

Visalia Convention & Visitor's Bureau

Profit and Loss

January - October, 2024

	TOTAL
Income	
4000 TMD Allocation	689,337.00
4100 City of Visalia Allocation	
4110 COV Allocation/TOT	361,049.00
Total 4100 City of Visalia Allocation	361,049.00
4200 Co-Ops	
4240 Advertising Co-Ops - MML	10,000.00
Total 4200 Co-Ops	10,000.00
4400 Membership Dues	
4410 Services	0.00
Total 4400 Membership Dues	0.00
4750 Interest Income	6.73
4800 Sales of Product Income	1,160.00
Total Income	\$1,061,552.73
Cost of Goods Sold	
5000 Cost of Goods Sold	563.04
Total Cost of Goods Sold	\$563.04
GROSS PROFIT	\$1,060,989.69
Expenses	
6000 Operations	
6110 Bank Fees	1.10
6111 Credit Card Service Fee	40.19
6120 Computer & Maintenance	5,762.75
6123 Software Purchases & Licenses	3,971.80
Total 6120 Computer & Maintenance	9,734.55
6130 Insurance	3,715.00
6140 Meetings Expense	1,534.14
6150 Office	-0.03
6151 Rent & Renovations	32,531.36
6152 Security/Alarm	653.40
6153 Utilities	3,453.10
6154 Cleaning	2,585.95
6155 Supplies	336.30
6156 Repair & Maintenance	1,110.86
Total 6150 Office	40,670.94
6160 Postage & Shipping	4,011.12
6170 Printing/Copies, General	9,478.27
6180 Office Supplies/Materials	1,818.57

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6190 Telephone	3,665.59
6320 Accounting & Legal Fees	9,170.80
6360 Payroll	
6361 Wages	75,794.54
6362 Temps and Interns	562.50
6366 Payroll Administrative Fees	15,483.90
Total 6360 Payroll	91,840.94
6400 Miscellaneous Expense	2,181.50
Total 6000 Operations	177,862.71
7000 Marketing	
7210 Advertising	2,995.00
7211 Conventions	5,220.00
7212 Tourism	348,066.47
7214 Majestic Mountain Loop	10,130.09
Total 7210 Advertising	366,411.56
7220 Registration	600.00
7221 Marketing Events - registration	7,401.66
7222 Convention Sales Events- registration	5,382.97
Total 7220 Registration	13,384.63
7225 Promotional items	
7226 Convention Promotional Items	1,350.73
7227 Tourism promotional items	2,969.55
Total 7225 Promotional items	4,320.28
7230 Convention Servicing- booked business	20,072.53
7240 FAM Tours	-108.53
7241 Media FAM Tours	7,725.74
7242 Convention FAM Tours	2,981.59
Total 7240 FAM Tours	10,598.80
7260 Travel	396.64
7261 Media	8,743.69
7262 Convention	308.54
Total 7260 Travel	9,448.87
7280 Collateral	11,153.88
7300 Convention Sales-Procurement and Retention Incentives	13,997.50
7310 Special Tourism Marketing Projects	
7311 Sequoia Legacy Tree	2,292.73
7314 Website Refresh	8,500.00
Total 7310 Special Tourism Marketing Projects	10,792.73

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7340 Memberships/Dues & Subscriptions	2,930.00
7341 Tourism	36,620.16
7342 Convention	18,064.00
7343 General	1,913.36
Total 7340 Memberships/Dues & Subscriptions	59,527.52
7360 Payroll	
7361 Wages	133,728.31
Total 7360 Payroll	133,728.31
Total 7000 Marketing	653,436.61
8000 Destination Development	
8315 Destination Development	31,255.52
8360 Payroll	
8361 Wages	39,890.14
Total 8360 Payroll	39,890.14
Total 8000 Destination Development	71,145.66
Total Expenses	\$902,444.98
NET OPERATING INCOME	\$158,544.71
NET INCOME	\$158,544.71