

Proposed 2025 VCVB Budget V5 - TMD Approved

VCVB Income		City of Visalia Visalia Tourism Marketing District MML - Co-op Total Income:		2025				2024 Budget				
				361,000								
				\$860,000								
				\$10,000								
		1,231,000		\$361,000		\$860,000		City	\$370,000	TMD	\$752,000	
Expense												
Code	Budget Category			COV	COV	VTMD	VTMD	COV	COV	VTMD	VTMD	TOTAL
6110	Bank Fees	\$ 100		100%	\$ 100			100%	\$100	0%		\$100
6111	Credit Card Services	\$ 100				100%	\$ 100	0%	\$0	100%	\$100	\$100
6120	Equipment & Maintenance	\$ 7,000		50%	\$ 3,500	50%	\$ 3,500	50%	\$3,000	50%	\$3,000	\$6,000
6123	Software and software subscriptions: One time fees and recurring fees iDSS, Cvent an Knowland are supscriptions to support convention sales, they are not an administrative expense.	\$ 6,500		50%	\$ 3,250	50%	\$ 3,250	50%	\$4,000	50%	\$4,000	\$8,000
6130	Insurance	\$ 4,000		100%	\$ 4,000		\$ -	100%	\$4,000	0%	\$0	\$4,000
6140	Meetings	\$ 2,000			\$ 1,000		\$ 1,000	TBD	\$1,000	TBD	\$1,000	\$2,000
6150	Office	\$50,000	Detail	25%	\$12,500	75%	\$37,500	10%	\$4,000	90%	\$39,500	\$43,500
	6151 Rent & Renovations (Rent is \$34,200)		\$38,350									
	6152 Security/alarm		\$700									
	6153 Utilities		\$4,200									
	6154 Cleaning		\$3,600									
	6155 Maintenace Supplies (cleaning, bulbs, paper products)		\$750									
	6156 Repair and Maintenance		\$2,400									
6160	Postage and Shipping	\$ 5,500		15%	\$ 825	85%	\$ 4,675	15%	\$500	85%	\$1,500	\$2,000
6170	Printing/Copies	\$ 10,000		20%	\$ 3,000	80%	\$ 7,000	20%	\$1,500	80%	\$7,000	\$8,500
6180	Office Supplies / Materials Paper, envelopes, etc.)	\$ 2,500		50%	\$ 1,250	50%	\$ 1,250	50%	\$1,000	50%	\$1,000	\$2,000
6190	Telephone & Internet	\$ 4,500		50%	\$ 2,250	50%	\$ 2,250	50%	\$1,000	50%	\$1,000	\$2,000
6320	Accounting and Legal	\$ 12,000			\$ 10,000		\$ 2,000	100%	\$3,000	0%	\$0	\$3,000
6662	Temp staff	\$ 1,000		100%	\$ 1,000		\$ -					
6361	Payroll - Wages and Benefits (65%/ 35%)	\$98,179		65%	\$63,816	35%	\$34,363					
	Bakke & Bianco-Flat. Manzo 3% increase											
6366	Administrative Fee - HR - Single Point	\$4,000		100%	\$4,000							
6400	Misc.	\$ 3,500		100%	\$ 3,500							
Operations	VTMD - \$129,000 (15%)	\$ 210,879		54%	\$ 113,991	46%	\$ 96,888					
7210	Advertising											
	7211 Convention /Meeting Planner Advertising	\$ 12,500		100%	\$ 12,500			100%	\$10,000	0%	\$0	\$10,000
	7212 Tourism Advertising (AOR \$400,000)	\$ 505,000		5%	\$ 30,000	95%	\$ 475,000	3%	\$10,000	97%	\$384,400	\$394,400

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8315	Destination Development: Destination Development: Sequoia Legacy Tree, IBCCES	\$ 35,000			\$ 5,000	100%	\$ 30,000	0%	\$0	100%	\$33,500	\$33,500
	Payroll - Wages (COV:20% TMD: 80%)	\$ 59,679		20%	\$ 11,936	80%	\$ 47,743					
Destination Development	VTMD \$86,000 (10%)	\$ 94,679		10%	\$ 16,936	90%	\$ 77,743					
					\$ 359,741		\$ 860,183	100%	\$5,000			\$5,000
Total Income:\$1,231,000		\$ 1,219,924						\$370,000 \$752,000 \$686,100				
Total Expense				30%	\$ 359,741	70%	\$ 860,183	\$121,450 \$750,000				

Manzo 3% increase - operating budget	54,580.00
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