

Visalia Convention & Visitor's Bureau

Profit and Loss by Class

July 2025

	COV	GOODS	VTMD	TOTAL
Income				
4000 TMD Allocation			71,666.67	\$71,666.67
4100 City of Visalia Allocation				\$0.00
4120 COV Tourism Allocation	180,500.00			\$180,500.00
Total 4100 City of Visalia Allocation	180,500.00			\$180,500.00
4750 Interest Income	0.55			\$0.55
4800 Sales of Product Income		263.00		\$263.00
Total Income	\$180,500.55	\$263.00	\$71,666.67	\$252,430.22
Cost of Goods Sold				
5000 Cost of Goods Sold		285.00		\$285.00
Purchases/Inventory		1,440.00		\$1,440.00
Total 5000 Cost of Goods Sold		1,725.00		\$1,725.00
Total Cost of Goods Sold	\$0.00	\$1,725.00	\$0.00	\$1,725.00
GROSS PROFIT	\$180,500.55	\$ -1,462.00	\$71,666.67	\$250,705.22
Expenses				
6000 Operations				\$0.00
6111 Credit Card Service Fee		9.39		\$9.39
6123 Software Purchases & Licenses	663.09		663.10	\$1,326.19
6150 Office				\$0.00
6151 Rent & Renovations	712.50		2,137.50	\$2,850.00
6153 Utilities	93.27		279.82	\$373.09
6154 Cleaning	65.00		195.00	\$260.00
Total 6150 Office	870.77		2,612.32	\$3,483.09
6160 Postage & Shipping	0.96		5.41	\$6.37
6170 Printing/Copies, General	22.88		91.53	\$114.41
6180 Office Supplies/Materials	216.46		216.49	\$432.95
6190 Telephone	188.25		188.25	\$376.50
6320 Accounting & Legal Fees	1,300.00			\$1,300.00
6360 Payroll				\$0.00
6361 Wages, Benefits & Taxes	7,070.34		4,129.10	\$11,199.44
6366 Payroll Administrative Fees	221.40		221.40	\$442.80
Total 6360 Payroll	7,291.74		4,350.50	\$11,642.24
6400 Miscellaneous Expense	50.00			\$50.00
Total 6000 Operations	10,604.15	9.39	8,127.60	\$18,741.14
7000 Marketing				\$0.00
7210 Advertising				\$0.00
7211 Conventions	5,000.00			\$5,000.00
7212 Tourism	2,258.20		42,905.64	\$45,163.84
Total 7210 Advertising	7,258.20		42,905.64	\$50,163.84

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7220 Trade Show Registration				\$0.00
7222 Convention Sales Events- registration	3,399.00			\$3,399.00
Total 7220 Trade Show Registration	3,399.00			\$3,399.00
7225 Promotional items				\$0.00
7226 Convention Promotional Items	1,307.44			\$1,307.44
7227 Tourism promotional items			272.71	\$272.71
Total 7225 Promotional items	1,307.44		272.71	\$1,580.15
7230 Convention Servicing- booked business	2,634.71			\$2,634.71
7240 FAM Tours				\$0.00
7241 Media FAM Tours			9,359.64	\$9,359.64
7242 Convention FAM Tours	72.76			\$72.76
Total 7240 FAM Tours	72.76		9,359.64	\$9,432.40
7260 Travel				\$0.00
7261 Media	2.17		57.82	\$59.99
7262 Convention	52.85			\$52.85
Total 7260 Travel	55.02		57.82	\$112.84
7280 New Collateral & Asset Development (marketing tools)	476.02		1,469.86	\$1,945.88
7300 Convention Sales-Procurement and Retention Incentives	84.00			\$84.00
7340 Memberships/Dues & Subscriptions				\$0.00
7341 Tourism	2,103.50		3,906.50	\$6,010.00
7342 Convention	12,000.00			\$12,000.00
Total 7340 Memberships/Dues & Subscriptions	14,103.50		3,906.50	\$18,010.00
7360 Payroll				\$0.00
7361 Wages & Benefits	7,599.53		11,445.33	\$19,044.86
Total 7360 Payroll	7,599.53		11,445.33	\$19,044.86
Total 7000 Marketing	36,990.18		69,417.50	\$106,407.68
8000 Destination Development			1,831.25	\$1,831.25
8315 Destination Development	208.33		2,737.37	\$2,945.70
8360 Payroll				\$0.00
8361 Wages & Benefits	1,212.15		5,790.05	\$7,002.20
Total 8360 Payroll	1,212.15		5,790.05	\$7,002.20
Total 8000 Destination Development	1,420.48		10,358.67	\$11,779.15
Total Expenses	\$49,014.81	\$9.39	\$87,903.77	\$136,927.97
NET OPERATING INCOME	\$131,485.74	\$ -1,471.39	\$ -16,237.10	\$113,777.25
NET INCOME	\$131,485.74	\$ -1,471.39	\$ -16,237.10	\$113,777.25