

Visit Stockton Budget Overview

January - December 2025

	Total
<u>INCOME</u>	
TBID Assessment	1,810,000.00
Events/Contracts/Misc. Income	115,350.00
Fund Balance from Previous Year	100,000.00
Total Revenue	\$ 2,025,350.00
<u>EXPENSES</u>	
<u>ADMINISTRATION & OPERATIONS</u>	
Administration & Operations, Office Expenses, Salaries, Taxes & Benefits	\$ 299,430.00
<u>SALES & MARKETING</u>	
Marketing/Promotions, Website, Research/Data, Public Relations, Professional Development, Printing, Hospitality	676,900.00
Sports/Event Sponsorships, Trade Show Expenses	92,470.00
Events/Contracts	123,500.00
Salaries, Taxes & Benefits - Sales/Marketing	\$ 742,550.00
Total Sales & Marketing	\$ 1,635,420.00
Total Expenses	\$ 1,934,850.00
Net Operating Income	\$ 90,500.00
TBID Contingency & Renewal - 5%	\$ 90,500.00
Total Other Expenses	\$ 90,500.00
Net Other Income	\$ (90,500.00)
Net Revenue	0.00