

Visalia Convention & Visitor's Bureau

Profit and Loss January - April, 2023

	TOTAL			
	JAN - APR, 2023	JAN - APR, 2022 (PY)	CHANGE	% CHANGE
Income				
5100 City of Visalia Allocation				
5110 COV Allocation/TOT	180,524.50	173,581.50	6,943.00	4.00 %
Total 5100 City of Visalia Allocation	180,524.50	173,581.50	6,943.00	4.00 %
5200 Co-Ops				
5210 Advertising Co-Ops	225.00	175.00	50.00	28.57 %
5240 Advertising Co-Ops - MML	10,000.00	10,000.00	0.00	0.00 %
Total 5200 Co-Ops	10,225.00	10,175.00	50.00	0.49 %
5400 Membership Dues		100.00	-100.00	-100.00 %
5500 Special Event Income				
5540 Fan Fest Income				
5541 Fan Fest RV Parking Fee		750.00	-750.00	-100.00 %
Total 5540 Fan Fest Income		750.00	-750.00	-100.00 %
Total 5500 Special Event Income		750.00	-750.00	-100.00 %
5650 Visalia TMD Salary Reimbursement	38,500.00	22,000.00	16,500.00	75.00 %
5700 Miscellaneous Revenues	365.00		365.00	
5750 Interest Income	4.08	6.81	-2.73	-40.09 %
5800 Sales of Product Income	265.00	532.00	-267.00	-50.19 %
Total Income	\$229,883.58	\$207,145.31	\$22,738.27	10.98 %
Cost of Goods Sold				
6000 Cost of Goods Sold	97.66	222.02	-124.36	-56.01 %
Total Cost of Goods Sold	\$97.66	\$222.02	\$ -124.36	-56.01 %
GROSS PROFIT	\$229,785.92	\$206,923.29	\$22,862.63	11.05 %
Expenses				
6111 Credit Card Service Fee	9.17	40.68	-31.51	-77.46 %
6120 Computer & Equipment				
6121 Computer & Equipment Purchase	1,056.85		1,056.85	
6122 Computer & Equipment Maint	503.40	479.40	24.00	5.01 %
6123 Software Purchases & Licenses	2,917.82	4,149.86	-1,232.04	-29.69 %
Total 6120 Computer & Equipment	4,478.07	4,629.26	-151.19	-3.27 %
6130 Insurance				
6131 General Liability Insurance	1,491.00	1,356.00	135.00	9.96 %
6132 Directors & Officers' Insurance	2,205.00	2,205.00	0.00	0.00 %
Total 6130 Insurance	3,696.00	3,561.00	135.00	3.79 %
6140 Meetings Expense				
6141 Board Meetings	40.00	71.80	-31.80	-44.29 %
6143 Staff Meetings	73.15	12.75	60.40	473.73 %
Total 6140 Meetings Expense	113.15	84.55	28.60	33.83 %

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6150 Office Rent & Utilities	6,000.00	6,000.00	0.00	0.00 %
6160 Postage & Shipping	737.26	1,847.97	-1,110.71	-60.10 %
6170 Printing/Copies, General	364.16	587.10	-222.94	-37.97 %
6180 Supplies/Materials	387.23	406.00	-18.77	-4.62 %
6210 Advertising				
6211 Conventions	450.00	19,402.43	-18,952.43	-97.68 %
6212 Tourism	2,184.82	1,871.30	313.52	16.75 %
6214 Majestic Mountain Loop	8,645.00	5,995.00	2,650.00	44.20 %
Total 6210 Advertising	11,279.82	27,268.73	-15,988.91	-58.63 %
6220 Convention & Trade Show Fees		6,700.00	-6,700.00	-100.00 %
6221 Registration/Booth Fees	7,214.75	5,980.00	1,234.75	20.65 %
6222 Convention Promotional Items		167.99	-167.99	-100.00 %
Total 6220 Convention & Trade Show Fees	7,214.75	12,847.99	-5,633.24	-43.85 %
6230 Entertainment				
6231 Entertainment Events & Meals	7.99		7.99	
Total 6230 Entertainment	7.99		7.99	
6240 FAM Tours	871.58	1,816.68	-945.10	-52.02 %
6260 Travel				
6261 Airfare	995.74	2,262.85	-1,267.11	-56.00 %
6262 Lodging	2,518.94	3,419.91	-900.97	-26.34 %
6263 Mileage	88.62	443.30	-354.68	-80.01 %
6264 Meals	244.82	199.29	45.53	22.85 %
6265 Car Rental & Other Travel Expenses	653.93	1,996.96	-1,343.03	-67.25 %
Total 6260 Travel	4,502.05	8,322.31	-3,820.26	-45.90 %
6270 Website	3,194.68	2,399.34	795.34	33.15 %
6280 Collateral				
6281 Printed Collateral	14,828.33		14,828.33	
6282 Promotional Collateral/Giveaways	285.00	355.33	-70.33	-19.79 %
Total 6280 Collateral	15,113.33	355.33	14,758.00	4,153.32 %
6310 Special Projects				
6311 Sequoia Tree Lease-USPS	834.42	834.54	-0.12	-0.01 %
6316 Office Renovation	730.00	150.00	580.00	386.67 %
Total 6310 Special Projects	1,564.42	984.54	579.88	58.90 %
6320 Audit, Accounting & Legal Fees	1,560.00		1,560.00	
6340 Memberships/Dues & Subscriptions	6,030.00	11,300.00	-5,270.00	-46.64 %
6350 Education/Training	30.00	5,927.00	-5,897.00	-99.49 %

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6360 Payroll				
6361 Wages	40,604.43	72,675.11	-32,070.68	-44.13 %
6364 Health/Life/Dental/Vision Ins	1,559.56	4,426.43	-2,866.87	-64.77 %
6365 Retirement Contributions	4,401.01	6,657.33	-2,256.32	-33.89 %
6366 Payroll Administrative Fees	692.25	1,246.05	-553.80	-44.44 %
Total 6360 Payroll	47,257.25	85,004.92	-37,747.67	-44.41 %
6400 Miscellaneous Expense				
6410 Misc. Expense	230.79	1,444.42	-1,213.63	-84.02 %
Total 6400 Miscellaneous Expense	230.79	1,444.42	-1,213.63	-84.02 %
QuickBooks Payments Fees		6.30	-6.30	-100.00 %
Total Expenses	\$114,641.70	\$174,834.12	\$ -60,192.42	-34.43 %
NET OPERATING INCOME	\$115,144.22	\$32,089.17	\$83,055.05	258.83 %
NET INCOME	\$115,144.22	\$32,089.17	\$83,055.05	258.83 %