

# **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 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 support the promotion of the City's cultural amenities and natural attractions.

# Special Promotional Programs

## Department Summary

	FY2020 Actual	FY2021 Budget	FY2022 Proposed	FY2021-2022 Change
FTE Positions (Budgeted)	0.00	0.00	0.00	0.00
Personnel Expenditures	\$ -	\$ -	\$ -	-
Non-Personnel Expenditures	88,412,272	78,178,285	82,326,996	4,148,711
<b>Total Department Expenditures</b>	<b>\$ 88,412,272</b>	<b>\$ 78,178,285</b>	<b>\$ 82,326,996</b>	<b>\$ 4,148,711</b>
<b>Total Department Revenue</b>	<b>\$ 89,887,530</b>	<b>\$ 81,157,714</b>	<b>\$ 85,672,705</b>	<b>\$ 4,514,991</b>

## Transient Occupancy Tax Fund

### Department Expenditures

	FY2020 Actual	FY2021 Budget	FY2022 Proposed	FY2021-2022 Change
Arts, Culture, & Community Festivals	\$ 12,846,274	\$ 5,765,978	\$ 5,765,978	-
Discretionary Funding	16,754,737	16,231,543	17,134,541	902,998
Economic Development Programs	2,003,404	1,027,200	847,200	(180,000)
Safety & Maint - Visitor Related Facilities	56,807,856	55,153,564	58,579,277	3,425,713
<b>Total</b>	<b>\$ 88,412,272</b>	<b>\$ 78,178,285</b>	<b>\$ 82,326,996</b>	<b>\$ 4,148,711</b>

### Significant Budget Adjustments

	FTE	Expenditures	Revenue
<b>Operational Support to Other Funds</b> Adjustment to annual allocations which support operating costs for Mission Bay/Balboa Park Improvements, Convention Center, PETCO Park, and the Trolley Extension Reserve Fund.	0.00	\$ 1,790,261	\$ -
<b>Safety and Maintenance of Visitor Related Facilities</b> Adjustment to reflect revised reimbursements to the General Fund for support of the safety and maintenance of visitor related facilities.	0.00	1,635,452	-
<b>One-Cent Discretionary Adjustment</b> Adjustment to reflect an increase in the One-Cent Transient Occupancy Tax to support the General Fund.	0.00	902,998	-
<b>Economic Development and Tourism Support</b> Reduction of non-personnel expenditures associated with the administration of the Economic Development and Tourism Support to outside organizations.	0.00	(180,000)	-
<b>Revised Revenue Adjustment to reflect revised revenue projections.</b>	0.00	-	4,514,991
<b>Total</b>	<b>0.00</b>	<b>\$ 4,148,711</b>	<b>\$ 4,514,991</b>

# Special Promotional Programs

## Expenditures by Category

	FY2020 Actual	FY2021 Budget	FY2022 Proposed	FY2021-2022 Change
<b>NON-PERSONNEL</b>				
Supplies	\$ 1,522	\$ -	\$ -	-
Contracts	39,233,602	33,157,726	34,613,178	1,455,452
Other	4	-	-	-
Transfers Out	49,177,144	45,020,559	47,713,818	2,693,259
<b>NON-PERSONNEL SUBTOTAL</b>	<b>88,412,272</b>	<b>78,178,285</b>	<b>82,326,996</b>	<b>4,148,711</b>
<b>Total</b>	<b>\$ 88,412,272</b>	<b>\$ 78,178,285</b>	<b>\$ 82,326,996</b>	<b>\$ 4,148,711</b>

## Revenues by Category

	FY2020 Actual	FY2021 Budget	FY2022 Proposed	FY2021-2022 Change
Transfers In	\$ 3,949,600	\$ -	\$ -	-
Transient Occupancy Tax	85,937,930	81,157,714	85,672,705	4,514,991
<b>Total</b>	<b>\$ 89,887,530</b>	<b>\$ 81,157,714</b>	<b>\$ 85,672,705</b>	<b>\$ 4,514,991</b>

# Special Promotional Programs

## Special Promotions

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Organization / Program	FY2020 Actual	FY2021 Budget	FY2022 Proposed
<b>ARTS, CULTURE, AND COMMUNITY FESTIVALS</b>			
<b>Creative Communities San Diego</b>			
Creative Communities San Diego	\$ 1,343,573	\$ 699,406	\$ 699,406
<b>Creative Communities San Diego Subtotal</b>	<b>\$ 1,343,573</b>	<b>\$ 699,406</b>	<b>\$ 699,406</b>
<b>Organizational Support</b>			
Organizational Support	\$ 10,049,279	\$ 5,066,572	\$ 5,066,572
<b>Organizational Support Subtotal</b>	<b>\$ 10,049,279</b>	<b>\$ 5,066,572</b>	<b>\$ 5,066,572</b>
<b>Other</b>			
Department of Cultural Affairs, Arts and Culture Administration	\$ 1,211,205	\$ 2,024,667	\$ 1,370,313
Arts, Culture, and Community Festivals - Allocation Adjustment	497,401	-	-
Arts, Culture, and Community Festivals - Mayor/City Council Allocations	399,995	-	-
Arts, Culture, and Community Festivals - Public Art Fund	555,771	-	-
<b>Other Subtotal</b>	<b>\$ 2,664,372</b>	<b>\$ 2,024,667</b>	<b>\$ 1,370,313</b>
<b>TOTAL ARTS, CULTURE, AND COMMUNITY FESTIVALS</b>	<b>\$ 14,057,224</b>	<b>\$ 7,790,645</b>	<b>\$ 7,136,291</b>
<b>CAPITAL IMPROVEMENTS</b>			
<b>Capital Improvements</b>			
Convention Center Complex	\$ 12,560,300	\$ 12,560,050	\$ 12,091,993
Mission Bay Park/Balboa Park Improvements	1,430,751	1,432,430	1,416,280
PETCO Park	9,267,646	9,291,500	9,288,375
Trolley Extension Reserve	1,065,375	1,064,500	1,061,375
<b>Capital Improvements Subtotal</b>	<b>\$ 24,324,072</b>	<b>\$ 24,348,480</b>	<b>\$ 23,858,023</b>
<b>TOTAL CAPITAL IMPROVEMENTS</b>	<b>\$ 24,324,072</b>	<b>\$ 24,348,480</b>	<b>\$ 23,858,023</b>
<b>ECONOMIC DEVELOPMENT PROGRAMS</b>			
<b>Citywide Economic Development</b>			
California Western School of Law	\$ 40,000	\$ -	\$ -
CONNECT	40,000	-	-
Economic Development Corporation	60,000	-	-
EvoNexus	45,000	-	-
Mission Trails Regional Park	40,000	-	-
San Diego Venture Group	40,000	-	-
Startup San Diego	50,000	-	-
<b>Citywide Economic Development Subtotal</b>	<b>\$ 315,000</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Economic Development and Tourism Support</b>			
Biocom San Diego	\$ 40,000	\$ -	\$ -
Cabrillo National Monument Fdtn	36,314	-	-
Cleantech San Diego	38,200	-	-
CyberHive	38,200	-	-
Downtown San Diego Partnership Foundation	38,200	-	-
Finnish-American Chamber of Commerce CA	12,758	-	-
LaunchBio Inc	40,000	-	-
North Park Organization of Business	40,000	-	-
Otay Mesa Chamber Of Commerce	40,000	-	-
Pro Kids Golf Academy	25,800	-	-
San Diego Diplomacy Council	40,000	-	-
South County Economic Development Council	40,000	-	-
Swedish-American Chamber of Commerce San Diego	19,997	-	-
The Maritime Alliance	40,000	-	-
The San Diego French American Chamber of Commerce	39,500	-	-
The Scintillon Institute	38,200	-	-

# Special Promotional Programs

## Special Promotions

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Organization / Program	FY2020 Actual	FY2021 Budget	FY2022 Proposed
Travelers Aid Society Of San Diego	40,000	-	-
University of San Diego	40,000	-	-
U.S. Green Building Council	34,598	-	-
<b>Economic Development and Tourism Support Subtotal</b>	<b>\$ 681,766</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Other</b>			
Business Expansion, Attraction, and Retention (BEAR)	\$ 854,880	\$ 847,200	\$ 847,200
Economic Development Program Administration	160,777	180,000	-
<b>Other Subtotal</b>	<b>\$ 1,015,657</b>	<b>\$ 1,027,200</b>	<b>\$ 847,200</b>
<b>TOTAL ECONOMIC DEVELOPMENT PROGRAMS</b>	<b>\$ 2,012,423</b>	<b>\$ 1,027,200</b>	<b>\$ 847,200</b>
<b>SAFETY AND MAINTENANCE OF VISITOR RELATED FACILITIES</b>			
<b>Safety and Maintenance of Visitor-Related Facilities</b>			
Discretionary Transient Occupancy Tax Support to General Fund	\$ 16,754,737	\$ 16,231,543	\$ 17,134,541
Mission Bay Park/Balboa Park Improvements	432,406	432,406	432,406
Convention Center	2,064,845	1,099,865	1,235,441
PETCO Park	3,460,231	2,908,265	5,053,407
Stadium Operations	1,585,081	-	-
Department of Cultural Affairs, Special Events Administration	1,210,048	963,210	1,899,615
<b>Safety and Maintenance of Visitor-Related Facilities Subtotal</b>	<b>\$ 25,507,348</b>	<b>\$ 21,635,289</b>	<b>\$ 25,755,410</b>
<b>TOTAL Special Promotion</b>			
<b>SUMMARY</b>			
ARTS, CULTURE, AND COMMUNITY FESTIVALS	\$ 14,057,224	\$ 7,790,645	\$ 7,136,291
CAPITAL IMPROVEMENTS	24,324,072	24,348,480	23,858,023
ECONOMIC DEVELOPMENT PROGRAMS	2,012,423	1,027,200	847,200
SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES	25,507,348	21,635,289	25,755,410
<b>TOTAL SPECIAL PROMOTIONAL PROGRAMS BUDGET</b>	<b>\$ 65,901,067</b>	<b>\$ 54,801,614</b>	<b>\$ 57,596,924</b>

\* The Fiscal Year 2022 Proposed Budget funding allocations for Creative Communities San Diego and Organizational Support will be finalized in the May Revisions to the Fiscal Year 2022 Proposed Budget.

# Special Promotional Programs

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

Transient Occupancy Tax Fund	FY2020 Actual	FY2021* Budget	FY2022** Proposed
<b>BEGINNING BALANCE AND RESERVES</b>			
Balance from Prior Year	\$ 1,602,512	\$ 711,937	\$ 1,924
<b>TOTAL BALANCE AND RESERVES</b>	<b>\$ 1,602,512</b>	<b>\$ 711,937</b>	<b>\$ 1,924</b>
<b>REVENUE</b>			
Charges for Services	\$ 1,187	\$ -	-
Fines Forfeitures and Penalties	8,930	-	-
Licenses and Permits	32,975	75,000	40,000
Other Revenue	670	-	-
Revenue from Use of Money and Property	1	-	-
Transfers In	3,962,091	-	-
Transient Occupancy Taxes	85,937,930	81,157,714	85,672,705
<b>TOTAL REVENUE</b>	<b>\$ 89,943,783</b>	<b>\$ 81,232,714</b>	<b>\$ 85,712,705</b>
<b>TOTAL BALANCE, RESERVES, AND REVENUE</b>	<b>\$ 91,546,295</b>	<b>\$ 81,944,651</b>	<b>\$ 85,714,629</b>
<b>OPERATING EXPENSE</b>			
Personnel Expenses	\$ 1,191,794	\$ 1,172,213	\$ 1,287,747
Fringe Benefits	459,469	472,565	519,003
Supplies	14,231	25,083	24,253
Contracts	39,668,285	34,128,382	35,463,083
Information Technology	310,854	336,660	626,120
Energy and Utilities	6,552	8,700	8,700
Other Expenses	6,029	2,000	2,000
Transfers Out	49,177,144	45,020,559	47,713,818
<b>TOTAL OPERATING EXPENSE</b>	<b>\$ 90,834,357</b>	<b>\$ 81,166,162</b>	<b>\$ 85,644,724</b>
<b>TOTAL EXPENSE</b>	<b>\$ 90,834,357</b>	<b>\$ 81,166,162</b>	<b>\$ 85,644,724</b>
<b>BALANCE</b>	<b>\$ 711,937</b>	<b>\$ 778,489</b>	<b>\$ 69,905</b>
<b>TOTAL BALANCE, RESERVES, AND EXPENSE</b>	<b>\$ 91,546,295</b>	<b>\$ 81,944,651</b>	<b>\$ 85,714,629</b>

\* At the time of publication, audited financial statements for Fiscal Year 2021 were not available. Therefore, the Fiscal Year 2021 column reflects final budgeted revenue and expense amounts from the Fiscal Year 2021 Adopted Budget, while the beginning Fiscal Year 2021 balance amount reflects the audited Fiscal Year 2020 ending balance.

\*\* Fiscal Year 2022 Beginning Fund Balance reflect the projected Fiscal Year 2021 Ending Fund Balance based on updated Revenue and Expenditures projections for Fiscal Year 2021.