

2026 Proposed CVB Budget

2.24.2026

| Income | | |
|-------------------|---|-------------------|
| Code | Source | Amount |
| 4100 | City of Visalia | 361,049.00 |
| 4102 | City of Visalia - 2025 | 189,912.00 |
| 4000 | Visalia Tourism Marketing District - Wages | 207,173.00 |
| 4001 | Visalia Tourism Marketing District - Operations | 35,150.00 |
| Total | | 793,284.00 |
| Expense | | |
| Code | Budget Category | Amount |
| 6110 | Bank Fees | 250.00 |
| 6111 | Credit Card Services | 250.00 |
| 6120 | Equipment & Maintenance | 3,500.00 |
| 6123 | Software and software subscriptions: | 6,500.00 |
| 6130 | Insurance | 4,000.00 |
| 6140 | Meetings | 500.00 |
| 6150 | Office | 45,800.00 |
| 6160 | Postage and Shipping | 3,000.00 |
| 6170 | Printing/Copies | |
| 6180 | Office Supplies/Materials (Paper, envelopes, etc.) | 2,500.00 |
| 6190 | Telephone & Internet | 5,000.00 |
| 6320 | Accounting and Legal | 10,000.00 |
| 6662 | Temp staff | |
| 6361 | COV Payroll - Wages and Benefits & Admin Fees (SinglePoint) | 212,677.00 |
| | TMD Payroll - Wages and Benefits & Admin Fees (SinglePoint) | 207,173.00 |
| 6400 | Misc. | 1,000.00 |
| Operations | | 502,150.00 |
| | <i>2025 Marketing Expenses - unpaid</i> | 58,000.00 |
| 7210 | Advertising | |
| | 7211 Convention /Meeting Planner Advertising | 15,000.00 |
| | 7212 Tourism Advertising (AOR Plus) | |
| | 7214 Magestic Mountain Loop (MML) | 25,000.00 |
| 7220 | Conventions and Trade Show Registration | |
| | 7221 Tourism Marketing Events Registration & exhibit furnishings and supplies. Not give aways | |

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|--------------------------------|---|-------------------|
| | 7222 Convention Sales Events registration, exhibit furnishings & supplies (not give aways) | 15,000.00 |
| 7225 | Promotional items | |
| | 7226 Convention Sales - Exhibit Give aways | 5,000.00 |
| | 7227 Tourism promotional Items | |
| 7230 | Convention Servicing (booked business) | 10,000.00 |
| 7240 | FAM Tours | |
| | 7241 Media FAM Tours | |
| | 7242 Convention FAM Tours | 3,000.00 |
| 7260 | Travel | |
| | 7261 Media / Toursim Travel | |
| | 7262 Convention Travel | 10,000.00 |
| 7280 | New Collateral & Asset Development | |
| 7290 | Other Marketing - Sequoia Tourism Council | 12,500.00 |
| 7300 | Convention Sales- Procurement & Incentives | 66,000.00 |
| 7310 | Special Projects | |
| | 7311 Sequoia Legacy Tree | |
| 7340 | Membership Dues & Subscriptions | |
| | 7341 Tourism | |
| | 7342 Convention | 30,000.00 |
| | 7343 General | |
| Marketing | | 249,500.00 |
| 8000 | Destination Development | |
| 8315 | Destination Development: Destination Development: Sequoia Legacy Tree Lot | 5,000.00 |
| Destination Development | | |
| Total | | \$ 756,650 |

\$793,284.00

36,634.00