

Salinas Valley Tourism & Visitors Bureau

Profit and Loss by Class

July 2022 - June 2023

	CALIFORNIA WELCOME CENTER	1A STATION PLACE	TOTAL CALIFORNIA WELCOME CENTER	TOTAL
Income				
Certified Folder		2,352.11	2,352.11	\$2,352.11
Donations		371.84	371.84	\$371.84
Mo. County Funding		-5,001.55	-5,001.55	\$ -5,001.55
Sales of Product Income		1,160.52	1,160.52	\$1,160.52
Tourism Improvement District		116,168.15	116,168.15	\$116,168.15
Total Income	\$0.00	\$115,051.07	\$115,051.07	\$115,051.07
Cost of Goods Sold				
Cost of Goods Sold		366.11	366.11	\$366.11
Total Cost of Goods Sold	\$0.00	\$366.11	\$366.11	\$366.11
GROSS PROFIT	\$0.00	\$114,684.96	\$114,684.96	\$114,684.96
Expenses				
Accounting Services		4,428.75	4,428.75	\$4,428.75
Advertising		3,551.73	3,551.73	\$3,551.73
Bank Charges		20.00	20.00	\$20.00
Computer Supplies		149.90	149.90	\$149.90
CPA - Tax Accountant		3,150.00	3,150.00	\$3,150.00
Designation Fees		3,750.00	3,750.00	\$3,750.00
Display and Decor		6,676.89	6,676.89	\$6,676.89
Dues & Subscriptions		2,025.74	2,025.74	\$2,025.74
Event Supplies		782.71	782.71	\$782.71
Insurance		5,813.25	5,813.25	\$5,813.25
D&O Insurance		1,136.00	1,136.00	\$1,136.00
Total Insurance		6,949.25	6,949.25	\$6,949.25
Janitorial Services		38.74	38.74	\$38.74
Legal & Professional Fees		4,500.00	4,500.00	\$4,500.00
Graphic Design		2,080.00	2,080.00	\$2,080.00
Total Legal & Professional Fees		6,580.00	6,580.00	\$6,580.00
Meals and Entertainment		521.00	521.00	\$521.00
Office Expenses		1,464.97	1,464.97	\$1,464.97
Permits & Fees		100.88	100.88	\$100.88
Personal Property Tax		1,162.17	1,162.17	\$1,162.17
Postage Expense		302.00	302.00	\$302.00
Rent or Lease		22,041.60	22,041.60	\$22,041.60
Repair & Maintenance		3,367.34	3,367.34	\$3,367.34
Salaries/Wages				\$0.00
Payroll Fees		576.00	576.00	\$576.00
Payroll Tax Expense		4,428.99	4,428.99	\$4,428.99
Salary/Wages-Executive Director		49,999.92	49,999.92	\$49,999.92
Salary/Wages-Part Time Concierge		4,421.25	4,421.25	\$4,421.25
Workers' Comp Insurance		564.00	564.00	\$564.00
Total Salaries/Wages		59,990.16	59,990.16	\$59,990.16
Supplies				\$0.00
Office Supplies		1,436.37	1,436.37	\$1,436.37
Total Supplies		1,436.37	1,436.37	\$1,436.37
Taxes & Licenses		55.00	55.00	\$55.00
Training/Seminars/Education		1,199.00	1,199.00	\$1,199.00
Travel - Hotel, Parking, Flights		1,703.13	1,703.13	\$1,703.13

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Travel Meals		280.50	280.50	\$280.50
Utilities				\$0.00
Telephone & Internet		3,167.40	3,167.40	\$3,167.40
Total Utilities		3,167.40	3,167.40	\$3,167.40
Wayfinding Cost		17,685.00	17,685.00	\$17,685.00
Website Hosting & Management		120.00	120.00	\$120.00
Total Expenses	\$0.00	\$152,700.23	\$152,700.23	\$152,700.23
NET OPERATING INCOME	\$0.00	\$ -38,015.27	\$ -38,015.27	\$ -38,015.27
Other Income				
Interest Earned		1.36	1.36	\$1.36
Total Other Income	\$0.00	\$1.36	\$1.36	\$1.36
NET OTHER INCOME	\$0.00	\$1.36	\$1.36	\$1.36
NET INCOME	\$0.00	\$ -38,013.91	\$ -38,013.91	\$ -38,013.91