

**SAN DIEGO TOURISM AUTHORITY**

BUDGET DETAIL - FY14 ORIGINAL AND REVISED VS FY 15 PROPOSED

PIVOT TABLE - LISTING BY ACCOUNT WITHIN PROGRAM OF WORK (POW)

Row Labels	<u>ORIG FY14 BUDGET</u>	<u>CURRENT FY14 BUD</u>	<u>FY15 BUDGET</u>
<b>00001-Base Program of Work</b>	<b>21,202,651</b>	<b>17,436,025</b>	<b>20,587,788</b>
Expense	<b>27,699,827</b>	<b>23,873,238</b>	<b>26,961,886</b>
50000-Salary & Wages - Regular	5,716,942	3,517,135	4,421,198
50005-Commissions	33,000	33,000	36,000
50010-Incentive Compensation	537,205	203,078	484,026
50015-Salary & Wages - Part Time	55,000	55,000	55,000
51000-Payroll Taxes & Charges	501,379	284,499	348,551
51005-Workers' Comp Insurance	48,840	30,407	42,055
51010-Paid Time Off	20,880	12,645	14,514
51015-Car Allowance	9,000	9,000	9,000
51020-401(K) Employer Match	168,840	56,430	147,261
51025-Defined Benefit Plan	475,000	348,000	375,000
51030-Employee Insurance & EAP	554,903	331,451	378,015
51035-Employee Training & Expense	55,600	42,050	53,000
51040-Volunteer Training	1,000	1,000	1,000
60000-Media	11,226,525	12,288,000	11,680,000
60005-Production	601,500	105,500	1,016,500
60100-Outside Services	2,395,850	2,018,100	2,538,300
60205-Collateral	4,000		
60210-Promotional Items	87,536	40,086	82,286
60215-Tradeshows/Exhibit Materials	5,400		
60300-Research	414,662	411,162	359,860
60400-Event Registration	174,477	125,817	169,347
60405-Event Exhibit	175,250	175,250	198,200
60410-Event Food & Beverage	42,300	39,300	74,100
60415-Event Transportation (Non-Employee)	20,000	20,000	20,000
60420-Event Venue/Facilities	264,900	253,900	197,325
60430-Sponsorship & Miscellaneous Event Costs	136,100	61,714	69,800
60500-60530 Travel & Entertainment	589,754	301,449	420,450
60600-Printing	62,200	46,900	55,200
60700-Distribution	121,492	64,782	57,732

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60800-Tickets	1,153,700	1,153,700	1,200,000
60900-Dues & Subscriptions	113,510	86,498	102,084
61005-Software Maintenance	466,768	389,440	477,800
70000-Office Supplies & Miscellaneous	41,650	8,250	11,250
70100-Duplicating	39,816	39,816	40,000
70200-Equipment Maintenance & Licenses	107,955	71,135	81,515
70300-Repair & Maintenance - Facilities	3,900	3,900	500
70400-Non-Capital Equipment	8,040	3,040	4,000
70500-Bank & Credit Card Charges & Processing Fees	84,080	71,000	72,600
70600-Rent	577,119	207,840	902,177
70700-Equipment Rent	110,628	110,628	110,700
70900-Telephone	115,500	50,500	96,000
71000-Postage	36,000	10,000	38,000
71100-Legal	10,000	8,000	6,500
71105-Accounting	56,500	56,500	62,000
71110-Services	187,600	6,350	15,000
71200-Insurance	73,000	73,000	75,000
71205-Taxes & Fees	9,000	9,000	9,640
71400-Depreciation			350,000
79000-Interest Expense	5,527	5,527	3,400
99000-Severance, PTO and One Month Wages		633,460	
Revenue	<b>(6,497,177)</b>	<b>(6,437,213)</b>	<b>(6,374,098)</b>
40800-County of San Diego Funding	(68,000)	(68,000)	(50,000)
41000-Membership Dues	(1,160,000)	(1,160,000)	(1,383,000)
42000-Advertising Sales	(1,304,902)	(1,360,926)	(1,062,926)
43000-Co-Op Advertising	(1,855,000)	(1,800,000)	(1,800,000)
44000-Event Registration	(16,000)	(16,000)	(26,000)
44005-Event Co-Op Fees	(484,375)	(567,365)	(473,375)
44010-Event Sponsorships	(30,000)	(30,000)	(58,700)
45000-Ticket Sales	(1,390,000)	(1,390,000)	(1,400,000)
45010-Promo Items	(1,200)	(1,200)	(1,200)

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Row Labels	<u>ORIG FY14 BUDGET</u>	<u>CURRENT FY14 BUD</u>	<u>FY15 BUDGET</u>
46000-Commissions	(105,000)	(105,000)	(105,000)
47000-Sponsorship Income	(56,700)	(67,200)	(64,430)
70605-Rent Cost Recovery	(26,000)	(26,000)	
90000-Unallocated Private Source Revenue		154,478	50,533
<b>00015-East County Outreach</b>	<b>15,475</b>		
Expense	<b>221,099</b>		
50000-Salary & Wages - Regular	130,344		
51000-Payroll Taxes & Charges	10,839		
51005-Workers' Comp Insurance	960		
51010-Paid Time Off	264		
51020-401(K) Employer Match	2,736		
51030-Employee Insurance & EAP	10,572		
60100-Outside Services	1,000		
60210-Promotional Items	1,500		
60400-Event Registration	1,650		
60500-60530 Travel & Entertainment	11,390		
60800-Tickets	29,964		
60900-Dues & Subscriptions	5,000		
70600-Rent	14,880		
Revenue	<b>(205,624)</b>		
40200-Service Agreement	(6,000)		
40705-City of San Diego	(35,000)		
40800-County of San Diego Funding	(80,000)		
41000-Membership Dues	(30,000)		
42000-Advertising Sales	(12,000)		
45000-Ticket Sales	(34,260)		
45010-Promo Items	(1,800)		
46000-Commissions	(6,564)		
<b>00016-Coronado Marketing Services</b>	<b>1,976</b>	<b>(355)</b>	<b>14,275</b>
Expense	329,976	327,645	342,275
50000-Salary & Wages - Regular	34,776	66,872	70,216

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Row Labels	<u>ORIG FY14 BUDGET</u>	<u>CURRENT FY14 BUD</u>	<u>FY15 BUDGET</u>
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
60000-Media	204,463	163,444	196,674
60005-Production	23,000	23,000	12,500
60100-Outside Services	38,000	38,000	25,000
60210-Promotional Items	1,500	1,500	1,500
60300-Research	2,000	2,000	2,500
60400-Event Registration	1,250	1,250	1,250
60500-60530 Travel & Entertainment	17,250	17,250	17,250
Revenue	<b>(328,000)</b>	<b>(328,000)</b>	<b>(328,000)</b>
40200-Service Agreement	(328,000)	(328,000)	(328,000)
<b>00020-CityWide Sales &amp; Marketing</b>	<b>132,005</b>	<b>134,408</b>	<b>192,673</b>
Expense	<b>2,032,005</b>	<b>2,034,409</b>	<b>2,092,673</b>
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	15,000	5,000	4,500
60215-Tradeshows/Exhibit Materials	15,000	15,000	
60400-Event Registration	10,374	5,599	12,074
60405-Event Exhibit	41,782	35,437	30,300
60420-Event Venue/Facilities	10,850	10,850	
60430-Sponsorship & Miscellaneous Event Costs	1,250		
60500-60530 Travel & Entertainment	212,835	160,365	163,771
60700-Distribution	450	450	600

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60900-Dues & Subscriptions	13,630	13,630	14,115
70000-Office Supplies & Miscellaneous	3,320	3,320	3,386
70100-Duplicating	2,982	2,982	7,712
70600-Rent	68,098	116,377	84,761
70700-Equipment Rent	2,958	2,960	195
70900-Telephone	11,400	11,400	39,000
71000-Postage	2,676		1,700
71110-Services	1,271	1,271	
Revenue	<b>(1,900,000)</b>	<b>(1,900,000)</b>	<b>(1,900,000)</b>
40200-Service Agreement	(1,900,000)	(1,900,000)	(1,900,000)
<b>00021-Film Commission</b>	<b>287,321</b>		
Expense	<b>287,321</b>		
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	20,580		
60900-Dues & Subscriptions	600		
70000-Office Supplies & Miscellaneous	399		
70100-Duplicating	502		
70600-Rent	19,200		
70700-Equipment Rent	8,928		
70900-Telephone	5,400		
71000-Postage	500		
71100-Legal	1,500		
71110-Services	11,300		
71205-Taxes & Fees	300		
Grand Total	<b>21,639,427</b>	<b>17,570,078</b>	<b>20,794,736</b>