

**Anaheim VCB
Garden Grove TID Budget
2016-2017**



Statement of Expense Summary - Marketing		Statement of Expense Summary - Convention Sales	
Budget Highlights Marketing		Budget Highlights- Convention Sales	
Brand Advertising	\$150,875	Solicitation, Travel, Promotions	\$190,327
Industry Partnerships	\$92,875	Client Events	\$305,327
Research	\$47,875	Sports Development	\$112,327
Collateral (Sales Tools)	\$45,875	Exhibits Attend	\$118,327
Exhibiting	\$46,875	Restricted Reserves to host Industry Conventions	\$305,327
Promotion & Travel	\$75,875	Subsidy to offset costs for groups	\$385,327
Web Development - Technology	\$64,875	Senior Sales Director (Restructured from VP Meeting Sales position)	X
Co-Op Promotions	\$58,875	Sales Manager/DC (Dividing DC/East Region into 2 Mgr. positions)	X
Convention Marketing Manager	X	Sales Manager/East (Dividing DC/East Region into 2 Mgr. positions)	X
Digital Marketing Specialist	X	Sports Specialist	X
Content Marketing Manager	X		
Total Marketing Expense	\$584,000	Total Convention Sales Expense	\$1,416,960
Total GGTID			\$2,000,960