

# Visalia Convention & Visitor's Bureau

## Profit and Loss by Class

March 2025

	COV	GOODS	VTMD	TOTAL
Income				
4000 TMD Allocation			71,666.67	\$71,666.67
4100 City of Visalia Allocation				\$0.00
4120 COV Tourism Allocation	180,500.00			\$180,500.00
<b>Total 4100 City of Visalia Allocation</b>	<b>180,500.00</b>			<b>\$180,500.00</b>
4750 Interest Income	0.55			\$0.55
4800 Sales of Product Income		62.00		\$62.00
<b>Total Income</b>	<b>\$180,500.55</b>	<b>\$62.00</b>	<b>\$71,666.67</b>	<b>\$252,229.22</b>
Cost of Goods Sold				
5000 Cost of Goods Sold		32.44		\$32.44
<b>Total Cost of Goods Sold</b>	<b>\$0.00</b>	<b>\$32.44</b>	<b>\$0.00</b>	<b>\$32.44</b>
<b>GROSS PROFIT</b>	<b>\$180,500.55</b>	<b>\$29.56</b>	<b>\$71,666.67</b>	<b>\$252,196.78</b>
Expenses				
6000 Operations				\$0.00
6110 Bank Fees	43.04			\$43.04
6111 Credit Card Service Fee		2.58		\$2.58
6130 Insurance	1,034.00			\$1,034.00
6140 Meetings Expense	72.19		168.01	\$240.20
6150 Office				\$0.00
6151 Rent & Renovations	712.50		2,137.50	\$2,850.00
6153 Utilities	159.84		479.51	\$639.35
6154 Cleaning	81.25		243.75	\$325.00
6155 Supplies	22.56		67.68	\$90.24
<b>Total 6150 Office</b>	<b>976.15</b>		<b>2,928.44</b>	<b>\$3,904.59</b>
6160 Postage & Shipping	55.49		314.42	\$369.91
6170 Printing/Copies, General	29.41		117.66	\$147.07
6180 Office Supplies/Materials	156.12		156.11	\$312.23
6190 Telephone	190.18		190.17	\$380.35
6360 Payroll				\$0.00
6361 Wages, Benefits & Taxes	6,256.83		3,695.72	\$9,952.55
6362 Temps and Interns	100.00			\$100.00
6366 Payroll Administrative Fees	393.32		393.31	\$786.63
<b>Total 6360 Payroll</b>	<b>6,750.15</b>		<b>4,089.03</b>	<b>\$10,839.18</b>
6400 Miscellaneous Expense	1,274.02		42.26	\$1,316.28
<b>Total 6000 Operations</b>	<b>10,580.75</b>	<b>2.58</b>	<b>8,006.10</b>	<b>\$18,589.43</b>
6123 Software Purchases & Licenses	459.10		459.10	\$918.20
7000 Marketing				\$0.00
7210 Advertising				\$0.00
7212 Tourism	73.47		455.71	\$529.18
<b>Total 7210 Advertising</b>	<b>73.47</b>		<b>455.71</b>	<b>\$529.18</b>
7230 Convention Servicing- booked business	1,860.96			\$1,860.96

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	COV	GOODS	VTMD	TOTAL
7260 Travel				\$0.00
7261 Media			612.49	\$612.49
<b>Total 7260 Travel</b>			<b>612.49</b>	<b>\$612.49</b>
7340 Memberships/Dues & Subscriptions				\$0.00
7341 Tourism	1,960.00		3,640.00	\$5,600.00
7342 Convention	1,350.00			\$1,350.00
<b>Total 7340 Memberships/Dues &amp; Subscriptions</b>	<b>3,310.00</b>		<b>3,640.00</b>	<b>\$6,950.00</b>
7360 Payroll				\$0.00
7361 Wages & Benefits	6,704.77		10,186.15	\$16,890.92
<b>Total 7360 Payroll</b>	<b>6,704.77</b>		<b>10,186.15</b>	<b>\$16,890.92</b>
<b>Total 7000 Marketing</b>	<b>11,949.20</b>		<b>14,894.35</b>	<b>\$26,843.55</b>
8000 Destination Development				\$0.00
8315 Destination Development	208.33			\$208.33
8360 Payroll				\$0.00
8361 Wages & Benefits	1,055.50		5,054.57	\$6,110.07
<b>Total 8360 Payroll</b>	<b>1,055.50</b>		<b>5,054.57</b>	<b>\$6,110.07</b>
<b>Total 8000 Destination Development</b>	<b>1,263.83</b>		<b>5,054.57</b>	<b>\$6,318.40</b>
<b>Total Expenses</b>	<b>\$24,252.88</b>	<b>\$2.58</b>	<b>\$28,414.12</b>	<b>\$52,669.58</b>
NET OPERATING INCOME	<b>\$156,247.67</b>	<b>\$26.98</b>	<b>\$43,252.55</b>	<b>\$199,527.20</b>
NET INCOME	<b>\$156,247.67</b>	<b>\$26.98</b>	<b>\$43,252.55</b>	<b>\$199,527.20</b>