

Visalia Convention & Visitor's Bureau
Budget vs. Actuals: Budget Jan-Dec 2023 by Totals - FY23 P&L
January - December 2023

	Total			
	Actual	Budget	Remaining	% Remaining
Income				
5100 City of Visalia Allocation	0.00	0.00	0.00	
5110 COV Allocation/TOT	361,049.00	361,049.00	0.00	0.00%
Total 5100 City of Visalia Allocation	\$ 361,049.00	\$ 361,049.00	\$ 0.00	0.00%
5200 Co-Ops	0.00	0.00	0.00	
5210 Advertising Co-Ops	225.00	175.00	-50.00	-28.57%
5220 Trade Show Co-Ops	0.00	1,990.25	1,990.25	100.00%
5240 Advertising Co-Ops - MML	10,000.00	10,000.00	0.00	0.00%
Total 5200 Co-Ops	\$ 10,225.00	\$ 12,165.25	\$ 1,940.25	15.95%
5400 Membership Dues	0.00	2,500.00	2,500.00	100.00%
5650 Visalia TMD Salary Reimbursement	71,500.00	66,000.00	-5,500.00	-8.33%
5700 Miscellaneous Revenues	36,224.00	40,000.00	3,776.00	9.44%
5750 Interest Income	8.36	12.00	3.64	30.33%
5800 Sales of Product Income	1,132.00	0.00	-1,132.00	
Total Income	\$ 480,138.36	\$ 481,726.25	\$ 1,587.89	0.33%
Cost of Goods Sold				
6000 Cost of Goods Sold	572.38	0.00	-572.38	
Total Cost of Goods Sold	\$ 572.38	\$ 0.00	-\$ 572.38	
Gross Profit	\$ 479,565.98	\$ 481,726.25	\$ 2,160.27	0.45%
Expenses				
6110 Bank Fees	0.00	100.00	100.00	100.00%
6111 Credit Card Service Fee	32.90	0.00	-32.90	
6120 Computer & Equipment	0.00	0.00	0.00	
6121 Computer & Equipment Purchase	2,417.26	6,000.00	3,582.74	59.71%
6122 Computer & Equipment Maint	503.40	500.00	-3.40	-0.68%
6123 Software Purchases & Licenses	7,210.28	23,471.88	16,261.60	69.28%
Total 6120 Computer & Equipment	\$ 10,130.94	\$ 29,971.88	\$ 19,840.94	66.20%
6130 Insurance	0.00	0.00	0.00	
6131 General Liability Insurance	1,491.00	1,437.00	-54.00	-3.76%
6132 Directors & Officers' Insurance	2,205.00	2,796.00	591.00	21.14%
Total 6130 Insurance	\$ 3,696.00	\$ 4,233.00	\$ 537.00	12.69%
6140 Meetings Expense	0.00	0.00	0.00	
6141 Board Meetings	140.00	240.00	100.00	41.67%
6142 Committee Expenses	0.00	360.00	360.00	100.00%
6143 Staff Meetings	73.15	240.00	166.85	69.52%
Total 6140 Meetings Expense	\$ 213.15	\$ 840.00	\$ 626.85	74.63%
6150 Office Rent & Utilities	15,000.00	18,000.00	3,000.00	16.67%
6160 Postage & Shipping	1,753.11	5,888.00	4,134.89	70.23%
6170 Printing/Copies, General	937.05	2,500.00	1,562.95	62.52%

6180 Supplies/Materials	718.81	3,400.00	2,681.19	78.86%
6190 Telephone	0.00	2,400.00	2,400.00	100.00%
6210 Advertising	4,734.49	0.00	-4,734.49	
6211 Conventions	8,450.75	52,021.00	43,570.25	83.76%
6212 Tourism	15,544.01	12,385.58	-3,158.43	-25.50%
6214 Majestic Mountain Loop	8,645.00	20,000.00	11,355.00	56.78%
Total 6210 Advertising	\$ 37,374.25	\$ 84,406.58	\$ 47,032.33	55.72%
6220 Convention & Trade Show Fees	0.00	0.00	0.00	
6221 Registration/Booth Fees	11,207.75	22,844.00	11,636.25	50.94%
6222 Convention Promotional Items	808.95	2,800.00	1,991.05	71.11%
Total 6220 Convention & Trade Show Fees	\$ 12,016.70	\$ 25,644.00	\$ 13,627.30	53.14%
6230 Entertainment	209.70	0.00	-209.70	
6231 Entertainment Events & Meals	7.99	800.00	792.01	99.00%
Total 6230 Entertainment	\$ 217.69	\$ 800.00	\$ 582.31	72.79%
6240 FAM Tours	2,768.56	8,000.00	5,231.44	65.39%
6250 Monthly/Quarterly Meetings	0.00	1,750.00	1,750.00	100.00%
6260 Travel	0.00	0.00	0.00	
6261 Airfare	995.74	2,850.00	1,854.26	65.06%
6262 Lodging	2,933.45	5,160.00	2,226.55	43.15%
6263 Mileage	342.24	1,260.00	917.76	72.84%
6264 Meals	244.82	1,795.00	1,550.18	86.36%
6265 Car Rental & Other Travel Expenses	653.93	2,475.00	1,821.07	73.58%
Total 6260 Travel	\$ 5,170.18	\$ 13,540.00	\$ 8,369.82	61.82%
6270 Website	5,946.68	5,520.00	-426.68	-7.73%
6280 Collateral	0.00	0.00	0.00	
6281 Printed Collateral	15,368.83	15,000.00	-368.83	-2.46%
6282 Promotional Collateral/Giveaways	304.55	3,500.00	3,195.45	91.30%
Total 6280 Collateral	\$ 15,673.38	\$ 18,500.00	\$ 2,826.62	15.28%
6290 Other Marketing Expenses - STC	12,500.00	12,500.00	0.00	0.00%
6300 Event Promotion Expenses	0.00	0.00	0.00	
6301 Convention Incentives	0.00	10,000.00	10,000.00	100.00%
Total 6300 Event Promotion Expenses	\$ 0.00	\$ 10,000.00	\$ 10,000.00	100.00%
6310 Special Projects	0.00	0.00	0.00	
6311 Sequoia Tree Lease-USPS	2,084.40	2,750.00	665.60	24.20%
6312 Sequoia Tree Build Expenses	0.00	500.00	500.00	100.00%
6315 Tourism Feature Development	0.00	2,000.00	2,000.00	100.00%
6316 Office Renovation	1,187.86	0.00	-1,187.86	
Total 6310 Special Projects	\$ 3,272.26	\$ 5,250.00	\$ 1,977.74	37.67%
6320 Audit, Accounting & Legal Fees	4,895.00	2,500.00	-2,395.00	-95.80%
6340 Memberships/Dues & Subscriptions	15,466.72	37,021.00	21,554.28	58.22%
6350 Education/Training	30.00	0.00	-30.00	
6360 Payroll	0.00	0.00	0.00	
6361 Wages	106,588.33	270,909.59	164,321.26	60.66%
6363 Payroll Taxes/Workers Comp	0.00	31,610.70	31,610.70	100.00%
6364 Health/Life/Dental/Vision Ins	1,617.84	8,981.74	7,363.90	81.99%
6365 Retirement Contributions	4,401.01	7,582.05	3,181.04	41.95%
6366 Payroll Administrative Fees	1,208.00	4,800.00	3,592.00	74.83%

Total 6360 Payroll	\$ 113,815.18	\$ 323,884.08	\$ 210,068.90	64.86%
6400 Miscellaneous Expense	0.00	0.00	0.00	
6410 Misc. Expense	230.79	31,500.00	31,269.21	99.27%
Total 6400 Miscellaneous Expense	\$ 230.79	\$ 31,500.00	\$ 31,269.21	99.27%
6440 Executive Director Discretionary Funds	0.00	5,000.00	5,000.00	100.00%
QuickBooks Payments Fees	6.78	0.00	-6.78	
Total Expenses	\$ 261,866.13	\$ 653,148.54	\$ 391,282.41	59.91%
Net Operating Income	\$ 217,699.85	-\$ 171,422.29	-\$ 389,122.14	227.00%
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