

**Burbank Hospitality Association, Inc.**  
**Closed Session Meeting Agenda**  
**Thursday, July 13, 2017 - 2:00 P.M.**

**Los Angeles Marriott Burbank Airport**  
**2500 N Hollywood Way**  
**Burbank, CA 91505**

**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.**  
**Meeting Agenda**  
**Thursday, July 13, 2017 - 3:00 P.M.**

**Los Angeles Marriott Burbank Airport**  
**2500 N Hollywood Way**  
**Burbank, CA 91505**

**A. ROLL CALL**

**B. ANNOUNCEMENTS**

**C. 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.

**D. RESPONSE TO PUBLIC COMMENT**

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

- E. APPROVAL OF MINUTES** **ACTION ITEM**  
The Board will consider approval of the June 15, 2017 meeting minutes.
- F. TREASURER'S REPORT** **ACTION ITEM**  
The Board will consider approval of the May 12, 2017 – July 13, 2017 treasurer's report.
- G. BHA California Public Records Act Response Procedures And Electronic Document Retention Policy** **ACTION ITEM**  
The Board will review and take action on the draft California Public Records Act Response Procedures and Electronic Document Retention Policy presented by the BHA's General Counsel.
- H. Sponsorship Guidelines** **ACTION ITEM**  
The Board will review draft guidelines to be implemented for all future sponsorship considerations of the BHA.
- I. Phase III Advertising and Design Agency Request For Proposal (RFP)** **ACTION ITEM**  
The Board will review a draft RFP for Advertising and Design services. This is work currently being conducted by Strausberg Group.
- J. 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.
- K. Executive Committee Positions** **ACTION ITEM**  
The Board will accept nominations for the reorganization of the Executive Committee positions.
- L. 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.
- M. 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.
- N. International Pow Wow Report**  
Tony Garibian will present an oral report regarding the June 2017 International Pow Wow Conference.
- O. Board Approved Expenditures** **ACTION ITEM**  
The Board will consider transferring \$175,000 from the holding account to cover pre-approved consultant expenses in the amount of \$11,800, legal fees in the amount of \$6,000, advertising expenses in the amount of \$72,800, which includes \$45,000 for the Visit California/ Brand USA co-op, and a sponsorship for the

Creative Talent Network Animation Expo in the amount of \$75,000. The remaining \$9,400 will cover on-going expenses. For a list of additional operational expenses, please see attached financial statements.

**P. 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, AUGUST 10, 2017 AT 3:00 PM, LOCATION TO BE DETERMINED.**

<b><u>Burbank Hospitality Association, Inc. Board Members</u></b>	<b><u>Key Staff</u></b>
Lucy Burghdorf, Hollywood Burbank Airport James Fitzpatrick, Courtyard by Marriott, <b>Secretary</b> Tom Flavin, Burbank Chamber of Commerce Tony Garibian, Coast Anabelle and Safari Inn, <b>Chair</b> Danny Kahn, Warner Bros. Studio Tours Hollywood Patrick Prescott, Community Development Director (ex-officio) Alan Puana, Universal Studios Hollywood Richard Sandoval, Burbank Airport Marriott, <b>Vice-Chair</b> Bernadette Soriano, Springhill Suites (non-voting member) Michael Swaney, Residence Inn by Marriott, <b>Treasurer</b> 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
	<b><u>Consultant</u></b>  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](http://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**  
**Amended Minutes for the Meeting of June 15, 2017 - 9:00 A.M.**  
**Coast Anabelle Hotel**  
**2011 W Olive Ave**  
**Burbank, CA 91506**

Members Present: Alan Puana, Universal Studios Hollywood  
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**  
Steve Tarn, Hilton Garden Inn  
Sundeep Vaghashia, Travelodge Burbank-Glendale and  
Quality Inn Burbank Airport

Members Absent: Patrick Prescott, CDD Director (ex-officio)  
Danny Kahn, Warner Bros. Studio Tours Hollywood  
Richard Sandoval, Burbank Airport Marriott, **Vice-Chair**  
Michael Swaney, Residence Inn by Marriott, **Treasurer**  
Bernadette Soriano, SpringHill Suites  
Tom Whalen, Hotel Amarano

Department Key Staff: Simone McFarland, Community Development Dept.  
Mary Hamzoian, 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 9:00 a.m. on Thursday, June 15, 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, June 15, 2017 – 10:00 A.M.**



The Burbank Hospitality Association (BHA) Board Meeting was called to order at 10:05 a.m. on Thursday, June 15, 2017.

**A. Roll Call**

**B. Announcements**

The following announcements were made by staff:

1. The Downtown Burbank Car Classic will take place on August 5<sup>th</sup> on San Fernando Blvd.;
2. The First Street Village mixed use residential project was approved by Burbank City Council. The First Street Village will be located at Magnolia Blvd. and First Street in Downtown Burbank;
3. Castaways Restaurant will be temporarily closed starting August 2017 for a six month long, six million dollar renovation project; and
4. The Hollywood Burbank Airport experienced the biggest jump in passenger counts from April 2016 to April 2017. Passenger counts increased 18 percent which equaled 392,000 passengers total.

**C. Report Out of Closed Session**

Tony Garibian stated that while in Closed Session, the BHA approved hiring California Fair Political Practices Commission attorney specialists Olson, Hagel, and Fishburn LLP.

The BHA also approved writing a letter to the Burbank City Council outlining all actions that have been completed as a result of the City Attorney's recommendations from the December 20, 2016 staff report to City Council. This letter will be submitted prior to the June 27<sup>th</sup> City Council meeting.

**D. Public Comment**

There were no members of the public present at this time.

**E. Response to Public Comment**

There were no Board responses to public comments.

**F. Approval of Minutes**

**ACTION ITEM**

The meeting minutes of May 11, 2017 were approved as written. Lucy Burghdorf made a motion to approve, second by Jim Fitzpatrick. Motion carried 7-0.

**G. Treasurer's Report**

**ACTION ITEM**

Due to Michael Swaney's absence, the Treasurer's Report will be tabled until the next regularly scheduled board meeting.

**H. 28<sup>th</sup> Annual Universal Studios Charity Classic**

**ACTION ITEM**

Alan Puana, Director of Sales for Universal Studios Hollywood, presented sponsorship opportunities for The 28<sup>th</sup> Annual Universal Studios Charity Classic on August 31, 2017. The Charity Classic is a Golf Tournament fund raiser and

Visit Burbank would be the only travel destination sponsoring the Charity Classic. The sponsorship includes logo placement on the event website promoting visitors to the Visit Burbank website, hole sponsorship with banner signage, video journal recognition, and golf and dinner participation. Visit Burbank would receive direct exposure with Universal Studios Hollywood wholesale travel clients, online distribution partners, and corporate travel contacts. The event would present the opportunity to create partnerships with a highly concentrated VIP audience for potential group sales and repeat leisure/business travelers increasing Burbank's overnight hotel room sales. As a result, the BHA approved a \$10,000 sponsorship. Tom Flavin made a motion to approve, second by Steve Tarn, and one recusal from Mr. Puana. Motion carried 6-0.

After this motion, Mr. Flavin left the meeting.

**I. Request For Proposals (RFP) Update ACTION ITEM**

Susie Avetisyan stated that, as recommended by the Request For Proposal (RFP) sub-committee, the Administrative Services RFP was revised and reposted with a due date of June 23<sup>rd</sup>. Simone McFarland then shared feedback from the City Manager's Office regarding the need for the City of Burbank (City) to continue marketing and advocacy services. At the February 9, 2017 board meeting, the BHA had approved the creation of a Marketing and Advocacy RFP, in addition to an All-Encompassing RFP for staffing services. In order for the City to continue providing the marketing and advocacy services, that vote would now have to be modified. The BHA Board expressed their continued interest to still seek proposals for Marketing and All-Encompassing Staffing Services. Ms. McFarland shared that since the City has a vested interest in Burbank's tourism market, it would be in the BHA's best interest for City staff to still manage the marketing and operational staffing services. Ms. McFarland added it would pose a conflict of interest for City staff to administer the Marketing and/or the All-Encompassing Staffing Services RFP and then submit a proposal for said RFP. Mr. Dunn advised that this could be further discussed between the City Attorney's Office and the BHA's General Counsel as need be for recommendations. No motion was taken at this time.

**J. Hollywood Burbank Airport Marketing Efforts**

Anyone Collective, the marketing agency for the Hollywood Burbank Airport, presented their new marketing and rebranding campaign. Anyone Collective has created a comprehensive marketing strategy and the overarching campaign message is to evoke that the Hollywood Burbank Airport is the superior choice for flying to Los Angeles for business and leisure travel. Both digital and print advertising campaigns are now in effect. Anyone Collective also updated the Airport's website and social media channels, as seen here:

- <https://www.HollywoodBurbankAirport.com>
- <https://www.facebook.com/hollywoodburbankairport/>
- [https://www.instagram.com/fly\\_bur/](https://www.instagram.com/fly_bur/)

**K. Creative Talent Network Animation Expo ACTION ITEM**

Tice Price, CEO of the Creative Talent Network, presented sponsorship opportunities for the 9<sup>th</sup> annual Creative Talent Network Animation Expo (Expo) taking place from November 17-19, 2017, at the Los Angeles Burbank Airport Marriott Convention Center. In 2016, the Expo attracted over 8,000 attendees and sold out various hotels throughout the City. Ms. Price also invested over \$100,000 to create an outdoor pavilion adding 33,000 square feet of exhibiting space. Due to its positive impact in Burbank's tourism economy, the BHA approved a \$75,000 sponsorship. Of this total, \$50,000 will be used towards adding exhibiting space with outdoor facilities and a dedicated shuttle service driving attendees to and from Burbank hotels to the convention center. The remaining \$25,000 will be used towards heavily marketing the event to the drive time audience located more than two hours away from Los Angeles for more overnight hotel stays. Mr. Tarn made a motion to approve, second by Mr. Fitzpatrick. Motion carried 6-0.

**L. Visit California Marketing Partnership ACTION ITEM**

Tony Garibian presented a cooperative marketing opportunity that arose from attending the June 2017 International Pow Wow Convention. Visit California and Brand USA have partnered to create the '2018 Global Initiative Marketing Program' which will launch in March 2018. Three travel organizations will have the potential to reach a global audience of 15 million people. This includes editorial features in National Geographic's e-newsletters and social media, a custom landing page on Expedia.com as an activation partner, and custom promotional videos that will be distributed to one international market of the BHA's choice. Visit California will also match marketing dollars. Therefore, the BHA approved the marketing partnership with a Tier One contribution in the amount of \$45,500. Mr. Tarn made a motion for approval, second by Ms. Burghdorf. Motion carried 6-0.

**M. Board Approved Expenditures ACTION ITEM**

Ms. Avetisyan requested 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 as reflected in the financial statements. Mr. Tarn made a motion for approval, second by Mr. Fitzpatrick. Motion carried 6-0.

After this motion, Mr. Puana left the meeting.

**N. Future Agenda Items**

Given the longer discussions and time-sensitive matters of the aforementioned action items, the BHA no longer had a quorum to discuss the following agenda

items as Board members had to excuse themselves due to prior commitments. As a result, these items will be presented at the next regularly scheduled meeting:

1. Proposed Policy for BHA Public Records Requests and Records Retention;
2. Sponsorship Guidelines;
3. Phase III Advertising and Design Agency RFP;
4. World Travel Market Convention Attendance;
5. Event Economic Impact Report Proposals;
6. Destination Development Advisory Committee;
7. BHA Bylaws Amendment; and
8. BHA Board Executive Committee Positions.

The T-BID will reconvene with the next regularly scheduled Board Meeting on July 13, 2017, location to be determined. The meeting adjourned at 11:34 a.m.

5:08 PM

07/07/17

Accrual Basis

**Burbank Hospitality Association**  
**Balance Sheet**  
As of July 13, 2017

**DRAFT**

	<u>Jul 13, 17</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Checking	4,886.97
City Treasurer	878,769.02
Savings	5.00
Total Checking/Savings	<u>883,660.99</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>885,442.02</u>
<b>TOTAL ASSETS</b>	<b><u>885,442.02</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Equity	
32000 · Unrestricted Net Assets	895,442.02
Net Income	-10,000.00
Total Equity	<u>885,442.02</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>885,442.02</u></b>

5:15 PM

07/07/17

Accrual Basis

**Burbank Hospitality Association**  
**Profit & Loss**  
**May 12 through July 13, 2017**

**DRAFT**

	May 12 - Jul 13, 17
Ordinary Income/Expense	
Income	
001 · Assessments-City Treasurer	136,568.11
002 · Interest - City Treasurer	1,079.92
46400 · Other Types of Income	
46410 · Checking Account Interest	7.03
Total 46400 · Other Types of Income	7.03
47200 · Program Income	
47220 · aRes Contributions	174.30
Total 47200 · Program Income	174.30
Total Income	137,829.36
Gross Profit	137,829.36
Expense	
62100 · Contract Services	
62120 · Audit Fees	9,150.41
62140 · Legal Fees	15,282.37
Total 62100 · Contract Services	24,432.78
62500 · Consultants	12,462.50
64000 · Marketing	
64020 · Advertising	52,117.79
64080 · Gift Card Promotion	714.35
Total 64000 · Marketing	52,832.14
65000 · Operations	
65020 · Postage, Mailing Service	2,088.48
65030 · Printing and Copying	294.28
65070 · Website Maintainance	185.00
Total 65000 · Operations	2,567.76
65060 · Salary Expenses	22,355.00
65100 · Other Types of Expenses	
65130 · Sponsorships	32,500.00
Total 65100 · Other Types of Expenses	32,500.00
68300 · Travel and Meetings	
68310 · Conference, Convention, Meeting	7,102.40
68320 · Travel	1,634.57
68330 · Reimbursement	3,187.41
68350 · Trade Show Booth	3,893.77
Total 68300 · Travel and Meetings	15,818.15
Total Expense	162,968.33
Net Ordinary Income	-25,138.97
Net Income	-25,138.97



Burbank Hospitality Association  
Profit & Loss Detail  
July 1, 2016 through July 13, 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	125,295.93	1,024,131.27
Deposit	06/30/2017		T-BID Assessments	June 2017 Assessments Income	City Treasurer	11,272.18	1,035,403.45
Total 001 · Assessments-City Treasurer						1,035,403.45	1,035,403.45
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
Deposit	05/31/2017		Interest Income	Interest Income May 2017	City Treasurer	1,079.92	11,749.67
Total 002 · Interest - City Treasurer						11,749.67	11,749.67
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

Burbank Hospitality Association  
Profit & Loss Detail  
July 1, 2016 through July 13, 2017

Type	Date	Num	Name	Memo	Split	Amount	Balance
Deposit	04/30/2017		001 Checking	April 2017 Interest Income	Checking	6.38	41.78
Deposit	05/31/2017		001 Checking	May 2017 Interest Income	Checking	4.91	46.69
Deposit	06/30/2017		001 Checking	June 2017 Interest Income	Checking	2.12	48.81
Total 46410 - Checking Account Interest						48.81	48.81
Total 46400 - Other Types of Income						48.81	48.81
47200 - Program Income							
47220 - aRes Contributions							
Deposit	07/26/2016	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	43.06	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
Deposit	06/28/2017	56010	aRes Travel Inc.	Income from aRes attraction bookings	Checking	102.48	900.64
Deposit	06/28/2017	56323	aRes Travel Inc.	Income from aRes attraction bookings	Checking	71.82	972.46
Total 47220 - aRes Contributions						972.46	972.46
Total 47200 - Program Income						972.46	972.46
Total Income						1,048,174.39	1,048,174.39
Gross Profit						1,048,174.39	1,048,174.39
Expense							
60900 - Business Expenses							
Check	09/23/2016	100325	United States Treasury	2015 tax return filing fee	Checking	10.00	10.00
Total 60900 - Business Expenses						10.00	10.00
62100 - Contract Services							
62110 - Accounting Fees							
Check	10/07/2016	100327	Turner, Warren, Hward & Conrad AC	2015 tax returns	Checking	1,595.00	1,595.00
Check	02/24/2017	100357	Turner, Warren, Hward & Conrad AC	2016 1099's preparation	Checking	140.00	1,735.00
Total 62110 - Accounting Fees						1,735.00	1,735.00
62120 - Audit Fees							
Check	06/06/2017	100380	LSL CPAs	Cost of FY 14-15 Audit	Checking	9,150.41	9,150.41
Total 62120 - Audit Fees						9,150.41	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	100378	Colantuono, Highsmith & Whalley, PC	February 2017 legal services	Checking	6,171.45	11,187.13

Burbank Hospitality Association  
Profit & Loss Detail  
July 1, 2016 through July 13, 2017

Type	Date	Num	Name	Memo	Split	Amount	Balance
General Journal	05/31/2017	284	Colanunoro, Highsmith & Whalley, PC	Legal Fees for May 2017	2500 - Accrued Expenses	6,619.87	17,807.00
Check	06/07/2017	100381	Colanunoro, Highsmith & Whalley, PC	March and April 2017 Legal Fees	Checking	8,662.50	26,469.50
Total 62140 - Legal Fees							26,469.50
Total 62100 - Contract Services							37,354.91
62500 - Consultants							
Check	10/11/2016	100331	Strausberg Group, Inc.	July and Aug. Website Maint. and newsletter design and management	Checking	6,163.00	6,163.00
Check	10/11/2016	100335	Robin Faulk	Jan-Jun 2016 monthly consulting costs	Checking	19,999.98	26,162.98
Check	12/30/2016	100346	Strausberg Group, Inc.	Marketing Budget and Ad Plan for 16-17	Checking	20,000.00	46,162.98
Check	12/30/2016	100347	Strausberg Group, Inc.	November and December retainers	Checking	10,000.00	56,162.98
Check	12/30/2016	100347	Strausberg Group, Inc.	November SEO Management	Checking	2,000.00	58,162.98
Check	12/30/2016	100347	Strausberg Group, Inc.	Sept. & Oct. Web Maint.	Checking	1,111.50	59,274.48
Check	12/30/2016	100347	Strausberg Group, Inc.	November PPC	Checking	2,500.00	61,774.48
Check	12/30/2016	100347	Strausberg Group, Inc.	November Social Media camp.	Checking	1,300.00	63,074.48
Check	12/30/2016	100347	Strausberg Group, Inc.	Oct. newsletter, visitor guide, facebook advertising Nov.	Checking	1,401.25	64,475.73
Check	02/24/2017	100362	Robin Faulk	July-Sept. 2016 monthly consulting fees	Checking	9,999.99	74,475.72
Check	02/24/2017	100363	Strausberg Group, Inc.	January 2017 monthly retainer	Checking	5,000.00	79,475.72
Check	02/24/2017	100363	Strausberg Group, Inc.	December 2016 SEO management	Checking	2,000.00	81,475.72
Check	02/24/2017	100363	Strausberg Group, Inc.	December 2016 PPC campaign management	Checking	2,500.00	83,975.72
Check	02/24/2017	100363	Strausberg Group, Inc.	December 2016 Facebook Ads	Checking	1,000.00	84,975.72
Check	03/03/2017	100366	Strausberg Group, Inc.	December 2016 Social Media Campaign	Checking	1,300.00	86,275.72
Check	03/22/2017	100373	Strausberg Group, Inc.	Filed in Burbank and Blog webpages	Checking	3,027.95	89,303.67
Check	03/22/2017	100373	Strausberg Group, Inc.	February 2017 Retainer	Checking	94,303.67	94,303.67
Check	03/22/2017	100373	Strausberg Group, Inc.	January 2017 SEO Management	Checking	2,000.00	96,303.67
Check	03/22/2017	100373	Strausberg Group, Inc.	January 2017 PPC	Checking	2,500.00	98,803.67
Check	03/22/2017	100373	Strausberg Group, Inc.	January 2017 Social Media Campaign	Checking	1,300.00	100,103.67
Check	03/22/2017	100373	Strausberg Group, Inc.	January 2017 Facebook Advertising	Checking	1,000.00	101,103.67
Check	03/31/2017	100374	Strausberg Group, Inc.	Payment 1 of 2 for Social Media Influencer Campaign	Checking	30,000.00	131,103.67
Check	04/28/2017	100377	Strausberg Group, Inc.	Nov-Apr. e-newsletter design	Checking	1,500.00	132,603.67
Check	04/28/2017	100377	Strausberg Group, Inc.	March-April 2017 Retainer	Checking	10,000.00	142,603.67
Check	04/28/2017	100377	Strausberg Group, Inc.	Feb.-Mar 2017 SEO	Checking	4,000.00	146,603.67
Check	04/28/2017	100377	Strausberg Group, Inc.	Feb.-Mar 2017 PPC	Checking	5,000.00	151,603.67
Check	04/28/2017	100377	Strausberg Group, Inc.	Feb.-Mar 2017 Facebook ads	Checking	2,000.00	153,603.67
Check	04/28/2017	100377	Strausberg Group, Inc.	Feb.-Mar 2017 Social Media	Checking	2,600.00	156,203.67
Check	04/28/2017	100377	Strausberg Group, Inc.	Website maintenance and layout change to About Us page	Checking	1,553.67	157,753.66
Check	04/28/2017	100294	Robin Faulk	Oct-Dec. 2016 Consulting Services	Checking	9,999.99	167,753.66
General Journal	05/31/2017	281	Strausberg Group, Inc.	May Retainer	-SPLIT-	5,000.00	172,753.66
General Journal	05/31/2017	281	Strausberg Group, Inc.	April SEO	62500 - Consultants	2,000.00	174,553.66
General Journal	05/31/2017	281	Strausberg Group, Inc.	April PPC	62500 - Consultants	2,500.00	177,053.66
General Journal	05/31/2017	281	Strausberg Group, Inc.	April Facebook Ads	62500 - Consultants	1,000.00	178,053.66
General Journal	05/31/2017	281	Strausberg Group, Inc.	April Social Media	62500 - Consultants	1,300.00	179,353.66
General Journal	05/31/2017	281	Strausberg Group, Inc.	Website Updates and SSL Renewal	62500 - Consultants	662.50	180,016.16
Total 62500 - Consultants							180,016.16
64000 - Marketing							
64020 - Advertising							
Check	07/29/2016	100309	California Travel Media	2016 CA Road Trips ad	Checking	12,500.00	12,500.00

Burbank Hospitality Association  
Profit & Loss Detail  
July 1, 2016 through July 13, 2017

Type	Date	Num	Name	Memo	Split	Amount	Balance
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	Westways	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 Dioramas Aug. and Sept. 2016	Checking	3,000.00	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	Westways	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
Check	12/30/2016	100348	Solem Inc.	November digital marketing	Checking	5,000.00	72,068.00
Check	12/30/2016	100350	Lamar Companies	December airport marketing dioramas	Checking	1,000.00	73,068.00
Check	02/24/2017	100358	Solem 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	26,816.48	117,384.48
Check	03/22/2017	100368	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	Solem Inc.	February 2017 Digital ads	Checking	5,000.00	214,269.46
Check	04/28/2017	100376	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	100293	Taboola	March 2017 digital ads	Checking	9,831.10	274,785.56
Check	06/07/2017	100383	Solem 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	17,986.98	302,772.54
General Journal	06/30/2017	279	Telenav, Inc.	Digital Ads for Q1 2017	2500 - Accrued Expenses	9,919.44	312,691.98
General Journal	06/30/2017	280	Taboola	Digital Ads April and May 2017	2500 - Accrued Expenses	14,211.37	326,903.35
Total 64020 - Advertising						326,903.35	326,903.35
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
Check	07/29/2016	100310	Centro Inc.	Invoices 170304, 173623	Checking	-2,000.00	0.00
General Journal	08/08/2016	169	Leadgenix	PPC Advertising	Checking	21,480.57	21,480.57
General Journal	08/18/2016	177	Leadgenix	PPC Advertising	Checking	2,250.00	23,730.57
Check	09/07/2016	100319	Centro Inc.	Online advertising-Bidirect and Yahoo	Checking	6,500.00	30,230.57
General Journal	09/09/2016	187	Centro Inc.	PPC Advertising	Checking	649.40	30,879.97
Check	10/11/2016	100328	Centro Inc.	Q2 AND Q3 2016 digital ads (Expedia, Bidirect, ThinkNear, Yahoo)	Checking	2,250.00	33,129.97
General Journal	10/11/2016	183	Leadgenix	PPC Advertising	Checking	21,229.45	54,359.42
General Journal	11/09/2016	199	Leadgenix	PPC Advertising	Checking	2,250.00	56,609.42
General Journal	11/23/2016	100339	Centro Inc.	PPC Advertising	Checking	2,250.00	58,859.42
Check				September and October 2016 digital marketing	Checking	33,946.73	92,806.15
Total 64040 - Website						92,806.15	92,806.15
64060 - 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	18.95	855.47
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	29.86	1,606.68
General Journal	08/01/2016	167	Facebook	Facebook Marketing	Checking	1,696.11	3,302.79
General Journal	08/01/2016	168	Facebook	Facebook Marketing	Checking	8.45	3,311.24

Burbank Hospitality Association  
Profit & Loss Detail  
July 1, 2016 through July 13, 2017

Type	Date	Num	Name	Memo	Split	Amount	Balance
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	296.98	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 64060 - Social Media							4,465.50
64080 - Gift Card Promotion							
General Journal	09/07/2016	183	Giftcards.com	2 Giftcards for Website Bookings Promo	Checking	109.90	109.90
General Journal	09/28/2016	184	Giftcards.com	7 Giftcards for Website Bookings Promo	Checking	384.65	494.55
General Journal	10/12/2016	194	Giftcards.com	3 Giftcards for Website Bookings Promo	Checking	164.85	659.40
General Journal	10/24/2016	196	Giftcards.com	2 Giftcards for Website Bookings Promo	Checking	109.90	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	84.15	934.15
General Journal	01/19/2017	226	Giftcards.com	2 Giftcards for Website Bookings Promo	Checking	109.90	1,044.05
General Journal	02/16/2017	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
General Journal	06/08/2017	268	Giftcards.com	7 Giftcards for Website Bookings Promo	Checking	384.65	2,528.70
General Journal	06/14/2017	271	Giftcards.com	6 Giftcards for Website Bookings Promo	Checking	329.70	2,858.40
Total 64080 - Gift Card Promotion							2,858.40
64000 - Marketing - Other							
Check	09/07/2016	100322	Larry Hausen	ad layout for Comedy and Film festival, Facebook ads	Checking	295.00	295.00
Check	09/23/2016	100326	The Corporate Gift Service	Reorder of pens, chapsticks, and bags	Checking	5,958.30	5,958.30
Check	10/11/2016	100329	Larry Hausen	Revised infographics for presentations	Checking	135.00	6,093.30
Check	11/23/2016	100344	Larry Hausen	Revised business cards and Brand USA ad	Checking	110.00	6,203.30
Check	02/24/2017	100355	Universal Studios Inc.	2017 Preferred Hotel Partnership Program (10 hotels)	Checking	130,000.00	136,203.30
Total 64000 - Marketing - Other							136,203.30
Total 64000 - Marketing							563,236.70
65000 - Operations							
65010 - Books, Subscriptions, Reference							
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	HCarreers Online	Posted Administrative Services RFP Online	Checking	270.00	18,770.00
Total 65010 - Books, Subscriptions, Reference							18,770.00
65020 - Postage, Mailing Service							
General Journal	07/29/2016	155	MailChimp	Costs for mailing monthly newsletter	Checking	21.66	21.66
Check	08/02/2016	100314	Certified Folder Display Service, Inc.	Delivery Charge to receive 2 boxes of visitor guides	Checking	8.34	31.00
General Journal	08/29/2016	172	MailChimp	Costs for mailing monthly newsletter	Checking	75.00	106.00
General Journal	09/29/2016	180	MailChimp	Costs for mailing monthly newsletter	Checking	20.00	126.00

**Burbank Hospitality Association  
Profit & Loss Detail  
July 1, 2016 through July 13, 2017**

Type	Date	Num	Name	Memo	Split	Amount	Balance
General Journal	09/30/2016	206	FedEx	Delivery charges for print materials to IPW	City Treasurer	95.09	221.09
Check	10/11/2016	100333	Certified Folder Display Service, Inc.	Cost to deliver visitor guides to office	Checking	19.10	240.19
General Journal	10/31/2016	197	MailChimp	Costs for mailing monthly newsletter	Checking	20.00	260.19
Check	11/23/2016	100340	Certified Folder Display Service, Inc.	Annual distribution of visitor guides	Checking	20,792.48	21,052.67
General Journal	11/29/2016	201	MailChimp	Costs for mailing monthly newsletter	Checking	30.00	21,082.67
General Journal	12/31/2016	222	MailChimp	Costs for mailing monthly newsletter	Checking	30.00	21,112.67
General Journal	01/31/2017	231	MailChimp	Costs for mailing monthly newsletter	Checking	30.00	21,142.67
General Journal	03/01/2017	246	MailChimp	Costs for mailing monthly newsletter	Checking	30.00	21,172.67
General Journal	03/29/2017	244	MailChimp	Costs for mailing monthly newsletter	Checking	65.00	21,237.67
General Journal	05/01/2017	254	MailChimp	Costs for mailing monthly newsletter	Checking	60.00	21,297.67
General Journal	05/30/2017	257	MailChimp	Costs for mailing monthly newsletter	Checking	30.00	21,327.67
General Journal	05/31/2017	262	YRC Freight	Shipping Costs of Booth to IPW	Checking	855.00	22,182.67
General Journal	06/01/2017	265	Dino Rentals	Shipping costs for trade show booth to IPW	Checking	1,150.00	23,332.67
General Journal	06/29/2017	276	MailChimp	Costs for mailing monthly newsletter	Checking	30.00	23,362.67
General Journal	06/30/2017	278	FedEx	Postage fees for FPPC Attorney	Checking	23.48	23,386.15
Total 65020 · Postage, Mailing Service						23,386.15	23,386.15
65030 · Printing and Copying							
Check	06/06/2017	100379	Burbank Printing	Printing of brochures for IPW 2017	Checking	242.08	242.08
General Journal	06/30/2017	286	Burbank Printing	Envelope with letterhead reprint	2500 · Accrued Expenses	52.20	294.28
Total 65030 · Printing and Copying						294.28	294.28
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	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 widget Fee on Dragonfest and CTN sites	Checking	150.00	360.00
General Journal	10/17/2016	195	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	100369	aRes Travel Inc.	2017 Booking Engine	Checking	10,000.00	11,135.00
General Journal	03/06/2017	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
General Journal	06/12/2017	270	Media Temple	Administrative Website costs for domain changes	Checking	75.00	11,615.00
General Journal	06/16/2017	272	Media Temple	Administrative Website costs for domain changes	Checking	55.00	11,670.00



Burbank Hospitality Association  
Profit & Loss Detail  
July 1, 2016 through July 13, 2017

Type	Date	Num	Name	Memo	Split	Amount	Balance
Total 65070 - Website Maintenance						11,670.00	11,670.00
Total 65000 - Operations						54,313.98	54,313.98
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	12/30/2016	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	23,628.34	90,693.34
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
General Journal	03/31/2017	236	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
General Journal	06/30/2017	277	City of Burbank	June Staff Salary Expense	City Treasurer	11,177.50	157,758.34
Total 65060 - Salary Expenses						157,758.34	157,758.34
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	5,950.00
65130 - Sponsorships							
Check	07/29/2016	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	100367	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
Check	06/15/2017	100048	Flappers Comedy Club	2017 Burbank Comedy Festival Sponsorship	Checking	20,000.00	167,500.00
Check	07/07/2017	100406	Discover A Star Foundation	Platinum Sponsorship for Annual Universal Studios Charly Classic	Checking	10,000.00	177,500.00
Total 65130 - Sponsorships						177,500.00	177,500.00
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	395.00	2,535.00
Check	12/30/2016	100353	US Travel Association	2017 membership	Checking	1,590.00	4,125.00
Check	03/22/2017	100371	Event, Inc.	Annual membership to online database for meeting RFP's	Checking	18,483.00	22,608.00
Total 65140 - Membership Dues						22,608.00	22,608.00
65150 - Website							

Burbank Hospitality Association  
Profit & Loss Detail  
July 1, 2016 through July 13, 2017

Type	Date	Num	Name	Memo	Split	Amount	Balance
General Journal	02/28/2017	248		Website Domain Renewal	City Treasurer	151.53	151.53
Total 65150 - Website						151.53	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	211.69	211.69
General Journal	10/07/2016	186	UME Credit Union	Fee for wire transfer for WTM registration	Checking	45.00	266.69
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	Condolense Flowers for B. Soriano	Checking	100.00	460.04
Total 65160 - Other Costs						460.04	460.04
Total 65100 - Other Types of Expenses						206,669.57	206,669.57
68300 - Travel and Meetings							
68310 - Conference, Convention, Meeting							
General Journal	07/28/2016	154	Travel and Tourism Marketing Association	August 2016 TTMA Luncheon (2)	Checking	100.00	100.00
General Journal	08/11/2016	170	Collins College of Hospitality Management	Annual Socal Visitor Industry Outlook Forum (2)	Checking	400.00	500.00
General Journal	08/25/2016	173	Dino Rentos	12 month storage costs	Checking	1,800.00	2,300.00
General Journal	09/07/2016	185	Brand USA	Registration for WTM Brand USA Pavilion	Checking	2,656.61	4,956.61
General Journal	09/12/2016	188	Los Angeles Tourism and Convention Board	China Ready Webinar (Chinese Millennials)	Checking	25.00	4,981.61
General Journal	10/06/2016	192	B-FOIR International	Backlit booth signage for WTM	Checking	195.00	5,156.61
General Journal	12/19/2016	220	Hilton Garden Inn	Bi-Annual Joint Meeting location and refreshments	Checking	425.00	5,581.61
General Journal	01/18/2017	227	Visit California	Visit California Outlook Forum Registration R. Faulk	Checking	799.00	6,380.61
General Journal	01/19/2017	228	Visit California	Visit California Outlook Forum Registration R. Faulk	Checking	799.00	7,179.61
General Journal	01/19/2017	229	Travel and Tourism Marketing Association	February 2017 TTMA Luncheon (2)	Checking	110.00	7,289.61
General Journal	02/28/2017	247	City of Burbank	State of the City Luncheon (4)	Checking	240.00	7,529.61
General Journal	03/18/2017	243	US Travel Association	IPW 2017 Registration and Booth	Checking	5,120.00	12,649.61
General Journal	05/19/2017	256	Travel and Tourism Marketing Association	June 2017 TTMA Luncheon (2)	Checking	1,395.00	14,044.61
General Journal	05/22/2017	263	US Travel Association	T. Garbhan Registration Cost for IPW	Checking	1,113.49	15,158.10
General Journal	05/24/2017	261	Freeman	Furniture and Carpet Rental for IPW Booth w/ Installation	Checking	153.00	15,311.10
General Journal	05/30/2017	262	Hi-Tech Electric LLC	Electricity for IPW Trade Show Booth	Checking	188.39	15,499.49
General Journal	06/02/2017	266	California Travel Media	Furniture Rental for IPW Booth w/ Installation	Checking	699.00	16,198.49
General Journal	06/05/2017	267	Hi-Tech Electric LLC	Registration for S. Avelsyan to attend Caltravel Summit	Checking	354.50	16,552.99
General Journal	06/07/2017	269	Freeman	Labor costs for electricity to IPW trade show booth	Checking	2,569.60	19,122.59
General Journal	06/15/2017	285	Coast Anabelle Hotel	Booth Installation Labor for IPW	Checking	519.42	19,642.01
Total 68310 - Conference, Convention, Meeting						19,752.01	19,752.01
68320 - Travel							
General Journal	08/29/2016	171	Hollywood and Highland Parking Structure	M. Hamzolan Parking expense for LA Visitor Outlook Forum	Checking	12.00	12.00
Check	10/11/2016	100336	Tony Garbhan	Flight for T. Garbhan to attend WTM 2016	Checking	1,228.32	1,228.32
General Journal	01/23/2017	230	Bacara Resort	Hotel Stay M. Hamzolan 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. Hamzolan 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	05/30/2017	260	Omln Shoreham Washington DC	Hotel for R. Faulk for IPW 2017	Checking	1,482.80	4,233.22

Burbank Hospitality Association  
Profit & Loss Detail  
July 1, 2016 through July 13, 2017

Type	Date	Num	Name	Memo	Split	Amount	Balance
General Journal	06/26/2017	275	Hertz	Rental Car for S. Aveltsyan to attend CalTravel Summit	Checking	151.77	4,384.99
Total 68320 · Travel						4,384.99	4,384.99
68330 · Reimbursement							
Check	01/12/2017	100354	Tony Garblian	WTM 2016 Reimbursement	Checking	1,876.06	1,876.06
Check	02/24/2017	100364	Mary Hamzolan	Parking for February TTMA Luncheon	Checking	13.20	1,889.26
Check	03/07/2017	100302	Mary Hamzolan	Rental Car expense for Visitor Outlook Forum 2017 M. Hamzolan	Checking	278.81	2,168.07
Check	03/07/2017	100303	Robin Faulk	Rental Car and meal expense for Visitor Outlook Forum 2017 R. Faulk	Checking	297.68	2,465.75
Check	03/22/2017	100372	Robin Faulk	Mileage and refreshment reimbursement for first influencer tour	Checking	27.28	2,493.03
General Journal	06/08/2017	283	Tony Garblian	T. Garblian hotel, transportation, and meal reimbursement for IPW 2017	2500 · Accrued Expenses	3,076.85	5,569.88
General Journal	06/28/2017	282	Susie Aveltsyan	S. Aveltsyan Caltravel reimbursement for food, parking, and gas	2500 · Accrued Expenses	110.56	5,680.44
Total 68330 · Reimbursement						5,680.44	5,680.44
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
General Journal	06/22/2017	273	Freeman	Booth Dismantling and transportation to storage facility	Checking	2,093.77	6,693.77
General Journal	06/23/2017	274	Dino Rentos	Annual storage fee for trade show booth	Checking	1,800.00	8,493.77
Total 68350 · Trade Show Booth						8,493.77	8,493.77
Total 68300 · Travel and Meetings						38,311.21	38,311.21
Total Expense						1,237,670.87	1,237,670.87
Net Ordinary Income						-189,496.48	-189,496.48
Net Income						-189,496.48	-189,496.48

**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 \$1.00 for the first page and \$0.05 for each additional page (\$0.10 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.

## **Key Elements of the Application Guidelines and Requirements for The Burbank Hospitality Association Sponsorship Guidelines**

The Burbank Hospitality Association ("BHA") may act as a funding mechanism to third-party contractors for the development and implementation of effective sales, marketing, and special events programs and services ("**Programs and Services**") that provide unique privileges and specifically benefit assessed businesses within the boundaries of the Burbank Tourism Business Improvement District ("**District**").

The BHA is to be responsible for the allocation and distribution of available revenue and will sponsor qualified third-party contractors to supply Programs and Services as required and approved by the BHA's Board of Directors. Each applicant will be required to submit an "Application Request for Burbank Tourism Business Improvement District Funding." To allocate sponsorships, the BHA's Board of Directors must find that each of Program and Service it funds is intended and will be likely to generate incremental room night sales at assessed businesses.

District Programs and Services are supplemental to, and intended to provide incremental room nights in addition to those generated by the proprietary programs and services of the individual lodging businesses.

Specifically, all funding requests must delineate:

- All sales, marketing, advertising and promotional programs;
- Number of District lodging business room nights generated – existing and incremental, and method of calculation;
- Return on Investment ("**ROI**") as measured in District room night revenue;
- Time of year (peak, shoulder, low); and
- Number of marketing impressions (included as supportive information only where applicable).

Fundamental to the funding of any application will be the ROI in District hotel room night revenue and the benefit that will be realized to the assessment district lodging businesses. Each application must specify:

- Who in the District will be directly benefited;
- When the benefits will be realized;
- Where in the assessment district the benefit will be realized; and
- How the results will be realized and tracked.

If a third party is to be used to determine the ROI, the application must list the company, their qualifications, and contact information.

When considering these fundamental application requirements, priority will be given to:

- Special-need periods of the year, when occupancy rates are lower;
- Special-need geographic locations within the District; that may include but are not limited to a sub-region, multiple sub-regions, a neighborhood or community, or an area uniquely defined to host or support a program or event; and
- The opportunity to generate incremental room nights from existing programs or sponsoring programs.

To guide District contractors and ensure direct benefit to assessees, below is a partial list of required Best Practices for implementation of District-funded programs and services. This list may be modified from time to time provided that the goal of direct and exclusive benefit to assessees is attained.

- All recipients of District funds must certify that those funds will be spent to provide exclusive privileges and/or specific benefits only to District assessed businesses and not to any other, non-assessed businesses.
- All recipients of District funds must demonstrate availability of other additional non-District sources of revenue, such as but not limited to, membership dues, marketing fees, earned income, and/or participation fees, which they will contribute to the promotion or program to pay for any incidental benefit to non-District lodging businesses.
- All advertising materials and media must include a call-to-action that directs consumers exclusively to District lodging businesses.
- All recipients of District funds should conduct an analysis of room night generation for District lodging businesses, in addition to a ROI analysis. The cost of efforts which generate room nights for non-District lodging businesses must be paid with non-District funds.

Other requirements of the application process are listed below.

### **Legal Status**

Applicants must demonstrate proof of legal status within the jurisdiction of the headquarters of their business or corporation.

### **Track Record**

An applicant must have demonstrable history of successful, ongoing programming or business performance prior to submitting an application.

## **Location**

Regardless of where an applicant is headquartered or physically located, or where a particular marketing program is implemented, 100% of the funding received from the BHA must be in support of programs that specifically benefit the assessed lodging businesses within the City of Burbank.

## **Oral Presentation**

Should an application meet the fundamental requirements for consideration, and prior to any final decision, qualifying finalist may be invited to make a public, oral presentation before the BHA Board of Directors.

## **Contract Agreement**

Once the Board of Directors has approved funding, a Contract Agreement is issued to the successful applicants. The Contract Agreement details the terms and conditions of the contract between the BHA and the organization and the organization's scope of work, anticipated results and mutually agreed upon method(s) for measuring those results.

## **Reporting**

Successful applicants will be required to submit a performance report which includes the target and actual outcomes by type of activities, specific sales and marketing initiatives, etc., samples of marketing materials and information as to the methodology used to measure, track, and substantiate the ROI. The report must detail the way in which assessed businesses are benefited, along with the details of all District funds expended.

## **Funding Limitations**

- The District's assessment funds cannot be used for the following:
  - alcoholic beverages;
  - subcontractors' travel, meals, lodging, or entertainment expenses, unless authorized by the BHA in advance, as provided by the Contract with the City;
  - the acquisition, construction, installation or maintenance of any tangible public property, including parking facilities, parks, planting areas, fountains, benches, booths, kiosks, display cases, pedestrian shelters, signs, trash receptacles, public restrooms, ramps, sidewalks, plazas, pedestrian malls, lighting and heating of public facilities;
  - the closing, opening, widening or narrowing of existing or new streets; and
  - expenditures not consistent with the terms of the District Management Plan

## Definitions

### Sales

The sales process is defined as the activities designed to close or consummate the sale. This closure can take several forms when delivering lodging room night sales. For the transient or tourist responding to the marketing activities this sale may take the form of a walk-in purchase, an on-line reservation, or a telephone reservation.

Another significant element of the lodging sales function involves group and meeting sales. The group and meeting sales process consists primarily of interpersonal interaction, activities that engage the prospect or customer on a personal level rather than at a distance, through technology or a second party. It is often done by one-on-one meetings, cold calls, and networking. It requires significant front-line sales manpower, plus administrative, operational, and technological support, and considerable time. Often, success is the result of several years of communication and relationship building between the sales representative and the customer; who is usually a professional meeting or convention planner. The "sale" results in a signed agreement or contract for a meeting or convention that can deliver hundreds, if not thousands of hotel room nights.

### Marketing

Marketing is the activity of identifying, communicating to, reaching, informing, educating, motivating and persuading prospective consumers of hotel room nights to consummate a purchase. It is the message that prepares the prospective consumer for the sale, may take many traditional and/or innovative forms, and may be modified over time as a result of changes in consumer demands, new tourism products, and advances in marketing and communication technologies. It currently consists of many strategies, tactics and components including but not limited to these examples:

- Market Research;
- Advertising;
- Marketing Promotion;
- Press and/or Public Relations;
- New Product Development;
- Web Strategies, Viral and E-marketing;
- Partnership marketing; and
- Direct Marketing (to a defined universe with a specific call to action).



# **Burbank Hospitality Association Sponsorship Funding Application**

**APPLICANT ORGANIZATION NAME:**

Mailing Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ FAX: \_\_\_\_\_

Website: \_\_\_\_\_

**Primary Contact Information:**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ FAX: \_\_\_\_\_

Email: \_\_\_\_\_

Website (if different from above): \_\_\_\_\_

**BRIEF DESCRIPTION OF YOUR ORGANIZATION OR COMPANY:**

**YOUR ORGANIZATION MISSION STATEMENT OR STATEMENT OF PURPOSE:**

**YOUR ORGANIZATION'S PROGRAMS AND SERVICES:**

Briefly describe your core programs and services and describe any plans for change, growth, or reduction in the proposed year.

**IS YOUR ORGANIZATION A NON-PROFIT ORGANIZATION?**

Yes / No

**If Yes:**

1) **Board of Directors Disclosure:** Describe the roles and responsibilities of your Board of Directors and attach a roster of your current Board and Officers to the application.

**IS YOUR ORGANIZATION A FOR-PROFIT ORGANIZATION?**

Yes / No

**If Yes:**

1) **Board of Directors Disclosure:** Describe the roles and responsibilities of your Board of Directors and attach a roster of your current Board and Officers to the application.

Closing Date of Applicant's Most Recently Completed Fiscal Year: \_\_\_\_/\_\_\_\_/\_\_\_\_

**CPA REVIEW/AUDIT** (Please answer the following questions)

Does your organization receive a financial audit\*? ☐ Yes ☐ No

If not, were unaudited financial statements prepared? ☐ Yes ☐ No

Was a copy of the audit report/financial statements submitted to the City? ☐ Yes ☐ No

What period is covered by your most recent audit report/financial statements: \_\_\_\_\_

Does your Board of Directors receive and discuss the management letter from the audit report? ☐ Yes ☐ No

**\*NOTE:** Contractors receiving \$75,000 or more in federal, state, City and/or BHA funds shall have Financial Statement Audits prepared in accordance with GAAP and audited by an independent Certified Public Accountant, in accordance with Generally Accepted Auditing Standards [GAAS]. This audit report shall include the following statements:

- a) A statement of expenditure of BHA funds by program, to be identified in the same expenditure classifications as contained in the final budget and compared with the budgeted amounts;
- b) A statement of revenues and expenditures, and a balance sheet of all funds received by Corporation; and
- c) A statement certifying compliance with all terms and conditions of the BHA's contract with Contractor, and that all required reports and disclosures have been submitted, completed by an executive officer of Corporation.

Contractor shall provide the BHA a copy of the Financial Statement Audit within 150 calendar days of the end of Contractor's last complete fiscal year.

Will your organization receive any other public funding in **FY 2017-2018**? ☐ Yes ☐ No

If "Yes", list funding source(s), amount of funding, and dedicated use of funds:

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Is your organization applying for any other public funding in **FY 2017-2018**? ☐ Yes ☐ No

If "Yes", list funding source(s), amount of funding requests, and proposed use of funds:

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**REQUIRED ATTACHMENTS (Please check off prior to submittal)**

The Completed Application must contain the following required documents in this order:

- ☐ **Signed Application Packet**
- ☐ **Return on Investment (ROI) For BHA Funds Worksheet**
- ☐ **Certificate of Good Standing:** Online printout from Secretary of State and Franchise Tax Board [www.ss.ca.gov/business](http://www.ss.ca.gov/business) . All required filings must be current and the status of the business/corporation must have a current "Active" status.
- ☐ **Board of Directors List (if applicable):** List of Board of Directors including business names and addresses.

Oral Presentation must be emailed to BHA Staff five days prior to BHA Board Meeting (Board Meeting date to be assigned by BHA Staff)

Applicant's Authorized Signatory / Title: \_\_\_\_\_

Applicant's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## **Proposed Scope of Work Narrative**

A written report will be required to the BHA addressing the following categories pertaining to the application. Once a BHA Board Meeting presentation date is set, a brief presentation must be presented highlighting all points below detailed from the written presentation.

### **1) Proposed Scope of Work**

- Specifically detail the scope of work of your proposed sales, marketing and/or event.
- Specifically detail how your event or promotion will sell, market, or promote only BHA hotel properties.

### **2) Applicant Qualifications**

Describe how your organization is uniquely qualified to provide the proposed program or initiative.

**3) Budget Assumptions for use of BHA Funds:** Provide a supporting narrative of your proposed budgeted allocation and how BHA funds will be used.

**4) Targeted Return on Investment (ROI) in BHA Hotel Room Nights:** Referencing the ROI For BHA Funds Worksheet, describe your projected return on investment in BHA hotel room night revenue and the benefit that will be realized to the entire assessment district. Specifically detail:

- “Who” in the assessment district will be directly benefited (BHA assessed properties with 25 or more rooms);
- “When” the benefits will be realized;
- “Where” in the assessment district the benefit will be realized; and
- “How” you proposed to realize and track the results.

### **5) Success Measurement and Timing:**

Describe what specific actions you have taken and the resources you will or have used to determine your ROI estimate. If a third party will be used to determine the ROI, list the company, their qualifications, and contact information. Describe what tools or device (surveys or other sources) will be used to measure the projected results from your proposed program.

**ROI FOR BHA FUNDS  
WORKSHEET  
FY 2017-2018**

**ORGANIZATION / PROGRAM NAME:** \_\_\_\_\_

Staff use only: ☐ Peak ☐ Shoulder ☐ Off-Peak

**FY 207-2018 TARGETED ROI WORKSHEET**

<b>BHA FUNDS REQUESTED</b>	<b>A</b>	<b>\$</b>
<b>DATES OF EVENT OR PROMOTION :</b>		
<b>HISTORIC AVERAGE DAILY RATE (ADR) for EVENT OR PROMO DATES*</b>		<b>\$</b>
<small>* USE BURBANK CITY ADR in TMD Hotel Room Night Revenue from Smith Travel Research (TO BE FILLED IN BY BHA)</small>		

<b>Number of Room Nights Historically Generated by Event or Promotion</b>		
<b>Total Estimated Room Night Revenue @ ADR</b>		<b>\$</b>
<b>Number of NEW Room Nights Generated by Event or Promotion</b>		
<b>Total Estimated NEW Room Night Revenue @ ADR</b>		<b>\$</b>
<b>TOTAL ESTIMATED BURBANK CITY ROOM NIGHTS (combined)</b>		
<b>TOTAL ESTIMATED BURBANK CITY ROOM NIGHT REVENUE (combined)</b>	<b>B</b>	<b>\$</b>

<b>TOTAL RETURN ON INVESTMENT</b>	
<b>Total Room Night Revenue Generated : Funds Requested</b>	
<b>( B/A :1 )</b>	<b>:1</b>

<b><u>MEDIA IMPRESSIONS (If Applicable):</u></b>	
International Media (attach separate page if necessary)	
National / Regional Media (attach separate page if necessary)	
Web (attach separate page if necessary)	

**Name of Third Party filling out application if other than Applicant** \_\_\_\_\_

**Signature of Third Party filling out application if other than Applicant** \_\_\_\_\_

**ROI FOR BHA FUNDS  
WORKSHEET  
FY 2017-2018**

*Sample*

*Sample*

**ORGANIZATION / PROGRAM NAME:**

**XYZ Organization**

<b>SAMPLE      FY 2017-2018 TARGETED ROI WORKSHEET</b>	
BHA FUNDS REQUESTED	A      \$      25,000
DATES OF EVENT OR PROMOTION :      November 11-15, 2014	
HISTORIC AVERAGE DAILY RATE (ADR) for EVENT OR PROMO DATES*	\$      123
* USE BURBANK CITY ADR in Hotel Room Night Revenue from Smith Travel Research (TO BE FILLED IN BY BHA)	

Number of Room Nights Historically Generated by Event or Promotion	3,500
Total Estimated Room Night Revenue @ ADR	\$      430,500
Number of NEW Room Nights Generated by Event or Promotion	500
Total Estimated NEW Room Night Revenue @ ADR	\$      61,500
TOTAL ESTIMATED BURBANK CITY ROOM NIGHTS (combined)	4,000
TOTAL ESTIMATED BURBANK CITY ROOM NIGHT REVENUE (combined)	B      \$      492,000

TOTAL RETURN ON INVESTMENT Total Room Night Revenue Generated : Funds Requested ( B/A :1 )	19.68 : 1
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<b><u>MEDIA IMPRESSIONS (If Applicable):</u></b>	
International Media (attach separate page if necessary)	NA
National / Regional Media (attach separate page if necessary)	See attached sheet
Web (attach separate page if necessary)	See attached sheet

Name of Third Party filling out application if other than Applicant \_\_\_\_\_

Signature of Third Party filling out application if other than Applicant \_\_\_\_\_





## 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](http://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.



## WELCOME TO **BURBANK** WHERE THE SUN AND THE STARS ALWAYS SHINE



### 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.

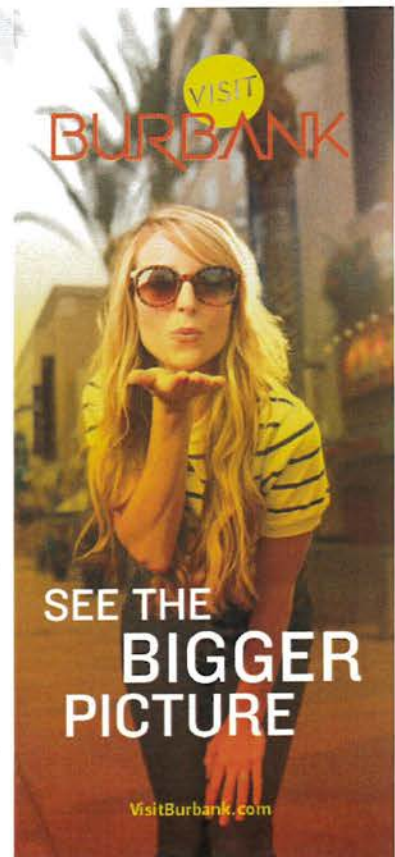
Adjacency to Universal Studios, Hollywood, the Rose Bowl, Dodgers Stadium, the Hollywood Bowl, and other legendary landmarks make Burbank the perfect launch point for daytrips throughout the region.

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](http://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](mailto: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 August 11, 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 TAPINGS

### 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:

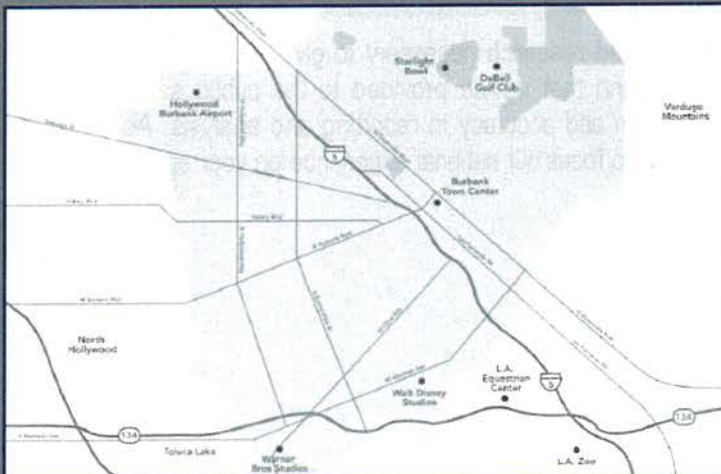
Action	Date
RFP Issued	July 17, 2017
Questions regarding RFP Due to City Liaison	July 26, 2017
Written responses to all questions issued by Visit Burbank	July 28, 2017
Proposals Due to Visit Burbank Staff	August 11, 2017
Interview Finalists	TBD
Award of Contract (tentative)	TBD

DRAFT





## VISIT BURBANK EVENTS ECONOMIC IMPACT REPORTS & GROWTH POTENTIAL



SUBMITTED TO:

VISIT BURBANK  
 SUSIE AVETISYAN  
 150 NORTH THIRD STREET, 2<sup>ND</sup> FLOOR  
 BURBANK, CA 91502  
[SAVETISYAN@BURBANKCA.COM](mailto:SAVETISYAN@BURBANKCA.COM)



## SCOPE OF WORK

### UNDERSTANDING

Visit Burbank (Client) is seeking a qualified consultant to perform an economic, fiscal and employment impact analysis that will examine the financial impact that the events hosted by Visit Burbank have on both the community and the local economy.

At a minimum, the report will include:

- Estimates of net new spending from daytrippers on restaurants, retail, entertainment and transportation
- Estimates of net new spending from overnighers on lodging (including a calculation of room nights), restaurants, retail, entertainment and transportation
- Estimates of fiscal/tax impacts on local governmental units, including lodging tax
- Supported full-time equivalent employees (FTE's) from the increased spending locally
- Estimates on return on investment for events, comparing impacts to any costs to produce/promote the event

HSP, a leading expert in the impact of all types of events, is proposing a scope of work that matches the Client's needs and answers the key questions. However, Hunden Strategic Partners is happy to discuss any changes to this scope and to modify the report organization and methodology to ensure a tailored approach to your specific needs.

### SCOPE OF SERVICES

Hunden Strategic Partners is happy to discuss any changes to this scope and to modify the report organization and methodology. HSP's work is proposed to be organized as follows:

- Task 1 – Kickoff, Project Orientation, Interviews
- Task 2 – Profile of Visit Burbank Events
- Task 3 – Interviews & Surveys
- Task 4 – Economic, Fiscal & Employment Impact Analysis, Including ROI
- Task 5 – Summary of Conclusions

The deliverable will include a fully-documented draft report of tentative findings for review and comment. Once agreed-upon changes have been made, a final report will be delivered.

HSP's methodology will be as follows:

#### Task 1: Kickoff, Project Orientation, Interviews

**Pre-kickoff Phone Call.** Once awarded a contract, HSP will initiate a pre-kickoff phone call with officials from Visit Burbank and key stakeholders to confirm goals of the study, finalize the scope of work and other contextual issues related to the project, and begin preparations for the kickoff.

**Project Kickoff.** Following the initial pre-kickoff phone call, HSP will present the Client with a Kickoff Memo identifying those contacts and resources necessary to ensure complete review and assessment of critical issues. HSP will also establish a timeline for holding meeting and presentations with the Client, as well as key administrators and community representatives as identified by the Client.

## SCOPE OF WORK

Certain events are so unique that primary research should be conducted to best understand the spending habits and impact of events. In this case, HSP or the event can conduct surveys of attendees. HSP is able to conduct such intercept surveys, but these can be conducted by the event itself as well. Much depends on the event type and the level of depth and detail the Client is willing and able to fund so that it can be discerned. *Having HSP conduct the public intercept surveys will add to the fee.*

The results of the demand interviews will be presented in a way to show how Burbank is currently performing in terms of annual event demand, as well as attendance and other factors. The results will also lead to the assumptions that will inform the impact model.

### Task 4: Economic, Fiscal and Employment Impact Analysis, Including ROI

HSP will conduct an economic, fiscal and employment impact analysis for each event to determine the direct, indirect and induced impacts, including the tax revenues that are currently generated. HSP will analyze the spending by local residents (transfer spending) and discuss the amount that is recaptured. For example, due to the existence of activity generated by events, economic activity occurs as local residents pass up opportunities to leave the area to spend money. Instead of going to an event in another area, the event keeps their spending within the area. This is considered to be recaptured demand. The net new and recaptured direct spending is considered to be the **Direct Impacts**.

From the direct spending figures, further impact analyses will be completed.

- **Indirect Impacts** are the supply of goods and services resulting from the initial direct spending. For example, an attendee's direct expenditure on a hotel room causes the hotel to purchase linens and other items from suppliers. The portion of these hotel purchases that are within the local economy is considered an indirect economic impact.
- **Induced Impacts** embody the change in local spending due to the personal expenditures by employees whose incomes are affected by direct and indirect spending. For example, a waitress at a restaurant may have more personal income as a result of the attendee's visit. The amount of the increased income that the employee spends in the area is considered an induced impact.
- **Fiscal Impacts** represent the incremental tax revenue collected by the City of Burbank (or taxes that are passed back to the community or to Visit Burbank) due to the net new economic activity related to an event. For example, our analysis will estimate the hotel and other tax revenue from an overnight stay by an attendee and considers this a fiscal impact. The fiscal impact represents the government's share of total economic benefit. Fiscal impacts provide an offset to the potential public expenditures required to host events. HSP will identify the taxes affected and conduct an analysis of the impact on these accounts and governmental units.
- **Employment Impacts** include the incremental employment provided not only onsite, but due to the spending associated with an event. For example, the direct, indirect and induced impacts generate spending, support new and ongoing businesses, and ultimately result in ongoing employment for citizens. HSP will show the number of ongoing jobs supported by the project and provide the resulting income and income taxes generated.

The total tax revenue figures will tie back to a 'return on investment' figure that estimates the amount of tax revenue generated as a result of every dollar of public funds appropriated. HSP will present both annual and cumulative retrospective data in the report. But taxes alone are not the only measure of return. Supported jobs, quality of life and new economic activity that supports the viability of local hotels, restaurants and shops is also a key factor. HSP will assess the ROI for the selected events during this task.



## HUNDEN STRATEGIC PARTNERS PROFILE

*FULL SERVICE ADVISORY PRACTICE  
SPECIALIZING IN DESTINATION ASSETS & EVENTS SINCE 2006*



### HSP PROVIDES A VARIETY OF SERVICES IN THE FOLLOWING PRIMARY AREAS:

- Economic, Fiscal, & Employment Impact Analysis (Cost/Benefit)
- Public Incentive Analysis
- Economic and Tourism Policy / Legislation Consulting
- Organizational Development
- Research & Statistical Analysis
- Market Assessment
- Financial Feasibility Analysis
- Development Consulting
- Developer Solicitation & Selection
- Private Management Company Solicitation & Selection

**hunden**  
**strategic partners**



## PROFESSIONAL BIOGRAPHIES

### Articles

Contributor to *Urban Land Magazine* "Making Sports-Oriented Mixed Use Work" by Patricia Kirk, April 2015

Contributor to *The IEDC Economic Development Journal* "Public Subsidies for Headquarter Hotel Development: Are they Necessary?"

Guest Editorial for the *Indianapolis Business Journal* "Can Gary be Great Again?"

Hotel & Motel Management Magazine "Conducting an Annual Relationship Audit will Allow Revenue to Bloom"

Indianapolis Business Journal, Crain's Chicago Business, Meeting News Quoted multiple times from 2006 – Present regarding development issues.

Furthermore, as shown in the following list, Mr. Hunden is relied upon by International Economic Development Council, Urban Land Institute, and other private and government entities as a fiscal, real estate market and economic instructor, moderator or speaker.

TEAMS Conference & Expo, 2016 Atlantic City, NJ

Greater Madison Convention & Visitors Bureau Premier Investor Breakfast, 2016 Speak

Association of Luxury Suite Directors "Sports Venue Design & Build Forum" 2016, Pittsburgh

- Trends in Socializing via Premium Experiences in New/Renovated Facilities.
- P3 Conference & Expo 2016, Dallas
- Ent. Districts: The Glue Creating the Live/Work/Play Environment

Association of Luxury Suite Directors "Sports Venue Design & Build Forum" 2015, San Francisco

- Trends in Entertainment Districts

Urban Land Institute's "StimULI Breakfast" 2015, Los Angeles

- Sports-Oriented Mixed-Use Developments

IEDC's "If You Build It, They Will Come" Conference 2014, Ft. Worth

- Trends in New Sports Stadiums, Convention Centers, Performing Arts Venues, and Other Public Projects

Indiana University Kelley School of Business Real Estate Club 2014, Bloomington

DePaul School of Hospitality 2013, Chicago

IEDC's "How You Build It" Conference 2010, Oklahoma City

- Trends in Restaurant, Retail & Entertainment Developments

IEDC's Annual Conference 2009, Reno

- New Life for Dead Malls

IEDC's "Building Cutting Edge Public Private Partnerships" 2008, Charlotte

- Financing Public-Private Projects
- Convention Hotels & Entertainment Districts

Indiana Department of Tourism Development Conference 2008, Indianapolis

- Developing Destination Assets
- Convention Hotels & Related Facilities

IEDC's "If You Build It, Will They Come?" 2007, Kansas City

- Financing Headquarters Hotels
- Financing Destination Projects
- Sports-based Entertainment Districts

Kelley School of Business Sports & Entertainment Academy 2004, Bloomington

IEDC's "If you Build It, Will They Come?"

- Tempe, AZ – January 2005 – The Future of the Convention Center Industry
- Tampa, FL – January 2004 – Convention Hotel Dev. Panel

Panelist for the Bond Buyer's "Tourism as Economic Development Conference" 2006, Baltimore

- "Culture & Cultural Institutions as Economic Engines"

Greek Conference on Tourism –2005, Thessaloniki, Greece

- "Trends in Convention & Congress Centers"

Adjunct Instructor at Kendall College, Evanston, Illinois from 2001 to 2004, 2010

- "Destination Development & Management"
- "Topics in International Tourism"
- "Feasibility Studies"

Adjunct Instructor at Kendall College, Evanston, IL from 2001 to 2004, 2010

Instructor for International Economic Dev. Council's CEcD Coursework:

Columbus, Ohio -- 2004	Chapel Hill, NC – 2015
San Antonio, Texas – 2007	Phoenix, AZ – 2016
New Orleans, Louisiana – 2009	Philadelphia, PA – 2015
Lansing, Michigan – 2009	
Baltimore, Maryland – 2011	
Atlanta, Georgia – 2010, 2012-14	
Scottsdale, Arizona – 2013	
Madison, Wisconsin – 2013	
Anchorage, AK – 2014	



## EXPERIENCE

Over 90 percent of the projects completed by HSP involve impact analyses. The following is a list of projects completed by the HSP team within the last five years for municipalities or government agencies whose scope of work include **Fiscal Analysis and Economic Impact**.

Chicago Park District	City of Missoula, MT	City of Whitesburg, KY
City of Amarillo, TX	City of Monroe, MI	Columbus Downtown Dev. Corp.
City of Austin, TX	City of Muskogee, OK	Commonwealth of Kentucky
City of Bentonville, AR	City of Ottawa, Canada	County of Collier, FL
City of Branson, MO	City of Placer Valley, CA	County of Dane, WI
City of Carrollton, TX	City of Portsmouth, VA	County of Elkhart, IN
City of Castle Rock, CO	City of Pueblo, CO	County of Harrison, IN
City of Chicago, IL	City of Rancho Santa Margarita, CA	County of Kane County, IL
City of Dallas, TX	City of Rochester, MN	County of Orange County, FL
City of Durham, NC	City of Rockford, IL	County of Osceola County, FL
City of Elkhart, IN	City of Salt Lake City, UT	County of Saint Joseph, IN
City of Enid, OK	City of Santa Cruz, CA	County of Williamson County, TN
City of Evansville, IN	City of Savannah, GA	Evansville Redev. Commission, IN
City of Fort Wayne, IN	City of Sidney, NE	Fort Wayne Alliance, IN
City of Fort Worth, TX	City of Spearfish, SD	Fort Worth CVB, TX
City of Fuquay-Varina, NC	City of Springfield, MO	Hamilton County CVB, TN
City of Grand Junction, CO	City of St. Joseph, MO	Jefferson Parish, LA
City of Greenville, SC	City of Sun Prairie, WI	Kentucky Tourism Development
City of Hampton, VA	City of Thornton, CO	Kitsap County Parks & Rec
City of Indianapolis, IN	City of Tishomingo, OK	Metro - Portland, OR
City of Ithaca, NY	City of Trenton, MO	Milwaukee Downtown District Authority, WI
City of Kokomo, IN	City of Tupelo, MS	Navy Pier, Incorporated, Chicago, I
City of La Vista, NE	City of Valparaiso, IN	Switzerland County CVB
City of Michigan City, IN	City of Westfield, IN	Village of Bedford Park, IL

The following project examples demonstrate HSP's work experience involving **economic impact studies**.

### 4<sup>th</sup> Street Live! Economic Impact Study

Louisville, KY  
2002

Mr. Hunden served as the primary consultant evaluating the application to the Kentucky Tourism Development Act to develop 4<sup>th</sup> Street Live! – a block-long redevelopment of the former Galleria in downtown Louisville. This project includes numerous restaurants and shops, such as Borders Books and Hard Rock Café, which in the evenings when the street is closed to traffic takes on a festival atmosphere, with live weekly concerts. The Cordish Company patterned this Project on their successful Power Plant Live! in Baltimore.

The scope included developer interviews, market analysis, comparison to similar projects, financial modeling, and impact modeling, as well as the final report and presentation to the board overseeing the KTDA. A penetration and spending model was created to determine the amount of out-of-Kentucky spending generated at the facility and filters placed on the model to screen out double-counting of previous impacts from other KTDA projects. Also, recommendations were made regarding tenant choices, parking scenarios, and other aspects of the development.

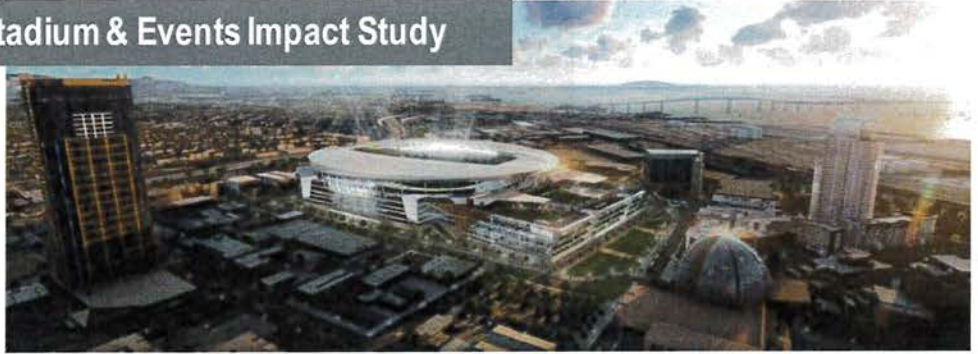
Opened in 2004, 4<sup>th</sup> Street Live! features over 200,000 square feet of entertainment and retail space on two levels. It immediately became Louisville's top tourist attraction, drawing 4.2 million visitors in its first year. Since then, visitor numbers have increased to 4.5 million. In 2007, Cordish announced expansion plans while the State opened a visitor center to accommodate the millions of annual visitors.



## EXPERIENCE

### San Diego Convention Center, Stadium & Events Impact Study

San Diego  
2016



HSP worked with the Conventional Wisdom Corporation to perform a multi-pronged study related to the proposed San Diego Convention Center and Stadium Project initiated by the San Diego Chargers NFL franchise. HSP looked at the likely market that the Project would penetrate for conventions, concerts and events, the experience of other similar facilities and cities, and the ultimate impact that the Project would have on the City of San Diego.

This project is one of the most unique that the HSP team has ever worked on. HSP conducted market research to determine the number and type of events that have the following characteristics: 1) Interested in holding conventions and meetings in San Diego; 2) Require dates between August 1<sup>st</sup> and January 31<sup>st</sup>; 3) Require up to 150,000 square feet of exhibition space (between August and January), and/or will use the entire facility with approximately 260,000 square feet of exhibition space.

HSP's analysis showed that the proposed Project will have a major positive impact on the City of San Diego's hotel and the overall local economy. The key findings of the study revealed that the Project will generate more than 200,000 San Diego hotel room nights annually; it will lead to major ADR increases; it will lead to hundreds of new events and thousands of attendees; the NFL schedule will allow for long-term convention bookings during peak times; and the NFL calendar will dovetail well with the convention facilities during holidays.



### Chicago Navy Pier Expansion & Events Financial Feasibility & Impact Study

Navy Pier, Inc. is currently embarking on a renovation and expansion. The revitalization is planned to improve existing features while adding new revenue generating components to the largest tourist attraction in the Midwest (nearly 10 million visitors annually). Once completed, the project will expand the demographics served and extend the commerce on Navy Pier later into the night and beyond the warm months to create a year-round destination.

HSP analyzed the plan and projected the future results of all revenue streams, which include:

- Tour Boats
- Restaurants, Retail, Kiosks and Carts
- Attractions & Pier Park Rides
- Advertising & Sponsorships
- Festival Hall Events, Ballroom Food & Beverage
- Special Events & Entertainment
- New Boutique Hotel
- New Nightlife District

In addition to the market feasibility and financial projections, HSP projected the new tax impacts of the project on city, county and state.



## EXPERIENCE

### Dallas Convention Center & Texas Rangers Ballpark Impact Analyses



The Dallas Convention and Visitors Bureau (CVB) engaged HSP to perform comparable economic, fiscal and employment impact analyses for the proposed expansion of the Kay Bailey Hutchison Convention Center and the potential development of a new MLB park for the Texas Rangers.

The Kay Bailey Hutchison Convention Center Project is proposed as an expansion and repurposing of the current facilities in order to accommodate greater meeting, conference and convention user groups. From the perspective of the convention center industry, generating more inbound convention and group activity is expected to bring net new spending and tax impact to the community, especially in terms of hotel room nights and taxes.

HSP conducted a meeting planner survey, current facility analysis, historical demand and financial analysis, then made projections of future demand, attendance, room nights and other performance measures for the expanded center. This then led to a projection of economic, fiscal and employment impact that could be compared with the likely public investment necessary to build the project.

Proponents of the ballpark project believe the development could recapture local Dallas spending that is currently leaving Dallas for Arlington. Also, there would be expected synergistic development and spending that would occur around a new ballpark in Dallas. Development of restaurants, bars and a walkable district around the new ballpark would enhance downtown, the ballpark experience and potentially make Dallas a more compelling destination for visitors and conventions.

All of these items were considered in the analysis, along with the potential cost to the public sector of such a deal.

### Gay Softball World Series Impact Analysis

*Chicago, Illinois*  
2011

The City of Chicago hosted the 35th annual Gay Softball World Series in the summer of 2011. The event is run by the North American Gay Amateur Athletic Alliance (NAGAAA) and encompasses 680 teams in 37 leagues from across the United States and Canada. The Chicagoland event hosted 151 teams that played at fields spread across suburban Elmhurst, Schaumburg and St. Charles.

Hunden Strategic Partners (HSP) was tasked with determining the economic impact that the 2,400 attendees had on the region during the six-day tournament. To assess the impact, the team surveyed 275 attendees to determine their spending on lodging, food and beverage, transportation and entertainment while they were visiting the area. Due to the event being spread throughout the Chicagoland area, spending impact was not concentrated in one area, but distributed throughout the region.

Based on the survey results, the overall benefit to the Chicagoland region for the tournament was projected to be \$4.3 million with a tax impact to various government entities of several hundred thousand dollars. This analysis will be used by NAGAAA to show future sites and cities the economic benefit of hosting the tournament.



## ECONOMIC IMPACT SUMMARY EXAMPLE

Total new direct spending to Fort Worth is expected to total more than \$61 million over the period, led by new lodging spending (\$30 million) and followed by food and beverage spending at approximately \$14 million. The following table shows the net new spending related to the project from direct, indirect and induced spending.

Direct, Indirect & Induced Net New Spending to Fort Worth (000s)									
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 10	Year 20	Year 30	Total
<b>Net New Spending</b>									
Direct	\$1,155	\$1,315	\$1,498	\$1,520	\$1,542	\$1,659	\$2,230	\$2,997	\$61,007
Indirect	\$329	\$375	\$427	\$434	\$440	\$473	\$636	\$855	\$17,410
Induced	\$361	\$411	\$468	\$475	\$482	\$518	\$696	\$936	\$19,050
<b>Total</b>	<b>\$1,845</b>	<b>\$2,101</b>	<b>\$2,393</b>	<b>\$2,428</b>	<b>\$2,464</b>	<b>\$2,651</b>	<b>\$3,562</b>	<b>\$4,788</b>	<b>\$97,467</b>

Source: Hunden Strategic Partners

In total, all spending impacts (direct, indirect and induced) from the Project are expected to total nearly \$98 million over the 30-year period. The spending will generate earnings and full-time equivalent jobs in the Fort Worth economy. These are shown below and are based on the multipliers for the various types of spending in Fort Worth.

Net New Earnings from Direct, Indirect & Induced Spending (000s)									
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 10	Year 20	Year 30	Total
<b>Net New Earnings</b>									
From Direct	\$407	\$464	\$528	\$536	\$544	\$585	\$787	\$1,057	\$21,524
From Indirect	\$130	\$148	\$168	\$171	\$173	\$186	\$250	\$336	\$6,846
From Induced	\$131	\$149	\$170	\$173	\$175	\$189	\$253	\$341	\$6,934
<b>Total</b>	<b>\$668</b>	<b>\$761</b>	<b>\$867</b>	<b>\$879</b>	<b>\$892</b>	<b>\$960</b>	<b>\$1,290</b>	<b>\$1,734</b>	<b>\$35,304</b>

Source: Hunden Strategic Partners

New earnings are projected to total more than \$890,000 by year five and total more than \$35 billion over the period.

The next table shows the new supported full-time equivalent jobs from the new earnings.

Net New Full-Time Equivalent Jobs from Direct, Indirect & Induced Earnings (000s)									
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 10	Year 20	Year 30	
<b>Net New FTE Jobs</b>									
From Direct	14	16	17	17	17	16	16	16	
From Indirect	4	4	5	5	5	4	4	4	
From Induced	4	5	6	5	5	5	5	5	
<b>Total</b>	<b>22</b>	<b>25</b>	<b>27</b>	<b>27</b>	<b>27</b>	<b>26</b>	<b>26</b>	<b>26</b>	

Source: Hunden Strategic Partners

New full-time equivalent jobs supported total 22 in the first year and increase to 26 by the tenth year. There is a one-time construction impact from the Project's development in both spending and jobs. This is summarized below.

Construction Impact	
	Impact
Direct Materials Spending	\$ 18,400,000
Indirect Spending	\$ 4,890,000
Induced Spending	\$ 6,450,000
<b>Total</b>	<b>\$ 29,740,000</b>
Direct Labor Spending	\$ 24,840,000
Employment (Job Years)	150

Source: Hunden Strategic Partners





June 14, 2017

Visit Burbank  
Susie Avetisyan  
150 North Third Street, 2<sup>nd</sup> Floor  
Burbank, CA 91502

## SCOPE OF SERVICES – INTERCEPT SURVEYS

Hunden Strategic Partners' (HSP) market research process includes a quantitative survey, typically an intercept survey, of event attendees. Our research process is detailed enough to collect and measure the following:

- Attendee satisfaction of event and specific event activities
- Economic impact of tourism or out-of-regions spending levels
- Sponsorship awareness and promotional effectiveness
- Socio-graphics and psychographics of event attendees
- Attendance motivators
- Vendor benefits
- Effectiveness of advertising/communications

HSP field consultants are trained to gather quality data and represent your event in a friendly and professional manner. Our custom survey research ensures a representative sample of 'real time' attitudes and opinions. Our data collection teams execute intercept surveys on-site at your event.

## FEES

HSP proposes the following fee breakdown for the intercept survey work, which include expenses related to travel, the intercept forms, and analysis of the data gathered:

- 1-Day Events: \$1,800 for 150+/- completed survey responses
- Multi-Day Events: \$2,400 for 200+/- completed survey responses

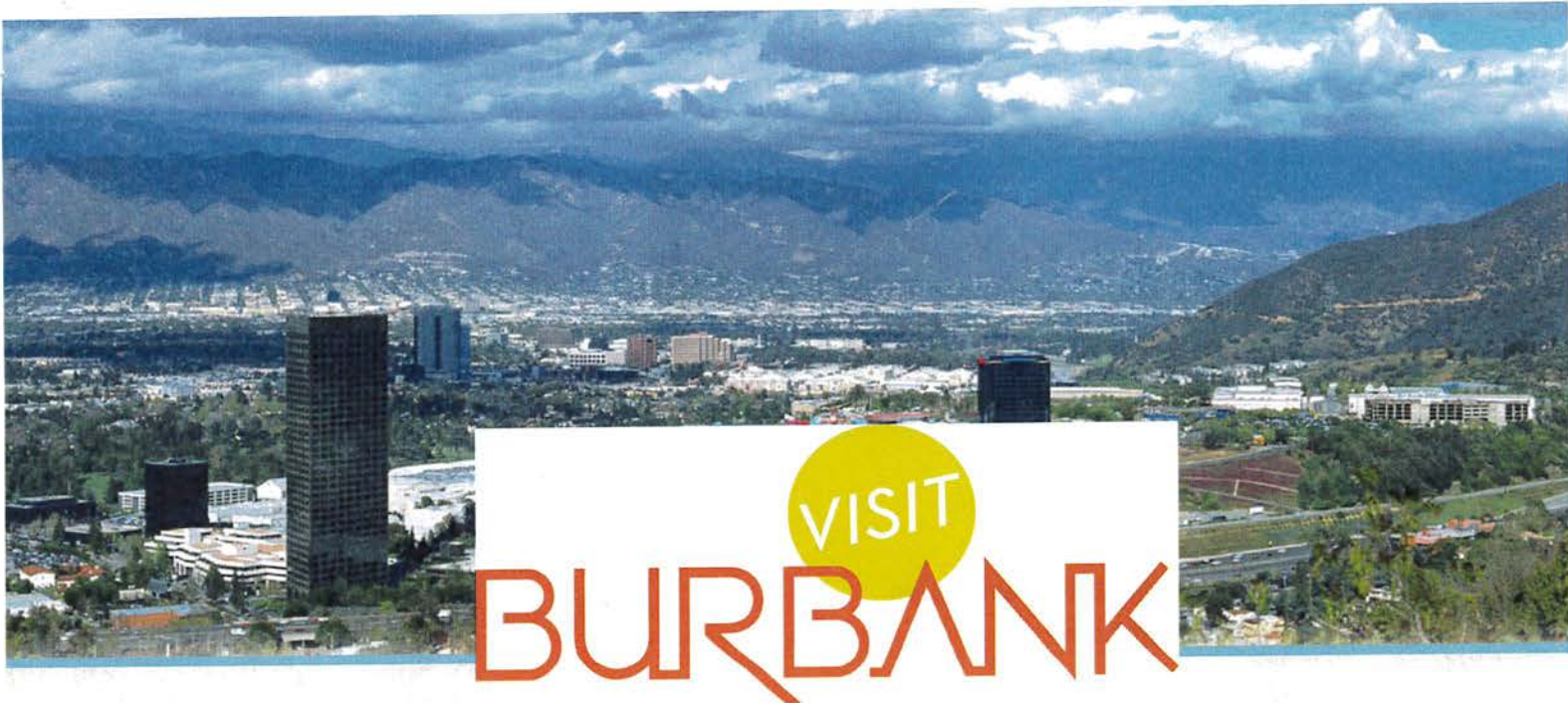
Visit Burbank shall provide HSP with a space (booth, table, or designated area) at the events to conduct the surveys, as well as supply the team with an incentive (giveaways, raffle or promotional items) to incentivize survey respondents.

Sincerely,

A handwritten signature in black ink, appearing to read "RH", with a stylized flourish at the end.

Rob Hunden  
President





PROPOSAL TO PROVIDE

**AN ECONOMIC IMPACT ANALYSIS OF  
SPECIAL EVENTS**  
IN BURBANK, CALIFORNIA

JUNE 8, 2017





research in markets throughout the country including Miami Beach, Anaheim, Seattle, New Orleans and many other markets throughout the country.

At CSL, we offer a combination of rigorous and project-tested models and impact analysis methods, experience nationally in analyzing the impact of festivals and events, and significant past experience in the Los Angeles metropolitan area.

The contents of this proposal highlight our significant interest in assisting the City of Burbank on what we know is a very important project in support of strategic investment for the future of the visitor sector of the economy. Please contact John Kaatz at (612) 294-2001 or at [jkaatz@cslintl.com](mailto:jkaatz@cslintl.com) with any questions regarding this proposal.

Sincerely,

A handwritten signature in cursive script that reads "CSL International".

CSL International

## 1.0 CSL FIRM BACKGROUND AND PROJECT EXPERIENCE

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CSL is a leading advisory and planning firm with extensive expertise in developing impact models and analysis for festivals, sporting events, cultural events and facilities, conventions and conferences, and other public assembly events throughout the country. With project experience spanning more than 500 engagements in communities throughout the country, CSL offers the greatest breadth of economic impact analysis experience available, involving a wide diversity of event and visitor facility projects.

We recently completed a major festivals and events economic impact study for West Hollywood, and a one-year assignment to quantify the economic impact of major festivals in the City of Chicago. We have conducted event impact research in markets throughout the country including Miami Beach, Anaheim, Seattle, New Orleans and many other markets throughout the country.

At CSL we offer a combination of rigorous and project-tested models and impact analysis methods, experience nationally in analyzing the impact of festivals and events, and past experience in the Los Angeles metropolitan area market. The specific roles for our project team members are described below. In addition, resumes of the key professionals comprising our Project Team are provided on the following pages.

**Project Partner – John Kaatz** – Mr. Kaatz, Partner-in-Charge of the CSL public assembly and visitor industry practice, will lead all phases of this study, will serve as the primary contact for all study-related correspondence, will participate in the local interview and research phases of the project, will attend key study meetings and will deliver all report presentations. Over the past 30 years, John has been involved in more than 300 economic impact studies focused on festivals, entertainment districts, public assembly facilities, and other entities.

**Project Manager – Kristoffar Nelson** – Mr. Nelson has over 13 years of public assembly and visitor facility experience and will perform the variety of day-to-day impact analysis tasks involved with the project. Kris will work closely with project leaders and support staff to perform the research, data collection, modeling and related tasks throughout the study process.

**Project Advisor – Bill Krueger** – Mr. Krueger, a Director with CSL, will play an active management role on all aspects of the study, particularly as it relates to economic impact modeling. Bill has more than 17 years of experience with projects in the public assembly and visitor facility industry, spanning more than 200 individual economic impact studies.

**Other Support Staff** – We will utilize various supporting personnel within CSL as needed to accomplish the research, analysis and document preparation needs associated with the study.

A summary of CSL project experience is presented on the following pages.





## GRAND RAPIDS FESTIVAL IMPACT ANALYSIS

### GRAND RAPIDS, MICHIGAN



Experience Grand Rapids engaged CSL to determine the economic impact of ArtPrize. ArtPrize is an international open art competition that takes place annually at venues throughout downtown Grand Rapids, Michigan. It is recognized as the most-attended public art event on the planet according to The Art Newspaper, and was recently highlighted in The New York Times' 52 Places To Go in 2016.

The event regularly attracts over 400,000 visitors – 50 percent of which were non-local residents as measured by our research. As part of the engagement, CSL worked with Experience Grand Rapids to create a targeted survey instrument to collect direct spending and related economic inputs from event attendees and provided the technology and training for staff and volunteers to collect over 800 completed intercept surveys. CSL then created a market and event-specific economic impact model and utilized the data collected to determine the overall economic and fiscal impacts that the ArtPrize event generates for the Grand Rapids economy.







## DETROIT RIVERFRONT EVENT ECONOMIC IMPACT STUDY

DETROIT, MICHIGAN



CSL was retained by the Detroit RiverFront Conservancy [DRFC] to develop an economic impact study related to the 10-year anniversary of the Detroit riverfront redevelopment. As part of the engagement, CSL developed detailed models to measure the economic impact of major events held on the riverfront, businesses that have located in the area, spending by visitors to the area and related areas of impact. We performed extensive data analysis services to assess the economic and fiscal impacts generated on an aggregated annual basis. Over the course of the project, we collected, analyzed and reported on more than 1,500 respondent surveys from riverfront visitors.

CSL worked closely with DRFC representatives at the project's outset to clearly define objectives and ensure that accurate, value-adding information was collected from riverfront event and leisure visitors. We leveraged our expertise in economic impact data collection to develop a survey instrument that gathered all the required respondent information to accurately estimate the impacts generated by the riverfront. In addition, CSL worked with the DRFC to create a project plan that provided a representative data sample of all riverfront visitors that included local residents and riverfront visitors as well as attendees of several large special events held on the riverfront including Detroit RiverDays and the Detroit Free Pres Marathon.







## LOUISVILLE AMATEUR SPORTS STUDY

LOUISVILLE, KENTUCKY



CSL is currently assisting the Greater Louisville Convention and Visitors Bureau evaluate the market, programmatic, site, financial and economic feasibility of a new Amateur Sports Complex in Louisville, Kentucky. The purpose of the study is to determine whether Amateur Sports Complex development will drive new visitation and economic impact to Louisville, as well as enhance rental, practice and other special event facility alternatives available for local area residents.

Ultimately, a focus of the study is on providing a detailed cost/benefit model, inclusive of estimates of community-wide impacts including spending, output, earnings, employment and tax revenues. We are also preparing a funding analysis to provide a roadmap for future facility development options.

Key study components used to generate economic impact model inputs include a multi-faceted, market-based approach focusing on the specific needs and characteristics of both local and potential non-local users of an Amateur Sports Complex. Our extensive outreach process included numerous in-person and telephone surveys of various youth and adult recreational sports associations, clubs and organizations; national, regional and local tournament organizers; and a variety of potential soccer, lacrosse, rugby, football, ultimate Frisbee, field hockey and other such user groups.



## 2.0 SCOPE OF WORK

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The special events, arts and cultural sector in any market can have a significant economic impact in many ways. Organizational and event attendee spending can support hundreds of jobs, earnings and increases in tax revenue for the community. A wide variety of local businesses generate significant support from all facets of special event production and attendance. Importantly, a thriving inventory of special events has the potential to strengthen the national image and brand of the City. Major events can receive national or international attention through social media, print, radio and television. Lastly, the presence of a thriving special event, arts and cultural sector can provide the general populace with a cost-efficient entertainment option.

We have developed detailed impact models that allow for calculation of economic impact of events, considering attendance levels, origin of attendee (to focus on net new impact), primary reason for visiting the community, spending by sector (hotel, restaurant, retail, entertainment, transportation, etc.), and related metrics. We understand that economic impact studies invariably receive public scrutiny and that it is critical to develop credible, well-reasoned assumptions that can withstand such scrutiny. Any study that fails to provide this level of credibility can actually damage, rather than support, the public rationale for strategic investment.

We have developed models and study methods that yield credible, well-reasoned impact estimates, on which public presentations and strategic decisions can be made. The proposed study tasks to be conducted as part of this research are as follows:

- Task A: Assemble Direct Spending Assumptions & Data
- Task B: Optional Intercept Survey Approach
- Task C: Analyze Indirect and Induced Spending
- Task D: Analyze Fiscal Impacts
- Task F: Analysis of Intangible Benefits
- Task F: Conclusions and Findings

### **Task A. Direct Spending Assumptions Preparation & Data**

We will work with you and key organizations to collect relevant data necessary to construct estimates of direct spending taking place associated with special events held in the City. Base data necessary for the study will include, but will not be limited to the following:

- Organizational budgets and spending data – The annual expenditures made by the various special events under study represents an initial source of direct spending and impact on the economy. This direct spending can include wages



## 2.0 SCOPE OF WORK

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A vital aspect of this assignment would be ensuring that accurate and representative data is collected from City special event and festival attendees. The resources and relevant experience resident within our team of professionals will help ensure that the data collection process is sufficiently robust and valid. CIS institutes numerous policies and procedures to ensure that services provided as part of each engagement achieve identified project objectives.

CIS has devised a comprehensive strategy that will generate market-specific data related to City special events. Working with the City, should it be determined that intercept interviews are desired, we would undertake the following initiatives.

- Define overall project and event-specific objectives through discussions with the City and other appropriate project representatives.
- Develop targeted survey instruments that deliver needed attendee data for impact modeling purposes. Since 2004, CIS has conducted hundreds of intercept survey data collection projects at festivals and events. As a part of each CIS engagement, survey development services are offered to ensure that well-written, unbiased questions are posed to respondents in the most effective formats possible.
- Define a recommended optimal methodology plan to include, but not necessarily be limited to: sample sizes, in-field dates and times, data collection devices, staffing levels, and other related topics. Sample sizes are based on several variables including event attendance, acceptable margin of error, required confidence level and expected response distribution. We regularly utilize conservative input variables including a 5% margin of error, 95% confidence level and 50% response distribution.
- Provide and manage a team of highly-trained survey facilitators to professionally conduct intercept surveys with special event attendees. Specific project and event objectives may dictate when to be in the field and where to have staff located. We will leverage similar project experience to maximize accurate data collection.
- Clean, code and process all collected data in a secure environment to allow for thorough quantitative and qualitative analysis. Another key component to our event data collection is the use of survey software and electronic devices to wirelessly capture and transmit all collected data. We incorporate iPads and other similar Wi-Fi-enabled devices to immediately collect and code all respondent feedback.
- Create insightful reports to be delivered following each City special event that provide key project inputs, attendee comments and satisfaction, comments regarding the City and related data.

The preceding bullet points comprise the framework for an Implementation Plan for intercept surveys, should this effort be undertaken.

## 2.0 SCOPE OF WORK

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Results of the economic impact analyses are measured in terms of the following categories:

- Total output represents the total direct, indirect and induced spending effects generated by City special events. This calculation measures the total dollar change in output that occurs in the local economy for each dollar of output delivered to final demand.
- Personal earnings represent the wages and salaries earned by employees of businesses associated with or impacted by the industry. In other words, the multiplier measures the total dollar change in earnings of households employed by the affected industries for each additional dollar of output delivered to final demand.
- Employment represents the number of full and part-time jobs. The employment multiplier measures the total change in the number of jobs in the local economy for each additional \$1.0 million of output delivered to final demand.

### **Task D. Analyze Fiscal Impact**

In addition to the economic impacts generated by special event related spending, the public sector also realizes a generation of tax revenues. Primary tax revenues typically impacted by special event spending include, but are not limited to: sales taxes, hotel/motel taxes, food and beverage/restaurant taxes, entertainment taxes and other such assessments.

Based on the assumptions established earlier, the City fiscal impacts generated by special events will be quantified. The taxes will be calculated based on the existing tax rates applied to direct spending in the respective industries. For indirect spending estimates, sales tax sources will be quantified by applying a percentage of historical tax collections to the respective gross product provided by the U.S. Bureau of Economic Analysis.

### **Task E. Analysis of Intangible Benefits**

There are many ways in which intangible input can be generated which help evaluate the full impact of special events on a community. We have conducted several research efforts as part of our past project to provide credible support for these intangible benefits, as described below.



### 3.0 PROFESSIONAL FEES AND EXPENSES

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We are prepared to commence this engagement upon receipt of notice to proceed. Total professional fees for any engagement are based on the number of hours required to complete the project and skill levels of the assigned personnel. The following exhibit outlines the estimated professional fees associated with each of the tasks that have been described within this proposal.

	Professional Fees
Task A Assemble Direct Spending Assumptions & Data	\$21,000
Task B <i>Optional Intercept Survey Approach</i>	17,000
Task C Analyze Indirect and Induced Spending	15,000
Task D Analyze Fiscal Impacts	10,000
Task E Analyze Intangible Benefits	15,000
Task F Conclusions and Findings	<u>10,000</u>
Total Professional Fees	\$88,000
Expenses	9,940
Total Fees and Expenses	\$97,940

The professional fees associated with completion of this comprehensive project are estimated at \$88,000, INCLUDING COSTS FOR THE OPTIONAL INTERCEPT SURVEY PROCESS. Out-of-pocket expenses (including travel costs, postage, telephone, report copy reproduction) will be billed separately at cost and will not exceed \$9,940. Resulting total project costs are \$97,940. These costs are reduced to \$80,940 without the intercept survey process.

**RESOLUTION NO. 2017-003**

**A RESOLUTION OF THE BURBANK HOSPITALITY ASSOCIATION  
ESTABLISHING AN AD HOC ADVISORY COMMITTEE**

NOW, THEREFORE, BE IT RESOLVED THAT:

SECTION 1. The Board of Directors of the Burbank Hospitality Association ("Board") hereby forms an ad hoc advisory committee ("Committee") comprised of Boardmembers who will be fewer than half the Board, who will be named by the Board Chair on July 13, 2017.

SECTION 2. The Committee is charged with overseeing the analysis and logistics of potential Destination Development projects, as defined in the Section V(A) of the 2016-2026 Management District Plan, which include but are not limited to:

1. Comprehensive and integrated wayfinding signage system;
2. Art and cultural projects, to attract overnight visitors;
3. Gateway enhancements, to attract overnight visitors;
4. Banner marketing and local enhancement of City Marketing programs;
5. Live music venue, to attract overnight visitors; and
6. Infrastructure improvements that enhance Burbank's competitive position to attract desirable special events year around and attract overnight visitors.

The Committee shall have such support from the staff of the City of Burbank as the Board Chair shall direct.

SECTION 3. The Committee shall provide recommendations and advice to the Board upon request. Its role shall be advisory only, and it shall have no power to bind the Board or the Association. The Committee shall be disestablished upon its final report to the Board or as determined by the Board.

SECTION 4. As a temporary, ad hoc advisory committee comprised of less than a quorum of the Commission, the Committee may, but need not, comply with the Brown Act as authorized by Government Code section 54952, subdivision (b).

PASSED AND ADOPTED this 13th day of July 2017.

AYES:

NOES:

ABSTAINING:

ABSENT:

ATTEST:

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Board Secretary