

Visit Stockton Budget Overview

January - December 2024

	Total
<u>INCOME</u>	
TBID Assessment	1,700,000.00
Events/Contracts/Misc. Income	178,200.00
Fund Balance from Previous Year	21,470.00
Total Revenue	\$ 1,899,670.00
<u>EXPENSES</u>	
<u>ADMINISTRATION & OPERATIONS</u>	
Administration & Operations, Office Expenses, Salaries, Taxes & Benefits	\$ 279,130.00
<u>SALES & MARKETING</u>	
Marketing/Promotions, Website, Research/Data, Public Relations, Professional Development, Printing, Hospitality	511,700.00
Sports/Event Sponsorships, Trade Show Expenses	84,470.00
Events/Contracts	136,000.00
Salaries, Taxes & Benefits - Sales/Marketing	\$ 803,370.00
Total Sales & Marketing	\$ 1,535,540.00
Total Expenses	\$ 1,814,670.00
Net Operating Income	\$ 85,000.00
TBID Contingency & Renewal - 5%	85,000.00
Total Other Expenses	\$ 85,000.00
Net Other Income	-\$ 85,000.00
Net Revenue	\$ 0.00