

Notice of Hearing: NA
Date of Hearing: 04/11/11
Date Adopted: 04/11/11
Date Published: 04/22/11
Date Effective: 05/12/11

RESOLUTION NO. 28-11

A RESOLUTION APPROVING THE SIOUX FALLS CONVENTION AND VISITORS BUREAU BUSINESS IMPROVEMENT DISTRICT'S BUDGET.

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

WHEREAS, in accordance with SDCL Chapter Ch. 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;

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

NOW, THEREFORE, BE IT RESOLVED:

That the budget dated January–September 2011, which is attached hereto and made a part of this Resolution, is hereby approved.

Date adopted: 04/11/11 .

Mike T. Huether
Mayor

ATTEST:
Debra A. Owen
City Clerk

SIOUX FALLS CONVENTION AND VISITORS BUREAU
Budget Summary BID—January–September 2011

| BID 9-Month Budget Jan.–Sept. 2011 | | | |
|---|-----------------|------------------|--------------------|
| | INCOME | EXPENSE | NET |
| GENERAL CVB REVENUE | | | |
| BID Revenue | \$900,00 | | \$900,00 |
| Total General Revenue | \$900,00 | \$— | \$900,00 |
| ADMINISTRATION | | | |
| Continuing Education | | | |
| Bid Allocation | | \$280,000 | \$(280,000) |
| TOTAL ADMINISTRATIVE | \$— | \$280,000 | \$(280,000) |
| FIXED PROGRAM: | | | |
| Dues and Subscriptions | | | |
| Printing and Stationery | | | |
| Total | | | |
| PROGRAM AND SERVICES: | | | |
| CONVENTION SUPPLIES | | | |
| Total | | | |
| SALES DEVELOPMENT—ADVERTISING (Conventions, Meetings, and Events) | | | |
| Digital Strategy | | \$89,450 | \$(89,450) |
| Misc. Event Ads/Phone Book | | \$5,891 | \$(5,891) |
| Misc. New Opportunities | | \$5,000 | \$(5,000) |
| Newspaper | | \$— | \$— |
| Sports Publications | | \$11,645 | \$(11,645) |
| Trade Publications | | \$57,100 | \$(57,100) |
| Website/Trip Planner/Itinerary Development | | \$45,000 | \$(45,000) |
| Total | \$— | \$214,086 | \$(214,086) |
| SALES DEVELOPMENT—PRINTING | | | |
| CVB Identity Brochure | | | |
| Falls Park Walking Tour Guide | | | |
| Photo Rights | | \$2,500 | \$(2,500) |
| VIC Rack Card | | | |
| Total | \$— | \$2,500 | \$(2,500) |
| SALES DEVELOPMENT—BIDDING | | | |
| ASA, Soccer | | \$6,000 | \$(6,000) |
| Incentives, Requirements, Sponsorships, Bussing, Meetings/Meals, Attendance Pre-Promo | | \$80,900 | \$(80,900) |
| Target Market Luncheons | | | |
| Total | \$— | \$86,900 | \$(86,900) |
| SALES DEVELOPMENT—MARKETING AND PROMO | | | |
| Lapel Pins | | | |
| Miscellaneous New Opportunities | | | |
| Non-Bid Hostings | | | |
| Total | | | |

SALES DEVELOPMENT—TRAVEL

| | | |
|--------------------------------|------------|-------------------|
| Bid Trips | \$7,500 | \$(7,500) |
| Governor's Tourism Conference | \$2,800 | \$(2,800) |
| Professional Conferences | \$— | \$— |
| Site Visits/Sales Blitzes/FAMS | \$27,000 | \$(27,000) |
| Trade/Travel Shows | \$39,100 | \$(39,100) |
| Misc. | \$2,720 | \$(2,720) |
| Total | \$— | \$(79,120) |

TOTAL SALES DEVELOPMENT

| | | |
|------------|------------------|--------------------|
| \$— | \$382,606 | \$(382,606) |
|------------|------------------|--------------------|

TOURISM**PROMOTION AND ADVERTISING**

| | | |
|--------------------------------|----------|------------|
| Travel Publications | \$91,068 | \$(91,068) |
| New Opportunities | \$7,650 | \$(7,650) |
| Regional Newspapers | \$25,000 | \$(25,000) |
| Regional TV Ads | | |
| Rest Stop/FAM Tour Hostings | \$4,850 | \$(4,850) |
| SD Tourism Coops | \$9,000 | \$(9,000) |
| SSDTA Coops | \$2,460 | \$(2,460) |
| Travel Show | | |
| Visitor Guide Delivery/Storage | \$7,366 | \$(7,366) |

TOTAL TOURISM

| | | |
|------------|------------------|--------------------|
| \$— | \$147,394 | \$(147,394) |
|------------|------------------|--------------------|

TOTAL PROGRAM AND SERVICES

| | | |
|------------|------------------|--------------------|
| \$— | \$530,000 | \$(530,000) |
|------------|------------------|--------------------|

10% New Sales Reserves

| | | |
|------------|-----------------|-------------------|
| \$— | \$90,000 | \$(90,000) |
|------------|-----------------|-------------------|

TOTAL BUDGET

| | | |
|------------------|------------------|------------|
| \$900,000 | \$900,000 | \$— |
|------------------|------------------|------------|