

TMD Budget -Draft		2026	CVB Managed
Income	Assessment Collection	800,000.00	745,000.00
Expense	TMD Budget Category		
5000	City of Visalia	8,000.00	
Collection Fee (1%)	Assessment Collection Fee	8,000.00	
	Administration and Operations		
6000	Visalia Convention and Visitors Bureau	63,000.00	63,000.00
6003	Insurance	1,200.00	
6004	Professional Fees	4,000.00	
Operations (15%)	VTMD - \$127,500 (15%)	68,200.00	
	Marketing		
7001	Visalia Convention and Visitors Bureau	661,000.00	661,000.00
7003	Special Projects - Knights of Columbus Incentive	14,000.00	14,000.00
Marketing (69%)	VTMD -\$586,500 (69%)	675,000.00	
	Destination Development		
8001	Visalia Convention and Visitors Bureau	17,000.00	17,000.00
8002	Special Projects		
Destination Development (10%)	VTMD \$ (\$85,000)	17,000.00	
		\$768,200.00	\$755,000.00

Approved:

