

Visalia Tourism & Marketing District

Profit and Loss by Class

January - July, 2025

	ADMIN	CITY FEE	DESTINATION DEVELOPMENT	MARKETING	NOT SPECIFIED	TOTAL
Income						
4050 CVB Tourism Contribution	0.00					\$0.00
4100 VTMD Assessments	59,789.02	5,427.90	48,918.30	429,998.22		\$544,133.44
Total Income	\$59,789.02	\$5,427.90	\$48,918.30	\$429,998.22	\$0.00	\$544,133.44
GROSS PROFIT	\$59,789.02	\$5,427.90	\$48,918.30	\$429,998.22	\$0.00	\$544,133.44
Expenses						
5000 City Assessment Collection Fee		5,427.90				\$5,427.90
6000 Admin & Operations						\$0.00
6001 CBV Admin & Operations	63,066.64					\$63,066.64
6002 TMD Office Expenses	594.00					\$594.00
6003 Insurance Expense	830.00					\$830.00
6004 Professional Fees						\$0.00
6730 Accounting	2,696.20					\$2,696.20
Total 6004 Professional Fees	2,696.20					\$2,696.20
Total 6000 Admin & Operations	67,186.84					\$67,186.84
7000 Marketing						\$0.00
7001 CVB Tourism Marketing				458,666.72		\$458,666.72
7003 Special Promotions				152,470.34		\$152,470.34
7010 Live Visalia				110,283.63		\$110,283.63
Total 7003 Special Promotions				262,753.97		\$262,753.97
Total 7000 Marketing				721,420.69		\$721,420.69
8000 Destination Development						\$0.00
8001 CVB Destination Development			51,600.00			\$51,600.00
8002 Special Projects- Destination Development			20,034.81			\$20,034.81
Total 8000 Destination Development			71,634.81			\$71,634.81
Unapplied Cash Bill Payment Expenditure					0.00	\$0.00
Total Expenses	\$67,186.84	\$5,427.90	\$71,634.81	\$721,420.69	\$0.00	\$865,670.24
NET OPERATING INCOME	\$ -7,397.82	\$0.00	\$ -22,716.51	\$ -291,422.47	\$0.00	\$ -321,536.80
NET INCOME	\$ -7,397.82	\$0.00	\$ -22,716.51	\$ -291,422.47	\$0.00	\$ -321,536.80