

Agenda Report

TO: City Council

June 4, 2007

FROM: Pasadena Center Operating Company

SUBJECT: Levy of Assessment Against Hotel and Motel Businesses for Fiscal Year 2007-08 in connection with the Pasadena Tourism Business Improvement District

RECOMMENDATION

It is recommended that the City Council adopt a Resolution approving the annual report of the advisory board with respect to the Pasadena Tourism Business Improvement District (the "District") for Fiscal Year 2007-08, declaring its intention to levy assessments against hotel and motel businesses within the District for Fiscal Year 2007-08 and setting a Public Hearing on the levy of the assessments on June 18, 2007 at 7:30 pm.

BACKGROUND

On July 18, 2006, the City Council approved the Conference Center Expansion Project and financing plan. The project has been funded through Certificates of Participation issued by The City of Pasadena. The debt service on the Certificates will be repaid from operating and transient occupancy tax revenues. In order to maximize available revenues, the City Council established the Tourism Business Improvement District (TBID), which allows for an assessment of up to 2.89% on hotel/motel room revenue pursuant to the Parking and Business Improvement Area Law of 1989. Assessments from the District are being used to pay for marketing and promotional efforts of the Convention and Visitors Bureau as discussed in the Annual Report, thus freeing up other revenues to be used to cover the debt service on the Certificates.

The Tourism Business Improvement District was initially established by the City Council in March of 2003. The City Council has renewed The District annually since 2003. The current levy of assessment is in place until June 30, 2007. In order to continue the assessment, there are a series of actions required on an annual basis.

The required actions are as follows:

At a public meeting, the City Council, must approve the Annual Report of the Advisory Board of the District, which is the PCOC, and declare its intention to levy and collect assessments within the District for the following Fiscal Year. The City Council must also schedule a public hearing on the levying of the assessment. At the conclusion of the public hearing, in the absence of a majority protest against the levy of the assessment, the City Council may enact the assessment.

By ordinance, the City Council can levy an assessment of up to 2.89% on hotel/motel room revenue on an annual basis. For each year that the assessment is levied, the City Council must adopt a resolution of intention to levy an assessment. Then, at a subsequent meeting, the Council will hold a public hearing and, in the absence of a majority protest by owners of Hotel and Motel Businesses, may adopt a resolution levying the assessment.

For Fiscal Years 2002-03 through 2005-06, the assessment rate was set at 2.39%. For Fiscal Year 2006-07 the assessment rate was set at 2.89%.

At the May 23, 2007 regular meeting, the PCOC Board, serving as the Advisory Board with regard to the District approved the annual report for Fiscal Year 2007-08. The report recommends the assessment rate to continue at 2.89% for Fiscal Year 2007-08, which would be in effect from July 1, 2007 through June 30, 2008. The assessment is estimated to generate approximately \$2,388,395.

The PCOC has discussed the District with hotel and motel operators within the City of Pasadena and has received broad based support. No letters have been received in protest of the 2007-08 assessment.

FISCAL IMPACT

If the City Council ultimately approves the levying of the assessment, revenues to be used for the promotion of tourism will increase by approximately \$2,388,395 for fiscal year 2007-08.

Respectfully submitted,



Michael Ross
Chief Executive Officer

RESOLUTION NO. _____

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASADENA APPROVING THE REPORT OF THE ADVISORY BOARD FOR FISCAL YEAR 2007-2008 AND DECLARING ITS INTENTION TO LEVY ASSESSMENTS WITHIN THE PASADENA TOURISM BUSINESS IMPROVEMENT DISTRICT FOR FISCAL YEAR 2007-2008 AND SETTING A TIME AND PLACE FOR HEARING OBJECTIONS THERETO

R E C I T A L S:

WHEREAS, the City of Pasadena is a charter city organized and existing under the laws of the State of California; and

WHEREAS, Ordinance No. 6929 of the City of Pasadena, adopted February 3, 2003, established the Pasadena Tourism Business Improvement District (the "District") pursuant to the Parking and Business Improvement Area Law of 1989 (California Streets and Highways Code Sections 36500 et seq.) (the "Law"); and

WHEREAS, in accordance with Section 36533 of the Law, the Pasadena Center Operating Company, serving as advisory board with respect to the District, prepared and filed with the City Clerk a report entitled "Report of the Advisory Board with Regard to the Pasadena Tourism Business Improvement District for Fiscal Year 2007-2008" (the "Report"); and

WHEREAS, in accordance with the Law, the City Council is required to approve a report for each Fiscal Year for which assessments are to be levied and collected

to pay the costs of the activities described in the Report; and

WHEREAS, the Pasadena Center Operating Company has heretofore presented to the City Clerk its Annual Report and the City Council desires to approve the report and to adopt this resolution evidencing its intention to levy an annual assessment for the one-year period commencing July 1, 2007 and ending June 30, 2008.

NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of Pasadena as follows:

1. The above recitals are true and correct.
2. The Report filed with the City Clerk by the Pasadena Center Operating Council contains all of the component parts required to be included by Section 36533 of the Streets and Highways Code.
3. Accordingly, the City Council hereby approves the Report as filed by the Pasadena Center Operating Company.
4. The City Council hereby declares its intention, except where funds are otherwise available, to levy and collect assessments within the Pasadena Tourism Business Improvement District for the Fiscal Year commencing July 1, 2007 and ending June 30, 2008. Such assessment shall be in addition to any assessments, fees, charges or taxes imposed by the City. The assessment will be levied against each Hotel and Motel business in the City (as defined in Ordinance 6929). No other business will be subject to the assessment. New Hotel and Motel Businesses established in the District after July 1,

2007 will not be exempt from the levy of the assessment.

5. The proposed activities authorized by the ordinance (Ordinance No. 6929) which established the Pasadena Tourism Business Improvement District, have not changed substantially since the ordinance was enacted on February 3, 2003. The activities include the promotion of tourism in the District, the promotion of public events which benefit the Hotel and Motel businesses operating in the District, the furnishing of music in any public place in the District and activities which benefit the Hotel and Motel businesses operating in the District.

6. The location of the Pasadena Tourism Business Improvement District is the City boundaries of the City of Pasadena.

7. A public hearing concerning the intention of the City Council to levy an annual assessment for Fiscal Year 2007-2008 will be held on June 25, 2007 at 7:30 p.m, or as soon thereafter as the matter can be heard, in the Council Chamber of the City of Pasadena located at 100 North Garfield Avenue, Pasadena, California.

8. The Report of the Pasadena Tourism Business Improvement District is on file with the City Clerk, 100 North Garfield Avenue, Room S228, Pasadena, California. A full and detailed description of the boundaries of the Pasadena Tourism Business Improvement District and activities to be provided for Fiscal Year 2007-2008 and the proposed assessments to be levied upon the businesses within the Pasadena Tourism Business Improvement District for Fiscal Year 2007-2008 are contained therein.

9. Written and oral protests may be made at the public hearing. The City Council shall hear and consider all protests against the levy of the proposed annual assessment or the furnishing of specified types of activities within the Pasadena Tourism Business Improvement District. A protest may be made orally or in writing by any interested person. Any protest pertaining to the regularity or sufficiency of the proceedings shall be in writing and shall clearly set forth the irregularity or defect to which the objection is made. Every written protest shall be filed with the City Clerk at 100 North Garfield Avenue, Room S228, Pasadena, California, at or before the time fixed for the public hearing. The City Council may waive any irregularity in the form or content of any written protest and at the public hearing may correct minor defects in the proceedings. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing. Each written protest shall contain a description of the business in which the person subscribing the protest is interested sufficient to identify the business and, if a person subscribing is not shown on the official records of the City as the owner of the business, the protest shall contain or be accompanied by written evidence that the person subscribing is the owner of the business. The written protest which does not comply with these requirements shall not be counted in determining a majority protest.

If, at the conclusion of the public hearing, written protests are received from the owners of businesses in the District which will pay 50 percent or more of the Assessment

proposed to be levied and protests are not withdrawn so as to reduce the protests to less than that 50 percent (i.e., there is a majority protest), no further proceedings to levy the Assessment, as described in this resolution, shall be taken for a period of one year from the date of the finding of a majority protest by the City Council.

If the majority protest is only against the furnishing of a specified type or types of activities within the District, those types of activities must be eliminated.

10. The City Clerk shall give notice of the public hearing by causing this resolution to be published once in a newspaper of general circulation in the City in the manner prescribed by Section 36534(b) of the Streets and Highway Code.

Adopted at the regular meeting of the City Council on the _____ of _____, 2007, by the following vote:

AYES:

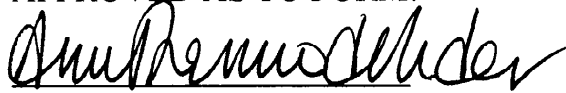
NOES:

ABSENT:

ABSTAIN

Jane Rodriguez CMC
City Clerk

APPROVED AS TO FORM:

A handwritten signature in black ink, appearing to read "Ann Sherwood Rider". The signature is written in a cursive style with a horizontal line underneath the name.

Ann Sherwood Rider
Assistant City Attorney

Introduction

The Board of Directors of the Pasadena Center Operating Company, acting as advisory board to the Pasadena Tourism Business Improvement District (the "TBID"), has caused this report to be prepared pursuant to Section 36533 of the Parking and Business Improvement Law of 1989 (Section 36500 and following of the California Streets and Highways Code) (the "Law"). This report is for the fiscal year commencing July 1, 2007 and ending June 30, 2008. ("Fiscal Year 2007-08")

As required by the Law, this report contains the following information:

- (1) Any proposed changes in the boundaries of the TBID or in any benefit zones within the TBID;
- (2) The improvements and activities to be provided for Fiscal Year 2007-08;
- (3) An estimate of the costs of providing the improvements and the activities for that Fiscal Year;
- (4) The method and basis of levying the assessment in sufficient detail to allow each business owner to estimate the amount of the assessment to be levied against his or her business for Fiscal Year 2007-08;
- (5) The amount of any surplus or deficit revenues to be carried over from a previous fiscal year; and
- (6) The amount of any contributions to be made from sources other than assessments levied pursuant to the Law.

Submitted by: Ann Marie Villicana on behalf of the Board of Directors of the Pasadena Center Operating Company on May 23, 2007

Received on file in the Office of the City Clerk of the City of Pasadena on _____ by

_____.

Section 1: Proposed changes in the boundaries of the TBID or in any benefit zones within the TBID.

There are no changes to the TBID boundaries. The boundaries of the TBID are the City Limits of the City of Pasadena. There are no benefit zones within the TBID.

Section 2: The improvements and activities to be provided for Fiscal Year 2007-08.

No improvements are proposed to be provided for Fiscal Year 2007-08. The activities listed in Exhibit 'A' to this Report are proposed to be provided annually.

Section 3: An estimate of the cost of providing the improvements and the activities for Fiscal Year 2007-08.

The total cost of providing the activities is estimated to be \$2,600,518. The budget for providing the activities is set forth in Exhibit 'B' to this Report.

Section 4: The method and basis of levying the assessment in sufficient detail to allow each business owner to estimate the amount of the assessment to be levied against his or her business for Fiscal Year 2007-08.

Except where otherwise defined in Resolution No. 8215, adopted on February 24, 2003, all capitalized terms shall have the meanings set forth in Section 4.44.020 of the Pasadena Municipal Code. Additionally, the following terms shall have the following meanings:

1. "Gross Occupancy Revenue" means the total Rent received from Transients by a Hotel and Motel Business.
2. "Hotel and Motel Business" means and Operator of a Hotel other than the operator of a Hotel that is owned by a non profit corporation and operated as an adjunct to a charitable or educational activity.
3. "Transient Occupancy Tax" means the tax imposed by the City pursuant to Section 4.44.030 of the Pasadena Municipal Code.

The Assessment will be levied against each Hotel and Motel Business in the City. No other business shall be subject to the Assessment.

The Assessment will be calculated as a percentage of each day's Gross Occupancy Revenue. The rate of the Assessment will be set annually by resolution of the City Council adopted pursuant to Section 36535 of the Law, and will not exceed 2.89%. For Fiscal Year 2007-08 the rate is recommended to be 2.89%.

The Assessment calculated based on each day's Gross Occupancy Revenues shall be paid to the City no later than the date on which the Hotel and Motel Business is required, pursuant to Section 4.44.070 of the Pasadena Municipal Code, to remit to the

ACTIVITIES, PROGRAMS, EXPENSES AND SERVICES

TO BE FUNDED BY THE

PASADENA TOURISM BUSINESS IMPROVEMENT DISTRICT

MEETING AND CONVENTION MARKETING

Familiarization Events

Produce at least two familiarization events targeting association and corporate meeting planners and meeting trade writers. These events will educate both planners and trade publication editors on the ease of traveling to Pasadena, the city's meeting facilities, attractions and cultural venues.

Tradeshows

Register to attend and exhibit at approximately 17 industry tradeshows in our target markets. Examples include, but are not limited to Meeting Professional International, American Society of Association Executives, DMAI Destination Showcase, and Affordable Meetings West. See attached list, which is subject to change due to market conditions.

Sales Missions/Client Events/Sales Blitzes

Sales Managers will conduct four Pasadena branded sales missions. The missions will include personal sales calls and hosted client events on association and corporate meeting planners in each city to build relationships and educate the customer on Pasadena's features as they pertain to the meetings industry.

Customer Site Inspections

Meeting planners considering Pasadena for a specific event will be encouraged to travel to Pasadena. The goal will be for meeting planners to experience first-hand our meeting facilities, attractions, dining, retail and cultural venues. The CVB will underwrite costs for these visits when required.

Industry Associations

Sales managers will hold membership in various industry associations and become involved by serving on committees and by attending industry meetings to increase contact with meeting planners.

Telemarketing Activity

Each sales manager will telemarket contacts made at tradeshows, industry events, and through data research to identify potential meetings for Pasadena. In addition to the telemarketing the entire sales team will conduct outside sales calls to increase lead production. Sales efforts will be monitored weekly against benchmarks set for each activity.

Lead Generator

The CVB will contract with The Hyland Group to represent the Pasadena CVB as its outside sales representatives in the national association, corporate, government and related group markets to increase lead production and generate business.

World Wide Web Site (www.PasadenaCal.com)

- Maintain updated information on meeting facilities, dining, off-site venues, client services, convention calendar, and other pertinent meeting planner information.
- Develop a web-based RFP for meeting planners to submit meeting requests electronically.
- Maintain housing reservation component as needed.
- Develop more flash animation, add city map, create streaming video.

CULTURAL TOURISM MARKETING

The CVB will hire a Director of Cultural Tourism Marketing to sell Pasadena as an ideal year round destination and to position our cultural assets as a “must see” for visitors to the greater Los Angeles area.

Familiarization Events

Produce at least two familiarization events targeting domestic and international tour operators. These events will educate the travel buys on all that the destination has to offer for the leisure visitor as well as showcase the ease of getting to Pasadena and highlight the walkability of the city.

Trade Shows

Register to attend and exhibit at approximately 4 industry tradeshow to reach the target audience. Examples include, but are not limited to National Tour Operator Association, Travel Industry Association Pow Wow, California Travel Mart, and Cultural Tourism Forum. Participation at these and any other trade event is subject to change due to market conditions.

Industry Associations

The CVB will hold memberships in various industry associations and become involved by service on boards and by attending industry meetings to increase the destinations visibility in this market segment.

MARKETING

Advertising

The CVB will conduct a search and hire a new agency of record. In collaboration with key stakeholders the agency will introduce a new creative campaign and refresh the design of our collateral material. The design and production of all PCVB marketing materials will pose a consistent message and positive image of the destination.

The new agency will also be charged with redesigning the existing web site to reflect the new creative image of Pasadena and use the web-site as a means to reach more consumers and ultimately increase visitors (day and overnight) to the destination.

The agency will create a media placement strategy to best maximize our dollars and reach to the association and corporate meetings markets. A cooperative advertising campaign will be developed to target the leisure market.

World Wide Web Site (www.PasadenaCal.com)

- The CVB will contract with Advanced Reservation Systems to create and sell Pasadena packages online. This new dynamic booking engine in addition to selling Pasadena hotels and attractions will also be able to offer the consumer airfare and rental car purchase on our site; offering the consumer a one stop shopping option.
- Update the 3-month calendar of events, annual calendar of events, and convention calendar in July, October, January and April.
- Update and incorporate additional Tournament of Roses and holiday event information in November and December.
- Continually update other sections (visitor information, shopping, dining, press kit, meeting planner information).
- Investigate incorporating user-generated content into our site to make the user experience more interactive.

COMMUNICATIONS/PR PROGRAMS

Target Markets/Publications

The following types of publications will be targeted in an effort to generate positive media coverage on Pasadena:

- Trade Publications -- Continue building relationships with meeting trade publications that reach meeting planners. Examples include:

Convene	Association Management
The Meeting Professional	Meetings West
Association News	Corporate Meetings & Incentives
Meeting News	USAE
Meetings & Conventions	Medical Meetings
- Inflight/Consumer Publications -- Continue building relationships with targeted inflight and consumer magazines that reach the leisure traveler, including:

American Way	Westways
Hemispheres (United)	Conde Nast Traveler
Continental	Sunset
Southwest Spirit	Travel & Leisure
- Local/Regional Media -- Continue building relationships with members of the local media who reach people in Pasadena and throughout Southern California, including:

Pasadena Star-News	Los Angeles Magazine
Los Angeles Times	Los Angeles Business Journal

News Releases

- Write and distribute news releases to local and regional publications focusing on all public events for the Pasadena Conference Center and Civic Auditorium.
 - Create and send 24 press releases/feature stories that will generate expanded media coverage on Pasadena. These stories will be released to appropriate trade and consumer media.

Media Tours

- Arrange familiarization tours for 12 travel and/or meeting trade writers.

Media Contacts

- Create an annual media target list to pitch visits and or stories focusing on specific Pasadena attributes: first quarter focus on Culture/Arts/ Architecture; second quarter focus on Shopping/Dinning; third quarter Leisure destination; fourth quarter Special interest focus i.e. family travel, culinary.
- Monitor electronic and online media opportunities (blogs and RSS Feeds)

Media Special Events

- Tournament of Roses Parade/Rose Bowl Championship Annual Holiday Hotline
 - Target, pitch and obtain national and local media coverage for the Bureau's Tournament of Roses Holiday Hotline.
 - "Media Day" will be held in late December for print and broadcast media. The goal is to attract 7 broadcast stations and print media outlets from the Los Angeles area and the cites of the schools playing in the Rose Bowl.
- Eighth Annual Tourism Event (see Community Awareness)

COLLATERAL/PROMOTIONAL MATERIAL

Two new pieces will be created this year, a comprehensive Meeting Planner Guide and a Convention Center Expansion Fact Sheet

Visitors Guide

- The Bureau will partner with Weaver Publications to produce an updated edition of Pasadena's advertising-supported Visitors Guide.
- The comprehensive, full-color Visitors Guide will feature Pasadena's hotels, museums, attractions, and shopping, dining and entertainment options

PCOC Newsletter

- Four issues of the "Pasadena Exhibitor," the PCOC's six-page newsletter, will be produced.
- The newsletter will feature the latest Convention Center construction news and updates from the Pasadena CVB, Civic Auditorium and other hospitality-related businesses. It will be sent to more than 1,200 civic officials and members of the local business community.

Calendar of Events

- The two-color Calendar of Events features Pasadena Conference Center, Pasadena Civic Auditorium, and community-wide events.
- The Calendar will be published quarterly: August, November, February, and May.
- 17,000 calendars will be distributed each quarter.

Preferred Visitor Card

- Upon checking in at Pasadena's participating hotels and motels, guests receive a Preferred Visitor Card. The card is filled with discount offers from participating Pasadena merchants. This year's card will be printed in the z-card format and include a destination map.

COMMUNITY AWARENESS

Develop programs to educate the community on the value of the convention and visitor industry and to gain support for the Bureau's efforts in augmenting the economic impact of Pasadena's economy.

Special Events

Holiday Hotline (see Media Special Events)

Eighth Annual Tourism Event

- Host the eighth Annual Tourism event at the new East Pavilion in September 2007.
- New this year will be the Pasadena Hospitality awards created to recognize those companies and or individuals that exemplify outstanding customer service
- Members of the local media, business community and civic officials will be invited. The purpose is to educate them as to the enormous impact the Bureau, the Center and the entire hospitably community have on Pasadena's economy.

Local Hospitality Community

PR Roundtable

Host two PR Roundtable Meetings with public relations representatives from the local hotels, museums and attractions. The meetings will be held in the fall and the spring. The purpose of the meetings is to share news, ideas and publicity opportunities.

Pasadena Awareness Training

Semi-annually, the Bureau will hold a training session to familiarize new front-line hotel employees and business district guides with Pasadena's visitor attractions. The tours will be held in September and March.

CLIENT SERVICES

Client Services will serve as *Pasadena's Concierge* during the sales process and once the business is booked. This department's services include: attendance builders, referrals, registration personnel, off-site venue assistance and advice to meeting planners to assist them in reaching their meeting objectives. The support given by this department creates a positive experience for the meeting planner and attendees, resulting in repeat bookings.

Housing

Central computerized housing reservation service is provided for groups utilizing two or more hotels in Pasadena. Reservations are received by fax or through the Bureau's Web site and processed. The Bureau tracks reservations and provides the meeting planner with regular reports updates on reservation counts. We will incorporate technology that will provide web-based options for booking and communicating back to the client to provide fast and seamless service.

Pasadena Preferred Visitor Discount Card

- On an annual basis, contact Pasadena businesses to sell them on being a part of the Pasadena Preferred Visitor Discount Card program. Businesses offer discounts or free items with a purchase.
- Compile the offers and coordinate with public relations the design and printing of the flyer.
- Distribute flyers to the Pasadena Conference Center, Pasadena hotels / motels, city hall kiosk, and clients.

Tournament of Roses Holiday Hotline

Annually, the Client Services department creates the Holiday Hotline Handbook detailing all information regarding the Tournament of Roses Parade and Rose Bowl Game. The handbook is distributed to the Tournament of Roses Association, Pasadena hotels and motels, city officials, local attractions and venues, Chamber of Commerce and the Pasadena Police Department.

Client Services organizes and conducts the Holiday Hotline service. This service, utilizing approximately 70 volunteers, answers an average of 3,000 calls during the week-long celebrations surrounding the Tournament of Roses Parade and Rose Bowl Game.

As a client service, the public relations department provides meeting planners and event promoters with public relations assistance in producing and distributing news releases for their conferences and events. They also provide meeting and event promoters with electronic images to promote attendance.

Pasadena Hospitality Tours

Client Services will develop tours of Pasadena's cultural attractions to market to groups. The tours will include aspects unavailable to the general public.

VISITOR INFORMATION CENTER.

The CVB maintains a Visitor Center that assists visitors with maps, information on attractions and restaurants and general information about Pasadena. The Visitors Center maintains a supply of Pasadena and surrounding area brochures. The Visitors Center is open Monday-

Friday from 8:00 a.m. - 5:00 p.m. and on Saturdays from 10:00 a.m. - 4:00 p.m during the months of June thru December.

We will continue to compile a world-wide data base of all those who have requested visitor information via Web site, email, postal mail or telephone calls to the CVB. Current list includes over 8,000 contact names and addresses.

ATTACHMENT B-1

PASADENA CVB & CENTER MARKETING BUDGET ADOPTED BUDGET FOR THE PERIOD JULY 2007 THROUGH JUNE 2008

ADMINISTRATIVE EXPENSES:

Marketing Salaries - CVB	908,597	
Marketing Salaries - Center	284,676	
Benefits / Taxes	<u>276,753</u>	
NET SALARY EXPENSE	1,470,026	1,470,026

PROMOTIONAL EXPENSES:

Advertising - Media		
Advertising - Agency & Media	303,500	
Events	51,500	
Sponsorship	69,815	
FAM	122,000	
Membership Dues	18,725	
Promotional Expense	45,829	
Trade Show Exp	122,760	
Sales Collateral Materials	73,990	
Visual Aids	38,646	
Travel/Mileage	27,150	
Website - Hosting	1,500	
Outside Sales Production	<u>67,900</u>	
TOTAL PROMOTIONAL EXPENSES	943,315	943,315

OTHER OPERATING EXPENSES:

Insurance Expense	2,500	
Misc Operating Items	2,000	
Office Rents	78,600	
Office Supplies	10,320	
Postage	17,000	
Printing	7,500	
Employee Training	9,950	
Equipment Purchases	2,000	
Equipment Rental	19,681	
Equipment Repair	1,000	
Service Agreements	2,040	
Telephone	17,800	
Temporary Agency Staffing	2,200	
Utilities	<u>14,586</u>	
TOTAL OPERATING EXPENSE	187,177	187,177

TOTAL CVB & CENTER MARKETING EXPENSE \$ 2,600,518

Approved Budget TBID Collections @ 2.89% 2,388,395

Projected Excess / (Shortfall) of TBID Collections over Expenses \$ (212,123)

ATTACHMENT B-2

TOURISM BUSINESS IMPROVEMENT DISTRICT TAX INCOME STATEMENT FOR THE PERIOD JULY 2006 THROUGH APRIL 2007

TBID COLLECTIONS		\$	1,771,007
ADMINISTRATIVE EXPENSES:			
Marketing Salaries - CVB	556,070		
Marketing Salaries - Center	213,794		
Benefits / Taxes	<u>184,767</u>		
NET SALARY EXPENSE	954,631		954,631
PROMOTIONAL EXPENSES:			
Advertising Trade	140,297		
Advertising Leisure Visitor	37,789		
Events	4,481		
FAM Expenses	75,690		
Membership Dues	13,893		
Promotional	115,116		
Trade Show Expense	69,971		
Sponsorship	24,831		
Sales Collateral	46,210		
Trade Subscriptions	5,150		
Travel, Meals, Mileage	30,913		
Visual Aids	6,222		
Website Maintenance	28,328		
Offsite Sales Representative	<u>24,667</u>		
TOTAL PROMOTIONAL EXPENSES	631,380		631,380
OTHER OPERATING EXPENSES:			
Office Rent	72,050		
Office Supplies	8,434		
Postage	22,278		
Printing / Stationery	13,197		
Professional fees	14,300		
Temp Staffing	6,807		
Recruiting Fees	8,880		
Training	393		
Equipment Purchase	8,708		
Equipment Rental	12,395		
Service Agreements	2,352		
Telephone	15,171		
Utilities	<u>9,753</u>		
TOTAL OPERATING EXPENSE	194,718		194,718
TOTAL CVB & CENTER MARKETING EXPENSES		\$	1,780,729
Excess / (Shortfall) of TBID Collections over Expenses:		\$	<u>(9,722)</u>