

Visalia Convention & Visitor's Bureau

Profit and Loss by Class

January - December 2025

	COV	GOODS	MML	VTMD	TOTAL
Income					
4000 TMD Allocation				215,000.01	\$215,000.01
4200 Co-Ops					\$0.00
4240 Advertising Co-Ops - MML			21,500.00		\$21,500.00
Total 4200 Co-Ops			21,500.00		\$21,500.00
4750 Interest Income	1.05				\$1.05
4800 Sales of Product Income		270.00			\$270.00
Total Income	\$1.05	\$270.00	\$21,500.00	\$215,000.01	\$236,771.06
Cost of Goods Sold					
5000 Cost of Goods Sold		120.28			\$120.28
Total Cost of Goods Sold	\$0.00	\$120.28	\$0.00	\$0.00	\$120.28
GROSS PROFIT	\$1.05	\$149.72	\$21,500.00	\$215,000.01	\$236,650.78
Expenses					
6000 Operations					\$0.00
6111 Credit Card Service Fee		9.22			\$9.22
6120 Equipment & Equipment Maintenance	13.75			13.75	\$27.50
6140 Meetings Expense				59.16	\$59.16
6150 Office					\$0.00
6151 Rent & Renovations	1,425.00			4,275.00	\$5,700.00
6152 Security/Alarm	129.63			388.89	\$518.52
6153 Utilities	165.55			496.57	\$662.12
6154 Cleaning	125.00			375.00	\$500.00
6155 Supplies	18.57			55.71	\$74.28
6156 Repair & Maintenance	225.58			676.71	\$902.29
Total 6150 Office	2,089.33			6,267.88	\$8,357.21
6160 Postage & Shipping	41.85			237.15	\$279.00
6170 Printing/Copies, General	28.95			137.45	\$166.40
6180 Office Supplies/Materials	128.97			128.97	\$257.94
6190 Telephone	553.50			553.50	\$1,107.00
6320 Accounting & Legal Fees	480.00				\$480.00
6360 Payroll					\$0.00
6361 Wages, Benefits & Taxes	11,860.96			7,008.50	\$18,869.46
6362 Temps and Interns	350.00				\$350.00
6366 Payroll Administrative Fees	358.30			358.31	\$716.61
Total 6360 Payroll	12,569.26			7,366.81	\$19,936.07
6400 Miscellaneous Expense	1,426.10			430.00	\$1,856.10
Total 6000 Operations	17,331.71	9.22		15,194.67	\$32,535.60

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6123 Software Purchases & Licenses	438.19			438.19	\$876.38
7000 Marketing					\$0.00
7210 Advertising				0.00	\$0.00
7212 Tourism	53.98			14,664.66	\$14,718.64
7213 MML CVB/TMD Contributions	5,000.00			5,000.00	\$10,000.00
7214 Majestic Mountain Loop			4,225.78		\$4,225.78
Total 7210 Advertising	5,053.98		4,225.78	19,664.66	\$28,944.42
7220 Trade Show Registration					\$0.00
7221 Marketing Events - registration				1,357.17	\$1,357.17
Total 7220 Trade Show Registration				1,357.17	\$1,357.17
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
7230 Convention Servicing- booked business	1,567.01			3.88	\$1,570.89
7240 FAM Tours					\$0.00
7242 Convention FAM Tours	967.45				\$967.45
Total 7240 FAM Tours	967.45				\$967.45
7260 Travel					\$0.00
7261 Media	115.40			4,314.11	\$4,429.51
7262 Convention	1,758.27				\$1,758.27
Total 7260 Travel	1,873.67			4,314.11	\$6,187.78
7280 New Collateral & Asset Development (marketing tools)	168.75			511.29	\$680.04
7300 Convention Sales-Procurement and Retention Incentives	9,237.13				\$9,237.13
7340 Memberships/Dues & Subscriptions					\$0.00
7341 Tourism	700.00			1,300.00	\$2,000.00
7342 Convention	2,700.00				\$2,700.00
7343 General	275.00			275.00	\$550.00
Total 7340 Memberships/Dues & Subscriptions	3,675.00			1,575.00	\$5,250.00
7360 Payroll					\$0.00
7361 Wages & Benefits	12,737.30			19,047.78	\$31,785.08
Total 7360 Payroll	12,737.30			19,047.78	\$31,785.08
Total 7000 Marketing	35,360.57		4,225.78	46,554.39	\$86,140.74
8000 Destination Development					\$0.00
8315 Destination Development	416.66			3,436.90	\$3,853.56

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8360 Payroll					\$0.00
8361 Wages & Benefits	1,999.81			9,549.11	\$11,548.92
Total 8360 Payroll	1,999.81			9,549.11	\$11,548.92
Total 8000 Destination Development	2,416.47			12,986.01	\$15,402.48
Total Expenses	\$55,546.94	\$9.22	\$4,225.78	\$75,173.26	\$134,955.20
NET OPERATING INCOME	\$ -55,545.89	\$140.50	\$17,274.22	\$139,826.75	\$101,695.58
NET INCOME	\$ -55,545.89	\$140.50	\$17,274.22	\$139,826.75	\$101,695.58