

Visalia Tourism & Marketing District

Transaction Report

January 2026

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT	SPLIT	AMOUNT	BALANCE
Marketing								
Marketing								
01/31/2026	Bill	4377	TwoSix Digital	Spring campaigns for direct digital ad buys on Meta, Google, Stackadapt, Pinterest, and campaign management.	7000 Marketing	Accounts Payable (A/P)	68,120.00	68,120.00
01/31/2026	Bill	3721	Go West Summit	Go West Summit attendance between March 31-April 4, 2026	7000 Marketing	Accounts Payable (A/P)	3,695.00	71,815.00
01/31/2026	Bill	4815-5	Fourthidea	2025 Digital Media Buy for Meta, Display, and SEM campaigns in December.	7000 Marketing	Accounts Payable (A/P)	6,181.24	77,996.24
Total for Marketing							\$77,996.24	
Total for Marketing							\$77,996.24	
Dues & subscriptions								
Marketing								
01/31/2026	Bill	2036	Drozian Webworks, LLC	Unlimited Support - Base, Hosting & Maintenance, CookiePro Subscription, Heatmapping, SSL Fee	7002 Marketing:Dues & subscriptions	Accounts Payable (A/P)	650.00	650.00
Total for Marketing							\$650.00	
Total for Dues & subscriptions							\$650.00	
Special Promotions								
Marketing								
01/22/2026	Bill	47902906	International Agri-Center	2026 WAE Sponsorship- Ag Tour Sponsor	7003 Marketing:Special Promotions	Accounts Payable (A/P)	10,000.00	10,000.00
01/22/2026	Bill	12350	Visit Yosemite Madera County	Reimbursement for CA Visitors Guide Co-Op Advertisement for 2026.- MML	7003 Marketing:Special Promotions	Accounts Payable (A/P)	3,200.00	13,200.00
01/22/2026	Bill	20231250	Meredith Operations Corporation	National Other 4-Color 2026 CALIFORNIA TRAVEL GUIDE	7003 Marketing:Special Promotions	Accounts Payable (A/P)	2,195.00	15,395.00
01/31/2026	Bill		Suzanne Bianco	Meals for Suz and Kate Holden VYMC, IMM Trav Media	7003 Marketing:Special Promotions	Accounts Payable (A/P)	63.00	15,458.00
Total for Marketing							\$15,458.00	
Total for Special Promotions							\$15,458.00	
Total for Marketing with subs							\$94,104.24	
TOTAL							\$94,104.24	