

Visalia Tourism & Marketing District

Budget vs. Actuals: YTD P&L

January - December 2025

	ADMIN			CITY FEE			DESTINATION DEVELOPMENT			MARKETING			TOTAL		
	ACTUAL	BUDGET	% OF BUDGET	ACTUAL	BUDGET	% OF BUDGET	ACTUAL	BUDGET	% OF BUDGET	ACTUAL	BUDGET	% OF BUDGET	ACTUAL	BUDGET	% OF BUDGET
Income															
4100 VTMD Assessments	25,763.14	130,909.09	19.68 %	2,348.21	8,727.27	26.91 %	21,078.94	87,272.73	24.15 %	185,630.49	645,818.18	28.74 %	\$234,820.78	\$872,727.27	26.91 %
Total Income	\$25,763.14	\$130,909.09	19.68 %	\$2,348.21	\$8,727.27	26.91 %	\$21,078.94	\$87,272.73	24.15 %	\$185,630.49	\$645,818.18	28.74 %	\$234,820.78	\$872,727.27	26.91 %
GROSS PROFIT	\$25,763.14	\$130,909.09	19.68 %	\$2,348.21	\$8,727.27	26.91 %	\$21,078.94	\$87,272.73	24.15 %	\$185,630.49	\$645,818.18	28.74 %	\$234,820.78	\$872,727.27	26.91 %
Expenses															
5000 City Assessment Collection Fee				2,348.21	8,727.27	26.91 %							\$2,348.21	\$8,727.27	26.91 %
6000 Admin & Operations													\$0.00	\$0.00	0.00%
6001 CBV Admin & Operations	31,533.32	126,909.09	24.85 %										\$31,533.32	\$126,909.09	24.85 %
6002 TMD Office Expenses	198.00												\$198.00	\$0.00	0.00%
6003 Insurance Expense		0.00											\$0.00	\$0.00	0.00%
6335 Liability Insurance		1,000.00											\$0.00	\$1,000.00	0.00%
Total 6003 Insurance Expense		1,000.00											\$0.00	\$1,000.00	0.00%
6004 Professional Fees		0.00											\$0.00	\$0.00	0.00%
6730 Accounting	260.00	3,000.00	8.67 %										\$260.00	\$3,000.00	8.67 %
Total 6004 Professional Fees	260.00	3,000.00	8.67 %										\$260.00	\$3,000.00	8.67 %
Total 6000 Admin & Operations	31,991.32	130,909.09	24.44 %										\$31,991.32	\$130,909.09	24.44 %
6420 Marketing Special Promotions										57,500.00			\$57,500.00	\$0.00	0.00%
7000 Marketing								0.00			0.00		\$0.00	\$0.00	0.00%
7001 CVB Tourism Marketing										229,333.36	645,818.18	35.51 %	\$229,333.36	\$645,818.18	35.51 %
7003 Special Promotions								0.00		17,785.00	0.00		\$17,785.00	\$0.00	0.00%
7010 Live Visalia										40,335.49			\$40,335.49	\$0.00	0.00%
Total 7003 Special Promotions								0.00		58,120.49	0.00		\$58,120.49	\$0.00	0.00%
Total 7000 Marketing								0.00		287,453.85	645,818.18	44.51 %	\$287,453.85	\$645,818.18	44.51 %
8000 Destination Development								0.00					\$0.00	\$0.00	0.00%
8001 CVB Destination Development								25,800.00	87,272.73	29.56 %			\$25,800.00	\$87,272.73	29.56 %
8002 Special Projects- Destination Development								19,418.40	0.00				\$19,418.40	\$0.00	0.00%
Total 8000 Destination Development								45,218.40	87,272.73	51.81 %			\$45,218.40	\$87,272.73	51.81 %
Total Expenses	\$31,991.32	\$130,909.09	24.44 %	\$2,348.21	\$8,727.27	26.91 %	\$45,218.40	\$87,272.73	51.81 %	\$344,953.85	\$645,818.18	53.41 %	\$424,511.78	\$872,727.27	48.64 %
NET OPERATING INCOME	\$ -6,228.18	\$0.00	0.00%	\$0.00	\$0.00	0.00%	\$ -24,139.46	\$0.00	0.00%	\$ -159,323.36	\$0.00	0.00%	\$ -189,691.00	\$0.00	0.00%
NET INCOME	\$ -6,228.18	\$0.00	0.00%	\$0.00	\$0.00	0.00%	\$ -24,139.46	\$0.00	0.00%	\$ -159,323.36	\$0.00	0.00%	\$ -189,691.00	\$0.00	0.00%