

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 Proposed	FY2018-2019 Change
FTE Positions (Budgeted)	0.00	0.00	0.00	0.00
Personnel Expenditures	\$ -	\$ -	\$ -	\$ -
Non-Personnel Expenditures	106,855,470	113,633,454	120,443,964	6,810,510
Total Department Expenditures	\$ 106,855,470	\$ 113,633,454	\$ 120,443,964	\$ 6,810,510
Total Department Revenue	\$ 105,522,120	\$ 114,299,588	\$ 120,225,906	\$ 5,926,318

Transient Occupancy Tax Fund

Department Expenditures

	FY2017 Actual	FY2018 Budget	FY2019 Proposed	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	22,855,261	1,253,215
Economic Development Programs	1,803,240	1,710,000	1,710,000	-
Safety & Maint - Visitor Related Facilities	70,745,877	77,104,131	82,925,733	5,821,602
Total	\$ 106,855,470	\$ 113,633,454	\$ 120,443,964	\$ 6,810,510

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	\$ 24,072,274	\$ -
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	1,253,215	-
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	(764,586)	-
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	-	10,140,260
Total	0.00	\$ 6,810,510	\$ 5,926,318

Special Promotional Programs

Expenditures by Category

	FY2017 Actual	FY2018 Budget	FY2019 Proposed	FY2018–2019 Change
NON-PERSONNEL				
Supplies	\$ 289	\$ -	\$ -	\$ -
Contracts	40,345,768	50,987,044	57,622,101	6,635,057
Information Technology	213	-	-	-
Other	6	-	-	-
Transfers Out	66,509,194	62,646,410	62,821,863	175,453
NON-PERSONNEL SUBTOTAL	106,855,470	113,633,454	120,443,964	6,810,510
Total	\$ 106,855,470	\$ 113,633,454	\$ 120,443,964	\$ 6,810,510

Revenues by Category

	FY2017 Actual	FY2018 Budget	FY2019 Proposed	FY2018–2019 Change
Transient Occupancy Tax	\$ 105,358,999	\$ 110,085,646	\$ 116,276,306	\$ 6,190,660
Transfers In	163,121	4,213,942	3,949,600	(264,342)
Total	\$ 105,522,120	\$ 114,299,588	\$ 120,225,906	\$ 5,926,318

Special Promotional Programs

Special Promotions

Organization / Program	FY2017 Actual	FY2018 Budget	FY2019 Proposed
ARTS, CULTURE, AND COMMUNITY FESTIVALS			
Creative Communities San Diego			
A Ship in the Woods Foundation	\$ -	\$ 6,922	\$ -
America's Finest City Dixieland Jazz Society	43,388	38,074	-
Armed Services YMCA- SD Branch	67,577	78,656	-
Asian Story Theater, Inc.	5,356	-	-
Balboa Park Conservancy	7,608	81,277	-
BAME Renaissance Corporation	72,154	9,058	-
Bodhi Tree Concerts	-	5,000	-
Brazilian Institute for Arts & Culture	12,592	11,264	-
Cabrillo Festival, Inc.	5,713	5,000	-
California Lawyers for the Arts	3,738	5,000	-
Casa Familiar	6,993	-	-
Combat Arts San Diego	(141)	-	-
Contact Arts dba San Diego Fringe Festival	62,614	-	-
COTA (Collaborations: Teachers and Artists)	-	5,000	-
Diamond Business Association, Inc.	-	5,000	-
Hillcrest Business Improvement Association	21,428	16,791	-
Indian Fine Arts Academy of San Diego	25,609	25,631	-
Italian American Art and Cultural Association of San Diego	21,696	17,490	-
Jacobs and Cushman San Diego Food Bank	43,060	56,288	-
Jacobs Center for Neighborhood Innovation	17,235	-	-
KARAMA	4,836	6,999	-
Karen Organization of San Diego	2,639	5,000	-
Kyoto Symposium Organization	-	45,475	-
La Maestra Family Clinic, Inc.	4,894	7,181	-
Linda Vista Multi-Cultural Fair, Inc.	8,692	7,961	-
Little Italy Association	25,398	22,645	-
Little Saigon San Diego Foundation	34,257	22,388	-
Mariachi Juvenil de San Diego	37,068	52,958	-
Mariachi Scholarship Foundation	18,570	22,277	-
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	-
Ocean Beach Merchants Association, Inc.	25,756	23,521	-
Operation Samahan	(6,638)	-	-
Pacific Beach Business Improvement Association	15,813	17,573	-
PASACAT, Inc.	6,482	5,000	-
Point Loma Summer Concerts	12,828	12,740	-
Rancho de los Penasquitos Town Council	7,699	7,465	-
Rolando Community Council, Inc.	6,103	-	-
San Diego Audubon Society	17,711	-	-
San Diego City College Foundation	(225)	5,000	-
San Diego Earth Day	28,941	38,951	-
San Diego Film Foundation	81,226	116,878	-
San Diego Lesbian, Gay, Bisexual, Transgender Pride	118,984	116,878	-
San Diego Performing Arts League	5,453	5,000	-
San Diego Shakespeare Society	6,864	5,000	-
San Diego State University Research Foundation for KPBS	25,330	21,872	-
Sorrento Valley Town Council, Inc.	-	5,000	-

Special Promotional Programs

Special Promotions (Cont'd)

Organization / Program	FY2017 Actual	FY2018 Budget	FY2019 Proposed
Space 4 Art, Inc.	5,614	—	—
Speed of Change, Inc. dba TedX San Diego	—	11,322	—
The Bon Temps Social Club of San Diego	118,984	112,320	—
The Cooper Family Foundation	5,520	—	—
Torrey Pines Kiwanis Foundation	41,342	53,217	—
transcenDANCE Youth Arts Project	15,590	10,875	—
Via International	—	6,434	—
Write Out Loud	7,448	6,807	—
Creative Communities San Diego Subtotal	\$ 1,135,517	\$ 1,168,789	\$ 1,155,230

Organizational Support

Actors Alliance of San Diego	\$ (2,422)	\$ —	\$ —
Art of Elan	20,690	20,393	—
Art Reach	—	10,908	—
Arts for Learning San Diego (Young Audiences of San Diego)	—	113,566	—
Bach Collegium San Diego	32,747	46,724	—
Balboa Park Cultural Partnership	262,375	279,058	—
Balboa Park Online Collaborative, Inc.	91,886	93,983	—
California Ballet Association, Inc.	143,700	124,895	—
Camarada, Inc.	23,060	13,330	—
Center for World Music	25,264	22,363	—
Choral Club of San Diego	—	5,000	—
Choral Consortium of San Diego	1,830	5,000	—
City Ballet, Inc	86,047	83,268	—
Classics for Kids, Inc.	40,047	37,717	—
Culture Shock Dance Troupe, Inc.	17,924	23,907	—
Cygnnet Theatre Company	181,094	175,287	—
Diversionary Theater Productions, Inc.	68,206	71,878	—
Fern Street Community Arts, Inc.	16,012	23,412	—
Finest City Performing Arts, Inc.	45,281	55,198	—
Flying Leatherneck Historical Foundation	39,533	39,277	—
Gaslamp Quarter Historical Foundation	54,492	58,066	—
Horton Plaza Theatres Foundation	435,000	435,000	—
Intrepid Shakespeare Company	16,775	24,184	—
Ion Theatre Company	26,600	—	—
Japanese Friendship Garden Society of San Diego	103,297	133,973	—
La Jolla Historical Society	92,982	78,937	—
La Jolla Music Society	267,208	523,488	—
La Jolla Symphony and Chorus Association	59,434	60,660	—
Lambda Archives of San Diego	11,388	9,819	—
Library Association of San Diego dba Athenaeum Music & Arts Library	116,113	122,171	—
Mainly Mozart, Inc.	179,314	142,332	—
Malashock Dance & Company	63,420	49,629	—
Maritime Museum Association of San Diego	309,083	379,194	—
Media Arts Center San Diego	98,202	112,987	—
Mingei International, Inc.	233,496	186,910	—
Mojalet Dance Collective	—	15,432	—
Mo`olelo Performing Arts Company	(20,334)	—	—
Moxie Theatre, Inc.	29,620	26,815	—
Museum of Contemporary Art San Diego	402,967	427,047	—

Special Promotional Programs

Special Promotions (Cont'd)

Organization / Program	FY2017 Actual	FY2018 Budget	FY2019 Proposed
Museum of Photographic Arts, Inc.	252,332	107,737	-
New Americans Museum	31,654	-	-
NTC Foundation	72,267	182,461	-
Old Globe Theatre	593,689	470,522	-
Opera Neo	-	5,611	-
Outside the Lens	45,239	44,306	-
Pacific Arts Movement	92,737	70,895	-
Persian Cultural Center	42,298	46,585	-
Playwrights Project	50,344	49,129	-
Prophet World Beat Productions	38,078	39,795	-
Putnam Foundation dba Timken Museum of Art	140,264	191,570	-
Resounding Joy, Inc.	-	17,665	-
Reuben H. Fleet Science Center	400,954	371,133	-
SACRA/PROFANA	17,184	13,122	-
San Diego Air & Space Museum	380,352	331,675	-
San Diego Archaeological Center	35,877	-	-
San Diego Art Institute	44,875	37,328	-
San Diego Automotive Museum	78,338	60,769	-
San Diego Ballet	63,414	55,745	-
San Diego Center for Jewish Culture	165,860	141,000	-
San Diego Children's Choir	54,983	58,095	-
San Diego Chinese Historical Society and Museum	23,732	41,154	-
San Diego Civic Youth Ballet, Inc.	70,543	56,747	-
San Diego Dance Theater	54,639	47,492	-
San Diego Guild of Puppetry, Inc.	11,530	11,126	-
San Diego Hall of Champions	73,818	119,472	-
San Diego Historical Society dba San Diego History Center	117,630	242,762	-
San Diego Junior Theatre	111,641	99,069	-
San Diego Master Chorale	15,149	-	-
San Diego Model Railroad Museum	86,835	59,254	-
San Diego Museum Council, Inc.	26,042	25,708	-
San Diego Museum of Art	452,284	394,518	-
San Diego Museum of Man	311,866	249,657	-
San Diego Musical Theatre	68,199	89,934	-
San Diego Opera Association	468,508	433,750	-
San Diego Pro Arte Voices	-	5,000	-
San Diego Repertory Theatre	215,021	196,027	-
San Diego Society of Natural History, dba San Diego Natural History Museum	593,753	483,505	-
San Diego Symphony Orchestra Association	594,219	469,902	-
San Diego Theatres, Inc	150,505	-	-
San Diego Watercolor Society	38,142	32,617	-
San Diego Women's Chorus	-	9,975	-
San Diego Writers, Ink	27,047	21,883	-
San Diego Young Artist Music Academy, Inc.	73,157	24,418	-
San Diego Youth Symphony and Conservatory	167,270	144,711	-
Save Our Heritage Organisation	129,126	100,347	-
Scripps Ranch Theatre	25,008	23,203	-
Sledgehammer Theatre	3,664	-	-
So Say We All	9,464	10,895	-

Special Promotional Programs

Special Promotions (Cont'd)

Organization / Program	FY2017 Actual	FY2018 Budget	FY2019 Proposed
Spreckels Organ Society	33,679	—	—
The AjA Project	47,726	44,143	—
The New Children's Museum	201,997	197,760	—
The PGK Project, Inc.	14,202	15,482	—
Theatre Arts Foundation of San Diego County dba La Jolla Playhouse	548,622	514,537	—
Veteran's Memorial Center, Inc.	—	11,431	—
Villa Musica	71,303	85,743	—
Westwind Brass	—	5,262	—
Women's History Reclamation Project, Inc.	22,978	32,699	—
Youth Philharmonic Orchestra	2,195	5,013	—
Organizational Support Subtotal	\$ 11,034,564	\$ 10,632,147	\$ 7,293,462
Other			
Commission for Arts and Culture Department	\$ 866,089	\$ 1,392,608	\$ 1,507,264
Mayor/City Council Allocations	393,437	400,000	400,000
Arts, Culture, and Community Festivals Allocation Adjustment	519,336	220,915	3,949,600
Public Art Fund	596,872	795,426	154,678
Other Subtotal	\$ 2,375,734	\$ 2,808,949	\$ 6,011,542
TOTAL ARTS, CULTURE, AND COMMUNITY FESTIVALS	\$ 14,545,814	\$ 14,609,885	\$ 14,460,234
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	1,673,475
PETCO Park	9,287,704	9,288,975	9,293,350
Stadium Operations	4,748,125	4,755,491	4,744,213
Trolley Extension Reserve	1,060,650	1,055,250	1,064,000
Capital Improvements Subtotal	\$ 29,322,870	\$ 29,326,332	\$ 29,336,088
TOTAL CAPITAL IMPROVEMENTS	\$ 29,322,870	\$ 29,326,332	\$ 29,336,088
ECONOMIC DEVELOPMENT PROGRAMS			
Citywide Economic Development			
CleanTECH San Diego	\$ 92,500	\$ 35,000	\$ —
CyberHive, Inc.	40,000	50,000	—
Downtown San Diego Partnership Foundation	—	50,000	—
EvoNexus (formerly CommNexus San Diego)	30,000	30,000	—
Hera Labs	30,000	30,000	—
LaunchBio, Inc.	—	25,000	—
Maritime Alliance Foundation	95,000	50,000	—
Mission Trails Regional Park Foundation, Inc.	45,000	45,000	—
San Diego Regional Economic Development Corporation	25,500	—	—
Sweedish-American Chamber of Commerce	15,000	—	—
Citywide Economic Development Subtotal	\$ 373,000	\$ 315,000	\$ 315,000
Economic Development and Tourism Support			
Adams Avenue Business Association	\$ 56,908	\$ 50,000	\$ —
Asian Business Association	43,471	32,078	—
Biocom Institute	56,908	50,000	—
Cabrillo National Monument Inc	56,908	50,000	—
City Heights Community Development Corporation	56,908	50,000	—

Special Promotional Programs

Special Promotions (Cont'd)

Organization / Program	FY2017 Actual	FY2018 Budget	FY2019 Proposed
Hostelling International-American Youth Hostels	\$ 56,908	\$ 50,000	\$ -
Japan Society of San Diego and Tijuana	53,165	50,000	-
National Veterans Transition Services, Inc.	-	25,000	-
North Park Main Street	101,829	50,000	-
Old Town San Diego Chamber of Commerce	-	18,605	-
Otay Mesa Chamber of Commerce	56,908	50,000	-
Pacific Beach Town Council	-	10,265	-
Rosie Network	-	21,000	-
San Diego Diplomacy Council	44,714	50,000	-
South County Economic Development Council	15,414	50,000	-
Swedish-American Chamber of Commerce	-	12,830	-
Travelers Aid Society of San Diego	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	\$ 748,986	\$ 700,000	\$ 700,000
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 Subtotal			
TOTAL MAJOR EVENTS	\$ -	\$ -	\$ -
SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES			
Safety and Maintenance of Visitor-Related Facilities			
Discretionary Transient Occupancy Tax Support to General Fund	\$ 20,626,628	\$ 21,609,984	\$ 22,855,261
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	2,994,145
Special Events Department	1,056,544	1,216,251	1,225,280
Trolley Extension Reserve	3,000	3,000	-
TOT Administration and Promotional Activities	25,460,183	36,527,586	43,113,774
Safety and Maintenance of Visitor-Related Facilities Subtotal	\$ 63,106,180	\$ 70,604,034	\$ 77,670,186
TOTAL SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES	\$ 63,106,180	\$ 70,604,034	\$ 77,670,186
SUMMARY			
Arts, Culture, and Community Festivals	\$ 14,545,814	\$ 14,609,885	\$ 14,460,234
Capital Improvements	29,322,870	29,326,332	29,336,088
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	77,670,186
TOTAL SPECIAL PROMOTIONAL PROGRAMS BUDGET	\$108,778,104	\$116,250,251	\$123,176,507

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	FY2017 Actual	FY2018* Budget	FY2019 Proposed
BEGINNING BALANCE AND RESERVES			
Balance from Prior Year	\$ 7,778,159	\$ 4,648,457	\$ 2,875,602
TOTAL BALANCE AND RESERVES	\$ 7,778,159	\$ 4,648,457	\$ 2,875,602
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	116,276,306
TOTAL REVENUE	\$ 105,648,400	\$ 114,374,588	\$ 120,300,906
TOTAL BALANCE, RESERVES, AND REVENUE	\$ 113,426,560	\$ 119,023,045	\$ 123,176,508
OPERATING EXPENSE			
Personnel Expenses	\$ 892,885	\$ 1,093,213	\$ 1,153,449
Fringe Benefits	473,476	571,408	589,631
Supplies	23,437	16,604	16,459
Contracts	40,675,011	51,282,994	57,866,605
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	63,108,058
Capital Expenditures	428	-	-
TOTAL OPERATING EXPENSE	\$ 108,778,103	\$ 116,242,274	\$ 123,176,508
TOTAL EXPENSE	\$ 108,778,103	\$ 116,242,274	\$ 123,176,508
BALANCE	\$ 4,648,457	\$ 2,780,771	\$ -
TOTAL BALANCE, RESERVES, AND EXPENSE	\$ 113,426,560	\$ 119,023,045	\$ 123,176,508

* 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.