ATTACHMENT B



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

Operating Revenue 6/30/2025 6/30/2026 Revenue		FY 2025	FY 2026
Operating Revenue Revenue 41000 - TOT/TBID Income 6,841,939.00 6,980,000.00 Total Revenue 6,841,939.00 6,980,000.00 Other Income 30,000.00 25,000.00 Total Other Income 30,000.00 25,000.00 Total Operating Revenue 6,871,939.00 7,005,000.00 Expenses Advertising Expenses 46011 - Advertising 1,170,000.00 1,002,000.00 66121 - Promotional Gift Cards 5,500.00 5,500.00 6500.00 66202 - Creative Production 346,000.00 295,250.00 67101 - Research 202,900.00 195,000.00 195,000.00 Total Advertising Expenses 1,724,400.00 1,497,750.00 Marketing Expenses 1,724,400.00 190,000.00 66212 - Community Relations 150,000.00 150,000.00 67104 - Annual Marketing Outlook Event 200,000.00 150,000.00 67105 - Awards 10,000.00 70,000.00 67107 - Promo Items & Merch 76,000.00 70,000.00 67108 - Company-Sponsored Events 5,000.00 70,000.00 <th></th> <th>6/30/2025</th> <th>6/30/2026</th>		6/30/2025	6/30/2026
Revenue 6,841,939.00 6,980,000.00 Total Revenue 6,841,939.00 6,980,000.00 Other Income 30,000.00 25,000.00 Total Other Income 30,000.00 25,000.00 Total Other Income 30,000.00 25,000.00 Total Operating Revenue 6,871,939.00 7,005,000.00 Expenses Advertising Expenses 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 202,900.00 195,000.00 Total Advertising Expenses 1,724,400.00 1,497,750.00 Marketing Expenses 66212 - Community Relations 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 74,000.00		Proposed Budget	Proposed Budget
Revenue 6,841,939.00 6,980,000.00 Total Revenue 6,841,939.00 6,980,000.00 Other Income 30,000.00 25,000.00 Total Other Income 30,000.00 25,000.00 Total Other Income 30,000.00 25,000.00 Total Operating Revenue 6,871,939.00 7,005,000.00 Expenses Advertising Expenses 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 202,900.00 195,000.00 Total Advertising Expenses 1,724,400.00 1,497,750.00 Marketing Expenses 66212 - Community Relations 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 74,000.00	Operating Revenue		
Total Revenue 6,841,939.00 6,980,000.00 Other Income 30,000.00 25,000.00 Total Other Income 30,000.00 25,000.00 Total Operating Revenue 6,871,939.00 7,005,000.00 Expenses			
Other Income 46001 - Interest Income 30,000.00 25,000.00 Total Other Income 30,000.00 25,000.00 Total Operating Revenue 6,871,939.00 7,005,000.00 Expenses Advertising Expenses 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 202,900.00 195,000.00 Total Advertising Expenses 1,724,400.00 1,497,750.00 Marketing Expenses 150,000.00 150,000.00 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 74,000.00 74,000.00 Total Community Relations 515,000.00 499,000.00	41000 - TOT/TBID Income	6,841,939.00	6,980,000.00
46001 - Interest Income 30,000.00 25,000.00 Total Other Income 30,000.00 25,000.00 Total Operating Revenue 6,871,939.00 7,005,000.00 Expenses Advertising Expenses 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 202,900.00 195,000.00 Total Advertising Expenses 1,724,400.00 1,497,750.00 Marketing Expenses 5 150,000.00 150,000.00 66212 - Community Sponsorships 150,000.00 150,000.00 170,000.00 67104 - Annual Marketing Outlook Event 200,000.00 190,000.00 170,000.00 70,000.00 67103 - Company-Sponsored Events 5,000.00 70,000.00 74,000.00 74,000.00 74,000.00 Total Community Partnerships 74,000.00 499,000.00 80 80 80 80 90 90 90 90 90 90 90 90	Total Revenue	6,841,939.00	6,980,000.00
Total Other Income 30,000.00 25,000.00 Total Operating Revenue 6,871,939.00 7,005,000.00 Expenses Advertising Expenses 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 202,900.00 195,000.00 Total Advertising Expenses 1,724,400.00 1,497,750.00 Marketing Expenses 5 150,000.00 150,000.00 66212 - Community Sponsorships 150,000.00 150,000.00 170,000.00 67104 - Annual Marketing Outlook Event 200,000.00 190,000.00 170,000.00 67105 - Awards 10,000.00 70,000.00 67105 - Outlook 5,000.00 70,000.00 67105 - Outlook 70,000.00 67105 - Outlook 70,000.00 70,000.00 67105 - Outlook 70,000.00 67101 - Outlook 70,000.00 70,000.00 67101 - Outlook 70,000.00 70,000.00 70,000.00 70,000.00 70,000.00 70,000.00 70,000.00 70,	Other Income		
Expenses Advertising Expenses 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 202,900.00 195,000.00 Total Advertising Expenses 1,724,400.00 1,497,750.00 Marketing Expenses 5 150,000.00 150,000.00 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 67105 - Awards 10,000.00 70,000.00 67108 - Company-Sponsored Events 5,000.00 70,000.00 67101 - Community Partnerships 74,000.00 74,000.00 67111 - Community Partnerships 74,000.00 74,000.00 74,000.00 Event Marketing 515,000.00 499,000.00 67102 - Christmas Boat Parade 186,000.00 189,000.00	46001 - Interest Income	30,000.00	25,000.00
Expenses Advertising Expenses 1,170,000.00 1,002,000.00 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 202,900.00 195,000.00 Total Advertising Expenses 1,724,400.00 1,497,750.00 Marketing Expenses V V Community Relations 150,000.00 150,000.00 66212 - Community Sponsorships 150,000.00 190,000.00 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 74,000.00 74,000.00 Total Community Relations 515,000.00 499,000.00 Event Marketing 67103 - Community Partner Events 425,000.00 430,000.00 67102 - Christmas Boat Parade 186,000.00 189,000.00	Total Other Income	30,000.00	25,000.00
Advertising Expenses I,170,000.00 1,002,000.00 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 202,900.00 195,000.00 Total Advertising Expenses 1,724,400.00 1,497,750.00 Marketing Expenses Community Relations 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 74,000.00 74,000.00 Total Community Relations 515,000.00 499,000.00 Event Marketing 425,000.00 430,000.00 67102 - Christmas Boat Parade 186,000.00 189,000.00	Total Operating Revenue	6,871,939.00	7,005,000.00
Advertising Expenses I,170,000.00 1,002,000.00 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 202,900.00 195,000.00 Total Advertising Expenses 1,724,400.00 1,497,750.00 Marketing Expenses Community Relations 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 74,000.00 74,000.00 Total Community Relations 515,000.00 499,000.00 Event Marketing 425,000.00 430,000.00 67102 - Christmas Boat Parade 186,000.00 189,000.00	Evnonçoe		
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 202,900.00 195,000.00 Total Advertising Expenses Community Relations 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 74,000.00 74,000.00 Total Community Relations 515,000.00 499,000.00 Event Marketing 67103 - Community Partner Events 425,000.00 430,000.00 67102 - Christmas Boat Parade 186,000.00 189,000.00	-		
66121 - Promotional Gift Cards 5,500.00 5,500.00 66202 - Creative Production 346,000.00 295,250.00 67101 - Research 202,900.00 195,000.00 Total Advertising Expenses Marketing Expenses Community Relations 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 74,000.00 74,000.00 Total Community Relations 515,000.00 499,000.00 Event Marketing 67103 - Community Partner Events 425,000.00 430,000.00 67102 - Christmas Boat Parade 186,000.00 189,000.00		1 170 000 00	1 002 000 00
66202 - Creative Production 346,000.00 295,250.00 67101 - Research 202,900.00 195,000.00 Total Advertising Expenses 1,724,400.00 1,497,750.00 Marketing Expenses Community Relations 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 74,000.00 74,000.00 Total Community Relations 515,000.00 499,000.00 Event Marketing 425,000.00 430,000.00 67102 - Christmas Boat Parade 186,000.00 189,000.00	-		
67101 - Research 202,900.00 195,000.00 Total Advertising Expenses 1,724,400.00 1,497,750.00 Marketing Expenses Community Relations 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 74,000.00 74,000.00 Total Community Relations 515,000.00 499,000.00 Event Marketing 425,000.00 430,000.00 67102 - Christmas Boat Parade 186,000.00 189,000.00			
Total Advertising Expenses 1,724,400.00 1,497,750.00 Marketing Expenses Community Relations 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 74,000.00 74,000.00 Total Community Relations 515,000.00 499,000.00 Event Marketing 425,000.00 430,000.00 67102 - Christmas Boat Parade 186,000.00 189,000.00			
Marketing Expenses Community Relations 150,000.00 150,000.00 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 74,000.00 74,000.00 Total Community Relations 515,000.00 499,000.00 Event Marketing 67103 - Community Partner Events 425,000.00 430,000.00 67102 - Christmas Boat Parade 186,000.00 189,000.00			
Community Relations 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 74,000.00 74,000.00 Total Community Relations 515,000.00 499,000.00 Event Marketing 67103 - Community Partner Events 425,000.00 430,000.00 67102 - Christmas Boat Parade 186,000.00 189,000.00		1,724,400.00	1,497,730.00
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 74,000.00 74,000.00 Total Community Relations 515,000.00 499,000.00 Event Marketing 67103 - Community Partner Events 425,000.00 430,000.00 67102 - Christmas Boat Parade 186,000.00 189,000.00			
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 74,000.00 74,000.00 Total Community Relations 515,000.00 499,000.00 Event Marketing 67103 - Community Partner Events 425,000.00 430,000.00 67102 - Christmas Boat Parade 186,000.00 189,000.00	•	150 000 00	150 000 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 74,000.00 74,000.00 Total Community Relations 515,000.00 499,000.00 Event Marketing 67103 - Community Partner Events 425,000.00 430,000.00 67102 - Christmas Boat Parade 186,000.00 189,000.00			
67107 - Promo Items & Merch 76,000.00 70,000.00 67108 - Company-Sponsored Events 5,000.00 5,000.00 67111 - Community Partnerships 74,000.00 74,000.00 Total Community Relations 515,000.00 499,000.00 Event Marketing 67103 - Community Partner Events 425,000.00 430,000.00 67102 - Christmas Boat Parade 186,000.00 189,000.00	•		
67108 - Company-Sponsored Events 5,000.00 5,000.00 67111 - Community Partnerships 74,000.00 74,000.00 Total Community Relations 515,000.00 499,000.00 Event Marketing 425,000.00 430,000.00 67102 - Christmas Boat Parade 186,000.00 189,000.00			
67111 - Community Partnerships 74,000.00 74,000.00 Total Community Relations 515,000.00 499,000.00 Event Marketing 425,000.00 430,000.00 67102 - Christmas Boat Parade 186,000.00 189,000.00			
Total Community Relations 515,000.00 499,000.00 Event Marketing 425,000.00 430,000.00 67102 - Christmas Boat Parade 186,000.00 189,000.00			
Event Marketing 425,000.00 430,000.00 67102 - Christmas Boat Parade 186,000.00 189,000.00			
67103 - Community Partner Events 425,000.00 430,000.00 67102 - Christmas Boat Parade 186,000.00 189,000.00	-	313,000.00	477,000.00
67102 - Christmas Boat Parade 186,000.00 189,000.00	_	425 000 00	430 000 00
	-		
	Total Event Marketing	611,000.00	619,000.00



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

	FY 2025 6/30/2025	FY 2026 6/30/2026
	Proposed Budget	Proposed Budget
Marketing Collateral		
67309 - Business Plan	15,000.00	18,000.00
67311 - Collateral Production Expenses	25,000.00	25,000.00
Total Marketing Collateral	40,000.00	43,000.00
Digital Marketing		
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
Total Digital Marketing	355,449.00	359,250.00
Communications/Public Relations		
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
Total Communications/Public Relations	655,500.00	659,500.00
Total Marketing Expenses	2,176,949.00	2,179,750.00
International Marketing Initiatives		
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



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

	FY 2025	FY 2026
	6/30/2025	6/30/2026
	Proposed Budget	Proposed Budget
67412 - International Brand Events	400,000.00	350,000.00
Total International Marketing Initiatives	722,500.00	642,500.00
NB&Company Fees		
68001 - NB&Co Fees	2,648,090.00	2,685,000.00
Total NB&Company Fees	2,648,090.00	2,685,000.00
Tatal Formana	7 271 020 00	7,005,000,00
Total Expenses	7,271,939.00	7,005,000.00
Utilization of Carryover Cash (not reserve funds)	400,000.00	
Net Income		

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.