

Sonoma County Tourism
Statement of Revenue and Expenditures - Budget vs Actual
From 07/01/2020 through 06/30/2021

	Admin	Travel Trade	Marketing	Business Development	Community Engagement	Public Relations	Total	Budget
REVENUE								
BIA							3,643,836	3,653,940
TOT							2,263,883	1,620,348
Other							53,446	41,254
TOTAL REVENUE	0	0	0	0	0	0	5,961,164	5,315,543
EXPENSES								
Advertising	0	4,000	1,121,309	120,810	39,172	0	1,285,291	1,137,270
Client Events, FAM and Entertainment	1,196	946	48,346	11,164	714	28,288	90,653	127,240
Travel and Tradeshows	0	0	928	40,138	0	0	41,066	99,250
Digital Engagement	2,100	0	340,825	70,005	6,691	18,388	438,010	316,110
Organization Tools	30,000	0	0	64,177	0	0	94,177	95,924
Research	7,000	0	139,060	0	0	0	146,060	66,549
Event and Organization Sponsorship	0	8,000	0	1,079	7,678	0	16,757	135,300
Memberships	34,387	0	3,945	2,525	8,046	400	49,303	40,640
Contract Services	25,541	0	94,089	119	4,054	0	123,803	255,468
Professional Development & Training	18,282	0	3,910	779	1,879	219	25,069	114,175
Destination Programming	0	0	0	0	113,764	0	113,764	38,170
Payroll and Human Resources	502,516	-93	504,867	427,632	290,612	203,679	1,929,213	2,131,231
Technology	134,879	0	22	0	0	0	134,901	135,631
Offices Supplies and Equipment	14,047	0	90,489	0	0	58	104,594	124,154
Fees and Licenses	117,391	0	0	0	0		117,391	182,561
Facilities Expense	176,876	0	0	0	0		176,876	310,825
TOTAL EXPENSES	1,064,216	12,853	2,347,790	738,428	472,610	251,031	4,886,928	5,310,496
Net Operating Income/(Loss)							1,074,236	5,046
Other Expenses	30,159						30,159	50,000
NET INCOME/(LOSS)							1,044,076	-44,954
Percentage of Total Expenses	22%	0%	48%	15%	10%	5%		