

# Visalia Tourism & Marketing District

## Profit and Loss

January - March, 2026

	TOTAL
Income	
4100 VTMD Assessments	167,270.25
<b>Total Income</b>	<b>\$167,270.25</b>
<b>GROSS PROFIT</b>	<b>\$167,270.25</b>
Expenses	
5000 City Assessment Collection Fee	1,672.71
6000 Admin & Operations	
6001 CBV Admin & Operations	1,517.65
6004 Professional Fees	
6730 Accounting	628.00
<b>Total 6004 Professional Fees</b>	<b>628.00</b>
6150 TMD Office Expenses	345.00
6160 Postage and Delivery	468.00
<b>Total 6150 TMD Office Expenses</b>	<b>813.00</b>
<b>Total 6000 Admin &amp; Operations</b>	<b>2,958.65</b>
7000 Marketing	86,684.75
7001 CVB Tourism Marketing	36,120.04
7002 Dues & subscriptions	2,650.00
7003 Special Promotions	17,958.00
<b>Total 7000 Marketing</b>	<b>143,412.79</b>
7221 Tourism Marketing Events	1,400.00
7227 Tourism Promotional Items	87.67
7241 Media FAM Tours	407.71
7261 Media/Tourism Travel	1,245.39
8000 Destination Development	
8001 CVB Destination Development	410.63
<b>Total 8000 Destination Development</b>	<b>410.63</b>
Unapplied Cash Bill Payment Expenditure	1,169.26
<b>Total Expenses</b>	<b>\$152,764.81</b>
NET OPERATING INCOME	<b>\$14,505.44</b>
NET INCOME	<b>\$14,505.44</b>