

Visalia Convention & Visitor's Bureau

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

January - December 2024

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Income			
Total Income			0.00%
GROSS PROFIT	\$0.00	\$0.00	0.00%
Expenses			
6000 Operations	16,446.74	109,596.88	15.01 %
7000 Marketing	27,445.72	269,212.50	10.19 %
8000 Destination Development	6,799.40	56,365.63	12.06 %
Total Expenses	\$50,691.86	\$435,175.01	11.65 %
NET OPERATING INCOME	\$ -50,691.86	\$ -435,175.01	11.65 %
NET INCOME	\$ -50,691.86	\$ -435,175.01	11.65 %