

# Visalia Tourism & Marketing District

## Profit and Loss by Class

March 2025

	ADMIN	CITY FEE	DESTINATION DEVELOPMENT	MARKETING	TOTAL
Income					
4100 VTMD Assessments	10,599.60	963.60	8,672.40	76,124.41	\$96,360.01
<b>Total Income</b>	<b>\$10,599.60</b>	<b>\$963.60</b>	<b>\$8,672.40</b>	<b>\$76,124.41</b>	<b>\$96,360.01</b>
GROSS PROFIT	<b>\$10,599.60</b>	<b>\$963.60</b>	<b>\$8,672.40</b>	<b>\$76,124.41</b>	<b>\$96,360.01</b>
Expenses					
5000 City Assessment Collection Fee		963.60			\$963.60
6000 Admin & Operations					\$0.00
6001 CBV Admin & Operations	7,883.33				\$7,883.33
6004 Professional Fees					\$0.00
6730 Accounting	180.00				\$180.00
<b>Total 6004 Professional Fees</b>	<b>180.00</b>				<b>\$180.00</b>
<b>Total 6000 Admin &amp; Operations</b>	<b>8,063.33</b>				<b>\$8,063.33</b>
7000 Marketing					\$0.00
7001 CVB Tourism Marketing				57,333.34	\$57,333.34
7003 Special Promotions				5,928.00	\$5,928.00
7010 Live Visalia				335.49	\$335.49
<b>Total 7003 Special Promotions</b>				<b>6,263.49</b>	<b>\$6,263.49</b>
<b>Total 7000 Marketing</b>				<b>63,596.83</b>	<b>\$63,596.83</b>
8000 Destination Development					\$0.00
8001 CVB Destination Development			6,450.00		\$6,450.00
<b>Total 8000 Destination Development</b>			<b>6,450.00</b>		<b>\$6,450.00</b>
<b>Total Expenses</b>	<b>\$8,063.33</b>	<b>\$963.60</b>	<b>\$6,450.00</b>	<b>\$63,596.83</b>	<b>\$79,073.76</b>
NET OPERATING INCOME	<b>\$2,536.27</b>	<b>\$0.00</b>	<b>\$2,222.40</b>	<b>\$12,527.58</b>	<b>\$17,286.25</b>
NET INCOME	<b>\$2,536.27</b>	<b>\$0.00</b>	<b>\$2,222.40</b>	<b>\$12,527.58</b>	<b>\$17,286.25</b>