

Visalia Convention & Visitor's Bureau

Profit and Loss by Class

September 2026

	COV	GOODS	TOTAL
Income			
4800 Sales of Product Income		111.00	\$111.00
Total Income	\$0.00	\$111.00	\$111.00
Cost of Goods Sold			
5000 Cost of Goods Sold		42.00	\$42.00
Total Cost of Goods Sold	\$0.00	\$42.00	\$42.00
GROSS PROFIT	\$0.00	\$69.00	\$69.00
Expenses			
6000 Operations			\$0.00
6111 Credit Card Service Fee		3.78	\$3.78
6123 Software Purchases & Licenses	21.00		\$21.00
6150 Office			\$0.00
6151 Rent & Renovations	1,496.00		\$1,496.00
6153 Utilities	234.93		\$234.93
6154 Cleaning	130.00		\$130.00
Total 6150 Office	1,860.93		\$1,860.93
6170 Printing/Copies, General	83.99		\$83.99
6190 Telephone	330.39		\$330.39
6360 Payroll			\$0.00
6361 Wages, Benefits & Taxes	9,782.93		\$9,782.93
Total 6360 Payroll	9,782.93		\$9,782.93
Total 6000 Operations	12,079.24	3.78	\$12,083.02
7000 Marketing			\$0.00
7220 Trade Show Registration			\$0.00
7222 Convention Sales Events- registration	95.00		\$95.00
Total 7220 Trade Show Registration	95.00		\$95.00
7230 Convention Servicing- booked business	1,584.26		\$1,584.26
7240 FAM Tours			\$0.00
7241 Media FAM Tours	641.60		\$641.60
7242 Convention FAM Tours	683.91		\$683.91
Total 7240 FAM Tours	1,325.51		\$1,325.51
7260 Travel			\$0.00
7262 Convention	797.18		\$797.18
Total 7260 Travel	797.18		\$797.18
7290 Sequoia Tourism Council	12,500.00		\$12,500.00
7340 Memberships/Dues & Subscriptions			\$0.00
7341 Tourism	3,200.00		\$3,200.00
7342 Convention	1,350.00		\$1,350.00
Total 7340 Memberships/Dues & Subscriptions	4,550.00		\$4,550.00
Total 7000 Marketing	20,851.95		\$20,851.95

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8000 Destination Development			\$0.00
8315 Destination Development	416.66		\$416.66
Total 8000 Destination Development	416.66		\$416.66
Total Expenses	\$33,347.85	\$3.78	\$33,351.63
NET OPERATING INCOME	\$ -33,347.85	\$65.22	\$ -33,282.63
NET INCOME	\$ -33,347.85	\$65.22	\$ -33,282.63