

**ARROYO GRANDE TOURISM BUSINESS IMPROVEMENT DISTRICT  
(AGTBID) ADVISORY BOARD**

**AGENDA REPORT**

**TO: AGTBID Advisory Board**  
**FROM: Jocelyn Brennan, President/CEO, South County Chambers of Commerce**  
**MEETING OF: April 22, 2019**  
**SUBJECT: Consideration of Preliminary FY 2019-20 Budget for AGTBID**

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**RECOMMENDATION**

That the AGTBID Advisory Board review the preliminary FY 2019-20 Budget for AGTBID and forward a recommendation to the City Council for final approval.

**BACKGROUND**

The AGTBID Advisory Board is responsible for developing an annual preliminary budget detailing anticipated expenditures and submitting the preliminary budget to City Council for approval.

**DISCUSSION**

A preliminary budget is attached for the Board's review and recommendation to City Council.

The preliminary budget is based on the FY 2018-19 approved budget and can be modified based on the Board's projections of expenses in FY 2019-20.

Due to the absence of a marketing firm in FY 2017-18, the AGTBID currently has an estimated fund balance of \$275,000. In order to continue the momentum of the Board's tourism marketing efforts and to fund anticipated additional marketing opportunities, staff is recommending the Board approve the preliminary budget including a recommendation to City Council to appropriate \$46,800 from the fund balance into the AGTBID FY 2019-20 operating budget.

Attachments:

1. Approved FY 2018-19 AGTBID Budget
2. Preliminary FY 2019-20 AGTBID Budget

**FY 2018-19 AGTBID Budget (approved by City Council 5/22/18)**

REVENUES	
Revenue Source	Amount
TBID Assessments	\$ 200,900
Interest	\$ 800
Chamber contribution	5,000
City contribution	5,000
<b>Total Revenue</b>	<b>\$ 211,700</b>

EXPENDITURES			
Activity	Amount	Activity	Amount
<b>Advertising</b>	\$ 67,000	<b>Membership &amp; Subscriptions</b>	
Consultant Services	32,000	CCTC	\$ 500
Miscellaneous	10,000	Misc	5,000
Sub-total Advertising	<b>\$ 109,000</b>	Sub-total Membership & Subs.	<b>\$ 5,500</b>
<b>Services &amp; Supplies</b>		<b>Public Relations</b>	
Website Maintenance	\$ 7,000	Sponsorships	\$ 55,000
City - administrative	3,000	Events	10,000
Chamber - Contract admin.	30,000	Sub-total Public Relations	<b>\$ 65,000</b>
Misc. contractual services	13,000		
Supplies	2,500		
Sub-total Services & Supplies	<b>\$ 55,500</b>	<b>Total Expenditures</b>	<b>\$ 235,000</b>

## Preliminary FY 2019-20 AGTBID Budget

REVENUES	
Revenue Source	Amount
TBID Assessments	\$ 200,900
Interest	\$ 800
Chamber contribution	5,000
City contribution	5,000
<b>Total Revenue</b>	<b>\$ 211,700</b>

*Estimated Fund Balance for FY 2019-20 is \$275,000*

EXPENDITURES			
Activity	Amount	Activity	Amount
<b>Tourism Marketing</b>	\$165,000	<b>Public Relations &amp; Sponsorships</b>	\$60,000
		<i>Includes:</i>	
<b>Services</b>		<i>Sponsorship Opportunities \$43,100</i>	
City - administrative	\$3,000		
Chamber - Contract admin.	\$30,000	<b>Membership</b>	
<b>Sub-total Services &amp; Supplies</b>	<b>\$33,000</b>	Central Coast Tourism Council	\$500
		<b>Total Expenditures</b>	<b>\$258,500</b>