

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 Department also supports programs that increase hotel occupancy and attract industry resulting in the generation of Transient Occupancy Tax (TOT) and other revenue; develops, maintains, and enhances visitor-related facilities; and supports the City's cultural amenities and natural attractions.



Page Left Intentionally Blank

Department Summary

	FY2010 Budget	FY2011 Adopted	FY2010–2011 Change
Positions	0.00	0.00	0.00
Personnel Expenses	\$ -	\$ -	\$ _
Non-Personnel Expenses	79,073,733	58,877,735	(20,195,997)
Total Department Expenses	\$ 79,073,733	\$ 58,877,735	\$ (20,195,997)
Total Department Revenue	\$ 80,327,372	\$ 60,104,689	\$ (20,222,683)

Transient Occupancy Tax Fund

Department Expenditures

	FY2010 Budget	FY2011 Adopted	FY2010–2011 Change
Arts, Culture, & Community Festivals	\$ 7,016,629	\$ 6,420,000	\$ (596,629)
Capital Improvements	34,781,252	17,239,063	(17,542,189)
Discretionary Funding	-	11,800,938	11,800,938
Economic Development Programs	1,466,466	1,706,450	239,984
Safety & Maint. of Visitor-Related Fac.	26,004,444	11,421,217	(14,583,227)
TOT Admin. & Promotional Activities	9,804,941	10,290,067	485,126
Total	\$ 79,073,732	\$ 58,877,735	\$ (20,195,997)

Significant Budget Adjustments

	FTE	Expenditures	Revenue
Support for Capital Improvements Annual allocation to support debt service payments for Mission Bay/Balboa Park Improvements, Convention Center Complex, QUALCOMM Stadium, and the Trolley Extension Reserve.	0.00	\$ 17,239,063	\$ _
Support for Safety and Maintenance of Visitor-Related Facilities Support to reimburse the General Fund for expenditures associated with the safety and maintenance of visitor- related facilities.	0.00	11,920,476	_
Reimbursement to the General Fund for Tourism Related Expenditures Annual allocation for the reimbursement of tourism related expenses incurred by the General Fund.	0.00	9,761,965	-
Support for Arts, Culture, and Community Festivals Annual funding for organizations which promote local arts and culture.	0.00	6,200,000	-
Support for Economic Development Programs Annual funding for City programs and local organizations which promote tourism and economic development.	0.00	1,706,450	-
Mayor and City Council Discretionary Funding Annual funding for Mayor and City Council discretionary allocations.	0.00	220,000	-
City Council Discretionary Funding Adjustment of the one-cent TOT City Council discretionary allocation to the General Fund.	0.00	(3,892,945)	-

Significant Budget Adjustments (Cont'd)

	FTE	Expenditures	Revenue
Revised Revenue Adjustment to reflect Fiscal Year 2011 revenue projections.	0.00	-	(8,901,933)
Total	0.00	\$ 43,155,009	\$ (8,901,933)

Expenditures by Category

	FY2010	FY2011	FY2010-2011
	Budget	Adopted	Change
NON-PERSONNEL			
Contracts	\$ 65,492,408	\$ 8,746,872	\$ (56,745,536)
Other	13,581,324	50,130,863	36,549,539
NON-PERSONNEL SUBTOTAL	\$ 79,073,732	\$ 58,877,735	\$ (20,195,997)
Total	\$ 79,073,732	\$ 58,877,735	\$ (20,195,997)

Revenues by Category

	FY2010 Budget	FY2011 Adopted	FY2010–2011 Change
Transient Occupancy Taxes	\$ 69,006,622	\$ 60,104,689	\$ (8,901,933)
Revenue from Federal Agencies	11,320,750	-	(11,320,750)
Total	\$ 80,327,372	\$ 60,104,689	\$ (20,222,933)

Budget by Program

	FY2011 Positions	FY2011 Expenditures	FY2011 Revenue
Arts Culture, and Community Festivals	0.00	\$ 6,420,000	\$ _
Convention Center Expansion Project	0.00	8,750,000	_
Convention Center TOT	0.00	3,400,000	_
Economic Development	0.00	1,706,450	_
General Administration/Management	0.00	5,540,862	60,104,689
Mission Bay/Balboa Park Improvement	0.00	4,716,201	_
Safety and Maintenance of Visitor Facilities	0.00	27,612,222	_
Trolley Extension Reserve	0.00	732,000	-
Total	0.00	\$ 58,877,735	\$ 60,104,689

Special Promotions

Organization / Program	FY2010 Budget	FY2011 Adopted
ARTS, CULTURE, AND COMMUNITY FESTIVALS		
Creative Communities San Diego		
Access/Semana Cultural Michoacana \$	1,630	\$ –
Adams Avenue Business Association	13,287	-
Asian Story Theater	4,353	-
Centre City Development Corporation/Downtown San Diego Multi-Cultural Festival	11,577	18,787
Coalition of Neighborhood Councils/Arts in Action	1,959	_
College Area Economic Development Corporation	4,353	-
Discover Pacific Beach/Pacific BeachFest	11,577	11,809
Encanto Community Fund/Encanto Street Fair and Cultural Arts Festival	1,150	_
Gaslamp Quarter Association	1,805	3,099
Hillcrest Business Improvement Association	4,075	4,724
Historic Old Town Community Foundation	11,484	15,351
Jacobs Center	13,926	_
Kalusugan Community Services	4,608	_
Linda Vista Multi-Cultural Fair and Parade	5,787	_
Little Italy Association/Little Italy Fiesta	3,482	-
Mo' Olelo Performing Arts/My-Home Production of Play and Outreach Program	4,075	5,046
Moxie Theatre	3,467	4,088
New Americans Imigration Museum/Becoming American	19,681	18,643
North Park Organization of Businesses	17,319	20,537
NTC Foundation	4,075	4,724
Nu-Way BHILD	19,681	20,537
Ocean Beach Merchants Association	3,047	2,521
Pacific Beach Community Development Corporation	17,319	2,021
Pacific Southwest Wildlife Arts, Inc.	6,622	7,298
PGK Project	16,138	7,200
Pic Arts/Creative Arts Series at College Rolando Library	8,150	10,659
Point Loma Association	0,100	14,657
Rancho de los PeÒasquitos Town Council	_	6,649
Rolando Community Council/Rolando Street Fair	17,319	14,875
Salvation Army/Joan B. Kroc Center	16,300	13,226
San Diego Afterschool Strings Program/Gompers After School Strings Program	7,944	9,447
San Diego Armed Services YMCA	2,379	2,390
San Diego Asian Film Foundation	5,631	6,181
San Diego Audubon Society	3,797	5,046
San Diego Chinese Center	6,094	6,080
San Diego City College Foundation	0,004	5,224
San Diego Earth Day	2,926	4,297
San Diego Film Foundation	11,125	13,787
San Diego Fleet Week Foundation	7,926	8,833
San Diego North, Chamber of Commerce/RB Alive! 2008 Expo	6,011	7,127
San Diego Performing Arts League	3,749	4,038
San Diego Shakespeare Society	3,749 12,188	4,038
San Diego State University Foundation/Border Voices Poetry Project: Border Voices Poetry Fair	18,500	20,537
San Diego Women Film Foundation	19,681	20,537
San Diego Youth and Community Services/Celebrate Community Art	5,909	20,537 6,377
•		
Southern Sudanese Community Center of San Diego	8,104 14,630	8,051 17 221
Street of Dreams/Musicians for Education	14,639	17,331

Special Promotions (Cont'd)

Taye B Thissanne African Drum and Dance Company/Children Having Children 18,500 20,637 Torrey Pines Kiwanis Foundation 11,086 - - Transcendance 4,154 4,575 - Creative Communities San Diego Subtotal \$ 425,118 \$ 383,418 Creative Communities San Diego Subtotal \$ 101,657 \$ 86,818 Athenaeum Music and Arts Library 8,151 7,336 California Ballet Association 12,952 13,366 Centro Cultural de la Raza 33,748 25,118 Choros Theatre Group 6,543 6,444 Classics for Kids 59,593 94,785 Common Ground Theatre 44,197 40,525 Culture Shock Dance Troupe 33,154 22,518 Common Ground Theatre - 19,918 Fem Street Community Arts, Inc. 13,946 12,255 Gaslamp Quarter Historical Foundation 59,145 50,097 Iearus Puppet Company 13,246 12,251 Japanese Friendship Garden Society, San Diego 37,67,00 364,740 Japanese Friendship Ga	Organization / Program		FY2010 Budget		FY2011 Adopted
Torrey Pines Kiwanis Foundation 11,06 - Transcendance 4,154 4,575 Villa Musica 6,529 - Creative Communities San Diego Subtotal \$ 425,118 \$ 383,418 Organizational Support 8,151 7,336 7,336 California Ballet Association 12,952 13,366 Center for World Music 49,900 46,104 Center for World Music 49,900 46,614 Classics for Kids 59,553 94,785 Common Ground Theatre 44,197 40,525 Culture Shock Dance Troupe 33,154 29,346 Cygnet Theater 16,770 16,670 Evocko Dance Theatre - 19,918 Fern Street Community Aris, Inc. 13,946 12,555 60,970 364,704 Jean Isaac's San Diego Dance Theater 29,624 28,050 14,143 102,512 La Jolla Musics Society 92,155 87,798 143,143 102,512 La Jolla Musics Society 92,155 87,798 143,143 102,512 La Jolla Nus					
Transcendance 4,15 4,529 Villa Musica 6,529 - Creative Communities San Diego Subtotal 8 425,118 8 383,418 Organizational Support - <td< td=""><td></td><td></td><td></td><td></td><td></td></td<>					
Villa Musica 6,529 - Creative Communities San Diego Subtotal \$ 425,119 \$ 3383,419 Organizational Support	•				4,575
Creative Communities San Diego Subtotal \$ 425,118 \$ 383,418 Organizational Support					.,010
Organizational Support S 101.657 S 86.818 Athenaeum Music and Arts Library 81.51 7.336 California Ballet Association 12.952 13.366 Center for World Music 49.900 46,104 Centro Ciltural de la Raza 33.748 25.118 Chronos Theatre Group 6.543 6.444 Classics for Kids 59.933 94,785 Common Ground Theatre 44.197 40.525 Classics for Kids 16.770 16.570 Cygnet Theater 16.770 16.570 Evecke Dance Theatre 19.918 50.917 Gaslamp Quarter Historical Foundation 59.145 50.907 Icarus Puppet Company 182.531 165.307 Japaneser Friendship Garden Society 111.634 102.512 La Jolla Historical Society 12.915 87.798 La Jolla Music Society 12.915 87.798 24.155 87.798 La Jolla Symphony and Chorus 25.541 43.242 12.3000 181.114 Mainhy Mozart Festival, Inc. 133.000 181.114 Malashock Dance and Company 12.236 <t< td=""><td></td><td>\$</td><td></td><td>\$</td><td>383.418</td></t<>		\$		\$	383.418
Apa Project \$ 101,657 \$ 86,818 Athenaeum Music and Arts Library 8,151 7,336 California Ballet Association 12,952 13,366 Center for World Music 49,900 46,104 Center for World Music 49,900 46,104 Center Cultural de la Raza 33,748 25,118 Chronos Theatre Group 6,543 6,444 Classics for Kids 59,593 94,785 Common Ground Theatre 44,197 40,525 Culture Shock Dance Troupe 33,154 29,344 Cygnet Theater - 19,918 Eveoke Dance Theatre - 19,918 Learus Puppet Company 182,531 165,307 Japanese Friendship Garden Society, San Diego 376,700 364,704 Jaeal Isaac's San Diego Dance Theater 29,2155 87,798 La Jolla Nusicroal Society 92,155 87,798 La Jolla Nuphony and Chorus 251,015 221,393 La Jolla Shrynbony and Chorus 251,015 221,393 La Jolla Shrynbony and Chorus			-, -		, -
Aitneneum Music and Arts Library 8,151 7,336 California Ballet Association 12,952 13,366 Center for World Music 49,900 46,104 Centro Cultural de la Raza 33,748 25,118 Chronos Theatre Group 6,643 6,444 Classics for Kids 59,593 94,785 Common Ground Theatre 44,197 40,525 Culture Shock Dance Troupe 33,154 22,345 Cygnet Theater 16,770 16,577 Eveske Dance Theatre - 19,918 Ferm Street Community Arts, Inc. 13,346 12,555 Gaslamp Quarter Historical Foundation 59,145 50,097 Icarus Puppet Company 182,531 165,307 Japanese Friendship Garden Society, San Diego 376,700 364,704 Jala Historical Society 29,155 87,798 La Jolla Music Society 21,55 87,979 La Jolla Music Society 21,256 49,211 La Jolla Nusic Society 21,256 49,221 La Jolla Nusic Society 22,155<		.	404 057	<i>•</i>	00.040
California Ballet Association 12,952 13,366 Centro for World Music 49,000 44,104 Centro Cillural de la Raza 33,748 25,118 Chronos Theatre Group 6,543 6,444 Classics for Kids 59,593 94,785 Common Ground Theatre 44,197 40,525 Culture Shock Dance Troupe 33,154 29,345 Cygnet Theater - 19,918 Fen Street Community Arts, Inc. 13,946 12,555 Gaslamp Quarter Historical Foundation 59,145 50,097 Jeans Expert Company 182,551 166,307 Japanese Friendship Garden Society, San Diego 376,700 364,704 Jean Isaac's San Diego Dance Theater 29,624 28,050 La Jolla Historical Society 111,634 102,512 La Jolla Symphony and Chorus 251,015 221,393 Lyric Opera San Diego 55,341 43,242 La Jolla Symphony and Chorus 21,236 16,677 Mainhy Mozart Festival, Inc. 133,000 181,114 Malashock Dan		\$		\$	
Center for World Music 49,900 46,104 Centro Cultural de la Raza 33,748 25,118 Chronos Theatre Group 6,543 6,444 Classics for Kids 59,593 94,785 Common Ground Theatre 44,197 40,525 Cygnet Theater 16,770 16,570 Evoko Dance Theatre - 19,918 Fern Street Community Arts, Inc. 13,946 12,555 Gaslamp Quarter Historical Foundation 59,145 50,097 Icarus Puppet Company 32,531 165,307 Japanese Friendship Garden Society, San Diego 376,700 364,704 Japanese Friendship Garden Society, San Diego 376,700 364,704 La Jolla Historical Society 92,155 87,798 La Jolla Pushouse 55,341 43,242 La Jolla Pushouse 52,569 49,721 Maini Mozar Festival, Inc. 133,000 181,114 Malashock Dance and Company 21,236 106,837 Media Arts San Diego 374,187 338,351 Muscum of Contemporany Arts, San Die					
Centro Cultural de la Raza 33,748 25,118 Chronos Theatre Group 6,543 6,444 Classics for Kids 59,593 94,785 Common Ground Theatre 44,197 40,525 Culture Shock Dance Troupe 33,154 29,345 Cygnet Theater 16,770 16,570 Evecke Dance Theatre - 19,918 Fem Street Community Arts, Inc. 13,946 12,555 Gaslamp Quarter Historical Foundation 59,145 50,097 Jeanus Puppet Company 182,531 166,307 Japanese Friendship Garden Society, San Diego 376,700 364,704 Jean Isaac's San Diego Dance Theater 29,624 28,050 La Jolla Historical Society 111,634 102,512 La Jolla Payhouse 251,015 221,393 Lyric Opera San Diego 52,569 49,721 Mailshock Dance and Company 21,226 16,687 Maritim Ruseum Association of San Diego 374,187 333,000 Maritime Ruseum Association of San Diego 374,187 338,351 Me					
Chronos Theatre Group 6,543 6,444 Classics for Kids 59,593 94,785 Common Ground Theatre 44,197 40,525 Culture Shock Dance Troupe 33,154 29,345 Cygnet Theater 16,770 16,770 Evecke Dance Theater - 19,918 Fern Street Community Arts, Inc. 13,946 12,555 Gaslamp Quarter Historical Foundation 59,145 50,977 Icarus Puppet Company 182,531 166,307 Japanese Friendshig Garden Society, San Diego 376,700 364,704 Jeal Issorical Society 92,155 87,798 La Jolla Music Society 92,155 87,798 La Jolla Nusic Society 92,155 87,798 La Jolla Symphony and Chorus 25,059 49,721 Mainly Mozart Festival, Inc. 133,000 181,114 Malashock Dance and Company 12,360 108,449 Marinity Museum Association of San Diego 374,187 338,351 Media Arts San Diego 12,350 108,449 Mingei International Museum					
Classics for Kids 59,593 94,785 Common Ground Theatre 44,197 40,525 Culture Shock Dance Troupe 33,154 29,345 Cygnet Theater 16,770 16,570 Eveoke Dance Theatre - 19,918 Fern Street Community Arts, Inc. 13,946 12,555 Gaslamp Quarter Historical Foundation 59,145 166,307 Japanese Friendship Garden Society, San Diego 376,700 364,704 Jean Isaaci's San Diego Dance Theater 29,624 28,050 La Jolla Historical Society 111,634 102,512 La Jolla Symphony and Chorus 251,015 221,393 Lyric Opera San Diego 374,187 338,351 Mainly Mozart Festival, Inc. 133,000 181,114 Malashock Dance and Company 21,236 16,687 Maritime Museum Association of San Diego 374,187 338,351 Media Arts San Diego 3,310 - Museum of Photographic Arts 29,242 26,528 Mo'olelo Performing Arts 24,262 24,663					
Common Ground Theatre 44,197 40,525 Culture Shock Dance Troupe 33,154 29,345 Cygnet Theater 16,770 16,570 Eveoke Dance Theatre – 19,918 Fern Street Community Arts, Inc. 13,946 12,555 Gaslamp Quarter Historical Foundation 59,145 50,097 Japanese Friendship Garden Society, San Diego 376,700 364,704 Jean Issac's San Diego Dance Theater 29,624 28,050 La Jolla Historical Society 92,155 87,798 La Jolla Nusic Society 92,155 87,798 La Jolla Nusic Society 92,155 87,798 La Jolla Symphony and Chorus 55,341 43,242 La Jolla Symphony and Chorus 251,015 221,393 Lyric Opera San Diego 52,569 49,721 Mainly Mozart Festival, Inc. 133,000 181,114 Malashock Dance and Company 21,236 106,487 Maritime Museum Association of San Diego 112,350 109,449 Mingei International Museum 117,928 126,528 <tr< td=""><td>·</td><td></td><td></td><td></td><td></td></tr<>	·				
Culture Shock Dance Troupe 33,154 29,345 Cygnet Theater 16,770 16,570 Eveoke Dance Theatre – 19,918 Fern Street Community Arts, Inc. 13,946 50,097 Icarus Puppet Company 182,531 165,307 Japanese Friendship Garden Society, San Diego 376,700 376,700 Japanese Friendship Garden Society, San Diego 376,700 374,174 Jaolla Historical Society 29,624 28,050 La Jolla Music Society 22,155 87,798 La Jolla Music Society 221,55 87,798 La Jolla Symphony and Chorus 251,015 221,393 Lyric Opera San Diego 52,569 49,721 Mainly Mozart Festival, Inc. 133,000 181,114 Malashock Dance and Company 21,236 16,687 Maritime Museum Association of San Diego 374,187 338,351 Media Arts San Diego 12,350 109,449 Mingei International Museum 117,928 126,528 Mo'lelo Performing Arts 3,910 – Mus					
Cygnet Theater 16,770 16,570 Eveoke Dance Theatre – 19,918 Fern Street Community Arts, Inc. 13,946 12,555 Gaslamp Quarter Historical Foundation 59,145 50,097 Icarus Puppet Company 182,531 165,307 Japanese Friendship Garden Society, San Diego 376,700 384,704 Jean Isaac's San Diego Dance Theater 29,624 28,050 La Jolla Historical Society 111,634 102,512 La Jolla Playhouse 55,341 43,242 La Jolla Symphony and Chorus 251,015 221,393 Lyric Opera San Diego 52,569 49,721 Mailay Mozart Festival, Inc. 133,000 181,114 Malashock Dance and Company 21,256 16,877 Maritime Museum Association of San Diego 374,187 338,351 Media Arts San Diego 374,187 338,351 Mo'olelo Performing Arts 3,310 – Museum of Contemporary Arts, San Diego 435,251 387,456 Museum of Photographic Arts 29,294 18,376 <t< td=""><td></td><td></td><td></td><td></td><td>40,525</td></t<>					40,525
Eveoke Dance Theatre – 19,918 Fern Street Community Arts, Inc. 13,946 12,555 Gaslamp Quarter Historical Foundation 59,145 50,097 Icarus Puppet Company 182,531 165,307 Japanese Friendship Garden Society, San Diego 376,700 364,704 Jean Isaac's San Diego Dance Theater 29,624 28,050 La Jolla Historical Society 111,634 102,512 La Jolla Playhouse 55,341 43,242 La Jolla Symphony and Chorus 251,015 221,393 Lyric Opera San Diego 52,569 49,721 Mainly Mozart Festival, Inc. 133,000 181,114 Malashock Dance and Company 21,236 16,687 Maritime Museum Association of San Diego 374,187 338,351 Modela Arts San Diego 112,350 109,449 Mingei International Museum 117,928 126,528 Mo'olelo Performing Arts 3,310 – Museum of Contemporary Arts, San Diego 435,251 387,456 Nuseum of Photographic Arts 29,294 18,376	Culture Shock Dance Troupe		33,154		29,345
Fern Street Community Arts, Inc. 13,946 12,555 Gaslamp Quarter Historical Foundation 59,145 50,097 Icarus Puppet Company 182,531 165,307 Japanese Friendship Garden Society, San Diego 376,700 364,704 Jean Isaac's San Diego Dance Theater 29,624 28,050 La Jolla Historical Society 111,634 102,512 La Jolla Music Society 92,155 87,798 La Jolla Playhouse 55,341 43,242 La Jolla Symphony and Chorus 251,015 221,393 Lyric Opera San Diego 52,569 49,721 Mainly Mozart Festival, Inc. 133,000 181,114 Malashock Dance and Company 21,235 16,687 Maritime Museum Association of San Diego 374,187 338,351 Meida Arts San Diego 3,310 - Museum of Contemporary Arts, San Diego 435,251 387,456 Museum of Photographic Arts 29,294 18,376 New Children's Museum 24,262 24,663 New Children's Museum 24,262 24,663 <td>Cygnet Theater</td> <td></td> <td>16,770</td> <td></td> <td>16,570</td>	Cygnet Theater		16,770		16,570
Gaslamp Quarter Historical Foundation 59,145 50,097 lcarus Puppet Company 182,531 1165,307 Japanese Friendship Garden Society, San Diego 376,700 364,704 Jean Isaac's San Diego Dance Theater 29,624 28,050 La Jolla Historical Society 92,155 87,798 La Jolla Nusic Society 92,155 87,798 La Jolla Symphony and Chorus 251,015 221,393 Lyric Opera San Diego 52,569 49,721 Mainly Mozart Festival, Inc. 133,000 181,114 Malashock Dance and Company 21,236 16,687 Maritime Museum Association of San Diego 374,187 338,351 Media Arts San Diego 112,350 109,449 Mingei International Museum 117,928 126,528 Mo'slelo Performing Arts 3,310 - Museum of Photographic Arts 3,340 - Museum of Photographic Arts 3,9,999 31,613 Nuseum of Chottemporary Arts, San Diego 435,251 387,456 New Children's Museum 24,262 24,669	Eveoke Dance Theatre		_		19,918
Icarus Puppet Company 182,531 165,307 Japanese Friendship Garden Society, San Diego 376,700 364,704 Jean Isaac's San Diego Dance Theater 29,624 28,050 La Jolla Historical Society 92,155 87,798 La Jolla Phyhouse 55,341 43,242 La Jolla Phyhouse 55,341 43,242 La Jolla Symphony and Chorus 251,015 221,393 Lyric Opera San Diego 52,569 49,721 Mainly Mozart Festival, Inc. 133,000 181,114 Malashock Dance and Company 21,236 16,687 Maritime Museum Association of San Diego 374,187 338,351 Media Arts San Diego 111,7928 126,528 Mo'olelo Performing Arts 3,310 - Museum of Contemporary Arts, San Diego 435,251 387,456 Museum of Contemporary Arts, San Diego 436,252 24,659 New Children's Museum 24,262 24,659 New Works/Vantage Theatre - 3,140 Old Globe Theatre 30,099 31,613 <td< td=""><td>Fern Street Community Arts, Inc.</td><td></td><td>13,946</td><td></td><td>12,555</td></td<>	Fern Street Community Arts, Inc.		13,946		12,555
Japanese Friendship Garden Society, San Diego 376,700 364,704 Jean Isaac's San Diego Dance Theater 29,624 28,050 La Jolla Historical Society 92,155 87,798 La Jolla Playhouse 55,341 43,242 La Jolla Playhouse 55,351 221,393 Lyric Opera San Diego 52,669 49,721 Mainly Mozart Festival, Inc. 133,000 181,114 Malashock Dance and Company 21,236 16,687 Maritime Museum Association of San Diego 374,187 338,351 Media Arts San Diego 112,350 109,449 Mingei International Museum 117,928 126,528 Mo'olelo Performing Arts 3,310 - Museum of Contemporary Arts, San Diego 432,521 387,456 Museum of Photographic Arts 29,294 18,376 New Works/Vantage Theatre - 3,140 - Persian Cultural Center 8,003 6,932 26,455 New Unks/Vantage Theatre and Science Center/San Diego Space and S3,159 44,541 3,930 Science Foundation	Gaslamp Quarter Historical Foundation		59,145		50,097
Jean Isaac's San Diego Dance Theater 29,624 28,050 La Jolla Historical Society 111,634 102,512 La Jolla Music Society 92,155 87,798 La Jolla Symphony and Chorus 251,015 221,393 Lyric Opera San Diego 52,569 49,721 Mainly Mozart Festival, Inc. 133,000 181,114 Malashock Dance and Company 21,236 16,687 Maritime Museum Association of San Diego 374,187 338,351 Media Arts San Diego 112,350 109,449 Mingei International Museum 117,928 126,528 Mo'olelo Performing Arts 3,310 - Museum of Contemporary Arts, San Diego 435,251 387,456 Museum of Photographic Arts 29,294 18,376 New Children's Museum 24,262 24,659 New Works/Vantage Theatre - 3,140 Old Globe Theatre 39,099 31,613 Persian Cultural Center 8,003 6,932 PGK Project 42,052 26,167 Playwrights Project	Icarus Puppet Company		182,531		165,307
La Jolla Historical Society 111,634 102,512 La Jolla Music Society 92,155 87,798 La Jolla Playhouse 55,341 43,242 La Jolla Symphony and Chorus 251,015 221,393 Lyric Opera San Diego 52,569 49,721 Mainly Mozart Festival, Inc. 133,000 181,114 Malashock Dance and Company 21,236 16,687 Maritime Museum Association of San Diego 374,187 338,351 Media Arts San Diego 117,928 126,528 Moolelo Performing Arts 3,310 - Museum of Contemporary Arts, San Diego 435,251 387,456 Museum of Photographic Arts 29,294 18,376 New Children's Museum 24,262 24,659 New Works/Vantage Theatre - 3,140 Old Globe Theatre 39,099 31,613 Persian Cultural Center 8,003 6,932 PGK Project 42,052 26,167 Playwights Project 52,456 38,807 Reuben H. Fleet Space Theater and Science Center/San Diego Space and S3,159 44,541 Science Foundation	Japanese Friendship Garden Society, San Diego		376,700		364,704
La Jolla Music Society 92,155 87,798 La Jolla Playhouse 55,341 43,242 La Jolla Symphony and Chorus 251,015 221,393 Lyric Opera San Diego 52,569 49,721 Mainly Mozart Festival, Inc. 133,000 181,114 Malashock Dance and Company 21,236 16,687 Maritime Museum Association of San Diego 374,187 338,351 Media Arts San Diego 112,350 109,449 Mingei International Museum 117,928 126,528 Mo'olelo Performing Arts 3,310 - Museum of Contemporary Arts, San Diego 435,251 387,456 Museum of Photographic Arts 29,294 18,376 New Children's Museum 24,262 24,669 New Works/Vantage Theatre - 3,140 Old Globe Theatre 39,099 31,613 Persian Cultural Center 8,003 6,932 PGK Project 52,456 38,807 Reuben H. Fleet Space Theater and Science Center/San Diego Space and Sci,159 44,541 Science Foundation	Jean Isaac's San Diego Dance Theater		29,624		28,050
La Jolla Music Society 92,155 87,798 La Jolla Playhouse 55,341 43,242 La Jolla Symphony and Chorus 251,015 221,393 Lyric Opera San Diego 52,569 49,721 Mainly Mozart Festival, Inc. 133,000 181,114 Malashock Dance and Company 21,236 16,687 Maritime Museum Association of San Diego 374,187 338,351 Media Arts San Diego 112,350 109,449 Mingei International Museum 117,928 126,528 Mo'olelo Performing Arts 3,310 - Museum of Contemporary Arts, San Diego 435,251 387,456 Museum of Photographic Arts 29,294 18,376 New Children's Museum 24,262 24,669 New Works/Vantage Theatre - 3,140 Old Globe Theatre 39,099 31,613 Persian Cultural Center 8,003 6,932 PGK Project 52,456 38,807 Reuben H. Fleet Space Theater and Science Center/San Diego Space and Sci,159 44,541 Science Foundation	La Jolla Historical Society		111,634		102,512
La Jolla Playhouse 55,341 43,242 La Jolla Symphony and Chorus 251,015 221,393 Lyric Opera San Diego 52,569 49,721 Mainly Mozart Festival, Inc. 133,000 181,114 Malashock Dance and Company 21,236 16,687 Maritime Museum Association of San Diego 374,187 338,351 Media Arts San Diego 112,350 109,449 Mingei International Museum 117,928 126,528 Mo'olelo Performing Arts 3,310 - Museum of Contemporary Arts, San Diego 435,251 387,456 Museum of Photographic Arts 29,294 18,376 New Children's Museum 24,262 24,659 New Works/Vantage Theatre - 3,140 Old Globe Theatre 39,099 31,613 Persian Cultural Center 8,003 6,932 PGK Project 42,052 26,167 Playwinghts Project 52,456 38,807 Samahan Filipino American Performing Arts and Education Center 32,269 32,426 San Diego Air and S	La Jolla Music Society				87,798
La Jolla Symphony and Chorus 251,015 221,393 Lyric Opera San Diego 52,569 49,721 Mainly Mozart Festival, Inc. 133,000 181,114 Malashock Dance and Company 21,236 16,687 Maritime Museum Association of San Diego 374,187 338,351 Media Arts San Diego 112,350 109,449 Mingei International Museum 117,928 126,528 Mo'olelo Performing Arts 3,310 - Museum of Contemporary Arts, San Diego 435,251 387,456 Museum of Photographic Arts 29,294 18,376 New Children's Museum 24,262 24,659 New Works/Vantage Theatre - 3,140 Old Globe Theatre 39,099 31,613 Persian Cultural Center 8,003 6,932 PGK Project 42,052 26,167 Playwrights Project 52,456 38,807 Reuben H. Fleet Space Theater and Science Center/San Diego Space and S3,159 44,541 Science Foundation - - San Diego Air and Space Museum, Inc. <td>La Jolla Playhouse</td> <td></td> <td>55,341</td> <td></td> <td>43,242</td>	La Jolla Playhouse		55,341		43,242
Lyric Opera San Diego 52,569 49,721 Mainly Mozart Festival, Inc. 133,000 181,114 Malashock Dance and Company 21,236 16,687 Maritime Museum Association of San Diego 374,187 338,351 Media Arts San Diego 112,350 109,449 Mingei International Museum 117,928 126,528 Mo'olelo Performing Arts 3,310 - Museum of Contemporary Arts, San Diego 435,251 387,456 Museum of Photographic Arts 29,294 18,376 New Children's Museum 24,262 24,659 New Works/Vantage Theatre - 3,140 Old Globe Theatre 39,099 31,613 Persian Cultural Center 8,003 6,932 PGK Project 42,052 26,167 Playwrights Project 52,456 38,807 Reuben H. Fleet Space Theater and Science Center/San Diego Space and Si,159 44,541 Science Foundation - - San Diego Art Institute 23,352 32,2269 San Diego Art Institute 23,35	-				
Mainly Mozart Festival, Inc. 133,000 181,114 Malashock Dance and Company 21,236 16,687 Maritime Museum Association of San Diego 374,187 338,351 Media Arts San Diego 112,350 109,449 Mingei International Museum 117,928 126,528 Mo'olelo Performing Arts 3,310 - Museum of Contemporary Arts, San Diego 435,251 387,456 Museum of Contemporary Arts, San Diego 435,251 387,456 Museum of Photographic Arts 29,294 18,376 New Children's Museum 24,262 24,659 New Works/Vantage Theatre - 3,140 Old Globe Theatre 39,099 31,613 Persian Cultural Center 8,003 6,932 PGK Project 42,052 26,167 Playwrights Project 52,456 38,807 Reuben H. Fleet Space Theater and Science Center/San Diego Space and Sci,159 44,541 Science Foundation - 107,672 101,390 San Diego Air and Space Museum, Inc. 107,672 101,390					
Malashock Dance and Company 21,236 16,687 Maritime Museum Association of San Diego 374,187 338,351 Media Arts San Diego 112,350 109,449 Mingei International Museum 117,928 126,528 Mo'olelo Performing Arts 3,310 - Museum of Contemporary Arts, San Diego 435,251 387,456 Museum of Photographic Arts 29,294 18,376 New Children's Museum 24,262 24,659 New Works/Vantage Theatre - 3,140 Old Globe Theatre 39,099 31,613 Persian Cultural Center 8,003 6,932 PGK Project 42,052 26,167 Playwrights Project 52,456 38,807 Reuben H. Fleet Space Theater and Science Center/San Diego Space and Science Foundation 53,159 44,541 San Diego Air and Space Museum, Inc. 107,672 101,390 San Diego Archaeological Center 72,328 77,368 San Diego Automotive Museum 15,484 13,983 San Diego Ballet - 14,365 <td>• • •</td> <td></td> <td></td> <td></td> <td></td>	• • •				
Maritime Museum Association of San Diego 374,187 338,351 Media Arts San Diego 112,350 109,449 Mingei International Museum 117,928 126,528 Mo'olelo Performing Arts 3,310 - Museum of Contemporary Arts, San Diego 435,251 387,456 Museum of Photographic Arts 29,294 18,376 New Children's Museum 24,262 24,659 New Works/Vantage Theatre - 3,140 Old Globe Theatre 39,099 31,613 Persian Cultural Center 8,003 6,932 PGK Project 42,052 26,167 Playwrights Project 52,456 38,807 Reuben H. Fleet Space Theater and Science Center/San Diego Space and Science Foundation 52,456 38,807 Samahan Filipino American Performing Arts and Education Center 32,269 32,426 San Diego Air and Space Museum, Inc. 107,672 101,390 San Diego Artaeological Center 72,328 77,368 San Diego Automotive Museum 15,484 13,983 San Diego Ballet -	-				
Media Arts San Diego 112,350 109,449 Mingei International Museum 117,928 126,528 Mo'olelo Performing Arts 3,310 - Museum of Contemporary Arts, San Diego 435,251 387,456 Museum of Photographic Arts 29,294 18,376 New Children's Museum 24,262 24,659 New Works/Vantage Theatre - 3,140 Old Globe Theatre 39,099 31,613 Persian Cultural Center 8,003 6,932 PGK Project 42,052 26,167 Playwrights Project 52,456 38,807 Reuben H. Fleet Space Theater and Science Center/San Diego Space and Science Foundation 53,159 44,541 Science Foundation - - 32,426 San Diego Air and Space Museum, Inc. 107,672 101,390 San Diego Arthaeological Center 72,328 77,368 San Diego Automotive Museum 15,484 13,983 San Diego Automotive Museum 15,484 13,983					
Mingei International Museum 117,928 126,528 Mo'olelo Performing Arts 3,310 - Museum of Contemporary Arts, San Diego 435,251 387,456 Museum of Photographic Arts 29,294 18,376 New Children's Museum 24,262 24,659 New Works/Vantage Theatre - 3,140 Old Globe Theatre 39,099 31,613 Persian Cultural Center 8,003 6,932 PGK Project 42,052 26,167 Playwrights Project 52,456 38,807 Reuben H. Fleet Space Theater and Science Center/San Diego Space and Science Foundation 53,159 44,541 Science Foundation 107,672 101,390 32,426 San Diego Air and Space Museum, Inc. 107,672 101,390 33,52 22,692 33,52 22,692 33,52 22,692 33,52 22,692 33,53 39,833 3,983 3,983 3,983 3,983 3,983 3,983 3,983 3,983 3,983 3,983 3,983 3,983 3,983 3,983	-				
Mo'olelo Performing Arts 3,310 - Museum of Contemporary Arts, San Diego 435,251 387,456 Museum of Photographic Arts 29,294 18,376 New Children's Museum 24,262 24,659 New Works/Vantage Theatre - 3,140 Old Globe Theatre 39,099 31,613 Persian Cultural Center 8,003 6,932 PGK Project 42,052 26,167 Playwrights Project 52,456 38,807 Reuben H. Fleet Space Theater and Science Center/San Diego Space and Science Foundation 53,159 44,541 Science Foundation - - 101,390 San Diego Air and Space Museum, Inc. 107,672 101,390 San Diego Art Institute 23,352 22,692 San Diego Automotive Museum 15,484 13,983 San Diego Ballet - 14,365					
Museum of Contemporary Arts, San Diego 435,251 387,456 Museum of Photographic Arts 29,294 18,376 New Children's Museum 24,262 24,659 New Works/Vantage Theatre - 3,140 Old Globe Theatre 39,099 31,613 Persian Cultural Center 8,003 6,932 PGK Project 42,052 26,167 Playwrights Project 52,456 38,807 Reuben H. Fleet Space Theater and Science Center/San Diego Space and Science Foundation 53,159 44,541 Science Foundation - - 107,672 101,390 San Diego Air and Space Museum, Inc. 107,672 101,390 - 3,983 - San Diego Art Institute 23,352 22,692 -					
Museum of Photographic Arts 29,294 18,376 New Children's Museum 24,262 24,659 New Works/Vantage Theatre - 3,140 Old Globe Theatre 39,099 31,613 Persian Cultural Center 8,003 6,932 PGK Project 42,052 26,167 Playwrights Project 52,456 38,807 Reuben H. Fleet Space Theater and Science Center/San Diego Space and Science Foundation 53,159 44,541 Science Foundation 107,672 101,390 San Diego Air and Space Museum, Inc. 107,672 101,390 San Diego Archaeological Center 72,328 77,368 San Diego Art Institute 23,352 22,692 San Diego Automotive Museum 15,484 13,983 San Diego Ballet - 14,365	-				387 456
New Children's Museum 24,262 24,659 New Works/Vantage Theatre - 3,140 Old Globe Theatre 39,099 31,613 Persian Cultural Center 8,003 6,932 PGK Project 42,052 26,167 Playwrights Project 52,456 38,807 Reuben H. Fleet Space Theater and Science Center/San Diego Space and Science Foundation 53,159 44,541 Science Foundation - 107,672 101,390 San Diego Air and Space Museum, Inc. 107,672 101,390 San Diego Archaeological Center 72,328 77,368 San Diego Art Institute 23,352 22,692 San Diego Automotive Museum 15,484 13,983 San Diego Ballet - 14,365					
New Works/Vantage Theatre–3,140Old Globe Theatre39,09931,613Persian Cultural Center8,0036,932PGK Project42,05226,167Playwrights Project52,45638,807Reuben H. Fleet Space Theater and Science Center/San Diego Space and Science Foundation53,15944,541Samahan Filipino American Performing Arts and Education Center32,26932,426San Diego Air and Space Museum, Inc.107,672101,390San Diego Archaeological Center72,32877,368San Diego Art Institute23,35222,692San Diego Automotive Museum15,48413,983San Diego Ballet–14,365					
Old Globe Theatre39,09931,613Persian Cultural Center8,0036,932PGK Project42,05226,167Playwrights Project52,45638,807Reuben H. Fleet Space Theater and Science Center/San Diego Space and Science Foundation53,15944,541Samahan Filipino American Performing Arts and Education Center32,26932,426San Diego Air and Space Museum, Inc.107,672101,390San Diego Archaeological Center72,32877,368San Diego Art Institute23,35222,692San Diego Automotive Museum15,48413,983San Diego Ballet–14,365			21,202		
Persian Cultural Center8,0036,932PGK Project42,05226,167Playwrights Project52,45638,807Reuben H. Fleet Space Theater and Science Center/San Diego Space and Science Foundation53,15944,541Samahan Filipino American Performing Arts and Education Center32,26932,426San Diego Air and Space Museum, Inc.107,672101,390San Diego Archaeological Center72,32877,368San Diego Art Institute23,35222,692San Diego Automotive Museum15,48413,983San Diego Ballet–14,365	-		30 000		
PGK Project42,05226,167Playwrights Project52,45638,807Reuben H. Fleet Space Theater and Science Center/San Diego Space and Science Foundation53,15944,541Samahan Filipino American Performing Arts and Education Center32,26932,426San Diego Air and Space Museum, Inc.107,672101,390San Diego Archaeological Center72,32877,368San Diego Art Institute23,35222,692San Diego Automotive Museum15,48413,983San Diego Ballet–14,365					
Playwrights Project52,45638,807Reuben H. Fleet Space Theater and Science Center/San Diego Space and Science Foundation53,15944,541Samahan Filipino American Performing Arts and Education Center32,26932,426San Diego Air and Space Museum, Inc.107,672101,390San Diego Archaeological Center72,32877,368San Diego Art Institute23,35222,692San Diego Automotive Museum15,48413,983San Diego Ballet–14,365					
Reuben H. Fleet Space Theater and Science Center/San Diego Space and Science Foundation53,15944,541Samahan Filipino American Performing Arts and Education Center32,26932,426San Diego Air and Space Museum, Inc.107,672101,390San Diego Archaeological Center72,32877,368San Diego Art Institute23,35222,692San Diego Automotive Museum15,48413,983San Diego Ballet–14,365	-				
Science FoundationSamahan Filipino American Performing Arts and Education Center32,26932,426San Diego Air and Space Museum, Inc.107,672101,390San Diego Archaeological Center72,32877,368San Diego Art Institute23,35222,692San Diego Automotive Museum15,48413,983San Diego Ballet–14,365					
San Diego Air and Space Museum, Inc. 107,672 101,390 San Diego Archaeological Center 72,328 77,368 San Diego Art Institute 23,352 22,692 San Diego Automotive Museum 15,484 13,983 San Diego Ballet - 14,365			53,159		44,541
San Diego Archaeological Center72,32877,368San Diego Art Institute23,35222,692San Diego Automotive Museum15,48413,983San Diego Ballet-14,365	Samahan Filipino American Performing Arts and Education Center		32,269		32,426
San Diego Art Institute23,35222,692San Diego Automotive Museum15,48413,983San Diego Ballet-14,365	San Diego Air and Space Museum, Inc.		107,672		101,390
San Diego Automotive Museum15,48413,983San Diego Ballet-14,365	San Diego Archaeological Center		72,328		77,368
San Diego Automotive Museum15,48413,983San Diego Ballet-14,365	San Diego Art Institute		23,352		22,692
San Diego Ballet – 14,365	-				
-	-		_		
	San Diego Center for Jewish Culture		27,911		26,143

Special Promotions (Cont'd)

		FY2010		FY2011
Organization / Program		Budget		Adopted
San Diego Chamber Orchestra		8,639		9,266
San Diego Children's Choir		9,466		6,924
San Diego Chinese Historical Society and Museum		156,378		45,704
San Diego Civic Youth Ballet		92,741		78,507
San Diego Dance Theater		14,240		14,857
San Diego Early Music Society		12,865		_
San Diego Guild of Puppetry		44,969		44,781
San Diego Historical Society		9,679		8,484
San Diego Junior Theatre		355,500		269,935
San Diego Master Chorale		128,363		100,000
San Diego Men's Chorus		506		_
San Diego Model Railroad Museum, Inc.		416,106		354,622
San Diego Museum Council		162,181		123,851
San Diego Museum of Art		266,026		258,850
San Diego Museum of Man		406,163		374,445
San Diego New Music		16,429		19,878
San Diego Repertory Theatre		14,435		9,436
San Diego Society of Natural History		12,237		_
San Diego Space and Science Foundation		10,951		10,518
San Diego Symphony Orchestra Association, Inc.		58,544		55,320
San Diego Water Color Society		14,942		14,754
San Diego Women's Chorus		15,187		10,729
San Diego Writers Ink		25,316		15,282
San Diego Young Artists Music Academy, Inc.		7,111		8,055
San Diego Young Artists Symphony Orchestra		50,571		45,852
San Diego Youth Symphony and Conservatory		25,429		21,316
Save Our Heritage Organisation		85,386		81,941
Scripps Ranch Theatre		-		597
Sledgehammer Theatre		_		9,061
Spreckels Organ Society		177,290		225,156
Sushi Visual and Performing Arts, Inc.		432,916		340,087
Veteran's Memorial Center		_		4,031
Westwind Brass		54,626		51,550
Women's History Museum and Educational Center		-		5,130
WorldBeat Center		29,003		21,775
Young Audiences of San Diego		19,060		21,993
Organizational Support Subtotal	\$	6,449,183	\$	5,816,582
Other				
Arts, Culture, and Community Festivals Program Administration	\$	836,326	\$	832,680
Mayor/City Council Allocations	Ŷ	220,000	Ψ	220,000
Public Art Fund		30,000		
Other Subtotal	\$	1,086,326	\$	1,052,680
TOTAL ARTS, CULTURE, AND COMMUNITY FESTIVALS	\$	7,960,627	\$	7,252,680
CAPITAL IMPROVEMENTS			-	
Capital Improvements				
Convention Center Complex	\$	9,474,142	\$	8,750,000
Mission Bay Park/Balboa Park Improvements	\$	9,474,142 5,468,428	φ	4,716,201
New Convention Facility		5,468,428 4,153,439		4,710,201
PETCO Park				_2
I LIOU FAIN		14,743,165		

Special Promotions (Cont'd)

Organization / Bragram		FY2010		FY2011
Organization / Program		Budget		Adopted
QUALCOMM Stadium		-		3,040,862 ³
Trolley Extension Reserve	¢	942,078	¢	732,000
Capital Improvements Subtotal		34,781,252		17,239,063
TOTAL CAPITAL IMPROVEMENTS	\$	34,781,252	\$	17,239,063
ECONOMIC DEVELOPMENT PROGRAMS				
Citywide Economic Development				
Horton Plaza Theatre Foundation	\$	_	\$	385,000 ³
Mission Trails Regional Park Foundation, Inc.		_		36,450 ³
San Diego Regional Economic Development Corporation		50,000		50,000
Citywide Economic Development Subtotal	\$	50,000	\$	471,450
Economic Development and Tourism Support				
Asian Business Association	\$	_	\$	40,252
Citizen Diplomacy Council of San Diego		54,000		48,600
City Heights Business Association		_		13,500
City Heights Community Development Corporation		48,600		48,600
Hostelling International-American Youth Hostels		54,000		48,600
International Rescue Committee		_		26,887
Japan Society of San Diego and Tijuana		43,187		35,100
Mabuhay Alliance		16,558		_
Old Town San Diego Chamber of Commerce		28,000		28,800
Otay Mesa Chamber of Commerce		47,700		54,000
Promote La Jolla, Inc.		45,000		_
San Diego Convention & Visitors Bureau		_		46,800
San Diego East Visitors Bureau		52,555		51,661
South County Economic Development Council		54,000		43,200
Travelers Aid Society of San Diego		54,000		54,000
Union of Pan Asian Communities		42,400		-
Economic Development and Tourism Support Subtotal	\$	540,000	\$	540,000
Other				
Business Expansion, Attraction and Retention (BEAR)	\$	590,344	\$	515,000
Economic Development Program Administration		178,450		180,000
Other Subtotal	\$	768,794	\$	695,000
TOTAL ECONOMIC DEVELOPMENT PROGRAMS	\$	1,358,794	\$	1,706,450
MAJOR EVENTS				
Major Events				
Major Events Revolving Fund	\$	30,000	\$	_
Major Events Subtotal	\$	30,000	\$	-
TOTAL MAJOR EVENTS	\$	30,000	\$	-
SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES				
Safety and Maintenance of Visitor-Related Facilities				
Balboa Park Centennial	\$	150,000	\$	150,000
Discretionary Transient Occupancy Tax Support to General Fund		13,581,324		11,800,938
				_4
Horton Plaza Theatre Foundation		385,000		
Mission Bay Park/Balboa Park Improvements		-		380,265 ⁵
		385,000 - 36,450		

Special Promotions (Cont'd)

Organization / Program	FY2010 Budget	FY2011 Adopted
PETCO Park	_	2,500,000
QUALCOMM Stadium	11,821,670	4,990,952
Regional Park Safety Program	95,000	120,000
Special Events Department	567,314	544,274
Transient Occupancy Tax (TOT) Payment Audit	391,356	415,000
Transient Occupancy Tax Administration and Promotional Activities	9,318,585	9,755,067
Safety and Maintenance of Visitor-Related Facilities Subtotal	\$ 36,346,699	\$ 34,056,496
TOTAL SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES	\$ 36,346,699	\$ 34,056,496
SUMMARY		
ARTS, CULTURE, AND COMMUNITY FESTIVALS	\$ 7,960,627	\$ 7,252,680
CAPITAL IMPROVEMENTS	34,781,252	17,239,063
ECONOMIC DEVELOPMENT PROGRAMS	1,358,794	1,706,450
MAJOR EVENTS	30,000	_
SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES	36,346,699	34,056,496
TOTAL SPECIAL PROMOTIONAL PROGRAMS BUDGET	\$ 80,477,372	\$ 60,254,689

¹ Budget moved to Safety & Maintenance of Visitor Related Facilities section.

² Budgeted transfer of Redevelopment Agency funds to the PETCO Park Fund eliminated. Funds budgeted directly in PETCO Park Fund beginning in FY 2011.

³ Budget moved from Safety & Maintenance of Visitor Related Facilities section.

⁴ Budget moved to Economic Development Programs section.

⁵ Budget moved from Capital Improvements section.

Revenue and Expense Statement (Non–General Fund)

Transient Occupancy Tax Fund	 FY2010 Budget [*]	FY2011 Adopted
BEGINNING BALANCE AND RESERVES		
Balance from Prior Year	\$ _	\$ _
Prior Year Reserve for Encumbrances	6,757,278	_
TOTAL BALANCE AND RESERVES	\$ 6,757,278	\$ _
REVENUE		
Grant and Other Revenue	\$ 150,000	\$ 150,000
Redevelopment Agency Loan Repayment	11,320,750	_1
Transient Occupancy Tax	69,006,622	60,104,689
TOTAL REVENUE	\$ 80,477,372	\$ 60,254,689
TOTAL BALANCE, RESERVES, AND REVENUE	\$ 87,234,650	\$ 60,254,689
OPERATING EXPENSE		
Operating Expense	\$ 18,829,486	\$ 18,566,517
Commission for Arts and Culture Department	836,326	832,680
Special Events Department	567,314	544,274
Transfer to Convention Center Expansion Fund	9,474,142	8,750,000
Transfer to General Fund	13,581,324	11,800,938
Transfer to Major Events Revolving Fund	30,000	_
Transfer to Mission Bay/Balboa Park Improvement Fund	5,468,428	5,096,466
Transfer to PETCO Park Fund	14,743,165	2,500,000 ¹
Transfer to Public Art Fund	30,000	_
Transfer to QUALCOMM Stadium Fund	11,821,670	8,031,814
Transfer to TOT-Convention Center Fund	4,153,439	3,400,000
Transfer to Trolley Extension Reserve Fund	942,078	732,000
TOTAL OPERATING EXPENSE	\$ 80,477,372	\$ 60,254,689
TOTAL EXPENSE	\$ 80,477,372	\$ 60,254,689
RESERVES		
Reserve	\$ 6,757,278	\$ _
TOTAL RESERVES	\$ 6,757,278	\$
BALANCE		
TOTAL EXPENSE, RESERVES, AND BALANCE	\$ 87,234,650	\$ 60,254,689

At the time of publication, audited financial statements for Fiscal Year 2010 were not available. Therefore, the Fiscal Year 2010 column reflects final budget amounts from the Fiscal Year 2010 Adopted Budget. As such, current fiscal year balances and reserves are estimates of carryover from the previous fiscal year.

¹ Redevelopment Agency loan repayment revenue for PETCO Park debt service has been budgeted in the PETCO Park Fund beginning FY 2011. The budgeted transfer of this revenue has been reduced.