

Visalia Convention & Visitor's Bureau

Profit and Loss by Class

October 2025

	COV	GOODS	VTMD	TOTAL
Income				
4000 TMD Allocation			71,666.67	\$71,666.67
4750 Interest Income	0.55			\$0.55
4800 Sales of Product Income		253.00		\$253.00
Total Income	\$0.55	\$253.00	\$71,666.67	\$71,920.22
Cost of Goods Sold				
5000 Cost of Goods Sold		148.50		\$148.50
Purchases/Inventory		200.00		\$200.00
Total 5000 Cost of Goods Sold		348.50		\$348.50
Total Cost of Goods Sold	\$0.00	\$348.50	\$0.00	\$348.50
GROSS PROFIT	\$0.55	\$ -95.50	\$71,666.67	\$71,571.72
Expenses				
6000 Operations				\$0.00
6111 Credit Card Service Fee		9.43		\$9.43
6123 Software Purchases & Licenses	85.20		85.18	\$170.38
6150 Office				\$0.00
6151 Rent & Renovations	712.50		2,137.50	\$2,850.00
6153 Utilities	96.94		290.81	\$387.75
6154 Cleaning	65.00		195.00	\$260.00
Total 6150 Office	874.44		2,623.31	\$3,497.75
6160 Postage & Shipping	63.87		361.93	\$425.80
6170 Printing/Copies, General	20.27		81.08	\$101.35
6190 Telephone	564.21		564.20	\$1,128.41
6320 Accounting & Legal Fees	4,227.00			\$4,227.00
6360 Payroll	0.00			\$0.00
6361 Wages, Benefits & Taxes	4,780.82		2,826.44	\$7,607.26
6362 Temps and Interns	87.50			\$87.50
6366 Payroll Administrative Fees	147.60		147.60	\$295.20
Total 6360 Payroll	5,015.92		2,974.04	\$7,989.96
Total 6000 Operations	10,850.91	9.43	6,689.74	\$17,550.08
7000 Marketing				\$0.00
7210 Advertising				\$0.00
7211 Conventions	4,500.00			\$4,500.00
7212 Tourism	2,144.59		35,747.13	\$37,891.72
Total 7210 Advertising	6,644.59		35,747.13	\$42,391.72
7220 Trade Show Registration				\$0.00
7221 Marketing Events - registration			4,000.00	\$4,000.00
Total 7220 Trade Show Registration			4,000.00	\$4,000.00
7225 Promotional items				\$0.00
7227 Tourism promotional items			200.00	\$200.00
Total 7225 Promotional items			200.00	\$200.00

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7230 Convention Servicing- booked business	165.50			\$165.50
7240 FAM Tours				\$0.00
7241 Media FAM Tours			259.63	\$259.63
Total 7240 FAM Tours			259.63	\$259.63
7260 Travel				\$0.00
7261 Media			100.52	\$100.52
7262 Convention	13.37			\$13.37
Total 7260 Travel	13.37		100.52	\$113.89
7280 New Collateral & Asset Development (marketing tools)	152.50		457.52	\$610.02
7340 Memberships/Dues & Subscriptions				\$0.00
7341 Tourism	2,800.00		5,200.00	\$8,000.00
Total 7340 Memberships/Dues & Subscriptions	2,800.00		5,200.00	\$8,000.00
7360 Payroll				\$0.00
7361 Wages & Benefits	5,133.31		7,679.77	\$12,813.08
Total 7360 Payroll	5,133.31		7,679.77	\$12,813.08
Total 7000 Marketing	14,909.27		53,644.57	\$68,553.84
8000 Destination Development				\$0.00
8315 Destination Development	1,412.08		6,821.25	\$8,233.33
8360 Payroll				\$0.00
8361 Wages & Benefits	805.45		3,846.46	\$4,651.91
Total 8360 Payroll	805.45		3,846.46	\$4,651.91
Total 8000 Destination Development	2,217.53		10,667.71	\$12,885.24
Total Expenses	\$27,977.71	\$9.43	\$71,002.02	\$98,989.16
NET OPERATING INCOME	\$ -27,977.16	\$ -104.93	\$664.65	\$ -27,417.44
NET INCOME	\$ -27,977.16	\$ -104.93	\$664.65	\$ -27,417.44