

Visalia Convention & Visitor's Bureau

Profit and Loss

January - February, 2026

	TOTAL
Income	
4000 TMD Allocation	19,024.32
4800 Sales of Product Income	168.00
Total Income	\$19,192.32
Cost of Goods Sold	
5000 Cost of Goods Sold	98.00
Total Cost of Goods Sold	\$98.00
GROSS PROFIT	\$19,094.32
Expenses	
6000 Operations	
6110 Bank Fees	25.00
6111 Credit Card Service Fee	5.72
6123 Software Purchases & Licenses	280.78
6150 Office	
6151 Rent & Renovations	5,700.00
6152 Security/Alarm	534.12
6153 Utilities	964.33
6154 Cleaning	520.00
Total 6150 Office	7,718.45
6160 Postage & Shipping	15.90
6170 Printing/Copies, General	214.75
6180 Office Supplies/Materials	32.54
6190 Telephone	780.93
6320 Accounting & Legal Fees	420.00
6360 Payroll	52,015.32
Total 6000 Operations	61,509.39
7000 Marketing	
7210 Advertising	
7212 Tourism	505.13
7214 Majestic Mountain Loop	4,247.33
Total 7210 Advertising	4,752.46
7220 Trade Show Registration	
7222 Convention Sales Events- registration	89.57
Total 7220 Trade Show Registration	89.57
7240 FAM Tours	
7241 Media FAM Tours	307.11
Total 7240 FAM Tours	307.11
7260 Travel	
7261 Media	64.47
7262 Convention	5.37
Total 7260 Travel	69.84

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	TOTAL
7290 Sequoia Tourism Council	12,500.00
7300 Convention Sales-Procurement and Retention Incentives	900.00
Total 7000 Marketing	18,618.98
8000 Destination Development	
8315 Destination Development	1,616.66
Total 8000 Destination Development	1,616.66
Total Expenses	\$81,745.03
NET OPERATING INCOME	\$ -62,650.71
NET INCOME	\$ -62,650.71