

Approved 2025 VCVB Budget - TMD Approved

VCVB
Income

City of Visalia
Visalia Tourism Marketing District
MML - Co-op
Total Income:

2025
361,000
\$860,000
\$10,000
1,231,000

\$361,000

\$860,000

Expense

Code	Budget Category	Total		COV	COV	VTMD	VTMD
6110	Bank Fees	\$ 100		100%	\$ 100		
6111	Credit Card Services	\$ 100				100%	\$ 100
6120	Equipment & Maintenance	\$ 7,000		50%	\$ 3,500	50%	\$ 3,500
6123	Software and software subscriptions: One time fees and recurring fees iDSS, Cvent an Knowland are suscriptions to support convention sales, they are not an administrative expense.	\$ 6,500		50%	\$ 3,250	50%	\$ 3,250
6130	Insurance	\$ 4,000		100%	\$ 4,000		\$ -
6140	Meetings	\$ 2,000			\$ 1,000		\$ 1,000
6150	Office	\$50,000	Detail	25%	\$12,500	75%	\$37,500
	6151 Rent & Renovations (Rent is \$34,200)		\$38,350				
	6152 Security/alarm		\$700				
	6153 Utilities		\$4,200				
	6154 Cleaning		\$3,600				
	6155 Maintenace Supplies (cleaning, bulbs, paper products)		\$750				
	6156 Repair and Maintenance		\$2,400				
6160	Postage and Shipping	\$ 5,500		15%	\$ 825	85%	\$ 4,675
6170	Printing/Copies	\$ 10,000		20%	\$ 3,000	80%	\$ 7,000
6180	Office Supplies / Materials Paper, envelopes, etc.)	\$ 2,500		50%	\$ 1,250	50%	\$ 1,250
6190	Telephone & Internet	\$ 4,500		50%	\$ 2,250	50%	\$ 2,250
6320	Accounting and Legal	\$ 12,000			\$ 10,000		\$ 2,000

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6662	Temp staff	\$ 1,000		100%	\$ 1,000		\$ -
6361	Payroll - Wages and Benefits (65%/ 35%)	\$98,179		65%	\$63,816	35%	\$34,363
	Bakke & Bianco-Flat. Manzo 3% increase						
6366	Administrative Fee - HR - Single Point	\$4,000		100%	\$4,000		
6400	Misc.	\$ 3,500		100%	\$ 3,500		
Operations	VTMD - \$129,000 (15%)	\$ 210,879		54%	\$ 113,991	46%	\$ 96,888
7210	Advertising						
	7211 Convention /Meeting Planner Advertising	\$ 12,500		100%	\$ 12,500		
	7212 Tourism Advertising (AOR \$400,000)	\$ 505,000		5%	\$ 30,000	95%	\$ 475,000
	7214 Magestic Mountain Loop (MML)	\$ 20,000				100%	\$ 20,000
7220	Conventions and Trade Show Registration						
	7221 Tourism Marketing Events - registration & exhibit furnishings and supplies. Not give aways	\$ 15,000				100%	\$ 15,000
	7222 Convention Sales Events - registration & exhibit furnishings and supplies -not give aways	\$ 15,000		100%	\$ 15,000		
7225	Promotional items						
	7226 Convention Sales - Exhibit Give aways	\$ 5,000		100%	\$ 5,000		
	7227 Tourism promotional Items	\$ 5,000				100%	\$ 5,000
7230	Convention Servicing (booked business -not FAM or incentive)	\$ 10,000		100%	\$ 10,000		
7240	FAM Tours						
	7241 Media FAM Tours	\$ 10,000				100%	\$ 10,000
	7242 Convention FAM Tours	\$ 3,500		100%	\$ 3,500		
7260	Travel						
	7261 Media / Toursim Travel	\$ 8,500				100%	\$ 8,500
	7262 Convention Travel	\$ 5,000		100%	\$ 5,000		

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7280	New Collateral & Asset Development (marketing tools)	\$ 7,500		25%	\$ 2,500	75%	\$ 5,000
7290	Other Marketing - Sequoia Tourism Council	\$ 12,500		100%	\$ 10,000		\$ 2,500
7300	Convention Sales- Procurement and Retention Incentives: Includes Prospecting gifts(engaging meeting planners with shipping them gifts and retention incentives - purchasing in market items for established events (lanyards, reception, cookies, music) Not sales incentives - Signing/new business sales is paid from retained earnings (board designated) The sales incentives are coded here and will be transfered from equity account at year end	\$ 13,000		100%	\$ 13,000		
7310	Special Projects						
	7314 Website Refresh	\$ 40,000		50%	\$ 20,000	50%	\$ 20,000
7340	Membership Dues & Subscriptions						
	7341 Tourism	\$ 40,000		35%	\$ 10,000	65%	\$ 30,000
	7342 Convention	\$ 20,000		100%	\$ 20,000		
	7343 General	\$ 2,500		50%	\$ 1,250	50%	\$ 1,250
7361	Payroll - Wages Taxes and Benefits	\$ 160,866.45		42%	\$ 67,564	58%	\$ 93,302
Marketing	VTMD \$593,400 (69%)	\$ 910,866		20%	\$ 225,314	80%	\$ 685,552
8000	Destination Development						
8315	Destination Development: Destination Development: Sequoia Legacy Tree, IBCCES	\$ 35,000		15%	\$ 5,000	85%	\$ 30,000
	Payroll - Wages (COV:20% TMD: 80%)	\$ 59,679		20%	\$ 11,936	80%	\$ 47,743
Destination Development	VTMD \$86,000 (10%)	\$ 94,679		10%	\$ 16,936	90%	\$ 77,743
					\$ 356,241		\$ 860,183
Total Income:\$1,231,000		\$ 1,219,924					

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Total Expense			30%	\$ 356,241	70%	\$ 860,183
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Tourism Marketing	505,000	budgeted
AOR	-392,000	budgeted
Other marketing	-46,000	budgeted
VCA Newsletter	-8,500	New -committed
Flying Dawn (Moro to Morro)	-2,500	New-committed
	56,000	

Expedia	20,000.00	20,000.00	Committed (\$25,000 - VCA to co-op/reimburse \$5,000)
UK (Nat GEO)	20,915.80	35,000.00	
Hotel Beds	12,000.00	30,000.00	Committed \$12,000 - reduction from \$18,000
4i/Two-Six Digital	15,000.00		Committed
Nat Geo UK Creative by 4i		2,175.00	Not part of retainer
	67,915.80	87,175.00	

Website		
Website Refresh	40,000	budgeted
4i - website	-7,100	extra project - not in AOR
Drozan - estimate	-10,000	estimate
	22,900	

78,900

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