

**Sonoma County Tourism**  
**Statement of Revenue and Expenditures - Budget vs Actual**  
**From 07/01/2018 through 06/30/2019**

	Admin	Travel Trade	Marketing/PR	Business Development	Community Engagement	Total	Budget
<b>REVENUE</b>							
BIA						6,376,961	5,297,870
TOT						2,107,840	2,107,840
Other						135,628	76,580
<b>TOTAL REVENUE</b>	0	0	0	0	0	8,620,429	7,482,290
<b>EXPENSES</b>							
Advertising	0	154,147	1,295,676	169,028	30,474	1,649,326	1,294,000
Client Events, FAM and Entertainment	6,384	90,792	234,368	99,450	4,581	435,574	478,900
Travel and Tradeshows	136	181,898	62,217	153,450	0	397,700	456,881
Digital Engagement	0	770	1,046,811	90,525	6,900	1,145,006	684,700
Organization Tools	0	13,746	50,190	99,459	0	163,394	102,800
Research	1,085	10,300	175,501	0	7,500	194,386	321,800
Event and Organization Sponsorship	0	120	178,380	137,000	55,316	370,816	395,810
Memberships	790	5,760	57,248	5,388	0	69,186	144,160
Contract Services	30,628	138,583	347,896	29,789	11,911	558,807	532,080
Professional Development & Training	60,983	34,735	13,652	14,954	4,006	128,330	171,000
Destination Programming	0	0	115,503	0	154,553	270,056	330,780
Payroll and Human Resources	784,132	372,565	834,463	601,643	0	2,592,803	3,012,960
Technology	122,746	3,629	5,695	8,468	270	140,809	199,189
Offices Supplies and Equipment	55,425	1,367	136,975	2,455	134	196,357	262,608
Fees and Licenses	182,978	0	116	0		183,095	160,414
Facilities Expense	304,223	0	0	0	0	304,223	309,217
<b>TOTAL EXPENSES</b>	1,549,510	1,008,412	4,554,691	1,411,609	275,645	8,799,868	8,857,299
<b>Net Operating Income/(Loss)</b>						-179,439	-1,375,009
<b>Other Expenses</b>	61,941	35,978	76,693	36,659	0	211,271	60,391
<b>NET INCOME/(LOSS)</b>						-390,710	-1,435,400
Percentage of Total Expenses	18%	12%	51%	16%	3%		