

**SANTA CLARA TOURISM IMPROVEMENT DISTRICT**

	GL Acct #	Proposed Budget 2018/2019	Final Budget 2017/2018	2017/2018 Actual 7/17-04/18	2017/2018 Est. 4/18-6/18	Total Estimate 2017/2018	Over/(Under) Final vs. Est. 2017/2018	Budget to budget \$ +/-(-)	Budget to budget % +/-(-)	Comments
<b>Revenue</b>		*10 months								
From Reserves										
TID Revenue	4101	627,500	753,000	592,055	160,945	753,000	0	(125,500)	-17%	
Interest Income	4102	450	300	437	145	582	282	150	50%	
CITY ACCOUNTING FEES	5000	(3,000)	(3,000)	(2,250)	(750)	(3,000)	0	0	0%	
<b>Revenue Total</b>		<b>624,950</b>	<b>750,300</b>	<b>590,241</b>	<b>160,340</b>	<b>750,582</b>	<b>282</b>	<b>(125,350)</b>	<b>-17%</b>	
<b>Staff Subsidy</b>										
Employee Salaries & Taxes	7101	0	212,237	112,964	35,000	147,964	(64,273)	(212,237)	-100%	3% Increase, but only had SM in at 85%
Employee Benefits	7102	0	112,463	62,225	23,000	85,225	(27,238)	(112,463)	-100%	
Mileage/expenses	7103	0	750	996	0	996	246	(750)	-100%	Add'l staff, increase in estimate for Remote office
Membership Dues	7104	0	4,275	2,463	0	2,463	(1,812)	(4,275)	-100%	Deleting DI membership
Monthly Operating Costs	7105	0	16,800	14,000	2,800	16,800	0	(16,800)	-100%	
Bonus Incentive	7110	0	35,000	16,400	0	16,400	(18,600)	(35,000)	-100%	
ADP Fees	7114	0	2,100	1,448	500	1,948	(152)	(2,100)	-100%	
Workers Compensation Insurance	7115	0	0	612	503	1,115	1,115	0		Not included in last year's budget
<b>Total Staff Subsidy</b>		<b>308,000</b>	<b>383,625</b>	<b>211,108</b>	<b>61,803</b>	<b>272,911</b>	<b>(110,714)</b>	<b>(383,625)</b>	<b>-100%</b>	
<b>Research</b>										
Prospecting & Research Materials	6105	0	4,000	4,000	0	4,000	0	(4,000)	-100%	Focus on citywide leads
DMAI Event Impact Calculator Annual License	6107	0	5,200	1,500	0	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
<b>Total Research</b>		<b>50,000</b>	<b>9,200</b>	<b>5,500</b>	<b>0</b>	<b>5,500</b>	<b>(3,700)</b>	<b>(9,200)</b>	<b>-100%</b>	
<b>Advertising: Conference Media</b>										
Media Management	6241	0	36,000	36,000	0	36,000	0	(36,000)	-100%	
MPI Sacramento Newsletter	6246	0	1,200	1,181	0	1,181	(19)	(1,200)	-100%	
CalSAE (Naylor)Executive Online Showcase	6252	0	2,475	2,300	0	2,300	(175)	(2,475)	-100%	
Smart Meetings eBlasts & Web Banner	6254	0	6,000	6,000	0	6,000	0	(6,000)	-100%	
CalSAE (Naylor) Web Tile	6272	0	2,750	2,750	0	2,750	0	(2,750)	-100%	
ASAE Directory - Web listing	6274	0	595	595	0	595	0	(595)	-100%	
NCCMPI Member Directory & Newsletter Ad	6288	0	1,413	1,230	0	1,230	(184)	(1,413)	-100%	
Convention Calendar (ind. Promo. for ea. Hotel)	6289	0	6,900	0	6,900	6,900	0	(6,900)	-100%	
Cvent	6291	0	14,494	14,664	0	14,664	170	(14,494)	-100%	
<b>Total Advertising: Conference Media</b>		<b>30,000</b>	<b>71,827</b>	<b>64,720</b>	<b>6,900</b>	<b>71,620</b>	<b>(207)</b>	<b>(71,827)</b>	<b>-100%</b>	
<b>Leisure Marketing &amp; Advertising</b>										
Leisure PPC	6672	0	3,000	3,000	0	3,000	0	(3,000)	-100%	
Sacramento & Fresno Bee (print & online)	6674	0	18,250	18,228	0	18,228	(22)	(18,250)	-100%	
CA Visitors Guide (print & online)	6679	0	7,750	7,750	0	7,750	0	(7,750)	-100%	Larger ad to match neighboring cities
Website Maintenance	6681	0	12,000	1,150	10,850	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	8,203	2,200	10,403	(97)	(10,500)	-100%	
Social Media Marketing	6693	0	12,000	6,827	5,100	11,927	(73)	(12,000)	-100%	
Pacific Rim Reception	6694	0	7,750	7,636	0	7,636	(114)	(7,750)	-100%	No air travel cost - in SF
Student Group Tour Magazine	6695	0	4,800	1,600	3,200	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
<b>Total Leisure Marketing &amp; Advertising</b>		<b>40,000</b>	<b>76,050</b>	<b>54,394</b>	<b>21,350</b>	<b>75,744</b>	<b>(306)</b>	<b>(76,050)</b>	<b>-100%</b>	

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<b>Internet Marketing</b>										
Website Hosting	6401	0	4,800	4,800	0	4,800	0	(4,800)	-100%	
Marketing PPC	6403	0	14,000	14,000	0	14,000	0	(14,000)	-100%	
Incentive Marketing	6404	0	3,000	0	3,000	3,000	0	(3,000)	-100%	
Sports eMarketing	6405	0	7,000	6,587	0	6,587	(414)	(7,000)	-100%	Increase number of ads and focus on College Football Playoff
Video Marketing	6406	0	12,500	1,810	10,690	12,500	0	(12,500)	-100%	Use video from existing library
Convention & Meetings eBlasts	6407	0	6,000	6,000	0	6,000	0	(6,000)	-100%	
PR Newswire	6408	0	4,500	0	4,500	4,500	0	(4,500)	-100%	
SF Travel	6409	0	700	0	0	0	(700)	(700)	-100%	Moved to different line item
Search Engine Optimization (SEO)	6410	0	12,000	9,000	3,000	12,000	0	(12,000)	-100%	
VisitSiliconValley.org	6414	0	6,900	6,900	0	6,900	0	(6,900)	-100%	
<b>Total Internet Marketing</b>		<b>55,000</b>	<b>71,400</b>	<b>49,097</b>	<b>21,190</b>	<b>70,287</b>	<b>(1,114)</b>	<b>(71,400)</b>	<b>-100%</b>	
<b>Direct Sales</b>										
MPI Events	6507	0	5,500	2,933	2,500	5,433	(67)	(5,500)	-100%	
CalSAE - Seasonal Spectacular	6511	0	3,500	2,887	0	2,887	(613)	(3,500)	-100%	
Northern CA Sales Calls/Trips	6512	0	7,000	2,812	4,000	6,812	(188)	(7,000)	-100%	
Marketing Opportunities	6521	0	3,000	900	2,100	3,000	0	(3,000)	-100%	sponsoring a table
Connect Sports	6526	0	4,250	4,250	0	4,250	0	(4,250)	-100%	Increase in Registration Costs
National Assn. Sports Commission Symposium	6529	0	5,360	1,395	3,965	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	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	257	4,500	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	0	5,791	(19)	(5,810)	-100%	Location for 2019: TBD. May 23-25, 2018 Scottsdale, AZ.
Sales Calls - All Markets	6544	0	4,700	253	4,000	4,253	(447)	(4,700)	-100%	
Destination CA	6545	0	0	6,000	0	6,000	6,000	0		Attending every 2 years
Connect Corporate (Collaborate Marketplace)	6546	0	6,000	5,545	0	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	0	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		
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
<b>Total Direct Sales</b>		<b>50,000</b>	<b>63,620</b>	<b>33,023</b>	<b>28,565</b>	<b>61,588</b>	<b>(2,032)</b>	<b>(63,620)</b>	<b>-100%</b>	
<b>Operational Expenses &amp; Fees</b>										
Subsidy Liability	7200	79,450	25,000	11,442	20,768	32,210	7,210	55,544	222%	From 03/31/2018 Subsidy Liability Report
Technology Systems	7500	0	4,000	188	0	188	(3,813)	(4,000)	-100%	
<b>Total Operational Expenses &amp; Fees</b>		<b>79,450</b>	<b>29,000</b>	<b>11,630</b>	<b>20,768</b>	<b>32,398</b>	<b>3,398</b>	<b>51,544</b>	<b>178%</b>	
<b>Overhead</b>										
Insurance (Directors & Officers Liability)	8005	3,000	2,900	2,819	0	2,819	(81)	(78)	-3%	Out to bid

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Audit	8010	9,000	7,000	8,550	0	8,550	1,550	1,550	22%	Based in prior audit
Administrative Meetings	8100	300	1,000	(18)	0	(18)	(1,018)	(700)	-70%	Funds in CVB as well
SCCC Admin Fee	8200	0	30,000	25,000	5,000	30,000	0	(30,000)	-100%	
Check Printing		200		0	0	0	0	200		
<b>Total Overhead</b>		<b>12,500</b>	<b>40,900</b>	<b>36,351</b>	<b>5,000</b>	<b>41,351</b>	<b>451</b>	<b>(29,028)</b>	<b>-71%</b>	
<b>Total Expenses</b>		<b>624,950</b>	<b>745,622</b>	<b>465,822</b>	<b>165,576</b>	<b>631,398</b>	<b>(114,224)</b>	<b>(653,206)</b>	<b>2%</b>	
<b>Net Income/(Loss)</b>		<b>0</b>	<b>4,678</b>	<b>124,420</b>	<b>(5,236)</b>	<b>119,184</b>	<b>114,506</b>	<b>527,856</b>		