

Special Promotional Programs



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Special Promotional Programs



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 (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 to support the promotion of the City's cultural amenities and natural attractions.



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Special Promotional Programs

Department Summary

	FY2013 Actual	FY2014 Budget	FY2015 Adopted	FY2014–2015 Change
FTE Positions (Budgeted)	0.00	0.00	0.00	0.00
Personnel Expenditures	\$ -	\$ -	\$ -	\$ -
Non-Personnel Expenditures	69,826,725	85,788,909	89,638,019	3,849,110
Total Department Expenditures	\$ 69,826,725	\$ 85,788,909	\$ 89,638,019	\$ 3,849,110
Total Department Revenue	\$ 75,590,825	\$ 79,870,455	\$ 83,938,446	\$ 4,067,991

Transient Occupancy Tax Fund

Department Expenditures

	FY2013 Actual	FY2014 Budget	FY2015 Adopted	FY2014–2015 Change
Arts, Culture, & Community Festivals	\$ 6,856,387	\$ 8,530,000	\$ 8,877,233	\$ 347,233
Discretionary Funding	13,293,278	15,554,091	16,387,689	833,598
Economic Development Programs	1,432,011	1,965,512	2,095,000	129,488
Safety & Maint - Visitor Related Facilities	48,245,049	59,739,306	62,278,097	2,538,791
Total	\$ 69,826,725	\$ 85,788,909	\$ 89,638,019	\$ 3,849,110

Significant Budget Adjustments

	FTE	Expenditures	Revenue
Support to Other Funds Adjustment to the annual allocations which support debt service payments and operating costs for Mission Bay/ Balboa Park Improvements, Convention Center, QUALCOMM Stadium, PETCO Park, and the Trolley Extension Reserve Funds.	0.00	\$ 3,556,437	\$ -
One-Cent Discretionary Adjustment to reflect the increase in One-Cent TOT to support the General Fund.	0.00	833,598	-
Penny for the Arts Funding Adjustment to reflect the addition of expenditures for the Penny for the Arts Blueprint allocation.	0.00	367,233	-
Economic Development Programs Adjustment to reflect the increase in the Citywide Economic Development program allocation for qualified organizations that accomplish goals and objectives to advance the City's economy and tourism industry.	0.00	129,488	-
Mayor/Council Allocation Adjustment to reflect the full year discretionary TOT funding for Mayor and Council allocations.	0.00	(20,000)	-
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	(1,017,646)	-
Revised Revenue Adjustment to reflect Fiscal Year 2015 revenue projections.	0.00	-	4,067,991
Total	0.00	\$ 3,849,110	\$ 4,067,991

Special Promotional Programs

Expenditures by Category

	FY2013 Actual	FY2014 Budget	FY2015 Adopted	FY2014–2015 Change
NON-PERSONNEL				
Supplies	\$ 8,524	\$ -	\$ -	\$ -
Contracts	26,854,325	29,507,784	28,966,859	(540,925)
Transfers Out	42,963,875	56,281,125	60,671,160	4,390,035
NON-PERSONNEL SUBTOTAL	69,826,725	85,788,909	89,638,019	3,849,110
Total	\$ 69,826,725	\$ 85,788,909	\$ 89,638,019	\$ 3,849,110

Revenues by Category

	FY2013 Actual	FY2014 Budget	FY2015 Adopted	FY2014–2015 Change
Transient Occupancy Tax	\$ 75,590,574	\$ 79,870,455	\$ 83,938,446	\$ 4,067,991
Other Revenue	251	-	-	-
Total	\$ 75,590,825	\$ 79,870,455	\$ 83,938,446	\$ 4,067,991

Special Promotional Programs

Special Promotions

Organization / Program	FY2013 Actual	FY2014 Budget	FY2015 Adopted
ARTS, CULTURE, AND COMMUNITY FESTIVALS			
Creative Communities San Diego			
America's Finest City Dixieland Jazz Society	\$ 19,429	\$ 37,563	\$ 48,501
Armed Services YMCA of the U.S.A.	–	–	79,366
Asian Story Theater	4,499	5,619	8,481
Balboa Park Cultural Partnership	9,566	–	32,909
Bon Temps Social Club of San Diego	20,452	45,902	79,366
Cabrillo Festival, Inc.	3,204	4,517	8,467
Capoeira Institute	–	14,610	20,779
Casa Familiar	–	7,062	10,819
Central Commercial District Revitalization Corp / San Diego Afterschool Strings Program	4,499	5,337	–
College Area Economic Development Corporation	7,861	12,677	9,668
contACT Arts	–	–	18,655
The Cooper Family Foundation	–	3,080	4,905
Council of Philippine American Organizations of San Diego County	–	3,629	–
Culture Shock Dance Troupe	–	–	6,787
Guitars in the Classroom	–	–	2,159
Gaslamp Quarter Association	–	11,404	–
Hillcrest Business Improvement Association	11,979	15,279	27,671
The Historic Old Town Community Foundation	13,867	–	–
Indian Fine Arts Academy of San Diego	–	14,203	24,400
Italian American Art and Culture Association of San Diego	11,054	16,594	20,946
Jacobs Center for Neighborhood Innovation	15,339	22,538	32,909
Justice Overcoming Boundaries	–	9,107	–
Kalusugan Community Services	11,248	16,528	21,203
Kiwanis Club of Tierrasanta, San Diego, CA	2,153	–	–
La Jolla	–	–	16,846
Linda Vista Multi-Cultural Fair and Parade	4,938	6,468	9,389
Little Italy Association	18,279	29,130	30,447
Little Saigon Foundation	–	8,739	20,885
Mariachi Juvenil de San Diego	–	–	9,418
Media Heritage, Inc./Filmout San Diego	7,149	11,324	17,757
Musicians for Education	4,499	6,153	14,961
North Park Organization of Businesses	7,797	–	–
NTC Foundation	4,678	6,226	–
Ocean Beach Merchants Association	14,004	23,216	29,072
Pacific Beach Community Development Corporation	9,887	12,396	18,179
Pacific Southwest Wildlife Arts, Inc.	6,305	9,719	12,723
PASACAT	2,853	4,237	5,545
Point Loma Summer Concerts	10,009	14,631	17,223
Rancho de los Penasquitos Town Council	3,469	5,332	8,076
Rolando Community Council	–	6,202	6,523
San Diego Armed Services YMCA	20,452	45,902	–
San Diego Audubon Society	11,575	18,842	25,417
San Diego Chinese Center	4,663	5,883	9,432
San Diego City College Foundation	–	–	1,758
San Diego Earth Day	15,151	24,116	28,369
San Diego Film Foundation	20,452	42,972	79,366
San Diego Fleet Week Foundation	9,014	–	–

Special Promotional Programs

Special Promotions (Cont'd)

Organization / Program	FY2013 Actual	FY2014 Budget	FY2015 Adopted
San Diego Music Foundation	8,385	19,345	30,139
San Diego Shakespeare Society	4,502	5,249	6,615
Space 4 Art	–	4,943	–
Springfest Inc.	–	12,133	–
St. Madeleine Sophie's Center	9,408	13,541	–
Torrey Pines Kiwanis Foundation	20,452	45,902	48,427
Transcendance Youth Arts Project	4,806	7,062	8,406
VOW Foundation, The dba Rock to Stop Violence	–	–	15,012
Write Out Loud	3,558	2,480	7,816
Creative Communities San Diego Subtotal	\$ 361,435	\$ 637,792	\$ 935,792
Organizational Support			
Actors Alliance of San Diego	\$ –	\$ –	\$ 2,447
Aja Project	22,937	22,881	22,791
Art of Elan	8,139	8,934	7,759
Bach Collegium San Diego	–	–	6,970
Balboa Park Cultural Partnership	–	18,060	68,055
Balboa Park Online Collaborative	–	52,591	60,568
California Ballet Association	58,060	69,190	104,576
Camarada, Inc.	9,003	9,949	9,410
Center for World Music	14,772	25,127	27,901
City Ballet, Inc.	43,212	55,194	56,535
Classics for Kids	22,531	23,569	27,303
Culture Shock Dance Troupe	8,651	–	–
Cygnat Theater	107,418	103,356	116,610
Diversinary Theatre	34,986	37,217	49,655
Eveoke Dance Theatre	22,942	22,823	–
Finest City Performing Arts, Inc./San Diego Gay Men's Chorus	25,035	22,561	24,155
Flying Leatherneck Historical Foundation	–	9,924	15,851
Gaslamp Quarter Historical Foundation	–	19,794	32,953
Japanese Friendship Garden Society of San Diego	52,243	61,775	77,210
La Jolla Chapter, SPEBSQSA, Inc.	1,156	2,478	3,411
La Jolla Historical Society	21,729	38,951	42,248
La Jolla Music Society	174,367	196,249	201,259
La Jolla Symphony and Chorus	29,267	34,927	37,186
The Library Association of La Jolla/Athenaeum Music and Arts Library	89,444	83,994	117,101
Mainly Mozart Festival, Inc.	82,942	87,998	111,134
Malashock Dance and Company	34,956	41,829	43,619
Maritime Museum Association of San Diego	209,483	227,652	212,839
Media Arts Center San Diego	72,753	54,394	63,970
Mingei International Museum	195,936	183,858	192,113
Mojalet Dance Collective	3,038	6,392	10,676
Mo'olelo Performing Arts Company	20,546	25,913	28,307
Moxie Theatre	6,816	10,067	14,847
Museum of Contemporary Arts, San Diego	289,799	343,054	288,444
Museum of Photographic Arts	99,870	93,080	143,755
New Children's Museum	236,361	149,056	144,244
NTC Foundation	–	–	51,339
Old Globe Theatre	411,721	421,074	431,629
Outside the Lens	–	6,358	9,448

Special Promotional Programs

Special Promotions (Cont'd)

Organization / Program	FY2013 Actual	FY2014 Budget	FY2015 Adopted
Pacific Arts Movement	47,510	55,097	61,963
Persian Cultural Center	23,081	24,025	31,247
PGK Project	5,213	6,256	9,027
Playwrights Project	27,316	32,035	34,891
Prophet World Beat Productions	23,708	28,510	18,894
The Putnam Foundation/Timken Museum of Art	83,111	110,263	112,335
Reuben H. Fleet Science Center	281,066	265,204	267,091
SACRA/PROFANA	—	—	1,663
Samahan Filipino American Performing Arts and Education Center	—	2,218	3,786
San Diego Air and Space Museum, Inc.	250,169	222,847	260,820
San Diego Archaeological Center	17,285	26,428	20,983
San Diego Art Institute	38,302	44,004	44,303
San Diego Automotive Museum	37,845	48,041	70,954
San Diego Ballet	27,770	28,893	31,045
San Diego Center for Jewish Culture	112,189	104,573	120,577
San Diego Children's Choir	21,549	27,736	30,195
San Diego Chinese Historical Society and Museum	16,735	17,087	17,503
San Diego Civic Youth Ballet	21,870	28,937	37,803
San Diego Dance Theater	29,166	39,176	32,051
San Diego Early Music Society	9,311	9,039	—
San Diego Guild of Puppetry	6,884	6,984	6,646
San Diego Historical Society	100,651	77,730	107,574
San Diego Junior Theatre	82,267	82,446	83,306
San Diego Master Chorale	15,165	14,186	12,742
San Diego Model Railroad Museum, Inc.	37,991	45,838	45,920
San Diego Museum Council	9,045	10,843	13,706
San Diego Museum of Art	283,691	366,050	317,150
San Diego Museum of Man	117,091	111,241	153,536
San Diego Opera Association	368,199	389,357	260,000
San Diego Repertory Theatre	128,091	148,645	173,717
The San Diego Society of Natural History	306,193	367,489	358,761
San Diego Symphony Orchestra Association, Inc.	400,344	411,870	398,575
San Diego Watercolor Society	22,196	24,526	27,104
San Diego Winds	—	—	3,902
San Diego Women's Chorus	1,836	3,826	5,839
San Diego Writers Ink	8,453	8,442	13,777
San Diego Young Artists Music Academy, Inc.	12,466	10,265	10,911
San Diego Young Artists Symphony Orchestra	13,074	12,536	—
San Diego Youth Symphony and Conservatory	62,831	85,313	89,470
Save Our Heritage Organisation	54,424	53,721	68,488
Scripps Ranch Theatre	13,168	13,595	16,975
So Say We All	—	—	1,713
Space 4 Art	—	—	9,768
Spreckels Organ Society	16,039	16,123	20,308
Tap Fever Studios	—	—	3,318
Theater and Arts Foundation of San Diego County/La Jolla Playhouse	369,007	376,738	408,603
Unlimited Jazz Dance Productions/Patricia Rincon Dance Collective	9,913	11,170	8,167
Veteran's Memorial Center	23,180	—	—

Special Promotional Programs

Special Promotions (Cont'd)

Organization / Program	FY2013 Actual	FY2014 Budget	FY2015 Adopted
Villa Musica	17,626	28,764	33,535
Westwind Brass	9,910	7,095	7,124
Women's History Museum and Educational Center	10,717	12,156	17,417
Young Audiences of San Diego	58,577	50,770	47,940
Organizational Support Subtotal	\$ 6,042,338	\$ 6,438,357	\$ 6,791,441
Other			
Commission for Arts and Culture Department	\$ 1,005,706	\$ 1,022,971	\$ 1,054,761 ¹
Mayor/City Council Allocations	363,250	420,000	400,000
Penny for the Arts Blueprint	–	1,033,852	750,000
Public Art Fund	–	–	108,709
Other Subtotal	\$ 1,368,956	\$ 2,476,823	\$ 2,313,470
TOTAL ARTS, CULTURE, AND COMMUNITY FESTIVALS	\$ 7,772,729	\$ 9,552,971	\$ 10,040,703
CAPITAL IMPROVEMENTS			
Capital Improvements			
Convention Center Complex	\$ 8,697,275	\$ 8,057,450	\$ 12,560,650
Mission Bay Park/Balboa Park Improvements	1,600,000	1,689,234	1,675,700
PETCO Park	–	–	11,317,415
QUALCOMM Stadium	4,752,882	4,748,556	4,774,088
Trolley Extension Reserve	478,716	1,152,299	1,059,200
Capital Improvements Subtotal	\$ 15,528,873	\$ 15,647,539	\$ 31,387,053
TOTAL CAPITAL IMPROVEMENTS	\$ 15,528,873	\$ 15,647,539	\$ 31,387,053
ECONOMIC DEVELOPMENT PROGRAMS			
Citywide Economic Development			
CleanTECH San Diego	\$ 35,350	\$ 30,000	\$ 30,000
CommNexus San Diego	19,500	30,000	30,000
Horton Plaza Theatre Foundation	435,000	440,000	435,000
Maritime Alliance Foundation	–	–	25,000
Mission Trails Regional Park Foundation, Inc.	40,000	45,000	45,000
San Diego Regional Economic Development Corporation	25,275	25,000	85,000
San Diego Workforce Partnership	–	–	50,000
Citywide Economic Development Subtotal	\$ 555,125	\$ 570,000	\$ 700,000
Economic Development and Tourism Support			
Adams Avenue Business Association	\$ 43,200	\$ 38,968	\$ 46,900
Asian Business Association	22,752	30,577	25,125
BIOCOM Institute	–	50,000	46,900
BID Council	40,000	–	–
City Heights Community Development Corporation	57,711	54,000	61,690
Greater Golden Hill CDC	(20,341)	38,968	28,287
Greater San Diego Business Association	39,040	54,000	–
Hostelling International-American Youth Hostels	48,690	38,968	46,900
Japan Society of San Diego and Tijuana	25,382	38,968	36,180
La Jolla Village Merchants Association, Inc.	–	22,171	46,900
North Park Organization of Businesses, Inc.	–	38,868	–
North Park Main Street	–	–	53,036
Old Town San Diego Chamber of Commerce	66,064	25,906	29,064
Otay Mesa Chamber of Commerce	70,280	27,000	46,900
San Diego Convention & Visitors Bureau	52,564	–	–

Special Promotional Programs

Special Promotions (Cont'd)

Organization / Program	FY2013 Actual	FY2014 Budget	FY2015 Adopted
San Diego Diplomacy Council	25,382	38,968	40,175
San Diego East Visitors Bureau	26,162	28,288	35,163
South County Economic Development Council	48,690	38,968	46,900
South Park Business Group, Inc.	—	10,250	11,017
Travelers Aid Society of San Diego	58,855	54,000	61,690
Veterans Memorial Center, Inc.	—	71,644	37,173
Economic Development and Tourism Support Subtotal	\$ 604,431	\$ 700,512	\$ 700,000
Other			
Business Expansion, Attraction, and Retention (BEAR)	\$ 50,544	\$ 515,000	\$ 515,000
Economic Development Program Administration	44,059	180,000	180,000
Other Subtotal	\$ 94,603	\$ 695,000	\$ 695,000
TOTAL ECONOMIC DEVELOPMENT PROGRAMS	\$ 1,858,590	\$ 1,965,512	\$ 2,095,000
MAJOR EVENTS			
Major Events			
Major Events Revolving Fund	\$ 150,000	\$ 150,000	\$ 150,000
Major Events Subtotal	\$ 150,000	\$ 150,000	\$ 150,000
TOTAL MAJOR EVENTS	\$ 150,000	\$ 150,000	\$ 150,000
SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES			
Safety and Maintenance of Visitor-Related Facilities			
Discretionary Transient Occupancy Tax Support to General Fund	\$ 14,493,278	\$ 15,554,091	\$ 16,387,689
Mission Bay Park/Balboa Park Improvements	—	370,766	284,300
Convention Center	4,375,488	4,722,550	4,600,343
PETCO Park	4,200,000	14,515,750	2,498,335
QUALCOMM Stadium	3,827,118	5,451,444	5,500,912
Special Events Department	726,507	788,474	1,044,801
Transient Occupancy Tax (TOT) Payment Audit	415,000	415,000	415,000
Transient Occupancy Tax Administration and Promotional Activities	22,258,695	18,466,257	17,442,154
Safety and Maintenance of Visitor-Related Facilities Subtotal	\$ 50,296,086	\$ 60,284,332	\$ 48,173,534
TOTAL SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES	\$ 50,296,086	\$ 60,284,332	\$ 48,173,534
SUMMARY			
Arts, Culture, and Community Festivals	\$ 7,772,729	\$ 9,552,971	\$ 10,040,703
Capital Improvements	15,528,873	15,647,539	31,387,053
Economic Development Programs	1,858,590	1,965,512	2,095,000
Major Events	150,000	150,000	150,000
Safety and Maintenance of Visitor-Related Facilities	50,296,086	60,284,332	48,173,534
TOTAL SPECIAL PROMOTIONAL PROGRAMS BUDGET	\$ 75,606,278	\$ 87,600,354	\$ 91,846,290

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 ¹	FY2013 Actual	FY2014 [*] Budget	FY2015 Adopted
BEGINNING BALANCE AND RESERVES			
Balance from Prior Year	\$ 10,824,558	\$ 11,913,857	\$ 7,757,844 ²
TOTAL BALANCE AND RESERVES	\$ 10,824,558	\$ 11,913,857	\$ 7,757,844
REVENUE			
Grant and Other Revenue ¹	\$ 108,330	\$ 150,000	\$ 150,000
Transient Occupancy Tax	75,700,343	79,870,455	83,938,446
TOTAL REVENUE	\$ 75,808,673	\$ 80,020,455	\$ 84,088,446
TOTAL BALANCE, RESERVES, AND REVENUE	\$ 86,633,231	\$ 91,934,312	\$ 91,846,290
OPERATING EXPENSE			
Operating Expense	\$ 27,251,968	\$ 27,757,784	\$ 28,066,859
Commission for Arts and Culture Department ¹	1,005,706	1,022,971	1,054,761
Special Events Department ¹	726,507	788,474	1,044,801
Penny for the Arts Blueprint ³	–	1,600,000	750,000
Transfer to Convention Center Expansion Fund	9,672,763	9,500,000	13,760,993
Transfer to General Fund - One-Cent Discretionary	14,493,278	15,554,091	16,387,689
Transfer to Major Events Revolving Fund	150,000	150,000	150,000
Transfer to Mission Bay/Balboa Park Improvement Fund	1,600,000	2,060,000	1,960,000
Transfer to PETCO Park Fund	4,200,000	14,515,750	13,815,750
Transfer to QUALCOMM Stadium Fund	8,580,000	10,200,000	10,275,000
Transfer to TOT-Convention Center Fund	3,400,000	3,280,000	3,400,000
Transfer to Trolley Extension Reserve Fund	478,716	1,171,284	1,071,728
Transfer to Public Art Fund	–	–	108,709
TOTAL OPERATING EXPENSE	\$ 71,558,938	\$ 87,600,354	\$ 91,846,290
TOTAL EXPENSE	\$ 71,558,938	\$ 87,600,354	\$ 91,846,290
BALANCE	\$ 15,074,294	\$ 4,333,958	\$ –
TOTAL BALANCE, RESERVES, AND EXPENSE	\$ 86,633,231	\$ 91,934,312	\$ 91,846,290

^{*}At the time of publication, audited financial statements for Fiscal Year 2014 were not available. Therefore, the Fiscal Year 2014 column reflects final budget amounts from the Fiscal Year 2014 Adopted Budget. As such, current fiscal year balances and reserves are estimates of carryover from the previous fiscal year.

¹This 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.

²Of the \$7.8 million in fund balance, \$4.5 million will be applied towards Convention Center Debt Service in Fiscal Year 2015 due to the expiration of the Port District agreement. The remaining \$3.3 million is anticipated to be used in Special Promotional Programs.

³The total Penny for the Arts Blueprint budget for Fiscal Year 2015 is \$2.2 million, \$0.8 million of which is captured within the Special Promotional Programs line item budget, while the remaining budget was allocated to the Public Art Fund and Arts, Culture, and Community Festival programs.