

Special Promotional Programs



Description

The use of Transient Occupancy Tax (TOT) revenue is guided by the City's Municipal Code Section 35.0101, which stipulates that of the 10.5% of collected TOT revenue, 5.5% is to be applied toward general government purposes, 4.0% towards promoting the City as a tourist destination, and the remaining 1.0% towards any purposes proposed and approved by the Mayor and City Council. The Special Promotional Programs Department is funded by the 4.0% allocation of TOT revenue. The Special Promotional Programs Department provides funding for promoting the city of San Diego as a visitor destination and enhancing the economy by retaining base-sector businesses and entrepreneurs; supporting artistic and cultural programs; and provide funding for public safety and the maintenance and development of visitor-related facilities.

Special Promotional Programs

Department Summary

	FY2025 Actual	FY2026 Budget	FY2027 Adopted	FY2026-2027 Change
FTE Positions (Budgeted)	0.00	0.00	0.00	0.00
Personnel Expenditures	\$ -	\$ -	\$ -	\$ -
Non-Personnel Expenditures	145,354,565	140,036,931	143,858,264	3,821,333
Total Department Expenditures	\$145,354,565	\$140,036,931	\$143,858,264	\$3,821,333
Total Department Revenue	\$149,883,580	\$153,389,208	\$153,163,200	(\$226,008)

Transient Occupancy Tax Fund

Department Expenditures

	FY2025 Actual	FY2026 Budget	FY2027 Adopted	FY2026-2027 Change
Arts, Culture & Community Festivals	\$13,211,173	\$ -	\$450,000	\$450,000
Discretionary Funding	29,898,581	30,677,843	30,162,690	(515,153)
Economic Development	886,596	1,027,200	1,027,200	-
Support to Other Funds	101,358,215	108,331,888	112,218,374	3,886,486
Total	\$145,354,565	\$140,036,931	\$143,858,264	\$3,821,333

Budget Adjustments

	FTE	Expenditures	Revenue
Support for Safety and Maintenance of Visitor-Related Facilities	-	\$14,147,783	\$ -
Adjustment to reflect revised reimbursements to the General Fund to support the safety and maintenance of visitor-related facilities.			
Use of Fund Balance	-	1,000,000	-
Addition of one-time non-personnel expenditures to use available fund balance in support of the General Fund.			
Arts, Culture and Community Festival (ACCF) Grants	-	450,000	-
Addition of non-personnel expenditures for the Arts, Culture and Community Festivals Grants.			
Mission Bay/Balboa Park Fund Closure	-	-	99,747
Addition of revenue associated with the planned closure of the Mission Bay/Balboa Park Fund in Fiscal Year 2027.			
Revised Transient Occupancy Tax (TOT) Revenue	-	-	(325,755)
Adjustment to reflect revised TOT revenue projections.			
One-Cent TOT Discretionary	-	(515,153)	-
Adjustment to reflect a decrease in the One-Cent Transient Occupancy Tax (TOT) transfer to support the General Fund.			

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Budget Adjustments

	FTE	Expenditures	Revenue
Operational Support to Other Funds	-	(5,261,297)	-
Adjustment to reflect revised allocations for operating support of the Mission Bay/Balboa Park Improvement, Convention Center, PETCO Park, and Risk Management Administration.			
Convention Center Debt Service	-	(6,000,000)	-
Reduction of one-time non-personnel expenditures associated with a temporary adjustment to the funding strategy.			
Total	0.00	\$3,821,333	(\$226,008)

Expenditures by Category

	FY2025 Actual	FY2026 Budget	FY2027 Adopted	FY2026-2027 Change
NON-PERSONNEL EXPENDITURES				
Supplies	242	-	-	-
Contracts & Services	90,566,023	82,123,637	97,067,420	14,943,783
<i>External Contracts & Services</i>	<i>13,120,159</i>	<i>1,027,200</i>	<i>1,477,200</i>	<i>450,000</i>
<i>Internal Contracts & Services</i>	<i>77,445,864</i>	<i>81,096,437</i>	<i>95,590,220</i>	<i>14,493,783</i>
Transfers Out	54,788,300	57,913,294	46,790,844	(11,122,450)
NON-PERSONNEL SUBTOTAL	145,354,565	140,036,931	143,858,264	3,821,333
Total	\$145,354,565	\$140,036,931	\$143,858,264	\$3,821,333

Revenues by Category

	FY2025 Actual	FY2026 Budget	FY2027 Adopted	FY2026-2027 Change
Transfers In	\$ -	\$ -	\$99,747	\$99,747
Transient Occupancy Taxes	149,883,580	153,389,208	153,063,453	(325,755)
Total	\$149,883,580	\$153,389,208	\$153,163,200	(\$226,008)

Special Promotional Programs

Special Promotional Programs

Organization / Program	FY2025 Actuals	FY2026 Budget	FY2027 Adopted
ARTS, CULTURE, AND COMMUNITY FESTIVALS			
Arts, Culture, and Community Festivals			
Creative Communities SD	\$ 2,021,823	\$ 1,717,304	\$ 870,000
Organizational Support	10,180,825	9,589,606	4,872,000
Impact	517,500	500,000	258,000
Arts, Culture, and Community Festivals Subtotal	\$ 12,720,148	\$ 11,806,910	\$ 6,000,000
Other			
Cultural Affairs	\$ 2,822,762	\$ 2,045,849	\$ 1,849,710
Arts, Culture, and Community Festivals - Mayor/City Council Allocations	406,025	-	450,000
Arts, Culture, and Community Festivals - Public Art Fund	85,000	-	-
Other Subtotal	\$ 3,313,787	\$ 2,045,849	\$ 2,299,710
TOTAL ARTS, CULTURE, AND COMMUNITY FESTIVALS	\$ 16,033,935	\$ 13,852,759	\$ 8,299,710
CAPITAL IMPROVEMENTS			
Capital Improvements			
Convention Center	\$ 12,099,511	\$ 12,097,441	\$ 6,097,115
PETCO Park	7,788,624	9,291,125	8,458,375
Capital Improvements Subtotal	\$ 19,888,135	\$ 21,388,566	\$ 14,555,490
TOTAL CAPITAL IMPROVEMENTS	\$ 19,888,135	\$ 21,388,566	\$ 14,555,490
ECONOMIC DEVELOPMENT PROGRAMS			
Economic Development and Tourism Support	\$ (7,627)	\$ -	\$ -
Economic Development and Tourism Support Subtotal	\$ (7,627)	\$ -	\$ -
Other			
Business Expansion, Attraction, and Retention (BEAR)	\$ 846,780	\$ 847,200	\$ 847,200
Economic Development Program Administration	47,443	180,000	180,000
Other Subtotal	\$ 894,223	\$ 1,027,200	\$ 1,027,200
TOTAL ECONOMIC DEVELOPMENT PROGRAMS	\$ 886,596	\$ 1,027,200	\$ 1,027,200
SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES			
Safety and Maintenance of Visitor-Related Facilities			
Discretionary Transient Occupancy Tax Support to General Fund	\$ 29,898,581	\$ 30,677,843	\$ 30,162,691
Mission Bay Park/Balboa Park Improvements	803,867	904,333	-
Convention Center	4,066,083	3,706,585	-
PETCO Park	-	1,132,278	1,966,407
Risk Management	46,634	103,689	106,257
Special Events and Filming Department	1,501,604	1,507,575	1,634,294
TOT Administration and Promotional Activities	76,553,496	81,096,437	95,590,220
Safety and Maintenance of Visitor-Related Facilities Subtotal	\$ 112,870,265	\$ 119,128,740	\$ 129,459,869
TOTAL SPECIAL PROMOTIONAL PROGRAMS BUDGET	\$ 149,678,931	\$ 155,397,265	\$ 153,342,269
Summary			
ARTS, CULTURE, AND COMMUNITY FESTIVALS	\$ 16,033,935	\$ 13,852,759	\$ 8,299,710
CAPITAL IMPROVEMENTS	19,888,135	21,388,566	14,555,490
ECONOMIC DEVELOPMENT PROGRAMS	886,596	1,027,200	1,027,200
SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES	112,870,265	119,128,740	129,459,869
TOTAL SPECIAL PROMOTIONAL PROGRAMS BUDGET	\$ 149,678,931	\$ 155,397,265	\$ 153,342,269

*In addition to the data from Special Promotional Programs, the Transient Occupancy Tax Fund statement reflects data budgeted in the Cultural Affairs and Special Events & Filming Divisions.