

**TOURISM IMPROVEMENT DISTRICT**  
**Financial Analysis for Fiscal Year Ended 6/30/2021**

**PURPOSE: To determine the percentage of budgeted dollars allocated to each expenditure category and to compare to the management plan allocation for each category**

**Comparison of Management Plan Budget to Budget for FY Ended 6/30/2021**

<b>Expenditure Category<sup>a</sup></b>	<b>Management Plan Budget<sup>b</sup></b>	<b>% of Total Budget</b>	<b>FY 2020-21 Budget<sup>c</sup></b>	<b>% of Total Budget</b>	<b>Variance Between Plan and Annual Budget</b>
Marketing and Promotions	\$ 58,154,892	69.4%	\$ 8,744,000	95.4%	26.0%
Administration and Personnel	18,609,586	22.2%	422,000	4.6%	-17.6%
Contingency/Reserves/Administration and City Administration Costs of the TID	6,978,587	8.3%	-	0.0%	-8.3%
<b>TOTAL</b>	<b>\$ 83,743,065</b>	<b>100.0%</b>	<b>\$ 9,166,000</b>	<b>100.0%</b>	

Notes:

<sup>a</sup> Expenditure categories on the Management Plan and Annual Report do not match exactly. Marketing and Promotions in the Management Plan is SFTA Marketing and Operations in the Annual Report. Administration and Personnel in the Management Plan is SFTIDMC Administration in the Annual Report.

<sup>b</sup> Per Appendix 3 of the Management Plan (Year 12)

<sup>c</sup> Per Annual Report - 2019-20

**TOURISM IMPROVEMENT DISTRICT**  
**Financial Analysis for Fiscal Year Ended 6/30/2021**

**PURPOSE: To determine the percentage of budgeted dollars allocated to each service category and to compare to the actual allocation to each category**

**Determining Whether Percentage of Actual Expenses Allocated to Each Category Were Within 10 Percent of Budgeted Allocations**

<b>Service Category</b>	<b>FY 2020-21 Budget<sup>a</sup></b>	<b>% of Total Budget</b>	<b>FY 2020-21 Actual<sup>b</sup></b>	<b>% of Total Actual Expenses</b>	<b>Variance Between Budget and Actual</b>
Marketing and Promotions	\$ 8,744,000	95.4%	\$ 2,638,500	86.4%	-9.0%
Convention Sales/Marketing Fund	\$ -	0.0%	\$ -	0.0%	0.0%
Administration and Personnel	422,000	4.6%	416,545	13.6%	9.0%
Contingency/Reserves/Administration and City Administration Costs of the	-	0.0%	-	0.0%	0.0%
<b>TOTAL</b>	<b>\$ 9,166,000</b>	<b>100.0%</b>	<b>\$ 3,055,045</b>	<b>100.0%</b>	

Notes:

<sup>a</sup> Per Annual Report - 2019-20

<sup>b</sup> Per Annual Report - 2020-21

**TOURISM IMPROVEMENT DISTRICT**  
**Financial Analysis for Fiscal Year Ended 6/30/2021**

**PURPOSE: To determine whether CBD carryover funds are identified in the annual report**

**Did the CBD meet this requirement?    YES**

<b>Carryover in Annual Report<sup>a</sup></b>	<b>Carryover in Financial Statements<sup>b</sup></b>	<b>Difference</b>
\$867,786	\$867,786	\$0

Notes:

<sup>a</sup> Per Annual Report FY 2020-21

<sup>b</sup> Per Combined Financial Statements as of and for the Year Ended 6/30/21

**TOURISM IMPROVEMENT DISTRICT**  
**Financial Analysis for Fiscal Year Ended 6/30/2021**

**PURPOSE: To determine whether the CBD indicates the amount of funds carried over from the current fiscal year and designates the projects on which the funds will be spent in the upcoming fiscal year**

**Did the CBD meet this requirement? YES**

<b>Carryover From FY 2020-21</b>	<b>Projected Carryover - Annual Report*</b>
SFTA Marketing & Operations	\$ 106,834
Capital Fund	186,003
Incentive Fund	14,962
Convention Sales & Marketing Fund	-
Contingency/Reserve	559,987
<b>TOTAL</b>	<b>\$ 867,786</b>

Note:

\* Per FY 2020-21 Annual Report

**TOURISM IMPROVEMENT DISTRICT**

**PURPOSE:** As requested by OEWD, historical functional expenses are provided for presentation purposes.

**SOURCES:** Audited financial statements for fiscal years ended 6/30/2019, 6/30/2020, and 6/30/2021

	FY 2018-19	FY 2019-20	FY 2020-21
<b>PROGRAM SERVICES</b>			
<b>Marketing and Promotion</b>	<b>28,075,000</b>	<b>21,535,500</b>	<b>2,638,500</b>
<b>Moscone Center</b>			
Expansion	2,335,512	17,264	-
Sales incentive	-	-	-
Repairs and improvements	-	-	-
	<b>2,335,512</b>	<b>17,264</b>	<b>-</b>
Subtotal: Program Services	<b>\$ 30,410,512</b>	<b>\$ 21,552,764</b>	<b>\$ 2,638,500</b>
<b>MANAGEMENT &amp; GENERAL</b>			
<b>Contractual Services</b>			
Treasurer fees	246,512	244,844	206,972
San Francisco Travel Association fees	136,500	127,107	133,463
Professional fees	16,106	120,917	72,279
	<b>399,118</b>	<b>492,868</b>	<b>412,714</b>
<b>Insurance and Taxes</b>	2,477	2,522	2,427
<b>Interest Expense</b>	-	-	-
<b>Office Expenses</b>	1,741	636	1,404
Subtotal: Management & General	<b>403,336</b>	<b>496,026</b>	<b>416,545</b>
<b>Total Functional Expenses</b>	<b>\$ 30,813,848</b>	<b>\$ 22,048,790</b>	<b>\$ 3,055,045</b>