

VCVB  
Income

City of Visalia  
Visalia Tourism Marketing District  
Total Income: \$1,122,000

\$370,000

\$752,000

Expense

Code	Budget Category	COV	COV	VTMD	VTMD	TOTAL	TMD Code
6110	Bank Fees	100%	\$100	0%		\$100	
6111	Credit Card Services	0%	\$0	100%	\$100	\$100	1
6120	Equipment & Maintenance	50%	\$3,000	50%	\$3,000	\$6,000	1
6123	Software	50%	\$4,000	50%	\$4,000	\$8,000	1
6130	Insurance	100%	\$4,000	0%	\$0	\$4,000	
6140	Meetings	TBD	\$1,000	TBD	\$1,000	\$2,000	1
6150	Office	10%	\$4,000	90%	\$39,500	\$43,500	1
	6151 Rent & Renovations						
	6152 Security/alarm						
	6153 Utilities						
	6154 Cleaning						
	6155 Supplies (cleaning, bulbs, paper products)						
	6156 Repair and Maintenance						
6160	Postage and Shipping	15%	\$500	85%	\$1,500	\$2,000	1
6170	Printing/Copies	20%	\$1,500	80%	\$7,000	\$8,500	1,3
6180	Office Supplies	50%	\$1,000	50%	\$1,000	\$2,000	1
6190	Telephone	50%	\$1,000	50%	\$1,000	\$2,000	1
7210	Advertising						
	7211 Convention /Meeting Planner Advertising	100%	\$10,000	0%	\$0	\$10,000	
	7212 Tourism Advertising	3%	\$10,000	97%	\$384,400	\$394,400	<b>3</b>
	7214 Magestic Mountain Loop (MML)	50%	\$5,000	50%	\$5,000	\$10,000	3
7220	Conventions and Trade Show Registration						
	7221 Marketing Events - registration	0%	\$0	100%	\$8,000	\$8,000	3
	7222 Convention Sales Events - registration	100%	\$7,500	0%	\$0	\$7,500	
7225	Promotional items						
	7226 Convention Sales	100%	\$2,000	0%	\$0	\$2,000	
	7227 Tourism promotional Items			100%	\$2,500	\$2,500	3
7230	Convention Servicing (booked business -not FAM or incentive)	100%	\$4,150	0%	\$0	\$4,150	

7240	FAM Tours						
	7241 Media FAM Tours	0%	\$0	100%	\$8,000	\$8,000	3
	7242 Convention FAM Tours	100%	\$5,000	0%	\$0	\$5,000	
7260	Travel						
	7261 Media Travel	6%	\$250	94%	\$4,000	\$4,250	1,2,3
	7262 Convention Travel	100%	\$4,000	0%	\$0	\$4,000	
7280	New Collateral & Asset Development (marketing tools)	0%	\$0	100%	\$10,000	\$10,000	3
7290	Other Marketing - Sequoia Tourism Council	50%	\$6,250	50%	\$6,250	\$12,500	3
7300	Convention Sales- Procurement and Retention Incentives	100%	\$10,000	0%	\$0	\$10,000	
7310	Special Projects						
	7311 Sequoia Legacy Tree	100%	\$3,500	0%	\$0	\$3,500	
	7314 Website Refresh	25%	\$2,500	75%	\$5,000	\$7,500	3
8000	Destination Development						
8315	Destination Development: Destination Development	0%	\$0	100%	\$33,500	\$33,500	2
8315	Destination Development:Destination Development:Sequoia Legacy Tree						
6320	Accounting and Legal	100%	\$3,000	0%	\$0	\$3,000	
7340	Membership Dues & Subscriptions						
	7341 Tourism	0%	\$0	100%	\$10,000	\$10,000	1,3
	7342 Convention	100%	\$7,500	0%	\$0	\$7,500	
	7343 General	35%	\$15,700	65%	\$30,000	\$45,700	2
	Payroll						
	6361 Executive Director	70%	\$91,000	30%	\$39,000	\$130,000	1,2, 3
	6362 Marketing Director	15%	\$12,000	85%	\$73,000	\$85,000	1,3
	6363 Convention Sales	100%	\$75,000	0%	\$0	\$75,000	
	6364 Administrative/Influencer	50%	\$26,750	50%	\$26,750	\$53,500	1,3
	6362 Temp Wages	100%	\$800			\$800	
	6363 Taxes/ WC	TBD	\$32,000		\$32,000	\$64,000	1
	6364 Health & Life	TBD	\$5,500		\$5,500	\$11,000	1
	6365 Retirement	TBD	\$5,000		\$5,000	\$10,000	1
	6366 Administrative Fees	TBD	\$2,500		\$2,500	\$5,000	1
6400	Misc.	100%	\$5,000			\$5,000	
Total Income			\$370,000		\$752,000	\$1,120,400	\$1,122,000
Total Expense			\$372,000		\$750,000		\$1,122,000







