

Special Promotional Programs



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Special Promotional Programs



Department 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 Special Promotional Programs Department (Department) supports programs that increase hotel occupancy and attract industry resulting in the generation of Transient Occupancy Tax (TOT) and other revenue. The Department's programs are funded by TOT revenue to develop, maintain, and enhance visitor-related facilities and support the promotion of the City's cultural amenities and natural attractions.



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Special Promotional Programs

Department Summary

	FY2016 Actual	FY2017 Budget	FY2018 Adopted	FY2017-2018 Change
FTE Positions (Budgeted)	0.00	0.00	0.00	0.00
Personnel Expenditures	\$ -	\$ -	\$ -	\$ -
Non-Personnel Expenditures	94,866,291	108,741,328	113,633,454	4,892,126
Total Department Expenditures	\$ 94,866,291	\$ 108,741,328	\$ 113,633,454	\$ 4,892,126
Total Department Revenue	\$ 96,930,447	\$ 103,022,585	\$ 114,299,588	\$ 11,277,003

Transient Occupancy Tax Fund

Department Expenditures

	FY2016 Actual	FY2017 Budget	FY2018 Adopted	FY2017-2018 Change
Arts, Culture, & Community Festivals	\$ 11,253,341	\$ 14,002,867	\$ 13,217,277	\$ (785,590)
Discretionary Funding	19,038,224	20,204,517	21,602,046	1,397,529
Economic Development Programs	1,519,595	1,710,000	1,710,000	-
Safety & Maint - Visitor Related Facilities	63,055,131	72,823,944	77,104,131	4,280,187
Total	\$ 94,866,291	\$ 108,741,328	\$ 113,633,454	\$ 4,892,126

Significant Budget Adjustments

	FTE	Expenditures	Revenue
Safety and Maintenance of Visitor-Related Facilities Reimbursements to the General Fund associated with the safety and maintenance of visitor related facilities.	0.00	\$ 17,486,086	\$ -
One-Cent Discretionary Adjustment to reflect the increase in One-Cent Transient Occupancy Tax to support the General Fund.	0.00	1,387,137	-
Commission for Arts & Culture Funding Reduction of non-personnel expenditures for the Commission for Arts & Culture allocation.	0.00	(925,700)	-
Support to Other Funds Adjustment to the annual allocations which support debt service payments and operating costs for Mission Bay/ Balboa Park Improvements, Convention Center, Stadium Operations, PETCO Park, Trolley Extension Reserve, Public Art Fund, and the Major Events Revolving Fund.	0.00	(4,859,149)	-
One-Time Reductions and Annualizations Adjustment to reflect the removal of one-time revenues and expenditures, and the annualization of revenues and expenditures, implemented in Fiscal Year 2017.	0.00	(8,196,248)	51,959
Transfer from the General Fund Addition of revenue for a one-time transfer from the General Fund to the Transient Occupancy Tax Fund for Arts & Culture.	0.00	-	4,289,359
Revised Revenue Adjustment to reflect revised revenue projections.	0.00	-	6,935,685
Total	0.00	\$ 4,892,126	\$ 11,277,003

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Expenditures by Category

	FY2016 Actual	FY2017 Budget	FY2018 Adopted	FY2017-2018 Change
NON-PERSONNEL				
Supplies	\$ 1,211	\$ -	\$ -	\$ -
Contracts	30,688,731	42,504,245	50,987,044	8,482,799
Other	47	-	-	-
Transfers Out	64,176,302	66,237,083	62,646,410	(3,590,673)
NON-PERSONNEL SUBTOTAL	94,866,291	108,741,328	113,633,454	4,892,126
Total	\$ 94,866,291	\$ 108,741,328	\$ 113,633,454	\$ 4,892,126

Revenues by Category

	FY2016 Actual	FY2017 Budget	FY2018 Adopted	FY2017-2018 Change
Transient Occupancy Tax	\$ 96,881,289	\$ 103,022,585	\$ 110,085,646	\$ 7,063,061
Transfers In	49,158	-	4,213,942	4,213,942
Total	\$ 96,930,447	\$ 103,022,585	\$ 114,299,588	\$ 11,277,003

Special Promotional Programs

Special Promotions

Organization / Program	FY2016 Actual	FY2017 Budget	FY2018 Adopted
ARTS, CULTURE, AND COMMUNITY FESTIVALS			
Creative Communities San Diego			
A Ship in the Woods Foundation	\$ -	\$ -	\$ 6,922
America's Finest City Dixieland Jazz Society	44,505	43,388	38,074
Armed Services YMCA- SD Branch	96,390	67,577	78,656
Asian Story Theater, Inc.	5,912	5,356	-
Balboa Park Conservancy	75,458	72,154	81,277
BAME Renaissance Corporation	4,844	7,608	9,058
Bodhi Tree Concerts	-	-	5,000
Brazilian Institute for Arts & Culture	16,286	12,592	11,264
Cabrillo Festival, Inc.	16,286	5,713	5,000
California Lawyers for the Arts	2,214	3,738	5,000
Casa Familiar	5,817	6,993	-
Combat Arts San Diego	2,094	-	-
ContACT Arts dba San Diego Fringe Festival	55,440	62,654	-
COTA (Collaborations: Teachers and Artists)	-	-	5,000
Culture Shock Dance Troupe Inc.	13,292	-	-
CYT San Diego	2,959	-	-
Diamond Business Association, Inc.	-	-	5,000
Fern Street Community Arts, Inc.	14,948	-	-
Guitars in the Classroom	2,114	-	-
Hillcrest Business Improvement Association	21,977	22,833	16,791
House of Panama	1,614	-	-
Indian Fine Arts Academy of San Diego	23,105	25,609	25,631
Irish Congress of Southern California	10,864	-	-
Italian American Art and Cultural Association of San Diego	18,974	21,696	17,490
Jacobs and Cushman San Diego Food Bank	42,035	43,060	56,288
Jacobs Center for Neighborhood Innovation	15,276	17,235	-
Justice Overcoming Boundaries In San Diego County	5,836	-	-
KARAMA	3,062	4,836	6,999
Karen Organization of San Diego	-	2,639	5,000
Kiwanis Foundation of Tierrasanta	2,444	-	-
Kyoto Symposium Organization	-	-	45,475
La Maestra Family Clinic, Inc.	3,293	4,894	7,181
Linda Vista Multi-Cultural Fair, Inc.	8,421	8,692	7,961
Little Italy Association	26,856	25,398	22,645
Little Saigon San Diego Foundation	29,753	34,257	22,388
Mariachi Juvenil de San Diego	21,141	37,068	52,958
Mariachi Scholarship Foundation	3,321	18,570	22,277
Martin Luther King Jr. Community Choir of San Diego	-	3,038	-
Media Heritage, Inc.	16,545	16,604	12,927
Musicians For Education, Inc.	14,573	16,076	14,674
Ocean Beach Merchants Association, Inc.	24,203	25,756	23,521
Operation Samahan	6,638	-	-
Pacific Beach Business Improvement Association	16,254	15,813	17,573
PASACAT, Inc.	5,957	6,482	5,000
Point Loma Summer Concerts	18,545	12,828	12,740
Rancho de los Penasquitos Town Council	8,097	7,699	7,465
Rolando Community Council, Inc.	5,740	6,103	-
San Diego Alpha Foundation	2,444	-	-

Special Promotional Programs

Special Promotions (Cont'd)

Organization / Program	FY2016 Actual	FY2017 Budget	FY2018 Adopted
San Diego Audubon Society	15,369	17,711	—
San Diego Chinese Center	7,806	7,456	—
San Diego City College Foundation	3,516	7,543	5,000
San Diego Earth Day	27,564	28,941	38,951
San Diego Film Foundation	67,091	81,226	116,878
San Diego Lesbian, Gay, Bisexual, Transgender Pride	96,677	118,984	116,878
San Diego Music Foundation	36,633	30,882	—
San Diego Performing Arts League	—	5,453	5,000
San Diego Quilt Show, Inc	6,196	—	—
San Diego Shakespeare Society	3,228	6,864	5,000
San Diego State University Research Foundation for KPBS	—	25,330	21,872
Sledgehammer Theatre, Inc.	4,759	—	—
Sorrento Valley Town Council, Inc.	—	—	5,000
Space 4 Art, Inc.	2,888	5,614	—
Speed of Change, Inc. dba TedX San Diego	—	—	11,322
The Bon Temps Social Club of San Diego	115,523	118,984	112,320
The Cooper Family Foundation	5,365	5,520	—
Torrey Pines Kiwanis Foundation	37,655	41,342	53,217
transcenDANCE Youth Arts Project	9,990	15,590	10,875
Via International	3,091	—	6,434
Write Out Loud	6,197	7,448	6,807
Creative Communities San Diego Subtotal	\$ 1,165,075	\$ 1,189,847	\$ 1,168,789
Organizational Support			
Actors Alliance of San Diego	\$ 4,872	\$ —	\$ —
Art of Elan	14,809	20,690	20,393
Art Reach	—	—	10,908
Arts for Learning San Diego (Young Audiences of San Diego)	64,442	73,157	113,566
Bach Collegium San Diego	29,488	32,747	46,724
Balboa Park Cultural Partnership	220,431	262,375	279,058
Balboa Park Online Collaborative, Inc.	56,573	91,886	93,983
California Ballet Association, Inc.	122,628	143,700	124,895
Camarada, Inc.	11,889	23,060	13,330
Center for World Music	26,303	25,264	22,363
Choral Club of San Diego	1,500	—	5,000
Choral Consortium of San Diego	1,500	1,830	5,000
City Ballet, Inc	67,276	86,047	83,268
Classics for Kids, Inc.	38,271	40,047	37,717
Culture Shock Dance Troupe, Inc.	—	17,924	23,907
Cygnnet Theatre Company	141,045	181,094	175,287
Diversionary Theater Productions, Inc.	49,761	68,206	71,878
Fern Street Community Arts, Inc.	—	16,012	23,412
Finest City Performing Arts, Inc.	33,017	45,281	55,198
Flying Leatherneck Historical Foundation	27,562	39,533	39,277
Gaslamp Quarter Historical Foundation	—	54,492	58,066
Horton Plaza Theatres Foundation	435,000	435,000	435,000
Intrepid Shakespeare Company	—	16,775	24,184
Ion Theatre Company	15,286	26,600	—
Japanese Friendship Garden Society of San Diego	87,856	103,297	133,973
La Jolla Chapter, SPEBSQSA, Inc	3,769	—	—
La Jolla Historical Society	64,862	92,982	78,937

Special Promotional Programs

Special Promotions (Cont'd)

Organization / Program	FY2016 Actual	FY2017 Budget	FY2018 Adopted
La Jolla Music Society	241,135	267,208	523,488
La Jolla Symphony and Chorus Association	44,386	59,434	60,660
Lambda Archives of San Diego	6,719	11,388	9,819
Library Association of San Diego dba Athenaeum Music & Arts Library	158,741	116,113	122,171
Mainly Mozart, Inc.	163,201	179,314	142,332
Malashock Dance & Company	43,384	63,420	49,629
Maritime Museum Association of San Diego	274,329	309,083	379,194
Media Arts Center San Diego	81,666	98,202	112,987
Mingei International, Inc.	233,799	233,496	186,910
Mojalet Dance Collective	12,253	–	15,432
Mo`olelo Performing Arts Company	31,324	–	–
Moxie Theatre, Inc.	15,022	29,620	26,815
Museum of Contemporary Art San Diego	439,073	402,967	427,047
Museum of Photographic Arts, Inc.	177,554	252,332	107,737
New Americans Museum	19,495	31,654	–
NTC Foundation	63,619	72,267	182,461
Old Globe Theatre	505,618	593,689	470,522
Opera Neo	–	–	5,611
Outside the Lens	20,568	45,239	44,306
Pacific Arts Movement	68,783	92,737	70,895
Persian Cultural Center	40,685	42,298	46,585
Playwrights Project	39,400	50,344	49,129
Prophet World Beat Productions	23,631	38,078	39,795
Putnam Foundation dba Timken Museum of Art	149,580	140,264	191,570
Resounding Joy, Inc.	–	–	17,665
Reuben H. Fleet Science Center	315,606	400,954	371,133
SACRA/PROFANA	4,649	17,184	13,122
San Diego Air & Space Museum	288,546	380,352	331,675
San Diego Archaeological Center	23,358	35,877	–
San Diego Art Institute	45,878	44,875	37,328
San Diego Automotive Museum	52,897	78,340	60,769
San Diego Ballet	44,839	63,414	55,745
San Diego Center for Jewish Culture	131,722	165,860	141,000
San Diego Children's Choir	41,337	54,983	58,095
San Diego Chinese Historical Society and Museum	21,927	23,732	41,154
San Diego Civic Youth Ballet, Inc.	72,919	70,543	56,747
San Diego Dance Theater	43,987	54,639	47,492
San Diego Guild of Puppetry, Inc.	10,045	11,530	11,126
San Diego Hall of Champions	69,195	73,818	119,472
San Diego Historical Society dba San Diego History Center	127,194	117,630	242,762
San Diego Junior Theatre	99,814	111,641	99,069
San Diego Master Chorale	15,111	15,149	–
San Diego Model Railroad Museum	53,508	86,835	59,254
San Diego Museum Council, Inc.	17,653	26,042	25,708
San Diego Museum of Art	329,980	452,284	394,518
San Diego Museum of Man	190,434	311,866	249,657
San Diego Musical Theatre	35,726	68,199	89,934
San Diego Opera Association	439,876	468,508	433,750
San Diego Pro Arte Voices	–	–	5,000

Special Promotional Programs

Special Promotions (Cont'd)

Organization / Program	FY2016 Actual	FY2017 Budget	FY2018 Adopted
San Diego Repertory Theatre	189,934	215,021	196,027
San Diego Society of Natural History, dba San Diego Natural History Museum	498,337	593,753	483,505
San Diego Symphony Orchestra Association	496,209	594,219	469,902
San Diego Theatres, Inc	–	150,505	–
San Diego Watercolor Society	32,219	38,142	32,617
San Diego Winds	10,200	–	–
San Diego Women's Chorus	12,054	11,280	9,975
San Diego Writers, Ink	17,145	27,047	21,883
San Diego Young Artist Music Academy, Inc.	11,460	–	24,418
San Diego Youth Symphony and Conservatory	111,442	167,270	144,711
Save Our Heritage Organisation	82,462	129,126	100,347
Scripps Ranch Theatre	23,346	25,008	23,203
Sledgehammer Theatre	–	3,664	–
So Say We All	6,089	9,464	10,895
Spreckels Organ Society	15,435	33,679	–
Tap Fever Studios	6,228	–	–
The AjA Project	32,816	47,726	44,143
The New Children's Museum	187,592	201,997	197,760
The PGK Project, Inc.	10,824	14,202	15,482
Theatre Arts Foundation of San Diego County dba La Jolla Playhouse	470,206	548,622	514,537
Unlimited Jazz Dance Productions	11,830	–	–
Veteran's Memorial Center, Inc.	–	–	11,431
Villa Musica	56,635	71,303	85,743
Westwind Brass	7,910	–	5,262
Women's History Reclamation Project, Inc.	22,595	22,978	32,699
Youth Philharmonic Orchestra	–	2,195	5,013
Organizational Support Subtotal	\$ 9,161,274	\$ 11,068,602	\$ 10,632,147
Other			
Commission for Arts and Culture Department	\$ 892,983	\$ 1,136,983	\$ 1,392,608
Mayor/City Council Allocations	345,143	400,000	400,000
Commission for Arts and Culture Allocation	526,164	747,546	220,915
Public Art Fund	299,643	596,872	795,426
Other Subtotal	\$ 2,063,933	\$ 2,881,401	\$ 2,808,949
TOTAL ARTS, CULTURE, AND COMMUNITY FESTIVALS	\$ 12,390,282	\$ 15,139,850	\$ 14,609,885
CAPITAL IMPROVEMENTS			
Capital Improvements			
Convention Center Complex	\$ 12,563,450	\$ 12,560,450	\$ 12,556,450
Mission Bay Park/Balboa Park Improvements	1,673,158	1,665,941	1,670,166
PETCO Park	11,305,009	9,287,704	9,288,975
Stadium Operations	4,772,208	4,748,125	4,755,491
Trolley Extension Reserve	1,062,225	1,060,650	1,055,250
Capital Improvements Subtotal	\$ 31,376,050	\$ 29,322,870	\$ 29,326,332
TOTAL CAPITAL IMPROVEMENTS	\$ 31,376,050	\$ 29,322,870	\$ 29,326,332
ECONOMIC DEVELOPMENT PROGRAMS			
Citywide Economic Development			
CleanTECH San Diego	\$ 23,750	\$ 45,000	\$ 35,000

Special Promotional Programs

Special Promotions (Cont'd)

Organization / Program	FY2016 Actual	FY2017 Budget	FY2018 Adopted
CyberHive, Inc.	-	40,000	50,000
Downtown San Diego Partnership Foundation	-	-	50,000
EvoNexus (formerly CommNexus San Diego)	36,500	30,000	30,000
Hera Labs	-	30,000	30,000
LaunchBio, Inc.	-	-	25,000
Maritime Alliance Foundation	25,000	95,000	50,000
Mission Trails Regional Park Foundation, Inc.	45,000	45,000	45,000
Old Town San Diego Chamber of Commerce	-	15,000	-
San Diego Regional Economic Development Corporation	120,825	-	-
Sweedish-American Chamber of Commerce	15,000	15,000	-
Citywide Economic Development Subtotal	\$ 266,075	\$ 315,000	\$ 315,000
Economic Development and Tourism Support			
Adams Avenue Business Association	\$ 52,753	\$ 56,908	\$ 50,000
Asian Business Association	33,611	43,471	32,078
Biocom Institute	46,900	56,908	50,000
Cabrillo National Monument Inc	50,417	56,908	50,000
City Heights Community Development Corporation	52,753	56,908	50,000
Greater San Diego Business Association	18,758	-	-
Hostelling International-American Youth Hostels	60,200	56,908	50,000
Japan Society of San Diego and Tijuana	49,064	53,165	50,000
Juma Ventures	28,811	-	-
National Veterans Transition Services, Inc.	-	-	25,000
North Park Main Street	-	52,843	50,000
Old Town San Diego Chamber of Commerce	29,531	-	18,605
Otay Mesa Chamber of Commerce	52,753	56,908	50,000
Pacific Beach Town Council	-	-	10,265
Rosie Network	-	-	21,000
San Diego Diplomacy Council	45,638	44,714	50,000
South County Economic Development Council	52,000	56,469	50,000
South Park Business Group, Inc.	13,115	15,414	-
Swedish-American Chamber of Commerce	-	-	12,830
Travelers Aid Society of San Diego	60,200	56,908	50,000
Urban Corps of San Diego County	-	35,568	-
US Green Building Council SD Chapter	-	-	30,222
Economic Development and Tourism Support Subtotal	\$ 646,503	\$ 700,000	\$ 700,000
Other			
Business Expansion, Attraction, and Retention (BEAR)	\$ 561,174	\$ 515,000	\$ 515,000
Economic Development Program Administration	73,571	180,000	180,000
Other Subtotal	\$ 634,745	\$ 695,000	\$ 695,000
TOTAL ECONOMIC DEVELOPMENT PROGRAMS	\$ 1,547,323	\$ 1,710,000	\$ 1,710,000
MAJOR EVENTS			
Major Events			
Major Events Revolving Fund	\$ 150,000	\$ 150,000	\$ -
Major Events Subtotal	\$ 150,000	\$ 150,000	\$ -
TOTAL MAJOR EVENTS	\$ 150,000	\$ 150,000	\$ -

Special Promotional Programs

Special Promotions (Cont'd)

Organization / Program	FY2016 Actual	FY2017 Budget	FY2018 Adopted
SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES			
Safety and Maintenance of Visitor-Related Facilities			
Discretionary Transient Occupancy Tax Support to General Fund	\$ 19,038,224	\$ 20,204,517	\$ 21,609,984
Mission Bay Park/Balboa Park Improvements	451,842	359,059	359,059
Convention Center	4,049,543	4,283,543	3,883,543
PETCO Park	1,994,066	3,185,710	4,045,773
Stadium Operations	6,807,430	8,131,512	2,958,838
Special Events and Filming Department	1,068,497	1,425,982	1,216,251
Trolley Extension Reserve	9,503	3,000	3,000
TOT Administration and Promotional Activities	18,062,055	27,388,250	36,527,586
Safety and Maintenance of Visitor-Related Facilities Subtotal	\$ 51,481,160	\$ 64,981,573	\$ 70,604,034
TOTAL SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES	\$ 51,481,160	\$ 64,981,573	\$ 70,604,034
SUMMARY			
Arts, Culture, and Community Festivals	\$ 12,300,967	\$ 15,139,850	\$ 14,609,885
Capital Improvements	31,376,050	29,322,870	29,326,332
Economic Development Programs	1,526,057	1,710,000	1,710,000
Major Events	150,000	150,000	–
Safety and Maintenance of Visitor-Related Facilities	51,481,160	64,981,573	70,604,034
TOTAL SPECIAL PROMOTIONAL PROGRAMS BUDGET	\$ 96,834,234	\$ 111,304,293	\$ 116,250,251

¹This 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	FY2016 Actual	FY2017* Budget	FY2018 Adopted
BEGINNING BALANCE AND RESERVES			
Balance from Prior Year	\$ 7,572,816	\$ 7,778,159	\$ 2,217,578
TOTAL BALANCE AND RESERVES	\$ 7,572,816	\$ 7,778,159	\$ 2,217,578
REVENUE			
Charges for Services	\$ 47,947	\$ -	\$ -
Licenses and Permits	60,746	75,000	75,000
Other Revenue	436	-	-
Transfers In	49,158	-	4,213,942
Transient Occupancy Taxes	96,881,289	103,022,585	110,085,646
TOTAL REVENUE	\$ 97,039,576	\$ 103,097,585	\$ 114,374,588
TOTAL BALANCE, RESERVES, AND REVENUE	\$ 104,612,392	\$ 110,875,744	\$ 116,592,166
OPERATING EXPENSE			
Personnel Expenses	\$ 801,003	\$ 1,082,382	\$ 1,093,213
Fringe Benefits	476,882	606,952	571,408
Supplies	13,329	14,560	16,604
Contracts	31,024,564	42,917,187	51,282,994
Information Technology	333,802	299,679	348,670
Energy and Utilities	5,375	6,162	6,235
Other Expenses	1,161	2,000	500
Transfers Out	64,176,302	66,375,371	62,922,650
Capital Expenditures	1,814	-	-
TOTAL OPERATING EXPENSE	\$ 96,834,233	\$ 111,304,293	\$ 116,242,274
TOTAL EXPENSE	\$ 96,834,233	\$ 111,304,293	\$ 116,242,274
BALANCE	\$ 7,778,159	\$ (428,549)	\$ 349,892
TOTAL BALANCE, RESERVES, AND EXPENSE	\$ 104,612,392	\$ 110,875,744	\$ 116,592,166

* At the time of publication, audited financial statements for Fiscal Year 2017 were not available. Therefore, the Fiscal Year 2017 column reflects final budgeted revenue and expense amounts from the Fiscal Year 2017 Adopted Budget, while the beginning Fiscal Year 2017 balance amount reflects the audited Fiscal Year 2016 ending balance.



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