

TBID Budget Planning 2021-22

Income Source	21-22 Projection
TOT Revenue Assumption	\$ 7,213,000
Adjusted TOT Revenue Assumptions	
TBID Assessment (20% of TOT Revenue)	\$ 1,442,600
Carryover	
TBID Program Budget	\$ 1,442,600
Fund Reserve	\$ 100,000

Expenditure

	TBID Board Recommendation	% of Total Budget	
Expenditure (section in gray)	21-22		TBID Budget Allocation Detail
Operations/Staffing	\$ 256,852	17.8%	
Administration Overhead (2% of TBID Assessment)	\$ 28,852	2.0%	
Staffing (FTE & .75 FTE)	\$ 228,000	15.8%	
Contracts	\$ 972,500	67.4%	
Noble + DCI Marketing Contract	\$ 763,500	52.9%	\$375k to agency fees; \$375k to paid media spend ; \$13,500 for Q1 social management
Chamber of Commerce - PR	\$ 45,000	3.1%	2-year contract; shared 50/50 w PCC
Chamber of Commerce - Guest Services	\$ 47,500	3.3%	2-year contract
Chamber of Commerce - Media Monitoring Service Fee		0.0%	2-year contract; shared 50/50 w PCC; \$3527 prepaid from 20-21
Co-op Marketing Program Funding	\$ 30,000	2.1%	Earmark \$10k for VSC video distribution
Content Marketing Services	\$ 86,500	6.0%	RFP for contracted services
Partnerships	\$ 5,000	0.3%	
Cal Poly Athletics		0.0%	Modified from proposal to a 2-year contract; \$62,000 prepaid from 20-21
SLO Coast Wine Collective Membership	\$ 5,000	0.3%	Annual membership
Events & Promotions	\$ 15,000	1.0%	
Sustainability Initiative	\$ 15,000	1.0%	Pilot program; contribution of 1% of TBID revenue
Tradeshows	\$ 23,000	1.6%	
Tradeshows	\$ 15,000	1.0%	22' IPW co-op with Visit SLO CAL
Tourism Conferences	\$ 8,000	0.6%	Outlook Forum, CCTC Fall + Spring Workshops, others as determined by staff
Tourism Organizations/Research	\$ 112,786	7.8%	
CCTC Dues	\$ 1,000	0.1%	Annual membership
Smith Travel Report Contract	\$ 3,500	0.2%	Annual contract
CalTravel Membership	\$ 1,000	0.1%	Annual membership
California Hotel & Lodging Association	\$ 27,286	1.9%	Constituent membership
Research + Program Development	\$ 80,000	5.5%	Economic Impact (co-op), Sustainability/Destination Stewardship, Sales Strategy Development
STR Forecast Report	\$ -	0.0%	Annual report
Support/ Meetings	\$ 56,940	3.9%	
Tourism Program Expenses	\$ 5,000	0.3%	Program expenses
FAM Trip Hosting	\$ 5,000	0.3%	Media hosting via strategic partners
Contingency	\$ 41,440	2.9%	Event Sponsorship, Misc. Marketing Opportunities
Services/Online Tools/Fulfillment (Dropbox, Crowdriff, Survey Monkey)	\$ 5,500	0.4%	\$6000 for crwdriff prepaid from 20-21

100%

Subtotal \$ 1,442,078
Budget Remaining \$ 522