

Meeting Date (?) 12/15/2015

Subject Matter * (?) CVB FY16 Annual Funding Agreement J.Dunn
This must match rolling agenda entry

Department of Origin * EXECUTIVE

Submitted By * Joey Dunn

Type of Meeting * BCD Special Regular

Classification * Public Hearing Consent Statutory Regular

Ordinance * None First Read Second Read First & Only Read

Strategic Initiative * Public Safety Service
 Economic Development Infrastructure
 Quality of Life

Agenda Item Description * Consideration of a resolution approving the proposed Fiscal Year 2016 (FY2016) budget for the Bryan-College Station Convention and Visitors Bureau (CVB) and authorizing the Mayor to sign a Funding Agreement with the CVB in an amount not to exceed \$381,964 for the same period.

Summary Statement * On September 8, 2015, the City Council voted 5-2 to approve the amount of \$381,964 in hotel occupancy tax (HOT) funds for the CVB in FY2016, which was \$100,000 less than the CVB's original FY2016 request of \$481,964, but represents an increase of \$143,524 over FY2015.

As indicated in the CVB's original FY2016 funding proposal, the additional \$143,524 will be utilized for the following:

- increased site visits for industry promoters
- additional research for sports planning and visitor profiles
- purchase of a mobile visitor center
- planning for a permanent relocation of the CVB office
- rollout, marketing, and promotional items associated with the new CVB brand
- increased CVB operating expenses
- advertising and promotion for commercial operations at Easterwood Airport (\$50,000)

The City Council is required to approve the annual budget of the CVB as part of an annual funding agreement, delegating to the CVB the management or supervision of hotel tax funded programs. Attached is a resolution approving the CVB's FY2016 budget. The CVB's FY2016 budgeted expenses are \$2,276,218.34 and estimated revenues are \$2,276,218.34.

Attached is a summary of CVB funding as a percentage of HOT funds collected by each city over the past ten years

As shown in the attached document the amount of \$381,964 now represents 32 percent of the City of Bryan's total HOT funds projected to be collected in FY2016. College Station's approved amount of \$1,727,855 represents 31 percent of College Station's total HOT funds projected to be collected in FY2016. College Station's FY2016 amount does not include advertising funds for Easterwood, whereas Bryan's FY2016 amount does include \$50,000 for Easterwood.

Staff Analysis & Recommendation * Staff recommends approval of the proposed resolution and funding agreement in the amount of \$381,964, which was already approved by specific vote of the Bryan City Council on September 8, 2015. State law requires City Council approval of the CVB's FY2016 budget as part of the approval of the annual funding agreement.

Options *

(In Suggested Order of Staff Preference)

1. Approve proposed resolution and funding agreement in the amount of \$381,964, as approved by the Bryan City Council within the City of Bryan FY2016 Budget on September 8, 2015.
2. Modify proposed resolution and funding agreement, and provide further direction to staff. This action may require consideration at a future City Council meeting.
3. Do not approve the proposed resolution or funding agreement and provide direction to staff.

Funding Source *

FY2016 Hotel Occupancy Tax Fund (as budgeted)

Attachments

Summary of CVB Funding 2004-2016.docx	14.09KB
CVB FY16 Annual Funding Agreement Resolution.pdf	1.1MB
CVB FY16 Annual Funding Agreement Projected Budget Summary and Marketing Plan.pdf	9.62MB

Please detail attachments and note attachments available for viewing in City Secretary's Office:

1. Summary of CVB Funding 2004-2016 (separate file)
2. Proposed CVB FY2016 Funding Resolution, Exhibit A, CVB FY2016 Budget, Exhibit B, FY2016 Funding Agreement (separate pdf)
3. CVB FY2016-FY2018 Projected Budget Summary and CVB 2015-2016 Business Development & Marketing Plan (separate pdf)

Dept. Head Signature**Deputy City Manager Signature****City Manager Signature****City Attorney Signature**