

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

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