

Visalia Convention & Visitor's Bureau

Profit and Loss by Class

November 2025

	COV	GOODS	MML	VTMD	TOTAL
Income					
4000 TMD Allocation				71,666.67	\$71,666.67
4750 Interest Income	0.17				\$0.17
4800 Sales of Product Income		212.00			\$212.00
Total Income	\$0.17	\$212.00	\$0.00	\$71,666.67	\$71,878.84
Cost of Goods Sold					
5000 Cost of Goods Sold		164.00			\$164.00
Total Cost of Goods Sold	\$0.00	\$164.00	\$0.00	\$0.00	\$164.00
GROSS PROFIT	\$0.17	\$48.00	\$0.00	\$71,666.67	\$71,714.84
Expenses					
6000 Operations					\$0.00
6111 Credit Card Service Fee		7.01			\$7.01
6123 Software Purchases & Licenses	42.70			42.70	\$85.40
6150 Office					\$0.00
6151 Rent & Renovations	712.50			2,137.50	\$2,850.00
6153 Utilities	58.49			175.49	\$233.98
6154 Cleaning	81.25			243.75	\$325.00
Total 6150 Office	852.24			2,556.74	\$3,408.98
6160 Postage & Shipping	35.10			198.90	\$234.00
6170 Printing/Copies, General	184.95			739.82	\$924.77
6180 Office Supplies/Materials	24.94			24.94	\$49.88
6190 Telephone	3.84			3.83	\$7.67
6320 Accounting & Legal Fees	-7.00				\$ -7.00
6360 Payroll					\$0.00
6361 Wages, Benefits & Taxes	5,459.27			3,167.66	\$8,626.93
6366 Payroll Administrative Fees	162.60			162.60	\$325.20
Total 6360 Payroll	5,621.87			3,330.26	\$8,952.13
Total 6000 Operations	6,758.64	7.01		6,897.19	\$13,662.84
7000 Marketing					\$0.00
7210 Advertising					\$0.00
7212 Tourism	5,300.23			112,727.61	\$118,027.84
7214 Majestic Mountain Loop			5,995.00		\$5,995.00
Total 7210 Advertising	5,300.23		5,995.00	112,727.61	\$124,022.84
7220 Trade Show Registration					\$0.00
7222 Convention Sales Events- registration	1,700.00				\$1,700.00
Total 7220 Trade Show Registration	1,700.00				\$1,700.00
7225 Promotional items					\$0.00
7227 Tourism promotional items				39.05	\$39.05
Total 7225 Promotional items				39.05	\$39.05
7230 Convention Servicing- booked business	264.72				\$264.72

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7240 FAM Tours					\$0.00
7241 Media FAM Tours				312.50	\$312.50
7242 Convention FAM Tours	193.01				\$193.01
Total 7240 FAM Tours	193.01			312.50	\$505.51
7260 Travel					\$0.00
7261 Media				48.09	\$48.09
7262 Convention	94.38				\$94.38
Total 7260 Travel	94.38			48.09	\$142.47
7280 New Collateral & Asset Development (marketing tools)	488.87			1,468.13	\$1,957.00
7300 Convention Sales-Procurement and Retention Incentives	20,348.28				\$20,348.28
7310 Special Tourism Marketing Projects					\$0.00
7314 Website Refresh	761.25			761.25	\$1,522.50
Total 7310 Special Tourism Marketing Projects	761.25			761.25	\$1,522.50
7340 Memberships/Dues & Subscriptions					\$0.00
7341 Tourism	1,225.00			2,275.00	\$3,500.00
7342 Convention	1,350.00				\$1,350.00
Total 7340 Memberships/Dues & Subscriptions	2,575.00			2,275.00	\$4,850.00
7360 Payroll					\$0.00
7361 Wages & Benefits	5,966.14			7,985.30	\$13,951.44
Total 7360 Payroll	5,966.14			7,985.30	\$13,951.44
Total 7000 Marketing	37,691.88		5,995.00	125,616.93	\$169,303.81
8000 Destination Development					\$0.00
8315 Destination Development	90.52			513.02	\$603.54
8360 Payroll					\$0.00
8361 Wages & Benefits	944.42			4,416.62	\$5,361.04
Total 8360 Payroll	944.42			4,416.62	\$5,361.04
Total 8000 Destination Development	1,034.94			4,929.64	\$5,964.58
Total Expenses	\$45,485.46	\$7.01	\$5,995.00	\$137,443.76	\$188,931.23
NET OPERATING INCOME	\$ -45,485.29	\$40.99	\$ -5,995.00	\$ -65,777.09	\$ -117,216.39
NET INCOME	\$ -45,485.29	\$40.99	\$ -5,995.00	\$ -65,777.09	\$ -117,216.39