

Acct #	VMC FY2019-20 Budget Draft	2018-19	2018-19	Notes
	<b>INCOME</b>			
4030	BID Assessment	\$ 942,497	\$ 989,622	105% last 12 mo billed
4035	50% Match	\$ 471,249	\$ 494,811	853082 x 50%
4040	County Admin Fee	\$ (22,458)	\$ (44,533)	maximum of 3%
4251	Cooperative & Guide Advertising	\$ 15,000	\$ 4,000	CO-OPS aren't good internal marketing
new	Event Brochure Ads	\$ 7,500	\$ -	LRI, Stanford, Skunk, Beachcomber
4240	Miscellaneous	\$ -	\$ -	WHAT DOES THIS MEAN?
4950	Interest	\$ 100	\$ 120	
	From Reserve Account	\$ -	\$ 100,000	Surplus Calculations Below
	<b>TOTAL INCOME</b>	<b>\$ 1,413,888</b>	<b>\$ 1,544,020</b>	
	<b>MARKETING ACTIVITIES - MEDIA &amp; WEBSITE</b>			
	<b>Advertising/Media</b>			
5130	Print, Digital, Direct Mail & Broadcast	\$ 412,000	\$ 336,372	TheorySF, staff directed
5150	Advertising Development and Design	\$ 8,000	\$ 10,000	Lisa
5170	Photography	\$ 8,000	\$ 10,000	photo library, print, social and website uses
5240	Long Term Strategic Planning & Research	\$ 20,000	\$ 20,000	post media campaign Nielsen Studies
5110	Video Development	\$ 10,000	\$ 32,505	recommending at least one per year.
5015	Marketing Contingency	\$ 10,000	\$ 10,000	new mendo moments
	<b>Total Advertising/Media</b>	<b>\$ 468,000</b>	<b>\$ 418,877</b>	
	<b>Marketing &amp; Public Relations</b>			
5510	Public Relations Contract	\$ 98,500	\$ 98,500	Koii Communications
5520	Marketing Agency Contract	\$ 100,000	\$ 100,000	Theory SF
5650	Marketing & Comm. Coordinator	\$ -	\$ -	
5660	Clipping Service	\$ 6,500	\$ 7,000	Burrellsluce
5530	In-Market PR Stunts	\$ 2,500	\$ 3,000	
5560	Media Events	\$ 3,500	\$ 3,500	VCA events and other media associations
5610	Public Relations Related Travel	\$ 7,500	\$ 10,000	Increase to extend PR reach
5550	Visiting Media Expenses	\$ 12,000	\$ 17,500	this category shows growth potential
	<b>Total Marketing and Public Relations</b>	<b>\$ 230,500</b>	<b>\$ 239,500</b>	
	<b>Social and Website</b>			
5710	Interactive Media Coordinator	\$ 30,000	\$ 30,000	Brendan
5730	Interactive Marketing	\$ 12,000	\$ 2,500	Social media ads, boosts, contests, analytics
5750	Development/Maintenance	\$ 17,000	\$ 20,000	hosting, updates, SEO
new	Content Creation	\$ -	\$ 20,000	New: freelance 4 site posts/pages
	<b>Total Website Maintenance/Development</b>	<b>\$ 59,000</b>	<b>\$ 72,500</b>	

	<b>Leisure / Group Sales</b>					
5805	Sales Manager	\$	-	\$	-	See Personnel Expenses
5810	Promotional Items & Booth Development	\$	5,000	\$	5,000	New Booth Purchased 18/19
5820	Consumer and Trade Shows	\$	13,000	\$	13,000	Ytd spend at 13250 working on metrics for ROI
5840	State Fair Exhibit	\$	4,500	\$	10,000	Increase to move to Redwood Empire Fairgrounds
5870	Travel Shows - Shipping	\$	2,500	\$	3,500	
5885	Group Travel & Meeting FAMs	\$	10,000	\$	10,000	
5880	Leisure/Group Sales Staff Related Travel	\$	11,000	\$	10,000	
5890	Misc. Sales Opportunities	\$	1,500	\$	2,000	co-ops with VCA, NCTC
	<b>Total Leisure/Group Sales</b>	\$	<b>47,500</b>	\$	<b>53,500</b>	
	<b>MARKETING ACTIVITIES - VISITOR SERVICES &amp; PARTNERSHIPS</b>					
	<b>Visitor Services/Fulfillment</b>					
6220	Event and Festival Guides including Print collateral & general promotional items	\$	50,000	\$	41,000	festival guides, visitor guide, collaterals, maps
6530	Incentive & Sponsorship Programs	\$	71,400	\$	71,400	See PRINT Tab Includes complete redo of visitor guide
6170	Signage - Gateway, Kiosks and Directional	\$	2,000	\$	2,000	See Grant Tab - Includes VISIT partnerships
	<b>Total Visitor Services/Fulfillment</b>	\$	<b>123,400</b>	\$	<b>114,400</b>	
	<b>Partnerships</b>					
6550	Conferences, seminars, education	\$	12,000	\$	12,000	see conf. tab - fin. comm is recommending at least one board member conf per year/ ED
6620	In-County Relations	\$	5,000	\$	6,000	
6520	Memberships	\$	7,000	\$	8,000	mixers, hosted events (May Travel Month)
6510	North Coast Tourism Council	\$	11,000	\$	11,000	CVBs, Cal Trav, Chambers, trade orgs
	<b>Total Partnerships</b>	\$	<b>35,000</b>	\$	<b>37,000</b>	
	<b>Total Visitor Svcs and Partnerships</b>	\$	<b>123,500</b>	\$	<b>151,400</b>	
	<b>ADMINISTRATIVE EXPENSES</b>					
	<b>Office Operations</b>					
7250	Office/ Storage Rent	\$	23,400	\$	29,000	
7120	Insurance - BOD and Liability	\$	3,000	\$	3,000	
7260	Maintenance	\$	16,000	\$	3,500	
7270	Taxes	\$	73	\$	100	
7310	Telephone/Telecommunications	\$	6,000	\$	10,000	
7350	Utilities	\$	8,000	\$	9,000	
	<b>Total Occupancy Costs</b>	\$	<b>56,473</b>	\$	<b>54,600</b>	
	<b>General Admin</b>					
7010	Accounting	\$	6,500	\$	9,000	Auditor

7010	Bookkeeping	\$ 8,000	\$ 5,000		Daphne on payroll and month end
7060	Bank Fees	\$ 500	\$ 800		Payroll Processing Fees
5250	Board Development & Training	\$ 3,500	\$ 5,000		
7090	Copying/Printing	\$ 1,200	\$ 2,000		
7030	Legal Fees	\$ 2,500	\$ 3,000		
7140	Licenses & Permits	\$ 63	\$ 100		
7150	Meeting Expenses	\$ 1,500	\$ 5,000		includes open-office events
7210	Postage/Shipping	\$ 15,000	\$ 15,000		
7280	VMC Administrative Travel	\$ 14,300	\$ 17,000		
7200	Office Supplies	\$ 13,947	\$ 15,000		supplies, equipment, software licenses
	<b>Total General Admin</b>	<b>\$ 67,010</b>	<b>\$ 76,900</b>		
	<b>TOTAL ADMIN EXPENSES</b>	<b>\$ 123,483</b>	<b>\$ 131,500</b>		
	<b>Personnel</b>				
8510	Salaries	\$ 225,000	\$ 391,800		5% increase - RIF of one F/T Equivalent - see Staff Tab
	Paid Time Off	\$ -	\$ -		
8530	Payroll Taxes	\$ 22,500	\$ 32,500		
8550	Worker's Comp Insurance	\$ 2,500	\$ 3,000		
8570	Health Insurance	\$ 20,000	\$ 30,900		increase - could look for group plan for all 5 empl.
8580	Other Employee Benefits	\$ 3,300	\$ 13,500		Bouses
8590	Contract Work - Misc.	\$ 3,000	\$ 3,543		data input etc
7415	Employee Recruitment	\$ 1,500	\$ 1,500		
	<b>Total Personnel</b>	<b>\$ 277,800</b>	<b>\$ 476,743</b>		
	<b>TOTAL EXPENSES</b>	<b>\$ 1,329,783</b>	<b>\$ 1,544,020</b>		<b>\$ 0</b>
	<b>Reserve Calculations</b>	<b>Existing Balances (12/31/18)</b>	<b>10% Reserve</b>	<b>Transfer needed</b>	<b>Updated Balances as of 2/28</b>
	Checking	\$ 323,173.76			
	Savings (Contingency)	\$ 153,008.00	\$ 154,402	\$	1,394
	A/R	\$ 303,236.86			
	A/P	\$ 49,243.38			
	<b>Total</b>	<b>\$ 828,662.00</b>			\$
	<b>True Available Funds</b>				
	Checking	\$ 323,173.76			
	Net A/R v A/P	\$ 253,993.48			
	<b>Total</b>	<b>\$ 577,167.24</b>			
	<b>Transfer Needed for 10%</b>	<b>\$ 1,394.00</b>			\$
		462,201.07			\$
	<b>3 year usage (per year)</b>	<b>\$ 241,100.54</b>			\$

<b>INCOME</b>		
BID Assessment	\$	989,622.00
TOT Match	\$	494,811.00
Admin Fee	\$	(44,533)
Cooperative & Guide Advertising		
Event Brochure Ads	\$	4,000.00
Miscellaneous	\$	-
Interest	\$	153.00
Unrestricted		
<b>Total Income</b>	<b>\$</b>	<b>1,444,053.01</b>
<b>EXPENSES</b>		
<b>MARKETING ACTIVITIES - MEDIA &amp; WEBSITE</b>		
Advertising/Media	\$	418,877.00
Marketing & Public Relations	\$	239,500.00
Website Maintenance /Development	\$	72,500.00
Leisure / Group Sales	\$	53,500.00
<b>Subtotal</b>	<b>\$</b>	<b>784,377.00</b> 50.80%
<b>MARKETING ACTIVITIES - VISITOR SERVICES &amp; PARTNERSHIPS</b>		
Visitor Services/Fulfillment	\$	114,400.00
Partnerships	\$	37,000.00
<b>Subtotal</b>	<b>\$</b>	<b>151,400.00</b> 9.81%
<b>ADMINISTRATIVE EXPENSES</b>		
Office Operations	\$	54,600.00
General Admin	\$	76,900.00
Personnel	\$	476,743.00
<b>Subtotal</b>	<b>\$</b>	<b>608,243.00</b> 30.88%
<b>Total Expenses</b>	<b>\$</b>	<b>1,544,020.00</b> 100.00%