

## Profit and Loss by Month

### VISALIA CONVENTION & VISITORS BUREAU

January 1-March 31, 2026

|  | JANUARY<br>2026  | FEBRUARY<br>2026 | MARCH<br>2026     | TOTAL               |
|--|------------------|------------------|-------------------|---------------------|
| <b>Income</b>                                    |                  |                  |                   |                     |
| 4000 TMD Allocation                              |                  | 19,024.32        |                   | 19,024.32           |
| 4100 City of Visalia Allocation                  |                  |                  |                   |                     |
| 4120 COV Tourism Allocation                      |                  |                  | 334,332.00        | 334,332.00          |
| <b>Total for 4100 City of Visalia Allocation</b> |                  |                  | <b>334,332.00</b> | <b>\$334,332.00</b> |
| 4200 Co-Ops                                      |                  |                  |                   |                     |
| 4240 Advertising Co-Ops - MML                    |                  |                  | 20,000.00         | 20,000.00           |
| <b>Total for 4200 Co-Ops</b>                     |                  |                  | <b>20,000.00</b>  | <b>\$20,000.00</b>  |
| 4800 Sales of Product Income                     | 91.00            | 77.00            |                   | 168.00              |
| <b>Total for Income</b>                          | <b>91.00</b>     | <b>19,101.32</b> | <b>354,332.00</b> | <b>\$373,524.32</b> |
| <b>Cost of Goods Sold</b>                        |                  |                  |                   |                     |
| 5000 Cost of Goods Sold                          | 33.00            | 65.00            |                   | 98.00               |
| <b>Total for Cost of Goods Sold</b>              | <b>33.00</b>     | <b>65.00</b>     |                   | <b>\$98.00</b>      |
| <b>Gross Profit</b>                              | <b>58.00</b>     | <b>19,036.32</b> | <b>354,332.00</b> | <b>\$373,426.32</b> |
| <b>Expenses</b>                                  |                  |                  |                   |                     |
| 6000 Operations                                  |                  |                  |                   |                     |
| 6110 Bank Fees                                   |                  |                  | 67.36             | 67.36               |
| 6111 Credit Card Service Fee                     | 2.82             | 27.90            | -25.00            | 5.72                |
| 6123 Software Purchases & Licenses               | 230.38           | 50.40            | 479.97            | 760.75              |
| 6130 Insurance                                   |                  |                  | 4,987.00          | 4,987.00            |
| 6150 Office                                      |                  |                  |                   |                     |
| 6151 Rent & Renovations                          | 2,850.00         | 2,850.00         | 2,850.00          | 8,550.00            |
| 6152 Security/Alarm                              |                  | 534.12           |                   | 534.12              |
| 6153 Utilities                                   | 498.84           | 465.49           | 650.97            | 1,615.30            |
| 6154 Cleaning                                    | 260.00           | 260.00           | 325.00            | 845.00              |
| <b>Total for 6150 Office</b>                     | <b>3,608.84</b>  | <b>4,109.61</b>  | <b>3,825.97</b>   | <b>\$11,544.42</b>  |
| 6160 Postage & Shipping                          | 15.90            |                  | 312.00            | 327.90              |
| 6170 Printing/Copies, General                    | 40.28            | 174.47           | 67.71             | 282.46              |
| 6180 Office Supplies/Materials                   | 32.54            |                  | 48.81             | 81.35               |
| 6190 Telephone                                   | 196.60           | 584.33           | 1,085.94          | 1,866.87            |
| 6320 Accounting & Legal Fees                     | 420.00           |                  | 340.00            | 760.00              |
| 6360 Payroll                                     | 26,718.89        | 25,296.43        | 29,284.36         | 81,299.68           |
| 6400 Miscellaneous Expense                       |                  |                  | 51.95             | 51.95               |
| <b>Total for 6000 Operations</b>                 | <b>31,266.25</b> | <b>30,243.14</b> | <b>40,526.07</b>  | <b>\$102,035.46</b> |
| 7000 Marketing                                   |                  |                  |                   |                     |
| 7210 Advertising                                 |                  |                  |                   |                     |
| 7212 Tourism                                     | 505.13           |                  |                   | 505.13              |
| 7214 Majestic Mountain Loop                      | 4,247.33         |                  | 4,500.00          | 8,747.33            |
| <b>Total for 7210 Advertising</b>                | <b>4,752.46</b>  |                  | <b>4,500.00</b>   | <b>\$9,252.46</b>   |
| 7220 Trade Show Registration                     |                  |                  |                   |                     |
| 7222 Convention Sales Events- registration       | 89.57            |                  |                   | 89.57               |
| <b>Total for 7220 Trade Show Registration</b>    | <b>89.57</b>     |                  |                   | <b>\$89.57</b>      |

# Profit and Loss by Month

## VISALIA CONVENTION & VISITORS BUREAU

January 1-March 31, 2026

|  | JANUARY<br>2026   | FEBRUARY<br>2026  | MARCH<br>2026     | TOTAL               |
|--|-------------------|-------------------|-------------------|---------------------|
| 7225 Promotional items                                     |                   |                   |                   |                     |
| 7227 Tourism promotional items                             |                   |                   | 14.85             | 14.85               |
| <b>Total for 7225 Promotional items</b>                    |                   |                   | <b>14.85</b>      | <b>\$14.85</b>      |
| 7230 Convention Servicing- booked business                 |                   |                   | 1,953.00          | 1,953.00            |
| 7240 FAM Tours   |                   |                   |                   |                     |
| 7241 Media FAM Tours                                       | 307.11            |                   |                   | 307.11              |
| <b>Total for 7240 FAM Tours</b>                            | <b>307.11</b>     |                   |                   | <b>\$307.11</b>     |
| 7260 Travel  |                   |                   |                   |                     |
| 7261 Media   |                   | 64.47             | 2,509.52          | 2,573.99            |
| 7262 Convention  |                   | 5.37              | 5.66              | 11.03               |
| <b>Total for 7260 Travel</b>                               |                   | <b>69.84</b>      | <b>2,515.18</b>   | <b>\$2,585.02</b>   |
| 7280 New Collateral & Asset Development (marketing tools)  |                   |                   | 474.06            | 474.06              |
| 7290 Sequoia Tourism Council                               |                   | 12,500.00         |                   | 12,500.00           |
| 7300 Convention Sales-Procurement and Retention Incentives | 900.00            |                   |                   | 900.00              |
| 7310 Special Tourism Marketing Projects                    |                   |                   |                   |                     |
| 7314 Website Refresh                                       |                   |                   | 26,220.00         | 26,220.00           |
| <b>Total for 7310 Special Tourism Marketing Projects</b>   |                   |                   | <b>26,220.00</b>  | <b>\$26,220.00</b>  |
| 7340 Memberships/Dues & Subscriptions                      |                   |                   |                   |                     |
| 7341 Tourism   |                   |                   | 1,650.00          | 1,650.00            |
| 7342 Convention  |                   |                   | 1,350.00          | 1,350.00            |
| <b>Total for 7340 Memberships/Dues &amp; Subscriptions</b> |                   |                   | <b>3,000.00</b>   | <b>\$3,000.00</b>   |
| <b>Total for 7000 Marketing</b>                            | <b>6,049.14</b>   | <b>12,569.84</b>  | <b>38,677.09</b>  | <b>\$57,296.07</b>  |
| 8000 Destination Development                               |                   |                   | -300.00           | -\$300.00           |
| 8315 Destination Development                               | 1,408.33          | 208.33            | 209.43            | 1,826.09            |
| <b>Total for 8000 Destination Development</b>              | <b>1,408.33</b>   | <b>208.33</b>     | <b>-90.57</b>     | <b>\$1,526.09</b>   |
| <b>Total for Expenses</b>                                  | <b>38,723.72</b>  | <b>43,021.31</b>  | <b>79,112.59</b>  | <b>\$160,857.62</b> |
| <b>Net Operating Income</b>                                | <b>-38,665.72</b> | <b>-23,984.99</b> | <b>275,219.41</b> | <b>\$212,568.70</b> |
| Other Income   |                   |                   |                   |                     |
| Other Expenses   |                   |                   |                   |                     |
| <b>Net Other Income</b>                                    |                   |                   |                   |                     |
| <b>Net Income</b>  | <b>-38,665.72</b> | <b>-23,984.99</b> | <b>275,219.41</b> | <b>\$212,568.70</b> |