

**SIoux FALLS CONVENTION & VISITORS BUREAU  
BUSINESS IMPROVEMENT DISTRICT  
(BID) BOARD**

**MISSION & GOALS**

March 2011

The Sioux Falls Convention & Visitors Bureau Business Improvement (BID) Board advises the city, including its agents, regarding the funding for marketing and promotion of the visitor industry in the city of Sioux Falls and its hotels and motels located within the district through the Sioux Falls Convention & Visitors Bureau.

**Sioux Falls Convention & Visitors Bureau Business Improvement (BID) District Board Mission Statement**

The Mission of the Sioux Falls Convention & Visitors Bureau Business Improvement District (BID) Board is to review and tentatively approve an annual budget prepared by the CVB executive director for the use of the occupation tax collected by the BID for marketing and promotion of the visitor industry in the city of Sioux Falls.

**The Annual Budget**

The budget must be in accordance with the purposes of the BID and the requirements of Chapter 9-55 of the South Dakota codified laws and city ordinance 78-10. Before becoming effective, the budget must be presented to and approved by the CVB executive committee and the city council.

**Goals & Objectives of the Sioux Falls Convention & Visitors Bureau Business Improvement District (BID) Board**

- Goal 1: Serve as an ambassador for the Convention & Visitors Bureau, including hotels and motels within the district

Objectives:

1. Support and promote the community wide use of the motels and hotels within the district.
2. Attend and monitor Sioux Falls Convention & Visitors Bureau events within the district.
3. Establish and maintain a connection with other community organizations associated with the marketing and promotion of the visitor industry in the city of Sioux Falls.
4. Solicit and report feedback from the community.

- Goal 2: Encourage community-wide education about the visitor industry within the city of Sioux Falls

Objectives:

1. Encourage educational opportunities for people of all ages.
2. Utilize City Link Channel 16 to educate the public about the Sioux Falls Convention & Visitors Bureau Business Improvement District (BID).
3. Promote the utilization of motels and hotels within the district to serve all levels of academia.

- Goal 3: In coordination with Sioux Falls Convention Center & Visitors Bureau, serve as a public steward of the funding for marketing and promotion of the visitor industry in the city of Sioux Falls.

Objectives:

1. Attend regularly held monthly board meetings.
2. Review financial performance of the revenue stream.
3. Review the use and evaluations by users of the funds.
4. Maximize community benefit of the funds.

- Goal 4: Advocate for improving and enhancing the Sioux Falls Convention & Visitors Bureau and the visitor industry in the city of Sioux Falls.

Objectives:

1. Review the revenue stream as it pertains to the Sioux Falls Convention & Visitors Bureau.
2. Review annual needs assessment as presented by the Sioux Falls Convention & Visitors Bureau.
3. Proactively communicate needs to City officials and staff.