

Salinas Valley Tourism & Visitors Bureau CWC FY 2023-24 Budget

| | Budget 2023-24 |
|---------------------------------|-----------------------|
| Income | |
| Certified Folder | 2,400.00 |
| Sales of Product Income | 3,000.00 |
| Sponsorships/ Donations | 1,000.00 |
| Tourism Improvement District | 135,000.00 |
| Total Income | 141,400.00 |
| Cost of Goods Sold | |
| Cost of Goods Sold | 1,500.00 |
| Inventory Loss/Damage | 75.00 |
| Inventory Shrinkage | 25.00 |
| Total Cost of Goods Sold | 1,600.00 |
| Gross Profit | 139,800.00 |
| <u>Expenses</u> | |
| Accounting Services | 4,800.00 |
| Advertising | 1,500.00 |
| Bank Charges | 65.00 |
| Merchant Fees | 100.00 |
| Cleaning Supplies | 300.00 |
| CPA - Tax Accountant | 2,200.00 |
| Designation Fees | 5,000.00 A |
| Dues & Subscriptions | 1,150.00 |
| Event Supplies | 300.00 |
| Insurance | 2,500.00 |
| D&O Insurance | 1,136.00 |
| Legal Fees | 500.00 |
| Meals and Entertainment | 145.00 |
| Penalties & Interest | 0.00 |
| County Property Tax | 1,200.00 |
| Postage Expense | 200.00 |
| Promotional | 500.00 |
| Rent or Lease | 24,024.00 B |
| Repair & Maintenance | 3,500.00 C |
| <u>Salaries/Wages</u> | |
| Payroll Fees | 660.00 |
| Payroll Tax Expense | 6,300.00 |
| Salaries/Wages-Concierge CWC | 5,532.00 |
| Salary/ Wages-Store Manager CWC | D |
| Salary/Wages-Executive Director | 50,000.00 |
| Workers' Comp Insurance | 350.00 |
| Total Salaries/Wages | 62,842.00 |
| Security | 900.00 |
| Social Media/Promotion | 1,440.00 |
| <u>Supplies</u> | |

| | | |
|---|-------------------|-----------------|
| Office Supplies | 1,200.00 | |
| Restroom Supplies | 300.00 | |
| | | 1,500.00 |
| Total Supplies | | |
| Taxes & Licenses | 150.00 | |
| Travel - Hotel, Parking, Flights | 1,000.00 | |
| Travel-Mileage | 650.00 | |
| Utilities | | |
| PG&E | 3,090.00 | |
| Telephone & Internet | 3,204.00 | |
| Trash | 0.00 | |
| Water/Sewer | 780.00 | |
| | | 7,074.00 |
| Total Utilities | | |
| Total Expenses | 124,676.00 | |
| Net Operating Income | 15,124.00 | |

NOTES

- A- Annual fees due to Visit CA / Dept. of Transportation for CWC
- B - \$21,000 (\$1750 x 12 months) @ 1A Station Place -Payable to City of Salinas
- C - budget for exterior vandalism - broken windows
- D- Open position to be filled