

Visalia Convention & Visitor's Bureau

Profit and Loss

January - August, 2024

	TOTAL
Income	
4000 TMD Allocation	564,003.00
4100 City of Visalia Allocation	
4110 COV Allocation/TOT	361,049.00
Total 4100 City of Visalia Allocation	361,049.00
4200 Co-Ops	
4240 Advertising Co-Ops - MML	10,000.00
Total 4200 Co-Ops	10,000.00
4400 Membership Dues	
4410 Services	0.00
Total 4400 Membership Dues	0.00
4750 Interest Income	5.63
4800 Sales of Product Income	935.00
Total Income	\$935,992.63
Cost of Goods Sold	
5000 Cost of Goods Sold	441.46
Total Cost of Goods Sold	\$441.46
GROSS PROFIT	\$935,551.17
Expenses	
6000 Operations	
6110 Bank Fees	1.10
6111 Credit Card Service Fee	32.05
6120 Computer & Maintenance	4,973.86
6123 Software Purchases & Licenses	3,662.04
Total 6120 Computer & Maintenance	8,635.90
6130 Insurance	3,715.00
6140 Meetings Expense	1,534.14
6150 Office	22,324.42
6151 Rent & Renovations	1,931.36
6152 Security/Alarm	653.40
6153 Utilities	2,509.26
6154 Cleaning	2,040.00
6155 Supplies	270.75
6156 Repair & Maintenance	987.09
Total 6150 Office	30,716.28
6160 Postage & Shipping	3,406.15
6170 Printing/Copies, General	9,330.96
6180 Office Supplies/Materials	1,121.26
6190 Telephone	2,778.58
6320 Accounting & Legal Fees	8,158.00

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	TOTAL
6360 Payroll	
6361 Wages	61,292.95
6362 Temps and Interns	562.50
6366 Payroll Administrative Fees	12,689.40
Total 6360 Payroll	74,544.85
6400 Miscellaneous Expense	2,156.66
Total 6000 Operations	146,130.93
7000 Marketing	
7210 Advertising	2,995.00
7211 Conventions	5,220.00
7212 Tourism	267,858.20
7214 Majestic Mountain Loop	10,130.09
Total 7210 Advertising	286,203.29
7220 Registration	
7221 Marketing Events - registration	6,522.78
7222 Convention Sales Events- registration	4,630.00
Total 7220 Registration	11,152.78
7225 Promotional items	
7226 Convention Promotional Items	659.43
7227 Tourism promotional items	2,294.30
Total 7225 Promotional items	2,953.73
7230 Convention Servicing- booked business	6,493.64
7240 FAM Tours	0.00
7241 Media FAM Tours	4,958.58
7242 Convention FAM Tours	1,697.02
Total 7240 FAM Tours	6,655.60
7260 Travel	396.64
7261 Media	7,142.46
7262 Convention	302.84
Total 7260 Travel	7,841.94
7280 Collateral	9,549.62
7300 Convention Sales-Procurement and Retention Incentives	14,086.81
7310 Special Tourism Marketing Projects	
7311 Sequoia Legacy Tree	1,667.74
7314 Website Refresh	8,500.00
Total 7310 Special Tourism Marketing Projects	10,167.74
7340 Memberships/Dues & Subscriptions	530.00
7341 Tourism	18,311.30
7342 Convention	16,714.00
Total 7340 Memberships/Dues & Subscriptions	35,555.30

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	TOTAL
7360 Payroll	
7361 Wages	108,667.40
Total 7360 Payroll	108,667.40
Total 7000 Marketing	499,327.85
8000 Destination Development	
8315 Destination Development	23,570.50
8360 Payroll	
8361 Wages	32,117.37
Total 8360 Payroll	32,117.37
Total 8000 Destination Development	55,687.87
Total Expenses	\$701,146.65
NET OPERATING INCOME	\$234,404.52
NET INCOME	\$234,404.52