

Visit Stockton

Budget Overview: 2017 Visit Stockton Budget

January - December 2017

	Total
Income	
4000 TBID Assessment	1,390,000.00
4010 Special Events & Promotions	4,250.00
4015 CTA Registration Fees	3,750.00
4020 Co-op/Misc. Revenue	900.00
4025 Stockton Guide	18,000.00
4030 Merchandise	5,700.00
4040 Event Sponsorships	1,000.00
4050 Interest Income	190.00
Total Income	\$ 1,423,790.00
Expenses	
Administration & Operations	
6010 General Liability Insurance	5,700.00
6700 Office Furnishings/Equip	4,200.00
6750 Tenant Improvements	3,600.00
Office Lease & Utilities	
5010 Office Lease	42,756.00
5020 Utilities	10,200.00
5030 Telephone Expense	8,400.00
5040 Network/Internet Fees	3,300.00
5045 Admin/Finance Software/Subscriptions	1,280.00
5050 Postage and Delivery	15,000.00
5060 Copier Lease	4,680.00
5070 Janitorial Expense	3,795.00
5080 Alarm Subscription	1,020.00
5100 Office Supplies	7,200.00
5105 Storage	2,855.00
5110 Employee Parking	6,300.00
Total Office Lease & Utilities	\$ 106,786.00
Professional Fees	
6100 Accounting	8,500.00
6200 HR/Legal Fees	1,500.00
6300 Payroll Expenses	2,100.00
6400 Taxes - Property	390.00
6500 Organizational Fees	10.00
Total Professional Fees	\$ 12,500.00
Salaries & Benefits - Admin/Finance	
Total Salaries	\$ 55,570.00
Total Administration & Operations	\$ 188,356.00
Sales & Marketing	

7005 Tourism Research/Reports	35,000.00
7010 Advertising/Marketing	260,000.00
7015 Public Relations	4,000.00
7020 Sports/Event Sponsorships	155,000.00
7025 Sports/Event Services and Supplies	17,600.00
7026 NCAA Basketball Services	10,000.00
Total 7025 Sports/Event Services and Supplies	\$ 27,600.00
7030 Trade Show Expenses/Travel	44,000.00
7035 Familiarization Event/Tour	2,500.00
7040 Merchandise/Promotional Items	25,800.00
7045 Annual Tourism Awards Event	7,715.00
7050 Website/Mobile/Apps	17,400.00
7055 Certified Tourism Ambassador	16,000.00
7060 Printing	20,000.00
7065 Stockton Guide Printing	18,000.00
Total 7060 Printing	\$ 38,000.00
7070 Dues and Subscriptions	6,500.00
7080 Marketing Software/Subscription Fees	10,750.00
7090 Industry Conferences/Networking Events	28,800.00
7100 Meals & Entertainment - CEO	4,500.00
7150 Mileage & Ent. - Sales/Mktg	8,400.00
Salaries & Benefits - Sales/Marketing	
Total Salaries & Benefits - Sales/Marketing	\$ 473,969.00
Total Sales & Marketing	\$ 1,165,934.00
Total Expenses	\$ 1,354,290.00
Net Operating Income	\$ 69,500.00
Other Expenses	
8000 Contingency & Renewal - 5%	69,500.00
Total Other Expenses	\$ 69,500.00
Net Other Income	-\$ 69,500.00
Net Income	\$ 0.00