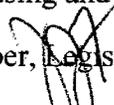


Worksession

MEMORANDUM

April 19, 2010

TO: Planning, Housing and Economic Development Committee
FROM: Justina J. Ferber,  Legislative Analyst
SUBJECT: Worksession - Executive's Recommended FY11 Operating Budget
Conference and Visitor's Bureau (CVB) - Non-Departmental Account
\$607,350

The following persons will be present for the worksession:

Kelly Groff, Executive Director, Conference and Visitor's Bureau
Steve Silverman, Director, DED
John Cuff, Management and Budget Specialist, OMB

The Non-Departmental Account for the Conference and Visitor's Bureau can be found on page 67-5 to 67-6 of the Executive's Recommended FY11 Operating Budget. A copy is attached at ©1.

Overview

The Conference and Visitor's Bureau (CVB) promotes Montgomery County as a tourist destination. The CVB Non-Departmental Account was created in FY95. CVB funding is based on 3.5 % of revenue collected from the hotel/motel tax. The County Executive's recommended FY11 budget for the Conference and Visitor's Bureau is \$607,350 which is a decrease of \$93,140 from FY10 (\$700,490) due to a decrease in revenue projections for hotel/motel tax collections.

Alter the CVB Contribution: The CVB operates under contract with DED and receives about ¼ of its annual operating budget from the County. The County Code stipulates that at least 3.5% of the annual revenue from the County Room Rental and Transient (or "Hotel/Motel") Tax is designated for use by the CVB. The CVB receives the remainder of its annual revenues primarily from State grants, membership dues, hotel reservation service commissions and advertising sales. The County Code could be amended to allow the Council to determine annually the amount of revenue to award the CVB. This issue was discussed last year and some Councilmembers felt that the 3.5% source of income from the hotel/motel tax brought consistency to the CVB program and assisted the CVB in planning its annual budget and activities. There were no comments in favor of raising or lowering the 3.5 percentage given to the CVB. Councilmembers may want to reconsider amending the Room Rental and Transient Tax law to alter the CVB percentage or allow the Council to set the percentage rate each year. Attached at ©10-11 is a chart showing the local room tax rates in the region. The portion of the tax allocated to CVBs varies for each jurisdiction and so does the Hotel/Motel tax rate.

- Charts of CVB expenditures and revenues and Room Rental and Transient (or “Hotel/Motel”) Tax collections.

Conference and Visitor's Bureau - 993006001

Operating Expenses	Sub-Object Code	FY09 BUDGET	FY09 EXPENSES	FY10 BUDGET	FY10 EXPENSES	FY11 BUDGET
3.5% projected amount	2096	695,450	605,871	700,490	321,876 ytd	607,350
		-	-	-	-	-
Total		695,450	605,871	700,490	321,876	607,350

The County's updated revenue projections show a significant drop in projected room rental transient tax collections for FY11.

Anticipated actual revenue for FY10 is approximately \$572,466 as illustrated below. February, 2010 estimates are projected downward because of the blizzards that occurred during that month while March through June revenue is expected to be in line with FY09 room rental revenue collections.

FY09 to FY10 3.5% RRTT Payments to CVB

Room Tax	Actual RRTT	Income Rec'd	Actual RRTT	Income Rec'd	InclDe
Tax	Revenue	by CVB	Revenue	by CVB	c
Month of	FY 2009	FY 2009	FY 2010	FY 2010	
Overage	\$0	\$0			
JUL	\$1,431,108.25	\$50,088.79	1,396,821.46	\$48,888.75	-2.0%
AUG	\$1,554,454.43	\$54,405.90	1,218,590.14	\$42,650.65	-20%
SEPT	\$1,689,058.61	\$58,802.05	1,314,902.18	\$46,021.58	-21%
OCT	\$1,465,933.84	\$51,307.68	1,906,758.75	\$66,736.56	30%
NOV	\$1,451,902.67	\$50,817.22	1,345,566.16	\$47,094.82	-7.5%
DEC	\$1,005,777.55	\$35,202.21	1,034,599.24	\$36,210.97	3.0%
JAN	\$1,387,114.00	\$48,548.99	979,232.59	\$34,273.14	-30%
FEB	\$1,163,205.83	\$40,712.20		\$34,606.00	est.
MAR	\$1,365,450.11	\$47,790.75		\$47,790.00	est.
APR	\$1,606,362.55	\$56,222.69		\$56,222.00	est.
MAY	\$1,507,916.77	\$52,777.09		\$52,777.00	est.
JUN	\$1,691,307.18	\$59,195.75		\$59,195.00	est.
TOTALS	\$17,310,609.78	\$605,871.32	\$9,196,470.52	\$572,466.47	-6.2%

Staff Recommendation

- **Approve the CVB NDA as submitted for \$607,350.**

Attachments: CVB NDA ©1
 2009 CVB Annual Report ©3
 CVB Revised Budget ©7
 Montgomery County Hotel Data 2006-2009 ©9
 CVB Regional Survey ©10

F:\FERBER\11 Budget\FY11 Operating Budget\DED\CVB\CVB-PHED-4-21-10.doc

	Expenditures	WYs
Add: Community Service Grant: CASA de Maryland, Inc. (Identification card printer system, and identification card readers)	10,000	0.0
Add: Community Service Grant: Montgomery County Coalition for the Homeless, Inc. (Cabinets, sink, ice-maker station, and a can opener)	15,500	0.0
Add: Community Service Grant: Rebuilding Together* Montgomery County, Inc. (Storage unit)	5,050	0.0
Add: Community Service Grant: Red Wiggler Community Farm (Five chairs, two computers, a mini-computer monitor, and a printer)	5,000	0.0
Add: Community Service Grant: Spanish Catholic Center, Inc. (Dental equipment)	12,730	0.0
Add: Community Service Grant: Teen Connection of Takoma Park (Medical equipment, exam tables, exam chairs, waste cans, refrigerators, computers, and exam lights)	15,740	0.0
Decrease Cost: Elimination of One-Time Items Approved in FY10	-4,392,320	0.0
FY11 CE Recommended	3,084,060	0.0

Compensation and Employee Benefits Adjustments

This NDA contains a General Fund appropriation only, and provides funding for certain personnel costs related to adjustments in employee and retiree benefits, pay-for-performance awards for employees in the Management Leadership Service and non-represented employees, deferred compensation management, and unemployment insurance.

Non-Qualified Retirement Plan: This provides funding for that portion of a retiree's benefit payment that exceeds the Internal Revenue Code's §415 limits on payments from a qualified retirement plan. Payment of these benefits from the County's Employees' Retirement System (ERS) would jeopardize the qualified nature of the County's ERS. The amount in this NDA will vary based on future changes in the Consumer Price Index (CPI) affecting benefit payments, new retirees with a non-qualified level of benefits, and changes in Federal law governing the level of qualified benefits.

Deferred Compensation Management: These costs are for management expenses required for administration of the County's Deferred Compensation program. Management expenses include legal and consulting fees, office supplies, printing and postage, and County staff support.

Management Leadership Service Performance-Based Pay Awards: In FY99, the County implemented the Management Leadership Service (MLS) which includes high level County employees with responsibility for developing and implementing policy and managing County programs and services. The MLS was formed for a number of reasons, including improving the quality and effectiveness of service delivery through management training, performance accountability, and appropriate compensation; providing organizational flexibility to respond to organizational needs; allowing managers to seek new challenges; and developing and encouraging a government-wide perspective among the County's managers. MLS employees are not eligible for service increments.

Unemployment Insurance: The County is self-insured for unemployment claims resulting from separations of service. Unemployment insurance is managed by the Office of Human Resources through a third party administrator who advises the County and monitors claims experience.

FY11 Recommended Changes	Expenditures	WYs
FY10 Approved	1,386,000	1.6
Increase Cost: One-time Imputed Compensation for RSP/GRIP	919,750	0.0
Increase Cost: Unemployment Insurance	260,000	0.0
Increase Cost: Retirement Adjustment	260	0.0
Increase Cost: Group Insurance Adjustment	50	0.0
Decrease Cost: Deferred Compensation and Performance Management Miscellaneous Adjustment	-3,220	0.0
Decrease Cost: Furlough Days	-5,750	0.0
Decrease Cost: Annualization of FY10 Personnel Costs	-22,020	0.0
Eliminate: MLS Pay for Performance	-73,660	0.0
Eliminate: Performance Management Software Contract	-263,000	0.0
Eliminate: MLS Pay for Performance	-472,760	0.0
FY11 CE Recommended	1,725,650	1.6

Conference and Visitors Bureau

The Conference and Visitors Bureau (CVB) promotes Montgomery County as a tourist destination site to meeting planners, student groups, group tour operators, leisure travelers, sports events/spectators, and travel writers. The CVB develops and distributes publications on points of interest to tourists; and conducts public information campaigns promoting tourism and event facilitation in Montgomery County. The CVB serves as a resource center assisting small and large hospitality businesses considering new product development and/or expansions. The CVB coordinates with the State Department of Tourism, State Film Office, and national and regional events to promote tourism growth, increased visitor spending and visitation in Montgomery County. The CVB manages the

tourism marketing grant provided annually by the Maryland Tourism Development Board. The CVB operates on contract with the Department of Economic Development. Funding is based on 3.5 percent of the total hotel/motel tax revenues.

The CVB also creates additional marketing opportunities brought about by the opening of new cultural and recreational venues such as the Montgomery County Conference Center, the American Film Institute, the Music Center at Strathmore, the Soccerplex, and new special events like the AT&T National and U.S. Open. In addition to maintaining a visitor information center in Germantown, off of Interstate 270, the CVB also provides visitor information services at the Conference Center during peak periods.

FY11 Recommended Changes	Expenditures	WYs
FY10 Approved	700,490	0.0
Decrease Cost: Appropriation Adjustment Based on Hotel Motel Tax Revenue Projection	-93,140	0.0
FY11 CE Recommended	607,350	0.0

Conference Center

Prior to FY06, the Conference Center NDA primarily provided for pre-opening expenses. Since the Conference Center opened in November 2004, the NDA has expanded its scope to fund:

- a full-time position to manage the operational and fiscal oversight of the Conference Center complex;
- non-routine or major repairs, alterations, improvements, renewals, and replacements; and
- the designated reserve required by the management agreement with Marriott International, Inc.

Funding is also included to reimburse the contractor for costs not covered by operations during accounting periods when losses occur. These costs will be offset by contractor payments to the County during accounting periods with operating gains.

Revenues consisting of net operating income from the Conference Center and land rent from the hotel are also reflected in the NDA. Twenty percent of the County's net proceeds from Conference Center operations will be retained for investment in marketing and facility improvements that will increase Conference Center usage. All proposed investment expenditures will be reviewed and approved by the Conference Center Management Committee.

FY11 Recommended Changes	Expenditures	WYs
FY10 Approved	617,400	1.0
Decrease Cost: Elimination of One-Time Items Approved in FY10	-50,000	0.0
FY11 CE Recommended	567,400	1.0

Council of Governments

The Metropolitan Washington Council of Governments (COG) is a voluntary association of major local governments in the Washington Metropolitan Area. COG seeks to provide regional answers to, and coordination of, area-wide issues such as air and water pollution, day care, housing, crime, water supply, land use, and transportation.

This NDA reflects Montgomery County's share of the organization's operation plus special COG initiatives. Additionally, the contribution supports the Cooperative Purchasing Program; the Anacostia Restoration Fund; the Regional Environmental Fund; the Airport Noise Abatement Program; and a membership fee for participation on a regional housing committee.

As in previous years, the Washington Suburban Sanitary Commission will provide Montgomery County's contribution to support the Water Resources Management Planning Program and the Blue Plains Users Program.

FY11 Recommended Changes	Expenditures	WYs
FY10 Approved	743,370	0.0
FY11 CE Recommended	743,370	0.0

County Associations

This NDA funds Montgomery County membership dues to the National Association of Counties (NACo) and the Maryland Association of Counties (MACo).

FY11 Recommended Changes	Expenditures	WYs
FY10 Approved	72,710	0.0
FY11 CE Recommended	72,710	0.0

Montgomery County

MARYLAND

Dear Industry Partners,

The Conference and Visitors Bureau (CVB) of Montgomery County, Maryland, Inc. is pleased to present the organization's Fiscal Year 2009 Annual Report.

The local hotel industry began to experience declines in occupancy in the fall of 2008. The Inauguration 2009 activities generated a 21% average daily rate (ADR) increase. However, as spring 2009 came the hotel industry began to see consistent declines in occupancy and ADR. March 2009 ADR was down -2%, April 2009, -15%, May 2009, -15% and June 2009 -13%. In addition the hotel occupancy during this same period dropped in April -5.6%, May, -8.2% and June -2.8%. According to Smith Travel Research data, Montgomery County still continues to hold occupancy levels above the national average year to date in 2009.

This report will provide you with general statistics on the hospitality industry through hotel statistics, local hotel tax collection data, and updated Global Insight Research on traveler expenditures. In addition, the report is designed to provide at a glance the activities of the CVB throughout Fiscal Year 2009 along with return on investment figures through our sales initiatives.

Montgomery County and the CVB are experiencing revenue declines as noted through the loss in room rental transient tax collections. The CVB is funded by an allocation of 3.5% of the actual room tax collections generated from the 7% hotel tax levied. The collections from Fiscal Year 2007 to Fiscal Year 2009 have declined steadily. The CVB is expecting stabilization in the hotel industry therefore a stabilizing of room tax revenue declines in Fiscal Year 2010. Growth from this revenue source is not expected until Fiscal Year 2011.

We hope you will take a moment to review the information attached and use the data to assist your individual businesses.

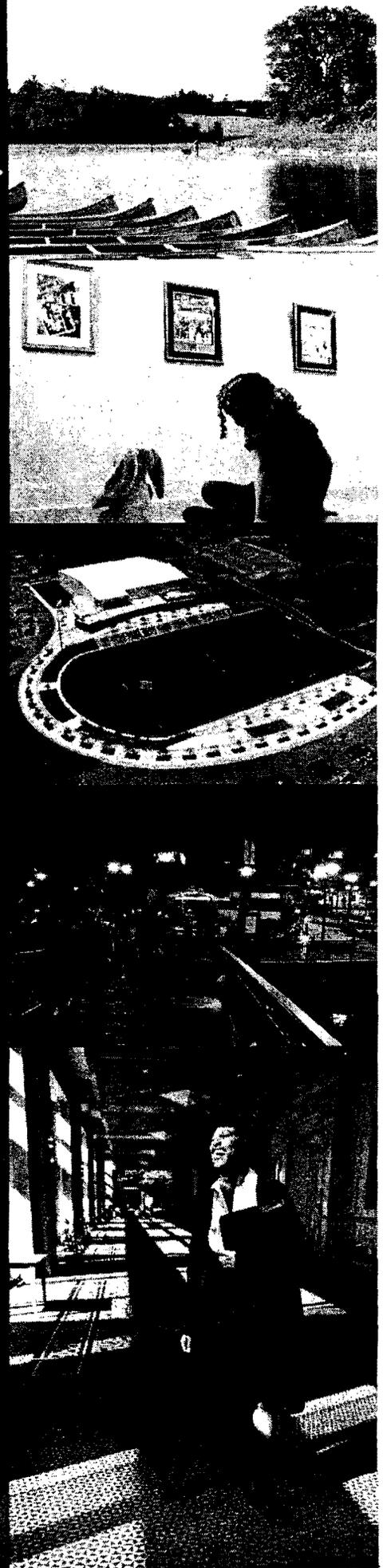
Thank you for your continued support of the CVB.

Best Regards,

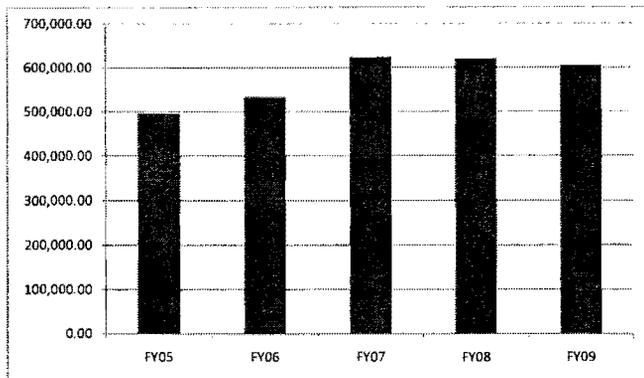
Rick Southard
Doubletree Hotel Bethesda and
CVB President Fiscal Year 2010

Fiscal Year 2009

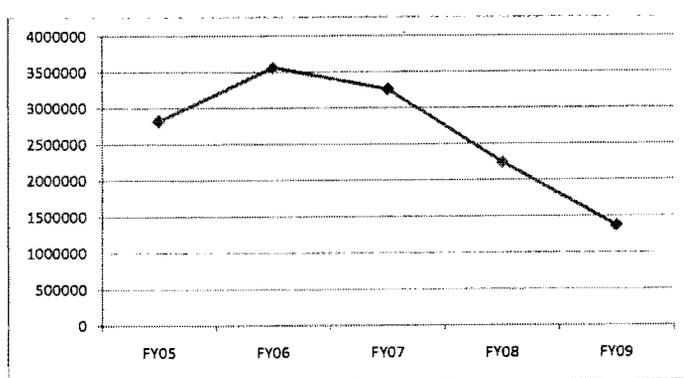
ANNUAL REPORT



CVB Allocated Hotel/Motel Tax Revenues



Website Hit Comparisons- FY05 - FY 09



Montgomery County Hotel Tax Collections Fiscal Year 2009

Revenue for the month of	Revenue (\$)	3.5% of Revenue (\$)
July 2008	1,431,108.25	50,088.79
August 2008	1,554,454.43	54,405.90
September 2008	1,689,058.61	58,802.05
October 2008	1,465,933.84	51,307.68
November 2008	1,451,902.67	50,817.22
December 2008	1,005,777.55	35,202.21
January 2009	1,387,114.00	48,548.99
February 2009	1,163,205.83	40,712.20
March 2009	1,365,450.11	47,790.75
April 2009	1,606,362.55	56,222.69
May 2009	1,507,916.77	52,777.09
June 2009	1,691,307.18	59,195.75
TOTAL	17,310,609.78	605,871.32

Montgomery County Hotel Occupancy and Average Daily Rate FY2009

Month	Occupancy	Inc/Dec	ADR	Inc/Dec
July 2008	73.0	5.7%	\$124.75	3%
August 2008	63.8	1%	\$119.95	-1%
September 2008	66.7	1.3%	\$146.30	7.95%
October 2008	70.6	-3.8%	\$146.77	3.02%
November 2008	58.5	-2.4%	\$134.96	1.49%
December 2008	45.8	-.4%	\$131.19	6.22%
January 2009	48.1	.9%	\$155.23	20.79%
February 2009	53.1	-3.9%	\$134.21	-2.05%
March 2009	61.4	5.6%	\$134.17	-2.05%
April 2009	70.5	-5.6%	\$127.61	-15.22%
May 2009	67.8	-8.2%	\$124.23	-15.6%
June 2009	74.5	-2.8%	\$127.28	-13.06%

Global Insight Hospitality Industry Revenues

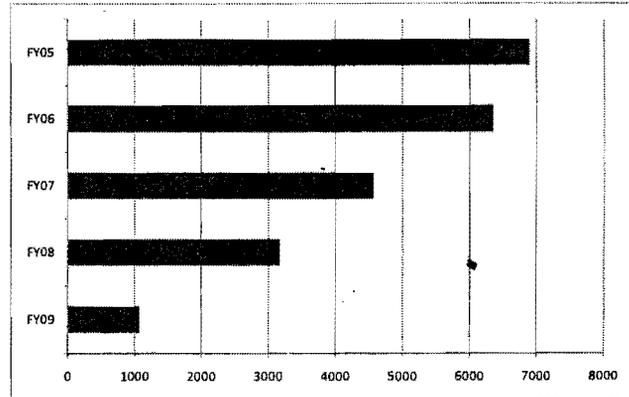
2008 Sales	Accommodations	Entertainment	Food	Retail	Transportation	Total
Montgomery County	\$290,961,000	\$370,915,502	\$508,087,502	\$393,141,890	\$716,385,578	\$2,279,4091,472
Maryland All	\$2,525,650,326	\$1,835,666,603	\$3,584,572,385	\$2,694,221,820	\$3,815,346,753	\$14,455,457,886

2007 Sales	Accommodations	Entertainment	Food	Retail	Transportation	Total
Montgomery County	\$292,935,411	\$367,814,913	\$510,763,818	\$397,445,301	\$704,293,179	\$2,273,252,622
Maryland All	\$2,434,259,960	\$1,803,519,959	\$3,482,696,876	\$2,706,902,202	\$3,586,388,445	\$14,013,767,441

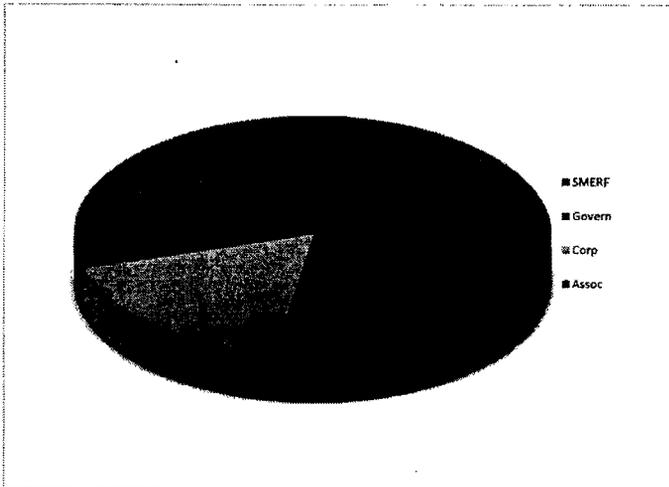
CVB Sales Booking Chart Analysis

Fiscal Year	Booked	Lost	Total Potential Revenue Generated by CVB
2005	\$1,557,622	\$5,193,682	\$7,587,252
2006	\$1,907,370	\$3,194,906	\$6,446,968
2007	\$4,135,321	\$5,169,391	\$9,304,712
2008	\$1,241,272	\$3,150,960	\$4,392,232
2009	\$2,694,282	\$1,375,658	\$4,069,940

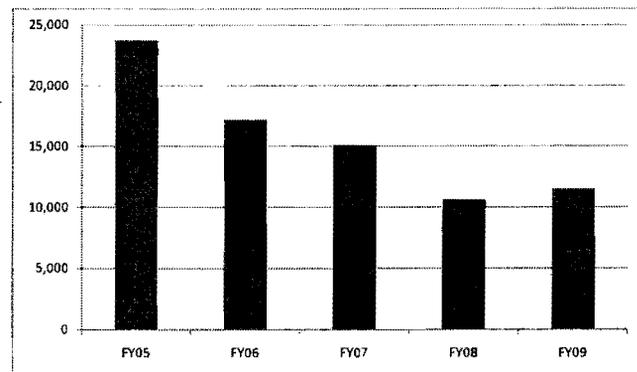
Visitor Information Center Traffic – Fiscal Year 2005-2009



CVB Market Segment Booking Analysis for Fiscal Year 2009



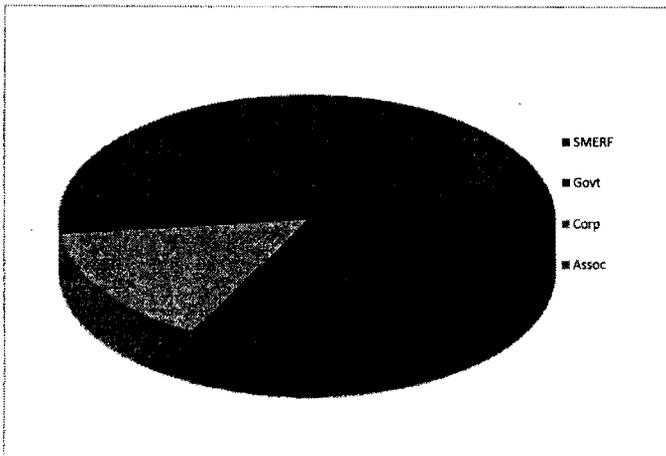
Print Advertising Inquiries- FY05 - FY09



Pilot Program Sales Booking Chart Analysis

Fiscal Year	Booked	Lost	Total Potential Revenue Generated by CVB
2008	\$570,883	\$3,844,160	\$4,414,993
2009	\$412,054	\$5,338,796	\$5,750,850

Pilot Program Market Segment Booking Analysis for Fiscal Year 2009



Montgomery County Awarded the Accreditation for Law Enforcement (CALEA) 2011 Annual Conference

The CVB was awarded the 2011 CALEA conference in FY 2009. The conference will bring in 600 attendees for 5 nights and will have an economic impact of \$876,000 from delegates, \$168,825 from exhibiting companies, \$531,255 from event organizers, for a total revenue of \$1,576,080.

Pow Wow 2009

The CVB attended the Travel Industry Association's International Pow Wow, the travel industry's premier international marketplace and the largest generator of Visit USA travel, May 16 - 20, 2009 in Miami Beach, FL. There were 1,000 U. S. Travel organizations from every region of the USA that represent all industry category components. Close to 1,500 International and domestic buyers from more than 70 countries were represented at Pow Wow. Pow Wow generates over \$3.5 Billion in future Visit USA Travel. The CVB's sales goal is to increase international visitation to Montgomery County.

Canadian Sales Mission

The CVB attended a sales mission with other Maryland CVB's and the State of Maryland to Montreal, Canada. During this mission, 3 1/2 days were spent calling on tour and travel operators and a presentation was given highlighting all of Maryland, including Montgomery County. This mission has resulted in two (2) inquiries for more information on Montgomery County parks and hotels. The CVB will repeat this mission next year to include Quebec.

CVB Celebrates National Tourism Week with Familiarization Tour and Networking Event

The CVB celebrated National Tourism Week on Tuesday, May 12, 2009 with a Familiarization (FAM) Tour and networking event at Dave and Buster's. The stops on the FAM Tour included the Music Center at Strathmore, C&O Canal/ Great Falls, AFI Silver Theatre and Cultural Center, lunch at Blair Mansion Inn, Butler's Orchard and the Sugarloaf Winery. Transportation was donated by Eyre Bus.

The FAM Tour attendees included Meeting Professionals from associations in Montgomery County and Washington D.C., tourism professionals from Montgomery County, and local media.

In addition to an article that was printed in the Gazette on May 15th, the FAM Tour was featured on Access Montgomery. The show is called, "Coming Attractions," and aired every Friday at 8 PM and every Monday at 9 PM in June on AMTV 19. The show will also be streaming on Access Montgomery's website www.accessmontgomery.tv at the same times the shows aired.



United States Defeats Australia 4-2 In 2009 Land Rover America's Polo Cup

The United States Land Rover Polo Team, Captained by Tareq Salahi, defeated Australia 4-2 in the 2009 Land Rover America's Polo Cup on Saturday, May 9 at Capitol Polo Club in Poolesville, MD. Fans attended the annual polo world championships, and were treated to a thrilling match along with a weekend full of fun activities and events. In addition to the action on the field, the Land Rover America's Polo Cup featured a sensational performance by American Idol star Michael Johns, a fashion show, and thrilling fly-overs by the U.S. Navy's WarBirds.



Montgomery County Visitor Guide 2009-2010

The CVB partnered with Maryland Life Magazine to produce the exclusive Visitor's Guide to Montgomery County, MD. The guide is a complete source for visitors, new residents, relocating employees and businesses. The guide includes CVB member listings, as well as comprehensive information and maps about Montgomery County, from dining, shopping, antiquing, relocating, transportation services, hotels, parks, outdoor recreation and special event sites and services. The Guide arrived in November 2008 with the distribution of 75,000. The guide was also a produced digitally with every page and every hyperlink ad available at www.marylandlife.com and on the CVB of Montgomery County website, www.visitmontgomery.com.

Montgomery County Calendar of Events 2009

The Montgomery County Calendar of Events 2009 was produced in December 2008. The calendar lists all CVB member events and other major events throughout the county. An on-line version of the calendar was posted on the CVB website.

2009 AT&T National Success, Over \$29 Million in Economic Impact Attendance Increased Eighty Percent

The AT&T National Golf Tournament, held June 30 to July 5, 2009, generated an estimated \$29.1 million in direct and indirect expenditures, a significant increase from the 2008 impact of \$16.8 million. The Tournament, hosted by Tiger Woods, was held for the third consecutive year at Congressional Country Club in Bethesda. As in 2007 and 2008, the bulk of the impact was concentrated in Montgomery County and included \$6.1 million in direct employee income and approximately 250 jobs.

The 2009 AT&T National attracted more than 194,000 spectators over six days, an 80 percent increase over last year. Average daily attendance was 32,346 and an estimated 19,410 spectators stayed overnight in the County. Additionally, the tournament brought sponsors, suppliers, players, caddies, families and media from outside the region, accounting for an additional 3,600 overnight visits.

Maryland Unveils Sports Marketing Office

Maryland formally unveiled its sports marketing office Friday, May 8, 2009, an initiative officials hope will be a launching pad to luring more events and visitors to the state. In a press conference Terry Hasseltine, head of the sports marketing office, touted a new website housing a database of Maryland's 800 facilities and venues, upcoming sporting events and contacts for each of the state's 24 counties. The initiative will help the state grab a bigger share of the \$182 billion U.S. sports travel and event industry. The sports marketing office was created jointly by DBED and the Maryland Stadium Authority in 2008 with a budget of \$150,000. The goal is to attract visitors through sporting events from the youth to professional level, boost tourism and draw national media attention to Maryland.

Conference and Visitors Bureau Contact Information

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240-777-2060

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Communications Specialist
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Pilot Program Staff

Account Executive
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Admin/Sales Coordinator
Bridget Asante-Ansong
bridgeta@visitmontgomery.com

Visitor Information Center
12900 Middlebrook Road
Suite 1400
Germantown, MD 20874

Visitor Information Inquiries
301-916-0698
visitorcenter@visitmontgomery.com

Conference and Visitors Bureau of Montgomery County, MD, Inc.

Fiscal Year 2011 Proposed

REVENUES	FY 2010	FY 2011	FY 2010	Inc/Dec
Public Revenues				
Occupancy Tax	\$692,650	\$613,620	\$607,350	(\$85,300)
Occupancy Tax - Municipal	\$0	\$50,000	\$50,000	\$50,000
MD Tourism Grant	\$55,000	\$50,000	\$50,000	(\$5,000)
Private Revenues				
Membership Dues	\$30,900	\$31,000	\$31,000	\$100
Membership Events	\$5,200	\$5,000	\$5,000	(\$200)
Miscellaneous Income	\$1,500	\$1,500	\$1,500	\$0
Visitor Center Revenues				
Souvenir Sales	\$2,000	\$0	\$0	(\$2,000)
Marketing & Promotions Revenues				
Hotel Reservation Service Commissions	\$60,000	\$80,000	\$80,000	\$20,000
Cooperative Trade Shows	\$9,900	\$8,500	\$8,500	(\$1,400)
Coop Advertising/Print	\$10,000	\$10,000	\$10,000	\$0
CVB Collateral Advertising	\$35,000	\$35,000	\$35,000	\$0
Advertising Revenues on CVB website	\$3,000	\$3,000	\$3,000	\$0
TOTAL REVENUES	905,150	\$887,620	\$807,350	(\$22,800)
EXPENSES	FY 2010	FY 2011	FY 2010	Inc/Dec
Accounting/Payroll Services	\$27,000	\$29,000	\$29,000	\$2,000
Advertising - Print	\$126,800	\$133,000	\$133,000	\$6,200
Advertising/Electronic	\$60,000	\$60,000	\$60,000	\$0
Advertising/Production	\$3,000	\$5,522	\$5,013	\$2,013
Brochure Distribution	\$3,000	\$1,500	\$1,500	(\$1,500)
Consulting/Management	\$1,000	\$1,000	\$1,000	\$0
Depreciation	\$2,000	\$2,000	\$2,000	\$0
Dues/Subscriptions	\$7,500	\$7,000	\$7,000	(\$500)
Equipment/R&M/ADMIN	\$1,700	\$1,700	\$1,700	\$0
Equip/R&M/VIC	\$2,700	\$0	\$0	(\$2,700)
Insurance/Commercial & Board	\$3,000	\$3,000	\$3,000	\$0
Insurance Employee Health, etc.	\$21,600	\$26,300	\$26,300	\$4,700
Legal Counsel	\$2,000	\$2,000	\$2,000	\$0
Maintenance/ADMIN	\$21,809	\$22,681	\$22,681	\$872
Maintenance/VIC	\$3,900	\$0	\$0	(\$3,900)
Miscellaneous/Mileage/ADMIN	\$8,500	\$9,761	\$9,000	(\$500)
Miscellaneous/Mileage/VIC	\$100	\$0	\$0	(\$100)
SUB-TOTAL	\$295,009	\$317,464	\$303,494	\$13,970
*excludes hotel tax revenue generated by City of Gaithersburg and City of Rockville				

EXPENSES	FY 2010	FY 2011		
Pilot Marketing Program	\$60,000	\$0	\$0	(\$60,000)
Postage/Shipping/ADMIN	\$17,000	\$13,000	\$13,000	(\$4,000)
Postage/Shipping/VIC	\$6,000	\$3,000	\$0	(\$6,000)
Publications/Collateral	\$62,000	\$70,000	\$65,000	\$3,000
Promotions	\$40,000	\$40,000	\$40,000	\$0
Professional Development/ADMIN	\$7,000	\$7,000	\$5,000	(\$2,000)
Research	\$6,000	\$12,000	\$8,000	\$2,000
Salaries/Retirement Benefits ADMIN	\$218,136	\$275,000	\$282,074	\$63,938
Salaries/Visitor Center & Part Time Staff	\$28,000	\$0	\$0	(\$28,000)
Sales-International *	\$9,650	\$9,500	\$11,550	\$1,900
Sales - Meetings/Conventions Trade Shows	\$34,565	\$36,000	\$27,895	(\$6,670)
Sales - Group Tour Trade Shows	\$1,875	\$3,200	\$5,225	\$3,350
Sales - Sports Marketing Trade Shows	\$3,725	\$4,000	\$3,600	\$125
Sports Rebates/Housing Expenses	\$24,000	\$32,000	\$32,000	\$8,000
Souvenirs/VIC	\$2,000	\$1,000	\$1,000	(\$1,000)
Supplies/ADMIN	\$4,500	\$4,500	\$4,500	\$0
Supplies/VIC	\$1,000	\$0	\$0	(\$1,000)
Taxes/Payroll ADMIN	\$20,400	\$26,000	\$25,000	\$4,600
Taxes/Payroll/VIC	\$2,000	\$0	\$0	(\$2,000)
Technical Support	\$13,000	\$13,000	\$10,000	(\$3,000)
Telecommunications/ADMIN	\$6,000	\$6,000	\$6,000	\$0
Telecommunications/VIC	\$1,500	\$0	\$0	(1,500)
Volunteer Rewards/VIC	\$0	\$0	\$0	\$0
Website SEO/SEM	\$41,190	\$27,956	\$38,312	(2,878)
SUB-TOTAL				
TOTAL EXPENSES	\$905,150	\$887,620	\$851,350	

Updated: April 12, 2010

Montgomery County Hotel Data - 2006-2009

Calendar Year Data

Year	Occupancy	Average Daily Rate	Revenue Per Available Room (REVPAR)	Demand	Revenue
2006	65.00%	\$126.98	\$82.60	2,011,377	\$255,408,271
2007	64.60%	\$131.33	\$84.87	2,014,254	\$264,536,811
2008	64.80%	\$136.87	\$88.76	1,978,530	\$270,687,168
2009	61.60%	\$125.22	\$77.09	1,992,493	\$249,494,892

Hotel Data	1st Quarter 2006	1st Quarter 2007	1st Quarter 2008	1st Quarter 2009
Occupancy	60.30%	57.80%	57.0%	54.20%
Average Daily Rate	\$124.09	\$130.53	\$137.26	\$141.20 *
REVPAR	\$74.88	\$78.41	\$78.41	\$76.13

*2009 Inauguration

Hotel Data	2nd Quarter 2006	2nd Quarter 2007	2nd Quarter 2008	2nd Quarter 2009
Occupancy	76.20%	74.80%	76.30%	71.0%
Average Daily Rate	\$131.24	\$132.24	\$140.77	\$126.37
REVPAR	\$100.01	\$99.00	\$107.44	\$89.69

Hotel Data	3rd Quarter 2006	3rd Quarter 2007	3rd Quarter 2008	3rd Quarter 2009
Occupancy	64.10%	65.20%	67.80%	64.03%
Average Daily Rate	\$121.72	\$126.75	\$130.33	\$115.85
REVPAR	\$78.13	\$82.63	\$88.37	\$74.11

Hotel Data	4th Quarter 2006	4th Quarter 2007	4th Quarter 2008	4th Quarter 2009
Occupancy	60.0%	60.50%	58.30%	57.20%
Average Daily Rate	\$128.40	\$134.08	\$128.37	\$119.44
REVPAR	\$77.67	\$81.97	\$80.89	\$69.00

Updated: January 27, 2010

Source: Smith Travel Research

CVB Regional Budget/Program Survey

Washington Metropolitan Region

Fiscal Year 2010

Jurisdiction	Fairfax	Alexandria	Loudoun	Frederick	Arlington
Total Budget	\$2,600,000	\$2,391,974	\$1,909,500	\$1,600,000	\$1,389,089
Organizational Structure	501c6	501c6	501c6	501c6	Govt. Agency
Local Room Tax Levied	4%*	6.50%	5%	3%	5.25%
		\$1 per room night			
% Allocated to the DMO/CVB	1% of 4%	0%	3% of the 5%	100%	.25 of 1%
			60% of total	3% of total held	also receive \$247,000
				as administrative	from the general fund
				fees by County	

*Fairfax additionally has in towns a 2% tax; this 2% comes to Fairfax County Government. This is in addition to the taxes already levied by the towns (6% Herndon and 4% Vienna).

Annapolis & Anne Arundel	Prince George's	Montgomery	Hagerstown/ Wash. Co.
\$1,322,000	\$1,100,000	\$900,000	\$850,000
501c6	501c6	501c6	501c6
7%	5%	7%	6%
7%	0%	3.50%	50%
of total collected		of total collected	
\$1,062,000			