



Budget
July 1, 2026-June 30, 2027

Income

Certified Folder	\$	3,200	
Donations	\$	5,000	
Grants / Investments	\$	25,000	
Sales of Product Income	\$	1,000	
Tourism Improvement District	\$	85,000	
City of Salinas	\$	200,000	
Gross Income	\$	319,200	

Expenses

Accounting Services	\$	4,425	
Advertising / Marketing	\$	45,000	A
Bad Debt	\$	-	
Bank Charges			
Merchant Fees	\$	300	
Cleaning Supplies	\$	300	
CPA - Tax Accountant	\$	2,500	
Capital Site Improvements	\$	30,000	B
Designation Fees	\$	5,000	
Display and Décor	\$	2,500	
Dues & Subscriptions	\$	2,100	
Event Expense	\$	2,500	
Insurance	\$	6,200	
D&O Insurance	\$	1,200	
Legal & Professional Fees	\$	1,000	
Legal Fees			
Meals and Entertainment	\$	1,000	
Office Equipment	\$	4,000	
Office Expenses	\$	1,000	
Penalties & Interest	\$	-	
Permits & Fees	\$	-	
Personal Property Tax	\$	-	
Postage Expense	\$	300	
Rent or Lease	\$	12	
Repair & Maintenance	\$	1,200	
Salaries/Wages			

Salinas Valley Tourism and Visitors Bureau
CWC 2026 / 2027 Budget

Payroll Service	\$	800
Payroll Burden	\$	13,500
Salaries/Wages-Part Time Employee (2)	\$	40,000
Salary/Wages-Executive Director	\$	104,000
Health Insurance-Executive Director	\$	25,000
Workers' Comp Insurance	\$	3,125
Supplies	\$	400
Office Supplies	\$	1,600
Restroom Supplies	\$	550
Taxes & Licenses	\$	150
Training/Seminars/Education	\$	-
Travel - Hotel, Parking, Flights	\$	3,200
Travel-Mileage	\$	650
Travel - Meals	\$	-
Utilities		
Telephone & Internet	\$	4,000
Website Hosting & Management	\$	1,000
Total Expenses	\$	308,512
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Net Operating Income		
Other Income		
Interest Earned		
Net Other Income		
Net Position / Profit-Loss	\$	10,688

A Advertising / Marketing

Co-op marketing with Heritage Park stakeholders to include, National Steinbeck Cntr, Steinbeck House, First Mayors House, MSVRR group
Creation of a bi-lingual rack card of Salinas City Regional Heritage Center at Heritage Park plus printing and distribution.
Amtrak and NPS -Trails and Rails program for the Juan Bautista de Anza Trail
Site participation at Rodeo, Airshow, Laguna Seca

B Capital Site Improvements

Signage around Heritage Center/ CWC
Ramp improvements
Railside landscaping / additional scene around Cerney artwork
Window graphics production and installation on railside of depot
Banner artwork, production and mounting hardware, installation