

Visalia Convention & Visitor's Bureau

Profit and Loss

January - August, 2023

	TOTAL			
	JAN - AUG, 2023	JAN - AUG, 2022 (PY)	CHANGE	% CHANGE
Income				
5100 City of Visalia Allocation				
5110 COV Allocation/TOT	361,049.00	347,163.00	13,886.00	4.00 %
Total 5100 City of Visalia Allocation	361,049.00	347,163.00	13,886.00	4.00 %
5200 Co-Ops				
5210 Advertising Co-Ops	225.00	1,092.07	-867.07	-79.40 %
5240 Advertising Co-Ops - MML	10,000.00	13,000.00	-3,000.00	-23.08 %
Total 5200 Co-Ops	10,225.00	14,092.07	-3,867.07	-27.44 %
5400 Membership Dues		2,500.00	-2,500.00	-100.00 %
5500 Special Event Income				
5540 Fan Fest Income				
5541 Fan Fest RV Parking Fee		825.00	-825.00	-100.00 %
Total 5540 Fan Fest Income		825.00	-825.00	-100.00 %
Total 5500 Special Event Income		825.00	-825.00	-100.00 %
5650 Visalia TMD Salary Reimbursement	60,500.00	38,500.00	22,000.00	57.14 %
5700 Miscellaneous Revenues	36,224.00		36,224.00	
5750 Interest Income	8.36	12.34	-3.98	-32.25 %
5800 Sales of Product Income	856.00	1,093.00	-237.00	-21.68 %
Total Income	\$468,862.36	\$404,185.41	\$64,676.95	16.00 %
Cost of Goods Sold				
6000 Cost of Goods Sold	425.28	490.66	-65.38	-13.32 %
Total Cost of Goods Sold	\$425.28	\$490.66	\$ -65.38	-13.32 %
GROSS PROFIT	\$468,437.08	\$403,694.75	\$64,742.33	16.04 %
Expenses				
6100 Administrative Expenses		0.00	0.00	
6110 Bank Fees		5.88	-5.88	-100.00 %
6111 Credit Card Service Fee	27.29	72.94	-45.65	-62.59 %
6120 Computer & Equipment				
6121 Computer & Equipment Purchase	1,440.91		1,440.91	
6122 Computer & Equipment Maint	503.40	479.40	24.00	5.01 %
6123 Software Purchases & Licenses	5,740.31	16,443.81	-10,703.50	-65.09 %
Total 6120 Computer & Equipment	7,684.62	16,923.21	-9,238.59	-54.59 %
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 %

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6140 Meetings Expense				
6141 Board Meetings	120.00	111.80	8.20	7.33 %
6143 Staff Meetings	73.15	12.75	60.40	473.73 %
Total 6140 Meetings Expense	193.15	124.55	68.60	55.08 %
6150 Office Rent & Utilities	12,000.00	12,000.00	0.00	0.00 %
6160 Postage & Shipping	1,753.11	2,246.97	-493.86	-21.98 %
6170 Printing/Copies, General	843.62	1,065.05	-221.43	-20.79 %
6180 Supplies/Materials	590.66	2,501.31	-1,910.65	-76.39 %
6210 Advertising				
6211 Conventions	450.00	22,765.49	-22,315.49	-98.02 %
6212 Tourism	14,813.41	8,934.98	5,878.43	65.79 %
6214 Majestic Mountain Loop	8,645.00	9,366.34	-721.34	-7.70 %
Total 6210 Advertising	23,908.41	41,066.81	-17,158.40	-41.78 %
6220 Convention & Trade Show Fees		6,700.00	-6,700.00	-100.00 %
6221 Registration/Booth Fees	7,214.75	6,115.00	1,099.75	17.98 %
6222 Convention Promotional Items		167.99	-167.99	-100.00 %
Total 6220 Convention & Trade Show Fees	7,214.75	12,982.99	-5,768.24	-44.43 %
6230 Entertainment	209.70		209.70	
6231 Entertainment Events & Meals	7.99	252.81	-244.82	-96.84 %
Total 6230 Entertainment	217.69	252.81	-35.12	-13.89 %
6240 FAM Tours	2,768.56	4,305.08	-1,536.52	-35.69 %
6260 Travel				
6261 Airfare	995.74	2,397.85	-1,402.11	-58.47 %
6262 Lodging	2,933.45	5,147.22	-2,213.77	-43.01 %
6263 Mileage	342.24	902.15	-559.91	-62.06 %
6264 Meals	244.82	404.10	-159.28	-39.42 %
6265 Car Rental & Other Travel Expenses	653.93	2,377.91	-1,723.98	-72.50 %
Total 6260 Travel	5,170.18	11,229.23	-6,059.05	-53.96 %
6270 Website	5,194.68	4,359.34	835.34	19.16 %
6280 Collateral				
6281 Printed Collateral	14,895.83	3,523.00	11,372.83	322.82 %
6282 Promotional Collateral/Giveaways	304.55	2,320.11	-2,015.56	-86.87 %
Total 6280 Collateral	15,200.38	5,843.11	9,357.27	160.14 %
6310 Special Projects				
6311 Sequoia Tree Lease-USPS	1,667.74	1,670.59	-2.85	-0.17 %
6316 Office Renovation	1,187.86	150.00	1,037.86	691.91 %
Total 6310 Special Projects	2,855.60	1,820.59	1,035.01	56.85 %
6320 Audit, Accounting & Legal Fees	4,595.00	2,285.00	2,310.00	101.09 %
6340 Memberships/Dues & Subscriptions	12,966.72	19,754.00	-6,787.28	-34.36 %
6350 Education/Training	30.00	22,827.00	-22,797.00	-99.87 %

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6360 Payroll				
6361 Wages	92,004.64	122,702.67	-30,698.03	-25.02 %
6362 Temps and Interns		721.06	-721.06	-100.00 %
6364 Health/Life/Dental/Vision Ins	1,585.97	7,271.08	-5,685.11	-78.19 %
6365 Retirement Contributions	4,401.01	6,657.33	-2,256.32	-33.89 %
6366 Payroll Administrative Fees	1,112.46	2,122.90	-1,010.44	-47.60 %
Total 6360 Payroll	99,104.08	139,475.04	-40,370.96	-28.94 %
6400 Miscellaneous Expense				
6410 Misc. Expense	230.79	3,689.36	-3,458.57	-93.74 %
Total 6400 Miscellaneous Expense	230.79	3,689.36	-3,458.57	-93.74 %
QuickBooks Payments Fees	6.78	6.30	0.48	7.62 %
Total Expenses	\$206,252.07	\$308,397.57	\$ -102,145.50	-33.12 %
NET OPERATING INCOME	\$262,185.01	\$95,297.18	\$166,887.83	175.12 %
NET INCOME	\$262,185.01	\$95,297.18	\$166,887.83	175.12 %