

Sonoma County Tourism
Statement of Revenue and Expenditures - Budget vs Actual
From 07/01/2019 through 06/30/2020

	Admin	Travel Trade	Marketing	Business Development	Community Engagement	Public Relations	Total	Budget
REVENUE								
BIA							4,207,935	5,607,275
TOT							1,677,202	2,320,369
Other							187,410	86,225
TOTAL REVENUE	0	0	0	0	0	0	6,072,547	8,013,869
EXPENSES								
Advertising	0	84,710	561,017	92,924	24,400	0	763,051	1,225,200
Client Events, FAM and Entertainment	1,897	58,433	33,282	38,770	3,274	51,793	187,450	342,030
Travel and Tradeshows	306	89,762	41	61,881	25	3,320	155,335	304,077
Digital Engagement	612	3,900	309,668	3,075	6,435	16,307	339,997	511,444
Organization Tools	42,331	0	0	36,037	0	0	78,368	98,300
Research	0	0	211,847	0	0	0	211,847	258,735
Event and Organization Sponsorship	0	21,053	19,369	106,000	28,779	0	175,200	324,090
Memberships	14,212	102	4,517	6,337	7,352	400	32,920	53,730
Contract Services	24,310	83,400	323,123	2,728	11,828	157,648	603,038	672,977
Professional Development & Training	59,129	12,475	14,375	11,134	16,594	2,820	116,527	168,760
Destination Programming	0	0	-5,216	0	110,886	0	105,670	254,885
Payroll and Human Resources	614,251	292,906	588,866	543,141	173,802	182,262	2,395,228	2,930,114
Technology	113,275	5,687	2,433	8,427	823	1,542	132,187	151,930
Offices Supplies and Equipment	17,565	987	74,078	1,610	69	477	94,785	200,121
Fees and Licenses	173,050	0	0	0	0		173,050	202,705
Facilities Expense	289,044	0	0	0	0		289,044	314,735
TOTAL EXPENSES	1,349,982	653,415	2,137,398	912,065	384,267	416,569	5,853,695	8,013,833
Net Operating Income/(Loss)							218,852	36
Other Expenses	46,226	20,543	125,654	7,918	0	0	200,341	77,724
NET INCOME/(LOSS)							18,510	-77,688
Percentage of Total Expenses	23%	11%	37%	15%	6%	7%		