

Visalia Convention & Visitor's Bureau

Budget vs. Actuals: Budget Jan-Dec 2023 by Totals - FY23 P&L

January - April, 2023

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
Income			
5100 City of Visalia Allocation			
5110 COV Allocation/TOT	180,524.50	120,349.68	60,174.82
Total 5100 City of Visalia Allocation	180,524.50	120,349.68	60,174.82
5200 Co-Ops			
5210 Advertising Co-Ops	225.00	58.32	166.68
5220 Trade Show Co-Ops		663.40	-663.40
5240 Advertising Co-Ops - MML	10,000.00	3,333.32	6,666.68
Total 5200 Co-Ops	10,225.00	4,055.04	6,169.96
5400 Membership Dues		833.32	-833.32
5650 Visalia TMD Salary Reimbursement	38,500.00	22,000.00	16,500.00
5700 Miscellaneous Revenues	365.00	13,333.32	-12,968.32
5750 Interest Income	4.08	4.00	0.08
5800 Sales of Product Income	265.00		265.00
Total Income	\$229,883.58	\$160,575.36	\$69,308.22
Cost of Goods Sold			
6000 Cost of Goods Sold	97.66		97.66
Total Cost of Goods Sold	\$97.66	\$0.00	\$97.66
GROSS PROFIT	\$229,785.92	\$160,575.36	\$69,210.56
Expenses			
6110 Bank Fees		33.32	-33.32
6111 Credit Card Service Fee	9.17		9.17
6120 Computer & Equipment			
6121 Computer & Equipment Purchase	1,056.85	2,000.00	-943.15
6122 Computer & Equipment Maint	503.40	166.68	336.72
6123 Software Purchases & Licenses	2,917.82	7,823.96	-4,906.14
Total 6120 Computer & Equipment	4,478.07	9,990.64	-5,512.57
6130 Insurance			
6131 General Liability Insurance	1,491.00	479.00	1,012.00
6132 Directors & Officers' Insurance	2,205.00	932.00	1,273.00
Total 6130 Insurance	3,696.00	1,411.00	2,285.00
6140 Meetings Expense			
6141 Board Meetings	40.00	80.00	-40.00
6142 Committee Expenses		120.00	-120.00
6143 Staff Meetings	73.15	80.00	-6.85
Total 6140 Meetings Expense	113.15	280.00	-166.85
6150 Office Rent & Utilities	6,000.00	6,000.00	0.00
6160 Postage & Shipping	737.26	1,962.68	-1,225.42
6170 Printing/Copies, General	364.16	833.32	-469.16
6180 Supplies/Materials	387.23	1,133.32	-746.09
6190 Telephone		800.00	-800.00

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6210 Advertising			
6211 Conventions	450.00	17,340.32	-16,890.32
6212 Tourism	2,184.82	4,128.52	-1,943.70
6214 Majestic Mountain Loop	8,645.00	6,666.68	1,978.32
Total 6210 Advertising	11,279.82	28,135.52	-16,855.70
6220 Convention & Trade Show Fees			
6221 Registration/Booth Fees	7,214.75	7,614.68	-399.93
6222 Convention Promotional Items		933.32	-933.32
Total 6220 Convention & Trade Show Fees	7,214.75	8,548.00	-1,333.25
6230 Entertainment			
6231 Entertainment Events & Meals	7.99	266.68	-258.69
Total 6230 Entertainment	7.99	266.68	-258.69
6240 FAM Tours	871.58	2,666.68	-1,795.10
6250 Monthly/Quarterly Meetings		583.32	-583.32
6260 Travel			
6261 Airfare	995.74	950.00	45.74
6262 Lodging	2,518.94	1,720.00	798.94
6263 Mileage	88.62	420.00	-331.38
6264 Meals	244.82	598.32	-353.50
6265 Car Rental & Other Travel Expenses	653.93	825.00	-171.07
Total 6260 Travel	4,502.05	4,513.32	-11.27
6270 Website	3,194.68	1,840.00	1,354.68
6280 Collateral			
6281 Printed Collateral	14,828.33	5,000.00	9,828.33
6282 Promotional Collateral/Giveaways	285.00	1,166.68	-881.68
Total 6280 Collateral	15,113.33	6,166.68	8,946.65
6290 Other Marketing Expenses - STC		0.00	0.00
6300 Event Promotion Expenses			
6301 Convention Incentives		3,333.32	-3,333.32
Total 6300 Event Promotion Expenses		3,333.32	-3,333.32
6310 Special Projects			
6311 Sequoia Tree Lease-USPS	834.42	916.68	-82.26
6312 Sequoia Tree Build Expenses		166.68	-166.68
6315 Tourism Feature Development		666.68	-666.68
6316 Office Renovation	730.00		730.00
Total 6310 Special Projects	1,564.42	1,750.04	-185.62
6320 Audit, Accounting & Legal Fees	1,560.00	833.32	726.68
6340 Memberships/Dues & Subscriptions	6,030.00	12,340.32	-6,310.32
6350 Education/Training	30.00		30.00
6360 Payroll			
6361 Wages	40,604.43	90,303.20	-49,698.77

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6363 Payroll Taxes/Workers Comp		10,536.92	-10,536.92
6364 Health/Life/Dental/Vision Ins	1,559.56	2,993.92	-1,434.36
6365 Retirement Contributions	4,401.01	2,527.36	1,873.65
6366 Payroll Administrative Fees	692.25	1,600.00	-907.75
Total 6360 Payroll	47,257.25	107,961.40	-60,704.15
6400 Miscellaneous Expense			
6410 Misc. Expense	230.79	10,500.00	-10,269.21
Total 6400 Miscellaneous Expense	230.79	10,500.00	-10,269.21
6440 Executive Director Discretionary Funds		1,666.68	-1,666.68
Total Expenses	\$114,641.70	\$213,549.56	\$ -98,907.86
NET OPERATING INCOME	\$115,144.22	\$ -52,974.20	\$168,118.42
NET INCOME	\$115,144.22	\$ -52,974.20	\$168,118.42