

Visalia Convention & Visitor's Bureau

Profit and Loss by Class

September 2024

	COV	GOODS	MML	VTMD	TOTAL
Income					
4000 TMD Allocation				62,667.00	\$62,667.00
4750 Interest Income	0.55				\$0.55
4800 Sales of Product Income		151.00			\$151.00
Total Income	\$0.55	\$151.00	\$0.00	\$62,667.00	\$62,818.55
Cost of Goods Sold					
5000 Cost of Goods Sold		82.18			\$82.18
Total Cost of Goods Sold	\$0.00	\$82.18	\$0.00	\$0.00	\$82.18
GROSS PROFIT	\$0.55	\$68.82	\$0.00	\$62,667.00	\$62,736.37
Expenses					
6000 Operations					\$0.00
6111 Credit Card Service Fee		5.12			\$5.12
6120 Computer & Maintenance	352.08			352.06	\$704.14
6123 Software Purchases & Licenses	77.45			77.43	\$154.88
Total 6120 Computer & Maintenance	429.53			429.49	\$859.02
6150 Office	274.61			2,656.42	\$2,931.03
6153 Utilities	48.13			433.17	\$481.30
6154 Cleaning	30.00			270.00	\$300.00
6155 Supplies	6.26			56.36	\$62.62
6156 Repair & Maintenance	11.60			104.40	\$116.00
Total 6150 Office	370.60			3,520.35	\$3,890.95
6160 Postage & Shipping	56.36			366.44	\$422.80
6170 Printing/Copies, General	13.02			52.12	\$65.14
6180 Office Supplies/Materials	54.25			54.24	\$108.49
6190 Telephone	175.43			175.42	\$350.85
6360 Payroll					\$0.00
6361 Wages	3,965.98			3,269.37	\$7,235.35
6366 Payroll Administrative Fees	698.64			698.63	\$1,397.27
Total 6360 Payroll	4,664.62			3,968.00	\$8,632.62
6400 Miscellaneous Expense	24.84				\$24.84
Total 6000 Operations	5,788.65	5.12		8,566.06	\$14,359.83
7000 Marketing					\$0.00
7210 Advertising					\$0.00
7212 Tourism	2,029.88			75,632.68	\$77,662.56
Total 7210 Advertising	2,029.88			75,632.68	\$77,662.56
7220 Registration	600.00				\$600.00
7221 Marketing Events - registration				2,250.00	\$2,250.00
7222 Convention Sales Events- registration	752.97				\$752.97
Total 7220 Registration	1,352.97			2,250.00	\$3,602.97

Visalia Convention & Visitor's Bureau

Profit and Loss by Class

September 2024

	COV	GOODS	MML	VTMD	TOTAL
7225 Promotional items					\$0.00
7226 Convention Promotional Items	397.19				\$397.19
7227 Tourism promotional items				289.75	\$289.75
Total 7225 Promotional items	397.19			289.75	\$686.94
7230 Convention Servicing- booked business	4,959.45				\$4,959.45
7240 FAM Tours					\$0.00
7241 Media FAM Tours				2,671.54	\$2,671.54
7242 Convention FAM Tours	1,220.57				\$1,220.57
Total 7240 FAM Tours	1,220.57			2,671.54	\$3,892.11
7260 Travel					\$0.00
7261 Media				27.47	\$27.47
7262 Convention	5.70				\$5.70
Total 7260 Travel	5.70			27.47	\$33.17
7280 Collateral				1,054.26	\$1,054.26
7300 Convention Sales-Procurement and Retention Incentives	283.50				\$283.50
7310 Special Tourism Marketing Projects					\$0.00
7311 Sequoia Legacy Tree	416.66				\$416.66
Total 7310 Special Tourism Marketing Projects	416.66				\$416.66
7340 Memberships/Dues & Subscriptions					\$0.00
7341 Tourism	35.00		276.00	535.00	\$846.00
7342 Convention	1,350.00				\$1,350.00
7343 General	257.25			477.75	\$735.00
Total 7340 Memberships/Dues & Subscriptions	1,642.25		276.00	1,012.75	\$2,931.00
7360 Payroll					\$0.00
7361 Wages	4,576.77			7,938.91	\$12,515.68
Total 7360 Payroll	4,576.77			7,938.91	\$12,515.68
Total 7000 Marketing	16,884.94		276.00	90,877.36	\$108,038.30
8000 Destination Development					\$0.00
8315 Destination Development				1,008.53	\$1,008.53
8360 Payroll					\$0.00
8361 Wages	2,744.46			1,142.41	\$3,886.87
Total 8360 Payroll	2,744.46			1,142.41	\$3,886.87
Total 8000 Destination Development	2,744.46			2,150.94	\$4,895.40
Total Expenses	\$25,418.05	\$5.12	\$276.00	\$101,594.36	\$127,293.53
NET OPERATING INCOME	\$ -25,417.50	\$63.70	\$ -276.00	\$ -38,927.36	\$ -64,557.16
NET INCOME	\$ -25,417.50	\$63.70	\$ -276.00	\$ -38,927.36	\$ -64,557.16