



**VISIT BAKERSFIELD
AGENDA**

January 15, 2020
Visit Bakersfield Board Room
515 Truxtun Avenue
8:00 a.m.

- I. **CALL TO ORDER**
- II. **ROLL CALL**
- III. **PUBLIC STATEMENTS**
- IV. **MINUTES**
 - A. Approval of Minutes of the October 16, 2019 meeting
- V. **TREASURER'S REPORT**
 - A. Approval of Treasurer's Report of January 2020
- VI. **STAFF REPORT**
 - A. Manager's Report
- VII. **OLD BUSINESS**
 - A. None
- VIII. **NEW BUSINESS**
 - A. Approval of financial assistance to CIF Wrestling
- IX. **BOARD STATEMENTS**
- X. **CLOSED SESSION**
 - A. None
- XI. **ADJOURNMENT**

Respectfully submitted,

A handwritten signature in blue ink that reads 'Alan Tandy for'. The signature is written in a cursive, flowing style.

Alan Tandy
City Manager
City of Bakersfield

***Visit Bakersfield
Minutes
Meeting of October 16, 2019***

Visit Bakersfield, 515 Truxtun Avenue
Regular Meeting
8:00 AM

I. Call to order

Visit Bakersfield Board of Directors convened in the Visit Bakersfield Board Room on this 16th day of October 2019 at 8:03 a.m.

II. Roll call

Jenny Hlaudy conducted roll call.

Directors Present:

Tamara Baker	Jenny Hlaudy	Beth Brookhart-Pandol
Steve Hughes	Kim Schaefer	Lori Labare
Jessica Ramirez	Kenneth “Ziggy” Siegfried	Denise Taylor-Connor
Ryan Uhles		

Directors Absent:

Ed Dorsey
Chris Huot
Randy McKeegan

Others Present:

David Lyman, Visit Bakersfield
Andrea Marroquin, Visit Bakersfield
Matt Billingsley, Visit Bakersfield
Nick Ortiz, Greater Bakersfield Chamber

III. Public Statements

Nick Ortiz gave a presentation on the rebranding of the City of Bakersfield, Kern County, Kern EDC and Visit Bakersfield.

IV. Minutes

A. Approval of July 17, 2019 Minutes.

Motion by Steve Hughes, seconded by Denise Taylor-Connor. All in favor. Motion approved.

V. Treasurer’s Report

A. Approval of Treasurer’s Report of July 17, 2019

***Motion by Beth Brookhart-Pandol, seconded by Steve Hughes. All in favor.
Motion approved.***

VI. Staff Report

- A. Manager's Report. David Lyman provided the following updates:
- Smith Travel Report (STR):
 - The past three months are up compared with 2018. On average, occupancy is up 2.3%, ADR is up 5.8%, RevPar is up 8.2%, Demand is up 4.5%, and Revenue is up a whopping 10.6%. Supply also is up 2.2%, due to the opening of the former Clarion Hotel as a new Fairfield Inn and Suites by Marriott.
 - Matt Billingsley provided the following sales updates to the board:
 - USA BMX Golden State Nationals; We have submitted a proposal to host the Nationals again next year and have been informed that we're likely going to be awarded the Fall Nationals the first or second weekend of October. They plan to formally announce at the beginning of next year.
 - Jet Jam Racing; The Season Finale was held at Lake Ming the last weekend in August. Over 100 racers showed up with teams, crew and family members. We worked with County General Services to ensure a smooth event. We heard nothing but positives from the event organizer about the facility, staff and our city.
 - NSA Westside Bullets; We just hosted the second of six tournaments for the year, which saw 41 teams participate over three days. The next tournament will be held at Mesa Marin Sports Complex next month.
 - NSRA Western Nationals; The lead for next year's Nationals went out to the hotels last week. This is the first year working with a new contact so we're hoping we'll get some new ideas to freshen up the event. Last year we hosted the continental breakfast on Friday morning. We'll be exploring that again for next year as well as working with Bette Addington to gauge interest in possibly doing a cruise again.
 - Stealth X football camp; Currently working with a contact I met at Connect Marketplace to host a three day football camp for approximately 250 youth athletes during spring break of next year. Our original thought was the KP Sports Village, but they need some classroom space for breakout meetings so we're exploring costs from BC, Garces and BCHS.
 - Apostolic Pastor Retreat; This is a lead from a religious show I attended a few years back. They are looking for meeting space and sleeping rooms for 150 for three days and two nights next month.
 - International Slow Pitch Softball; With the expansion of the Mesa Marin Softball Complex scheduled to be completed either Fall or next year we're working to host a 5-day 100+ team tournament in early 2021. We have been speaking with this event organizer for a few years and he told us that when

we get eight fields at one complex we'll be able to host his southwestern regional qualifier.

- International Flying Farmers; Group of 90-100 farmers planning to come to Bakersfield in January of 2022 asked for assistance finding agri-tourism. We've put them in contact with several farmers and recommended speakers for their event.
 - Bay Farm Tours; We had an interesting request last week, A tour of farmers from the UK were in town and called us desperate for ideas or contacts to fill the afternoon on Saturday. They had a tour of a local farm lined up but the farmer had to cancel last minute. After quite a bit of calling around we weren't able to find them an actual tour with the late notice, but thanks to Beth we were able to recommend a driving route that would take them through a variety of the crops grown here in Kern County. I bring this up because we've started to see more and more of a demand for agri-tourism and the supply just isn't out there currently.
 - Bakersfield Marathon; We assisted the race promoters with finding group blocks for this event. In past years they had all the hotels contact info listed with no rates. This year they selected three partners and are promoting them exclusively on their website.
- Mr. Lyman gave a brief update on the Jehovah's Witness 2019 conventions in August. Visit Bakersfield provided assistance regarding parking. The group is planning to return to Bakersfield next year.
 - Mr. Lyman made a presentation to the Greater Los Angeles Airstream Club on October 9, 2019. The gathering took place at the Bakersfield RV Resort. 70 rigs/140 people were in attendance.
 - Mr. Lyman gave presentations at Leadership Bakersfield, September 13; Dick Taylor radio show, October 9; and Economic Development Course at Fresno State the week of October 21st.
 - Hiring update: Senior Sales Representative. We have made an offer and the tentative start date is October 28th.
 - Lure brochure is nearing completion. The brochure will be distributed near nearby national parks and 122 locations throughout Las Vegas. This project was partially funded through the Kern County Tourism Promotion Grant Program.
 - Visit Bakersfield will be advertising in the National Park Journal. Bakersfield happens to be on several designated routes. Each time someone asks for information about a route we are on, they get sent information on Bakersfield.
 - Developed cooperative ad with River Run RV Park for a program for an event in January 2020.
 - Bakersfield is featured in The National, Amtrak's on-board magazine. This will be on Amtrak trains system wide through November 2019. Visit Bakersfield took out a half-page ad to accompany the article.

- The Padre Hotel was featured in an article on the Wine and Weekends blog. We have been seeing more positive articles about Bakersfield recently.
- We continue to receive visitors in our lobby from throughout the world. Since the first of August, we have had visitors in our lobby from Italy, Canada, Argentina, France, Australia, New Zealand, Japan, Germany, the U.K., Czech Republic, Thailand, Austria, Spain, Mexico, Sweden, Uruguay, and the Netherlands.
- Governor Newsom signed SB 742. Beginning January 1, 2020 passengers will no longer need to purchase a train component to ride Amtrak’s in-state trains.
- A challenge continues to be how to get to Bakersfield and Los Angeles if you don’t want to drive. Until January 1, 2020, you will still need to purchase a train component to take Amtrak. There is no scheduled air service. Kern Transit now operates from Bakersfield to Santa Clarita Metrolink Station. Airport Valet Express now runs only between Bakersfield and Van Nuys Fly Away Bus terminal.
- New exterior signage has been added to the Visit Bakersfield building. We have removed CONVENTION & VISITORS BUREAU and replaced it with larger and more legible VISITORS CENTER lettering, along with the large “i”, the international symbol for “information”. This has made the building more visible both from Truxtun Avenue and from the Amtrak station.
- The City issued a Request for Qualifications and Proposals for a new electronic sign outside the building. Unfortunately, no bids were submitted. So we are in Plan “B,” which is to explore going directly to a firm and negotiating a price.
- We have continued to run into issues with the renovation of the former Board of Trade tourism sign along the bike trail next to the 99 freeway.
- We expect to soon receive the Request for Proposals for CIF Wrestling beginning in 2020. We will be working with Mr. Dorsey and his staff to submit another hopefully-successful proposal to bring this outstanding event back to Bakersfield. CIF’s upcoming event in Bakersfield will be the fifth of its five-year commitment.
- Mr. Lyman was invited to write an article for Kern Business Journal. Those articles also are appearing in the Bakersfield Californian, and the article was in the paper a week ago Sunday. Its focus was new hotel construction, hotel renovation and increases in hotel spending. Thank you to Lori Labare from the Doubletree by Hilton who provided me with details about her hotel’s major renovation, along with artist’s renderings of what is proposed.

VII. Old Business

None

VIII. New Business

- A. Approval of assistance to the Jehovah’s Witnesses Congregation (JWC) in the amount of \$15,000 per convention for five conventions to be held between June and August of 2020, and for up to six conventions to be held between June and August for years 2021-2024. Payment for 2020 not to exceed \$75,000 and the

subsequent years \$90,000. Total compensation for the agreement not to exceed \$435,000.

Motion by Tamara Baker, seconded by Kim Schaefer. All in favor. Motion approved.

B. Approval of meeting calendar for 2020.

Motion by Denise Taylor-Connor seconded by Steve Hughes. All in favor. Motion approved.

IX. Board Statements

None

X. Closed Session

None

XI. Adjournment

Chair adjourned the meeting at 9:13 a.m.

City of Bakersfield Check Register - CVB REPORT

Payment Number	Vendor Number	Vendor Name	Payment Date	Check Total
17934	7685	STINSON STATIONERS	Oct 3, 2019	\$133.69
17995	7685	STINSON STATIONERS	Oct 17, 2019	(\$48.26)
697170	23548	CENTRAL VALLEY TOURISM ASSOC	Oct 3, 2019	\$600.00
697412	1696	CALIFORNIA WATER SERVICE	Oct 3, 2019	\$283.06
697450	20601	VERIZON WIRELESS	Oct 3, 2019	\$87.84
697542	28725	ELITE SIGNS AND PROMOTIONS	Oct 10, 2019	\$5,472.27
697578	30585	HUDSON, JOANNE	Oct 10, 2019	\$293.10
697800	29505	AMERICAN BICYCLE ASSOC USA BMX	Oct 17, 2019	\$10,000.00
698015	29225	STOPESTS PEST CONTROL INC	Oct 17, 2019	\$68.00
698021	27973	TEMPEST INTERACTIVE MEDIA LLC	Oct 17, 2019	\$200.00
698037	26060	VANGUARD CLEANING SYSTEMS INC	Oct 17, 2019	\$466.75
698044	28707	WEST SIDE BULLETS	Oct 17, 2019	\$3,000.00
698446	14088	PACIFIC GAS & ELECTRIC	Oct 24, 2019	\$30.98
698456	20601	VERIZON WIRELESS	Oct 24, 2019	\$97.11
698480	30598	ACTIVE INTEREST MEDIA/CRUZ BAY PUB	Oct 31, 2019	\$500.00
698613	30620	J GREG SMITH INC	Oct 31, 2019	\$750.00
698801	1696	CALIFORNIA WATER SERVICE	Oct 31, 2019	\$217.33
18080	7685	STINSON STATIONERS	Nov 7, 2019	\$1,182.17
698879	23444	BILLINGSLEY, MATTHEW	Nov 7, 2019	\$203.00
699310	27973	TEMPEST INTERACTIVE MEDIA LLC	Nov 14, 2019	\$200.00
699324	26060	VANGUARD CLEANING SYSTEMS INC	Nov 14, 2019	\$466.75
699423	23444	BILLINGSLEY, MATTHEW	Nov 21, 2019	\$1,446.85
699470	2901	FEDEX	Nov 21, 2019	\$10.19
699700	6114	PACIFIC GAS & ELECTRIC COMPANY	Nov 21, 2019	\$31.28
699713	20601	VERIZON WIRELESS	Nov 21, 2019	\$77.49
699759	23444	BILLINGSLEY, MATTHEW	Nov 27, 2019	\$320.00
699821	30666	INK GLOBAL	Nov 27, 2019	\$3,250.00
699915	28707	WEST SIDE BULLETS	Nov 27, 2019	\$1,500.00
699922	29620	AMERICAN BUS ASSOCIATION	Nov 27, 2019	\$580.00
699933	1696	CALIFORNIA WATER SERVICE	Nov 27, 2019	\$212.64
699993	21514	BAKERSFIELD COLLEGE FOUNDATION	Dec 5, 2019	\$4,000.00
700109	3910	O'CONNOR PEST CONTROL	Dec 5, 2019	\$245.00
700175	30285	CAMP-CALIFORNIA MARKETING	Dec 5, 2019	\$2,849.00
700205	17645	SHERATON GRAND HOTEL	Dec 5, 2019	\$624.53
700206	29379	SIMPSON, JOE	Dec 5, 2019	\$230.00
700224	30598	ACTIVE INTEREST MEDIA/CRUZ BAY PUB	Dec 12, 2019	\$3,195.00
700257	23444	BILLINGSLEY, MATTHEW	Dec 12, 2019	\$32.00
700356	30689	MEDINA, EVANGELINA	Dec 12, 2019	\$169.00
700434	29225	STOPESTS PEST CONTROL INC	Dec 12, 2019	\$68.00
700442	27973	TEMPEST INTERACTIVE MEDIA LLC	Dec 12, 2019	\$500.00
700456	26060	VANGUARD CLEANING SYSTEMS INC	Dec 12, 2019	\$466.75
700525	17645	SHERATON GRAND HOTEL	Dec 12, 2019	\$845.50
700527	30686	SPORTS EVENT & TOURISM ASSOCIATION	Dec 12, 2019	\$795.00
700608	28725	ELITE SIGNS AND PROMOTIONS	Dec 19, 2019	\$6,152.42
700780	24195	Y & S TECHNOLOGIES INC	Dec 19, 2019	\$2,659.70
700820	6114	PACIFIC GAS & ELECTRIC COMPANY	Dec 19, 2019	\$69.35
700875	23444	BILLINGSLEY, MATTHEW	Dec 27, 2019	\$960.71
701087	1696	CALIFORNIA WATER SERVICE	Dec 27, 2019	\$205.54
701117	20601	VERIZON WIRELESS	Dec 27, 2019	\$91.22

49 Overall - Count

Overall - Total **\$55,790.96**

EXPENDITURE REPORT
 BY FUND
 2019-20

ACCOUNT NUMBER	ACCOUNT DESCRIPTION	2019-20 ADJUSTED BUDGET	2019-20 YEAR TO DATE ACTUAL	2019-20 CURRENT ENCUMBRANCES	2019-20 UNENCUMBERED APPROPRIATIONS
TRANSIENT OCCUPANCY TAXES					
191-1611-675.10-01	REGULAR PAY	333,072	139,001.94	.00	194,070.06
191-1611-675.10-03	OVERTIME PAY	0	383.24	.00	383.24-
191-1611-675.10-14	SPECIALITY PAY	915	507.50	.00	407.50
191-1611-675.10-15	AUTO ALLOWANCE	2,027	977.62	.00	1,049.38
191-1611-675.10-31	LIFE INSURANCE	402	170.41	.00	231.59
191-1611-675.10-33	MEDICARE INSURANCE	3,100	1,173.73	.00	1,926.27
191-1611-675.10-35	MEDICAL INSURANCE-ACTIVE	51,039	19,384.74	.00	31,654.26
191-1611-675.10-38	WORKERS COMP INS ALLOC	9,298	4,648.98	.00	4,649.02
191-1611-675.10-44	PERS - MISCELLANEOUS	120,759	85,584.54	.00	35,174.46
191-1611-675.10-48	CITY 1% MATCH - RHS PLAN	652	319.09	.00	332.91
191-1611-675.30-39	OTHER PROFESSIONAL	150,400	1,500.00	3,800.00	145,100.00
191-1611-675.40-23	INTERNAL COMM EQUIP	29	14.48	.00	14.52
191-1611-675.40-24	INTERNAL TELEPHONE EQUIP	3,257	1,628.48	.00	1,628.52
191-1611-675.40-26	INTERNAL COMPUTER EQUIP	6,687	3,343.50	.00	3,343.50
191-1611-675.50-11	LIABILITY INS ALLOCATION	2,560	1,279.98	.00	1,280.02
191-1611-675.50-12	PROPERTY INS ALLOCATION	218	109.02	.00	108.98
191-1611-675.50-33	TELEPHONE-CELL PHONE CHGS	1,200	427.92	.00	772.08
191-1611-675.50-41	ADVERTISING	67,253	22,741.81	4,000.00	40,511.19
191-1611-675.50-51	PRINTING AND BINDING	31,260	231.65	.00	31,028.35
191-1611-675.50-53	INTERNAL GARBAGE	511	256.00	.00	255.00
191-1611-675.50-54	INTERNAL SEWER	323	162.00	.00	161.00
191-1611-675.50-61	REIMBURSABLE EXPENSE	1,500	41.11	.00	1,458.89
191-1611-675.50-62	ENTERTAINING GUESTS	1,500	352.09	.00	1,147.91
191-1611-675.50-64	TRAVEL (OPERATIONAL)	55,500	26,810.81	.00	28,689.19
191-1611-675.50-65	DUES & SUBSCRIPTIONS	7,751	4,238.88	.00	3,512.12
191-1611-675.50-91	OTHER OUTSIDE SERVICES	7,981	15,360.94	3,802.00	11,181.94-
191-1611-675.60-21	WATER	2,500	1,444.41	.00	1,055.59
191-1611-675.60-22	NATURAL GAS	750	84.50	.00	665.50
191-1611-675.60-23	ELECTRICITY	14,312	866.20	.00	13,445.80
191-1611-675.60-31	OFFICE SUPPLIES	1,578	1,478.44	.00	99.56
191-1611-675.60-61	FURNITURE & EQUIP (MINOR)	720	720.00	.00	.00
191-1611-675.70-12	CONTRIBUTIONS	270,695	92,500.00	1,500.00	176,695.00
191-1611-675.80-62	COMPUTR HARDWARE/SOFTWARE	3,000	1,457.48	.00	1,542.52
191-1611-675.80-68	OTHER EQUIPMENT	15,170	4,286.78	.00	10,883.22
* VISIT BAKERSFIELD		1,167,919	433,488.27	13,102.00	721,328.73
** VISIT BAKERSFIELD ADMIN		1,167,919	433,488.27	13,102.00	721,328.73
*** VISIT BAKERSFIELD		1,167,919	433,488.27	13,102.00	721,328.73
**** TRANSIENT OCCUPANCY TAXES		1,167,919	433,488.27	13,102.00	721,328.73
		1,167,919	433,488.27	13,102.00	721,328.73

October 2019 STR REPORT
CONFIDENTIAL

Occupancy (%)

This Year	70.6
Last Year	67.9
Percent Change	4.0

ADR

This Year	89.38
Last Year	86.22
Percent Change	3.7

RevPAR

This Year	63.06
Last Year	58.53
Percent Change	7.8

Supply

This Year	177,568
Last Year	173,786
Percent Change	2.2

Demand

This Year	125,289
Last Year	117,960
Percent Change	6.2

Revenue

This Year	11,198,086
Last Year	10,170,879
Percent Change	10.1

SOURCE: SMITH TRAVEL RESEARCH, INC. REPLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED.

November 2019 STR REPORT
CONFIDENTIAL

Occupancy (%)

This Year	68.8
Last Year	62.3
Percent Change	5.6

ADR

This Year	84.97
Last Year	82.74
Percent Change	2.7

RevPAR

This Year	55.93
Last Year	51.55
Percent Change	8.5

Supply

This Year	171,840
Last Year	168,180
Percent Change	2.2

Demand

This Year	113,119
Last Year	104,793
Percent Change	7.9

Revenue

This Year	9,611,846
Last Year	8,670,198
Percent Change	10.9

SOURCE: SMITH TRAVEL RESEARCH, INC. REPLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED.

December 2019 STR REPORT
CONFIDENTIAL

Occupancy (%)

This Year	60.1
Last Year	56.4
Percent Change	6.5

ADR

This Year	81.91
Last Year	78.22
Percent Change	4.7

RevPAR

This Year	49.23
Last Year	44.13
Percent Change	11.5

Supply

This Year	177,568
Last Year	173,786
Percent Change	2.2

Demand

This Year	106,723
Last Year	98,053
Percent Change	8.8

Revenue

This Year	8,741,651
Last Year	7,669,992
Percent Change	14.0

SOURCE: SMITH TRAVEL RESEARCH, INC. REPLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED.

Tab 4 - Help

All data is processed by STR using both the current and historical sampling of hotels.
For further questions about the methodology used to produce our reports, please email info@str.com.

Average Daily Rate (ADR)

Room revenue divided by rooms sold, displayed as the average rental rate for a single room.

Census (properties and rooms)

The number of properties and rooms that exist in our database for the area(s) or segment(s) shown on the report.

Country

A geographic area that has internationally recognized boundaries, an organized economy, and a sovereign government with external recognition. It is typically recognized by the International Organization for Standardization (ISO).

Demand (Rooms Sold)

The number of rooms sold or rented (excludes complimentary rooms).

Exchange Rate

The factor used to convert revenue from U.S. Dollars to the local currency. The exchange rate data is obtained from Oanda.com. Any aggregated number in the report (YTD, Running 3 month, Running 12 month) uses the exchange rate of each relative month when calculating the data.

Market

A geographic area within a country. Markets are defined by STR and STR Global.

Occupancy (Occ)

Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of rooms occupied.

Percent Change

Amount of growth - up, flat, or down - this period versus same period last year (month or year-to-date). Calculated as $((TY - LY) / LY) * 100$.

Revenue (Room Revenue)

Total room revenue generated from the sale or rental of rooms.

RevPAR (Revenue Per Available Room)

Room revenue divided by rooms available.

Sample or % Room Participants

The percent of rooms from which STR receives data. Calculated as $(\text{Sample Rooms} / \text{Census Rooms}) * 100$

Sub-Market

A geographic sub-area within a Market. Sub-markets are defined by STR and STR Global.

Supply (Rooms Available)

The number of rooms times the number of days in the period.

Twelve Month Moving Average

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values of the given month and of the preceding eleven months.

WD (Weekday)

Average of Sunday through Thursday

WE (Weekend)

Average of Friday and Saturday

Year-to-date

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values from January 1 of the given year.

ADMINISTRATIVE REPORT

Meeting Date: January 15, 2020
Agenda Item: VIII.A.
To: Board of Directors
From: David Lyman, Manager
Subject: Approval of financial assistance to CIF Wrestling

Recommendation:

Approval of assistance to the CIF 2021-2025 State Wrestling Championship in the amount of \$65,000 for each of the five years for a total of \$325,000.

Background:

The California Interscholastic Federation (CIF) has issued Requests for Proposals to host its 2021-2025 State Wrestling Championships. Bakersfield has hosted the CIF Wrestling Championships since 2003. Both Visit Bakersfield and AEG (and its predecessor, SMG) have provided financial incentives to CIF for its state wrestling championships in Bakersfield.

For the current five-year contract (2016-2020), CIF received a financial incentive package of \$77,500 for the first three years (\$62,500 from Visit Bakersfield and \$15,000 from AEG) and \$87,500 (\$65,000 from Visit Bakersfield and \$22,500 from AEG) in years four and five.

What is different in CIF's Request for Proposals for the next five years is that the championships will be a three-day event. Last year, CIF expanded the traditional two-day boys wrestling championships into a three-day event when the girls wrestling championships were added; the girls championships had previously been held in Visalia. While CIF added an extra day to the event in 2019, it did not request additional financial contributions from either Visit Bakersfield or from AEG.

For 2021-2025, staff is proposing to provide to CIF \$65,000 for each of the five years, for a total of \$325,000. The funds would only be paid upon the receipt of an invoice from CIF submitted after each year's event has been held. Separate from this, AEG proposes to provide \$22,500 each year to CIF; this is the equivalent of free rent of the facility to CIF. Between Visit Bakersfield and AEG, CIF would receive \$87,500 in financial incentives for each of the five years, an increase of 9.375%.

The CIF state high school wrestling championships are a proven winner for local hotels and local businesses. According to AEG, 16,024 people came through the Arena doors for the 2019 championships. That number was a mix of locals and out-of-town visitors, with the percentage of out-of-towners being higher than the locals by at least two to one. Assuming a conservative 2:1 ratio, 10,682 of those coming through the Arena doors were from out of town. Additionally, there were also almost 1,000 wrestlers -- both girls and boys -- plus their coaches who attended the event.

Year-over-year data from STR, Inc. offer insights into the event's impact on local hotels in 2019. Because the CIF event was held a week earlier than the previous year, these data provide a useful comparison between 2019's CIF weekend and 2018's non-CIF weekend. As shown in the table on the next page, hotels saw the largest impacts on Thursday, followed by Wednesday and then Friday. The data suggest that many people had left by Saturday evening.

Hotel rooms sales (demand) were up an average of 7.0% for the four days, and average daily rate (ADR) was up an average of 23.7%. Revenue, both property-wide and per available room (RevPAR), was up at least 33% over the previous year.

	We	Th	Fr	Sa	Avg
Occupancy (%)	20	21	22	23	
This Year	89.5	92.8	92.7	84.7	89.9
Last Year	77.0	74.4	88.2	92.0	82.9
Percent Change	16.4	24.8	5.1	-7.9	9.6
ADR	20	21	22	23	
This Year	110.83	109.07	113.36	103.90	109.3
Last Year	88.83	83.37	90.23	91.31	88.4
Percent Change	24.8	30.8	25.6	13.8	23.7
RevPAR	20	21	22	23	
This Year	99.24	101.21	105.12	88.00	98.4
Last Year	68.36	62.01	79.60	83.96	73.5
Percent Change	45.2	63.2	32.1	4.8	36.3
Supply	20	21	22	23	
This Year	4,998	4,998	4,998	4,998	4998.0
Last Year	5,120	5,120	5,120	5,120	5120.0
Percent Change	-2.4	-2.4	-2.4	-2.4	-2.4
Demand	20	21	22	23	
This Year	4,475	4,638	4,635	4,233	4495.3
Last Year	3,940	3,808	4,517	4,708	4243.3
Percent Change	13.6	21.8	2.6	-10.1	7.0
Revenue	20	21	22	23	
This Year	495,984	505,844	525,403	439,808	491759.8
Last Year	350,000	317,486	407,577	429,896	376239.8
Percent Change	41.7	59.3	28.9	2.3	33.1

There were fewer rooms available (supply) in 2019 due to the renovation of the 122-room former-Clarion into a Fairfield Inn and Suites. When CIF returns in February 2020, that property, as well as the Home 2 Suites by Hilton and Hyatt Place, will be open to provide more room choices for visitors.

Prior to 2003, CIF Wrestling was held in Stockton. While CIF officials have routinely expressed their pleasure with Bakersfield in general and the Mechanics Bank Convention Center facilities specifically, staff is aware that other California cities would like to host this event. In 2016, Ontario submitted a bid to host the CIF wrestling championships. Because of this, both Visit Bakersfield and AEG staff have worked closely to assure Bakersfield's proposal remains competitive.

A table showing the contributions from both Visit Bakersfield and AEG since 2010, as well as those proposed through 2026, is on the following page.

Along with the financial contribution, staff again proposes to again set up a welcome booth in the lobby of the Mechanics Bank Arena. Our staff of Bakersfield experts will be on hand to answer questions from *where to eat?* to *what's fun to do?*

The proposal was due January 15. Because your board did not meet in December, and your January meeting was not until January 15, staff worked closely with AEG staff to submit the proposal by the deadline. However, any Visit Bakersfield contribution would first need City Council approval. Should CIF accept Bakersfield's proposals, staff will immediately prepare a reimbursement agreement and place the item on the City Council agenda. We will make every effort to expedite the process.

Visit Bakersfield thanks AEG staff for their continued assistance in working collaboratively to submit proposals to CIF and to work with CIF each year to maintain their satisfaction with Bakersfield.

Financial Contributions for CIF Wrestling			
Year	City contribution (\$)	SMG / AEG contribution(\$)	Total contribution (\$)
2010	50,000	10,000	60,000
2011	50,000	10,000	60,000
2012	50,000	10,000	60,000
2013	55,000	12,500	67,500
2014	60,000	15,000	75,000
2015	60,000	15,000	75,000
2016	62,500	15,000	77,500
2017	62,500	15,000	77,500
2018	62,500	15,000	77,500
2019	65,000	22,500	87,500
2020	65,000	22,500	87,500
2021*	65,000	22,500	87,500
2022*	65,000	22,500	87,500
2023*	65,000	22,500	87,500
2024*	65,000	22,500	87,500
2025*	65,000	22,500	87,500

**proposed*

*The following provided
for information only;
no action required.*

Why Tourism Marketing Is Such a Political Issue in the U.S.

 skift.com/2019/04/29/why-tourism-marketing-is-such-a-political-issue-in-the-u-s/

Rosie Spinks, Skift Cvent + Skift Sarah Enelow-Snyder, Skift Rosie Spinks, Skift Rosie Spinks, Skift

April 29,
2019



As Visit Florida sounds the alarm over threats to its very existence, tourism experts around the country hear a warning.

While they believe Florida could find alternate ways to promote itself without government support, destinations without famous beaches and theme parks could have a much tougher time.

“If Florida falls, what does that mean for destination marketing across the country?” said Bill Geist, CEO of DMOproz, a consultancy that works with destination marketing organizations across the Americas.

The drama in Florida is the latest example of how hotly politicized publicly funded tourism has become in the U.S., mostly at the state and local levels. More and more, officials are debating the economic benefits of earmarking dollars to attract visitors, versus where that money in these cash-strapped times could best be spent elsewhere, like schools.

Florida's official tourism marketing organization is only authorized to exist through the end of September. After months of lobbying from the industry, as well as pleas from the new governor, a powerful state lawmaker signaled his reluctant willingness to reauthorize — but only for another year.

"The governor's office has expressed a desire to have it go forward so that he would have an opportunity to make an assessment of his own of how unnecessary it is," House Speaker Jose Oliva, a Republican from Miami Lakes, told reporters on Friday.

And Oliva said he wasn't sure about funding; the organization got \$76 million from the state last year, and Gov. Ron DeSantis asked for the same in the budget for the upcoming year. Florida's Senate wanted to cut that to \$50 million, and the House has only agreed to \$19 million to keep it running through the sunset date. Last week, the Senate agreed to the House amount since reauthorization had not yet been passed.

"I would expect it would be some level of compromise in there that the chambers can work out amongst themselves," said Visit Florida CEO Dana Young, a former state legislator who took over the job in January.

Lawmakers only have until Tuesday to come to agreement on reauthorizing Visit Florida.

"I am optimistic because I know the incredible value that Visit Florida brings to the taxpayers of our state," Young said. "I know that we have the facts and our good work on our side, and I think that is in the end what will carry the day."

But even if it does survive to fight another year, the celebration will likely be short-lived as the battle for future funding revs up.

Tough Trend for Tourism

Florida's fight is the latest and most high-profile example of a longstanding trend in the U.S. that appears to be escalating as elected officials at state and local levels question whether public dollars should go toward tourism marketing efforts. The United States is not isolated; Mexico's new government has reimagined its own destination marketing in a way that eliminates the country's tourism board.

But observers say the U.S. has been especially vulnerable.

Colorado, which cut spending for its tourism board altogether in 1993, is the most famous case study. But in more recent years, Connecticut, Washington, Pennsylvania, and Texas have all seen cuts that ranged from dramatic to moderate. Visit Florida has survived several attempts to slash the budget, but its fate is still up in the air.

"It's one of the issues we've been grappling with ourselves in terms of every year there seems to be a much larger number of destination marketing organizations who are involved in some sort of funding fight, which somewhat is expected because every year there is a legislative body somewhere that's going through their appropriations process," said Jack Johnson, chief advocacy officer for Destinations International, which represents tourism boards. "The number of them that are having their existence questioned is growing."

Local convention and visitors bureaus have not been immune. Elected officials in destinations including Dallas, Texas; New Orleans, Louisiana; Jackson, Mississippi; and Boulder, Colorado have recently found their spending under scrutiny, budgets threatened, or funding at risk of being diverted.

Chris Barrett, CEO of the Pocono Mountains Visitors Bureau in Pennsylvania, has watched as the state's tourism money dwindled over the year.

"At a time when Pennsylvania was at \$35 million a year, the state tourism agency was a real leader in the nation as far as developing all types of electronic tools to market Pennsylvania," he said. "And now they basically don't have enough money to maintain the state's website, or barely enough."

While his own bureau is funded through a local hotel tax, he said the state cuts hurt those smaller bureaus that don't have much money to work with.

"They really depended on the state funding to be able to market the state more globally," Barrett said.

Travel industry insiders in Pennsylvania are hopeful that a new law closing a loophole in taxes charged through third-party booking sites will add more to state coffers. Barrett said projections have suggested as much as \$24 million in revenue could be on the way.

"I'm in a wait-and-see attitude," he said. "I hope it does; that would be great."

Even the nationwide effort to marketing the United States to international travelers, Brand USA, is in a fight for its future. The public-private partnership, which gets \$100 million in public money from fees paid by visitors from visa waiver countries, is due for renewal in 2020.

Roger Dow, CEO of the U.S. Travel Association, said Congress shifted that visa fee money to the general fund after 2020 — a mistake he said he is certain they will rectify — but lawmakers are moving slowly. He said Brand USA needs to be reauthorized and the funding source restored so private partners can allocate their own matching funding as required.

"When things change, it's hard to call money back because everyone has tight budgets," he said.

Forces at Play

Observers say tourism boards are under fire for a few reasons, the simplest one being competition for scarce resources as governments look for ways to fill budget gaps.

Destination marketing money can be attractive because often, especially at the local level, it comes from hotel taxes paid by people who typically don't live in the area.

"At the end of the day, they have to balance their budget, and they need to keep their constituents' taxes low," said Geist. "They're looking for ways to find non-resident taxes to pay for residents' needs."

Residents may not think of tourism dollars as being a critical need compared to education or infrastructure, especially if they don't work in the industry. But Amir Eylon, president and CEO of tourism market research consultancy Longwoods International, said there's a danger to tapping into destination marketing budgets for other uses.

"If that money's not reinvested in marketing and promotion, you lose market share," he said.

Some tourism boards have raised eyebrows due to their spending on items such as salaries, travel expenses, events, or marketing programs. Visit Florida famously drew ire from the state legislature over a \$1 million contract with the rapper Pitbull, which led to the departure of its CEO, chief financial officer, and chief marketing officer in late 2016.

There have even been criminal cases, with staffers arrested for theft or embezzlement at tourism boards including those in Philadelphia, Saratoga, and Northern Kentucky in recent years.

"It only takes a couple of those to seed some doubt there," said Johnson, of Destinations International. He urges organizations to make sure their expense reports are accurate and to be aware of the expectations for spending public money.

"I think there have been many in our industry that have kind of shot themselves in the foot," he said. "They're finding themselves now being held to a question of, 'Are you a good fiduciary of the public's money?' And I think that's something they've been unprepared for — and they should have been prepared for whenever you spend public money, it comes with expectations attached to it."

Also at play is an ideological clash: a sentiment that government should not be in the business of funding economic development efforts and that tax-funded tourism promotion amounts to corporate welfare.

Florida's chapter of Americans for Prosperity, a Koch brothers-backed group, has issued statements applauding past decisions not to increase Visit Florida's budget and decrying its full funding.

"The Florida Senate is also wrong to fund Visit Florida with another \$76 million dollars," Chris Hudson, state director of Americans for Prosperity-Florida, said in a statement in 2017. "Visit Florida's lack of transparency and lack of accountability have engulfed the Sunshine State in national embarrassment that should not be rewarded. This failed program needs more than just reform; it should be completely eliminated."

That corporate welfare argument is the wrong mindset, Dow said.

"This isn't government giving away money, this is government priming the pump to get more money into the state," he said.

Critics of Visit Florida argue that the state's beaches, theme parks, and other attractions will be able to spread the promotional message without added money from the state.

"This is a case of hubris," said Geist. "They think their destination is so cool that people will still come — and some will, but not in the numbers that they've enjoyed for decades."

But Eylon said the idea that a handful of big spenders can make up for a lack of state or local funding misses the point that mom-and-pop businesses make up a big part of the tourism industry.

"Those businesses have very limited marketing budgets," he said.

A New Approach

Johnson has been giving presentations lately — soon to become a policy brief — to help members better communicate their mission. That requires taking a more emotional approach.

"Stop telling people that you support x number of jobs and start talking about the number of people you put to work in your community every year," he said.

And, he said, destination marketing organizations need to consider local residents their customers, as opposed to meeting planners, tour guides, concert promoters, hoteliers, and other industry insiders.

"You need to keep them involved, you need a community outreach plan, you need to have them support you in what you're doing and the elected officials will follow," Johnson said.

Later, he added: "It's no longer putting heads in beds. Your goal is much better than that: It's to help that community."

Geist said destination marketing organizations have been so focused on outward-facing messages that they have forgotten the audience in their own backyards. Especially important, he said, is communicating how tourism helps local businesses beyond just hotels and attractions.

“Most people don’t realize the tentacles that go out into the community, and when they do, they go ‘Oh,’ and the conversation changes,” Geist said.

Eylon said a new report that Longwoods is releasing this week with Destinations International shows that 70 percent of those polled in a study agree that tourism is important to their state, while 24 percent were neutral. And 65 percent believe it’s important to their local area, with 19 percent neutral on the question.

Asked if they agreed that government should fund tourism promotion, 54 percent agreed and 33 percent were neutral at the state level; 53 percent agreed and 31 percent were neutral about local funding.

Despite that support, Eylon said destination marketing organizations have been under pressure to come up with alternative funding models, such as public-private partnerships or voluntary fees paid by businesses. Visit California operates under a self-assessment system.

“I think as long as destination marketing organizations are going to have their primary funding source be attached to a public source of revenue, there will always be a risk,” he said. “Because there’s always competing interest for scarce resources, and they’re always going to have to demonstrate that they’re getting the best bang for the taxpayer dollar.”

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Tags: destination marketing, tourism, visit florida

Photo Credit: Fort Myers Beach is pictured. Visit Florida, which promotes the state as a tourist destination, finds out soon whether it will be reauthorized to operate past September of this year. Alex Iby / Unsplash

Bridging the Disconnect Between Destination Marketers and Communities They Serve

skift.com/2019/07/29/bridging-the-disconnect-between-destination-marketers-and-communities-they-serve/

Rosie Spinks, Skift Sabre + Skift Rosie Spinks, Skift Rosie Spinks, Skift Rosie Spinks, Skift

July 29,
2019



For decades, the dual measures of success for destination marketing organizations (DMOs) were heads in beds and tourism revenue. But now, in a day and age when concerns over sustainability, overtourism, and local quality of life are coming to the fore, the definition of success is changing. And so is the role of the DMO itself, moving from tourism marketer to destination advocate and steward, as Skift called in our 2019 Megatrend.

These topics were front and center last week at the Destinations International annual conference in St. Louis, Missouri.

Part of the reason for the change in DMO mindset, argued Jack Johnson, chief advocacy officer for Destinations International, is that a DMO's customer is no longer the visitor but rather the community. "Who is your customer? It's not anyone we have traditionally called

our customer,” said Johnson. “Look at who benefits from your organizational efforts. Who are you helping? It’s the residents. You are working for the benefit and well-being of everyone in the community.”

Johnson added that what tourism does for locals is “bring business, investment, capital, jobs, and tax dollars to communities.”

But try convincing local residents and politicians of that. As Don Welsh, CEO of Destinations International, pointed out, these constituencies don’t generally recognize the broad value that both tourism and DMOs can bring to communities at large.

That message may be easier to convey if DMOs reframe their mission and their message to incorporate a broader focus that includes community stakeholders.

Establishing ‘Localhood’

The Danish call it “localhood,” according to Signe Jurgensted, the founder of newly formed consulting firm Group NAO. She noted that Wonderful Copenhagen, the DMO for which she previously worked, coined the term two years ago. At the time, the organization was looking to proactively address overtourism and to reimagine its role from marketing to management. “Localhood isn’t just about the visitor experience,” she says, “but about the balance between liveability and visitability.”

“Before, a DMO’s success was defined by numbers,” said Jurgensted. “Today big numbers are looked upon by distrust and worry” from locals. As a result, Jungersted said, DMOs have to create and measure value beyond bed nights.

How to do it? According to Jungersted, it takes a village. A DMO has to engage its local stakeholders, including policy makers and the community at large. “Tourism is not a goal in itself, but a powerful means to build community,” she said. In other words, she summarizes, “Ask not what locals can do for tourism, but what tourism can do for locals.”

Integrated Sustainability

Another way to look at a new approach to destination management is through the lens of integrated sustainability, which takes into account local environmental, social, and economic matters. Paul Ouimet, CEO of NEXTFactor Enterprises, calls it destination stewardship. NEXTFactor worked with Destinations International to produce the soon-to-be-released DestinationNEXT 2019 Futures Study, which helps DMOs strategize ways to manage growth in a changing marketplace.

The study defines destination stewardship as the pursuit of balancing economic development with sustainability, with a greater focus on local quality of life. To do this, DMOs have to put enhancing engagement with the local community and playing a central

role in advocacy at the top of their to-do lists, according to the study.

Jungersted added that when it comes to stewardship, the DMO should never be the center of the discussion. Rather, it has to be about aligning with the community, in order to develop support among residents and government stakeholders alike to create a shared vision for the destination.

While speakers at the Destinations International conference last week had different names for it, the bottom line was that if DMOs want to continue to exist, especially in this day and age when they are being put under the microscope and in some cases, de-funded, they need to focus on community-based approaches to justify their existence.

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Tags: [destination marketing organizations](#), [destinations international](#), [dmos](#)

Photo Credit: Pictured here is Copenhagen. Destination marketing organizations are transitioning from a traditional marketing role to that of destination management to better serve the local resident community. Wonderful Copenhagen

Visit Bakersfield Board Meeting Attendance FY 2019-2020

Members	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Baker, Tamara				•								
Dorsey, Ed	•											
Hlaudy, Jenny	•			•								
Hughes, Steve	•			•								
Huot, Chris	•											
Labare, Lori	•			•								
McKeegan, Randy	•											
Pandol, Beth Brookhart				•								
Ramirez, Jessica	•			•								
Schaefer, Kim				•								
Stegfried, Kenneth "Ziggy"	•			•								
Taylor-Connor, Denise	•			•								
Uhles, Ryan	•			•								

• = Attendance
No Meeting
Absent