

**Visit Stockton  
Budget Overview: 2023  
January - December 2023**

	<u>Total</u>
<b><u>INCOME</u></b>	
TBID Assessment	1,720,000.00
Events/Misc. Income	91,600.00
Fund Balance from Previous Year	250,000.00
Total Revenue	<u>\$ 2,061,600.00</u>
<b><u>EXPENSES</u></b>	
<b><u>ADMINISTRATION &amp; OPERATIONS</u></b>	
Administration & Operations, Office Expenses, Salaries, Taxes & Benefits	\$ 288,100.00
<b><u>SALES &amp; MARKETING</u></b>	
Marketing/Promotions, Website, Research/Data, Public Relations, Professional Development, Printing, Hospitality	727,500.00
Sports/Event Sponsorships, Trade Show Expenses	110,500.00
Feast at the Fox Expenses	44,000.00
Airport Marketing Contract	12,000.00
Salaries, Taxes & Benefits - Sales/Marketing	<u>\$ 793,500.00</u>
Total Sales & Marketing	<u>\$ 1,687,500.00</u>
Total Expenses	<u>\$ 1,975,600.00</u>
Net Operating Income	<u>\$ 86,000.00</u>
<b>Other Expenses</b>	
TBID Contingency & Renewal - 5%	86,000.00
Total Other Expenses	<u>\$ 86,000.00</u>
Net Other Income	<u>-\$ 86,000.00</u>
Net Revenue	<u>\$ 0.00</u>