

**Visit Stockton
2018 Budget
January - December 2018**

	<u>Total</u>
<u>Income</u>	
TBID Assessment	1,550,000.00
Other Revenues	64,560.00
Fund Balance from Previous Year	55,000.00
Total Income	<u>\$1,669,560.00</u>
<u>Expenses</u>	
<u>Administration & Operations</u>	
General Liability Insurance	5,500.00
Office Furnishings/Equip	4,500.00
Tenant Improvements	1,500.00
Total Office Lease & Utilities	<u>\$ 104,643.00</u>
Total Professional Fees	<u>\$ 13,090.00</u>
Salaries & Benefits - Admin/Operations	<u>\$ 66,205.00</u>
Total Administration & Operations	<u>\$ 195,438.00</u>
<u>Sales & Marketing</u>	
Total Marketing Expenses	893,450.00
Total Salaries & Benefits - Sales/Marketing	<u>\$ 503,172.00</u>
Total Sales & Marketing	<u>\$1,396,622.00</u>
Total Expenses	<u>\$1,592,060.00</u>
Net Operating Income	<u>\$ 77,500.00</u>
Other Expenses	
8000 Contingency & Renewal - 5%	77,500.00
Total Other Expenses	<u>\$ 77,500.00</u>
Net Other Income	<u>-\$ 77,500.00</u>
Net Income	<u>\$ 0.00</u>