

# Visalia Tourism & Marketing District

## Profit and Loss

January 2026

	ADMIN	CITY FEE	MARKETING	NOT SPECIFIED	TOTAL
Income					
4100 VTMD Assessments				51,560.63	\$51,560.63
<b>Total Income</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$51,560.63</b>	<b>\$51,560.63</b>
GROSS PROFIT					
	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$51,560.63</b>	<b>\$51,560.63</b>
Expenses					
5000 City Assessment Collection Fee		515.61			\$515.61
6000 Admin & Operations					\$0.00
6002 TMD Office Expenses	115.00				\$115.00
<b>Total 6000 Admin &amp; Operations</b>	<b>115.00</b>				<b>\$115.00</b>
7000 Marketing			77,996.24		\$77,996.24
7002 Dues & subscriptions			650.00		\$650.00
7003 Special Promotions			15,458.00		\$15,458.00
<b>Total 7000 Marketing</b>			<b>94,104.24</b>		<b>\$94,104.24</b>
<b>Total Expenses</b>	<b>\$115.00</b>	<b>\$515.61</b>	<b>\$94,104.24</b>	<b>\$0.00</b>	<b>\$94,734.85</b>
NET OPERATING INCOME	<b>\$ -115.00</b>	<b>\$ -515.61</b>	<b>\$ -94,104.24</b>	<b>\$51,560.63</b>	<b>\$ -43,174.22</b>
NET INCOME	<b>\$ -115.00</b>	<b>\$ -515.61</b>	<b>\$ -94,104.24</b>	<b>\$51,560.63</b>	<b>\$ -43,174.22</b>