

2026 VCVB BUDGET as of 7.17.2026

INCOME

	City of Visalia	361,049.00
	MML (VYMC + TMD)	25,000.00
	Total Income:	386,049.00

EXPENSE

Code	Budget Category	COV
6110	Bank Fees	250.00
6111	Credit Card Services	250.00
6120	Equipment & Maintenance Cell phone \$180 x 12=2160; New computers est. \$2,000 each	3,750.00
6123	Software and software subscriptions: One time fees and recurring fees. QB: 1,000, Adobe: 840, Vimeo: 300, Google: 420, Hootsuite: 1,200, Brevo: 420, Zoom 340	3,250.00
6130	Insurance Liability + D&O (\$3,769+\$1,218=\$4,987)	5,000.00
6140	Meetings	250.00
6150	Office	23,150.00
	6151 Rent & Renovations (Rent is \$36,000) \$2,992/mo	
	6152 Security/alarm	
	6153 Utilities	
	6154 Cleaning (\$65 X 52) Maggie Davis	
	6155 Maintenance Supplies (cleaning, bulbs, paper products)	
	6156 Repair and Maintenance	
6160	Postage and Shipping	1,500.00
6170	Printing/Copies (Cline's, Outsources printing (office posters) brochure reprint)	7,500.00
6180	Office Supplies/Materials (Paper, envelopes, etc.)	1,250.00
6190	Telephone & Internet - Comcast (avg 416/mo)	3,250.00
6320	Accounting and Legal (Krista + William)	12,000.00
6362	Temp staff (CVB \$40 / TMD 60%)	3,200.00
6361	Payroll - Wages and Benefits & Admin Fees (SinglePoint) 100% Sales 50% Admin 0% Tourism	97,000.00
6400	Misc.	1,500.00
Operations		163,100.00
7210	Advertising	
	7211 Convention /Meeting Planner Advertising CVENT \$8,000 + other opportunities, digital redirect	10,000.00
	7212 Tourism Advertising (AOR Plus)	
	7214 Majestic Mountain Loop VYMC: \$20K VV: \$10K	30,000.00
7220	Conventions and Trade Show Registration	

2026 VCVB BUDGET as of 7.17.2026

	7221 Tourism Marketing Events Reg & exhibit furnishings and supplies. Not give aways. NY Media - \$200, IMM - 4,000, Go West 3700, IPW - 0, LA Media Recp - 1500 Outlook Forum - 849, LA Travel Show STC - 0	
	7222 Convention Sales Events - registration, exhibit furnishings and supplies -not give aways Seasonal Spec. Destin CA, RCMA, Emerge	20,000.00
7225	Promotional items	
	7226 Convention Sales - Exhibit Give aways	5,000.00
	7227 Tourism promotional Items	
7230	Convention Servicing (booked business -not FAM or incentive, could be welcome video, program advertising, planner/committee gifts, in market meetings.) Retention incentives - purchasing in market items for established events (lanyards, reception, cookies, music) \$250 per conv for planner gifts, etc.	5,000.00
7240	FAM Tours	
	7241 Media FAM Tours	10,000.00
	7242 Convention FAM Tours	3,000.00
7260	Travel	
	7261 Media / Toursim Travel	
	7262 Convention Travel	15,000.00
7280	New Collateral & Asset Development	2,500.00
7290	Other Marketing - Sequoia Tourism Council \$12,500 why "other marketing" and MML is 7214. Why aren't these 2 combined as all advertising and all marketing marketing	25,000.00
7300	Convention Sales- Procurement: Includes Prospecting gifts/engaging w/ meeting planners. New Business Contracted Incentives. \$14,000 is a commitment from TMD to Knights of Columbus. \$60,000 2026 incentives.	38,000.00
7340	Membership Dues & Subscriptions	
	7341 Tourism Drozian \$6,000 (Hosting/Maintenance, SEO/SEM), Visit USA UK (\$500) CVTA (\$1,000) HSVC (2500), ARES (\$8,000) STR (\$5,000)	9,200.00
	7342 Convention (\$27,860 = Knowland \$12.600, iDSS \$5500, Assn West \$2260, CVENT \$7500)	25,000.00
	7343 General Cal Travel \$1,000	1,000.00
Marketing		198,700.00
8000	Destination Development	
8315	Destination Development: Sequoia Legacy Tree	5,000.00
Destination Development		5,000.00
Total		366,800.00

386,049.00

19,249.00