

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	35,299.68	130,909.09	26.97 %	3,215.17	8,727.27	36.84 %	28,881.56	87,272.73	33.09 %	254,120.17	645,818.18	39.35 %	\$321,516.58	\$872,727.27	36.84 %
Total Income	\$35,299.68	\$130,909.09	26.97 %	\$3,215.17	\$8,727.27	36.84 %	\$28,881.56	\$87,272.73	33.09 %	\$254,120.17	\$645,818.18	39.35 %	\$321,516.58	\$872,727.27	36.84 %
GROSS PROFIT	\$35,299.68	\$130,909.09	26.97 %	\$3,215.17	\$8,727.27	36.84 %	\$28,881.56	\$87,272.73	33.09 %	\$254,120.17	\$645,818.18	39.35 %	\$321,516.58	\$872,727.27	36.84 %
Expenses															
5000 City Assessment Collection Fee				3,215.17	8,727.27	36.84 %							\$3,215.17	\$8,727.27	36.84 %
6000 Admin & Operations													\$0.00	\$0.00	0.00%
6001 CBV Admin & Operations	47,299.98	126,909.09	37.27 %										\$47,299.98	\$126,909.09	37.27 %
6002 TMD Office Expenses	396.00												\$396.00	\$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	1,031.20	3,000.00	34.37 %										\$1,031.20	\$3,000.00	34.37 %
Total 6004 Professional Fees	1,031.20	3,000.00	34.37 %										\$1,031.20	\$3,000.00	34.37 %
Total 6000 Admin & Operations	49,557.18	130,909.09	37.86 %										\$49,557.18	\$130,909.09	37.86 %
7000 Marketing								0.00			0.00		\$0.00	\$0.00	0.00%
7001 CVB Tourism Marketing										344,000.04	645,818.18	53.27 %	\$344,000.04	\$645,818.18	53.27 %
7003 Special Promotions								0.00		84,691.77	0.00		\$84,691.77	\$0.00	0.00%
7010 Live Visalia										110,283.63			\$110,283.63	\$0.00	0.00%
Total 7003 Special Promotions								0.00		194,975.40	0.00		\$194,975.40	\$0.00	0.00%
Total 7000 Marketing								0.00		538,975.44	645,818.18	83.46 %	\$538,975.44	\$645,818.18	83.46 %
8000 Destination Development								0.00					\$0.00	\$0.00	0.00%
8001 CVB Destination Development							38,700.00	87,272.73	44.34 %				\$38,700.00	\$87,272.73	44.34 %
8002 Special Projects- Destination Development							19,418.40	0.00					\$19,418.40	\$0.00	0.00%
Total 8000 Destination Development							58,118.40	87,272.73	66.59 %				\$58,118.40	\$87,272.73	66.59 %
Total Expenses	\$49,557.18	\$130,909.09	37.86 %	\$3,215.17	\$8,727.27	36.84 %	\$58,118.40	\$87,272.73	66.59 %	\$538,975.44	\$645,818.18	83.46 %	\$649,866.19	\$872,727.27	74.46 %
NET OPERATING INCOME	\$ -14,257.50	\$0.00	0.00%	\$0.00	\$0.00	0.00%	\$ -29,236.84	\$0.00	0.00%	\$ -284,855.27	\$0.00	0.00%	\$ -328,349.61	\$0.00	0.00%
NET INCOME	\$ -14,257.50	\$0.00	0.00%	\$0.00	\$0.00	0.00%	\$ -29,236.84	\$0.00	0.00%	\$ -284,855.27	\$0.00	0.00%	\$ -328,349.61	\$0.00	0.00%