

Anaheim VCB
 Garden Grove TID Budget
 2018-2019



Statement of Expense Summary - Marketing		Statement of Expense Summary - Convention Sales	
Budget Highlights Marketing		Budget Highlights- Convention Sales	
Brand Advertising	\$ 50,000.00	Solicitation, Travel, Promotions	\$ 120,000.00
Industry Partnerships	\$ 58,000.00	Client Events	\$ 155,000.00
Research	\$ 16,000.00	Sports Anaheim Development	\$ 40,000.00
Collateral (Sales Tools)	\$ 11,000.00	Exhibits Attend	\$ 55,000.00
Exhibiting	\$ 12,000.00	Restricted Reserves to Host Ind. Conventions (IPW)	\$ 279,000.00
Promotion & Travel	\$ 42,000.00	Subsidy to offset costs for groups	\$ 290,000.00
Web Development - Technology	\$ 32,000.00	Convention Sales Manager	X
Co-Op Promotions	\$ 26,000.00		
Salaries & Related Costs	\$ 270,506.00	Salaries & Related Costs	\$ 485,000.00
Total Marketing Expense	\$ 517,506.00	Total Convention Sales Expense	\$ 1,424,000.00
Total VCB		\$ 1,941,506.00	