

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 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

	FY2017 Actual	FY2018 Budget	FY2019 Adopted	FY2018-2019 Change
FTE Positions (Budgeted)	0.00	0.00	0.00	0.00
Non-Personnel Expenditures	\$ 106,855,470	\$ 113,633,454	\$ 120,523,466	\$ 6,890,012
Total Department Expenditures	\$ 106,855,470	\$ 113,633,454	\$ 120,523,466	\$ 6,890,012
Total Department Revenue	\$ 105,522,120	\$ 114,299,588	\$ 120,648,415	\$ 6,348,827

Transient Occupancy Tax Fund

Department Expenditures

	FY2017 Actual	FY2018 Budget	FY2019 Adopted	FY2018-2019 Change
Arts, Culture, & Community Festivals	\$ 13,679,725	\$ 13,217,277	\$ 12,952,970	(264,307)
Discretionary Funding	20,626,628	21,602,046	22,939,763	1,337,717
Economic Development Programs	1,803,329	1,710,000	1,710,000	-
Safety & Maint - Visitor Related Facilities	70,745,877	77,104,131	82,920,733	5,816,602
Total	\$ 106,855,470	\$ 113,633,454	\$ 120,523,466	\$ 6,890,012

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	\$ 25,116,678	\$ -
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, and Community Festival Programs.	0.00	3,949,600	-
One-Cent Discretionary Adjustment to reflect the increase in One-Cent Transient Occupancy Tax to support the General Fund.	0.00	1,337,717	-
Non-Discretionary Adjustment Adjustment to expenditure allocations that are determined outside of the department's direct control. These allocations are generally based on prior year expenditure trends and examples of these include utilities, insurance, and rent.	0.00	35	-
Support to Other Funds Adjustment to the annual allocations which support operating costs for Mission Bay/ Balboa Park Improvements, Convention Center, SDCCU Stadium, PETCO Park, Trolley Extension Reserve, Public Art Fund and the Major Events Revolving Fund.	0.00	(863,990)	-

Special Promotional Programs

Significant Budget Adjustments

	FTE	Expenditures	Revenue
Reduction to Debt Service Adjustment to the annual allocations which support debt service for Mission Bay/ Balboa Park Improvements, Convention Center, SDCCU Stadium, PETCO Park, and the Trolley Extension Reserve.	0.00	(950,000)	-
One-Time Reductions and Annualizations Adjustment to reflect one-time revenues and expenditures, and the annualization of revenues and expenditures, implemented in Fiscal Year 2018.	0.00	(21,700,028)	(4,213,942)
Revised Revenue Adjustment to reflect revised revenue projections.	0.00	-	10,562,769
Total	0.00 \$	6,890,012 \$	6,348,827

Expenditures by Category

	FY2017 Actual	FY2018 Budget	FY2019 Adopted	FY2018-2019 Change
NON-PERSONNEL				
Supplies	\$ 289	\$ -	\$ -	-
Contracts	40,345,768	50,987,044	58,242,773	7,255,729
Information Technology	213	-	-	-
Other	6	-	-	-
Transfers Out	66,509,194	62,646,410	62,280,693	(365,717)
NON-PERSONNEL SUBTOTAL	106,855,470	113,633,454	120,523,466	6,890,012
Total	\$ 106,855,470	\$ 113,633,454	\$ 120,523,466	\$ 6,890,012

Revenues by Category

	FY2017 Actual	FY2018 Budget	FY2019 Adopted	FY2018-2019 Change
Transfers In	\$ 163,121	\$ 4,213,942	\$ 3,949,600	(264,342)
Transient Occupancy Tax	105,358,999	110,085,646	116,698,815	6,613,169
Total	\$ 105,522,120	\$ 114,299,588	\$ 120,648,415	\$ 6,348,827

Special Promotions

Organization / Program	FY2017 Actual	FY2018 Budget	FY2019 Adopted
ARTS, CULTURE, AND COMMUNITY FESTIVALS			
Creative Communities San Diego			
A Ship in the Woods Foundation	\$ -	\$ 6,922	\$ 5,000
Adams Avenue Business Association	-	-	35,103
American Water Works Association	-	-	9,958
America's Finest City Dixieland Jazz Society	43,388	38,074	38,073
Armed Services YMCA- SD Branch	67,577	78,656	115,726

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Organization / Program	FY2017 Actual	FY2018 Budget	FY2019 Adopted
Asian Story Theater, Inc.	5,356	-	5,940
Balboa Park Conservancy	7608	81,277	-
BAME Renaissance Corporation	72,154	9,058	-
Biocom Institute	-	-	84,785
Bodhi Tree Concerts	-	5,000	5,000
Brazilian Institute for Arts & Culture	12,592	11,264	11,433
Cabrillo Festival, Inc.	5,713	5,000	5,000
California Lawyers for the Arts	3,738	5,000	-
Casa Familiar	6,993	-	5,000
Combat Arts San Diego	(141)	-	-
ContACT Arts dba San Diego Fringe Festival	62,614	-	87,411
COTA (Collaborations: Teachers and Artists)	-	5,000	5,805
Depositing Empowerment through Outreach and Urban	-	-	5,000
Diamond Business Association, Inc.	-	5,000	-
Friends of Balboa Park	-	-	5,000
Hillcrest Business Improvement Association	21,428	16,791	23,193
Indian Fine Arts Academy of San Diego	25,609	25,631	25,459
Italian American Art and Cultural Association of San Diego	21,696	17,490	19,036
Jacobs and Cushman San Diego Food Bank	43,060	56,288	61,103
Jacobs Center for Neighborhood Innovation	17,235	-	-
KARAMA	4,836	6,999	7,561
Karen Organization of San Diego	2,639	5,000	5,000
Kyoto Symposium Organization	-	45,475	-
La Maestra Family Clinic, Inc	4,894	7,181	7,625
Linda Vista Multi-Cultural Fair, Inc.	8,692	7,961	9,506
Little Italy Association	25,398	22,645	25,459
Little Saigon San Diego Foundation	34,257	22,388	-
Mandate Project Impact	-	-	25,218
Mariachi Juvenil de San Diego	37,068	52,958	48,952
Mariachi Scholarship Foundation	18,570	22,277	25,201
Martin Luther King Jr. Community Choir of San Diego	3,038	-	-
Media Heritage, Inc.	16,604	12,927	-
Musicians For Education, Inc.	16,076	14,674	17,397
Ocean Beach Merchants Association, Inc.	25,756	23,521	29,895
Operation Samahan	(6,638)	-	-
Pacific Beach Business Improvement Association	15,813	17,573	15,815
Pacific Beach Town Council	-	-	5,000
Parade Band Foundation	-	-	9,065
PASACAT, Inc.	6,482	5,000	-
Point Loma Summer Concerts	12,828	12,740	16,564
Rancho de los Penasquitos Town Council	7,699	7,465	-
Rolando Community Council, Inc.	6,103	-	7,591

Special Promotional Programs

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Organization / Program	FY2017 Actual	FY2018 Budget	FY2019 Adopted
San Diego Architectural Foundation	-	-	10,878
San Diego Audubon Society	17,711	-	23,145
San Diego City College Foundation	(225)	5,000	-
San Diego Earth Day	28,941	38,951	23,723
San Diego Film Foundation	81,226	116,878	137,143
San Diego Lesbian, Gay, Bisexual, Transgender Pride	118,984	116,878	138,893
San Diego Performing Arts League	5,453	5,000	5,000
San Diego Shakespeare Society	6,864	5,000	5,983
San Diego State University Research Foundation for KPBS	25,330	21,872	-
Sherman Heights Community Center	-	-	6,222
Sorrento Valley Town Council, Inc.	-	5,000	5,000
Space 4 Art, Inc.	5,614	-	-
Speed of Change, Inc. dba TedX San Diego	-	11,322	15,815
Spirit of the Fourth	-	-	11,186
Teatro Mascara Magica	-	-	6,581
The Bon Temps Social Club of San Diego	118,984	112,320	127,128
The Cooper Family Foundation	5,520	-	5,000
Torrey Pines Kiwanis Foundation	41,342	53,217	52,578
transcendANCE Youth Arts Project	15,590	10,875	-
Via International	-	6,434	5,786
Write Out Loud	7,448	6,807	-
Creative Communities San Diego Subtotal	\$ 1,135,517	\$ 1,168,789	\$ 1,388,935

Organizational Support

Actors Alliance of San Diego	\$ (2,422)	\$ -	\$ -
Art of Elan	20,690	20,393	26,616
Art Reach	-	10,908	21,826
Arts for Learning San Diego (Young Audiences of San Diego)	-	113,566	139,098
Bach Collegium San Diego	32,747	46,724	32,700
Balboa Park Cultural Partnership	262,375	279,058	245,264
Balboa Park Online Collaborative, Inc.	91,886	93,983	85,137
California Ballet Association, Inc.	143,700	124,895	120,479
California Lawyers for the Arts	-	-	73,404
Camarada, Inc.	23,060	13,330	15,815
Center for World Music	25,264	22,363	25,706
Choral Club of San Diego	-	5,000	5,000
Choral Consortium of San Diego	1,830	5,000	5,000
City Ballet, Inc	86,047	83,268	84,883
Classics for Kids, Inc.	40,047	37,717	37,170
Culture Shock Dance Troupe, Inc.	17,924	23,907	23,206
Cygnnet Theatre Company	181,094	175,287	172,973
Diversionary Theater Productions, Inc.	68,206	71,878	77,533
Fern Street Community Arts, Inc.	16,012	23,412	21,021
Finest City Performing Arts, Inc.	45,281	55,198	56,555
Flying Leatherneck Historical Foundation	39,533	39,277	36,139
Gaslamp Quarter Historical Foundation	54,492	58,066	53,460
Intrepid Shakespeare Company	16,775	24,184	-
Ion Theatre Company	26,600	-	-
Japan Society of San Diego and Tijuana	-	-	28,729

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Organization / Program	FY2017 Actual	FY2018 Budget	FY2019 Adopted
Japanese Friendship Garden Society of San Diego	103,297	133,973	141,764
La Jolla Historical Society	92,982	78,937	78,939
La Jolla Music Society	267,208	523,488	212,062
La Jolla Symphony and Chorus Association	59,434	60,660	60,523
Lambda Archives of San Diego	11,388	9,819	18,054
Library Association of La Jolla dba Athenaeum Music & Arts	116,113	122,171	133,483
Mainly Mozart, Inc.	179,314	142,332	112,646
Malashock Dance & Company	63,420	49,629	57,961
Maritime Museum Association of San Diego	309,083	379,194	174,954
Media Arts Center San Diego	98,202	112,987	96,602
Mingei International, Inc.	233,496	186,910	196,511
Mojalet Dance Collective	-	15,432	15,189
Mo`olelo Performing Arts Company	(20,334)	-	-
Moxie Theatre, Inc.	29,620	26,815	27,075
Museum of Contemporary Art San Diego	402,967	427,047	267,441
Museum of Photographic Arts, Inc.	252,332	107,737	229,051
New Americans Museum	31,654	-	38,529
NTC Foundation	72,267	182,461	191,782
Old Globe Theatre	593,689	470,522	491,017
Opera Neo	-	5,611	17,902
Outside the Lens	45,239	44,306	55,231
Pacific Arts Movement	92,737	70,895	67,295
Persian Cultural Center	42,298	46,585	42,615
Playwrights Project	50,344	49,129	42,174
Poway Center for the Performing Arts Foundation	-	-	66,449
Prophet World Beat Productions	38,078	39,795	33,647
Putnam Foundation dba Timken Museum of Art	140,264	191,570	126,939
Resounding Joy, Inc.	-	17,665	26,942
Reuben H. Fleet Science Center	400,954	371,133	352,986
SACRA/PROFANA	17,184	13,122	15,042
San Diego Air & Space Museum	380,352	331,675	294,897
San Diego Archaeological Center	35,877	-	32,518
San Diego Art Institute	44,875	37,328	48,304
San Diego Automotive Museum	78,338	60,769	56,795
San Diego Ballet	63,414	55,745	48,322
San Diego Center for Jewish Culture	165,860	141,000	137,311
San Diego Children's Choir	54,983	58,095	62,497
San Diego Chinese Historical Society and Museum	23,732	41,154	-
San Diego Civic Youth Ballet. Inc.	70,543	56,747	77,077
San Diego Comic Convention	-	-	489,802
San Diego Dance Theater	54,639	47,492	45,419
San Diego Early Music Society	-	-	14,986
San Diego Guild of Puppetry, Inc.	11,530	11,126	12,887
San Diego Hall of Champions	73,818	119,472	115,775
San Diego Historical Society dba San Diego History Center	117,630	242,762	165,335
San Diego Junior Theatre	111,641	99,069	83,822
San Diego Master Chorale	15,149	-	12,923
San Diego Model Railroad Museum	86,835	59,254	70,057
San Diego Museum Council, Inc.	26,042	25,708	23,368
San Diego Museum of Art	452,284	394,518	366,448

Special Promotional Programs

Special Promotions

Organization / Program	FY2017 Actual	FY2018 Budget	FY2019 Adopted
San Diego Museum of Man	311,866	249,657	236,273
San Diego Musical Theatre	68,199	89,934	87,466
San Diego Opera Association	468,508	433,750	397,566
San Diego Pro Arte Voices	-	5,000	9,041
San Diego Repertory Theatre	215,021	196,027	203,636
San Diego Society of Natural History, dba San Diego Natural	593,753	483,505	426,696
San Diego Symphony Orchestra Association	594,219	469,902	490,787
San Diego Theatres, Inc	150,505	-	-
San Diego Watercolor Society	38,142	32,617	33,848
San Diego Winds	-	-	17,511
San Diego Women's Chorus	-	9,975	-
San Diego Writers, Ink	27,047	21,883	20,880
San Diego Young Artist Music Academy, Inc.	73,157	24,418	11,741
San Diego Youth Symphony and Conservatory	167,270	144,711	136,783
Save Our Heritage Organization	129,126	100,347	89,925
Scripps Ranch Theatre	25,008	23,203	26,833
Sledgehammer Theatre	3,664	-	-
So Say We All	9,464	10,895	10,024
Space 4 Art	-	-	35,184
Spreckels Organ Society	33,679	-	36,538
The AjA Project	47,726	44,143	43,013
The New Children's Museum	201,997	197,760	199,162
The PGK Project, Inc.	14,202	15,482	14,318
Theatre Arts Foundation of San Diego County dba La Jolla	548,622	514,537	454,036
transcenDANCE Youth Arts Project	-	-	21,781
Veteran's Memorial Center, Inc.	-	11,431	20,541
Villa Musica	71,303	85,743	78,490
Westwind Brass	-	5,262	5,824
Women's History Reclamation Project, Inc.	22,978	32,699	-
Write Out Loud	-	-	12,269
Youth Philharmonic Orchestra	2,195	5,013	8,397
Organizational Support Subtotal	\$ 10,599,564	\$ 10,197,147	\$ 10,065,625
Other			
Commission for Arts and Culture Department	\$ 866,089	\$ 1,392,608	\$ 1,506,939
Arts, Culture, and Community Festivals - Allocation	519,336	220,915	100,000
Arts, Culture, and Community Festivals - Horton Plaza	435,000	435,000	420,000
Arts, Culture, and Community Festivals - Mayor/City Council	393,437	400,000	400,000
Arts, Culture, and Community Festivals - Public Art Fund	596,872	795,426	578,410
Other Subtotal	\$ 2,810,734	\$ 3,243,949	\$ 3,005,349
TOTAL ARTS, CULTURE, AND COMMUNITY FESTIVALS	\$ 14,545,814	\$ 14,609,885	\$ 14,459,909
CAPITAL IMPROVEMENTS			
Capital Improvements			
Convention Center Complex	\$ 12,560,450	\$ 12,556,450	\$ 12,561,050
Mission Bay Park/Balboa Park Improvements	1,665,941	1,670,166	1,423,475
PETCO Park	9,287,704	9,288,975	9,293,350
Stadium Operations	4,748,125	4,755,491	4,044,213
Trolley Extension Reserve	1,060,650	1,055,250	1,064,000
Capital Improvements Subtotal	\$ 29,322,870	\$ 29,326,332	\$ 28,386,088
TOTAL CAPITAL IMPROVEMENTS	\$ 29,322,870	\$ 29,326,332	\$ 28,386,088
ECONOMIC DEVELOPMENT PROGRAMS			

Special Promotional Programs

Special Promotions

Organization / Program	FY2017 Actual	FY2018 Budget	FY2019 Adopted
Citywide Economic Development			
CleanTECH San Diego	\$ 92,500	35,000	\$ 30,000
CyberHive, Inc.	40,000	50,000	85,000
Downtown San Diego Partnership Foundation	-	50,000	-
Economic Development Corporation San Diego County	-	-	35,000
EvoNexus (formerly CommNexus San Diego)	30,000	30,000	35,000
Hera Labs	30,000	30,000	35,000
LaunchBio, Inc.	-	25,000	-
Mission Trails Regional Park Foundation, Inc.	45,000	45,000	35,000
Old Town San Diego Chamber of Commerce	-	-	-
San Diego Regional Economic Development Corporation	25,500	-	-
Scintillon Institute	-	-	20,000
Swedish-American Chamber of Commerce	15,000	-	-
The Maritime Alliance	95,000	50,000	40,000
Citywide Economic Development Subtotal	\$ 373,000	\$ 315,000	\$ 315,000
Economic Development and Tourism Support			
Adams Avenue Business Association	56,908	50,000	-
American Youth Hostels, Inc. d.b.a. Hostelling International	56,908	50,000	35,000
Asian Business Association	43,471	32,078	-
Biocom	-	-	35,000
Biocom Institute	56,908	50,000	-
Cabrillo National Monument Foundation	56,908	50,000	35,000
California Western School of Law	-	-	20,000
City Heights Community Development Corporation	56,908	50,000	-
CONNECT Foundation	-	-	35,000
Downtown San Diego Partnership Foundation	-	-	35,000
Finnish-American Chamber of Commerce Cal. Chapter, Inc.	-	-	20,000
GRID Alternatives San Diego	-	-	23,629
Japan Society of San Diego and Tijuana	53,165	50,000	-
LaunchBio, Inc.	-	-	35,000
National Veterans Transition Services, Inc.	-	25,000	-
North Park Organization of Business	101,829	50,000	35,000
Old Town San Diego Chamber of Commerce	-	18,605	-
Otay Mesa Chamber of Commerce	56,908	50,000	35,000
Pacific Beach Town Council	-	10,265	-
Rosie Network	-	21,000	-
San Diego county Bicycle Coalition	-	-	35,000
San Diego Diplomacy Council	44,714	50,000	35,000
San Diego East Visitors Bureau	56,469	-	-
San Diego French-American Chamber of Commerce	-	-	30,000
San Diego Venture Group	-	-	35,000
South County Economic Development Council	15,414	50,000	35,000
Startup San Diego	-	-	35,000
Swedish-American Chamber of Commerce	-	12,830	16,000
Travelers Aid Society of San Diego	56,908	50,000	35,000
University of San Diego	-	-	35,000
Urban Corps of San Diego County	35,568	-	-
US Green Building Council SD Chapter	-	30,222	30,625
WOFI Honor	-	-	33,100
Unallocated	-	-	1,646
Economic Development and Tourism Support Subtotal	\$ 748,986	\$ 700,000	\$ 700,000

Special Promotional Programs

Special Promotions

	FY2017 Actual	FY2018 Budget	FY2019 Adopted
Other			
Business Expansion, Attraction, and Retention (BEAR)	554,281	515,000	515,000
Economic Development Program Administration	126,973	180,000	180,000
Other Subtotal	681,254	695,000	695,000
TOTAL ECONOMIC DEVELOPMENT PROGRAMS	1,803,240	1,710,000	1,710,000
MAJOR EVENTS			
Major Events			
Major Events Revolving Fund	\$ -	\$ -	\$ -
Major Events Subtotal	-	-	-
TOTAL MAJOR EVENTS	\$ -	\$ -	\$ -
SAFETY AND MAINTENANCE OF VISITOR RELATED			
Safety and Maintenance of Visitor- Related Facilities			
Discretionary Transient Occupancy Tax Support to General	\$ 20,626,628	\$ 21,609,984	\$ 22,939,763
Mission Bay Park/Balboa Park Improvements	359,059	359,059	460,209
Convention Center	4,283,543	3,883,543	2,575,968
PETCO Park	3,185,710	4,045,773	4,445,549
Stadium Operations	8,131,512	2,958,838	2,894,741
Special Events Department	1,056,544	1,216,251	1,228,615
Trolley Extension Reserve	3,000	3,000	-
TOT Administration and Promotional Activities	25,460,183	36,527,586	44,158,178
TOTAL SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES	\$ 63,106,180	\$ 70,604,034	\$ 78,703,023
SUMMARY			
Arts, Culture, and Community Festivals	\$ 14,545,814	\$ 14,609,885	\$ 14,459,909
Capital Improvements	29,322,870	29,326,332	28,386,088
Economic Development Programs	1,803,240	1,710,000	1,710,000
Major Events	-	-	-
Safety and Maintenance of Visitor-Related Facilities	63,106,180	70,604,034	78,703,023
TOTAL SPECIAL PROMOTIONAL PROGRAMS BUDGET	\$ 108,778,104	\$ 116,250,251	\$ 123,259,020

1 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	FY2017 Actual	FY2018* Budget	FY2019 Adopted
BEGINNING BALANCE AND RESERVES			
Balance from Prior Year	\$ 7,778,159	\$ 4,648,457	\$ 2,541,929
TOTAL BALANCE AND RESERVES	\$ 7,778,159	\$ 4,648,457	\$ 2,541,929
REVENUE			
Charges for Services	\$ 130	\$ -	\$ -
Licenses and Permits	107,190	75,000	75,000
Other Revenue	18,001	-	-
Revenue from Use of Money and Property	960	-	-
Transfers In	163,121	4,213,942	3,949,600
Transient Occupancy Taxes	105,358,999	110,085,646	116,698,815
TOTAL REVENUE	\$ 105,648,400	\$ 114,374,588	\$ 120,723,415
TOTAL BALANCE, RESERVES, AND REVENUE	\$ 113,426,560	\$ 119,023,045	\$ 123,265,343
OPERATING EXPENSE			
Personnel Expenses	\$ 892,885	\$ 1,093,213	\$ 1,156,510
Fringe Benefits	473,476	571,408	589,580
Supplies	23,437	16,604	16,459
Contracts	40,675,011	51,282,994	58,487,277
Information Technology	196,829	348,670	435,306
Energy and Utilities	6,134	6,235	6,500
Other Expenses	710	500	500
Transfers Out	66,509,194	62,922,650	62,566,888
Capital Expenditures	428	-	-
TOTAL OPERATING EXPENSE	\$ 108,778,103	\$ 116,242,274	\$ 123,259,020
TOTAL EXPENSE	\$ 108,778,103	\$ 116,242,274	\$ 123,259,020
BALANCE	\$ 4,648,457	\$ 2,780,771	\$ 6,324
TOTAL BALANCE, RESERVES, AND EXPENSE	\$ 113,426,560	\$ 119,023,045	\$ 123,265,344

* At the time of publication, audited financial statements for Fiscal Year 2018 were not available. Therefore, the Fiscal Year 2018 column reflects final budgeted revenue and expense amounts from the Fiscal Year 2018 Adopted Budget, while the beginning Fiscal Year 2018 balance amount reflects the audited Fiscal Year 2017 ending balance.



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