

SAN DIEGO TOURISM AUTHORITY  
 INCURRED TMD REIMBURSABLE COSTS - QUARTER 1 FY16

	Hotel Meeting Sales A1.1	Event Mgmt & Group Sales Dev A1.2	Tourism Devel & Travel Trade A1.3	Group Meeting Direct Mktg A1.4	Consumer Direct Sales & Marketing A1.5	TOTAL DIRECT SALES & MTKG A1	Sub-Regional Targeting A2	TOTAL CATEGORY A	Destination Marketing B	TOTAL TMD FUNDS A & B
<i>Direct Expenses</i>										
Advertising					1,207,735	<b>1,207,735</b>	73,000	1,280,735	811,436	<b>2,092,171</b>
Agency Fees					236,955	<b>236,955</b>	53,626	290,581	150,072	<b>440,653</b>
Bid Fees		15,000				<b>15,000</b>		15,000		<b>15,000</b>
Dues & Subscriptions	1,195	1,079	1,933	1,933	4,832	<b>10,972</b>	1,245	12,217	250	<b>12,467</b>
Entertainment		80				<b>80</b>		80		<b>80</b>
Event Production	23,592				1,420	<b>25,012</b>		25,012		<b>25,012</b>
Event Registration	8,045	5,463	16,197	1,038	1,416	<b>32,159</b>	14,810	46,969	462	<b>47,431</b>
Lead Generation	6,432					<b>6,432</b>		6,432		<b>6,432</b>
Marketing Materials			5,083			<b>5,083</b>		5,083		<b>5,083</b>
Outside Contractors	22,165		67,142	8,327	55,525	<b>153,159</b>	33,220	186,379	25,831	<b>212,210</b>
Personnel Benefits	71,078	32,013	24,608	12,277	21,996	<b>161,972</b>	14,297	176,269	12,105	<b>188,374</b>
Personnel Wages	327,465	196,216	111,753	62,719	112,589	<b>810,742</b>	74,465	885,207	64,095	<b>949,302</b>
Promotional Items	1,530		100	100	3,488	<b>5,218</b>	1,011	6,229		<b>6,229</b>
Rentals Remote Sales	6,748	10,334				<b>17,082</b>		17,082		<b>17,082</b>
Research			5,520	6,440	3,680	<b>15,640</b>		15,640	2,576	<b>18,216</b>
Sponsorships						-	17,922	17,922		<b>17,922</b>
Travel	31,722	8,618	6,499	1,842	6,063	<b>54,744</b>	8,802	63,546	264	<b>63,810</b>
<b>Total Direct Cost Q1</b>	<b>499,972</b>	<b>268,803</b>	<b>238,835</b>	<b>94,676</b>	<b>1,655,699</b>	<b>2,757,985</b>	<b>292,398</b>	<b>3,050,383</b>	<b>1,067,091</b>	<b>4,117,474</b>
Full Year Budget	2,337,991	1,356,468	1,344,088	692,954	9,628,788	<b>15,360,289</b>	2,800,000	18,160,289	7,310,567	<b>25,470,856</b>
Direct Costs Q1 (% of Bud)	21.4%	19.8%	17.8%	13.7%	17.2%	<b>18.0%</b>	10.4%	16.8%	14.6%	<b>16.2%</b>
Indirect Cost Allocation	288,813	156,186	108,516	59,751	102,786	<b>716,052</b>	-	716,052	60,003	<b>776,055</b>
Full Year Budget	1,155,260	624,746	434,060	238,999	411,140	<b>2,864,205</b>	-	2,864,205	239,999	<b>3,104,204</b>
Indirect Costs Q1 (% of Bud)	25.0%	25.0%	25.0%	25.0%	25.0%	<b>25.0%</b>	0.0%	25.0%	25.0%	<b>25.0%</b>
<b>TOTAL COSTS Q1</b>	<b>788,785</b>	<b>424,989</b>	<b>347,351</b>	<b>154,427</b>	<b>1,758,485</b>	<b>3,474,037</b>	<b>292,398</b>	<b>3,766,435</b>	<b>1,127,094</b>	<b>4,893,529</b>
FULL YEAR BUDGET	3,493,251	1,981,214	1,778,148	931,953	10,039,928	<b>18,224,494</b>	2,800,000	21,024,494	7,550,566	<b>28,575,060</b>
TOTAL COSTS Q1 (% of BUD)	22.6%	21.5%	19.5%	16.6%	17.5%	<b>19.1%</b>	10.4%	17.9%	14.9%	<b>17.1%</b>

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	A1 - DIRECT SALES & MARKETING			A2 - SUB-REGIONAL TARGETING			B - DESTINATION MARKETING			TOTAL TMD FUNDING		
	Q1 Spend	Full Year Budget	Q1 % Spend	Q1 Spend	Full Year Budget	Q1 % Spend	Q1 Spend	Full Year Budget	Q1 % Spend	Q1 Spend	Full Year Budget	Q1 % Spend
<i>Direct Expenses</i>												
Advertising	1,207,735	6,690,000	18.1%	73,000	829,327	8.8%	811,436	5,869,000	13.8%	2,092,171	13,388,327	15.6%
Agency Fees	236,955	1,219,000	19.4%	53,626	140,986	38.0%	150,072	575,700	26.1%	440,653	1,935,686	22.8%
Bid Fees	15,000	116,000	12.9%	-	-	0.0%	-	-	0.0%	15,000	116,000	12.9%
Dues & Subscriptions	10,972	77,274	14.2%	1,245	6,300	19.8%	250	5,391	4.6%	12,467	88,965	14.0%
Entertainment	80	42,682	0.2%	-	-	0.0%	-	-	0.0%	80	42,682	0.2%
Event Production	25,012	79,965	31.3%	-	30,000	0.0%	-	-	0.0%	25,012	109,965	22.7%
Event Registration	32,159	180,888	17.8%	14,810	54,510	27.2%	462	3,240	14.3%	47,431	238,638	19.9%
Lead Generation	6,432	101,280	6.4%	-	25,000	0.0%	-	-	0.0%	6,432	126,280	5.1%
Marketing Materials	5,083	13,017	39.0%	-	-	0.0%	-	-	0.0%	5,083	13,017	39.0%
Outside Contractors	153,159	1,648,256	9.3%	33,220	400,500	8.3%	25,831	389,335	6.6%	212,210	2,438,091	8.7%
Personnel Benefits	161,972	737,823	22.0%	14,297	151,397	9.4%	12,105	60,698	19.9%	188,374	949,918	19.8%
Personnel Wages	810,742	3,747,056	21.6%	74,465	712,315	10.5%	64,095	323,044	19.8%	949,302	4,782,415	19.8%
Promotional Items	5,218	48,956	10.7%	1,011	6,000	16.9%	-	-	0.0%	6,229	54,956	11.3%
Rentals Booth Space	-	22,588	0.0%	-	-	0.0%	-	-	0.0%	-	22,588	0.0%
Rentals Remote Sales	17,082	76,365	22.4%	-	-	0.0%	-	-	0.0%	17,082	76,365	22.4%
Research	15,640	279,715	5.6%	-	-	0.0%	2,576	83,011	3.1%	18,216	362,726	5.0%
Sponsorships	-	24,864	0.0%	17,922	366,000	4.9%	-	-	0.0%	17,922	390,864	4.6%
Travel	54,744	254,560	21.5%	8,802	77,665	11.3%	264	1,148	23.0%	63,810	333,373	19.1%
<b>Total Direct Cost Q1</b>	<b>2,757,985</b>	<b>15,360,289</b>	<b>18.0%</b>	<b>292,398</b>	<b>2,800,000</b>	<b>10.4%</b>	<b>1,067,091</b>	<b>7,310,567</b>	<b>14.6%</b>	<b>4,117,474</b>	<b>25,470,856</b>	<b>16.2%</b>
Indirect Cost Allocation	716,052	2,864,205	25.0%	-	-	0.0%	60,003	239,999	25.0%	776,055	3,104,204	25.0%
<b>TOTAL COSTS Q1</b>	<b>3,474,037</b>	<b>18,224,494</b>	<b>19.1%</b>	<b>292,398</b>	<b>2,800,000</b>	<b>10.4%</b>	<b>1,127,094</b>	<b>7,550,566</b>	<b>14.9%</b>	<b>4,893,529</b>	<b>28,575,060</b>	<b>17.1%</b>