

Visalia Tourism & Marketing District

Profit and Loss by Class

January - May, 2025

	ADMIN	CITY FEE	DESTINATION DEVELOPMENT	MARKETING	NOT SPECIFIED	TOTAL
Income						
4050 CVB Tourism Contribution	0.00					\$0.00
4100 VTMD Assessments	35,299.68	3,215.17	28,881.56	254,120.17		\$321,516.58
Total Income	\$35,299.68	\$3,215.17	\$28,881.56	\$254,120.17	\$0.00	\$321,516.58
GROSS PROFIT	\$35,299.68	\$3,215.17	\$28,881.56	\$254,120.17	\$0.00	\$321,516.58
Expenses						
5000 City Assessment Collection Fee		3,215.17				\$3,215.17
6000 Admin & Operations						\$0.00
6001 CBV Admin & Operations	47,299.98					\$47,299.98
6002 TMD Office Expenses	396.00					\$396.00
6003 Insurance Expense	830.00					\$830.00
6004 Professional Fees						\$0.00
6730 Accounting	1,031.20					\$1,031.20
Total 6004 Professional Fees	1,031.20					\$1,031.20
Total 6000 Admin & Operations	49,557.18					\$49,557.18
7000 Marketing						\$0.00
7001 CVB Tourism Marketing				344,000.04		\$344,000.04
7003 Special Promotions				84,691.77		\$84,691.77
7010 Live Visalia				110,283.63		\$110,283.63
Total 7003 Special Promotions				194,975.40		\$194,975.40
Total 7000 Marketing				538,975.44		\$538,975.44
8000 Destination Development						\$0.00
8001 CVB Destination Development			38,700.00			\$38,700.00
8002 Special Projects- Destination Development			19,418.40			\$19,418.40
Total 8000 Destination Development			58,118.40			\$58,118.40
Unapplied Cash Bill Payment Expenditure					0.00	\$0.00
Total Expenses	\$49,557.18	\$3,215.17	\$58,118.40	\$538,975.44	\$0.00	\$649,866.19
NET OPERATING INCOME	\$ -14,257.50	\$0.00	\$ -29,236.84	\$ -284,855.27	\$0.00	\$ -328,349.61
NET INCOME	\$ -14,257.50	\$0.00	\$ -29,236.84	\$ -284,855.27	\$0.00	\$ -328,349.61