

| TMD Budget -Draft | | 2026 |
|--|--------------------------------------|---------------------|
| Income | Assessment Collection | 800,000.00 |
| | | |
| Expense | TMD Budget Category | |
| 5000 | City of Visalia | 8,000.00 |
| Collection Fee (1%) | Assessment Collection Fee | 8,000.00 |
| | | |
| 6000 | Administration and Operations | 68,200.00 |
| Operations (15%) \$127,500 | Administration and Operations | 68,200.00 |
| | | |
| 7000 | Marketing & Promotion | 675,000.00 |
| Marketing (69%) \$586,500 | Tourism Marketing | 675,000.00 |
| | | |
| 8000 | Destination Development | 17,000.00 |
| Destination Development (10%) \$85,000 | Destination Development | 17,000.00 |
| | | |
| | | \$768,200.00 |

Approved: 12/18/2025
Reformatted 1/23/2026