

Visalia Convention & Visitor's Bureau

Profit and Loss

January - August, 2026

	COV	TOTAL
Income		
4100 City of Visalia Allocation		\$0.00
4120 COV Tourism Allocation	361,049.00	\$361,049.00
Total 4100 City of Visalia Allocation	361,049.00	\$361,049.00
Total Income	\$361,049.00	\$361,049.00
GROSS PROFIT	\$361,049.00	\$361,049.00
Expenses		
6000 Operations		\$0.00
6110 Bank Fees	72.65	\$72.65
6111 Credit Card Service Fee	-17.63	\$ -17.63
6115 Bad Debt	171,088.00	\$171,088.00
6123 Software Purchases & Licenses	2,577.69	\$2,577.69
6130 Insurance	4,987.00	\$4,987.00
6140 Meetings Expense	172.93	\$172.93
6150 Office		\$0.00
6151 Rent & Renovations	11,759.00	\$11,759.00
6152 Security/Alarm	267.06	\$267.06
6153 Utilities	1,525.27	\$1,525.27
6154 Cleaning	1,137.50	\$1,137.50
Total 6150 Office	14,688.83	\$14,688.83
6160 Postage & Shipping	358.95	\$358.95
6170 Printing/Copies, General	428.11	\$428.11
6180 Office Supplies/Materials	196.62	\$196.62
6190 Telephone	2,132.16	\$2,132.16
6320 Accounting & Legal Fees	5,590.00	\$5,590.00
6360 Payroll	0.00	\$0.00
6361 Wages, Benefits & Taxes	43,224.92	\$43,224.92
6362 Temps and Interns	4,175.00	\$4,175.00
Total 6360 Payroll	47,399.92	\$47,399.92
6400 Miscellaneous Expense	2,859.00	\$2,859.00
Total 6000 Operations	252,534.23	\$252,534.23
7000 Marketing		\$0.00
7210 Advertising		\$0.00
7213 MML CVB/TMD Contributions	5,000.00	\$5,000.00
Total 7210 Advertising	5,000.00	\$5,000.00
7220 Trade Show Registration		\$0.00
7222 Convention Sales Events- registration	11,489.57	\$11,489.57
Total 7220 Trade Show Registration	11,489.57	\$11,489.57
7225 Promotional items		\$0.00
7227 Tourism promotional items	14.85	\$14.85
Total 7225 Promotional items	14.85	\$14.85

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7230 Convention Servicing- booked business	2,549.46	\$2,549.46
7240 FAM Tours		\$0.00
7241 Media FAM Tours	324.46	\$324.46
Total 7240 FAM Tours	324.46	\$324.46
7260 Travel		\$0.00
7262 Convention	11.03	\$11.03
Total 7260 Travel	11.03	\$11.03
7280 New Collateral & Asset Development (marketing tools)	118.51	\$118.51
7290 Sequoia Tourism Council	12,500.00	\$12,500.00
7300 Convention Sales-Procurement and Retention Incentives	9,624.96	\$9,624.96
7310 Special Tourism Marketing Projects		\$0.00
7314 Website Refresh	1,250.00	\$1,250.00
Total 7310 Special Tourism Marketing Projects	1,250.00	\$1,250.00
7340 Memberships/Dues & Subscriptions		\$0.00
7341 Tourism	2,660.00	\$2,660.00
7342 Convention	15,804.00	\$15,804.00
7343 General	1,075.00	\$1,075.00
Total 7340 Memberships/Dues & Subscriptions	19,539.00	\$19,539.00
Total 7000 Marketing	62,421.84	\$62,421.84
8000 Destination Development		\$0.00
8315 Destination Development	1,670.47	\$1,670.47
Total 8000 Destination Development	1,670.47	\$1,670.47
Total Expenses	\$316,626.54	\$316,626.54
NET OPERATING INCOME	\$44,422.46	\$44,422.46
NET INCOME	\$44,422.46	\$44,422.46