

Visalia Convention & Visitor's Bureau

Profit and Loss by Class

May 2024

	COV	GOODS	VTMD	TOTAL
Income				
4000 TMD Allocation			62,667.00	\$62,667.00
4100 City of Visalia Allocation				\$0.00
4110 COV Allocation/TOT	175,000.00			\$175,000.00
Total 4100 City of Visalia Allocation	175,000.00			\$175,000.00
4400 Membership Dues				\$0.00
4410 Services	0.00			\$0.00
Total 4400 Membership Dues	0.00			\$0.00
4750 Interest Income	0.55			\$0.55
4800 Sales of Product Income		71.00		\$71.00
Total Income	\$175,000.55	\$71.00	\$62,667.00	\$237,738.55
Cost of Goods Sold				
5000 Cost of Goods Sold		45.74		\$45.74
Total Cost of Goods Sold	\$0.00	\$45.74	\$0.00	\$45.74
GROSS PROFIT	\$175,000.55	\$25.26	\$62,667.00	\$237,692.81
Expenses				
6000 Operations				\$0.00
6110 Bank Fees	1.10			\$1.10
6111 Credit Card Service Fee		2.30		\$2.30
6120 Computer & Maintenance	131.43		125.43	\$256.86
6123 Software Purchases & Licenses	77.43		77.45	\$154.88
Total 6120 Computer & Maintenance	208.86		202.88	\$411.74
6140 Meetings Expense	24.00			\$24.00
6150 Office	270.00		2,430.00	\$2,700.00
6153 Utilities	13.48		121.26	\$134.74
6154 Cleaning	24.00		216.00	\$240.00
6155 Supplies	4.77		42.96	\$47.73
6156 Repair & Maintenance	30.11		270.94	\$301.05
Total 6150 Office	342.36		3,081.16	\$3,423.52
6160 Postage & Shipping	86.15		488.20	\$574.35
6170 Printing/Copies, General	23.72		94.88	\$118.60
6180 Office Supplies/Materials	124.04		124.00	\$248.04
6190 Telephone	85.38		85.37	\$170.75
6320 Accounting & Legal Fees	620.00			\$620.00
6360 Payroll				\$0.00
6361 Wages	4,008.29		3,310.45	\$7,318.74
6366 Payroll Administrative Fees	698.66		698.66	\$1,397.32
Total 6360 Payroll	4,706.95		4,009.11	\$8,716.06
6400 Miscellaneous Expense	1,188.60			\$1,188.60
Total 6000 Operations	7,411.16	2.30	8,085.60	\$15,499.06

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	COV	GOODS	VTMD	TOTAL
7000 Marketing				\$0.00
7210 Advertising				\$0.00
7211 Conventions	3,250.00			\$3,250.00
7212 Tourism	238.75		7,719.59	\$7,958.34
Total 7210 Advertising	3,488.75		7,719.59	\$11,208.34
7220 Registration				\$0.00
7221 Marketing Events - registration			314.08	\$314.08
Total 7220 Registration			314.08	\$314.08
7225 Promotional items				\$0.00
7226 Convention Promotional Items	382.64			\$382.64
7227 Tourism promotional items			140.32	\$140.32
Total 7225 Promotional items	382.64		140.32	\$522.96
7230 Convention Servicing- booked business	2,810.98		43.50	\$2,854.48
7240 FAM Tours	0.00			\$0.00
7242 Convention FAM Tours	467.51			\$467.51
Total 7240 FAM Tours	467.51			\$467.51
7260 Travel				\$0.00
7261 Media	11.78		449.92	\$461.70
Total 7260 Travel	11.78		449.92	\$461.70
7280 Collateral			297.10	\$297.10
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
7340 Memberships/Dues & Subscriptions				\$0.00
7341 Tourism			6,500.00	\$6,500.00
Total 7340 Memberships/Dues & Subscriptions			6,500.00	\$6,500.00
7360 Payroll				\$0.00
7361 Wages	4,620.13		7,988.04	\$12,608.17
Total 7360 Payroll	4,620.13		7,988.04	\$12,608.17
Total 7000 Marketing	11,990.12		23,452.55	\$35,442.67
8000 Destination Development				\$0.00
8315 Destination Development			694.86	\$694.86
8360 Payroll				\$0.00
8361 Wages	2,749.18		1,144.39	\$3,893.57
Total 8360 Payroll	2,749.18		1,144.39	\$3,893.57
Total 8000 Destination Development	2,749.18		1,839.25	\$4,588.43
Total Expenses	\$22,150.46	\$2.30	\$33,377.40	\$55,530.16
NET OPERATING INCOME	\$152,850.09	\$22.96	\$29,289.60	\$182,162.65
NET INCOME	\$152,850.09	\$22.96	\$29,289.60	\$182,162.65