

ATTACHMENT B



**Visit Newport Beach, Inc. Leisure Marketing (TOT)
FY2026 Budget**

	FY 2026
	6/30/2026
	Proposed Budget
Operating Revenue	
Revenue	
41001 - TOT Income	7,306,081.00
Total Revenue	7,306,081.00
Other Income	
46001 - Interest Income	25,000.00
46004 - Miscellaneous Income	7,500.00
Total Other Income	32,500.00
Total Operating Revenue	7,338,581.00
Expenses	
Salary and Wages	
61010 - Salaries and Wages	1,295,000.00
61015 - Bonuses and Commissions	140,000.00
61020 - Auto Allowance	18,450.00
61030 - Payroll Tax Expenses	115,000.00
61040 - Accrued PTO Expense	15,000.00
Total Salary and Wages	1,583,450.00
Benefits	
61110 - Medical Insurance	121,000.00
61115 - Benefit Administrative Fees	360.00
61120 - Dental Insurance	6,200.00
61125 - Vision Insurance	1,300.00
61130 - Life and Disability	15,500.00
61140 - Retirement Plan (401k)	110,750.00
61145 - Deferred Annuity	25,000.00
61150 - Flexible Spending Plan	1,750.00
61160 - Employee Engagement Benefit	16,750.00
Total Benefits	298,610.00



Visit Newport Beach, Inc. Leisure Marketing (TOT) FY2026 Budget

FY 2026
6/30/2026
Proposed Budget

General and Administrative Expenses

Operating Expenses

64100 - Office Supplies	8,000.00
64101 - Kitchen Supplies	4,650.00
64110 - Office Equipment Leases	2,870.00
64115 - Office Equipment (non-deprec)	9,000.00
64120 - Equipment Repairs & Maintenance	19,698.00
64125 - Computer Software (non-deprec)	37,015.00
64130 - Voice and Data - Office	10,440.00
64135 - Telephone - Mobile	20,460.00
64140 - Postage	660.00
64145 - Shipping Charges	2,400.00
64150 - Bank Fees	2,200.00
64160 - Membership Dues	48,850.00
64165 - Subscriptions	3,500.00
64170 - Team Meetings	24,000.00
64175 - Governance Meeting Expenses	22,500.00
64180 - Education	41,087.00
64190 - Business Licensing and Fees	750.00
64300 - Depreciation Expense	54,200.00
64600 - Business Meals/Entertainment	7,000.00

Total Operating Expenses	<u>319,280.00</u>
---------------------------------	--------------------------

Office Lease and Expenses

62100 - Office Lease	187,248.00
62110 - Office Repairs and Maintenance	3,780.00
62120 - Offsite Storage	9,030.00

Total Office Lease and Expenses	<u>200,058.00</u>
--	--------------------------

Insurance

63100 - General Liability Insurance	2,185.00
63200 - Workers Compensation Insurance	6,300.00
63300 - Board of Directors Insurance	3,800.00



Visit Newport Beach, Inc. Leisure Marketing (TOT) FY2026 Budget

	FY 2026
	6/30/2026
	Proposed Budget
63400 - Professional Liability Insurance	7,100.00
63500 - Crime Liability Insurance	2,500.00
Total Insurance	21,885.00
Professional Fees	
64205 - Payroll Processing Service	6,120.00
64206 - Independent Contractors	80,000.00
64201 - Audit Fees	35,000.00
64202 - Tax Preparation Fees	6,000.00
64204 - Legal Fees	3,000.00
Total Professional Fees	130,120.00
Travel Expenses	
65100 - Airfare	5,050.00
65200 - Accommodations	12,350.00
65300 - Meals	6,500.00
65400 - Transportation Costs	1,500.00
65405 - Mileage (\$0.70/mile 2025)	750.00
65500 - Other Travel Costs	500.00
Total Travel Expenses	26,650.00
Total General and Administrative	697,993.00
Advertising Expenses	
66101 - Advertising	1,610,177.12
66121 - Promotional Gift Cards	1,000.00
66202 - Creative Production	439,000.00
67101 - Research	268,932.67
Total Advertising Expenses	2,319,109.79
Marketing Expenses	
Community Relations	
67105 - Awards	2,000.00
67107 - Promotional Items	72,400.00



Visit Newport Beach, Inc. Leisure Marketing (TOT) FY2026 Budget

	FY 2026 <u>6/30/2026</u> Proposed Budget
67111 - Community Partnerships	112,500.00
Total Community Relations	186,900.00
Event Marketing	
67103 - Community Partner Events	457,000.00
67102 - Christmas Boat Parade	193,000.00
Total Event Marketing	650,000.00
Marketing Collateral	
67309 - Business Plan	18,000.00
67311 - Collateral Production Expenses	25,000.00
Total Marketing Collateral	43,000.00
Digital Marketing	
67501 - Social Media	156,000.00
67502 - Website Maintenance	29,871.00
67503 - SEO/SEM	49,200.00
66211 - CRM Maintenance & Platform Subscriptions	15,284.00
Total Digital Marketing	250,355.00
Communications/Public Relations	
67601 - PR Agency/Tracking/Copywriting	217,138.00
67602 - Media FAM Tours	60,000.00
67607 - Media Relations	20,000.00
67608 - Media Missions	30,000.00
Total Communications/Public Relations	327,138.00
Total Marketing Expenses	1,457,393.00
International Marketing Initiatives	
67401 - International Brand Activations	200,000.00
67402 - International FAM Tours	15,000.00
67405 - International Airfare	33,000.00
67406 - International Accommodations	50,000.00
67407 - International Meals	3,500.00
67408 - International Transportation Costs	5,000.00



**Visit Newport Beach, Inc. Leisure Marketing (TOT)
FY2026 Budget**

	FY 2026
	<u>6/30/2026</u>
	Proposed Budget
67409 - International Other Travel Costs	3,000.00
67410 - International Business Meals/Entertainment	4,000.00
67411 - International Promotional Items	3,000.00
67412 - International Brand Events	565,525.21
Total International Marketing Initiatives	<u>882,025.21</u>
Sponsorships	
66232 - Hosted Industry Events	100,000.00
Total Sponsorships	<u>100,000.00</u>
Total Expenses	<u>7,338,581.00</u>
Net Income	<u>-</u>