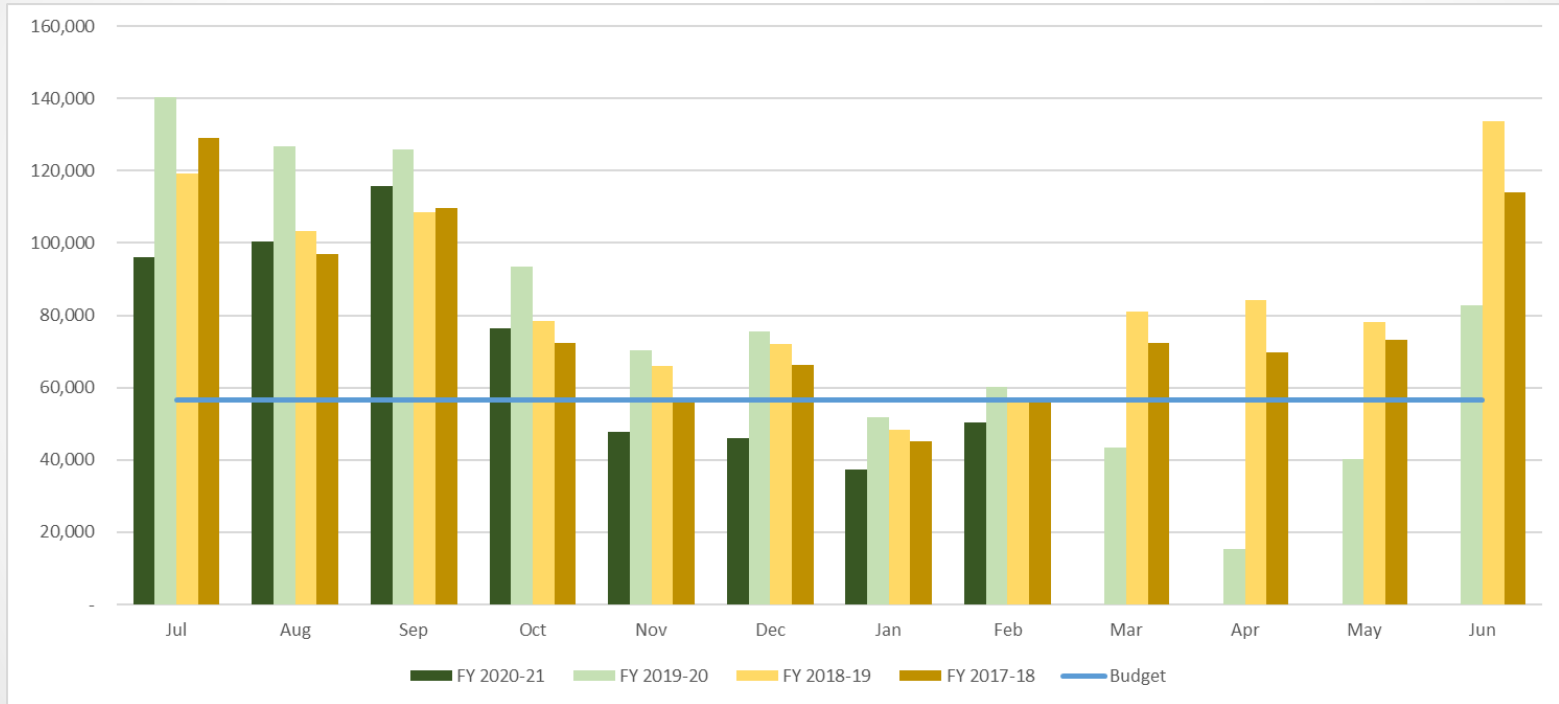
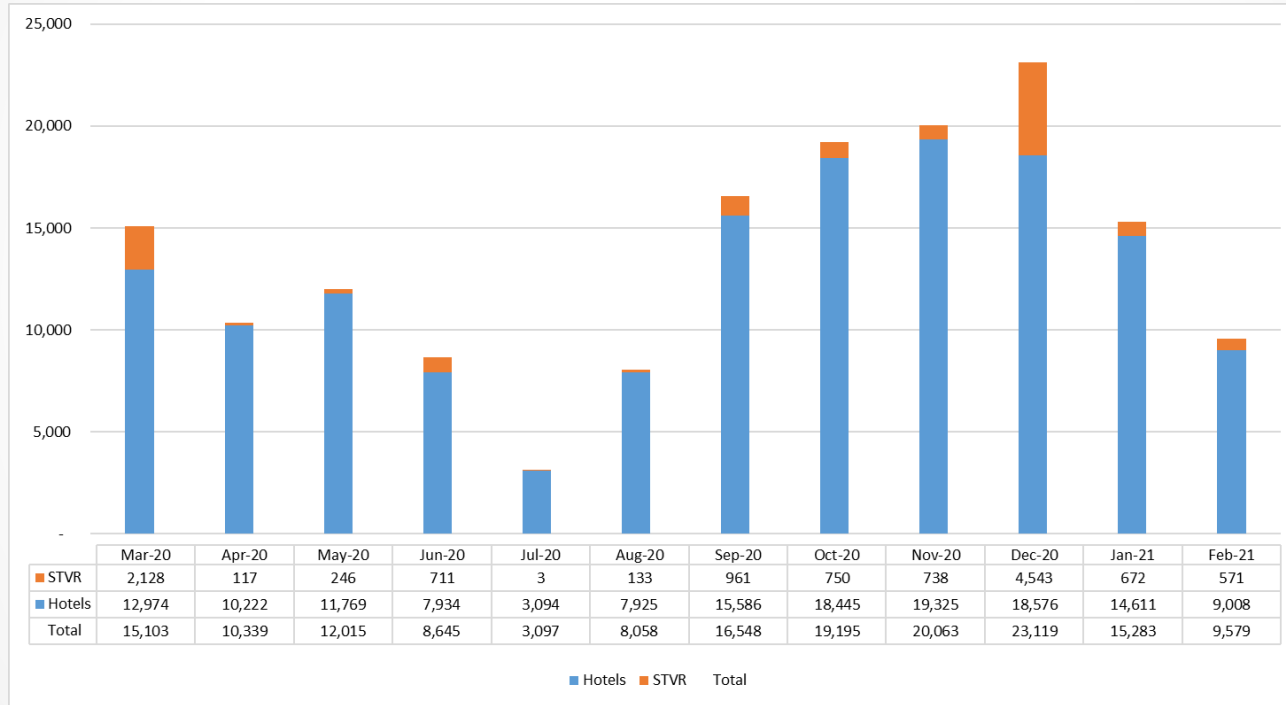


TOT Revenue by Fiscal Year



TBID Revenue Trend by Hotel/STVR



Fund 240-TBID Financials

Fund Center - Tourism Business Improvement District (TBID)

FY 2020-21

YTD Actuals through February

(February-67% of Year)

	YTD February	% of Budget	Budget FY 2020-21	Fav/(Unfav) Variance	Comments
Revenue					
TBID Assessments	103,918	103.9%	100,000	3,918	Assessments for July - Feb
Other Revenue	-	0.0%	5,500	(5,500)	
Total Revenue	103,918	98.5%	105,500	(1,582)	
Expenditures:					
Advertising	61,129	36.7%	166,500	105,371	Verdin charges, SCCC directory
Contractual Services	24,000	47.5%	50,500	26,500	July -Feb Chamber payments
Memberships & Subscriptions	425	85.0%	500	75	Central Coast Tourism Council
Public Relations	-	0.0%	10,000	10,000	
Transfers out	-	0.0%	3,000	3,000	City Admin Cost
Total Expenditures	85,554	37.1%	230,500	144,946	
Change in Fund Balance	18,364		(125,000)	143,364	

Beginning Fund Balance	308,375
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Ending Fund Balance	326,739
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