

**Greater Palm Springs Convention & Visitors Bureau**

**Approved Budget**

**Fiscal Year July 1, 2020 - June 30, 2021**

(as of August 2020)

Description	FY 20-21 Approved Budget
<b><u>Funding</u></b>	
Tourism Business Improvement District	\$ 8,684,666
Cities/County Public Funding	1,250,677
Tribal Voluntary	81,133
Partnership	160,000
Advertising & Website Revenues	226,000
Joint Share Partnerships - Tradeshows	33,000
FAM/Event Hosting/Convention Assistance	65,000
Other Sources: Invest Inc., Prepaids, CTA	122,471
Prior Year Rollover Funds	-
Loan Funds	508,000
Reserve Usage	1,650,257
TOTAL	<b><u><u>\$ 12,781,204</u></u></b>
<b><u>Expenses</u></b>	
Labor - Wages	\$ 3,839,306
Labor - Taxes & Benefits	1,205,132
Marketing Production	525,322
Media Placement & Digital Marketing	3,841,948
Collateral Material	48,000
Familiarization Trips	205,000
Tradeshows / Sales Missions	271,754
Travel & Lodging	28,901
Special Promotions & Representation	648,105
Event Hosting	583,059
Research & Development	193,700
IT - Information Technology	97,950
Professional Fees	221,750
Capital Outlay	-
Overhead-Supplies-Utilities-Fees	820,880
Loan Repayment	250,397
TOTAL	<b><u><u>\$ 12,781,204</u></u></b>