

SAN DIEGO TOURISM AUTHORITY
SUMMARY - ACTUAL VS BUDGET EXPENDITURE
TMD FUNDING - FISCAL YEAR 2015

	TMD Category A (A1 & A2)			TMD Category B			Total TMD Funding (A & B)		
	Budget	Actual	Variance	Budget	Actual	Variance	Budget	Actual	Variance
Advertising	5,898,783	5,384,883	(513,900)	5,169,366	5,370,966	201,600	11,068,149	10,755,849	(312,300)
Advertising Agency Fees	1,126,000	1,090,506	(35,494)	503,334	513,648	10,314	1,629,334	1,604,154	(25,180)
Dues/Subscriptions/Memberships	44,871	38,680	(6,191)	1,045	537	(508)	45,916	39,217	(6,699)
Events Registration Fees	184,401	100,062	(84,339)	3,490	359	(3,131)	187,891	100,421	(87,470)
Lead Generation Services	82,200	61,754	(20,446)	-	-	-	82,200	61,754	(20,446)
Marketing Materials & Brochures	6,120	5,040	(1,080)	-	-	-	6,120	5,040	(1,080)
Outside Contractors	1,695,007	1,147,101	(547,906)	818,665	776,199	(42,466)	2,513,672	1,923,300	(590,372)
Personnel Benefits	725,646	675,055	(50,591)	43,964	46,573	2,609	769,610	721,628	(47,982)
Personnel Salaries and Wages	3,487,653	3,362,089	(125,564)	244,369	253,784	9,415	3,732,022	3,615,873	(116,149)
Promotional Items	74,789	50,222	(24,567)	-	-	-	74,789	50,222	(24,567)
Rentals - Booth Space	22,225	7,638	(14,587)	-	-	-	22,225	7,638	(14,587)
Rentals - Remote Sales Office	105,556	27,273	(78,283)	-	-	-	105,556	27,273	(78,283)
Research	281,681	271,881	(9,800)	90,130	76,237	(13,893)	371,811	348,118	(23,693)
Special Event Production	505,432	406,745	(98,687)	-	-	-	505,432	406,745	(98,687)
Sponsorships	34,157	10,619	(23,538)	-	-	-	34,157	10,619	(23,538)
Travel	378,701	282,516	(96,185)	1,088	977	(111)	379,789	283,493	(96,296)
Allocation of Indirect Costs	2,799,553	2,799,553	-	217,032	217,032	-	3,016,585	3,016,585	-
	<u>17,452,775</u>	<u>15,721,617</u>	<u>(1,731,158)</u>	<u>7,092,483</u>	<u>7,256,312</u>	<u>163,829</u>	<u>24,545,258</u>	<u>22,977,929</u>	<u>(1,567,329)</u>

- Category A includes sales and marketing, direct advertising and sub-regional expenditures
- Category B advertising expenditure includes broadcast media and out-of-home advertising
- Salaries, wages and benefits underspend from positions budgeted for full year but vacant for portions of the year
- \$740k of unspent advertising, outside contractors and special events due to sub-regional program of work being frozen in February 2014.
- Sub-Regional program of work reconstituted at beginning of new fiscal year in July 2015.
- \$133k of advertising underspent due to Spring and SeaWorld Co-op Digital Ad serving at less than budget
- \$100k of planned savings in Advertising Media related to National Geographic Channel project