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	564,003.00	752,000.00	75.00 %
4100 City of Visalia Allocation			
4110 COV Allocation/TOT	361,049.00	375,000.00	96.28 %
Total 4100 City of Visalia Allocation	**361,049.00**	**375,000.00**	**96.28 %**
Total Income	**$925,052.00**	**$1,127,000.00**	**82.08 %**
GROSS PROFIT	**$925,052.00**	**$1,127,000.00**	**82.08 %**
Expenses			
6000 Operations			
6110 Bank Fees	1.10	100.00	1.10 %
6111 Credit Card Service Fee	32.05	100.00	32.05 %
6120 Computer & Maintenance	5,601.99	6,000.00	93.37 %
6123 Software Purchases & Licenses	3,662.04	8,000.00	45.78 %
Total 6120 Computer & Maintenance	**9,264.03**	**14,000.00**	**66.17 %**
6130 Insurance	3,715.00	4,000.00	92.88 %
6140 Meetings Expense	1,534.14	2,000.00	76.71 %
6150 Office	22,507.27	43,500.00	51.74 %
6160 Postage & Shipping	3,406.15	2,000.00	170.31 %
6170 Printing/Copies, General	9,330.96	8,500.00	109.78 %
6180 Office Supplies/Materials	1,121.26	2,000.00	56.06 %
6190 Telephone	2,778.58	2,000.00	138.93 %
6320 Accounting & Legal Fees	8,158.00	3,000.00	271.93 %
6360 Payroll			
6361 Wages	61,292.95	103,796.88	59.05 %
6362 Temps and Interns	562.50	800.00	70.31 %
6366 Payroll Administrative Fees	12,689.40	5,000.00	253.79 %
Total 6360 Payroll	**74,544.85**	**109,596.88**	**68.02 %**
6400 Miscellaneous Expense	2,181.50	5,000.00	43.63 %
Total 6000 Operations	**138,574.89**	**195,796.88**	**70.77 %**
7000 Marketing			
7210 Advertising			
7211 Conventions	5,220.00	10,000.00	52.20 %
7212 Tourism	335,516.43	394,400.00	85.07 %
7214 Majestic Mountain Loop	10,130.09	10,000.00	101.30 %
Total 7210 Advertising	**350,866.52**	**414,400.00**	**84.67 %**
7220 Registration			
7221 Marketing Events - registration	8,772.78	8,000.00	109.66 %
7222 Convention Sales Events- registration	4,630.00	7,500.00	61.73 %
Total 7220 Registration	**13,402.78**	**15,500.00**	**86.47 %**
7225 Promotional items			
7226 Convention Promotional Items	921.51	2,000.00	46.08 %
7227 Tourism promotional items	2,294.30	2,500.00	91.77 %

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January - December 2024

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Total 7225 Promotional items	**3,215.81**	**4,500.00**	**71.46 %**
7230 Convention Servicing- booked business	6,493.64	4,150.00	156.47 %
7240 FAM Tours			
7241 Media FAM Tours	5,318.37	8,000.00	66.48 %
7242 Convention FAM Tours	1,697.02	5,000.00	33.94 %
Total 7240 FAM Tours	**7,015.39**	**13,000.00**	**53.96 %**
7260 Travel			
7261 Media	7,142.46	4,250.00	168.06 %
7262 Convention	302.84	4,000.00	7.57 %
Total 7260 Travel	**7,445.30**	**8,250.00**	**90.25 %**
7280 Collateral	10,426.75	10,000.00	104.27 %
7290 Sequoia Tourism Council		12,500.00	
7300 Convention Sales-Procurement and Retention Incentives	19,027.81	10,000.00	190.28 %
7310 Special Tourism Marketing Projects			
7311 Sequoia Legacy Tree	2,084.40	3,500.00	59.55 %
7314 Website Refresh	8,500.00	7,500.00	113.33 %
Total 7310 Special Tourism Marketing Projects	**10,584.40**	**11,000.00**	**96.22 %**
7340 Memberships/Dues & Subscriptions			
7341 Tourism	18,394.23	10,000.00	183.94 %
7342 Convention	18,064.00	7,500.00	240.85 %
7343 General		45,700.00	
Total 7340 Memberships/Dues & Subscriptions	**36,458.23**	**63,200.00**	**57.69 %**
7360 Payroll			
7361 Wages	108,667.40	269,212.50	40.36 %
Total 7360 Payroll	**108,667.40**	**269,212.50**	**40.36 %**
Total 7000 Marketing	**573,604.03**	**835,712.50**	**68.64 %**
8000 Destination Development			
8315 Destination Development	24,579.03	33,500.00	73.37 %
8360 Payroll			
8361 Wages	32,117.37	56,365.63	56.98 %
Total 8360 Payroll	**32,117.37**	**56,365.63**	**56.98 %**
Total 8000 Destination Development	**56,696.40**	**89,865.63**	**63.09 %**
Total Expenses	**$768,875.32**	**$1,121,375.01**	**68.57 %**
NET OPERATING INCOME	**$156,176.68**	**$5,624.99**	**2,776.48 %**
NET INCOME	**$156,176.68**	**$5,624.99**	**2,776.48 %**