

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



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Special Promotional Programs

Department Summary

	FY2015 Actual	FY2016 Budget	FY2017 Adopted	FY2016-2017 Change
FTE Positions (Budgeted)	0.00	0.00	0.00	0.00
Personnel Expenditures	\$ 1,931	\$ -	\$ -	\$ -
Non-Personnel Expenditures	89,521,818	95,008,476	108,741,328	13,732,852
Total Department Expenditures	\$ 89,523,749	\$ 95,008,476	\$ 108,741,328	\$ 13,732,852
Total Department Revenue	\$ 88,555,213	\$ 92,876,240	\$ 103,022,585	\$ 10,146,345

Transient Occupancy Tax Fund

Department Expenditures

	FY2015 Actual	FY2016 Budget	FY2017 Adopted	FY2016-2017 Change
Arts, Culture, & Community Festivals	\$ 8,896,676	\$ 11,495,581	\$ 14,002,867	\$ 2,507,286
Discretionary Funding	-	18,175,248	20,204,517	2,029,269
Economic Development Programs	2,181,243	1,710,000	1,710,000	-
Safety & Maint - Visitor Related Facilities	78,440,405	63,627,647	72,823,944	9,196,297
TOT Admin. & Promotional Activities	5,426	-	-	-
Total	\$ 89,523,749	\$ 95,008,476	\$ 108,741,328	\$ 13,732,852

Significant Budget Adjustments

	FTE	Expenditures	Revenue
Safety and Maintenance of Visitor-Related Facilities Reimbursements to the General Fund for expenditures associated with the safety and maintenance of visitor related facilities.	0.00	\$ 9,799,035	\$ -
One-Cent Discretionary Adjustment to reflect the increase in One-Cent TOT to support the General Fund.	0.00	2,029,269	-
Penny for the Arts Funding Adjustment to reflect the addition of expenditures for the Penny for the Arts Blueprint allocation.	0.00	1,307,286	-
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, Trolley Extension Reserve, and Public Art funds.	0.00	597,262	-
Revised Revenue Adjustment to reflect Fiscal Year 2017 revenue projections.	0.00	-	10,146,345
Total	0.00	\$ 13,732,852	\$ 10,146,345

Expenditures by Category

	FY2015 Actual	FY2016 Budget	FY2017 Adopted	FY2016-2017 Change
PERSONNEL				
Personnel Cost	\$ 1,775	\$ -	\$ -	\$ -
Fringe Benefits	155	-	-	-
PERSONNEL SUBTOTAL	1,931	-	-	-

Special Promotional Programs

Expenditures by Category (Cont'd)

	FY2015 Actual	FY2016 Budget	FY2017 Adopted	FY2016-2017 Change
NON-PERSONNEL				
Supplies	\$ 1,651	\$ -	\$ -	\$ -
Contracts	27,693,029	31,990,153	42,504,245	10,514,092
Other	150	-	-	-
Transfers Out	61,826,989	63,018,323	66,237,083	3,218,760
NON-PERSONNEL SUBTOTAL	89,521,818	95,008,476	108,741,328	13,732,852
Total	\$ 89,523,749	\$ 95,008,476	\$ 108,741,328	\$ 13,732,852

Revenues by Category

	FY2015 Actual	FY2016 Budget	FY2017 Adopted	FY2016-2017 Change
Transient Occupancy Tax	\$ 88,555,213	\$ 92,876,240	\$ 103,022,585	\$ 10,146,345
Total	\$ 88,555,213	\$ 92,876,240	\$ 103,022,585	\$ 10,146,345

Personnel Expenditures

Job Number	Job Title / Wages	FY2015 Budget	FY2016 Budget	FY2017 Adopted	Salary Range	Total
FTE, Salaries, and Wages Subtotal		5.00	6.00	6.00		\$ 332,383

	FY2015 Actual	FY2016 Budget	FY2017 Adopted	FY2016-2017 Change
Fringe Benefits				
Long-Term Disability	\$ 15	\$ -	\$ -	\$ -
Medicare	26	-	-	-
Supplemental Pension Savings Plan	75	-	-	-
Unemployment Insurance	3	-	-	-
Workers' Compensation	36	-	-	-
Fringe Benefits Subtotal	\$ 155	\$ -	\$ -	\$ -
Total Personnel Expenditures			\$ -	

Special Promotional Programs

Special Promotions

Organization / Program	FY2015 Actual	FY2016 Budget	FY2017 Adopted
ARTS, CULTURE, AND COMMUNITY FESTIVALS			
Creative Communities San Diego			
America's Finest City Dixieland Jazz Society	\$ 48,501	\$ 41,660	\$ 38,694
Armed Services YMCA of the U.S.A.	79,366	90,229	60,265
Asian Story Theater	8,481	5,534	4,774
Balboa Park Conservancy	32,909	70,635	64,347
BAME Renaissance Community Development Corporation	–	4,534	6,785
Brazilian Institute for Arts & Culture	–	15,245	11,229
Cabrillo Festival, Inc.	8,467	5,979	5,095
California Lawyers for the Arts	–	2,072	3,334
Capoeira Institute	20,779	–	–
Casa Familiar	10,819	5,445	6,237
College Area Economic Development Corporation	9,626	–	–
Combat Arts	–	1,960	–
contACT Arts	18,655	51,897	55,875
Council of Philippine American Organizations of San Diego County	(2,065)	–	–
Culture Shock Dance Troupe	6,787	12,443	–
CYT San Diego	–	1,500	–
Discover Pacific Beach	18,179	–	–
Fern Street Community Arts	–	13,993	–
Guitars in the Classroom	2,159	1,979	–
Gaslamp Quarter Association	(11,404)	–	–
Hillcrest Business Improvement Association	27,671	20,572	20,362
House of Panama	–	1,500	–
Indian Fine Arts Academy of San Diego	24,400	21,628	22,838
Irish Congress of Southern California	–	10,169	–
Italian American Art and Culture Association of San Diego	20,946	17,761	19,348
Jacobs and Cushman San Diego Food Bank	32,909	39,349	38,401
Jacobs Center for Neighborhood Innovation	(2,436)	14,300	15,370
Justice Overcoming Boundaries In San Diego County	–	5,463	–
Karama	–	2,867	4,313
Karen Organization of San Diego	–	–	2,354
Kiwanis Club of Tierrasanta San Diego	–	2,288	–
Kalusugan Community Services	15,739	–	–
La Jolla Art & Wine Festival	16,846	–	–
La Maestra Family Clinic	–	3,083	4,365
Linda Vista Multi-Cultural Fair and Parade	9,389	7,883	7,752
Little Italy Association	30,447	25,140	22,650
Little Saigon Foundation	20,885	27,851	30,550
Mariachi Juvenil de San Diego	9,418	19,790	33,057
Mariachi Scholarship Foundation	–	3,108	16,561
Martin Luther King Jr. Community Choir of San Diego	–	–	2,709
Media Heritage, Inc./Filmout San Diego	17,757	15,488	14,808
Musicians for Education	14,961	13,641	14,337
Ocean Beach Merchants Association	29,072	22,656	22,969
Operation Samahan	–	6,213	–
Pacific Beach Business Improvement Association	–	15,215	14,102
Pacific Southwest Wildlife Arts, Inc.	12,723	–	–
PASACAT	5,545	5,576	5,780
Point Loma Summer Concerts	17,223	17,360	11,440

Special Promotional Programs

Special Promotions (Cont'd)

Organization / Program	FY2015 Actual	FY2016 Budget	FY2017 Adopted
Rancho de los Penasquitos Town Council	8,076	7,579	6,866
Rolando Community Council	6,523	5,374	5,443
San Diego Alpha Foundation	–	2,288	–
San Diego Audubon Society	25,417	14,387	15,795
San Diego Chinese Center	9,432	7,357	6,650
San Diego City College Foundation	1,758	3,291	6,727
San Diego Earth Day	–	25,802	25,809
San Diego Earthworks	28,369	–	–
San Diego Film Foundation	79,366	62,803	72,437
San Diego Lesbian, Gay, Bisexual, Transgender Pride	–	90,498	106,110
San Diego Music Foundation	30,139	34,292	27,541
San Diego Performing Arts League	–	–	4,863
San Diego Quilt Show	–	5,800	–
San Diego Shakespeare Society	6,615	3,021	6,122
San Diego State University Research Foundation for KPBS	–	–	22,589
Sledgehammer Theater	–	4,454	–
Space 4 Art	–	2,732	5,007
The Aja Project	22,791	–	–
The Bon Temps Social Club of San Diego	79,366	108,000	106,110
The Cooper Family Foundation	4,905	5,022	4,923
Torrey Pines Kiwanis Foundation	48,427	35,248	36,868
Transcendence Youth Arts Project	8,406	9,352	13,903
VOW Foundation, The dba Rock to Stop Violence	15,012	–	–
Via International	–	2,893	–
Write Out Loud	–	5,801	6,642
Creative Communities San Diego Subtotal	\$ 929,356	\$ 1,080,000	\$ 1,061,106
Organizational Support			
Actors Alliance of San Diego	\$ 2,447	\$ 4,296	\$ –
Art of Elan	7,759	13,058	18,915
Athenaeum Music & Arts Library	–	–	106,152
Bach Collegium San Diego	6,970	26,001	29,938
Balboa Park Cultural Partnership	68,055	194,365	239,868
Balboa Park Online Collaborative	60,568	49,883	84,004
California Ballet Association	104,576	108,127	131,373
Camarada	9,410	10,483	21,082
Center for World Music	27,901	23,193	23,097
Choral Club of San Diego	–	1,500	–
Choral Consortium of San Diego	–	1,500	1,673
City Ballet, Inc.	56,535	59,321	78,666
Classics for Kids	27,303	34,142	36,612
Culture Shock Dance Troupe	–	–	16,386
Cygnnet Theatre Company	116,610	124,367	165,560
Diversionary Theatre	49,655	43,877	62,355
Fern Street Community Arts	–	–	14,639
Finest City Performing Arts, Inc./San Diego Gay Men's Chorus	24,155	29,113	41,397
Flying Leatherneck Historical Foundation	15,851	24,303	36,142
Gaslamp Quarter Historical Foundation	32,953	–	49,818
Intrepid Shakespeare Company	–	–	15,336
Horton Plaza Theater Foundation	–	435,000	435,000
Ion Theatre Company	–	13,479	24,318

Special Promotional Programs

Special Promotions (Cont'd)

Organization / Program	FY2015 Actual	FY2016 Budget	FY2017 Adopted
Japanese Friendship Garden Society of San Diego	77,210	77,467	94,436
La Jolla Chapter, SPEBSQSA, Inc./ Barbershop Harmony Society	3,411	3,330	–
La Jolla Historical Society	42,248	57,192	85,006
La Jolla Music Society	201,259	212,621	244,286
La Jolla Symphony and Chorus	37,186	39,137	54,335
Lambda Archives of San Diego	–	5,924	10,411
The Library Assoc of La Jolla/Athenaeum Music & Arts Library	117,101	139,970	–
Mainly Mozart	111,134	143,903	163,932
Malashock Dance and Company	43,619	38,254	57,980
Maritime Museum Association of San Diego	212,839	241,890	282,569
Media Arts Center San Diego	63,970	72,009	89,778
Mingei International Museum	192,113	206,153	213,466
Mojalet Dance Collective	10,676	10,804	–
Mo'olelo Performing Arts Company	28,307	27,540	–
Moxie Theatre	14,847	13,246	27,079
Museum of Contemporary Art, San Diego	288,444	387,154	368,399
Museum of Photographic Arts	143,755	156,558	230,686
New Americans Museum	–	17,190	28,939
NTC Foundation	51,339	56,097	66,068
Old Globe Theatre	431,629	445,829	542,761
Outside the Lens	9,448	18,136	41,358
Pacific Arts Movement	61,963	60,650	84,782
Persian Cultural Center	31,247	35,874	38,669
Playwrights Project	34,891	34,741	43,264
Prophet World Beat Productions	18,894	20,837	34,811
Reuben H. Fleet Science Center	267,091	278,286	366,559
SACRA/PROFANA	1,663	6,150	15,710
Samahan Filipino American Performing Arts and Education Center	3,786	–	–
San Diego Air and Space Museum, Inc.	260,820	254,426	347,724
San Diego Archaeological Center	20,983	22,488	32,800
San Diego Art Institute	44,303	40,453	41,025
San Diego Automotive Museum	70,954	46,642	71,620
San Diego Ballet	31,045	39,537	57,974
San Diego Center for Jewish Culture	120,577	116,146	151,632
San Diego Children's Choir	30,195	36,449	50,267
San Diego Chinese Historical Society and Museum	17,503	19,334	21,696
San Diego Civic Youth Ballet	37,803	64,297	64,492
San Diego Dance Theater	32,051	38,785	49,952
San Diego Guild of Puppetry	6,646	8,858	10,541
San Diego Hall of Champions	–	61,012	67,486
San Diego Historical Society	107,574	112,153	107,539
San Diego Junior Theatre	83,306	88,011	102,064
San Diego Master Chorale	12,742	13,324	13,849
San Diego Model Railroad Museum	45,920	47,181	79,386
San Diego Museum Council	13,706	15,565	23,808
San Diego Museum of Art	317,150	290,960	413,486
San Diego Museum of Man	153,536	168,883	285,113
San Diego Musical Theatre	–	31,502	62,349
San Diego Opera Association	260,000	387,862	428,318
San Diego Repertory Theatre	173,717	167,474	196,576

Special Promotional Programs

Special Promotions (Cont'd)

Organization / Program	FY2015 Actual	FY2016 Budget	FY2017 Adopted
San Diego Society of Natural History	358,761	439,409	542,819
San Diego Symphony Orchestra Association	398,575	437,533	543,245
San Diego Theatres, Inc	—	—	137,594
San Diego Watercolor Society	27,104	28,409	34,870
San Diego Winds	3,902	8,994	—
San Diego Women's Chorus	5,839	10,629	10,312
San Diego Writers Ink	13,777	15,125	24,727
San Diego Young Artists Music Academy, Inc.	10,911	10,105	—
San Diego Youth Symphony and Conservatory	89,470	98,264	152,921
Save Our Heritage Organisation	68,488	72,711	118,049
Scripps Ranch Theatre	16,975	20,585	22,863
Sledgehammer Theatre	—	—	3,349
So Say We All	1,713	5,369	8,652
Space 4 Art	9,768	—	—
Spreckels Organ Society	20,308	13,610	30,790
Tap Fever Studios	3,318	5,491	—
The Aja Project	—	28,935	43,632
The New Children's Museum	144,244	165,410	184,669
The PGK Project Inc	9,027	9,544	12,984
Theater & Arts Foundation of San Diego County/La Jolla Playhouse	408,603	414,605	501,560
Timken Museum of Art	112,335	131,892	128,231
Unlimited Jazz Dance Productions/Patricia Rincon Dance Collective	8,167	10,431	—
Villa Musica	33,535	49,938	65,186
Westwind Brass	7,124	6,974	—
Women's Reclamation Project, Inc.	17,417	19,923	21,007
Write Out Loud	7,816	—	—
Young Audiences of San Diego	47,940	56,822	66,881
Youth Philharmonic Orchestra	—	—	2,006
Organizational Support Subtotal	\$ 6,776,466	\$ 8,135,000	\$ 10,153,659
Other			
Commission for Arts and Culture Department	\$ 853,734	\$ 1,056,549	\$ 1,136,983
Mayor/City Council Allocations	416,000	400,000	400,000
Penny for the Arts Blueprint Augmentation	774,854	1,725,938	1,791,230
Public Art Fund	94,135	154,643	596,872
Other Subtotal	\$ 2,138,723	\$ 3,337,130	\$ 3,925,085
TOTAL ARTS, CULTURE, AND COMMUNITY FESTIVALS	\$ 9,844,545	\$ 12,552,130	\$ 15,139,850
CAPITAL IMPROVEMENTS			
Capital Improvements			
Convention Center Complex	\$ 12,560,650	\$ 12,563,450	\$ 12,560,450
Mission Bay Park/Balboa Park Improvements	1,674,737	1,673,526	1,665,941
PETCO Park	11,305,009	11,319,000	9,287,704
QUALCOMM Stadium	4,742,697	4,746,120	4,748,125
Trolley Extension Reserve	1,059,200	1,062,225	1,060,650
Capital Improvements Subtotal	\$ 31,342,293	\$ 31,364,321	\$ 29,322,870
TOTAL CAPITAL IMPROVEMENTS	\$ 31,342,293	\$ 31,364,321	\$ 29,322,870

Special Promotional Programs

Special Promotions (Cont'd)

Organization / Program	FY2015 Actual	FY2016 Budget	FY2017 Adopted
ECONOMIC DEVELOPMENT PROGRAMS			
Citywide Economic Development			
CleanTECH San Diego	\$ 33,750	\$ 60,000	\$ 45,000
CommNexus San Diego	32,250	30,000	–
CyberHive, Inc.	–	–	40,000
EvoNexus (formerly CommNexus San Diego)	–	–	30,000
Hera Labs	–	–	30,000
Horton Plaza Theatre Foundation	435,000	–	–
Maritime Alliance Foundation	25,000	25,000	95,000
Mission Trails Regional Park Foundation, Inc.	57,719	45,000	45,000
Old Town San Diego Chamber of Commerce	–	–	15,000
San Diego Regional Economic Development Corporation	97,225	140,000	–
San Diego Workforce Partnership	50,000	–	–
Sweedish-American Chamber of Commerce	–	15,000	15,000
Citywide Economic Development Subtotal	\$ 730,944	\$ 315,000	\$ 315,000
Economic Development and Tourism Support			
Adams Avenue Business Association	\$ 46,900	\$ 52,753	\$ 56,908
Asian Business Association	25,125	33,611	43,471
Biocom Institute	–	–	56,908
Cabrillo National Monument Inc	–	50,417	56,908
City Heights Community Development Corporation	61,690	52,753	56,908
Greater Golden Hill CDC	28,287	–	–
Greater San Diego Business Association	–	38,736	–
Hosteling International-American Youth Hostels	46,900	60,200	56,908
Japan Society of San Diego and Tijuana	36,180	49,064	53,165
Juma Ventures	–	60,200	–
La Jolla Village Merchants Association, Inc.	46,900	–	–
Little Italy Association	100,240	–	–
North Park Organization of Businesses, Inc.	53,036	–	–
North Park Main Street	–	48,986	52,843
Old Town San Diego Chamber of Commerce	29,064	29,531	–
Otay Mesa Chamber of Commerce	46,900	52,753	56,908
San Diego Diplomacy Council	40,175	45,638	44,714
San Diego East Visitors Bureau	63,451	–	–
South County Economic Development Council	55,573	52,000	56,469
South Park Business Group, Inc.	11,017	13,158	15,414
Travelers Aid Society of San Diego	61,690	60,200	56,908
Urban Corps of San Diego County	–	–	35,568
Veterans Memorial Center, Inc.	37,173	–	–
Economic Development and Tourism Support Subtotal	\$ 790,301	\$ 700,000	\$ 700,000
Other			
Business Expansion, Attraction, and Retention (BEAR)	\$ 487,021	\$ 515,000	\$ 515,000
Economic Development Program Administration	172,978	180,000	180,000
Other Subtotal	\$ 659,998	\$ 695,000	\$ 695,000
TOTAL ECONOMIC DEVELOPMENT PROGRAMS	\$ 2,181,243	\$ 1,710,000	\$ 1,710,000

Special Promotional Programs

Special Promotions (Cont'd)

Organization / Program	FY2015 Actual	FY2016 Budget	FY2017 Adopted
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	\$ 16,387,689	\$ 18,175,248	\$ 20,204,517
Mission Bay Park/Balboa Park Improvements	285,263	451,474	359,059
Convention Center	4,600,343	4,049,543	4,283,543
PETCO Park	2,501,907	1,980,074	3,185,710
QUALCOMM Stadium	5,509,700	6,833,517	8,131,512
Special Events Department	843,829	1,523,928	1,425,982
Trolley Extension Reserve	12,528	9,503	3,000
TOT Administration and Promotional Activities	16,653,915	18,789,215	27,388,250
Safety and Maintenance of Visitor-Related Facilities Subtotal	\$ 46,795,175	\$ 51,812,502	\$ 64,981,573
TOTAL SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES	\$ 46,795,175	\$ 51,812,502	\$ 64,981,573
SUMMARY			
Arts, Culture, and Community Festivals	\$ 9,844,545	\$ 12,552,130	\$ 15,139,850
Capital Improvements	31,342,293	31,364,321	29,322,870
Economic Development Programs	2,181,243	1,710,000	1,710,000
Major Events	150,000	150,000	150,000
Safety and Maintenance of Visitor-Related Facilities	45,167,467	49,232,025	64,981,573
TOTAL SPECIAL PROMOTIONAL PROGRAMS BUDGET	\$ 88,685,548	\$ 95,008,476	\$ 111,304,293

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	FY2015 Actual	FY2016* Budget	FY2017 Adopted
BEGINNING BALANCE AND RESERVES			
Balance from Prior Year	\$ 10,143,594	\$ 7,572,816	\$ 8,346,750
TOTAL BALANCE AND RESERVES	\$ 10,143,594	\$ 7,572,816	\$ 8,346,750
REVENUE			
Charges for Services	\$ 31,064	\$ -	\$ -
Licenses and Permits	64,010	75,000	75,000
Other Revenue	247	-	-
Transient Occupancy Taxes	88,555,213	92,876,240	103,022,585
TOTAL REVENUE	\$ 88,650,534	\$ 92,951,240	\$ 103,097,585
TOTAL BALANCE, RESERVES, AND REVENUE	\$ 98,794,128	\$ 100,524,056	\$ 111,444,335
OPERATING EXPENSE			
Personnel	\$ 655,803	\$ 963,601	\$ 1,082,382
Fringe Benefits	482,860	596,620	606,952
Supplies	16,190	9,832	14,560
Contracts	27,949,038	32,422,825	42,917,187
Information Technology	260,416	456,687	299,679
Energy and Utilities	4,135	3,843	6,162
Other Expenses	210	2,000	2,000
Transfers Out	61,836,106	63,133,545	66,375,371
Capital Expenditures	16,555	-	-
TOTAL OPERATING EXPENSE	\$ 91,221,312	\$ 97,588,953	\$ 111,304,293
TOTAL EXPENSE	\$ 91,221,312	\$ 97,588,953	\$ 111,304,293
BALANCE	\$ 7,572,816	\$ 2,935,103	\$ 140,042
TOTAL BALANCE, RESERVES, AND EXPENSE	\$ 98,794,128	\$ 100,524,056	\$ 111,444,335

* At the time of publication, audited financial statements for Fiscal Year 2016 were not available. Therefore, the Fiscal Year 2016 column reflects final budgeted revenue and expense amounts from the Fiscal Year 2016 Adopted Budget, while the beginning FY 2016 balance amount reflects the audited Fiscal Year 2015 ending balance.