Visalia Convention & Visitor's Bureau

Profit and Loss by Class

June 2026

	COV	GOODS	MML	VTMD	TOTAL
Income					
4000 TMD Allocation				20,193.58	$20,193.58
4200 Co-Ops					$0.00
4240 Advertising Co-Ops - MML			10,000.00		$10,000.00
Total 4200 Co-Ops			**10,000.00**		**$10,000.00**
4800 Sales of Product Income		152.00			$152.00
Total Income	**$0.00**	**$152.00**	**$10,000.00**	**$20,193.58**	**$30,345.58**
Cost of Goods Sold					
5000 Cost of Goods Sold		245.00			$245.00
Total Cost of Goods Sold	**$0.00**	**$245.00**	**$0.00**	**$0.00**	**$245.00**
GROSS PROFIT	**$0.00**	**$ -93.00**	**$10,000.00**	**$20,193.58**	**$30,100.58**
Expenses					
6000 Operations					$0.00
6110 Bank Fees	17.63		75.00		$92.63
6111 Credit Card Service Fee		5.01			$5.01
6123 Software Purchases & Licenses	715.80			715.78	$1,431.58
6150 Office					$0.00
6151 Rent & Renovations	1,496.00			1,496.00	$2,992.00
6153 Utilities	130.21			130.19	$260.40
6154 Cleaning	130.00			130.00	$260.00
Total 6150 Office	**1,756.21**			**1,756.19**	**$3,512.40**
6170 Printing/Copies, General	36.66			36.66	$73.32
6190 Telephone	135.80			135.80	$271.60
6360 Payroll					$0.00
6362 Temps and Interns	1,790.00			2,685.00	$4,475.00
Total 6360 Payroll	**1,790.00**			**2,685.00**	**$4,475.00**
6400 Miscellaneous Expense	1,672.00				$1,672.00
Total 6000 Operations	**6,124.10**	**5.01**	**75.00**	**5,329.43**	**$11,533.54**
7000 Marketing					$0.00
7210 Advertising					$0.00
7213 MML CVB/TMD Contributions	5,000.00			5,000.00	$10,000.00
7214 Majestic Mountain Loop			7,500.00		$7,500.00
Total 7210 Advertising	**5,000.00**		**7,500.00**	**5,000.00**	**$17,500.00**
7220 Trade Show Registration					$0.00
7222 Convention Sales Events- registration	5,700.00				$5,700.00
Total 7220 Trade Show Registration	**5,700.00**				**$5,700.00**
7230 Convention Servicing- booked business	51.50				$51.50
7240 FAM Tours					$0.00
7241 Media FAM Tours				465.36	$465.36
Total 7240 FAM Tours				**465.36**	**$465.36**

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7340 Memberships/Dues & Subscriptions					$0.00
7341 Tourism	400.00			600.00	$1,000.00
7342 Convention	1,854.00				$1,854.00
Total 7340 Memberships/Dues & Subscriptions	**2,254.00**			**600.00**	**$2,854.00**
7360 Payroll					$0.00
7361 Wages & Benefits				8,558.08	$8,558.08
Total 7360 Payroll				**8,558.08**	**$8,558.08**
Total 7000 Marketing	**13,005.50**		**7,500.00**	**14,623.44**	**$35,128.94**
8000 Destination Development					$0.00
8315 Destination Development	208.33				$208.33
Total 8000 Destination Development	**208.33**				**$208.33**
Total Expenses	**$19,337.93**	**$5.01**	**$7,575.00**	**$19,952.87**	**$46,870.81**
NET OPERATING INCOME	**$ -19,337.93**	**$ -98.01**	**$2,425.00**	**$240.71**	**$ -16,770.23**
NET INCOME	**$ -19,337.93**	**$ -98.01**	**$2,425.00**	**$240.71**	**$ -16,770.23**