

## 2018-19 Budget Cycle Funding Allocation

### Measure A

	Measure A 17-18	Measure A 18-19	YOY \$ Change	YOY % Change
Wages & Payroll Taxes	\$ 834,594.00	\$ 956,289.95	\$ 121,695.95	15%
Employee Benefits	\$ 108,000.00	\$ 120,000.00	\$ 12,000.00	11%
Overhead	\$ 170,360.00	\$ 183,660.00	\$ 13,300.00	8%
Marketing	\$ 882,895.00	\$ 766,810.05	\$ (116,084.95)	-13%
Sales	\$ 415,550.00	\$ 417,000.00	\$ 1,450.00	0%
Communications	\$ 222,350.00	\$ 220,000.00	\$ (2,350.00)	-1%
<b>Total Expenses</b>	<b>\$ 2,633,749.00</b>	<b>\$ 2,663,760.00</b>	<b>\$ 30,011.00</b>	<b>1%</b>
Projected Revenue	\$ 2,480,000.00	\$ 2,443,900.00	\$ (36,100.00)	-1%

### TBID

	TBID 17-18	TBID 18-19	YOY \$ Change	YOY % Change
Wages & Payroll Taxes	\$ -	\$ -	\$ -	0%
Employee Benefits	\$ -	\$ -	\$ -	0%
Overhead	\$ 105,800.00	\$ 90,000.00	\$ (15,800.00)	-15%
Marketing	\$ 5,947,290.71	\$ 4,564,140.00	\$ (1,383,150.71)	-23%
Sales	\$ 175,000.00	\$ 114,000.00	\$ (61,000.00)	-35%
Communications	\$ 48,050.00	\$ 40,000.00	\$ (8,050.00)	-17%
<b>Total Expenses</b>	<b>\$ 6,276,140.71</b>	<b>\$ 4,808,140.00</b>	<b>\$ (1,468,000.71)</b>	<b>-23%</b>
Projected Revenue	\$ 5,290,000.00	\$ 4,528,000.00	\$ (762,000.00)	-14%
Recommended TBID reserve for 2018-19		\$ 500,000.00		

### Combined - Overall Budget

	Combined 17-18	Combined 18-19	YOY \$ Change	YOY % Change
Wages & Payroll Taxes	\$ 834,594.00	\$ 956,289.95	\$ 121,695.95	15%
Employee Benefits	\$ 108,000.00	\$ 120,000.00	\$ 12,000.00	11%
Overhead	\$ 276,160.00	\$ 273,660.00	\$ (2,500.00)	-1%
Marketing	\$ 6,830,185.71	\$ 5,330,950.05	\$ (1,499,235.66)	-22%
Sales	\$ 590,550.00	\$ 531,000.00	\$ (59,550.00)	-10%
Communications	\$ 270,400.00	\$ 260,000.00	\$ (10,400.00)	-4%
Total Expenses	<b>\$ 8,909,889.71</b>	<b>\$ 7,471,900.00</b>	<b>\$ (1,437,989.71)</b>	<b>-16%</b>
Projected Revenue	\$ 7,770,000.00	\$ 7,471,900.00	\$ (298,100.00)	-4%
Projected shortfall	\$ (1,139,889.71)	\$ -	\$ 1,139,889.71	