

Attachment B - 1

THE PASADENA CVB & CENTER MARKETING BUDGET
ADOPTED BUDGET FOR PERIOD: JULY 2014 THROUGH JUNE 2015

	FY2015 Budget	FY2014 @ March 2014	FY2013 Actual	FY2012 Actual
ADMINISTRATIVE EXPENSE:				
105300 Marketing Salaries - CVB	\$ 894,997	\$ 563,847	\$ 770,834	\$ 681,144
Marketing Salaries - Center	283,011	220,856	291,307	284,268
Benefits / Taxes	312,650	196,633	250,718	246,526
NET SALARY EXPENSE	<u>1,490,659</u>	<u>981,336</u>	<u>1,312,858</u>	<u>1,211,938</u>
PROMOTIONAL EXPENSE:				
Advertising - Media	389,750	269,413	346,280	262,995
Trade Show / Sales Activities	164,000	83,536	125,438	113,259
Local Events / Sponsorship	128,000	72,316	92,811	95,682
FAM	69,000	26,406	76,292	41,460
Amgen Tour of California	50,000	50,000	-	-
Rose Bowl Sales	48,000	-	-	-
Promotional Expense - Other	302,050	120,637	208,064	234,735
TOTAL PROMOTIONAL EXPENSE	<u>1,150,800</u>	<u>622,308</u>	<u>848,885</u>	<u>748,131</u>
OTHER OPERATING EXPENSE:				
Office Supplies	15,900	18,606	27,120	15,675
Postage & Printing	15,700	5,903	14,946	13,533
Employee Recruiting	26,340	29,993	26,520	25,837
Equipment Purchase, lease, repairs	21,323	20,471	45,071	30,018
Professional Fees	-	-	-	-
Service Agreements	6,900	5,194	7,750	8,391
Telephone	18,930	17,501	9,996	4,957
Other	-	-	-	-
TOTAL OTHER OPERATING	<u>105,093</u>	<u>97,667</u>	<u>131,404</u>	<u>98,410</u>
TOTAL CVB & CENTER MARKETING EXPENSES	\$ 2,746,552	\$ 1,701,311	\$ 2,293,147	\$ 2,058,479
Approved Budget TBID Collections @ 2.89%	3,015,000	2,133,312	2,626,962	2,392,014
	2.89%	2.89%	2.89%	2.89%
Projected Excess / (Deficit) of TBID Collections over Expenses	<u>\$ 268,448</u>	<u>\$ 432,002</u>	<u>\$ 333,815</u>	<u>\$ 333,535</u>

Attachment B - 2

TOURISM BUSINESS IMPROVEMENT DISTRICT TAX
INCOME STATEMENT
FOR THE PERIOD: JULY 2012 THROUGH MARCH 2014

	<u>FY2014</u> <u>@ March 2014</u>	<u>FY2013</u> <u>Actual</u>	<u>FY2012</u> <u>Actual</u>
TBID COLLECTIONS	\$ 2,133,312	\$ 2,626,962	\$ 2,392,014
ADMINISTRATIVE EXPENSE:			
Marketing Salaries - CVB	563,847	770,834	681,144
Marketing Salaries - Center	220,856	291,307	284,268
Benefits / Taxes	<u>196,633</u>	<u>250,718</u>	<u>246,526</u>
NET SALARY EXPENSE	981,336	1,312,858	1,211,938
PROMOTIONAL EXPENSE:			
Advertising - Media	269,413	346,280	262,995
Trade Show / Sales Activities	83,536	125,438	113,259
Local Events / Sponsorship	72,316	92,811	95,682
FAM	26,406	76,292	41,460
Amgen Tour of California	50,000	-	-
Rose Bowl Sales	-	-	-
Promotional Expense - Other	<u>120,637</u>	<u>208,064</u>	<u>234,735</u>
TOTAL PROMOTIONAL EXPENSE	622,308	848,885	763,906
OTHER OPERATING EXPENSE:			
Office Supplies	18,606	27,120	15,675
Postage & Printing	5,903	14,946	13,533
Employee Recruiting	29,993	26,520	25,837
Equipment Purchase, lease, repairs	20,471	45,071	30,018
Professional Fees	-	-	-
Service Agreements	5,194	7,750	8,391
Telephone	17,501	9,996	4,957
Other	<u>-</u>	<u>-</u>	<u>-</u>
TOTAL OTHER OPERATING	97,667	131,404	98,410
TOTAL CVB & CENTER MARKETING EXPENSES	\$ 1,701,311	\$ 2,293,147	\$ 2,074,255
Projected Excess / (Deficit) of TBID Collections over Expenses	<u>\$ 432,002</u>	<u>\$ 333,815</u>	<u>\$ 317,759</u>