

# 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 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.



# Special Promotional Programs

## Department Summary

	FY2010 Budget	FY2011 Proposed	FY2010–2011 Change
Positions	0.00	0.00	0.00
Personnel Expenses	0	0	0
Non-Personnel Expenses	79,073,732	58,877,735	(20,195,997)
<b>Total Department Expenses</b>	<b>79,073,732</b>	<b>58,877,735</b>	<b>(20,195,997)</b>
<b>Total Department Revenue</b>	<b>80,327,372</b>	<b>60,104,689</b>	<b>(20,222,683)</b>

## Transient Occupancy Tax Fund

### Department Expenditures

	FY2010 Budget	FY2011 Proposed	FY2010–2011 Change
Discretionary Funding	0	11,800,938	11,800,938
TOT Admin. & Promotional Activities	9,804,941	9,761,965	(42,976)
Safety & Maint. of Visitor-Related Fac.	26,004,444	11,621,217	(14,383,227)
Capital Improvements	34,781,252	17,567,165	(17,214,087)
Economic Development Programs	1,466,466	1,706,450	239,984
Arts, Culture, & Community Festivals	7,016,629	6,420,000	(596,629)
<b>Fund Total</b>	<b>79,073,732</b>	<b>58,877,735</b>	<b>(20,195,997)</b>

### Significant Budget Adjustments

	FTE	Expenditure	Revenue
<b>Support for Capital Improvements</b>	0.00	17,567,165	0
Annual allocation to support debt service payments for Mission Bay/Balboa Park Improvements, Convention Center Complex, QUALCOMM Stadium, and the Trolley Extension Reserve.			
<b>Support for Safety and Maintenance of Visitor-Related Facilities</b>	0.00	11,592,374	0
Annual allocation to support operating costs for the safety and maintenance of visitor-related facilities.			
<b>Mayor and City Council Discretionary Funding</b>	0.00	220,000	0
Annual funding for Mayor and City Council discretionary allocations.			
<b>Support for Economic Development Programs</b>	0.00	1,706,450	0
Annual funding for City programs and local organizations which promote tourism and economic development.			
<b>Reimbursement to the General Fund for Tourism Related Expenditures</b>	0.00	9,761,965	0
Annual allocation for the reimbursement of tourism related expenses incurred by the General Fund.			
<b>City Council Discretionary Funding</b>	0.00	(3,892,945)	0
Adjustment of the one-cent TOT City Council discretionary allocation to the General Fund.			

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## Significant Budget Adjustments

	FTE	Expenditure	Revenue
<b>Support for Arts, Culture, and Community Festivals</b>	0.00	6,200,000	0
Annual funding for organizations which promote local arts and culture.			
<b>Revised Revenue</b>	0.00	0	(8,901,933)
Adjustment to reflect Fiscal Year 2011 revenue projections.			
<b>Budget Adjustments Total</b>	<b>0.00</b>	<b>43,155,009</b>	<b>(8,901,933)</b>

## Expenditures by Category

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

## Revenues by Category

	FY2010 Budget	FY2011 Proposed	FY2010-2011 Change
Transient Occupancy Taxes	69,006,622	60,104,689	(8,901,933)
Revenue from Federal Agencies	11,320,750	0	(11,320,750)
<b>Total</b>	<b>80,327,372</b>	<b>0</b>	<b>(20,222,683)</b>

## Department Budget by Program

	FY2011 Positions	FY2011 Expenditures	FY2011 Revenue
Arts Culture, and Community Festivals	0.00	6,420,000	0
Mission Bay/Balboa Park Improvement	0.00	4,750,046	0
Convention Center Expansion Project	0.00	8,750,000	0
Convention Center TOT	0.00	3,400,000	0
Economic Development	0.00	1,706,450	0
General Administration/Management	0.00	5,835,119	60,104,689
Safety and Maintenance of Visitor Facilities	0.00	27,284,120	0
Trolley Extension Reserve	0.00	732,000	0
<b>Total</b>	<b>0.00</b>	<b>58,877,735</b>	<b>60,104,689</b>

# Special Promotional Programs

## Revenue and Expense Statement

	FY2010 Budget	FY2011 Proposed
<b>TRANSIENT OCCUPANCY TAX FUND</b>		
<b>BEGINNING BALANCE AND RESERVES</b>		
Balance from Prior Year		
Prior Year Reserve for Encumbrances	6,757,278	
<b>TOTAL BALANCE AND RESERVES</b>	<b>6,757,278</b>	
<b>REVENUE</b>		
Grant and Other Revenue	150,000	150,000
Redevelopment Agency Loan Repayment	11,320,750	
Transient Occupancy Tax	69,006,622	60,104,689
<b>TOTAL REVENUE</b>	<b>80,477,372</b>	<b>60,254,689</b>
<b>TOTAL BALANCE, RESERVES, AND REVENUE</b>	<b>87,234,650</b>	<b>60,254,689</b>
<b>OPERATING EXPENSE</b>		
Operating Expense	18,829,486	18,038,415
Commission for Arts and Culture Department	836,326	833,023
Special Events Department	567,314	540,310
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	5,130,311
Transfer to PETCO Park Fund	14,743,165	2,500,000
Transfer to Public Art Fund	30,000	
Transfer to Qualcomm Stadium	11,821,670	8,526,071
Transfer to TOT-Convention Center Fund	4,153,439	3,400,000
Transfer to Trolley Extension Reserve Fund	942,078	732,000
<b>TOTAL OPERATING EXPENSE</b>	<b>80,477,372</b>	<b>60,251,068</b>
<b>TOTAL EXPENSE</b>	<b>80,477,372</b>	<b>60,251,068</b>
<b>RESERVES</b>		
Reserve	6,757,278	3,621
<b>TOTAL RESERVES</b>	<b>6,757,278</b>	<b>3,621</b>
<b>BALANCE</b>		
<b>TOTAL EXPENSE, RESERVES AND BALANCE</b>	<b>87,234,650</b>	<b>60,254,689</b>

