SANTA CLARA TOURISM IMPROVEMENT DISTRICT						
	GL Acct #	Proposed Budget 2019/2020	Estimated Actuals 2018/2019	Proposed Budget 2018/2019	Actuals (unaudited) 2017/2018	Comments
Revenue						
From Reserves		184,918		122,182		
Oustanding liabilities from Prior year		(158,185)				
TID Revenue	4101	794,059	776,000	753,000	775,806	
Interest Income	4102	450	300	450	591	
CITY ACCOUNTING FEES	5000	(3,000)	(3,000)	(3,000)		
Revenue Total		**818,242**	**773,300**	**872,632**	**776,397**	
Staff Subsidy						
Employee Salaries & Taxes	7101	227,460		227,460	153,876	Assumes resumption of funding of 3 TID employees
Employee Benefits	7102	113,311		113,311	84,025	
Mileage/expenses	7103	3,483		3,483	1,146	
Membership Dues	7104	3,020		3,020	3,606	
Monthly Operating Costs	7105			16,800	16,800	
Bonus Incentive	7110			35,000	29,850	
ADP Fees	7114	2,100		2,100	1,924	
Workers Compensation Insurance	7115	1,325	0	1,325	1,115	
Total Staff Subsidy		**350,699**	**0**	**402,499**	**292,342**	
Research						
Prospecting & Research Materials	6105	5,000		5,000	4,000	
DMAI Event Impact Calculator Annual License	6107	5,600		5,600	5,200	
Simpleview Cvent Integration Annual Fee	NEW	2,000	0	2,000	0	
Total Research		**12,600**	**0**	**12,600**	**9,200**	
Advertising: Conference Media						
Media Management	6241	36,000		36,000	36,000	
MPI Sacramento Newsletter	6246	1,200		1,200	1,181	
CalSAE (Naylor)Executive Online Showcase	6252	2,475		2,475	2,300	
Smart Meetings eBlasts & Web Banner	6254	6,000		6,000	6,000	
CalSAE (Naylor) Web Tile	6272	2,750		2,750	2,750	
ASAE Directory - Web listing	6274	595		595	595	

SANTA CLARA TOURISM IMPROVEMENT DISTRICT						
	GL Acct #	Proposed Budget 2019/2020	Estimated Actuals 2018/2019	Proposed Budget 2018/2019	Actuals (unaudited) 2017/2018	Comments
NCCMPI Member Directory & Newsletter Ad	6288	1,413		1,413	1,230	
Convention Calendar (ind. Promo. for ea. Hotel)	6289	6,900		6,900	6,900	
Cvent	6291	14,494		14,494	14,664	
Total Advertising: Conference Media		**71,827**	**0**	**71,827**	**71,620**	
Leisure Marketing & Advertising						
Leisure PPC	6672	3,000		3,000	1,034	
Sacramento & Fresno Bee (print & online)	6674	18,250		18,250	18,228	
CA Visitors Guide (print & online)	6679	7,950		7,950	7,750	
Website Maintenance	6681	5,000		5,000	12,000	
Leisure eBlasts (3x)	6682	1,000		1,000		
U.S. Travel Association Int'l Pow Wow	6688	10,500		10,500	10,815	
Social Media Marketing	6693	12,000		12,000	9,385	
Pacific Rim Reception	6694	6,750		6,750	7,641	
Student Group Tour Magazine	6695	0		0	4,800	
AAA Multimedia Marketing	NEW	4,800		4,800		
Utrip Itinerary Builder (Year-round visitor itinerarie	6696	5,000		5,000		
KGO (ABC7) -				3,690		Carried from previous year
Total Leisure Marketing & Advertising		**74,250**	**0**	**77,940**	**71,654**	
Internet Marketing						
Website Hosting	6401	4,800		4,800	4,800	
Marketing PPC	6403	14,000		14,000	14,000	
Incentive Marketing	6404	0		0	0	
Sports eMarketing	6405	8,500		8,500	6,856	
Video Marketing	6406	7,500		7,500	8,810	
Convention & Meetings eBlasts	6407	6,000		6,000	6,000	
PR Newswire	6408	4,500		4,500	4,500	
SF Travel	6409	0		0		
Search Engine Optimization (SEO)	6410	12,000		12,000	12,000	
VisitSiliconValley.org	6414	6,900		6,900	6,900	
Destination Advantage			9,000			
Total Internet Marketing		**64,200**	**9,000**	**64,200**	**63,866**	

SANTA CLARA TOURISM IMPROVEMENT DISTRICT						
	GL Acct #	Proposed Budget 2019/2020	Estimated Actuals 2018/2019	Proposed Budget 2018/2019	Actuals (unaudited) 2017/2018	Comments
Direct Sales						
MPI Events	6507	5,500		5,500	5,468	
CalSAE - Seasonal Spectacular	6511	3,500		3,500	2,887	
Northern CA Sales Calls/Trips	6512	7,000		7,000	5,343	
Marketing Opportunities	6521	3,000		3,000	2,050	
Connect Sports	6526	6,000		6,000	4,250	
National Assn. Sports Commission Symposium	6529	5,360		5,360	2,059	
Client Special Event	6530	7,500		7,500	963	
Connect California	6531	5,500		5,500		
Connect Faith (Rejuvenate Convention)	6537	0		0		
Client Sales Presentations	6540	5,000		5,000	3,387	
RCMA	6542	5,500		5,500		
Smart Meetings Tradeshow	6543	5,810		5,810	5,791	
Sales Calls - All Markets	6544	4,700		4,700	2,297	
Destination CA	6545	7,050		7,050		
Connect Corporate (Collaborate Marketplace)	6546	6,000		6,000	6,000	
Connect Association Tradeshow	6548	6,000		6,000	5,545	
IMEX	NEW	18,530		18,530		
IAEE	NEW	5,850		5,850		
CVENT TRADESHOW	NEW	13,575		13,575		
INTL. ASSOC. OF ADMIN. PROFESSIONALS	NEW	650		650		
CONNECT CHICAGO	NEW	5,950		5,950		
MEETINGS TODAY LIVE	NEW	5,425		5,425		
ASAE TADESHOW	NEW	7,750		7,750		
CONNECT DC	NEW	6,000		6,000		
Total Direct Sales		**147,150**	**0**	**147,150**	**46,038**	
Operational Expenses & Fees						
Subsidy Liability	7200	81,644	50,850	80,544	32,318	
Technology Systems	7500	4,000	645	4,000	2,788	
Total Operational Expenses & Fees		**85,644**	**51,495**	**84,544**	**35,106**	
Overhead						

SANTA CLARA TOURISM IMPROVEMENT DISTRICT						
	GL Acct #	**Proposed Budget 2019/2020**	**Estimated Actuals 2018/2019**	**Proposed Budget 2018/2019**	**Actuals (unaudited) 2017/2018**	**Comments**
Insurance (Directors & Officers Liability)	8005	2,822	2,900	2,822	2,819	
Audit	8010	8,550		8,550	8,550	
Administrative Meetings	8100	300		300	197	
SCCC Admin Fee	8200	0		0	30,000	
Check Printing		200		200		
Total Overhead		**11,872**	**2,900**	**11,872**	**41,566**	
Total Expenses		**818,242**	**63,395**	**872,632**	**631,392**	
Net Income/(Loss)		**(0)**	**709,905**	**(0)**	**145,005**	

Future fiscal budgets will require new funding to sustain proposed CVB labor models and necessary marketing resources