

526



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

**FROM:** Economic Development Agency

**SUBMITTAL DATE:**  
April 12, 2012

**SUBJECT:** Adoption of Resolution 2012-108, Declaring its Intent to Levy and Collect Assessments for Fiscal Year 2012-2013 on Assessable Hotels and Motels Located within the Palm Springs Desert Resort Communities Tourism Business Improvement District

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

1. Approve and adopt Resolution 2012-108, a Resolution of the County of Riverside Board of Supervisors declaring its intention to levy and collect assessments for fiscal year 2012-2013 on assessable hotels and motels located within the Palm Springs Desert Resort Communities Tourism Business Improvement District (BID), 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; and
2. Approve the fiscal year 2012-2013 advisory committee report from the Hospitality Industry Business Council to support the Tourism BID levy for fiscal year 2012-2013, on file with the Clerk of the Board.

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

*Robert Field*

Robert Field  
Assistant County Executive Officer/EDA

<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:	2012/13

**COMPANION ITEM ON BOARD AGENDA:** No

<b>SOURCE OF FUNDS:</b>	<b>Positions To Be Deleted Per A-30</b>	<input type="checkbox"/>
	<b>Requires 4/5 Vote</b>	<input type="checkbox"/>

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

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

**County Executive Office Signature**

FORM APPROVED COUNTY COUNSEL  
DATE 4/11/12  
DALE A. GARDNER  
Departmental Concurrence

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

Capital Projects/Rates Review Committee:  Consent  Policy

Dept. Recomm.:  Consent  Policy

Per Exec. Ofc.:  Consent  Policy

Prev. Agn. Ref.:

District: 4/4, 5/4

Agenda Number:

3.13

ATTACHMENTS FILED WITH THE CLERK OF THE BOARD

**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 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 2012-108 begins the process of complying with this requirement for fiscal year 2012-2013. There is no requirement to obtain consent again from the participating cities and none have expressed interest in withdrawing their consent.

Resolution 2012-108 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 2012-2013 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 2012-2013 is approximately \$6.17 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 2012-108 reflects no changes from the current fiscal year's Tourism BID.

(Continued)

Economic Development Agency  
Adoption of Resolution 2012-108, Declaring its Intent to Levy and Collect Assessments for Fiscal Year  
2012-2013 on Assessable Hotels and Motels Located within the Palm Springs Desert Resort Communities  
Tourism Business Improvement District  
April 12, 2012  
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 2012-2013.

It is recommended that the County approve Resolution 2012-108 declaring its intent to continue with the Tourism BID in fiscal year 2012-2013.

2  
3 RESOLUTION NO. 2012-108

4 A RESOLUTION OF THE BOARD OF SUPERVISORS OF THE COUNTY OF RIVERSIDE  
5 DECLARING ITS INTENTION TO LEVY AN ANNUAL ASSESSMENT FOR FISCAL YEAR 2012-  
6 2013 ON CERTAIN HOTELS AND MOTELS LOCATED WITHIN THE BOUNDARIES OF THE  
7 PALM SPRINGS DESERT RESORT COMMUNITIES TOURISM BUSINESS IMPROVEMENT  
8 DISTRICT AND SETTING THE TIME AND PLACE OF A PUBLIC HEARING AND GIVING  
9 NOTICE OF SAME

10  
11 WHEREAS, the California Legislature in adopting the Parking and Business Improvement Area  
12 Law of 1989 (Streets & Highways Code § 36500 et, seq.) (the "Act") authorized cities and counties to levy  
13 assessments on businesses in order to promote economic revitalization and tourism, to create jobs, attract  
14 new businesses and prevent erosion of business districts; and

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

20  
21 WHEREAS, the benefitted hotel and motel businesses within the Tourism BID boundaries  
22 requested the Board of Supervisors to establish the Tourism BID and to levy annual assessments to fund  
23 and support certain tourism-related activities; and

24  
25 WHEREAS, the territory included within the boundaries of the Tourism BID is coterminous with  
26 the operational boundaries of the Palm Springs Desert Resorts Convention and Visitors  
27 Authority ("CVA") which includes the geographical area within unincorporated Coachella Valley and the  
28 cities of Cathedral City, Desert Hot Springs, Indian Wells, Indio, La Quinta, Palm Springs, Palm Desert,

FORM APPROVED COUNTY COUNSEL  
BY: *M. A. Gardner* 4/11/12  
DALE A. GARDNER DATE

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 2012-2013 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 2012-2013 to pay for recommended tourism-related activities within the Tourism  
18 BID; and

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

22  
23 WHEREAS, this Resolution of Intention will commence proceedings under the Act to levy the  
24 annual assessment for fiscal year 2012-2013 within the Tourism BID;

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

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

Section 2. Intent to Levy and Collect Assessments within the Tourism BID for fiscal year 2012-  
2013. Pursuant to and under authority of the Act, except where funds are otherwise available, the Board of

1 Supervisors declares its intent to levy and collect an annual assessment for fiscal year 2012-2013 within the  
2 boundaries of the Tourism BID to fund the tourism-related activities recommended in the Advisory Board's  
3 annual report on file with the Clerk of the Board. Pursuant to the Act and Ordinance No. 883, an annual  
4 assessment is intended to be levied on all hotels and motels that have fifty (50) or more sleeping rooms and  
5 are located within the Tourism BID boundaries. It is estimated that approximately \$6,168,367 in revenue  
6 will be raised by the intended annual assessment.  
7

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

11 a. The assessment for hotels and motels with fifty (50) or more sleeping rooms is two percent  
12 (2 %) of the gross rental charges for overnight room stays. Gross Rental Charges shall equal the total  
13 dollar amount charged for overnight room rentals to guests (with the exception of government employees  
14 and with the exception of long term guests who stay more than twenty-eight consecutive nights at the same  
15 Assessable Hotel or Assessable Motel), but shall not include incidental room charges such as room service,  
16 video rental, or similar charges. Gross Rental Charges are equal to the total consideration charged for room  
17 rental valued in U. S. dollars, whether or not received and whether received in money or other  
18 consideration such as goods, labor, property or otherwise.  
19

20 b. New hotels and motels that have fifty (50) or more sleeping rooms and are located within  
21 the Tourism BID boundaries will not be exempt from the assessment levy pursuant to Section 36531 of the  
22 California Streets and Highways Code.  
23

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

- 27 a. Marketing, advertising, and public relations;  
28 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 No improvements are intended to be funded by the annual assessment.

6 Section 5. Reference to Annual Report. Reference is made to the annual report on file with the  
7 Clerk of the Board for a full and detailed description of the improvements and activities to be provided for  
8 fiscal year 2012-2013, as well as the boundaries of the Tourism BID and the proposed annual assessment to  
9 be levied upon businesses within the Tourism BID for fiscal year 2012-2013.

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

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

14 NOTICE IS HEREBY GIVEN that the Board of Supervisors of the County of Riverside will hold a  
15 Public Hearing on the intended levy of an annual assessment for fiscal year 2012-2013 within the Tourism  
16 BID.

17 The time and place of the public hearing on the intended levy of the annual assessment shall be at  
18 9:30 a.m., May 15, 2012, or as soon thereafter as this matter may be heard, at the Board of Supervisor's  
19 Chambers, located on the first floor of the County Administrative Center, 4080 Lemon Street in Riverside,  
20 California 92501. The public hearing may be continued from time to time as necessary.

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

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

26 Section 8. Protests. At the public hearing, the Board of Supervisors will consider all protests  
27 against the Tourism BID, against the furnishing of specific types of improvements or activities within the  
28 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
- 7 b. Every written protest shall be filed with the Office of the Clerk of the Board, located  
8 at County Administrative Center, 4080 Lemon Street, 1st Floor, Riverside,  
9 California 92501, at or before the time fixed for the public hearing as set forth  
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
- 14 d. A written protest may be withdrawn in writing at any time before the conclusion of  
15 the public hearing set forth above.
- 16 e. Each written protest shall contain a description of the business in which the person  
17 subscribing the protest is interested, sufficient to identify the business, and if a  
18 person subscribing is not shown on the official records of the County of Riverside as  
19 the owner of the business, the protest shall contain or be accompanied by written  
20 evidence that the person subscribing is the owner of the business. A written protest  
21 that does not comply with this paragraph shall not be counted in determining a  
22 majority protest.  
23
- 24 f. If written protests are received from the owners of businesses in the Tourism BID  
25 which will pay fifty percent (50 %) or more of the assessments intended to be levied  
26 and protests are not withdrawn so as to reduce the protests to less than the fifty  
27 percent (50 %), no further proceedings on the proposal to levy the intended annual  
28 assessment within the Tourism BID boundaries shall be taken by the Board of

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

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

PASSED AND ADOPTED this 24th day of April, 2012.

ATTEST:

\_\_\_\_\_  
Kecia Harper-Ihem, Clerk of the Board

\_\_\_\_\_  
John F. Tavaglione, Chairman, Board of Supervisors  
of the County of Riverside



# Palm Springs Desert Resort Communities CONVENTION AND VISITORS AUTHORITY

## THE PALM SPRINGS DESERT RESORT COMMUNITIES TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD FISCAL YEAR 2012-2013 ANNUAL REPORT

TO BE FILED WITH THE OFFICE OF THE CLERK OF RIVERSIDE COUNTY  
PURSUANT TO STREETS AND HIGHWAYS CODE SECTION 36533

RIVERSIDE COUNTY CLERK

RECEIPT AND FILE

STAMP

### I. **BACKGROUND**

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

The Hospitality Industry and Business Council ("HIBC") of the Palm Springs Desert Resort Communities 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.

All 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.

Since the establishment of the Tourism BID, no contributions have been paid to or made to the Tourism BID from sources other than the Tourism BID assessments levied pursuant to Ordinance No. 883, as amended through Ordinance No. 883.1. All voluntary contributions made by private businesses or individuals in the form of CVA membership or partnership fees, and all public monies voluntarily made or provided by public taxing agencies are provided to the CVA for either specified programs or activities that may also be included in the Tourism BID program of activities.

## **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 2012-2013 Tourism Bid Assessment Revenue and Expenditures**

For Fiscal Year 2012-2013 (July 1, 2012 through June 30, 2013), Tourism BID assessment revenue is projected to be \$6,168,367.

## 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 2012-2013 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 Tourism BID area.
- 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 capital improvements.
- 11) That Tourism BID assessment revenue is projected to be \$6,168,367 for Fiscal Year 2012-2013 (July 1, 2012 through June 30, 2013).
- 12) 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 within the Tourism BID area.

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

Tourism BID assessment revenue will assist the CVA with developing new marketing and promotional campaigns targeting regional, national and international markets. The campaigns are intended to further increase visitation and generate "room night" bookings with a goal of increasing market share and positively impacting the local economy. As a result of the research conducted in Fiscal Year 11/12, the CVA will launch a new brand and campaign to overcome identified barriers and misperceptions revealed in the Image and Awareness Study. These programs will consist of print, digital, outdoor, radio, social media 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 assist the CVA with developing a new destination website in 2012. The new web site will feature enhanced content, graphics and imagery coupled with a user friendly format for a more appealing user experience. The website will be in line with the CVA's new brand standards and address the identified barriers and perceptions highlighted in the Image and Awareness study.

The CVA's marketing campaign will have 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 search engine optimization and 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 assist the CVA with developing visitor guides, print promotional brochures and maps that will be targeted toward the leisure market, travel industry trade and professional organizations at the regional, national and international levels. 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 their respective clients.

### **4. Familiarization Trips**

Tourism BID assessment revenue will assist the CVA with hosting familiarization tours and site visits arranged and conducted by the CVA's Convention Sales, Travel Industry Sales and Marketing Departments. The purpose of these tours and site visits are to introduce, educate and assist professional organizations, tour operators, travel trade and media from regional, national and international markets. These familiarization trips assist the CVA and businesses within the Tourism BID area to attract new business opportunities and increase market share. These activities are also intended to help generate 166,000 room nights, 690 qualified meeting and convention leads and 283 event bookings during Calendar Year 2012.

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

The Tourism BID assessment revenue will assist the CVA with funding trade shows, sales missions and client events. These events will include attendance by qualified meeting planners from across the United States and Canada. These activities are intended to help generate 166,000 room nights and 690 qualified meeting and convention leads. It is expected that Travel Industry Sales will generate 105 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 assist with 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 assist the CVA with implementing events in targeted markets, with the purpose of increasing market share and enabling the hotels, resorts, attractions and other hospitality entities to conduct business in markets that are not reachable as a single entity or business. The target markets include Seattle, Portland, San Francisco, Sacramento, Los Angeles, Orange County, San Diego, Scottsdale/Phoenix, Chicago, Denver, Dallas, Minneapolis, Washington D.C., and New York, as well as Canada, Australia, Germany, France and the United Kingdom.

## **7. Event Hosting**

Tourism BID assessment revenue will assist the CVA with supporting major local events that provide a direct impact to hotel occupancy while supporting the CVA's convention sales, marketing and travel industry sales strategies. Primary consideration is given to major events that produce room nights and increase media exposure for the destination.

## **8. Research**

In Calendar Year 2011, Tourism BID assessment revenue assisted the CVA with completing an "out of market" Image & Awareness Study, designed to help the CVA understand the perceptions and challenges of marketing the region as a major visitor destination. The survey included both visitors and non-visitors and targeted 13 key cities in the United States and Canada. The study included focus groups held in San Diego and Orange County as well as an online survey which surveyed 2,491 people. The findings of this Image and Awareness Study were critical to the development of the CVA's new brand.

In Fiscal Year 2012-2013, Tourism BID assessment revenue will assist the CVA with conducting a tourism economic impact study. The study will analyze the Calendar Year 2011 estimated numbers of day and night visitors; direct travel expenditures, including employment, payroll and tax revenues generated directly by these expenditures; a breakdown of overnight accommodations (hotels, condos, timeshares, second homes, friend/relative); and estimated impact of secondary expenditures.

## **9. Labor-Personnel Cost Summary**

The Tourism BID assessment revenue will be used in part to cover 70.9% of the CVA's 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, Partnership, Travel Industry Sales and Convention Sales labor costs will be funded by the Tourism assessment BID revenue. The remainder of the budgeted labor costs including Partnership Sales and Administration 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 6.5% of the Tourism BID assessment revenue. The major components of the overhead costs are publicity, dues and subscriptions, postage, telecommunication, office/computer support and supplies, employee training, vehicle expenses, utilities, building expenses, equipment costs, and professional fees. 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 2011-2012 Tourism Bid Assessment Revenue and Expenditures**

During Fiscal Year 2011-2012 (July 1, 2011 through June 30, 2012), Tourism BID Assessment revenue is projected to amount to a total of \$5,794,436. As of January 31, 2011, the Tourism BID assessment revenue collected totaled \$2,346,112. Of the \$2,346,112, \$1,633,460 has been expended thus far. It is projected that at the end of Fiscal Year 2011-2012 (June 30, 2012) all BID Assessment revenue will be spent and there will not be a carryover of revenue to the next fiscal year.

## B. Fiscal Year 2011-2012 Reporting Metrics

	Fiscal Year-to-Date: (7/1/11-2/29/12)	Forecast: (3/1/12-6/30/12)	Total:	Fiscal Year Goal:	%
<b>Convention Sales:</b>					
Booked Room Nights	83,068	57,000	140,068	155,502	97.4%
New Business (Leads)	434	231	665	698	95.2%
<b>Travel Industry Sales:</b>					
FAMs & Site Visits	25	10	35	50	70%
New Business (Leads)	39	44	83	98	84.7%
Client Reach	2,141	1,000	3,141	3,450	91%
Partner Referrals	655	300	955	950	100.1%
<b>Media Relations:</b>					
Publication Value (Print)	\$2,398,524	\$560,000	\$2,958,524	\$2,500,000	118.3%
Publication Value (Digital)	\$928,750	\$400,000	\$1,328,750	\$1,500,000	88.5%
Media Assists	353	160	513	500	102.6%
Circulation (Print)*	86,476,817	40,000,000	126,476,817	N/A	N/A
Reach (Digital)*	1,726,805,759	863,402,879	2,590,208,638	N/A	N/A

Please note: performance goals are established on a calendar basis. The CVA combined six months of the 2011 calendar goal (July – December) and six months of the 2012 calendar goal (January – June) to establish the above metrics and comparisons.

\*While Print Circulation and Digital Reach are tracked, there are no established goals for these numbers.

## C. Calendar Year 2011 Reporting Metrics

	Calendar Year-End:	Calendar Year Goal:	%
<b>Convention Sales:</b>			
Booked Room Nights	150,729	145,000	104%
New Business (Leads)	656	700	94%
<b>Travel Industry Sales:***</b>			
FAMs & Site Visits	39	50	78%
New Business (Leads)	75	90	83%
Client Reach	3,016	3,400	89%
Partner Referrals	690	950	73%
<b>Media Relations:</b>			
Publication Value (Print)	\$2,602,496	2,000,000	130%
Publication Value (Digital)*	\$1,009,709	N/A	N/A
Media Assists	447	400	111%
Circulation (Print)	111,912,178	55,000,000	203%
Reach (Digital)**	2,466,745,145	N/A	N/A

\*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 was not established until Calendar Year 2012.

\*\*While Digital Reach is tracked, there is no established goal for this number.

\*\*\*TIS operated with reduced staff due to an employee out on medical leave for over a year.

Attachment A

**Palm Springs Desert Resort Communities Convention and Visitors Authority  
 BID Funding FY 2012-2013**

	<b>2011</b>	<b>2012</b>	<b>2012</b>	<b>2013</b>
	<b>Year End Actual</b>	<b>Budget</b>	<b>Actual/Forecast</b>	<b>Proposed Budget</b>
	<b>07/01/10 -</b>	<b>07/01/11 -</b>	<b>07/01/11 -</b>	<b>07/01/12 -</b>
	<b>06/30/11</b>	<b>06/30/12</b>	<b>06/30/12</b>	<b>01/31/13</b>
<b>Revenue</b>				
BID - Riverside County Public	5,729,597	5,580,000	5,794,436	6,168,367
Total BID Revenue	5,729,597	5,580,000	5,794,436	6,168,367
Fund Balance Forward BID - 2009	188,664			
Fund Balance Forward BID - 2010	442,645			
Fund Balance Forward BID - 2011		165,000	526,565	
Fund Balance Forward BID - 2012				0
Total Funding Appropriation	6,360,906	5,745,000	6,321,001	6,168,367
<b>Expenses</b>				
Advertising Production	55,105	121,577	379,838	194,278
Advertising Placement	889,301	927,158	983,776	1,201,000
Digital Marketing	336,876	219,713	252,295	262,845
Collateral Material/Brochures	51,254	38,062	45,047	54,992
Familiarization Trips	162,811	200,635	192,959	177,300
Trade Shows/Sales Missions	379,256	423,004	391,668	456,926
Travel and Lodging	116,543	134,877	159,535	32,200
Special Promotions	266,162	245,691	292,112	250,502
Event Hosting	129,498	166,370	261,991	150,900
Research	112,479	35,555	92,866	94,100
Labor - Personnel Cost	2,621,667	2,887,950	2,889,950	2,894,132
Overhead/Supplies/Utilities/Fees	713,389	344,408	378,965	399,192
Total Expenses	5,834,341	5,745,000	6,321,001	6,168,367
<b>Net Revenue</b>	<b>526,565</b>	<b>0</b>	<b>0</b>	<b>0</b>

Attachment A (Cont.)

**Advertising Production FY 2012-2013**

Advertising production	Budget
Creative Concept/Development	96,478.00
Print Development	20,000.00
Radio Spot Development	5,000.00
Digital Production	15,000.00
Video Development	30,000.00
Photography	24,800.00
Stock Photography	2,000.00
Barter Certificate Redemption	1,000.00
<b>Total</b>	<b>194,278.00</b>

**Advertising Placement FY 2012-2013**

Special Promotions & Marketing	Budget
<b>Regional Marketing</b>	
Print	150,000.00
Radio	50,000.00
Outdoor	50,000.00
Digital	300,000.00
Travel Media Group	25,000.00
<b>National Marketing</b>	
Print	60,000.00
Radio	35,000.00
Outdoor	30,000.00
Digital	125,000.00
CMG Print/Digital Program	136,000.00
Media	100,000.00
CA Visitor Guide Co-Op	50,000.00
International Visitor Guide	15,000.00
CTTC Magazine Insert	75,000.00
<b>Total</b>	<b>1,201,000.00</b>

**Digital Marketing FY 2012-2013**

Digital Marketing	Budget
Paid Search	42,500.00
BrightEdge (SEO Service License)	21,600.00
Digital Marketing	17,000.00
Social Media Promotions	30,000.00
Content Management	24,000.00
FeedMagnet	27,000.00
Email Marketing	10,000.00
Misc. Creative and Tests	8,000.00
Domain Name Registrations	2,000.00
Microsite/Campaign Hosting	120.00
OAS (Ad Serving Platform)	1,000.00
Smart Tagging	3,000.00
Website Updates/Changes	10,000.00
API Integration/Annual	13,500.00
SmartView (RUF)	15,000.00
RSVP Module	8,000.00
Credit Card Module	6,000.00
Member Extranet	5,000.00
TripAdvisor Integration	4,025.00
Bid Book - Conventions	15,100.00
<b>Total</b>	<b>262,845.00</b>

**Collateral Material Brochures FY 2012-2013**

Collateral Material	Budget
Press Kits (including USB's)	3,000.00
ENEWS DESIGNWriting	6,000.00
Online Content Writing	15,000.00
Presentation Folders-General Printing	2,000.00
Collateral Fulfillment-Certified	24,992.00
International Lures - Destination Piece	1,000.00
Destination Profiles - One-Sheets	1,500.00
Booth Updates	1,500.00
<b>Total</b>	<b>54,992.00</b>

Attachment A (Cont.)

**Familiarization Trips & Site Visits/Amenities FY 2012-2013**

<b>Familiarization Trips &amp; Site Visits/Amenities</b>	<b>Month</b>	<b>Budget</b>
Australia Inbound FAM	August 2012	4,000.00
NTA Contact Post FAM	August 2012	4,000.00
UK Super FAM	September 2012	2,750.00
RSAA West FAM	October 2012	4,000.00
Fall FAM	October 2012	20,000.00
UK Golf Operator FAM	November 2012	3,000.00
American Golf Holidays Pro-am	December 2012	3,000.00
Humana Press FAM	January 2013	1,000.00
Film Festival FAM	January 2013	750.00
BNP Press FAM	January 2013	1,000.00
Humana Golf FAM/Events FAM	January 2013	4,000.00
PS Film Fest FAM	January 2013	10,000.00
Golf Road Warriors	February 2013	4,000.00
Radio Weekend FAM	March 2013	12,000.00
Kraft Nabisco FAM	March 2013	500.00
BNP Paribas FAM - Mar 2013	March 2013	20,000.00
Convention Sales (CAB) Advisory Board	March 2013	10,000.00
Travel Writer - Site Visits	April 2013	4,000.00
National Inbound Press	April 2013	2,000.00
Pacific NW Inbound Press FAM	April 2013	2,000.00
Canada Inbound Press FAM	April 2013	2,500.00
Meetings Press Inbound FAM	April 2013	1,000.00
US Motorcoach FAM	April 2013	1,500.00
US Travel Agent FAM	April 2013	1,500.00
US Tour Operator FAM	April 2013	1,500.00
Canada Travel Agent FAM	April 2013	2,000.00
UK FAM	April 2013	2,000.00
German FAM	April 2013	2,000.00
Travel Professional FAMS	April 2013	2,000.00
International Office FAMS	April 2013	4,000.00
Client Meetings/Sites	April 2013	2,050.00
Leisure & International Travel Promotions	April 2013	4,000.00
Australian FAM	April 2013	2,000.00
Summer Retreat Writers FAM	June 2013	1,500.00
US Travel Pow Wow FAM	June 2013	4,000.00
Small Hotel FAM	TBD	750.00
German Group FAM	TBD	4,000.00
UK Inbound FAM	TBD	4,000.00
Convention Sales "You Fly, we Buy" Site Visits	All Year -	15,000.00
Convention Sales - Client Support	All Year -	4,000.00
Media Press Relations and Support	All Year -	4,000.00
<b>Total</b>		<b>177,300.00</b>

Attachment A (Cont.)

**Marketing and TIS Tradeshows/Sales Missions/Travel FY 2012-2013**

<b>Tradeshows/Sales Events/Travel</b>	<b>Month</b>	<b>Budget</b>
Europe Sales Mission	July 2012	8,750.00
Southern California Mission	July 2012	4,000.00
2012 ESTO	August 2012	4,000.00
Pacific North West Media Calls	August 2012	2,000.00
Australian Sales Mission	August 2012	8,750.00
Denver Sales Mission	August 2012	4,000.00
Chicago Media Event	September 2012	4,000.00
Los Angeles Media Event	September 2012	4,000.00
Chicago Sales Mission	September 2012	4,000.00
MLT/MSP Sales Calls	September 2012	4,000.00
AAA Costa Mesa Training	September 2012	1,500.00
Canada Press Event	October 2012	4,000.00
2012 USTA Marketing Outlook Forum	October 2012	1,500.00
Canada Sales Mission	October 2012	12,000.00
WTM/CA Sales Days/Urban Golf	November 2012	2,750.00
IGTM	November 2012	5,000.00
New York Sales Mission	December 2012	4,000.00
Signature Travel Show	December 2012	3,500.00
NY Media Event	January 2013	4,000.00
2013 LA Times Travel Show	January 2013	4,000.00
NTA/Travel Exchange	January 2013	2,900.00
ABA Marketplace	January 2013	2,500.00
Dallas Sales Mission	January 2013	2,500.00
Northern California Trade Shows	February 2013	4,000.00
2013 ITB Germany	March 2013	4,500.00
ITB/CA Sales Day	March 2013	8,750.00
US Airways Training - Phoenix	March 2013	3,200.00
Spotlight on SW/Shows	March 2013	2,000.00
UK Media Calls	April 2013	3,000.00
2013 WACVB	April 2013	2,800.00
2013 eMarketing Association	April 2013	2,800.00
Go West Summit	April 2013	4,400.00
Travel Agent Training - Canada	April 2013	4,500.00
Travel Agent Training - United States	April 2013	3,000.00
Seattle/Portland Mission	May 2013	1,526.00
San Francisco Media Event	June 2013	4,000.00
USTA 2013 PowWow	June 2013	4,500.00
2013 California Travel Summit	June 2013	2,500.00
2013 DMAI Convention Seattle	June 2013	1,100.00
Pow Wow	June 2013	13,400.00
CA Cup	June 2013	3,700.00
Cal Travel Conference	June 2013	1,700.00

Attachment A (Cont.)

**Marketing and TIS Tradeshows/Sales Missions/Travel FY 2012-2013 (Cont.)**

Tradeshows/Sales Events/Travel	Month	Budget
TAP Dance	June 2013	3,000.00
IAGTO Convention	June 2013	2,400.00
2012 CALTIA Board Meeting	Quarterly	2,000.00
<b>Sub-Total Media &amp; TIS Tradeshow/Travel</b>		<b>180,426.00</b>

**Convention Sales Tradeshows/Sales Missions/Travel FY 2012-2013**

Tradeshows/Sales Events/Travel	Month	Budget
FEA	July 2012	6,400.00
MPI WEC	July 2012	8,000.00
ASAE	August 2012	10,000.00
Kellen Managers Summit	August 2012	7,000.00
Connect	August 2012	7,200.00
Incentive Works	August 2012	10,000.00
Teams	October 2012	10,000.00
Imex America	October 2012	10,000.00
Rejuvenate	October 2012	7,800.00
DC Sales Mission	October 2012	10,150.00
FICP	November 2012	9,200.00
SmartMart 1	November 2012	3,900.00
Site - So Cal	November 2012	2,900.00
CALSAE Seasonal	December 2012	8,000.00
Holiday Showcase	December 2012	8,000.00
PCMA	January 2013	3,600.00
RCMA	January 2013	10,000.00
HelmsBriscoe Annual	February 2013	4,850.00
Destination Showcase	February 2013	8,450.00
Grammy's	February 2013	10,000.00
AMC Institute	April 2013	6,000.00
Meet NY	April 2013	4,000.00
Conference Direct Annual	April 2013	4,000.00
SmartMart 2	April 2013	3,900.00
CALSAE Annual	April 2013	9,350.00
Collaborate	April 2013	7,200.00
Springtime	April 2013	10,000.00
Smart Meetings Annual	April 2013	6,000.00
IMEX Frankfurt	April 2013	10,000.00
AIBTM	April 2013	10,000.00
SmartMart 3	April 2013	4,200.00



Attachment A (Cont.)

**Convention Sales Tradeshow/Sales Missions/Travel FY 2012-2013 (Cont.)**

<b>Tradeshow/Sales Events/Travel</b>	<b>Month</b>	<b>Budget</b>
Incentive Research Foundation Annual	April 2013	6,400.00
North East Sales Mission	TBD	4,000.00
Mountain States Sales Mission	TBD	4,000.00
South East Sales Mission	TBD	4,000.00
Northern California Sales Mission	TBD	4,000.00
Southern California Sales Mission	TBD	4,000.00
Texas Sales Mission	TBD	4,000.00
Pacific North West Sales Mission	TBD	4,000.00
Midwest Sales Mission	TBD	4,000.00
Sales Calls - General	All Year -	4,000.00
Tradeshow Booth Storage	All Year -	4,000.00
<b>Sub-Total Convention Sales/Tradeshow/Travel</b>		<b>276,500.00</b>
<b>Total:</b>		<b>456,926.00</b>
<b>Training/Sales/Travel &amp; DMO Meetings</b>		<b>32,200.00</b>

**Attachment A (Cont.)**

**Special Promotions FY 2012-2013**

<b>Special Promotions</b>	<b>Budget</b>
Australian Promotion	9,000.00
Canadian Promotion	7,500.00
Contractual Housing Services	45,000.00
Discover California Golf	4,500.00
Germany Representation	8,000.00
Local Registration Assist	1,500.00
Member Meetings & Functions	2,752.00
Misc. Representation (International)	5,500.00
National Rep Firm - Meetings Industry	9,000.00
New York City Promotions	37,500.00
Partner Luncheon - Fall	5,000.00
Pow Wow 2013	27,500.00
Special Partner Event Promotion	30,000.00
Special Promotions	30,600.00
Tour Operator Sponsorship Domestic	1,000.00
Travel Alliance Partnership	1,750.00
Travel Rally Partner Reception	6,000.00
United Kingdom/Ireland Representation	18,400.00
<b>Total</b>	<b>250,502.00</b>

**Event Hosting FY 2012-2013**

<b>Event Hosting</b>	<b>Budget</b>
Annual Event	15,000.00
CESSE	3,000.00
CVA Mixers	2,300.00
Convention Sales – Pre-Event Conferences	7,500.00
Holiday Business Reception	4,500.00
Large Conference Incentives & Contract Rebate	70,000.00
Partnership Orientation/Onsite Functions	600.00
NTA Board of Director Meeting	5,000.00
Partnership & Community Relations	3,000.00
RSAA West Coast Conference	10,000.00
Synapse Sports/LACROSSE	15,000.00
Uniglobe	5,000.00
USA Pentathlon	10,000.00
<b>Total</b>	<b>150,900.00</b>

**Research FY 2012-2013**

<b>Research</b>	<b>Budget</b>
American Express Destination Insights	5,000.00
DMAI-MINT Reports	3,600.00
Economic Impact Study	50,000.00
Smith Travel Research	9,400.00
Trends Analysis Projections (TAP)	12,100.00
US Travel Association	14,000.00
<b>Total</b>	<b>94,100.00</b>

**Labor-Personnel Cost FY 2012-2013**

<b>Labor-Personnel</b>	<b>Budget</b>
Administration	0.00
Community Relations	227,277.30
Convention Sales and Service	1,621,179.24
Marketing & Media Relations	633,488.02
Travel Industry Sales	412,187.46
<b>Total</b>	<b>2,894,132.02</b>

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

<b>Overhead-Supplies-Utilities-Fees</b>	<b>Budget</b>
Automobile Expenses - Mileage Reimbursement	28,425.00
Building Expense/R&M/Maintenance	25,462.00
Computer-Hardware	9,400.00
Computer-Software/Services	8,550.00
Dues (Meetings, Industry, Travel Trade)	18,135.00
Employee Training/Tradeshows Support	22,650.00
Equipment Lease-Fixed Leases	4,256.00
Equipment Repair & Maintenance	2,353.00
General Insurance	5,460.00
Interest/Bank Charges	1,825.00
IT Support/Firewall/Software Licenses	66,252.00
Lease/Leaseback (Office Space) Allocation	66,198.00
Local Meetings	2,850.00
Office Supplies	12,450.00
Postage & Shipping	21,525.00
Professional Fees	28,812.50
Subscriptions/Publications	2,125.00
Telephone	25,325.00
Telephone Equipment	14,063.00
Utilities/Electric and Water	33,075.50
<b>Total</b>	<b>399,192.00</b>