

Visalia Tourism & Marketing District
Budget vs. Actuals

January - December 2025

	Admin			City Fee			Destination Development			Marketing			Reserve Funds			Not Specified			TOTAL		
	Actual	Budget	% of Budget	Actual	Budget	% of Budget	Actual	Budget	% of Budget	Actual	Budget	% of Budget	Actual	Budget	% of Budget	Actual	Budget	% of Budget	Actual	Budget	% of Budget
Income																					
4050 CVB Tourism Contribution	0.00																		0.00	0.00	
4100 VTMD Assessments	86,739.80	130,909.09	66.26%	7,877.97	8,727.27	90.27%	70,968.93	87,272.73	81.32%	623,553.79	645,818.18	96.55%		0.00					789,140.49	872,727.27	90.42%
Services		0.00																	0.00	0.00	
Total Income	\$ 86,739.80	\$ 130,909.09	66.26%	\$ 7,877.97	\$ 8,727.27	90.27%	\$ 70,968.93	\$ 87,272.73	81.32%	\$ 623,553.79	\$ 645,818.18	96.55%	\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00		\$ 789,140.49	\$ 872,727.27	90.42%
Gross Profit	\$ 86,739.80	\$ 130,909.09	66.26%	\$ 7,877.97	\$ 8,727.27	90.27%	\$ 70,968.93	\$ 87,272.73	81.32%	\$ 623,553.79	\$ 645,818.18	96.55%	\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00		\$ 789,140.49	\$ 872,727.27	90.42%
Expenses																					
5000 City Assessment Collection Fee				7,877.97	8,727.27	90.27%													7,877.97	8,727.27	90.27%
6000 Admin & Operations																			0.00	0.00	
6001 CBV Admin & Operations	94,599.96	126,909.09	74.54%																94,599.96	126,909.09	74.54%
6002 TMD Office Expenses	1,103.00																		1,103.00	0.00	
6525 Computer and Internet Expenses		0.00																	0.00	0.00	
6535 Postage and Delivery		0.00																	0.00	0.00	
6550 Rent Expense		0.00																	0.00	0.00	
6570 Utilities		0.00																	0.00	0.00	
Total 6002 TMD Office Expenses	\$ 1,103.00	\$ 0.00		\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00		\$ 1,103.00	\$ 0.00	
6003 Insurance Expense	830.00	0.00																	830.00	0.00	
6335 Liability Insurance		1,000.00	0.00%																0.00	1,000.00	0.00%
Total 6003 Insurance Expense	\$ 830.00	\$ 1,000.00	83.00%	\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00		\$ 830.00	\$ 1,000.00	83.00%
6004 Professional Fees		0.00																	0.00	0.00	
6730 Accounting	3,089.00	3,000.00	102.97%																3,089.00	3,000.00	102.97%
Total 6004 Professional Fees	\$ 3,089.00	\$ 3,000.00	102.97%	\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00		\$ 3,089.00	\$ 3,000.00	102.97%
Total 6000 Admin & Operations	\$ 99,621.96	\$ 130,909.09	76.10%	\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00		\$ 99,621.96	\$ 130,909.09	76.10%
6270 Dues and Subscriptions		0.00																	0.00	0.00	
6430 Meals and Entertainment		0.00																	0.00	0.00	
7000 Marketing							0.00				0.00								0.00	0.00	
7001 CVB Tourism Marketing										688,000.08	645,818.18	106.53%							688,000.08	645,818.18	106.53%
7002 Dues & subscriptions										0.00									0.00	0.00	
7003 Special Promotions							0.00			152,470.34	0.00								152,470.34	0.00	
7010 Live Visalia										110,283.63									110,283.63	0.00	
Total 7003 Special Promotions	\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00		\$ 262,753.97	\$ 0.00		\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00		\$ 262,753.97	\$ 0.00	
Total 7000 Marketing	\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00		\$ 950,754.05	\$ 645,818.18	147.22%	\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00		\$ 950,754.05	\$ 645,818.18	147.22%
8000 Destination Development							0.00												0.00	0.00	
8001 CVB Destination Development							77,400.00	87,272.73	88.69%										77,400.00	87,272.73	88.69%
8002 Special Projects- Destination Development							20,305.15	0.00											20,305.15	0.00	
Total 8000 Destination Development	\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00		\$ 97,705.15	\$ 87,272.73	111.95%	\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00		\$ 97,705.15	\$ 87,272.73	111.95%
Unapplied Cash Bill Payment Expenditure																0.00			0.00	0.00	
Total Expenses	\$ 99,621.96	\$ 130,909.09	76.10%	\$ 7,877.97	\$ 8,727.27	90.27%	\$ 97,705.15	\$ 87,272.73	111.95%	\$ 950,754.05	\$ 645,818.18	147.22%	\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00		\$ 1,155,959.13	\$ 872,727.27	132.45%
Net Operating Income	-\$ 12,882.16	\$ 0.00		\$ 0.00	\$ 0.00		-\$ 26,736.22	\$ 0.00		-\$ 327,200.26	\$ 0.00		\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00		-\$ 366,818.64	\$ 0.00	
Net Income	-\$ 12,882.16	\$ 0.00		\$ 0.00	\$ 0.00		-\$ 26,736.22	\$ 0.00		-\$ 327,200.26	\$ 0.00		\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00		-\$ 366,818.64	\$ 0.00	