

Visit Stockton
Budget Overview
January - December 2026

	<u>Total</u>
<u>INCOME</u>	
TBID Assessment	1,900,000.00
Events/Contracts/Misc.Income	10,350.00
Fund Balance from Previous Year	649,000.00
Total Revenue	<u>\$2,559,350.00</u>
<u>EXPENSES</u>	
<u>ADMINISTRATION & OPERATIONS</u>	
Administgration & Operations, Office Expenses, Salaries, Taxes & Benefits	\$308,030.00
<u>SALES & MARKETING</u>	
Marketing/Promotions, Website, Research/Data, Public Relations, Professional Development, Printing, Hospitality, Ambassador Program, Community Sponsorships	762,900.00
Sports/Event Sponsorships, Trade Show Expenses	223,500.00
Events/Contracts	18,500.00
Salaries, Taxes & Benefits - Sales/Marketing	642,600.00
Total Sales & Marketing	<u>\$1,647,500.00</u>
Total Expenses	<u>\$1,955,530.00</u>
Net Operating Income	<u>\$603,820.00</u>
TBID Contingency & Renewal - 5%	95,000.00
Remaining Strategic Allocation	<u>\$508,820.00</u>
Total Other Expenses	603,820.00
Net Other Income	(603,820.00)
Net Revenue	0.00

Note: The fund balance carried into 2026 reflects a combination of timing differences in year end expenses and temporary savings resulting from organizational staffing transitions during 2025. These savings were not the result of reduced programming or marketing investment, but rather a transition period as Visit Stockton repositioned its structure for long term effectiveness. In 2026, these funds will be strategically redeployed to strengthen organizational capacity, advance destination development initiatives, support targeted marketing opportunities, and maintain prudent operating reserves to ensure stability should travel demand or economic conditions fluctuate.