

**Visit Greater Palm Springs
Approved Budget
Fiscal Year July 1, 2025 - June 30, 2026**

Ref	Description	2024/2025 Forecast Projection	2024/2025 Approved Budget	2025/2026 Approved Budget	Approved % of Prior Yr. Budget	Approved % of Current Forecast
<u>Funding</u>						
1)	TBID - Hotels	\$ 23,154,292	\$ 22,273,677	\$ 22,764,075	102.2%	98.3%
2)	TBID - Vacation Rentals	3,098,282	2,929,990	3,079,822	105.1%	99.4%
3)	JPA Funding	2,802,134	2,854,821	2,848,884	99.8%	101.7%
4)	City Marketing Partnerships	340,079	380,000	385,533	101.5%	113.4%
5)	Tribal Voluntary	193,697	192,907	195,305	101.2%	100.8%
6)	Partnership Fees	150,000	150,000	180,000	120.0%	120.0%
7)	Advertising & Website Revenues	340,546	336,000	381,000	113.4%	111.9%
8)	Joint Share Partnerships	405,162	148,690	176,400	118.6%	43.5%
9)	Grants	597,767	531,500	140,000	26.3%	23.4%
10)	Investment Income	1,665,480	1,627,825	1,300,041	79.9%	78.1%
11)	Prior Year Rollover Funds	-	1,189,143	1,002,929	84.3%	0.0%
12)	Reserve Usage - Strategic S&M	1,148,000	1,148,000	750,000	65.3%	65.3%
13)	Reserve Usage - Capital Asset	213,817	-	127,000	0.0%	59.4%
	TOTAL	\$ 34,109,256	\$ 33,762,552	\$ 33,330,989	98.7%	97.7%
<u>Expenses</u>						
14)	Labor - Wages	\$ 8,208,168	\$ 7,935,583	\$ 8,116,548	102.3%	98.9%
15)	Labor - Taxes & Benefits	3,610,295	3,216,648	3,585,779	111.5%	99.3%
16)	Marketing Production	681,719	883,400	816,000	92.4%	119.7%
17)	Media Placement & Digital Marketing	8,991,498	9,236,390	9,548,887	103.4%	106.2%
18)	Collateral Material	43,700	87,750	91,260	104.0%	208.8%
19)	Familiarization Trips	1,208,429	1,192,250	1,169,000	98.0%	96.7%
20)	Tradeshows / Sales Missions	1,631,566	1,857,030	2,081,550	112.1%	127.6%
21)	Travel & Lodging	76,035	131,000	108,800	83.1%	143.1%
22)	Special Promotions & Representation	4,149,046	4,129,295	2,569,245	62.2%	61.9%
23)	Event Hosting	1,689,838	1,754,800	1,932,800	110.1%	114.4%
24)	Research & Development	436,151	738,550	644,926	87.3%	147.9%
25)	IT - Information Technology	140,965	169,500	176,000	103.8%	124.9%
26)	Professional Fees	566,130	651,340	639,880	98.2%	113.0%
27)	Capital Outlay	213,837	153,000	127,000	83.0%	59.4%
28)	Overhead-Supplies-Utilities-Fees	1,458,950	1,626,015	1,723,314	106.0%	118.1%
	TOTAL	\$ 33,106,327	\$ 33,762,552	\$ 33,330,989	98.7%	100.7%
	Surplus (Deficit)	1,002,929	0	0		