

Visalia Convention & Visitor's Bureau

Profit and Loss

January - July, 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	0.00	\$0.00
6115 Bad Debt	171,088.00	\$171,088.00
6123 Software Purchases & Licenses	2,466.89	\$2,466.89
6130 Insurance	4,987.00	\$4,987.00
6150 Office		\$0.00
6151 Rent & Renovations	10,263.00	\$10,263.00
6152 Security/Alarm	267.06	\$267.06
6153 Utilities	1,310.23	\$1,310.23
6154 Cleaning	975.00	\$975.00
Total 6150 Office	12,815.29	\$12,815.29
6160 Postage & Shipping	163.95	\$163.95
6170 Printing/Copies, General	319.03	\$319.03
6180 Office Supplies/Materials	40.67	\$40.67
6190 Telephone	1,922.40	\$1,922.40
6320 Accounting & Legal Fees	5,590.00	\$5,590.00
6360 Payroll	0.00	\$0.00
6361 Wages, Benefits & Taxes	34,495.41	\$34,495.41
6362 Temps and Interns	4,175.00	\$4,175.00
Total 6360 Payroll	38,670.41	\$38,670.41
6400 Miscellaneous Expense	2,571.00	\$2,571.00
Total 6000 Operations	240,707.29	\$240,707.29
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	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	\$14.85
Total 7225 Promotional items	14.85	\$14.85
7230 Convention Servicing- booked business	2,504.50	\$2,504.50

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	COV	TOTAL
7240 FAM Tours		\$0.00
7241 Media FAM Tours	35.00	\$35.00
Total 7240 FAM Tours	35.00	\$35.00
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	2,460.00	\$2,460.00
7342 Convention	15,804.00	\$15,804.00
Total 7340 Memberships/Dues & Subscriptions	18,264.00	\$18,264.00
Total 7000 Marketing	55,112.42	\$55,112.42
8000 Destination Development		\$0.00
8315 Destination Development	1,462.14	\$1,462.14
Total 8000 Destination Development	1,462.14	\$1,462.14
Total Expenses	\$297,281.85	\$297,281.85
NET OPERATING INCOME	\$63,767.15	\$63,767.15
NET INCOME	\$63,767.15	\$63,767.15