

SAN DIEGO TOURISM MARKETING DISTRICT - EXHIBIT B
PROPOSED TOTAL BUDGET (60% WAIVERS SIGNED) YEAR ENDING JUNE 30, 2014

ORGANIZATION NAME: SAN DIEGO TOURISM AUTHORITY

	BENEFIT CATEGORY A						Total Benefit Category A	CATEGORY B	Total TMD Funding Request	Funded by Private Sources	Total Budgeted Expenditures
	Hotel Meeting Sales A.1.1	Event Mgmt & Group Sales Devel A1.2	Tourism Development A1.3	Group Meeting Direct Mktg A1.4	Consumer Direct Programs A1.5	DMO Sub Regional Marketing A3		Destination Marketing			
Salaries and Wages	1,594,995	1,361,640	333,044	185,223	405,004	0	3,879,906	185,127	4,065,033	731,046	4,796,079
Taxes & Employee Benefits	477,396	296,992	126,711	59,644	131,445	0	1,092,188	58,743	1,150,931	238,924	1,389,855
Bank & Credit Card Processing Fees	0	0	0	0	0	0	0	0	0	56,000	56,000
Distribution	0	0	11,400	0	0	0	11,400	0	11,400	110,092	121,492
Dues & Subscriptions	13,056	13,955	3,326	2,383	25,879	0	58,599	2,082	60,681	6,363	67,044
Equipment Rent	26,470	20,129	8,497	3,841	8,381	0	67,318	3,725	71,043	18,345	89,388
Events & Sponsorships	6,555	201,475	51,491	1,264	23,118	0	283,903	1,628	285,531	46,712	332,243
Media	0	0	0	130,000	1,684,000	0	1,814,000	2,952,381	4,766,381	355,119	5,121,500
Outside Services	113,430	0	174,102	46,620	327,230	0	661,382	479,708	1,141,090	164,260	1,305,350
Printing & Production	0	9	390	260	160,455	0	161,114	228,757	389,871	121,829	511,700
Promotional Items	0	0	14,435	8,055	1,665	0	24,155	370	24,525	5,275	29,800
Rent & Utilities	158,337	139,206	61,069	27,607	60,232	0	446,451	26,770	473,221	132,809	606,030
Research	0	0	36,049	54,032	82,057	0	172,138	47,166	219,304	2,858	222,162
Software Maintenance & Hosting	72,094	0	0	65,450	65,450	0	202,994	46,748	249,742	13,146	262,888
Cost of Attraction Tickets	0	0	0	0	0	0	0	0	0	1,183,664	1,183,664
Travel & Entertainment	16,864	127,000	39,278	3,584	12,664	0	199,390	2,424	201,814	34,303	236,117
Allocation of Indirect Costs	932,809	781,775	214,868	119,499	261,295	0	2,310,247	119,438	2,429,684	467,636	2,897,320
TMD Unallowable Costs	0	0	0	0	0	0	0	0	0	576,113	576,113
SUBTOTAL	3,412,006	2,942,181	1,074,660	707,462	3,248,875	0	11,385,185	4,155,067	15,540,251	4,264,494	19,804,745
Less: SDCCC Services Contract		(1,900,000)					(1,900,000)		(1,900,000)		(1,900,000)
Less: City & County Grants			(41,000)				(41,000)		(41,000)		(41,000)
Less: Co-op Partnership Contributions				(65,000)	(425,000)		(490,000)	(1,365,000)	(1,855,000)		(1,855,000)
NET TMD FUNDING REQUEST	3,412,006	1,042,181	1,033,660	642,462	2,823,875	0	8,954,185	2,790,067	11,744,251	4,264,494	16,008,745
Estimated TMD Assessment Collections Available for Disbursement (11,950,000 x 90%)									10,755,000		
Estimated Carryover Available from FY13									1,000,000		
Total Estimated Funding Available									<u>11,755,000</u>		

SAN DIEGO TOURISM MARKETING DISTRICT - EXHIBIT B
PROPOSED LINE ITEM BUDGET (60% WAIVERS SIGNED) - YEAR ENDING JUNE 30, 2014

ORGANIZATION NAME: SAN DIEGO TOURISM AUTHORITY

	CATEGORY A					CATEGORY B			TOTAL		
	Total Costs Budget Category A (A1.1 to A2)	Less: SDCCC Srvs Contract Allocation	Less: City & County Grants	Less: Co-op Partnership Contrib	TMD Funding Budget by Line Item Category A	Destination Marketing	Less: Co-op Partnership Contrib	TMD Funding Budget by Line Item Category B	Total TMD Funded Budgeted Expenditures	Expenditures Funded by Private Sources	Total Organizational Budgeted Expenditures
Salaries and Wages	3,879,906	(1,293,145)	0	0	2,586,761	185,127	0	185,127	2,771,888	731,046	3,502,934
Taxes & Employee Benefits	1,092,188	(270,493)	0	0	821,695	58,743	0	58,743	880,438	238,924	1,119,362
Bank & Credit Card Processing Fees	0	0	0	0	0	0	0	0	0	56,000	56,000
Distribution	11,400	0	0	0	11,400	0	0	0	11,400	110,092	121,492
Dues & Subscriptions	58,599	(13,630)	0	0	44,969	2,082	0	2,082	47,051	6,363	53,414
Equipment Rent	67,318	(17,801)	0	0	49,517	3,725	0	3,725	53,242	18,345	71,587
Events & Sponsorships	283,903	0	0	0	283,903	1,628	0	1,628	285,531	46,712	332,243
Media	1,814,000	0	0	(490,000)	1,324,000	2,952,381	(1,365,000)	1,587,381	2,911,381	355,119	3,266,500
Outside Services	661,382	0	(41,000)	0	620,382	479,708	0	479,708	1,100,090	164,260	1,264,350
Printing & Production	161,114	(9)	0	0	161,105	228,757	0	228,757	389,862	121,829	511,691
Promotional Items	24,155	0	0	0	24,155	370	0	370	24,525	5,275	29,800
Rent & Utilities	446,451	(122,475)	0	0	323,976	26,770	0	26,770	350,746	132,809	483,555
Research	172,138	0	0	0	172,138	47,166	0	47,166	219,304	2,858	222,162
Software Maintenance & Hosting	202,994	0	0	0	202,994	46,748	0	46,748	249,742	13,146	262,888
Cost of Attraction Tickets	0	0	0	0	0	0	0	0	0	1,183,664	1,183,664
Travel & Entertainment	199,390	(182,447)	0	0	16,943	2,424	0	2,424	19,367	34,303	53,670
Allocation of Indirect Costs	2,310,247	0	0	0	2,310,247	119,438	0	119,438	2,429,684	467,636	2,897,320
TMD Unallowable Costs	0	0	0	0	0	0	0	0	0	576,113	576,113
TOTAL	11,385,185	(1,900,000)	(41,000)	(490,000)	8,954,185	4,155,067	(1,365,000)	2,790,067	11,744,251	4,264,494	16,008,745

**SAN DIEGO TOURISM MARKETING DISTRICT - EXHIBIT B
 PROPOSED BUDGET (60% WAIVERS SIGNED)- YEAR ENDING JUNE 30, 2014
 SAN DIEGO TOURISM AUTHORITY**

INDIRECT COST ALLOCATION

Budget Category	Allocation Base (1)			Indirect Rate	Allocated		
	Total Salaries	Less: Incentives	Allocation Base (1)		Indirect Costs	Percentage	
Budget Category A							
Hotel Meeting Sales	A1.1	1,594,995	149,150	1,445,845	0.645	932,809	32.2%
Event Management & Group Sales Development	A1.2	1,361,640	149,896	1,211,744	0.645	781,775	27.0%
Tourism Development	A1.3	333,044	-	333,044	0.645	214,868	7.4%
Group Meeting Direct Marketing	A1.4	185,223	-	185,223	0.645	119,499	4.1%
Consumer Direct Programs	A1.5	405,004	-	405,004	0.645	261,295	9.0%
DMO Sub-Regional Marketing	A2	-	-	-	0.645	-	0.0%
SUBTOTAL		3,879,906	299,046	3,580,860		2,310,246	79.7%
Budget Category B							
Destination Marketing	B	185,127	-	185,127	0.645	119,438	4.1%
TOTAL BUDGET CATEGORIES A & B		4,065,033	299,046	3,765,987		2,429,684	83.9%
Funded by Private Sources							
Portion of Programs Benefiting Non-TMD Entities		149,420	6,215	143,205	0.645	92,391	3.2%
Private Commercial Activities		581,626	-	581,626	0.645	375,245	13.0%
		731,046	6,215	724,831		467,636	16.1%
TOTAL		4,796,079	305,261	4,490,818		2,897,320	100.0%

(1) Allocation Base = Payroll costs (excluding incentives) directly allocated to each budget category

Indirect Rate Calculation:

Total Indirect Costs / Allocation Base = 2,897,320 / 4,490,818 = .645

SAN DIEGO TOURISM MARKETING DISTRICT - EXHIBIT B
PROPOSED BUDGET (60% WAIVERS SIGNED) - YEAR ENDING JUNE 30, 2014
SAN DIEGO TOURISM AUTHORITY

INDIRECT COSTS	Total General & Administrative Costs	Less: Costs Allocable Directly	Less: Non-TMD Allowable Costs	Allowable General & Admin Indirect Costs
Salaries and Wages	1,398,242	-	63,483	1,334,759
Taxes and Benefits	282,163	-	-	282,163
Staff Education	24,600	-	19,950	4,650
Defined Benefit Plan	315,000	256,589	-	58,411
Outside Services	140,400	110,400	-	30,000
Event Registration	12,200	-	-	12,200
Sponsorships	7,400	-	3,700	3,700
Travel & Entertainment	44,400	-	22,200	22,200
Dues & Subscriptions	33,604	25,000	-	8,604
Office Supplies	46,952	-	-	46,952
Duplicating	39,816	-	-	39,816
Repair & Maintenance - Facility	7,320	-	-	7,320
Bank & Credit Card Processing	84,080	56,000	-	28,080
Rent	684,269	567,150	-	117,119
Equipment Rent	113,588	89,388	-	24,200
Telecommunications	120,900	-	-	120,900
Postage	36,000	-	-	36,000
Legal Fees	10,000	-	-	10,000
Audit and Tax Consulting	56,500	-	-	56,500
Insurance	73,000	-	-	73,000
Taxes & Fees	9,000	-	-	9,000
Depreciation	242,400	-	-	242,400
Interest Expense	5,527	-	5,527	-
Software Maintenance & Hosting	420,328	262,888	-	157,440
Equipment & Software Licenses	83,035	-	-	83,035
Non-Capital Equipment	8,040	-	8,040	-
Professional Services - IT Support	88,871	-	-	88,871
TOTAL	4,387,635	1,367,415	122,900	2,897,320

SDTMD - EXHBIT F
PERSONNEL SCHEDULE (BUDGET 60% WAIVERS SIGNED)- YEAR ENDING JUNE 30, 2014
SAN DIEGO TOURISM AUTHORITY

HEAD COUNT	POSITION TITLES	JOB CLASSIFICATION	HOURLY EMPLOYEES AVERAGE HRS PER MONTH (TMD FUNDS)	AVERAGE AMOUNT PAID PER MONTH (TMD FUNDS)	SALARIED EMPLOYEES BASE PAY FOR YEAR (TMD FUNDS)	BONUSES AND COMMISSIONS (TMD FUNDS)	AMOUNT FUNDED WITH TMD FUNDS DURING PERIOD
DIRECT COSTS - SALES							
1.00	Director of Military Defense	Hotel Meeting Sales - Western			94,939	12,817	107,756
1.00	VP of Sales	Hotel Meeting Sales - Western			100,800	13,608	114,408
1.00	Director of Site Inspections	Hotel Meeting Sales - Western			79,380	10,716	90,096
5.00	National Sales Director	Hotel Meeting Sales - Western			364,435	49,199	413,634
1.00	Sales Manager	Hotel Meeting Sales - Western			59,958	8,094	68,052
1.00	Sr VP of Sales	Hotel Meeting Sales - Western			182,895	-	182,895
3.00	Conference Services Coordinator	Hotel Meeting Sales - Western	450	9,728		-	116,736
1.00	Sales Administrative Coordinator	Hotel Meeting Sales - Western	150	3,559		-	42,709
3.00	National Sales Director	Hotel Meeting Sales - Eastern			258,147	34,850	292,997
1.00	Sales Coordinator	Hotel Meeting Sales - Eastern			37,082	-	37,082
2.50	National Sales Director	Hotel Meeting Sales - Midwest			205,863	27,792	233,655
0.25	VP of Sales and Services	Hotel Meeting Sales - Midwest			36,240	4,892	41,132
1.00	Director of Event Management	Sales - Event Management			68,495	-	68,495
1.00	Events Manager	Sales - Event Management			50,996	-	50,996
(3.00)	Staff Reductions	Sales / Events			-	-	(197,152)
19.75	SUBTOTAL - SALES					161,968	1,663,491
DIRECT COSTS - MARKETING							
0.50	Research Services Manager	Marketing - Planning & Research			30,204	-	30,204
1.00	Sr Dir of Relational Marketing	Marketing - Planning & Research			103,146	-	103,146
1.00	Research Analyst	Marketing - Planning & Research	150	4,991		-	59,897
1.00	Creative Services Manager	Marketing - Marketing Services			75,937	-	75,937
1.00	Interactive Marketing Manager	Marketing - Marketing Services			69,218	-	69,218
1.00	Marketing Comm Writer	Marketing - Marketing Services			69,335	-	69,335
1.00	Search Engine Marketing Magr	Marketing - Marketing Services			78,002	-	78,002
1.00	Sr Dir of Marketing Services	Marketing - Marketing Services			125,033	-	125,033
1.00	Interactive Editor	Marketing - Marketing Services	150	3,996		-	47,955
1.00	Sr VP of Marketing & Strategic Ptr	Marketing - Advertising & Promo			182,985	-	182,985
1.00	Marketing Admin Coordinator	Marketing - Advertising & Promo	150	4,107		-	49,285
1.00	Mktng Promotions Coordinator	Marketing - Advertising & Promo	150	3,286		-	39,428
1.00	Director of Earned Media	Marketing - Earned Media			72,332	-	72,332
2.00	Earned Media Manager	Marketing - Earned Media			89,888	-	89,888
1.00	Earned Media Coordinator	Marketing - Earned Media	150	2,730		-	32,760
1.00	Director of Travel Trade Development	Marketing - Travel Trade Devel			71,598	-	71,598
1.00	Travel Trade Manager	Marketing - Travel Trade Devel			57,000	-	57,000

SDTMD - EXHBIT F
PERSONNEL SCHEDULE (BUDGET 60% WAIVERS SIGNED)- YEAR ENDING JUNE 30, 2014
SAN DIEGO TOURISM AUTHORITY

HEAD COUNT	POSITION TITLES	JOB CLASSIFICATION	HOURLY EMPLOYEES AVERAGE HRS PER MONTH (TMD FUNDS)	AVERAGE AMOUNT PAID PER MONTH (TMD FUNDS)	SALARIED EMPLOYEES BASE PAY FOR YEAR (TMD FUNDS)	BONUSES AND COMMISSIONS (TMD FUNDS)	AMOUNT FUNDED WITH TMD FUNDS DURING PERIOD	
1.00	Fam Trip Coordinator	Marketing - Travel Trade Devel	150	2,238		-	26,858	
1.00	Travel Trade Coordinator	Marketing - Travel Trade Devel	150	2,898		-	34,770	
(3.00)	Staff Reductions	Marketing				-	(207,234)	
16.50	SUBTOTAL - MARKETING						-	1,108,397
DIRECT COST - CITYWIDE SALES								
3.00	National Sales Director	Citywide Sales - Western			258,600	41,376	299,976	
0.50	Research Services Manager	Citywide Sales - Western			30,420	-	30,420	
2.00	Sales Coordinator	Citywide Sales - Western	300	7,751		-	90,979	
1.00	Sr VP of Sales	Citywide Sales - Western			180,000	28,800	208,800	
0.50	National Sales Director	Citywide Sales - Midwest			55,000	8,800	63,800	
1.00	Sales Coordinator	Citywide Sales - Midwest	150	3,467		-	40,000	
0.75	VP of Sales and Services	Citywide Sales - Midwest			113,250	18,120	131,370	
2.00	National Sales Director	Citywide Sales - Eastern			195,000	31,200	226,200	
1.00	Sales Coordinator	Citywide Sales - Eastern	150	3,796		-	45,000	
1.00	VP of Sales	Citywide Sales - Eastern			135,000	21,600	156,600	
12.75	SUBTOTAL - CITYWIDE SALES						149,896	1,293,145
DIRECT COSTS - OTHER (FTE)								
1.00	Marketing Partnerships Manager	Marketing - Marketing Partnerships				-	-	
2.00	Account Executive	Marketing - Marketing Partnerships				-	-	
1.00	Director of Marketing Partnerships	Marketing - Marketing Partnerships				-	-	
1.00	Membership Coordinator	Marketing - Marketing Partnerships				-	-	
1.00	Director of Visitor Services	Marketing - Visitor Services				-	-	
1.00	Visitor Services Manager	Marketing - Visitor Services				-	-	
1.00	Visitor Services Supervisor	Marketing - Visitor Services				-	-	
0.50	Sr Visitor Services Specialist	Marketing - Visitor Services				-	-	
1.75	Visitor Service Specialist	Marketing - Visitor Services				-	-	
1.00	Visitors Services Manager	Marketing - Visitor Services East Co				-	-	
1.60	Visitor Services Specialist	Marketing - Visitor Services East Co				-	-	
1.00	Director of Film Promotion	Film Promotion				-	-	
1.00	Associate Director of Film Promotion	Film Promotion				-	-	
1.00	Film Promotion Coordinator	Film Promotion				-	-	
(4.00)	Staff Reductions	Other Direct				-	-	
11.85	SUBTOTAL - OTHER						-	-
60.85	TOTAL DIRECT COSTS						311,864	4,065,033

SDTMD - EXHBIT F
PERSONNEL SCHEDULE (BUDGET 60% WAIVERS SIGNED)- YEAR ENDING JUNE 30, 2014
SAN DIEGO TOURISM AUTHORITY

HEAD COUNT	POSITION TITLES	JOB CLASSIFICATION	HOURLY EMPLOYEES AVERAGE HRS PER MONTH (TMD FUNDS)	AVERAGE AMOUNT PAID PER MONTH (TMD FUNDS)	SALARIED EMPLOYEES BASE PAY FOR YEAR (TMD FUNDS)	BONUSES AND COMMISSIONS (TMD FUNDS)	AMOUNT FUNDED WITH TMD FUNDS DURING PERIOD
INDIRECT COSTS (Allocated)							
1.00	Accounting Manager	Administrative - Indirect Cost			54,945	-	54,945
1.00	VP Human Resources	Administrative - Indirect Cost			109,018	-	109,018
1.00	Executive Assistant	Administrative - Indirect Cost			54,928	-	54,928
1.00	VP Communications and Public Affairs	Administrative - Indirect Cost			125,790	-	125,790
1.00	President and CEO	Administrative - Indirect Cost			310,643	-	310,643
1.00	Receptionist	Administrative - Indirect Cost	150	2,898		-	34,771
1.00	Vice President and CFO	Administrative - Indirect Cost			149,518	-	149,518
1.00	Revenue Analyst	Administrative - Indirect Cost	150	3,285		-	39,414
1.00	Accounting Associate	Administrative - Indirect Cost	150	3,215		-	38,576
1.00	Contract Auditor	Administrative - Indirect Cost	150	3,215		-	38,576
1.00	Support Manager	Administrative - Indirect Cost			42,297	-	42,297
1.00	Vice President - IT & Operations	Administrative - Indirect Cost			122,447	-	122,447
1.00	Project Manager	Administrative - Indirect Cost			41,930	-	41,930
(1.00)	Staff Reductions	Administrative - Indirect Cost				-	(43,528)
12.00	TOTAL - INDIRECT SALARIES ALLOCATED					-	1,119,325

Indirect Salaries Allocation Summary
(Total indirect salaries for allocation = \$1,334,759)

Budget Category A

A1.1 Hotel Meeting Sales

A1.2 Event Management & Group Sales Development

A1.3 Tourism Development

A1.4 Group Meeting Direct Marketing

A1.5 Consumer Direct Programs

A2 DMO Sub-Regional Marketing

SUBTOTAL

Budget Category B - Destination Marketing

TOTAL ALLOCATION TO BUDGET CATEGORIES A & B

Funded by Private Sources

Portion of Programs Benefiting Non-TMD Entities

Private Commercial Activities

TOTAL

Allocation Base (1)	Percentage of Base	Allocation of Indirect Salaries (% x \$1,334,759)
1,445,845	32.2%	429,733
1,211,744	27.0%	360,154
333,044	7.4%	98,987
185,223	4.1%	55,052
405,004	9.0%	120,375
-	0.0%	-
3,580,860	79.7%	1,064,302
185,127	4.1%	55,023
3,765,987	83.8597%	1,119,325
143,205	3.2%	42,563
581,626	13.0%	172,871
724,831	16.1%	215,434
4,490,818	100.0%	1,334,759

(1) Allocation Base = Payroll costs (excluding incentives) directly allocated to each budget category