



DEPARTMENT SUMMARY

Community Promotions

About Community Promotions

The Community Promotions department is used to account for costs not directly related to any specific department. It consists of two programs: the General Government program and the Community Promotions program.

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 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, Santa Barbara Symphony 4th of July Concert, and 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.



DEPARTMENT SUMMARY

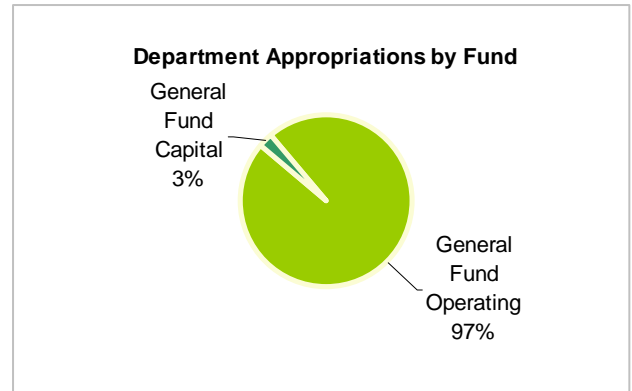
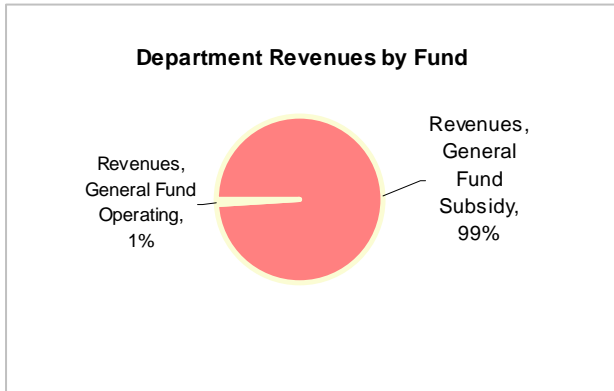
Community Promotions

Department Financial Summary

	Actual FY 2010	Amended FY 2011	Projected FY 2011	Adopted FY 2012	Proposed FY 2013
Revenues					
Fees and Service Charges	\$ -	\$ -	\$ -	\$ 32,659	\$ -
General Fund Subsidy	2,710,380	3,764,520	2,811,144	3,252,887	3,547,623
Total Department Revenue	\$ 2,710,380	\$ 3,764,520	\$ 2,811,144	\$ 3,285,546	\$ 3,547,623
Expenditures					
Supplies and Services	\$ 23,031	\$ 22,272	\$ 22,272	\$ 22,272	\$ 22,272
Special Projects	-	-	-	-	-
Appropriated Reserve	-	942,979	-	432,914	266,943
Community Promotions	1,743,858	1,897,154	1,885,063	1,917,872	1,885,213
Miscellaneous	1,694	-	1,694	-	-
Transfers Out	418,627	393,945	393,945	823,483	812,625
Operating Expenditures	\$ 2,187,210	\$ 3,256,350	\$ 2,302,974	\$ 3,196,541	\$ 2,987,053
General Fund Capital Transfer	\$ 523,170	\$ 508,170	\$ 508,170	\$ 89,005	\$ 560,570
Total Expenditures	\$ 2,710,380	\$ 3,764,520	\$ 2,811,144	\$ 3,285,546	\$ 3,547,623

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

Department Fund Composition



COMMUNITY PROMOTIONS PROGRAMS

- Community Promotions
General Government

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:
 - Santa Barbara Symphony 4th of July Concert
 - 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
 - Santa Barbara Channels

Financial Information

	Actual FY 2010	Amended FY 2011	Projected FY 2011	Adopted FY 2012	Proposed FY 2013
Revenues					
Fees and Service Charges	\$ -	\$ -	\$ -	\$ 32,659	\$ -
General Fund Subsidy	1,743,858	1,897,154	1,885,063	1,885,213	1,885,213
Total Revenue	\$ 1,743,858	\$ 1,897,154	\$ 1,885,063	\$ 1,917,872	\$ 1,885,213
Expenditures					
Community Promotions	\$ 1,743,858	\$ 1,897,154	\$ 1,885,063	\$ 1,917,872	\$ 1,885,213
Total Expenditures	\$ 1,743,858	\$ 1,897,154	\$ 1,885,063	\$ 1,917,872	\$ 1,885,213

COMMUNITY PROMOTIONS PROGRAMS

- Community Promotions
- General Government

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.

Key Objectives for Fiscal Year 2012

- 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 2010	Amended FY 2011	Projected FY 2011	Adopted FY 2012	Proposed FY 2013
Revenues					
General Fund Subsidy	\$ 966,522	\$ 1,867,366	\$ 926,081	\$ 1,367,674	\$ 1,662,410
Total Revenue	\$ 966,522	\$ 1,867,366	\$ 926,081	\$ 1,367,674	\$ 1,662,410
Expenditures					
Supplies and Services	\$ 23,031	\$ 22,272	\$ 22,272	\$ 22,272	\$ 22,272
Special Projects	-	-	-	-	-
Appropriated Reserve	-	942,979	-	432,914	266,943
Miscellaneous	1,694	-	1,694	-	-
Transfers Out	418,627	393,945	393,945	823,483	812,625
Operating Expenditures	\$ 443,352	\$ 1,359,196	\$ 417,911	\$ 1,278,669	\$ 1,101,840
General Fund Capital Transfer	\$ 523,170	\$ 508,170	\$ 508,170	\$ 89,005	\$ 560,570
Total Expenditures	\$ 966,522	\$ 1,867,366	\$ 926,081	\$ 1,367,674	\$ 1,662,410

Program Performance Measures

Performance Measures	Actual FY 2010	Projected FY 2011	Adopted FY 2012
General fund capital program as a percent of total General Fund operating budget *	1.27%	0.82%	0.74%
Long-term debt as a percent of total General Fund operating budget *	0.33%	0.34%	0.34%

* Calculated as a percent of adopted budget.

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