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	59,789.02	130,909.09	45.67 %	5,427.90	8,727.27	62.19 %	48,918.30	87,272.73	56.05 %	429,998.22	645,818.18	66.58 %	$544,133.44	$872,727.27	62.35 %
Total Income	$59,789.02	$130,909.09	45.67 %	$5,427.90	$8,727.27	62.19 %	$48,918.30	$87,272.73	56.05 %	$429,998.22	$645,818.18	66.58 %	$544,133.44	$872,727.27	62.35 %
GROSS PROFIT	$59,789.02	$130,909.09	45.67 %	$5,427.90	$8,727.27	62.19 %	$48,918.30	$87,272.73	56.05 %	$429,998.22	$645,818.18	66.58 %	$544,133.44	$872,727.27	62.35 %
Expenses															
5000 City Assessment Collection Fee				5,427.90	8,727.27	62.19 %							$5,427.90	$8,727.27	62.19 %
6000 Admin & Operations													$0.00	$0.00	0.00%
6001 CBV Admin & Operations	63,066.64	126,909.09	49.69 %										$63,066.64	$126,909.09	49.69 %
6002 TMD Office Expenses	594.00												$594.00	$0.00	0.00%
6003 Insurance Expense	830.00	0.00											$830.00	$0.00	0.00%
6335 Liability Insurance		1,000.00											$0.00	$1,000.00	0.00%
Total 6003 Insurance Expense	830.00	1,000.00	83.00 %										$830.00	$1,000.00	83.00 %
6004 Professional Fees		0.00											$0.00	$0.00	0.00%
6730 Accounting	2,696.20	3,000.00	89.87 %										$2,696.20	$3,000.00	89.87 %
Total 6004 Professional Fees	2,696.20	3,000.00	89.87 %										$2,696.20	$3,000.00	89.87 %
Total 6000 Admin & Operations	67,186.84	130,909.09	51.32 %										$67,186.84	$130,909.09	51.32 %
7000 Marketing								0.00			0.00		$0.00	$0.00	0.00%
7001 CVB Tourism Marketing										458,666.72	645,818.18	71.02 %	$458,666.72	$645,818.18	71.02 %
7003 Special Promotions								0.00		152,470.34	0.00		$152,470.34	$0.00	0.00%
7010 Live Visalia										110,283.63			$110,283.63	$0.00	0.00%
Total 7003 Special Promotions								0.00		262,753.97	0.00		$262,753.97	$0.00	0.00%
Total 7000 Marketing								0.00		721,420.69	645,818.18	111.71 %	$721,420.69	$645,818.18	111.71 %
8000 Destination Development								0.00					$0.00	$0.00	0.00%
8001 CVB Destination Development							51,600.00	87,272.73	59.13 %				$51,600.00	$87,272.73	59.13 %
8002 Special Projects- Destination Development							20,034.81	0.00					$20,034.81	$0.00	0.00%
Total 8000 Destination Development							71,634.81	87,272.73	82.08 %				$71,634.81	$87,272.73	82.08 %
Total Expenses	$67,186.84	$130,909.09	51.32 %	$5,427.90	$8,727.27	62.19 %	$71,634.81	$87,272.73	82.08 %	$721,420.69	$645,818.18	111.71 %	$865,670.24	$872,727.27	99.19 %
NET OPERATING INCOME	$ -7,397.82	$0.00	0.00%	$0.00	$0.00	0.00%	$ -22,716.51	$0.00	0.00%	$ -291,422.47	$0.00	0.00%	$ -321,536.80	$0.00	0.00%
NET INCOME	$ -7,397.82	$0.00	0.00%	$0.00	$0.00	0.00%	$ -22,716.51	$0.00	0.00%	$ -291,422.47	$0.00	0.00%	$ -321,536.80	$0.00	0.00%