# Visalia Convention & Visitor's Bureau

## Budget vs. Actuals

January - December 2026

| | COV | | | GOODS | | | MML | | | TOTAL | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | ACTUAL | BUDGET | % OF BUDGET | ACTUAL | BUDGET | % OF BUDGET | ACTUAL | BUDGET | % OF BUDGET | ACTUAL | BUDGET | % OF BUDGET |
| Income | | | | | | | | | | | | |
| 4100 City of Visalia Allocation | | | | | | | | | | $0.00 | $0.00 | 0.00% |
| 4120 COV Tourism Allocation | 361,049.00 | 327,081.00 | 110.39 % | | | | | | | $361,049.00 | $327,081.00 | 110.39 % |
| **Total 4100 City of Visalia Allocation** | **361,049.00** | **327,081.00** | **110.39 %** | | | | | | | **$361,049.00** | **$327,081.00** | **110.39 %** |
| 4200 Co-Ops | | | | | | | | | | $0.00 | $0.00 | 0.00% |
| 4240 Advertising Co-Ops - MML | | 0.00 | | | | | 30,000.00 | 30,000.00 | 100.00 % | $30,000.00 | $30,000.00 | 100.00 % |
| **Total 4200 Co-Ops** | | **0.00** | | | | | **30,000.00** | **30,000.00** | **100.00 %** | **$30,000.00** | **$30,000.00** | **100.00 %** |
| 4800 Sales of Product Income | | | | 1,250.00 | | | | | | $1,250.00 | $0.00 | 0.00% |
| **Total Income** | **$361,049.00** | **$327,081.00** | **110.39 %** | **$1,250.00** | **$0.00** | **0.00%** | **$30,000.00** | **$30,000.00** | **100.00 %** | **$392,299.00** | **$357,081.00** | **109.86 %** |
| Cost of Goods Sold | | | | | | | | | | | | |
| 5000 Cost of Goods Sold | | | | 906.50 | | | | | | $906.50 | $0.00 | 0.00% |
| **Total Cost of Goods Sold** | **$0.00** | **$0.00** | **0.00%** | **$906.50** | **$0.00** | **0.00%** | **$0.00** | **$0.00** | **0.00%** | **$906.50** | **$0.00** | **0.00%** |
| GROSS PROFIT | **$361,049.00** | **$327,081.00** | **110.39 %** | **$343.50** | **$0.00** | **0.00%** | **$30,000.00** | **$30,000.00** | **100.00 %** | **$391,392.50** | **$357,081.00** | **109.61 %** |
| Expenses | | | | | | | | | | | | |
| 6000 Operations | | | | | | | | | | $0.00 | $0.00 | 0.00% |
| 6110 Bank Fees | -678.94 | 250.00 | -271.58 % | | | | 75.00 | | | $ -603.94 | $250.00 | -241.58 % |
| 6111 Credit Card Service Fee | -17.63 | 250.00 | -7.05 % | 45.53 | | | | | | $27.90 | $250.00 | 11.16 % |
| 6115 Bad Debt | 171,088.00 | | | | | | | | | $171,088.00 | $0.00 | 0.00% |
| 6120 Equipment & Equipment Maintenance | | 3,750.00 | | | | | | | | $0.00 | $3,750.00 | 0.00% |
| 6123 Software Purchases & Licenses | 2,672.19 | 3,250.00 | 82.22 % | | | | | | | $2,672.19 | $3,250.00 | 82.22 % |
| 6130 Insurance | 4,987.00 | 5,000.00 | 99.74 % | | | | | | | $4,987.00 | $5,000.00 | 99.74 % |
| 6140 Meetings Expense | 172.93 | 250.00 | 69.17 % | | | | | | | $172.93 | $250.00 | 69.17 % |
| 6150 Office | | 0.00 | | | | | | | | $0.00 | $0.00 | 0.00% |
| 6151 Rent & Renovations | 14,751.00 | 18,000.00 | 81.95 % | | | | | | | $14,751.00 | $18,000.00 | 81.95 % |
| 6152 Security/Alarm | 267.06 | 350.00 | 76.30 % | | | | | | | $267.06 | $350.00 | 76.30 % |
| 6153 Utilities | 1,968.42 | 2,050.00 | 96.02 % | | | | | | | $1,968.42 | $2,050.00 | 96.02 % |
| 6154 Cleaning | 1,397.50 | 1,750.00 | 79.86 % | | | | | | | $1,397.50 | $1,750.00 | 79.86 % |
| 6155 Supplies | | 250.00 | | | | | | | | $0.00 | $250.00 | 0.00% |
| 6156 Repair & Maintenance | | 750.00 | | | | | | | | $0.00 | $750.00 | 0.00% |
| **Total 6150 Office** | **18,383.98** | **23,150.00** | **79.41 %** | | | | | | | **$18,383.98** | **$23,150.00** | **79.41 %** |
| 6160 Postage & Shipping | 563.95 | 1,500.00 | 37.60 % | | | | | | | $563.95 | $1,500.00 | 37.60 % |
| 6170 Printing/Copies, General | 554.32 | 7,500.00 | 7.39 % | | | | | | | $554.32 | $7,500.00 | 7.39 % |
| 6180 Office Supplies/Materials | 196.62 | 1,250.00 | 15.73 % | | | | | | | $196.62 | $1,250.00 | 15.73 % |
| 6190 Telephone/Internet | 2,732.91 | 3,250.00 | 84.09 % | | | | | | | $2,732.91 | $3,250.00 | 84.09 % |
| 6320 Accounting & Legal Fees | 6,936.40 | 12,000.00 | 57.80 % | | | | | | | $6,936.40 | $12,000.00 | 57.80 % |
| 6360 Payroll | 0.00 | | | | | | | | | $0.00 | $0.00 | 0.00% |
| 6361 Wages, Benefits & Taxes | 60,858.56 | 117,000.00 | 52.02 % | | | | | | | $60,858.56 | $117,000.00 | 52.02 % |
| 6362 Temps and Interns | 4,175.00 | 4,200.00 | 99.40 % | | | | | | | $4,175.00 | $4,200.00 | 99.40 % |
| 6366 Payroll Administrative Fees | | 3,326.90 | | | | | | | | $0.00 | $3,326.90 | 0.00% |
| **Total 6360 Payroll** | **65,033.56** | **124,526.90** | **52.22 %** | | | | | | | **$65,033.56** | **$124,526.90** | **52.22 %** |
| 6400 Miscellaneous Expense | 2,859.00 | 1,500.00 | 190.60 % | | | | | | | $2,859.00 | $1,500.00 | 190.60 % |
| **Total 6000 Operations** | **275,484.29** | **187,426.90** | **146.98 %** | **45.53** | | | **75.00** | | | **$275,604.82** | **$187,426.90** | **147.05 %** |
| 7000 Marketing | | | | | | | | | | $0.00 | $0.00 | 0.00% |
| 7210 Advertising | | | | | | | | | | $0.00 | $0.00 | 0.00% |
| 7211 Conventions | | 10,000.00 | | | | | | | | $0.00 | $10,000.00 | 0.00% |
| 7213 MML CVB/TMD Contributions | 5,000.00 | 5,000.00 | 100.00 % | | | | | | | $5,000.00 | $5,000.00 | 100.00 % |
| 7214 Majestic Mountain Loop | | | | | | | 16,578.33 | 30,000.00 | 55.26 % | $16,578.33 | $30,000.00 | 55.26 % |
| **Total 7210 Advertising** | **5,000.00** | **15,000.00** | **33.33 %** | | | | **16,578.33** | **30,000.00** | **55.26 %** | **$21,578.33** | **$45,000.00** | **47.95 %** |
| 7220 Trade Show Registration | | | | | | | | | | $0.00 | $0.00 | 0.00% |

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| | ACTUAL | BUDGET | % OF BUDGET | ACTUAL | BUDGET | % OF BUDGET | ACTUAL | BUDGET | % OF BUDGET | ACTUAL | BUDGET | % OF BUDGET |
| 7222 Convention Sales Events- registration | 11,584.57 | 17,600.00 | 65.82 % | | | | | | | $11,584.57 | $17,600.00 | 65.82 % |
| **Total 7220 Trade Show Registration** | **11,584.57** | **17,600.00** | **65.82 %** | | | | | | | **$11,584.57** | **$17,600.00** | **65.82 %** |
| 7225 Promotional items | | | | | | | | | | $0.00 | $0.00 | 0.00% |
| 7226 Convention Promotional Items | | 5,000.00 | | | | | | | | $0.00 | $5,000.00 | 0.00% |
| 7227 Tourism promotional items | 14.85 | | | | | | | | | $14.85 | $0.00 | 0.00% |
| **Total 7225 Promotional items** | **14.85** | **5,000.00** | **0.30 %** | | | | | | | **$14.85** | **$5,000.00** | **0.30 %** |
| 7230 Convention Servicing- booked business | 5,827.17 | 4,500.00 | 129.49 % | | | | | | | $5,827.17 | $4,500.00 | 129.49 % |
| 7240 FAM Tours | | | | | | | | | | $0.00 | $0.00 | 0.00% |
| 7241 Media FAM Tours | 1,457.65 | 10,000.00 | 14.58 % | | | | | | | $1,457.65 | $10,000.00 | 14.58 % |
| 7242 Convention FAM Tours | 683.91 | 3,000.00 | 22.80 % | | | | | | | $683.91 | $3,000.00 | 22.80 % |
| **Total 7240 FAM Tours** | **2,141.56** | **13,000.00** | **16.47 %** | | | | | | | **$2,141.56** | **$13,000.00** | **16.47 %** |
| 7260 Travel | | | | | | | | | | $0.00 | $0.00 | 0.00% |
| 7262 Convention | 808.21 | 7,000.00 | 11.55 % | | | | | | | $808.21 | $7,000.00 | 11.55 % |
| **Total 7260 Travel** | **808.21** | **7,000.00** | **11.55 %** | | | | | | | **$808.21** | **$7,000.00** | **11.55 %** |
| 7280 New Collateral & Asset Development (marketing tools) | 118.51 | 2,500.00 | 4.74 % | | | | | | | $118.51 | $2,500.00 | 4.74 % |
| 7290 Sequoia Tourism Council | 25,000.00 | 25,000.00 | 100.00 % | | | | | | | $25,000.00 | $25,000.00 | 100.00 % |
| 7300 Convention Sales-Procurement and Retention Incentives | 9,624.96 | 24,100.00 | 39.94 % | | | | | | | $9,624.96 | $24,100.00 | 39.94 % |
| 7310 Special Tourism Marketing Projects | | | | | | | | | | $0.00 | $0.00 | 0.00% |
| 7314 Website Refresh | 1,250.00 | 1,250.00 | 100.00 % | | | | | | | $1,250.00 | $1,250.00 | 100.00 % |
| **Total 7310 Special Tourism Marketing Projects** | **1,250.00** | **1,250.00** | **100.00 %** | | | | | | | **$1,250.00** | **$1,250.00** | **100.00 %** |
| 7340 Memberships/Dues & Subscriptions | | | | | | | | | | $0.00 | $0.00 | 0.00% |
| 7341 Tourism | 6,060.00 | 9,200.00 | 65.87 % | | | | | | | $6,060.00 | $9,200.00 | 65.87 % |
| 7342 Convention | 17,154.00 | 21,500.00 | 79.79 % | | | | | | | $17,154.00 | $21,500.00 | 79.79 % |
| 7343 General | 1,075.00 | 1,000.00 | 107.50 % | | | | | | | $1,075.00 | $1,000.00 | 107.50 % |
| **Total 7340 Memberships/Dues & Subscriptions** | **24,289.00** | **31,700.00** | **76.62 %** | | | | | | | **$24,289.00** | **$31,700.00** | **76.62 %** |
| **Total 7000 Marketing** | **85,658.83** | **146,650.00** | **58.41 %** | | | | **16,578.33** | **30,000.00** | **55.26 %** | **$102,237.16** | **$176,650.00** | **57.88 %** |
| 8000 Destination Development | | | | | | | | | | $0.00 | $0.00 | 0.00% |
| 8315 Destination Development | 2,295.46 | 2,750.00 | 83.47 % | | | | | | | $2,295.46 | $2,750.00 | 83.47 % |
| **Total 8000 Destination Development** | **2,295.46** | **2,750.00** | **83.47 %** | | | | | | | **$2,295.46** | **$2,750.00** | **83.47 %** |
| **Total Expenses** | **$363,438.58** | **$336,826.90** | **107.90 %** | **$45.53** | **$0.00** | **0.00%** | **$16,653.33** | **$30,000.00** | **55.51 %** | **$380,137.44** | **$366,826.90** | **103.63 %** |
| NET OPERATING INCOME | **$ -2,389.58** | **$ -9,745.90** | **24.52 %** | **$297.97** | **$0.00** | **0.00%** | **$13,346.67** | **$0.00** | **0.00%** | **$11,255.06** | **$ -9,745.90** | **-115.49 %** |
| NET INCOME | **$ -2,389.58** | **$ -9,745.90** | **24.52 %** | **$297.97** | **$0.00** | **0.00%** | **$13,346.67** | **$0.00** | **0.00%** | **$11,255.06** | **$ -9,745.90** | **-115.49 %** |