

Visalia Convention & Visitor's Bureau

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

January - December 2023

	Jul 2023			Total		% of Budget
	Budget	over Budget	Actual	Budget	over Budget	
Income						
5100 City of Visalia Allocation		0.00	0.00	0.00	0.00	
5110 COV Allocation	30,087.42	150,437.08	361,049.00	361,049.00	0.00	100.00%
Total 5100 City of Visalia Allocation	\$ 30,087.42	\$ 150,437.08	\$ 361,049.00	\$ 361,049.00	\$ 0.00	100.00%
5200 Co-Ops		0.00	0.00	0.00	0.00	
5210 Advertising Co-Ops	14.58	-14.58	225.00	175.00	50.00	128.57%
5220 Trade Show Co-Ops	165.85	-165.85	0.00	1,990.25	-1,990.25	0.00%
5240 Advertising Co-Ops - MML	833.33	-833.33	10,000.00	10,000.00	0.00	100.00%
Total 5200 Co-Ops	\$ 1,013.76	-\$ 1,013.76	\$ 10,225.00	\$ 12,165.25	-\$ 1,940.25	84.05%
5400 Membership Dues	208.33	2,291.67	2,500.00	2,500.00	0.00	100.00%
5650 Visalia TMD Salary Reimbursement	5,500.00	0.00	55,000.00	66,000.00	-11,000.00	83.33%
5700 Miscellaneous Revenues	3,333.33	-3,333.33	365.00	40,000.00	-39,635.00	0.91%
5750 Interest Income	1.00	-1.00	6.24	12.00	-5.76	52.00%
5800 Sales of Product Income		0.00	467.00	0.00	467.00	
Total Income	\$ 40,143.84	\$ 148,380.66	\$ 429,612.24	\$ 481,726.25	-\$ 52,114.01	89.18%
Cost of Goods Sold						
6000 Cost of Goods Sold		0.00	201.10	0.00	201.10	
Total Cost of Goods Sold	\$ 0.00	\$ 0.00	\$ 201.10	\$ 0.00	\$ 201.10	
Gross Profit	\$ 40,143.84	\$ 148,380.66	\$ 429,411.14	\$ 481,726.25	-\$ 52,315.11	89.14%
Expenses						
6110 Bank Fees	8.33	-8.33	0.00	100.00	-100.00	0.00%
6111 Credit Card Service Fee		0.00	15.74	0.00	15.74	
6120 Computer & Equipment		0.00	0.00	0.00	0.00	
6121 Computer & Equipment Purchase	500.00	-500.00	1,440.91	6,000.00	-4,559.09	24.02%
6122 Computer & Equipment Maint	41.67	-41.67	503.40	500.00	3.40	100.68%
6123 Software Purchases & Licenses	1,955.99	-661.01	5,626.86	23,471.88	-17,845.02	23.97%
Total 6120 Computer & Equipment	\$ 2,497.66	-\$ 1,202.68	\$ 7,571.17	\$ 29,971.88	-\$ 22,400.71	25.26%
6130 Insurance		0.00	0.00	0.00	0.00	

6131 General Liability Insurance	119.75	-119.75	1,491.00	1,437.00	54.00	103.76%
6132 Directors & Officers' Insurance	233.00	-233.00	2,205.00	2,796.00	-591.00	78.86%
Total 6130 Insurance	\$ 352.75	-\$ 352.75	\$ 3,696.00	\$ 4,233.00	-\$ 537.00	87.31%
6140 Meetings Expense		0.00	0.00	0.00	0.00	
6141 Board Meetings	20.00	-20.00	100.00	240.00	-140.00	41.67%
6142 Committee Expenses	30.00	-30.00	0.00	360.00	-360.00	0.00%
6143 Staff Meetings	20.00	-20.00	73.15	240.00	-166.85	30.48%
Total 6140 Meetings Expense	\$ 70.00	-\$ 70.00	\$ 173.15	\$ 840.00	-\$ 666.85	20.61%
6150 Office Rent & Utilities	1,500.00	0.00	13,500.00	18,000.00	-4,500.00	75.00%
6160 Postage & Shipping	490.67	-127.87	1,326.06	5,888.00	-4,561.94	22.52%
6170 Printing/Copies, General	208.33	-71.54	770.75	2,500.00	-1,729.25	30.83%
6180 Supplies/Materials	283.33	-236.13	505.18	3,400.00	-2,894.82	14.86%
6190 Telephone	200.00	-200.00	0.00	2,400.00	-2,400.00	0.00%
6210 Advertising		0.00	0.00	0.00	0.00	
6211 Conventions	4,335.08	-4,335.08	450.00	52,021.00	-51,571.00	0.87%
6212 Tourism	1,032.13	6,006.46	14,738.41	12,385.58	2,352.83	119.00%
6214 Majestic Mountain Loop	1,666.67	-1,666.67	8,645.00	20,000.00	-11,355.00	43.23%
Total 6210 Advertising	\$ 7,033.88	\$ 4.71	\$ 23,833.41	\$ 84,406.58	-\$ 60,573.17	28.24%
6220 Convention & Trade Show Fees		0.00	0.00	0.00	0.00	
6221 Registration/Booth Fees	1,903.67	-1,903.67	7,214.75	22,844.00	-15,629.25	31.58%
6222 Convention Promotional Items	233.33	-233.33	0.00	2,800.00	-2,800.00	0.00%
Total 6220 Convention & Trade Show Fees	\$ 2,137.00	-\$ 2,137.00	\$ 7,214.75	\$ 25,644.00	-\$ 18,429.25	28.13%
6230 Entertainment		192.36	209.70	0.00	209.70	
6231 Entertainment Events & Meals	66.67	-66.67	7.99	800.00	-792.01	1.00%
Total 6230 Entertainment	\$ 66.67	\$ 125.69	\$ 217.69	\$ 800.00	-\$ 582.31	27.21%
6240 FAM Tours	666.67	-666.67	2,768.56	8,000.00	-5,231.44	34.61%
6250 Monthly/Quarterly Meetings	145.83	-145.83	0.00	1,750.00	-1,750.00	0.00%
6260 Travel		0.00	0.00	0.00	0.00	
6261 Airfare	237.50	-237.50	995.74	2,850.00	-1,854.26	34.94%
6262 Lodging	430.00	-430.00	2,933.45	5,160.00	-2,226.55	56.85%
6263 Mileage	105.00	-105.00	342.24	1,260.00	-917.76	27.16%
6264 Meals	149.58	-149.58	244.82	1,795.00	-1,550.18	13.64%
6265 Car Rental & Other Travel Expenses	206.25	-206.25	653.93	2,475.00	-1,821.07	26.42%
Total 6260 Travel	\$ 1,128.33	-\$ 1,128.33	\$ 5,170.18	\$ 13,540.00	-\$ 8,369.82	38.18%

6270 Website	460.00	40.00	4,694.68	5,520.00	-825.32	85.05%
6280 Collateral		0.00	0.00	0.00	0.00	
6281 Printed Collateral	1,250.00	-1,250.00	14,895.83	15,000.00	-104.17	99.31%
6282 Promotional Collateral/Giveaways	291.67	-291.67	304.55	3,500.00	-3,195.45	8.70%
Total 6280 Collateral	\$ 1,541.67	-\$ 1,541.67	\$ 15,200.38	\$ 18,500.00	-\$ 3,299.62	82.16%
6290 Other Marketing Expenses - STC	0.00	0.00	0.00	12,500.00	-12,500.00	0.00%
6300 Event Promotion Expenses		0.00	0.00	0.00	0.00	
6301 Convention Incentives	833.33	-833.33	0.00	10,000.00	-10,000.00	0.00%
Total 6300 Event Promotion Expenses	\$ 833.33	-\$ 833.33	\$ 0.00	\$ 10,000.00	-\$ 10,000.00	0.00%
6310 Special Projects		0.00	0.00	0.00	0.00	
6311 Sequoia Tree Lease-USPS	229.17	-20.84	1,667.74	2,750.00	-1,082.26	60.65%
6312 Sequoia Tree Build Expenses	41.67	-41.67	0.00	500.00	-500.00	0.00%
6315 Tourism Feature Development	166.67	-166.67	0.00	2,000.00	-2,000.00	0.00%
6316 Office Renovation		457.86	1,187.86	0.00	1,187.86	
Total 6310 Special Projects	\$ 437.51	\$ 228.68	\$ 2,855.60	\$ 5,250.00	-\$ 2,394.40	54.39%
6320 Audit, Accounting & Legal Fees	208.33	11.67	3,795.00	2,500.00	1,295.00	151.80%
6340 Memberships/Dues & Subscriptions	3,085.08	-2,086.08	12,238.00	37,021.00	-24,783.00	33.06%
6350 Education/Training		0.00	30.00	0.00	30.00	
6360 Payroll		0.00	0.00	0.00	0.00	
6361 Wages	22,575.80	-7,698.92	73,235.08	270,909.59	-197,674.51	27.03%
6363 Payroll Taxes/Workers Comp	2,634.23	-2,634.23	0.00	31,610.70	-31,610.70	0.00%
6364 Health/Life/Dental/Vision Ins	748.48	-684.74	1,490.36	8,981.74	-7,491.38	16.59%
6365 Retirement Contributions	631.84	-631.84	4,401.01	7,582.05	-3,181.04	58.05%
6366 Payroll Administrative Fees	400.00	-307.70	969.15	4,800.00	-3,830.85	20.19%
Total 6360 Payroll	\$ 26,990.35	-\$ 11,957.43	\$ 80,095.60	\$ 323,884.08	-\$ 243,788.48	24.73%
6400 Miscellaneous Expense		0.00	0.00	0.00	0.00	
6410 Misc. Expense	2,625.00	-2,625.00	230.79	31,500.00	-31,269.21	0.73%
Total 6400 Miscellaneous Expense	\$ 2,625.00	-\$ 2,625.00	\$ 230.79	\$ 31,500.00	-\$ 31,269.21	0.73%
6440 Executive Director Discretionary Funds	416.67	-416.67	0.00	5,000.00	-5,000.00	0.00%
QuickBooks Payments Fees		0.00	6.78	0.00	6.78	
Total Expenses	\$ 53,387.39	-\$ 25,396.56	\$ 185,909.47	\$ 653,148.54	-\$ 467,239.07	28.46%
Net Operating Income	-\$ 13,243.55	\$ 173,777.22	\$ 243,501.67	-\$ 171,422.29	\$ 414,923.96	-142.05%
Net Income	-\$ 13,243.55	\$ 173,777.22	\$ 243,501.67	-\$ 171,422.29	\$ 414,923.96	-142.05%

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