

Visalia Convention & Visitor's Bureau

Profit and Loss

January - June, 2023

	TOTAL			
	JAN - JUN, 2023	JAN - JUN, 2022 (PY)	CHANGE	% CHANGE
Income				
5100 City of Visalia Allocation				
5110 COV Allocation/TOT	180,524.50	347,163.00	-166,638.50	-48.00 %
Total 5100 City of Visalia Allocation	180,524.50	347,163.00	-166,638.50	-48.00 %
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	44,000.00	33,000.00	11,000.00	33.33 %
5700 Miscellaneous Revenues	365.00		365.00	
5750 Interest Income	6.24	9.41	-3.17	-33.69 %
5800 Sales of Product Income	447.00	724.00	-277.00	-38.26 %
Total Income	\$235,567.74	\$395,428.08	\$ -159,860.34	-40.43 %
Cost of Goods Sold				
6000 Cost of Goods Sold	201.10	294.98	-93.88	-31.83 %
Total Cost of Goods Sold	\$201.10	\$294.98	\$ -93.88	-31.83 %
GROSS PROFIT	\$235,366.64	\$395,133.10	\$ -159,766.46	-40.43 %
Expenses				
6100 Administrative Expenses		0.00	0.00	
6111 Credit Card Service Fee	-4.26	48.06	-52.32	-108.86 %
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	4,331.88	15,677.84	-11,345.96	-72.37 %
Total 6120 Computer & Equipment	6,276.19	16,157.24	-9,881.05	-61.16 %
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	100.00	91.80	8.20	8.93 %
6143 Staff Meetings	73.15	12.75	60.40	473.73 %
Total 6140 Meetings Expense	173.15	104.55	68.60	65.61 %

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6150 Office Rent & Utilities	9,000.00	9,000.00	0.00	0.00 %
6160 Postage & Shipping	963.26	2,199.97	-1,236.71	-56.21 %
6170 Printing/Copies, General	633.96	834.77	-200.81	-24.06 %
6180 Supplies/Materials	457.98	1,657.52	-1,199.54	-72.37 %
6210 Advertising				
6211 Conventions	450.00	22,735.49	-22,285.49	-98.02 %
6212 Tourism	7,699.82	8,869.98	-1,170.16	-13.19 %
6214 Majestic Mountain Loop	8,645.00	9,366.34	-721.34	-7.70 %
Total 6210 Advertising	16,794.82	40,971.81	-24,176.99	-59.01 %
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	17.34		17.34	
6231 Entertainment Events & Meals	7.99	252.81	-244.82	-96.84 %
Total 6230 Entertainment	25.33	252.81	-227.48	-89.98 %
6240 FAM Tours	2,768.56	3,273.22	-504.66	-15.42 %
6260 Travel				
6261 Airfare	995.74	2,262.85	-1,267.11	-56.00 %
6262 Lodging	2,933.45	4,202.22	-1,268.77	-30.19 %
6263 Mileage	342.24	572.25	-230.01	-40.19 %
6264 Meals	244.82	295.23	-50.41	-17.07 %
6265 Car Rental & Other Travel Expenses	653.93	2,371.91	-1,717.98	-72.43 %
Total 6260 Travel	5,170.18	9,704.46	-4,534.28	-46.72 %
6270 Website	4,194.68	3,359.34	835.34	24.87 %
6280 Collateral				
6281 Printed Collateral	14,895.83		14,895.83	
6282 Promotional Collateral/Giveaways	304.55	2,320.11	-2,015.56	-86.87 %
Total 6280 Collateral	15,200.38	2,320.11	12,880.27	555.16 %
6310 Special Projects				
6311 Sequoia Tree Lease-USPS	1,251.08	1,045.60	205.48	19.65 %
6316 Office Renovation	730.00	150.00	580.00	386.67 %
Total 6310 Special Projects	1,981.08	1,195.60	785.48	65.70 %
6320 Audit, Accounting & Legal Fees	3,575.00	1,200.00	2,375.00	197.92 %
6340 Memberships/Dues & Subscriptions	11,239.00	12,630.00	-1,391.00	-11.01 %
6350 Education/Training	30.00	12,902.00	-12,872.00	-99.77 %

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6360 Payroll				
6361 Wages	58,358.20	104,838.92	-46,480.72	-44.34 %
6364 Health/Life/Dental/Vision Ins	1,426.62	6,112.95	-4,686.33	-76.66 %
6365 Retirement Contributions	4,401.01	6,657.33	-2,256.32	-33.89 %
6366 Payroll Administrative Fees	876.85	1,753.70	-876.85	-50.00 %
Total 6360 Payroll	65,062.68	119,362.90	-54,300.22	-45.49 %
6400 Miscellaneous Expense				
6410 Misc. Expense	230.79	2,721.57	-2,490.78	-91.52 %
Total 6400 Miscellaneous Expense	230.79	2,721.57	-2,490.78	-91.52 %
QuickBooks Payments Fees	6.78	6.30	0.48	7.62 %
Total Expenses	\$154,690.31	\$256,446.22	\$ -101,755.91	-39.68 %
NET OPERATING INCOME	\$80,676.33	\$138,686.88	\$ -58,010.55	-41.83 %
NET INCOME	\$80,676.33	\$138,686.88	\$ -58,010.55	-41.83 %