Visalia Convention & Visitor's Bureau

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

January - November, 2023

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
Income			
5100 City of Visalia Allocation			
5110 COV Allocation/TOT	361,049.00	330,961.62	30,087.38
Total 5100 City of Visalia Allocation	**361,049.00**	**330,961.62**	**30,087.38**
5200 Co-Ops			
5210 Advertising Co-Ops	225.00	160.38	64.62
5220 Trade Show Co-Ops		1,824.35	-1,824.35
5240 Advertising Co-Ops - MML	10,000.00	9,166.63	833.37
Total 5200 Co-Ops	**10,225.00**	**11,151.36**	**-926.36**
5400 Membership Dues		2,291.63	-2,291.63
5650 Visalia TMD Salary Reimbursement	77,000.00	60,500.00	16,500.00
5700 Miscellaneous Revenues	36,224.00	36,666.63	-442.63
5750 Interest Income	11.49	11.00	0.49
5800 Sales of Product Income	1,337.00		1,337.00
Total Income	**$485,846.49**	**$441,582.24**	**$44,264.25**
Cost of Goods Sold			
6000 Cost of Goods Sold	680.44		680.44
Total Cost of Goods Sold	**$680.44**	**$0.00**	**$680.44**
GROSS PROFIT	**$485,166.05**	**$441,582.24**	**$43,583.81**
Expenses			
6110 Bank Fees		91.63	-91.63
6111 Credit Card Service Fee	39.45		39.45
6115 Bad Debt	100.00		100.00
6120 Computer & Equipment			
6121 Computer & Equipment Purchase	7,842.26	5,500.00	2,342.26
6122 Computer & Equipment Maint	503.40	458.37	45.03
6123 Software Purchases & Licenses	8,239.23	21,515.89	-13,276.66
Total 6120 Computer & Equipment	**16,584.89**	**27,474.26**	**-10,889.37**
6130 Insurance			
6131 General Liability Insurance	1,491.00	1,317.25	173.75
6132 Directors & Officers' Insurance	2,205.00	2,563.00	-358.00
Total 6130 Insurance	**3,696.00**	**3,880.25**	**-184.25**
6140 Meetings Expense			
6141 Board Meetings	5,575.00	220.00	5,355.00
6142 Committee Expenses	57.37	330.00	-272.63
6143 Staff Meetings	73.15	220.00	-146.85
Total 6140 Meetings Expense	**5,705.52**	**770.00**	**4,935.52**
6150 Office Rent & Utilities	16,500.00	16,500.00	0.00
6160 Postage & Shipping	1,753.11	5,397.37	-3,644.26
6170 Printing/Copies, General	937.05	2,291.63	-1,354.58
6180 Supplies/Materials	970.15	3,116.63	-2,146.48
6190 Telephone		2,200.00	-2,200.00

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	ACTUAL	BUDGET	OVER BUDGET
6210 Advertising	4,734.49		4,734.49
6211 Conventions	18,579.50	47,685.88	-29,106.38
6212 Tourism	17,225.91	11,353.43	5,872.48
6214 Majestic Mountain Loop	20,155.00	18,333.37	1,821.63
Total 6210 Advertising	**60,694.90**	**77,372.68**	**-16,677.78**
6220 Convention & Trade Show Fees			
6221 Registration/Booth Fees	14,207.75	20,940.37	-6,732.62
6222 Convention Promotional Items	2,900.68	2,566.63	334.05
Total 6220 Convention & Trade Show Fees	**17,108.43**	**23,507.00**	**-6,398.57**
6230 Entertainment	765.69		765.69
6231 Entertainment Events & Meals	1,627.99	733.37	894.62
Total 6230 Entertainment	**2,393.68**	**733.37**	**1,660.31**
6240 FAM Tours	5,079.46	7,333.37	-2,253.91
6250 Monthly/Quarterly Meetings		1,604.13	-1,604.13
6260 Travel			
6261 Airfare	995.74	2,612.50	-1,616.76
6262 Lodging	4,129.89	4,730.00	-600.11
6263 Mileage	1,050.14	1,155.00	-104.86
6264 Meals	266.29	1,645.38	-1,379.09
6265 Car Rental & Other Travel Expenses	739.93	2,268.75	-1,528.82
Total 6260 Travel	**7,181.99**	**12,411.63**	**-5,229.64**
6270 Website	6,946.68	5,060.00	1,886.68
6280 Collateral			
6281 Printed Collateral	15,745.56	13,750.00	1,995.56
6282 Promotional Collateral/Giveaways	795.66	3,208.37	-2,412.71
Total 6280 Collateral	**16,541.22**	**16,958.37**	**-417.15**
6290 Other Marketing Expenses - STC	12,500.00	12,500.00	0.00
6300 Event Promotion Expenses			
6301 Convention Incentives	1,850.00	9,166.63	-7,316.63
Total 6300 Event Promotion Expenses	**1,850.00**	**9,166.63**	**-7,316.63**
6310 Special Projects			
6311 Sequoia Tree Lease-USPS	2,292.73	2,520.87	-228.14
6312 Sequoia Tree Build Expenses	2,969.91	458.37	2,511.54
6315 Tourism Feature Development	1,019.71	1,833.37	-813.66
6316 Office Renovation	1,187.86		1,187.86
Total 6310 Special Projects	**7,470.21**	**4,812.61**	**2,657.60**
6320 Audit, Accounting & Legal Fees	6,027.50	2,291.63	3,735.87
6340 Memberships/Dues & Subscriptions	22,622.72	33,935.88	-11,313.16
6350 Education/Training	159.00		159.00
6360 Payroll			
6361 Wages	136,359.01	248,333.80	-111,974.79
6362 Temps and Interns	250.00		250.00

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6363 Payroll Taxes/Workers Comp		28,976.53	-28,976.53
6364 Health/Life/Dental/Vision Ins	1,741.14	8,233.28	-6,492.14
6365 Retirement Contributions	4,401.01	6,950.24	-2,549.23
6366 Payroll Administrative Fees	1,399.08	4,400.00	-3,000.92
Total 6360 Payroll	**144,150.24**	**296,893.85**	**-152,743.61**
6400 Miscellaneous Expense			
6410 Misc. Expense	1,250.79	28,875.00	-27,624.21
Total 6400 Miscellaneous Expense	**1,250.79**	**28,875.00**	**-27,624.21**
6440 Executive Director Discretionary Funds		4,583.37	-4,583.37
QuickBooks Payments Fees	6.78		6.78
Total Expenses	**$358,269.77**	**$599,761.29**	**$ -241,491.52**
NET OPERATING INCOME	**$126,896.28**	**$ -158,179.05**	**$285,075.33**
NET INCOME	**$126,896.28**	**$ -158,179.05**	**$285,075.33**