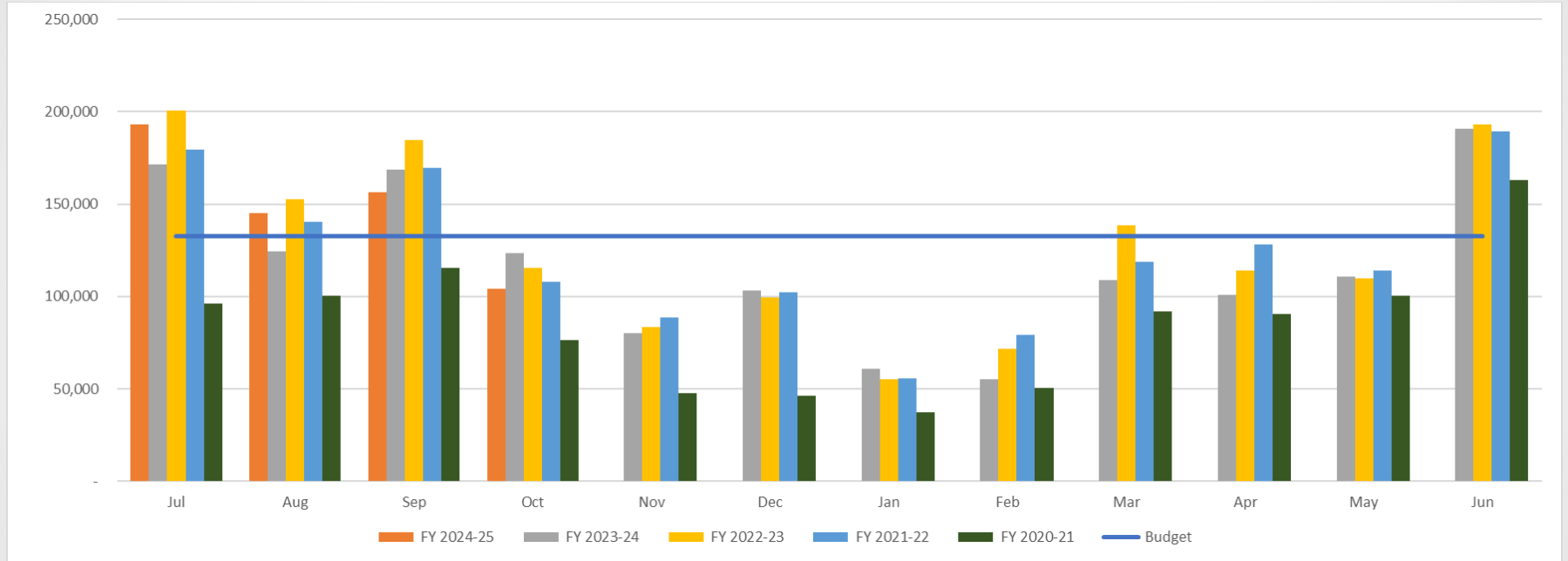
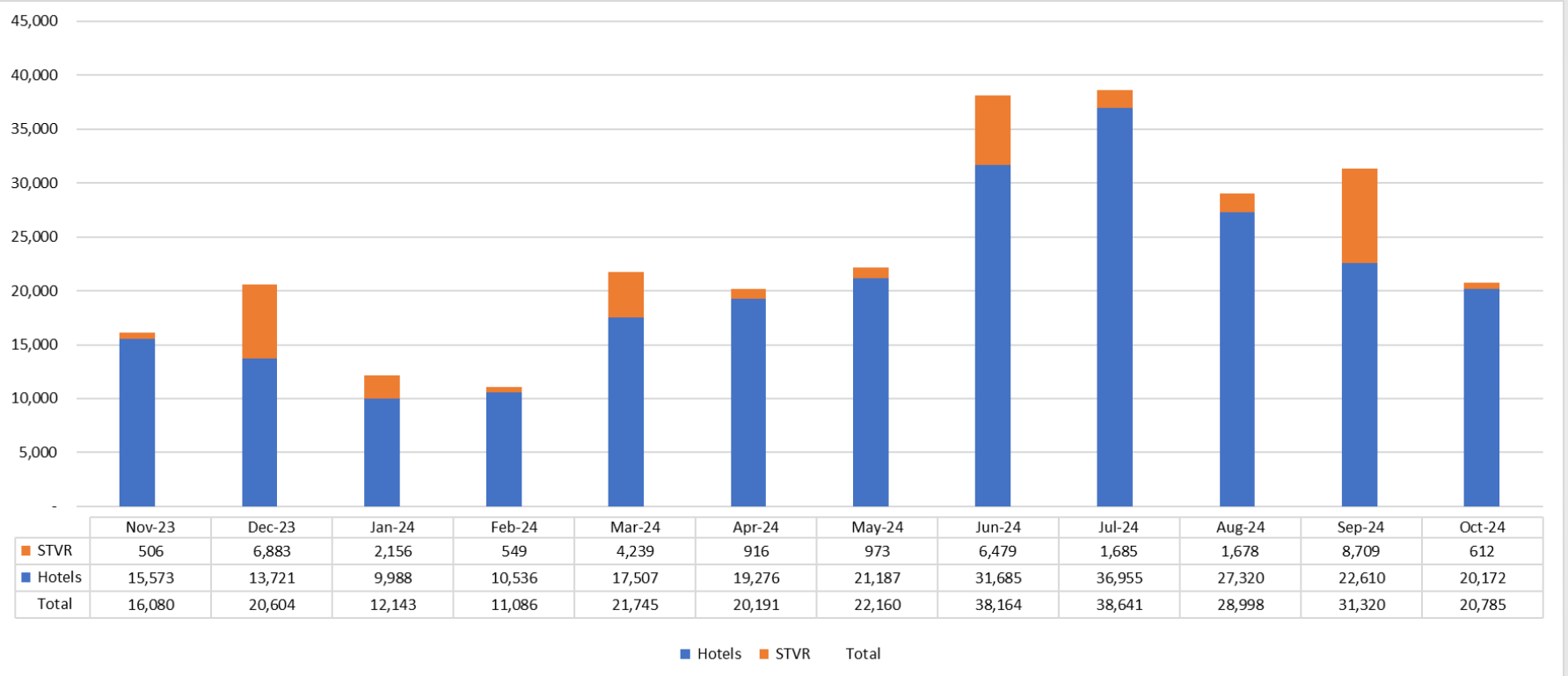


TOT Revenue by Fiscal Year



TBID Revenue Trend by Hotel/STVR



City of Arroyo Grande

Tourism Business Improvement District (TBID)

FY 2024-25 Year-to-Date (YTD) Actuals

Revenue	FY 2022-23 Actuals	FY 2023-24 Unaudited Actuals	FY 2024-25 Adopted Budget	YTD October
TBID Assessments	\$ 303,626	\$ 281,764	\$ 318,270	\$ 119,743
Interest	4,078	17,990	750	7,789
Total Revenue	\$ 307,704	\$ 299,754	\$ 319,020	\$ 127,532

Expenditures	FY 2022-23 Actuals	FY 2023-24 Unaudited Actuals	FY 2024-25 Adopted Budget	YTD November
Advertising				
Marketing Services	\$ 196,254	\$ 218,340	\$ 250,000	\$ 46,542
Photo/Video Assets	11,595	1,890	25,000	7,750
Promotional Product	-	600	5,000	-
Website	16,695	-	-	-
Travel and Trade Shows	-	-	7,500	-
Coop Advertising	-	14,400	50,000	23,650
Sub-total Advertising	\$ 224,544	\$ 235,230	\$ 337,500	\$ 77,942

Contractual Services				
Chamber - Contract admin.	\$ 44,500		\$ -	\$ -
STR Compliance Annual Support	-	11,350	11,350	11,350
Sub-total Contractual Services	\$ 44,500	\$ 11,350	\$ 11,350	\$ 11,350

Membership & Subscriptions				
CCTC	\$ -	\$ 475	\$ 500	\$ 475
Sub-total Membership & Subs.	\$ -	\$ 475	\$ 500	\$ 475

Public Relations				
Event Sponsorships	\$ -	\$ 1,000	\$ 50,000	\$ 8,500
Influencers	-	-	10,000	-
Sub-total Public Relations	\$ -	\$ 1,000	\$ 60,000	\$ 8,500

Services & Supplies				
City - administrative	\$ 3,000	\$ 45,000	\$ 45,000	\$ 15,000
Supplies/Domains	-	-	2,500	-
Vacation rental code compliance	5,004	5,004	5,000	1,668
Sub-total Services & Supplies	\$ 8,004	\$ 50,004	\$ 52,500	\$ 16,668

Total Expenditures	\$ 277,048	\$ 298,059	\$ 461,850	\$ 114,935
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Ending Fund Balance	\$ 436,489	\$ 438,184	\$ 295,354	\$ 450,782
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