

Visalia Convention & Visitor's Bureau

Profit and Loss by Class

December 2024

	COV	GOODS	MML	VTMD	TOTAL
Income					
4200 Co-Ops					\$0.00
4240 Advertising Co-Ops - MML			10,000.00		\$10,000.00
Total 4200 Co-Ops			10,000.00		\$10,000.00
4750 Interest Income	0.57				\$0.57
4800 Sales of Product Income		72.00			\$72.00
Total Income	\$0.57	\$72.00	\$10,000.00	\$0.00	\$10,072.57
Cost of Goods Sold					
5000 Cost of Goods Sold		26.48			\$26.48
Total Cost of Goods Sold	\$0.00	\$26.48	\$0.00	\$0.00	\$26.48
GROSS PROFIT	\$0.57	\$45.52	\$10,000.00	\$0.00	\$10,046.09
Expenses					
6000 Operations					\$0.00
6111 Credit Card Service Fee		2.39			\$2.39
6120 Computer & Maintenance	61.25			61.25	\$122.50
6123 Software Purchases & Licenses	231.52			146.60	\$378.12
Total 6120 Computer & Maintenance	292.77			207.85	\$500.62
6140 Meetings Expense	94.48			454.89	\$549.37
6150 Office					\$0.00
6151 Rent & Renovations	285.00			2,565.00	\$2,850.00
6153 Utilities	50.83			457.47	\$508.30
6154 Cleaning	30.00			270.00	\$300.00
6155 Supplies	10.92			9.74	\$20.66
6156 Repair & Maintenance	15.00			135.00	\$150.00
Total 6150 Office	391.75			3,437.21	\$3,828.96
6160 Postage & Shipping	33.10			187.55	\$220.65
6170 Printing/Copies, General	16.29			65.17	\$81.46
6180 Office Supplies/Materials	60.80			180.72	\$241.52
6190 Telephone	176.16			176.15	\$352.31
6320 Accounting & Legal Fees	1,572.80				\$1,572.80
6360 Payroll					\$0.00
6361 Wages	5,054.57			4,176.79	\$9,231.36
6366 Payroll Administrative Fees	701.74			701.74	\$1,403.48
Total 6360 Payroll	5,756.31			4,878.53	\$10,634.84
6400 Miscellaneous Expense	598.91			30.00	\$628.91
Total 6000 Operations	8,993.37	2.39		9,618.07	\$18,613.83

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	COV	GOODS	MML	VTMD	TOTAL
7000 Marketing					\$0.00
7210 Advertising					\$0.00
7211 Conventions	350.00				\$350.00
7212 Tourism	410.78			13,292.00	\$13,702.78
7213 MML CVB/TMD Contributions	5,000.00			5,000.00	\$10,000.00
Total 7210 Advertising	5,760.78			18,292.00	\$24,052.78
7220 Registration					\$0.00
7221 Marketing Events - registration	7,124.00				\$7,124.00
7222 Convention Sales Events- registration	3,205.64				\$3,205.64
Total 7220 Registration	10,329.64				\$10,329.64
7225 Promotional items					\$0.00
7226 Convention Promotional Items	4,730.17				\$4,730.17
7227 Tourism promotional items		959.03			\$959.03
Total 7225 Promotional items	4,730.17	959.03			\$5,689.20
7230 Convention Servicing- booked business	682.32				\$682.32
7240 FAM Tours					\$0.00
7242 Convention FAM Tours	399.20				\$399.20
Total 7240 FAM Tours	399.20				\$399.20
7260 Travel					\$0.00
7262 Convention	1,146.53				\$1,146.53
Total 7260 Travel	1,146.53				\$1,146.53
7280 Collateral	2.00			45.00	\$47.00
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
7360 Payroll					\$0.00
7361 Wages	5,817.14			10,006.79	\$15,823.93
Total 7360 Payroll	5,817.14			10,006.79	\$15,823.93
Total 7000 Marketing	29,076.11	959.03		28,343.79	\$58,378.93
8000 Destination Development					\$0.00
8360 Payroll					\$0.00
8361 Wages	3,441.01			1,432.55	\$4,873.56
Total 8360 Payroll	3,441.01			1,432.55	\$4,873.56
Total 8000 Destination Development	3,441.01			1,432.55	\$4,873.56
Total Expenses	\$41,510.49	\$961.42	\$0.00	\$39,394.41	\$81,866.32
NET OPERATING INCOME	\$ -41,509.92	\$ -915.90	\$10,000.00	\$ -39,394.41	\$ -71,820.23
NET INCOME	\$ -41,509.92	\$ -915.90	\$10,000.00	\$ -39,394.41	\$ -71,820.23