

Anaheim VCB
Garden Grove TID Budget
2020-2021



Statement of Expense Summary - Marketing		Statement of Expense Summary - Convention Sales	
Budget Highlights - Marketing		Budget Highlights - Convention Sales	
Brand Advertising	\$ 25,000	Solicitation, Travel, Promotions	\$ 70,000
Industry Partnerships	\$ 25,000	Client Events	\$ 85,000
Research	\$ 10,000	Sports	\$ 15,000
Collateral (Sales Tools)	\$ 65,000	Exhibits Attend	\$ 30,000
Exhibiting	\$ 5,000	Restricted Reserves to Host Industry Events	\$ 125,000
Promotion & Travel	\$ 15,000	Subsidy to offset costs for groups	\$ 150,000
Web Development - Technology	\$ 25,000	BI Director	X
Co-Op Promotions	\$ 15,000		
Salaries & Related Costs	\$ 115,000	Salaries & Related Costs	\$ 225,000
Total Marketing Expense	\$ 300,000	Total Convention Sales Expense	\$ 700,000
		Total Expense	\$ 900,000