

Visalia Convention & Visitor's Bureau

Profit and Loss

January - February, 2025

	TOTAL
Income	
4000 TMD Allocation	215,000.01
4200 Co-Ops	
4240 Advertising Co-Ops - MML	21,500.00
Total 4200 Co-Ops	21,500.00
4750 Interest Income	1.05
4800 Sales of Product Income	270.00
Total Income	\$236,771.06
Cost of Goods Sold	
5000 Cost of Goods Sold	120.28
Total Cost of Goods Sold	\$120.28
GROSS PROFIT	\$236,650.78
Expenses	
6000 Operations	
6111 Credit Card Service Fee	9.22
6120 Equipment & Equipment Maintenance	27.50
6140 Meetings Expense	59.16
6150 Office	
6151 Rent & Renovations	5,700.00
6152 Security/Alarm	518.52
6153 Utilities	662.12
6154 Cleaning	500.00
6155 Supplies	74.28
6156 Repair & Maintenance	902.29
Total 6150 Office	8,357.21
6160 Postage & Shipping	279.00
6170 Printing/Copies, General	166.40
6180 Office Supplies/Materials	257.94
6190 Telephone	1,107.00
6320 Accounting & Legal Fees	480.00
6360 Payroll	
6361 Wages, Benefits & Taxes	18,869.46
6362 Temps and Interns	350.00
6366 Payroll Administrative Fees	716.61
Total 6360 Payroll	19,936.07
6400 Miscellaneous Expense	1,856.10
Total 6000 Operations	32,535.60

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6123 Software Purchases & Licenses	876.38
7000 Marketing	
7210 Advertising	0.00
7212 Tourism	14,718.64
7213 MML CVB/TMD Contributions	10,000.00
7214 Majestic Mountain Loop	4,225.78
Total 7210 Advertising	28,944.42
7220 Trade Show Registration	
7221 Marketing Events - registration	1,357.17
Total 7220 Trade Show Registration	1,357.17
7225 Promotional items	
7226 Convention Promotional Items	115.28
7227 Tourism promotional items	45.50
Total 7225 Promotional items	160.78
7230 Convention Servicing- booked business	1,570.89
7240 FAM Tours	
7242 Convention FAM Tours	967.45
Total 7240 FAM Tours	967.45
7260 Travel	
7261 Media	4,156.51
7262 Convention	1,758.27
Total 7260 Travel	5,914.78
7280 New Collateral & Asset Development (marketing tools)	680.04
7300 Convention Sales-Procurement and Retention Incentives	9,237.13
7340 Memberships/Dues & Subscriptions	
7341 Tourism	2,000.00
7342 Convention	1,350.00
7343 General	550.00
Total 7340 Memberships/Dues & Subscriptions	3,900.00
7360 Payroll	
7361 Wages & Benefits	31,785.08
Total 7360 Payroll	31,785.08
Total 7000 Marketing	84,517.74
8000 Destination Development	
8315 Destination Development	3,853.56

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8360 Payroll	
8361 Wages & Benefits	11,548.92
Total 8360 Payroll	11,548.92
Total 8000 Destination Development	15,402.48
Total Expenses	\$133,332.20
NET OPERATING INCOME	\$103,318.58
NET INCOME	\$103,318.58