

# VISIT SANTA BARBARA

## **Executive Committee Meeting**

**Thursday, January 9, 2025, from 8:00 am – 9:00 am**

Location: Visit Santa Barbara  
(500 E Montecito Street, Santa Barbara, CA 93103)

### **MISSION**

**We inspire overnight travel to the Santa Barbara South Coast in order to enhance the community's economy and quality of life.**

### **DESTINATION VISION**

**Santa Barbara is a distinctly beautiful place where travelers come from around the world for a personal experience of relaxation, enjoyment and inspiration.**

### **AGENDA**

#### **Action Items**

- |   |                              |
|---|------------------------------|
| <b>1. Call to Order</b>   | <b>Tom Patton</b>            |
| <b>2. Antitrust Compliance</b>  | <b>Tom Patton</b>            |
| <b>3. Public Comment- Includes items on the agenda and not on the agenda</b><br>(3 minutes per member of the public)  | <b>Members of the Public</b> |
| <b>4. Approval of Minutes, Agenda &amp; Financials</b><br>Recommended Action: Approve minutes for the November 14, 2024 meeting, agenda for January 9, 2025 meeting and November 2024 Financial Report as presented by Dan Glaeser. | <b>Tom Patton</b>            |

#### **Discussion Items**

- |  |                           |
|--|---------------------------|
| <b>5. Resident Sentiment Study</b><br>Presentation of findings from the recent Resident Sentiment Study. Discuss possible communications strategies using these results to stakeholders. | <b>James Minton</b>       |
| <b>6. Annual Report to City Council</b><br>Provide an update on the annual presentation to Santa Barbara City Council, scheduled for February 4, 2025.                                   | <b>Kathy Janega-Dykes</b> |
| <b>7. Business Conditions in the Hospitality Industry</b><br>Discussion of 2025 communication strategy regarding lodging and non-lodging business conditions.                            | <b>Tom Patton</b>         |
| <b>8. Tourism Business Improvement District Assessment</b><br>Review of the current TBID assessment model.   | <b>Tom Patton</b>         |
| <b>9. Good of the Order</b><br>Recommendation: This portion of the meeting is reserved for the Executive Committee to make recommendations for future Executive Committee agenda items.  | <b>Tom Patton</b>         |

# VISIT SANTA BARBARA

## 10. Adjourn

Tom Patton

**Next Board Meeting:** Thursday, January 16, 2025 at 8:30 am at the Visit Santa Barbara office

**Next Executive Committee Meeting:** Thursday, February 13, 2025

**NOTICE TO PUBLIC:** You are welcome and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comments on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Committee. The Agenda provides a general description and staff recommendations; however, the Committee may take action other than what is recommended.

**BROWN ACT NOTICE:** Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Jennifer Reyes at 805-966-9222 at least 48 hours prior to the meeting.

### **ANTITRUST COMPLIANCE POLICY**

*It is the policy of Visit Santa Barbara to fully comply with the antitrust laws of the United States and the State of California. In order to assure full compliance, the following policies and procedures are to be followed by all employees and members of the Bureau and by representatives of any members of the Bureau.*

*At any meeting of the membership of VSB or any committees of VSB, or at any meeting where any employee of VSB is present or where VSB is in any way involved, there shall be no discussion of the following:*

- A. Prices or rates for hotel or motel rooms, food and beverage, transportation, sightseeing, or other services or facilities of members, including but not limited to prices or rates to be charged to convention groups, tour groups or tour operators, including off-season prices or discounts;*
- B. Changes or proposed changes in the prices or rates of hotel or motel rooms, food and beverage, transportation, sightseeing, or other services offered to customers of the hotel and motel industry;*
- C. Formulas, procedures, or means for the establishment and determination of prices, rates, discounts, terms, and conditions or rental;*
- D. Plans of individual members covering increases or reductions in capacity or distribution or marketing of particular products or services.*
- E. Restrictions on legal advertising or promotional activities.*
- F. Matters relating to actual or potential suppliers or customers that might have the effect of excluding them from any market or of influencing others not to deal with them.*

# VISIT SANTA BARBARA

## **Meeting Minutes** **FY 2024-2025 Executive Committee** **Thursday, November 14, 2024**

Attending: Tom Patton, Dan Glaeser, Rick Fidel, Michael Cohen, Chris Cline  
Absent: Rebecca Anderson  
Quorum: Quorum was met with 5 of 6 committee members attending  
Staff: Kathy Janega-Dykes, Janet Ames, Jennifer Reyes, James Minton  
Location: Visit Santa Barbara (500 E. Montecito Street, Santa Barbara, CA 93103)

### **1. Call to Order**

Tom Patton called the Executive Committee meeting to order at 8:06 AM.

### **2. Antitrust Compliance**

It is the policy of Visit Santa Barbara to fully comply with the antitrust laws of the United States.

### **3. Public Comment**

No public comment.

### **4. Approval of Agenda for November 17, Minutes for September 17, and September 2024 Financial Reports**

Dan Glaeser presented the September 2024 financials and noted that cash is up. Dan reviewed the income statement and indicated that revenue was up. There will be fluctuations in salaries due to maternity leaves and future staffing changes in the coming months with the departure of the Leisure Sales Manager position. The committee emphasized the need for a conservative approach due to winter uncertainties in the market.

Tom Patton called for a motion to approve the Agenda for November 17, Minutes for September 17, and September 2024 Financial Reports. Chris Cline moved to approve; Michael Cohen seconded; and the motion was passed unanimously.

### **5. Review of November 5 Election Results**

Tom Patton reviewed the outcomes of the Santa Barbara County elections which included the approved TOT increases, sales tax increases and the impacts on tourism. The committee emphasized the importance of a strategic plan for future budget increases and the potential for an increase in TBID revenue to align with industry needs. Maintaining strong relationships with hotel property owners is important to support the industry.

### **6. VSB and Chamber Contract**

Tom Patton provided the Executive Committee with background of Visit Santa Barbara's relationship with the Chamber of Commerce and its project-based funding operations. Tom Patton discussed how funding has helped the Chamber maintain stability and quality services through projects that align with industry goals.

### **7. Good of the Order**

Chris Cline provided an overview of the November 13 Sales Advisory Committee meeting and noted the positive and transparent conversations discussed amongst committee members. It was mentioned that Warren Nocon, Chairman of the Sales Advisory Committee emphasized the importance of organizing General Manager meetings to foster collaboration and communication within the industry.

# VISIT SANTA BARBARA

## 8. Adjourn

With no other business, the meeting adjourned at 9:15 AM.

Minutes approved by:

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Rebecca Anderson, Secretary  
Visit Santa Barbara

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Date

**Visit Santa Barbara**  
**Balance Sheet**  
As of November 30, 2024

Accrual Basis

**ASSETS**

**Current Assets**

**Checking/Savings**

Board Designated Reserve	854,116.00	284,373.00	569,743.00	200.35%
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**Operating Funds**

1100 - American Riviera Checking	210,951.80	182,348.39	28,603.41	15.69%
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1105 - American Riviera PR Checking	66,574.52	68,597.85	-2,023.33	-2.95%
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1106 - American Riviera Money Market	0.00	-7.71	7.71	100.0%
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1107 - ICS Money Market	1,540,056.58	981,845.10	558,211.48	56.85%
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1108 - American Riviera MM	0.00	33,978.63	-33,978.63	-100.0%
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1113 - Pacific Premier MM	5,071.71	0.00	5,071.71	100.0%
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1109 - MBT Money Market	27,011.42	26,997.92	13.50	0.05%
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1111 - MBT CD	289,222.65	228,996.07	60,226.58	26.3%
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1110 - Pacific Premier Bank CD	265,720.96	253,423.56	12,297.40	4.85%
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1112 - Pacific Premier CDAR	200,000.00	0.00	200,000.00	100.0%
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Board Designated Reserve (shown above)	-854,116.00	-284,373.00	-569,743.00	-200.35%
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Total Operating Funds	1,750,493.64	1,491,806.81	258,686.83	17.34%
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Total Checking/Savings	2,604,609.64	1,776,179.81	828,429.83	46.64%
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**Accounts Receivable**

1210 - Accounts Receivable - TBID	1,629,806.97	1,960,550.88	-330,743.91	-16.87%
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1200 - Accounts Receivable	7,893.00	14,700.00	-6,807.00	-46.31%
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Total Accounts Receivable	1,637,699.97	1,975,250.88	-337,550.91	-17.09%
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**Other Current Assets**

1310 - Prepaid Expenses	247,699.49	344,655.49	-96,956.00	-28.13%
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1320 - Pre-Pd Insurance	4,605.29	4,032.24	573.05	14.21%
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1335 - Montecito Lease ROU Current P	83,223.39	80,792.51	2,430.88	3.01%
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1336 - VC Lease ROU Current Portion	10,965.25	10,641.59	323.66	3.04%
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1337 - Canon Lease ROU Current Portion	5,692.28	0.00	5,692.28	100.0%
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1350 - Pledged in-kind VC Current	45,883.38	44,529.00	1,354.38	3.04%
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Total Other Current Assets	398,069.08	484,650.83	-86,581.75	-17.87%
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Total Current Assets	4,640,378.69	4,236,081.52	404,297.17	9.54%
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**Fixed Assets**

1673 - Construction in Progress	0.00	82,311.18	-82,311.18	-100.0%
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1672 - Leasehold Improvements	346,646.02	153,672.00	192,974.02	125.58%
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1670 - Furniture & Equipment	492,594.68	444,004.85	48,589.83	10.94%
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1671 - Accumulated Depreciation	-497,135.84	-441,914.50	-55,221.34	-12.5%
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Total Fixed Assets	342,104.86	238,073.53	104,031.33	43.7%
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**Other Assets**

1750 - Pledged in-kind use of VCtr	197,917.98	243,801.00	-45,883.02	-18.82%
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1755 - ROU Asset - Montecito St.	675,127.72	759,355.11	-84,227.39	-11.09%
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1760 - ROU Asset - VC	206,984.79	219,048.70	-12,063.91	-5.51%
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1765 - ROU Canon Copier	15,785.70	0.00	15,785.70	100.0%
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Total Other Assets	1,095,816.19	1,222,204.81	-126,388.62	-10.34%
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TOTAL ASSETS	6,078,299.74	5,696,359.86	381,939.88	6.71%
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**Visit Santa Barbara**  
**Balance Sheet**  
As of November 30, 2024

Accrual Basis

**LIABILITIES & EQUITY**

**Liabilities**

**Current Liabilities**

Accounts Payable	687,673.01	567,837.91	119,835.10	21.1%
Credit Cards	46,535.23	35,961.09	10,574.14	29.4%
<b>Other Current Liabilities</b>				
2135 - Accrued Expenses	7,294.16	7,116.66	177.50	2.49%
2140 - Accrued Payroll	82,801.07	81,184.37	1,616.70	1.99%
2115 - Accrued Vacation	137,351.43	121,119.44	16,231.99	13.4%
2145 - Deferred Income	250,208.31	157,277.49	92,930.82	59.09%
2155 - Payroll Liabilities	301.00	484.88	-183.88	-37.92%
2220 - SBA Loan - Current Portion	5,210.00	7,740.00	-2,530.00	-32.69%
2230 - Montecito Lease ROU Liab Curr	82,351.83	79,920.95	2,430.88	3.04%
2240 - VC Lease ROU Liab Curr	10,965.25	10,641.59	323.66	3.04%
2241 - Canon Lease ROU Curr	5,692.28	0.00	5,692.28	100.0%

<b>Total Other Current Liabilities</b>	<b>582,175.33</b>	<b>465,485.38</b>	<b>116,689.95</b>	<b>25.07%</b>
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<b>Total Current Liabilities</b>	<b>1,316,383.57</b>	<b>1,069,284.38</b>	<b>247,099.19</b>	<b>23.11%</b>
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**Long Term Liabilities**

2250 - SBA Loan	276,619.46	282,135.07	-5,515.61	-1.96%
2265 - Lease Liability - Montecito St.	668,953.75	752,309.58	-83,355.83	-11.08%
2270 - Lease Liability - VC	206,984.79	219,048.70	-12,063.91	-5.51%
2275 - Lease Liability - Copier	15,785.70	0.00	15,785.70	100.0%

<b>Total Long Term Liabilities</b>	<b>1,168,343.70</b>	<b>1,253,493.35</b>	<b>-85,149.65</b>	<b>-6.79%</b>
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<b>Total Liabilities</b>	<b>2,484,727.27</b>	<b>2,322,777.73</b>	<b>161,949.54</b>	<b>6.97%</b>
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**Equity**

3925 - Board Designated Reserve	854,116.00	284,373.00	569,743.00	200.35%
3940 - Pledged in-kind use of VC	243,801.36	288,330.00	-44,528.64	-15.44%
3900 - Retained Earnings	1,289,316.83	1,766,605.68	-477,288.85	-27.02%
Net Income	1,206,338.28	1,034,273.45	172,064.83	16.64%

<b>Total Equity</b>	<b>3,593,572.47</b>	<b>3,373,582.13</b>	<b>219,990.34</b>	<b>6.52%</b>
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<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>6,078,299.74</b>	<b>5,696,359.86</b>	<b>381,939.88</b>	<b>6.71%</b>
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**Visit Santa Barbara**  
**Profit & Loss Budget vs Actual**  
**November 2024**

Accrual Basis

	Nov 24	Budget	\$ Over Budget	% of Budget	Jul - Nov 24	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
<b>Ordinary Income/Expense</b>									
<b>Income</b>									
<b>4000 - TBID INCOME</b>									
4010 - City of Santa Barbara	393,438.00	368,052.00	25,386.00	106.9%	2,794,938.99	2,561,161.00	233,777.99	109.13%	5,205,427.00
4015 - City of Goleta	179,531.00	171,741.00	7,790.00	104.54%	1,124,046.10	1,101,127.00	22,919.10	102.08%	2,341,420.00
4020 - County of Santa Barbara	170,321.00	138,128.00	32,193.00	123.31%	1,225,144.31	1,080,151.00	144,993.31	113.42%	2,091,247.00
<b>Total 4000 - TBID INCOME</b>	<b>743,290.00</b>	<b>677,921.00</b>	<b>65,369.00</b>	<b>109.64%</b>	<b>5,144,129.40</b>	<b>4,742,439.00</b>	<b>401,690.40</b>	<b>108.47%</b>	<b>9,638,094.00</b>
4030 - City of Santa Barbara Funds	79,167.00	79,167.00	0.00	100.0%	395,833.00	395,833.00	0.00	100.0%	950,000.00
4040 - County of Santa Barbara Funds	6,276.00	6,276.00	0.00	100.0%	31,380.00	31,381.00	-1.00	100.0%	75,316.00
<b>4050 - PRIVATE SOURCE INCOME</b>									
4051 - Co-Op Advertising	9,538.63	11,010.00	-1,471.37	86.64%	42,225.31	55,050.00	-12,824.69	76.7%	132,115.00
4052 - Co-Op Sales	1,500.00	4,602.00	-3,102.00	32.6%	18,500.00	23,010.00	-4,510.00	80.4%	55,230.00
4055 - Interest Income	1,273.01	2,333.00	-1,059.99	54.57%	10,533.82	11,666.00	-1,132.18	90.3%	28,000.00
4060 - Membership Dues	12,026.23	9,833.00	2,193.23	122.31%	55,249.38	49,166.00	6,083.38	112.37%	118,000.00
4065 - Membership Meetings	0.00	0.00	0.00	0.0%	374.89	1,000.00	-625.11	37.49%	35,000.00
<b>Total 4050 - PRIVATE SOURCE INCOME</b>	<b>24,337.87</b>	<b>27,778.00</b>	<b>-3,440.13</b>	<b>87.62%</b>	<b>126,883.40</b>	<b>139,892.00</b>	<b>-13,008.60</b>	<b>90.7%</b>	<b>368,345.00</b>
<b>Total Income</b>	<b>853,070.87</b>	<b>791,142.00</b>	<b>61,928.87</b>	<b>107.83%</b>	<b>5,698,225.80</b>	<b>5,309,545.00</b>	<b>388,680.80</b>	<b>107.32%</b>	<b>11,031,755.00</b>
<b>Gross Profit</b>	<b>853,070.87</b>	<b>791,142.00</b>	<b>61,928.87</b>	<b>107.83%</b>	<b>5,698,225.80</b>	<b>5,309,545.00</b>	<b>388,680.80</b>	<b>107.32%</b>	<b>11,031,755.00</b>
<b>Expense</b>									
<b>5001 - OPERATIONS</b>									
<b>5002 - Employee Costs</b>									
5005 - Salaries & Wages	156,423.75	148,306.37	8,117.38	105.47%	772,545.82	745,221.23	27,324.59	103.67%	1,968,729.00
5010 - P/R Tax Expense	9,611.24	11,345.44	-1,734.20	84.72%	49,945.51	57,009.43	-7,063.92	87.61%	145,307.77
5011 - Health Insurance	14,646.87	14,321.50	325.37	102.27%	72,017.73	71,607.50	410.23	100.57%	171,858.00
5012 - 401k Benefit Expense	4,467.69	4,449.19	18.50	100.42%	22,659.59	22,356.63	302.96	101.36%	59,061.87
5013 - Work Comp. Insurance	684.08	540.00	144.08	126.68%	4,342.02	2,700.00	1,642.02	160.82%	6,480.00
5014 - Employee Relations	1,426.79	1,250.00	176.79	114.14%	6,498.52	6,250.00	248.52	103.98%	15,000.00
<b>Total 5002 - Employee Costs</b>	<b>187,260.42</b>	<b>180,212.50</b>	<b>7,047.92</b>	<b>103.91%</b>	<b>928,009.19</b>	<b>905,144.79</b>	<b>22,864.40</b>	<b>102.53%</b>	<b>2,366,436.64</b>

**Visit Santa Barbara**  
**Profit & Loss Budget vs Actual**  
**November 2024**

Accrual Basis

	Nov 24	Budget	\$ Over Budget	% of Budget	Jul - Nov 24	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
<b>5020 - Professional Fees</b>									
5021 - Accounting/Audit	5,853.75	16,233.33	-10,379.58	36.06%	31,413.75	52,166.69	-20,752.94	60.22%	98,300.00
5024 - HR	4,295.25	500.00	3,795.25	859.05%	10,922.86	2,500.00	8,422.86	436.91%	6,000.00
5025 - Legal Fees	0.00	400.00	-400.00	0.0%	1,875.00	2,000.00	-125.00	93.75%	4,800.00
5026 - Professional Services	323.33	633.33	-310.00	51.05%	4,511.66	3,166.69	1,344.97	142.47%	7,600.00
<b>Total 5020 - Professional Fees</b>	<b>10,472.33</b>	<b>17,766.66</b>	<b>-7,294.33</b>	<b>58.94%</b>	<b>48,723.27</b>	<b>59,833.38</b>	<b>-11,110.11</b>	<b>81.43%</b>	<b>116,700.00</b>
<b>5030 - Bank &amp; Service Charges</b>	<b>474.82</b>	<b>883.33</b>	<b>-408.51</b>	<b>53.75%</b>	<b>4,397.97</b>	<b>4,416.69</b>	<b>-18.72</b>	<b>99.58%</b>	<b>10,600.00</b>
5031 - TBID Collection Fees	15,301.66	14,140.30	1,161.36	108.21%	107,339.57	98,647.68	8,691.89	108.81%	200,489.48
5032 - Equipment Lease Payments	801.13	641.67	159.46	124.85%	4,054.96	3,208.31	846.65	126.39%	7,700.00
5033 - Insurance	2,646.37	2,646.00	0.37	100.01%	13,231.85	13,230.00	1.85	100.01%	32,068.00
5035 - IT Services & Supplies	5,440.41	4,451.00	989.41	122.23%	30,455.43	22,255.00	8,200.43	136.85%	53,412.00
5036 - Maintenance Contracts	1,250.00	1,200.00	50.00	104.17%	5,992.40	6,000.00	-7.60	99.87%	14,400.00
5037 - Office Expense	507.92	1,200.00	-692.08	42.33%	2,997.44	6,000.00	-3,002.56	49.96%	14,400.00
5038 - Rent	15,365.75	15,304.00	61.75	100.4%	76,830.75	76,516.00	314.75	100.41%	185,180.00
5040 - Repairs & Maintenance	660.50	250.00	410.50	264.2%	2,970.22	1,250.00	1,720.22	237.62%	3,000.00
5041 - Telecommunications	2,826.77	2,735.00	91.77	103.36%	13,278.47	13,675.00	-396.53	97.1%	32,820.00
5042 - Utilities	697.29	916.67	-219.38	76.07%	4,649.12	4,583.31	65.81	101.44%	11,000.00
<b>Total 5001 - OPERATIONS</b>	<b>243,705.37</b>	<b>242,347.13</b>	<b>1,358.24</b>	<b>100.56%</b>	<b>1,242,930.64</b>	<b>1,214,760.16</b>	<b>28,170.48</b>	<b>102.32%</b>	<b>3,048,206.12</b>
<b>6000 - PROGRAMS</b>									
6006 - Admin Account Management	2,510.00	0.00	2,510.00	100.0%	3,083.75	0.00	3,083.75	100.0%	0.00
<b>6010 - Advertising</b>									
6011 - Adv Account Management	79,964.89	74,937.00	5,027.89	106.71%	367,618.93	381,575.00	-13,956.07	96.34%	911,532.00
6012 - Brand	236,879.13	220,613.00	16,266.13	107.37%	1,272,132.09	1,186,065.00	86,067.09	107.26%	2,791,797.00
6023 - Airline Co-Op Campaigns	17,495.71	8,333.00	9,162.71	209.96%	101,853.75	41,665.00	60,188.75	244.46%	100,000.00
6017 - Retail Campaigns	61,362.76	95,500.00	-34,137.24	64.25%	363,509.41	367,500.00	-3,990.59	98.91%	917,500.00
6018 - Visitor Magazine	663.31	9,188.00	-8,524.69	7.22%	57,975.82	161,758.00	-103,782.18	35.84%	268,444.00
<b>Total 6010 - Advertising</b>	<b>396,365.80</b>	<b>408,571.00</b>	<b>-12,205.20</b>	<b>97.01%</b>	<b>2,163,090.00</b>	<b>2,138,563.00</b>	<b>24,527.00</b>	<b>101.15%</b>	<b>4,989,273.00</b>
6040 - Annual Dues	1,103.30	2,438.00	-1,334.70	45.25%	7,522.57	9,504.00	-1,981.43	79.15%	19,499.00
6042 - Board & Committee Support	370.90	2,275.00	-1,904.10	16.3%	3,481.56	5,375.00	-1,893.44	64.77%	11,300.00
6044 - Collateral Materials/Printing	0.00	0.00	0.00	0.0%	1,169.82	0.00	1,169.82	100.0%	0.00
6045 - CRM Software & Maintenance	2,836.67	2,705.00	131.67	104.87%	12,036.67	12,605.00	-568.33	95.49%	31,540.00



**Visit Santa Barbara**  
**Profit & Loss Budget vs Actual**  
**November 2024**

**Accrual Basis**

	Nov 24	Budget	\$ Over Budget	% of Budget	Jul - Nov 24	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
<b>6050 · Community Events</b>	2,500.00	3,000.00	-500.00	83.33%	29,500.00	31,500.00	-2,000.00	93.65%	60,500.00
<b>6060 · Industry Events</b>	484.82	750.00	-265.18	64.64%	16,783.76	4,350.00	12,433.76	385.83%	87,100.00
<b>6070 · Industry Relations</b>	11,754.58	14,707.00	-2,952.42	79.93%	65,153.78	69,389.00	-4,235.22	93.9%	161,262.00
<b>6075 · Meetings &amp; Local Events</b>	494.95	1,400.00	-905.05	35.35%	6,096.02	7,000.00	-903.98	87.09%	19,705.00
<b>6800 · Public Relations</b>									
<b>6801 · PR Account Management</b>	6,825.00	6,850.00	-25.00	99.64%	34,125.00	34,250.00	-125.00	99.64%	84,255.00
<b>6802 · PR FAM Tours</b>	5,625.51	6,499.00	-873.49	86.56%	30,014.77	32,495.00	-2,480.23	92.37%	77,992.00
<b>6806 · Trade Shows</b>	0.00	0.00	0.00	0.0%	1,847.54	7,750.00	-5,902.46	23.84%	24,095.00
<b>Total 6800 · Public Relations</b>	12,450.51	13,349.00	-898.49	93.27%	65,987.31	74,495.00	-8,507.69	88.58%	186,342.00
<b>6850 · Professional Development</b>	1,610.00	25.00	1,585.00	6,440.0%	21,752.64	20,369.00	1,383.64	106.79%	47,809.00
<b>6860 · Promotional Items</b>	5,289.15	2,130.00	3,159.15	248.32%	16,298.51	10,650.00	5,648.51	153.04%	25,564.00
<b>6900 · Research &amp; Reporting</b>	10,909.34	11,719.00	-809.66	93.09%	57,069.47	58,595.00	-1,525.53	97.4%	145,145.00
<b>7000 · Sales</b>									
<b>7001 · Sales Account Management</b>	11,613.70	18,027.00	-6,413.30	64.42%	65,793.53	90,135.00	-24,341.47	72.99%	216,329.00
<b>7002 · Booking Incentives</b>	11,980.00	12,802.00	-822.00	93.58%	22,615.00	24,292.00	-1,677.00	93.1%	82,468.00
<b>7003 · Sales FAM Tours</b>	14,919.77	8,677.00	6,242.77	171.95%	26,313.34	19,385.00	6,928.34	135.74%	40,124.00
<b>7005 · Lead Generation</b>	4,173.00	4,167.00	6.00	100.14%	21,907.51	20,835.00	1,072.51	105.15%	50,004.00
<b>7007 · Sales Missions &amp; Client Events</b>	5,665.66	0.00	5,665.66	100.0%	19,544.18	25,560.00	-6,015.82	76.46%	49,364.00
<b>7009 · Sponsorships</b>	2,487.50	625.00	1,862.50	398.0%	13,687.53	16,500.00	-2,812.47	82.96%	25,475.00
<b>7010 · Trade Shows</b>	10,417.70	10,820.00	-402.30	96.28%	112,786.46	125,565.00	-12,778.54	89.82%	182,847.00
<b>Total 7000 · Sales</b>	61,257.33	55,118.00	6,139.33	111.14%	282,647.55	322,272.00	-39,624.45	87.71%	646,611.00
<b>7100 · Travel Trade</b>									
<b>7112 · Air Service Development</b>	437.30	0.00	437.30	100.0%	2,088.26	4,300.00	-2,211.74	48.56%	8,600.00
<b>7101 · Trade Account Management</b>	2,400.00	2,625.00	-225.00	91.43%	12,000.00	13,125.00	-1,125.00	91.43%	31,500.00
<b>7102 · Trade FAM Tours</b>	0.00	2,000.00	-2,000.00	0.0%	306.00	10,000.00	-9,694.00	3.06%	24,000.00
<b>7104 · Trade Missions &amp; Client Events</b>	0.00	250.00	-250.00	0.0%	6,336.20	1,250.00	5,086.20	506.9%	11,900.00
<b>7107 · Trade Shows</b>	9,925.02	6,400.00	3,525.02	155.08%	47,297.98	32,050.00	15,247.98	147.58%	123,825.00
<b>Total 7100 · Travel Trade</b>	12,762.32	11,275.00	1,487.32	113.19%	68,028.44	60,725.00	7,303.44	112.03%	199,825.00
<b>7520 · Vendor Travel</b>	0.00	0.00	0.00	0.0%	0.00	4,000.00	-4,000.00	0.0%	18,000.00
<b>7530 · Visitor Services</b>	4,167.00	6,166.00	-1,999.00	67.58%	20,832.66	22,834.00	-2,001.34	91.24%	30,000.00
<b>7200 · Visual Assets</b>	179,262.31	8,099.00	171,163.31	2,213.39%	211,321.16	146,430.00	64,891.16	144.32%	316,691.00

# Visit Santa Barbara

## Profit & Loss Budget vs Actual

November 2024

Accrual Basis

	Nov 24	Budget	\$ Over Budget	% of Budget	Jul - Nov 24	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
<b>7300 · Website Expense</b>	21,602.09	22,066.00	-463.91	97.9%	106,524.58	110,330.00	-3,805.42	96.55%	265,041.00
<b>7400 · Workforce Development</b>	20,558.00	14,167.00	6,391.00	145.11%	58,661.00	70,835.00	-12,174.00	82.81%	170,000.00
<b>Total 6000 · PROGRAMS</b>	748,289.07	579,960.00	168,329.07	129.02%	3,217,041.25	3,179,821.00	37,220.25	101.17%	7,431,207.00
<b>Total Expense</b>	991,994.44	822,307.13	169,687.31	120.64%	4,459,971.89	4,394,581.16	65,390.73	101.49%	10,479,413.12
<b>Net Ordinary Income</b>	-138,923.57	-31,165.13	-107,758.44	445.77%	1,238,253.91	914,963.84	323,290.07	135.33%	552,341.88
<b>Other Income/Expense</b>									
<b>Other Expense</b>									
<b>5029 · Interest Expense</b>	659.81	650.00	9.81	101.51%	3,272.15	3,250.00	22.15	100.68%	7,800.00
<b>8005 · Depreciation Expense</b>	4,880.00	4,615.17	264.83	105.74%	24,400.00	23,075.81	1,324.19	105.74%	55,382.00
<b>8015 · Property Tax</b>	0.00	0.00	0.00	0.0%	4,243.48	0.00	4,243.48	100.0%	0.00
<b>Total Other Expense</b>	5,539.81	5,265.17	274.64	105.22%	31,915.63	26,325.81	5,589.82	121.23%	63,182.00
<b>Net Other Income</b>	-5,539.81	-5,265.17	-274.64	105.22%	-31,915.63	-26,325.81	-5,589.82	121.23%	-63,182.00
<b>Net Income</b>	<b>-144,463.38</b>	<b>-36,430.30</b>	<b>-108,033.08</b>	<b>396.55%</b>	<b>1,206,338.28</b>	<b>888,638.03</b>	<b>317,700.25</b>	<b>135.75%</b>	<b>489,159.88</b>

# Visit Santa Barbara Variance, Budget to Actuals +/- \$10,000 EOY

## November 2024, Prepared January 3, 2025

### Income Variances YTD

Tourism Business	\$402,000 (+8%) over budget YTD
Improvement District	\$605,000 (+6%.) favorable variance expected at end of year (EOY)
Income	All jurisdictions are only forecast for November

### Expense Variances YTD

#### Operations Expenses:

Employee Costs	\$23,000 (+3%) over budget YTD due to a previous contract position filled as FTE in late Sept. \$101,000 (+4%) unfavorable variance expected at EOY.
IT Services & Supplies	\$8,000 (+37%) over budget YTD due to new positions and equipment replacements \$13,000 (+25%) unfavorable variance expected at EOY

#### Programs Expenses:

Advertising	\$25,000 (+1%) over budget YTD as we reprogram favorable TBID income \$270,000 (+5%) unfavorable variance expected at EOY with growth in all campaigns
Industry Events	\$12,000 over budget YTD due to CHLA event and increased costs \$12,000 (+13%) unfavorable variance expected at EOY
Research & Reporting	On budget YTD \$57,000 (+40%) unfavorable variance expected at EOY due to resident sentiment survey
Sales (Group)	\$40,000 (-12%) under budget YTD due to a contractor vacancy; position filled as FTE in late Sept. \$39,000 (-6%) favorable variance expected at EOY
Visual Assets	\$65,000 (+44%) over budget YTD \$51,000 (+16%) unfavorable variance expected at EOY This item included work that was planned in FY24, and was transferred to FY25 based on timing. Additional fresh assets are planned, aligned with the expanded media budget above.
Website	\$25,000 (+9%) unfavorable variance expected at EOY