

Visalia Tourism & Marketing District

Profit and Loss by Class

January - November, 2025

	ADMIN	CITY FEE	DESTINATION DEVELOPMENT	MARKETING	NOT SPECIFIED	TOTAL
Income						
4050 CVB Tourism Contribution	0.00					\$0.00
4100 VTMD Assessments	86,739.80	7,877.97	70,968.93	623,553.79		\$789,140.49
Total Income	\$86,739.80	\$7,877.97	\$70,968.93	\$623,553.79	\$0.00	\$789,140.49
GROSS PROFIT	\$86,739.80	\$7,877.97	\$70,968.93	\$623,553.79	\$0.00	\$789,140.49
Expenses						
5000 City Assessment Collection Fee		7,877.97				\$7,877.97
6000 Admin & Operations						\$0.00
6001 CBV Admin & Operations	94,599.96					\$94,599.96
6002 TMD Office Expenses	1,103.00					\$1,103.00
6003 Insurance Expense	830.00					\$830.00
6004 Professional Fees						\$0.00
6730 Accounting	3,089.00					\$3,089.00
Total 6004 Professional Fees	3,089.00					\$3,089.00
Total 6000 Admin & Operations	99,621.96					\$99,621.96
7000 Marketing						\$0.00
7001 CVB Tourism Marketing				688,000.08		\$688,000.08
7002 Dues & subscriptions				0.00		\$0.00
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				950,754.05		\$950,754.05
8000 Destination Development						\$0.00
8001 CVB Destination Development			77,400.00			\$77,400.00
8002 Special Projects- Destination Development			20,305.15			\$20,305.15
Total 8000 Destination Development			97,705.15			\$97,705.15
Unapplied Cash Bill Payment Expenditure					0.00	\$0.00
Total Expenses	\$99,621.96	\$7,877.97	\$97,705.15	\$950,754.05	\$0.00	\$1,155,959.13
NET OPERATING INCOME	\$ -12,882.16	\$0.00	\$ -26,736.22	\$ -327,200.26	\$0.00	\$ -366,818.64
NET INCOME	\$ -12,882.16	\$0.00	\$ -26,736.22	\$ -327,200.26	\$0.00	\$ -366,818.64