

Visalia Convention & Visitor's Bureau Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L Classes January - December 2025															
	COV			GOODS			MML			VTMD			TOTAL		
	ACTUAL	BUDGET	OVER BUDGET	ACTUAL	BUDGET	OVER BUDGET	ACTUAL	BUDGET	OVER BUDGET	ACTUAL	BUDGET	OVER BUDGET	ACTUAL	BUDGET	OVER BUDGET
Income															
4000 TMD Allocation							5,000.00	5,000.00	0.00	281,666.68	855,000.00	-573,333.32	\$286,666.68	\$860,000.00	\$ -573,333.32
4100 City of Visalia Allocation													\$0.00	\$0.00	\$0.00
4120 COV Tourism Allocation	180,500.00	356,000.00	-175,500.00					5,000.00	-5,000.00				\$180,500.00	\$361,000.00	\$ -180,500.00
Total 4100 City of Visalia Allocation	180,500.00	356,000.00	-175,500.00					5,000.00	-5,000.00				\$180,500.00	\$361,000.00	\$ -180,500.00
4200 Co-Ops													\$0.00	\$0.00	\$0.00
4240 Advertising Co-Ops - MML		0.00	0.00				11,500.00	10,000.00	1,500.00		0.00	0.00	\$11,500.00	\$10,000.00	\$1,500.00
Total 4200 Co-Ops		0.00	0.00				11,500.00	10,000.00	1,500.00		0.00	0.00	\$11,500.00	\$10,000.00	\$1,500.00
4750 Interest Income	1.60		1.60										\$1.60	\$0.00	\$1.60
4800 Sales of Product Income				332.00		332.00							\$332.00	\$0.00	\$332.00
Total Income	\$180,501.60	\$356,000.00	\$ -175,498.40	\$332.00	\$0.00	\$332.00	\$16,500.00	\$20,000.00	\$ -3,500.00	\$281,666.68	\$855,000.00	\$ -573,333.32	\$479,000.28	\$1,231,000.00	\$ -751,999.72
Cost of Goods Sold															
5000 Cost of Goods Sold				152.72		152.72							\$152.72	\$0.00	\$152.72
Total Cost of Goods Sold	\$0.00	\$0.00	\$0.00	\$152.72	\$0.00	\$152.72	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$152.72	\$0.00	\$152.72
GROSS PROFIT	\$180,501.60	\$356,000.00	\$ -175,498.40	\$179.28	\$0.00	\$179.28	\$16,500.00	\$20,000.00	\$ -3,500.00	\$281,666.68	\$855,000.00	\$ -573,333.32	\$478,847.56	\$1,231,000.00	\$ -752,152.44
Expenses															
6000 Operations													\$0.00	\$0.00	\$0.00
6110 Bank Fees	43.04	100.00	-56.96										\$43.04	\$100.00	\$ -56.96
6111 Credit Card Service Fee				11.80		11.80					100.00	-100.00	\$11.80	\$100.00	\$ -88.20
6120 Equipment & Equipment Maintenance	13.75	3,500.00	-3,486.25							13.75	3,500.00	-3,486.25	\$27.50	\$7,000.00	\$ -6,972.50
6130 Insurance	1,034.00	4,000.00	-2,966.00										\$1,034.00	\$4,000.00	\$ -2,966.00
6140 Meetings Expense	72.19	1,000.00	-927.81							227.17	1,000.00	-772.83	\$299.36	\$2,000.00	\$ -1,700.64
6150 Office													\$0.00	\$0.00	\$0.00
6151 Rent & Renovations	2,137.50	9,587.50	-7,450.00							6,412.50	28,762.50	-22,350.00	\$8,550.00	\$38,350.00	\$ -29,800.00
6152 Security/Alarm	129.63	175.00	-45.37							388.89	525.00	-136.11	\$518.52	\$700.00	\$ -181.48
6153 Utilities	325.39	1,050.00	-724.61							976.08	3,150.00	-2,173.92	\$1,301.47	\$4,200.00	\$ -2,898.53
6154 Cleaning	206.25	900.00	-693.75							618.75	2,700.00	-2,081.25	\$825.00	\$3,600.00	\$ -2,775.00
6155 Supplies	41.13	187.50	-146.37							123.39	562.50	-439.11	\$164.52	\$750.00	\$ -585.48
6156 Repair & Maintenance	225.58	600.00	-374.42							676.71	1,800.00	-1,123.29	\$902.29	\$2,400.00	\$ -1,497.71
Total 6150 Office	3,065.48	12,500.00	-9,434.52							9,196.32	37,500.00	-28,303.68	\$12,261.80	\$50,000.00	\$ -37,738.20
6160 Postage & Shipping	97.34	825.00	-727.66							551.57	4,675.00	-4,123.43	\$648.91	\$5,500.00	\$ -4,851.09
6170 Printing/Copies, General	58.36	3,000.00	-2,941.64							255.11	7,000.00	-6,744.89	\$313.47	\$10,000.00	\$ -9,686.53
6180 Office Supplies/Materials	285.09	1,250.00	-964.91							285.08	1,250.00	-964.92	\$570.17	\$2,500.00	\$ -1,929.83
6190 Telephone	697.29	2,250.00	-1,552.71							697.29	2,250.00	-1,552.71	\$1,394.58	\$4,500.00	\$ -3,105.42
6320 Accounting & Legal Fees	480.00	10,000.00	-9,520.00								2,000.00	-2,000.00	\$480.00	\$12,000.00	\$ -11,520.00
6360 Payroll													\$0.00	\$0.00	\$0.00
6361 Wages, Benefits & Taxes	18,117.79	63,816.00	-45,698.21							10,704.22	34,363.00	-23,658.78	\$28,822.01	\$98,179.00	\$ -69,356.99
6362 Temps and Interns	450.00	1,000.00	-550.00										\$450.00	\$1,000.00	\$ -550.00
6366 Payroll Administrative Fees	751.62	4,000.00	-3,248.38							751.62		751.62	\$1,503.24	\$4,000.00	\$ -2,496.76
Total 6360 Payroll	19,319.41	68,816.00	-49,496.59							11,455.84	34,363.00	-22,907.16	\$30,775.25	\$103,179.00	\$ -72,403.75
6400 Miscellaneous Expense	2,700.12	3,500.00	-799.88							472.26		472.26	\$3,172.38	\$3,500.00	\$ -327.62
Total 6000 Operations	27,866.07	110,741.00	-82,874.93	11.80		11.80				23,154.39	93,638.00	-70,483.61	\$51,032.26	\$204,379.00	\$ -153,346.74
6123 Software Purchases & Licenses	897.29	3,250.00	-2,352.71							897.29	3,250.00	-2,352.71	\$1,794.58	\$6,500.00	\$ -4,705.42
7000 Marketing													\$0.00	\$0.00	\$0.00
7210 Advertising										0.00		0.00	\$0.00	\$0.00	\$0.00
7211 Conventions		12,500.00	-12,500.00										\$0.00	\$12,500.00	\$ -12,500.00
7212 Tourism	127.45	30,000.00	-29,872.55							15,120.37	475,000.00	-459,879.63	\$15,247.82	\$505,000.00	\$ -489,752.18
7213 MML CVB/TMD Contributions	0.00	0.00	0.00							0.00	0.00	0.00	\$0.00	\$0.00	\$0.00
7214 Majestic Mountain Loop							4,225.78	20,000.00	-15,774.22				\$4,225.78	\$20,000.00	\$ -15,774.22
Total 7210 Advertising	127.45	42,500.00	-42,372.55				4,225.78	20,000.00	-15,774.22	15,120.37	475,000.00	-459,879.63	\$19,473.60	\$537,500.00	\$ -518,026.40
7220 Trade Show Registration													\$0.00	\$0.00	\$0.00
7221 Marketing Events - registration										1,357.17	15,000.00	-13,642.83	\$1,357.17	\$15,000.00	\$ -13,642.83
7222 Convention Sales Events- registration		15,000.00	-15,000.00										\$0.00	\$15,000.00	\$ -15,000.00
Total 7220 Trade Show Registration		15,000.00	-15,000.00							1,357.17	15,000.00	-13,642.83	\$1,357.17	\$30,000.00	\$ -28,642.83
7225 Promotional items													\$0.00	\$0.00	\$0.00
7226 Convention Promotional Items	80.28	5,000.00	-4,919.72							35.00		35.00	\$115.28	\$5,000.00	\$ -4,884.72
7227 Tourism promotional items										45.50	5,000.00	-4,954.50	\$45.50	\$5,000.00	\$ -4,954.50
Total 7225 Promotional items	80.28	5,000.00	-4,919.72							80.50	5,000.00	-4,919.50	\$160.78	\$10,000.00	\$ -9,839.22
7230 Convention Servicing- booked business	4,133.00	10,000.00	-5,867.00							3.88		3.88	\$4,136.88	\$10,000.00	\$ -5,863.12
7240 FAM Tours													\$0.00	\$0.00	\$0.00
7241 Media FAM Tours											10,000.00	-10,000.00	\$0.00	\$10,000.00	\$ -10,000.00
7242 Convention FAM Tours	967.45	3,500.00	-2,532.55										\$967.45	\$3,500.00	\$ -2,532.55
Total 7240 FAM Tours	967.45	3,500.00	-2,532.55								10,000.00	-10,000.00	\$967.45	\$13,500.00	\$ -12,532.55

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	ACTUAL	BUDGET	OVER BUDGET	ACTUAL	BUDGET	OVER BUDGET	ACTUAL	BUDGET	OVER BUDGET	ACTUAL	BUDGET	OVER BUDGET	ACTUAL	BUDGET	OVER BUDGET
7260 Travel													\$0.00	\$0.00	\$0.00
7261 Media	115.40		115.40							4,653.60	8,500.00	-3,846.40	\$4,769.00	\$8,500.00	\$ -3,731.00
7262 Convention	1,758.27	5,000.00	-3,241.73										\$1,758.27	\$5,000.00	\$ -3,241.73
Total 7260 Travel	1,873.67	5,000.00	-3,126.33							4,653.60	8,500.00	-3,846.40	\$6,527.27	\$13,500.00	\$ -6,972.73
7280 New Collateral & Asset Development (marketing tools)	168.75		168.75							511.29	5,000.00	-4,488.71	\$680.04	\$5,000.00	\$ -4,319.96
7281 Printed Collateral		2,500.00	-2,500.00										\$0.00	\$2,500.00	\$ -2,500.00
Total 7280 New Collateral & Asset Development (marketing tools)	168.75	2,500.00	-2,331.25							511.29	5,000.00	-4,488.71	\$680.04	\$7,500.00	\$ -6,819.96
7290 Sequoia Tourism Council		10,000.00	-10,000.00								2,500.00	-2,500.00	\$0.00	\$12,500.00	\$ -12,500.00
7300 Convention Sales-Procurement and Retention Incentives	9,237.13	13,000.00	-3,762.87										\$9,237.13	\$13,000.00	\$ -3,762.87
7310 Special Tourism Marketing Projects													\$0.00	\$0.00	\$0.00
7314 Website Refresh		20,000.00	-20,000.00								20,000.00	-20,000.00	\$0.00	\$40,000.00	\$ -40,000.00
Total 7310 Special Tourism Marketing Projects		20,000.00	-20,000.00								20,000.00	-20,000.00	\$0.00	\$40,000.00	\$ -40,000.00
7340 Memberships/Dues & Subscriptions													\$0.00	\$0.00	\$0.00
7341 Tourism	2,660.00	10,000.00	-7,340.00							4,940.00	30,000.00	-25,060.00	\$7,600.00	\$40,000.00	\$ -32,400.00
7342 Convention	2,700.00	20,000.00	-17,300.00										\$2,700.00	\$20,000.00	\$ -17,300.00
7343 General	275.00	1,250.00	-975.00							275.00	1,250.00	-975.00	\$550.00	\$2,500.00	\$ -1,950.00
Total 7340 Memberships/Dues & Subscriptions	5,635.00	31,250.00	-25,615.00							5,215.00	31,250.00	-26,035.00	\$10,850.00	\$62,500.00	\$ -51,650.00
7360 Payroll													\$0.00	\$0.00	\$0.00
7361 Wages & Benefits	19,442.07	67,564.00	-48,121.93							29,233.93	93,302.00	-64,068.07	\$48,676.00	\$160,866.00	\$ -112,190.00
Total 7360 Payroll	19,442.07	67,564.00	-48,121.93							29,233.93	93,302.00	-64,068.07	\$48,676.00	\$160,866.00	\$ -112,190.00
Total 7000 Marketing	41,664.80	225,314.00	-183,649.20				4,225.78	20,000.00	-15,774.22	56,175.74	665,552.00	-609,376.26	\$102,066.32	\$910,866.00	\$ -808,799.68
8000 Destination Development													\$0.00	\$0.00	\$0.00
8315 Destination Development	624.99	5,000.00	-4,375.01							3,436.90	30,000.00	-26,563.10	\$4,061.89	\$35,000.00	\$ -30,938.11
8360 Payroll													\$0.00	\$0.00	\$0.00
8361 Wages & Benefits	3,055.31	11,936.00	-8,880.69							14,603.68	47,743.00	-33,139.32	\$17,658.99	\$59,679.00	\$ -42,020.01
Total 8360 Payroll	3,055.31	11,936.00	-8,880.69							14,603.68	47,743.00	-33,139.32	\$17,658.99	\$59,679.00	\$ -42,020.01
Total 8000 Destination Development	3,680.30	16,936.00	-13,255.70							18,040.58	77,743.00	-59,702.42	\$21,720.88	\$94,679.00	\$ -72,958.12
Total Expenses	\$74,108.46	\$356,241.00	\$ -282,132.54	\$11.80	\$0.00	\$11.80	\$4,225.78	\$20,000.00	\$ -15,774.22	\$98,268.00	\$840,183.00	\$ -741,915.00	\$176,614.04	\$1,216,424.00	\$ -1,039,809.96
NET OPERATING INCOME	\$106,393.14	\$ -241.00	\$106,634.14	\$167.48	\$0.00	\$167.48	\$12,274.22	\$0.00	\$12,274.22	\$183,398.68	\$14,817.00	\$168,581.68	\$302,233.52	\$14,576.00	\$287,657.52
NET INCOME	\$106,393.14	\$ -241.00	\$106,634.14	\$167.48	\$0.00	\$167.48	\$12,274.22	\$0.00	\$12,274.22	\$183,398.68	\$14,817.00	\$168,581.68	\$302,233.52	\$14,576.00	\$287,657.52