## Big Bear Visitors Bureau / TBID Budget
Fiscal Year 4/1/21 - 3/31/22

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