

Visalia Convention & Visitor's Bureau

Profit and Loss by Class

September 2025

	COV	GOODS	MML	VTMD	TOTAL
Income					
4000 TMD Allocation				71,666.67	\$71,666.67
4750 Interest Income	0.57				\$0.57
4800 Sales of Product Income		129.00			\$129.00
Total Income	\$0.57	\$129.00	\$0.00	\$71,666.67	\$71,796.24
Cost of Goods Sold					
5000 Cost of Goods Sold		80.00			\$80.00
Total Cost of Goods Sold	\$0.00	\$80.00	\$0.00	\$0.00	\$80.00
GROSS PROFIT	\$0.57	\$49.00	\$0.00	\$71,666.67	\$71,716.24
Expenses					
6000 Operations					\$0.00
6110 Bank Fees	54.77				\$54.77
6111 Credit Card Service Fee		5.14			\$5.14
6123 Software Purchases & Licenses	72.70			72.69	\$145.39
6150 Office					\$0.00
6151 Rent & Renovations	712.50			2,137.50	\$2,850.00
6153 Utilities	98.73			296.16	\$394.89
6154 Cleaning	65.00			195.00	\$260.00
6155 Supplies	26.71			80.17	\$106.88
Total 6150 Office	902.94			2,708.83	\$3,611.77
6160 Postage & Shipping	1.06			6.04	\$7.10
6170 Printing/Copies, General	278.51			1,114.04	\$1,392.55
6180 Office Supplies/Materials	140.82			140.82	\$281.64
6190 Telephone	96.67			96.67	\$193.34
6360 Payroll					\$0.00
6361 Wages, Benefits & Taxes	4,780.82			2,826.44	\$7,607.26
6366 Payroll Administrative Fees	147.60			147.60	\$295.20
Total 6360 Payroll	4,928.42			2,974.04	\$7,902.46
6400 Miscellaneous Expense	167.38			167.36	\$334.74
Total 6000 Operations	6,643.27	5.14		7,280.49	\$13,928.90
7000 Marketing					\$0.00
7210 Advertising	-18.16			-475.00	\$ -493.16
7212 Tourism	3,821.85			80,178.41	\$84,000.26
7214 Majestic Mountain Loop			276.00		\$276.00
Total 7210 Advertising	3,803.69		276.00	79,703.41	\$83,783.10
7220 Trade Show Registration	-4.00			-36.00	\$ -40.00
7221 Marketing Events - registration				201.47	\$201.47
Total 7220 Trade Show Registration	-4.00			165.47	\$161.47
7225 Promotional items					\$0.00
7227 Tourism promotional items				430.00	\$430.00
Total 7225 Promotional items				430.00	\$430.00

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7230 Convention Servicing- booked business	3.88			-3.88	\$0.00
7240 FAM Tours				327.84	\$327.84
7241 Media FAM Tours				1,232.42	\$1,232.42
7242 Convention FAM Tours	542.80				\$542.80
Total 7240 FAM Tours	542.80			1,560.26	\$2,103.06
7260 Travel					\$0.00
7261 Media				345.47	\$345.47
7262 Convention	38.50				\$38.50
Total 7260 Travel	38.50			345.47	\$383.97
7300 Convention Sales-Procurement and Retention Incentives	89.02				\$89.02
7340 Memberships/Dues & Subscriptions	-734.00				\$ -734.00
7341 Tourism	377.02			700.17	\$1,077.19
7342 Convention	2,084.00				\$2,084.00
Total 7340 Memberships/Dues & Subscriptions	1,727.02			700.17	\$2,427.19
7360 Payroll					\$0.00
7361 Wages & Benefits	5,133.31			7,679.78	\$12,813.09
Total 7360 Payroll	5,133.31			7,679.78	\$12,813.09
Total 7000 Marketing	11,334.22		276.00	90,580.68	\$102,190.90
8000 Destination Development				-1,831.25	\$ -1,831.25
8315 Destination Development	208.33				\$208.33
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	1,013.78			2,015.21	\$3,028.99
Total Expenses	\$18,991.27	\$5.14	\$276.00	\$99,876.38	\$119,148.79
NET OPERATING INCOME	\$ -18,990.70	\$43.86	\$ -276.00	\$ -28,209.71	\$ -47,432.55
NET INCOME	\$ -18,990.70	\$43.86	\$ -276.00	\$ -28,209.71	\$ -47,432.55