

Visalia Convention & Visitor's Bureau

Profit and Loss by Class

November 2024

	CONVENTIONS	COV	GOODS	MML	VTMD	TOTAL
Income						
4000 TMD Allocation					62,667.00	\$62,667.00
4750 Interest Income		0.52				\$0.52
4800 Sales of Product Income			170.00			\$170.00
Total Income	\$0.00	\$0.52	\$170.00	\$0.00	\$62,667.00	\$62,837.52
Cost of Goods Sold						
5000 Cost of Goods Sold			73.70			\$73.70
Total Cost of Goods Sold	\$0.00	\$0.00	\$73.70	\$0.00	\$0.00	\$73.70
GROSS PROFIT	\$0.00	\$0.52	\$96.30	\$0.00	\$62,667.00	\$62,763.82
Expenses						
6000 Operations						\$0.00
6110 Bank Fees		98.00				\$98.00
6111 Credit Card Service Fee			5.21			\$5.21
6120 Computer & Maintenance						\$0.00
6123 Software Purchases & Licenses		1,008.50			1,008.47	\$2,016.97
Total 6120 Computer & Maintenance		1,008.50			1,008.47	\$2,016.97
6140 Meetings Expense					60.28	\$60.28
6150 Office						\$0.00
6151 Rent & Renovations		285.00			2,565.00	\$2,850.00
6153 Utilities		12.31			110.80	\$123.11
6154 Cleaning		24.00			216.00	\$240.00
6155 Supplies		4.17			37.48	\$41.65
Total 6150 Office		325.48			2,929.28	\$3,254.76
6160 Postage & Shipping		33.08			129.68	\$162.76
6170 Printing/Copies, General		26.84			107.38	\$134.22
6180 Office Supplies/Materials		145.84			145.83	\$291.67
6190 Telephone		175.60			175.59	\$351.19
6360 Payroll						\$0.00
6361 Wages		3,981.33			3,284.89	\$7,266.22
6362 Temps and Interns		162.50				\$162.50
6366 Payroll Administrative Fees		701.73			701.73	\$1,403.46
Total 6360 Payroll		4,845.56			3,986.62	\$8,832.18
6400 Miscellaneous Expense		340.81			79.06	\$419.87
Total 6000 Operations		6,999.71	5.21		8,622.19	\$15,627.11
7000 Marketing						\$0.00
7210 Advertising						\$0.00
7211 Conventions	700.00					\$700.00
7212 Tourism		477.94			15,453.46	\$15,931.40
7214 Majestic Mountain Loop				5,995.00		\$5,995.00
Total 7210 Advertising	700.00	477.94		5,995.00	15,453.46	\$22,626.40

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7220 Registration						\$0.00
7221 Marketing Events - registration					3,295.00	\$3,295.00
7222 Convention Sales Events- registration		752.97			200.00	\$952.97
Total 7220 Registration		752.97			3,495.00	\$4,247.97
7225 Promotional items						\$0.00
7226 Convention Promotional Items		373.04				\$373.04
Total 7225 Promotional items		373.04				\$373.04
7230 Convention Servicing- booked business		370.55				\$370.55
7240 FAM Tours						\$0.00
7241 Media FAM Tours					538.64	\$538.64
Total 7240 FAM Tours					538.64	\$538.64
7260 Travel						\$0.00
7261 Media		114.95			1,596.12	\$1,711.07
7262 Convention		4,400.55			26.28	\$4,426.83
Total 7260 Travel		4,515.50			1,622.40	\$6,137.90
7280 Collateral					38.70	\$38.70
7290 Sequoia Tourism Council		6,250.00			6,250.00	\$12,500.00
7300 Convention Sales-Procurement and Retention Incentives		21.00				\$21.00
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					1,000.00	\$1,000.00
Total 7340 Memberships/Dues & Subscriptions					1,000.00	\$1,000.00
7360 Payroll						\$0.00
7361 Wages		4,591.96			7,953.25	\$12,545.21
Total 7360 Payroll		4,591.96			7,953.25	\$12,545.21
Total 7000 Marketing	700.00	17,561.29		5,995.00	36,351.45	\$60,607.74
8000 Destination Development						\$0.00
8315 Destination Development					7,916.18	\$7,916.18
8360 Payroll						\$0.00
8361 Wages		2,743.77			1,142.13	\$3,885.90
Total 8360 Payroll		2,743.77			1,142.13	\$3,885.90
Total 8000 Destination Development		2,743.77			9,058.31	\$11,802.08
Total Expenses	\$700.00	\$27,304.77	\$5.21	\$5,995.00	\$54,031.95	\$88,036.93
NET OPERATING INCOME	\$ -700.00	\$ -27,304.25	\$91.09	\$ -5,995.00	\$8,635.05	\$ -25,273.11
NET INCOME	\$ -700.00	\$ -27,304.25	\$91.09	\$ -5,995.00	\$8,635.05	\$ -25,273.11