

Visalia Tourism & Marketing District

Profit and Loss

January - September, 2025

	TOTAL
Income	
4050 CVB Tourism Contribution	0.00
4100 VTMD Assessments	680,216.74
Total Income	\$680,216.74
GROSS PROFIT	\$680,216.74
Expenses	
5000 City Assessment Collection Fee	6,788.73
6000 Admin & Operations	
6001 CBV Admin & Operations	78,833.30
6002 TMD Office Expenses	824.00
6003 Insurance Expense	830.00
6004 Professional Fees	
6730 Accounting	2,696.20
Total 6004 Professional Fees	2,696.20
Total 6000 Admin & Operations	83,183.50
7000 Marketing	
7001 CVB Tourism Marketing	573,333.40
7002 Dues & subscriptions	388.50
7003 Special Promotions	152,470.34
7010 Live Visalia	110,283.63
Total 7003 Special Promotions	262,753.97
Total 7000 Marketing	836,475.87
8000 Destination Development	
8001 CVB Destination Development	64,500.00
8002 Special Projects- Destination Development	20,305.15
Total 8000 Destination Development	84,805.15
Unapplied Cash Bill Payment Expenditure	0.00
Total Expenses	\$1,011,253.25
NET OPERATING INCOME	\$ -331,036.51
NET INCOME	\$ -331,036.51