

ATTACHMENT B



Visit Newport Beach, Inc. Leisure Marketing (TOT) FY2021 and FY2022 Budgets

	FY2021 BUDGET	FY2022 BUDGET
Operating Revenue		
Revenue		
41000 - TOT/TBID Income	1,374,884	2,199,814
44000 - Event Hosting Income	3,000	4,800
Total Revenue	1,377,884	2,204,614
46001 - Interest Income	-	-
Total Operating Revenue	1,377,884	2,204,614
Expenses		
Salary and Wages		
61010 - Salaries and Wages	-	-
61030 - Payroll Tax Expenses	-	-
Total Salary and Wages	-	-
Benefits		
61140 - Retirement Plan (401k)	-	-
61150 - Flexible Spending Plan	-	-
Total Benefits	-	-
General and Administrative Expenses		
Operating Expenses		
Operating Expenses		
64100 - Office Supplies	300	420
64101 - Stationary	1,524	2,134
64115 - Office Equipment (non-deprec)	-	-
64120 - Equipment Repairs & Maintenance	-	-
64125 - Computer Software (non-deprec)	7,320	10,248
64130 - Voice and Data - Office	120	168
64145 - Shipping Charges	100	140
64150 - Bank Fees	-	-
64160 - Membership Dues	36,395	50,953
64170 - Team Meetings	1,000	1,400
64175 - Governance Meeting Expenses	8,875	12,425
64190 - Business Licensing and Fees	-	-
64300 - Depreciation Expense	7,100	9,940
64600 - Business Meals/Entertainment	-	-
64610 - Client Gifts	-	-
Total Operating Expenses	62,734	87,828
Insurance		
63100 - General Liability Insurance	-	-
63300 - Board of Directors Insurance	3,650	5,110
Total Insurance	3,650	5,110
Professional Fees		



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64205 - Payroll Processing Service		
64207 - Bloggers	-	-
64201 - Audit Fees	3,000	4,200
64202 - Tax Preparation Fees	1,000	1,400
Total Professional Fees	4,000	5,600
Travel Expenses		
65400 - Transportation Costs	-	-
65405 - Mileage (\$0.535/mile 2017)	-	-
Total Travel Expenses	-	-
Total General and Administrative	70,384	98,538
Advertising Expenses		
66101 - Advertising - Purchased	-	-
66102 - Advertising - Local Events	-	-
66103 - Advertising Promotions - Media	-	-
66104 Advertising Tracking Media	-	-
66202 - Ad Production	-	-
66203 - Creative Design/Development	-	-
66205 - Photography/Video Production	24,132	37,405
Total Advertising Expenses	24,132	37,405
Marketing Expenses		
Community Relations		
67103 - Community Partner Events	-	-
66212 - Community Sponsorships	75,000	116,250
67101 - Research	24,840	38,502
67102 - Christmas Boat Parade	120	186
67105 - Awards	-	-
67107 - Promotional Items	-	-
67108 - Company-Sponsored Events	-	-
67109 - Hospitality Training	-	-
Total Community Relations	99,960	154,938
Marketing Collateral		
67301 - Inspiration Guide	-	-
67302 - Maps	-	-
67303 - Special Interest Collateral	-	-
67311 - Collateral Production Expenses	-	-
67312 - Collateral Distribution	7,200	11,625
Total Marketing Collateral	7,200	11,625
Digital Marketing		
67502 - Website Maintenance	74,132	114,905
67503 - Online Search Advertising	-	-
67504 - Digital Advertising	2,240	3,472
67505 - Online Contests/Promotions	-	-



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67506 - Mobile Application	109,000	168,950
67508 - Website Redesign Expenses	-	-
67511 - Digital Lifestyle Channel Production	-	-
66211 - CRM Maintenance	20,000	31,000
Total Digital Marketing	205,372	318,326
Communications/Public Relations		
67601 - Media Services	12,000	18,600
67602 - Media FAM Tours	-	-
67605 - Media Special Programs	-	-
67607 - Media Relations	-	-
67608 - Digital Assets/Media Library	-	-
Total Communications/Public Relations	12,000	18,600
Total Marketing Expenses	324,532	503,489
International Marketing Initiatives		
67401 - International Brand Awareness Fees	-	-
67402 - International TTI FAM Tours	-	-
67403 - International Promotions	-	-
67404 - International Trade Shows	-	-
67405 - International Airfare	-	-
67406 - International Accommodations	-	-
67407 - International Meals	-	-
67408 - International Transportation Costs	-	-
67409 - International Other Travel Costs	-	-
67410 - International Business Meals/Entertainment	-	-
67412 - International Brand Events	300	-
67413 - International Sales Missions	-	-
Total International Marketing Initiatives	300	-
NB&Company Fees		
68001 - NB&Co Fees	1,389,882	2,154,317
Total NB&Company Fees	1,389,882	2,154,317
Total Expenses	1,809,230	2,793,749
Net Income	(431,346)	(589,134)