

SANTA CLARA TOURISM IMPROVEMENT DISTRICT

	GL Acct #	Proposed Budget 2018/2019	Final Budget 2017/2018	Total Estimate 2017/2018	Over/(Under) Final vs. Est. 2017/2018	Budget to budget \$ +/-	Budget to budget % +/-	Comments
Revenue		*10 months						
From Reserves		132,466						
TID Revenue	4101	627,500	753,000	778,806	25,806	(125,500)	-17%	
Interest Income	4102	450	300	591	291	150	50%	
CITY ACCOUNTING FEES	5000	(3,000)	(3,000)	(3,000)	0	0	0%	
Revenue Total		757,416	750,300	776,397	26,097	(125,350)	-17%	
Staff Subsidy								
Employee Salaries & Taxes	7101	0	212,237	147,964	(64,273)	(212,237)	-100%	3% Increase, but only had SM in at 85%
Employee Benefits	7102	0	112,463	85,225	(27,238)	(112,463)	-100%	
Mileage/expenses	7103	0	750	996	246	(750)	-100%	Add'l staff, increase in estimate for Remote office
Membership Dues	7104	0	4,275	2,463	(1,812)	(4,275)	-100%	Deleting DI membership
Monthly Operating Costs	7105	0	16,800	16,800	0	(16,800)	-100%	
Bonus Incentive	7110	0	35,000	16,400	(18,600)	(35,000)	-100%	
ADP Fees	7114	0	2,100	1,948	(152)	(2,100)	-100%	
Workers Compensation Insurance	7115	0	0	1,115	1,115	0		Not included in last year's budget
Total Staff Subsidy		390,000	383,625	272,911	(110,714)	(383,625)	-100%	
Research								
Prospecting & Research Materials	6105	0	4,000	4,000	0	(4,000)	-100%	Focus on citywide leads
DMAI Event Impact Calculator Annual License	6107	0	5,200	1,500	(3,700)	(5,200)	-100%	Cost for DMAI Impact calculator+sports module annual fee:\$4100.00 and simpleview dmai event impact calculator:\$1500 which brings the total to \$5600
Simpleview Cvent Integration Annual Fee	NEW	0				0		Simpleview Cvent Integration annual fee
Total Research		50,000	9,200	5,500	(3,700)	(9,200)	-100%	
Advertising: Conference Media								
Media Management	6241	0	36,000	36,000	0	(36,000)	-100%	
MPI Sacramento Newsletter	6246	0	1,200	1,181	(19)	(1,200)	-100%	
CalSAE (Naylor)Executive Online Showcase	6252	0	2,475	2,300	(175)	(2,475)	-100%	
Smart Meetings eBlasts & Web Banner	6254	0	6,000	6,000	0	(6,000)	-100%	
CalSAE (Naylor) Web Tile	6272	0	2,750	2,750	0	(2,750)	-100%	
ASAE Directory - Web listing	6274	0	595	595	0	(595)	-100%	
NCCMPI Member Directory & Newsletter Ad	6288	0	1,413	1,230	(184)	(1,413)	-100%	
Convention Calendar (ind. Promo. for ea. Hotel)	6289	0	6,900	6,900	0	(6,900)	-100%	
Cvent	6291	0	14,494	14,664	170	(14,494)	-100%	
Total Advertising: Conference Media		50,000	71,827	71,620	(207)	(71,827)	-100%	
Leisure Marketing & Advertising								
Leisure PPC	6672	0	3,000	3,000	0	(3,000)	-100%	
Sacramento & Fresno Bee (print & online)	6674	0	18,250	18,228	(22)	(18,250)	-100%	
CA Visitors Guide (print & online)	6679	0	7,750	7,750	0	(7,750)	-100%	Larger ad to match neighboring cities
Website Maintenance	6681	0	12,000	12,000	0	(12,000)	-100%	Less maintenance fees. Staff trained on Wordpress.
Leisure eBlasts (3x)	6682	0	0	0	0	0		Will do in-house
U.S. Travel Association Int'l Pow Wow	6688	0	10,500	10,403	(97)	(10,500)	-100%	
Social Media Marketing	6693	0	12,000	11,927	(73)	(12,000)	-100%	

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Pacific Rim Reception	6694	0	7,750	7,636	(114)	(7,750)	-100%	No air travel cost - in SF
Student Group Tour Magazine	6695	0	4,800	4,800	0	(4,800)	-100%	
AAA Multimedia Marketing	NEW	0	0	0	0	0		
Utrip Itinerary Builder (Year-round visitor itineraries)	6696	0	0	0	0	0		Itinerary builder includes TID hotels
Total Leisure Marketing & Advertising		50,000	76,050	75,744	(306)	(76,050)	-100%	
Internet Marketing								
Website Hosting	6401	0	4,800	4,800	0	(4,800)	-100%	
Marketing PPC	6403	0	14,000	14,000	0	(14,000)	-100%	
Incentive Marketing	6404	0	3,000	3,000	0	(3,000)	-100%	
Sports eMarketing	6405	0	7,000	6,587	(414)	(7,000)	-100%	Increase number of ads and focus on College Football Playoff
Video Marketing	6406	0	12,500	12,500	0	(12,500)	-100%	Use video from existing library
Convention & Meetings eBlasts	6407	0	6,000	6,000	0	(6,000)	-100%	
PR Newswire	6408	0	4,500	4,500	0	(4,500)	-100%	
SF Travel	6409	0	700	0	(700)	(700)	-100%	Moved to different line item
Search Engine Optimization (SEO)	6410	0	12,000	12,000	0	(12,000)	-100%	
VisitSiliconValley.org	6414	0	6,900	6,900	0	(6,900)	-100%	
Total Internet Marketing		75,000	71,400	70,287	(1,114)	(71,400)	-100%	
Direct Sales								
MPI Events	6507	0	5,500	5,433	(67)	(5,500)	-100%	
CalSAE - Seasonal Spectacular	6511	0	3,500	2,887	(613)	(3,500)	-100%	
Northern CA Sales Calls/Trips	6512	0	7,000	6,812	(188)	(7,000)	-100%	
Marketing Opportunities	6521	0	3,000	3,000	0	(3,000)	-100%	sponsoring a table
Connect Sports	6526	0	4,250	4,250	0	(4,250)	-100%	Increase in Registration Costs
National Assn. Sports Commission Symposium	6529	0	5,360	5,360	0	(5,360)	-100%	May 6 -9, 2019 Knoxville, TN. Will be held in Minneapolis April 23-26, 2018 in 2018
Client Special Event	6530	0	7,500	7,500	0	(7,500)	-100%	
Connect California	6531	0	0	0	0	0		We would like to attend the show this fiscal year. Location for 2019: TBD. Estimated \$5500. 2018 will be held in N. Lake Tahoe March 13-14, 2018
Connect Faith (Rejuvenate Convention)	6537	0	0	0	0	0		
Client Sales Presentations	6540	0	5,000	4,757	(243)	(5,000)	-100%	
RCMA	6542	0	0	0	0	0		We would like to attend the show this fiscal year. Estimated cost \$5500. Location for 2019: TBD. 2018 was held in Omaha Jan.30th - Feb.1, 2018
Smart Meetings Tradeshow	6543	0	5,810	5,791	(19)	(5,810)	-100%	Location for 2019: TBD. May 23-25, 2018 Scottsdale, AZ.
Sales Calls - All Markets	6544	0	4,700	4,253	(447)	(4,700)	-100%	
Destination CA	6545	0	0	6,000	6,000	0		Attending every 2 years
Connect Corporate (Collaborate Marketplace)	6546	0	6,000	5,545	(455)	(6,000)	-100%	Calvin L. Rampton Salt Palace Convention Center, Salt Lake City. August 23-25, 2018
Connect Association Tradeshow	6548	0	6,000	0	(6,000)	(6,000)	-100%	Calvin L. Rampton Salt Palace Convention Center, Salt Lake City. August 23-25, 2018
IMEX	NEW	0	0	0	0	0		10/16-18/2018 - Las Vegas; Includes Booth
IAEE	NEW	0	0	0	0	0		12/11-12/2018 - New Orleans
CVENT TRADESHOW	NEW	0	0	0	0	0		7/23-26/18 Las Vegas - no budget in current year to prepay
INTL. ASSOC. OF ADMIN. PROFESSIONALS	NEW	0	0	0	0	0		Small Group - monthly meetings
CONNECT CHICAGO	NEW	0	0	0	0	0		

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MEETINGS TODAY LIVE	NEW	0	0	0	0	0		
ASAE TADESHOW	NEW	0	0	0	0	0		
CONNECT DC	NEW	0	0	0	0	0		12/5/2018 - Washington DC
Total Direct Sales		50,000	63,620	61,588	(2,032)	(63,620)	-100%	
Operational Expenses & Fees								
Subsidy Liability	7200	80,544	25,000	32,210	7,210	55,544	222%	From 03/31/2018 Subsidy Liability Report
Technology Systems	7500	0	4,000	188	(3,813)	(4,000)	-100%	
Total Operational Expenses & Fees		80,544	29,000	32,398	3,398	51,544	178%	
Overhead								
Insurance (Directors & Officers Liability)	8005	2,822	2,900	2,819	(81)	(78)	-3%	Out to bid
Audit	8010	8,550	7,000	8,550	1,550	1,550	22%	Based in prior audit
Administrative Meetings	8100	300	1,000	(18)	(1,018)	(700)	-70%	Funds in CVB as well
SCCC Admin Fee	8200	0	30,000	30,000	0	(30,000)	-100%	
Check Printing		200		0	0	200		
Total Overhead		11,872	40,900	41,351	451	(29,028)	-71%	
Total Expenses		757,416	745,622	631,398	(114,224)	(653,206)	2%	
Net Income/(Loss)		0	4,678	144,999	140,321	527,856		