

Visalia Tourism & Marketing District

Profit and Loss

January - August, 2026

	TOTAL
Income	
4050 CVB Tourism Contribution	0.00
4100 VTMD Assessments	617,232.61
Services	1,900.00
Total Income	\$619,132.61
GROSS PROFIT	\$619,132.61
Expenses	
5000 City Assessment Collection Fee	6,172.33
6000 Admin & Operations	
6001 CVB Admin & Operations	-4,834.07
6004 Professional Fees	
6730 Accounting	3,084.00
Total 6004 Professional Fees	3,084.00
6130 Insurance Expense	
6335 Liability Insurance	952.00
Total 6130 Insurance Expense	952.00
6140 Meetings Expense	67.20
6150 TMD Office Expenses	945.00
6123 Computer and Internet Expenses	1,380.23
6151 Rent Expense	11,759.00
6152 6152	267.05
6153 Utilities	1,525.12
6154 Janitorial Service	1,137.50
6160 Postage and Delivery	855.55
6170 Printing	399.49
6180 Office Supplies	246.29
6190 Telephone Expense	2,192.16
Total 6150 TMD Office Expenses	20,707.39
Total 6000 Admin & Operations	19,976.52
6362 Temps and Interns	6,262.50
6400 Misc. Expense	339.95
6500 Payroll Expenses	112,803.87
7000 Marketing	75,765.00
7001 CVB Tourism Marketing	-55,081.00
7002 Dues & subscriptions	2,650.00
7003 Special Promotions	41,302.50
7011 Wowsabout	7,235.31
Total 7003 Special Promotions	48,537.81
7212 Marketing Advertising	146,937.51
Total 7000 Marketing	218,809.32
7221 Tourism Marketing Events	1,400.00

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	TOTAL
7227 Tourism Promotional Items	540.27
7241 Media FAM Tours	7,571.07
7261 Media/Tourism Travel	4,417.18
7280 Asset Development	2,907.75
7341 Membership Dues and Subscriptions	3,990.00
8000 Destination Development	970.00
8001 CVB Destination Development	-1,420.25
Total 8000 Destination Development	-450.25
Unapplied Cash Bill Payment Expenditure	0.00
Total Expenses	\$384,740.51
NET OPERATING INCOME	\$234,392.10
Other Income	
9100 Points Redemption	550.00
Total Other Income	\$550.00
NET OTHER INCOME	\$550.00
NET INCOME	\$234,942.10