

Visalia Convention & Visitor's Bureau

Profit and Loss

January - July, 2023

	TOTAL
Income	
5100 City of Visalia Allocation	
5110 COV Allocation/TOT	361,049.00
Total 5100 City of Visalia Allocation	361,049.00
5200 Co-Ops	
5210 Advertising Co-Ops	225.00
5240 Advertising Co-Ops - MML	10,000.00
Total 5200 Co-Ops	10,225.00
5400 Membership Dues	2,500.00
5650 Visalia TMD Salary Reimbursement	49,500.00
5700 Miscellaneous Revenues	365.00
5750 Interest Income	6.24
5800 Sales of Product Income	467.00
Total Income	\$424,112.24
Cost of Goods Sold	
6000 Cost of Goods Sold	201.10
Total Cost of Goods Sold	\$201.10
GROSS PROFIT	\$423,911.14
Expenses	
6111 Credit Card Service Fee	15.74
6120 Computer & Equipment	
6121 Computer & Equipment Purchase	1,440.91
6122 Computer & Equipment Maint	503.40
6123 Software Purchases & Licenses	5,626.86
Total 6120 Computer & Equipment	7,571.17
6130 Insurance	
6131 General Liability Insurance	1,491.00
6132 Directors & Officers' Insurance	2,205.00
Total 6130 Insurance	3,696.00
6140 Meetings Expense	
6141 Board Meetings	100.00
6143 Staff Meetings	73.15
Total 6140 Meetings Expense	173.15
6150 Office Rent & Utilities	10,500.00
6160 Postage & Shipping	1,326.06
6170 Printing/Copies, General	770.75
6180 Supplies/Materials	505.18
6210 Advertising	
6211 Conventions	450.00
6212 Tourism	14,738.41

Visalia Convention & Visitor's Bureau

Profit and Loss

January - July, 2023

	TOTAL
6214 Majestic Mountain Loop	8,645.00
Total 6210 Advertising	23,833.41
6220 Convention & Trade Show Fees	
6221 Registration/Booth Fees	7,214.75
Total 6220 Convention & Trade Show Fees	7,214.75
6230 Entertainment	209.70
6231 Entertainment Events & Meals	7.99
Total 6230 Entertainment	217.69
6240 FAM Tours	2,768.56
6260 Travel	
6261 Airfare	995.74
6262 Lodging	2,933.45
6263 Mileage	342.24
6264 Meals	244.82
6265 Car Rental & Other Travel Expenses	653.93
Total 6260 Travel	5,170.18
6270 Website	4,694.68
6280 Collateral	
6281 Printed Collateral	14,895.83
6282 Promotional Collateral/Giveaways	304.55
Total 6280 Collateral	15,200.38
6310 Special Projects	
6311 Sequoia Tree Lease-USPS	1,459.41
6316 Office Renovation	1,187.86
Total 6310 Special Projects	2,647.27
6320 Audit, Accounting & Legal Fees	3,795.00
6340 Memberships/Dues & Subscriptions	12,238.00
6350 Education/Training	30.00
6360 Payroll	
6361 Wages	73,235.08
6364 Health/Life/Dental/Vision Ins	1,490.36
6365 Retirement Contributions	4,401.01
6366 Payroll Administrative Fees	969.15
Total 6360 Payroll	80,095.60
6400 Miscellaneous Expense	
6410 Misc. Expense	230.79
Total 6400 Miscellaneous Expense	230.79
QuickBooks Payments Fees	6.78
Total Expenses	\$182,701.14
NET OPERATING INCOME	\$241,210.00
NET INCOME	\$241,210.00