

Visalia Convention & Visitor's Bureau

Profit and Loss by Class

May 2025

	COV	GOODS	VTMD	TOTAL
Income				
4000 TMD Allocation			71,666.67	\$71,666.67
4750 Interest Income	0.54			\$0.54
4800 Sales of Product Income		33.00		\$33.00
Total Income	\$0.54	\$33.00	\$71,666.67	\$71,700.21
Cost of Goods Sold				
5000 Cost of Goods Sold		18.18		\$18.18
Total Cost of Goods Sold	\$0.00	\$18.18	\$0.00	\$18.18
GROSS PROFIT	\$0.54	\$14.82	\$71,666.67	\$71,682.03
Expenses				
6000 Operations				\$0.00
6111 Credit Card Service Fee		1.00		\$1.00
6123 Software Purchases & Licenses	69.09		69.10	\$138.19
6140 Meetings Expense	151.81		270.66	\$422.47
6150 Office				\$0.00
6151 Rent & Renovations	712.50		2,137.50	\$2,850.00
6153 Utilities	44.95		134.84	\$179.79
6154 Cleaning	65.00		195.00	\$260.00
6155 Supplies	11.92		35.76	\$47.68
Total 6150 Office	834.37		2,503.10	\$3,337.47
6160 Postage & Shipping	3.94		22.36	\$26.30
6170 Printing/Copies, General	30.19		120.77	\$150.96
6180 Office Supplies/Materials	155.28		155.27	\$310.55
6190 Telephone	96.67		96.67	\$193.34
6320 Accounting & Legal Fees	2,252.80			\$2,252.80
6360 Payroll				\$0.00
6361 Wages, Benefits & Taxes	4,793.82		2,839.45	\$7,633.27
6366 Payroll Administrative Fees	145.46		145.45	\$290.91
Total 6360 Payroll	4,939.28		2,984.90	\$7,924.18
6400 Miscellaneous Expense	29.27			\$29.27
Total 6000 Operations	8,562.70	1.00	6,222.83	\$14,786.53
7000 Marketing				\$0.00
7210 Advertising	18.16		475.00	\$493.16
7212 Tourism	1,910.15		36,292.85	\$38,203.00
Total 7210 Advertising	1,928.31		36,767.85	\$38,696.16
7220 Trade Show Registration				\$0.00
7221 Marketing Events - registration	-3,695.00		0.00	\$ -3,695.00
Total 7220 Trade Show Registration	-3,695.00		0.00	\$ -3,695.00
7225 Promotional items				\$0.00
7227 Tourism promotional items			369.91	\$369.91
Total 7225 Promotional items			369.91	\$369.91

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7230 Convention Servicing- booked business	1,592.35			\$1,592.35
7240 FAM Tours				\$0.00
7241 Media FAM Tours			650.17	\$650.17
7242 Convention FAM Tours	72.19			\$72.19
Total 7240 FAM Tours	72.19		650.17	\$722.36
7260 Travel				\$0.00
7261 Media			109.90	\$109.90
7262 Convention	50.66			\$50.66
Total 7260 Travel	50.66		109.90	\$160.56
7280 New Collateral & Asset Development (marketing tools)	56.05		92.73	\$148.78
7340 Memberships/Dues & Subscriptions				\$0.00
7341 Tourism	3,415.77		6,343.56	\$9,759.33
Total 7340 Memberships/Dues & Subscriptions	3,415.77		6,343.56	\$9,759.33
7360 Payroll				\$0.00
7361 Wages & Benefits	5,146.29		7,692.73	\$12,839.02
Total 7360 Payroll	5,146.29		7,692.73	\$12,839.02
Total 7000 Marketing	8,566.62		52,026.85	\$60,593.47
8000 Destination Development				\$0.00
8315 Destination Development	208.33		-967.52	\$ -759.19
8360 Payroll				\$0.00
8361 Wages & Benefits	805.44		3,846.43	\$4,651.87
Total 8360 Payroll	805.44		3,846.43	\$4,651.87
Total 8000 Destination Development	1,013.77		2,878.91	\$3,892.68
Total Expenses	\$18,143.09	\$1.00	\$61,128.59	\$79,272.68
NET OPERATING INCOME	\$ -18,142.55	\$13.82	\$10,538.08	\$ -7,590.65
NET INCOME	\$ -18,142.55	\$13.82	\$10,538.08	\$ -7,590.65