

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 Proposed	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	109,419,512	678,184
Total Department Expenditures	\$ 94,866,291	\$ 108,741,328	\$ 109,419,512	\$ 678,184
Total Department Revenue	\$ 96,930,447	\$ 103,022,585	\$ 110,010,229	\$ 6,987,644

Transient Occupancy Tax Fund

Department Expenditures

	FY2016 Actual	FY2017 Budget	FY2018 Proposed	FY2017-2018 Change
Arts, Culture, & Community Festivals	\$ 11,253,341	\$ 14,002,867	\$ 9,003,335	\$ (4,999,532)
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	\$ 109,419,512	\$ 678,184

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	-
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, QUALCOMM Stadium, PETCO Park, Trolley Extension Reserve, Public Art Fund, and the Major Events Revolving Fund.	0.00	(4,859,149)	-
Penny for the Arts Funding Reduction of non-personnel expenditures for the Penny for the Arts Blueprint allocation.	0.00	(5,139,642)	-
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
Revised Revenue Adjustment to reflect revised revenue projections.	0.00	-	6,935,685
Total	0.00	\$ 678,184	\$ 6,987,644

Special Promotional Programs

Expenditures by Category

	FY2016 Actual	FY2017 Budget	FY2018 Proposed	FY2017-2018 Change
NON-PERSONNEL				
Supplies	\$ 1,211	\$ -	\$ -	\$ -
Contracts	30,688,731	42,504,245	47,086,278	4,582,033
Other	47	-	-	-
Transfers Out	64,176,302	66,237,083	62,333,234	(3,903,849)
NON-PERSONNEL SUBTOTAL	94,866,291	108,741,328	109,419,512	678,184
Total	\$ 94,866,291	\$ 108,741,328	\$ 109,419,512	\$ 678,184

Revenues by Category

	FY2016 Actual	FY2017 Budget	FY2018 Proposed	FY2017-2018 Change
Transient Occupancy Tax	\$ 96,881,289	\$ 103,022,585	\$ 110,010,229	\$ 6,987,644
Transfers In	49,158	-	-	-
Total	\$ 96,930,447	\$ 103,022,585	\$ 110,010,229	\$ 6,987,644

Special Promotional Programs

Special Promotions

Organization / Program	FY2016 Actual	FY2017 Budget	FY2018 Proposed
ARTS, CULTURE, AND COMMUNITY FESTIVALS			
Creative Communities San Diego			
America's Finest City Dixieland Jazz Society	\$ 44,505	\$ 43,388	\$ -
Armed Services YMCA- SD Branch	96,390	67,577	-
Asian Story Theater, Inc.	5,912	5,356	-
Balboa Park Conservancy	75,458	72,154	-
BAME Renaissance Corporation	4,844	7,608	-
Brazilian Institute for Arts & Culture	16,286	12,592	-
Cabrillo Festival, Inc.	16,286	5,713	-
California Lawyers for the Arts	2,214	3,738	-
Casa Familiar	5,817	6,993	-
Combat Arts San Diego	2,094	-	-
ContACT Arts sba San Diego Fringe Festival	55,440	62,654	-
Culture Shock Dance Troupe, Inc.	13,292	-	-
CYT San Diego	2,959	-	-
Fern Street Community Arts, Inc.	14,948	-	-
Guitars in the Classroom	2,114	-	-
Hillcrest Business Improvement Association	21,977	22,833	-
House of Panama	1,614	-	-
Indian Fine Arts Academy of San Diego	23,105	25,609	-
Irish Congress of Southern California	10,864	-	-
Italian American Art and Culture Association of San Diego	18,974	21,696	-
Jacobs and Cushman San Diego Food Bank, The	42,035	43,060	-
Jacobs Center for Neighborhood Innovation	15,276	17,235	-
Justice Overcoming Boundaries In San Diego County	5,836	-	-
KARMA	3,062	4,836	-
Karen Organization of San Diego	-	2,639	-
Kiwanis Foundation of Tierrasanta	2,444	-	-
La Maestra Family Clinic, Inc.	3,293	4,894	-
Linda Vista Multi-Cultural Fair, Inc.	8,421	8,692	-
Little Italy Association	26,856	25,398	-
Little Saigon San Diego Foundation	29,753	34,257	-
Mariachi Juvenil de San Diego	21,141	37,068	-
Mariachi Scholarship Foundation	3,321	18,570	-
Martin Luther King Jr. Community Choir of San Diego	-	3,038	-
Media Heritage, Inc.	16,545	16,604	-
Musicians for Education, Inc.	14,573	16,076	-
Ocean Beach Merchants Association, Inc.	24,203	25,756	-
Operation Samahan	6,638	-	-
Pacific Beach Business Improvement Association	16,254	15,813	-
PASACAT, Inc.	5,957	6,482	-
Point Loma Summer Concerts	18,545	12,828	-
Rancho de los Penasquitos Town Council	8,097	7,699	-
Rolando Community Council, Inc.	5,740	6,103	-
San Diego Alpha Foundation	2,444	-	-
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	-
San Diego Earth Day	27,564	28,941	-
San Diego Film Foundation	67,091	81,226	-

Special Promotional Programs

Special Promotions (Cont'd)

Organization / Program	FY2016 Actual	FY2017 Budget	FY2018 Proposed
San Diego Lesbian, Gay, Bisexual, Transgender Pride	96,677	118,984	—
San Diego Music Foundation	36,633	30,882	—
San Diego Performing Arts League	—	5,453	—
San Diego Quilt Show, Inc.	6,196	—	—
San Diego Shakespeare Society	3,228	6,864	—
San Diego State University Research Foundation for KPBS	—	25,330	—
Sledgehammer Theater, Inc.	4,759	—	—
Space 4 Art	2,888	5,614	—
The Bon Temps Social Club of San Diego	115,523	118,984	—
The Cooper Family Foundation	5,365	5,520	—
Torrey Pines Kiwanis Foundation	37,655	41,342	—
transcendANCE Youth Arts Project	9,990	15,590	—
Via International	3,091	—	—
Write Out Loud	6,197	7,448	—
Creative Communities San Diego Subtotal	\$ 1,165,075	\$ 1,189,847	\$ 1,155,230
Organizational Support			
Actors Alliance of San Diego	\$ 4,872	\$ —	\$ —
Art of Elan	14,809	20,690	—
Arts for Learning San Diego (Young Audiences of San Diego)	64,442	73,157	—
Bach Collegium San Diego	29,488	32,747	—
Balboa Park Cultural Partnership	220,431	262,375	—
Balboa Park Online Collaborative, Inc.	56,573	91,886	—
California Ballet Association, Inc.	122,628	143,700	—
Camarada, Inc.	11,889	23,060	—
Center for World Music	26,303	25,264	—
Choral Club of San Diego	1,500	—	—
Choral Consortium of San Diego	1,500	1,830	—
City Ballet, Inc.	67,276	86,047	—
Classics for Kids, Inc.	38,271	40,047	—
Culture Shock Dance Troupe, Inc.	—	17,924	—
Cygnat Theater Company	141,045	181,094	—
Diversionary Theatre Productions, Inc.	49,761	68,206	—
Fern Street Community Arts, Inc.	—	16,012	—
Finest City Performing Arts, Inc.	33,017	45,281	—
Flying Leatherneck Historical Foundation	27,562	39,533	—
Gaslamp Quarter Historical Foundation	—	54,492	—
Intrepid Shakespeare Company	—	16,775	—
Horton Plaza Theater Foundation	435,000	435,000	—
Ion Theater Company	15,286	26,600	—
Japanese Friendship Garden Society of San Diego	87,856	103,297	—
La Jolla Chapter, SPEBSQSA, Inc.	3,769	—	—
La Jolla Historical Society	64,862	92,982	—
La Jolla Music Society	241,135	267,208	—
La Jolla Symphony and Chorus	44,386	59,434	—
Lambda Archives of San Diego	6,719	11,388	—
The Library Assoc of La Jolla dba Athenaeum Music & Arts Library	158,741	116,113	—
Mainly Mozart Festival, Inc.	163,201	179,314	—
Malashock Dance & Company	43,384	63,420	—
Maritime Museum Association of San Diego	274,329	309,083	—
Media Arts Center San Diego	81,666	98,202	—

Special Promotional Programs

Special Promotions (Cont'd)

Organization / Program	FY2016 Actual	FY2017 Budget	FY2018 Proposed
Mingei International Museum	233,799	233,496	—
Mojalet Dance Collective	12,253	—	—
Mo'olelo Performing Arts Company	31,324	—	—
Moxie Theatre	15,022	29,620	—
Museum of Contemporary Arts, San Diego	439,073	402,967	—
Museum of Photographic Arts, Inc.	177,554	252,332	—
New Americas Museum	19,495	31,654	—
NTC Foundation	63,619	72,267	—
Old Globe Theatre	505,618	593,689	—
Outside the Lens	20,568	45,239	—
Pacific Arts Movement	68,783	92,737	—
Persian Cultural Center	40,685	42,298	—
Playwrights Project	39,400	50,344	—
Prophet World Beat Productions	23,631	38,078	—
The Putnam Foundation/Timken Museum of Art	149,580	140,264	—
Reuben H. Fleet Science Center	315,606	400,954	—
SACRA/PROFANA	4,649	17,184	—
San Diego Air and Space Museum, Inc.	288,546	380,352	—
San Diego Archaeological Center	23,358	35,877	—
San Diego Art Institute	45,878	44,875	—
San Diego Automotive Museum	52,897	78,340	—
San Diego Ballet	44,839	63,414	—
San Diego Center for Jewish Culture	131,722	165,860	—
San Diego Children's Choir	41,337	54,983	—
San Diego Chinese Historical Society and Museum	21,927	23,732	—
San Diego Civic Youth Ballet	72,919	70,543	—
San Diego Dance Theater	43,987	54,639	—
San Diego Guild of Puppetry, Inc.	10,045	11,530	—
San Diego Hall of Champions	69,195	73,818	—
San Diego Historical Society dba San Diego History Center	127,194	117,630	—
San Diego Junior Theatre	99,814	111,641	—
San Diego Master Chorale	15,111	15,149	—
San Diego Model Railroad Museum	53,508	86,835	—
San Diego Museum Council, Inc.	17,653	26,042	—
San Diego Museum of Art	329,980	452,284	—
San Diego Museum of Man	190,434	311,866	—
San Diego Musical Theater	35,726	68,199	—
San Diego Opera Association	439,876	468,508	—
San Diego Repertory Theatre	189,934	215,021	—
The San Diego Society of Natural History	498,337	593,753	—
San Diego Symphony Orchestra Association	496,209	594,219	—
San Diego Theatres, Inc.	—	150,505	—
San Diego Watercolor Society	32,219	38,142	—
San Diego Winds	10,200	—	—
San Diego Women's Chorus	12,054	11,280	—
San Diego Writers Ink	17,145	27,047	—
San Diego Young Artists Music Academy, Inc.	11,460	—	—
San Diego Youth Symphony and Conservatory	111,442	167,270	—
Save Our Heritage Organisation	82,462	129,126	—
Scripps Ranch Theatre	23,346	25,008	—

Special Promotional Programs

Special Promotions (Cont'd)

Organization / Program	FY2016 Actual	FY2017 Budget	FY2018 Proposed
Sledgehammer Theatre	–	3,664	–
So Say We All	6,089	9,464	–
Spreckels Organ Society	15,435	33,679	–
Tap Fever Studios	6,228	–	–
The Aja Project	32,816	47,726	–
New Children's Museum	187,592	201,997	–
The PGK Project, Inc.	10,824	14,202	–
Theater & Arts Foundation of San Diego County dba La Jolla Playhouse	470,206	548,622	–
Unlimited Jazz Dance Productions	11,830	–	–
Villa Musica	56,635	71,303	–
Westwind Brass	7,910	–	–
Women's History Museum and Educational Center	22,595	22,978	–
Youth Philharmonic Orchestra	–	2,195	–
Organizational Support Subtotal	\$ 9,161,274	\$ 11,068,602	\$ 7,293,462
Other			
Commission for Arts and Culture Department	\$ 892,983	\$ 1,136,983	\$ 1,392,632
Mayor/City Council Allocations	345,143	400,000	400,000
Penny for the Arts Blueprint Augmentation	436,849	747,546	–
Public Art Fund	299,643	596,872	154,643
Other Subtotal	\$ 1,974,618	\$ 2,881,401	\$ 1,947,275
TOTAL ARTS, CULTURE, AND COMMUNITY FESTIVALS	\$ 12,300,967	\$ 15,139,850	\$ 10,395,967
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
QUALCOMM Stadium	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	\$ –
CyberHive, Inc.	–	40,000	–
EvoNexus (formerly CommNexus San Diego)	36,500	30,000	–
Hera Labs ⁰	–	30,000	–
Maritime Alliance Foundation	25,000	95,000	–
Mission Trails Regional Park Foundation, Inc.	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	\$ –
Asian Business Association	33,611	43,471	–
Biocom Institute	46,900	56,908	–

Special Promotional Programs

Special Promotions (Cont'd)

Organization / Program	FY2016 Actual	FY2017 Budget	FY2018 Proposed
Cabrillo National Monument Inc	50,417	56,908	—
City Heights Community Development Corporation	52,753	56,908	—
Greater San Diego Business Association	18,758	—	—
Hostelling International-American Youth Hostels	60,200	56,908	—
Japan Society of San Diego and Tijuana	49,064	53,165	—
Juma Ventures	28,811	—	—
North Park Main Street	—	52,843	—
Old Town San Diego Chamber of Commerce	29,531	—	—
Otay Mesa Chamber of Commerce	52,753	56,908	—
San Diego Diplomacy Council	45,638	44,714	—
South County Economic Development Council	52,000	56,469	—
South Park Business Group, Inc.	13,115	15,414	—
Travelers Aid Society of San Diego	60,200	56,908	—
Urban Corps of San Diego County	—	35,568	—
Economic Development and Tourism Support Subtotal	\$ 646,504	\$ 700,000	\$ 700,000
Other			
Business Expansion, Attraction, and Retention (BEAR)	\$ 539,907	\$ 515,000	\$ 515,000
Economic Development Program Administration	73,571	180,000	180,000
Other Subtotal	\$ 613,478	\$ 695,000	\$ 695,000
TOTAL ECONOMIC DEVELOPMENT PROGRAMS	\$ 1,526,057	\$ 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	\$ —
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	\$ 21,602,046
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
QUALCOMM Stadium	6,807,430	8,131,512	2,958,838
Special Events Department	1,068,497	1,425,982	1,216,305
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	\$ 70,596,150
TOTAL SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES	\$ 51,481,160	\$ 64,981,573	\$ 70,596,150
SUMMARY			
Arts, Culture, and Community Festivals	\$ 12,300,967	\$ 15,139,850	\$ 10,395,967
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	70,596,150
TOTAL SPECIAL PROMOTIONAL PROGRAMS BUDGET	\$ 96,834,234	\$ 111,304,293	\$ 112,028,449

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 Proposed
BEGINNING BALANCE AND RESERVES			
Balance from Prior Year	\$ 7,572,816	\$ 7,778,159	\$ 1,943,220
TOTAL BALANCE AND RESERVES	\$ 7,572,816	\$ 7,778,159	\$ 1,943,220
REVENUE			
Charges for Services	\$ 47,947	\$ -	\$ -
Licenses and Permits	60,746	75,000	75,000
Other Revenue	436	-	-
Transfers In	49,158	-	-
Transient Occupancy Taxes	96,881,289	103,022,585	110,010,229
TOTAL REVENUE	\$ 97,039,576	\$ 103,097,585	\$ 110,085,229
TOTAL BALANCE, RESERVES, AND REVENUE	\$ 104,612,392	\$ 110,875,744	\$ 112,028,449
OPERATING EXPENSE			
Personnel Expenses	\$ 801,003	\$ 1,082,382	\$ 1,093,213
Fringe Benefits	476,882	606,952	571,525
Supplies	13,329	14,560	16,604
Contracts	31,024,564	42,917,187	47,382,228
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	62,609,474
Capital Expenditures	1,814	-	-
TOTAL OPERATING EXPENSE	\$ 96,834,233	\$ 111,304,293	\$ 112,028,449
TOTAL EXPENSE	\$ 96,834,233	\$ 111,304,293	\$ 112,028,449
BALANCE	\$ 7,778,159	\$ (428,549)	\$ 0
TOTAL BALANCE, RESERVES, AND EXPENSE	\$ 104,612,392	\$ 110,875,744	\$ 112,028,449

* 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.