

Sonoma County Tourism
Statement of Revenue and Expenditures - Budget vs Actual
From 07/01/2021 through 06/30/2022

| | Admin | Travel Trade | Marketing | Business Development | Community Engagement | Public Relations | Total | Budget |
|--------------------------------------|-----------|--------------|-----------|----------------------|----------------------|------------------|------------|-----------|
| REVENUE | | | | | | | | |
| BIA | | | | | | | 6,245,589 | 3,963,694 |
| TOT | | | | | | | 3,824,197 | 1,902,573 |
| Other | | | | | | | 642,399 | 23,382 |
| TOTAL REVENUE | 0 | 0 | 0 | 0 | 0 | 0 | 10,712,185 | 5,889,648 |
| EXPENSES | | | | | | | | |
| Advertising | 0 | 33,842 | 3,158,909 | 89,700 | 33,175 | 0 | 3,315,626 | 1,235,400 |
| Client Events, FAM and Entertainment | 13,062 | 633 | 45,853 | 131,047 | 1,092 | 78,945 | 270,633 | 152,840 |
| Travel and Tradeshow | 0 | 53,911 | 46,074 | 177,625 | 0 | 9,031 | 286,641 | 194,026 |
| Digital Engagement | 5,350 | 0 | 686,782 | 152,744 | 6,713 | 20,116 | 871,704 | 505,451 |
| Organization Tools | 31,750 | 0 | 0 | 73,122 | 0 | 0 | 104,872 | 111,050 |
| Research | 2,400 | 0 | 192,709 | 55,300 | 0 | 0 | 250,409 | 82,300 |
| Event and Organization Sponsorship | 0 | 18,500 | 68,533 | 85,500 | 92,105 | 0 | 264,639 | 135,800 |
| Memberships | 23,867 | 0 | 3,943 | 989 | 12,271 | 791 | 41,861 | 37,263 |
| Contract Services | 34,873 | 13,000 | 444,546 | 85,305 | 3,741 | 0 | 581,465 | 408,850 |
| Professional Development & Training | 93,769 | 4,000 | 55,340 | 5,356 | 9,022 | 25,042 | 192,530 | 140,500 |
| Destination Programming | 129,979 | 0 | 0 | 0 | 201,582 | 0 | 331,561 | 262,498 |
| Payroll and Human Resources | 695,666 | 43,905 | 629,240 | 517,473 | 340,008 | 177,477 | 2,403,770 | 2,315,044 |
| Technology | 160,690 | 0 | 0 | 0 | 0 | 0 | 160,690 | 139,794 |
| Offices Supplies and Equipment | 31,978 | 0 | 28,323 | 0 | 0 | 62 | 60,363 | 70,716 |
| Fees and Licenses | 167,341 | 0 | 0 | 0 | 0 | 0 | 167,341 | 192,022 |
| Facilities Expense | 186,006 | 0 | 0 | 0 | 0 | 0 | 186,006 | 191,542 |
| TOTAL EXPENSES | 1,576,731 | 167,792 | 5,360,253 | 1,374,161 | 699,710 | 311,463 | 9,490,111 | 6,175,096 |
| Net Operating Income/(Loss) | | | | | | | 1,222,074 | -285,448 |
| Other Expenses | 19,153 | 0 | 0 | 0 | 0 | 0 | 19,153 | 38,400 |
| NET INCOME/(LOSS) | | | | | | | 1,202,921 | -323,848 |
| Percentage of Total Expenses | 17% | 2% | 56% | 14% | 7% | 3% | | |