532.32**	**-1,424.99**

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January - April, 2024

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
6400 Miscellaneous Expense	134.62	1,666.68	-1,532.06
Total 6000 Operations	**75,059.48**	**65,265.68**	**9,793.80**
7000 Marketing			
7210 Advertising			
7211 Conventions		3,333.32	-3,333.32
7212 Tourism	161,582.69	131,466.68	30,116.01
7214 Majestic Mountain Loop	10,085.75	3,333.32	6,752.43
Total 7210 Advertising	**171,668.44**	**138,133.32**	**33,535.12**
7220 Registration			
7221 Marketing Events - registration	4,897.58	2,666.68	2,230.90
7222 Convention Sales Events- registration		2,500.00	-2,500.00
Total 7220 Registration	**4,897.58**	**5,166.68**	**-269.10**
7225 Promotional items			
7226 Convention Promotional Items	276.79	666.68	-389.89
7227 Tourism promotional items	1,336.87	833.32	503.55
Total 7225 Promotional items	**1,613.66**	**1,500.00**	**113.66**
7230 Convention Servicing- booked business	1,766.67	1,383.32	383.35
7240 FAM Tours			
7241 Media FAM Tours	2,887.17	2,666.68	220.49
7242 Convention FAM Tours	1,137.47	1,666.68	-529.21
Total 7240 FAM Tours	**4,024.64**	**4,333.36**	**-308.72**
7260 Travel	396.64		396.64
7261 Media	5,068.32	1,416.68	3,651.64
7262 Convention	302.84	1,333.32	-1,030.48
Total 7260 Travel	**5,767.80**	**2,750.00**	**3,017.80**
7280 Collateral	115.11	3,333.32	-3,218.21
7290 Sequoia Tourism Council		4,166.68	-4,166.68
7300 Convention Sales-Procurement and Retention Incentives	13,880.31	3,333.32	10,546.99
7310 Special Tourism Marketing Projects			
7311 Sequoia Legacy Tree	834.42	1,166.68	-332.26
7314 Website Refresh	8,500.00	2,500.00	6,000.00
Total 7310 Special Tourism Marketing Projects	**9,334.42**	**3,666.68**	**5,667.74**
7340 Memberships/Dues & Subscriptions	530.00		530.00
7341 Tourism	6,278.80	3,333.32	2,945.48
7342 Convention	2,700.00	2,500.00	200.00
7343 General		15,233.32	-15,233.32
Total 7340 Memberships/Dues & Subscriptions	**9,508.80**	**21,066.64**	**-11,557.84**
7360 Payroll			
7361 Wages	52,298.94	89,737.52	-37,438.58
Total 7360 Payroll	**52,298.94**	**89,737.52**	**-37,438.58**
Total 7000 Marketing	**274,876.37**	**278,570.84**	**-3,694.47**

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January - April, 2024

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
8000 Destination Development			
8315 Destination Development	17,654.00	11,166.68	6,487.32
8360 Payroll			
8361 Wages	14,591.16	18,788.56	-4,197.40
Total 8360 Payroll	**14,591.16**	**18,788.56**	**-4,197.40**
Total 8000 Destination Development	**32,245.16**	**29,955.24**	**2,289.92**
Total Expenses	**$382,181.01**	**$373,791.76**	**$8,389.25**
NET OPERATING INCOME	**$126,322.40**	**$1,874.92**	**$124,447.48**
NET INCOME	**$126,322.40**	**$1,874.92**	**$124,447.48**