

**ATTACHMENT B**



**Visit Newport Beach, Inc. Leisure Marketing (TOT)  
FY2025 and FY2026 Budgets**

	<u>FY 2025</u> <u>6/30/2025</u> Proposed Budget	<u>FY 2026</u> <u>6/30/2026</u> Proposed Budget
<b>Operating Revenue</b>		
<b>Revenue</b>		
41000 - TOT/TBID Income	<u>6,841,939.00</u>	<u>6,980,000.00</u>
<b>Total Revenue</b>	<b><u>6,841,939.00</u></b>	<b><u>6,980,000.00</u></b>
<b>Other Income</b>		
46001 - Interest Income	<u>30,000.00</u>	<u>25,000.00</u>
Total Other Income	<b><u>30,000.00</u></b>	<b><u>25,000.00</u></b>
<b>Total Operating Revenue</b>	<b><u>6,871,939.00</u></b>	<b><u>7,005,000.00</u></b>
<b>Expenses</b>		
<b>Advertising Expenses</b>		
66101 - Advertising	1,170,000.00	1,002,000.00
66121 - Promotional Gift Cards	5,500.00	5,500.00
66202 - Creative Production	346,000.00	295,250.00
67101 - Research	<u>202,900.00</u>	<u>195,000.00</u>
<b>Total Advertising Expenses</b>	<b><u>1,724,400.00</u></b>	<b><u>1,497,750.00</u></b>
<b>Marketing Expenses</b>		
<b>Community Relations</b>		
66212 - Community Sponsorships	150,000.00	150,000.00
67104 - Annual Marketing Outlook Event	200,000.00	190,000.00
67105 - Awards	10,000.00	10,000.00
67107 - Promo Items & Merch	76,000.00	70,000.00
67108 - Company-Sponsored Events	5,000.00	5,000.00
67111 - Community Partnerships	<u>74,000.00</u>	<u>74,000.00</u>
<b>Total Community Relations</b>	<b><u>515,000.00</u></b>	<b><u>499,000.00</u></b>
<b>Event Marketing</b>		
67103 - Community Partner Events	425,000.00	430,000.00
67102 - Christmas Boat Parade	<u>186,000.00</u>	<u>189,000.00</u>
<b>Total Event Marketing</b>	<b><u>611,000.00</u></b>	<b><u>619,000.00</u></b>



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	FY 2025 <u>6/30/2025</u> Proposed Budget	FY 2026 <u>6/30/2026</u> Proposed Budget
<b>Marketing Collateral</b>		
67309 - Business Plan	15,000.00	18,000.00
67311 - Collateral Production Expenses	25,000.00	25,000.00
<b>Total Marketing Collateral</b>	<b><u>40,000.00</u></b>	<b><u>43,000.00</u></b>
<b>Digital Marketing</b>		
67501 - Social Media	100,500.00	102,000.00
67502 - Website Maintenance	14,247.00	14,250.00
67503 - SEO/SEM	165,750.00	167,000.00
67508 - Website Redesign Expenses	53,500.00	54,000.00
66211 - CRM Maintenance & Platform Subscriptions	21,452.00	22,000.00
<b>Total Digital Marketing</b>	<b><u>355,449.00</u></b>	<b><u>359,250.00</u></b>
<b>Communications/Public Relations</b>		
67601 - PR Agency/Tracking/Copywriting	187,400.00	190,000.00
67602 - Media FAM Tours	95,000.00	96,000.00
67605 - Brand Activations & Media Opportunities	333,300.00	333,500.00
67607 - Media Relations & Missions	39,800.00	40,000.00
<b>Total Communications/Public Relations</b>	<b><u>655,500.00</u></b>	<b><u>659,500.00</u></b>
<b>Total Marketing Expenses</b>	<b><u>2,176,949.00</u></b>	<b><u>2,179,750.00</u></b>
<b>International Marketing Initiatives</b>		
67401 - International Brand Activations	150,000.00	120,000.00
67402 - International FAM Tours	20,000.00	20,000.00
67404 - International Travel & Trade Shows	27,500.00	27,500.00
67405 - International Airfare	84,000.00	84,000.00
67406 - International Accommodations	25,000.00	25,000.00
67407 - International Meals	3,500.00	3,500.00
67408 - International Transportation Costs	2,500.00	2,500.00
67409 - International Other Travel Costs	3,000.00	3,000.00
67410 - International Business Meals/Entertainment	4,000.00	4,000.00
67411 - International Promotional Items	3,000.00	3,000.00



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	<b>FY 2025</b>	<b>FY 2026</b>
	<b><u>6/30/2025</u></b>	<b><u>6/30/2026</u></b>
	<b>Proposed Budget</b>	<b>Proposed Budget</b>
67412 - International Brand Events	<u>400,000.00</u>	<u>350,000.00</u>
<b>Total International Marketing Initiatives</b>	<b><u>722,500.00</u></b>	<b><u>642,500.00</u></b>
<b>NB&amp;Company Fees</b>		
68001 - NB&Co Fees	<u>2,648,090.00</u>	<u>2,685,000.00</u>
<b>Total NB&amp;Company Fees</b>	<b><u>2,648,090.00</u></b>	<b><u>2,685,000.00</u></b>
<b>Total Expenses</b>	<b><u>7,271,939.00</u></b>	<b><u>7,005,000.00</u></b>
<b>Utilization of Carryover Cash (not reserve funds)</b>	<b><u>400,000.00</u></b>	<b><u>-</u></b>
<b>Net Income</b>	<b><u>-</u></b>	<b><u>-</u></b>

The Visit Newport Beach TOT contract expires on December 31, 2024. After consulting with General Counsel, who was formerly affiliated with the City, we were advised to prepare a 12-month budget in anticipation of the contract renewal.