

Sonoma County Tourism
Statement of Revenue and Expenditures - Budget vs Actual
From 07/01/2017 through 06/30/2018

	Admin	Travel Trade	Marketing/PR	Business Development	Community Engagement	Total	Budget
REVENUE							
BIA						5,300,032	5,027,854
TOT						3,117,576	3,117,576
Other						95,421	85,530
Total Revenue	0	0	0	0	0	8,513,029	8,230,960
EXPENSES							
Advertising	0	69,961	944,890	141,671	4,731	1,161,253	1,112,550
Client Events, FAM and Entertainment	631	130,945	228,775	215,717	293	576,361	451,601
Travel and Tradeshows	0	140,789	76,026	216,135	0	432,950	713,460
Digital Engagement	0	3,355	558,404	25,768	2,755	590,281	531,900
Organization Tools	0	80	36,227	25,936	0	62,243	77,500
Research	1,274	1,760	248,446	13,958	0	265,438	180,600
Event and Organization Sponsorship	1,205	3,334	196,906	152,611	21,543	375,598	218,729
Memberships	1,904	1,340	30,135	24,520	20	57,919	35,500
Contract Services	18,516	98,385	298,083	53,729	13,491	482,203	448,113
Professional Development & Training	12,886	7,513	4,992	34,091	0	59,482	93,300
Destination Programming	2,593	0	610,142	576	52,565	665,876	655,870
Payroll and Human Resources	710,826	-3,708	9,179	1,966,504	0	2,682,800	3,022,909
Technology	94,099	0	959	27,228	0	122,287	168,585
Offices Supplies and Equipment	45,909	0	191,296	3,030	0	240,236	270,140
Fees and Licenses	183,268	0	0	1,106	0	184,375	175,655
Facilities Expense	305,204	0	0	0	0	305,204	310,457
TOTAL EXPENSES	1,378,315	453,753	3,434,461	2,902,580	95,398	8,264,506	8,466,869
Net Operating Income/(Loss)						248,523	-235,909
Other Expenses	88,468					88,468	93,837
NET INCOME/(LOSS)						160,055	-329,746
Percentage of Total Expenses	18%	5%	41%	35%	1%		