

Attachment B - 2

TOURISM BUSINESS IMPROVEMENT DISTRICT TAX  
INCOME STATEMENT

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