Visit Temecula Valley
Temecula Tourism Business Improvement District
2020 - 2025 Budget 5 -Year Forecast

	Budget Mar'20 - Feb'21	%	Budget Mar'21 - Feb'22	%	Budget Mar'22 - Feb'23	%	Budget Mar'23 - Feb'24	%	Budget Mar'24 - Dec'25**	%	Total 5-Year Forecast *	%
Advertising/Marketing	$ 1,376,000	80%	$ 1,396,640	80%	$ 1,424,573	80%	$ 1,445,941	80%	$ 1,229,050	80%	$ 6,872,205	80%
Operations	$ 223,600	13%	$ 226,954	13%	$ 231,493	13%	$ 234,965	13%	$ 199,721	13%	$ 1,116,733	13%
County Fees	$ 34,400	2%	$ 34,916	2%	$ 35,614	2%	$ 36,149	2%	$ 30,726	2%	$ 171,805	2%
Contingency/Renewal	$ 86,000	5%	$ 87,290	5%	$ 89,036	5%	$ 90,371	5%	$ 76,816	5%	$ 429,513	5%
Projected Revenue	**$ 1,720,000**	**100%**	**$ 1,745,800**	**100%**	**$ 1,780,716**	**100%**	**$ 1,807,427**	**100%**	**$ 1,536,313**	**100%**	**$ 8,590,256**	**100%**
			1.5%		2.0%		1.5%		2.0%			

*Forecast years 2021 - 2025 moderate to slow growth based on new inventory and shared economy (Vacation Rentals)
**10 month budget to change TID district tocorporate fiscal year

Visit Temecula Valley
SOUTHERN CALIFORNIA
WINE COUNTRY

Visit Temecula Valley
Total Estimated TID 2020 Budget
TID Fund - Restricted

	Mar 20	Apr 20	May 20	June 20	July 20	Aug 20	Sept 20	Oct 20	Nov 20	Dec 20	Jan-21	Feb-21	Mar '20 - Feb '21
Funding	$ 146,684	$ 145,900	$ 174,049	$ 184,410	$ 154,523	$ 147,283	$ 137,076	$ 151,201	$ 136,142	$ 115,422	$ 111,579	$ 115,730	$ 1,720,000
Total Income	$ 146,684	$ 145,900	$ 174,049	$ 184,410	$ 154,523	$ 147,283	$ 137,076	$ 151,201	$ 136,142	$ 115,422	$ 111,579	$ 115,730	$ 1,720,000
Expense													
Advertising-Marketing	$ 91,790	$ 105,094	$ 139,178	$ 144,231	$ 122,414	$ 113,771	$ 113,720	$ 124,303	$ 107,961	$ 93,029	$ 81,885	$ 85,848	$ 1,323,224
Report Services	$ 17,225	$ 9,730	$ 2,345	$ 6,500	$ 3,880	$ 1,975	$ 350	$ 500	$ 1,975	$ -	$ 650	$ -	$ 45,130
Event Hosting	$ 5,650	$ 1,100	$ 150	$ 7,150	$ 150	$ 1,800	$ 150	$ 550	$ 150	$ 2,300	$ 150	$ 7,150	$ 26,450
Total FAM Tours/Site Visits	$ 5,561	$ 3,416	$ 3,916	$ 1,416	$ 1,416	$ 1,416	$ 1,416	$ 3,616	$ 2,566	$ 416	$ -	$ 832	$ 25,987
Promotional Items	$ 1,260	$ 710	$ 835	$ 710	$ 710	$ 710	$ 1,375	$ 710	$ 1,410	$ 460	$ -	$ 710	$ 9,600
Trade Show Participation	$ 2,100	$ 2,100	$ -	$ -	$ -	$ 5,200	$ -	$ -	$ -	$ -	$ 8,200	$ -	$ 17,600
Travel & Entertainment	$ 2,838	$ 3,340	$ 3,215	$ 920	$ 2,373	$ 1,555	$ 415	$ 1,393	$ 1,315	$ -	$ 1,655	$ 1,513	$ 20,532
Office Supplies	$ 600	$ 600	$ 600	$ 600	$ 3,600	$ 600	$ 600	$ 600	$ 600	$ 600	$ 600	$ 600	$ 10,200
Personnel Costs	$ 3,654	$ 3,751	$ 4,788	$ 3,654	$ 3,751	$ 4,271	$ 3,654	$ 3,751	$ 4,788	$ 3,654	$ 3,751	$ 4,271	$ 47,736
Printing	$ 1,837	$ 1,970	$ 1,970	$ 1,970	$ 1,970	$ 1,970	$ 1,970	$ 1,970	$ 1,970	$ 1,970	$ 1,670	$ 1,805	$ 23,042
Professional Fees	$ 4,634	$ 4,618	$ 7,681	$ 7,889	$ 4,791	$ 4,646	$ 4,442	$ 4,724	$ 4,423	$ 4,009	$ 3,932	$ 4,015	$ 59,804
Operating Cost	$ 9,397	$ 9,332	$ 9,232	$ 9,232	$ 9,330	$ 9,230	$ 8,845	$ 8,945	$ 8,845	$ 8,845	$ 8,947	$ 8,847	$ 109,027
Total Expenses	$ 146,684	$ 145,900	$ 174,049	$ 184,411	$ 154,524	$ 147,283	$ 137,076	$ 151,201	$ 136,142	$ 115,422	$ 111,579	$ 115,730	$ 1,720,000