

CALAVERAS VISITORS BUREAU

Budget Overview: Budget_FY25_P&L - FY25 P&L Classes

July 2024 - June 2025

	ACALAVERAS VISTORS BUREAU	ANGELS CAMP MUSEUM	TOTAL
Income			
aaTOT Income			\$0.00
aaTOT Funding Calaveras County	400,000.00		\$400,000.00
aaTOT Funding City of Angels	73,000.00	15,000.00	\$88,000.00
Total aaTOT Income	473,000.00	15,000.00	\$488,000.00
Guide Participant Income			
Additional Listings	5,500.00		\$5,500.00
Advertising	35,000.00		\$35,000.00
Enhanced Listings	500.00		\$500.00
New Listings	1,000.00		\$1,000.00
Renewal Listings	24,000.00		\$24,000.00
Total Guide Participant Income	66,000.00		\$66,000.00
Museum Income			
Admissions		72,000.00	\$72,000.00
City Museum Contribution		50,000.00	\$50,000.00
Total Museum Income		122,000.00	\$122,000.00
Other Income			
Credit Card Rewards	1,000.00		\$1,000.00
Total Other Income	1,000.00		\$1,000.00
Sale Income	45,000.00		\$45,000.00
Total Income	\$585,000.00	\$137,000.00	\$722,000.00
Cost of Goods Sold			
5000 Cost of Goods Sold			\$0.00
Cost of Sale Items	25,000.00		\$25,000.00
Credit Card Fee	3,000.00	875.00	\$3,875.00
Shipping & Freight	2,000.00		\$2,000.00
Total 5000 Cost of Goods Sold	30,000.00	875.00	\$30,875.00
Total Cost of Goods Sold	\$30,000.00	\$875.00	\$30,875.00
GROSS PROFIT	\$555,000.00	\$136,125.00	\$691,125.00
Expenses			
6560 Payroll Expenses			\$0.00
CVB Wages	224,480.00		\$224,480.00
Employee Training	100.00	100.00	\$200.00
Health Insurance	17,300.00		\$17,300.00
Museum Wages		60,375.00	\$60,375.00
Payroll Processing	2,300.00	1,100.00	\$3,400.00
Payroll Taxes	24,000.00	6,500.00	\$30,500.00
Total 6560 Payroll Expenses	268,180.00	68,075.00	\$336,255.00
CVB/Museum Office expense			
Building/Exhibit Maintenance		11,375.00	\$11,375.00
Drinking Water	400.00	100.00	\$500.00
Equip Lease	1,750.00	1,500.00	\$3,250.00
Equip Maint & Repair	500.00	500.00	\$1,000.00

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Gifts	500.00		\$500.00
Landscaping		5,500.00	\$5,500.00
Murphys CVB Office	12,000.00		\$12,000.00
New Equipment		300.00	\$300.00
Office Supplies	1,500.00	1,500.00	\$3,000.00
Pest and Weed Control		3,800.00	\$3,800.00
Postage	400.00	100.00	\$500.00
Printing	250.00		\$250.00
Security		6,000.00	\$6,000.00
Staff Meetings & Development	3,000.00		\$3,000.00
Telephone	2,650.00	2,650.00	\$5,300.00
Utilities		18,000.00	\$18,000.00
Total CVB/Museum Office expense	22,950.00	51,325.00	\$74,275.00
DMO Education			\$0.00
DMA CEO Forum	2,500.00		\$2,500.00
DMA Tech Conference	2,500.00		\$2,500.00
Outlook Forum	2,500.00		\$2,500.00
Total DMO Education	7,500.00		\$7,500.00
Financial Services			\$0.00
Accounting Fees - W & E	4,500.00	500.00	\$5,000.00
Bank Fee	170.00		\$170.00
Bookkeeping - Sturm Solutions	7,300.00	500.00	\$7,800.00
Legal Fees	900.00		\$900.00
Total Financial Services	12,870.00	1,000.00	\$13,870.00
Insurance			\$0.00
Business	650.00		\$650.00
Directors & Officers	1,200.00		\$1,200.00
Workers Compensation	1,100.00	600.00	\$1,700.00
Total Insurance	2,950.00	600.00	\$3,550.00
Marketing			\$0.00
Calaveras Film Commission			\$0.00
Film Package & Website	3,000.00		\$3,000.00
Location Manager Scout	3,000.00		\$3,000.00
Total Calaveras Film Commission	6,000.00		\$6,000.00
Digital Marketing Tools			\$0.00
Facebook Advertising	1,200.00		\$1,200.00
Madden Media	33,000.00		\$33,000.00
Placer AI	30,000.00		\$30,000.00
Social Media Marketing	18,000.00		\$18,000.00
Total Digital Marketing Tools	82,200.00		\$82,200.00
Dues & Subscriptions			\$0.00
DMA West-Western Assoc of CVBs	800.00		\$800.00
Dropbox	250.00		\$250.00

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FLICS	300.00		\$300.00
GCVA Map & PR	500.00		\$500.00
Gold Country Visitors Assoc.	1,000.00		\$1,000.00
High Sierra Visitors Council	2,500.00		\$2,500.00
Museum Dues and Subscription		125.00	\$125.00
Software Subscription	6,900.00		\$6,900.00
Total Dues & Subscriptions	12,250.00	125.00	\$12,375.00
Museum Marketing		15,000.00	\$15,000.00
Outreach Marketing			\$0.00
Calaveras Event Promotions	5,000.00		\$5,000.00
NPR Radio	16,000.00		\$16,000.00
Total Outreach Marketing	21,000.00		\$21,000.00
Print Ads			\$0.00
California Visitors Guide	4,100.00		\$4,100.00
Local Getaways	5,000.00		\$5,000.00
National Geographic UK	3,500.00		\$3,500.00
NorCal	2,500.00		\$2,500.00
SacTown	8,800.00		\$8,800.00
Yosemite Journal	7,500.00		\$7,500.00
Total Print Ads	31,400.00		\$31,400.00
Public Relations			\$0.00
Board Development	450.00		\$450.00
Meetings/Mileage	2,500.00		\$2,500.00
Promotions	1,000.00		\$1,000.00
Total Public Relations	3,950.00		\$3,950.00
Travel Writer Familiarizations			\$0.00
Media/Film Fam Trips	5,000.00		\$5,000.00
Visit CA Fam Trips	2,500.00		\$2,500.00
Total Travel Writer Familiarizations	7,500.00		\$7,500.00
Visitors Guide			\$0.00
Layout	6,000.00		\$6,000.00
Printing Cost	50,000.00		\$50,000.00
Visitors Guide Delivery	11,000.00		\$11,000.00
Total Visitors Guide	67,000.00		\$67,000.00
Website			\$0.00
Website Enhancements	1,500.00		\$1,500.00
Website Hosting	7,500.00		\$7,500.00
Total Website	9,000.00		\$9,000.00
Total Marketing	240,300.00	15,125.00	\$255,425.00
Taxes			\$0.00
Property Tax	250.00		\$250.00
Total Taxes	250.00		\$250.00
Total Expenses	\$555,000.00	\$136,125.00	\$691,125.00

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NET OPERATING INCOME	\$0.00	\$0.00	\$0.00
NET INCOME	\$0.00	\$0.00	\$0.00