

















































**VENTURA PORT DISTRICT  
MARKETING BUDGET  
FISCAL YEAR 2015-16**

**Attachment #1**

1/27/2016

	Actual 2010-11	Actual 2011-12	Actual 2012-13	Actual 2013-14	Actual 2014-15	% Incr/ -Decr over fy13-14 act	Budget 2015-16	Adjust	MidYear Budget 2015-16	Comments
<b>MARKETING REVENUE</b>										
Booth/vendor income	-	7,715	10,301	9,968	11,800		10,000		10,000	
Sponsorships/Co-Op Advertising	1,939	25,304	5,158	14,210	17,225		16,500		16,500	
Harbor Event Permit Fees	12,837	19,604	18,762	37,777	43,754		40,500		40,500	
Merchants Promotion Dues	81,313	86,503	87,417	83,405	85,878		90,000		90,000	
<b>TOTAL MARKETING REVENUE</b>	<b>96,089</b>	<b>139,126</b>	<b>121,638</b>	<b>145,360</b>	<b>158,657</b>		<b>157,000</b>	<b>-</b>	<b>157,000</b>	
Increase / -Decrease over prev year	11%	45%	-13%	20%	9%		-1%		-1%	
<b>MARKETING EXPENDITURES</b>										
<u>Harbor Marketing Personnel Expenses</u>										
Regular Salaries	113,336	113,458	119,078	112,084	125,876		126,500		126,500	
Part-time Pay	8,793	12,342	11,561	36,270	28,200		29,000		29,000	
Overtime Pay	2,273	4,429	3,388	884	1,599		2,000		2,000	
Holiday Pay	181	-	208	(208)	39		500		500	
Payroll Taxes	2,438	2,557	2,609	4,466	3,961		4,500		4,500	
Workers Comp Insurance	(800)	1,036	953	1,138	1,800		2,000	(1,000)	1,000	Attributed to the annual JPIA Retro Deposit Cost Analysis
Medical & Life Insurance	14,905	15,578	15,542	13,858	9,583		10,000		10,000	
Employee Optional Benefits	9,669	9,414	9,600	8,407	12,192		13,000		13,000	
Retirement Contributions	25,553	26,329	28,017	26,519	23,243		26,000	(500)	25,500	Adjustment for early payment discount
<b>Total Marketing Personnel Expenses</b>	<b>176,348</b>	<b>185,143</b>	<b>190,956</b>	<b>203,418</b>	<b>206,493</b>		<b>213,500</b>	<b>(1,500)</b>	<b>212,000</b>	
Increase / -Decrease over prev year	4%	5%	3%	7%	2%		3%		3%	
<u>Harbor Marketing Other Expenses</u>										
Advertising	106,338	105,697	115,226	136,688	131,070		134,500		134,500	
Graphic Design/Ad Production	14,064	15,462	16,184	19,900	20,700		22,000		22,000	
Event Banners	1,255	788	381	1,492	641		1,500		1,500	
Maps/Rack Cards/Harbor Brochures	13,972	6,216	8,077	14,465	17,667		16,500		16,500	
Certified Rack	1,874	1,967	2,289	2,528	2,447		2,500		2,500	
Tourism Outreach and Partnership	6,096	7,282	5,845	6,144	3,552		9,000		9,000	
Entertainment-live music	12,764	11,796	16,952	18,932	21,181		23,000		23,000	
Event Production	33,183	52,113	51,572	52,443	56,684		63,500		63,500	
Equipment Rental-Copier Lease	5,492	5,445	5,413	5,323	5,068		5,000		5,000	
Content Marketing/Website Social Media	2,887	3,077	3,820	13,658	13,762		13,600		13,600	
Miscellaneous	286	62	183	72	75		400		400	
<b>Total Marketing Other Expenses</b>	<b>198,211</b>	<b>209,905</b>	<b>225,942</b>	<b>271,645</b>	<b>272,847</b>		<b>291,500</b>	<b>-</b>	<b>291,500</b>	
Increase / -Decrease over prev year	4%	6%	8%	20%	0%		7%		7%	
<b>Total Marketing Expenses</b>	<b>374,559</b>	<b>395,048</b>	<b>416,898</b>	<b>475,063</b>	<b>479,340</b>		<b>505,000</b>	<b>(1,500)</b>	<b>503,500</b>	
Increase / -Decrease over prev year	4%	5%	6%	14%	1%		5%		5%	
<b>NET MARKETING EXPENDITURES</b>	<b>\$ 278,470</b>	<b>\$ 255,922</b>	<b>\$ 295,260</b>	<b>\$ 329,703</b>	<b>\$ 320,683</b>		<b>\$ 348,000</b>	<b>\$(1,500)</b>	<b>\$ 346,500</b>	