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Agenda Item: 10:40 A.M.

Date: 5/1/14

2014 APR 29 PM 4 41



## Supplemental Information Packet

Agenda Related Items – 10:40 A.M.

Supplemental Packet Date: April 29, 2014

### Item(s)

**WORKSHOP** relating to the role and function of the Fresno/Clovis Convention & Visitors Bureau - Councilmember Brand

#### **Supplemental Information:**

Any agenda related public documents received and distributed to a majority of the City Council after the Agenda Packet is printed are included in Supplemental Packets. Supplemental Packets are produced as needed. The Supplemental Packet is available for public inspection in the City Clerk's Office, 2600 Fresno Street, during normal business hours (main location pursuant to the Brown Act, G.C. 54957.5(2)). In addition, Supplemental Packets are available for public review at the City Council meeting in the City Council Chambers, 2600 Fresno Street. Supplemental Packets are also available on-line on the City Clerk's website.

#### **Americans with Disabilities Act (ADA):**

The meeting room is accessible to the physically disabled, and the services of a translator can be made available. Requests for additional accommodations for the disabled, sign language interpreters, assistive listening devices, or translators should be made one week prior to the meeting. Please call City Clerk's Office at 621-7650. Please keep the doorways, aisles and wheelchair seating areas open and accessible. If you need assistance with seating because of a disability, please see Security.

# Destination Marketing Workshop

Layla Forstedt,  
CEO/President



Fresno/Clovis

Convention & Visitors Bureau



- 1 Purpose of Workshop
- 2 Destination Marketing Organizations
- 3 About the FCCVB
- 4 The Impact of Tourism on Fresno County





## Purpose of Workshop

- Inform the City Council about the functions of the FCCVB
- Share the impact of destination marketing on the local economy through visitor spending
- Expand the partnership with the FCCVB and the City of Fresno





## **What is the difference between CVB's and Destination Marketing Organizations?**

There is a national transition of changing  
from CVB to DMO.





# FCCVB's DMAP Certification





## **According to Destination Marketing Association International...**

- DMO is a not for profit organization that represents a specific destination
- DMO experts have been helping meeting planners, business travelers and leisure tourists find the perfect location and fit for more than 100 years
- They are the quintessential source of information about hotels, facilities, attractions, restaurants and activities, and should always be the first contact for event planning
- The DMOs mission is to promote long term development and marketing of a destination, focusing on convention sales, tourism marketing, and services
- DMO's can be funded by local funding and/or TBID



# Tourism Business Improvement District (TBID)

- The FCCVB is funded through a TBID, which is a 1% assessment fee collected by the hotels/motels in the cities of Fresno and Clovis.
- The FCCVB and the City of Fresno have a MOU set up in which the TBID monies are collected by the hotels/motels and sent to the City and then passed on to the FCCVB less 1% for administrative costs.
- Due to the structure of the TBID, our board of directors is comprised of 21 seats which are represented by 14 hotels, 1 CRA, 2 attractions, 1 FC&EC, 1 Fresno County, 1 City of Clovis and 1 from the City of Fresno.



# TBID

- Since the inception of the TBID in 2011, the FCCVB has collected \$2.6 million over three years resulting in 365 actual events.
- These events filled 111,093 actualized room nights, and delivered an estimated economic impact to the community of \$28,558,164.



# Calculating EI

In our database, we have a formula which calculates the following:

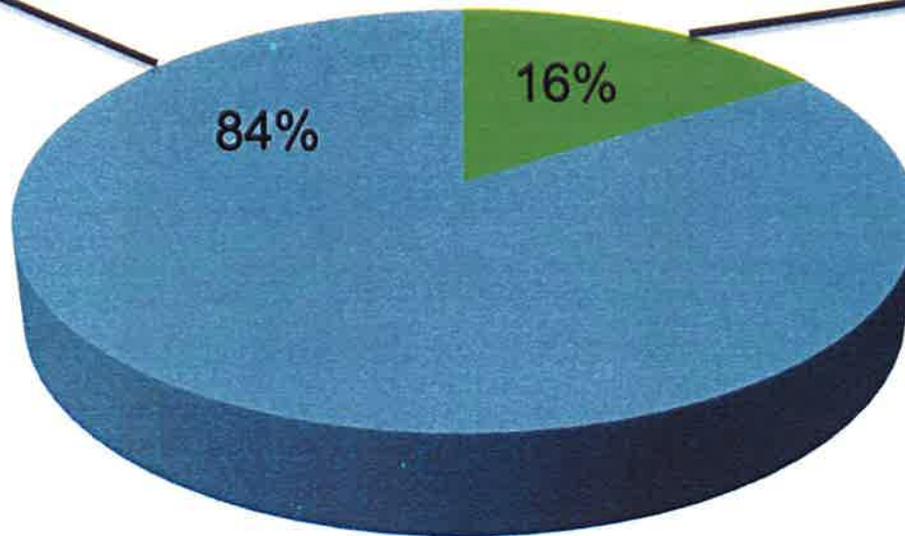
- Total Actual Room Nights (verified by hotels) X actual average room rate + # of out of town attendees x \$70 +local attendees X \$35 +12% TOT +1% TBID fee
- When available to us we add food and beverage, space rental, audio visual, security +other services for conventions at FC&EC.



# 84% of TBID is spent on Marketing/Sales

## Marketing/Sales

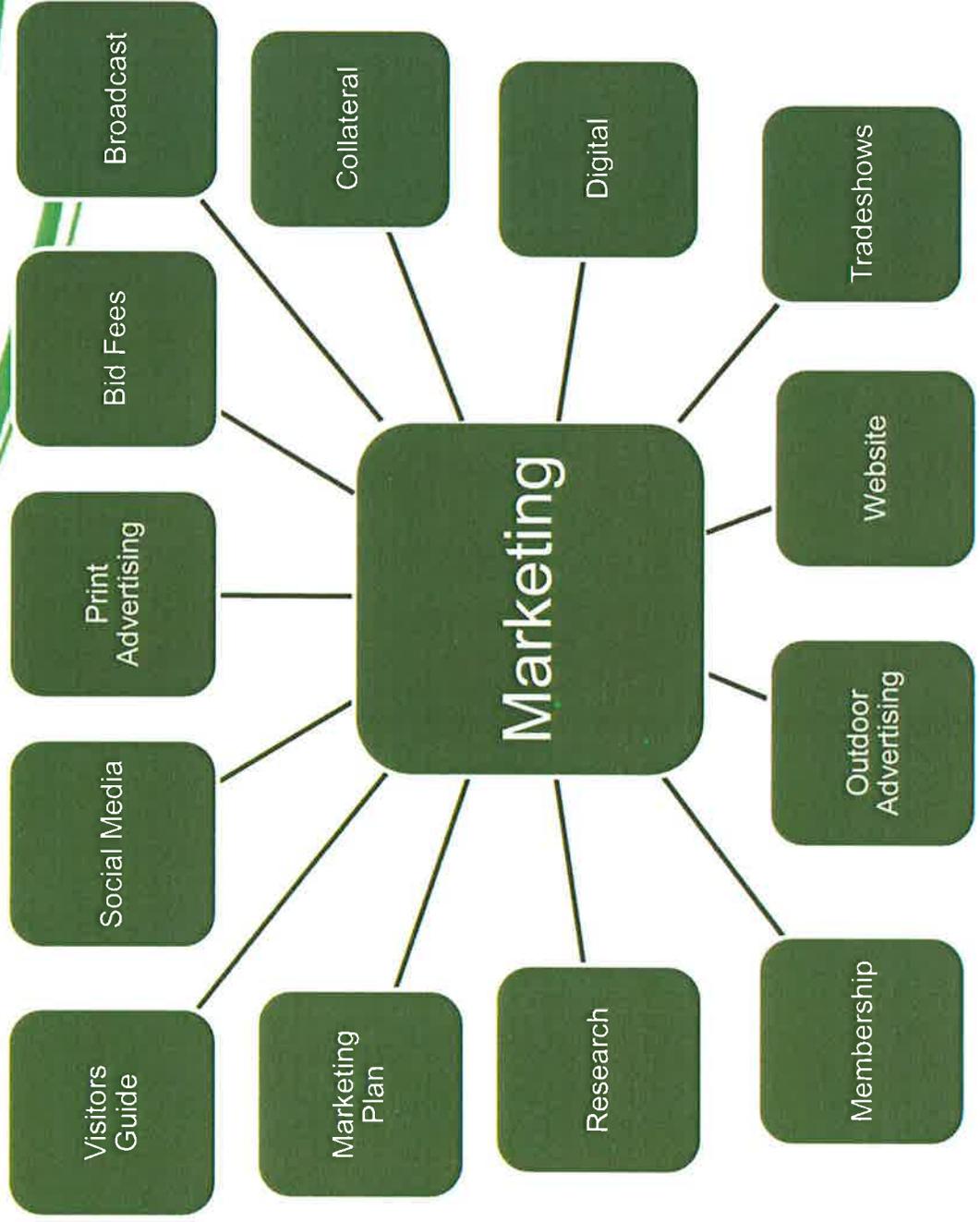
- Employee Salary/Benefits
- Collateral
- Advertising
- Tradeshows
- FAM Tours
- Client Servicing
- Bid Fees
- Sponsorships
- Contingencies
- Database
- Housing Fees
- Website
- Membership
- Research



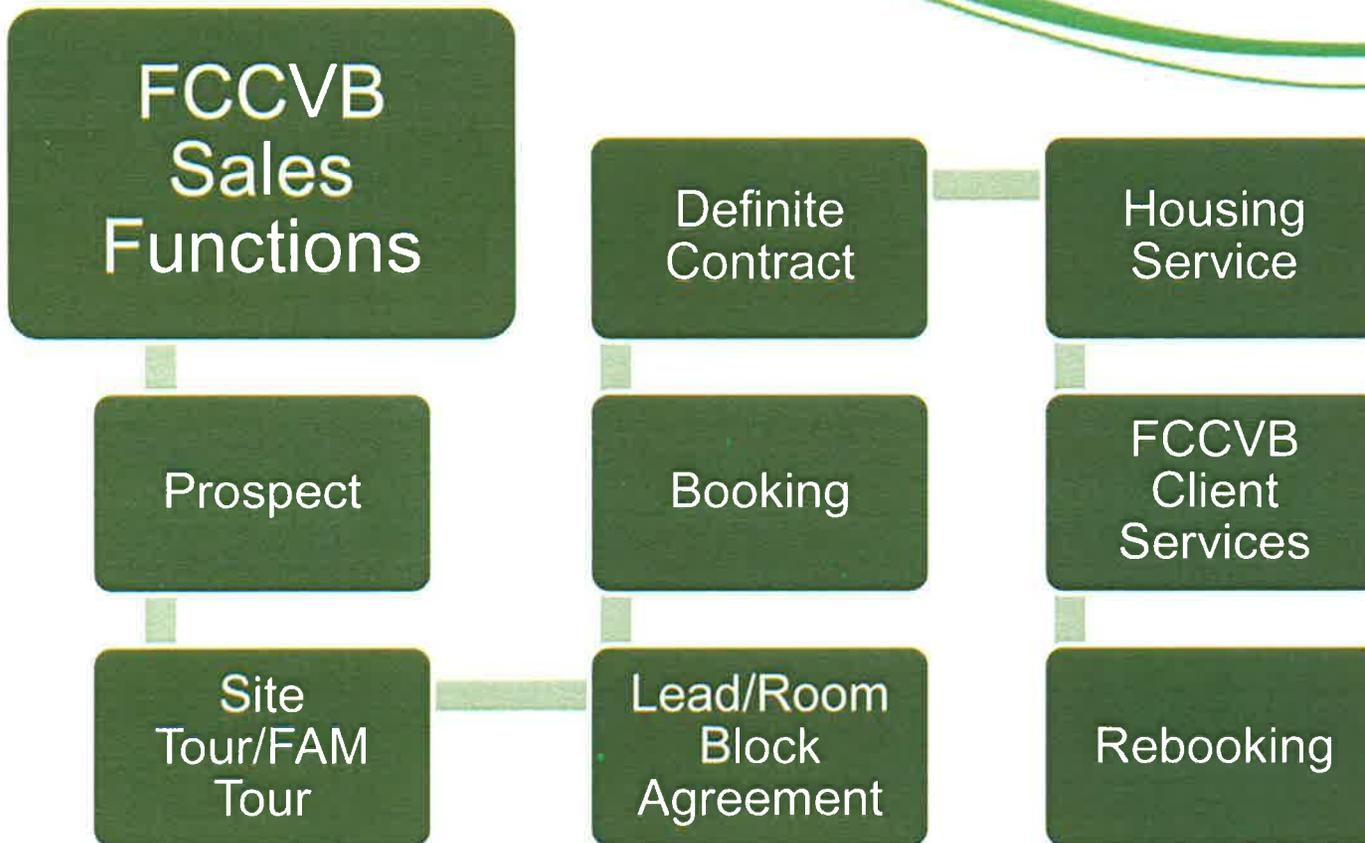
**Operations,  
Other Salaries  
and Benefits**



# Marketing

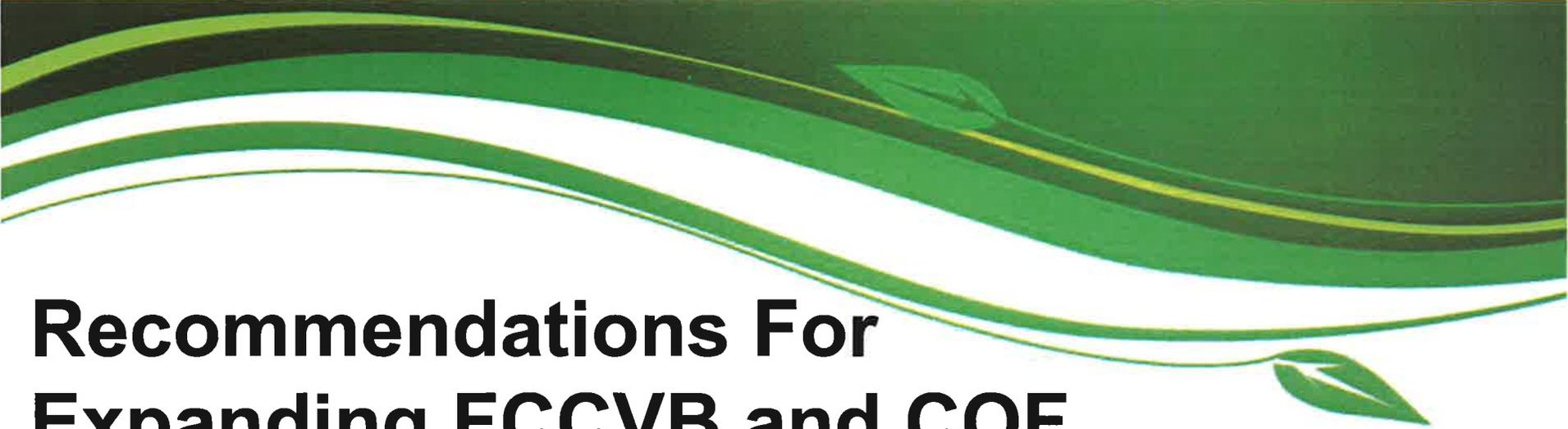


# Sales Functions



Calculate and report economic impact per DMAI standards





# Recommendations For Expanding FCCVB and COF Partnership

- Quarterly Council Workshops
- Expand future opportunities to partner with the City of Fresno
  - Bid \$
  - Marketing FC&EC Facilities \$





- Q & A
- Thank You!

