

## **Special Promotional Programs**



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# Special Promotional Programs



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



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# Special Promotional Programs

## Department Summary

	FY2011 Actual	FY2012 Budget	FY2013 Adopted	FY2012-2013 Change
Positions (Budgeted)	0.00	0.00	0.00	0.00
Personnel Expenditures	\$ -	\$ -	\$ -	\$ -
Non-Personnel Expenditures	58,854,341	66,676,043	72,761,480	6,085,437
<b>Total Department Expenditures</b>	<b>\$ 58,854,341</b>	<b>\$ 66,676,043</b>	<b>\$ 72,761,480</b>	<b>\$ 6,085,437</b>
<b>Total Department Revenue</b>	<b>\$ 66,146,335</b>	<b>\$ 67,988,329</b>	<b>\$ 74,282,640</b>	<b>\$ 6,294,311</b>

## Transient Occupancy Tax Fund

### Department Expenditures

	FY2011 Actual	FY2012 Budget	FY2013 Adopted	FY2012-2013 Change
Arts, Culture, & Community Festivals	\$ 5,940,385	\$ 6,420,000	\$ 6,873,250	\$ 453,250
Capital Improvements	16,239,063	-	-	-
Discretionary Funding	12,381,489	13,377,666	14,493,278	1,115,612
Economic Development Programs	1,674,284	1,806,450	1,805,000	(1,450)
Safety & Maint - Visitor Related Facilities	12,457,687	45,071,927	49,589,952	4,518,025
TOT Admin. & Promotional Activities	10,161,434	-	-	-
<b>Total</b>	<b>\$ 58,854,341</b>	<b>\$ 66,676,043</b>	<b>\$ 72,761,480</b>	<b>\$ 6,085,437</b>

### Significant Budget Adjustments

	FTE	Expenditures	Revenue
<b>Support for Safety and Maintenance of Visitor-Related Facilities</b> Support to reimburse the General Fund for expenditures associated with the safety and maintenance of visitor-related facilities.	0.00	\$ 6,676,053	\$ -
<b>City Council Discretionary Funding</b> Adjustment of the one-cent TOT City Council Discretionary transfer allocation to the General Fund.	0.00	1,115,612	-
<b>Allocation Adjustment for Arts and Culture Programs</b> Increase of 5 percent to the allocation for Arts and Culture Programs.	0.00	310,000	-
<b>Adjustment to City Council One-Cent Discretionary TOT Allocation</b> Increase to City Council discretionary TOT allocations from \$25,000 to \$40,000.	0.00	143,250	-
<b>Citywide Economic Development Programs</b> Adjustment to funding for Citywide Economic Development programs.	0.00	(1,450)	-
<b>Support to Other Funds</b> Adjustment to the annual allocation to support debt service payments and operating costs for Mission Bay/Balboa Park Improvements, Convention Center, QUALCOMM Stadium, PETCO Park, and the Trolley Extension Reserve.	0.00	(2,158,028)	-
<b>Revised Revenue</b> Adjustment to reflect Fiscal Year 2013 revenue projections.	0.00	-	6,294,311
<b>Total</b>	<b>0.00</b>	<b>\$ 6,085,437</b>	<b>\$ 6,294,311</b>

# Special Promotional Programs

## Expenditures by Category

	FY2011 Actual	FY2012 Budget	FY2013 Adopted	FY2012-2013 Change
<b>NON-PERSONNEL</b>				
Contracts	\$ 17,812,449	\$ 8,226,450	\$ 29,641,200	\$ 21,414,750
Information Technology	104	-	-	-
Transfers Out	41,041,789	58,449,593	43,120,280	(15,329,313)
<b>NON-PERSONNEL SUBTOTAL</b>	<b>\$ 58,854,341</b>	<b>\$ 66,676,043</b>	<b>\$ 72,761,480</b>	<b>\$ 6,085,437</b>
<b>Total</b>	<b>\$ 58,854,341</b>	<b>\$ 66,676,043</b>	<b>\$ 72,761,480</b>	<b>\$ 6,085,437</b>

## Revenues by Category

	FY2011 Actual	FY2012 Budget	FY2013 Adopted	FY2012-2013 Change
Transient Occupancy Tax	\$ 66,146,335	\$ 67,988,329	\$ 74,282,640	\$ 6,294,311
<b>Total</b>	<b>\$ 66,146,335</b>	<b>\$ 67,988,329</b>	<b>\$ 74,282,640</b>	<b>\$ 6,294,311</b>

# Special Promotional Programs

## Special Promotions

Organization / Program	FY2011 Actual	FY2012 Budget	FY2013 Adopted
<b>ARTS, CULTURE, AND COMMUNITY FESTIVALS</b>			
<b>Creative Communities San Diego</b>			
Adams Avenue Business Association	\$ 18,643	\$ -	\$ -
America's Finest City Dixieland Jazz Society	20,537	-	19,429
Asian Story Theater	4,724	5,729	4,499
Balboa Park Cultural Partnership	-	-	9,566
Bon Temps Social Club of San Diego	20,537	24,961	20,452
Cabrillo Festival, Inc.	2,521	3,060	3,204
Casa Familiar	-	-	8,385
Central Commercial District Revitalization Corp./San Diego Afterschool Strings Program	4,742	5,729	4,499
Centre City Development Corporation	-	5,178	4,381
College Area Economic Development Corporation	7,298	8,995	7,861
Gaslamp Quarter Association	-	-	7,089
Hillcrest Business Improvement Association	10,659	13,858	11,979
The Historic Old Town Community Foundation	-	-	13,867
Italian American Art and Culture Association of San Diego	6,649	10,403	11,054
Jacobs Center for Neighborhood Innovation	14,875	18,042	15,339
Justice Overcoming Boundaries	13,226	-	-
Kalusugan Community Services	9,447	14,323	11,248
Kiwanis Club of Tierrasanta, San Diego, CA	2,390	-	2,153
Linda Vista Multi-Cultural Fair and Parade	6,181	6,063	4,938
Little Italy Association	18,787	23,600	18,279
Media Heritage, Inc./Filmout San Diego	-	9,179	7,149
Mira Mesa Theatre Guild	-	-	3,592
Musicians for Education	-	-	4,499
North Park Organization of Businesses	6,080	7,956	7,797
NTC Foundation	5,224	6,334	4,678
Nu-Way Operation BHILD	4,297	6,595	3,952
Ocean Beach Merchants Association	13,787	17,028	14,004
Pacific Beach Community Development Corporation	11,809	13,034	9,887
Pacific Southwest Wildlife Arts, Inc.	8,833	9,329	6,305
PASACAT	-	3,724	2,853
Point Loma Association	7,127	-	-
Point Loma Foundation	-	9,608	-
Point Loma Summer Concerts	-	-	10,009
Rancho de los Penasquitos Town Council	4,038	5,005	3,469
Rolando Community Council	3,099	5,644	4,363
Salvation Army/Joan B. Kroc Center	15,793	15,244	-
San Diego Armed Services YMCA	20,537	24,961	20,452
San Diego Asian Film Foundation	20,537	-	-
San Diego Audubon Society	15,351	20,052	11,575
San Diego Chinese Center	6,377	-	4,663
San Diego City College Foundation	8,051	6,510	-
San Diego Earth Day	17,331	21,878	15,151
San Diego Film Foundation	20,537	24,961	20,452
San Diego Fleet Week Foundation	-	-	9,014
San Diego Music Foundation	-	-	8,385
San Diego Shakespeare Society	4,575	5,967	4,502
Springfest, Inc.	-	-	9,392

# Special Promotional Programs

## Special Promotions (Cont'd)

Organization / Program	FY2011 Actual	FY2012 Budget	FY2013 Adopted
St. Madeleine Sophie's Center	—	—	9,408
Torrey Pines Kiwanis Foundation	—	24,348	20,452
Transcendance Youth Arts Project	5,046	6,120	4,806
Villa Musica	4,088	—	—
Write Out Loud	—	—	3,558
<b>Creative Communities San Diego Subtotal</b>	<b>\$ 363,733</b>	<b>\$ 383,418</b>	<b>\$ 402,589</b>
<b>Organizational Support</b>			
Aja Project	\$ 21,316	\$ 19,976	\$ 22,937
Art of Elan	—	3,258	8,139
California Ballet Association	81,942	66,195	58,060
Camarada	7,336	7,598	9,003
Center for World Music	13,366	—	14,772
Chronos Theatre Group	597	—	—
City Ballet, Inc.	—	44,750	43,212
Classics for Kids	25,118	22,593	22,531
Common Ground Theatre	6,444	4,883	—
Culture Shock Dance Troupe	—	—	8,651
Cygnat Theater	94,786	101,461	107,418
Diversionsary Theatre	40,525	41,524	34,986
Eveoke Dance Theatre	29,345	22,780	22,942
Fern Street Community Arts, Inc.	16,570	11,960	—
Finest City Performing Arts, Inc./San Diego Gay Men's Chorus	12,555	19,873	25,035
Gaslamp Quarter Historical Foundation	19,918	—	—
Japanese Friendship Garden Society of San Diego	50,098	50,114	52,243
La Jolla Chapter, SPEBSQSA, Inc.	—	—	1,156
La Jolla Historical Society	9,061	21,433	21,729
La Jolla Music Society	165,307	170,718	174,367
La Jolla Symphony and Chorus	28,050	30,017	29,267
The Library Association of La Jolla/Athenaeum Music and Arts Library	86,818	84,812	89,444
Lyric Opera San Diego	102,512	76,156	—
Mainly Mozart Festival, Inc.	87,797	83,622	82,942
Malashock Dance and Company	43,241	34,021	34,956
Maritime Museum Association of San Diego	221,393	193,213	209,483
Media Arts Center San Diego	49,721	57,052	72,753
Mingei International Museum	181,113	135,455	195,936
Mojalet Dance Collective	—	—	3,038
Mo'olelo Performing Arts Company	16,687	17,292	20,546
Moxie Theatre	—	—	6,816
Museum of Contemporary Arts, San Diego	338,351	259,234	289,799
Museum of Photographic Arts	109,449	99,920	99,870
New Children's Museum	126,528	151,833	236,361
Old Globe Theatre	387,456	394,382	411,721
Persian Cultural Center	24,659	22,540	23,081
PGK Project	—	—	5,213
Playwrights Project	31,613	29,424	27,316
Prophet World Beat Productions	21,993	26,342	23,708
The Putnam Foundation/Timken Museum of Art	—	53,984	83,111
Reuben H. Fleet Science Center	258,849	235,956	281,066
Samahan Filipino American Performing Arts and Education Center	6,932	5,362	—

# Special Promotional Programs

## Special Promotions (Cont'd)

Organization / Program	FY2011 Actual	FY2012 Budget	FY2013 Adopted
San Diego Air and Space Museum, Inc.	225,156	252,647	250,169
San Diego Archaeological Center	26,167	30,211	17,285
San Diego Art Institute	38,807	42,293	38,302
San Diego Asian Film Foundation	—	47,294	47,510
San Diego Automotive Museum	44,541	39,614	37,845
San Diego Ballet	32,426	31,717	27,770
San Diego Center for Jewish Culture	101,390	96,035	112,189
San Diego Chamber Orchestra	77,368	61,511	65,073
San Diego Children's Choir	22,692	23,171	21,549
San Diego Chinese Historical Society and Museum	13,983	15,022	16,735
San Diego Civic Youth Ballet	14,365	22,260	21,870
San Diego Dance Theater	26,143	28,387	29,166
San Diego Early Music Society	9,266	9,452	9,311
San Diego Guild of Puppetry	6,924	7,284	6,884
San Diego Historical Society	45,703	92,800	100,651
San Diego Junior Theatre	78,507	79,614	82,267
San Diego Master Chorale	14,857	14,556	15,165
San Diego Model Railroad Museum, Inc.	44,781	40,450	37,991
San Diego Museum Council	8,484	8,520	9,045
San Diego Museum of Art	269,935	244,056	283,691
San Diego Museum of Man	100,000	105,949	117,091
San Diego Opera Association	354,622	387,863	368,199
San Diego Repertory Theatre	123,851	138,985	128,091
The San Diego Society of Natural History	340,086	324,837	306,193
San Diego Symphony Orchestra Association, Inc.	475,485	391,934	400,344
San Diego Watercolor Society	19,878	22,904	22,196
San Diego Women's Chorus	—	—	1,836
San Diego Writers Ink	4,031	7,044	8,453
San Diego Young Artists Music Academy, Inc.	9,436	11,439	12,466
San Diego Young Artists Symphony Orchestra	10,518	11,776	13,074
San Diego Youth Symphony and Conservatory	55,320	56,770	62,831
Save Our Heritage Organisation	51,550	59,791	54,424
Scripps Ranch Theatre	5,130	10,227	13,168
Spreckels Organ Society	14,754	16,104	16,039
Sushi Visual and Performing Arts, Inc.	15,282	13,529	—
Theater and Arts Foundation of San Diego County/La Jolla Playhouse	364,704	360,839	369,007
Unlimited Jazz Dance Productions/Patricia Rincon Dance Collective	18,376	18,409	9,913
Veteran's Memorial Center	21,774	21,782	23,180
Villa Musica	—	9,145	17,626
Westwind Brass	10,729	8,269	9,910
Women's History Museum and Educational Center	8,055	8,184	10,717
Young Audiences of San Diego	45,852	44,175	58,577
<b>Organizational Support Subtotal</b>	<b>\$ 5,868,369</b>	<b>\$ 5,816,582</b>	<b>\$ 6,107,411</b>
<b>Other</b>			
Commission for Arts and Culture Department	\$ 845,807	\$ 871,683	\$ 948,968 <sup>1</sup>
Mayor/City Council Allocations	208,990	220,000	363,250

# Special Promotional Programs

## Special Promotions (Cont'd)

Organization / Program	FY2011 Actual	FY2012 Budget	FY2013 Adopted
Public Art Fund	20,000	—	—
<b>Other Subtotal</b>	<b>\$ 1,074,797</b>	<b>\$ 1,091,683</b>	<b>\$ 1,312,218</b>
<b>TOTAL ARTS, CULTURE, AND COMMUNITY FESTIVALS</b>	<b>\$ 7,306,899</b>	<b>\$ 7,291,683</b>	<b>\$ 7,822,218</b>
<b>CAPITAL IMPROVEMENTS</b>			
<b>Capital Improvements</b>			
Convention Center Complex	\$ 8,750,000	\$ 9,200,688	\$ 8,697,275
Mission Bay Park/Balboa Park Improvements	4,716,201	1,093,319	1,600,000
QUALCOMM Stadium	2,040,862	4,797,262	4,752,882
Trolley Extension Reserve	732,000	925,000	278,716
<b>Capital Improvements Subtotal</b>	<b>\$ 16,239,063</b>	<b>\$ 16,016,269</b>	<b>\$ 15,328,873</b>
<b>TOTAL CAPITAL IMPROVEMENTS</b>	<b>\$ 16,239,063</b>	<b>\$ 16,016,269</b>	<b>\$ 15,328,873</b>
<b>ECONOMIC DEVELOPMENT PROGRAMS</b>			
<b>Citywide Economic Development</b>			
CleanTECH San Diego	\$ —	\$ 25,000	\$ 30,000
CommNexus San Diego	—	—	25,000
Horton Plaza Theatre Foundation	385,000	385,000	435,000
Mission Trails Regional Park Foundation, Inc.	—	36,450	40,000
San Diego Regional Economic Development Corporation	45,150	25,000	40,000
Unidentified CED Funding	—	100,000	—
<b>Citywide Economic Development Subtotal</b>	<b>\$ 430,150</b>	<b>\$ 571,450</b>	<b>\$ 570,000</b>
<b>Economic Development and Tourism Support</b>			
Adams Avenue Business Association	\$ —	\$ 24,188	\$ 43,200
Asian Business Association	40,252	33,300	22,752
BID Council	—	25,000	40,000
City Heights Community Development Corporation	48,600	48,060	48,690
Greater Golden Hill CDC	—	42,660	—
Greater San Diego Business Association	—	—	39,040
Hostelling International-American Youth Hostels	48,600	54,000	48,690
International Rescue Committee	26,887	—	—
Japan Society of San Diego and Tijuana	35,100	42,660	25,382
Old Town San Diego Chamber of Commerce	28,800	28,480	33,032
Otay Mesa Chamber of Commerce	54,000	48,060	48,690
San Diego Convention & Visitors Bureau	46,800	23,292	41,600
San Diego Diplomacy Council	48,600	48,060	25,382
San Diego East Visitors Bureau	51,661	20,180	26,162
South County Economic Development Council	43,200	48,060	48,690
Travelers Aid Society of San Diego	54,000	54,000	48,690
<b>Economic Development and Tourism Support Subtotal</b>	<b>\$ 526,500</b>	<b>\$ 540,000</b>	<b>\$ 540,000</b>
<b>Other</b>			
Business Expansion, Attraction, and Retention (BEAR)	\$ 402,030	\$ 515,000	\$ 515,000
Economic Development Program Administration	182,440	180,000	180,000
<b>Other Subtotal</b>	<b>\$ 584,470</b>	<b>\$ 695,000</b>	<b>\$ 695,000</b>
<b>TOTAL ECONOMIC DEVELOPMENT PROGRAMS</b>	<b>\$ 1,541,120</b>	<b>\$ 1,806,450</b>	<b>\$ 1,805,000</b>

# Special Promotional Programs

## Special Promotions (Cont'd)

Organization / Program	FY2011 Actual	FY2012 Budget	FY2013 Adopted
<b>MAJOR EVENTS</b>			
<b>Major Events</b>			
Major Events Revolving Fund	\$ -	\$ 150,000 <sup>2</sup>	\$ 150,000
<b>Major Events Subtotal</b>	<b>\$ -</b>	<b>\$ 150,000</b>	<b>\$ 150,000</b>
<b>TOTAL MAJOR EVENTS</b>	<b>\$ -</b>	<b>\$ 150,000</b>	<b>\$ 150,000</b>
<b>SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES</b>			
<b>Safety and Maintenance of Visitor-Related Facilities</b>			
Balboa Park Centennial	\$ 150,000	\$ - <sup>2</sup>	\$ -
Discretionary Transient Occupancy Tax Support to General Fund	12,381,489	13,377,666	14,493,278
Mission Bay Park/Balboa Park Improvements	380,285	415,888	-
Convention Center	3,400,000	4,834,612	4,375,488
PETCO Park	2,500,000	4,840,000	4,200,000
QUALCOMM Stadium	5,990,952	3,782,738	3,827,118
Special Events Department	531,191	590,603	722,192 <sup>1</sup>
Transient Occupancy Tax (TOT) Payment Audit	330,241	415,000	415,000
Transient Occupancy Tax Administration and Promotional Activities	9,480,101	14,617,420	21,293,473
<b>Safety and Maintenance of Visitor-Related Facilities Subtotal</b>	<b>\$ 35,144,258</b>	<b>\$ 42,873,927</b>	<b>\$ 49,326,549</b>
<b>TOTAL SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES</b>	<b>\$ 35,144,258</b>	<b>\$ 42,873,927</b>	<b>\$ 49,326,549</b>
<b>SUMMARY</b>			
Arts, Culture, and Community Festivals	\$ 7,306,899	\$ 7,291,683	\$ 7,822,218
Capital Improvements	16,239,063	16,016,269	15,328,873
Economic Development Programs	1,541,120	1,806,450	1,805,000
Major Events	-	150,000	150,000
Safety and Maintenance of Visitor-Related Facilities	35,144,258	42,873,927	49,326,549
<b>TOTAL SPECIAL PROMOTIONAL PROGRAMS BUDGET</b>	<b>\$ 60,231,339</b>	<b>\$ 68,138,329</b>	<b>\$ 74,432,640</b>

<sup>1</sup>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.

<sup>2</sup>Moved from Safety and Maintenance of Visitor-Related Facilities section to Major Events section.

# Special Promotional Programs

## Revenue and Expense Statement (Non-General Fund)

Transient Occupancy Tax Fund	FY2011 Actual	FY2012 <sup>*</sup> Budget	FY2013 Adopted
<b>BEGINNING BALANCE AND RESERVES</b>			
Balance from Prior Year	\$ 4,686,217	\$ -	\$ 10,695,139 <sup>2</sup>
<b>TOTAL BALANCE AND RESERVES</b>	<b>\$ 4,686,217</b>	<b>\$ -</b>	<b>\$ 10,695,139</b>
<b>REVENUE</b>			
Grant and Other Revenue <sup>1</sup>	\$ 93,936	\$ 150,000	\$ 150,000
Transient Occupancy Tax	66,146,335	67,988,329	74,282,640
<b>TOTAL REVENUE</b>	<b>\$ 66,240,271</b>	<b>\$ 68,138,329</b>	<b>\$ 74,432,640</b>
<b>TOTAL BALANCE, RESERVES, AND REVENUE</b>	<b>\$ 70,926,488</b>	<b>\$ 68,138,329</b>	<b>\$ 85,127,779</b>
<b>OPERATING EXPENSE</b>			
Operating Expense	\$ 17,812,552	\$ 23,258,870	\$ 30,386,723
Commission for Arts and Culture Department <sup>1</sup>	845,807	871,683	948,968
Special Events Department <sup>1</sup>	531,191	590,603	722,192
Transfer to Convention Center Expansion Fund	8,750,000	10,630,000	9,672,763
Transfer to General Fund - One-Cent Discretionary	12,381,489	13,377,666	14,493,278
Transfer to Major Events Revolving Fund	150,000	150,000	150,000
Transfer to Mission Bay/Balboa Park Improvement Fund	5,096,486	1,509,207	1,600,000
Transfer to PETCO Park Fund	2,500,000	4,840,000	4,200,000
Transfer to QUALCOMM Stadium Fund	8,031,814	8,580,000	8,580,000
Transfer to TOT-Convention Center Fund	3,400,000	3,405,300	3,400,000
Transfer to Trolley Extension Reserve Fund	732,000	925,000	278,716
<b>TOTAL OPERATING EXPENSE</b>	<b>\$ 60,231,339</b>	<b>\$ 68,138,329</b>	<b>\$ 74,432,640</b>
<b>TOTAL EXPENSE</b>	<b>\$ 60,231,339</b>	<b>\$ 68,138,329</b>	<b>\$ 74,432,640</b>
<b>BALANCE</b>	<b>\$ 10,695,149</b>	<b>\$ -</b>	<b>\$ 10,695,139</b>
<b>TOTAL BALANCE, RESERVES, AND EXPENSE</b>	<b>\$ 70,926,488</b>	<b>\$ 68,138,329</b>	<b>\$ 85,127,779</b>

<sup>\*</sup> At the time of publication, audited financial statements for Fiscal Year 2012 were not available. Therefore, the Fiscal Year 2012 column reflects final budget amounts from the Fiscal Year 2012 Adopted Budget. As such, current fiscal year balances and reserves are estimates of carryover from the previous fiscal year.

<sup>1</sup> This statement 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.

<sup>2</sup> The balance of \$10.7 million is being reserved to mitigate the potential financial impacts resulting from the dissolution of the City's Redevelopment Agencies.