

Visalia Convention & Visitor's Bureau

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

January - May, 2023

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
Income			
5100 City of Visalia Allocation			
5110 COV Allocation/TOT	180,524.50	150,437.10	30,087.40
Total 5100 City of Visalia Allocation	180,524.50	150,437.10	30,087.40
5200 Co-Ops			
5210 Advertising Co-Ops	225.00	72.90	152.10
5220 Trade Show Co-Ops		829.25	-829.25
5240 Advertising Co-Ops - MML	10,000.00	4,166.65	5,833.35
Total 5200 Co-Ops	10,225.00	5,068.80	5,156.20
5400 Membership Dues		1,041.65	-1,041.65
5650 Visalia TMD Salary Reimbursement	38,500.00	27,500.00	11,000.00
5700 Miscellaneous Revenues	365.00	16,666.65	-16,301.65
5750 Interest Income	5.21	5.00	0.21
5800 Sales of Product Income	295.00		295.00
Total Income	\$229,914.71	\$200,719.20	\$29,195.51
Cost of Goods Sold			
6000 Cost of Goods Sold	112.92		112.92
Total Cost of Goods Sold	\$112.92	\$0.00	\$112.92
GROSS PROFIT	\$229,801.79	\$200,719.20	\$29,082.59
Expenses			
6110 Bank Fees		41.65	-41.65
6111 Credit Card Service Fee	10.30		10.30
6120 Computer & Equipment			
6121 Computer & Equipment Purchase	1,056.85	2,500.00	-1,443.15
6122 Computer & Equipment Maint	503.40	208.35	295.05
6123 Software Purchases & Licenses	2,874.90	9,779.95	-6,905.05
Total 6120 Computer & Equipment	4,435.15	12,488.30	-8,053.15
6130 Insurance			
6131 General Liability Insurance	1,491.00	598.75	892.25
6132 Directors & Officers' Insurance	2,205.00	1,165.00	1,040.00
Total 6130 Insurance	3,696.00	1,763.75	1,932.25
6140 Meetings Expense			
6141 Board Meetings	60.00	100.00	-40.00
6142 Committee Expenses		150.00	-150.00
6143 Staff Meetings	73.15	100.00	-26.85
Total 6140 Meetings Expense	133.15	350.00	-216.85
6150 Office Rent & Utilities	7,500.00	7,500.00	0.00
6160 Postage & Shipping	963.26	2,453.35	-1,490.09
6170 Printing/Copies, General	558.86	1,041.65	-482.79
6180 Supplies/Materials	450.39	1,416.65	-966.26
6190 Telephone		1,000.00	-1,000.00

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6210 Advertising			
6211 Conventions	450.00	21,675.40	-21,225.40
6212 Tourism	7,699.82	5,160.65	2,539.17
6214 Majestic Mountain Loop	8,645.00	8,333.35	311.65
Total 6210 Advertising	16,794.82	35,169.40	-18,374.58
6220 Convention & Trade Show Fees			
6221 Registration/Booth Fees	7,214.75	9,518.35	-2,303.60
6222 Convention Promotional Items		1,166.65	-1,166.65
Total 6220 Convention & Trade Show Fees	7,214.75	10,685.00	-3,470.25
6230 Entertainment	17.34		17.34
6231 Entertainment Events & Meals	7.99	333.35	-325.36
Total 6230 Entertainment	25.33	333.35	-308.02
6240 FAM Tours	1,211.01	3,333.35	-2,122.34
6250 Monthly/Quarterly Meetings		729.15	-729.15
6260 Travel			
6261 Airfare	995.74	1,187.50	-191.76
6262 Lodging	2,933.45	2,150.00	783.45
6263 Mileage	88.62	525.00	-436.38
6264 Meals	244.82	747.90	-503.08
6265 Car Rental & Other Travel Expenses	653.93	1,031.25	-377.32
Total 6260 Travel	4,916.56	5,641.65	-725.09
6270 Website	3,694.68	2,300.00	1,394.68
6280 Collateral			
6281 Printed Collateral	14,895.83	6,250.00	8,645.83
6282 Promotional Collateral/Giveaways	304.55	1,458.35	-1,153.80
Total 6280 Collateral	15,200.38	7,708.35	7,492.03
6290 Other Marketing Expenses - STC		0.00	0.00
6300 Event Promotion Expenses			
6301 Convention Incentives		4,166.65	-4,166.65
Total 6300 Event Promotion Expenses		4,166.65	-4,166.65
6310 Special Projects			
6311 Sequoia Tree Lease-USPS	1,042.75	1,145.85	-103.10
6312 Sequoia Tree Build Expenses		208.35	-208.35
6315 Tourism Feature Development		833.35	-833.35
6316 Office Renovation	730.00		730.00
Total 6310 Special Projects	1,772.75	2,187.55	-414.80
6320 Audit, Accounting & Legal Fees	3,175.00	1,041.65	2,133.35
6340 Memberships/Dues & Subscriptions	8,625.00	15,425.40	-6,800.40
6350 Education/Training	30.00		30.00
6360 Payroll			
6361 Wages	46,981.32	112,879.00	-65,897.68

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6363 Payroll Taxes/Workers Comp		13,171.15	-13,171.15
6364 Health/Life/Dental/Vision Ins	1,362.88	3,742.40	-2,379.52
6365 Retirement Contributions	4,401.01	3,159.20	1,241.81
6366 Payroll Administrative Fees	784.55	2,000.00	-1,215.45
Total 6360 Payroll	53,529.76	134,951.75	-81,421.99
6400 Miscellaneous Expense			
6410 Misc. Expense	230.79	13,125.00	-12,894.21
Total 6400 Miscellaneous Expense	230.79	13,125.00	-12,894.21
6440 Executive Director Discretionary Funds		2,083.35	-2,083.35
QuickBooks Payments Fees	6.78		6.78
Total Expenses	\$134,174.72	\$266,936.95	\$ -132,762.23
NET OPERATING INCOME	\$95,627.07	\$ -66,217.75	\$161,844.82
NET INCOME	\$95,627.07	\$ -66,217.75	\$161,844.82