

Visalia Convention & Visitor's Bureau

Profit and Loss

January - April, 2026

	TOTAL
Income	
4000 TMD Allocation	39,217.90
4100 City of Visalia Allocation	
4120 COV Tourism Allocation	334,332.00
Total 4100 City of Visalia Allocation	334,332.00
4200 Co-Ops	
4240 Advertising Co-Ops - MML	20,000.00
Total 4200 Co-Ops	20,000.00
4800 Sales of Product Income	514.00
Total Income	\$394,063.90
Cost of Goods Sold	
5000 Cost of Goods Sold	312.50
Total Cost of Goods Sold	\$312.50
GROSS PROFIT	\$393,751.40
Expenses	
6000 Operations	
6110 Bank Fees	51.49
6111 Credit Card Service Fee	18.01
6123 Software Purchases & Licenses	2,097.58
6130 Insurance	4,987.00
6150 Office	
6151 Rent & Renovations	11,400.00
6152 Security/Alarm	534.12
6153 Utilities	1,744.54
6154 Cleaning	1,105.00
Total 6150 Office	14,783.66
6160 Postage & Shipping	327.90
6170 Printing/Copies, General	364.71
6180 Office Supplies/Materials	81.35
6190 Telephone	2,290.07
6320 Accounting & Legal Fees	1,380.00
6360 Payroll	98,531.48
6362 Temps and Interns	2,862.50
Total 6360 Payroll	101,393.98
6400 Miscellaneous Expense	51.95
Total 6000 Operations	127,827.70
7000 Marketing	
7210 Advertising	
7212 Tourism	505.13
7214 Majestic Mountain Loop	8,747.33
Total 7210 Advertising	9,252.46

Visalia Convention & Visitor's Bureau

Profit and Loss January - April, 2026

	TOTAL
7220 Trade Show Registration	
7222 Convention Sales Events- registration	89.57
Total 7220 Trade Show Registration	89.57
7225 Promotional items	
7227 Tourism promotional items	14.85
Total 7225 Promotional items	14.85
7230 Convention Servicing- booked business	1,953.00
7240 FAM Tours	35.00
7241 Media FAM Tours	307.11
Total 7240 FAM Tours	342.11
7260 Travel	
7261 Media	2,573.99
7262 Convention	11.03
Total 7260 Travel	2,585.02
7280 New Collateral & Asset Development (marketing tools)	474.06
7290 Sequoia Tourism Council	12,500.00
7300 Convention Sales-Procurement and Retention Incentives	900.00
7310 Special Tourism Marketing Projects	
7314 Website Refresh	26,220.00
Total 7310 Special Tourism Marketing Projects	26,220.00
7340 Memberships/Dues & Subscriptions	
7341 Tourism	2,150.00
7342 Convention	1,350.00
Total 7340 Memberships/Dues & Subscriptions	3,500.00
Total 7000 Marketing	57,831.07
8000 Destination Development	-300.00
8315 Destination Development	2,245.48
Total 8000 Destination Development	1,945.48
Total Expenses	\$187,604.25
NET OPERATING INCOME	\$206,147.15
NET INCOME	\$206,147.15