

**Anaheim VCB
Garden Grove TID Budget
2021-2022**



Statement of Expense Summary - Marketing		Statement of Expense Summary - Convention Sales	
Budget Highlights - Marketing		Budget Highlights - Convention Sales	
Brand Advertising	\$ 15,000	Solicitation, Travel, Promotions	\$ 65,000
Industry Partnerships	\$ 30,000	Client Events	\$ 75,000
Research	\$ 7,500	Sports Anaheim Development	\$ 30,000
Collateral (Sales Tools)	\$ 10,000	Exhibits Attend	\$ 20,000
Exhibiting	\$ 12,000	Restricted Reserves to Host Industry Events	\$ 125,000
Promotion & Travel	\$ 22,500	Subsidy to offset costs for groups	\$ 150,000
Web Development - Technology	\$ 15,000	* Destination Services Specialist	
Co-Op Promotions	\$ 10,000	* Meeting Sales Manager, Northern California	
		* Sports Sales Manager	
		* Sales/Service/Partnership Coordinator	
Salaries & Related Costs	\$ 75,000	Salaries & Related Costs	\$ 285,000
Total Marketing Expense	\$ 197,000	Total Convention Sales Expense	\$ 750,000
		*NEW HIRES PLANNED FOR 2021	
Total GGTID	\$ 947,000	Total Expense	\$ 947,000