

**SDTMD
FY2014 EXHIBIT B
BUDGET NARRATIVE BY CATEGORY:**

ORGANIZATION NAME: Balboa Park Celebration Inc.
TMD Funds: CATEGORY A: \$ 2,048,500
TMD Funds: CATEGORY B: \$ 286,500
TOTAL TMD FUNDS A + B: \$ 2,335,000

ORGANIZATION'S TOTAL ANNUAL BUDGET (TMD + PRIVATE SOURCE): \$9,000,000

**CATEGORY A
BUDGET NARRATIVE BY SUB-CATEGORY:**

A1.1 Hotel Meeting Sales: TMD FUNDS: \$ 57,721
NARRATIVE (of budget line items):

Sales efforts will involve research, prep, and attendance at tradeshow, conferences, and related events. Meetings planners, association and business group clients and other individuals will play a key role in the development of our marketing efforts, which are focused on targeting a broad base of affinity groups and membership that would be most interested in attending specific events throughout the 2015 Celebration.

A1.2 Event Mgmt. / Group Sales Development: TMD FUNDS: \$259,508
NARRATIVE (of budget line items):

Funding for event management and group sales development/solicitation will go towards staffing, materials production, and planning for participation in and marketing activities at professional and affinity group conferences, organizational meetings and events, and associations of meeting planners, business group clients, and high value individuals.

A1.3 Tourism Development/Travel Trade: TMD FUNDS: \$322,812
NARRATIVE (of budget line items):

Costs associated with this category will include direct marketing as it pertains to regional, national and international outreach, including the establishment and maintenance of relationships with outside marketing organizations such as Brand USA, Visit California, and foreign tourism ministries and organizations. Expenses will go towards training, planning and production of materials related to international events, intended to forge relationships with marketing organizations where co-op advertising will significantly enhance the scope and depth of our outreach efforts.

**A1.4 Group Meeting Direct Marketing:
NARRATIVE (of budget line items):**

TMD FUNDS: \$334,947

Group meeting direct marketing funding will assist and extend targeted affinity group advertising, as it pertains to unique identified target markets that 2015 Celebration events will focus on. Programming will be designed to appeal to an inclusive range of ethnic, cultural, intellectual, and professional groups and organizations; targeted marketing to these audiences will involve significant market research and subsequent production and distribution of content to inform these audiences about the specific events that they would be most interested in attending and participating.

**A1.5 Consumer Direct Sales & Marketing:
NARRATIVE (of budget line items):**

TMD FUNDS: \$ 1,073,512

With our strong emphasis on consumer-direct marketing, funding for this category will focus on research, creation, execution and distribution of pay-per-click Online Banner Advertising, dedicated Online Travel Agency campaigns, and a broad base of integrated social/digital marketing tactics designed to market and deliver room nights for TMD lodging businesses. Any and all media buys that require broadcast, radio, print and/or outdoor advertising will be supplemented with private source funding to augment marketing efforts, leveraging the value of the TMD investment.

**CATEGORY B
BUDGET NARRATIVE:**

B: General TV / Radio Broadcast & Outdoor Media:

TMD FUNDS*: \$ 286,500

***EXPENSE BREAKDOWN:**

- **ADVERTISING FUNDS:** \$ 286,500
- **ADVERTISING AGENCY FEES:** \$
- **PERSONNEL SALARY & WAGES:** \$ _____
- **OTHER:** \$ _____

NARRATIVE (of budget line items):

Media buys will be targeted towards DMA's that have proven to be good target markets for San Diego tourism based on our analysis of historical TMD events and current market conditions. All advertising tactics will include specific messaging that directs consumers to our website; we will work closely with TMD to ensure that an appropriate link is prominently featured which directs visitors to TMD lodging businesses. Any and all broadcast and supplemental advertising will be supported by private source funding to enhance the value of TMD investment.