Visalia Convention & Visitor's Bureau

Profit and Loss by Class

October 2026

	COV	GOODS	MML	VTMD	NOT SPECIFIED	TOTAL
Income						
4000 TMD Monthly Reimbursements				18,242.14		$18,242.14
4800 Sales of Product Income		37.00				$37.00
Total Income	**$0.00**	**$37.00**	**$0.00**	**$18,242.14**	**$0.00**	**$18,279.14**
Cost of Goods Sold						
5000 Cost of Goods Sold		19.00				$19.00
Total Cost of Goods Sold	**$0.00**	**$19.00**	**$0.00**	**$0.00**	**$0.00**	**$19.00**
GROSS PROFIT	**$0.00**	**$18.00**	**$0.00**	**$18,242.14**	**$0.00**	**$18,260.14**
Expenses						
6000 Operations						$0.00
6110 Bank Fees	-751.59					$ -751.59
6111 Credit Card Service Fee		2.04				$2.04
6123 Software Purchases & Licenses	73.50			73.49		$146.99
6150 Office						$0.00
6151 Rent & Renovations	1,496.00			1,496.00		$2,992.00
6153 Utilities	208.22			208.18		$416.40
Total 6150 Office	**1,704.22**			**1,704.18**		**$3,408.40**
6160 Postage & Shipping	205.00			205.00		$410.00
6170 Printing/Copies, General	112.74			112.72		$225.46
6190 Telephone/Internet	210.36			210.36		$420.72
6320 Accounting & Legal Fees	1,346.40					$1,346.40
6360 Payroll						$0.00
6361 Wages, Benefits & Taxes	7,850.71			10,726.95		$18,577.66
Total 6360 Payroll	**7,850.71**			**10,726.95**		**$18,577.66**
Total 6000 Operations	**10,751.34**	**2.04**		**13,032.70**		**$23,786.08**
7000 Marketing						$0.00
7210 Advertising						$0.00
7212 Tourism				695.00		$695.00
7214 Majestic Mountain Loop			331.00			$331.00
Total 7210 Advertising			**331.00**	**695.00**		**$1,026.00**
7220 Trade Show Registration						$0.00
7222 Convention Sales Events- registration	0.00					$0.00
Total 7220 Trade Show Registration	**0.00**					**$0.00**
7225 Promotional items						$0.00
7227 Tourism promotional items				177.04		$177.04
Total 7225 Promotional items				**177.04**		**$177.04**
7230 Convention Servicing- booked business	1,693.45					$1,693.45
7240 FAM Tours						$0.00
7241 Media FAM Tours	491.59					$491.59
Total 7240 FAM Tours	**491.59**					**$491.59**

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7340 Memberships/Dues & Subscriptions						$0.00
7341 Tourism	200.00			300.00		$500.00
Total 7340 Memberships/Dues & Subscriptions	**200.00**			**300.00**		**$500.00**
Total 7000 Marketing	**2,385.04**		**331.00**	**1,172.04**		**$3,888.08**
8000 Destination Development						$0.00
8315 Destination Development	208.33					$208.33
Total 8000 Destination Development	**208.33**					**$208.33**
Total Expenses	**$13,344.71**	**$2.04**	**$331.00**	**$14,204.74**	**$0.00**	**$27,882.49**
NET OPERATING INCOME	**$ -13,344.71**	**$15.96**	**$ -331.00**	**$4,037.40**	**$0.00**	**$ -9,622.35**
NET INCOME	**$ -13,344.71**	**$15.96**	**$ -331.00**	**$4,037.40**	**$0.00**	**$ -9,622.35**