

CALAVERAS VISITORS BUREAU

Budget Overview: Budget_FY27_P&L - FY27 P&L Classes

July 2026 - June 2027

	ACALAVERAS VISTORS BUREAU	ANGELS CAMP MUSEUM	TOTAL
Income			
aaTOT Income			\$0.00
aaTOT Funding Calaveras County	350,000.00		\$350,000.00
aaTOT Funding City of Angels	80,000.00	15,000.00	\$95,000.00
Total aaTOT Income	430,000.00	15,000.00	\$445,000.00
Guide Participant Income			\$0.00
Additional Listings	4,000.00		\$4,000.00
Advertising	27,000.00		\$27,000.00
Annual Guide Listings	27,000.00		\$27,000.00
Business/Non Profit Listings	300.00		\$300.00
Enhanced Listings	400.00		\$400.00
Total Guide Participant Income	58,700.00		\$58,700.00
Museum Income			\$0.00
Admissions		65,000.00	\$65,000.00
City Museum Contribution		57,000.00	\$57,000.00
Total Museum Income		122,000.00	\$122,000.00
Other Income			\$0.00
Sale Income	42,000.00		\$42,000.00
Total Other Income	42,000.00		\$42,000.00
Total Income	\$530,700.00	\$137,000.00	\$667,700.00
Cost of Goods Sold			
5000 Cost of Goods Sold			\$0.00
Cost of Sale Items	25,000.00		\$25,000.00
Shipping & Freight	2,500.00		\$2,500.00
Total 5000 Cost of Goods Sold	27,500.00		\$27,500.00
Total Cost of Goods Sold	\$27,500.00	\$0.00	\$27,500.00
GROSS PROFIT	\$503,200.00	\$137,000.00	\$640,200.00
Expenses			
6560 Payroll Expenses			\$0.00
CVB Wages	217,858.00		\$217,858.00
Health Insurance	19,099.00		\$19,099.00
HR/Employee Training	3,000.00	2,035.00	\$5,035.00
Museum Wages		91,036.00	\$91,036.00
Payroll Processing	3,650.00	2,200.00	\$5,850.00
Payroll Taxes	19,000.00	8,195.00	\$27,195.00
Total 6560 Payroll Expenses	262,607.00	103,466.00	\$366,073.00
CVB/Museum Office expense			\$0.00
Building/Exhibit Maintenance		11,000.00	\$11,000.00
Credit Card Fee	1,500.00	1,500.00	\$3,000.00
Drinking Water	400.00	100.00	\$500.00
Equip Lease	1,900.00	1,900.00	\$3,800.00
Equip Maint & Repair	500.00	0.00	\$500.00
Gifts	200.00		\$200.00

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Landscaping		2,800.00	\$2,800.00
New Equipment	1,000.00		\$1,000.00
Office Supplies	1,500.00	1,500.00	\$3,000.00
Pest and Weed Control		3,800.00	\$3,800.00
Postage	650.00	0.00	\$650.00
Rent - Murphys CVB Office	12,000.00		\$12,000.00
Security		7,424.00	\$7,424.00
Staff Meetings & Development	1,000.00		\$1,000.00
Telephone	3,225.00	2,200.00	\$5,425.00
Utilities	4,200.00	14,000.00	\$18,200.00
Total CVB/Museum Office expense	28,075.00	46,224.00	\$74,299.00
DMO Education			\$0.00
DMA CEO Forum	0.00		\$0.00
Outlook Forum	4,000.00		\$4,000.00
Total DMO Education	4,000.00		\$4,000.00
Financial Services			\$0.00
Accounting/Auditor Fees	5,500.00	300.00	\$5,800.00
Bank Fee	100.00		\$100.00
Bookkeeping - Monthly	7,200.00	600.00	\$7,800.00
Legal Fees	500.00		\$500.00
Total Financial Services	13,300.00	900.00	\$14,200.00
Insurance			\$0.00
Business	1,100.00		\$1,100.00
Directors & Officers	2,500.00		\$2,500.00
Van Insurance	2,900.00		\$2,900.00
Workers Compensation	900.00	675.00	\$1,575.00
Total Insurance	7,400.00	675.00	\$8,075.00
Marketing			\$0.00
Calaveras Film Commission			\$0.00
Film Package & Website	3,885.00		\$3,885.00
Total Calaveras Film Commission	3,885.00		\$3,885.00
Digital Marketing Tools			\$0.00
Facebook Advertising	6,000.00		\$6,000.00
SEO/Digital Marketing	25,400.00		\$25,400.00
Social Media Marketing	10,000.00		\$10,000.00
Zartico	10,000.00		\$10,000.00
Total Digital Marketing Tools	51,400.00		\$51,400.00
Dues & Subscriptions			\$0.00
Calaveras Enterprise	49.00		\$49.00
Dropbox	250.00		\$250.00
FLICS	300.00		\$300.00
GCVA Map & PR	500.00		\$500.00
Gold Country Visitors Assoc.	1,000.00		\$1,000.00

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High Sierra Visitors Council	2,500.00		\$2,500.00
Software Subscription	8,200.00		\$8,200.00
Total Dues & Subscriptions	12,799.00		\$12,799.00
Outreach Marketing			\$0.00
Calaveras Event Promotions	15,000.00		\$15,000.00
NPR Radio	16,872.00		\$16,872.00
Total Outreach Marketing	31,872.00		\$31,872.00
Print Ads			\$0.00
California Visitors Guide	4,200.00		\$4,200.00
Local Getaways	1,200.00		\$1,200.00
NorCal	2,340.00		\$2,340.00
Yosemite Journal	7,995.00		\$7,995.00
Total Print Ads	15,735.00		\$15,735.00
Public Relations	250.00		\$250.00
Board Development	250.00		\$250.00
Meetings/Mileage	2,000.00		\$2,000.00
Promotions	350.00		\$350.00
Total Public Relations	2,850.00		\$2,850.00
Travel Writer Familiarizations			\$0.00
Media/Film Fam Trips	4,500.00		\$4,500.00
Visit CA Fam Trips	6,650.00		\$6,650.00
Total Travel Writer Familiarizations	11,150.00		\$11,150.00
Visitors Guide			\$0.00
Layout	7,700.00		\$7,700.00
Printing Cost	42,000.00		\$42,000.00
Visitors Guide Delivery	12,000.00		\$12,000.00
Total Visitors Guide	61,700.00		\$61,700.00
Website			\$0.00
Website Enhancements	2,000.00		\$2,000.00
Website Hosting	3,400.00		\$3,400.00
Website Updates	5,000.00		\$5,000.00
Total Website	10,400.00		\$10,400.00
Total Marketing	201,791.00		\$201,791.00
Taxes			\$0.00
Property Tax	200.00		\$200.00
Sales Tax Adjustment	100.00		\$100.00
Total Taxes	300.00		\$300.00
Total Expenses	\$517,473.00	\$151,265.00	\$668,738.00
NET OPERATING INCOME	\$ -14,273.00	\$ -14,265.00	\$ -28,538.00
Other Income			
Credit Card Rewards	1,405.00		\$1,405.00
Interest Income	7,250.00		\$7,250.00

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Total Other Income	\$8,655.00	\$0.00	\$8,655.00
NET OTHER INCOME	\$8,655.00	\$0.00	\$8,655.00
NET INCOME	\$ -5,618.00	\$ -14,265.00	\$ -19,883.00