

# Visalia Tourism & Marketing District

## Profit and Loss January - September, 2025

	ADMIN	CITY FEE	DESTINATION DEVELOPMENT	MARKETING	NOT SPECIFIED	TOTAL
Income						
4050 CVB Tourism Contribution	0.00					\$0.00
4100 VTMD Assessments	74,758.19	6,788.73	61,165.79	537,504.03		\$680,216.74
<b>Total Income</b>	<b>\$74,758.19</b>	<b>\$6,788.73</b>	<b>\$61,165.79</b>	<b>\$537,504.03</b>	<b>\$0.00</b>	<b>\$680,216.74</b>
GROSS PROFIT	<b>\$74,758.19</b>	<b>\$6,788.73</b>	<b>\$61,165.79</b>	<b>\$537,504.03</b>	<b>\$0.00</b>	<b>\$680,216.74</b>
Expenses						
5000 City Assessment Collection Fee		6,788.73				\$6,788.73
6000 Admin & Operations						\$0.00
6001 CBV Admin & Operations	78,833.30					\$78,833.30
6002 TMD Office Expenses	824.00					\$824.00
6003 Insurance Expense	830.00					\$830.00
6004 Professional Fees						\$0.00
6730 Accounting	2,696.20					\$2,696.20
<b>Total 6004 Professional Fees</b>	<b>2,696.20</b>					<b>\$2,696.20</b>
<b>Total 6000 Admin &amp; Operations</b>	<b>83,183.50</b>					<b>\$83,183.50</b>
7000 Marketing						\$0.00
7001 CVB Tourism Marketing				573,333.40		\$573,333.40
7002 Dues & subscriptions				388.50		\$388.50
7003 Special Promotions				152,470.34		\$152,470.34
7010 Live Visalia				110,283.63		\$110,283.63
<b>Total 7003 Special Promotions</b>				<b>262,753.97</b>		<b>\$262,753.97</b>
<b>Total 7000 Marketing</b>				<b>836,475.87</b>		<b>\$836,475.87</b>
8000 Destination Development						\$0.00
8001 CVB Destination Development			64,500.00			\$64,500.00
8002 Special Projects- Destination Development			20,305.15			\$20,305.15
<b>Total 8000 Destination Development</b>			<b>84,805.15</b>			<b>\$84,805.15</b>
Unapplied Cash Bill Payment Expenditure					0.00	\$0.00
<b>Total Expenses</b>	<b>\$83,183.50</b>	<b>\$6,788.73</b>	<b>\$84,805.15</b>	<b>\$836,475.87</b>	<b>\$0.00</b>	<b>\$1,011,253.25</b>
NET OPERATING INCOME	<b>\$ -8,425.31</b>	<b>\$0.00</b>	<b>\$ -23,639.36</b>	<b>\$ -298,971.84</b>	<b>\$0.00</b>	<b>\$ -331,036.51</b>
NET INCOME	<b>\$ -8,425.31</b>	<b>\$0.00</b>	<b>\$ -23,639.36</b>	<b>\$ -298,971.84</b>	<b>\$0.00</b>	<b>\$ -331,036.51</b>