



Big Bear Visitors Bureau / TBID Budget

Fiscal Year 4/1/21 - 3/31/22

MOUNTAIN LAKE ESCAPE

	\$ Amount	Total \$ Amount	% of Budget
Marketing			
Digital Marketing	\$625,000		21%
Traditional Marketing	\$420,000		14%
Public Relations	\$100,000		3%
Visitor Center	\$240,000		8%
		\$1,385,000	46%
Events			
Create, Expand, Promote, & Manage Events	\$250,000		8%
Event Grant Fund	\$400,000		13%
Marketing of Events by Marketing Dept	\$150,000		5%
		\$800,000	27%
Tourism Impact Mitigation Fund		\$150,000	5%
Tourism Related Improvements		\$150,000	5%
Total TBID Marketing		\$2,485,000	83%
Contingency	\$100,000		3%
Administration and Operations	\$360,000		12%
Collection of TBID Assessments by City	\$30,000		1%
Annual Audit of TBID	\$25,000		1%
Total Fiscal Year 2021/22 Budget		\$3,000,000	100%