VISALIA CONVENTION & VISITORS BUREAU

Budget vs. Actuals

January - May, 2025

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Income			
4000 TMD Allocation	430,000.02	358,333.35	120.00 %
4100 City of Visalia Allocation			
4120 COV Tourism Allocation	180,500.00	150,416.70	120.00 %
Total 4100 City of Visalia Allocation	**180,500.00**	**150,416.70**	**120.00 %**
4200 Co-Ops			
4240 Advertising Co-Ops - MML	11,500.00	4,166.65	276.00 %
Total 4200 Co-Ops	**11,500.00**	**4,166.65**	**276.00 %**
4750 Interest Income	2.68		
4800 Sales of Product Income	478.00		
Total Income	**$622,480.70**	**$512,916.70**	**121.36 %**
Cost of Goods Sold			
5000 Cost of Goods Sold	218.12		
Total Cost of Goods Sold	**$218.12**	**$0.00**	**0.00%**
GROSS PROFIT	**$622,262.58**	**$512,916.70**	**121.32 %**
Expenses			
6000 Operations			
6110 Bank Fees	96.19	41.65	230.95 %
6111 Credit Card Service Fee	17.23	41.65	41.37 %
6120 Equipment & Equipment Maintenance	27.50	2,916.70	0.94 %
6123 Software Purchases & Licenses	3,320.83	2,708.30	122.62 %
6130 Insurance	3,458.00	1,666.65	207.48 %
6140 Meetings Expense	721.83	833.30	86.62 %
6150 Office			
6151 Rent & Renovations	14,250.00	15,979.20	89.18 %
6152 Security/Alarm	518.52	291.65	177.79 %
6153 Utilities	1,815.93	1,750.00	103.77 %
6154 Cleaning	1,345.00	1,500.00	89.67 %
6155 Supplies	212.20	312.55	67.89 %
6156 Repair & Maintenance	972.29	1,000.00	97.23 %
Total 6150 Office	**19,113.94**	**20,833.40**	**91.75 %**
6160 Postage & Shipping	731.07	2,291.65	31.90 %
6170 Printing/Copies, General	559.49	4,166.65	13.43 %
6180 Office Supplies/Materials	1,141.10	1,041.70	109.54 %
6190 Telephone	1,781.26	1,875.00	95.00 %
6320 Accounting & Legal Fees	3,825.60	5,000.00	76.51 %
6360 Payroll			
6361 Wages, Benefits & Taxes	44,063.09	40,907.90	107.71 %
6362 Temps and Interns	450.00	416.65	108.00 %
6366 Payroll Administrative Fees	2,080.79	1,666.65	124.85 %
Total 6360 Payroll	**46,593.88**	**42,991.20**	**108.38 %**
6400 Miscellaneous Expense	3,310.20	1,458.35	226.98 %

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Total 6000 Operations	**84,698.12**	**87,866.20**	**96.39 %**
7000 Marketing			
7210 Advertising	493.16		
7211 Conventions		5,208.35	
7212 Tourism	112,504.32	210,416.65	53.47 %
7213 MML CVB/TMD Contributions	0.00	0.00	
7214 Majestic Mountain Loop	4,225.78	8,333.35	50.71 %
Total 7210 Advertising	**117,223.26**	**223,958.35**	**52.34 %**
7220 Trade Show Registration			
7221 Marketing Events - registration	881.85	6,250.00	14.11 %
7222 Convention Sales Events- registration		6,250.00	
Total 7220 Trade Show Registration	**881.85**	**12,500.00**	**7.05 %**
7225 Promotional items			
7226 Convention Promotional Items	115.28	2,083.35	5.53 %
7227 Tourism promotional items	5,618.98	2,083.35	269.71 %
Total 7225 Promotional items	**5,734.26**	**4,166.70**	**137.62 %**
7230 Convention Servicing- booked business	6,871.90	4,166.65	164.93 %
7240 FAM Tours			
7241 Media FAM Tours	1,034.17	4,166.65	24.82 %
7242 Convention FAM Tours	1,039.64	1,458.35	71.29 %
Total 7240 FAM Tours	**2,073.81**	**5,625.00**	**36.87 %**
7260 Travel			
7261 Media	6,190.59	3,541.65	174.79 %
7262 Convention	1,808.93	2,083.35	86.83 %
Total 7260 Travel	**7,999.52**	**5,625.00**	**142.21 %**
7280 New Collateral & Asset Development (marketing tools)	13,372.92	2,083.35	641.90 %
7281 Printed Collateral		1,041.65	
Total 7280 New Collateral & Asset Development (marketing tools)	**13,372.92**	**3,125.00**	**427.93 %**
7290 Sequoia Tourism Council		5,208.30	
7300 Convention Sales-Procurement and Retention Incentives	9,237.13	5,416.65	170.53 %
7310 Special Tourism Marketing Projects			
7314 Website Refresh		16,666.70	
Total 7310 Special Tourism Marketing Projects		**16,666.70**	
7340 Memberships/Dues & Subscriptions			
7341 Tourism	17,859.33	16,666.65	107.16 %
7342 Convention	2,700.00	8,333.35	32.40 %
7343 General	550.00	1,041.70	52.80 %
Total 7340 Memberships/Dues & Subscriptions	**21,109.33**	**26,041.70**	**81.06 %**
7360 Payroll			
7361 Wages & Benefits	74,329.06	67,027.50	110.89 %
Total 7360 Payroll	**74,329.06**	**67,027.50**	**110.89 %**

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	TOTAL		
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Total 7000 Marketing	**258,833.04**	**379,527.55**	**68.20 %**
8000 Destination Development	1,130.27		
8315 Destination Development	3,511.03	14,583.35	24.08 %
8360 Payroll			
8361 Wages & Benefits	26,963.13	24,866.25	108.43 %
Total 8360 Payroll	**26,963.13**	**24,866.25**	**108.43 %**
Total 8000 Destination Development	**31,604.43**	**39,449.60**	**80.11 %**
Total Expenses	**$375,135.59**	**$506,843.35**	**74.01 %**
NET OPERATING INCOME	**$247,126.99**	**$6,073.35**	**4,069.04 %**
Other Expenses			
Reconciliation Discrepancies	-5,272.79		
Total Other Expenses	**$ -5,272.79**	**$0.00**	**0.00%**
NET OTHER INCOME	**$5,272.79**	**$0.00**	**0.00%**
NET INCOME	**$252,399.78**	**$6,073.35**	**4,155.86 %**