

**Anaheim VCB
Garden Grove TID Budget
2019-2020**



Statement of Expense Summary - Marketing		Statement of Expense Summary - Convention Sales	
Budget Highlights - Marketing		Budget Highlights - Convention Sales	
Brand Advertising	\$ 50,000	Solicitation, Travel, Promotions	\$ 125,000
Industry Partnerships	\$ 58,000	Client Events	\$ 155,000
Research	\$ 16,000	Sports Anaheim Development	\$ 40,000
Collateral (Sales Tools)	\$ 11,000	Exhibits Attend	\$ 55,000
Exhibiting	\$ 12,000	Restricted Reserves to Host Industry Events	\$ 250,000
Promotion & Travel	\$ 42,000	Subsidy to offset costs for groups	\$ 300,000
Web Development - Technology	\$ 35,000	Meeting Sales Manager, Eastern Region	X
Co-Op Promotions	\$ 25,000	Meeting Sales Manager, Midwest	X
Content Director	X	Sports Development Manager	X
Social Media Specialist	X		
Salaries & Related Costs	\$ 275,506	Salaries & Related Costs	\$ 502,768
Total Marketing Expense	\$ 524,506	Total Convention Sales Expense	\$ 1,427,768
Total GGTID	\$ 1,952,274	Total Expense	\$ 1,952,274