

**TBID Budget Planning 2022-23**  
Draft FY23 Budget

Income Source	21-22 Budget	22-23 Projection
TOT Revenue Assumption	\$ 7,213,000	\$ 8,636,000
Adjusted TOT Revenue Assumptions		
TBID Assessment (20% of TOT Revenue)	\$ 1,442,600	\$ 1,727,200
Carryover		\$ 359,000
<b>TBID Program Budget</b>	<b>\$ 1,442,600</b>	<b>\$ 1,727,200</b>
Fund Reserve	\$ 100,000	\$ 100,000

**Expenditure**

	21-22 Budget	% of Total Budget	22-23 Recommendation	% of Total Budget	
<b>Expenditure (section in gray)</b>	<b>21-22</b>		<b>22-23</b>		<b>TBID Budget Allocation Detail</b>
<b>Operations/Staffing</b>	\$ 256,852	17.8%	\$ 243,135	14.1%	
Administration Overhead (2% of TBID Assessment)	\$ 28,852	2.0%	\$ 34,544	2.4%	
Staffing (FTE & .75 FTE)	\$ 228,000	15.8%	\$ 208,591	12.1%	
<b>Contracts</b>	\$ 982,000	68.1%	\$ 1,154,827	66.9%	
Noble + DCI Marketing Contract	\$ 773,500	53.6%	\$ 900,600	52.1%	2-year contract renewal; budget amount approved 5/25/22
Chamber of Commerce - PR	\$ 45,000	3.1%	\$ 45,000	2.6%	2nd year of 2-year contract; shared 50/50 w PCC
Chamber of Commerce - Guest Services	\$ 47,500	3.3%	\$ 47,500	2.8%	2nd year of 2-year contract
Chamber of Commerce - Media Monitoring Service Fee	\$ -	0.0%	\$ 3,527	0.2%	2nd year of 2-year contract; shared 50/50 w PCC
Co-op Marketing Program Funding	\$ 30,000	2.1%	\$ 30,000	1.7%	Co-op programs with strategic and industry partners
Content Marketing Services- Badger Branding	\$ 86,000	6.0%	\$ 128,200	7.4%	1st of 2 contract extensions; 12 mo of content; addition of content creator management + hard costs
<b>Partnerships</b>	\$ 20,000	1.4%	\$ 84,272	4.9%	
Cal Poly Athletics	\$ -	0.0%	\$ 62,000	3.6%	2nd year of 2-year contract
EcoSLO - Sustainability Initiative	\$ 15,000	1.0%	\$ 17,272	1.0%	Contribution of 1% of TBID revenue
SLO Coast Wine Collective Membership	\$ 5,000	0.3%	\$ 5,000	0.3%	Annual membership commitment
<b>Events &amp; Promotions</b>	\$ 25,000	1.7%	\$ 95,000	5.5%	
General Events Promotion	\$ -	0.0%	\$ 30,000	1.7%	Available event sponsorship funding allocation
Event Activation + Collateral	\$ -	0.0%	\$ 40,000	2.3%	SLO branded items like bags, event collateral pieces
Seasonal Promotion	\$ 25,000	1.7%	\$ 25,000	1.4%	Available promotional costs for program like The MidWeekend
<b>Tradeshows</b>	\$ 23,000	1.6%	\$ 23,000	1.3%	
Tradeshows	\$ 15,000	1.0%	\$ 15,000	0.9%	Tradeshow co-ops with partners like Visit SLO CAL (IPW etc.)
Tourism Conferences	\$ 8,000	0.6%	\$ 8,000	0.5%	Expenses for Outlook Forum, CCTC Fall + Spring Workshops, others as determined by staff
<b>Tourism Organizations/Research</b>	\$ 112,786	7.8%	\$ 84,070	4.9%	
CCTC Dues	\$ 1,000	0.1%	\$ 1,000	0.1%	Annual membership
Smith Travel Report Contract	\$ 3,500	0.2%	\$ 3,500	0.2%	Annual contract
CalTravel Membership	\$ 1,000	0.1%	\$ 1,000	0.1%	Annual membership
California Hotel & Lodging Association	\$ 27,286	1.9%	\$ 28,570	1.7%	Constituent membership
Research + Program Development	\$ 80,000	5.5%	\$ 50,000	2.9%	For projects related to the Strategic Plan implementation
<b>Support/ Meetings</b>	\$ 21,940	1.5%	\$ 41,500	2.4%	
Tourism Program Expenses	\$ 5,000	0.3%	\$ 5,000	0.3%	Various program expenses determined by staff
FAM Trip Hosting	\$ 5,000	0.3%	\$ 5,000	0.3%	Media hosting via strategic partners
Contingency	\$ 6,440	0.4%	\$ 20,000	1.2%	Misc. Marketing Opportunities
Services/Online Tools/Fulfillment	\$ 5,500	0.4%	\$ 11,500	0.7%	Dropbox, Crowdriff, Survey Monkey, etc.
		100%		100%	
Subtotal	\$ 1,441,578		\$ 1,725,804		
Budget Remaining	\$ 1,022		\$ 1,396		