

Visalia Convention & Visitor's Bureau

Profit and Loss

January - November, 2024

	TOTAL
Income	
4000 TMD Allocation	752,004.00
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	7.25
4800 Sales of Product Income	1,330.00
Total Income	\$1,124,390.25
Cost of Goods Sold	
5000 Cost of Goods Sold	636.74
Total Cost of Goods Sold	\$636.74
GROSS PROFIT	\$1,123,753.51
Expenses	
6000 Operations	
6110 Bank Fees	99.10
6111 Credit Card Service Fee	45.40
6120 Computer & Maintenance	5,762.75
6123 Software Purchases & Licenses	5,988.77
Total 6120 Computer & Maintenance	11,751.52
6130 Insurance	3,715.00
6140 Meetings Expense	1,594.42
6150 Office	-0.03
6151 Rent & Renovations	35,381.36
6152 Security/Alarm	653.40
6153 Utilities	3,872.50
6154 Cleaning	2,825.95
6155 Supplies	377.95
6156 Repair & Maintenance	1,110.86
Total 6150 Office	44,221.99
6160 Postage & Shipping	4,173.88
6170 Printing/Copies, General	9,612.49
6180 Office Supplies/Materials	2,110.24
6190 Telephone	4,016.78

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6320 Accounting & Legal Fees	9,170.80
6360 Payroll	
6361 Wages	83,060.76
6362 Temps and Interns	725.00
6366 Payroll Administrative Fees	16,887.36
Total 6360 Payroll	100,673.12
6400 Miscellaneous Expense	2,601.37
Total 6000 Operations	193,786.11
7000 Marketing	
7210 Advertising	2,995.00
7211 Conventions	5,920.00
7212 Tourism	363,997.87
7214 Majestic Mountain Loop	16,125.09
Total 7210 Advertising	389,037.96
7220 Registration	600.00
7221 Marketing Events - registration	10,696.66
7222 Convention Sales Events- registration	6,335.94
Total 7220 Registration	17,632.60
7225 Promotional items	
7226 Convention Promotional Items	1,723.77
7227 Tourism promotional items	2,969.55
Total 7225 Promotional items	4,693.32
7230 Convention Servicing- booked business	20,443.08
7240 FAM Tours	-108.53
7241 Media FAM Tours	8,264.38
7242 Convention FAM Tours	2,981.59
Total 7240 FAM Tours	11,137.44
7260 Travel	396.64
7261 Media	10,454.76
7262 Convention	4,735.37
Total 7260 Travel	15,586.77
7280 Collateral	11,192.58
7290 Sequoia Tourism Council	12,500.00
7300 Convention Sales-Procurement and Retention Incentives	14,018.50
7310 Special Tourism Marketing Projects	
7311 Sequoia Legacy Tree	2,501.06
7314 Website Refresh	8,500.00
Total 7310 Special Tourism Marketing Projects	11,001.06

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7340 Memberships/Dues & Subscriptions	2,930.00
7341 Tourism	37,620.16
7342 Convention	18,064.00
7343 General	1,913.36
Total 7340 Memberships/Dues & Subscriptions	60,527.52
7360 Payroll	
7361 Wages	146,273.52
Total 7360 Payroll	146,273.52
Total 7000 Marketing	714,044.35
8000 Destination Development	
8315 Destination Development	39,171.70
8360 Payroll	
8361 Wages	43,776.04
Total 8360 Payroll	43,776.04
Total 8000 Destination Development	82,947.74
Total Expenses	\$990,778.20
NET OPERATING INCOME	\$132,975.31
NET INCOME	\$132,975.31