

Visalia Convention & Visitor's Bureau

Profit and Loss

January - September, 2026

	TOTAL
Income	
4000 TMD Monthly Reimbursements	113,845.29
4100 City of Visalia Allocation	
4120 COV Tourism Allocation	361,049.00
Total 4100 City of Visalia Allocation	361,049.00
4200 Co-Ops	
4240 Advertising Co-Ops - MML	30,000.00
Total 4200 Co-Ops	30,000.00
4800 Sales of Product Income	1,213.00
Total Income	\$506,107.29
Cost of Goods Sold	
5000 Cost of Goods Sold	887.50
Total Cost of Goods Sold	\$887.50
GROSS PROFIT	\$505,219.79
Expenses	
6000 Operations	
6110 Bank Fees	147.65
6111 Credit Card Service Fee	25.86
6115 Bad Debt	171,088.00
6123 Software Purchases & Licenses	3,999.92
6130 Insurance	4,987.00
6140 Meetings Expense	240.13
6150 Office	
6151 Rent & Renovations	26,510.00
6152 Security/Alarm	534.12
6153 Utilities	3,520.20
6154 Cleaning	2,535.00
Total 6150 Office	33,099.32
6160 Postage & Shipping	717.90
6170 Printing/Copies, General	1,024.18
6180 Office Supplies/Materials	314.22
6190 Telephone	4,865.09
6320 Accounting & Legal Fees	5,590.00
6360 Payroll	0.00
6361 Wages, Benefits & Taxes	177,077.59
6362 Temps and Interns	10,437.50
Total 6360 Payroll	187,515.09
6400 Miscellaneous Expense	3,198.95
Total 6000 Operations	416,813.31

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7000 Marketing	
7210 Advertising	
7212 Tourism	125.13
7213 MML CVB/TMD Contributions	10,000.00
7214 Majestic Mountain Loop	16,247.33
Total 7210 Advertising	26,372.46
7220 Trade Show Registration	
7222 Convention Sales Events- registration	11,584.57
Total 7220 Trade Show Registration	11,584.57
7225 Promotional items	
7227 Tourism promotional items	77.51
Total 7225 Promotional items	77.51
7230 Convention Servicing- booked business	4,133.72
7240 FAM Tours	
7241 Media FAM Tours	1,738.53
7242 Convention FAM Tours	683.91
Total 7240 FAM Tours	2,422.44
7260 Travel	
7261 Media	3,330.27
7262 Convention	808.21
Total 7260 Travel	4,138.48
7280 New Collateral & Asset Development (marketing tools)	474.06
7290 Sequoia Tourism Council	25,000.00
7300 Convention Sales-Procurement and Retention Incentives	9,624.96
7310 Special Tourism Marketing Projects	
7314 Website Refresh	26,220.00
Total 7310 Special Tourism Marketing Projects	26,220.00
7340 Memberships/Dues & Subscriptions	
7341 Tourism	14,650.00
7342 Convention	17,154.00
7343 General	1,075.00
Total 7340 Memberships/Dues & Subscriptions	32,879.00
7360 Payroll (deleted)	
7361 Wages & Benefits (deleted)	0.00
Total 7360 Payroll (deleted)	0.00
Total 7000 Marketing	142,927.20

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8000 Destination Development	-300.00
8315 Destination Development	3,357.13
Total 8000 Destination Development	3,057.13
Total Expenses	\$562,797.64
NET OPERATING INCOME	\$ -57,577.85
NET INCOME	\$ -57,577.85