

Visalia Convention & Visitor's Bureau

Profit and Loss

January - December 2025

	TOTAL
Income	
4000 TMD Allocation	921,750.04
4100 City of Visalia Allocation	
4120 COV Tourism Allocation	361,000.00
Total 4100 City of Visalia Allocation	361,000.00
4200 Co-Ops	
4240 Advertising Co-Ops - MML	12,000.00
Total 4200 Co-Ops	12,000.00
4750 Interest Income	5.59
4800 Sales of Product Income	1,700.00
Total Income	\$1,296,455.63
Cost of Goods Sold	
5000 Cost of Goods Sold	1,838.60
Purchases/Inventory	1,640.00
Total 5000 Cost of Goods Sold	3,478.60
Total Cost of Goods Sold	\$3,478.60
GROSS PROFIT	\$1,292,977.03
Expenses	
6000 Operations	
6110 Bank Fees	295.02
6111 Credit Card Service Fee	111.35
6120 Equipment & Equipment Maintenance	27.50
6123 Software Purchases & Licenses	5,974.98
6130 Insurance	3,458.00
6140 Meetings Expense	1,074.13
6150 Office	
6151 Rent & Renovations	34,200.00
6152 Security/Alarm	518.52
6153 Utilities	4,441.93
6154 Cleaning	3,360.00
6155 Supplies	368.42
6156 Repair & Maintenance	1,962.29
Total 6150 Office	44,851.16
6160 Postage & Shipping	1,676.09
6170 Printing/Copies, General	11,791.47
6180 Office Supplies/Materials	2,369.32
6190 Telephone	6,057.54
6320 Accounting & Legal Fees	10,325.60

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	TOTAL
6360 Payroll	0.00
6361 Wages, Benefits & Taxes	104,949.69
6362 Temps and Interns	1,312.50
6366 Payroll Administrative Fees	4,502.39
Total 6360 Payroll	110,764.58
6400 Miscellaneous Expense	3,895.18
Total 6000 Operations	202,671.92
7000 Marketing	
7210 Advertising	0.00
7211 Conventions	9,904.91
7212 Tourism	535,096.55
7213 MML CVB/TMD Contributions	0.00
7214 Majestic Mountain Loop	18,610.78
Total 7210 Advertising	563,612.24
7220 Trade Show Registration	0.00
7221 Marketing Events - registration	5,932.32
7222 Convention Sales Events- registration	13,556.56
Total 7220 Trade Show Registration	19,488.88
7225 Promotional items	
7226 Convention Promotional Items	2,076.70
7227 Tourism promotional items	2,580.08
Total 7225 Promotional items	4,656.78
7230 Convention Servicing- booked business	10,746.72
7240 FAM Tours	0.00
7241 Media FAM Tours	18,411.40
7242 Convention FAM Tours	1,970.04
Total 7240 FAM Tours	20,381.44
7260 Travel	
7261 Media	8,322.87
7262 Convention	3,897.01
Total 7260 Travel	12,219.88
7280 New Collateral & Asset Development (marketing tools)	18,256.74
7300 Convention Sales-Procurement and Retention Incentives	28,765.67
7310 Special Tourism Marketing Projects	
7314 Website Refresh	5,582.50
Total 7310 Special Tourism Marketing Projects	5,582.50
7340 Memberships/Dues & Subscriptions	0.00
7341 Tourism	44,394.36
7342 Convention	27,320.40
7343 General	550.00
Total 7340 Memberships/Dues & Subscriptions	72,264.76

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	TOTAL
7360 Payroll	
7361 Wages & Benefits	177,055.50
Total 7360 Payroll	177,055.50
Total 7000 Marketing	933,031.11
8000 Destination Development	1,130.27
8315 Destination Development	16,384.45
8360 Payroll	
8361 Wages & Benefits	64,350.43
Total 8360 Payroll	64,350.43
Total 8000 Destination Development	81,865.15
Total Expenses	\$1,217,568.18
NET OPERATING INCOME	\$75,408.85
Other Expenses	
Reconciliation Discrepancies	-5,272.79
Total Other Expenses	\$ -5,272.79
NET OTHER INCOME	\$5,272.79
NET INCOME	\$80,681.64