

Visit Santa Ynez Valley

Prepared February 2015

Line Item Account	2013 Budget	2014 Budget	2015
			(6mo @2.00 & 6mo @ \$2.50) Budget
Source of Funds			
Tourism Business Improvement District	607,897.00	619,000.00	708,750.00
Other	36,576.00	58,748.00	90,000.00
Total Source of Funds	644,473.00	677,748.00	798,750.00
Use of Funds			
Personnel Costs	76,665.00	134,897.00	148,633.00
Special Projects and Promotions	105,757.00	49,500.00	60,000.00
Advertising/Marketing	413,749.00	290,429.00	395,841.00
Travel and Meetings	28,562.00	16,472.00	28,000.00
Operations	7,333.00	32,868.00	15,948.00
Facilities and Equipment	4,347.00	5,330.00	5,400.00
Education	23,946.00	928.00	20,000.00
Contract Services	14,670.00	155,593.00	91,951.00
Total Use of Funds	675,029.00	686,017.00	765,773.00
Net Financial Impact	(30,556.00)	(8,269.00)	32,977.00