

## MCCVB 2017-18 Incremental Spending Plan

<b>Pre-Audit Net Retained FY1617</b>	<b>\$ 268,269</b>
FY1718 Budget Approved in May	\$ (64,405)
City of Monterey Jurisdiction Investment Cap	\$ (99,500)
Marketing Contractor Compensation	\$ 22,157
Resultant Net Retained FY1617 and FY1718	\$ 126,521
<b>Incremental Spend FY1718</b>	
Additional MCC FAMs/Site Visits	\$ 25,000
Additional Destination Group FAMs/Site Visits	\$ 25,000
Group Booking Incentives for Targeted New Business	\$ 50,000
Additional Production for Video Content	\$ 10,000
Paid Social Influencer FAM (Focused on Winter)	\$ 10,000
Impact on Net Retained	<u>\$ (120,000)</u>
Final Resultant Net Retained FY1617 and FY1718	\$ 6,521
<b>Resulting FY1718 Budget Net Retained</b>	<b>\$ (261,748)</b>

<u>Group Marketing Shift</u>	May BOD Budget Approved	June BOD Shift Approved	Resultant Budget
Group Marketing Other	\$ 360,000	\$ (105,000)	\$ 255,000
Group Marketing MCC	\$ 170,000	\$ 105,000	\$ 275,000
Total Group Marketing	<u>\$ 530,000</u>	<u>\$ -</u>	<u>\$ 530,000</u>