

Visalia Convention & Visitor's Bureau

Profit and Loss by Class

January - December 2025

	COV	GOODS	MML	VTMD	TOTAL
Income					
4000 TMD Allocation				143,333.34	\$143,333.34
4750 Interest Income	0.55				\$0.55
4800 Sales of Product Income		51.00			\$51.00
Total Income	\$0.55	\$51.00	\$0.00	\$143,333.34	\$143,384.89
Cost of Goods Sold					
5000 Cost of Goods Sold		24.44			\$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					
6000 Operations					\$0.00
6111 Credit Card Service Fee		2.21			\$2.21
6120 Equipment & Equipment Maintenance	13.75			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
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
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
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 7225 Promotional items	80.28			80.50	\$160.78

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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