

## 2022-23 Budget Cycle Funding Allocation

### Measure A

	Measure A 2021-22	Measure A 2022-23	YOY \$ Change	YOY % Change
Wages & Payroll Taxes	\$ 439,578.71	\$ 427,586.28	\$ (11,992.43)	-3%
Employee Benefits	\$ 97,000.00	\$ 151,200.00	\$ 54,200.00	56%
Overhead	\$ 145,550.00	\$ 196,775.00	\$ 51,225.00	35%
Marketing	\$ 1,043,962.86	\$ 1,093,116.50	\$ 49,153.64	5%
Sales	\$ 293,500.00	\$ 393,000.00	\$ 99,500.00	34%
Communications	\$ 261,450.00	\$ 302,053.00	\$ 40,603.00	16%
Special Events	\$ 261,569.00	\$ 423,219.00		
<b>Total Expenses</b>	<b>\$ 2,542,610.57</b>	<b>\$ 2,986,949.78</b>	<b>\$ 444,339.21</b>	<b>17%</b>
Projected Revenue	\$ 2,392,279.00	\$ 2,986,949.78	\$ 594,670.78	25%

### TBID

	TBID 2021-22	TBID 2022-23	YOY \$ Change	YOY % Change
Wages & Payroll Taxes	\$ 439,578.71	\$ 427,586.28	\$ (11,992.43)	0%
Employee Benefits	\$ -	\$ -	\$ -	0%
Overhead	\$ 95,859.00	\$ 126,000.00	\$ 30,141.00	31%
Marketing	\$ 4,104,908.00	\$ 6,703,528.00	\$ 2,598,620.00	63%
Sales	\$ 77,500.00	\$ 155,000.00	\$ 77,500.00	100%
Communications	\$ 63,200.00	\$ 131,250.00	\$ 68,050.00	108%
<b>Total Expenses</b>	<b>\$ 4,781,045.71</b>	<b>\$ 7,543,364.28</b>	<b>\$ 2,762,318.57</b>	<b>58%</b>
Projected Revenue	\$ 4,792,957.00	\$ 7,543,364.28	\$ 2,750,407.28	57%

### Combined - Overall Budget

	Combined 2021-22	Combined 2022-23	YOY \$ Change	YOY % Change
Wages & Payroll Taxes	\$ 879,157.42	# \$ 855,172.56	\$ (23,984.86)	-3%
Employee Benefits	\$ 97,000.00	# \$ 151,200.00	\$ 54,200.00	56%
Overhead	\$ 241,409.00	# \$ 322,775.00	\$ 81,366.00	34%
Marketing	\$ 5,148,870.86	# \$ 7,796,644.50	\$ 2,647,773.64	51%
Sales	\$ 371,000.00	# \$ 548,000.00	\$ 177,000.00	48%
Communications	\$ 324,650.00	# \$ 433,303.00	\$ 108,653.00	33%
Special Events	\$ 261,569.00	\$ 423,219.00	\$ 161,650.00	62%
<b>Total Expenses</b>	<b>\$ 7,323,656.28</b>	<b>\$ 10,530,314.06</b>	<b>\$ 3,206,657.78</b>	<b>44%</b>
Projected Revenue	\$ 7,185,236.00	\$ 10,530,314.06	\$ 3,345,078.06	47%