

Notice of Hearing: NA
Date of Hearing: 10/02/2012
Date Adopted: 10/02/2012
Date Published: 10/06/2012
Date Effective: 10/26/2012

RESOLUTION NO. 77-12

A RESOLUTION APPROVING THE SIOUX FALLS CONVENTION AND VISITORS BUREAU (CVB) BUSINESS IMPROVEMENT DISTRICT BUDGET.

WHEREAS, pursuant to Resolution 86-10, the City of Sioux Falls adopted a resolution of intent to establish the CVB Business Improvement District; and

WHEREAS, in accordance with SDCL Chapter 9-55 of the South Dakota Codified Laws, the CVB Business Improvement District has imposed an occupational tax of two dollars (\$2.00) per night per rented room for all lodging rooms within the CVB Business Improvement District to market and promote the visitor industry in the city of Sioux Falls and increase the room night sales of lodging facilities within the CVB Business Improvement District; and

WHEREAS, the CVB Business Improvement District Board of Directors has developed an annual budget that is subject to City Council approval;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY OF SIOUX FALLS, SD:

That the budget dated October 1, 2012, through September 30, 2013, which is attached hereto and made a part of this Resolution, is hereby approved.

Date adopted: 10/02/2012

Mike T. Huether
Mayor

ATTEST:
Lorie Hogstad
City Clerk

SIoux FALLS CONVENTION AND VISITORS BUREAU
Budget Summary—BID—Oct. 1, 2012–Sept. 30, 2013

GENERAL CVB REVENUE

BID Revenue

Total General Revenue

ADMINISTRATION

Bid Allocation (approx. 75% of admin.)

TOTAL ADMINISTRATIVE

PROGRAM AND SERVICES

SALES DEVELOPMENT—ADVERTISING (Conventions, Meetings, and Events)

Digital Strategy

Misc. Event Ads/Phone Book

Newspaper

Sports Publications

Trade Publications

Misc. New Opportunities

Total Sales Development—Advertising

SALES DEVELOPMENT—PRINTING

Miscellaneous

Total Sales Development—Printing

SALES DEVELOPMENT—MARKETING AND PROMOTION

Visitor Industry Socials (2)

Total Sales Development—Marketing and Promotion

SALES DEVELOPMENT—BIDDING

Incentives/Promo/Busing

Sports

Total Sales Development—Bidding

SALES DEVELOPMENT—TRAVEL

Bid Trips

Site Visits/Sales Blitzes/FAMS

Trade/Travel Shows

Misc.

Total Sales Development—Travel

TOTAL SALES DEVELOPMENT

TOURISM

PROMOTION AND ADVERTISING

Travel Publications

New Opportunities

Rest Stop/FAM Tour Hostings

SD Tourism Coops

SSDTA Coops

Visitor Guide Delivery/Storage

Visitor Center

Miscellaneous

TOTAL TOURISM

HOST CITY PROGRAM

Airport Visitor Info Center

Annual Customer Svc. Training Seminar (100 ppl x \$5)

Street Banner Program—Airport to Russell/Arena Complex

Trolley/Taxi Driver Training

TOTAL HOST CITY

TOTAL PROGRAM AND SERVICES

10% New Sales Reserves

TOTAL BUDGET

BID 12—Month Budget Oct. 1, 2012–Sept. 30, 2013			
	INCOME	EXPENSE	Net
GENERAL CVB REVENUE			
BID Revenue	\$ 1,500,000		\$ 1,500,000
<i>Total General Revenue</i>	<i>\$ 1,500,000</i>	<i>\$ -</i>	<i>\$ 1,500,000</i>
ADMINISTRATION			
Bid Allocation (approx. 75% of admin.)		\$ 697,975	\$ (697,975)
TOTAL ADMINISTRATIVE	\$ -	\$ 697,975	\$ (697,975)
PROGRAM AND SERVICES			
SALES DEVELOPMENT—ADVERTISING (Conventions, Meetings, and Events)			
Digital Strategy		\$ 95,328	\$ (95,328)
Misc. Event Ads/Phone Book		\$ 2,960	\$ (2,960)
Newspaper		\$ 9,150	\$ (9,150)
Sports Publications		\$ 8,240	\$ (8,240)
Trade Publications		\$ 158,703	\$ (158,703)
Misc. New Opportunities		\$ 10,000	\$ (10,000)
<i>Total Sales Development—Advertising</i>	<i>\$ -</i>	<i>\$ 284,381</i>	<i>\$ (284,381)</i>
SALES DEVELOPMENT—PRINTING			
Miscellaneous	\$ 1,500	\$ 5,750	\$ (4,250)
<i>Total Sales Development—Printing</i>	<i>\$ 1,500</i>	<i>\$ 5,750</i>	<i>\$ (4,250)</i>
SALES DEVELOPMENT—MARKETING AND PROMOTION			
Visitor Industry Socials (2)		\$ 500	\$ (500)
<i>Total Sales Development—Marketing and Promotion</i>		<i>\$ 500</i>	<i>\$ (500)</i>
SALES DEVELOPMENT—BIDDING			
Incentives/Promo/Busing		\$ 116,000	\$ (116,000)
Sports		\$ 8,000	\$ (8,000)
<i>Total Sales Development—Bidding</i>	<i>\$ -</i>	<i>\$ 124,000</i>	<i>\$ (124,000)</i>
SALES DEVELOPMENT—TRAVEL			
Bid Trips		\$ 7,500	\$ (7,500)
Site Visits/Sales Blitzes/FAMS		\$ 20,000	\$ (20,000)
Trade/Travel Shows		\$ 75,500	\$ (75,500)
Misc.		\$ 5,300	\$ (5,300)
<i>Total Sales Development—Travel</i>	<i>\$ -</i>	<i>\$ 108,300</i>	<i>\$ (108,300)</i>
TOTAL SALES DEVELOPMENT	\$ 1,500	\$ 522,931	\$ (521,431)
TOURISM			
PROMOTION AND ADVERTISING			
Travel Publications	\$ 3,500	\$ 115,793	\$ (112,293)
New Opportunities	\$ 109,907	\$ 235,813	\$ (125,906)
Rest Stop/FAM Tour Hostings		\$ 6,000	\$ (6,000)
SD Tourism Coops	\$ -	\$ 18,885	\$ (18,885)
SSDTA Coops		\$ 5,950	\$ (5,950)
Visitor Guide Delivery/Storage		\$ 7,500	\$ (7,500)
Visitor Center		\$ 560	\$ (560)
Miscellaneous		\$ 3,500	\$ (3,500)
<i>TOTAL TOURISM</i>	<i>\$ 113,407</i>	<i>\$ 394,001</i>	<i>\$ (280,594)</i>
HOST CITY PROGRAM			
Airport Visitor Info Center		\$ -	\$ -
Annual Customer Svc. Training Seminar (100 ppl x \$5)	\$ -	\$ -	\$ -
Street Banner Program—Airport to Russell/Arena Complex		\$ -	\$ -
Trolley/Taxi Driver Training		\$ -	\$ -
<i>TOTAL HOST CITY</i>	<i>\$ -</i>	<i>\$ -</i>	<i>\$ -</i>
TOTAL PROGRAM AND SERVICES	\$ 114,907	\$ 916,932	\$ (802,025)
10% New Sales Reserves			\$ -
TOTAL BUDGET	\$ 1,614,907	\$ 1,614,907	\$ -

S: Kathie: BID District-BID Budget-12-13