

VCVB - 2026

INCOME

	City of Visalia	365,000.00
	Visalia Tourism Marketing District	860,000.00
	Total Income:	1,225,000.00

EXPENSE

Code	Budget Category	Total
6110	Bank Fees	100.00
6111	Credit Card Services	100.00
6120	Equipment & Maintenance	7,500.00
6123	Software and software subscriptions: One time fees and recurring fees iDSS, Cvent and Knowland are subscriptions to support convention sales, they are not an administrative expense.	6,500.00
6130	Insurance	4,000.00
6140	Meetings	1,000.00
6150	Office	50,000.00
	6151 Rent & Renovations (Rent is \$34,200)	
	6152 Security/alarm	
	6153 Utilities	
	6154 Cleaning	
	6155 Maintenance Supplies (cleaning, bulbs, paper products)	
	6156 Repair and Maintenance	
6160	Postage and Shipping	4,500.00
6170	Printing/Copies	10,000.00
6180	Office Supplies / Materials Paper, envelopes, etc.)	2,500.00
6190	Telephone & Internet	5,000.00
6320	Accounting and Legal	10,000.00
6662	Temp staff	1,500.00
6361	Payroll - Wages and Benefits & Admin Fees (SinglePoint) (63%/ 37%)	111,604.17
6366	Administrative Fee - HR - Single Point	
6400	Misc.	2,900.00
Operations	VTMD - \$129,000 (15%)	217,204.17
7210	Advertising	
	7211 Convention /Meeting Planner Advertising	10,000.00
	7212 Tourism Advertising (AOR Plus)	512,000.00

	7214 Magestic Mountain Loop (MML)	20,000.00
7220	Conventions and Trade Show Registration	
	7221 Tourism Marketing Events - registration & exhibit furnishings and supplies. Not give aways	15,000.00
	7222 Convention Sales Events - registration & exhibit furnishings and supplies -not give aways	15,000.00
7225	Promotional items	
	7226 Convention Sales - Exhibit Give aways	5,000.00
	7227 Tourism promotional Items	3,000.00
7230	Convention Servicing (booked business -not FAM or incentive, could be welcome video, program advertising, planner/committee gifts, in market meetings.) Retention incentives - purchasing in market items for established events (lanyards, reception, cookies, music)	10,000.00
7240	FAM Tours	
	7241 Media FAM Tours	20,000.00
	7242 Convention FAM Tours	3,000.00
7260	Travel	
	7261 Media / Toursim Travel	8,500.00
	7262 Convention Travel	5,000.00
7280	New Collateral & Asset Development (marketing tools)	7,500.00
7290	Other Marketing - Sequoia Tourism Council	12,500.00
7300	Convention Sales- Procurement and Incentives: Includes Prospecting gifts(engaging meeting planners with shipping them gifts. and Sales incentives - pay out from incentive program	75,000.00
7310	Special Projects	0.00
7340	Membership Dues & Subscriptions	
	7341 Tourism	20,000.00
	7342 Convention	25,000.00
	7343 General	1,000.00
7361	Payroll - Wages Taxes and Benefits, Admin Fee	151,437.56
Marketing	VTMD \$593,400 (69%)	918,937.56
8000	Destination Development	
8315	Destination Development: Destination Development: Sequoia Legacy Tree,	10,000.00
	Payroll - Wages Taxes and Benefits, Admin Fee	78,052.46

Destination Development	VTMD \$86,000 (10%)	88,052.46
Total	1,225,000	1,224,194.19

#REF!

365,000.00

\$860,000.00

	COV	COV	2026 VTMD	2026 VTMD	2025 VTMD	2025 VTMD
	100%	100.00				
			100%	100.00	100%	100.00
	50%	3,750.00	50%	3,750.00	50%	3,500.00
	50%	3,250.00	50%	3,250.00	50%	3,250.00
	100%	4,000.00		0.00		
	50%	500.00	50%	500.00		1,000.00
Detail	50%	25,000.00	50%	25,000.00	75%	37,500.00
\$38,350						
\$700						
\$4,200						
\$3,500						
\$750						
\$2,400						
	15%	675.00	85%	3,825.00	85%	4,675.00
	20%	3,000.00	80%	7,000.00	80%	7,000.00
	50%	1,250.00	50%	1,250.00	50%	1,250.00
	50%	2,500.00	50%	2,500.00	50%	2,250.00
	100%	10,000.00				2,000.00
	50%	750.00	50%	750.00		0.00
	63%	70,310.58	37%	41293.59	35%	34,362.60
	100%	2,900.00				
	54%	127,985.58	46%	89,218.59	46%	96,887.60
	100%	10,000.00				
	5%	30,000.00	95%	482,000.00	95%	475,000.00

			100%	20,000.00	100%	20,000.00
			100%	15,000.00	100%	15,000.00
	100%	15,000.00				
	100%	5,000.00				
			100%	3,000.00	100%	5,000.00
	100%	10,000.00				
			100%	20,000.00	100%	10,000.00
	100%	3,000.00				
			100%	8,500.00	100%	8,500.00
	100%	5,000.00				
	25%	2,500.00	75%	5,000.00	75%	5,000.00
	80%	10,000.00	20%	2,500.00	20%	2,500.00
	50%	37,500.00	50%	37,500.00		
					50%	20,000.00
	25%	5,000.00	75%	15,000.00	65%	30,000.00
	100%	25,000.00				
	50%	500.00	50%	500.00	50%	1,250.00
	42%	\$63,603.77	58%	\$87,833.79	58%	93,302.45
	20%	222,103.77	80%	696,833.79	80%	685,552.00
			100%	10,000.00	100%	30,000.00
	19%	14829.97	81%	63,222.49	80%	47,742.80

	10%	14,829.97	90%	73,222.49	90%	77,742.80
\$ (806)	30%	364,919.32	70%	859,274.87		860,182.40



