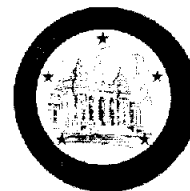


**SUBMITTAL TO THE BOARD OF SUPERVISORS  
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**



**FROM:** Economic Development Agency

**SUBMITTAL DATE:**  
April 14, 2011

**SUBJECT:** Adoption of Resolution 2011-092, Declaring Intent to Levy and Collect Assessments for Fiscal Year 2011-2012 on Assessable Hotels and Assessable Motels Located Within the Palm Springs Desert Resort Communities Tourism Business Improvement District.

**RECOMMENDED MOTION:** That the Board of Supervisors:

1. Approve the fiscal year 2011-2012 advisory committee report from the Hospitality Industry Business Council to support the Tourism BID levy for fiscal year 2011-2012, on file with the Clerk of the Board; and
2. Approve and adopt Resolution 2011-092, a resolution of the County of Riverside Board of Supervisors declaring its intention to levy and collect assessments for fiscal year 2011-2012 on assessable hotels and assessable motels located within the Palm Springs Desert Resort Communities Tourism Business Improvement District, approving the annual report by the district and advisory board and setting the time and place of a public hearing and giving notice of same.

**BACKGROUND:** (Commences on Page 2)

*Lisa Brandl for*  
Robert Field

Assistant County Executive Officer/EDA  
By Lisa Brandl, Managing Director

<b>FINANCIAL DATA</b>	Current F.Y. Total Cost:	\$ 0	In Current Year Budget:	N/A
	Current F.Y. Net County Cost:	\$ 0	Budget Adjustment:	N/A
	Annual Net County Cost:	\$ 0	For Fiscal Year:	2011/12

**COMPANION ITEM ON BOARD OF DIRECTORS AGENDA:** No

**SOURCE OF FUNDS:**

Positions To Be Deleted Per A-30 ☐  
Requires 4/5 Vote ☐

**C.E.O. RECOMMENDATION:** APPROVE

**County Executive Office Signature**

BY: *Jennifer L. Sargent*  
Jennifer L. Sargent

Prev. Agn. Ref.: 3.27 of 5/25/10; 9.10 of 5/18/10

District: 4 & 5

Agenda Number:

ATTACHMENTS FILED  
WITH THE CLERK OF THE BOARD

**3.17**

FORM APPROVED COUNTY COUNSEL  
BY: *Don Kent*  
DATE: 4/14/11  
Departmental Concurrence

By: *Don Kent*  
Don Kent, Treasurer-Tax Collector  
Office of the Treasurer-Tax Collector

Dep't Recomm.: ☐ Consent ☐  
Per Exec. Ofc.: ☐ Consent ☐  
Polic y ☒ ☐ ☒ ☐

## **BACKGROUND (Continued)**

In June 2008, the Palm Springs Desert Resort Communities Convention and Visitors Authority (CVA) requested that the County form the Palm Springs Desert Resort Communities Tourism Business Improvement District (Tourism BID) in the Coachella Valley.

The Parking and Business Improvement Area Law of 1989 requires that the Tourism BID be approved and implemented on a fiscal year basis. The attached Resolution 2011-092 begins the process of complying with this requirement for fiscal year 2011-2012. There is no requirement to obtain consent again from the participating cities and none have expressed interest in withdrawing their consent.

Resolution 2011-092 includes a complete description of the Tourism BID and sets the date, time and place for the required public hearing. It also directs the Clerk of the Board to publish a copy of the resolution in newspapers within the boundaries of the BID. The boundaries of the Tourism BID include the County unincorporated area of the Coachella Valley and the cities of Cathedral City, Desert Hot Springs, Indian Wells, Indio, La Quinta, Palm Desert, Palm Springs, and Rancho Mirage.

The Tourism BID is a type of assessment district that is publicly sanctioned but privately directed. The assessment is not considered a tax under Proposition 218 because businesses are being assessed, not property. It is a public/private partnership where private businesses agree to assess themselves in exchange for the authority to use the funds to benefit their business. Other California counties that have created multi-jurisdictional BIDs include Mendocino County, San Luis Obispo County, and Sonoma County.

Tourism is the Coachella Valley's number one industry. Tourism provides the most jobs and contributes the greatest amount to the local tax base for that area. The Tourism BID provides a stable source of marketing dollars that enhances the area's ability to plan and implement marketing and sales programs. It also provides more control to hospitality professionals on the use of funds generated from their businesses. This source of funds allows the Tourism BID member jurisdictions in the Coachella Valley to be more competitive in the tourism market.

The level of assessment being considered for the fiscal year 2011-2012 Tourism BID will remain at 2% of the sale of overnight room stays and will again apply only to hotels and motels with 50 or more sleeping rooms. There are approximately 75 hotels/motels within the proposed Tourism BID boundaries that fall in this category. The total annual revenue projected to be generated in fiscal year 2011-2012 is approximately \$5.58 million. The revenue collected will be used to fund the following activities to promote tourism for the Tourism BID jurisdictions in the Coachella Valley:

1. Marketing, advertising, and public relations;
2. Brochure development and distribution;
3. Promotion of public events which benefit businesses in the area and which take place on or in public places within the area; and
4. Activities which benefit businesses located and operating in the area, including but not limited to downtown shopping and promotional programs.

Resolution 2011-092 reflects no changes from the current fiscal year's Tourism BID.

Economic Development Agency

Adoption of Resolution 2011-092, Declaring Intent to Levy and Collect Assessments for Fiscal Year 2011-2012 on Assessable Hotels and Assessable Motels Located Within the Palm Springs Desert Resort Communities Tourism Business Improvement District

April 14, 2011

Page 3

**BACKGROUND** (Continued)

The County Treasurer-Tax Collector's office began collecting the Tourism BID assessment effective July 1, 2010, in accordance with County Ordinance No. 883.2 for fiscal year 2010-2011. The collection process is done on a quarterly basis. If approved, the collection process will remain the same for fiscal year 2011-2012.

It is recommended that the County approve Resolution 2011-092 declaring its intent to continue with the Tourism BID in fiscal year 2011-2012

RESOLUTION NO. 2011-092

A RESOLUTION OF THE BOARD OF SUPERVISORS OF THE COUNTY OF RIVERSIDE  
DECLARING ITS INTENTION TO LEVY AN ANNUAL ASSESSMENT FOR FISCAL YEAR 2011-  
2012 ON CERTAIN HOTELS AND MOTELS LOCATED WITHIN THE BOUNDARIES OF THE  
PALM SPRINGS DESERT RESORT COMMUNITIES TOURISM BUSINESS IMPROVEMENT  
DISTRICT AND SETTING THE TIME AND PLACE OF A PUBLIC HEARING AND GIVING  
NOTICE OF SAME

WHEREAS, the California Legislature in adopting the Parking and Business Improvement Area Law of 1989 (Streets & Highways Code § 36500 et, seq.) (the "Act") authorized cities and counties to levy assessments on businesses in order to promote economic revitalization and tourism, to create jobs, attract new businesses and prevent erosion of business districts; and

WHEREAS, the Board of Supervisors of the County of Riverside (the "Board of Supervisors") established a business improvement district, under the Act, commonly known as the Palm Springs Desert Resort Communities Tourism Business Improvement District ("Tourism BID"), the purpose of which is to promote tourism within the desert communities and to fund programs that benefit the hotel and motel businesses within the desert communities; and

WHEREAS, the benefitted hotel and motel businesses within the Tourism BID boundaries requested the Board of Supervisors to establish the Tourism BID and to levy annual assessments to fund and support certain tourism-related activities; and

WHEREAS, the territory included within the boundaries of the Tourism BID is coterminous with the operational boundaries of the Palm Springs Desert Resorts Convention and Visitors Authority ("CVA") which includes the geographical area within unincorporated Coachella Valley and the cities of Cathedral City, Desert Hot Springs, Indian Wells, Indio, La Quinta, Palm Springs, Palm Desert,

FORM APPROVED COUNTY COUNSEL  
BY: *Dale A. Gardner* 4/14/11  
DATE  
DALE A. GARDNER

1 and Rancho Mirage, which cities have granted the County of Riverside consent to establish the Tourism  
2 BID within their jurisdictions; and

3 WHEREAS, the Hospitality Industry and Business Council, Inc. was designated by the Board of  
4 Supervisors pursuant to Government Code Section 36530 as the advisory board to the Tourism BID  
5 ("Advisory Board") which makes recommendations concerning the Tourism BID, its operations, the  
6 expenditures of revenues derived from assessments levied by the County of Riverside related to the  
7 Tourism BID and which is authorized to incur obligations against funds derived from those assessments in  
8 accordance with policy guidelines established by the Board of Supervisors; and

9  
10 WHEREAS, the Advisory Board has filed an annual report with the Clerk of the Board; and

11 WHEREAS, the Advisory Board's annual report recommends the levy of an annual assessment for  
12 fiscal year 2011-2012 on assessable hotel and motel businesses located within the Tourism BID to pay for  
13 recommended tourism-related activities that will benefit the assessable hotel and motel businesses located  
14 within the Tourism BID; and

15  
16 WHEREAS, the Board of Supervisors approves the annual report and intends to levy an annual  
17 assessment for fiscal year 2011-2012 to pay for recommended tourism-related activities within the Tourism  
18 BID; and

19 WHEREAS, it is the opinion of the Board of Supervisors that all of the assessable hotel and motel  
20 businesses located within the Tourism BID will benefit from the activities of the Tourism BID; and

21  
22 WHEREAS, this Resolution of Intention will commence proceedings under the Act to levy the  
23 annual assessment for fiscal year 2011-2012 within the Tourism BID;

24 NOW, THEREFORE, the Board of Supervisors of the County of Riverside does hereby resolve,  
25 find, determine and order as follows:

26 Section 1. Recitals are True and Correct. The recitals set forth herein are true and correct.

27 Section 2. Intent to Levy and Collect Assessments within the Tourism BID for fiscal year 2011-  
28 2012. Pursuant to and under authority of the Act, except where funds are otherwise available, the Board of

Supervisors declares its intent to levy and collect an annual assessment for fiscal year 2011-2012 within the boundaries of the Tourism BID to fund the tourism-related activities recommended in the Advisory Board's annual report on file with the Clerk of the Board. Pursuant to the Act and Ordinance No. 883, an annual assessment is intended to be levied on all hotels and motels that have fifty (50) or more sleeping rooms and are located within the Tourism BID boundaries. It is estimated that approximately \$5,580,000 in revenue will be raised by the intended annual assessment.

Section 3. Method and Basis of Levy. The method and basis of levying the intended annual assessment remains unchanged from prior fiscal years. There will be no increase in the annual assessment. The method and basis of levying the intended annual assessment follows:

a. The assessment for hotels and motels with fifty (50) or more sleeping rooms is two percent (2 %) of the gross rental charges for overnight room stays. Gross Rental Charges shall equal the total dollar amount charged for overnight room rentals to guests (with the exception of government employees and with the exception of long term guests who stay more than twenty-eight consecutive nights at the same Assessable Hotel or Assessable Motel), but shall not include incidental room charges such as room service, video rental, or similar charges. Gross Rental Charges are equal to the total consideration charged for room rental valued in U. S. dollars, whether or not received and whether received in money or other consideration such as goods, labor, property or otherwise.

b. New hotels and motels that have fifty (50) or more sleeping rooms and are located within the Tourism BID boundaries will not be exempt from the assessment levy pursuant to Section 36531 of the California Streets and Highways Code.

Section 4. Types of Activities To Be Funded. The proposed type or types of activities to be funded by and through the annual levy of assessments on assessable hotel and motel businesses within the Tourism BID are as follows:

- a. Marketing, advertising, and public relations;
- b. Brochure development and distribution;

- 1 c. Promotion of public events which benefit businesses in the area and which take place  
2 on or in public places within the area;  
3 d. Activities which benefit businesses located and operating in the area, including but  
4 not limited to downtown shopping and promotional programs.  
5

6 No improvements are intended to be funded by the annual assessment.

7 Section 5. Reference to Annual Report. Reference is made to the annual report on file with the  
8 Clerk of the Board for a full and detailed description of the improvements and activities to be provided for  
9 fiscal year 2011-2012, as well as the boundaries of the Tourism BID and the proposed annual assessment to  
10 be levied upon businesses within the Tourism BID for fiscal year 2011-2012.

11 Section 6. Approval of Advisory Board's Annual Report. The Board of Supervisors approves the  
12 annual report subject to any further modification that may be necessary or desirable based upon future  
13 recommendations by staff and the public at the public hearing.  
14

15 Section 7. Notice of Time and Place of Public Hearing.

16 NOTICE IS HEREBY GIVEN that the Board of Supervisors of the County of Riverside will hold a  
17 Public Hearing on the intended levy of an annual assessment for fiscal year 2011-2012 within the Tourism  
18 BID.

19 The time and place of the public hearing on the intended levy of the annual assessment shall be at  
20 9:30 a.m., May 17, 2011, or as soon thereafter as this matter may be heard, at the Board of Supervisor's  
21 Chambers, located on the first floor of the County Administrative Center, 4080 Lemon Street in Riverside,  
22 California 92501. The public hearing may be continued from time to time as necessary.  
23

24 At the public hearing set forth above, the Board of Supervisors will hear the testimony of all  
25 interested persons for or against the Tourism BID, the furnishing of specific types of improvements or  
26 activities within the Tourism BID boundaries, and the intended levy of an annual assessment within the  
27 Tourism BID.  
28

1 At the public hearing, the Board of Supervisors will also hear and consider all oral and written  
2 protests made by any owner of any assessable hotel or assessable motel located within the Tourism BID  
3 boundaries against the Tourism BID, against the furnishing of specific types of improvements or activities  
4 within the Tourism BID, and against the intended levy of an annual assessment within the Tourism BID.  
5 At the conclusion of the public hearing the Board of Supervisors will determine whether or not a majority  
6 protest exists under the Act.  
7

8 Any person who wishes to be heard regarding the Tourism BID may appear at the public hearing or  
9 may send written comments to: Kecia Harper-Ihem, Clerk of the Board, 4080 Lemon Street, Riverside, CA  
10 92501. Further information concerning the Tourism BID and intended annual assessment may be obtained  
11 from JoAnn Cornelius, Senior Marketing/Development Specialist, Riverside County Economic  
12 Development Agency, 3499 10<sup>th</sup> Street, Suite 100, Riverside, CA 92501; telephone number (951) 955-  
13 5990.  
14

15 Pursuant to the Americans with Disabilities Act, if you need special assistance to participate in the  
16 public hearing, or if you need further information relating to the subject hearing, please contact the Clerk of  
17 the Board's Office at (951) 955-1060. Notification at least 48 hours prior to the meeting will assist the  
18 County staff in assuring that reasonable arrangements can be made to provide accessibility.  
19

20 The Clerk of the Board is authorized and directed to publish a copy of this resolution in a  
21 newspaper or newspapers of general circulation within the unincorporated area of the Coachella Valley of  
22 the County and within each of the cities of Cathedral City, Desert Hot Springs, Indian Wells, Indio, La  
23 Quinta, Palm Desert, Palm Springs, and Rancho Mirage once per week for one week. Said publication  
24 shall be a display advertisement of at least one-eighth page and shall be published no later than seven days  
25 prior to the date of the public hearing.  
26

27 Section 8. Protests. At the public hearing, the Board of Supervisors will consider all protests  
28 against the Tourism BID, against the furnishing of specific types of improvements or activities within the  
Tourism BID, and against the intended levy of an annual assessment within the boundaries of the Tourism



1 BID. The form and manner of written protests shall comply with California Streets and Highways Code  
2 Sections 36524 and 36525. The following rules shall apply to all protests:

- 3 a. A protest may be made orally or in writing by any interested person. Any protest  
4 pertaining to the regularity or sufficiency of the proceedings shall be in writing and  
5 shall clearly set forth the irregularity or defect to which the objection is made.
- 6 b. Every written protest shall be filed with the Office of the Clerk of the Board, located  
7 at County Administrative Center, 4080 Lemon Street, 1st Floor, Riverside,  
8 California 92501, at or before the time fixed for the public hearing as set forth  
9 as  
10 above.
- 11 c. The Board of Supervisors may waive any irregularity in the form or content of any  
12 written protest, and at the public hearing, may correct minor defects in the protest.
- 13 d. A written protest may be withdrawn in writing at any time before the conclusion of  
14 the public hearing set forth above.
- 15 e. Each written protest shall contain a description of the business in which the person  
16 subscribing the protest is interested, sufficient to identify the business, and if a  
17 person subscribing is not shown on the official records of the County of Riverside as  
18 the owner of the business, the protest shall contain or be accompanied by written  
19 evidence that the person subscribing is the owner of the business. A written protest  
20 that does not comply with this paragraph shall not be counted in determining a  
21 majority protest.
- 22 f. If written protests are received from the owners of businesses in the Tourism BID  
23 which will pay fifty percent (50 %) or more of the assessments intended to be levied  
24 and protests are not withdrawn so as to reduce the protests to less than the fifty  
25 percent (50 %), no further proceedings on the proposal to levy the intended annual  
26 assessment within the Tourism BID boundaries shall be taken by the Board of  
27  
28

1 Supervisors for a period of one year from the date of the filing of a majority protest.  
2 However, if the majority protest is only against the furnishing of a specified type or  
3 types of improvements or activities within the Tourism BID, those types of  
4 improvements or activities shall be eliminated and the intended annual assessment  
5 shall be levied.  
6

7 Section 9. Effective Date. This resolution shall take effect immediately upon its adoption.

8 PASSED AND ADOPTED this 26th day of April, 2011.  
9

10 ATTEST:  
11

12 \_\_\_\_\_  
13 Kecia Harper-Ihem, Clerk of the Board  
14

\_\_\_\_\_

Bob Buster, Chairman, Board of Supervisors  
of the County of Riverside

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# Palm Springs Desert Resort Communities

## CONVENTION AND VISITORS AUTHORITY

### THE PALM SPRINGS DESERT RESORT COMMUNITIES TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD FISCAL YEAR 2011-2012 ANNUAL REPORT

#### **I. BACKGROUND**

##### **A. Advisory Board**

The Hospitality Industry and Business Council (“HIBC”) of the Palm Springs Desert Resorts Convention and Visitors Authority (“CVA”) was appointed by the Riverside County Board of Supervisors pursuant to Government Code Section 36530 to serve as the Advisory Board for the Palm Springs Desert Resort Communities Tourism Business Improvement District (“Tourism BID”), which was established by the Board of Supervisors pursuant to the Parking and Business Improvement Area Law of 1989 (Streets & Highways Code § 36500 et, seq.) (the “Act”).

The Advisory Board makes recommendations concerning the Tourism BID, its operations, the expenditures of revenues derived from assessments levied by the County of Riverside related to the Tourism BID and is authorized to incur obligations against funds derived from those assessments in accordance with policy guidelines established by the Board of Supervisors.

##### **B. Boundaries**

The boundaries of the Tourism BID is coterminous with the operational boundaries of the CVA which includes the geographical area within unincorporated Coachella Valley and the cities of Cathedral City, Desert Hot Springs, Indian Wells, Indio, La Quinta, Palm Springs, Palm Desert, and Rancho Mirage (“Desert Communities”). All of the above cities have granted the County of Riverside consent to establish the Tourism BID within their jurisdictions.



### **C. Purpose**

The Tourism Bid levies assessments on certain businesses in order to promote tourism within the Desert Communities and to fund programs that benefit the hotel and motel businesses within the Desert Communities. Specifically, the type of activities to be funded by the Tourism Bid assessments include the following: (a) marketing, advertising, and public relations; (b) brochure development and distribution; (c) promotion of public events which benefit businesses in the area and which take place on or in public places within the area; and (d) activities which benefit businesses located and operating in the area, including but not limited to downtown shopping and promotional programs. No improvements are intended to be funded by the Tourism BID annual assessment.

### **D. Assessment**

Pursuant to the Act and Ordinance No. 883, as amended through 883.1, an annual assessment was levied on all hotels and motels that have fifty (50) or more sleeping rooms and are located within the Tourism BID boundaries. The assessment for these hotels and motels is two percent (2%) of the gross rental charges for overnight room stays. Gross rental charges equal the total dollar amount charged for overnight room rentals to guests (with the exception of government employees and long term guests who stay more than twenty-eight consecutive nights) and not including incidental room charges such as room service, video rental, or similar charges. Gross rental charges are basically equal to the total consideration charged for room rentals valued in U. S. dollars, whether or not received and whether received in money or other consideration such as goods, labor, property or otherwise.

New hotels and motels that have fifty (50) or more sleeping rooms and are located within the Tourism BID boundaries will be subject to the assessment levy pursuant to Section 36531 of the California Streets and Highways Code.

### **E. Annual Report**

Pursuant to Riverside County Ordinance No. 833, as amended through 883.1, the Advisory Board must present an Annual Report to the Board of Supervisors for its approval that includes a program of activities intended to be implemented within the Tourism BID together with an estimate of related expenditures. The Advisory Board must also include in the Annual Report an outline of the previous year's revenues and how those revenues were expended.



# Palm Springs Desert Resort Communities

## CONVENTION AND VISITORS AUTHORITY

HIBC/Advisory Board  
Report for FY 2011-2012  
Page | 3

### F. Relationship with CVA

The CVA is a joint powers authority that was established, pursuant to California Government Code section 6500 et seq., to *“jointly encourage, promote and to do such other things as might be necessary to enhance, to the greatest extent possible, all aspects of hospitality, convention and tourism industry in the Coachella Valley and to attract visitors to the area from a world-wide market, all to the benefit of the member organizations and their citizens.”* Like the Tourism BID, the “Member Organizations” of the CVA consist of the County Of Riverside (with respect to the geographical area within unincorporated Coachella Valley) and the cities of Cathedral City, Desert Hot Springs, Indian Wells, Indio, La Quinta, Palm Springs, Palm Desert, and Rancho Mirage. Each of the CVA’s Member Organizations contribute a portion of their respective transient occupancy tax (“TOT”) revenue, pursuant to an established formula, to fund the CVA’s General Fund which is used to pay for the general operations of the CVA. The CVA General Fund is segregated from the Business Improvement District Fund which contains the revenue generated by the Tourism BID assessments, which is a restricted “Special Revenue Fund.”

In an effort to reduce the amount of TOT contributions of each of the CVA’s Member Organizations to the CVA General Fund, each of the cities that comprise the Desert Communities granted consent to the County of Riverside to include their cities within the proposed boundaries of the Tourism BID. The revenue which is generated by the Tourism BID assessments are intended to fund independent tourism-related activities and/or to supplement funding of certain CVA tourism-related activities, as may be permitted pursuant to the Act and Ordinance No. 883, as amended through 883.1.

## II.

### TOURISM BID ASSESSMENT REVENUE

#### A. Fiscal Year 2011-2012 Tourism Bid Assessment Revenue and Expenditures

For Fiscal Year 2011-2012 (July 1, 2011 through June 30, 2012), Tourism BID assessment revenue is projected to be \$5,580,000 plus a projected carry-over amount of \$165,000 of unspent Fiscal Year 2010-2011 Tourism BID assessment revenue.

Serving the Desert Resort Communities of Riverside County

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70-100 Highway 111 • Rancho Mirage, CA 92270 • T: 760-770-9000 • TF: 800-967-3767 F: 760-770-9001 • palmspringsusa.com



### **B. Recommendation**

The Advisory Board recommends the Board of Supervisors confirm this Annual Report and continue to levy the annual continuation of the Tourism BID annual assessment for Fiscal Year 2011-2012 pursuant to the Parking and Business Improvement Area Law of 1989 (California Streets and Highways Code section 36500 et seq.), subject to the following findings and recommendations:

- 1) That the boundaries of the Tourism BID area should remain the same, with the recognition that the cities of Cathedral City, Desert Hot Springs, Indian Wells, Indio, La Quinta, Palm Desert, Palm Springs and Rancho Mirage have not withdrawn their consent to include them in the boundaries of the Tourism BID.
- 2) That the HIBC be appointed by the Board of Supervisors pursuant to Government Code Section 36530 to continue to serve as the Advisory Board for the Tourism BID.
- 3) That the HIBC, in its capacity as the Advisory Board, formally adopted a Conflict of Interest Code which requires all members to complete and submit an annual Form 700, Conflict of Interest Statement, to the CVA.
- 4) That the annual assessment be levied on all hotels and motels that have fifty (50) or more sleeping rooms and are located within the Tourism BID boundaries.
- 5) That the assessment for the subject hotels and motels remain at two percent (2%) of the gross rental charges for overnight room stays.
- 6) That the gross rental charges equal the total dollar amount charged for overnight room rentals to guests (with the exception of government employees and long term guests who stay more than twenty-eight consecutive nights) but not include incidental room charges such as room service, video rental, or similar charges.
- 7) That gross rental charges be equal to the total consideration charged for room rentals valued in U.S. dollars, whether or not received and whether received in money or other consideration such as goods, labor, property or otherwise.
- 8) That the revenues generated by the assessment be used to promote tourism and to fund programs that benefit the hotel and motel businesses within the within the Tourism BID area.



# Palm Springs Desert Resort Communities

## CONVENTION AND VISITORS AUTHORITY

HIBC/Advisory Board  
Report for FY 2011-2012  
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- 9) That the type of activities to be funded by the Tourism Bid assessments include the following: (a) marketing, advertising, and public relations; (b) brochure development and distribution; (c) promotion of public events which benefit businesses in the area and which take place on or in public places within the area; and (d) activities which benefit businesses located and operating in the area, including but not limited to downtown shopping and promotional programs.
- 10) That none of the revenue generated by Tourism Bid assessments be used to fund any improvements.
- 11) That Tourism BID assessment revenue is projected to be \$5,580,000 for Fiscal Year 2011-2012 (July 1, 2011 through June 30, 2012).
- 12) That the estimated cost of providing the activities for Fiscal Year 2011-2012 is \$5,745,000.
- 13) That the CVA has retained the services of Mayer Hoffman McCann, P.C., an independent certified public accounting firm, to audit the Tourism BID finances and it concluded in its Independent Auditor's Report that there were no material weaknesses or significant audit findings in relation to the CVA or the Tourism BID.

### **C. Program of Activities, Marketing, Advertising and Public Relations**

The type of activities intended to be funded by the Tourism Bid assessments include: (a) marketing, advertising, and public relations; (b) brochure development and distribution; (c) promotion of public events which benefit businesses in the area and which take place on or in public places within the area; and (d) activities which benefit businesses located and operating in the area, including but not limited to downtown shopping and promotional programs.





### **1. Advertising Placement and Production**

The Tourism BID assessment revenue will develop marketing campaigns targeting regional, national, international markets and fund the “CVA/Desert Cities Valley-Wide Air Service Campaign” with WestJet and Alaska Airlines, in conjunction with the CVA and other partners. Funding of this campaign is intended to further increase “room night” bookings for WestJet Vacations’ which directly benefits the hotels and motels of the Tourism BID. With respect to Alaska Airlines, it is expected that there will be continued growth in load factors for San Francisco, Sacramento, Seattle and Portland through continued funding of the campaign using Tourism BID assessment revenue. These programs will consist of print, digital, outdoor, radio and promotions. These funds will be utilized to produce the materials and purchase media for placement. Additional detail can be referenced in attachment A.

### **2. Digital Marketing**

Tourism BID assessment revenue will be used to further develop the CVA website to include more of an emphasis on digital marketing of the businesses within the Tourism BID area and will be targeted toward specific groups and consumer markets via the internet and electronic mail. This activity is intended to improve alliances with third-party booking sources and to improve marketing efforts to increase market share for the businesses within the Tourism Bid area. The objective of developing and enhancing the CVA’s website is to provide the general public with fast, efficient and increased access to the website for purposes related to enhancing public transparency and promoting the assessed businesses and general hospitality industry within the Tourism BID area.





### **3. Collateral Materials and Brochure Development and Distribution**

The Tourism BID assessment revenue will be used in part to develop an integrated campaign of visitor guides, print promotional brochures and maps that will be targeted at the leisure market and professional organizations, various lifestyle groups and drive and fly markets to enhance visitation within the desert communities. Informational brochures will also be produced for the purpose of providing travel professionals, such as but not limited to travel agents and tour operators, with the necessary information to effectively and efficiently plan pleasure and business travel itineraries for various clients.

### **4. Familiarization Trips**

Tourism BID assessment revenue will be used to fund familiarization tours and site visits arranged, hosted and conducted by CVA's Convention Sales, Travel Industry Sales and Marketing Departments. The purpose of these tours and site visits is to expose various meeting and convention planners, tour operators, and media from throughout the major markets in the United States and various countries to create a broader and more comprehensive appreciation of the many diverse visitor opportunities available in the Desert Communities. These activities will also focus on attracting small business meeting leads, which is often an overlooked segment of the visitor market. These activities are also intended to help generate 145,000 room nights and 700 qualified meeting and convention leads during Fiscal year 2011-2012.



### **5. Trade Shows, Sales Missions, Travel & Lodging**

The Tourism Bid assessment revenue will be used to help fund trade shows and sales missions and client events for Convention Sales and Travel Industry Sales. These events will include attendance by qualified meeting planners from across the United States and Canada. These activities are intended to help generate 145,000 room nights and 700 qualified meeting and convention leads. It is expected that Travel Industry Sales will generate 90 qualified hotel leads and 950 client service requests from Tour Operators for those hospitality/tourist related businesses within the Tourism BID area. The Tourism BID assessment revenue will be used to continue funding the operation of satellite sales offices in Southern California, Washington DC and Virginia with the objective of specifically targeting meeting and convention business.

### **6. Special Promotions**

Tourism BID assessment revenue will be used to plan and implement group media and travel industry events in targeted major markets, with the purpose of introducing the desert community's hotels, resorts, attractions and other hospitality entities to high level press, tour operators and travel agents. Markets of focus include Seattle, Portland, San Francisco, Sacramento, Los Angeles, Orange County, San Diego, Chicago, Dallas, Washington D.C., and New York, as well as Canada, the United Kingdom, and Germany.

### **7. Event Hosting**

Tourism BID assessment revenue will be used to support major local events that provide a direct impact to hotel occupancy while complimenting the CVA's convention sales, marketing, and travel industry sales strategies. Primary consideration is given to major annual golf and tennis tournaments, film festivals, and other events that produce room nights and heighten media exposure for the destination, as well as special in-market client, meeting planner, and travel industry events designed to increase group business.



### 8. Research

Tourism BID assessment revenue will be used to produce an “out of market” Image & Awareness Study, designed to help the CVA understand the perceptions and challenges of the Desert Communities as a major tourist destination. The research will survey both visitors and non-visitors and will target 10-12 key cities in the United States and Canada. In connection with the study, assistance from the “Greater Palm Springs Marketing Group” comprised of individual marketing managers of the Tourism BID cities and hospitality marketing and public relations professionals from throughout the Coachella Valley, will continue to provide the CVA with technical assistance for developing strategic marketing programs that will benefit the assessed hotels and motels and the general hospitality industry within the Tourism BID area. The CVA will also continue to receive professional assistance from a group of golf marketing professionals throughout the Desert Communities that provide direction on golf marketing ideas and programs to address in the study that will promote business within the Tourism BID area. The study is also expected to assist the CVA with further developing an effective partnership with the Coachella Valley Economic Partnership (“CVEP”) for the purpose of attracting more professional and trade business meetings and conventions to the Desert Communities.

### 9. Labor-Personnel Cost Summary

The Tourism BID assessment revenue will be used in part to cover 70% of the labor costs that will enable the CVA to promote the assessed motels and hotels and general hospitality-related businesses within the Tourism Bid area. 95% of the Market Development, Travel Industry Sales and Convention Sales labor costs will be funded by the Tourism assessment BID revenue. 18.9% of Administration labor costs will also be funded by the Tourism BID assessment revenue. The remainder of the budgeted labor costs including all of Membership labor will be funded by the CVA’s General Fund and private funding sources.



### **10. Overhead Supplies, Utilities & Fees**

Overhead costs will be funded with 6% of the Tourism Bid assessment revenue. The major components of the overhead costs are publicity, dues and subscriptions, postage, telecommunication, office/computer supplies, employee training, vehicle expenses, utilities, building expenses, equipment costs, professional fees and website support. These costs are necessary to support and compliment the sales and marketing efforts of the CVA which will directly benefit the assessed motels and hotels and general hospitality-related businesses within the Tourism Bid area.

### **III.**

### **TOURISM BID ASSESSMENT REVENUE**

#### **A. Fiscal Year 2010-2011 Tourism Bid Assessment Revenue and Expenditures**

During Fiscal Year 2010-2011 (July 1, 2010 through June 30, 2011), Tourism BID assessment revenue is projected to amount to a total of \$5,119,105 for the entire fiscal year. As of March 31, 2011, accrued Tourism BID assessment revenue is \$3,636,931. Of the \$3,636,931, \$2,618,590 has been expended thus far to fund the following activities: (a) marketing, advertising, and public relations; (b) brochure development and distribution; (c) promotion of public events which benefit businesses in the area and which take place on or in public places within the area; and (d) activities which benefit businesses located and operating in the area. It is projected that by the end of the Fiscal Year 2010-2011 (June 30, 2011), \$165,000 of the Fiscal Year Tourism BID assessment revenue will remain unspent, but will be carried over to fund those certain permissible Tourism BID activities during Fiscal Year 2011-2012.



# Palm Springs Desert Resort Communities

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### B. Fiscal Year 2010-2011 Reporting Metrics

	Fiscal Year-to-Date: (7/1/10-3/31/11)	Forecast: (4/1/11-6/30/11)	Total:	Fiscal Year Goal:	%
<b>Convention Sales:</b>					
Booked Room Nights	107,258	37,440	144,698	144,132	100.39%
New Business (Leads)	460	171	631	768	82.16%
<b>Travel Industry Sales:</b>					
FAMs & Site Visits	35	9	44	30	146.67%
New Business (Leads)	61	20	81	90	90.00%
Client Reach	3,587	260	3,847	2,700	142.48%
<b>Media Relations:</b>					
Publication Value (Print)	\$1,591,114	\$600,000	\$2,191,114	\$2,000,000	109.56%
Publication Value (Digital)*	\$120,500	\$300,000	\$420,500	N/A	N/A
Media Assists	416	140	556	400	139.00%
Circulation	56,506,579	20,000,000	76,506,579	55,000,000	139.10%

*\*New program effective March 1, 2011. Because of the increasing value of digital media, this category has been added to reflect the CVA's new tracking capabilities. However, a goal will not be established until fiscal year 2011-2012.*

*Please note; performance goals are established on a calendar basis. The CVA combined six months of the 2010 calendar goal (July-December) and six months of the 2011 calendar goal (January-June) to establish the above metrics and comparisons.*



# Palm Springs Desert Resort Communities

## CONVENTION AND VISITORS AUTHORITY

Attachment A

### Palm Springs Desert Resort Communities Convention and Visitors Authority BID Funding FY 2011-2012

	2010* Year End Actual 6/1/10-6/30/10	2011 Original Budget 7/1/10-6/30/11	2011 Revised Budget 7/1/10-6/30/11	2011 BID YTD Actual 7/1/10-3/31/11	2012 Proposed Budget 7/1/11-6/30/12
<b>REVENUE</b>					
<b>TOT 8 Cities/County Public:</b>					
<b>BID-Riverside County Public</b>	2,725,782	4,912,272	5,119,105	3,636,931	5,580,000
<b>TOTAL REVENUE</b>	2,725,782	4,912,272	5,119,105	3,636,931	5,580,000
<b>Fund Balance BID Forward-2009</b>	188,664	188,664	188,664	188,664	-
<b>Fund Balance BID Forward-2010</b>			442,645	442,645	-
<b>Fund Balance BID Forward-2011</b>					165,000
<b>TOTAL FUNDING APPROPRIATION</b>	2,914,446	5,100,936	5,750,413	4,268,239	5,745,000
<b>EXPENSES</b>					
<b>Advertising Production</b>	55,555	69,780	75,525	28,061	121,577
<b>Advertising Placement</b>	210,236	760,080	959,025	669,967	927,158
<b>Digital Marketing</b>	100,233	146,570	244,435	58,717	219,713
<b>Collateral Material/Brochures</b>	46,102	65,653	110,913	28,376	38,062
<b>Familiarization Trips</b>	101,139	144,246	177,318	159,564	200,635
<b>Trade Shows / Sales Missions</b>	188,303	355,638	455,877	401,981	423,004
<b>Travel &amp; Lodging</b>	41,991	144,481	152,950	85,538	134,877
<b>Special Promotions</b>	145,535	242,368	275,005	172,892	245,691
<b>Event Hosting</b>	85,412	138,295	193,306	103,295	166,370
<b>Research</b>	17,735	9,045	60,000	7,495	35,555
<b>Labor-Personnel Cost Summary</b>	1,160,395	2,516,260	2,550,065	1,874,802	2,887,950
<b>Overhead-Supplies-Utilities-Fees</b>	130,501	508,521	330,996	317,282	344,409
<b>TOTAL EXPENSES</b>	2,283,137	5,100,936	5,585,414	3,907,969	5,745,000
<b>NET REVENUE (All Funding Sources)</b>	631,309	(0)	165,000	360,270	(0)

\* Please note; FY was 6 months due to transition from calendar to Fiscal Year ending June 30, 2010



# Palm Springs Desert Resort Communities

## CONVENTION AND VISITORS AUTHORITY

### Attachment A (Cont.)

#### Advertising Production FY 2011-2012

Advertising production	Budget
Creative Concept/Development	30,000.00
Print	10,000.00
Radio	5,000.00
Digital	5,000.00
TV	5,000.00
Video Editing	5,000.00
Photography	25,000.00
Videography	26,000.00
Barter	3,600.00
Travel Agent Certification Program	6,977.00
<b>Total</b>	<b>121,577.00</b>

#### Web Advertising/Website Development FY 2011-2012

Web Advertising/Website Development	Budget
Website Rebuild	107,713.00
Paid Search	60,000.00
AdReady	21,000.00
Social Media Promotions	7,000.00
ExactTarget (1,000,000 sends)	10,000.00
Domain Name Registrations	2,000.00
Website Updates/Changes	12,000.00
<b>Total</b>	<b>219,713.00</b>

#### Advertising Placement FY 2011-2012

Advertising Placement	Budget
<b>Drive Market</b>	
Print	115,000.00
Radio	35,000.00
Outdoor	35,000.00
Digital	150,000.00
Social Media	30,000.00
Travel Media Group	25,200.00
<b>Fly Market</b>	
<b>WestJest Campaign</b>	
Print	48,000.00
Radio	28,000.00
Outdoor	20,000.00
Digital	48,000.00
Social Media	6,000.00
<b>Alaska Airlines Campaign</b>	
Print	88,000.00
Radio	20,000.00
Outdoor	
Digital	40,000.00
Social Media	2,000.00
Outdoor	30,000.00
Digital	66,000.00
Social Media	4,000.00
<b>CTTC Visitor Guides</b>	
CA Visitor Guide Co-Op	46,166.00
International Visitor Guide	11,500.00
CTTC Magazine Insert	75,000.00
Tradeshaw Support	4,292.00
<b>Total</b>	<b>927,158.00</b>

#### Collateral Material FY 2011-2012

Collateral Material	Budget
Meeting Planners Guide	8,000.00
Reprinting - International Lures	5,000.00
Destination Profiles	1,500.00
ENEWS DESIGNWriting	13,262.00
UK/Magellan Client Cards	2,100.00
Presentation Folders	1,000.00
Collateral Fulfillment-Certified Distribution	7,200.00
<b>Total</b>	<b>38,062.00</b>





# Palm Springs Desert Resort Communities

## CONVENTION AND VISITORS AUTHORITY

Attachment A (Cont.)

### Familiarization Trips FY 2011-2012

FAMS/Site Inspections	Date	Budget
Australian Travel Agent FAM (August 2011)	August 2011	2,500.00
Australia Inbound FAM	September 2011	1,000.00
FALL FAM - OCT. 2011	October 2011	25,000.00
Canadian Travel Agent FAM	October 2011	2,500.00
German Product Manager FAM	October 2011	2,500.00
UK SuperFAM	October 2011	3,000.00
UK Press inbound Press	October 2011	3,000.00
Canada Inbound Press FAM	October 2011	2,000.00
US Motorcoach / Bank Travel FAM	November 2011	1,500.00
Film Festival Press	December 2011	1,500.00
PS Film Fest FAM - JAN. 2012	January 2012	10,000.00
Bob Hope Classic FAM - JAN. 2012 (Convention Sales)	January 2012	10,000.00
Bob Hope Classic FAM / Event FAM (Travel Industry Sales)	January 2012	8,000.00
Bob Hope Classic Press	January 2012	1,500.00
DERTOUR Special (February 2012)	February 2012	10,000.00
German FAM	February 2012	2,000.00
BNP Press	February 2012	1,500.00
BNP Paribas FAM - MAR. 2012	March 2012	35,000.00
Kraft Nabisko	March 2012	1,500.00
Canadian Tour Operator FAM	April 2012	2,500.00
Pre/Post Pow Wow FAMS	April 2012	5,000.00
UK Product Manager	May 2012	2,500.00
Airline Tickets-General Hosting-Site Inspections	Multiple Months	20,000.00
Tradeshaw Giveaways & Client Gifts and Media	Multiple Months	11,885.00
Local Housing	Multiple Months	4,000.00
Travel Professional FAMS	Multiple Months	6,000.00
CTTC International Office FAMS (Misc.)	Multiple Months	1,500.00
Client Site Inspection / Meetings (TIS)	Multiple Months	1,250.00
Promotional Items - Client Gifts (TIS)	Multiple Months	7,500.00
National Press inbound Press	Multiple Months	1,500.00
Pacific NW Inbound Press FAM	Multiple Months	2,000.00
Meetings Press Inbound	Multiple Months	2,000.00
Travel Writers - SITE Visits US & Internat'l	Multiple Months	9,000.00
<b>Total</b>		<b>200,635.00</b>





# Palm Springs Desert Resort Communities

## CONVENTION AND VISITORS AUTHORITY

### Attachment A (Cont.)

#### Tradeshows/Sales Missions FY 2011-2012

Tradeshows/Sales Missions	Date	Tradeshow Cost	Travel & Lodging Cost (C8)	Total
Mountain States Sales Mission	July 2011	6,000.00	2,800.00	8,800.00
Dest. Mrktg. Assn. Int'l. (DMAI) Annual Meeting	July 2011	0.00	1,800.00	1,800.00
World Educational Congress (WEC) Board Meeting	July 2011	0.00	500.00	500.00
MPI World Education Congress (MPI-WEC)	July 2011	10,000.00	2,500.00	12,500.00
Southern California Sales Mission w/Event	July 2011	8,000.00	2,500.00	10,500.00
Amer. Soc. Of Assn. Execs. (ASAE) Annual Meeting	August 2011	39,379.00	4,000.00	43,379.00
Incentive Works	August 2011	6,000.00	2,800.00	8,800.00
CONNECT (Marketplace)	August 2011	3,000.00	1,500.00	4,500.00
Western Canada Sales Mission Events	August 2011	14,000.00	5,000.00	19,000.00
Chicago Media Dinner	August 2011	6,000.00	2,000.00	8,000.00
Conexion	September 2011	2,000.00	1,400.00	3,400.00
SoCal Sales Mission (Sept. '11)	September 2011	7,500.00	1,200.00	8,700.00
Los Angeles Media Dinner	September 2011	5,000.00	1,000.00	6,000.00
IMEX	October 2011	15,000.00	1,700.00	16,700.00
Texas Sales Mission (Oct. '11)	October 2011	6,500.00	1,500.00	8,000.00
MLT Vacations Annual Conference	October 2011	4,000.00	3,000.00	7,000.00
USA Sales Mission w/ Event (Dallas/Houston)	October 2011	5,000.00	2,500.00	7,500.00
AAA Sales Mission	October 2011	5,000.00	2,500.00	7,500.00
NY Media Dinner	October 2011	7,000.00	3,300.00	10,300.00
Rejuvenate Marketplace	November 2011	3,000.00	1,500.00	4,500.00
NoEast Sales Mission (Nov. '11)	November 2011	8,000.00	2,000.00	10,000.00
World Travel Market (WTM)	November 2011	3,500.00	3,500.00	7,000.00
CTTC Sales Day (pre/post WTM)	November 2011	1,500.00	1,500.00	3,000.00
Toronto Sales Mission w/ Event	November 2011	8,000.00	3,500.00	11,500.00
2012 California Travel Summit	November 2011	500.00	1,500.00	2,000.00
Graphics Photoshop Seminar	November 2011	500.00	1,500.00	2,000.00
CalSAE - Season Spectacular	December 2011	12,800.00	2,500.00	15,300.00
SoCal Sales Mission (Dec. '11)	December 2011	8,500.00	1,000.00	9,500.00
Holiday Showcase	December 2011	12,000.00	2,500.00	14,500.00
National Tour Assn. (NTA) Conference	December 2011	1,800.00	1,500.00	3,300.00
LuxuryTravelExpo-PRE-PAIDrollDec2011	December 2011	3,000.00	1,500.00	4,500.00
USTA 2012 Pow Wow	December 2011	1,000.00	1,500.00	2,500.00
HelmsBriscoe Annual Business Conf.	January 2012	5,000.00	1,475.00	6,475.00
Prof. Conv. Mgmt. Assn. (PCMA)	January 2012	3,000.00	1,500.00	4,500.00
Ret. Conv. Mgmt. Assn. (RCMA)	January 2012	15,500.00	1,500.00	17,000.00
Amer. Bus Assn. (ABA) Marketplace	January 2012	1,200.00	2,500.00	3,700.00
US Airways / CSAA Training - Tour Operator Training	January 2012	2,500.00	2,000.00	4,500.00
NoCal Sales Mission (Feb. '12)	February 2012	8,500.00	1,400.00	9,900.00
Destinations Showcase	February 2012	15,000.00	3,000.00	18,000.00
Go West Summit	February 2012	1,500.00	1,500.00	3,000.00
Seattle/Alaska Airlines Training w/Event	February 2012	5,000.00	2,500.00	7,500.00
San Francisco Media Dinner	February 2012	7,000.00	1,500.00	8,500.00
Meet NY (NYSAE)/Sales Calls	March 2012	3,725.00	1,500.00	5,225.00
ConferenceDirect Annual Partner Mtg	March 2012	5,000.00	1,500.00	6,500.00



# Palm Springs Desert Resort Communities

## CONVENTION AND VISITORS AUTHORITY

### Attachment A (Cont.)

#### Tradeshows/Sales Missions FY 2011-2012 (Cont.)

CalSAE (Mar. '12)	March 2012	4,500.00	1,600.00	6,100.00
ITB	March 2012	3,500.00	3,500.00	7,000.00
2012 LA TIMES TRAVEL SHOW	March 2012	3,000.00	1,000.00	4,000.00
SmartMeetings	April 2012	5,500.00	500.00	6,000.00
Uniglobe Travel - Western Canada	April 2012	2,000.00	1,600.00	3,600.00
SoEast Sales Mission (April '12)	April 2012	7,000.00	2,000.00	9,000.00
Springtime Expo/GWSAE	April 2012	23,000.00	3,602.00	26,602.00
US Council Meeting	April 2012	0.00	500.00	500.00
Spotlight on Southwest (reg rolled over from 2010)	April 2012	500.00	1,200.00	1,700.00
Pow Wow International (incl booth)	April 2012	27,000.00	5,000.00	32,000.00
Int'l Assn. of Golf Tour Ops. (IAGTO) North Amer. Conf.	April 2012	1,200.00	1,500.00	2,700.00
SoCal Sales Mission (May '12)	May 2012	7,500.00	1,000.00	8,500.00
Collaborate (May '12)	May 2012	3,000.00	1,500.00	4,500.00
Northern California Sales Mission / Blitz	May 2012	5,000.00	2,500.00	7,500.00
Chicago Sports & Business Spectacular	June 2012	18,000.00	2,000.00	20,000.00
Pacific NW Sales Mission (June '12)	June 2012	8,000.00	1,500.00	9,500.00
NoEast Sales Mission (June '12)	June 2012	7,000.00	2,000.00	9,000.00
CalTia Conference on Tourism	June 2012	500.00	1,500.00	2,000.00
Tradeshow Storage/Maint	Multiple Months	8,000.00	0.00	8,000.00
Discover America Brochure Distribution	Multiple Months	900.00	0.00	900.00
CVA Pac/NW Media Calls	Multiple Months	0.00	2,000.00	2,000.00
2012 CALTIA Board Meetings	Multiple Months	0.00	4,500.00	4,500.00
2012 CTTC Committee Meetings	Multiple Months	0.00	2,000.00	2,000.00
<b>Totals</b>		<b>421,504.00</b>	<b>133,377.00</b>	<b>546,381.00</b>



# Palm Springs Desert Resort Communities

## CONVENTION AND VISITORS AUTHORITY

Attachment A (Cont.)

### Special Promotions FY 2011-2012

Special Promotions & Marketing	Budget
UK Public Relations Magellan	23,750.00
Black Diamond Public Relations	4,750.00
Travel Alliance Partnership	4,275.00
Tour Operator Sponsorship Domestic	1,900.00
Pow Wow 2012 Sponsorship	3,325.00
UK/Ireland - Black Diamond	28,500.00
MSI - Germany	15,200.00
Canada	38,000.00
-Product Training (4/year) - travel expenses	2,850.00
-Canada Sales Mission Expenses	1,900.00
-Toronto Sales Mission	1,900.00
Gate7 - Australia	12,350.00
Marketing Sales Meetings & Contracts	11,400.00
Contractual Housing Services	42,750.00
Hyland/Contract	28,500.00
Advisory Board Convention Sales	9,500.00
Local Conference Registration Assist	11,400.00
Meetings/Functions/CEO Forum	241.00
U.S. Travel Association Dues	3,200.00
<b>Total</b>	<b>245,691.00</b>

### Event Hosting FY 2011-2012

Advertising production	Budget
CVEP Sponsorship	9,970.00
Multiple Event Host/Sponsorships 2012	57,000.00
California Cup (May 2012)	9,500.00
REBATE /Meeting Incentives	59,000.00
Easter Bowl	4,750.00
Uniglobe	4,750.00
Synapse Sports/LACROSSE	9,500.00
CESSE	2,400.00
Tourism Week, Annual Update	4,750.00
USA Pentathlon (Feb. '12)	4,750.00
<b>Total</b>	<b>166,370.00</b>

### Research FY 2011-2012

Market Research	Budget
U.S. Travel Association Dues	13,300.00
Smith Travel Research	7,600.00
DMAI-MINT REPORTS	3,255.00
TAP - RESEARCH \$1,200 Month	11,400.00
<b>Total</b>	<b>35,555.00</b>

### Overhead-Supplies-Utilities-Fees FY 2011-2012

Photo Fees / Supplies	1,890.00
IT Support/Firewall/Software Licenses	56,052.00
Professional Fees	19,656.00
Publicity/News Bureau Services	19,127.00
Dues	20,580.00
Postage & Shipping	22,391.00
Telephone	24,056.00
Telephone Equipment	2,730.00
Subscriptions / Publications	2,174.00
Computer-Software/Services	8,941.00
Computer-Hardware/Periph	5,718.00
Employee Training / Tradeshow Uniforms	20,665.00
Equipment Lease-Fixed Leases	4,256.00
Equipment Repair & Maintenance	2,458.00
General Insurance	5,460.00
Interest / Bank Charges	1,882.00
Local Meetings	2,540.00
Automobile Expenses - Mileage Reimbursement	28,423.00
Bldg. Expense/R&M/Utilities/	29,212.00
Lease/Leaseback (Office Space) Allocation	66,198.00
<b>Total</b>	<b>344,409.00</b>

### Labor-Personnel FY 2011-2012

Labor-Personnel	Budget
Administration	162,511.50
Marketing	656,501.50
Travel Industry Sales	395,248.00
Convention Sales and Service	1,673,689.00
<b>Total</b>	<b>2,887,950.00</b>