

Visalia Convention & Visitor's Bureau

Profit and Loss

January - June, 2026

	COV	GOODS	MML	VTMD	TOTAL
Income					
4000 TMD Allocation				59,411.48	\$59,411.48
4100 City of Visalia Allocation					\$0.00
4120 COV Tourism Allocation	144,420.00				\$144,420.00
Total 4100 City of Visalia Allocation	144,420.00				\$144,420.00
4200 Co-Ops					\$0.00
4240 Advertising Co-Ops - MML			30,000.00		\$30,000.00
Total 4200 Co-Ops			30,000.00		\$30,000.00
4800 Sales of Product Income		855.00			\$855.00
Total Income	\$144,420.00	\$855.00	\$30,000.00	\$59,411.48	\$234,686.48
Cost of Goods Sold					
5000 Cost of Goods Sold		557.50			\$557.50
Total Cost of Goods Sold	\$0.00	\$557.50	\$0.00	\$0.00	\$557.50
GROSS PROFIT	\$144,420.00	\$297.50	\$30,000.00	\$59,411.48	\$234,128.98
Expenses					
6000 Operations					\$0.00
6110 Bank Fees	72.65		75.00		\$147.65
6111 Credit Card Service Fee	0.00	29.99			\$29.99
6115 Bad Debt	171,088.00				\$171,088.00
6123 Software Purchases & Licenses	2,450.09			1,217.66	\$3,667.75
6130 Insurance	4,987.00				\$4,987.00
6150 Office					\$0.00
6151 Rent & Renovations	8,767.00			8,767.00	\$17,534.00
6152 Security/Alarm	267.06			267.06	\$534.12
6153 Utilities	1,165.15			1,165.03	\$2,330.18
6154 Cleaning	845.00			845.00	\$1,690.00
Total 6150 Office	11,044.21			11,044.09	\$22,088.30
6160 Postage & Shipping	163.95			163.95	\$327.90
6170 Printing/Copies, General	290.45			290.41	\$580.86
6180 Office Supplies/Materials	40.67			40.68	\$81.35
6190 Telephone	1,622.99			1,623.00	\$3,245.99
6320 Accounting & Legal Fees	4,190.00				\$4,190.00
6360 Payroll	27,054.60			75,079.61	\$102,134.21
6362 Temps and Interns	4,175.00			6,262.50	\$10,437.50
Total 6360 Payroll	31,229.60			81,342.11	\$112,571.71
6400 Miscellaneous Expense	2,571.00			51.95	\$2,622.95
Total 6000 Operations	229,750.61	29.99	75.00	95,773.85	\$325,629.45

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	COV	GOODS	MML	VTMD	TOTAL
7000 Marketing					\$0.00
7210 Advertising					\$0.00
7212 Tourism				125.13	\$125.13
7213 MML CVB/TMD Contributions	5,000.00			5,000.00	\$10,000.00
7214 Majestic Mountain Loop			16,247.33		\$16,247.33
Total 7210 Advertising	5,000.00		16,247.33	5,125.13	\$26,372.46
7220 Trade Show Registration					\$0.00
7222 Convention Sales Events- registration	5,789.57				\$5,789.57
Total 7220 Trade Show Registration	5,789.57				\$5,789.57
7225 Promotional items					\$0.00
7227 Tourism promotional items	14.85			62.66	\$77.51
Total 7225 Promotional items	14.85			62.66	\$77.51
7230 Convention Servicing- booked business	2,504.50				\$2,504.50
7240 FAM Tours					\$0.00
7241 Media FAM Tours	35.00			772.47	\$807.47
Total 7240 FAM Tours	35.00			772.47	\$807.47
7260 Travel					\$0.00
7261 Media				3,330.27	\$3,330.27
7262 Convention	11.03				\$11.03
Total 7260 Travel	11.03			3,330.27	\$3,341.30
7280 New Collateral & Asset Development (marketing tools)	118.51			355.55	\$474.06
7290 Sequoia Tourism Council	12,500.00				\$12,500.00
7300 Convention Sales-Procurement and Retention Incentives	900.00				\$900.00
7310 Special Tourism Marketing Projects					\$0.00
7314 Website Refresh	1,250.00			24,970.00	\$26,220.00
Total 7310 Special Tourism Marketing Projects	1,250.00			24,970.00	\$26,220.00
7340 Memberships/Dues & Subscriptions					\$0.00
7341 Tourism	2,260.00			3,390.00	\$5,650.00
7342 Convention	3,204.00				\$3,204.00
Total 7340 Memberships/Dues & Subscriptions	5,464.00			3,390.00	\$8,854.00
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	33,587.46		16,247.33	46,564.16	\$96,398.95
8000 Destination Development				-300.00	\$ -300.00
8315 Destination Development	1,253.81			1,200.00	\$2,453.81
Total 8000 Destination Development	1,253.81			900.00	\$2,153.81
Total Expenses	\$264,591.88	\$29.99	\$16,322.33	\$143,238.01	\$424,182.21
NET OPERATING INCOME	\$ -120,171.88	\$267.51	\$13,677.67	\$ -83,826.53	\$ -190,053.23
NET INCOME	\$ -120,171.88	\$267.51	\$13,677.67	\$ -83,826.53	\$ -190,053.23