

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	74,758.19	130,909.09	57.11 %	6,788.73	8,727.27	77.79 %	61,165.79	87,272.73	70.09 %	537,504.03	645,818.18	83.23 %	\$680,216.74	\$872,727.27	77.94 %
Total Income	\$74,758.19	\$130,909.09	57.11 %	\$6,788.73	\$8,727.27	77.79 %	\$61,165.79	\$87,272.73	70.09 %	\$537,504.03	\$645,818.18	83.23 %	\$680,216.74	\$872,727.27	77.94 %
GROSS PROFIT	\$74,758.19	\$130,909.09	57.11 %	\$6,788.73	\$8,727.27	77.79 %	\$61,165.79	\$87,272.73	70.09 %	\$537,504.03	\$645,818.18	83.23 %	\$680,216.74	\$872,727.27	77.94 %
Expenses															
5000 City Assessment Collection Fee				6,788.73	8,727.27	77.79 %							\$6,788.73	\$8,727.27	77.79 %
6000 Admin & Operations													\$0.00	\$0.00	0.00%
6001 CBV Admin & Operations	78,833.30	126,909.09	62.12 %										\$78,833.30	\$126,909.09	62.12 %
6002 TMD Office Expenses	824.00												\$824.00	\$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	2,696.20	3,000.00	89.87 %										\$2,696.20	\$3,000.00	89.87 %
Total 6004 Professional Fees	2,696.20	3,000.00	89.87 %										\$2,696.20	\$3,000.00	89.87 %
Total 6000 Admin & Operations	83,183.50	130,909.09	63.54 %										\$83,183.50	\$130,909.09	63.54 %
7000 Marketing								0.00			0.00		\$0.00	\$0.00	0.00%
7001 CVB Tourism Marketing										573,333.40	645,818.18	88.78 %	\$573,333.40	\$645,818.18	88.78 %
7002 Dues & subscriptions										388.50			\$388.50	\$0.00	0.00%
7003 Special Promotions								0.00		152,470.34	0.00		\$152,470.34	\$0.00	0.00%
7010 Live Visalia										110,283.63			\$110,283.63	\$0.00	0.00%
Total 7003 Special Promotions								0.00		262,753.97	0.00		\$262,753.97	\$0.00	0.00%
Total 7000 Marketing								0.00		836,475.87	645,818.18	129.52 %	\$836,475.87	\$645,818.18	129.52 %
8000 Destination Development								0.00					\$0.00	\$0.00	0.00%
8001 CVB Destination Development							64,500.00	87,272.73	73.91 %				\$64,500.00	\$87,272.73	73.91 %
8002 Special Projects- Destination Development							20,305.15	0.00					\$20,305.15	\$0.00	0.00%
Total 8000 Destination Development							84,805.15	87,272.73	97.17 %				\$84,805.15	\$87,272.73	97.17 %
Total Expenses	\$83,183.50	\$130,909.09	63.54 %	\$6,788.73	\$8,727.27	77.79 %	\$84,805.15	\$87,272.73	97.17 %	\$836,475.87	\$645,818.18	129.52 %	\$1,011,253.25	\$872,727.27	115.87 %
NET OPERATING INCOME	\$ -8,425.31	\$0.00	0.00%	\$0.00	\$0.00	0.00%	\$ -23,639.36	\$0.00	0.00%	\$ -298,971.84	\$0.00	0.00%	\$ -331,036.51	\$0.00	0.00%
NET INCOME	\$ -8,425.31	\$0.00	0.00%	\$0.00	\$0.00	0.00%	\$ -23,639.36	\$0.00	0.00%	\$ -298,971.84	\$0.00	0.00%	\$ -331,036.51	\$0.00	0.00%