

Attachment 3

2013-14 Tourism and Marketing Budget and Programs
\$32,062,800 **Projected TOT** **Fiscal Year 2013-14**

Program	2010-2011 Budget	2011-2012 Budget	2012-2013 Budget (<i>Actual Expenses</i>)	2013-2014 Projected Budget & Funding Requests
TOT Base Budget	\$3,385,712	\$4,148,877 + \$420,000 (FY 10-11 carryovers) = \$4,568,877	\$4,134,700 + \$683,300 FY 11-12 carryovers + \$530,000 FY 11-12 addtl revenue = \$5,348,000	\$4,580,400 + \$980,804 in FY 12-13 carryovers = \$5,561,204
Annual Buffer/Reserve to Cover TOT Revenue Reductions	\$320,000	\$320,000	\$320,000	\$200,000
City Administrative Costs (Partial Costs of 2 City Staff)	\$186,000	\$200,000	\$220,000	\$0
Contingency Programs	\$100,000	\$150,000	\$150,000	\$150,000 (<i>\$20,200 approved for BH100 Block Party</i>)
Re-Allocation to Other City Programs	\$50,000 - Library \$170,700 - Community Grants	\$250,000 - 100 Year Anniversary Fund \$220,000 - Community Grant Programs \$470,000 - TOTAL	\$250,000 - 100 Year Anniversary Fund (budget to-date = \$500,000; expenses to-date = \$147,250; remaining balance = \$352,750) \$220,000 - Community Grant Programs \$50,000 - Concerts on Canon Expansion \$75,000 - Intellectual Property Legal Services (trademark violations, etc) \$845,000 - TOTAL	\$950,000 - 100 Year Anniversary Fund (see attached Centennial Program Allocations) \$50,000 - Concerts on Canon Expansion \$75,000 - Intellectual Property Legal Services (trademark violations, etc) \$1,075,000 - TOTAL
Conference & Visitors Bureau	\$2,050,100 - 5% Reduction	\$2,150,100 - Operating Budget \$70,000 - Sparkle 90210 \$2,220,100 - TOTAL	\$2,477,841* - Operating Budget \$74,000 - TI Reimbursement \$2,551,841 - TOTAL	\$2,923,204 (<i>amount requested</i>)
Holiday Ice Skating Rink	N/A	N/A	\$140,000	n/a
Holiday Décor/Special Events	\$400,000 (\$250,000 for décor and \$150,000 for events)	\$575,000	\$545,000	\$500,000
Rodeo Drive Committee	\$110,000 - Walk of Style \$20,000 - Father's Day Concours \$20,000 - Fashion's Night Out \$150,000 - TOTAL	\$110,000 - Walk of Style \$24,000 - Father's Day Concours \$25,000 - Fashion's Night Out \$55,000 - Addtl Walk of Style \$214,000 - TOTAL	\$200,000 - Walk of Style \$25,000 - Father's Day Concours \$30,000 - Ice Cream Sundays \$163,105 - Holiday Décor \$418,105 - TOTAL	\$713,000** (<i>amount requested</i>)
Rose Float Arrears	N/A	\$60,000	N/A	N/A
TOTAL	\$3,399,712 (\$420,000 remaining)	\$3,755,593 (\$683,284 remaining)	\$4,367,196 (\$980,804 remaining)	\$5,561,204

*CVB FY 2012-13 base budget of \$2,665,000 plus credit to City of \$200,000 for ice rink vendor contract and addition of \$12,841 for rink expenses.

**The RDC's formal funding request is \$788,000, however, \$713,000 in program funding is to be reviewed as it relates to the Tourism and Marketing Budget, since \$75,000 has been earmarked from Centennial funding, which is a separate budget line item. This is due to the fact that \$75,000 is a funding allocation to the RDC to fulfill the City's contractual obligation with Rolex/Gearys for their sponsorship of the Centennial Celebration