## San Diego Tourism Marketing District
### Administrative Budget
#### FY2015

**REVENUE**

<table>
<thead>
<tr>
<th>Category</th>
<th>Category A</th>
<th>Category B</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>TMD Assessment revenue</td>
<td>1,134,409</td>
<td>430,293</td>
<td>1,564,702</td>
</tr>
<tr>
<td>Interest income</td>
<td>10,875</td>
<td>4,125</td>
<td>15,000</td>
</tr>
<tr>
<td>Penalty/delinquency income</td>
<td>10,875</td>
<td>4,125</td>
<td>15,000</td>
</tr>
<tr>
<td><strong>Total revenue</strong></td>
<td>1,156,159</td>
<td>438,543</td>
<td>1,594,702</td>
</tr>
</tbody>
</table>

**EXPENSES**

**Personnel**

<table>
<thead>
<tr>
<th>Category</th>
<th>Category A</th>
<th>Category B</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employee Benefits-health insurance</td>
<td>7,569</td>
<td>2,871</td>
<td>10,440</td>
</tr>
<tr>
<td>Executive Director Wages</td>
<td>147,585</td>
<td>55,980</td>
<td>203,565</td>
</tr>
<tr>
<td>Payroll tax</td>
<td>11,807</td>
<td>4,478</td>
<td>16,285</td>
</tr>
<tr>
<td>Workers Comp</td>
<td>2,954</td>
<td>1,120</td>
<td>4,074</td>
</tr>
<tr>
<td><strong>Total Personnel</strong></td>
<td>169,915</td>
<td>64,449</td>
<td>234,364</td>
</tr>
</tbody>
</table>

**Contract Services**

<table>
<thead>
<tr>
<th>Category</th>
<th>Category A</th>
<th>Category B</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>145,000</td>
<td>55,000</td>
<td>200,000</td>
</tr>
<tr>
<td>Audits</td>
<td>50,750</td>
<td>19,250</td>
<td>70,000</td>
</tr>
<tr>
<td>Legal</td>
<td>143,237</td>
<td>54,331</td>
<td>197,568</td>
</tr>
<tr>
<td>Research and compliance</td>
<td>83,375</td>
<td>31,625</td>
<td>115,000</td>
</tr>
<tr>
<td>Communications</td>
<td>69,600</td>
<td>26,400</td>
<td>96,000</td>
</tr>
<tr>
<td><strong>Total Contract Services</strong></td>
<td>491,962</td>
<td>186,606</td>
<td>678,568</td>
</tr>
</tbody>
</table>

**Overhead**

<table>
<thead>
<tr>
<th>Category</th>
<th>Category A</th>
<th>Category B</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auto</td>
<td>6,525</td>
<td>2,475</td>
<td>9,000</td>
</tr>
<tr>
<td>Bank service charges</td>
<td>174</td>
<td>66</td>
<td>240</td>
</tr>
<tr>
<td>Broker fees</td>
<td>1,740</td>
<td>660</td>
<td>2,400</td>
</tr>
<tr>
<td>Dues and subscriptions</td>
<td>580</td>
<td>220</td>
<td>800</td>
</tr>
<tr>
<td>Insurance</td>
<td>7,576</td>
<td>2,874</td>
<td>10,450</td>
</tr>
<tr>
<td>Occupancy</td>
<td>14,442</td>
<td>5,478</td>
<td>19,920</td>
</tr>
<tr>
<td>Office supplies</td>
<td>3,233</td>
<td>1,227</td>
<td>4,460</td>
</tr>
<tr>
<td>Parking</td>
<td>290</td>
<td>110</td>
<td>400</td>
</tr>
<tr>
<td>Payroll processing</td>
<td>1,957</td>
<td>743</td>
<td>2,700</td>
</tr>
<tr>
<td>Postage and shipping</td>
<td>6,525</td>
<td>2,475</td>
<td>9,000</td>
</tr>
<tr>
<td>Printing and reproduction</td>
<td>14,500</td>
<td>5,500</td>
<td>20,000</td>
</tr>
<tr>
<td>Telephone</td>
<td>1,740</td>
<td>660</td>
<td>2,400</td>
</tr>
<tr>
<td><strong>Total Overhead</strong></td>
<td>59,282</td>
<td>22,488</td>
<td>81,770</td>
</tr>
<tr>
<td>Contingency</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total SDTMD Operations</strong></td>
<td>721,159</td>
<td>273,543</td>
<td>994,702</td>
</tr>
</tbody>
</table>

**City Administration**

<table>
<thead>
<tr>
<th>Category</th>
<th>Category A</th>
<th>Category B</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>435,000</td>
<td>165,000</td>
<td>600,000</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td>1,156,159</td>
<td>438,543</td>
<td>1,594,702</td>
</tr>
</tbody>
</table>

**CHANGE IN NET ASSETS**

<table>
<thead>
<tr>
<th>Category</th>
<th>Category A</th>
<th>Category B</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>