VISALIA CONVENTION & VISITORS BUREAU

provisional budget board approved 10-15-2026

2026 Proposed Budget with Percentage Spend

	2026 Visit Visalia TOTAL	2026 CVB	2026 VTMD		CVB Tourism Spend 40%
	Budget	Budget	Budget	Percentages CVB vs TMD	
Income					
4000 TMD Allocation (TMD $5000)					
4100 City of Visalia Allocation					
4120 COV Tourism Allocation					
2025 Actual=189,912 2026 Actual = 327,081, not 361,049 COV paid 2025 funds in 2026 (53% of expected allocation) 2026 funding is 91% of expected funds	$ 327,081.00				
Total 4100 City of Visalia Allocation	**$ 327,081.00**	**$ 327,081.00**			
4200 Co-Ops					
4240 Advertising Co-Ops - MML (VYMC $20,000 TMD $5000)	$ 30,000.00	30,000.00			
Total 4200 Co-Ops	**$ 30,000.00**	**$ 30,000.00**			
4750 Interest Income					
4800 Sales of Product Income					
Total Income	**$ 357,081.00**	**$ 357,081.00**			
Cost of Goods Sold					
5000 Cost of Goods Sold					
Purchases/Inventory					
Total 5000 Cost of Goods Sold					
Total Cost of Goods Sold					
Gross Profit	**$ 357,081.00**	**$ 357,081.00**			
Expenses					
6000 Operations					
6110 Bank Fees	**$ 250.00**	**$ 250.00**	**$ -**		100
6111 Credit Card Service Fee	**$ 250.00**	**$ 250.00**	**$ -**		100
6120 Equipment & Equipment Maintenance					
Cell phone $180X12=2160; New Computer est $2,000/ea	**$ 7,500.00**	**$ 3,750.00**	**$ 3,750.00**	50%/50%	1500
6123 Software Purchases & Licenses					
QB: 1300, Adobe: 840, Vimeo: 300, Google: 420, Hootsuite: 1200, Brevo: 420, Zoom: 340	**$ 6,500.00**	**$ 3,250.00**	**$ 3,250.00**	50%/50%	1300
6130 Insurance Liability + D&O ($3,769+$1,218=$4,987)	**$ 5,000.00**	**$ 5,000.00**		100%/0%	2000
6140 Meetings Expense (Board, Committee, Staff)	**$ 500.00**	**$ 250.00**	**$ 250.00**	50%/50%	100
6150 Office					
6151 Rent & Renovations (Rent $36,000/ $2,992 mo)	$ 36,000.00				
6152 Security/Alarm	$ 700.00				
6153 Utilities	$ 4,100.00				
6154 Cleaning	$ 3,500.00				
6155 Supplies	$ 500.00				
6156 Repair & Maintenance	$ 1,500.00				
Total 6150 Office	**$ 46,300.00**	**$ 23,150.00**	**$ 23,150.00**	50%/50%	9260
6160 Postage & Shipping	**$ 3,000.00**	**$ 1,500.00**	**$ 1,500.00**	50%/50%	600
6170 Printing/Copies, General					
Clines's, Outsourced printing, brochure reprints	**$ 15,000.00**	**$ 7,500.00**	**$ 7,500.00**	50%/50%	3000
6180 Office Supplies/Materials	**$ 2,500.00**	**$ 1,250.00**	**$ 1,250.00**	50%/50%	500
6190 Telephone Avg $416/mo	**$ 6,500.00**	**$ 3,250.00**	**$ 3,250.00**	50%/50%	1300
6320 Accounting & Legal Fees CPA + Bookkeeping	**$ 12,000.00**	**$ 12,000.00**	**$ -**	0	4800
6360 Payroll					
6361 Wages, Benefits & Taxes	$ 270,000.00	$ 117,000.00	$ 153,000.00	0% Sales | 50% Adm |100% Tourism	23468
6362 Temps and Interns (CVB 40% / TMD 60%)	$ 10,500.00	$ 4,200.00	$ 6,300.00	40%/60%	1680
6366 Payroll Administrative Fees + Safe Harbor Match 100% Sales | 50% Adm | 0% Tourism	$ 8,317.26	$ 3,326.90	$ 4,990.36	100% Sales | 50% Adm | 0% Tourism 401K Payout 50/50	1330

Total 6360 Payroll	**$ 288,817.26**	**$ 124,526.90**	**$ 164,290.36**		
6400 Miscellaneous Expense	**$ 3,000.00**	**$ 1,500.00**	**$ 1,500.00**	50%/50%	600
6000 Total Expenses	**$ 397,117.26**	**$ 187,426.90**	**$ 209,690.36**		
7000 Marketing					
7210 Advertising					
7211 Conventions CVENT $7,500 + other opportunities, digital redirect	$ 10,000.00	$ 10,000.00	$ -	100% / 0%	
7212 Tourism		$ -		0% / 100%	
7213 MML CVB/TMD Contributions	$ 5,000.00	$ 5,000.00		$5000/ $5000	5000
7214 Majestic Mountain Loop VYMC: $20K | VV: $10K	$ 30,000.00	$ 30,000.00	$ -		
Total 7210 Advertising	**$ 45,000.00**	**$ 45,000.00**	**$ -**		
7220 Trade Show Registration					
7221 Marketing Events - registration Reg & Exh furnishings and supplies. Not giveaways. NY Media, IMM, Go West, ~~IPW~~, LA Media Recp, Outlook Forum, LA Travel Show	$ 8,845.00	$ -	$ 8,845.00	0% / 100%	
7222 Convention Sales Events- registration Seasonal Spectacular (5700), Dest CA (1200), Sports SD (5000) RCMA/Emerge (5700)	$ 17,600.00	$ 17,600.00	$ -	100% / 0%	
Total 7220 Trade Show Registration	**$ 26,445.00**	**$ 17,600.00**	**$ 8,845.00**		
7225 Promotional items					
7226 Convention Promotional Items	$ 5,000.00	$ 5,000.00	$ -	100% / 0%	
7227 Tourism promotional items	$ 3,000.00	$ -	$ 3,000.00	0% / 100%	
Total 7225 Promotional items	**$ 8,000.00**	**$ 5,000.00**	**$ 3,000.00**		
7230 Convention Servicing- booked business Booked bus-not FAM or incentive, could be welcome video, program ads, planner or committee gifts, in-market meetings. Retention incentives - purchasing in-market items for established events (lanyards, recep, cookies, music, etc. $250 per conv for planner gifts	**$ 4,500.00**	**$ 4,500.00**	$ -	100% / 0%	1800
7240 FAM Tours					
7241 Media FAM Tours	$ 10,000.00	$ 10,000.00	$ -	100% / 0%	10000
7242 Convention FAM Tours	$ 3,000.00	$ 3,000.00	$ -		
Total 7240 FAM Tours	**$ 13,000.00**	**$ 13,000.00**	$ -	100% / 0%	
7260 Travel Expenses					
7261 Tourism	$ 8,500.00	$ -	$ 8,500.00	0% / 100%	
7262 Convention	$ 7,000.00	$ 7,000.00	$ -	100% / 0%	
Total 7260 Travel Expenses	**$ 15,500.00**	**$ 7,000.00**	**$ 8,500.00**		
7280 New Collateral & Asset Development (marketing tools)	**$ 2,500.00**	**$ 2,500.00**	**$ -**	100% / 0%	2500
7290 Sequoia Tourism Council Why "other marketing" and MML is 7214? Should these be combined as all adv and all marketing? Paid 2025 & 2026	**$ 25,000.00**	**$ 25,000.00**	**$ -**	100% / 0%	25000
7300 Convention Sales-Procurement and Retention Incentives-Current Yr Includes prospecting gifts/engaging with planners New business contracted incentives. $14K from TMD for KOC - $60K total 2026	**$ 25,000.00**	**$ 24,100.00**	**$ 900.00**	100% CVB Except for KOC	
7310 Special Tourism Marketing Projects					
7314 Website Refresh	$ 26,220.00	$ 1,250.00	$ 24,970.00	4th Idea = 100% TMD Drozian = 50% / 50%	1250
Total 7310 Special Tourism Marketing Projects	**$ 26,220.00**	**$ 1,250.00**	**$ 24,970.00**		
7340 Memberships/Dues & Subscriptions					
7341 Tourism Drozian $6000 (hosting, amint, SEO/SEM), Visit USA UK $500, CVTA $1000, HSVC $2,500, aRES $8000, STR $5,000	$ 23,000.00	$ 9,200.00	$ 13,800.00	40% / 60%	9200
7342 Convention $27860 = Knowland $12,600, iDSS $5,500, Assn West $2,260, ~~CVENT $7,500~~	$ 21,500.00	$ 21,500.00	$ -	100% / 0%	
7343 General Cal Travel $1000	$ 1,000.00	$ 1,000.00	$ -	100% / 0%	400
Total 7340 Memberships/Dues & Subscriptions	**$ 45,500.00**	**$ 31,700.00**	**$ 13,800.00**		
7360 Payroll					
7361 Wages & Benefits					
Total 7360 Payroll	$ -				
Total 7000 Marketing	**$ 236,665.00**	**$ 176,650.00**	**$ 60,015.00**		
8000 Destination Development					
8315 Destination Development Seq Legacy Tree $2,750 Lease	$ 2,750.00	$ 2,750.00	$ -	100% / 0%	2750
8360 Payroll					

8361 Wages & Benefits					
Total 8360 Payroll					
Total 8000 Destination Development	**$ 2,750.00**	**$ 2,750.00**			
Total Expenses	**$ 636,532.26**	**$ 366,826.90**	**$ 269,705.36**		
	$ (279,451.26)	**$ (9,745.90)**			
		$ 357,081.00			
Net Operating Income		$ (9,745.90)			
VCVB Board Reserve Funds	$ 45,000.00	$ (45,000.00)			18000
Board Designated Funds 2027	$ 28,884.50	$ (28,884.50)			
		$ (83,630.40)		$ (83,630.40)	
Board Designated Funds 2028		($19,976.00)			
Reconciliation Discrepancies					
Total Other Expenses	**$ 710,416.76**				
Net Other Income					
Net Income		**$ (103,606.40)**			$ 127,538
					39%

INCENTIVE DUE IN FUTURE YEARS

Incentive Future Years	
2027	$ 28,884.50
2028	$ 19,976.00
TOTAL DUE FUTURE YEARS	$ 48,860.50

Incentives owed 2026	
Knights of Columbus	$ 900.00
Am Legion	
WD Men's	$ 1,213.10
COGOP Youth Conf	$ 5,663.22
Young Ladies Grand Institute	$ 8,724.96
Rhino Corp	$ 3,000.00
Signature Equipo	$ 4,056.09
Total	$ 23,557.37