

2025 Proposed Budget

Income	Projected Assessment Collection	\$865,000.00
Expense	Budget Category	
5000	Assessment Collection Fee	
	City of Visalia	\$8,650.00
Collection Fee	VTMD (1%)	\$8,650.00
	Administration and Operations	
6000	Visalia Convention and Visitors Bureau	\$96,888.00
6003	Insurance	\$1,000.00
6004	Professional Fees	\$3,000.00
Operations	VTMD - \$129,000 (15%)	\$100,888.00
	Marketing	
7001	Visalia Convention and Visitors Bureau	\$685,552.45
7003	Special Projects	
Marketing	VTMD \$593,400 (69%)	\$685,552.45
8000	Destination Development	
8001	Visalia Convention and Visitors Bureau	\$77,742.80
8002	Special Projects	
Destination Development	VTMD \$86,000 (10%)	\$77,742.80
		\$872,833.25

CVB Management 2025

\$860,183.00