

Visalia Convention & Visitor's Bureau

Profit and Loss by Class

February 2024

	COV	GOODS	VTMD	TOTAL
Income				
4100 City of Visalia Allocation				\$0.00
4110 COV Allocation/TOT	185,000.00			\$185,000.00
Total 4100 City of Visalia Allocation	185,000.00			\$185,000.00
4750 Interest Income	1.00			\$1.00
4800 Sales of Product Income		66.00		\$66.00
Total Income	\$185,001.00	\$66.00	\$0.00	\$185,067.00
GROSS PROFIT	\$185,001.00	\$66.00	\$0.00	\$185,067.00
Expenses				
6000 Operations				\$0.00
6111 Credit Card Service Fee		2.31		\$2.31
6120 Computer & Maintenance				\$0.00
6123 Software Purchases & Licenses	293.17		293.14	\$586.31
Total 6120 Computer & Maintenance	293.17		293.14	\$586.31
6130 Insurance	3,715.00			\$3,715.00
6140 Meetings Expense	144.96			\$144.96
6150 Office	270.00		2,430.00	\$2,700.00
6151 Rent & Renovations	10.00		90.00	\$100.00
6152 Security/Alarm	65.34		588.06	\$653.40
6153 Utilities	32.04		288.33	\$320.37
6154 Cleaning	18.00		162.00	\$180.00
6155 Supplies	6.38		57.44	\$63.82
Total 6150 Office	401.76		3,615.83	\$4,017.59
6160 Postage & Shipping	132.48		750.69	\$883.17
6170 Printing/Copies, General	11.19		44.72	\$55.91
6180 Office Supplies/Materials	68.78		68.76	\$137.54
6190 Telephone	156.79		156.78	\$313.57
6320 Accounting & Legal Fees	3,420.00			\$3,420.00
6360 Payroll				\$0.00
6361 Wages	5,178.18		4,169.88	\$9,348.06
6366 Payroll Administrative Fees	982.93		982.94	\$1,965.87
Total 6360 Payroll	6,161.11		5,152.82	\$11,313.93
Total 6000 Operations	14,505.24	2.31	10,082.74	\$24,590.29
7000 Marketing				\$0.00
7210 Advertising				\$0.00
7212 Tourism	2,067.53		66,849.98	\$68,917.51
Total 7210 Advertising	2,067.53		66,849.98	\$68,917.51
7225 Promotional items				\$0.00
7227 Tourism promotional items			21.00	\$21.00
Total 7225 Promotional items			21.00	\$21.00

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7260 Travel				\$0.00
7261 Media	8.93		3,495.12	\$3,504.05
Total 7260 Travel	8.93		3,495.12	\$3,504.05
7300 Convention Sales-Procurement and Retention Incentives	98.40			\$98.40
7310 Special Tourism Marketing Projects				\$0.00
7311 Sequoia Legacy Tree			209.43	\$209.43
Total 7310 Special Tourism Marketing Projects			209.43	\$209.43
7340 Memberships/Dues & Subscriptions				\$0.00
7341 Tourism			1,000.00	\$1,000.00
Total 7340 Memberships/Dues & Subscriptions			1,000.00	\$1,000.00
7360 Payroll				\$0.00
7361 Wages	6,127.23		11,425.51	\$17,552.74
Total 7360 Payroll	6,127.23		11,425.51	\$17,552.74
Total 7000 Marketing	8,302.09		83,001.04	\$91,303.13
8000 Destination Development				\$0.00
8315 Destination Development			6,200.00	\$6,200.00
8360 Payroll				\$0.00
8361 Wages	4,130.76		1,717.83	\$5,848.59
Total 8360 Payroll	4,130.76		1,717.83	\$5,848.59
Total 8000 Destination Development	4,130.76		7,917.83	\$12,048.59
Total Expenses	\$26,938.09	\$2.31	\$101,001.61	\$127,942.01
NET OPERATING INCOME	\$158,062.91	\$63.69	\$ -101,001.61	\$57,124.99
NET INCOME	\$158,062.91	\$63.69	\$ -101,001.61	\$57,124.99