

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 Proposed	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	88,731,742	2,942,833
Total Department Expenditures	\$ 69,826,725	\$ 85,788,909	\$ 88,731,742	\$ 2,942,833
Total Department Revenue	\$ 75,590,825	\$ 79,870,455	\$ 82,841,669	\$ 2,971,214

Transient Occupancy Tax Fund

Department Expenditures

	FY2013 Actual	FY2014 Budget	FY2015 Proposed	FY2014–2015 Change
Arts, Culture, & Community Festivals	\$ 6,856,387	\$ 8,530,000	\$ 8,710,000	\$ 180,000
Discretionary Funding	13,293,278	15,554,091	16,168,334	614,243
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	61,758,408	2,019,102
Total	\$ 69,826,725	\$ 85,788,909	\$ 88,731,742	\$ 2,942,833

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.	0.00	\$ 3,556,437	\$ -
One-Cent Discretionary Adjustment to reflect the increase in One-Cent TOT to support the General Fund.	0.00	614,243	-
Penny for the Arts Funding Adjustment to reflect the addition of expenditures for the Penny for the Arts Blueprint allocation.	0.00	200,000	-
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	(1,537,335)	-
Revised Revenue Adjustment to reflect Fiscal Year 2015 revenue projections.	0.00	-	2,971,214
Total	0.00	\$ 2,942,833	\$ 2,971,214

Special Promotional Programs

Expenditures by Category

	FY2013 Actual	FY2014 Budget	FY2015 Proposed	FY2014–2015 Change
NON-PERSONNEL				
Supplies	\$ 8,524	\$ -	\$ -	\$ -
Contracts	26,854,325	29,507,784	28,279,937	(1,227,847)
Transfers Out	42,963,875	56,281,125	60,451,805	4,170,680
NON-PERSONNEL SUBTOTAL	69,824,407	85,788,909	88,731,742	2,942,833
Total	\$ 69,826,725	\$ 85,788,909	\$ 88,731,742	\$ 2,942,833

Revenues by Category

	FY2013 Actual	FY2014 Budget	FY2015 Proposed	FY2014–2015 Change
Transient Occupancy Tax	\$ 75,590,574	\$ 79,870,455	\$ 82,841,669	\$ 2,971,214
Other Revenue	251	-	-	-
Total	\$ 75,590,825	\$ 79,870,455	\$ 82,841,669	\$ 2,971,214

Special Promotional Programs

Special Promotions

Organization / Program	FY2013 Actual	FY2014 Budget	FY2015 Proposed
ARTS, CULTURE, AND COMMUNITY FESTIVALS			
Creative Communities San Diego			
America's Finest City Dixieland Jazz Society	\$ 19,429	\$ 37,563	\$ -
Asian Story Theater	4,499	5,619	-
Balboa Park Cultural Partnership	9,566	-	-
Bon Temps Social Club of San Diego	20,452	45,902	-
Cabrillo Festival, Inc.	3,204	4,517	-
Capoeira Institute	-	14,610	-
Casa Familiar	-	7,062	-
Central Commercial District Revitalization Corp./San Diego Afterschool Strings Program	4,499	5,337	-
College Area Economic Development Corporation	7,861	12,677	-
The Cooper Family Foundation	-	3,080	-
Council of Philippine American Organizations of San Diego County	-	3,629	-
Gaslamp Quarter Association	-	11,404	-
Hillcrest Business Improvement Association	11,979	15,279	-
The Historic Old Town Community Foundation	13,867	-	-
Indian Fine Arts Academy of San Diego	-	14,203	-
Italian American Art and Culture Association of San Diego	11,054	16,594	-
Jacobs Center for Neighborhood Innovation	15,339	22,538	-
Justice Overcoming Boundaries	-	9,107	-
Kalusugan Community Services	11,248	16,528	-
Kiwanis Club of Tierrasanta, San Diego, CA	2,153	-	-
Linda Vista Multi-Cultural Fair and Parade	4,938	6,468	-
Little Italy Association	18,279	29,130	-
Little Saigon Foundation	-	8,739	-
Media Heritage, Inc./Filmout San Diego	7,149	11,324	-
Musicians for Education	4,499	6,153	-
North Park Organization of Businesses	7,797	-	-
NTC Foundation	4,678	6,226	-
Ocean Beach Merchants Association	14,004	23,216	-
Pacific Beach Community Development Corporation	9,887	12,396	-
Pacific Southwest Wildlife Arts, Inc.	6,305	9,719	-
PASACAT	2,853	4,237	-
Point Loma Summer Concerts	10,009	14,631	-
Rancho de los Penasquitos Town Council	3,469	5,332	-
Rolando Community Council	-	6,202	-
San Diego Armed Services YMCA	20,452	45,902	-
San Diego Audubon Society	11,575	18,842	-
San Diego Chinese Center	4,663	5,883	-
San Diego Earth Day	15,151	24,116	-
San Diego Film Foundation	20,452	42,972	-
San Diego Fleet Week Foundation	9,014	-	-
San Diego Music Foundation	8,385	19,345	-
San Diego Shakespeare Society	4,502	5,249	-
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	-
Transcendance Youth Arts Project	4,806	7,062	-

Special Promotional Programs

Special Promotions (Cont'd)

Organization / Program	FY2013 Actual	FY2014 Budget	FY2015 Proposed
Write Out Loud	3,558	2,480	–
Creative Communities San Diego Subtotal	\$ 361,435	\$ 637,792	\$ 637,792
Organizational Support			
Aja Project	\$ 22,937	\$ 22,881	\$ –
Art of Elan	8,139	8,934	–
Balboa Park Cultural Partnership	–	18,060	–
Balboa Park Online Collaborative	–	52,591	–
California Ballet Association	58,060	69,190	–
Camarada, Inc.	9,003	9,949	–
Center for World Music	14,772	25,127	–
City Ballet, Inc.	43,212	55,194	–
Classics for Kids	22,531	23,569	–
Culture Shock Dance Troupe	8,651	–	–
Cygnat Theater	107,418	103,356	–
Diversionsary Theatre	34,986	37,217	–
Eveoke Dance Theatre	22,942	22,823	–
Finest City Performing Arts, Inc./San Diego Gay Men's Chorus	25,035	22,561	–
Flying Leatherneck Historical Foundation	–	9,924	–
Gaslamp Quarter Historical Foundation	–	19,794	–
Japanese Friendship Garden Society of San Diego	52,243	61,775	–
La Jolla Chapter, SPEBSQSA, Inc.	1,156	2,478	–
La Jolla Historical Society	21,729	38,951	–
La Jolla Music Society	174,367	196,249	–
La Jolla Symphony and Chorus	29,267	34,927	–
The Library Association of La Jolla/Athenaeum Music and Arts Library	89,444	83,994	–
Mainly Mozart Festival, Inc.	82,942	87,998	–
Malashock Dance and Company	34,956	41,829	–
Maritime Museum Association of San Diego	209,483	227,652	–
Media Arts Center San Diego	72,753	54,394	–
Mingei International Museum	195,936	183,858	–
Mojalet Dance Collective	3,038	6,392	–
Mo'olelo Performing Arts Company	20,546	25,913	–
Moxie Theatre	6,816	10,067	–
Museum of Contemporary Arts, San Diego	289,799	343,054	–
Museum of Photographic Arts	99,870	93,080	–
New Children's Museum	236,361	149,056	–
Old Globe Theatre	411,721	421,074	–
Outside the Lens	–	6,358	–
Pacific Arts Movement	47,510	55,097	–
Persian Cultural Center	23,081	24,025	–
PGK Project	5,213	6,256	–
Playwrights Project	27,316	32,035	–
Prophet World Beat Productions	23,708	28,510	–
The Putnam Foundation/Timken Museum of Art	83,111	110,263	–
Reuben H. Fleet Science Center	281,066	265,204	–
Samahan Filipino American Performing Arts and Education Center	–	2,218	–
San Diego Air and Space Museum, Inc.	250,169	222,847	–
San Diego Archaeological Center	17,285	26,428	–
San Diego Art Institute	38,302	44,004	–

Special Promotional Programs

Special Promotions (Cont'd)

Organization / Program	FY2013 Actual	FY2014 Budget	FY2015 Proposed
San Diego Automotive Museum	\$ 37,845	\$ 48,041	\$ -
San Diego Ballet	27,770	28,893	-
San Diego Center for Jewish Culture	112,189	104,573	-
San Diego Children's Choir	21,549	27,736	-
San Diego Chinese Historical Society and Museum	16,735	17,087	-
San Diego Civic Youth Ballet	21,870	28,937	-
San Diego Dance Theater	29,166	39,176	-
San Diego Early Music Society	9,311	9,039	-
San Diego Guild of Puppetry	6,884	6,984	-
San Diego Historical Society	100,651	77,730	-
San Diego Junior Theatre	82,267	82,446	-
San Diego Master Chorale	15,165	14,186	-
San Diego Model Railroad Museum, Inc.	37,991	45,838	-
San Diego Museum Council	9,045	10,843	-
San Diego Museum of Art	283,691	366,050	-
San Diego Museum of Man	117,091	111,241	-
San Diego Opera Association	368,199	389,357	-
San Diego Repertory Theatre	128,091	148,645	-
The San Diego Society of Natural History	306,193	367,489	-
San Diego Symphony Orchestra Association, Inc.	400,344	411,870	-
San Diego Watercolor Society	22,196	24,526	-
San Diego Women's Chorus	1,836	3,826	-
San Diego Writers Ink	8,453	8,442	-
San Diego Young Artists Music Academy, Inc.	12,466	10,265	-
San Diego Young Artists Symphony Orchestra	13,074	12,536	-
San Diego Youth Symphony and Conservatory	62,831	85,313	-
Save Our Heritage Organisation	54,424	53,721	-
Scripps Ranch Theatre	13,168	13,595	-
Spreckels Organ Society	16,039	16,123	-
Theater and Arts Foundation of San Diego County/La Jolla Playhouse	369,007	376,738	-
Unlimited Jazz Dance Productions/Patricia Rincon Dance Collective	9,913	11,170	-
Veteran's Memorial Center	23,180	-	-
Villa Musica	17,626	28,764	-
Westwind Brass	9,910	7,095	-
Women's History Museum and Educational Center	10,717	12,156	-
Young Audiences of San Diego	58,577	50,770	-
Organizational Support Subtotal	\$ 6,042,338	\$ 6,438,357	\$ 6,438,356
Other			
Commission for Arts and Culture Department	\$ 1,005,706	\$ 1,022,971	\$ 1,053,584 ¹
Mayor/City Council Allocations	363,250	420,000	400,000
Penny for the Arts Blueprint	-	1,033,852	1,233,852
Public Art Fund	-	-	24,857
Other Subtotal²	\$ 1,368,956	\$ 2,476,823	\$ 2,712,293
TOTAL ARTS, CULTURE, AND COMMUNITY FESTIVALS	\$ 7,772,729	\$ 9,552,971	\$ 9,788,441

Special Promotional Programs

Special Promotions (Cont'd)

Organization / Program	FY2013 Actual	FY2014 Budget	FY2015 Proposed
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	\$ –
CommNexus San Diego	19,500	30,000	–
Horton Plaza Theatre Foundation	435,000	440,000	–
Mission Trails Regional Park Foundation, Inc.	40,000	45,000	–
San Diego Regional Economic Development Corporation	25,275	25,000	–
Citywide Economic Development Subtotal	\$ 555,125	\$ 570,000	\$ 700,000
Economic Development and Tourism Support			
Adams Avenue Business Association	\$ 43,200	\$ 38,968	\$ –
Asian Business Association	22,752	30,577	–
BIOCOM Institute	–	50,000	–
BID Council	40,000	–	–
City Heights Community Development Corporation	57,711	54,000	–
Greater Golden Hill CDC	(20,341)	38,968	–
Greater San Diego Business Association	39,040	54,000	–
Hostelling International-American Youth Hostels	48,690	38,968	–
Japan Society of San Diego and Tijuana	25,382	38,968	–
La Jolla Village Merchants Association, Inc.	–	22,171	–
North Park Organization of Businesses, Inc.	–	38,868	–
Old Town San Diego Chamber of Commerce	66,064	25,906	–
Otay Mesa Chamber of Commerce	70,280	27,000	–
San Diego Convention & Visitors Bureau	52,564	–	–
San Diego Diplomacy Council	25,382	38,968	–
San Diego East Visitors Bureau	26,162	28,288	–
South County Economic Development Council	48,690	38,968	–
South Park Business Group, Inc.	–	10,250	–
Travelers Aid Society of San Diego	58,855	54,000	–
Veterans Memorial Center, Inc.	–	71,644	–
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

Special Promotional Programs

Special Promotions (Cont'd)

Organization / Program	FY2013 Actual	FY2014 Budget	FY2015 Proposed
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	\$ 16,168,334
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	939,330
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	16,922,465
Safety and Maintenance of Visitor-Related Facilities Subtotal	\$ 50,296,086	\$ 60,284,332	\$ 47,329,019
TOTAL SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES	\$ 50,296,086	\$ 60,284,332	\$ 47,329,019
SUMMARY			
Arts, Culture, and Community Festivals	\$ 7,772,729	\$ 9,552,971	\$ 9,788,441
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	47,329,019
TOTAL SPECIAL PROMOTIONAL PROGRAMS BUDGET	\$ 75,606,278	\$ 87,600,354	\$ 90,749,513

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.

²1.00 Associate Management analyst, \$98,574 in associated personnel expenditures, and \$200,000 in non-personnel expenditures were added for the Penny for the Arts blueprint.

Special Promotional Programs

Revenue and Expense Statement (Non-General Fund)

Transient Occupancy Tax Fund	FY2013 Actual	FY2014 [*] Budget	FY2015 Proposed
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	82,841,669
TOTAL REVENUE	\$ 75,808,673	\$ 80,020,455	\$ 82,991,669
TOTAL BALANCE, RESERVES, AND REVENUE	\$ 86,633,231	\$ 91,934,312	\$ 90,749,513
OPERATING EXPENSE			
Operating Expense	\$ 27,251,968	\$ 27,757,784	\$ 26,329,937
Commission for Arts and Culture Department ¹	1,005,706	1,022,971	1,053,584
Special Events Department ¹	726,507	788,474	939,330
Penny for the Arts Blueprint	–	1,600,000	1,800,000
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	16,168,334
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	–	–	24,857
TOTAL OPERATING EXPENSE	\$ 71,558,938	\$ 87,600,354	\$ 90,749,513
TOTAL EXPENSE	\$ 71,558,938	\$ 87,600,354	\$ 90,749,513
BALANCE	\$ 15,074,294	\$ 4,333,958	\$ –
TOTAL BALANCE, RESERVES, AND EXPENSE	\$ 86,633,231	\$ 91,934,312	\$ 90,749,513

^{*}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.