

Visalia Tourism & Marketing District

Budget vs. Actuals: Budget_FY24_P&L - FY24 P&L

January - December 2024

		TOTAL	
	ACTUAL	BUDGET	OVER BUDGET
Income			
4100 VTMD Assessments	855,208.56	800,000.00	55,208.56
Total Income	\$855,208.56	\$800,000.00	\$55,208.56
GROSS PROFIT	\$855,208.56	\$800,000.00	\$55,208.56
Expenses			
5000 City Assessment Collection Fee	7,752.12	8,000.00	-247.88
6000 Admin & Operations	99.00	120,000.00	-119,901.00
6001 CBV Admin & Operations	112,800.60		112,800.60
6002 TMD Office Expenses	973.50		973.50
6525 Computer and Internet Expenses	49.00		49.00
6535 Postage and Delivery	458.00		458.00
6550 Rent Expense	-5,700.00		-5,700.00
6570 Utilities	-130.72		-130.72
Total 6002 TMD Office Expenses	-4,350.22		-4,350.22
6003 Insurance Expense			
6335 Liability Insurance	806.00		806.00
Total 6003 Insurance Expense	806.00		806.00
6004 Professional Fees			
6730 Accounting	2,923.00		2,923.00
Total 6004 Professional Fees	2,923.00		2,923.00
Total 6000 Admin & Operations	112,278.38	120,000.00	-7,721.62
6270 Dues and Subscriptions	-49.00		-49.00
6430 Meals and Entertainment	108.53		108.53
7000 Marketing		552,000.00	-552,000.00
7001 CVB Tourism Marketing	564,003.00		564,003.00
7003 Special Promotions	108,369.20		108,369.20
Total 7000 Marketing	672,372.20	552,000.00	120,372.20
8000 Destination Development		80,000.00	-80,000.00
8001 CVB Destination Development	83,700.40		83,700.40
8002 Special Projects- Destination Development	26,500.00		26,500.00
Total 8000 Destination Development	110,200.40	80,000.00	30,200.40
Total Expenses	\$902,662.63	\$760,000.00	\$142,662.63
NET OPERATING INCOME	\$ -47,454.07	\$40,000.00	\$ -87,454.07
Other Expenses			
9000 Reserve Funds		40,000.00	-40,000.00
Total Other Expenses	\$0.00	\$40,000.00	\$ -40,000.00
NET OTHER INCOME	\$0.00	\$ -40,000.00	\$40,000.00
NET INCOME	\$ -47,454.07	\$0.00	\$ -47,454.07