



DEPARTMENT SUMMARY

Community Promotions/General Gov't

About Community Promotions/General Government

The Community Promotions/General Government department is used to account for costs not directly related to any specific department. It consists of three programs: the General Government program, Community Promotions program, and Post-Employment Benefits program.

The Community Promotions program includes funding for a number of non-profit organizations in the City that coordinate festivals and events during the peak visitor season during the summer, including Fiesta and the Summer Solstice Celebration.

The City also provides funding to the Santa Barbara Conference and Visitor's Bureau (SBCVB) to support their marketing efforts designed to attract visitors to the South Coast and funding to the Chamber of Commerce Visitors' Information Center located on Garden Street at Cabrillo Boulevard.

The General Government program includes funding for debt service on General Fund long-term debt, the General Fund capital program, and the appropriated reserves established each year pursuant to City reserve policies.

The Post-Employment Benefits program includes funding for the annual required contributions for post-employment benefits, including sick leave, vacation leave, and retiree medical benefits. These costs are allocated citywide.



DEPARTMENT SUMMARY

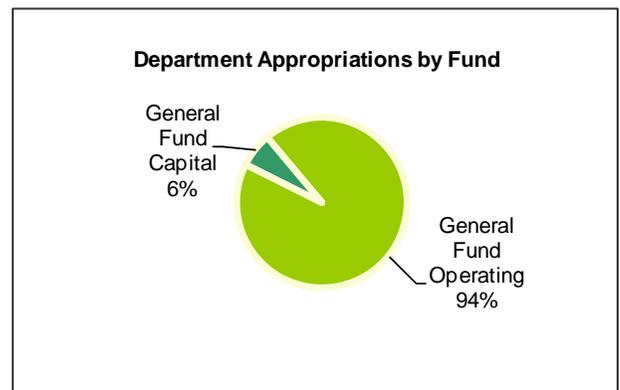
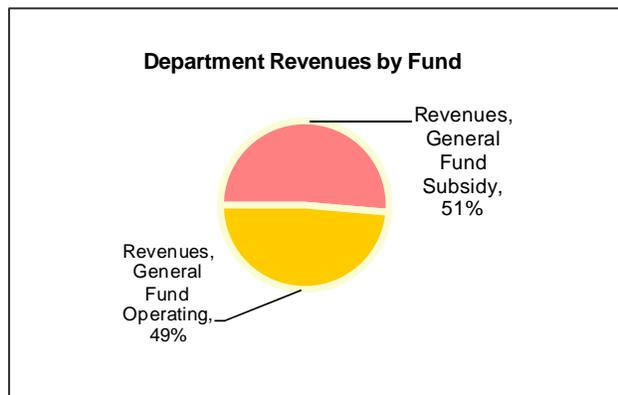
Community Promotions/General Gov't

Department Financial Summary

	Actual FY 2012	Amended FY 2013	Projected FY 2013	Adopted FY 2014	Proposed FY 2015
Revenues					
Fees and Service Charges	\$ 32,659	\$ 32,659	\$ 32,659	\$ 1,052,598	\$ 1,075,905
Inter-fund Reimbursement	-	-	-	1,604,000	1,604,000
General Fund Subsidy	4,611,448	3,424,977	2,850,130	2,806,086	3,043,975
Total Department Revenue	\$ 4,644,107	\$ 3,457,636	\$ 2,882,789	\$ 5,462,684	\$ 5,723,880
Expenditures					
Supplies and Services	\$ 20,240	\$ 22,272	\$ 22,364	\$ 22,272	\$ 22,272
Banefit Claims	-	-	-	1,604,000	1,604,000
Appropriated Reserve	-	298,691	-	414,158	434,824
Community Promotions	1,920,578	1,917,872	1,917,872	2,028,008	2,018,008
Miscellaneous	1,694	-	1,694	-	-
Transfers Out	1,742,580	1,090,567	812,625	1,039,246	659,776
Operating Expenditures	\$ 3,685,092	\$ 3,329,402	\$ 2,754,555	\$ 5,107,684	\$ 4,738,880
General Fund Capital Transfer	\$ 959,015	\$ 128,234	\$ 128,234	\$ 355,000	\$ 985,000
Total Expenditures	\$ 4,644,107	\$ 3,457,636	\$ 2,882,789	\$ 5,462,684	\$ 5,723,880

Community Promotions department is budgeted in the General Fund and the Capital Outlay Fund.

Department Fund Composition



**COMMUNITY PROMOTIONS/
GENERAL GOV'T**

- Community Promotions
- General Government
- Post-Employment Benefits

Community Promotions

(Program No. 9331)

Mission Statement

Provide grants to various organizations to promote events and festivals and to enhance tourism in the City of Santa Barbara.

Program Activities

- Administer contracts between the City and various grantee organizations that enhance tourism and promote events and festivals.
- Disburse funds to grantee organizations.
- Grantee organizations include:
 - Downtown Visitor Restrooms
 - Old Spanish Days Fiesta
 - Santa Barbara Conference and Visitors Bureau (SBCVB)
 - Santa Barbara Visitors' Information Center
 - Summer Solstice Celebration
 - Santa Barbara International Film Festival
 - Spirit of '76 Parade
 - TV Santa Barbara

Financial Information

	Actual FY 2012	Amended FY 2013	Projected FY 2013	Adopted FY 2014	Proposed FY 2015
Revenues					
Fees and Service Charges	\$ 32,659	\$ 32,659	\$ 32,659	\$ 126,000	\$ 126,000
General Fund Subsidy	1,887,919	1,885,213	1,885,213	1,902,008	1,892,008
Total Revenue	\$ 1,920,578	\$ 1,917,872	\$ 1,917,872	\$ 2,028,008	\$ 2,018,008
Expenditures					
Community Promotions	\$ 1,920,578	\$ 1,917,872	\$ 1,917,872	\$ 2,028,008	\$ 2,018,008
Total Expenditures	\$ 1,920,578	\$ 1,917,872	\$ 1,917,872	\$ 2,028,008	\$ 2,018,008

COMMUNITY PROMOTIONS/ GENERAL GOV'T

- Community Promotions
- **General Government**
- Post-Employment Benefits

General Government

(Program No. 9911)

Mission Statement

Fund debt service and capital, and account for required appropriated reserve balances.

Program Activities

- Establish, track, and adjust as necessary the required appropriated reserve balances.
- Establish the funding level, pursuant to Council action, for the General Fund capital program.
- Establish the required funding level for debt service based on debt service schedules associated with outstanding General Fund indebtedness.

Project Objectives for Fiscal Year 2014

- Ensure that appropriated reserves are established in accordance with Council policy.
- Ensure that the use of appropriated reserves is consistent with Council policy.
- Ensure that the use of funds established for capital is consistent with the approved funding.

Financial and Staffing Information

	Actual FY 2012	Amended FY 2013	Projected FY 2013	Adopted FY 2014	Proposed FY 2015
Revenues					
Fees and Service Charges	\$ -	\$ -	\$ -	\$ 926,598	\$ 949,905
General Fund Subsidy	2,723,529	1,539,764	964,917	904,078	1,151,967
Total Revenue	\$ 2,723,529	\$ 1,539,764	\$ 964,917	\$ 1,830,676	\$ 2,101,872
Expenditures					
Supplies and Services	\$ 20,240	\$ 22,272	\$ 22,364	\$ 22,272	\$ 22,272
Appropriated Reserve	-	298,691	-	414,158	434,824
Miscellaneous	1,694	-	1,694	-	-
Transfers Out	1,742,580	1,090,567	812,625	1,039,246	659,776
Operating Expenditures	\$ 1,764,514	\$ 1,411,530	\$ 836,683	\$ 1,475,676	\$ 1,116,872
General Fund Capital Transfer	\$ 959,015	\$ 128,234	\$ 128,234	\$ 355,000	\$ 985,000
Total Expenditures	\$ 2,723,529	\$ 1,539,764	\$ 964,917	\$ 1,830,676	\$ 2,101,872

Program Performance Measures

Performance Measures	Adopted FY 2012*	Adopted FY 2013*	Adopted FY 2014*
General Fund capital program as a percent of total General Fund operating budget	0.63%	0.99%	1.76%
Long-term debt as a percent of total General Fund operating budget	0.34%	0.33%	0.32%

* Calculated as a percent of adopted budget.

COMMUNITY PROMOTIONS/ GENERAL GOV'T

Community Promotions
General Government

➤ Post-Employment Benefits

Post-Employment Benefits

Mission Statement

Accumulate monies for post-employment benefits, including sick leave, vacation leave, and retiree medical benefits.

Program Activities

- Establish the funding level, in accordance with the post-employment benefits actuarial study, for post-employment benefits.
- Allocate the annual required contributions for post-employment benefits.

Project Objectives for Fiscal Year 2014

- Ensure that the post-employment benefits funding level is established in accordance with the post-employment benefit actuarial study.

Financial and Staffing Information

	Actual FY 2012	Amended FY 2013	Projected FY 2013	Adopted FY 2014	Proposed FY 2015
Revenues					
Inter-fund Reimbursement	\$ -	\$ -	\$ -	\$ 1,604,000	\$ 1,604,000
Total Revenue	-	-	-	1,604,000	1,604,000
Expenditures					
Benefit Claims	\$ -	\$ -	\$ -	\$ 1,604,000	\$ 1,604,000
Total Expenditures	-	-	-	1,604,000	1,604,000

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