

**San Diego Tourism Marketing District**  
**SDTMD - Budget Overview**  
July 2014 through June 2015

	FY16 <u>Proposed</u> <u>Category A</u>	FY16 <u>Proposed</u> <u>Category B</u>	Proposed <u>ADMIN</u> <u>FY16 Budget</u>
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
<b>TMD Revenue</b>			
Assessment revenue	1,966,403.00	745,877.00	2,712,280.00
<b>Total TMD Revenue</b>	<u>1,966,403.00</u>	<u>745,877.00</u>	<u>2,712,280.00</u>
<b>Total Income</b>	<u>1,966,403.00</u>	<u>745,877.00</u>	<u>2,712,280.00</u>
<b>Gross Profit</b>	1,966,403.00	745,877.00	2,712,280.00
<b>Expense</b>			
<b>Indirect Expenses</b>			
<b>Personnel</b>			
Employee Benefits	8,142.00	3,089.00	11,231.00
Executive Director Wages	147,585.00	55,980.00	203,565.00
Payroll Tax	11,807.00	4,478.00	16,285.00
Workers Comp	2,954.00	1,120.00	4,074.00
<b>Total Personnel</b>	<u>170,488.00</u>	<u>64,667.00</u>	<u>235,155.00</u>
<b>Contract Services</b>			
Accounting	174,000.00	66,000.00	240,000.00
Audits	63,438.00	24,062.00	87,500.00
Communications	132,312.00	50,188.00	182,500.00
Legal	725,000.00	275,000.00	1,000,000.00
Research and compliance	100,050.00	37,950.00	138,000.00
<b>Total Contract Services</b>	<u>1,194,800.00</u>	<u>453,200.00</u>	<u>1,648,000.00</u>
<b>Overhead</b>			
Automotive Expenses	6,525.00	2,475.00	9,000.00
Bank Service Fees	174.00	66.00	240.00
Broker Fees	1,740.00	660.00	2,400.00
Dues and subscriptions	638.00	242.00	880.00
Insurance	8,334.00	3,161.00	11,495.00
Meals, Travel & Entertainment	1,160.00	440.00	1,600.00
Occupancy	15,164.00	5,752.00	20,916.00
Office Supplies	3,625.00	1,375.00	5,000.00
Parking	290.00	110.00	400.00
Payroll processing	2,055.00	780.00	2,835.00
Postage and shipping	6,525.00	2,475.00	9,000.00
Printing and reproduction	14,500.00	5,500.00	20,000.00
Telephone	1,740.00	660.00	2,400.00
<b>Total Overhead</b>	<u>62,470.00</u>	<u>23,696.00</u>	<u>86,166.00</u>
Contingency	103,645.00	39,314.00	142,959.00
<b>Total Indirect Expenses</b>	<u>1,531,403.00</u>	<u>580,877.00</u>	<u>2,112,280.00</u>
<b>Total Expense</b>	<u>1,531,403.00</u>	<u>580,877.00</u>	<u>2,112,280.00</u>
<b>Net Ordinary Income</b>	435,000.00	165,000.00	600,000.00
<b>Other Income/Expense</b>			
<b>Other Expense</b>			
Admin Fee to City	435,000.00	165,000.00	600,000.00
<b>Total Other Expense</b>	<u>435,000.00</u>	<u>165,000.00</u>	<u>600,000.00</u>
<b>Net Other Income</b>	<u>-435,000.00</u>	<u>-165,000.00</u>	<u>-600,000.00</u>
<b>Net Income</b>	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>