

# Visalia Tourism & Marketing District

## Profit and Loss by Class

January - December 2024

	ADMIN	CITY FEE	DESTINATION DEVELOPMENT	MARKETING	RESERVE FUNDS	NOT SPECIFIED	TOTAL
Income							
4100 VTMD Assessments	128,402.84	7,749.22	85,601.97	590,653.57	42,800.96		\$855,208.56
Services	0.00						\$0.00
<b>Total Income</b>	<b>\$128,402.84</b>	<b>\$7,749.22</b>	<b>\$85,601.97</b>	<b>\$590,653.57</b>	<b>\$42,800.96</b>	<b>\$0.00</b>	<b>\$855,208.56</b>
GROSS PROFIT	<b>\$128,402.84</b>	<b>\$7,749.22</b>	<b>\$85,601.97</b>	<b>\$590,653.57</b>	<b>\$42,800.96</b>	<b>\$0.00</b>	<b>\$855,208.56</b>
Expenses							
5000 City Assessment Collection Fee		7,752.12					\$7,752.12
6000 Admin & Operations	99.00						\$99.00
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
<b>Total 6002 TMD Office Expenses</b>	<b>-4,350.22</b>						<b>\$ -4,350.22</b>
6003 Insurance Expense							\$0.00
6335 Liability Insurance	806.00						\$806.00
<b>Total 6003 Insurance Expense</b>	<b>806.00</b>						<b>\$806.00</b>
6004 Professional Fees							\$0.00
6730 Accounting	2,923.00						\$2,923.00
<b>Total 6004 Professional Fees</b>	<b>2,923.00</b>						<b>\$2,923.00</b>
<b>Total 6000 Admin &amp; Operations</b>	<b>112,278.38</b>						<b>\$112,278.38</b>
6270 Dues and Subscriptions	-49.00						\$ -49.00
6430 Meals and Entertainment	108.53						\$108.53
7000 Marketing							\$0.00
7001 CVB Tourism Marketing				564,003.00			\$564,003.00
7003 Special Promotions			-40,000.00	148,369.20			\$108,369.20
<b>Total 7000 Marketing</b>			<b>-40,000.00</b>	<b>712,372.20</b>			<b>\$672,372.20</b>
8000 Destination Development							\$0.00
8001 CVB Destination Development			83,700.40				\$83,700.40
8002 Special Projects- Destination Development			26,500.00				\$26,500.00
<b>Total 8000 Destination Development</b>			<b>110,200.40</b>				<b>\$110,200.40</b>
Unapplied Cash Bill Payment Expenditure						0.00	\$0.00
<b>Total Expenses</b>	<b>\$112,337.91</b>	<b>\$7,752.12</b>	<b>\$70,200.40</b>	<b>\$712,372.20</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$902,662.63</b>
NET OPERATING INCOME	<b>\$16,064.93</b>	<b>\$ -2.90</b>	<b>\$15,401.57</b>	<b>\$ -121,718.63</b>	<b>\$42,800.96</b>	<b>\$0.00</b>	<b>\$ -47,454.07</b>
NET INCOME	<b>\$16,064.93</b>	<b>\$ -2.90</b>	<b>\$15,401.57</b>	<b>\$ -121,718.63</b>	<b>\$42,800.96</b>	<b>\$0.00</b>	<b>\$ -47,454.07</b>