


MEMORANDUM

April 26, 2012

TO: Planning, Housing, and Economic Development Committee

FROM: Jacob Sesker, Senior Legislative Analyst 

SUBJECT: FY13 Operating Budget: Conference and Visitors Bureau NDA

The following persons are expected to attend this worksession: Kelly Groff, Executive Director, CVB; Steve Silverman, Director, DED; Tina Benjamin, DED; Adam Damin, OMB.

The Non-Departmental Account for the Conference and Visitors Bureau (CVB) can be found on page 66-6 of the Executive's Recommended FY12 Operating Budget, and a copy is attached at ©1.

Overview

The CVB promotes Montgomery County as a tourist destination. It is funded through a dedicated revenue stream of 3.5% of the revenue from the room rental and transient tax. The Executive requested \$666,806 for FY13, which is \$32,074 (4.6%) below the FY12 Approved Budget of \$698,880.

FY13 Revenue and Expenditure Issues

County funding from room rental and transient tax revenue is expected to drop by \$32,074 in FY13, but the CVB does receive revenue from other sources (see © 12). As a result of projected increases from some of those sources, total revenue is projected to increase by \$94,153 in FY13. An increase in occupancy tax revenue from municipalities (up \$12,377), a Maryland Tourism Grant (up \$90,000), and hotel reservation service commissions (up \$30,000) are the primary drivers of the increase.

The corresponding increase in FY13 expenditures is largely driven by an increase in advertising and electronic/digital marketing (up \$57,904). In addition, salaries and retirement benefits increase, though that increase (up \$34,103) is largely offset by a decrease in salaries of visitor center staff and part time staff (down \$20,000).

Council Staff Recommendation

Approve the Executive's request.

Attachments:

Pages 66-6 and 66-7 of the CE's Recommended Operating Budget © 1-2
FY13 CVB Budget Packet, selected pages © 3-13

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. Performance-Based awards for MLS employees are not funded in FY13.

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.

FY13 Recommended Changes	Expenditures	FTEs
FY12 Approved	15,679,510	0.60
Increase Cost: Deferred Compensation Management Funding Adjustment	11,230	0.10
Increase Cost: Lump Sum Wage Adjustment	798	0.00
Increase Cost: Retirement Adjustment	600	0.00
Technical Adj: Reconcile Workforce with Hyperion	0	-0.05
Shift: Help Desk - Desk Side Support to the Desktop Computer Modernization NDA	-170	0.00
Decrease Cost: Printing and Mail Adjustment	-270	0.00
Decrease Cost: Group Insurance Adjustment	-2,341,360	0.00
Decrease Cost: Group Insurance Adjustment	-12,629,125	0.00
FY13 CE Recommended	721,213	0.65

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.

FY13 Recommended Changes	Expenditures	FTEs
FY12 Approved	698,880	0.00
Decrease Cost: Payment to reflect projected FY13 Hotel Motel Tax revenue	-32,074	0.00
FY13 CE Recommended	666,806	0.00

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 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. To ensure fiscal and operational accountability, a management audit is conducted every two years and the program budget is increased by \$50,000 during the year such audit is scheduled.

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.

FY13 Recommended Changes	Expenditures	FTEs
FY12 Approved	617,510	1.00
Add: Technical Adjustment to Increase the Personnel Costs	2,360	0.00
Add: Technical Adjustment to offset Increase in Personnel Costs	-2,360	0.00
Decrease Cost: Group Insurance Adjustment	-2,470	0.00
Eliminate: Reduction of \$50,000 for Management Audit	-50,000	0.00
FY13 CE Recommended	565,040	1.00

Consolidated Retiree Health Benefits Trust (MCPS)

This NDA provides consolidated funding for Montgomery County Public Schools' contribution to the Retiree Health Benefits Trust.

FY13 Recommended Changes	Expenditures	FTEs
FY12 Approved	20,000,000	0.00
Increase Cost: Additional OPEB contribution	41,931,000	0.00
FY13 CE Recommended	61,931,000	0.00

Consolidated Retiree Health Benefits Trust (Montgomery College)

This NDA provides consolidated funding for Montgomery College's contribution to the Retiree Health Benefits Trust.

FY13 Recommended Changes	Expenditures	FTEs
FY12 Approved	1,000,000	0.00
Increase Cost: Additional OPEB contribution	873,000	0.00
FY13 CE Recommended	1,873,000	0.00

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.

FY13 Recommended Changes	Expenditures	FTEs
FY12 Approved	742,940	0.00
Increase Cost: Membership dues assessment	27,560	0.00
FY13 CE Recommended	770,500	0.00

County Associations

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

FY13 Recommended Changes	Expenditures	FTEs
FY12 Approved	72,710	0.00
FY13 CE Recommended	72,710	0.00

Desktop Computer Modernization

The Desktop Computer Modernization (DCM) program is based on a best practices approach to maintaining a modern and cost effective computing environment in the County. The program reduces the Total Cost of Ownership (TCO) of personal computers (PCs) and laptops through standardization, asset management, and maintenance services. DCM includes the centralized management, support, and maintenance of PCs and targets the annual replacement of approximately one-fourth of managed PCs. The program also includes PC-related training and software. This NDA includes funding for Help Desk support, management,

Fiscal Year 2013 Budget Packet

Conference and Visitors Bureau (CVB) of Montgomery County, MD

Funding

The CVB's funding is provided from an allocation of the Montgomery County Room Rental Transient Tax (RRTT) collections. The CVB receives 3.5% of the total collections. In FY 2011, Montgomery County collected \$18.8 million in RRTT. The CVB's allocation was \$640,685. In Fiscal Year 2011 actual hotel tax collections exceeded the County's original estimates (\$607,350) by about 5%. This was mostly due to revenues generated by the one-time hosting of the U.S. Open in June 2011.

The County's projections for FY 2012 are 8% above the actual collections for FY 2011 (See Attachment A). However, year-to-date (through February 2012), hotel tax collections are down over -8% from the previous year. The CVB anticipates growth in the months of April-June 2012, according to feedback received from local hotels and analysis of group events scheduled in the region.

The County projects a -5% (-\$32,074) decline in RRTT allocation for FY 2013 (\$666,806) from FY 2012 estimates (\$698,880).

The Lodging Industry

Montgomery County Hotel Data by Community

Community	Total # Hotel Rooms	Average Daily Rate	Inc/Dec from 2010	Occupancy	Inc/Dec from 2010
Montgomery County	9,535	\$123.00	0.4%	65.20%	-0.50%
Silver Spring	1,695	\$127.65	1.00%	60.80%	-7.70%*
Rockville	1,939	\$105.66	1.20%	66.30%	1.40%
Gaithersburg	2,250	\$103.87	-0.40%	67.00%	-1.60%
Bethesda	1,892	\$159.95	1.30%	71.00%	1.10%

Source: Smith Travel Research Year-End 2011

*Significant decline in occupancy due to Walter Reed relocation to Bethesda.

Regional Competition

According to Fiscal Year 2011 data, the CVB of Montgomery County had the lowest total budget of all the CVBs/Destination Marketing Organizations (DMO) in the Washington Metropolitan Region.

Washington Metropolitan Region - CVB Budget Analysis

Based on FY 2011 Budgets

Destination CVB	Total Projected Budget FY 2011	Room Tax	% Allocated to CVB	Total Staff	#Hotel Rooms
Destination DC	\$14,000,000	14.50%	2% of 14.5%	58	27,000
Fairfax CVB	\$2,877,000	4%	12% of total collections	13 full time/12 part time	19,000
Alexandria CVB	\$2,500,000	6.5% + \$1 per room night	0%	10 full time/11 part time	4,500
Frederick County CVB	\$1,462,900	3%	97.5% of total collections	11 full time/7 part time	2,300
Arlington CVB	\$1,338,000	5.25%	.25% of the 5.25%	11 full time/10 part time	10,759
Prince William, VA CVB	\$1,300,000	6% City of Manassas/5% County	60% of total tourism tax and 50% of that amount is split with Historic Preservation	5 full time/5 part time	3,800
Prince George's County CVB	\$1,260,000	5% countywide/additional 5% charged at National Harbor Hotels	0%	5 full time	10,000
Howard County CVB	\$1,000,500	7%	2/3 dedicated from 2% of the 7% collected	5 full time/11 part time	3,000
Mont. Co. CVB	\$882,500	7% Montgomery Co., 2% City of Rockville, 2% City of Gaithersburg	3.5% of total collected from 7% county tax, 4% of total Gaithersburg Hotel Tax and 3.5% of total Rockville Hotel Tax	5 full time	9,535

The Economic Impact of Tourism in Montgomery County
(See Attachment: The Economic Impact of Tourism in Maryland)

The CVB of Montgomery County in conjunction with the MD Office of Tourism and all other CVBs/Destination Marketing Organizations (DMO) in Maryland jointly commissioned an Economic Impact Report with Tourism Economics, An Oxford Economics Company for the years of 2010, 2011 and 2012.

The most recent report available is for calendar year 2010. Montgomery County hosted 2.73 million overnight visitors and 4.06 million day trip visitors with a total of 6.79 million visitors, a growth rate from 2009 to 2010 of 8%. Montgomery County's total Tourism Industry Sales in 2010 grew by 5.5% from 2009. The industry sectors included in total sales are lodging, food & beverage, retail, recreation, and transportation.

Tourism Tax Increment Period:
July through December 2012 – Montgomery Co.

Total Sales Tax Code Collections				
Sales Tax Category		FY 2012	FY 2011	%
		Collections (\$)	Collections (\$)	Change
108 Restaurants, Lunchrooms, Delicatessens - WO/BWL*		25,429,913	23,749,978	7.1%
111 Hotels, Motels Selling Food - W/BWL*		5,838,290	6,136,655	-4.9%
112 Restaurants and Nite Clubs - W/BWL*		20,333,617	17,531,141	16.0%
306 General Merchandise		9,666,776	8,877,918	8.9%
407 Automobile, Bus and Truck Rentals		8,635,957	8,517,773	1.4%
706 Airlines - Commercial		1,323	0	-
901 Hotels, Motels, Apartments, Cottages		3,842,664	4,241,224	-9.4%
925 Recreation and Amusement Places		267,733	179,833	48.9%
Tourism Tax Categories Subtotal		74,016,272	69,234,522	6.9%
All Categories - Subtotal		498,989,332	481,138,086	3.7%

<i>Lodging Subtotal</i>		<i>9,680,953</i>	<i>10,377,879</i>	<i>-6.7%</i>
<i>Restaurant Subtotal</i>		<i>45,763,529</i>	<i>41,281,119</i>	<i>10.9%</i>

TOURISM TAX FACTOR				
Tax Category	Factor	FY 2012 (\$)	FY 2011 (\$)	%
				Change
108 Restaurants, Lunchrooms, Delicatessens - WO/BWL*	33%	8,476,638	7,916,659	7.1%
111 Hotels, Motels Selling Food - W/BWL*	100%	5,838,290	6,136,655	-4.9%
112 Restaurants and Nite Clubs - W/BWL*	33%	6,777,872	5,843,714	16.0%
306 General Merchandise	5%	483,339	443,896	8.9%
407 Automobile, Bus and Truck Rentals	90%	7,772,361	7,665,995	1.4%
706 Airlines - Commercial	50%	662	0	-
901 Hotels, Motels, Apartments, Cottages	100%	3,842,664	4,241,224	-9.4%
925 Recreation and Amusement Places	50%	133,866	89,917	48.9%
Total	-	33,325,691	32,338,060	3.1%

CVB Program Highlights - Fiscal Year 2012 Year-To-Date

The CVB's program highlights for close of Fiscal Year 2011 can be found in the *FY 2011 Annual Report*.

Maryland Tourism Grant:

In Fiscal Year 2012, the CVB received the third highest grant from the Maryland Office of Tourism just below Baltimore City and Ocean City in the amount of \$225,148. The funds must be used for advertising and trade show attendance. This grant is allocated through a formula of sales taxes collected in tourism-related categories (i.e. hotels, restaurants, shopping, etc).

The CVB's marketing program consists of print and electronic advertising placement, and registration to industry trade shows that target meeting professionals and other group event organizers.

Print Advertising and Website/Electronic Marketing/ Social Media:

In Fiscal Year 2012, the CVB has allocated a total of \$191,000 in electronic marketing and \$273,000 in print advertising bringing the total advertising budget this year to over \$400,000.

Print

Publications in which Montgomery has advertised in FY 2012 include: Ladies Home Journal, Better Homes and Gardens, USA Weekend, Southern Living, Philadelphia Magazine, AAA World Magazine and Recreation News. The CVB has received 4,500 inquiries through March 2012 via telephone, email or reader service cards resulting from print advertising placement.

Website/Electronic/Social Media

The CVB Google AdWords and Washingtonpost.com advertising online campaign has generated significant results. In Fiscal Year 2011 the average visits to the CVB website, www.visitmontgomery.com was 4,000. In March 2012, the average visits to the website were 24,200. The average Page Views in FY 2011 were 9,000. For the month of March 2012, the average Page Views on the website were 60,400. The most visited pages on the CVB website are where to stay, events calendar and things to do. On average, seventy percent (70%) of visitors to the CVB website monthly are new visitors. The goal for the remainder of FY 2012 and moving forward is to maintain new visitors as returning visitors to the site.

We have 1,700 Twitter followers and 1,600 Facebook Fans.

This year the CVB implemented a new on line e-newsletter to distribute to consumers and meeting professionals titled *MoCo Monthly*. The "open" rate for the first three months of distribution (February-April) was 26% which is 12% higher than the industry standards. The email distribution list totals nearly 1,000 recipients.

Business Development:

The CVB employs one full time business development representative. The position is responsible for attending trade shows, participating in industry networking events, making sales contacts and working with the local hotel community and other venues on identifying niche markets and "need dates." The CVB business development representative has processed through March 2012, 115 group sales leads. Of these leads, 3,500 room nights have been booked through March 2012. The largest source of booked business by market segment was: association,

38%; SMERF (social, medical, educational, religious and fraternal), 36%; government, 28%; tour and travel.5%; and corporate, 3%. The room night goals for FY 2012 are 6,000 room nights. Lost business (business that the CVB sourced but was unable to book for various reasons) through March 2012 totaled 17,000 room nights and a total of \$4 million in revenue. The largest source of lost business (31%) came from the government market segment. The second largest source of lost business (27%) came from the association market segment. Reasons for lost business include: selecting another destination; event cancelled or delayed; budgetary restraints; and, no space available in the county.

Partnership with the Maryland SoccerPlex:

The CVB has a partnership with the Maryland SoccerPlex to handle hotel reservations for their larger events. When an event is booked at the Maryland SoccerPlex, the CVB is charged with obtaining the group room blocks for the event, similar to convention destinations blocking rooms as "city-wides." The CVB then provides the technology for the tournament attendees to register their teams, make their hotel reservations as a team and manage their blocks. This partnership is important for the following: allows the community to prepare in advance for large groups; provides a tracking mechanism for room nights; provides a means of communication to reach consumers prior to their arrival in Montgomery County so that CVB staff can assist with ensuring they have a successful stay; collects historical data on tournaments attendance; and, provides data that can be loaded to a formula that outputs total economic impact for specific events. The CVB and Maryland SoccerPlex have been commended year after year for providing such a convenient service not only for the event organizers but also for the individual attendees. This housing reservation system also provides a revenue stream for the CVB to re-invest in technology upgrades and sports marketing as well as revenue for the Maryland SoccerPlex to continue to operate as a top-notch facility on the east coast.

The CVB in Fiscal Year 2011 processed over 15,000 hotel reservations. General inquiries received from the CVB hotel reservation site (requests for information on dining, shopping, transportation, tours) totaled 418 through March 2012.

Upcoming Events:

Hero Rush Maryland/DC

A new event for Montgomery County scheduled at High Point Farm April 28, 2012. This is a Firefighter-Themed Obstacle Race & Experience. There are only twelve (12) of these events scheduled throughout the country in 2012. This is a race and obstacle course event with proceeds to benefit the National Fallen Firefighters Foundation. Attendance is expected to be around 3,000.

AT&T National

The AT&T National will return to Montgomery County's Congressional Country Club on June 26-July 1, 2012. The County expects 20,000-25,000 spectators per day during the tournament.

Girls Scouts 100th Anniversary, "Rock the Mall"

The Washington Metropolitan region is expecting 200,000 girls and adults from around the world on June 9, 2012 to come together for the world's largest Sing-Along to celebrate the 100th Anniversary of Girl Scouting.

Inauguration 2013

The Presidential Inauguration 2013 is scheduled in Fiscal Year 2013, Sunday, January 20. The US Government has NOT identified the date of the *public* Presidential Inauguration Day ceremony for 2013. If there is a party change at the White House, typically the region experiences a significant volume of visitors. There is less visitor impact if the current President remains in office.

CVB Productivity Improvements – FY 2012

- a. New software implementation that produces reports on the economic impact resulting from business booked by the CVB business development representative. (completed)
- b. Improvements to the hotel reservation service site. The software now provides data following an event that indicates the total direct hotel room revenues, room nights accrued, and average daily rate. This data can be used to estimate hotel tax and sales tax revenues as well as historical data for future events. This data can also be utilized to produce total economic impact reports for specific events. (completed)
- c. Purchase of new software for invoicing. The CVB enhances its budget through cooperative partnerships/programs with the local business community. The CVB also has a membership program. (completed)

CVB New Initiatives – FY 2012

- a. Working with the State Highway Administration on new Inner County Connector Tourist Attraction Signage. Also working with the State Highway Administration on a new Tourist Attraction Corridor (TAC) Signage program to be implemented over the next 2 years. We are scheduling and facilitating meetings between the State Highway Administration and their consultant, Informing Design, to inform municipalities, park and planning and town centers with the opportunities for participation in the new TAC program. Following the meetings with all communities, there will be an application process and procedure communicated to businesses to encourage participation. There will also be an approval process prior to acceptance and final signage agreements. Implementation of all signage is expected to be completed by 2014. (project ongoing)
- b. Completion of a promotional video to use on the CVB website, at trade shows on display advertising opportunities that promotes Montgomery County, Maryland. The project will be completed in partnership with the Montgomery County Department of Economic Development. (project pending)
- c. Launch of a spring promotional campaign, similar to the 2011 “We’re Open” campaign the CVB implemented last year surrounding the US Open. The campaign will provide the opportunity for the local hotel community to promote hotel packages as well as participation of other businesses to offer discounts to the local residents and tourists traveling to Montgomery County between April and August. The campaign will be designed to bring business to the County during a need time, weekends. The return on the investment will be tracking through downloads of the packages information from the CVB website, hotel bookings, Facebook sweepstakes promoting the campaign and advertising and website inquiries resulting from promotion of the campaign through paid advertising. The Campaign Slogan for 2012 is “Spring It On.” (project implemented)

Maryland of ROMANCE EXCITEMENT WONDER ADVENTURE

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CVB Performance Measures – ongoing

- a. Business Development – the business development representative is responsible for booking business directly to the local event and meeting venues and hotels. The goals are based on room nights booked. The goals for FY 2012 are 6,000 room nights, 1,500 per quarter. Business Development staff attrition has delayed goals.
- b. The CVB also has revenue goals from other sources: membership dues, hotel reservation system, cooperative advertising, trade show cooperative partnerships and MD Tourism Grant.
- c. Inquires resulting from print and electronic advertising. The cost of placement versus the number of inquiries received provides and ROI on the advertising program in total.
- d. Total number of room nights processed through the hotel reservation site for the Maryland SoccerPlex.

CVB Challenges:

-As mentioned previously in the document, the CVB of Montgomery County has the smallest budget in the region making it a challenge to compete.

-If additional funding was allocated the CVB would hire an additional business development representative to focus sales efforts on attracting more group weekend business, including sporting events. Weekend occupancy in Montgomery County drops 10-14% from weekday.

Occupancy (%)								
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total Month
Feb - 11	38.8	56.0	64.7	65.0	53.9	43.6	44.6	52.4
Mar - 11	53.6	77.8	81.0	78.2	65.6	54.4	56.0	67.5
Apr - 11	54.2	75.4	83.2	82.6	70.0	65.7	66.5	70.8
May - 11	58.3	74.4	82.7	86.6	75.2	75.4	78.7	75.5
Jun - 11	67.5	87.6	92.9	86.1	73.7	72.9	75.8	79.5
Jul - 11	58.9	74.9	82.0	81.0	73.3	68.2	69.6	71.9
Aug - 11	51.3	68.1	71.6	70.2	63.6	62.3	61.3	64.6
Sep - 11	54.1	70.3	78.0	78.7	64.6	60.3	64.7	66.9
Oct - 11	54.6	73.4	81.4	80.9	70.0	69.0	71.1	71.0
Nov - 11	43.6	62.2	69.7	71.8	66.8	68.5	64.8	64.3
Dec - 11	39.8	54.0	55.8	53.0	48.3	41.5	44.8	47.8
Jan - 12	33.3	48.2	56.0	56.3	44.6	35.4	37.6	44.6
Total Year	50.7	68.3	74.7	74.4	64.0	59.7	61.4	64.8

Source: Smith Travel Research

-Individual communities within Montgomery County are requesting greater demands on the CVB resources to assist with marketing destinations (Gaithersburg, Rockville, Silver Spring, etc.) within Montgomery County in an effort to increase visitation. For example: downtown Silver Spring's hotel occupancy dropped nearly 8% in 2011 in large part due to the moving of Walter Reed.

ROOM TAX RECEIPTS/CVB ALLOCATION REPORTS

ATTACHMENT A

FY 2008 - FY 2012

Room Tax	Income Rec'd	Income Rec'd	Actual RRTT	Income Rec'd	Actual RRTT	Income Rec'd	Actual RRTT	Income Rec'd	Inc/Dec
Tax	by CVB	by CVB	Revenue	by CVB	Revenue	by CVB	Revenue	by CVB	
Month of	FY 2008	FY 2009	FY 2010	FY 2010	FY 2011	FY 2011	FY 2012	FY 2012	
Overage	\$ 32,440.00	\$ -	\$ -						
JUL	\$ 47,486.95	\$ 50,088.79	\$ 1,396,821.46	\$48,888.75	\$ 1,535,699.59	\$ 53,749.49	\$1,476,370.97	\$51,672.98	-3.8%
AUG	\$ 44,616.76	\$ 54,405.90	\$ 1,218,590.14	\$42,650.65	\$ 1,435,137.16	\$ 50,229.80	\$1,562,291.80	\$54,680.21	8.8%
SEPT	\$ 47,802.45	\$ 58,802.05	\$ 1,314,902.18	\$46,021.58	\$ 1,510,342.56	\$ 52,861.99	\$1,585,033.58	\$55,476.18	5.0%
OCT	\$ 74,043.60	\$ 51,307.68	\$ 1,906,758.75	\$66,736.56	\$ 2,169,443.42	\$ 75,930.52	\$1,852,414.43	\$64,834.51	-15%
NOV	\$ 46,679.93	\$ 50,817.22	\$ 1,345,566.16	\$47,094.82	\$ 1,534,646.74	\$ 53,712.64	\$ 1,553,360.82	\$54,367.63	1%
DEC	\$ 38,492.05	\$ 35,202.21	\$ 1,034,599.24	\$36,210.97	\$ 1,215,282.05	\$ 42,534.87	\$1,017,926.75	\$35,627.44	-16%
JAN	\$ 37,357.95	\$ 48,548.99	\$ 979,232.59	\$34,273.14	\$ 1,053,044.05	\$ 36,856.54	\$895,940.38	\$31,357.91	-15%
FEB	\$ 43,122.48	\$ 40,712.20	\$ 1,163,045.53	\$40,706.59	\$ 1,054,543.22	\$36,909.01	\$1,029,403.20	\$36,029.11	0%
MAR	\$ 54,719.42	\$ 47,790.75	\$ 1,631,123.95	\$57,089.34	\$ 1,750,140.47	\$61,254.92			
APR	\$ 61,987.03	\$ 56,222.69	\$ 1,766,963.39	\$61,843.72	\$ 1,633,211.62	\$57,162.41			
MAY	\$ 58,984.00	\$ 52,777.09	\$ 1,683,061.52	\$58,907.15	\$ 1,699,535.70	\$59,483.75			
JUN	\$ 65,605.00	\$ 59,195.75	\$ 1,878,786.04	\$65,757.51	\$ 2,246,187.25	\$60,000.00			
TOTALS	\$ 620,897.62	\$ 605,871.32	\$ 17,319,450.95	\$606,180.78	\$ 18,837,213.83	\$ 640,685.94	\$10,972,741.93	\$384,045.97	-8.75%
MARC	\$644,350.00	\$695,450		\$692,650		\$607,350		\$698,880	
VARIANCE	(\$23,452.38)	(\$89,579)		(\$86,469)		\$33,336		9% INCREASE	
						\$640,686		\$672,720	
					(ACTUAL)			CVB projects 5% increase	

FY 2013 Projection: \$666,806



Conference and Visitors Bureau of Montgomery County, Maryland (CVB)

FISCAL YEAR 2013

DRAFT: November 17, 2011

Updated: March 30, 2012

REVENUES	FY 2011	FY 2012	FY 2012 Actual	FY 2013	Inc/Dec
	Actual	Budget	7 Months	Budget	from 2012
Public Revenues					
Occupancy Tax - County	\$ 607,350	\$ 698,880	\$ 355,562	\$ 666,806	\$ (32,074)
Occupancy Tax - Municipal	\$ 73,348	\$ 60,623	\$ 39,082	\$ 73,000	\$ 12,377
MD Tourism Grant	\$ 218,048	\$ 60,000	\$ -	\$ 150,000	\$ 90,000
Private Revenues					
Membership Dues	\$ 32,743	\$ 31,000	\$ 24,215	\$ 32,000	\$ 1,000
Membership Events	\$ 150	\$ 5,000	\$ 819	\$ 4,000	\$ (1,000)
Miscellaneous Income	\$ 12,147	\$ 1,500	\$ 988	\$ 1,500	\$ -
Souvenir Sales	\$ -	\$ -	\$ -	\$ 500	\$ 500
Marketing & Promotions Revenues					
Hotel Reservation Service Commissions	\$ 158,952	\$ 90,000	\$ 90,269	\$ 120,000	\$ 30,000
Cooperative Trade Shows	\$ 10,150	\$ 14,650	\$ 4,500	\$ 12,000	\$ (2,650)
Coop Advertising/Print	\$ -	\$ 5,000	\$ 425	\$ 6,000	\$ 1,000
CVB Collateral Advertising	\$ 8,130	\$ 25,000	\$ 2,800	\$ 20,000	\$ (5,000)
Advertising Revenues on CVB website	\$ 725	\$ 3,000	\$ 700	\$ 3,000	\$ -
TOTAL REVENUES	\$1,121,743	\$994,653	\$519,360	\$ 1,088,806	\$ 94,153
EXPENSES	FY 2011	FY 2012	FY 2012 Actual	FY 2013	Inc/Dec
	Actual		7 months	Budget	from 2012
Accounting/Payroll Services	\$ 34,110	\$ 32,000	\$ 19,455	\$ 34,000	\$ 2,000
Advertising - Print	\$ 282,374	\$ 183,961	\$ 108,994	\$ 190,000	\$ 6,039
Advertising/Electronic/Digital Mkt. Svcs.	\$ 108,698	\$ 115,311	\$ 82,831	\$ 173,215	\$ 57,904
Advertising/Production	\$ 4,664	\$ 6,000	\$ 6,529	\$ 6,000	\$ -
Brochure Distribution	\$ -	\$ 1,500	\$ -	\$ -	\$ (1,500)
Consulting/Management	\$ -	\$ -	\$ -	\$ 3,000	\$ 3,000
Depreciation	\$ 1,378	\$ 2,000	\$ -	\$ 1,500	\$ (500)
Dues/Subscriptions	\$ 6,465	\$ 6,500	\$ 5,562	\$ 6,700	\$ 200
Equipment/R&M/ADMIN	\$ 3,888	\$ 1,700	\$ 1,936	\$ 4,000	\$ 2,300
Insurance/Commercial & Board	\$ 5,326	\$ 3,000	\$ 1,467	\$ 5,300	\$ 2,300
Insurance Employee Health, etc.	\$ 23,197	\$ 28,300	\$ 12,812	\$ 25,500	\$ (2,800)
Legal Counsel	\$ -	\$ 2,000	\$ -	\$ 2,000	\$ -
Maintenance/ADMIN	\$ 18,009	\$ 23,030	\$ 11,204	\$ 23,721	\$ 691
Miscellaneous/Mileage/ADMIN	\$ 7,823	\$ 9,000	\$ 3,511	\$ 9,000	\$ -
SUB-TOTAL	\$495,932	\$ 414,302	\$ 254,301	\$ 483,936	\$ 69,634

EXPENSES	FY 2011	FY 2012	FY 2012 Actual	FY 2013	Inc/Dec
	Actual		7 months	Budget	from 2012
Postage/Shipping/ADMIN	\$ 21,720	\$ 10,000	\$ 12,338	\$ 20,000	\$ 10,000
Publications/Collateral	\$ 27,510	\$ 50,000	\$ 3,075	\$ 31,939	\$ (18,061)
Promotions/Public Relations	\$ 58,069	\$ 10,000	\$ 29,767	\$ 20,000	\$ 10,000
Professional Development/ADMIN	\$ 6,905	\$ 4,000	\$ 2,502	\$ 6,000	\$ 2,000
Research	\$ 7,538	\$ 8,630	\$ 3,100	\$ 9,500	\$ 870
Salaries/Retirement Benefits ADMIN	\$ 261,428	\$ 282,074	\$ 156,128	\$ 316,177	\$ 34,103
Salaries/Visitor Center & Part Time Staff	\$ -	\$ 20,000	\$ 18,466	\$ -	\$ (20,000)
Sales-International *	\$ 6,971	\$ 5,000	\$ 3,130	\$ 5,000	\$ -
Sales - Meetings/Conventions Trade Shows	\$ 64,364	\$ 50,359	\$ 21,907	\$ 47,989	\$ (2,370)
Sales - Group Tour Trade Shows	\$ 6,288	\$ 7,250	\$ 2,427	\$ 6,620	\$ (630)
Sales - Sports Marketing Trade Shows	\$ 3,629	\$ 8,145	\$ 1,544	\$ 8,145	\$ -
Sports Rebates/Housing Expenses	\$ 82,541	\$ 41,893	\$ 54,981	\$ 48,000	\$ 6,107
Souvenirs/VIC	\$ 2,837	\$ 500	\$ 432	\$ 1,000	\$ 500
Supplies/ADMIN	\$ 14,459	\$ 4,500	\$ 6,727	\$ 6,000	\$ 1,500
Taxes/Payroll ADMIN	\$ 22,053	\$ 26,000	\$ 14,400	\$ 26,000	\$ -
Technical Support	\$ 9,997	\$ 10,000	\$ 6,929	\$ 10,000	\$ -
Telecommunications/ADMIN	\$ 8,872	\$ 7,000	\$ 4,335	\$ 7,500	\$ 500
Website SEO/SEM and Development	\$ 29,799	\$ 35,000	\$ 7,594	\$ 35,000	\$ -
SUB-TOTAL	\$ 634,980	\$ 580,351	\$ 349,781	\$ 604,870	\$ 24,519
TOTAL EXPENSES	\$1,130,912	\$994,653	\$604,082	\$1,088,806	\$94,153
	(\$9,169)		(\$84,452)		