

Pleasant Hill Tourism Improvement District
Budget
 January through December 2018

	Jan - Dec 18
<u>Income</u>	
Beginning balance from 2017	\$228,681
Hotel assessment	\$632,000
Total Income	\$860,680.65
<u>Expenses</u>	
City fee	\$12,640
Chamber TID management fee	\$113,760
HUB scope of work proposal	\$125,500
Stay Pleasant Hill Ambassador	\$45,000
Social meda management	\$20,000
Sponsorships	\$20,000
Membership	\$4,000
Miscellaneous	\$100
Entertainment meals	\$500
Postage	\$200
<u>Production costs</u>	
Website hosting	\$2,500
Collaterals	\$23,500
Booth build	\$12,000
Merchandise	\$30,000
Photo & Video assets	\$10,000
<u>Media buys</u>	
Blues and Brews	\$12,500
Art, Wine & Music	\$15,000
Summer campaign	\$24,000
Fall campaign	\$25,500
Digital advertising	\$38,000
City planning assessment	\$45,000
Visit California	\$10,000
<u>Travel</u>	
Sales trips/trade shows/registration, etc.	\$15,000
Total Expenses	604,700
Net Income	255,981

**Pleasant Hill Tourism Improvement District
Budget
January through December 2018**

Stev

Income

Beginning balance from 2017

Hotel assessment

Payments received in February, May, August and November

Total Income

Expenses

City fee

2%

Chamber TID management fee

18%

HUB scope of work proposal

Stay Pleasant Hill Ambassador

To be hired in March/April

Social media management

Sponsorships

Membership

Destination management organization and PH Chamber me

Miscellaneous

Entertainment meals

Postage

Production costs

Website hosting

Collaterals

20,000 walking maps/15,000 visitor guides

Booth build

High end cost for a 10x10 booth

Merchandise

High end cost since we have no inventory

Photo & Video assets

Media buys

Blues and Brews

Based on average spent on promotion in Walnut Creek and

Art, Wine & Music

Summer campaign

Fall campaign

Digital advertising

City planning assessment

Visit California

Travel

Sales trips/trade shows/registration, etc.

Travel expenses to shows, FAM and PR travel

Total Expenses

Net Income