

**Greater Palm Springs Convention & Visitors Bureau  
Proposed Budget  
Fiscal Year July 1, 2021 - June 30, 2022**

Ref.	Description	FY 19-20		FY 20-21 Approved Budget	FY 21-22 Proposed Budget	Proposed % of Prior Yr. Budget	Proposed % of FY 19-20 Budget
		Original Budget	Pre-COVID Forecast				
<b><u>Funding</u></b>							
1)	Tourism Business Improvement District	\$ 16,564,668	\$ 16,849,658	\$ 8,684,666	\$ 15,715,761	181.0%	94.9%
2)	Cities/County Funding	2,067,506	2,055,623	1,250,677	1,996,946	159.7%	96.6%
3)	Tribal Voluntary	156,000	157,015	81,133	146,201	180.2%	93.7%
4)	Partnership	282,000	282,000	160,000	205,000	128.1%	72.7%
5)	Advertising & Website Revenues	421,000	433,253	226,000	306,000	135.4%	72.7%
6)	Joint Share Partnerships - Tradeshows	221,625	247,736	33,000	140,735	426.5%	63.5%
7)	FAM/Event Hosting/Convention Assistance	56,500	56,500	65,000	31,500	48.5%	55.8%
8)	Other Sources: Invest Inc., CTA	254,463	225,259	122,471	85,519	69.8%	33.6%
9)	Prior Year Rollover Funds	314,112	807,536	-	-		
10)	Loan Funds	-	-	508,000	-		
11)	Reserve Usage	-	-	1,650,257	200,000	12.1%	
	<b>TOTAL</b>	<b>\$ 20,337,874</b>	<b>\$ 21,114,580</b>	<b>\$ 12,781,204</b>	<b>\$ 18,827,662</b>	<b>147.3%</b>	<b>92.6%</b>
<b><u>Expenses</u></b>							
12)	Labor - Wages	\$ 5,491,234	\$ 5,511,097	\$ 3,839,306	\$ 5,100,090	132.8%	92.9%
13)	Labor - Taxes & Benefits	1,647,444	1,640,278	1,205,132	1,846,033	153.2%	112.1%
14)	Marketing Production	995,900	787,466	525,322	822,939	156.7%	82.6%
15)	Media Placement & Digital Marketing	5,632,940	5,682,207	3,841,948	5,683,376	147.9%	100.9%
16)	Collateral Material	79,600	78,153	48,000	76,400	159.2%	96.0%
17)	Familiarization Trips	506,100	519,603	205,000	291,800	142.3%	57.7%
18)	Tradeshows / Sales Missions	1,130,826	1,242,773	271,754	737,800	271.5%	65.2%
19)	Travel & Lodging	38,100	38,100	28,901	36,000	124.6%	94.5%
20)	Special Promotions & Representation	1,258,195	1,763,490	648,105	1,455,950	224.6%	115.7%
21)	Event Hosting	1,434,574	1,432,881	583,059	713,700	122.4%	49.7%
22)	Research & Development	369,100	389,415	193,700	390,910	201.8%	105.9%
23)	IT - Information Technology	257,190	197,246	97,950	100,200	102.3%	39.0%
24)	Professional Fees	246,798	518,004	221,750	211,750	95.5%	85.8%
25)	Capital Outlay	10,000	10,000	-	200,000		2000.0%
26)	Overhead-Supplies-Utilities-Fees	1,239,872	1,303,867	820,880	1,101,932	134.2%	88.9%
27)	Loan Repayment	-	-	250,397	58,782	23.5%	
	<b>TOTAL</b>	<b>\$ 20,337,874</b>	<b>\$ 21,114,580</b>	<b>\$ 12,781,204</b>	<b>\$ 18,827,662</b>	<b>147.3%</b>	<b>92.6%</b>