

BENEFIT CATEGORY A1, A2, B
SDTMD Contract Budget
Exhibit B - FY 15 Proposed

Organization Name	San Diego Tourism Authority										Date	1/22/2014
Total TMD Funds	\$ 20,794,737											
Category	A1.1	A1.2	A1.3	A1.4	A1.5	TOTAL	B	TOTAL	FUNDED	TOTAL		
	Hotel	Event Mgmt	Tourism	Group Mtg	Consumer Direct	TOTAL	Destination	TOTAL	BY PRIVATE	TOTAL		
	Meeting	& Group Sales	Development-	Direct	Sales & Mrtkg	TMD BENEFIT	Marketing	TMD	SOURCES	SDTA		
	Sales	Development	Travel Trade	Marketing	Programs	CATEGORY A		FUNDING		COSTS		
Direct Expenses												
Advertising	-	-	100,000	-	4,160,000	4,260,000	5,339,000	9,599,000	2,279,174	11,878,174		
Advertising Agency Fees	-	-	-	140,000	775,000	915,000	490,000	1,405,000	95,000	1,500,000		
Dues/Subscriptions/Memberships	12,192	14,115	6,304	6,765	9,117	48,493	1,045	49,538	3,457	52,995		
Entertainment	-	-	-	-	-	-	-	-	-	-		
Event Registration Fees	89,136	6,404	43,222	4,225	9,200	152,187	3,490	155,677	25,494	181,171		
Lead Generation Services	67,200	-	-	-	-	67,200	-	67,200	2,800	70,000		
Marketing Materials & Brochures	-	-	-	-	-	-	-	-	-	-		
Meals	-	-	-	-	-	-	-	-	-	-		
Outside Contractors	52,800	-	332,920	46,730	95,915	528,365	27,605	555,970	106,930	662,900		
Personnel Benefits	294,406	28,251	77,464	42,650	76,388	519,159	43,946	563,105	424,669	987,774		
Personnel Salaries & Wages	1,460,483	129,623	387,298	222,358	397,957	2,597,719	230,491	2,828,210	2,180,862	5,009,072		
Promotional Items	28,800	4,500	17,575	1,900	4,750	57,525	-	57,525	30,761	88,286		
Rentals - Booth Space	-	30,300	7,363	-	-	37,663	-	37,663	174,013	211,676		
Rentals - Remote Sales Office	38,068	136,754	-	-	-	174,822	-	174,822	32,586	207,408		
Research	30,000	20,000	51,458	46,701	80,972	229,131	74,680	303,811	58,549	362,360		
Event Production	18,240	-	26,030	-	20,000	64,270	-	64,270	248,980	313,250		
Sponsorships	34,157	-	-	-	-	34,157	-	34,157	35,143	69,300		
Trade Show Expenses	-	-	-	-	-	-	-	-	-	-		
Travel/Entertainment	117,504	-	42,316	9,820	26,497	196,137	1,088	197,225	378,045	575,270		
Equipment Rent	-	-	-	-	-	-	-	-	-	-		
Software Maintenance	-	-	-	-	-	-	-	-	-	-		
Distribution	-	600	5,938	-	-	6,538	-	6,538	51,795	58,333		
Printing & Production	-	-	7,575	525	300,300	308,400	650,210	958,610	124,090	1,082,700		
Tickets	-	-	-	-	-	-	-	-	1,232,000	1,232,000		
Total Direct Expenses	2,242,986	370,547	1,105,463	521,674	5,956,096	10,196,766	6,861,555	17,058,321	7,484,348	24,542,669		
Indirect Cost Allocation (worksheet)	1,197,981	1,212,701	532,973	203,572	384,978	3,532,205	204,211	3,736,416	1,117,750	4,854,166		
Total TMD Expenses	3,440,967	1,583,248	1,638,436	725,246	6,341,074	13,728,971	7,065,766	20,794,737	8,602,098	29,396,835		