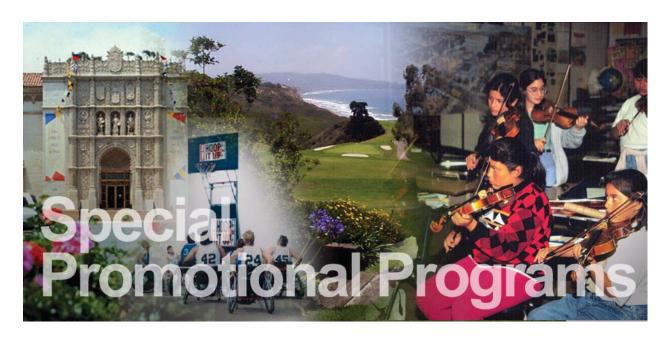




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Description

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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Department Summary

	FY2015 Actual	FY2016 Budget	FY2017 Proposed	F`	Y2016–2017 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	108,891,830		13,883,354
Total Department Expenditures	\$ 89,523,749	\$ 95,008,476	\$ 108,891,830	\$	13,883,354
Total Department Revenue	\$ 88,555,213	\$ 92,876,240	\$ 103,074,544	\$	10,198,304

Transient Occupancy Tax Fund

Department Expenditures

	FY2015 Actual	FY2016 Budget	FY2017 Proposed	F`	Y2016–2017 Change
Arts, Culture, & Community Festivals	\$ 8,896,676	\$ 11,495,581	\$ 12,942,977	\$	1,447,396
Discretionary Funding	-	18,175,248	20,214,909		2,039,661
Economic Development Programs	2,181,243	1,710,000	1,710,000		-
Safety & Maint - Visitor Related Facilities	78,440,405	63,627,647	74,023,944		10,396,297
TOT Admin. & Promotional Activities	5,426	-	-		-
Total	\$ 89,523,749	\$ 95,008,476	\$ 108,891,830	\$	13,883,354

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	2,039,661	-
Penny for the Arts Funding Adjustment to reflect the addition of expenditures for the Penny for the Arts Blueprint allocation.	0.00	1,447,396	-
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	-	10,198,304
Total	0.00	\$ 13,883,354	\$ 10,198,304

Expenditures by Category

. , ,					
	FY2015 Actual	FY2016 Budget	FY2017 Proposed	FY2	2016–2017 Change
	Actual	Duaget	FTOPOSEU		Change
PERSONNEL					
Personnel Cost	\$ 1,775	\$ -	\$ -	\$	-
Fringe Benefits	155	-	-		-
PERSONNEL SUBTOTAL	1,931	-	-		-

Expenditures by Category (Cont'd)

	FY2015 Actual	FY2016 Budget	FY2017 Proposed	FY2016–2017 Change
NON-PERSONNEL				
Supplies	\$ 1,651	\$ -	\$ -	\$ -
Contracts	27,693,029	31,990,153	43,086,584	11,096,431
Other	150	-	-	-
Transfers Out	61,826,989	63,018,323	65,805,246	2,786,923
NON-PERSONNEL SUBTOTAL	89,521,818	95,008,476	108,891,830	13,883,354
Total	\$ 89,523,749	\$ 95,008,476	\$ 108,891,830	\$ 13,883,354

Revenues by Category

	FY2015 Actual	FY2016 Budget	FY2017 Proposed	FY2016–2017 Change
Transient Occupancy Tax	\$ 88,555,213	\$ 92,876,240	\$ 103,074,544	\$ 10,198,304
Total	\$ 88,555,213	\$ 92,876,240	\$ 103,074,544	\$ 10,198,304

Personnel Expenditures

Job	FY201	15 FY20	16	FY2017				
Number Job Title / Wages	Budg	et Budç	get F	Proposed	Sal	ary Range		Total
FTE, Salaries, and Wages Subtotal	5.0	00 6.	.00	6.00			\$	340,494
		FY2015		FY2016		FY2017	FY2	2016–2017
		Actual		Budget		Proposed		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		<u> </u>		·	\$	_		

Special Promotions

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Organization / Program	FY2015 Actual	FY201 Budge		FY2017 Proposed
ARTS, CULTURE, AND COMMUNITY FESTIVALS				
Creative Communities San Diego				
	\$ 48,501	\$ 41,66	0 \$	_
Armed Services YMCA of the U.S.A.	79,366	90,22	9	_
Asian Story Theater	8,481	5,53		_
Balboa Park Cultural Partnership	32,909	70,63		_
BAME Renaissance Community Development Corporation	_	4,53		_
Brazilian Institute for Arts & Culture	_	15,24		_
Cabrillo Festival, Inc.	8,467	5,97		_
California Lawyers for the Arts	_	2,07		_
Capoeira Institute	20,779	_,-,-	_	_
Casa Familiar	10,819	5,44	5	_
College Area Economic Development Corporation	9,626	2, 1 1	_	_
Combat Arts	_	1,96	0	_
contACT Arts	18,655	51,89		_
Council of Philippine American Organizations of San Diego County		21,22	_	_
Culture Shock Dance Troupe	6,787	12,44	3	_
CYT San Diego	-	1,50		_
Discover Pacific Beach	18,179	.,00	_	_
Fern Street Community Arts	-	13,99	3	_
Guitars in the Classroom	2,159	1,97		_
Gaslamp Quarter Association	(11,404)	.,0.	_	_
Hillcrest Business Improvement Association	27,671	20,57	2	_
House of Panama		1,50		_
Indian Fine Arts Academy of San Diego	24,400	21,62		_
Irish Congress of Southern California	_	10,16		_
Italian American Art and Culture Association of San Diego	20,946	17,76		_
Jacobs and Cushman San Diego Food Bank, The	32,909	39,34		_
Jacobs Center for Neighborhood Innovation	(2,436)	14,30		_
Justice Overcoming Boundaries In San Diego County	_	5,46		_
Karama	_	2,86		_
Kiwanis International K08275 Tierrasanta San Diego	_	2,28	8	_
Kalusugan Community Services	15,739		_	_
La Jolla Art & Wine Festival	16,846		_	_
La Maestra Family Clinic	_	3,08	3	_
Linda Vista Multi-Cultural Fair and Parade	9,389	7,88	3	_
Little Italy Association	30,447	25,14	0	_
Little Saigon Foundation	20,885	27,85	1	_
Mariachi Juvenil de San Diego	9,418	19,79	0	_
Mariachi Scholarship Foundation	_	3,10	8	_
Media Heritage, Inc./Filmout San Diego	17,757	15,48	8	_
Musicians for Education	14,961	13,64	1	_
Ocean Beach Merchants Association	29,072	22,65	6	_
Operation Samahan	_	6,21	3	_
Pacific Beach Community Development Corporation	_	15,21	5	_
Pacific Southwest Wildlife Arts, Inc.	12,723		_	_
PASACAT	5,545	5,57	6	_
Point Loma Summer Concerts	17,223	17,36	0	_
Rancho de los Penasquitos Town Council	8,076	7,57	9	_
Rolando Community Council	6,523	5,37	4	_

Organization / Program FY2016 Actual Budget Proposed FY2016 Budget Proposed FY2016 Proposed San Diego Alpha Foundation — 2,288 — San Diego Audubon Society 25,417 14,387 — San Diego City College Foundation 1,758 3,291 — San Diego Earth Day — 25,802 — San Diego Earth Day — 25,802 — San Diego Film Foundation 79,366 62,803 — San Diego LGBT Pride — 90,498 — San Diego Shakespeare Society 6,615 3,021 — San Diego Quilt Show — 5,800 — Sledgehammer Theater — 4,454 — Space 4 Art — 2,732 — The Aja Project 22,791 — — The Son Temps Social Club of San Diego 79,366 108,000 — The Soper Family Foundation 4,905 5,022 — Torsey Pines Kiwanis Foundation 48,427 35,248 — </th
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Diversionary Theatre 49,655 43,877 –
Finest City Performing Arts, Inc./San Diego Gay Men's Chorus 24,155 29,113 –
Flying Leatherneck Historical Foundation 15,851 24,303 –
Gaslamp Quarter Historical Foundation 32,953 – –
Horton Plaza Theater Foundation – 435,000 –
Ion Theater Company – 13,479 –
Japanese Friendship Garden Society of San Diego 77,210 77,467 –
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La Jolla Chapter, SPEBSQSA, Inc. 3,411 3,330 - La Jolla Historical Society 42,248 57,192 - La Jolla Music Society 201,259 212,621 - La Jolla Symphony and Chorus 37,186 39,137 - Lambda Archives of San Diego - 5,924 -
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Special Promotions (Cont a)			
	FY2015	FY2016	FY2017
Organization / Program	Actual	Budget	Proposed
Malashock Dance and Company	43,619	38,254	_
Maritime Museum Association of San Diego	212,839	241,890	_
Media Arts Center San Diego	63,970	72,009	_
Mingei International Museum	192,113	206,153	_
Mojalet Dance Collective	10,676	10,804	_
Mo'olelo Performing Arts Company	28,307	27,540	_
Moxie Theatre	14,847	13,246	_
Museum of Contemporary Arts, San Diego	288,444	387,154	_
Museum of Photographic Arts	143,755	156,558	_
New Americas Museum	_	17,190	_
NTC Foundation	51,339	56,097	_
Old Globe Theatre	431,629	445,829	_
Outside the Lens	9,448	18,136	_
Pacific Arts Movement	61,963	60,650	_
Persian Cultural Center	31,247	35,874	_
PGK Project	9,027	9,544	_
Playwrights Project	34,891	34,741	_
Prophet World Beat Productions	18,894	20,837	_
The Putnam Foundation/Timken Museum of Art	112,335	131,892	_
Reuben H. Fleet Science Center	267,091	278,286	_
SACRA/PROFANA	1,663	6,150	_
Samahan Filipino American Performing Arts and Education Center	3,786	_	_
San Diego Air and Space Museum, Inc.	260,820	254,426	_
San Diego Archaeological Center	20,983	22,488	_
San Diego Art Institute	44,303	40,453	_
San Diego Automotive Museum	70,954	46,642	_
San Diego Ballet	31,045	39,537	_
San Diego Center for Jewish Culture	120,577	116,146	_
San Diego Children's Choir	30,195	36,449	_
San Diego Chinese Historical Society and Museum	17,503	19,334	_
San Diego Civic Youth Ballet	37,803	64,297	_
San Diego Dance Theater	32,051	38,785	_
San Diego Guild of Puppetry	6,646	8,858	_
San Diego Hall of Champions	_	61,012	_
San Diego Historical Society	107,574	112,153	_
San Diego Junior Theatre	83,306	88,011	_
San Diego Master Chorale	12,742	13,324	_
San Diego Model Railroad Museum, Inc.	45,920	47,181	_
San Diego Museum Council	13,706	15,565	_
San Diego Museum of Art	317,150	290,960	_
San Diego Museum of Man	153,536	168,883	_
San Diego Musical Theater	_	31,502	_
San Diego Opera Association	260,000	387,862	_
San Diego Repertory Theatre	173,717	167,474	_
The San Diego Society of Natural History	358,761	439,409	_
San Diego Symphony Orchestra Association, Inc.	398,575	437,533	_
San Diego Watercolor Society	27,104	28,409	_
San Diego Winds	3,902	8,994	_
San Diego Women's Chorus	5,839	10,629	_
San Diego Writers Ink	13,777	15,125	_
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Special Proffictions (Cont a)		EV2045		EV2046		EV2047
Organization / Program		FY2015 Actual		FY2016 Budget		FY2017 Proposed
San Diego Young Artists Music Academy, Inc.		10,911		10,105		Troposcu
San Diego Youth Symphony and Conservatory		89,470		98,264		_
Save Our Heritage Organisation		68,488		72,711		_
Scripps Ranch Theatre		16,975		20,585		_
So Say We All		1,713		5,369		_
Space 4 Art		9,768		3,303		_
Spreckels Organ Society		20,308		13,610		_
Tap Fever Studios		3,318		5,491		_
The Aja Project		0,010		28,935		_
New Children's Museum		144,244		165,410		_
Theater & Arts Foundation of San Diego County/La Jolla		408,603		414,605		_
Playhouse		+00,003		+1+,003		
Unlimited Jazz Dance Productions/Patricia Rincon Dance Collective		8,167		10,431		_
Villa Musica		33,535		49,938		_
Westwind Brass		7,124		6,974		_
Women's History Museum and Educational Center		17,417		19,923		_
Write Out Loud		7,816				_
Young Audiences of San Diego		47,940		56,822		_
Organizational Support Subtotal	\$	6,776,466	\$	· · · · · · · · · · · · · · · · · · ·	\$	8,679,887
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Other	•	050 704	•	4 050 540	•	000 004 1
Commission for Arts and Culture Department	\$	853,734	\$	1,056,549	\$	996,824 ¹
Mayor/City Council Allocations		416,000		400,000		400,000
Penny for the Arts Blueprint Augmentation		774,854		1,725,938		2,553,217
Public Art Fund	Φ.	94,135	•	154,643	Φ.	154,643
Other Subtotal	\$	2,138,723	\$		\$	4,104,684
TOTAL ARTS, CULTURE, AND COMMUNITY FESTIVALS	\$	9,844,545		12,552,130		13,939,801
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		9,500,000
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	\$	29,535,166
TOTAL CAPITAL IMPROVEMENTS	\$	31,342,293	\$	31,364,321	\$	29,535,166
ECONOMIC DEVELOPMENT PROGRAMS						
Citywide Economic Development						
CleanTECH San Diego	\$	33,750	\$	60,000	\$	_
CommNexus San Diego		32,250		30,000		_
Horton Plaza Theatre Foundation		435,000		_		_
Maritime Alliance Foundation		25,000		25,000		_
Mission Trails Regional Park Foundation, Inc.		57,719		45,000		_
San Diego Regional Economic Development Corporation		97,225		140,000		_
San Diego Workforce Partnership		50,000		_		_
Sweedish-American Chamber of Commerce		_		15,000		_
Citywide Economic Development Subtotal	\$	730,944	\$	· · · · · · · · · · · · · · · · · · ·	\$	315,000

Organization / Program FY2015 Actual Budget FY2016 Proposed Economic Development and Tourism Support 46,900 \$ 52,753 \$ - Asian Business Association 25,125 33,811 - Cashal Management Support Asian Business Association 25,125 33,811 - Capatillo National Monument Inc - 50,417 - 50,417 50,418 50,418 50,418 50,418 50,418 50,418 50,418 50,418 - 50,418 50,418 50,418 50,418 50,418 50,418 50,418 50,418 50,418 50,418 50,418 50,418 50,418 50,418 50,418 50,418 - 50	opecial i romotions (oont a)						
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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 \$ 20,214,909 Mission Bay Park/Balboa Park Improvements 285,263 451,474 359,059 Convention Center 4,600,343 4,049,543 4,283,543	TOTAL ECONOMIC DEVELOPMENT PROGRAMS	\$	2,181,243	\$	1,710,000	\$	1,710,000
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 \$ 20,214,909 Mission Bay Park/Balboa Park Improvements 285,263 451,474 359,059 Convention Center 4,600,343 4,049,543 4,283,543	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 \$ 20,214,909 Mission Bay Park/Balboa Park Improvements 285,263 451,474 359,059 Convention Center 4,600,343 4,049,543 4,283,543	Major Events						_
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 \$ 20,214,909 Mission Bay Park/Balboa Park Improvements 285,263 451,474 359,059 Convention Center 4,600,343 4,049,543 4,283,543		\$	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 \$ 20,214,909 Mission Bay Park/Balboa Park Improvements 285,263 451,474 359,059 Convention Center 4,600,343 4,049,543 4,283,543							
Safety and Maintenance of Visitor-Related Facilities Discretionary Transient Occupancy Tax Support to General Fund \$ 16,387,689 \$ 18,175,248 \$ 20,214,909 Mission Bay Park/Balboa Park Improvements 285,263 451,474 359,059 Convention Center 4,600,343 4,049,543 4,283,543	TOTAL MAJOR EVENTS	\$	150,000	\$	150,000	\$	150,000
Safety and Maintenance of Visitor-Related Facilities Discretionary Transient Occupancy Tax Support to General Fund \$ 16,387,689 \$ 18,175,248 \$ 20,214,909 Mission Bay Park/Balboa Park Improvements 285,263 451,474 359,059 Convention Center 4,600,343 4,049,543 4,283,543	SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES	ES					
Discretionary Transient Occupancy Tax Support to General Fund \$ 16,387,689 \$ 18,175,248 \$ 20,214,909 Mission Bay Park/Balboa Park Improvements 285,263 451,474 359,059 Convention Center 4,600,343 4,049,543 4,283,543							
Mission Bay Park/Balboa Park Improvements 285,263 451,474 359,059 Convention Center 4,600,343 4,049,543 4,283,543		¢	16 387 680	Ф	18 175 249	Ф	20 21/ 000
Convention Center 4,600,343 4,049,543 4,283,543		φ		φ		φ	
	·						
FETOO Fair 2,301,307 1,300,074 2,373,414							
QUALCOMM Stadium 5,509,700 6,833,517 8,131,512							
Special Events Department 843,829 1,523,928 1,310,701 Trailey Extension Reserve 2,000							
Trolley Extension Reserve 12,528 9,503 3,000							
TOT Administration and Promotional Activities 16,653,915 18,789,215 28,588,250		¢		¢		¢	
Safety and Maintenance of Visitor-Related Facilities Subtotal \$ 46,795,175 \$ 51,812,502 \$ 65,864,388							
TOTAL SAFETY AND MAINTENANCE OF VISITOR-RELATED \$ 46,795,175 \$ 51,812,502 \$ 65,864,388 FACILITIES		\$	46,795,175	\$	51,812,502	\$	65,864,388

Organization / Program	FY2015 Actual	FY2016 Budget	FY2017 Proposed
SUMMARY			
Arts, Culture, and Community Festivals	\$ 9,844,545	\$ 12,552,130	\$ 13,939,801
Capital Improvements	31,342,293	31,364,321	29,535,166
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	63,556,863
TOTAL SPECIAL PROMOTIONAL PROGRAMS BUDGET	\$ 88,685,548	\$ 95,008,476	\$108,891,830

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.

Revenue and Expense Statement (Non-General Fund)

Transient Occupancy Tax Fund	FY2015 Actual	FY2016 [*] Budget	FY2017 Proposed
BEGINNING BALANCE AND RESERVES			
Balance from Prior Year	\$ 10,143,594	\$ 7,572,816	\$ 8,051,391
TOTAL BALANCE AND RESERVES	\$ 10,143,594	\$ 7,572,816	\$ 8,051,391
REVENUE			
Charges for Current Services	\$ 31,064	\$ _	\$ _
Licenses and Permits	64,010	75,000	75,000
Other Revenue	247	_	_
Transient Occupancy Taxes	88,555,213	92,876,240	103,074,544
TOTAL REVENUE	\$ 88,650,534	\$ 92,951,240	\$ 103,149,544
TOTAL BALANCE, RESERVES, AND REVENUE	\$ 98,794,128	\$ 100,524,056	\$ 111,200,935
OPERATING EXPENSE			
Personnel Expenses	\$ 655,803	\$ 963,601	\$ 977,382
Fringe Benefits	482,860	596,620	579,904
Supplies	16,190	9,832	14,560
Contracts	27,949,038	32,422,825	43,376,134
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	65,943,534
Capital Expenditures	16,555	_	_
TOTAL OPERATING EXPENSE	\$ 91,221,312	\$ 97,588,953	\$ 111,199,355
TOTAL EXPENSE	\$ 91,221,312	\$ 97,588,953	\$ 111,199,355
BALANCE	\$ 7,572,816	\$ 2,935,103	\$ 1,580
TOTAL BALANCE, RESERVES, AND EXPENSE	\$ 98,794,128	\$ 100,524,056	\$ 111,200,935

^{*}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.