

## **Special Promotional Programs**



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# Special Promotional Programs



## Description

Special promotional programs are intended to advance the City's economy by promoting the City of San Diego as a visitor destination in the national and international marketplace. The Department supports programs that increase hotel occupancy and attract industry resulting in the generation of Transient Occupancy Tax (TOT) and other revenue, as well as develops, maintains, and enhances visitor-related facilities, and supports the City's cultural amenities and natural attractions.



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# Special Promotional Programs

## Department Summary

	FY2012 Actual	FY2013 Budget	FY2014 Adopted	FY2013–2014 Change
FTE Positions (Budgeted)	0.00	0.00	0.00	0.00
Personnel Expenditures	\$ -	\$ -	\$ -	\$ -
Non-Personnel Expenditures	70,532,814	72,761,480	85,788,909	13,027,429
<b>Total Department Expenditures</b>	<b>\$ 70,532,814</b>	<b>\$ 72,761,480</b>	<b>\$ 85,788,909</b>	<b>\$ 13,027,429</b>
<b>Total Department Revenue</b>	<b>\$ 70,643,037</b>	<b>\$ 74,282,640</b>	<b>\$ 79,870,455</b>	<b>\$ 5,587,815</b>

## Transient Occupancy Tax Fund

### Department Expenditures

	FY2012 Actual	FY2013 Budget	FY2014 Adopted	FY2013–2014 Change
Arts, Culture, & Community Festivals	\$ 6,852,397	\$ 6,873,250	\$ 8,530,000	\$ 1,656,750
Discretionary Funding	30,458,110	14,493,278	15,554,091	1,060,813
Economic Development Programs	1,368,020	1,805,000	1,965,512	160,512
Safety & Maint - Visitor Related Facilities	30,386,468	49,589,952	59,739,306	10,149,354
<b>Total</b>	<b>\$ 69,064,995</b>	<b>\$ 72,761,480</b>	<b>\$ 85,788,909</b>	<b>\$ 13,027,429</b>

### Significant Budget Adjustments

	FTE	Expenditures	Revenue
<b>Support to Other Funds</b> Adjustment to the annual allocations which support debt service payments and operating costs for Mission Bay/ Balboa Park Improvements, Convention Center, QUALCOMM Stadium, PETCO Park, and the Trolley Extension Reserve.	0.00	\$ 13,156,067	\$ -
<b>Penny for the Arts Funding</b> Adjustment to reflect the addition of expenditures for the Penny for the Arts Blueprint and corresponding adjustment to the Arts and Culture Festival Program allocations.	0.00	1,600,000	-
<b>One-Cent Discretionary</b> Adjustment to reflect the increase in One-Cent TOT to support the General Fund.	0.00	1,060,813	-
<b>Mayor/Council Allocation</b> Adjustment to reflect the full year discretionary TOT funding for Mayor and Council allocations.	0.00	56,750	-
<b>Support for Safety and Maintenance of Visitor-Related Facilities</b> Support to reimburse the General Fund for expenditures associated with the safety and maintenance of visitor-related facilities.	0.00	(2,846,201)	-
<b>Revised Revenue</b> Adjustment to reflect Fiscal Year 2014 revenue projections.	0.00	-	5,587,815
<b>Total</b>	<b>0.00</b>	<b>\$ 13,027,429</b>	<b>\$ 5,587,815</b>

# Special Promotional Programs

## Expenditures by Category

	FY2012 Actual	FY2013 Budget	FY2014 Adopted	FY2013–2014 Change
<b>NON-PERSONNEL</b>				
Supplies	\$ 1,138	\$ -	\$ -	\$ -
Contracts	25,303,058	29,641,200	<b>29,507,784</b>	(133,416)
Information Technology	253	-	-	-
Transfers Out	43,760,545	43,120,280	<b>56,281,125</b>	13,160,845
<b>NON-PERSONNEL SUBTOTAL</b>	<b>\$ 69,064,995</b>	<b>\$ 72,761,480</b>	<b>\$ 85,788,909</b>	<b>\$ 13,027,429</b>
<b>Total</b>	<b>\$ 69,064,995</b>	<b>\$ 72,761,480</b>	<b>\$ 85,788,909</b>	<b>\$ 13,027,429</b>

## Revenues by Category

	FY2012 Actual	FY2013 Budget	FY2014 Adopted	FY2013–2014 Change
Other Revenue	\$ 1,144	\$ -	\$ -	\$ -
Transient Occupancy Tax	70,641,893	74,282,640	<b>79,870,455</b>	5,587,815
<b>Total</b>	<b>\$ 70,643,037</b>	<b>\$ 74,282,640</b>	<b>\$ 79,870,455</b>	<b>\$ 5,587,815</b>

# Special Promotional Programs

## Special Promotions

Organization / Program	FY2012 Actual	FY2013 Budget	FY2014 Adopted
<b>ARTS, CULTURE, AND COMMUNITY FESTIVALS</b>			
<b>Creative Communities San Diego</b>			
America's Finest City Dixieland Jazz Society	\$ -	\$ 19,429	\$ 37,563
Asian Story Theater	5,729	4,499	5,619
Balboa Park Cultural Partnership	-	9,566	-
Bon Temps Social Club of San Diego	24,961	20,452	45,902
Cabrillo Festival, Inc.	3,060	3,204	4,517
Capoeira Institute	-	-	14,610
Casa Familiar	-	8,385	7,062
Central Commercial District Revitalization Corp./San Diego Afterschool Strings Program	5,729	4,499	5,337
Centre City Development Corporation	-	4,381	-
College Area Economic Development Corporation	8,995	7,861	12,677
The Cooper Family Foundation	-	-	3,080
Council of Philippine American Organizations of San Diego County	-	-	3,629
Gaslamp Quarter Association	-	7,089	11,404
Hillcrest Business Improvement Association	13,858	11,979	15,279
The Historic Old Town Community Foundation	-	13,867	-
Indian Fine Arts Academy of San Diego	-	-	14,203
Italian American Art and Culture Association of San Diego	10,403	11,054	16,594
Jacobs Center for Neighborhood Innovation	18,042	15,339	22,538
Justice Overcoming Boundaries	-	-	9,107
Kalusugan Community Services	14,323	11,248	16,528
Kiwanis Club of Tierrasanta, San Diego, CA	-	2,153	-
Linda Vista Multi-Cultural Fair and Parade	6,063	4,938	6,468
Little Italy Association	23,600	18,279	29,130
Little Saigon Foundation	-	-	8,739
Media Heritage, Inc./Filmout San Diego	9,179	7,149	11,324
Mira Mesa Theatre Guild	-	3,592	-
Musicians for Education	-	4,499	6,153
North Park Organization of Businesses	7,956	7,797	-
NTC Foundation	6,334	4,678	6,226
Nu-Way Operation BHILD	1,119	3,952	-
Ocean Beach Merchants Association	17,028	14,004	23,216
Pacific Beach Community Development Corporation	13,034	9,887	12,396
Pacific Southwest Wildlife Arts, Inc.	9,329	6,305	9,719
PASACAT	-	2,853	4,237
Point Loma Foundation	9,608	-	-
Point Loma Summer Concerts	-	10,009	14,631
Rancho de los Penasquitos Town Council	5,005	3,469	5,332
Rolando Community Council	5,644	4,363	6,202
San Diego Armed Services YMCA	24,961	20,452	45,902
San Diego Audubon Society	20,052	11,575	18,842
San Diego Chinese Center	-	4,663	5,883
San Diego City College Foundation	6,510	-	-
San Diego Earth Day	21,878	15,151	24,116
San Diego Film Foundation	24,961	20,452	42,972
San Diego Fleet Week Foundation	-	9,014	-
San Diego Music Foundation	-	8,385	19,345
San Diego Shakespeare Society	5,967	4,502	5,249

# Special Promotional Programs

## Special Promotions (Cont'd)

Organization / Program	FY2012 Actual	FY2013 Budget	FY2014 Adopted
Space 4 Art	—	—	4,943
Springfest Inc.	—	9,392	12,133
St. Madeleine Sophie's Center	—	9,408	13,541
Torrey Pines Kiwanis Foundation	24,348	20,452	45,902
Transcendance Youth Arts Project	—	4,806	7,062
Write Out Loud	\$ —	\$ 3,558	\$ 2,480
<b>Creative Communities San Diego Subtotal</b>	<b>\$ 347,676</b>	<b>\$ 402,589</b>	<b>\$ 637,792</b>
<b>Organizational Support</b>			
Aja Project	\$ 19,976	\$ 22,937	\$ 22,881
Art of Elan	3,258	8,139	8,934
Balboa Park Cultural Partnership	—	—	18,060
Balboa Park Online Collaborative	—	—	52,591
California Ballet Association	66,195	58,060	69,190
Camarada	7,598	9,003	9,949
Center for World Music	—	14,772	25,127
City Ballet, Inc.	44,750	43,212	55,194
Classics for Kids	22,593	22,531	23,569
Common Ground Theatre	4,883	—	—
Culture Shock Dance Troupe	—	8,651	—
Cygnat Theater	101,461	107,418	103,356
Diversionsary Theatre	41,524	34,986	37,217
Eveoke Dance Theatre	22,780	22,942	22,823
Fern Street Community Arts, Inc.	11,960	—	—
Finest City Performing Arts, Inc./San Diego Gay Men's Chorus	19,873	25,035	22,561
Flying Leatherneck Historical Foundation	—	—	9,924
Gaslamp Quarter Historical Foundation	—	—	19,794
Japanese Friendship Garden Society of San Diego	50,114	52,243	61,775
La Jolla Chapter, SPEBSQSA, Inc.	—	1,156	2,478
La Jolla Historical Society	21,433	21,729	38,951
La Jolla Music Society	170,718	174,367	196,249
La Jolla Symphony and Chorus	30,017	29,267	34,927
The Library Association of La Jolla/Athenaeum Music and Arts Library	84,812	89,444	83,994
Mainly Mozart Festival, Inc.	83,622	82,942	87,998
Malashock Dance and Company	34,021	34,956	41,829
Maritime Museum Association of San Diego	193,213	209,483	227,652
Media Arts Center San Diego	57,052	72,753	54,394
Mingei International Museum	135,455	195,936	183,858
Mojalet Dance Collective	—	3,038	6,392
Mo'olelo Performing Arts Company	17,292	20,546	25,913
Moxie Theatre	—	6,816	10,067
Museum of Contemporary Arts, San Diego	259,234	289,799	343,054
Museum of Photographic Arts	99,920	99,870	93,080
New Children's Museum	151,833	236,361	149,056
Old Globe Theatre	394,382	411,721	421,074
Outside the Lens	—	—	6,358
Pacific Arts Movement	—	—	55,097
Persian Cultural Center	22,540	23,081	24,025
PGK Project	—	5,213	6,256



# Special Promotional Programs

## Special Promotions (Cont'd)

Organization / Program	FY2012 Actual	FY2013 Budget	FY2014 Adopted
Playwrights Project	29,424	27,316	32,035
Prophet World Beat Productions	26,342	23,708	28,510
The Putnam Foundation/Timken Museum of Art	53,984	83,111	110,263
Reuben H. Fleet Science Center	235,956	281,066	265,204
Samahan Filipino American Performing Arts and Education Center	5,362	–	2,218
San Diego Air and Space Museum, Inc.	252,647	250,169	222,847
San Diego Archaeological Center	30,211	17,285	26,428
San Diego Art Institute	42,293	38,302	44,004
San Diego Asian Film Foundation	47,294	47,510	–
San Diego Automotive Museum	39,614	37,845	48,041
San Diego Ballet	31,717	27,770	28,893
San Diego Center for Jewish Culture	96,035	112,189	104,573
San Diego Chamber Orchestra	61,511	65,073	–
San Diego Children's Choir	23,171	21,549	27,736
San Diego Chinese Historical Society and Museum	15,022	16,735	17,087
San Diego Civic Youth Ballet	22,260	21,870	28,937
San Diego Dance Theater	28,387	29,166	39,176
San Diego Early Music Society	9,452	9,311	9,039
San Diego Guild of Puppetry	7,284	6,884	6,984
San Diego Historical Society	92,800	100,651	77,730
San Diego Junior Theatre	79,614	82,267	82,446
San Diego Master Chorale	14,556	15,165	14,186
San Diego Model Railroad Museum, Inc.	40,450	37,991	45,838
San Diego Museum Council	8,520	9,045	10,843
San Diego Museum of Art	244,056	283,691	366,050
San Diego Museum of Man	105,949	117,091	111,241
San Diego Opera Association	387,863	368,199	389,357
San Diego Repertory Theatre	138,985	128,091	148,645
The San Diego Society of Natural History	324,837	306,193	367,489
San Diego Symphony Orchestra Association, Inc.	391,934	400,344	411,870
San Diego Watercolor Society	42,782	22,196	24,526
San Diego Women's Chorus	–	1,836	3,826
San Diego Writers Ink	7,044	8,453	8,442
San Diego Young Artists Music Academy, Inc.	11,439	12,466	10,265
San Diego Young Artists Symphony Orchestra	11,776	13,074	12,536
San Diego Youth Symphony and Conservatory	56,770	62,831	85,313
Save Our Heritage Organisation	59,791	54,424	53,721
Scripps Ranch Theatre	10,227	13,168	13,595
Spreckels Organ Society	16,104	16,039	16,123
Theater and Arts Foundation of San Diego County/La Jolla Playhouse	360,839	369,007	376,738
Unlimited Jazz Dance Productions/Patricia Rincon Dance Collective	18,409	9,913	11,170
Veteran's Memorial Center	21,782	23,180	–
Villa Musica	9,145	17,626	28,764
Westwind Brass	8,269	9,910	7,095
Women's History Museum and Educational Center	8,184	10,717	12,156
Young Audiences of San Diego	44,175	58,577	50,770
<b>Organizational Support Subtotal</b>	<b>\$ 5,746,775</b>	<b>\$ 6,107,411</b>	<b>\$ 6,438,356</b>

# Special Promotional Programs

## Special Promotions (Cont'd)

Organization / Program	FY2012 Actual	FY2013 Budget	FY2014 Adopted
<b>Other</b>			
Commission for Arts and Culture Department	\$ 823,847	\$ 948,968	\$ 1,022,971 <sup>1</sup>
Mayor/City Council Allocations	199,711	363,250	420,000
Penny for the Arts Blueprint	–	–	1,033,852
<b>Other Subtotal</b>	<b>\$ 1,023,558</b>	<b>\$ 1,312,218</b>	<b>\$ 2,476,823</b>
<b>TOTAL ARTS, CULTURE, AND COMMUNITY FESTIVALS</b>	<b>\$ 7,118,009</b>	<b>\$ 7,822,218</b>	<b>\$ 9,552,971</b>
<b>CAPITAL IMPROVEMENTS</b>			
<b>Capital Improvements</b>			
Convention Center Complex	\$ 9,200,688	\$ 8,697,275	\$ 8,057,450
Mission Bay Park/Balboa Park Improvements	1,093,319	1,600,000	1,689,234
QUALCOMM Stadium	4,797,262	4,752,882	4,748,556
Trolley Extension Reserve	925,000	278,716	1,152,299
<b>Capital Improvements Subtotal</b>	<b>\$ 16,016,269</b>	<b>\$ 15,328,873</b>	<b>\$ 15,647,539</b>
<b>TOTAL CAPITAL IMPROVEMENTS</b>	<b>\$ 16,016,269</b>	<b>\$ 15,328,873</b>	<b>\$ 15,647,539</b>
<b>ECONOMIC DEVELOPMENT PROGRAMS</b>			
<b>Citywide Economic Development</b>			
CleanTECH San Diego	\$ 12,150	\$ 30,000	\$ 30,000
CommNexus San Diego	–	25,000	30,000
Horton Plaza Theatre Foundation	–	435,000	440,000
Mission Trails Regional Park Foundation, Inc.	–	40,000	45,000
San Diego Regional Economic Development Corporation	60,287	40,000	25,000
San Diego World Trade Center	204,370	–	–
<b>Citywide Economic Development Subtotal</b>	<b>\$ 276,807</b>	<b>\$ 570,000</b>	<b>\$ 570,000</b>
<b>Economic Development and Tourism Support</b>			
Adams Avenue Business Association	\$ 24,188	\$ 43,200	\$ 38,968
Asian Business Association	31,895	22,752	30,577
BIOCOM Institute	–	–	50,000
BID Council	25,000	40,000	–
City Heights Community Development Corporation	48,044	48,690	54,000
Greater Golden Hill CDC	48,396	–	38,968
Greater San Diego Business Association	–	39,040	54,000
Hostelling International-American Youth Hostels	54,000	48,690	38,968
International Rescue Committee	(892)	–	–
Japan Society of San Diego and Tijuana	42,660	25,382	38,968
La Jolla Village Merchants Association, Inc.	–	–	22,171
North Park Organization of Businesses, Inc.	–	–	38,868
Old Town San Diego Chamber of Commerce	28,480	33,032	25,906
Otay Mesa Chamber of Commerce	47,891	48,690	27,000
San Diego Convention & Visitors Bureau	23,292	41,600	–
San Diego Data Processing Corporation	100,000	–	–
San Diego Diplomacy Council	48,060	25,382	38,968
San Diego East Visitors Bureau	19,991	26,162	28,288
South County Economic Development Council	48,060	48,690	38,968
South Park Business Group, Inc.	–	–	10,250
Travelers Aid Society of San Diego	53,999	48,690	54,000
Veterans Memorial Center, Inc.	–	–	71,644
<b>Economic Development and Tourism Support Subtotal</b>	<b>\$ 643,064</b>	<b>\$ 540,000</b>	<b>\$ 700,512</b>

# Special Promotional Programs

## Special Promotions (Cont'd)

Organization / Program	FY2012 Actual	FY2013 Budget	FY2014 Adopted
<b>Other</b>			
Business Expansion, Attraction, and Retention (BEAR)	\$ 448,149	\$ 515,000	\$ 515,000
Economic Development Program Administration	–	180,000	180,000
<b>Other Subtotal</b>	<b>\$ 448,149</b>	<b>\$ 695,000</b>	<b>\$ 695,000</b>
<b>TOTAL ECONOMIC DEVELOPMENT PROGRAMS</b>	<b>\$ 1,368,020</b>	<b>\$ 1,805,000</b>	<b>\$ 1,965,512</b>
<b>MAJOR EVENTS</b>			
<b>Major Events</b>			
Major Events Revolving Fund	\$ 150,000	\$ 150,000	\$ 150,000
<b>Major Events Subtotal</b>	<b>\$ 150,000</b>	<b>\$ 150,000</b>	<b>\$ 150,000</b>
<b>TOTAL MAJOR EVENTS</b>	<b>\$ 150,000</b>	<b>\$ 150,000</b>	<b>\$ 150,000</b>
<b>SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES</b>			
<b>Safety and Maintenance of Visitor-Related Facilities</b>			
	\$	\$	\$
Discretionary Transient Occupancy Tax Support to General Fund	\$ 13,377,666	\$ 14,493,278	\$ 15,554,091
Mission Bay Park/Balboa Park Improvements	415,888	–	370,766
Convention Center	4,834,612	4,375,488	4,722,550
PETCO Park	4,840,000	4,200,000	14,515,750
QUALCOMM Stadium	3,782,738	3,827,118	5,451,444
Special Events Department	590,603	722,192	788,474
Transient Occupancy Tax (TOT) Payment Audit	415,000	415,000	415,000
Transient Occupancy Tax Administration and Promotional Activities	14,617,420	21,293,473	18,446,257
<b>Safety and Maintenance of Visitor-Related Facilities Subtotal</b>	<b>\$ 42,873,927</b>	<b>\$ 49,326,549</b>	<b>\$ 60,284,332</b>
<b>TOTAL SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES</b>	<b>\$ 42,873,927</b>	<b>\$ 49,326,549</b>	<b>\$ 60,284,332</b>
<b>SUMMARY</b>			
Arts, Culture, and Community Festivals	\$ 7,118,009	\$ 7,822,218	\$ 9,552,971
Capital Improvements	16,016,269	15,328,873	15,647,539
Economic Development Programs	1,368,020	1,805,000	1,965,512
Major Events	150,000	150,000	150,000
Safety and Maintenance of Visitor-Related Facilities	42,873,927	49,326,549	60,284,332
<b>TOTAL SPECIAL PROMOTIONAL PROGRAMS BUDGET</b>	<b>\$ 67,526,225</b>	<b>\$ 74,432,640</b>	<b>\$ 87,600,354</b>

<sup>1</sup>This table represents the entire Transient Occupancy Tax Fund, including the Commission for Arts and Culture and Special Events Departments. See the separate department pages for the Commission for Arts and Culture and Special Events for additional details.

# Special Promotional Programs

## Revenue and Expense Statement (Non-General Fund)

Transient Occupancy Tax Fund	FY2012 Actual	FY2013 <sup>*</sup> Budget	FY2014 Adopted
<b>BEGINNING BALANCE AND RESERVES</b>			
Balance from Prior Year	\$ 10,695,139	\$ 10,695,139	\$ 11,913,857 <sup>2</sup>
<b>TOTAL BALANCE AND RESERVES</b>	<b>\$ 10,695,139</b>	<b>\$ 10,695,139</b>	<b>\$ 11,913,857</b>
<b>REVENUE</b>			
Grant and Other Revenue <sup>1</sup>	\$ 115,348	\$ 150,000	\$ 150,000
Transient Occupancy Tax	70,527,689	74,282,640	79,870,455
<b>TOTAL REVENUE</b>	<b>\$ 70,643,037</b>	<b>\$ 74,432,640</b>	<b>\$ 80,020,455</b>
<b>TOTAL BALANCE, RESERVES, AND REVENUE</b>	<b>\$ 81,338,176</b>	<b>\$ 85,127,779</b>	<b>\$ 91,934,312</b>
<b>OPERATING EXPENSE</b>			
Operating Expense	\$ 24,410,851	\$ 30,386,723	\$ 27,757,784
Commission for Arts and Culture Department <sup>1</sup>	826,786	948,968	1,022,971
Special Events Department <sup>1</sup>	641,033	722,192	788,474
Penny for the Arts Blueprint	–	–	1,600,000
Transfer to Convention Center Expansion Fund	9,200,688	9,672,763	9,500,000
Transfer to General Fund - One-Cent Discretionary	14,614,637	14,493,278	15,554,091
Transfer to Major Events Revolving Fund	150,000	150,000	150,000
Transfer to Mission Bay/Balboa Park Improvement Fund	1,509,207	1,600,000	2,060,000
Transfer to PETCO Park Fund	4,840,000	4,200,000	14,515,750
Transfer to QUALCOMM Stadium Fund	8,580,000	8,580,000	10,200,000
Transfer to TOT-Convention Center Fund	4,834,612	3,400,000	3,280,000
Transfer to Trolley Extension Reserve Fund	925,000	278,716	1,171,284
<b>TOTAL OPERATING EXPENSE</b>	<b>\$ 70,532,814</b>	<b>\$ 74,432,640</b>	<b>\$ 87,600,354</b>
<b>TOTAL EXPENSE</b>	<b>\$ 70,532,814</b>	<b>\$ 74,432,640</b>	<b>\$ 87,600,354</b>
<b>BALANCE</b>	<b>\$ 10,805,362</b>	<b>\$ 10,695,139</b>	<b>\$ 4,333,958</b>
<b>TOTAL BALANCE, RESERVES, AND EXPENSE</b>	<b>\$ 81,338,176</b>	<b>\$ 85,127,779</b>	<b>\$ 91,934,312</b>

<sup>\*</sup> At the time of publication, audited financial statements for Fiscal Year 2013 were not available. Therefore, the Fiscal Year 2013 column reflects final budget amounts from the Fiscal Year 2013 Adopted Budget. As such, current fiscal year balances and reserves are estimates of carryover from the previous fiscal year.

<sup>1</sup> This statement represents the entire Transient Occupancy Tax Fund including the Commission for Arts and Culture and Special Events Departments. See the separate department pages for the Commission for Arts and Culture and Special Events for additional details.

<sup>2</sup> Of the \$11.9 million in fund balance, \$7.6 million is anticipated to be used in Fiscal Year 2014 to support the PETCO Park debt service previously paid from redevelopment funds and the remaining \$4.3 million is anticipated to be used in Fiscal Years 2015 and 2016.