Visalia Convention & Visitor's Bureau

Profit and Loss by Class

January - December 2025

Material		COV	GOODS	MML	VTMD	TOTAL
A 150 Interest Income 0.55 51.00	Income					
4800 Sales of Product Income \$0.55 \$51.00 \$0.00 \$143,333.34 \$143,334.89 Cost of Goods Sold 24.44 \$0.00 \$24.44 \$0.00 \$24.44 Total Cost of Goods Sold \$0.00 \$24.44 \$0.00 \$0.00 \$24.44 GROSS PROFIT \$0.55 \$26.56 \$0.00 \$143,333.34 \$143,360.45 Expenses \$0000 Operations \$2.21 \$0.00 \$2.27 6112 Cequipment & Equipment Maintenance 13.75 \$2.21 \$0.00 6110 Equipment & Equipment Maintenance 13.75 \$0.00 \$0.00 6150 Office \$0.00 \$0.00 \$0.00 \$0.00 6151 Rent & Renovations 712.50 \$0.00	4000 TMD Allocation				143,333.34	\$143,333.34
Total Income	4750 Interest Income	0.55				\$0.55
Cost of Goods Sold	4800 Sales of Product Income		51.00			\$51.00
\$24.44 \$0.00 \$0.00 \$24.44 \$0.00 \$0.00 \$24.44 \$0.00 \$0.00 \$24.44 \$0.00 \$0.00 \$24.44 \$0.00 \$0.00 \$24.44 \$0.00 \$0.00 \$24.44 \$0.00 \$0.00 \$24.44 \$0.00 \$0.00 \$24.44 \$0.00 \$0.00 \$24.44 \$0.00 \$0.00 \$24.44 \$0.00 \$0.00 \$24.44 \$0.00 \$0.00 \$24.44 \$0.00 \$0.00 \$24.44 \$0.00 \$0.00 \$24.44 \$0.00 \$0.00 \$24.44 \$0.00 \$0.00 \$24.40 \$0.00 \$0.	Total Income	\$0.55	\$51.00	\$0.00	\$143,333.34	\$143,384.89
Total Cost of Goods Sold	Cost of Goods Sold					
GROSS PROFIT \$0.05 \$26.56 \$0.00 \$143,333.34 \$143,360.45 Expenses 6000 Operations \$0.00 \$0.00 \$0.00 6111 Credit Card Service Fee 2.21 \$0.00 \$2.21 6140 Meetings Expense 13.75 \$27.50 \$1.375 \$27.50 6150 Office \$0.00 \$1.1375 \$2.850.00 \$1.90 \$0.00 6153 Utilities 33.55 \$27.984 \$313.39 \$1.65 Cleaning \$0.00 \$240.00 \$240.00 \$2.967 \$39.56 \$39.40 \$29.67 \$39.56 \$39.40 \$20.00 \$240.00 \$33.51 \$20.51 \$334.02 \$39.56 \$39.40 \$39.40 \$39.40 \$39.40 \$39.40 \$39.40 \$39.56 \$2.877.52 \$37.697 \$39.56 \$39.60 \$39.40 \$39.40 \$39.40 \$39.40 \$39.40 \$39.40 \$39.40 \$39.40 \$39.40 \$39.40 \$39.40 \$39.40 \$39.40 \$39.40 \$39.40 \$39.56 \$39.40 \$39.40 \$39.56 \$	5000 Cost of Goods Sold		24.44			\$24.44
Expenses	Total Cost of Goods Sold	\$0.00	\$24.44	\$0.00	\$0.00	\$24.44
6000 Operations \$0,00 6111 Credit Card Service Fee 2.21 \$2.21 6120 Equipment & Equipment Maintenance 13.75 \$2.75 6140 Meetings Expense 59.16 \$59.16 6150 Office \$0,00 \$0.00 6153 Utilities 33.55 27.93 \$313.39 6154 Cleaning 60.00 180.00 \$240.00 6155 Supplies 9.89 29.67 \$39.56 6156 Repair & Maintenance 83.51 250.51 \$334.02 7016 155 Outflice 899.45 2,877.52 \$3,776.97 6170 Printing/Copies, General 16.00 64.09 \$80.09 6180 Office Supplies/Materials 118.13 118.12 \$236.25 6190 Telephone 183.06 183.05 \$36.11 6360 Payroll 7,079.79 4,181.86 \$11,261.65 6362 Temps and Interns 350.00 \$350.00 \$350.00 6362 Payroll Administrative Fees 214.98 214.99 \$429.97 7 total 6360 Payroll 7,079.79 4,181.86 <	GROSS PROFIT	\$0.55	\$26.56	\$0.00	\$143,333.34	\$143,360.45
6111 Credit Card Service Fee 2.21 \$2.21 6120 Equipment & Equipment Maintenance 13.75 \$27.50 6140 Meetings Expense 59.16 \$59.16 6150 Office \$0.00 6151 Rent & Renovations 712.50 2,137.50 \$2,850.00 6153 Utilities 33.55 279.44 \$313.39 6154 Cleaning 60.00 180.00 \$240.00 6155 Supplies 9.89 29.67 \$39.56 6156 Repair & Maintenance 33.51 250.51 \$334.02 7 total 6150 Office 899.45 2,877.52 \$3,776.97 6170 Printing/Copies, General 16.00 64.09 \$80.09 6180 Office Supplies/Materials 118.13 118.12 236.25 6190 Telephone 183.06 183.05 \$366.11 6361 Wages, Benefits & Taxes 7,079.79 4,181.86 \$11,261.55 6362 Temps and Interns 350.00 \$350.00 \$350.00 6366 Payroll Administrative Fees 21.98 21.99 \$14.61.65 6400 Miscellaneous Expense </td <td>Expenses</td> <td></td> <td></td> <td></td> <td></td> <td></td>	Expenses					
6120 Equipment & Equipment Maintenance 13.75 \$27.50 6140 Meetings Expense 59.16 \$59.16 6150 Office \$0.00 6151 Rent & Renovations 712.50 2,137.50 \$2,850.00 6153 Utilities 33.55 279.84 \$313.39 6154 Cleaning 60.00 180.00 \$240.00 6155 Supplies 9.89 29.67 \$39.56 6156 Repair & Maintenance 83.51 250.51 \$334.02 707 Printing/Copies, General 16.00 64.09 \$80.09 6180 Office Supplies/Materials 118.13 118.12 \$236.55 6190 Telephone 180.00 80.09 \$366.11 6360 Payroll \$0.00 \$350.00 \$350.00 6361 Wages, Benefits & Taxes 7,079.79 4,181.86 \$11,261.65 6366 Payroll Administrative Fees 214.98 214.99 \$429.97 7 total 6360 Payroll 7,644.77 4,396.85 \$12,204.62 6400 Miscellaneous Expense 1,426.10 430.00 \$1,856.10 7 tota	6000 Operations					\$0.00
6140 Meetings Expense \$9.16 6150 Office \$0.00 6151 Rent & Renovations 712.50 2,137.50 \$2,850.00 6153 Utilities 33.55 279.84 \$313.39 6155 Supplies 9.89 29.67 \$39.56 6156 Repair & Maintenance 83.51 280.51 \$334.02 7 Total 6150 Office 899.45 2,877.52 \$3,776.97 6170 Printing/Copies, General 18.06 64.09 \$80.09 6180 Office Supplies/Materials 118.13 118.12 \$236.25 6190 Telephone 183.06 183.05 \$366.11 6360 Payroll 183.06 183.05 \$350.00 6361 Wages, Benefits & Taxes 7,079.79 4,181.66 \$11,261.65 6362 Temps and Interns 350.00 \$350.00 \$350.00 6366 Payroll Administrative Fees 214.98 214.99 \$429.97 7 total 6360 Payroll 7,644.77 4,396.85 \$12,041.62 6400 Miscellaneous Expense 1,426.10 430.00 \$1,854.00 7 212	6111 Credit Card Service Fee		2.21			\$2.21
6150 Office \$0.00 6151 Rent & Renovations 712.50 2,137.50 \$2,850.00 6153 Utilities 33.55 279.84 \$313.39 6154 Cleaning 60.00 180.00 \$240.00 6155 Supplies 9.89 29.67 \$39.56 6156 Repair & Maintenance 83.51 250.51 \$334.02 7 Otal 6150 Office 899.45 2,877.52 \$3,776.97 6170 Printing/Copies, General 16.00 64.09 \$80.09 6180 Office Supplies/Materials 118.13 118.12 \$236.25 6190 Telephone 183.06 183.05 3366.11 6360 Payroll 7 \$350.00 \$360.00 6361 Wages, Benefits & Taxes 7,079.79 4,181.86 \$11,261.65 6362 Temps and Interns 350.00 \$350.00 \$350.00 6366 Payroll Administrative Fees 214.98 214.99 \$429.97 7 total 6360 Payroll 7,644.77 4,396.85 \$12,041.62 6400 Miscellaneous Expense 1,426.10 430.00 \$18,550.00	6120 Equipment & Equipment Maintenance	13.75			13.75	\$27.50
6151 Rent & Renovations 712.50 2,137.50 \$2,850.00 6153 Utilities 33.55 279.84 \$313.39 6154 Cleaning 60.00 180.00 \$240.00 6155 Supplies 9.89 29.67 \$39.56 6156 Repair & Maintenance 83.51 250.51 \$334.02 Total 6150 Office 899.45 2,877.52 \$3,776.97 6170 Printing/Copies, General 16.00 64.09 \$80.09 6180 Office Supplies/Materials 118.13 118.12 \$236.25 6190 Telephone 183.06 183.05 \$366.11 6360 Payroll 7,079.79 4,181.86 \$11,261.65 6362 Temps and Interns 350.00 \$350.00 \$350.00 6366 Payroll Administrative Fees 214.98 214.99 \$429.97 Total 6360 Payroll 7,644.77 4,396.85 \$12,041.62 640 Miscellaneous Expense 1,426.10 430.00 \$1,856.10 7000 Marketing 2,21 8,142.54 \$18,446.01 7210 Advertising 7,433.34	6140 Meetings Expense				59.16	\$59.16
6153 Utilities 33.55 279.84 \$313.39 6154 Cleaning 60.00 180.00 \$240.00 6155 Supplies 9.89 29.67 \$39.56 6156 Repair & Maintenance 83.51 250.51 \$334.02 Total 6150 Office 899.45 2,877.52 \$3,776.97 6170 Printing/Copies, General 16.00 64.09 \$80.09 6180 Office Supplies/Materials 118.13 118.12 \$236.25 6190 Telephone 183.06 183.05 \$366.11 6360 Payroll \$0.00 \$361.00 \$30.00 6361 Wages, Benefits & Taxes 7,079.79 4,181.86 \$11,261.65 6362 Temps and Interns 350.00 \$350.00 \$350.00 6366 Payroll Administrative Fees 214.98 214.99 \$429.97 Total 6360 Payroll 7,644.77 4,396.85 \$12,041.62 6400 Miscellaneous Expense 1,426.10 430.00 \$1,856.10 Total 6000 Operations 10,301.26 2.21 8,142.54 \$18,446.01 6123	6150 Office					\$0.00
6154 Cleaning 60.00 180.00 \$240.00 6155 Supplies 9.89 29.67 \$39.56 6156 Repair & Maintenance 83.51 250.51 \$334.02 Total 6150 Office 899.45 2,877.52 \$3,776.97 6170 Printing/Copies, General 16.00 64.09 \$800.09 6180 Office Supplies/Materials 118.13 118.12 \$236.25 6190 Telephone 183.06 183.05 \$366.11 6360 Payroll 7,079.79 4,181.86 \$11,261.65 6362 Temps and Interns 350.00 \$350.00 \$350.00 6366 Payroll Administrative Fees 214.98 214.99 \$429.97 Total 6360 Payroll 7,644.77 4,396.85 \$12,041.62 6400 Miscellaneous Expense 1,426.10 430.00 \$1,856.10 Total 6000 Operations 10,301.26 2.21 8,142.54 \$18,446.01 6123 Software Purchases & Licenses 69.10 69.09 \$138.19 7000 Marketing 7,433.34 7,433.34 7,433.34 7212	6151 Rent & Renovations	712.50			2,137.50	\$2,850.00
6155 Supplies 9.89 29.67 \$39.56 6156 Repair & Maintenance 83.51 250.51 \$334.02 Total 6150 Office 899.45 2,877.52 \$3,776.97 6170 Printing/Copies, General 16.00 64.09 \$80.09 6180 Office Supplies/Materials 118.13 118.12 \$236.25 6190 Telephone 183.06 183.05 \$366.11 6360 Payroll 7,079.79 4,181.86 \$11,261.65 6362 Temps and Interns 350.00 \$350.00 \$350.00 6366 Payroll Administrative Fees 214.98 214.99 \$429.97 Total 6360 Payroll 7,644.77 4,396.85 \$12,041.62 6400 Miscellaneous Expense 1,426.10 430.00 \$1,856.10 Total 6000 Operations 10,301.26 2.21 8,142.54 \$18,446.01 6123 Software Purchases & Licenses 69.10 69.09 \$138.19 7000 Marketing 7,433.34 7,433.34 7,433.34 7,433.34 7,433.34 7,433.34 7,433.34 7,433.34 7,435.16	6153 Utilities	33.55			279.84	\$313.39
6156 Repair & Maintenance 83.51 250.51 \$334.02 Total 6150 Office 899.45 2,877.52 \$3,776.97 6170 Printing/Copies, General 16.00 64.09 \$80.09 6180 Office Supplies/Materials 118.13 118.12 \$236.25 6190 Telephone 183.06 183.05 \$366.11 6360 Payroll \$0.00 \$361 Wages, Benefits & Taxes 7,079.79 4,181.86 \$11,261.65 6362 Temps and Interns 350.00 \$350.00 \$350.00 \$350.00 6366 Payroll Administrative Fees 214.98 214.99 \$429.97 Total 6360 Payroll 7,644.77 4,396.85 \$12,041.62 6400 Miscellaneous Expense 1,426.10 430.00 \$1,856.10 Total 6000 Operations 10,301.26 2.21 8,142.54 \$18,446.01 6123 Software Purchases & Licenses 69.10 69.09 \$138.19 7000 Marketing 7,433.34 7,433.34 7,433.34 7212 Tourism 1,025.78 11,025.78 \$1,025.78 Total 7210 Advertising </td <td>6154 Cleaning</td> <td>60.00</td> <td></td> <td></td> <td>180.00</td> <td>\$240.00</td>	6154 Cleaning	60.00			180.00	\$240.00
Total 6150 Office 899.45 2,877.52 \$3,776.97 6170 Printing/Copies, General 16.00 64.09 \$80.09 6180 Office Supplies/Materials 118.13 118.12 \$236.25 6190 Telephone 183.06 183.05 \$366.11 6360 Payroll \$0.00 \$0.00 6361 Wages, Benefits & Taxes 7,079.79 4,181.86 \$11,261.65 6362 Temps and Interns 350.00 \$350.00 \$350.00 6366 Payroll Administrative Fees 214.98 214.99 \$429.97 Total 6360 Payroll 7,644.77 4,396.85 \$12,041.62 6400 Miscellaneous Expense 1,426.10 430.00 \$1,856.10 Total 6000 Operations 10,301.26 2.21 8,142.54 \$18,446.01 6123 Software Purchases & Licenses 69.10 69.09 \$138.19 7000 Marketing 7,433.34 \$7,433.34 \$7,433.34 7212 Tourism 1,025.78 \$1,025.78 Total 7210 Advertising 1,025.78 21,975.00 \$23,000.78 7225 Promotional items <td>6155 Supplies</td> <td>9.89</td> <td></td> <td></td> <td>29.67</td> <td>\$39.56</td>	6155 Supplies	9.89			29.67	\$39.56
6170 Printing/Copies, General 16.00 64.09 \$80.09 6180 Office Supplies/Materials 118.13 118.12 \$236.25 6190 Telephone 183.06 183.05 \$366.11 6360 Payroll \$0.00 \$0.00 6361 Wages, Benefits & Taxes 7,079.79 4,181.86 \$11,261.65 6362 Temps and Interns 350.00 \$350.00 \$350.00 6366 Payroll Administrative Fees 214.98 214.99 \$429.97 Total 6360 Payroll 7,644.77 4,396.85 \$12,041.62 6400 Miscellaneous Expense 1,426.10 430.00 \$1,856.10 Total 6000 Operations 10,301.26 2.21 8,142.54 \$18,446.01 6123 Software Purchases & Licenses 69.10 69.09 \$138.19 7000 Marketing 50.00 7,433.34 \$7,433.34 7212 Tourism 1,025.78 14,541.66 \$14,541.66 7214 Majestic Mountain Loop 1,025.78 21,975.00 \$23,000.78 7225 Promotional items 80.28 35.00 \$115.28 7226 Convention Promotional Items 80.28 35.00 \$45.50 <td>6156 Repair & Maintenance</td> <td>83.51</td> <td></td> <td></td> <td>250.51</td> <td>\$334.02</td>	6156 Repair & Maintenance	83.51			250.51	\$334.02
6180 Office Supplies/Materials 118.13 118.12 \$236.25 6190 Telephone 183.06 183.05 \$366.11 6360 Payroll \$0.00 \$0.00 6361 Wages, Benefits & Taxes 7,079.79 4,181.86 \$11,261.65 6362 Temps and Interns 350.00 \$350.00 \$350.00 6366 Payroll Administrative Fees 214.98 214.99 \$429.97 Total 6360 Payroll 7,644.77 4,396.85 \$12,041.62 6400 Miscellaneous Expense 1,426.10 430.00 \$1,856.10 Total 6000 Operations 10,301.26 2.21 8,142.54 \$18,446.01 6123 Software Purchases & Licenses 69.10 69.09 \$138.19 7000 Marketing 50.00 7,433.34 \$7,433.34 7212 Tourism 1,025.78 14,541.66 \$14,541.66 7214 Majestic Mountain Loop 1,025.78 \$1,025.78 \$1,025.78 Total 7210 Advertising 1,025.78 \$1,025.78 \$0.00 7225 Promotional items 80.28 35.00 \$115.28 7226 Convention Promotional Items 80.28 35.00 \$45.50	Total 6150 Office	899.45			2,877.52	\$3,776.97
6190 Telephone 183.06 183.05 \$366.11 6360 Payroll \$0.00 6361 Wages, Benefits & Taxes 7,079.79 4,181.86 \$11,261.65 6362 Temps and Interns 350.00 \$350.00 6366 Payroll Administrative Fees 214.98 214.99 \$429.97 Total 6360 Payroll 7,644.77 4,396.85 \$12,041.62 6400 Miscellaneous Expense 1,426.10 430.00 \$1,856.10 Total 6000 Operations 10,301.26 2.21 8,142.54 \$18,446.01 6123 Software Purchases & Licenses 69.10 69.09 \$138.19 7000 Marketing 7,433.34 \$7,433.34 \$7,433.34 7212 Tourism 1,025.78 14,541.66 \$14,541.66 7214 Majestic Mountain Loop 1,025.78 \$1,025.78 \$1,025.78 Total 7210 Advertising 1,025.78 \$1,025.78 \$0.00 7225 Promotional items \$0.00 \$115.28 7226 Convention Promotional Items 80.28 35.00 \$115.28 7227 Tourism promotional items 45.50 \$45.50	6170 Printing/Copies, General	16.00			64.09	\$80.09
6360 Payroll \$0.00 6361 Wages, Benefits & Taxes 7,079.79 4,181.86 \$11,261.65 6362 Temps and Interns 350.00 \$350.00 6366 Payroll Administrative Fees 214.98 214.99 \$429.97 Total 6360 Payroll 7,644.77 4,396.85 \$12,041.62 6400 Miscellaneous Expense 1,426.10 430.00 \$1,856.10 Total 6000 Operations 10,301.26 2.21 8,142.54 \$18,446.01 6123 Software Purchases & Licenses 69.10 69.09 \$138.19 7000 Marketing 50.00 7,433.34 \$7,433.34 7212 Tourism 14,541.66 \$14,541.66 \$14,541.66 7214 Majestic Mountain Loop 1,025.78 \$1,025.78 \$1,025.78 Total 7210 Advertising 1,025.78 \$1,975.00 \$23,000.78 7225 Promotional items 80.28 35.00 \$115.28 7227 Tourism promotional items 85.50 \$45.50	6180 Office Supplies/Materials	118.13			118.12	\$236.25
6361 Wages, Benefits & Taxes 7,079.79 4,181.86 \$11,261.65 6362 Temps and Interns 350.00 \$350.00 6366 Payroll Administrative Fees 214.98 214.99 \$429.97 Total 6360 Payroll 7,644.77 4,396.85 \$12,041.62 6400 Miscellaneous Expense 1,426.10 430.00 \$1,856.10 Total 6000 Operations 10,301.26 2.21 8,142.54 \$18,446.01 6123 Software Purchases & Licenses 69.10 69.09 \$138.19 7000 Marketing \$0.00 \$7,433.34 \$7,433.34 7212 Tourism \$1,025.78 \$1,025.78 Total 7210 Advertising \$1,025.78 \$1,025.78 Total 7210 Advertising \$1,025.78 \$1,025.78 Total 7210 Advertising \$0.00 \$23,000.78 7225 Promotional items \$0.00 \$23,000.78 7226 Convention Promotional Items 80.28 35.00 \$115.28 7227 Tourism promotional items 45.50 \$45.50	6190 Telephone	183.06			183.05	\$366.11
6362 Temps and Interns 350.00 \$350.00 6366 Payroll Administrative Fees 214.98 214.99 \$429.97 Total 6360 Payroll 7,644.77 4,396.85 \$12,041.62 6400 Miscellaneous Expense 1,426.10 430.00 \$1,856.10 Total 6000 Operations 10,301.26 2.21 8,142.54 \$18,446.01 6123 Software Purchases & Licenses 69.10 69.09 \$138.19 7000 Marketing \$0.00 \$0.00 \$1,025.78 7212 Tourism 14,541.66 \$14,541.66 \$14,541.66 7214 Majestic Mountain Loop 1,025.78 \$1,025.78 Total 7210 Advertising 1,025.78 \$1,025.78 7225 Promotional items \$0.00 \$23,000.78 7226 Convention Promotional Items 80.28 35.00 \$115.28 7227 Tourism promotional items 45.50 \$45.50	6360 Payroll					\$0.00
6366 Payroll Administrative Fees 214.98 214.99 \$429.97 Total 6360 Payroll 7,644.77 4,396.85 \$12,041.62 6400 Miscellaneous Expense 1,426.10 430.00 \$1,856.10 Total 6000 Operations 10,301.26 2.21 8,142.54 \$18,446.01 6123 Software Purchases & Licenses 69.10 69.09 \$138.19 7000 Marketing \$0.00 \$0.00 \$0.00 7210 Advertising 7,433.34 \$7,433.34 \$7,433.34 7214 Majestic Mountain Loop 1,025.78 \$1,025.78 \$1,025.78 Total 7210 Advertising 1,025.78 21,975.00 \$23,000.78 7225 Promotional items 80.28 35.00 \$115.28 7227 Tourism promotional items 45.50 \$45.50	6361 Wages, Benefits & Taxes	7,079.79			4,181.86	\$11,261.65
Total 6360 Payroll 7,644.77 4,396.85 \$12,041.62 6400 Miscellaneous Expense 1,426.10 430.00 \$1,856.10 Total 6000 Operations 10,301.26 2.21 8,142.54 \$18,446.01 6123 Software Purchases & Licenses 69.10 69.09 \$138.19 7000 Marketing \$0.00 \$0.00 7210 Advertising 7,433.34 \$7,433.34 7212 Tourism 1,025.78 \$1,025.78 Total 7210 Advertising 1,025.78 \$1,025.78 Total 7210 Advertising 1,025.78 21,975.00 \$23,000.78 7225 Promotional items \$0.00 \$15.28 7226 Convention Promotional Items 80.28 35.00 \$115.28 7227 Tourism promotional items 45.50 \$45.50	6362 Temps and Interns	350.00				\$350.00
6400 Miscellaneous Expense 1,426.10 430.00 \$1,856.10 Total 6000 Operations 10,301.26 2.21 8,142.54 \$18,446.01 6123 Software Purchases & Licenses 69.10 69.09 \$138.19 7000 Marketing \$0.00 \$0.00 7210 Advertising 7,433.34 \$7,433.34 \$7,433.34 7212 Tourism 14,541.66 \$14,541.66 \$14,541.66 \$1,025.78 Total 7210 Advertising 1,025.78 21,975.00 \$23,000.78 7225 Promotional items \$0.00 \$115.28 7226 Convention Promotional Items 80.28 35.00 \$115.28 7227 Tourism promotional items 45.50 \$45.50	6366 Payroll Administrative Fees	214.98			214.99	\$429.97
Total 6000 Operations 10,301.26 2.21 8,142.54 \$18,446.01 6123 Software Purchases & Licenses 69.10 69.09 \$138.19 7000 Marketing \$0.00 7210 Advertising 7,433.34 \$7,433.34 7212 Tourism 14,541.66 \$14,541.66 7214 Majestic Mountain Loop 1,025.78 \$1,025.78 Total 7210 Advertising 1,025.78 21,975.00 \$23,000.78 7225 Promotional items \$0.00 \$115.28 7227 Tourism promotional items 80.28 35.00 \$115.28 7227 Tourism promotional items 45.50 \$45.50	Total 6360 Payroll	7,644.77			4,396.85	\$12,041.62
6123 Software Purchases & Licenses 69.10 69.09 \$138.19 7000 Marketing \$0.00 7210 Advertising 7,433.34 \$7,433.34 7212 Tourism 14,541.66 \$14,541.66 7214 Majestic Mountain Loop 1,025.78 \$1,025.78 Total 7210 Advertising 1,025.78 21,975.00 \$23,000.78 7225 Promotional items \$0.00 7226 Convention Promotional Items 80.28 35.00 \$115.28 7227 Tourism promotional items 45.50 \$45.50	6400 Miscellaneous Expense	1,426.10			430.00	\$1,856.10
7000 Marketing \$0.00 7210 Advertising 7,433.34 \$7,433.34 7212 Tourism 14,541.66 \$14,541.66 7214 Majestic Mountain Loop 1,025.78 \$1,025.78 Total 7210 Advertising 1,025.78 21,975.00 \$23,000.78 7225 Promotional items \$0.00 7226 Convention Promotional Items 80.28 35.00 \$115.28 7227 Tourism promotional items 45.50 \$45.50	Total 6000 Operations	10,301.26	2.21		8,142.54	\$18,446.01
7210 Advertising 7,433.34 \$7,433.34 7212 Tourism 14,541.66 \$14,541.66 7214 Majestic Mountain Loop 1,025.78 \$1,025.78 Total 7210 Advertising 1,025.78 21,975.00 \$23,000.78 7225 Promotional items \$0.00 7226 Convention Promotional Items 80.28 35.00 \$115.28 7227 Tourism promotional items 45.50 \$45.50	6123 Software Purchases & Licenses	69.10			69.09	\$138.19
7212 Tourism 14,541.66 \$14,541.66 7214 Majestic Mountain Loop 1,025.78 \$1,025.78 Total 7210 Advertising 1,025.78 21,975.00 \$23,000.78 7225 Promotional items \$0.00 7226 Convention Promotional Items 80.28 35.00 \$115.28 7227 Tourism promotional items 45.50 \$45.50	7000 Marketing					\$0.00
7212 Tourism 14,541.66 \$14,541.66 7214 Majestic Mountain Loop 1,025.78 \$1,025.78 Total 7210 Advertising 1,025.78 21,975.00 \$23,000.78 7225 Promotional items \$0.00 7226 Convention Promotional Items 80.28 35.00 \$115.28 7227 Tourism promotional items 45.50 \$45.50	7210 Advertising				7,433.34	\$7,433.34
7214 Majestic Mountain Loop 1,025.78 \$1,025.78 Total 7210 Advertising 1,025.78 21,975.00 \$23,000.78 7225 Promotional items \$0.00 7226 Convention Promotional Items 80.28 35.00 \$115.28 7227 Tourism promotional items 45.50 \$45.50	~				14,541.66	
7225 Promotional items \$0.00 7226 Convention Promotional Items 80.28 35.00 \$115.28 7227 Tourism promotional items 45.50 \$45.50	7214 Majestic Mountain Loop			1,025.78		
7226 Convention Promotional Items 80.28 35.00 \$115.28 7227 Tourism promotional items 45.50 \$45.50	Total 7210 Advertising			1,025.78	21,975.00	\$23,000.78
7226 Convention Promotional Items 80.28 35.00 \$115.28 7227 Tourism promotional items 45.50 \$45.50	7225 Promotional items					\$0.00
7227 Tourism promotional items 45.50 \$45.50	7226 Convention Promotional Items	80.28			35.00	
·	7227 Tourism promotional items					
	<u> </u>	80.28			80.50	

Visalia Convention & Visitor's Bureau

Profit and Loss by Class

January - December 2025

	COV	GOODS	MML	VTMD	TOTAL
7260 Travel					\$0.00
7261 Media	115.40			2,424.68	\$2,540.08
7262 Convention	1,747.13				\$1,747.13
Total 7260 Travel	1,862.53			2,424.68	\$4,287.21
7280 New Collateral & Asset Development (marketing tools)	4.25			12.75	\$17.00
7300 Convention Sales-Procurement and Retention Incentives	9,184.63				\$9,184.63
7340 Memberships/Dues & Subscriptions					\$0.00
7341 Tourism	175.00			325.00	\$500.00
7342 Convention	1,350.00				\$1,350.00
7343 General	275.00			275.00	\$550.00
Total 7340 Memberships/Dues & Subscriptions	1,800.00			600.00	\$2,400.00
7360 Payroll					\$0.00
7361 Wages & Benefits	7,603.61			11,367.43	\$18,971.04
Total 7360 Payroll	7,603.61			11,367.43	\$18,971.04
Total 7000 Marketing	20,535.30		1,025.78	36,460.36	\$58,021.44
8000 Destination Development					\$0.00
8315 Destination Development	208.33			1,350.00	\$1,558.33
8360 Payroll					\$0.00
8361 Wages & Benefits	1,194.30			5,702.34	\$6,896.64
Total 8360 Payroll	1,194.30			5,702.34	\$6,896.64
Total 8000 Destination Development	1,402.63			7,052.34	\$8,454.97
Total Expenses	\$32,308.29	\$2.21	\$1,025.78	\$51,724.33	\$85,060.61
NET OPERATING INCOME	\$ -32,307.74	\$24.35	\$ -1,025.78	\$91,609.01	\$58,299.84
NET INCOME	\$ -32,307.74	\$24.35	\$ -1,025.78	\$91,609.01	\$58,299.84