

SAN DIEGO TOURISM AUTHORITY

BUDGET DETAIL - FY14 ORIGINAL AND REVISED AND FY 15 PROPOSED

POW	DEPT NAME	Account Group	Description	TYPE		
				ORIG FY14 BUDGET	CURRENT FY14 BUD	FY15 BUDGET
EXPENSE						
00001-Base Program of Work	Brand Marketing/Advertising	50000-Salary & Wages - Regular		346,020	244,935	334,517
		50010-Incentive Compensation		36,147	15,315	39,026
		51000-Payroll Taxes & Charges		27,598	15,650	22,602
		51005-Workers' Comp Insurance		2,988	1,958	3,138
		51010-Paid Time Off		1,584	1,152	1,148
		51020-401(K) Employer Match		10,188	4,354	11,206
		51030-Employee Insurance & EAP		30,636	18,698	20,852
		60000-Media	Group Market Media	200,000	5,000	
			International Media	100,000	25,000	50,000
			Leisure Market Digital Media		2,747,175	3,170,000
			Leisure Market Media	5,000,000	5,570,825	4,520,000
			Leisure Market Online Travel Agencies	1,580,000	500,000	500,000
			Niche Markets Local Tourism	25,000		
			Partnerships Arts & Culture Co-op	75,000		
			Partnerships Attractions Co-op	3,200,000	3,200,000	3,200,000
			Partnerships Leisure Co-op	234,000	240,000	240,000
			Partnerships Port Cruise Co-op	50,000		
			Sub-Regional Marketing	762,525		
		60000-Media Total		11,226,525	12,288,000	11,680,000
		60005-Production	Annual Industry Highlights Video	10,000		
			Annual Report	15,000	15,000	15,000
			Group Market Production	75,000		
			Leisure Market Production	500,000	89,000	1,000,000
			Sub-Regional Production	0		
			Three Year Business Plan	0		
		60005-Production Total		600,000	104,000	1,015,000
		60100-Outside Services	Agency Fees	1,100,000	1,135,000	1,400,000
			Agency Fees Adgenuity	82,500	106,250	75,000
			Agency Fees Out of Scope	0	60,000	
		60100-Outside Services Total		1,182,500	1,301,250	1,475,000
		60210-Promotional Items	Promotional Items	15,000		
		60210-Promotional Items Total		15,000		
		60300-Research	Brand Dev Qual/Quantitative Studies		250,000	
			ROI Study Research	200,000	75,000	200,000
		60300-Research Total		200,000	325,000	200,000
		60400-Event Registration	Conference Registration	4,000	1,000	3,000
		60400-Event Registration Total		4,000	1,000	3,000
		60415-Event Transportation (Non-Employee)	Consumer Market Promotions	20,000	20,000	20,000
		60415-Event Transportation (Non-Employee) Total		20,000	20,000	20,000
		60430-Sponsorship & Miscellaneous Event	Cal Travel Annual Conference	7,500		
		60430-Sponsorship & Miscellaneous Event Costs Total		7,500		

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POW	DEPT NAME	Account Group	Description	TYPE		
				ORIG FY14 BUDGET	CURRENT FY14 BUD	FY15 BUDGET
		60500-60530 Travel & Entertainment	Staff Travel	12,750	3,000	6,000
		60500-60530 Travel & Entertainment Total		12,750	3,000	6,000
		60900-Dues & Subscriptions	Publication & Association Dues	8,000		6,120
		60900-Dues & Subscriptions Total		8,000		6,120
	Brand Marketing/Advertising Total			13,731,436	14,344,312	14,837,609
	Earned Media/PR	50000-Salary & Wages - Regular		200,820	131,658	178,336
		50010-Incentive Compensation		9,027		
		51000-Payroll Taxes & Charges		17,783	11,104	14,680
		51005-Workers' Comp Insurance		1,700	1,045	1,498
		51010-Paid Time Off		1,584	380	495
		51020-401(K) Employer Match		4,644	1,289	5,350
		51030-Employee Insurance & EAP		30,636	12,703	13,813
		60100-Outside Services	Agency Fees		25,000	25,000
			B-roll	10,000		
			Clipping Services	7,200	7,200	7,200
			TV Monitoring	1,000	1,000	2,000
		60100-Outside Services Total		18,200	33,200	34,200
		60210-Promotional Items	B-roll Footage			5,000
			Images	1,400	1,400	1,500
			Media Gifts	1,850		
			Media Materials			1,000
			Press kits	1,500	2,100	2,000
		60210-Promotional Items Total		4,750	3,500	9,500
		60400-Event Registration	CTTC International Events			3,000
			CTTC NY Event			1,000
			CTTC SF Event	1,000	1,000	1,000
		60400-Event Registration Total		1,000	1,000	5,000
		60500-60530 Travel & Entertainment	Client Domestic	12,000	8,000	10,000
			Client International	40,000	15,000	30,000
			Staff Domestic	16,250	3,000	10,000
			Staff International	7,500		15,000
		60500-60530 Travel & Entertainment Total		75,750	26,000	65,000
		60900-Dues & Subscriptions	Cision Database		4,100	7,900
			National Magazines	210	100	
			PRSA Membership	750	300	600
			SATW Membership	600	300	600
			Subscriptions			300
			Zenfolio & YouSendIt	430	430	430
		60900-Dues & Subscriptions Total		1,990	5,230	9,830
	Earned Media/PR Total			367,884	227,109	337,702
	Event Management	50000-Salary & Wages - Regular		123,348	93,495	123,150
		50010-Incentive Compensation		6,328		6,473

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				ORIG FY14 BUDGET	CURRENT FY14 BUD	FY15 BUDGET
		51000-Payroll Taxes & Charges		11,094	8,333	10,600
		51005-Workers' Comp Insurance		1,088	837	1,089
		51010-Paid Time Off		404	239	342
		51020-401(K) Employer Match		3,888	1,964	3,889
		51030-Employee Insurance & EAP		12,552	9,670	12,331
		60100-Outside Services	DC Client Event			5,000
		60100-Outside Services Total				5,000
		60215-Tradeshows/Exhibit Materials	Booth Replacement & Repairs	3,000		
		60215-Tradeshows/Exhibit Materials Total		3,000		
		60405-Event Exhibit	Affordable Meetings West Tradeshow	4,500	4,500	5,375
			AFOC Holiday Showcase Tradeshow	32,400	32,400	26,250
			Arizona Client Event			1,000
			ASAE Tradeshow	3,650	3,650	5,000
			Bay Area Client Event			700
			CALSAE Tradeshow	6,000	6,000	6,500
			Colorado Client Event			700
			Cubs Rooftop Client Event			325
			DC Client Event			1,500
			IMEX America	79,600	79,600	61,500
			Incentive Works Toronto Tradeshow	7,000	7,000	14,700
			Los Angeles Client Event			300
			MPI NCC Tradeshow	4,000	4,000	5,200
			Orange County Client Event			300
			Pacific Northwest Client Event			500
			RCMA Tradeshow	4,300	4,300	8,400
			Sacramento Client Event			100
			San Francisco Client Event			100
			Springtime in the Park Tradeshow	26,800	26,800	33,000
		60405-Event Exhibit Total		168,250	168,250	171,450
		60410-Event Food & Beverage	AFOC Holiday Showcase Tradeshow	5,000	5,000	5,000
			DC Client Event			8,000
			San Francisco Client Event			12,700
		60410-Event Food & Beverage Total		5,000	5,000	25,700
		60420-Event Venue/Facilities	Arizona Client Event	12,750	12,750	12,100
			Atlanta Client Event	0		
			Bay Area Client Event	9,600	9,600	13,200
			Colorado Client Event			10,300
			Colorado Client Event #1	9,500	9,500	
			Cubs Rooftop Client Event	36,000	36,000	35,675
			DC Client Event	21,400	21,400	8,000
			Kentucky Client Event	4,200	4,200	
			Los Angeles Client Event	14,100	14,100	14,500

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POW	DEPT NAME	Account Group	Description	TYPE		
				ORIG FY14 BUDGET	CURRENT FY14 BUD	FY15 BUDGET
			Los Angeles Fall Client Event	7,450	7,450	
			Midwest Client Event	10,750	10,750	14,800
			Northeast Roadshow	21,500	21,500	
			Orange County Client Event	15,200	15,200	14,500
			Pacific Northwest Client Event	32,600	32,600	14,300
			Sacramento Client Event	14,750	14,750	14,650
			Sacramento Client Event #2	4,750	4,750	
			Seattle Client Event	8,950	8,950	11,100
			Utah Client Event	6,700	6,700	10,500
		60420-Event Venue/Facilities Total		230,200	230,200	173,625
		60500-60530 Travel & Entertainment	AFOC Holiday Showcase Tradeshow	1,000	1,000	1,000
			Arizona Client Event	1,250	1,250	1,600
			ASAE Tradeshow	1,150	1,150	
			Atlanta Client Event	0		
			Bay Area Client Event	1,200	1,200	2,900
			Colorado Client Event	900	900	1,000
			DC Client Event	1,100	1,100	
			IMEX America	900	900	1,500
			Kentucky Client Event	800	800	
			Los Angeles Client Event	200	200	200
			Los Angeles Fall Client Event	200	200	
			Midwest Client Event	2,500	2,500	2,000
			Northeast Roadshow	2,500	2,500	
			Orange County Client Event	200	200	200
			Pacific Northwest Client Event	3,400	3,400	2,000
			Sacramento Client Event	250	250	250
			Sacramento Client Event #2	250	250	
			San Francisco Client Event			700
			Seattle Client Event	1,000	1,000	900
			Springtime in the Park Tradeshow	1,200	1,200	
			Utah Client Event	1,300	1,300	1,500
		60500-60530 Travel & Entertainment Total		21,300	21,300	15,750
		60900-Dues & Subscriptions	Events Team	325		
		60900-Dues & Subscriptions Total		325		
		Event Management Total		586,777	539,288	549,399
	Executive/Admin	50000-Salary & Wages - Regular		1,164,216	832,237	947,882
		50010-Incentive Compensation		173,204	72,358	151,333
		51000-Payroll Taxes & Charges		87,249	53,166	56,287
		51005-Workers' Comp Insurance		10,352	7,147	9,309
		51010-Paid Time Off		3,672	3,376	3,030
		51015-Car Allowance	Car Allowance	9,000	9,000	9,000
		51015-Car Allowance Total		9,000	9,000	9,000

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				ORIG FY14 BUDGET	CURRENT FY14 BUD	FY15 BUDGET
		51020-401(K) Employer Match		36,960	14,101	33,246
		51025-Defined Benefit Plan	Periodic Pension Cost	75,000		
			Quarterly Funding Estimate	400,000	348,000	375,000
		51025-Defined Benefit Plan Total		475,000	348,000	375,000
		51030-Employee Insurance & EAP		88,716	69,431	67,419
		51035-Employee Training & Expense	Associate Survey	1,800		3,800
			Non-Harrasment Training			1,000
			Recruitment	2,800	8,000	10,000
			Staff Development	21,000	21,300	26,000
			Staff Recognition	22,000	12,750	12,200
		51035-Employee Training & Expense Total		47,600	42,050	53,000
		60100-Outside Services	Cal Travel Alliance	25,000		
		60100-Outside Services Total		25,000		
		60400-Event Registration	CALTIA Annual Meeting	1,200	1,200	1,200
			Local Event			200
			Local Events			100
		60400-Event Registration Total		1,200	1,200	1,500
		60420-Event Venue/Facilities	State of the Industry Event	11,000		
		60420-Event Venue/Facilities Total		11,000		
		60430-Sponsorship & Miscellaneous Event	Asian Business Association	1,700		
			Chamber of Commerce	250	250	250
			CRA	250	250	250
			Downtown San Diego Partnership	3,500		
			Event Sponsorship & Miscellaneous	1,200		
			San Diego Port Tenants Association	500		
		60430-Sponsorship & Miscellaneous Event Costs Total		7,400	500	500
		60500-60530 Travel & Entertainment	Board Meetings	3,600		
			California Travel Association	3,000		
			CALTIA Annual Meeting	1,000		
			DMAI CEO Conference	1,200		
			IMEX Las Vegas			2,000
			Local Travel	12,000	3,000	14,000
			PCMA Annual Meeting	3,000	3,000	3,000
			Staff Development			750
			The University Club	3,000		
			Trolley Passes	1,800	350	500
			US Travel Association	500	500	750
			US Travel BOD Meeting	3,000		
			Visit California	300	300	1,200
			World Travel Market	6,000		
		60500-60530 Travel & Entertainment Total		38,400	7,150	22,200
		60900-Dues & Subscriptions	DMAI	800	800	800

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				ORIG FY14 BUDGET	CURRENT FY14 BUD	FY15 BUDGET
			DMAI Accrediation	40		
			HHRA		990	100
			HMA	600	600	
			PCMA	900	900	900
			Report IT	1,200		1,200
			San Diego Employers Association	700	700	500
			SD Daily Transcript	400		
			SDEA Membership	800		
			SDHMA			990
			SHRM	700	700	290
			The University Club	1,800		700
			Union Tribune	200	200	200
			US Travel Chairman Circle Membership	50,000	56,000	57,000
			Wall Street Journal	200		260
			60900-Dues & Subscriptions Total	58,340	60,890	62,940
		70000-Office Supplies & Miscellaneous	Bulk Purchase	30,000	4,000	9,000
			Check Stock	250	250	250
			Remote and Staff	2,400		
			Stationery	8,000	3,000	1,000
			70000-Office Supplies & Miscellaneous Total	40,650	7,250	10,250
		70100-Duplicating	Copier Lease	39,816	39,816	40,000
			70100-Duplicating Total	39,816	39,816	40,000
		70200-Equipment Maintenance & License	Phone System	4,920	4,920	4,900
			Property and Liability Insurance			400
			70200-Equipment Maintenance & Licenses Total	4,920	4,920	5,300
		70300-Repair & Maintenance - Facilities	HQ Facility Maintenance	2,400	2,400	500
			70300-Repair & Maintenance - Facilities Total	2,400	2,400	500
		70500-Bank & Credit Card Charges & Pro	Courier			600
			Credit Card Processing Fees	56,000	56,000	57,000
			Payroll Processing Fees	28,080	15,000	15,000
			70500-Bank & Credit Card Charges & Processing Fees Total	84,080	71,000	72,600
		70600-Rent	750 B Street	446,348	125,348	838,523
			Chicago Sales Office	9,904		12,482
			High Bluff Office	58,492	58,492	
			Washington DC area Sales Office	38,375		27,172
			70600-Rent Total	553,119	183,840	878,177
		70700-Equipment Rent	Furniture & Equipment Lease	91,092	91,092	91,000
			Leases	3,600	3,600	3,800
			Pitney Bowes Postage Machine	2,736	2,736	2,700
			Vehicle Lease	13,200	13,200	13,200
			70700-Equipment Rent Total	110,628	110,628	110,700
		70900-Telephone	Cell Service	48,000	5,000	39,000

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POW	DEPT NAME	Account Group	Description	TYPE			
				ORIG FY14 BUDGET	CURRENT FY14 BUD	FY15 BUDGET	
			Land Lines	48,000	38,000	51,000	
			Remote and Staff	13,500	1,500		
		70900-Telephone Total			109,500	44,500	90,000
		71000-Postage	General Bureau Postage	36,000	10,000	38,000	
		71000-Postage Total			36,000	10,000	38,000
		71100-Legal	Legal & Other Professional Fees	10,000	8,000	6,500	
		71100-Legal Total			10,000	8,000	6,500
		71105-Accounting	401K Audit	16,000	16,000	17,500	
			Audit Fees	30,000	30,000	33,000	
			Tax Preparation	10,500	10,500	11,500	
		71105-Accounting Total			56,500	56,500	62,000
		71200-Insurance	Pension Benefit Guaranty Premium	13,000	13,000	17,000	
			Property and Liability Insurance	60,000	60,000	58,000	
		71200-Insurance Total			73,000	73,000	75,000
		71205-Taxes & Fees	Personal Property Taxes	4,200	4,200	4,200	
			Taxes & Fees	3,600	3,600	3,600	
			Various State and Local Taxes	1,200	1,200	1,200	
			Vehicle Lease			640	
		71205-Taxes & Fees Total			9,000	9,000	9,640
		71400-Depreciation	Depreciation			350,000	
		71400-Depreciation Total					350,000
		79000-Interest Expense	Leases	3,946	3,946	3,400	
			Loans	1,581	1,581		
		79000-Interest Expense Total			5,527	5,527	3,400
	Executive/Admin Total			3,372,448	2,146,986	3,544,713	
	Hotel Sales						
		50000-Salary & Wages - Regular			1,982,770	985,595	1,353,993
		50010-Incentive Compensation			243,704	102,081	217,101
		51000-Payroll Taxes & Charges			189,605	84,376	117,106
		51005-Workers' Comp Insurance			17,620	9,021	13,197
		51010-Paid Time Off			7,500	2,955	4,369
		51020-401(K) Employer Match			60,084	17,149	47,133
		51030-Employee Insurance & EAP			186,252	95,931	124,868
		60100-Outside Services	Customer Advisory Board/FAMS	30,000			
			CVENT	44,000	46,500	50,000	
			DMAI Annual Membership	22,000	30,000	35,000	
			Lead Generation	4,000	15,000	20,000	
			Local Media/Advertising	3,000	3,000	6,000	
			Printing	6,000	7,000	14,000	
		60100-Outside Services Total			109,000	101,500	125,000
		60210-Promotional Items	Promotional Items	41,200	15,000	50,000	
		60210-Promotional Items Total			41,200	15,000	50,000
		60215-Tradeshows/Exhibit Materials	Event Expenses	2,400			

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		60215-Tradeshows/Exhibit Materials Total		2,400		
		60400-Event Registration	Affordable Meetings	3,500	3,500	
			Affordable Meetings - East			3,500
			All Things Meetings	800	800	800
			AMC Institute	950	950	950
			ASAE Summit Awards	500		
			CALSAE Annual Education	500	500	500
			CEMA	1,000		
			Christian Meetings and Convention Associat	2,900		
			Collaborate		3,400	3,500
			Collinson Publishing (Connect/Collaborate)	6,400	3,500	
			Collinson Publishing (Connect/Rejuvenate)			7,000
			ConferenceDirect Annual Meeting	8,500	3,000	3,000
			CVB Reps	2,650	2,650	2,650
			Destination California		2,800	2,800
			Destination Showcase	3,700	3,700	3,700
			DMAI Annual Meeting	850		
			DMAI Dinner	1,750	1,750	1,750
			Experient Event	2,800	2,800	3,000
			FICP	2,000	2,000	2,500
			GMIC Annual	500		
			Greenhalgh	210		
			GSAE Tradeshow	650	650	650
			Helms Briscoe Annual Meeting	8,000	4,000	4,000
			HPN	1,200		
			Kay	300		
			Kellen Tradeshow	2,000	2,000	2,000
			Local Events	1,800		
			MACE PMPI	800	800	800
			Meeting Site Resources	1,200	1,200	1,200
			MIC Colorado	1,500	2,500	2,500
			MPI Cascadia	1,200	2,500	2,500
			MPI Joint Southern California	1,000	2,500	2,500
			MPI Northern CA		3,000	3,000
			MPI WEC	1,900		7,500
			Officer's Ball	1,000		
			PCMA Annual Meeting	2,975	1,950	1,950
			Rejuvenate	2,950		
			Retreat Resources	3,000		3,000
			Rymark	2,950	2,950	3,000
			SGMP	3,000	3,000	3,000
			SGMP Annual Meeting	700	2,000	2,000

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			SGMP Joint	300	300	300
			SITE	300	300	300
			SMART Meetings	8,800	8,800	16,000
			The Century Club (Dale)	1,000	1,000	1,000
			UC Davis	200	200	
			Ware	1,600		
		60400-Event Registration Total		89,835	71,000	92,850
		60405-Event Exhibit	ASAE Tradeshow			3,750
			Cubs Rooftop Client Event			2,500
			IMEX America			10,000
			Springtime in the Park Tradeshow			2,750
		60405-Event Exhibit Total				19,000
		60430-Sponsorship & Miscellaneous Event	Baltimore Client Event	500		
			Contingency Plan	41,500	40,000	50,000
			Coronado Salute to Military	1,500		
			Fraternity Executives Association	1,700		
			HB WDC Client Event	800		
			HelmsBriscoe Partnership	5,000	5,000	7,500
			Hicks SE Client Events	1,400	1,400	
			Holiday Bowl	2,200		
			Holiday Bowl VIP Reception	1,000		
			Maritz Supplier of the Month	6,000		
			Meeting Industry Council Kansas City	2,000		
			MPI GA Golf Tournament	750		
			MPI Joint/Ed Conference WI and MN	1,500		
			MPI NY Golf	3,000		
			MPI-Minnesota Chapter Amazing Race	3,000		
			Padres Tickets	2,600		
			PCMA Foundation Dinner	1,800	1,800	1,800
			PCMA New England	1,500		
			PCMA NY Program Sponsorship	4,500		
			PCMA Premier Partnership	30,000		
			Pesicka Client Event	1,800		
			POWER PCMA (Pitts & Ohio)	2,000		
			Rockas Client Event	4,000		
			SITE Sponsorship	1,150		
		60430-Sponsorship & Miscellaneous Event Costs Total		121,200	48,200	59,300
		60500-60530 Travel & Entertainment	Additional NSD's		36,000	
			Andriola	9,000		
			Bisesi	11,800	12,000	15,000
			Bumbalo	11,000		
			Carter	11,900		

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				ORIG FY14 BUDGET	CURRENT FY14 BUD	FY15 BUDGET
			DC			15,000
			Gordon	9,000		
			Greenhalgh	15,850	12,300	15,000
			Herod (open)	10,300		
			Hicks	13,600		
			Hicks			15,000
			Hoshaw		8,000	10,000
			Kay	8,200		
			Mancuso	600		
			Midwest			12,000
			Nadeau	9,100		
			Northeast			12,000
			Pesicka (open)	18,400		
			Rockas	19,900		
			Rossow	14,200	14,000	16,000
			Sales Workshop	16,000		
			Scoville-Oldenburger	3,000		
			Site Inspection Program	73,000	49,400	70,000
			Sitton	12,850	8,000	8,000
			Stachnik	12,000		
			Steffen			10,000
			Vandergaw	1,800		
			Ware	7,500	10,000	6,000
			60500-60530 Travel & Entertainment Total	289,000	149,700	204,000
		60900-Dues & Subscriptions	Additional NSD's		3,300	
			Bisesi	850	1,100	1,600
			Bumbalo	815		
			Carter	2,575		
			DC			1,100
			Gordon	935		
			Greenhalgh	950	1,100	600
			Herod (open)	4,825		
			Hicks	2,315		1,100
			Hoshaw			1,500
			IGTLA	1,050	1,050	1,050
			Kay	700		
			Midwest			1,100
			Nadeau	1,100		
			NE	1,410		
			Northeast			1,100
			Rockas	860		
			Rossow	450	1,100	100

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BUDGET DETAIL - FY14 ORIGINAL AND REVISED AND FY 15 PROPOSED

POW	DEPT NAME	Account Group	Description	TYPE		
				ORIG FY14 BUDGET	CURRENT FY14 BUD	FY15 BUDGET
			Sitton	1,150	1,250	1,250
			Stachnik	1,775		
			Steffen			1,100
			Vandergaw	1,870		
			Ware	1,100	1,100	1,100
		60900-Dues & Subscriptions Total		24,730	10,000	12,700
	Hotel Sales Total			3,364,900	1,692,508	2,440,617
	Information Technology	50000-Salary & Wages - Regular		364,308	243,238	378,792
		50010-Incentive Compensation		24,297	13,324	24,530
		51000-Payroll Taxes & Charges		30,239	18,873	28,556
		51005-Workers' Comp Insurance		2,720	1,852	3,388
		51010-Paid Time Off		720	870	1,132
		51020-401(K) Employer Match		11,664	3,613	12,100
		51030-Employee Insurance & EAP		34,847	20,047	29,929
		60100-Outside Services	Data Maintenance	30,000	5,000	20,000
			DBA Services	30,000	10,000	20,000
			Development & Redesign Services	80,000	37,500	50,000
			ERP/WEB Development	30,000	45,000	35,000
			iLead Development	150,000	30,000	160,000
			POS System	9,000		
			Sales Management Network Devel	50,400	25,000	40,400
		60100-Outside Services Total		379,400	152,500	325,400
		60500-60530 Travel & Entertainment	Professional Development	8,000		4,000
			Training	5,000		
		60500-60530 Travel & Entertainment Total		13,000		4,000
		60900-Dues & Subscriptions	Wall Street Journal	264	264	264
		60900-Dues & Subscriptions Total		264	264	264
		61005-Software Maintenance	CMS Hosting	151,000	131,000	131,000
			iLead Hosting	55,000	55,000	55,000
			iLead Software Support	20,888	12,000	12,000
			Mobile Hosting	6,000	6,000	12,000
			Mobile Support	12,000	10,000	20,000
			Oracle On Demand	102,000	102,000	127,920
			Oracle Support	55,440	55,440	55,440
			Sitcore Support	18,000	18,000	18,000
			UCM Support	46,440		46,440
		61005-Software Maintenance Total		466,768	389,440	477,800
		70200-Equipment Maintenance & License	APC Smart UPS 3000	6,300		
			Apple License	5,000	2,000	2,000
			Cisco ASA 5505 Firewall	13,700		
			Cisco Iron Port Appliance	1,000		
			Citrix License	4,900	4,900	4,900

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BUDGET DETAIL - FY14 ORIGINAL AND REVISED AND FY 15 PROPOSED

POW	DEPT NAME	Account Group	Description	TYPE		
				ORIG FY14 BUDGET	CURRENT FY14 BUD	FY15 BUDGET
			ESET Renewal	2,000	2,000	2,000
			Exagrid Renewal	1,500	1,500	1,500
			Go To Meeting	1,800	1,800	1,800
			Help Desk ExDesk	1,968	1,968	1,968
			Hp pro Curve Networking module	1,820		
			Microsoft Licensing for Servers	7,500	7,500	7,500
			Microsoft Office Licenses	5,000	5,000	5,000
			Microsoft Software Assurance	1,335	1,335	1,335
			Network Equipment			10,000
			Network Solutions Domain Renewals	845	845	845
			Oracle Internet Application Server License	10,000	10,000	10,000
			PR Bacon/Cision License	8,000		
			Software Licenses	6,000	3,000	3,000
			Sonicwall	300	300	300
			Symantec	8,000	8,000	8,000
			Tableau	2,700	2,700	2,700
			Thawte SSL Certificate Renewal	2,000	2,000	2,000
			Veeam Backup Licensee	1,100	1,100	1,100
			Vmware Essentials Plus Upgrade	6,117	6,117	6,117
			Vmware Essentials SNS	150	150	150
			VPN Licenses	1,000	1,000	1,000
			Windows Server Enterprise License	3,000	3,000	3,000
			70200-Equipment Maintenance & Licenses Total	103,035	66,215	76,215
			70400-Non-Capital Equipment	8,040	3,040	4,000
			70400-Non-Capital Equipment Total	8,040	3,040	4,000
			71110-Services			
			Cabling Services	2,500		
			Corovan Back Up Offsite	5,100	5,100	3,000
			GTC Help Desk & Fees	180,000	1,250	12,000
			71110-Services Total	187,600	6,350	15,000
			Information Technology Total	1,626,902	919,626	1,381,106
			Marketing Partnerships			
			50000-Salary & Wages - Regular	318,000	168,000	191,707
			50005-Commissions	33,000	33,000	36,000
			50005-Commissions Total	33,000	33,000	36,000
			50010-Incentive Compensation	7,200		7,560
			51000-Payroll Taxes & Charges	29,681	20,114	19,948
			51005-Workers' Comp Insurance	2,844	1,981	2,077
			51010-Paid Time Off	1,132	458	602
			51020-401(K) Employer Match	6,852	1,850	7,058
			51030-Employee Insurance & EAP	43,356	28,208	27,884
			60005-Production	1,500	1,500	1,500
			60005-Production Total	1,500	1,500	1,500
			60100-Outside Services	60,000	36,000	
			Advertising Services - aRes			

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BUDGET DETAIL - FY14 ORIGINAL AND REVISED AND FY 15 PROPOSED

POW	DEPT NAME	Account Group	Description	TYPE		
				ORIG FY14 BUDGET	CURRENT FY14 BUD	FY15 BUDGET
			Advertising Services - Other		2,600	2,500
			Annual Meeting	500	500	500
			Brochure Translation	3,500		
			Freelancer Fees	800	9,800	
			Golf Tournament	7,000	7,000	7,000
			MPG - Photography			1,000
			MPG-Digital	6,500	6,500	6,500
			MPG-Editorial	5,000	5,000	5,000
			MPG-Production	5,000	5,000	5,000
			60100-Outside Services Total	88,300	72,400	27,500
		60205-Collateral	Photos for MPG	4,000		
			60205-Collateral Total	4,000		
		60210-Promotional Items	Golf Tournament	4,486	4,486	4,486
			60210-Promotional Items Total	4,486	4,486	4,486
		60400-Event Registration	Industry Events	2,737	2,737	2,737
			San Diego All Industry Cruise			9,000
			60400-Event Registration Total	2,737	2,737	11,737
		60410-Event Food & Beverage	Annual Meeting	2,000	2,000	2,000
			Golf Tournament	7,000	7,000	7,000
			Member Educational Events	12,000	12,000	12,000
			60410-Event Food & Beverage Total	21,000	21,000	21,000
		60420-Event Venue/Facilities	Annual Meeting	8,000	8,000	8,000
			Golf Tournament	7,700	7,700	7,700
			Member Educational Events	8,000	8,000	8,000
			60420-Event Venue/Facilities Total	23,700	23,700	23,700
		60430-Sponsorship & Miscellaneous Event	Golf Tournament Donation		13,014	10,000
			60430-Sponsorship & Miscellaneous Event Costs Total		13,014	10,000
		60500-60530 Travel & Entertainment	Local Entertainment	1,350	1,350	1,350
			Local Travel	3,000	3,000	3,000
			Staff Travel	2,004	2,004	2,000
			60500-60530 Travel & Entertainment Total	6,354	6,354	6,350
		60600-Printing	Annual Meeting Signage	500	500	500
			Brochures	10,000		
			Brochures-Spanish	4,000		
			Golf Tournament	500	500	500
			MPG	45,000	45,000	45,000
			60600-Printing Total	60,000	46,000	46,000
		60700-Distribution	Mail House Online Order Dev		2,500	
			VPG Hotel Meeting Groups	5,676		
			VPG Local Delivery	7,008	12,284	12,284
			VPG Mail House	39,048	16,266	16,266
			VPG Postage	53,760	18,932	18,932

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BUDGET DETAIL - FY14 ORIGINAL AND REVISED AND FY 15 PROPOSED

POW	DEPT NAME	Account Group	Description	TYPE		
				ORIG FY14 BUDGET	CURRENT FY14 BUD	FY15 BUDGET
			WHERE Map Distribution	4,000	4,000	4,000
		60700-Distribution Total		109,492	53,982	51,482
		60900-Dues & Subscriptions	Advertising Support Services - Software			300
			Local Memberships	250	250	1,370
			Toolbox		200	
		60900-Dues & Subscriptions Total		250	450	1,670
	Marketing Partnerships Total			763,884	499,234	498,261
	Marketing Services	50000-Salary & Wages - Regular		540,228	346,194	388,484
		50010-Incentive Compensation		11,815		11,929
		51000-Payroll Taxes & Charges		44,076	27,650	29,622
		51005-Workers' Comp Insurance		3,864	2,503	3,303
		51010-Paid Time Off		1,664	1,208	1,388
		51020-401(K) Employer Match		13,800	4,366	10,766
		51030-Employee Insurance & EAP		54,612	31,730	35,133
		51035-Employee Training & Expense	Sitecore/Mobile/Email Training	8,000		
		51035-Employee Training & Expense Total		8,000		
		60100-Outside Services	Content	40,000	20,000	50,000
			eCRM	44,000	44,000	44,000
			Freelancer Fees	10,200	2,700	2,700
			Group Tools	25,000		
			Mobile	10,000	23,500	10,000
			My Trips Itinerary Planner	40,000		
			SEM		12,000	24,000
			Video Solution Set-Up	5,000		
			Web Enhancements	25,000	22,000	30,000
		60100-Outside Services Total		199,200	124,200	160,700
		60400-Event Registration	Conferences	10,000		10,000
		60400-Event Registration Total		10,000		10,000
		60500-60530 Travel & Entertainment	Conferences	4,000		
			Local Travel	1,000		
			Staff Travel			5,000
		60500-60530 Travel & Entertainment Total		5,000		5,000
		60900-Dues & Subscriptions	Domain Name Renewals	5,000	5,000	5,000
			PPC Tools - Wordstream	4,500		
			SEO Tools - SEO Moz	2,400		
			Weather Feed	600	600	
			WooBox	360	360	
		60900-Dues & Subscriptions Total		12,860	5,960	5,000
	Marketing Services Total			905,119	543,811	661,325
	Planning & Research	50000-Salary & Wages - Regular		202,416	103,884	109,078
		50010-Incentive Compensation		9,723		9,817
		51000-Payroll Taxes & Charges		18,004	9,026	9,444

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BUDGET DETAIL - FY14 ORIGINAL AND REVISED AND FY 15 PROPOSED

POW	DEPT NAME	Account Group	Description	TYPE		
				ORIG FY14 BUDGET	CURRENT FY14 BUD	FY15 BUDGET
		51005-Workers' Comp Insurance		1,484	793	999
		51010-Paid Time Off		848	519	499
		51020-401(K) Employer Match		6,048	1,841	3,567
		51030-Employee Insurance & EAP		17,868	5,337	5,832
		60100-Outside Services	Analytics	37,500	24,500	25,000
			Market Share Update	10,000		
		60100-Outside Services Total		47,500	24,500	25,000
		60300-Research	Community Relations Research	20,000		
			Destination Quarterly Forecast	28,000	10,000	18,000
			Hotel Room Night Segmentation	14,000		
			NAJ Trax Report	3,500		3,500
			Overseas Hall and Partners	10,000		
			Overseas POE Arrivals			1,860
			Overseas Visitor Profile	10,000	10,000	20,000
			STR Overall Contract	32,000		32,000
			Survey Incentives	4,000		1,500
			TAP Report	20,000		
			Travel Trends	7,000		
			Visitor Model Monthly Estimates	36,000	36,000	38,000
			Visitor Profile	30,162	30,162	45,000
		60300-Research Total		214,662	86,162	159,860
		60400-Event Registration	Conferences	3,695	3,695	3,500
		60400-Event Registration Total		3,695	3,695	3,500
		60500-60530 Travel & Entertainment	Local Travel	150	150	150
			Staff Travel	8,500	4,250	4,500
		60500-60530 Travel & Entertainment Total		8,650	4,400	4,650
		60600-Printing	Fast Facts	1,300		1,500
		60600-Printing Total		1,300		1,500
		60900-Dues & Subscriptions	Dues	610	610	610
			Subscriptions	2,446	1,449	1,500
		60900-Dues & Subscriptions Total		3,056	2,059	2,110
	Planning & Research Total			535,254	242,216	335,856
	Tourism Development	50000-Salary & Wages - Regular		295,128	195,124	233,845
		50010-Incentive Compensation		8,550		8,977
		51000-Payroll Taxes & Charges		25,618	16,796	19,960
		51005-Workers' Comp Insurance		2,452	1,627	2,040
		51010-Paid Time Off		916	633	648
		51020-401(K) Employer Match		9,108	2,863	7,285
		51030-Employee Insurance & EAP		35,328	19,821	20,555
		60100-Outside Services	Asian Promotions	10,000		
			CA Alliance Mexico Representation	2,750	1,375	2,750
			Canadian Promotions	10,000		

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BUDGET DETAIL - FY14 ORIGINAL AND REVISED AND FY 15 PROPOSED

POW	DEPT NAME	Account Group	Description	TYPE		
				ORIG FY14 BUDGET	CURRENT FY14 BUD	FY15 BUDGET
			China Representation	48,000	45,000	80,000
			European Promotions	22,500		
			Germany Representation	17,500	7,500	17,500
			International Promotions		26,925	75,000
			Japan Representation	108,000	90,000	79,000
			Korea Representation	60,000	24,000	56,000
			Latin America Promotions	10,000		
			Translation - Brochures			1,000
			UK Representation	38,000	13,750	40,000
			US Promotions	20,000		
			USTA Pow Wow Conference			1,750
			Video Production			7,500
		60100-Outside Services Total		346,750	208,550	360,500
		60210-Promotional Items	LA Asian Client Event			1,500
			Promotional Materials	20,000	15,000	15,000
		60210-Promotional Items Total		20,000	15,000	16,500
		60400-Event Registration	AAA	4,320	4,320	4,620
			ABAV	6,000		
			California Alliance Mexico Mission	2,500		
			California Alliance Mexico Sales Mission			2,500
			Canada Sales Mission	3,250	3,250	
			China Sales Missions	4,750	4,750	4,750
			Discover America Australia/NZ	4,250	4,250	
			ITB	4,250	4,250	4,250
			JATA Travel Showcase	1,500	1,500	
			JATA Travel Showcases			1,500
			NAJ Summits	4,500	2,575	3,600
			NTA	1,295	1,295	1,295
			SYTA	995	995	995
			USTA Pow Wow Conference	7,000	7,000	6,000
			Visit CA Asia	4,250	4,250	4,750
			Visit CA Outlook Forum			1,000
			Visit CA Tourism Outlook	300		
			Walt Disney Travel Company	100		
			World Travel Market	5,750	5,750	6,500
			WTM Latin America	6,000		
		60400-Event Registration Total		61,010	44,185	41,760
		60405-Event Exhibit	cruise3sixty			750
			USTA Pow Wow Conference	7,000	7,000	7,000
		60405-Event Exhibit Total		7,000	7,000	7,750
		60410-Event Food & Beverage	Agent Kai Luncheon	1,300	1,300	1,300
			Japan Sales Mission			6,000

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BUDGET DETAIL - FY14 ORIGINAL AND REVISED AND FY 15 PROPOSED

POW	DEPT NAME	Account Group	Description	TYPE		
				ORIG FY14 BUDGET	CURRENT FY14 BUD	FY15 BUDGET
			LA Asian Client Event			3,500
			LA VIP Client Dinner	10,000	10,000	7,500
			Mexico Sales Calls	3,000		
			San Diego Client Events			5,000
			San Diego E-Commerce Summit			1,500
			Walt Disney Travel Company	2,000	2,000	2,600
		60410-Event Food & Beverage Total		16,300	13,300	27,400
		60500-60530 Travel & Entertainment	AAA	2,500	2,500	2,500
			ABAV	5,000		
			Agent Kai Luncheon	200	200	200
			California Alliance Mexico Sales Mission			1,500
			Canada Sales Mission	14,500	14,500	14,000
			China Delegation		5,000	
			China Sales Missions	8,000	4,250	4,250
			Client FAMs	28,500	12,500	20,000
			cruise3sixty			2,000
			Discover America Australia/NZ	5,500	8,000	
			Expedia Partner Conference	1,100	750	
			Flight Development	7,500		
			ITB	4,500	4,500	4,500
			Japan Sales Mission			7,000
			LA Asian Client Event			1,000
			LA Receptive Sales Calls	3,500	3,500	2,500
			LA VIP Client Dinner			300
			Mexico Sales Calls	3,200		
			NAJ Summits	5,100	5,100	5,500
			NTA	1,500	1,295	2,500
			Orlando Sales Mission	2,000	2,000	2,000
			SYTA	1,500		3,000
			USTA Pow Wow Conference	5,500	5,500	4,000
			Visit CA Asia	5,000	5,000	4,000
			Visit CA Outlook Forum			1,500
			Visit CA Tourism Outlook	750		
			Walt Disney Travel Company	500	250	250
			World Travel Market	6,500	6,500	4,000
			WTM Latin America	5,000		
		60500-60530 Travel & Entertainment Total		117,350	81,345	86,500
		60600-Printing	Collateral			7,500
		60600-Printing Total				7,500
		60700-Distribution	Collateral Distribution	12,000	10,800	6,000
			cruise3sixty			250
		60700-Distribution Total		12,000	10,800	6,250

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BUDGET DETAIL - FY14 ORIGINAL AND REVISED AND FY 15 PROPOSED

POW	DEPT NAME	Account Group	Description	TYPE		
				ORIG FY14 BUDGET	CURRENT FY14 BUD	FY15 BUDGET
		60900-Dues & Subscriptions	NTA	675	575	675
			SYTA	750	650	750
			Travel Institute	1,500		
			VUSA Japan	350		
		60900-Dues & Subscriptions Total		3,275	1,225	1,425
	Tourism Development Total			960,785	618,269	848,895
	Visitor Services	50000-Salary & Wages - Regular		179,688	172,775	181,414
		50010-Incentive Compensation		7,210		7,280
		50015-Salary & Wages - Part Time	Salaries & Wages - Part Time	55,000	55,000	55,000
		50015-Salary & Wages - Part Time Total		55,000	55,000	55,000
		51000-Payroll Taxes & Charges		20,432	19,411	19,746
		51005-Workers' Comp Insurance		1,728	1,643	2,017
		51010-Paid Time Off		856	855	861
		51020-401(K) Employer Match		5,604	3,041	5,661
		51030-Employee Insurance & EAP		20,100	19,875	19,399
		51040-Volunteer Training	Staff Training	1,000	1,000	1,000
		51040-Volunteer Training Total		1,000	1,000	1,000
		60210-Promotional Items	Merchandise for Sale	600	600	300
			Staff Shirts	1,500	1,500	1,500
		60210-Promotional Items Total		2,100	2,100	1,800
		60400-Event Registration	Project Mangement Training	1,000	1,000	
		60400-Event Registration Total		1,000	1,000	
		60500-60530 Travel & Entertainment	DMAI	1,000	1,000	
			Local Travel	1,200	1,200	1,000
		60500-60530 Travel & Entertainment Total		2,200	2,200	1,000
		60600-Printing	Brochures & Collateral	900	900	200
		60600-Printing Total		900	900	200
		60800-Tickets	Cost of Tickets Sold	1,153,700	1,153,700	1,200,000
		60800-Tickets Total		1,153,700	1,153,700	1,200,000
		60900-Dues & Subscriptions	Cultural Volunteers Managers Council	25	25	25
			Volunteer	395	395	
		60900-Dues & Subscriptions Total		420	420	25
		70000-Office Supplies & Miscellaneous	Staff Purchase	1,000	1,000	1,000
		70000-Office Supplies & Miscellaneous Total		1,000	1,000	1,000
		70300-Repair & Maintenance - Facilities	IVIC	1,500	1,500	
		70300-Repair & Maintenance - Facilities Total		1,500	1,500	
		70600-Rent	IVIC	24,000	24,000	24,000
		70600-Rent Total		24,000	24,000	24,000
		70900-Telephone	Land Lines	6,000	6,000	6,000
		70900-Telephone Total		6,000	6,000	6,000
	Visitor Services Total			1,484,438	1,466,420	1,526,403
00001-Base Program of Work Total				27,699,827	23,239,778	26,961,886

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BUDGET DETAIL - FY14 ORIGINAL AND REVISED AND FY 15 PROPOSED

POW	DEPT NAME	Account Group	Description	TYPE			
				ORIG FY14 BUDGET	CURRENT FY14 BUD	FY15 BUDGET	
00016-Coronado Marketing Services	Brand Marketing/Advertising	60000-Media	Coronado Media	204,463	163,444	196,674	
		60000-Media Total		204,463	163,444	196,674	
		60005-Production	Coronado Production	23,000	23,000	12,500	
		60005-Production Total		23,000	23,000	12,500	
		60100-Outside Services	Coronado Agency Fees	33,000	33,000	25,000	
		60100-Outside Services Total		33,000	33,000	25,000	
		60300-Research	Coronado Market Intelligence	2,000	2,000	2,500	
		60300-Research Total		2,000	2,000	2,500	
	Brand Marketing/Advertising Total				262,463	221,444	236,674
	Earned Media/PR	50000-Salary & Wages - Regular			34,776	66,872	70,216
		51000-Payroll Taxes & Charges			2,833	5,480	5,714
		51005-Workers' Comp Insurance			292	562	590
		51010-Paid Time Off			100	202	193
		51020-401(K) Employer Match			1,044	1,170	2,106
		51030-Employee Insurance & EAP			3,468	6,916	6,782
		60100-Outside Services	Video		5,000	5,000	
		60100-Outside Services Total			5,000	5,000	
		60210-Promotional Items	Images		1,500	1,500	1,500
		60210-Promotional Items Total			1,500	1,500	1,500
		60400-Event Registration	Staff Domestic		1,250	1,250	1,250
		60400-Event Registration Total			1,250	1,250	1,250
		60500-60530 Travel & Entertainment	Client Domestic		9,000	9,000	9,000
			Staff Domestic		8,250	8,250	8,250
		60500-60530 Travel & Entertainment Total			17,250	17,250	17,250
	Earned Media/PR Total				67,513	106,201	105,601
	00016-Coronado Marketing Services Total				329,976	327,645	342,275
	00020-CityWide Sales & Marketing	Citywide Sales	50000-Salary & Wages - Regular		1,187,400	1,212,233	1,258,758
			50010-Incentive Compensation		156,098	184,223	186,411
			51000-Payroll Taxes & Charges		110,755	101,611	104,512
			51005-Workers' Comp Insurance		8,996	11,468	12,099
			51010-Paid Time Off		3,752	3,659	4,082
			51020-401(K) Employer Match		39,996	24,112	43,193
			51030-Employee Insurance & EAP		111,132	112,462	121,504
60210-Promotional Items			Promotional & welcome items	15,000	5,000	4,500	
60210-Promotional Items Total			15,000	5,000	4,500		
60400-Event Registration			MPI WEC	599	599	624	
			PCMA Leadership Meeting	950			
			PCMA Orlando Annual Meeting	8,825	5,000	11,000	
			ASAE Conference			450	
60400-Event Registration Total			10,374	5,599	12,074		
60405-Event Exhibit			DC Client Event	345			
			Springtime in the Park Tradeshow	6,000			

SAN DIEGO TOURISM AUTHORITY

BUDGET DETAIL - FY14 ORIGINAL AND REVISED AND FY 15 PROPOSED

POW	DEPT NAME	Account Group	Description	TYPE		
				ORIG FY14 BUDGET	CURRENT FY14 BUD	FY15 BUDGET
		60405-Event Exhibit Total		6,345		
		60430-Sponsorship & Miscellaneous Event	PCMA Southwest and Pacific Dinner	1,250		
		60430-Sponsorship & Miscellaneous Event Costs Total		1,250		
		60500-60530 Travel & Entertainment	AFOC Meetings and events	1,500	1,500	1,530
			Andriola	6,000	5,000	5,100
			Annual DC spa event	4,000	3,500	3,570
			ASAE Annual Expo-Dallas	4,600	4,600	4,692
			ASAE Dallas	600	600	612
			Book Audit	3,150	3,150	3,213
			CD show and sales calls	2,500	2,500	2,550
			Client entertaining	13,200	7,500	7,650
			Client entertaining-Outcalt	1,800	1,800	1,836
			Client site inspections	17,100	11,350	11,577
			CVB Rep event	2,250	2,250	2,295
			Destination Showcase	4,500	4,000	4,080
			DMAI Dinner	3,500	3,000	3,060
			Hartley	5,000	3,000	3,060
			Hotel update	1,200	1,200	1,224
			Hotel update Meeting San Diego	3,600	3,000	3,060
			IMEX Las Vegas	7,600	6,600	6,732
			In Honor of Women	1,850	1,850	1,887
			Matta	2,000	2,000	2,040
			MPI WEC	3,300	3,300	3,366
			MPI WEC client entertainment	300	300	360
			MPI WEC No Calif San Francisco	300	300	360
			MPI WEC St Louis	1,000	1,000	1,020
			MPI-CAC quarterly chapter meetings	300	300	306
			NSO Update breakfast	3,750	3,000	3,060
			Outcalt	4,400	2,000	2,040
			PCMA bowling event	160	160	163
			PCMA dinner	3,500	3,000	3,060
			PCMA Education Conference	2,000	2,000	2,040
			PCMA Leadership Meeting	4,920	4,000	4,080
			PCMA Orlando Annual Meeting	16,050	13,000	13,260
			PCMA Orlando client entertainment	3,150	3,150	3,213
			PCMA-GMC quarterly chapter meetings	600	600	612
			Ranalli	15,000	7,500	7,650
			Sales calls and office visits	17,000	8,500	8,670
			Sales calls Atlanta	3,800	3,000	3,060
			Sales calls Boston	2,500	2,500	2,550
			Sales calls Colorado	300	300	360
			Sales calls HB	2,200	2,200	2,244

SAN DIEGO TOURISM AUTHORITY

BUDGET DETAIL - FY14 ORIGINAL AND REVISED AND FY 15 PROPOSED

POW	DEPT NAME	Account Group	Description	TYPE			
				ORIG FY14 BUDGET	CURRENT FY14 BUD	FY15 BUDGET	
			Sales calls in market	6,000	3,000	3,060	
			Sales calls Indianapolis	1,000	1,000	1,020	
			Sales calls Minneapolis	1,000	1,000	1,020	
			Sales calls New York	3,300	3,000	3,060	
			Sales calls Philadelphia	3,000	2,500	2,550	
			Sales calls San Francisco	3,000	2,500	2,550	
			Sales calls Washington/Microsoft	655	655	705	
			Sales calls Wisconsin	1,000	1,000	1,020	
			Sales strategy meeting San Diego	3,600	3,000	3,060	
			Sales trip	7,200	6,000	6,120	
			San Diego holiday breakfast	400	400	408	
			Scottj	4,400	2,000	2,040	
			Site visits San Diego	6,000	4,000	4,080	
			Springtime client event	600	600	612	
			Steffen	1,200	1,200	1,224	
			60500-60530 Travel & Entertainment Total	212,835	160,365	163,771	
			60700-Distribution	Amenity Delivery	450	450	600
			60700-Distribution Total		450	600	
			60900-Dues & Subscriptions	AFOC	850	850	870
				AMPS	305	305	330
				ASAE	1,225	1,225	1,300
				CVBReps	2,500	2,500	2,525
				HSMAI	500	500	525
				Matta	2,000	2,000	2,075
				MPI	950	950	1,000
				Outcalt	950	950	975
				PCMA	2,920	2,920	2,995
				Publications - various	200	200	225
				San Diego Business Journal	110	110	125
				Scott	950	950	975
				USAE	170	170	195
			60900-Dues & Subscriptions Total		13,630	13,630	14,115
			70000-Office Supplies & Miscellaneous	Copier Supplies	1,320	1,320	1,346
				Office Supplies	2,000	2,000	2,040
			70000-Office Supplies & Miscellaneous Total		3,320	3,320	3,386
			70100-Duplicating	Copier Lease	1,669	1,669	5,739
				Duplicating	1,313	1,313	1,973
			70100-Duplicating Total		2,982	2,982	7,712
			70600-Rent	Chicago Sales Office	29,723	39,627	29,345
				Washington DC area Sales Office	38,375	76,750	55,416
			70600-Rent Total		68,098	116,377	84,761
			70700-Equipment Rent	Copier Lease	2,190	2,190	

SAN DIEGO TOURISM AUTHORITY

BUDGET DETAIL - FY14 ORIGINAL AND REVISED AND FY 15 PROPOSED

POW	DEPT NAME	Account Group	Description	TYPE		
				ORIG FY14 BUDGET	CURRENT FY14 BUD	FY15 BUDGET
			Drinking Water system	768	770	195
		70700-Equipment Rent Total		2,958	2,960	195
		70900-Telephone	Telecommunications	11,400	11,400	39,000
		70900-Telephone Total		11,400	11,400	39,000
		71000-Postage	Postage	2,676		1,700
		71000-Postage Total		2,676		1,700
		71110-Services	Professional Services	1,271	1,271	
		71110-Services Total		1,271	1,271	
	Citywide Sales Total			1,970,718	1,973,122	2,062,373
	Event Management	60215-Tradeshows/Exhibit Materials	ASAE Tradeshow	15,000	15,000	
		60215-Tradeshows/Exhibit Materials Total		15,000	15,000	
		60405-Event Exhibit	AFOC Holiday Showcase Tradeshow	7,587	7,587	
			ASAE Tradeshow			7,500
			Cubs Rooftop Client Event			2,500
			IMEX America	20,000	20,000	10,000
			MIC Colorado			1,500
			MPI NCC Tradeshow	1,850	1,850	2,350
			Springtime in the Park Tradeshow	6,000	6,000	6,450
		60405-Event Exhibit Total		35,437	35,437	30,300
		60420-Event Venue/Facilities	Bay Area Client Event	1,850	1,850	
			Cubs Rooftop Client Event	6,000	6,000	
			DC Client Event	3,000	3,000	
		60420-Event Venue/Facilities Total		10,850	10,850	
	Event Management Total			61,287	61,287	30,300
00020-CityWide Sales & Marketing Total				2,032,005	2,034,409	2,092,673
00021-Film Commission	Film Promotion	50000-Salary & Wages - Regular		176,772		
		51000-Payroll Taxes & Charges		14,560		
		51005-Workers' Comp Insurance		1,428		
		51010-Paid Time Off		512		
		51020-401(K) Employer Match		5,304		
		51030-Employee Insurance & EAP		19,536		
		60500-60530 Travel & Entertainment	Travel Expenses	20,580		
		60500-60530 Travel & Entertainment Total		20,580		
		60900-Dues & Subscriptions	Dues and Subscriptions	300		
			FCLIS	300		
		60900-Dues & Subscriptions Total		600		
		70000-Office Supplies & Miscellaneous	Office Supplies	399		
		70000-Office Supplies & Miscellaneous Total		399		
		70100-Duplicating	Duplicating	502		
		70100-Duplicating Total		502		
		70600-Rent	Film Commission	19,200		
		70600-Rent Total		19,200		

SAN DIEGO TOURISM AUTHORITY

BUDGET DETAIL - FY14 ORIGINAL AND REVISED AND FY 15 PROPOSED

POW	DEPT NAME	Account Group	Description	TYPE		
				ORIG FY14 BUDGET	CURRENT FY14 BUD	FY15 BUDGET
		70700-Equipment Rent	Leases	8,928		
		70700-Equipment Rent Total		8,928		
		70900-Telephone	Cell Service	2,400		
			Land Lines	2,700		
			Web Hosting	300		
		70900-Telephone Total		5,400		
		71000-Postage	Postage & Shipping	500		
		71000-Postage Total		500		
		71100-Legal	Legal Expenses	1,500		
		71100-Legal Total		1,500		
		71110-Services	FLICS	300		
			Library Database	9,600		
			Web Hosting	1,400		
		71110-Services Total		11,300		
		71205-Taxes & Fees	Personal Property Taxes	300		
		71205-Taxes & Fees Total		300		
		Film Promotion Total		287,321		
00021-Film Commission Total				287,321		
TOTAL EXPENSE BEFORE SEVERANCE, PTO AND ONE MONTH WAGES				30,349,129	25,601,831	29,396,834
Severance, PTO and one month wages for positions eliminated July 2013					633,460	
TOTAL EXPENSE				30,349,129	26,235,291	29,396,834
00001-Base Program of Work	Brand Marketing/Advertising	43000-Co-Op Advertising	Partnerships Attractions Co-op	(1,600,000)	(1,600,000)	(1,600,000)
			Partnerships Group Co-op	(65,000)		
			Partnerships Leisure Co-op	(165,000)	(200,000)	(200,000)
			Port Cruise Co-op	(25,000)		
		43000-Co-Op Advertising Total		(1,855,000)	(1,800,000)	(1,800,000)
	Brand Marketing/Advertising Total			(1,855,000)	(1,800,000)	(1,800,000)
	Event Management	44005-Event Co-Op Fees	Affordable Meetings West Tradeshow	(4,500)	(5,375)	(5,375)
			AFOC Holiday Showcase Tradeshow	(38,400)	(45,863)	(32,250)
			Arizona Client Event	(14,000)	(16,721)	(14,700)
			ASAE Tradeshow	(4,800)	(5,733)	(5,000)
			Atlanta Client Event	0		
			Bay Area Client Event	(10,800)	(12,899)	(16,800)
			CALSAE Tradeshow	(6,000)	(7,166)	(6,500)
			Colorado Client Event	(10,400)	(12,421)	(12,000)
			Cubs Rooftop Client Event	(36,000)	(42,996)	(36,000)
			DC Client Event	(22,500)	(26,873)	(22,500)
			IMEX America	(80,500)	(96,144)	(63,000)
			Incentive Works Toronto Tradeshow	(7,000)	(8,360)	(14,700)
			Kentucky Client Event	(5,000)	(5,972)	
			Los Angeles Client Event	(14,300)	(17,079)	(15,000)
			Los Angeles Fall Client Event	(7,650)	(9,137)	

SAN DIEGO TOURISM AUTHORITY

BUDGET DETAIL - FY14 ORIGINAL AND REVISED AND FY 15 PROPOSED

POW	DEPT NAME	Account Group	Description	TYPE		
				ORIG FY14 BUDGET	CURRENT FY14 BUD	FY15 BUDGET
			Midwest Client Event	(13,250)	(15,825)	(16,800)
			MPI NCC Tradeshow	(4,000)	(4,775)	(5,200)
			Northeast Roadshow	(24,000)	(28,664)	
			Orange County Client Event	(15,400)	(18,393)	(15,000)
			Pacific Northwest Client Event	(36,000)	(42,996)	(16,800)
			RCMA Tradeshow	(4,300)	(5,136)	(8,400)
			Sacramento Client Event	(15,000)	(17,915)	(15,000)
			Sacramento Client Event #2	(5,000)	(5,972)	
			San Francisco Client Event			(13,500)
			Seattle Client Event	(9,950)	(11,884)	(12,000)
			Springtime in the Park Tradeshow	(28,000)	(33,441)	(33,000)
			Utah Client Event	(8,000)	(9,555)	(12,000)
			44005-Event Co-Op Fees Total	(424,750)	(507,295)	(391,525)
			Event Management Total	(424,750)	(507,295)	(391,525)
	Executive/Admin	44005-Event Co-Op Fees	Board Assessment	(7,500)	(7,500)	(7,500)
		44005-Event Co-Op Fees Total		(7,500)	(7,500)	(7,500)
		70605-Rent Cost Recovery	Sublease Rent	(26,000)	(26,000)	
		70605-Rent Cost Recovery Total		(26,000)	(26,000)	
		90000-Unallocated Private Source Revenue	Unallocated Private Source Revenue		154,478	50,533
		90000-Unallocated Private Source Revenue Total			154,478	50,533
		Executive/Admin Total		(33,500)	120,978	43,033
	Marketing Partnerships	41000-Membership Dues	Membership Dues	(1,160,000)	(1,160,000)	(1,160,000)
			TMD Discount Reduction			(223,000)
		41000-Membership Dues Total		(1,160,000)	(1,160,000)	(1,383,000)
		42000-Advertising Sales	MPG Ad Sales	(760,000)	(760,000)	(537,000)
			VPG Distribution Sponsor	(98,976)	(30,000)	(30,000)
			Web Ad Sales	(350,000)	(475,000)	(400,000)
			WHERE Map Royalty	(4,000)	(4,000)	(4,000)
		42000-Advertising Sales Total		(1,212,976)	(1,269,000)	(971,000)
		44000-Event Registration	Golf Tournament	(16,000)	(16,000)	(16,000)
			San Diego All Industry Cruise			(10,000)
		44000-Event Registration Total		(16,000)	(16,000)	(26,000)
		44010-Event Sponsorships	Annual Meeting	(10,000)	(10,000)	(10,000)
			Golf Tournament			(23,700)
			Member Educational Events	(20,000)	(20,000)	(20,000)
			Sales & Marketing Member Workshop			(5,000)
		44010-Event Sponsorships Total		(30,000)	(30,000)	(58,700)
		47000-Sponsorship Income	Golf Tournament	(23,700)	(23,700)	
		47000-Sponsorship Income Total		(23,700)	(23,700)	
		Marketing Partnerships Total		(2,442,676)	(2,498,700)	(2,438,700)
	Marketing Services	46000-Commissions	Commission Revenue	(100,000)	(100,000)	(100,000)
		46000-Commissions Total		(100,000)	(100,000)	(100,000)

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BUDGET DETAIL - FY14 ORIGINAL AND REVISED AND FY 15 PROPOSED

POW	DEPT NAME	Account Group	Description	TYPE		
				ORIG FY14 BUDGET	CURRENT FY14 BUD	FY15 BUDGET
	Marketing Services Total			(100,000)	(100,000)	(100,000)
	Planning & Research	47000-Sponsorship Income	Overseas	(4,500)		
			Overseas POE Arrivals			(930)
			Overseas Visitor Profile			(10,000)
			STR	(3,500)	(3,500)	(3,500)
			Visitor Profile Study	(25,000)	(40,000)	(50,000)
	47000-Sponsorship Income Total			(33,000)	(43,500)	(64,430)
	Planning & Research Total			(33,000)	(43,500)	(64,430)
	Tourism Development	40800-County of San Diego Funding	Community Enhancement Grant	(68,000)	(68,000)	(50,000)
		40800-County of San Diego Funding Total		(68,000)	(68,000)	(50,000)
	44005-Event Co-Op Fees		AAA	(14,850)	(6,820)	(8,500)
			ABAV	(3,000)		
			Agent Kai Luncheon	(1,500)	(1,500)	(1,500)
			Canada Sales Mission	(10,000)	(17,750)	(17,000)
			cruise3sixty			(3,000)
			International Promotions			(4,000)
			Japan Sales Mission			(10,000)
			LA Asian Client Event			(7,000)
			LA VIP Client Dinner	(10,000)	(10,000)	(9,000)
			Mexico Sales Calls	(2,500)		
			Orlando Sales Mission	(2,000)	(2,000)	(2,000)
			San Diego Client Events			(5,000)
			San Diego E-Commerce Summit			(1,500)
			Walt Disney Travel Company	(2,400)	(2,250)	(2,600)
			World Travel Market	(2,875)	(12,250)	(3,250)
	WTM Latin America	(3,000)				
	44005-Event Co-Op Fees Total			(52,125)	(52,570)	(74,350)
	Tourism Development Total			(120,125)	(120,570)	(124,350)
	Visitor Services	42000-Advertising Sales	Visitor Center Ad Sales	(91,926)	(91,926)	(91,926)
		42000-Advertising Sales Total		(91,926)	(91,926)	(91,926)
		45000-Ticket Sales	Ticket Sales	(1,390,000)	(1,390,000)	(1,400,000)
		45000-Ticket Sales Total		(1,390,000)	(1,390,000)	(1,400,000)
		45010-Promo Items	Merchandise Sales	(1,200)	(1,200)	(1,200)
		45010-Promo Items Total		(1,200)	(1,200)	(1,200)
		46000-Commissions	Commission.IVIC	(5,000)	(5,000)	(5,000)
		46000-Commissions Total		(5,000)	(5,000)	(5,000)
	Visitor Services Total			(1,488,126)	(1,488,126)	(1,498,126)
00001-Base Program of Work Total				(6,497,177)	(6,437,213)	(6,374,098)
00016-Coronado Marketing Services	Executive/Admin	40200-Service Agreement	Services Agreement.Coronado	(328,000)	(328,000)	(328,000)
		40200-Service Agreement Total		(328,000)	(328,000)	(328,000)
	Executive/Admin Total			(328,000)	(328,000)	(328,000)
00016-Coronado Marketing Services Total				(328,000)	(328,000)	(328,000)

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BUDGET DETAIL - FY14 ORIGINAL AND REVISED AND FY 15 PROPOSED

POW	DEPT NAME	Account Group	Description	TYPE		
				ORIG FY14 BUDGET	CURRENT FY14 BUD	FY15 BUDGET
00020-CityWide Sales & Marketing	Executive/Admin	40200-Service Agreement	San Diego Convention Center Corp	(1,900,000)	(1,900,000)	(1,900,000)
		40200-Service Agreement Total		(1,900,000)	(1,900,000)	(1,900,000)
	Executive/Admin Total			(1,900,000)	(1,900,000)	(1,900,000)
00020-CityWide Sales & Marketing Total				(1,900,000)	(1,900,000)	(1,900,000)
TOTAL REVENUE				(8,725,177)	(8,665,213)	(8,602,098)
NET TOTAL				21,623,952	17,570,078	20,794,736