

Attachment B - 1

THE PASADENA CVB & CENTER MARKETING BUDGET  
ADOPTED BUDGET FOR PERIOD. JULY 2017 THROUGH JUNE 2018

	FY2018 Budget	FY2017 @ Mar 2017	FY2016 Actual	FY2015 Actual
<b>ADMINISTRATIVE EXPENSE:</b>				
105300 Marketing Salaries - CVB	\$ 978,000	\$ 674,357	\$ 888,237	\$ 943,520
Marketing Salaries - Center	338,000	124,733	201,969	183,662
Benefits / Taxes	336,000	257,879	326,394	323,834
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NET SALARY EXPENSE	1,652,000	1,056,969	1,416,601	1,451,017
 <b>PROMOTIONAL EXPENSE</b>				
Advertising - Media	470,000	322,739	457,276	373,218
Trade Show / Sales Activities	232,000	146,506	183,746	130,015
Local Events / Sponsorship	218,000	128,436	207,315	123,003
FAM	103,000	24,665	60,916	26,391
Amgen Tour of California	-	-	960	53,515
Rose Bowl Sales	48,000	48,000	48,000	53,120
Promotional Expense - Other	492,000	195,727	440,318	256,823
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TOTAL PROMOTIONAL EXPENSE	1,563,000	866,073	1,398,530	1,016,086
 <b>OTHER OPERATING EXPENSE</b>				
Office Supplies	48,000	51,404	55,452	57,753
Postage & Printing	1,800	2,624	3,272	23,887
Employee Recruiting	12,300	6,168	14,753	29,280
Equipment Purchase, lease, repairs	24,000	16,105	23,316	18,340
Professional Fees	17,000	4,716	23,354	22,770
Service Agreements	11,500	9,019	14,134	8,000
Telephone	20,070	14,161	22,101	20,042
Other	-	-	-	-
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TOTAL OTHER OPERATING	134,670	104,198	156,381	180,071
 <b>TOTAL CVB &amp; CENTER MARKETING EXPENSES</b>				
	\$ 3,349,670	\$ 2,027,239	\$ 2,971,512	\$ 2,647,174
Approved Budget TBID Collections @ 2.89%	3,800,000	2,594,000	3,526,000	3,120,000
	2.89%	2.89%	2.89%	2.89%
Projected Excess / (Deficit) of TBID Collections over Expenses	<u>\$ 450,330</u>	<u>\$ 566,761</u>	<u>\$ 554,488</u>	<u>\$ 472,826</u>