

Anaheim VCB
 Garden Grove TID Budget
 2017-2018



Statement of Expense Summary - Marketing	Statement of Expense Summary - Convention Sales
Budget Highlights Marketing	Budget Highlights- Convention Sales
Brand Advertising	Solicitation, Travel, Promotions
Industry Partnerships	Client Events
Research	Sports Anaheim Development
Collateral (Sales Tools)	Exhibits Attend
Exhibiting	Restricted Reserves to host Industry Conventions
Promotion & Travel	Subsidy to offset costs for groups
Web Development - Technology	Destination Site Manager
Co-Op Promotions	Sports Specialist changed to Sports Events Mgr
	Sports Coordinator
Salaries & Related Costs	Salaries & Related Costs
Total Marketing Expense	Total Convention Sales Expense
	\$1,302,600
Total GG TID	\$1,863,600