VISALIA CONVENTION & VISITORS BUREAU

2026 Proposed Budget (as of 8/12/2026)

	2026 CVB Budget
Income	
4000 TMD Allocation (TMD $5000)	
4100 City of Visalia Allocation	
4120 COV Tourism Allocation	
2025 Actual=189,912 2026 Actual = 327,081, not 361,049	
COV paid 2025 funds in 2026 (53% of expected allocation)	
2026 funding is 91% of expected funds	
Total 4100 City of Visalia Allocation	$ 327,081.00
4200 Co-Ops	
4240 Advertising Co-Ops - MML (VYMC $20,000 TMD $5000)	
Total 4200 Co-Ops	$ 25,000.00
4750 Interest Income	
4800 Sales of Product Income	
Total Income	$ 352,081.00
Cost of Goods Sold	
5000 Cost of Goods Sold	
Purchases/Inventory	
Total 5000 Cost of Goods Sold	
Total Cost of Goods Sold	
Gross Profit	$ 352,081.00
Expenses	
6000 Operations	
6110 Bank Fees	$ 250.00
6111 Credit Card Service Fee	$ 250.00
6120 Equipment & Equipment Maintenance	
Cell phone $180X12=2160; New Computer est $2,000/ea	$ 3,750.00
6123 Software Purchases & Licenses	
QB: 1300, Adobe: 840, Vimeo: 300, Google: 420, Hootsuite: 1200, Brevo: 420, Zoom: 340	$ 3,250.00
6130 Insurance Liability + D&O ($3,769+$1,218=$4,987)	$ 5,000.00
6140 Meetings Expense (Board, Committee, Staff)	$ 250.00
6150 Office	
6151 Rent & Renovations (Rent $36,000/ $2,992 mo)	
6152 Security/Alarm	
6153 Utilities	
6154 Cleaning	
6155 Supplies	
6156 Repair & Maintenance	

Total 6150 Office	**$ 23,150.00**
6160 Postage & Shipping	**$ 1,500.00**
6170 Printing/Copies, General	
Clines's, Outsourced printing, brochure reprints	**$ 7,500.00**
6180 Office Supplies/Materials	**$ 1,250.00**
6190 Telephone Avg $416/mo	**$ 3,250.00**
6320 Accounting & Legal Fees CPA + Bookkeeping	**$ 12,000.00**
6360 Payroll	
6361 Wages, Benefits & Taxes	$ 117,000.00
6362 Temps and Interns (CVB 40% / TMD 60%)	$ 4,200.00
6366 Payroll Administrative Fees + Safe Harbor Match	
100% Sales | 50% Adm | 0% Tourism	$ 3,326.90
Total 6360 Payroll	**$ 124,526.90**
6400 Miscellaneous Expense	**$ 1,500.00**
	$ 187,426.90
7000 Marketing	
7210 Advertising	
7211 Conventions CVENT $7,500 + other opportunities, digital redirect	$ 10,000.00
7212 Tourism	$ -
7213 MML CVB/TMD Contributions	
7214 Majestic Mountain Loop VYMC: $20K | VV: $10K	$ 30,000.00
Total 7210 Advertising	**$ 40,000.00**
7220 Trade Show Registration	
7221 Marketing Events - registration	
Reg & Exh furnishings and supplies. Not giveaways. NY Media, IMM, Go West, ~~IPW~~, LA Media Recp, Outlook Forum, LA Travel Show	$ -
7222 Convention Sales Events- registration	
Seasonal Spectacular (5700), Dest CA (1200), RCMA/Emerge (5700)	$ 12,600.00
Total 7220 Trade Show Registration	**$ 12,600.00**
7225 Promotional items	
7226 Convention Promotional Items	$ 5,000.00
7227 Tourism promotional items	$ -
Total 7225 Promotional items	**$ 5,000.00**
7230 Convention Servicing- booked business	
Booked bus-not FAM or incentive, could be welcome video, program ads, planner or committee gifts, in-market meetings. Retention incentives - purchasing in-market items for established events (lanyards, recep, cookies, music, etc. $250 per conv for planner gifts	**$ 4,500.00**
7240 FAM Tours	
7241 Media FAM Tours	$ 10,000.00
7242 Convention FAM Tours	$ 3,000.00
Total 7240 FAM Tours	**$ 13,000.00**
7260 Travel	
7261 Media	$ -
7262 Convention	$ 7,000.00
Total 7260 Travel	**$ 7,000.00**

7280 New Collateral & Asset Development (marketing tools)	**$**	**2,500.00**
7290 Sequoia Tourism Council Why "other marketing" and MML is 7214? Should these be combined as all adv and all marketing? Paid 2025 & 2026	**$**	**25,000.00**
7300 Convention Sales-Procurement and Retention Incentives-Current Yr Includes prospecting gifts/engaging with planners New business contracted incentives. $14K from TMD for KOC - $60K total 2026	**$**	**24,100.00**
7310 Special Tourism Marketing Projects		
7314 Website Refresh	$	1,250.00
Total 7310 Special Tourism Marketing Projects	**$**	**1,250.00**
7340 Memberships/Dues & Subscriptions		
7341 Tourism Drozian $6000 (hosting, amint, SEO/SEM), Visit USA UK $500, CVTA $1000, HSVC $2,500, aRES $8000, STR $5,000	$	9,200.00
7342 Convention $27860 = Knowland $12,600, iDSS $5,500, Assn West $2,260, ~~CVENT $7,500~~	$	21,500.00
7343 General Cal Travel $1000	$	1,000.00
Total 7340 Memberships/Dues & Subscriptions	**$**	**31,700.00**
7360 Payroll		
7361 Wages & Benefits		
Total 7360 Payroll		
Total 7000 Marketing	**$**	**166,650.00**
8000 Destination Development		
8315 Destination Development Seq Legacy Tree $2,750 Lease	$	2,750.00
8360 Payroll		
8361 Wages & Benefits		
Total 8360 Payroll		
Total 8000 Destination Development	**$**	**2,750.00**
Total Expenses	**$**	**356,826.90**
Net Operating Income	**$**	**(4,745.90)**
Other Expenses		
VCVB Board Reserve Funds	$	(45,000.00)
Reconciliation Discrepancies		
Total Other Expenses		
Net Other Income		
Net Income	**$**	**(49,745.90)**