



500 Calle de la Tanca, Suite 402B
San Juan, PR 00901-1969

1 de mayo de 2019

Honorable Thomas Rivera Schatz
Presidente
Senado de Puerto Rico
P.O. Box 9023431
San Juan, Puerto Rico 00902-3431

Estimado Señor Presidente:

Por este medio queremos remitir copia del presupuesto anual de la Corporación para la Promoción de Puerto Rico como Destino, Inc. para el año fiscal 2019-2020, según requiere la Ley #17 del 2017 en el artículo 3 inciso (j).

Cualquier duda o pregunta, se puede comunicar con este servidor.

Saludos cordiales,

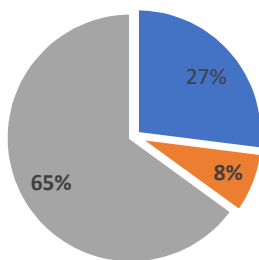
Brad Dean
CEO

Corporación para la Promoción de Puerto Rico Como Destino, Inc.
Preliminary Budget - FY 2019-2020

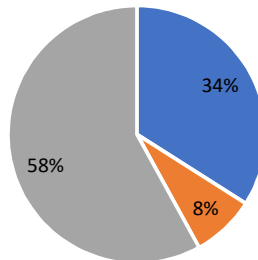


	FY 18-19 Budget	%	FY 19-20 Preliminary Budget	%
Revenues				
Room Tax Revenues	\$ 25,000,000		25,000,000	
Room Tax Revenues - Startup	827,800		-	
Coop/Tradeshaw Participation	200,700		250,000	
Donated Services & other	209,000		274,000	
Total Revenues	\$ 26,237,500		\$ 25,524,000	
Payroll & related benefits	5,200,000	19.8%	\$ 6,850,000	26.8%
Administrative/Operating Expenses				
Facilities Expense	260,000		210,000	
Legal/consulting/audit	755,000		332,000	
Depreciation	230,000		280,000	
Recruiting and relocation expenses	55,000		150,000	
Office Supplies/Misc. equipment	90,000		100,000	
Licenses/Telephone/Internet	216,000		275,000	
Other	401,400		660,000	
	2,007,400	7.7%	2,007,000	7.9%
Sales/Marketing/Promotion				
Group Sales & Services	2,007,000		2,400,000	
International Marketing	695,000		1,760,000	
Advertising & Leisure Sales, Promo	10,299,100		8,825,000	
Public Relations	2,800,000		2,200,000	
Creative Development/Collateral	1,590,000		700,000	
Research	1,200,000		500,000	
Other promotional expenses	439,000		282,000	
	\$ 19,030,100	72.5%	\$ 16,667,000	65.3%
Total Expenses	\$ 26,237,500		\$ 25,524,000	
Net	\$ -	100%	\$ -	100%

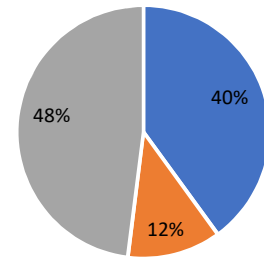
Discover Puerto Rico *



DMOs \$20M-\$30M *



All DMOs *



■ Payroll & related expenses ■ Adm./Operating Expenses ■ Sales/Marketing/Promotion Exp

* Based on Destinations International's 2017 Organizational & Financial Profile study