Visalia Convention & Visitor's Bureau

Budget vs. Actuals: Budget_FY24_P&L - FY24 P&L

January - December 2024

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Income			
4000 TMD Allocation		752,000.00	
4100 City of Visalia Allocation			
4110 COV Allocation/TOT	185,000.00	375,000.00	49.33 %
Total 4100 City of Visalia Allocation	**185,000.00**	**375,000.00**	**49.33 %**
Total Income	**$185,000.00**	**$1,127,000.00**	**16.42 %**
GROSS PROFIT	**$185,000.00**	**$1,127,000.00**	**16.42 %**
Expenses			
6000 Operations			
6110 Bank Fees		100.00	
6111 Credit Card Service Fee	5.02	100.00	5.02 %
6120 Computer & Maintenance		6,000.00	
6123 Software Purchases & Licenses	670.31	8,000.00	8.38 %
Total 6120 Computer & Maintenance	**670.31**	**14,000.00**	**4.79 %**
6130 Insurance	3,715.00	4,000.00	92.88 %
6140 Meetings Expense	144.96	2,000.00	7.25 %
6150 Office	5,400.00	43,500.00	12.41 %
6160 Postage & Shipping	883.17	2,000.00	44.16 %
6170 Printing/Copies, General	85.91	8,500.00	1.01 %
6180 Office Supplies/Materials	143.13	2,000.00	7.16 %
6190 Telephone	446.71	2,000.00	22.34 %
6320 Accounting & Legal Fees	3,900.00	3,000.00	130.00 %
6360 Payroll			
6361 Wages	14,080.22	103,796.88	13.57 %
6362 Temps and Interns	150.00	800.00	18.75 %
6366 Payroll Administrative Fees	2,216.52	5,000.00	44.33 %
Total 6360 Payroll	**16,446.74**	**109,596.88**	**15.01 %**
6400 Miscellaneous Expense	52.62	5,000.00	1.05 %
Total 6000 Operations	**31,893.57**	**195,796.88**	**16.29 %**
7000 Marketing			
7210 Advertising			
7211 Conventions		10,000.00	
7212 Tourism	83,956.71	394,400.00	21.29 %
7214 Majestic Mountain Loop	3,188.75	10,000.00	31.89 %
Total 7210 Advertising	**87,145.46**	**414,400.00**	**21.03 %**
7220 Registration			
7221 Marketing Events - registration	4,055.00	8,000.00	50.69 %
7222 Convention Sales Events- registration		7,500.00	
Total 7220 Registration	**4,055.00**	**15,500.00**	**26.16 %**
7225 Promotional items			
7226 Convention Promotional Items	100.00	2,000.00	5.00 %
7227 Tourism promotional items	293.34	2,500.00	11.73 %

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	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Total 7225 Promotional items	**393.34**	**4,500.00**	**8.74 %**
7230 Convention Servicing- booked business	183.37	4,150.00	4.42 %
7240 FAM Tours			
7241 Media FAM Tours		8,000.00	
7242 Convention FAM Tours		5,000.00	
Total 7240 FAM Tours		**13,000.00**	
7260 Travel			
7261 Media	3,545.99	4,250.00	83.44 %
7262 Convention		4,000.00	
Total 7260 Travel	**3,545.99**	**8,250.00**	**42.98 %**
7280 Collateral		10,000.00	
7290 Sequoia Tourism Council		12,500.00	
7300 Convention Sales-Procurement and Retention Incentives	13,807.81	10,000.00	138.08 %
7310 Special Tourism Marketing Projects			
7311 Sequoia Legacy Tree	834.42	3,500.00	23.84 %
7314 Website Refresh	8,500.00	7,500.00	113.33 %
Total 7310 Special Tourism Marketing Projects	**9,334.42**	**11,000.00**	**84.86 %**
7340 Memberships/Dues & Subscriptions			
7341 Tourism	5,278.80	10,000.00	52.79 %
7342 Convention	2,700.00	7,500.00	36.00 %
7343 General		45,700.00	
Total 7340 Memberships/Dues & Subscriptions	**7,978.80**	**63,200.00**	**12.62 %**
7360 Payroll			
7361 Wages	27,445.72	269,212.50	10.19 %
Total 7360 Payroll	**27,445.72**	**269,212.50**	**10.19 %**
Total 7000 Marketing	**153,889.91**	**835,712.50**	**18.41 %**
8000 Destination Development			
8315 Destination Development	6,200.00	33,500.00	18.51 %
8360 Payroll			
8361 Wages	6,799.40	56,365.63	12.06 %
Total 8360 Payroll	**6,799.40**	**56,365.63**	**12.06 %**
Total 8000 Destination Development	**12,999.40**	**89,865.63**	**14.47 %**
Total Expenses	**$198,782.88**	**$1,121,375.01**	**17.73 %**
NET OPERATING INCOME	**$ -13,782.88**	**$5,624.99**	**-245.03 %**
NET INCOME	**$ -13,782.88**	**$5,624.99**	**-245.03 %**