

VISIT STOCKTON 2021 BUDGET

Income	2021	2020 (Pre-Covid)
4000 TBID Assessment	\$1,270,000.00	\$1,610,000.00
Special Events, Co-ops & Programs	\$78,055.00	\$159,200.00
Carry Over from Previous Year	\$190,000.00	\$0.00
Total Income	\$1,538,055.00	\$1,769,200.00
Expenses		
<i>Administration & Operations</i>		
Van Lease/ Capital Expenses/Insurance	\$22,465.00	\$22,866.00
Office Lease & Utilities/Equipment/Postage	\$118,365.00	\$115,165.00
Professional Fees	\$9,125.00	\$8,025.00
Salaries & Benefits - Admin/Operations	\$70,875.00	\$68,462.00
Total Administration & Operations	\$220,830.00	\$214,518.00
<i>Sales & Marketing</i>		
State Fair Exhibit	\$0	\$9,000.00
Marketing, Research, Public Relations, Tradeshow	\$512,430.00	\$628,800.00
Sports/Event Sponsorships	\$62,750.00	\$105,000.00
Sports/Event Services and Supplies	\$8,250.00	\$17,000.00
Certified Tourism Ambassador	\$8,400.00	\$16,000.00
Dues and Subscriptions	\$7,070.00	\$14,000.00
Special Events/Projects	\$40,000.00	\$71,750.00
Meals & Entertainment - CEO	\$3,600.00	\$4,500.00
Mileage & Ent. - Sales/Mktg	\$3,800.00	\$9,000.00
Salaries & Benefits - Sales/Mktg	\$607,425.00	\$599,132.00
Total Sales & Marketing	1,253,725.00	\$1,474,182.00
Total Expenses	\$1,474,555.00	\$1,688,700.00
Net Operating Income	\$63,500.00	\$80,500.00
Other Expenses		
Contingency & Renewal (5% of TBID Revenue)	\$63,500.00	\$80,500.00
Total Other Expenses	\$63,500.00	\$80,500.00
Net Other Income	-\$63,500.00	-\$80,500.00
Net Income	\$0.00	\$0.00