

Visalia Convention & Visitor's Bureau

Profit and Loss

January - July, 2025

	TOTAL
Income	
4000 TMD Allocation	573,333.36
4100 City of Visalia Allocation	
4120 COV Tourism Allocation	361,000.00
Total 4100 City of Visalia Allocation	361,000.00
4200 Co-Ops	
4240 Advertising Co-Ops - MML	12,000.00
Total 4200 Co-Ops	12,000.00
4750 Interest Income	3.78
4800 Sales of Product Income	882.00
Total Income	\$947,219.14
Cost of Goods Sold	
5000 Cost of Goods Sold	560.86
Purchases/Inventory	1,440.00
Total 5000 Cost of Goods Sold	2,000.86
Total Cost of Goods Sold	\$2,000.86
GROSS PROFIT	\$945,218.28
Expenses	
6000 Operations	
6110 Bank Fees	96.19
6111 Credit Card Service Fee	32.43
6120 Equipment & Equipment Maintenance	27.50
6123 Software Purchases & Licenses	4,750.21
6130 Insurance	3,458.00
6140 Meetings Expense	721.83
6150 Office	
6151 Rent & Renovations	19,950.00
6152 Security/Alarm	518.52
6153 Utilities	2,698.21
6154 Cleaning	1,930.00
6155 Supplies	212.20
6156 Repair & Maintenance	1,962.29
Total 6150 Office	27,271.22
6160 Postage & Shipping	737.44
6170 Printing/Copies, General	853.62
6180 Office Supplies/Materials	1,574.05
6190 Telephone	2,351.10
6320 Accounting & Legal Fees	5,125.60

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	TOTAL
6360 Payroll	
6361 Wages, Benefits & Taxes	62,870.34
6362 Temps and Interns	1,050.00
6366 Payroll Administrative Fees	2,818.79
Total 6360 Payroll	66,739.13
6400 Miscellaneous Expense	3,360.20
Total 6000 Operations	117,098.52
7000 Marketing	
7210 Advertising	493.16
7211 Conventions	5,000.00
7212 Tourism	201,671.89
7213 MML CVB/TMD Contributions	0.00
7214 Majestic Mountain Loop	4,225.78
Total 7210 Advertising	211,390.83
7220 Trade Show Registration	40.00
7221 Marketing Events - registration	881.85
7222 Convention Sales Events- registration	3,399.00
Total 7220 Trade Show Registration	4,320.85
7225 Promotional items	
7226 Convention Promotional Items	1,476.70
7227 Tourism promotional items	6,017.08
Total 7225 Promotional items	7,493.78
7230 Convention Servicing- booked business	9,167.23
7240 FAM Tours	-327.84
7241 Media FAM Tours	20,501.21
7242 Convention FAM Tours	1,112.40
Total 7240 FAM Tours	21,285.77
7260 Travel	
7261 Media	6,675.63
7262 Convention	1,861.78
Total 7260 Travel	8,537.41
7280 New Collateral & Asset Development (marketing tools)	15,516.38
7300 Convention Sales-Procurement and Retention Incentives	17,704.73
7340 Memberships/Dues & Subscriptions	
7341 Tourism	24,369.33
7342 Convention	16,050.00
7343 General	550.00
Total 7340 Memberships/Dues & Subscriptions	40,969.33

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	TOTAL
7360 Payroll	
7361 Wages & Benefits	106,187.98
Total 7360 Payroll	106,187.98
Total 7000 Marketing	442,574.29
8000 Destination Development	2,961.52
8315 Destination Development	6,922.59
8360 Payroll	
8361 Wages & Benefits	38,617.60
Total 8360 Payroll	38,617.60
Total 8000 Destination Development	48,501.71
Total Expenses	\$608,174.52
NET OPERATING INCOME	\$337,043.76
Other Expenses	
Reconciliation Discrepancies	-5,272.79
Total Other Expenses	\$ -5,272.79
NET OTHER INCOME	\$5,272.79
NET INCOME	\$342,316.55