

FY16 (Proposed) SDTMD CONTRACT BUDGET - Exhibit B

San Diego Tourism Authority		FY16 (Proposed) SDTMD CONTRACT BUDGET - Exhibit B								
Total TMD Funds		24,575,053								
Category:	A 1.1	A 1.2	A 1.3	A 1.4	A 1.5	B		Non-TMD Direct Program Expenses	Total Direct Cost Budget	
	Hotel Meeting Sales	Event Management and Group Sales Devel	Tourism Development & Travel Trade	Group Meeting Direct Marketing	Consumer Direct Sales & Marketing Programs	Total Category A Budget	Destination Marketing - Category B Budget	TMD Total Budget	Total Direct Cost Budget	
Direct Expenses	-	-	-	-	5,715,000	5,715,000	5,869,000	11,584,000	13,871,500	
Advertising	-	-	-	-	969,000	969,000	575,700	1,544,700	1,611,000	
Advertising/Marketing Local	-	-	-	-	-	-	-	-	-	
Advertising Agency Fees	-	-	-	-	-	-	-	-	-	
Bid Fees/Attraction Ticket Sales Cost	19,762	4,646	13,114	17,493	24,609	79,624	5,391	85,015	100,595	
Dues / Subscriptions / Memberships	-	-	-	-	-	-	-	-	-	
Entertainment	-	-	-	-	-	-	-	-	-	
Event Registration Fees	124,219	10,882	45,963	4,225	8,950	194,239	3,240	197,479	240,251	
Lead Generation Services	127,680	-	-	-	-	127,680	-	127,680	133,000	
Marketing Materials & Brochures	-	116	5,700	-	-	5,816	-	5,816	59,634	
Meals	-	-	-	-	-	-	-	-	-	
Outside Contractors	53,760	-	482,239	209,409	765,352	1,510,760	452,661	1,963,421	2,162,922	
Personnel Benefits	343,454	130,452	94,002	53,329	93,084	714,321	55,629	769,950	1,061,863	
Personnel Salaries and Wages	1,749,640	626,545	477,628	278,219	486,172	3,618,204	290,663	3,908,867	5,320,821	
Promotional Items	19,008	993	16,150	1,900	14,750	52,801	-	52,801	139,486	
Rentals - booth space	-	9,806	6,650	-	-	16,456	-	16,456	263,650	
Rentals - remote sales office	28,562	47,168	-	-	-	75,730	-	75,730	172,251	
Research	30,000	20,000	69,311	67,530	92,874	279,715	83,011	362,726	434,300	
Sales Commissions	-	-	-	-	-	-	-	-	-	
Special Event Production	41,352	7,704	20,805	-	10,000	79,861	-	79,861	380,125	
Sponsorships	306,317	-	-	-	-	306,317	-	306,317	367,800	
Trade Show Expenses	-	-	-	-	-	-	-	-	-	
Travel	150,034	51,746	55,528	11,545	31,822	300,675	1,298	301,973	637,629	
Other:	-	-	-	-	-	-	-	-	-	
Other:	-	-	-	-	-	-	-	-	-	
Other:	-	-	-	-	-	-	-	-	-	
Total Direct Expenses	2,993,788	910,058	1,287,090	643,650	8,211,613	14,046,199	7,336,593	21,382,792	26,956,827	
Overhead Cost Allocation	1,491,945	461,818	408,429	220,360	386,817	2,969,369	222,893	3,192,261	4,790,983	
Total TMD Expenses	4,485,733	1,371,876	1,695,519	864,010	8,598,430	17,015,568	7,559,486	24,575,053	31,747,810	

Organization Name
Indirect Cost Allocation Worksheet - FY16

San Diego Tourism Authority

Budget Category	Total Budget	Less: inequitable adjustments	Modified Total Direct Cost Base	Overhead Rate %	Allocated G&A Dollar
TMD Direct Expenses (exhibit B - page 1)					
A1.1 - Hotel Meeting Sales	2,993,788	(53,760)	2,940,028	31.6%	1,491,945
A1.2 - Event Mgmt & Group Sales Development	910,058	-	910,058	9.8%	461,818
A1.3 - Tourism Development - Travel Trade	1,287,090	(482,239)	804,851	8.6%	408,429
A1.4 - Group Meeting Direct Marketing	643,650	(209,409)	434,241	4.7%	220,360
A1.5 - Consumer Direct Sales & Marketing	8,211,613	(7,449,352)	762,261	8.2%	386,817
B - Destination Marketing	7,336,593	(6,897,361)	439,232	4.7%	222,893
TMD Direct Expenses	21,382,792	(15,092,121)	6,290,671	67.6%	3,192,261
Non-TMD direct program expenses	5,574,035	(2,553,301)	3,020,734	32.4%	1,532,901
Total Direct Cost Budget	26,956,827	(17,645,422)	9,311,405	100.0%	4,725,162 *
Allowable Overhead Costs (exhibit B - page 2, column C)	4,725,162 *				
Unallowable Overhead Costs (exhibit B - page 2, column B)	65,821				65,821
Total Organizational Budget	31,747,810				4,790,983

Overhead rate: percentage of individual budget category line to total direct cost budget.
 Allocated G&A: Individual budget category indirect rate multiplied by total allowable indirect costs.

Inequitable Adjustments Summary:

Advertising	13,871,500
Agency Fees	1,611,000
Cost of Ticket Sales	-
Outside Services	2,162,922
	<u>17,645,422</u>

Organization Name

San Diego Tourism Authority

OVERHEAD POOL/GENERAL AND ADMINISTRATIVE COSTS - FY16 (Proposed)

-	A	B	C
	<u>General and Administrative Expenses</u>	<u>Less Unallowable Costs</u>	<u>Allowable General and Administrative Expenses</u>
Overhead			
Personnel salary and wages - executive	-	-	-
Personnel benefits - executive	-	-	-
Personnel salary and wages - administrative	1,498,655	-	1,498,655
Personnel benefits - administrative	619,299	-	619,299
Advertising	-	-	-
Auto expense	-	-	-
Depreciation	309,000	-	309,000
Employee morale	22,000	-	22,000
Facility Rental (Idle facility costs unallowable)	581,610 *	49,221	532,389
Hospitality supplies/kitchen supplies	-	-	-
Information and Technology support services	599,360	-	599,360
Insurance	70,200	-	70,200
Licenses and fees	181,445	-	181,445
Meals and entertainment	-	-	-
Office supplies	65,312	-	65,312
Outside services	350,000	-	350,000
Professional services: legal, acct, consultants	96,060	-	96,060
Recruitment	8,000	-	8,000
Repair and maintenance	6,000	-	6,000
Telephone	128,300	-	128,300
Travel	29,000	10,500	18,500
Training	30,000	-	30,000
Utilities	-	-	-
* Alcohol	-	-	-
* Donations/Thank you gifts	-	-	-
* Interest expense	2,100 *	2,100	-
* Lobbying/Political contributions	-	-	-
* Penalties/Late fees	-	-	-
* Tangible property	4,000 *	4,000	-
<i>General and administrative - other (please list)</i>			-
Dues and subscriptions	68,842	-	68,842
Equipment rent	107,400	-	107,400
Postage	14,400	-	14,400
Total Overhead Expenses	<u>4,790,983</u>	<u>65,821</u>	<u>4,725,162</u>