

Visalia Convention & Visitor's Bureau

Profit and Loss

January - May, 2023

	TOTAL			
	JAN - MAY, 2023	JAN - MAY, 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	606.67	-381.67	-62.91 %
5240 Advertising Co-Ops - MML	10,000.00	13,000.00	-3,000.00	-23.08 %
Total 5200 Co-Ops	10,225.00	13,606.67	-3,381.67	-24.85 %
5400 Membership Dues		100.00	-100.00	-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	38,500.00	27,500.00	11,000.00	40.00 %
5700 Miscellaneous Revenues	365.00		365.00	
5750 Interest Income	5.21	8.30	-3.09	-37.23 %
5800 Sales of Product Income	295.00	600.00	-305.00	-50.83 %
Total Income	\$229,914.71	\$216,221.47	\$13,693.24	6.33 %
Cost of Goods Sold				
6000 Cost of Goods Sold	112.92	222.02	-109.10	-49.14 %
Total Cost of Goods Sold	\$112.92	\$222.02	\$ -109.10	-49.14 %
GROSS PROFIT	\$229,801.79	\$215,999.45	\$13,802.34	6.39 %
Expenses				
6111 Credit Card Service Fee	10.30	43.74	-33.44	-76.45 %
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	2,874.90	4,238.85	-1,363.95	-32.18 %
Total 6120 Computer & Equipment	4,435.15	4,718.25	-283.10	-6.00 %
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	60.00	71.80	-11.80	-16.43 %
6143 Staff Meetings	73.15	12.75	60.40	473.73 %
Total 6140 Meetings Expense	133.15	84.55	48.60	57.48 %

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6150 Office Rent & Utilities	7,500.00	7,500.00	0.00	0.00 %
6160 Postage & Shipping	963.26	1,987.97	-1,024.71	-51.55 %
6170 Printing/Copies, General	558.86	757.18	-198.32	-26.19 %
6180 Supplies/Materials	450.39	1,577.70	-1,127.31	-71.45 %
6210 Advertising				
6211 Conventions	450.00	21,518.06	-21,068.06	-97.91 %
6212 Tourism	7,699.82	1,871.30	5,828.52	311.47 %
6214 Majestic Mountain Loop	8,645.00	6,667.34	1,977.66	29.66 %
Total 6210 Advertising	16,794.82	30,056.70	-13,261.88	-44.12 %
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	17.34		17.34	
6231 Entertainment Events & Meals	7.99	180.00	-172.01	-95.56 %
Total 6230 Entertainment	25.33	180.00	-154.67	-85.93 %
6240 FAM Tours	1,211.01	2,473.92	-1,262.91	-51.05 %
6260 Travel				
6261 Airfare	995.74	2,262.85	-1,267.11	-56.00 %
6262 Lodging	2,933.45	3,419.91	-486.46	-14.22 %
6263 Mileage	88.62	572.25	-483.63	-84.51 %
6264 Meals	244.82	236.19	8.63	3.65 %
6265 Car Rental & Other Travel Expenses	653.93	1,996.96	-1,343.03	-67.25 %
Total 6260 Travel	4,916.56	8,488.16	-3,571.60	-42.08 %
6270 Website	3,694.68	2,859.34	835.34	29.21 %
6280 Collateral				
6281 Printed Collateral	14,895.83		14,895.83	
6282 Promotional Collateral/Giveaways	304.55	2,230.59	-1,926.04	-86.35 %
Total 6280 Collateral	15,200.38	2,230.59	12,969.79	581.45 %
6310 Special Projects				
6311 Sequoia Tree Lease-USPS	1,042.75	1,045.60	-2.85	-0.27 %
6316 Office Renovation	730.00	150.00	580.00	386.67 %
Total 6310 Special Projects	1,772.75	1,195.60	577.15	48.27 %
6320 Audit, Accounting & Legal Fees	3,175.00	1,200.00	1,975.00	164.58 %
6340 Memberships/Dues & Subscriptions	8,625.00	11,970.00	-3,345.00	-27.94 %
6350 Education/Training	30.00	11,927.00	-11,897.00	-99.75 %

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6360 Payroll				
6361 Wages	46,981.32	88,847.87	-41,866.55	-47.12 %
6364 Health/Life/Dental/Vision Ins	1,362.88	5,532.91	-4,170.03	-75.37 %
6365 Retirement Contributions	4,401.01	6,657.33	-2,256.32	-33.89 %
6366 Payroll Administrative Fees	784.55	1,522.95	-738.40	-48.48 %
Total 6360 Payroll	53,529.76	102,561.06	-49,031.30	-47.81 %
6400 Miscellaneous Expense				
6410 Misc. Expense	230.79	2,307.77	-2,076.98	-90.00 %
Total 6400 Miscellaneous Expense	230.79	2,307.77	-2,076.98	-90.00 %
QuickBooks Payments Fees	6.78	6.30	0.48	7.62 %
Total Expenses	\$134,174.72	\$210,534.82	\$ -76,360.10	-36.27 %
NET OPERATING INCOME	\$95,627.07	\$5,464.63	\$90,162.44	1,649.93 %
NET INCOME	\$95,627.07	\$5,464.63	\$90,162.44	1,649.93 %