

Visalia Tourism & Marketing District

Profit and Loss
January - August, 2026

	ADMIN	CITY FEE	DESTINATION DEVELOPMENT	MARKETING	RESERVE FUNDS	NOT SPECIFIED	TOTAL
Income							
4050 CVB Tourism Contribution				0.00			\$0.00
4100 VTMD Assessments	92,584.88	6,172.33	61,723.26	425,890.49	30,861.65		\$617,232.61
Services			1,900.00				\$1,900.00
Total Income	\$92,584.88	\$6,172.33	\$63,623.26	\$425,890.49	\$30,861.65	\$0.00	\$619,132.61
GROSS PROFIT	\$92,584.88	\$6,172.33	\$63,623.26	\$425,890.49	\$30,861.65	\$0.00	\$619,132.61
Expenses							
5000 City Assessment Collection Fee		6,172.33					\$6,172.33
6000 Admin & Operations							\$0.00
6001 CVB Admin & Operations	-4,834.07						\$ -4,834.07
6004 Professional Fees							\$0.00
6730 Accounting	3,084.00			0.00			\$3,084.00
Total 6004 Professional Fees	3,084.00			0.00			\$3,084.00
6130 Insurance Expense							\$0.00
6335 Liability Insurance	952.00						\$952.00
Total 6130 Insurance Expense	952.00						\$952.00
6140 Meetings Expense	67.20						\$67.20
6150 TMD Office Expenses	945.00						\$945.00
6123 Computer and Internet Expenses	1,380.23						\$1,380.23
6151 Rent Expense	11,759.00						\$11,759.00
6152 6152	267.05						\$267.05
6153 Utilities	1,525.12						\$1,525.12
6154 Janitorial Service	1,137.50						\$1,137.50
6160 Postage and Delivery	855.55						\$855.55
6170 Printing	399.49						\$399.49
6180 Office Supplies	246.29						\$246.29
6190 Telephone Expense	2,192.16						\$2,192.16
Total 6150 TMD Office Expenses	20,707.39						\$20,707.39
Total 6000 Admin & Operations	19,976.52			0.00			\$19,976.52
6362 Temps and Interns				6,262.50			\$6,262.50
6400 Misc. Expense				339.95			\$339.95
6500 Payroll Expenses	16,838.56		12,389.14	83,576.17			\$112,803.87
7000 Marketing				75,765.00			\$75,765.00
7001 CVB Tourism Marketing				-55,081.00			\$ -55,081.00
7002 Dues & subscriptions				2,650.00			\$2,650.00
7003 Special Promotions				41,302.50			\$41,302.50
7011 Wowsabout				7,235.31			\$7,235.31
Total 7003 Special Promotions				48,537.81			\$48,537.81
7212 Marketing Advertising				146,937.51			\$146,937.51
Total 7000 Marketing				218,809.32			\$218,809.32
7221 Tourism Marketing Events				1,400.00			\$1,400.00
7227 Tourism Promotional Items				540.27			\$540.27
7241 Media FAM Tours				7,571.07			\$7,571.07
7261 Media/Tourism Travel				4,417.18			\$4,417.18
7280 Asset Development				2,907.75			\$2,907.75
7341 Membership Dues and Subscriptions				3,990.00			\$3,990.00
8000 Destination Development			970.00				\$970.00
8001 CVB Destination Development			-1,420.25				\$ -1,420.25
Total 8000 Destination Development			-450.25				\$ -450.25
Unapplied Cash Bill Payment Expenditure						0.00	\$0.00
Total Expenses	\$36,815.08	\$6,172.33	\$11,938.89	\$329,814.21	\$0.00	\$0.00	\$384,740.51
NET OPERATING INCOME	\$55,769.80	\$0.00	\$51,684.37	\$96,076.28	\$30,861.65	\$0.00	\$234,392.10
Other Income							
9100 Points Redemptiom	550.00						\$550.00
Total Other Income	\$550.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$550.00
NET OTHER INCOME	\$550.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$550.00
NET INCOME	\$56,319.80	\$0.00	\$51,684.37	\$96,076.28	\$30,861.65	\$0.00	\$234,942.10