VCVB			2025									2024 Budget			
Income	City of Visalia		361,000												
	Visalia Tourism Marketing District		\$860,000												
	MML - Co-op		\$10,000												
Expense	Total Income:	1	,231,000				\$361,000			\$860,000	City	\$370,000	TMD	\$752,000	
Code	Budget Category				COV		COV	VTMD		VTMD	COV	COV	VTMD	VTMD	TOTAL
	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
	Software and software subscriptions: One time	†	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,						<u> </u>	·					
(100	fees and recurring fees iDSS, Cvent an Knowland are														
6123	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
	Office Supplies / Materials Paper, envelopes,														
6180	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%)	1	\$98,179		65%	<u> </u>	\$63,816	35%		\$34,363					
	Bakke & Bianco-Flat. Manzo 3% increase		1 - 7 - 7				1 , - , -								
6366	Administrative Fee - HR - Single Point		\$4,000		100%		\$4,000								
	Misc.	\$	3,500		100%	\$	3,500								
Operations	VTMD - \$129,000 (15%)	Ś	210,879		54%	\$	113,991	46%	\$	96,888					
		+	0,0,,		- 1/0	. •	•, , , , ,	.0/0	<u> </u>	, 0,000					
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

	7214 Magestic Mountain Loop (MML)	\$	20,000				100%	\$ 20,000	50%	\$5,000	50%	\$5,000	\$10,000
7220	Conventions and Trade Show Registration		· · ·										
	7221 Tourism Marketing Events - registration & exhibit furnishings and supplies. Not give aways	\$	15,000				100%	\$ 15,000	0%	\$0	100%	\$8,000	\$8,000
	7222 Convention Sales Events - registration & exhibit furnishings and supplies -not give aways	\$	15,000	100%	\$	15,000			100%	\$7,500	0%	\$0	\$7,500
7225	Promotional items												
	7226 Convention Sales - Exhibit Give aways	\$	5,000	100%	\$	5,000			100%	\$2,000	0%	\$0	\$2,000
	7227 Tourism promotional Items	\$	5,000				100%	\$ 5,000			100%	\$2,500	\$2,500
7230	Convention Servicing (booked business -not FAM or incentive)	\$	10,000	100%	\$	10,000			100%	\$4,150	0%	\$0	\$4,150
7240	FAM Tours												
	7241 Media FAM Tours	\$	10,000				100%	\$ 10,000	0%	\$0	100%	\$8,000	\$8,000
	7242 Convention FAM Tours	\$	3,500	100%	\$	3,500			100%	\$5,000	0%	\$0	\$5,000
7260	Travel												
	7261 Media / Toursim Travel	\$	8,500				100%	\$ 8,500	6%	\$250	94%	\$4,000	\$4,250
	7262 Convention Travel	\$	5,000	100%	\$	5,000			100%	\$4,000	0%	\$0	\$4,000
7280	New Collateral & Asset Development (marketing tools)	\$	7,500	25%	\$	2,500	75%	\$ 5,000	0%	\$0	100%	\$10,000	\$10,000
7290	Other Marketing - Sequoia Tourism Council	\$	12,500	100%	\$	10,000		\$ 2,500	50%	\$6,250		\$6,250	\$12,500
7300	Convention Sales- Procurement and Retention Incentives: Includes Prospecting gifts (engaging meeting planners with shipping them gifts. and Retention incentives - purchasing in market items for established events (lanyards, reception, cookies, music) Not sales incentives - Signing/new business sales is paid from retained earnings)		13,000	100%	\$	13,000			100%	\$10,000	0%	\$0	\$10,000
7310	Special Projects												
	7314 Website Refresh	\$	40,000	50%	\$	20,000	50%	\$ 20,000	25%	\$2,500	75%	\$5,000	\$7,500
7340	Membership Dues & Subscriptions		·		Ċ								
	7341 Tourism	\$	40,000	35%	\$	10,000	65%	\$ 30,000	0%	\$0	100%	\$10,000	\$10,000
	7342 Convention	\$	20,000	100%	\$	20,000			100%	\$7,500	0%	\$0	\$7,500
	7343 General	\$	2,500	50%	\$	1,250	50%	\$ 1,250	35%	\$15,700		\$30,000	\$45,700
7361	Payroll - Wages Taxes and Benefits	\$ 16	0,866.45	42%	\$	67,564	58%	\$ 93,302					
Marketing	VTMD \$593,400 (69%)		910,866		\$	225,314		\$ 685,552					
8000	Destination Development	i e			-								

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
Marizo 3/8 increase - operating boager	34,360.00