

Agenda
TBID Advisory Board
Regular Meeting
Wednesday, May 12, 2010
2 P.M.
Council Chamber – City Hall

CALL TO ORDER: Chair John Conner

PUBLIC COMMENT: Each speaker is limited to three minutes of public comment

CONSENT ITEMS

C.1 Minutes of the Meeting of April 14, 2010

C.2 TOT Report (to be distributed at meeting)

C.4 Smith Travel Report

TBID Board

PRESENTATIONS

- 1. SLO COUNTY VISITORS AND CONFERENCE BUREAU** **30 min**
The organization will present its current services and ask for funding in 2010-11.

BUSINESS ITEMS

- 1. 2010-11 BUDGET ALLOCATIONS** **30 min**
The task force will present its budget recommendations as established in its April 19, 2010 meeting.
- 2. LEVEL STUDIOS** **15 min**
The agency's account manager will give an update on the contracted marketing services.
- 3. SAN LUIS OBISPO INTERNATIONAL FILM FESTIVAL** **5 min**
The board will preliminarily discuss possible marketing support for the International Film Festival.

TBID LIAISON REPORTS

- 1. HOTELIER UPDATE – LIAISON REPORT** **5 min**
- 2. VCB UPDATE – Jamie Wallace** **5 min**
- 3. SLO CHAMBER OF COMMERCE & CCTC – Tim Billing** **5 min**
- 4. PCC UPDATE – John Conner** **5 min**

BOARD COMMUNICATIONS

At this time board members make announcements, report on activities, refer to staff issues for study and report back to the board at a subsequent meeting.

ADJOURN.

PRESENTATION

1. CENTRAL COAST CANCER CHALLENGE

Heather Hellmann presented the Central Coast Cancer Challenge Multi-sport event to raise awareness and funding for Cancer Research and the LiveStrong Foundation. The organizers plan to use the event to provide a support network to participants and the community alike. The scheduled event will span over a full weekend on September 18, 2010 at Laguna Lake Park. Heather went over the various sponsorship packages still available and the demographics that were targeted within the various sporting events. She referenced the San Jose LiveStrong Foundation event that is currently the closest such event to San Luis Obispo. In its third year, this event has grown to 6,000 participants. The San Luis Obispo event will be marketed locally as well as out-of-county. The organizers intend to use PR, advertising (currently limited budget) to target runners and cyclists. They will concentrate on online buys, social media, email marketing, and outreach to sport clubs and medical groups through direct mail. They are hoping for 40% outside participants and about 1,000 people for the inaugural event. Event tickets will range from \$35 to \$75. The event organizers are trying to keep a balance between keeping the entry fees reasonable to attract participants and get enough revenue to support the cause.

Commissioner Billing asked what funding goal the organizers were hoping to reach. The organizers are hoping to cover all production and event cost through sponsorships. The registration money will therefore go towards the events cause in its entirety.

2. WINE REGION NEWS – LYNN DIEHL

Lynn Diehl presented her TV program to the committee. The show was launched in February 2009 and is also distributed online through social media channels. Mrs. Diehl is currently in negotiation to possibly syndicate the show on a national basis.

No proposal for funding or partnership was presented at this point. However, she asked the board to think of her program when developing the media plan.

BUSINESS ITEMS

1. LEVEL STUDIOS – BUDGET 2010-11 UPDATE

Account Manager Ryan Allshouse introduced the updated budget for 2010-11 based on the board's input and direction given at the special meeting on March 31, 2010. Doug Klein went over the line item document and elaborated on the various components and proposed allocations.

Mr. Klein pointed out that the numbers presented in the media plan were preliminary media spends that have not been negotiated. Level Studios has very aggressive out-clauses (24 hours) in order to react immediately to findings and results to constantly enhance the media results. The newsroom feature for the website was eliminated in the current proposal and the itinerary builder scaled back to fit the proposed budget.

Mr. Allshouse then presented two design options for the Sunset bag for board consideration as the producers needed a decision by the end of April.

ACTION: **Moved by Norris/Billing** to approve 5,000 bags of each design with orange handles if possible without cost increase. Otherwise to use blue design with orange handles.

Motion carried 6:0

Board Chair Conner presented the proposed price for 15,000 bags which was quoted at \$34,500. The board decided not to change the number of bags. They felt the bags should be exclusively used for the Savor weekend and only surplus made available to the hotels.

2. FORMATION OF AD HOC COMMITTEE

Board Chair Conner asked for the formation of an ad hoc committee in order to take a closer look at the various items currently proposed for funding in 2010-11. The City was looking at an overhead contribution of 4% from the TBID fund which was not considered in the preliminary budget established on March 31, 2010 (Special meeting).

ACTION: **Moved by Billing/Wallace** to support the creation of an ad hoc committee to look at the individual budget items and discuss each without presence of the contractors.

Motion carried 6:0

John Conner, Dave Brown, and Joel Koper will serve on the committee. Staff is to coordinate date and time.

3. PARTICIPATION IN EVENTS SUBCOMMITTEE

The board decided to have its events subcommittee participate in a joint subcommittee with the PCC to develop an events promotion program and to establish guidelines as to which committee will hear the requests.

TBID LIAISON REPORTS

VCB Update

The new County Visitors Guide is now available. It features various San Luis Obispo City content. The Today Show was filming along Highway One and the VCB was hoping to bring the crew to downtown San Luis Obispo. On the PR front, they have a "Green Tourism" press trip already scheduled.

Chamber of Commerce and CCTC

CCTC is sending a representative to a European Tourism Sales conference to represent the Central Coast. CCTC also achieved PR exposure on the English equivalent to "Good Morning America" for the Central Coast.

Chamber of Commerce will have a booth at Cal Poly Open House and National Train Day in Los Angeles. The new tourism brochure commissioned through the PCC will be ready at next meeting. PR coverage appeared in San Jose News and several publications in the Bay Area.

PCC Update

Two new members joined the committee and the grants-in-aid cycle was about to start.

The meeting adjourned at 3:15 pm



Monthly TOT Report

March 2010

May 5, 2010

This report covers the City's transient occupancy tax (TOT) revenues for the month of March 2010 compared with the two prior years. As reflected below, revenues for March 2010 are **up by 12.6%** from last year and **down 8.2%** year to date.

Trend Analysis. Finally some good news! The significant increase in March is the best TOT news that we have had in a very long time. However, one month is not a trend. Since March is typically one of our lowest months for TOT revenues, a relatively modest increase in revenues can result in a relatively high percentage increase.

Moreover, the increase in TOT revenues for the month of March is the result, at least in part, of being compared to a very steep 25% downturn in March 2009.

Year-to-Date TOT Revenues					
	Prior Year 2007-08	Last Year 2008-09	This Year 2009-10	Increase (Decrease) Last Year Vs This Year	
				Amount	Percent
July	\$565,386	\$565,637	\$508,195	(\$57,442)	-10.2%
August	573,057	609,452	511,744	(97,708)	-16.0%
September	465,179	416,859	400,023	(16,836)	-4.0%
October	418,474	416,905	414,870	(2,035)	-0.5%
November	375,287	354,737	280,913	(73,823)	-20.8%
December	312,510	274,871	246,684	(28,187)	-10.3%
January	287,474	258,316	230,279	(28,037)	-10.9%
February	342,220	292,343	273,373	(18,970)	-6.5%
March	386,458	289,506	326,099	36,593	12.6%
Year-to-Date Total	3,726,045	3,478,627	3,192,181	(286,446)	-8.2%
April	388,911	391,891			
May	435,516	393,431			
June	513,631	456,098			
TOTAL	5,064,102	4,720,047	3,192,181		

Nonetheless, this is certainly welcome news.

The revenues shown in this report are prepared on an accrual basis as of the end of the month. They are based on TOT amounts reported by operators but not necessarily remitted to the City within the 30 days after month-end required by the City's TOT ordinance.

What's This Mean? The year to date decline of 8.2% puts us slightly ahead of the revenue projection in the 2009-11 Financial Plan, which estimated that TOT revenues would fall by 10% in 2009-10 and modestly recover with 2% growth in 2010-11.

For More Information. Please call Jennifer Thompson, Revenue Supervisor, at (805) 781-7129.

STR Report April 2010

Week of April 4th

	Current Week - TY vs. LY											
	Occ %		ADR		RevPAR		Percent Change					
	2010	2009	2010	2009	2010	2009	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
San Luis Obispo/Paso Robles	68.7	70.0	96.02	89.70	66.01	62.78	-1.8	7.0	5.1	6.0	0.8	-1.0
Vallejo/Napa Valley	58.3	52.7	88.15	90.72	51.42	47.78	10.8	-2.8	7.6	11.6	3.7	14.9
Sonoma County, CA	55.7	49.8	95.29	94.00	53.03	46.85	11.7	1.4	13.2	13.2	0.0	11.7
San Jose-Santa Cruz, CA	64.7	51.1	99.60	101.57	64.44	51.87	26.7	-1.9	24.2	24.9	0.6	27.4
San Diego, CA	70.2	66.6	117.95	118.32	82.80	78.84	5.4	-0.3	5.0	6.4	1.3	6.7
Santa Barbara/Santa Maria MSA	69.8	66.3	131.84	131.04	92.06	86.88	5.3	0.6	6.0	8.1	2.1	7.5
Monterey/Salinas MSA	67.5	66.1	121.62	119.56	82.14	79.02	2.2	1.7	4.0	3.9	-0.0	2.2
San Mateo County, CA	65.3	60.6	98.36	99.82	64.26	60.46	7.9	-1.5	6.3	7.2	0.9	8.8
South Lake Tahoe	49.4	38.4	90.32	93.74	44.61	35.98	28.7	-3.6	24.0	26.1	1.7	30.9

Week of April 11th

	Current Week - TY vs. LY											
	Occ %		ADR		RevPAR		Percent Change					
	2010	2009	2010	2009	2010	2009	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
San Luis Obispo/Paso Robles	61.1	71.9	101.37	102.75	61.92	73.85	-15.0	-1.3	-16.2	-15.5	0.8	-14.4
Vallejo/Napa Valley	56.9	59.8	89.76	92.21	51.09	55.15	-4.8	-2.7	-7.4	-3.9	3.7	-1.3
Sonoma County, CA	58.3	53.6	98.68	95.93	57.50	51.37	8.8	2.9	11.9	11.9	0.0	8.8
San Jose-Santa Cruz, CA	69.4	54.4	104.92	100.27	72.80	54.55	27.6	4.6	33.5	34.2	0.6	28.3
San Diego, CA	68.1	69.3	123.28	121.57	83.96	84.29	-1.8	1.4	-0.4	0.9	1.3	-0.5
Santa Barbara/Santa Maria MSA	65.6	72.1	132.82	129.97	87.13	93.69	-9.0	2.2	-7.0	-5.1	2.1	-7.1
Monterey/Salinas MSA	67.1	71.7	134.73	131.19	90.38	94.06	-6.4	2.7	-3.9	-3.9	-0.0	-6.5
San Mateo County, CA	72.0	64.5	104.73	102.74	75.43	66.28	11.6	1.9	13.8	14.8	0.9	12.6
South Lake Tahoe	39.8	39.1	83.14	87.57	33.08	34.21	1.8	-5.1	-3.3	-1.6	1.7	3.6

Week of April 18th

	Current Week - TY vs. LY											
	Occ %		ADR		RevPAR		Percent Change					
	2010	2009	2010	2009	2010	2009	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
San Luis Obispo/Paso Robles	57.2	60.2	99.22	97.86	56.71	58.88	-5.0	1.4	-3.7	-2.9	0.8	-4.3
Vallejo/Napa Valley	56.9	56.3	92.09	95.79	52.39	53.89	1.1	-3.9	-2.8	0.8	3.7	4.9
Sonoma County, CA	62.5	60.8	108.41	108.56	67.80	65.98	2.9	-0.1	2.8	2.8	0.0	2.9
San Jose-Santa Cruz, CA	65.7	61.3	102.99	107.79	67.72	66.10	7.2	-4.5	2.4	3.0	0.6	7.8
San Diego, CA	66.3	62.8	119.70	124.95	79.39	78.45	5.6	-4.2	1.2	2.5	1.3	7.0
Santa Barbara/Santa Maria MSA	61.7	65.6	129.12	129.67	79.71	85.10	-5.9	-0.4	-6.3	-4.4	2.1	-4.0
Monterey/Salinas MSA	57.2	54.8	132.97	130.81	76.09	71.70	4.4	1.6	6.1	5.4	-0.7	3.7
San Mateo County, CA	74.9	67.5	106.75	107.00	80.01	72.25	11.0	-0.2	10.7	11.7	0.9	12.0
South Lake Tahoe	38.3	37.4	80.37	93.93	30.74	35.16	2.2	-14.4	-12.5	-11.0	1.7	4.0

Week of April 25th

	Current Week - TY vs. LY											
	Occ %		ADR		RevPAR		Percent Change					
	2010	2008	2010	2008	2010	2008	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
San Luis Obispo/Paso Robles	57.5	58.5	100.45	99.91	57.81	58.43	-1.6	0.5	-1.1	-0.3	0.8	-0.8
Vallejo/Napa Valley	58.8	57.3	94.36	98.31	55.45	56.33	2.5	-4.0	-1.6	2.1	3.7	6.4
Sonoma County, CA	61.1	55.6	104.58	106.41	63.90	59.14	9.9	-1.7	8.1	8.1	0.0	9.9
San Jose-Santa Cruz, CA	68.2	58.5	105.34	106.28	71.82	62.15	16.6	-0.9	15.6	16.2	0.6	17.2
San Diego, CA	65.5	58.0	118.07	126.85	77.29	73.56	12.9	-6.9	5.1	6.4	1.3	14.3
Santa Barbara/Santa Maria MSA	62.4	63.3	127.97	127.60	79.84	80.81	-1.5	0.3	-1.2	0.6	1.8	0.3
Monterey/Salinas MSA	60.2	50.7	123.80	124.26	74.54	63.00	18.8	-0.4	18.3	17.5	-0.7	17.9
San Mateo County, CA	68.5	65.5	104.91	104.33	71.81	68.36	4.5	0.6	5.0	6.0	0.9	5.4
South Lake Tahoe	39.9	35.0	84.78	91.59	33.85	32.05	14.1	-7.4	5.6	7.4	1.7	16.0

	Running 28 Days - TY vs. LY											
	Occ %		ADR		RevPAR		Percent Change					
	2010	2008	2010	2008	2010	2008	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
San Luis Obispo/Paso Robles	61.1	65.1	99.19	97.48	60.65	63.49	-6.1	1.8	-4.5	-3.7	0.8	-5.4
Vallejo/Napa Valley	57.8	56.5	91.19	94.30	52.72	53.29	2.3	-3.3	-1.1	2.6	3.7	6.1
Sonoma County, CA	59.5	54.9	102.44	101.64	60.91	55.84	8.2	0.8	9.1	9.1	0.0	8.2
San Jose-Santa Cruz, CA	67.0	56.3	103.30	104.20	69.19	58.68	19.0	-0.9	17.9	18.6	0.6	19.6
San Diego, CA	67.5	64.2	119.71	122.74	80.86	78.78	5.2	-2.5	2.6	3.9	1.3	6.6
Santa Barbara/Santa Maria MSA	64.9	66.8	130.51	129.60	84.68	86.62	-2.9	0.7	-2.2	-0.3	2.0	-1.0
Monterey/Salinas MSA	63.1	60.8	128.32	126.50	80.94	76.94	3.7	1.4	5.2	4.4	-0.7	3.0
San Mateo County, CA	70.2	64.5	103.79	103.57	72.82	66.84	8.7	0.2	8.9	9.9	0.9	9.7
South Lake Tahoe	41.8	37.5	84.97	91.64	35.49	34.38	11.3	-7.3	3.2	5.0	1.7	13.2