

SANTA CLARA CONVENTION & VISITOR'S BUREAU

	GL Acct #	Proposed Budget 2018/2019	Final Budget 2017/2018	Total Estimate 2017/2018	Variance Final vs. Est. 2017/2018	Budget to budget % +/-	Comments
Revenue							
From Reserves		136,451	181,051	181,051		-25%	
TID reimbursement	4050	12,000	12,000	12,000	0	0%	
City of Santa Clara	4080	1,490,246	1,461,601	1,461,601	0	2%	
Service/Commission Revenue/Reservations	4084	13,100	13,300	13,300	0	-2%	
Interest Income	4440	50	50	50	0	0%	
Revenue Total		1,651,847	1,668,002	1,668,002	0	-1%	
Salary/Salary Related							
Includes salaries and wages, taxes, employee benefits	6010	1,256,400	1,235,320	1,125,700	(109,620)	2%	
Total Salary/Salary Related		1,256,400	1,235,320	1,125,700	(109,620)	2%	
Office/Overhead							
Rent	6240	91,232	91,232	91,232	0	0%	
Computer Support	6301	24,000	25,500	21,553	(3,947)	-6%	
Office supplies, telephone, bank fees, legal, postage, accounting/audit fees	6014	106,350	112,200	92,283	(19,917)	-5%	
Total Office/Overhead		221,582	228,932	205,068	(23,864)	-3%	
Visitor Advertising							
Includes Itinerary Builder, Trip Advisor, Resource Guide	7114	21,050	20,300	20,294	(6)	4%	
Total Visitor Advertising		21,050	20,300	20,294	(6)	4%	
Visitor Marketing & Communications							
Industry Associations Memberships	7136	7,100	11,250	8,679	(2,571)	-37%	
Industry Tradeshows	7137	15,700	11,650	12,396	746	35%	
PR Releases and Social Media	7138	7,290	7,200	7,224	24	1%	
Website Maintenance	7401	6,500	5,500	5,500	0	18%	
Promotional & City Giveaway	7821	5,800	5,800	5,800	0	0%	
Total Visitor Marketing & Communications		42,390	41,400	39,599	(1,801)	2%	
Group Services							
Collaterals/Miscellaneous	7096	6,250	5,750	5,750	0	9%	
Membership Dues & Tradeshows	NEW	0	350	350	0		
Client & Industry Meetings/Lunches	NEW	250	250	250	0		

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Total Group Services		6,500	6,350	6,350	0	2%	
Group Marketing Sales							
Industry Tradeshows	7330	27,425	37,000	35,850	(1,150)	-26%	Reclassified membership portion to one account
Industry Memberships	7331	4,100	950	900	(50)	332%	Prior year had memberships combined w/ shows
Promotional Marketing Material	7332	33,400	19,750	19,791	41	69%	Collateral on flash drives and prospect list
Ad Campaign	7360	39,000	78,000	78,000	0	-50%	Ad w/ Connect
Total Group Marketing Sales		103,925	135,700	134,541	(1,159)	-23%	
Total Expenses		1,651,847	1,668,002	1,531,552	(136,451)	-1%	
Net Income/(Loss)		0	0	136,451	136,451		