

# Profit and Loss

## VISALIA CONVENTION & VISITORS BUREAU

March 1-31, 2026

	TOTAL
<hr/>	
Income	
4100 City of Visalia Allocation	
4120 COV Tourism Allocation	334,332.00
<b>Total for 4100 City of Visalia Allocation</b>	<b>\$334,332.00</b>
4200 Co-Ops	
4240 Advertising Co-Ops - MML	20,000.00
<b>Total for 4200 Co-Ops</b>	<b>\$20,000.00</b>
<b>Total for Income</b>	<b>\$354,332.00</b>
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<b>Gross Profit</b>	<b>\$354,332.00</b>
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Expenses	
6000 Operations	
6110 Bank Fees	67.36
6111 Credit Card Service Fee	-25.00
6123 Software Purchases & Licenses	479.97
6130 Insurance	4,987.00
6150 Office	
6151 Rent & Renovations	2,850.00
6153 Utilities	650.97
6154 Cleaning	325.00
<b>Total for 6150 Office</b>	<b>\$3,825.97</b>
6160 Postage & Shipping	312.00
6170 Printing/Copies, General	67.71
6180 Office Supplies/Materials	48.81
6190 Telephone	1,085.94
6320 Accounting & Legal Fees	340.00
6360 Payroll	29,284.36
6400 Miscellaneous Expense	51.95
<b>Total for 6000 Operations</b>	<b>\$40,526.07</b>
7000 Marketing	
7210 Advertising	
7214 Majestic Mountain Loop	4,500.00
<b>Total for 7210 Advertising</b>	<b>\$4,500.00</b>
7225 Promotional items	
7227 Tourism promotional items	14.85
<b>Total for 7225 Promotional items</b>	<b>\$14.85</b>
7230 Convention Servicing- booked business	1,953.00
7260 Travel	
7261 Media	2,509.52
7262 Convention	5.66
<b>Total for 7260 Travel</b>	<b>\$2,515.18</b>
7280 New Collateral & Asset Development (marketing tools)	474.06

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	TOTAL
7310 Special Tourism Marketing Projects	
7314 Website Refresh	26,220.00
<b>Total for 7310 Special Tourism Marketing Projects</b>	<b>\$26,220.00</b>
7340 Memberships/Dues & Subscriptions	
7341 Tourism	1,650.00
7342 Convention	1,350.00
<b>Total for 7340 Memberships/Dues &amp; Subscriptions</b>	<b>\$3,000.00</b>
<b>Total for 7000 Marketing</b>	<b>\$38,677.09</b>
8000 Destination Development	-\$300.00
8315 Destination Development	209.43
<b>Total for 8000 Destination Development</b>	<b>-\$90.57</b>
<b>Total for Expenses</b>	<b>\$79,112.59</b>
<b>Net Operating Income</b>	<b>\$275,219.41</b>
<b>Net Other Income</b>	
<b>Net Income</b>	<b>\$275,219.41</b>