

Burbank Hospitality Association, Inc.
Closed Session Meeting Agenda
Thursday, June 15, 2017 - 9:00 A.M.

Coast Anabelle Hotel
2011 West Olive Avenue
Burbank, CA 91506

A. ROLL CALL

B. CONFERENCE WITH LEGAL COUNSEL – ANTICIPATED LITIGATION
(1 CASE) (GOV. CODE, § 54956.9.)

Significant exposure to litigation pursuant to paragraph (2) or (3) of subdivision (d) of Section 54956.9:

Litigation based on issues discussed in Burbank City Attorney's December 20, 2016 staff report

Adjournment to

Burbank Hospitality Association, Inc.
Closed Session Meeting Agenda
Thursday, June 15, 2017 - 10:00 A.M.

Coast Anabelle Hotel
2011 West Olive Avenue
Burbank, CA 91506

A. ROLL CALL

B. ANNOUNCEMENTS

C. REPORT OUT OF CLOSED SESSION

D. PUBLIC COMMENT

At this time, any person may address the Board on any matter related to the T-BID. The public is only allowed to speak at this time for a maximum of five minutes.

E. RESPONSE TO PUBLIC COMMENT

At this time, any Board Member can respond to comments made by the public.

F. APPROVAL OF MINUTES

ACTION ITEM

The Board will consider approval of the May 11, 2017 meeting minutes.

G. TREASURER'S REPORT

ACTION ITEM

The Board will consider approval of the May 12, 2017 – June 15, 2017 treasurer's report.

H. Request for Proposals (RFP) Update

ACTION ITEM

Staff will share an update to the Administrative Services RFP and discuss the need to modify the Board's vote approving the solicitation for a Marketing Services and an All Encompassing Staffing Services RFP from the February 9th board meeting.

I. Hollywood Burbank Airport Marketing Efforts

The Hollywood Burbank Airport's marketing and branding consultants, Anyone Collective, will present marketing efforts of the newly rebranded Airport.

J. Creative Talent Network Animation Expo

ACTION ITEM

Tina Price, founder of the Creative Talent Network, will present a sponsorship proposal in the amount of \$50,000 for the 2017 Animation Expo.

K. 28TH Annual Universal Studios Charity Classic

ACTION ITEM

Alan Puana, Director of Sales of Universal Studios Hollywood, will present sponsorship opportunities for the Annual Charity Classic Golf Tournament.

L. BHA California Public Records Act Response

ACTION ITEM

Procedures And Electronic Document Retention Policy

The Board will review and take action on the draft Document Retention Policy presented by the BHA's General Counsel.

M. Sponsorship Guidelines

ACTION ITEM

The Board will review draft guidelines to be implemented on all future sponsorship considerations of the BHA (provided at the meeting).

N. Visit California Marketing Partnership

ACTION ITEM

Staff will present a print and digital marketing opportunity in partnership with Visit California for a not-to-exceed amount of \$50,000.

O. Phase III Marketing Request For Proposal (RFP)

ACTION ITEM

The Board will review a draft RFP for Marketing and Design services. This is work currently being conducted by Strausberg Group.

P. World Travel Market Convention Attendance

ACTION ITEM

The Board will consider sending a member of the Board or staff to attend the 2017 World Travel Market Conference.

Q. Event Economic Impact Report Proposals

ACTION ITEM

Staff will present proposals from companies that conduct economic impact reports on local events and their growth potential (provided at the meeting).

R. Destination Development Advisory Committee

ACTION ITEM

The Board will consider approving Resolution 2017-003 to establish an advisory committee for analyzing possible destination development projects.

S. Board Approved Expenditures

ACTION ITEM

The Board will consider transferring \$90,000 from the holding account to cover pre-approved consultant expenses in the amount of \$22,000, legal fees in the amount of \$5,000, advertising expenses in the amount of \$5,000, remaining balance for the social media influencer campaign in the amount of \$30,000, travel costs for International Pow Wow in the amount of \$5,000, and the approved sponsorships for the Burbank International Film Festival and the Starlight Bowl Concert Series in the combined amount of \$12,500. The remaining \$11,500 will cover on-going expenses. For a list of additional operational expenses, please see attached financial statements.

T. Future Agenda Items

Board Members may introduce new items to place on a future agenda but no discussion or action may be taken on the item.

ADJOURNMENT TO THE NEXT REGULARLY SCHEDULED MEETING TENTATIVELY ON THURSDAY, JULY 13, 2017 AT 3:00 PM, LOCATION TO BE DETERMINED.

<u>Burbank Hospitality Association, Inc. Board Members</u>	<u>Key Staff</u>
Lucy Burghdorf, Hollywood Burbank Airport James Fitzpatrick, Courtyard by Marriott, Secretary Tom Flavin, Burbank Chamber of Commerce Tony Garibian, Coast Anabelle and Safari Inn, Chair Danny Kahn, Warner Bros. Studio Tours Hollywood Patrick Prescott, Community Development Director (ex-officio) Alan Puana, Universal Studios Hollywood Richard Sandoval, Burbank Airport Marriott, Vice-Chair Bernadette Soriano, Springhill Suites (non-voting member) Michael Swaney, Residence Inn by Marriott, Treasurer Steve Tarn, Hilton Garden Inn Burbank Sundeep Vaghashia, Travelodge and Quality Inn Tom Whelan, Hotel Amarano	Simone McFarland, Asst. Community Development Director Mary Hamzoian, Economic Development Manager Susie Avetisyan, Economic Development Analyst
	<u>Consultant</u> Robin Faulk, Marketing Consultant

The BHA Board is comprised of 11 voting members. Regular meetings are held monthly the second Thursday of the month unless that is a City holiday. In that case, the Board will meet the first or third Thursday. The BHA Board's primary function is to conduct

business for marketing and advertising Burbank as a first rate tourist and convention destination.

The agenda packet consists of documentation relating to agenda items on file at Economic Development Division of the Community Development Department located at 150 N. Third Street during normal business hours and will be posted on the Visit Burbank website at www.visitburbank.com. The Burbank Hospitality Association, Inc. meeting is disabled accessible. Auxiliary aids and services are available for individuals with speech, vision or hearing impairments (48-hour notice is required). Please contact the ADA Coordinator at 818.238.5424 voice or 818.238.5035 TDD with questions or concerns.

BURBANK HOSPITALITY ASSOCIATION BOARD MEETING
Minutes for the Meeting of May 11, 2017 - 2:00 P.M.
Los Angeles Marriott Burbank Airport
2500 N Hollywood Way
Burbank, CA 91505

Members Present: Lucy Burghdorf, Hollywood Burbank Airport
James Fitzpatrick, Courtyard by Marriott, **Secretary**
Tom Flavin, Burbank Chamber of Commerce
Tony Garibian, Coast Anabelle and Safari Inn, **Chair**
Danny Kahn, Warner Bros. Studio Tours Hollywood
Richard Sandoval, Burbank Airport Marriott, **Vice-Chair**
Michael Swaney, Residence Inn by Marriott, **Treasurer**
Steve Tam, Hilton Garden Inn
Sundeep Vaghashia, Travelodge Burbank-Glendale and
Quality Inn Burbank Airport

Members Absent: Patrick Prescott, CDD Director (ex-officio)
Alan Puana, Universal Studios Hollywood
Bernadette Soriano, SpringHill Suites
Tom Whalen, Hotel Amarano

Department Key Staff: Simone McFarland, Community Development Dept.
Mary Hamzolan, Community Development Dept.
Susie Avetisyan, Community Development Dept.
Marissa Minor, Community Development Dept.

General Counsel: Ryan Dunn, Colantuono, Highsmith & Whatley, PC

The Burbank Hospitality Association (BHA) Board Closed Session Meeting was called to order at 2:00 p.m. on Thursday, May 11, 2017.

A. Roll Call

B. CONFERENCE WITH LEGAL COUNSEL – ANTICIPATED LITIGATION
(1 CASE) (GOV. CODE, § 54956.9.)

The Board held a Closed Session Meeting with legal counsel pursuant to Government Code section 54956.9(d)(2) or (3) to discuss the recommendations from the Burbank City Attorney's December 20, 2016 staff report to City Council.

Adjournment to
Burbank Hospitality Association, Inc.
Board Meeting
Thursday, May 11, 2017 – 3:00 P.M.

The Burbank Hospitality Association (BHA) Board Meeting was called to order at 3:15 p.m. on Thursday, May 11, 2017.

C. Roll Call

D. Announcements

The following announcements were made by staff:

1. Yard House restaurant will be open on May 22nd;
2. The Boiling Crab is scheduled to open in the coming Summer months; and
3. Visit Burbank promotional bags and visitor guides will be distributed at *Sunset Magazine's* annual Sunset Celebration Weekend Festival as an added benefit for advertising with them.

E. Public Comment

Susie Avetisyan introduced Sundeep Vaghashia, owner of the Travelodge Burbank-Glendale, Quality Inn Burbank Airport, and Hampton Inn and Suites Los Angeles Burbank Airport, along with the Director of Sales of the Hampton Inn and Suites, Helen San.

F. Response to Public Comment

There were no Board responses to public comments.

G. Approval of Minutes

ACTION ITEM

The meeting minutes of April 13, 2017 were approved as written. Michael Swaney made a motion to approve, second by Danny Khan. Motion carried 8-0.

H. Treasurer's Report

ACTION ITEM

Mr. Swaney presented the Treasurer's Report for April 13 – May 11, 2017. To date, the balance sheet represented assets equaling \$849,112.89. Richard Sandoval made a motion to approve, second by Lucy Burghdorf. Motion carried 8-0.

I. Burbank International Film Festival

ACTION ITEM

Jeff Rector from the Burbank International Film Festival (Festival) brought back demographic and hotel room night information as requested by the Board during the April board meeting. A total of 32 room nights were reserved at various Burbank hotels as a result of the 2016 Festival. For an established, five-day event of this caliber, the Board did not see a significant return on investment to justify a \$20,000 sponsorship. The Board approved a \$10,000 sponsorship for the 2017 Festival. Funding will be used to purchase advertising buys promoting the Festival to the drive time audience to encourage overnight hotel stays. Steve Tarn made a motion to approve, second by Mr. Sandoval. Motion carried 8-0.

J. Starlight Bowl Summer Concert Series Sponsorship

ACTION ITEM

Paul Paolone and Kristin Buhagiar, staff from the Park, Recreation and Community Services Department presented sponsorship opportunities for the 2017 Starlight Bowl Summer Concert Series. The Board was in favor of supporting the concert series for the prominent exposure increasing Visit Burbank's awareness. The \$2,500 sponsorship will be used for marketing via a clickable logo on all online ticket sales, conducting social media contests with ticket giveaways, and distributing promotional materials during all concerts. Mr. Tarn made a motion to approve, second by Ms. Burghdorf. Motion carried 8-0.

K. Draft Fiscal Year 14-15 BHA Audit Report

ACTION ITEM

The Board was provided a copy of the draft audit during the April 13th meeting for their review. A formal approval of the audit was conducted at this meeting. The Board approved the final draft audit report as written. Mr. Sandoval made a motion to approve, second by Mr. Tarn. Motion carried 8-0.

L. Board Member Initiation and Renewal Policy

ACTION ITEM

At the request of the BHA's General Counsel during the April 13th meeting, staff drafted Policy 2017-002 titled "The Board Member Initiation and Renewal Policy" (attached). The purpose of the policy is to provide a uniform process for selecting and renewing Board Members and establishing term limits to Executive Committee Member positions. Mr. Tarn made a motion to approve, second by Mr. Khan. Motion carried 8-0.

M. Board Member Initiation

ACTION ITEM

Due to a vacant seat on the Board, staff received an application from Sundeep Vaghashia, owner of the Travelodge Burbank-Glendale and Quality Inn Burbank Airport. Mr. Tarn made a motion to approve, second by Mr. Khan. Motion carried 8-0. Mr. Vaghashia is allowed to participate in Board motions from this point forward.

N. BHA Audit Policy

ACTION ITEM

In order to maintain transparency and accurate financial statements, staff presented a draft of Policy 2017-003 titled "The BHA Annual Audit Policy" (attached). The purpose of the policy is to implement annual audits of the BHA's fiscal year financial statements. Mr. Tarn made a motion to approve, second by Ms. Burghdorf. Motion carried 9-0.

O. Phase III Marketing Discussion

ACTION ITEM

At the request of Board Member Mr. Tarn, staff proposed the consideration of initiating the next phase of Visit Burbank's marketing and design efforts in order to evolve the contemporary brand and identity. These duties are currently conducted by Strausberg Group. The solicitation would be completed through a Request for Proposal (RFP) process to seek marketing and design service agencies. Mr. Khan made a motion for approval, second by Mr. Tarn. Motion carried 9-0.

After this motion, Mr. Tarn left the meeting.

P. Website, Social Media, and Influencer Campaign Updates

The BHA's marketing and design agency, Strausberg Group, presented updated website, social media, and marketing analytics. Year to date, Visit Burbank has over 30,000 social media followers and over 110,000 visitors to the website, which is over a 100% increase when compared to last year. This increase is attributed to the highly concentrated digital marketing campaign to increase Burbank's visitor profile and attract overnight hotel stays.

Strausberg Group also presented deliverables from the first Visit Burbank Social Media Influencer Campaign currently in progress. As part of the 2016-2017 approved Marketing Plan, the BHA hired six different social media influencers to come stay in various Burbank hotels and visit different attractions and locations throughout the City. The influencer's job is to document their trip to Burbank via social media and market the city to their dedicated followers. Strausberg Group shared where each influencer stayed, the businesses and attractions they visited, as well as social media and blog posts they created.

Q. Board Approved Expenditures

ACTION ITEM

Ms. Avetisyan requested transferring \$80,000 from the holding account to cover pre-approved consultant expenses in the amount of \$21,000, legal fees in the amount of \$5,000, advertising expenses in the amount of \$18,000, trade show booth expenses for International Pow Wow conference in the amount of \$6,000, and the approved sponsorship for the Burbank Comedy Festival in the amount of \$20,000. The remaining \$10,000 will cover on-going expenses as reflected in the financial statements. Mr. Swaney made a motion for approval, second by Mr. Sandoval. Motion carried 8-0.

R. Request For Proposals (RFP) Advisory Committee Update

At this time, Tom Flavin left the meeting room and Ms. Avetisyan shared that the Advisory Committee (Committee) charged with reviewing the Administrative Services RFP's had met and interviewed both agencies that submitted proposals: the Burbank Chamber of Commerce and Willdan Financial Services. Mr. Khan and Mr. Garibian, both members of the Committee, shared that after interviewing both agencies, the Committee felt that at this point in time, neither agency was a suitable match for the administrative functions of the BHA. Mr. Khan recommended to the BHA that reposting the RFP should be considered with revisions to the travel expense item. In light of this recommendation, the Board then suggested developing an all-encompassing RFP to include both administrative and marketing staffing services. Any interested agencies would have the option to submit a proposal for only the administrative functions, or the all-encompassing staffing services for the BHA. As advised by the General Counsel, the Advisory Committee may review any necessary revisions to the Administrative Services RFP and the all-encompassing staffing services RFP as part of their sub-committee duties. The Board was in favor of moving forward with this strategy.

S. Future Agenda Items

Ms. Avetisyan shared agenda items to be brought back at future board meetings:

1. Creative Talent Network Animation eXpo sponsorship;
2. Proposed policy for BHA public records requests and records retention;
3. Sponsorship Guidelines; and
4. Hollywood Burbank Airport marketing efforts presentation.

The T-BID will reconvene with the next regularly scheduled Board Meeting on June 8, 2017, location to be determined. The meeting adjourned at 5:01 p.m.

Burbank Hospitality Association
Balance Sheet
As of June 15, 2017

DRAFT

	<u>Jun 15, 17</u>
ASSETS	
Current Assets	
Checking/Savings	
Checking	11,399.23
City Treasurer	872,855.96
Savings	5.00
Total Checking/Savings	<u>884,260.19</u>
Other Current Assets	
005 · Market Value Adjustments	-1,310.03
33000 · City Treasurer's Investments	3,091.06
Total Other Current Assets	<u>1,781.03</u>
Total Current Assets	<u>886,041.22</u>
TOTAL ASSETS	<u>886,041.22</u>
LIABILITIES & EQUITY	
Equity	
32000 · Unrestricted Net Assets	1,125,908.27
Net Income	-239,867.05
Total Equity	<u>886,041.22</u>
TOTAL LIABILITIES & EQUITY	<u>886,041.22</u>

Burbank Hospitality Association
Profit & Loss
May 12 through June 15, 2017

DRAFT

	May 12 - Jun 15, 17
Ordinary Income/Expense	
Income	
001 · Assessments-City Treasurer	40,557.47
46400 · Other Types of Income	
46410 · Checking Account Interest	4.91
Total 46400 · Other Types of Income	4.91
Total Income	40,562.38
Gross Profit	40,562.38
Expense	
62100 · Contract Services	
62120 · Audit Fees	9,150.41
62140 · Legal Fees	8,662.50
Total 62100 · Contract Services	17,812.91
64000 · Marketing	
64020 · Advertising	27,986.98
Total 64000 · Marketing	27,986.98
65000 · Operations	
65020 · Postage, Mailing Service	885.00
65030 · Printing and Copying	242.08
65070 · Website Maintainance	55.00
Total 65000 · Operations	1,182.08
65060 · Salary Expenses	11,177.50
65100 · Other Types of Expenses	
65130 · Sponsorships	2,500.00
Total 65100 · Other Types of Expenses	2,500.00
68300 · Travel and Meetings	
68310 · Conference, Convention, Meeting	2,959.88
68320 · Travel	1,482.80
Total 68300 · Travel and Meetings	4,442.68
Total Expense	65,102.15
Net Ordinary Income	-24,539.77
Net Income	-24,539.77

Burbank Hospitality Association
Profit & Loss Detail
July 1, 2016 through June 15, 2017

DRAFT

Type	Date	Num	Name	Memo	Split	Amount	Balance
Ordinary Income/Expense							
Income							
001 - Assessments-City Treasurer							
Deposit	07/31/2016		T-BID Assessments	July 2016 Assessments Income	City Treasurer	75,257.58	75,257.58
Deposit	08/31/2016		T-BID Assessments	August 2016 Assessments Income	City Treasurer	138,818.80	214,076.38
Deposit	09/30/2016		T-BID Assessments	September 2016 Assessments Income	City Treasurer	76,546.06	290,622.44
Deposit	10/31/2016		T-BID Assessments	October 2016 Assessments Income	City Treasurer	50,692.15	341,314.59
Deposit	11/30/2016		T-BID Assessments	November 2016 Assessments Income	City Treasurer	108,312.10	449,626.69
Deposit	12/31/2016		T-BID Assessments	December 2016 Assessments Income	City Treasurer	83,863.55	533,490.24
Deposit	01/31/2017		T-BID Assessments	January 2017 Assessments Income	City Treasurer	122,341.00	655,831.24
Deposit	02/28/2017		T-BID Assessments	February 2017 Assessment Income	City Treasurer	38,498.62	694,329.86
Deposit	03/31/2017		T-BID Assessments	March 2017 Assessment Income	City Treasurer	127,670.64	822,000.50
Deposit	04/30/2017		T-BID Assessments	April 2017 Assessment Income	City Treasurer	76,834.84	898,835.34
Deposit	05/31/2017		T-BID Assessments	May 2017 Assessment Income	City Treasurer	40,557.47	939,392.81
Total 001 - Assessments-City Treasurer						939,392.81	939,392.81
002 - Interest - City Treasurer							
Deposit	08/31/2016		Interest Income	Interest Income August 2016	City Treasurer	1,240.08	1,240.08
Deposit	09/30/2016		Interest Income	Interest Income September 2016	City Treasurer	987.56	2,227.64
Deposit	10/31/2016		Interest Income	Interest Income October 2016	City Treasurer	1,029.30	3,256.94
Deposit	11/30/2016		Interest Income	Interest Income November 2016	City Treasurer	1,015.24	4,272.18
Deposit	12/31/2016		Interest Income	Interest Income December 2016	City Treasurer	1,258.34	5,530.52
Deposit	01/31/2017		Interest Income	Interest Income January 2017	City Treasurer	1,346.65	6,877.17
Deposit	02/28/2017		Interest Income	Interest Income February 2017	City Treasurer	1,397.15	8,274.32
Deposit	03/31/2017		Interest Income	Interest Income March 2017	City Treasurer	1,215.79	9,490.11
Deposit	04/30/2017		Interest Income	Interest Income April 2017	City Treasurer	1,179.64	10,669.75
Total 002 - Interest - City Treasurer						10,669.75	10,669.75
004 - Oracle Accruals							
Deposit	07/01/2016		T-BID Assessments	Accruals for June-August 2016	City Treasurer	116,195.98	116,195.98
General Journal	07/31/2016	213		Oracle Accruals for June-August 2016	City Treasurer	-75,257.58	40,938.40
General Journal	08/31/2016	214		Oracle Accruals for June-August 2016	City Treasurer	-40,938.40	0.00
Total 004 - Oracle Accruals						0.00	0.00
46400 - Other Types of Income							
46410 - Checking Account Interest							
Deposit	07/31/2016		001 Checking	July 2016 Interest Income	Checking	1.43	1.43
Deposit	08/31/2016		001 Checking	August 2016 Interest Income	Checking	2.45	3.88
Deposit	09/30/2016		001 Checking	September 2016 Interest Income	Checking	1.74	5.62
Deposit	10/31/2016		001 Checking	October 2016 Interest Income	Checking	2.33	7.95
Deposit	11/30/2016		001 Checking	November 2016 Interest Income	Checking	4.68	12.63
Deposit	12/31/2016		001 Checking	December 2016 Interest Income	Checking	3.10	15.73
Deposit	01/31/2017		001 Checking	January 2017 Interest Income	Checking	2.24	17.97
Deposit	02/28/2017		001 Checking	February 2017 Interest Income	Checking	4.71	22.68
Deposit	03/31/2017		001 Checking	March 2017 Interest Income	Checking	12.72	35.40
Deposit	04/30/2017		001 Checking	April 2017 Interest Income	Checking	6.38	41.78

Burbank Hospitality Association
Profit & Loss Detail
 July 1, 2016 through June 15, 2017

Type	Date	Num	Name	Memo	Split	Amount	Balance
Deposit	05/01/2017		001 Checking		Checking	4.91	46.69
Total 46410 - Checking Account Interest							46.69
Total 46400 - Other Types of Income							46.69
47200 - Program Income							
47220 - aRes Contributions							
Deposit	07/28/2016	52527	aRes Travel Inc.	Income from aRes attraction bookings	Checking	119.31	119.31
Deposit	09/07/2016	52898	aRes Travel Inc.	Income from aRes attraction bookings	Checking	219.88	339.19
Deposit	09/23/2016	53322	aRes Travel Inc.	Income from aRes attraction bookings	Checking	55.56	394.75
Deposit	10/28/2016	53659	aRes Travel Inc.	Income from aRes attraction bookings	Checking	36.03	430.78
Deposit	01/27/2017	54708	aRes Travel Inc.	Income from aRes attraction bookings	Checking	68.09	498.87
Deposit	01/27/2017	54096	aRes Travel Inc.	Income from aRes attraction bookings	Checking	43.05	541.92
Deposit	01/27/2017	54434	aRes Travel Inc.	Income from aRes attraction bookings	Checking	37.19	579.11
Deposit	04/28/2017	55360	aRes Travel Inc.	Income from aRes attraction bookings	Checking	76.74	655.85
Deposit	04/28/2017	55555	aRes Travel Inc.	Income from aRes attraction bookings	Checking	142.31	798.16
Total 47220 - aRes Contributions							798.16
Total 47200 - Program Income							798.16
Total Income							950,907.41
Gross Profit							950,907.41
Expense							
60900 - Business Expenses							
Check	09/23/2016	100326	United States Treasury	2015 tax return filing fee	Checking	10.00	10.00
Total 60900 - Business Expenses							10.00
62100 - Contract Services							
62110 - Accounting Fees							
Check	10/07/2016	100327	Turner, Warren, Hwand & Conrad AC	2015 tax returns	Checking	1,595.00	1,595.00
Check	02/24/2017	100357	Turner, Warren, Hwand & Conrad AC	2016 1099's preparation	Checking	140.00	1,735.00
Total 62110 - Accounting Fees							1,735.00
62120 - Audit Fees							
Check	06/06/2017	100380	LSL CPA's	Cost of FY 14-15 Audit	Checking	9,150.41	9,150.41
Total 62120 - Audit Fees							9,150.41
62140 - Legal Fees							
Check	02/24/2017	100356	Colantuono, Highsmith & Whalley, PC	Legal services for January 2017	Checking	5,015.68	5,015.68
Check	04/28/2017	100376	Colantuono, Highsmith & Whalley, PC	February 2017 legal services	Checking	6,171.45	11,187.13
Check	06/07/2017	100381	Colantuono, Highsmith & Whalley, PC	March and April 2017 Legal Fees	Checking	8,682.50	19,869.63
Total 62140 - Legal Fees							19,869.63

Burbank Hospitality Association Profit & Loss Detail

July 1, 2016 through June 15, 2017

Type	Date	Num	Name	Memo	Split	Amount	Balance
Total 62100 - Contract Services							
62500 - Consultants							
Check	07/29/2016	100313	Strausberg Group, Inc.	Newsletter template, April SEO, website translation, web maintenance and reporting	Checking	10,125.00	10,125.00
Check	09/23/2016	100324	Strausberg Group, Inc.	May/June SEO, website revisions, Q3 digital campaign, newsletter buildout, reporting	Checking	13,975.00	24,100.00
Check	10/11/2016	100331	Strausberg Group, Inc.	July and Aug. Website Maint. and newsletter design and management	Checking	6,163.00	30,263.00
Check	10/11/2016	100335	Robin Faulk	Jan-Jun 2016 monthly consulting costs	Checking	19,999.99	50,262.99
Check	12/30/2016	100346	Strausberg Group, Inc.	Marketing Budget and Ad Plan for 16-17	Checking	20,000.00	70,262.99
Check	12/30/2016	100347	Strausberg Group, Inc.	November and December retainers	Checking	10,000.00	80,262.99
Check	12/30/2016	100347	Strausberg Group, Inc.	November SEO Management	Checking	2,000.00	82,262.99
Check	12/30/2016	100347	Strausberg Group, Inc.	Sept. & Oct. Web Maint.	Checking	1,111.50	83,374.49
Check	12/30/2016	100347	Strausberg Group, Inc.	November PPC	Checking	2,500.00	85,874.49
Check	12/30/2016	100347	Strausberg Group, Inc.	November Social Media camp.	Checking	1,300.00	87,174.49
Check	12/30/2016	100347	Strausberg Group, Inc.	Oct. newsletter, visitor guide, facebook advertising Nov.	Checking	1,401.25	88,575.73
Check	02/24/2017	100362	Robin Faulk	July-Sept. 2016 monthly consulting fees	Checking	9,999.99	98,575.72
Check	02/24/2017	100363	Strausberg Group, Inc.	January 2017 monthly retainer	Checking	5,000.00	103,575.72
Check	02/24/2017	100363	Strausberg Group, Inc.	December 2016 SEO management	Checking	2,000.00	105,575.72
Check	02/24/2017	100363	Strausberg Group, Inc.	December 2016 PPC campaign management	Checking	2,500.00	108,075.72
Check	02/24/2017	100363	Strausberg Group, Inc.	December 2016 Facebook Ads	Checking	1,000.00	109,075.72
Check	02/24/2017	100363	Strausberg Group, Inc.	December 2016 Social Media Campaign	Checking	1,300.00	110,375.72
Check	03/03/2017	100366	Strausberg Group, Inc.	Filed in Burbank and Blog webpages	Checking	9,027.95	119,403.67
Check	03/22/2017	100373	Strausberg Group, Inc.	February 2017 Retainer	Checking	5,000.00	118,403.67
Check	03/22/2017	100373	Strausberg Group, Inc.	January 2017 SEO Management	Checking	2,000.00	120,403.67
Check	03/22/2017	100373	Strausberg Group, Inc.	January 2017 PPC	Checking	2,500.00	122,903.67
Check	03/22/2017	100373	Strausberg Group, Inc.	January 2017 Social Media Campaign	Checking	1,300.00	124,203.67
Check	03/22/2017	100373	Strausberg Group, Inc.	Payment 1 of 2 for Social Media Influencer Campaign	Checking	1,000.00	125,203.67
Check	03/31/2017	100374	Strausberg Group, Inc.	Nov-Apr. e-newsletter design	Checking	30,000.00	155,203.67
Check	04/28/2017	100377	Strausberg Group, Inc.	March-April 2017 Retainer	Checking	1,500.00	156,703.67
Check	04/28/2017	100377	Strausberg Group, Inc.	Feb-Mar 2017 SEO	Checking	10,000.00	166,703.67
Check	04/28/2017	100377	Strausberg Group, Inc.	Feb-Mar 2017 PPC	Checking	4,000.00	170,703.67
Check	04/28/2017	100377	Strausberg Group, Inc.	Feb-Mar 2017 Facebook ads	Checking	5,000.00	175,703.67
Check	04/28/2017	100377	Strausberg Group, Inc.	Feb-Mar 2017 Social Media	Checking	2,000.00	177,703.67
Check	04/28/2017	100377	Strausberg Group, Inc.	Website maintenance and layout change to About Us page	Checking	2,800.00	180,503.67
Check	04/28/2017	100377	Strausberg Group, Inc.	Oct-Dec 2016 Consulting Services	Checking	1,990.00	181,653.67
Check	04/28/2017	100294	Robin Faulk		Checking	9,999.99	191,653.66
Total 62500 - Consultants							191,653.66
64000 - Marketing							
64020 - Advertising							
Check	07/29/2016	100309	California Travel Media	2016 CA Road Trips ad	Checking	12,500.00	12,500.00
Check	09/07/2016	100317	Time Inc.	Visit CA website and e-newsletters	Checking	40,000.00	52,500.00
Check	09/07/2016	100318	Washways	Sept 2016 Discover section ad	Checking	1,584.00	54,084.00
Check	09/07/2016	100320	Orange Coast	Aug. 2016 ad	Checking	3,300.00	57,384.00
Check	09/07/2016	100321	Lamar Companies	Airport Diagrams Aug. and Sept. 2016	Checking	2,000.00	59,384.00
Check	10/11/2016	100330	Lamar Companies	July and Sept. Airport Advertising	Checking	2,000.00	61,384.00
Check	11/23/2016	100338	KJC International	Translation Fee for China Guide Ad	Checking	100.00	61,484.00
Check	11/23/2016	100343	Washways	Nov/Dec. 2016 ad	Checking	1,584.00	63,068.00
Check	11/23/2016	100345	Lamar Companies	Airport advertising (Jul., Sept., Oct., Nov.)	Checking	4,000.00	67,068.00

Burbank Hospitality Association Profit & Loss Detail

July 1, 2016 through June 15, 2017

Type	Date	Num	Name	Memo	Split	Amount	Balance
Check	12/30/2016	100348	Sojem Inc.	November digital marketing	Checking	5,000.00	72,068.00
Check	12/30/2016	100350	Lima- Companies	December airport marketing dioramas	Checking	1,000.00	73,068.00
Check	02/24/2017	100356	Sojem Inc.	Digital marketing Dec. 2016 and Jan. 2017	Checking	10,000.00	83,068.00
Check	02/24/2017	100360	Los Angeles Magazine	1/2 page ad for LA Visitor Guide	Checking	7,500.00	90,568.00
Check	02/24/2017	100361	California Travel Media	2017 Visit California Guide ad	Checking	26,816.40	117,384.48
Check	03/22/2017	100369	Time Inc.	January 2017 Digital newsletter	Checking	5,184.98	122,569.46
Check	03/22/2017	100369	Pace Communications	Feb. 2017 Southwest Airlines Magazine spread	Checking	86,700.00	209,269.46
Check	03/22/2017	100370	Sojem Inc.	February 2017 Digital ads	Checking	5,000.00	214,269.46
Check	04/28/2017	100378	Los Angeles Tourism and Convention Board	2017 China guide ad and digital ad package	Checking	50,685.00	264,954.46
Check	04/28/2017	100393	Taboola	March 2017 digital ads	Checking	8,831.10	274,785.56
Check	06/07/2017	100383	Sojem Inc.	March/April 2017 Digital Ads	Checking	10,000.00	284,785.56
Check	06/07/2017	100384	Time Inc.	Feb., Mar., Apr. 2017 digital ads and dedicated newsletters	Checking	17,986.96	302,772.54
Total 64020 - Advertising							302,772.54
64040 - Website							
General Journal	07/08/2016	148	Leadgenix	PPC Advertising	Checking	2,250.00	2,250.00
Deposit	07/14/2016		Leadgenix	Adjustment for June 2016 double payment	Checking	-250.00	2,000.00
Deposit	07/14/2016		Leadgenix	Adjustment for June 2016 double payment	Checking	-2,000.00	0.00
Check	07/29/2016	100310	Centro Inc.	Invoices 170304, 173823	Checking	21,480.57	21,480.57
General Journal	08/08/2016	169	Leadgenix	PPC Advertising	Checking	2,250.00	23,730.57
General Journal	08/18/2016	177	Leadgenix	PPC Advertising	Checking	6,500.00	30,230.57
Check	09/07/2016	100319	Centro Inc.	Online advertising-Bidtellect and Yahoo	Checking	649.40	30,879.97
General Journal	09/09/2016	187	Leadgenix	PPC Advertising	Checking	2,250.00	33,129.97
Check	10/11/2016	100328	Centro Inc.	Q2 AND Q3 2016 digital ads (Expedia, Bidtellect, ThinkNear, Yahoo)	Checking	21,229.45	54,359.42
General Journal	10/11/2016	193	Leadgenix	PPC Advertising	Checking	2,250.00	56,609.42
General Journal	11/09/2016	198	Leadgenix	PPC Advertising	Checking	2,250.00	58,859.42
Check	11/23/2016	100339	Centro Inc.	September and October 2016 digital marketing	Checking	33,946.73	92,806.15
Total 64040 - Website							92,806.15
64080 - Social Media							
General Journal	07/01/2016	146	Facebook	Facebook Marketing	Checking	356.45	356.45
General Journal	07/20/2016	152	Facebook	Facebook Marketing	Checking	480.07	836.52
General Journal	07/20/2016	153	Facebook	Facebook Marketing	Checking	19.96	856.47
General Journal	08/01/2016	165	Facebook	Facebook Marketing	Checking	720.35	1,576.82
General Journal	08/01/2016	166	Facebook	Facebook Marketing	Checking	29.88	1,606.68
General Journal	08/01/2016	167	Facebook	Facebook Marketing	Checking	89.43	1,696.11
General Journal	08/01/2016	168	Facebook	Facebook Marketing	Checking	8.45	1,704.56
General Journal	09/01/2016	181	Facebook	Facebook Marketing	Checking	426.23	2,130.79
General Journal	09/21/2016	182	Facebook	Facebook Marketing	Checking	750.21	2,881.00
General Journal	09/27/2016	190	Facebook	Facebook Marketing	Checking	752.23	3,633.23
General Journal	10/03/2016	191	Facebook	Facebook Marketing	Checking	296.58	3,929.81
General Journal	11/01/2016	198	Facebook	Facebook Marketing	Checking	319.86	4,249.67
General Journal	12/01/2016	217	Facebook	Facebook Marketing	Checking	215.83	4,465.50
Total 64080 - Social Media							4,465.50
64090 - Gift Card Promotion							
General Journal	09/07/2016	183	Giftcards.com	2 Giftcards for Website Bookings Promo	Checking	109.90	109.90

Burbank Hospitality Association

Profit & Loss Detail

July 1, 2016 through June 15, 2017

Type	Date	Num	Name	Memo	Split	Amount	Balance
General Journal	08/28/2016	184	Giftcards.com	7 Giftcards for Website Bookings Promo	Checking	381.85	484.55
General Journal	10/12/2016	184	Giftcards.com	3 Giftcards for Website Bookings Promo	Checking	184.85	659.40
General Journal	10/20/2016	198	Giftcards.com	2 Giftcards for Website Bookings Promo	Checking	109.30	769.30
General Journal	12/14/2016	218	Giftcards.com	2 Giftcards for Website Bookings Promo	Checking	109.90	879.20
General Journal	01/11/2017	225	Giftcards.com	1 Giftcard for Website Bookings Promo	Checking	54.95	934.15
General Journal	01/19/2017	226	Giftcards.com	2 Giftcards for Website Bookings Promo	Checking	106.90	1,041.05
General Journal	02/15/2017	233	Giftcards.com	4 Giftcards for Website Bookings Promo	Checking	219.80	1,263.85
General Journal	03/29/2017	238	Giftcards.com	10 Giftcards for Website Bookings Promo	Checking	549.50	1,813.35
General Journal	04/20/2017	250	Giftcards.com	5 Giftcards for Website Bookings Promo	Checking	274.75	2,088.10
General Journal	04/20/2017	251	GiftCardLab	1 Giftcard for Website Bookings Promo	Checking	55.95	2,144.05
Total 64080 - Gift Card Promotion							2,144.05
Check	07/29/2016	100304	Larry Hausen	Burbank Comedy Festival ad, Facebook ad, IPW brochure, stationary layout	Checking	1,402.50	1,402.50
Check	09/07/2016	100322	Larry Hausen	ad layout for Comedy and Film Festival, Facebook ad	Checking	295.00	1,697.50
Check	09/23/2016	100328	The Corporate Gift Service	Reorder of pens, chapbooks, and bags	Checking	5,663.30	7,360.80
Check	10/11/2016	100329	Larry Hausen	Revised infographics for presentations	Checking	135.00	7,495.80
Check	11/23/2016	100344	Larry Hausen	Revised business cards and Brand USA ad	Checking	110.00	7,605.80
Check	02/24/2017	100355	Universal Studios Inc	2017 Preferred Hotel Partnership Program (10 hotels)	Checking	130,000.00	137,605.80
Total 64000 - Marketing - Other							137,605.80
Total 64000 - Marketing							539,794.04
65000 - Operations							
Check	11/23/2016	100341	Tourism Economics	Final payment for tourism impact report	Checking	9,250.00	9,250.00
Check	12/30/2016	100352	Tourism Economics	payment for first 50% of project	Checking	9,250.00	18,500.00
General Journal	03/22/2017	245	HCareers Online	Posted Administrative Services RFP Online	Checking	270.00	18,770.00
Total 65010 - Books, Subscriptions Reference							18,770.00
65020 - Postage Mailing Service							
Check	07/29/2016	100316	YRC Freight	Delivery of trade show booth to event site	Checking	461.34	461.34
General Journal	07/29/2016	155	MailChimp	Costs for mailing monthly newsletter	Checking	21.88	483.00
Check	08/02/2016	100314	Certified Folder Display Service, Inc.	Delivery Charge to receive 2 boxes of visitor guides	Checking	9.34	492.34
General Journal	08/28/2016	172	MailChimp	Costs for mailing monthly newsletter	Checking	75.00	567.34
General Journal	09/29/2016	180	MailChimp	Costs for mailing monthly newsletter	Checking	20.00	587.34
General Journal	09/30/2016	206	FedEx	Delivery charges for print materials to IPW	City Treasurer	95.09	682.43
Check	10/11/2016	100333	Certified Folder Display Service, Inc.	Cost to deliver visitor guides to office	Checking	18.10	701.53
General Journal	10/31/2016	197	MailChimp	Costs for mailing monthly newsletter	Checking	20.00	721.53
Check	11/23/2016	100340	Certified Folder Display Service, Inc.	Annual distribution of visitor guides	Checking	20,792.49	21,514.01
General Journal	11/29/2016	201	MailChimp	Costs for mailing monthly newsletter	Checking	30.00	21,544.01
General Journal	12/31/2016	222	MailChimp	Costs for mailing monthly newsletter	Checking	30.00	21,574.01
General Journal	01/31/2017	231	MailChimp	Costs for mailing monthly newsletter	Checking	30.00	21,604.01
General Journal	03/01/2017	246	MailChimp	Costs for mailing monthly newsletter	Checking	30.00	21,634.01
General Journal	03/23/2017	244	MailChimp	Costs for mailing monthly newsletter	Checking	65.00	21,699.01
General Journal	05/01/2017	254	MailChimp	Costs for mailing monthly newsletter	Checking	60.00	21,759.01
General Journal	05/30/2017	257	MailChimp	Costs for mailing monthly newsletter	Checking	30.00	21,789.01

Burbank Hospitality Association

Profit & Loss Detail

July 1, 2016 through June 15, 2017

Type	Date	Num	Name	Memo	Split	Amount	Balance
General Journal	05/31/2017	262	YRC Freight	Shipping Costs of Booth to IPW	Checking	855.00	22,644.01
Total 65020 - Postage, Mailing Service							22,644.01
65030 - Printing and Copying							
Check	07/29/2016	100307	Burbank Printing	printing of envelopes, IPW brochures, and CTN brochures	Checking	982.65	982.65
Check	08/06/2017	100379	Burbank Printing	Printing of brochures for IPW 2017	Checking	242.08	1,224.73
Total 65030 - Printing and Copying							1,224.73
65040 - Supplies							
General Journal	07/08/2016	149	Amazon	Computer Dongle for Projector	Checking	21.74	21.74
General Journal	10/31/2016	207	Staples	Mail envelopes	City Treasurer	28.48	50.22
Check	03/03/2017	100365	Burbank Printing	Printing of envelopes with letterhead	Checking	143.33	193.55
Total 65040 - Supplies							193.55
65070 - Website Maintenance							
General Journal	08/16/2016	174	Media Temple	Administrative Website costs for domain changes	Checking	55.00	55.00
General Journal	08/18/2016	175	Media Temple	Administrative Website costs for domain changes	Checking	100.00	155.00
General Journal	09/16/2016	189	Media Temple	Administrative Website costs for domain changes	Checking	55.00	210.00
Check	10/11/2016	100332	aRes Travel Inc.	Booking Wedget Fee on Dragonfest and CTN sites	Checking	150.00	360.00
General Journal	10/17/2016	185	Media Temple	Administrative Website costs for domain changes	Checking	55.00	415.00
General Journal	11/16/2016	200	Media Temple	Administrative Website costs for domain changes	Checking	55.00	470.00
General Journal	12/16/2016	219	Media Temple	Administrative Website costs for domain changes	Checking	55.00	525.00
Check	12/30/2016	100351	aRes Travel Inc.	Booking widget and Facebook tracking	Checking	500.00	1,025.00
General Journal	01/17/2017	223	Media Temple	Administrative Website costs for domain changes	Checking	55.00	1,080.00
General Journal	02/16/2017	234	Media Temple	Administrative Website costs for domain changes	Checking	55.00	1,135.00
Check	02/24/2017	100359	aRes Travel Inc.	2017 Booking Engine	Checking	10,000.00	11,135.00
General Journal	03/08/2017	240	Media Temple	Administrative Website costs for domain changes	Checking	240.00	11,375.00
General Journal	03/17/2017	237	Media Temple	Administrative Website costs for domain changes	Checking	55.00	11,430.00
General Journal	04/17/2017	252	Media Temple	Administrative Website costs for domain changes	Checking	55.00	11,485.00
General Journal	05/16/2017	255	Media Temple	Administrative Website costs for domain changes	Checking	55.00	11,540.00
Total 65070 - Website Maintenance							11,540.00
Total 65000 - Operations							54,372.28
65060 - Salary Expenses							
General Journal	07/31/2016	145	City of Burbank	July 2016 Staff Salary Expense	City Treasurer	5,583.33	5,583.33
General Journal	08/31/2016	146	City of Burbank	August 2016 Staff Salary Expense	City Treasurer	5,583.33	11,166.66
General Journal	09/30/2016	179	City of Burbank	July-September 2016 Staff Salary Expense	City Treasurer	33,532.50	44,699.16
General Journal	09/30/2016	145R	City of Burbank	Reverse of GJE 145 -- July 2016 Staff Salary Expense	City Treasurer	-5,583.33	39,115.83
General Journal	09/30/2016	146R	City of Burbank	Reverse of GJE 146 -- August 2016 Staff Salary Expense	City Treasurer	-5,583.33	33,532.50
General Journal	10/31/2016	202	City of Burbank	October Staff Salary Expense	City Treasurer	11,177.50	44,710.00
General Journal	11/30/2016	203	City of Burbank	November Staff Salary Expense	City Treasurer	11,177.50	55,887.50
General Journal	12/31/2016	204	City of Burbank	December Staff Salary Expense	City Treasurer	11,177.50	67,065.00
General Journal	12/31/2016	216	City of Burbank	July 2016-December 2016 Salary True-Up	City Treasurer	23,628.94	90,693.94
General Journal	01/31/2017	215	City of Burbank	January Staff Salary Expense	City Treasurer	11,177.50	101,870.84
General Journal	02/28/2017	235	City of Burbank	February Staff Salary Expense	City Treasurer	11,177.50	113,048.34

Burbank Hospitality Association Profit & Loss Detail July 1, 2016 through June 15, 2017

Type	Date	Num	Name	Memo	Split	Amount	Balance
General Journal	03/31/2017	206	City of Burbank	March Staff Salary Expense	City Treasurer	11,177.50	124,225.84
General Journal	04/30/2017	249	City of Burbank	April Staff Salary Expense	City Treasurer	11,177.50	135,403.34
General Journal	05/31/2017	264	City of Burbank	May Staff Salary Expense	City Treasurer	11,177.50	146,580.84
Total 65080 - Salary Expenses							146,580.84
65100 - Other Types of Expenses							
65120 - Insurance - Liability, D and O							
Check	03/31/2017	100375	Philadelphia Insurance Companies	Annual Insurance Renewal Costs FY17-18	Checking	5,950.00	5,950.00
Total 65120 - Insurance - Liability, D and O							5,950.00
65130 - Sponsorships							
Check	07/28/2016	100306	Creative Talent Network, LLC	Sponsorship for 2016 CTNX Expo	Checking	50,000.00	50,000.00
Check	09/23/2016	100323	Committee For Yes on Measure B	Contribution for Committee for Yes on Measure B	Checking	50,000.00	100,000.00
Check	10/11/2016	100334	DownTown Burbank	Burbank Beer Fest 2016 Sponsorship	Checking	30,000.00	130,000.00
Check	10/11/2016	100334	DownTown Burbank	Car Classic 2016 Sponsorship	Checking	10,000.00	140,000.00
Check	03/22/2017	100387	Burbank Community YMCA	2016 Turkey Trot Sponsorship	Checking	5,000.00	145,000.00
Check	06/07/2017	100382	City of Burbank	2017 Starlight Bowl Concert Series Sponsorship	Checking	2,500.00	147,500.00
Total 65130 - Sponsorships							147,500.00
65140 - Membership Dues							
Check	07/29/2016	100308	Los Angeles Tourism and Convention Board	2016 Membership Dues	Checking	500.00	500.00
Check	11/23/2016	100337	US Travel Association	2017 membership	Checking	1,640.00	2,140.00
Check	11/23/2016	100342	Travel and Tourism Marketing Association	2017 Membership	Checking	385.00	2,525.00
Check	12/30/2016	100353	US Travel Association	2017 membership	Checking	1,590.00	4,125.00
Check	03/22/2017	100371	Quest, Inc.	Annual membership to online database for meeting RFP's	Checking	18,483.00	22,608.00
Total 65140 - Membership Dues							22,608.00
65150 - Website							
General Journal	02/28/2017	248		Website Domain Renewal	City Treasurer	151.53	151.53
Total 65150 - Website							151.53
65160 - Other Costs							
General Journal	07/15/2016	150	Warner Bros. Studio Tour Hollywood	Two Complimentary Tickets for Burbank Story Submission	Checking	96.00	96.00
General Journal	07/19/2016	151	Edible Arrangements	'Get Well Soon' Arrangement for T. Garbhan	Checking	115.69	211.69
General Journal	10/07/2016	188	UMF Credit Union	Fee for wire transfer for MTM registration	Checking	45.00	256.69
General Journal	12/29/2016	221	Edible Arrangements	Get Well Soon Arrangement for M. Swaney	Checking	103.35	360.04
General Journal	02/13/2017	232	The Enchanted Florist	Condolence Flowers for B. Sorano	Checking	100.00	460.04
Total 65160 - Other Costs							460.04
Total 65100 - Other Types of Expenses							176,669.57
66300 - Travel and Meetings							
66310 - Conference, Convention, Meeting							
General Journal	07/06/2016	147	Freeman	Post LPW Booth Breakdown	Checking	256.58	256.58
General Journal	07/28/2016	154	Travel and Tourism Marketing Association	August 2016 TTMA Luncheon (2)	Checking	100.00	356.58

Burbank Hospitality Association Profit & Loss Detail

July 1, 2016 through June 15, 2017

Type	Date	Num	Name	Memo	Split	Amount	Balance
Check	07/29/2016	100305	Riverview Photography	Photographer for IPW	Checking	750.00	1,106.58
General Journal	08/11/2016	170	Collins College of Hospitality Management	Annual SoCal Visitor Industry Outlook Forum (2)	Checking	400.00	1,506.58
General Journal	08/25/2016	173	Dino Rentos	12 month storage costs	Checking	1,800.00	3,306.58
General Journal	09/07/2016	185	Brand USA	Registration for WTM Brand USA Pavilion	Checking	2,636.61	5,943.19
General Journal	09/12/2016	188	Los Angeles Tourism and Convention Board	China Ready Webinar (Chinese Millennials)	Checking	25.00	5,968.19
General Journal	10/06/2016	192	B-HOR International	Backlit booth signage for WTM	Checking	195.00	6,163.19
General Journal	12/19/2016	220	Hilton Garden Inn	Bi-Annual Joint Meeting location and refreshments	Checking	425.00	6,588.19
General Journal	01/18/2017	227	Visit California	Visit California Outlook Forum Registration M. Hamzoian	Checking	799.00	7,387.19
General Journal	01/19/2017	228	Visit California	Visit California Outlook Forum Registration R. Faulk	Checking	799.00	8,186.19
General Journal	01/19/2017	229	Travel and Tourism Marketing Association	February 2017 TTMA Luncheon (2)	Checking	110.00	8,296.19
General Journal	02/28/2017	247	City of Burbank	State of the City Luncheon (4)	City Treasurer	240.00	8,536.19
General Journal	03/16/2017	243	US Travel Association	IPW 2017 Registration and Booth	Checking	5,120.00	13,656.19
General Journal	05/19/2017	256	Travel and Tourism Marketing Association	June 2017 TTMA Luncheon (2)	Checking	110.00	13,766.19
General Journal	05/22/2017	263	US Travel Association	T. Gambian Registration Cost for IPW	Checking	1,395.00	15,161.19
General Journal	05/24/2017	261	Freeman	Furniture and Carpet Rental for IPW Booth w/ Installation	Checking	1,113.49	16,274.68
General Journal	05/30/2017	259	Hi-Tech Electric LLC	Electricity for IPW Trade Show Booth	Checking	153.00	16,427.68
General Journal	05/30/2017	262	Freeman	Furniture Rental for IPW Booth w/ Installation	Checking	189.39	16,616.07
Total 68310 - Conference, Convention, Meeting							16,616.07
68320 - Travel							
General Journal	08/29/2016	17	Hollywood and Highland Parking Structure	M. Hamzoian Parking expense for LA Visitor Outlook Forum	Checking	2.00	12.00
Check	10/11/2016	100336	Tony Gambian	Plight for T. Gambian to attend WTM 2016	Checking	1,216.32	1,228.32
General Journal	01/23/2017	230	Bacara Resort	Hotel Stay M. Hamzoian for Visitor Outlook	Checking	339.11	1,567.43
General Journal	03/02/2017	239	Courtyard By Marriott Goleta	R. Faulk hotel stay for Visit California Outlook Forum	Checking	311.10	1,878.53
General Journal	03/02/2017	240	Bacara Resort	M. Hamzoian hotel fees for Visit California Outlook Forum	Checking	56.13	1,934.66
General Journal	03/16/2017	241	Delta Air	R. Faulk travel costs for IPW 2017	Checking	815.76	2,750.42
General Journal	06/30/2017	260	Omni Shoreham Washington DC	Hotel for R. Faulk for IPW 2017	Checking	1,482.80	4,233.22
Total 68320 - Travel							4,233.22
68330 - Reimbursement							
Check	07/28/2016	100311	Tony Gambian	Reimbursement for IPW 2016	Checking	1,422.09	1,422.09
Check	07/29/2016	100312	Robin Faulk	Reimbursements for 2016 NASC travel expenses, mileage and parking expenses	Checking	908.14	2,331.23
Check	01/12/2017	100354	Tony Gambian	WTM 2016 Reimbursement	Checking	1,876.06	4,207.29
Check	02/24/2017	100354	Mary Hamzoian	Parking for February TTMA luncheon	Checking	13.20	4,220.49
Check	03/07/2017	100302	Mary Hamzoian	Rental Car expense for Visitor Outlook Forum 2017 M. Hamzoian	Checking	278.81	4,499.30
Check	03/07/2017	100303	Robin Faulk	Rental Car and meal expense for Visitor Outlook Forum 2017 R. Faulk	Checking	297.68	4,796.98
Check	03/22/2017	100372	Robin Faulk	Mileage and refreshment reimbursement for first influencer tour	Checking	27.26	4,824.26
Total 68330 - Reimbursement							4,824.26
68350 - Trade Show Booth							
General Journal	04/03/2017	253	Dino Rentos	First Payment for Trade Show Booth Revisions	Checking	3,450.00	3,450.00
General Journal	05/08/2017	258	Dino Rentos	Final Payment for Trade Show Booth Revisions	Checking	1,150.00	4,600.00
Total 68350 - Trade Show Booth							4,600.00
Total 88300 - Travel and Meetings							30,273.55

Burbank Hospitality Association
Profit & Loss Detail
 July 1, 2016 through June 15, 2017

4:50-PM
 06/08/17
 Accrual Basis

Type	Date	Num	Name	Memo	Split	Amount	Balance
Total Expense						1,170,088.99	1,170,088.99
Net Ordinary Income						-218,181.58	-218,181.58
Net Income						-218,181.58	-218,181.58

POLICY NO. 2017-004

**BURBANK HOSPITALITY ASSOCIATION
CALIFORNIA PUBLIC RECORDS ACT RESPONSE PROCEDURES
AND ELECTRONIC DOCUMENT RETENTION POLICY**

(Approved by the Board of Directors on _____, 2017)

CALIFORNIA PUBLIC RECORDS ACT RESPONSE PROCEDURES

The California Public Records Act (Government Code, section 6250 et seq.) grants California residents important rights to obtain access to records held by public agencies. Burbank Hospitality Association dba Visit Burbank ("BHA") adopts this policy to clarify how it will respond to requests for records under the Public Records Act when acting as the operator of the Burbank Tourism Business Improvement District or when it is otherwise legally obliged to comply with the Public Records Act. It does not apply to other activities of BHA.

1. All requests for public records shall be in writing on a form approved by the Board of Directors, unless the request is to review an agenda, agenda reports, or minutes of the BHA, the Burbank Tourism Business Improvement District's Management District Plan, or the BHA's operating agreement, which are available at the office of the BHA.
2. Administrative staff will respond to all requests as soon as possible after they are received, but not later than the 10-day period, or extensions thereof, provided by Government Code section 6253.
 - a. Administrative staff shall review each request and determine whether it seeks identifiable records and, if not, the administrative staff shall help the requestor identify records responsive to the request.
 - b. Administrative staff shall request all Directors who may have the records requested to search their files and report back to the administrative staff whether they have the records and, if so, when the records can be made available to the requestor.
 - c. Administrative staff shall respond to the requestor, advising him or her in writing of the availability of the documents, a description of the medium (paper, electronic format, etc.) and location of the records, and whether any are exempt from disclosure under the Public Records Act. As the Public Records Act requires, to the extent feasible, the administrative staff will provide suggestions to overcome any practical basis for denying access to the records sought.
 - d. If a request is made for copies of records, the administrative staff shall also advise the requestor of the estimated copying cost.
 - e. The person requesting the copies shall pay the charges for the requested copies established by BHA. At present those are: \$1.00 for the first page, \$.05 each additional page, \$.10 per page for Political Reform Act materials, CD's-\$5.00, DVD's \$10.00. The administrative staff shall not make the requested copies until a

deposit of the estimated copying cost is received and shall not release the copies until the actual copying cost is paid.

3. In accordance with the Public Records Act, the administrative staff will provide specific, identifiable records but will not research BHA records for particular types of information or analyze information which may be contained in public records.
4. Administrative staff will respond to requests for public records in accordance with the Public Records Act as the Act now exists or may hereafter be amended, and nothing in this Policy is intended nor shall it be construed to conflict with the terms of the Public Records Act.

BURBANK HOSPITALITY ASSOCIATION

REQUEST FOR PUBLIC RECORDS

Date requested: _____

Date required: _____

Please list each document, file, or record separately

I wish to

☐

Review

☐

Obtain copies of the following public records:

I/We, the undersigned, request documents as indicated and agree to pay the Burbank Hospitality Association for copies at the rate of 25 cents per page (10 cents per page for documents requested pursuant to the Political Reform Act) when I receive or my representative receives them.

Name/Organization: _____

Mailing Address: _____

Phone Number: () _____

Signature: _____

FAX Number: () _____

Email: _____

FOR INTERNAL USE ONLY

Approved ☐ Denied ☐

Signature: _____

Reason, if denied: _____

Disposition of Request: Documents/response provided on (date) _____

By: ☐ Mail ☐ Pick-up ☐ FAX ☐ Email ☐ Delivered ☐ Verbal ☐ Phone

Comments: _____

Date
Completed: _____

Staff
Member(s): _____

Staff
Time: _____

ELECTRONIC DOCUMENT RETENTION POLICY

The Electronic Document Retention Policy of the Burbank Hospitality Association ("BHA") governs the retention of text messages, voicemail messages, social media posts, and email messages sent or received in the conduct of BHA business that is subject to the Public Records Act, as when it is acting as the operator of the Burbank Tourism Business Improvement District or when it is otherwise legally obliged to comply with the Public Records Act. It does not apply to other activities of BHA.

Definitions

1. **Email Message:** An electronic communication sent and received via web mail or email client.
2. **Social Media:** Information posted to websites and applications that enable users to create and share content or to participate in social networking, including Facebook, Twitter, Instagram, Snapchat, and LinkedIn.
3. **Text Message:** An electronic, written communication sent and received via telephone or Internet connection.
4. **Voicemail Message:** An electronic, aural communication sent or received via telephone or Internet connection.

Text Messages, Voicemail Messages, and Social Media

Text messages, voicemail messages, and social media posts not saved to an archive or a more permanent medium are intended to be ephemeral documents, not preserved in the ordinary course of business. Accordingly, they do not constitute disclosable public records, as that term is defined by Government Code section 6252, subdivision (e). BHA directors and administrative staff are not required to retain these electronic documents. Business done on behalf of BHA that requires the creation and preservation of records should be conducted in other media.

Email Messages

1. Email messages sent or received by the BHA's server from the date this policy is adopted will be preserved for two years and made available for public inspection on the same terms as other BHA records.
2. Except as provided in point 3 below, BHA Directors and administrative staff are required to use (or copy to an address on) the BHA server for all email messages regarding matters of BHA business. Such email messages fall within point 1 above, i.e., they will be preserved for two years and made available for public inspection on the same terms as other BHA records.
3. BHA will continue to comply with Government Code § 54957.5 which deems to be a public record any document communicated to a majority of the Directors, whether at the same time or seriatim, with respect to an item of BHA business regardless of the means of that

communication, including via non-BHA email accounts. Directors are encouraged to forward such email messages not received via the BHA server nor copied to BHA's administrative staff or to an email address designated for that purpose so they can be preserved in the BHA's email retention system, relieving individual Directors of any duty to preserve such email messages or make them available for public inspection.

4. This policy applies only to the conduct of BHA business that is subject to the Public Records Act. It has no application to communications to or from Directors in their other public and private capacities or communications to or from BHA's administrative staff that are personal, private or otherwise not BHA business or to communications which affect BHA business not funded by Tourism Business Improvement District assessments or otherwise subject to the Public Records Act.

Ayes

Nos –

Abstain –

Absent –

Approved, Board Secretary



Request for Proposals Visit Burbank Marketing Campaign Phase III

Introduction

In 2011, the City of Burbank formed a Tourism Business Improvement District (T-BID) known as the Burbank Hospitality Association (BHA). The BHA operates as a destination marketing organization under the name of Visit Burbank.

Spearheaded by Burbank hoteliers and attractions, Visit Burbank is comprised of 18 hotels with 25 rooms or more. It is governed by a Board of Directors representing the diverse make-up of the Burbank hospitality industry.



Visit Burbank is requesting proposals from qualified marketing and design firms to evaluate the existing marketing campaign and develop Phase III. The goal is to increase hotel occupancy and continue to promote Burbank as a premier business and leisure destination.

Phase I of the marketing plan was launched in 2012. The first step was to host a series of focus groups determining Burbank's relative strengths and selling points. Feedback resulted in the adoption of the current tagline, "The Town Behind the Tinsel," based on the fact that Burbank is where the film and television industry rolls up its sleeves and gets down to the serious business of entertainment.

Phase II of the marketing plan was launched in 2015. A new marketing and design agency rebranded "The Town Behind the Tinsel" into a more contemporary look and feel that included a new website, logo, and comprehensive marketing campaign. 'See The Bigger Picture' became the new message to depict Burbank as the ultimate Southern California destination, close to many Los Angeles and Hollywood attractions, in the heart of the entertainment industry. The tagline and accompanying logo have been used on all marketing materials to date.

The entertainment-centric was and still is more relevant than ever, with award-winning TV shows, blockbuster motion pictures, studio tours, and live tapings all playing an important role in Burbank's economy.



Since 2012, Visit Burbank has created:

- A first-ever Burbank tourism website www.visitburbank.com complete with attractions, hotels, and a hotel room booking engine.
- A national print and digital ad campaign reaching over 40million people in 2016-2017.
- The Official Burbank Visitor's Guide, distributed throughout California.
- Concierge Map for hoteliers.
- Partnerships with web travel entities such as Travelzoo, Expedia, and TripAdvisor.
- Inclusion in the Universal Studios Hollywood Preferred Hotel Partnership Program with 10 Burbank hotels.
- Four different editorial spreads in national airline magazines including, *US Airways Magazine*, *Seaport Airlines Cloud 9 Magazine*, and twice in *Southwest Airlines in-flight magazine*.
- Sponsored and helped attract more overnight visitors to the following events: CTN Animation Expo, Starlight Bowl, The Burbank Beer Festival, Burbank International Film Festival, Burbank Comedy Festival, and Turkey Trot.

Visit Burbank anticipates entering into an annual contract with a marketing and design firm meeting the qualifications to take this branding strategy to the next level.

Visit Burbank will provide the funding for the consultant, and reserves the right to cancel this Request for Proposal (RFP), or to make adjustments to the RFP and in contracts subsequently negotiated based upon this RFP.



Background

Visit Burbank is comprised of 18 hotels totaling 2,562 rooms and more 50,000 sq. ft. of meeting space.

Boasting hundreds of shops and restaurants, as well as popular neighborhoods such as Downtown Burbank, Magnolia Park, The Airport District, and Media District, Burbank offers tourists a glimpse of SoCal life. Additional city attractions include the Warner Bros. VIP Studio Tours, The Ellen DeGeneres Show, 30 AMC screens ranking in the top five of theatrical circuits nationwide, a regional shopping center, the nation's largest IKEA, hiking in the Verdugo Mountains, a golf course, and the Hollywood Burbank Airport with 77 flights per day

and 4.1 million passengers per year.

Adjacency to Universal Studios, Hollywood, the Rose Bowl, Dodgers Stadium, the Hollywood Bowl, and other legendary landmarks make Burbank the perfect launch point for daytrips throughout the region.

Current target markets include: California (outside the Los Angeles region), key feeder cities with direct flights into the Hollywood Burbank Airport include Sacramento, San Francisco, San Jose, Denver, Las Vegas, New York, Oakland, Phoenix, Portland, Salt Lake City, and Seattle; and international markets such as Canada, Australia, and South Korea.

Marketing and Design Scope of Services

The consultant shall develop a comprehensive marketing and advertising plan that addresses the following:

1. Evaluate effectiveness of Phase II marketing campaign.
2. Develop next steps to promote Burbank as a premier business and leisure destination to regional, national, and international markets. Campaign should focus on digital marketing, video, internet, and social media influencer campaigns, etc.
3. Integrate return-on-investment (ROI) into new campaign. For example marketing initiative should be tied to an offer, as well as demonstrate sales potential.



4. Identify new reasons to attract visitors to Burbank, and define exact customer profile.
5. Work with hotel sales teams to identify multi-year strategies that increase overnight stays, especially during off-peak seasons. Propose creative tactics such as advertising campaigns and events.
6. Pinpoint untapped demographic and psychographic markets. Develop specific strategies to reach new markets.
7. Advise on specific trade shows to attend, and prepare timely materials.
8. Attract FAM tours domestically and internationally resulting in positive stories about Burbank and its amenities.
9. Capitalize on search engine optimization, apps, and other new digital media opportunities. Increase reach, access and internet visibility.
10. Develop strategy to target top meeting planners to attract conferences and special events.

Specific Deliverables

The consultant shall develop a comprehensive portfolio that addresses, at a minimum, the following:

1. Develop strategy to quantify success on marketing campaign through initiatives that measure return on investment.
2. Next phase brand identity that includes but is not limited to a new advertising campaign, updated visitor destination guide, updated concierge map, website update/upgrade, and updates to additional collateral.
3. Develop tourism incentives that include package deals featuring Burbank hotels combined with airlines, attractions, and other amenities. Target: tour operators, travel agencies, and travel media.
4. Develop a strategy to promote Burbank as a meetings and special event destination. Target: meeting planners.
5. Enhance social media presence in Facebook, Twitter, Instagram, Pinterest, Youtube and other social media outlets as they arise. Integrate social media with www.visitburbank.com and other strategies to boost internet visibility.
6. Coordinate social media influencer campaigns with national and international influencers.
7. Build a feeder market strategy to increase traffic from cities with direct flights into the Hollywood Burbank Airport, including but not limited to airline publications, magazines, billboards, geo targeting, other internet-based tourism sites, and feeder markets in-airport dioramas.



8. Develop a new promotional video for the destination to use in area hotels, at conferences, in-flight, and elsewhere.
9. Create a strategy to attract top international markets and international tourism groups to increase overnight stays, specifically from Canada, Australia and China.

Firms may provide additional creative/innovative suggestions for deliverables identified in the proposal as "optional deliverables".

Meetings

The consultant shall meet with the members of Visit Burbank as needed.

Proposal Submittal Requirements

Consultant shall provide eleven (11) original proposals, one (1) unbound master copy, and one (1) electronic copy to:

Susie Avetisyan
City of Burbank
150 North Third Street
Burbank, CA 91501
818-238-5180
savetisyan@burbankca.gov

Budget

Phase II Marketing and Design budget was a not-to-exceed of \$200,000. Phase III budget may or may not follow same parameters.



Proposals should be clearly marked "Visit Burbank –Phase III Marketing Campaign." Eleven (11) original proposals, including one (1) unbound copy, and one (1) electronic copy must be received by no later than July 21, 2017 **at 5:00 pm**. Proposals received after the deadline may not be considered. Postmarks will not be accepted as proof of receipt.

Proposals are not limited in length, however conciseness is encouraged. Proposals and additional materials shall be clearly labeled with the title of the RFP – "Visit Burbank – Phase III Marketing Campaign".

To facilitate review by the BHA, please submit information in accordance with the following format, identifying each item by the appropriate number or letter.

1. Cover Letter

2. Statement of Qualifications
3. Corporate resumes for consultant and sub-contractors (if any).
4. Relevant project experience for at least three (3) related projects.
5. Detailed narrative describing methodological approach.
6. Specific experience related to accountability and success metrics on previous projects.
7. Contact information for at least three (3) client references, along with examples of work performed for the client.
8. Detailed project budget, timeline, and estimated completion date.
9. Any additional materials Applicant wishes to include.



GO BEHIND THE SCENES

Some of the industry's heavy hitters call this city home and their doors are open to you. Explore the back lots and sound stages of Warner Bros. Studios during a tour or be a part of a live TV audience for free!

Tours [Get It!](#)

Selection Process

Proposals will be evaluated primarily on the following items, which are listed in no particular order:

- Qualifications and experience
- Overall budget
- Anticipated completion time
- References from past projects
- Responsiveness to the required components of the submittal
- Proposed marketing time-line

A selection committee comprised of BHA Board Members and staff will rank the proposals, and if necessary, arrange for qualifying applicants to present their proposals in person. BHA reserves the right to reject any proposal, or to require additional submittals from any applicant to clarify the information in the proposal.

Schedule of Performance

The schedule for this RFP process is as follows:

Action	Date
RFP issued	June 19, 2017
Questions regarding RFP Due to City Liaison	June 30, 2017
Written responses to all questions issued by Visit Burbank	July 7, 2017
Proposals Due to Visit Burbank Staff	July 21, 2017
Interview Finalists	TBD
Award of Contract (tentative)	TBD