

**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           |
|--------------------------------------|------------------|----------------|------------------|----------------------|----------------------|------------------|------------------|------------------|
| <b>REVENUE</b>                       |                  |                |                  |                      |                      |                  |                  |                  |
| BIA                                  |                  |                |                  |                      |                      |                  | 4,207,935        | 5,607,275        |
| TOT                                  |                  |                |                  |                      |                      |                  | 1,677,202        | 2,320,369        |
| Other                                |                  |                |                  |                      |                      |                  | 187,410          | 86,225           |
| <b>TOTAL REVENUE</b>                 | <b>0</b>         | <b>0</b>       | <b>0</b>         | <b>0</b>             | <b>0</b>             | <b>0</b>         | <b>6,072,547</b> | <b>8,013,869</b> |
| <b>EXPENSES</b>                      |                  |                |                  |                      |                      |                  |                  |                  |
| 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          |
| <b>TOTAL EXPENSES</b>                | <b>1,349,982</b> | <b>653,415</b> | <b>2,137,398</b> | <b>912,065</b>       | <b>384,267</b>       | <b>416,569</b>   | <b>5,853,695</b> | <b>8,013,833</b> |
| <b>Net Operating Income/(Loss)</b>   |                  |                |                  |                      |                      |                  | <b>218,852</b>   | <b>36</b>        |
| <b>Other Expenses</b>                | <b>46,226</b>    | <b>20,543</b>  | <b>125,654</b>   | <b>7,918</b>         | <b>0</b>             | <b>0</b>         | <b>200,341</b>   | <b>77,724</b>    |
| <b>NET INCOME/(LOSS)</b>             |                  |                |                  |                      |                      |                  | <b>18,510</b>    | <b>-77,688</b>   |
| Percentage of Total Expenses         | 23%              | 11%            | 37%              | 15%                  | 6%                   | 7%               |                  |                  |