

Visalia Tourism & Marketing District

Profit and Loss January - July, 2025

	TOTAL
Income	
4050 CVB Tourism Contribution	0.00
4100 VTMD Assessments	544,133.44
Total Income	\$544,133.44
GROSS PROFIT	\$544,133.44
Expenses	
5000 City Assessment Collection Fee	5,427.90
6000 Admin & Operations	
6001 CBV Admin & Operations	63,066.64
6002 TMD Office Expenses	594.00
6003 Insurance Expense	830.00
6004 Professional Fees	
6730 Accounting	2,696.20
Total 6004 Professional Fees	2,696.20
Total 6000 Admin & Operations	67,186.84
7000 Marketing	
7001 CVB Tourism Marketing	458,666.72
7003 Special Promotions	152,470.34
7010 Live Visalia	110,283.63
Total 7003 Special Promotions	262,753.97
Total 7000 Marketing	721,420.69
8000 Destination Development	
8001 CVB Destination Development	51,600.00
8002 Special Projects- Destination Development	20,034.81
Total 8000 Destination Development	71,634.81
Unapplied Cash Bill Payment Expenditure	0.00
Total Expenses	\$865,670.24
NET OPERATING INCOME	\$ -321,536.80
NET INCOME	\$ -321,536.80