



CARLSBAD GOLF LODGING BUSINESS IMPROVEMENT DISTRICT

Agenda

**Nov 1, 2023, 2 p.m.
Special Meeting**

Council Chamber
1200 Carlsbad Village Drive
Carlsbad, CA 92008

Welcome to the Carlsbad Golf Lodging Business Improvement District Advisory Board Meeting

We welcome your interest and involvement in the city's legislative process. This agenda includes information about topics coming before the CGLBID Advisory Board and the action recommended. You can read about each topic in the reports, which are available on the city website. The staff liaison is also available to answer any questions you have about CGLBID Advisory Board meeting procedures.

How to watch

In Person



CGLBID Advisory Board Meetings take place at City Hall, 1200 Carlsbad Village Drive

Online



Watch the livestream and replay past meetings on the city website, carlsbadca.gov/residents/communication/city-tv-channel

How to participate

If you would like to provide comments to the CGLBID Advisory Board, please:

- Fill out a speaker request form, located in the foyer.
- Submit the form to the Clerk before the item begins.
- When it's your turn, the Clerk will call your name and invite you to the podium.
- Speakers have three minutes, unless the presiding officer (usually the chair) changes that time.
- You may not give your time to another person, but groups can select a single speaker as long as three other members of your group are present. Group representatives have 10 minutes unless that time is changed by the presiding officer or the commission.
- **In writing:** Email your comments to business@carlsbadca.gov. Please indicate the agenda item number in your email subject line. Emails received by 11 a.m. will be provided to the Carlsbad Golf Lodging Business Improvement District Advisory Board prior to the start of the meeting. Other comments will be included with the meeting record. **Emailed comments will not be read out loud during the meeting.**

Reasonable Accommodations

Reasonable Accommodations Persons with a disability may request an agenda packet in appropriate alternative formats as required by the Americans with Disabilities Act of 1990. Reasonable accommodations and auxiliary aids will be provided to effectively allow participation in the meeting. Please contact the City Manager's Office at 442-339-2821 (voice), 711 (free relay service for TTY users), 760-720-9461 (fax) or manager@carlsbadca.gov by noon on the Tuesday before the meeting to make arrangements. City staff will respond to requests by noon on Wednesday, the day of the meeting, and will seek to resolve requests before the start of the meeting in order to maximize accessibility.

CALL TO ORDER:

ROLL CALL:

APPROVAL OF MINUTES:

Minutes of the Special Meeting held April 26, 2023

Minutes of the Special Meeting held June 27, 2023

ADVISORY BOARD COMMENTS & ANNOUNCEMENTS:

NEW BUSINESS:

1. REIMBURSEMENT REQUESTS FOR GOLF-RELATED EXPENSES –

- 1) Adopt a resolution approving a reimbursement request from Omni La Costa Resort & Spa for golf-related expenses and authorizing staff to process the payment; and
- 2) Adopt a resolution approving a reimbursement request from Sheraton Carlsbad Resort for golf-related expenses and authorizing staff to process the payment; and
- 3) Adopt a resolution approving a reimbursement request from Cassara for golf-related expenses and authorizing staff to process the payment; and
- 4) Adopt a resolution approving a reimbursement request from Hilton Cape Rey Carlsbad Beach Resort for golf-related expenses and authorizing staff to process the payment; and
- 5) Adopt a resolution approving a reimbursement request from Hilton Garden Inn for golf-related expenses and authorizing staff to process the payment; and
- 6) Adopt a resolution approving a reimbursement request from Park Hyatt Aviara for golf-related expenses and authorizing staff to process the payment; and
- 7) Adopt a resolution approving a reimbursement request from Carlsbad by the Sea for golf-related expenses and authorizing staff to process the payment. (Staff contact: Matt Sanford, Innovation and Economic Development Department)

Recommendation: Adopt the resolutions.

GENERAL COUNSEL COMMENT:

ADJOURNMENT



CARLSBAD GOLF LODGING BUSINESS IMPROVEMENT DISTRICT

Minutes

Special Meeting

Council Chamber
1200 Carlsbad Village Drive
Carlsbad, CA 92008

April 26, 2023

CALL TO ORDER: 1:06 p.m.

ROLL CALL: Stripe, Rauch, Stull.
Absent – Canepa, Mason

CONSENT CALENDAR:

APPROVAL OF MINUTES:

Minutes of the Regular Meeting held Jan. 11, 2023

Motioned by Board Member Rauch, seconded by board member Stull, to approve the minutes as presented. Motion carried unanimously, 3/0/2 (Canepa, Mason – Absent).

REPORTS AND DISCUSSION ITEMS:

1. **FINANCE AND GOVERNANCE UPDATE**

Recommendation:

Receive an informational report regarding CGLBID funds and the discuss and provide recommendations regarding the status of the Carlsbad Tourism Business Improvement District (CTBID) transition.

Economic Development Manager Matt Sanford presented the report and reviewed a PowerPoint presentation (on file in the Office of the City Clerk).

2. **REIMBURSEMENT REQUESTS**

Recommendation:

1. Adopt a resolution approving a reimbursement request from Cape Rey Carlsbad Beach, a Hiton Resort & Spa for golf-related expenses and authorizing staff to process the payment; and
2. Adopt a resolution approving a reimbursement request from Hilton Garden Inn for golf-related expenses and authorizing staff to process the payment; and
3. Adopt a resolution approving a reimbursement request from Omni La Costa Resort & Spa for golf-related expenses and authorizing staff to process the payment; and
4. Adopt a resolution approving a reimbursement request from Park Hyatt Aviara for golf-related expenses and authorizing staff to process the payment.

The Board received the report of reimbursement requests from participating hotels.

Motion by Board Member Rauch, seconded by Board Member Stull, to adopt Resolution No. 2023-006 approving the requested reimbursements for Cape Rey Carlsbad Beach. Motion carried 3/0/2, (Canepa, Mason – Absent).

Motion by Board Member Stull, seconded by Board Member Rauch, to adopt Resolution No. 2023-007 approving the requested reimbursements for Hilton Garden Inn. Motion carried, 3/0/2 (Canepa, Mason – Absent).

Motion by Board Member Rauch, seconded by Board Member Stull, to adopt Resolution No. 2023-008 approving the requested reimbursements for Omni La Costa Resort & Spa. Motion carried, 3/0/2 (Canepa, Mason – Absent).

Motion by Board Member Stull, seconded by Board Member Rauch, to adopt Resolution No. 2023-009 approving the requested reimbursements for Park Hyatt Aviara. Motion carried unanimously, 3/0/2 (Canepa, Mason – Absent).

GENERAL COUNSEL COMMENT:

None.

PUBLIC COMMENT:

None.

ADJOURNMENT:

By proper motion, the Regular Board Meeting was adjourned at 1:27 p.m.

Lauren Rogers
Administrative Assistant



CARLSBAD GOLF LODGING BUSINESS IMPROVEMENT DISTRICT

Minutes

Special Meeting

Council Chamber
1200 Carlsbad Village Drive
Carlsbad, CA 92008

June 27, 2023

CALL TO ORDER: 1:03 p.m.

ROLL CALL: Stripe, Mason, Canepa, Stull.

CONSENT CALENDAR:

APPROVAL OF MINUTES:

Minutes of the Regular Meeting held April 26, 2023

REPORTS AND DISCUSSION ITEMS:

1. **REIMBURSEMENT REQUESTS**

Recommendation:

- 1) Adopt a resolution approving a reimbursement request from Omni La Costa Resort & Spa for golf-related expenses and authorizing staff to process the payment; and
- 2) Adopt a resolution approving a reimbursement request from Sheraton Carlsbad Resort for golf-related expenses and authorizing staff to process the payment; and
- 3) Adopt a resolution approving a reimbursement request from Cassara for golf-related expenses and authorizing staff to process the payment; and
- 4) Adopt a resolution approving a reimbursement request from Carlsbad by the Sea for golf-related expenses and authorizing staff to process the payment. (Staff contact: Matt Sanford, Administrative Services Department)

Motion by Board Member Mason, seconded by Board Member Stull, to adopt Resolution No. 2023-010 approving the requested reimbursements for Omni La Costa Resort & Spa. Motion carried, 4/0.

Motion by Board Member Stull, seconded by Board Member Mason, to adopt Resolution No. 2023-011 approving the requested reimbursements for Sheraton Carlsbad Resort. Motion carried, 3/0/1 (Stripe - Abstain).

Motion by Board Member Stull, seconded by Board Member Mason, to adopt Resolution No. 2023-012 approving the requested reimbursements for Cassara. Motion carried 3/0/1, (Stripe – Abstain).

Motion by Board Member Canepa, seconded by Board Member Mason, to adopt Resolution No. 2023-013 approving the requested reimbursements for Carlsbad by the Sea. Motion carried unanimously, 4/0.

2. CGLBID ADVISORY BOARD MEETING CALENDAR

Recommendation

Adopt a resolution approving the Carlsbad Golf Lodging Business Improvement District Advisory Board's Meeting Calendar for FY 2023-2024. (Staff contact: Matt Sanford, Administrative Services Department)

Economic Development Manager Matt Sanford presented the report.

Motion by Board Member Canepa, seconded by Board Member Stull, to adopt Resolution No. 2023-014 approving the CGLBID's Meeting Calendar for FY 2023-2024. Motion carried, 4/0.

GENERAL COUNSEL COMMENT:

None.

PUBLIC COMMENT:

None.

ADJOURNMENT:

By proper motion, the Regular Board Meeting was adjourned at 1:14 p.m.

Lauren Rogers
Administrative Assistant



CARLSBAD GOLF LODGING BUSINESS IMPROVEMENT DISTRICT

Staff Report

Meeting Date: Nov. 1, 2023

To: CGLBID Advisory Board Members

From: Matt Sanford, Economic Development Manager

Staff Contact: Matt Sanford, Economic Development Manager
matt.sanford@carlsbadca.gov, 760-607-2923

Subject: Reimbursement Requests for Golf-Related Expenses

Recommended Action

- 1) Adopt a resolution approving a reimbursement request from Omni La Costa Resort & Spa for golf-related expenses and authorizing staff to process the payment; and
- 2) Adopt a resolution approving a reimbursement request from Sheraton Carlsbad Resort for golf-related expenses and authorizing staff to process the payment; and
- 3) Adopt a resolution approving a reimbursement request from Cassara for golf-related expenses and authorizing staff to process the payment; and
- 4) Adopt a resolution approving a reimbursement request from Hilton Cape Rey Carlsbad Beach Resort for golf-related expenses and authorizing staff to process the payment; and
- 5) Adopt a resolution approving a reimbursement request from Hilton Garden Inn for golf-related expenses and authorizing staff to process the payment; and
- 6) Adopt a resolution approving a reimbursement request from Park Hyatt Aviara for golf-related expenses and authorizing staff to process the payment; and
- 7) Adopt a resolution approving a reimbursement request from Carlsbad by the Sea for golf-related expenses and authorizing staff to process the payment.

Item Explanation

At its Nov. 27, 2012, meeting, the Carlsbad City Council adopted Ordinance No. CS-194 forming the Carlsbad Golf Lodging Business Improvement District (CGLBID). Hotels (as defined in Carlsbad Municipal Code Section 3.12.020), that choose to opt into the district, are assessed \$2 per occupied room night. This assessment is remitted to the city monthly through the current Transient Occupancy Tax collection process. The proceeds of the assessment must be used to promote golf-related tourism within the boundaries of the CGLBID, as well as marketing-related capital improvements such as golf-related signage and equipment, and to pay for the related administrative costs. Each assessed hotel determines how to spend the funds collected by its respective property, provided the expenditures are for an approved golf-related expense. Reimbursement of these expenses would be made quarterly upon approval by the CGLBID Advisory Board, up to the amount collected per property minus administrative fees.

At its April 17, 2013, meeting, the CGLBID Advisory Board approved a process for reimbursement (Resolution No. 2013-4G). Based on this process, staff has reviewed reimbursement requests submitted by Omni La Costa Resort & Spa, Sheraton Carlsbad Resort, Cassara, Hilton Cape Rey Carlsbad Beach Resort, Hilton Garden Inn, Park Hyatt Aviara, and Carlsbad by the Sea, and is recommending the Advisory Board adopt the attached resolutions approving the reimbursement requests and authorizing staff to process the payment for the expenses up to the amount collected minus the 4% administration fees.

Fiscal Impact

As of October 26, 2023, the CGLBID cash balance was \$631,469. The account balance for each hotel requesting reimbursement is outlined below. A participating hotel may submit reimbursements quarterly to draw from their respective accounts. If the hotel's request exceeds the amount available, the hotel may only be reimbursed up to their current account balance.

Property	Account balance	Requested reimbursement	Recommended reimbursement	Remaining balance
Cape Rey Hilton	\$ 135,517	\$ 115,694	\$ 115,694	\$ 19,823
Carlsbad by the Sea	112,908	58,480	58,480	54,428
Cassara	11,708	46,152	11,708	-
Hilton Garden Inn	198,572	59,230	59,230	139,342
Omni La Costa	34,365	172,126	34,365	-
Park Hyatt Aviara	59,561	66,246	59,561	-
Sheraton Carlsbad Resort	78,839	212,212	78,839	-
Total	\$ 631,469	\$ 730,140	\$ 417,877	\$ 213,592

Next Steps

On April 18, 2023, the City Council of the City of Carlsbad formed a new Carlsbad Tourism Business Improvement District (New CTBID) under the Property and Business Improvement District Law of 1994 (California Streets and Highways Code Sections 36600 et seq.). Visit Carlsbad was selected as the Owners' Association under the New CTBID and implemented the New CTBID's management district plan, as of July 1, 2023, when the new assessment also began. The New CTBID includes an optional golf assessment that will take the place of the CGLBID moving forward.

Participating CGLBID properties that have a balance remaining will continue to submit reimbursement requests to the CGLBID Advisory Board until all funds are expended. Properties that have already fully expended their account balance will begin to submit reimbursement requests to Visit Carlsbad as the Owner's Association of the New CTBID, for qualifying expenses that were incurred beginning July 1, 2023.

Once all remaining CGLBID funds are completely expended, the CGLBID Advisory Board may provide a recommendation to the City Council to disestablish the CGLBID.

Environmental Impact

This action does not constitute a “project” within the meaning of the California Environmental Quality Act under California Public Resources Code Section 21065, in that it has no potential to cause either a direct physical change in the environment or a reasonably foreseeable indirect physical change in the environment.

Exhibits

1. CGLBID Advisory Board resolution approving reimbursement for Omni La Costa Resort & Spa
2. CGLBID Advisory Board resolution approving reimbursement for Sheraton Carlsbad Resort
3. CGLBID Advisory Board resolution approving reimbursement for Cassara
4. CGLBID Advisory Board resolution approving reimbursement for Hilton Cape Rey Carlsbad Beach Resort
5. CGLBID Advisory Board resolution approving reimbursement for Hilton Garden Inn
6. CGLBID Advisory Board resolution approving reimbursement for Park Hyatt Aviara
7. CGLBID Advisory Board resolution approving reimbursement for Carlsbad by the Sea

RESOLUTION NO.

A RESOLUTION OF THE ADVISORY BOARD OF THE CARLSBAD GOLF LODGING BUSINESS IMPROVEMENT DISTRICT (CGLBID), APPROVING A REIMBURSEMENT REQUEST FROM THE OMNI LA COSTA RESORT & SPA FOR GOLF-RELATED EXPENSES AND AUTHORIZING STAFF TO PROCESS PAYMENT

WHEREAS, at its Nov. 27, 2012, meeting, the Carlsbad City Council adopted Ordinance No. CS-194 forming the Carlsbad Golf Lodging Business Improvement District (CGLBID); and

WHEREAS, members of the CGLBID are assessed \$2 per occupied room night, which is remitted to the city monthly through the current Transient Occupancy Tax collection process; and

WHEREAS, the proceeds of the assessment must be used to promote golf-related tourism within the boundaries of the CGLBID; and

WHEREAS, each assessed hotel determines how to spend the funds collected by its respective property, provided expenditures are for approved golf-related expenses; and

WHEREAS, reimbursement of these expenses may be made quarterly upon approval of the CGLBID Advisory Board, up to the amount collected per property minus administrative fees; and

WHEREAS, staff has reviewed the reimbursement request in Attachment A and is recommending the Advisory Board approve this reimbursement and authorize staff to pay the request up to the amount available.

NOW, THEREFORE, BE IT RESOLVED by the Advisory Board of the Carlsbad Golf Lodging Business Improvement District, as follows:

1. The above recitations are true and correct.
2. The CGLBID Board approves the November 1, 2023, reimbursement request from Omni La Costa Resort & Spa (Attachment A) and authorizes staff to pay \$34,365 to Omni La Costa Resort & Spa.

PASSED, APPROVED AND ADOPTED at a Special Meeting of the Advisory Board of the
Carlsbad Golf Lodging Business Improvement District on the ___ day of _____ 2023, by the following
vote, to wit:

AYES:

NAYS:

ABSENT:

ABSTAIN:

TIM STRIPE, Chair

SHERRY FREISINGER, City Clerk
(SEAL)

Hotel: Omni La Costa Resort & Spa

Request Amount: \$172,126.25 **Paid For:** Carlsbad Golf BID

Date Paid: 6/23/2023 **Paid By:** City of Carlsbad

**Request Description (attach
supporting documentation,
i.e., receipts):**

Q2 2023 - See detailed backup attached

This is where the reimbursement check will be mailed:

NAME OF PAYEE: Omni La Costa Resort & Spa
STREET ADDRESS: 2100 Costa Del Mar Road
CITY, STATE & ZIP: Carlsbad, CA 92009

PREPARED BY: Paul Guccini  **DATE:** 06/23/23

TITLE: Director Finance

For OFFICE USE ONLY

Approved By BID Manager: _____ Date: _____

Approved by
CGLBID Board



Date: _____ Agenda Bill No. _____ Resolution No. _____

CITY OF CARLSBAD GOLF LODGING BID FEE 1330.000.20751.0000 - La Costa

	Description	VENDOR	STATUS	Reference Document	Amount Sent for Reimbursement	Amount Collected & Remitted to City
Q1: March						
	Golf Advertising	Evertime	paid	6297	1,912.50	
	Scheduling and Marketing Software	Uschedule	paid	261873	219.95	
	Golf Instruction Software Annual Subscription	Trackman	paid	160139	1,000.00	
				Total for Mar 2023	3,132.45	16,447.37
Q2: April						
	Digital destination awareness media plan	Blue Onion Media	paid	119	60,000.00	
	TrueTour licensing/application	Visiting Media LLC	paid	1079-2615	893.60	
	Media setup, destination driver	AAA	paid	1953945	20,000.00	
	Scheduling and Marketing Software	Uschedule	paid	264561	219.95	
				Total for Apr 2023	81,113.55	17,912.50
Q2: May						
	Media buying	PMG Worldwide	paid	21923	5,792.75	
	Scheduling and Marketing Software	Uschedule	paid	266844	219.95	
				Total for May 2023	6,012.70	17,607.00
Q2: June						
	Digital destination awareness media plan	Blue Onion Media	paid	258	60,000.00	
	Champions course fencing and landscaping	El Encino Tree Service	paid	1650	25,000.00	
				Total for Jun 2023	85,000.00	20,482.00
					4% Admin Fee	1,894.21
					Q1 Reimbursement	26,985.36
					Running Balance	118,480.00
					4% Admin Fee	2,240.06
					Q2 Reimbursement	172,126.25
					Running Balance	115.19

Omni La Costa
2100 Costa Del Mar Road
Carlsbad, CA 92009

MEDIA - CONSUMER MAGAZINE INVOICE

Invoice Number : 000119

Date : 3/9/2023

Page : 1 of 1

Sales Class: Media - Consumer Magazine

Campaign:

	Order Months	Editorial Issue	Bill Amount
Vendor: Advance Billed Media			
Order: 000680 - FY2023 QTR ADVANCE BILL			
	Apr 23		60,000.00
Vendor Total:	Apr 23		60,000.00
Total			60,000.00

Total	\$60,000.00
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Please remit to:
Blue Onion Media
940 Wadsworth Blvd, Suite 201
Lakewood, CO 80214

Thank you for your business.



W VISITING MEDIA

Visiting Media LLC
LB 1207
PO Box 35142
Seattle, Washington 98124-5142
United States

BILL TO:

Omni La Costa Resort & Spa
Michelle Zwirek
2100 Costa del Mar Road
Carlsbad, California 92009
United States

SHIP TO:

Omni La Costa Resort & Spa
2100 Costa Del Mar Rd
Carlsbad, California 92009
United States

Account Number	3016
Billing Number	035422
Billing Issue Date	3/1/2023
Billing Period	3/1/2023 - 3/31/2023
Billing Due Date	3/31/2023
Billing Terms	NET 30
Amount Due	\$893.60

PRODUCT	PRODUCT DESCRIPTION	QUANTITY	UNIT PRICE	TOTAL
Discount - Miscellaneous		1.00	(\$143.70)	(\$143.70)
3D Modeling	Wholesale cost for 1,000 sq. ft. of 3D modeling. Includes content capture, creation, engineering and hosting.	61.83	\$10.00	\$618.30
360° Photograph	Wholesale cost for 1 360° photograph. Includes content capture, creation, engineering and hosting.	22.00	\$10.00	\$220.00
TrueTour™ Platform License	TrueTour™ selling enablement platform, single property license	1.00	\$269.00	\$269.00
Discount - Miscellaneous		(7.00)	\$10.00	(\$70.00)

Total	\$893.60
Amount Paid	\$0.00
Amount Due	\$893.60



To download Visiting Media's W9, visit this link: <http://bit.ly/VM-W9>

Questions? Contact Visiting Media LLC at billing@visitingmedia.com or call at +1 503-501-4743.

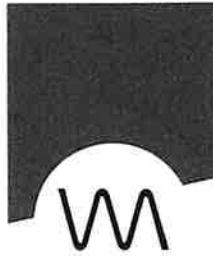
[EXTERNAL] Your Visiting Media LLC receipt [#1079-2615]

Visiting Media LLC <receipts+acct_15uBWYKvGU0M50ir@stripe.com>

Fri 4/7/2023 2:07 PM

To: Michelle Zwirek <michelle.zwirek@Omnihotels.com>

**** ATTENTION: The sender of this message is from outside of the Omni Hotels and Resorts organization. Please do not click links or open attachments unless you recognize the sender and know the content is safe. ****



Receipt from Visiting Media LLC

Receipt #1079-2615

AMOUNT PAID

\$893.60

DATE PAID

Apr 7, 2023, 2:07:35 PM

PAYMENT METHOD

VISA - 3065

SUMMARY

037353

\$893.60

Amount charged

\$893.60



Statement of Account

Page 1

Statement Date: ST 05/30/23

Account Number: 26306000

omni.ap@omnihotels.com, kgagne@omnihotels.com

PriCode 0

This is a summary of your account listing any invoice amounts still due.
Please send the invoice(s) or this statement along with your payment for proper posting.
Check your Accounts Payable records to avoid duplicate payments (Match Invoice Numbers).

Customer Service: (407) 444-7253 Or Toll - Free (800) 866-5222 (U.S.) or Canada Or Fax (407) 444-7274

Doc Type	Invoice Number	Invoice Date	Description	Previous Balance	Outstanding Balance Due
SC	1953945	04/27/23	26306000 OMNI HOTELS AND RESORTS Michelle Zwirek Set up Fee		20,000.00
Total For: 26306000 OMNI HOTELS AND RESORTS					20,000.00
TOTAL CURRENT BALANCE DUE					20,000.00

Pat M. pd.

We are not a GST Registrant.

*Payable in U.S. funds or the Canadian equivalent.

Make your checks payable to **AAA** and mail to:

AAA - Mail Stop 2

1000 AAA Drive

Heathrow, FL 32746-5063

...or Fax Credit Card Payments to (407) 444-7274

Reference Your Account Number

26306000

Avoid Late Fees - Send Payment Promptly

Please return full statement with your payment

IF PAYING BY CREDIT CARD, FILL OUT BELOW

☐ MasterCard ☐ Visa ☐ Discover \$ _____

Card # _____ - - -

CVC (3 digits on back) _____

Exp. Date _____

Print Name _____

Billing Address (if different than above) _____

Signature _____

OMNI HOTELS AND RESORTS
4001 MAPLE AVE., SUITE 500
DALLAS TX 75219

I N V O I C E

USchedule, LLC
 PO Box 577
 Bothell, WA 98041
 Phone: 425.315.9400

USchedule

Bill To:

Dustin Irwin
Omni La Costa Golf Performance Institute
2100 Costa Del Mar Road
Carlsbad, CA 92009

Invoice #	264561
Billing Date	April 10, 2023
Amount Due	\$219.95

P.O. No.	Due Date	Account #
	April 10, 2023	116520

Description	Unit Price	Quantity	Price
Scheduler, Events Calendar & Email Marketing	\$69.95	1.00	\$69.95
Additional Bookable Instructor	\$20.00	7.00	\$140.00
Additional Location	\$10.00	1.00	\$10.00



***Please note – USchedule has a new mailing address for payments and other correspondence.

USchedule, LLC
 PO Box 577
 Bothell, WA 98041

Subtotal	\$219.95
Total	\$219.95
Amount Paid	\$219.95
Balance Due	\$0.00

T E R M S

Due Upon Receipt. Finance charge of 1.5% will be charged on all past due balances.



PMG Worldwide, LLC
2845 West 7th St
Fort Worth TX 76107
United States
(817) 288-4082
AR@pmg.com

Invoice

Bill To

Omni Hotels Management Corporation
4001 Maple Avenue
Suite 500
Dallas TX 75219
United States

INVOICE #
DATE
DUE DATE
TERMS

INV21923
5/31/2023
7/15/2023
Net 45

Activity	Amount
Media Buying (Progo) - Programmatic - Display (MiQ Digital USA Inc.)	\$4,032.00
Agency Fee (Paid Search) - SEM - PMax (Google, LLC)	\$631.37
Agency Fee (Progo) - Programmatic - Display (MiQ Digital USA Inc.)	\$403.20
Dynamic Impression Tracking Fee (Progo) - Programmatic - Display (MiQ Digital USA Inc.)	\$89.99
PMG Alli Tech Fee (Paid Search) - SEM - PMax (Google, LLC)	\$126.27
PMG Alli Tech Fee (Progo) - Programmatic - Display (MiQ Digital USA Inc.)	\$80.64
Search Tech Fee (Paid Search) - SEM - PMax (Google, LLC)	\$47.35
Dynamic Display Fee (Progo) - Programmatic - Display (MiQ Digital USA Inc.)	\$381.85
Impression Tracking Fee (Progo) - Programmatic - Display (MiQ Digital USA Inc.)	\$0.08

Omni Hotels - SANRST

Balance Due \$5,792.75

Please remember to note the invoice number with your payment. Send check and wire payment information to accompany your payment to: AR@pmg.com

To pay by wire transfer or ACH, send to:

CURRENCY: USD
Account Holder Name: PMG Worldwide, LLC
Routing Number: 111901014
SWIFT BIC: HIBKUS44
Account Number: 4670153784
Depository Bank Name: Capital One, NA
Bank Address: 600 N Pearl St. Suite 2500 Dallas TX 75201

To pay by check, mail to:

PMG Worldwide, LLC
2845 West 7th Street
Fort Worth, TX 76107
United States

Email Recipients: adeleon@omnihotels.com

1 of 1



INV21923

Nov. 1, 2023

Item 1

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I N V O I C E

USchedule, LLC
 PO Box 577
 Bothell, WA 98041
 Phone: 425.315.9400

USchedule

Bill To:

Dustin Irwin
Omni La Costa Golf Performance Institute
2100 Costa Del Mar Road
Carlsbad, CA 92009

Invoice #	266844
Billing Date	May 10, 2023
Amount Due	\$219.95

P.O. No.	Due Date	Account #
	May 10, 2023	116520

Description	Unit Price	Quantity	Price
Scheduler, Events Calendar & Email Marketing	\$69.95	1.00	\$69.95
Additional Bookable Instructor	\$20.00	7.00	\$140.00
Additional Location	\$10.00	1.00	\$10.00



***Please note – USchedule has a new mailing address for payments and other correspondence.

USchedule, LLC
 PO Box 577
 Bothell, WA 98041

Subtotal	\$219.95
Total	\$219.95
Amount Paid	\$219.95
Balance Due	\$0.00

T E R M S

Due Upon Receipt. Finance charge of 1.5% will be charged on all past due balances.



Blue Onion Media • 940 Wadsworth Blvd, Suite 201 • Lakewood, CO 80214 • BOM-Accounting@blueonionmedia.com

Omni La Costa
Attn: Michelle Zwirek
2100 Costa Del Mar Road
Carlsbad, CA 92009

MAGAZINE INVOICE

Invoice Number : 000258
Date : 6/13/2023
Page : 1 of 1

	Bill Amount		
July - September 2023 Media	60,000.00		
Total	60,000.00		
<table border="1"><tr><td>Total</td><td>\$60,000.00</td></tr></table>		Total	\$60,000.00
Total	\$60,000.00		

Please remit to:
Blue Onion Media
940 Wadsworth Blvd, Suite 201
Lakewood, CO 80214

Banking Information:
Capital One Bank
Account # 4670298463
Routing #111901014

Thank you for your business.

EL ENCINO TREE SERVICE INC
P.O BOX 3271
RAMONA, CA. 92065

OFFICE : (760) 270-1714
VOICE : (760) 215-1150



OMNI & RESORTS LA COSTA
2100 COSTA DEL MAR ROAD
CARLSBAD, CA 92009

INVOICE

Invoice # 1650
Invoice Date 06/19/2023
Due Date 06/26/2023

Item	Description	Unit Price	Quantity	Amount
	GREEN CHAIN LINK FENCE MATERIAL (600 FEET)	14500.00	1.00	14,500.00
	LABOR	10500.00	1.00	10,500.00
Subtotal				25,000.00
Total				25,000.00
Amount Paid				0.00
Balance Due				\$25,000.00



OMNI GOLF PORTFOLIO

ENDEMIC PAID MEDIA PLAN

APRIL 2023

PLAN OVERVIEW

Target avid/core, affluent golfers who travel for golf 3x or more per year to drive awareness and bookings across the Omni portfolio.

Goals:

- Elevate Omni Golf by increasing awareness of the Omni golf portfolio
- Drive bookings (“stays and play”)
- Support new courses and new builds

KPIs:

- Exposure: Reach (impressions) among target audience
- Increase YoY total visitors and drive engagement on www.omnihotels.com/golf

PROPERTY OPPORTUNITY

Opportunity to co-op marketing funds to create a larger Golf media buy with endemic publications to increase Omni Golf exposure

Proposals from three Golf media outlets were evaluated to formulate a recommendation based on target audience reach, competitive CPMs, varying content and ad units, ratings and rankings, and added value.

Potential Partners Reviewed



Current Corporate Media Commitments



GOLF

AUDIENCE

- Lifestyle focus
- Ratings & Rankings moderately influenced by paid media
- 70% male / 30% female
- Median age: 61
- HHI \$100K+ (73%, 155 index)
- 3+ vacations in the past year (41%, 117 index)
- Golf Travelers Targeting – 6.6M Monthly Impressions
- Tout 22% higher average time spend vs. Golf Digest



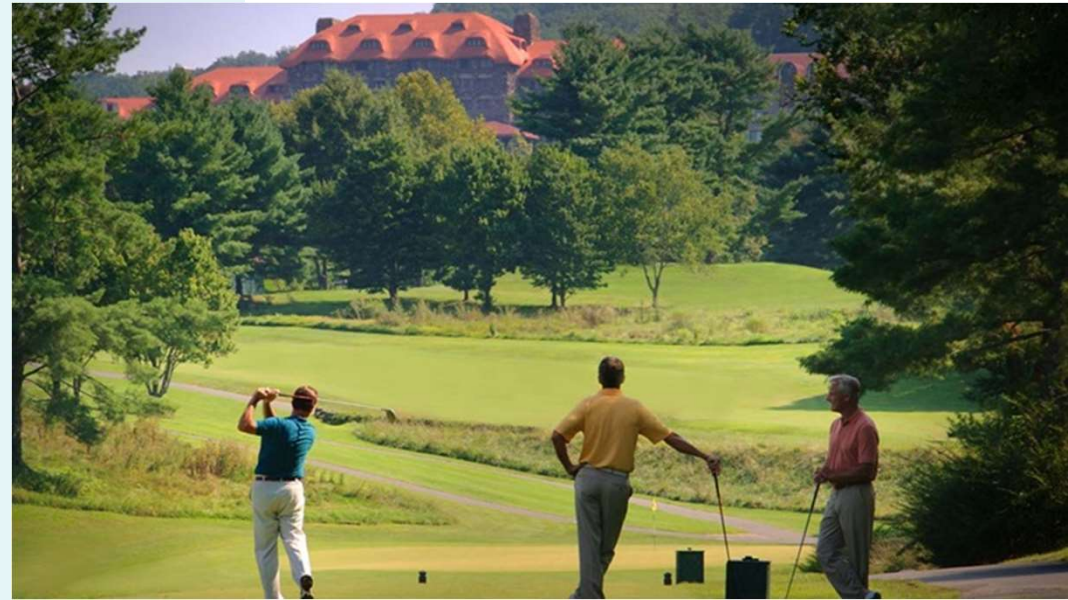
GOLF.COM PROPOSAL

Element	Target	Flight Date	cpm	Reach	Investment
High-Impact Display	Targeting 1P travelers / readers of travel content	4/10 - 7/15	\$20 cpm	1,500,000 imps	\$30,000
	Targeting HHI \$150k+	4/10 - 7/15	\$15 cpm	800,000 imps	\$12,000
Dedicated email	GolfLogix Subs who play golf in 1+ state	1X (monday)	Flat fee	53,000 subs	\$8,000
"Trips" Editorial Integration	Travel Section	3X articles, continual placement	Bonus	TBD	\$0
Total (potential reach)			\$21 cpm	2,353,000	\$50,000
Total (estimated reach)			\$21.64	2,310,600	\$50,000
Flex Ads	Production fee for building and serving custom flex ads. Can feature video content				\$2,000

Golf Digest

AUDIENCE

- Playing Focus
- Ratings & Rankings are pure editorial
- 76.5% male / 23.5% female
- Median age: 61
- HHI \$100K+ (68%)
- Travel Enthusiast 144 index
 - 105.3% more likely to have taken golf vacation in last year (index 205)
 - Spent \$7k+ 183 index
 - Spent 7-8 nights away 148 index



GOLFDIGEST.COM PROPOSAL

Element	Target	Flight Date	cpm	Reach	Investment
High-Impact Display*	ROS	4/10 - 7/31	\$30 cpm	1,000,000 imps	\$30,000
Dedicated email	Full database	1X (monday) May 16 (prior to PGA) or June 13 (prior to USO)	Flat fee	600,000	\$20,000
Newsletter	Run of Golf Digest Newsletter(s)	4/10 - 7/16 tbd	N/A Added value	666,667	\$0
Total (potential reach)			\$22 cpm	2,266,667	\$50,000
Total (estimated reach)			\$38 cpm	1,286,667	\$50,000

*High-Impact units can be Super Billboard (edge-to-edge responsive width banner) or Crown (runs above the nav bar) both runs across all pages and can include video.

Golfweek

AUDIENCE

- Avid Golfer Focus
- Less duplication with GOLF.com/GolfDigest.com
- Plays golf during travel, 202 index (different base than GOLF/Digest)
- Ratings & Rankings are **pay to play**, working one year ahead. The addition of a paid media buy in November 2023 would secure a Barton Creek Rater trip in November 2023. Barton Creek could also be pushed to 2024 and then a lower threshold commitment to Golfweek would be required in 2023.
- Omni courses co-opted a print buy in 2022 and the corporate media buy incorporates those placements, assuming the courses want to continue with that effort.



GOLFWEED PROPOSAL

Element	Target	Flight Date	cpm	Reach	Investment
100% SOV Custom Article	Promotion via paramount on Golfweek, USAT Golfers, FB/IG	4 weeks (TBD)	\$25.52	731,081	\$15,000
*Paramount Rotational Takeovers	ROS	4/10 - 4/30 Buffalo recommends extending	\$17	1,235,294	\$21,000
Monday Rewind Newsletter	Full database (340k subs)	4X date TBD	Flat	1,360,000	\$10,000
Dedicated eblast (1)	Full database	1X date TBD	Flat	200,000	\$4,000
Print Spreadadvertorial co-op 2X	Print	Golfweek's Best May Ultimate Guide December	\$62.50	360,000	\$20,000
BONUS: Rotational Takeover	ROS	December (w/ Ultimate Guide)	\$0	300,000	\$0
BONUS: Golf Life Newsletter	Full database (130k subs)	2X date TBD	\$0	260,000	\$0
BONUS: 2X Rater Retreats		Frisco + Barton Creek (Nov)	\$0	n/a	\$0
Total (potential reach)			\$15.89	4,406,375	\$70,000
Total (estimated reach minus print)			\$26.44	1,891,402	\$50,000

*Can sub for rotational takeover (\$13cpm) if Corporate Golf video is not available or strong. Overall media cost would be reduced.

RESOLUTION NO. 2023-

A RESOLUTION OF THE ADVISORY BOARD OF THE CARLSBAD GOLF LODGING BUSINESS IMPROVEMENT DISTRICT (CGLBID), APPROVING A REIMBURSEMENT REQUEST FROM THE SHERATON CARLSBAD RESORT FOR GOLF-RELATED EXPENSES AND AUTHORIZING STAFF TO PROCESS PAYMENT

WHEREAS, at its Nov. 27, 2012, meeting, the Carlsbad City Council adopted Ordinance No. CS-194 forming the Carlsbad Golf Lodging Business Improvement District (CGLBID); and

WHEREAS, members of the CGLBID are assessed \$2 per occupied room night, which is remitted to the city monthly through the current Transient Occupancy Tax collection process; and

WHEREAS, the proceeds of the assessment must be used to promote golf-related tourism within the boundaries of the CGLBID; and

WHEREAS, each assessed hotel determines how to spend the funds collected by its respective property, provided expenditures are for approved golf-related expenses; and

WHEREAS, reimbursement of these expenses may be made quarterly upon approval of the CGLBID Advisory Board, up to the amount collected per property minus administrative fees; and

WHEREAS, staff has reviewed the reimbursement request in Attachment A and is recommending the Advisory Board approve this reimbursement and authorize staff to pay the request up to the amount available.

NOW, THEREFORE, BE IT RESOLVED by the Advisory Board of the Carlsbad Golf Lodging Business Improvement District, as follows:

1. The above recitations are true and correct.
2. The CGLBID Board approves the November 1, 2023, reimbursement request from Sheraton Carlsbad Resort (Attachment A) and authorizes staff to pay \$78,839 to Sheraton Carlsbad Resort.

PASSED, APPROVED AND ADOPTED at a Special Meeting of the Advisory Board of the
Carlsbad Golf Lodging Business Improvement District on the __ day of _____ 2023, by the following
vote, to wit:

AYES:

NAYS:

ABSENT:

ABSTAIN:

TIM STRIPE, Chair

SHERRY FREISINGER, City Clerk
(SEAL)

Request for Reimbursement

Attachment A

Carlsbad Golf Lodging Business Improvement District (CGLBID)

Hotel: Sheraton Carlsbad
Resort & Spa

Request Amount: \$58,483.73 **For:** Paid
See Attached Sheets

Amount Collected minus 4% Admin Fee

Date Paid: 2Q23 **By:** Paid
Sheraton Carlsbad Resort & Spa

**Request Description
(attach supporting
documentation, i.e.,
receipts):**

Please see attached spreadsheet with all supporting invoices

This is where the reimbursement check will be mailed:

NAME OF PAYEE: Sheraton Carlsbad Resort & Spa

STREET ADDRESS: 5480 Grand Pacific Drive

CITY, STATE & ZIP: Carlsbad, CA 92008

PREPARED BY: Kristin Dolloff **DATE:** 6/20/23

TITLE: Assistant Controller _____

For OFFICE USE ONLY

Approved By BID Manager: _____ Date: _____

Approved by CGLBID Board ☐ DATE _____ Agenda Bill No. _____ Resolution No. _____

Request for Reimbursement

Carlsbad Golf Lodging Business Improvement District (CGLBID)

Hotel: Westin Carlsbad
Resort & Spa

Request Amount: \$59,510.66 **For:** Paid
See Attached Sheets

Amount Collected minus 4% Admin Fee

Date Paid: 2Q23 **By:** Paid
Westin Carlsbad Resort & Spa

**Request Description
(attach supporting
documentation, i.e.,
receipts):**

Please see attached spreadsheet with all supporting invoices

This is where the reimbursement check will be mailed:

NAME OF PAYEE: Westin Carlsbad Resort & Spa

STREET ADDRESS: 5480 Grand Pacific Drive

CITY, STATE & ZIP: Carlsbad, CA 92008

PREPARED BY: Kristin Dolloff **DATE:** 6/20/2023

TITLE: Assistant Controller

For OFFICE USE ONLY

Approved By BID Manager: _____ Date: _____

Approved by CGLBID Board ☐ DATE _____ Agenda Bill No. _____ Resolution No. _____

Carlsbad Golf Lodging Business Improvement District (CGLBID)

Monthly Collection & Invoice Detail and Allocation

The Westin/Sheraton Carlsbad Resort & Spa and the Grand Pacific Palisades Hotel

CGLBID Collection

Westin Carlsbad Resort	Paid Occ Rms	Month
\$9,416.00	4,708	Apr-23
\$8,880.00	4,440	May-23
\$8,518.00	4,259	Jun-23
\$26,814.00	13,407	

Sheraton Carlsbad Resort	Paid Occ Rms	Month
\$8,424.00	4,212	Apr-23
\$7,052.00	3,526	May-23
\$7,362.00	3,681	Jun-23
\$22,838.00	11,419	

Cassara	Paid Occ Rms	Month
\$6,216.00	3,108	Apr-23
\$5,508.00	2,754	May-23
\$6,628.00	3,314	Jun-23
\$18,352.00	9,176	

CGLBID Invoices

Allocate to Properties

Date	Vendor	Description	Invoice #	Amount	Assessed to Golf BID	Westin	Sheraton
1-Apr-23	All Things Hospitality	Ecommerce management	11028	\$1,166.67	\$233.33	\$233.33	-
1-Apr-23	All Things Hospitality	Ecommerce management	11023	\$1,166.67	\$233.33	-	\$233.33
1-Apr-23	All Things Hospitality	Ecommerce management & ad spend	11038	\$4,527.50	\$905.50	-	\$905.50
1-Apr-23	All Things Hospitality	Ecommerce management & ad spend	11044	\$2,055.00	\$411.00	\$411.00	-
1-Apr-23	ChemistryPR	PR Services	4750	\$4,500.00	\$900.00	\$450.00	\$450.00
1-Apr-23	Locale Magazine	Golf in Ad	5891-M	\$1,500.00	\$300.00	\$150.00	\$150.00
4-Apr-23	Xpress Graphics	Golf on Promo Cards	23-53309	\$134.06	\$26.81	\$13.41	\$13.41
6-Apr-23	Xpress Graphics	Golf on Promo Cards	23-53379	\$77.14	\$15.43	\$7.72	\$7.72
6-Apr-23	Koddi-Sheraton	Koddi Advertising & Digital Marketing	SO-14243	\$3,900.00	\$780.00	-	\$780.00
6-Apr-23	Koddi-Westin	Koddi Advertising & Digital Marketing	SO-14244	\$3,900.00	\$780.00	\$780.00	-
7-Apr-23	Expedia	Travel Ads	11491293	\$1,000.00	\$200.00	-	\$200.00
7-Apr-23	Expedia	Travel Ads	11491299	\$1,000.00	\$200.00	\$200.00	-
10-Apr-23	Inside Golf Media	Golf Ad	10480	\$2,000.00	\$2,000.00	\$1,000.00	\$1,000.00
11-Apr-23	Golf Lab Media	Golf Ad	4705	\$7,500.00	\$7,500.00	\$3,750.00	\$3,750.00
11-Apr-23	Xpress Graphics	Golf promo on booklet	23-53470	\$189.18	\$37.84	\$37.84	
12-Apr-23	Xpress Graphics	Golf promo on booklet	23-53482	\$238.08	\$47.62	\$23.81	\$23.81
12-Apr-23	Xpress Graphics	Golf Promo Cards	23-53487	\$151.64	\$151.64		\$151.64
17-Apr-23	Expedia Travel Ads	Golf Ads	11493171	\$1,000.00	\$200.00		\$200.00
17-Apr-23	Expedia Travel Ads	Golf Ads	11493155	\$1,000.00	\$200.00	\$200.00	
17-Apr-23	Xpress Graphics	Trifold Ad	23-53601	\$1,490.54	\$298.11	\$149.00	\$149.00
24-Apr-23	Expedia Travel Ads	Golf Ads	11494577	\$1,000.00	\$200.00	\$200.00	
24-Apr-23	Expedia Travel Ads	Golf Ads	11494586	\$1,000.00	\$200.00		\$200.00
24-Apr-23	Golf Lab Media	Golf ads	4706	\$10,650.00	\$10,650.00	\$5,325.00	\$5,325.00
28-Apr-23	All Things Hospitality	Ecommerce Manafement	11079	\$1,083.75	\$12.40	\$12.40	
30-Apr-23	Wheelhouse Media (Carlsbad Magazine)	Magazine Ad	10081	\$1,700.00	\$340.00	\$340.00	
1-May-23	Locale Magazine	Magazine Ad	5892-M	\$1,500.00	\$300.00	\$150.00	\$150.00
1-May-23	All Things Hospitality	Ecommerce Management	11098	\$2,457.50	\$491.50	\$247.75	\$247.75
1-May-23	Carlsbad Business Journal	Golf Ad	29080	\$2,395.00	\$479.00	\$239.50	\$239.50
1-May-23	All Things Hospitality	Ecommerce management	11085	\$1,166.67	\$233.33		\$233.33
1-May-23	All Things Hospitality	Ecommerce Management	11086	\$1,166.67	\$233.33	\$233.33	
1-May-23	ChemistryPR	PR Services	4759	\$4,500.00	\$900.00	\$450.00	\$450.00
1-May-23	Expedia Travel Ads	Travel Ads	11498893	\$1,000.00	\$200.00	\$200.00	
1-May-23	Expedia Travel Ads	Travel Ads	11498907	\$1,000.00	\$200.00		\$200.00
3-May-23	Inside Golf Media	Golf ad	10483	\$2,000.00	\$2,000.00	\$2,000.00	
4-May-23	All Things Hospitality	Ecommerce Management	11115	\$2,300.00	\$460.00	\$460.00	
4-May-23	TravelClick	travel ads	2008818	\$1,308.00	\$261.60	\$261.60	
4-May-23	TravelClick	travel ads	2008804	\$831.23	\$166.25		\$166.25
5-May-23	Laguna Beach Magazine	golf ad	54311	\$1,200.00	\$240.00	\$120.00	\$120.00

Request for Reimbursement

Carlsbad Golf Lodging Business Improvement District (CGLBID)

Hotel: Westin Carlsbad
Resort & Spa

Request Amount: \$59,510.66 **For:** Paid
See Attached Sheets

Amount Collected minus 4% Admin Fee

Date Paid: 2Q23 **By:** Paid
Westin Carlsbad Resort & Spa

**Request Description
(attach supporting
documentation, i.e.,
receipts):**

Please see attached spreadsheet with all supporting invoices

This is where the reimbursement check will be mailed:

NAME OF PAYEE: Westin Carlsbad Resort & Spa

STREET ADDRESS: 5480 Grand Pacific Drive

CITY, STATE & ZIP: Carlsbad, CA 92008

PREPARED BY: Kristin Dolloff **DATE:** 6/20/2023

TITLE: Assistant Controller

For OFFICE USE ONLY

Approved By BID Manager: _____ Date: _____

Approved by CGLBID Board ☐ DATE _____ Agenda Bill No. _____ Resolution No. _____

Request for Reimbursement

Carlsbad Golf Lodging Business Improvement District (CGLBID)

Hotel: Westin Carlsbad Resort & Spa

Request Amount: \$5,002.20 **Paid**
Amount Collected minus 4% Admin Fee **or:** See Attached Sheets

Date Paid: 01/23 **Paid**
By: Westin Carlsbad Resort & Spa

Request Description
(attach supporting
documentation, i.e.,
receipts):

Please see attached spreadsheet with all supporting invoices

This is where the reimbursement check will be mailed:

NAMING ADDRESS: Westin Carlsbad Resort & Spa

STREET ADDRESS: 5000 Grand Pacific Drive

CITY, STATE ZIP: Carlsbad, CA 92008

PREPARED BY: Kristin Dolloff **DATE:** 4/4/2023

TITLE: Accounting Manager

For OFFICE USE ONLY

Approved By BID Manager: _____ Date: _____

Approved by CGLBID Board ☐ DATE Agenda Bill No. Resolution No.

RESOLUTION NO. 2023-

A RESOLUTION OF THE ADVISORY BOARD OF THE CARLSBAD GOLF LODGING BUSINESS IMPROVEMENT DISTRICT (CGLBID), APPROVING A REIMBURSEMENT REQUEST FROM THE CASSARA FOR GOLF-RELATED EXPENSES AND AUTHORIZING STAFF TO PROCESS PAYMENT

WHEREAS, at its Nov. 27, 2012, meeting, the Carlsbad City Council adopted Ordinance No. CS-194 forming the Carlsbad Golf Lodging Business Improvement District (CGLBID); and

WHEREAS, members of the CGLBID are assessed \$2 per occupied room night, which is remitted to the city monthly through the current Transient Occupancy Tax collection process; and

WHEREAS, the proceeds of the assessment must be used to promote golf-related tourism within the boundaries of the CGLBID; and

WHEREAS, each assessed hotel determines how to spend the funds collected by its respective property, provided expenditures are for approved golf-related expenses; and

WHEREAS, reimbursement of these expenses may be made quarterly upon approval of the CGLBID Advisory Board, up to the amount collected per property minus administrative fees; and

WHEREAS, staff has reviewed the reimbursement request in Attachment A and is recommending the Advisory Board approve this reimbursement and authorize staff to pay the request up to the amount available.

NOW, THEREFORE, BE IT RESOLVED by the Advisory Board of the Carlsbad Golf Lodging Business Improvement District, as follows:

1. The above recitations are true and correct.
2. The CGLBID Board approves the November 1, 2023, reimbursement request from Cassara (Attachment A) and authorizes staff to pay \$11,708 to Cassara.

PASSED, APPROVED AND ADOPTED at a Special Meeting of the Advisory Board of the
Carlsbad Golf Lodging Business Improvement District on the __ day of _____ 2023, by the following
vote, to wit:

AYES:

NAYS:

ABSENT:

ABSTAIN:

TIM STRIPE, Chair

SHERRY FREISINGER, City Clerk
(SEAL)

Request for Reimbursement

Attachment A

Carlsbad Golf Lodging Business Improvement District (CGLBID)

Hotel: Grand Pacific
Palisades Hotel
(Cassara)

Request Amount: \$46,152.30

Amount Collected minus 4% Admin Fee

Paid For: See Attached Sheets

Date Paid: 2Q23

Paid By: Grand Pacific Palisades Hotel -
Cassara

**Request Description
(attach supporting
documentation, i.e.,
receipts):**

Please see attached spreadsheet with all supporting invoices

This is where the reimbursement check will be mailed:

NAME OF PAYEE: Grand Pacific Palisades Hotel - Cassara

STREET ADDRESS: 5805 Armada Drive

CITY, STATE & ZIP: Carlsbad, CA 92008

PREPARED BY: Kristin Dolloff **DATE:** 6/20/23

TITLE: Assistant Controller

For OFFICE USE ONLY

Approved By BID Manager: _____ Date: _____

Approved by CGLBID Board ☐ DATE _____ Agenda Bill No. _____ Resolution No. _____

2023 Q2 GOLF BID The Cassara

Month	Vendor	Description	Golf Bid	Golf BID Quarter	Invoice #	Invoice Amount	Golf Bid Amount
March Rollover	Hilton	Hilton Central Reservations Commissions	10%	Q1	11605-1385248	\$ 465.75	\$ 46.58
March Rollover	Hilton	Hilton Website/GDS/TA Bookings (DS/TAC Summary)	10%	Q1	CONSL-2119609	\$ 15,404.94	\$ 1,540.49
March Rollover	INNSight	SEM Google Ad Management	10%	Q1	33120234726644	\$ 118.99	\$ 11.90
April	Hilton	Hilton Website/GDS/TA Bookings (DS/TAC Summary)	10%	Q2	CONSL-2141918	\$ 11,075.57	\$ 1,107.56
April	Hilton	Hilton Online Travel Agency Margin Bookings	10%	Q2	ACH Payment	\$ 10,200.72	\$ 1,020.07
April	Hilton	Hilton Central Reservations Commissions	10%	Q2	11605-1371991	\$ 317.92	\$ 31.79
April	Hilton	Hilton Revenue Management Services and Package Maintenance	10%	Q2	11671-1846791	\$ 2,475.00	\$ 247.50
April	Expedia Travel Ads	Sponsored Listing Ads	20%	Q2	11490075	\$ 2,000.00	\$ 400.00
April	Expedia Travel Ads	Sponsored Listing Ads	20%	Q2	11493529	\$ 500.00	\$ 100.00
April	LOCALE Magazine	Digital Marketing, Monthly Rotating Banner, Leaderboard, Insta Story	20%	Q2	6004-M	\$ 2,083.00	\$ 416.60
April	Yelp for Business	Sponsored Listing Marketing	10%	Q2	ACH Payment/CC	\$ 570.00	\$ 57.00
April	Travel Media	Third Party Marketing and Reputation Management	10%	Q2	23APR_TMG0915	\$ 560.00	\$ 56.00
April	AAA	AAA Website Sponsorship Listing	20%	Q2	1953238	\$ 459.50	\$ 91.90
April	Clairvoyix	Hilton Email Marketing Database Fees	20%	Q2	24396	\$ 990.00	\$ 198.00
April	Clairvoyix	One Column Tile Email Deployment	20%	Q2	24439	\$ 990.00	\$ 198.00
April	Google	SEM Google Ads Budget Spend	20%	Q2	ACH Payment	\$ 1,943.99	\$ 388.80
April	Chemistry PR	Public Relations Company	20%	Q2	4753	\$ 1,000.00	\$ 200.00
April	Wedding Pro	The Knot Wedding Listing	10%	Q2	INVUSD592138130	\$ 819.00	\$ 81.90
April	INNSight	SEM Google Ad Management	10%	Q2	4302023726644	\$ 118.99	\$ 11.90
April	sandiego.com	Website Ad Package	15%	Q2	46AC352C-0013	\$ 1,200.00	\$ 180.00
April	San Diego Magazine	Digital Marketing SD Magazine - Summer Escapes Full Page	20%	Q2	25899	\$ 2,800.00	\$ 560.00
April	San Diego Magazine	Digital Marketing SD Magazine - Sponsored Story In Stream Post Reel U/G	20%	Q2	25947	\$ 3,000.00	\$ 600.00
April	Express Graphics	Wedding Brochures	10%	Q2	23-53462	\$ 202.06	\$ 20.21
April	Express Graphics	Tri-Fold Welcome Brochures	10%	Q2	23-53574	\$ 685.91	\$ 68.59
April	Express Graphics	Property Flyers	10%	Q2	23-52102	\$ 51.00	\$ 5.10
April	The Hotel Network	Website Layered Marketing Platform - Package Promotion and Comms	15%	Q2	22-EIG008404	\$ 175.00	\$ 26.25
April	Travelclick Media Solutions	Agency360 Subscription Marketing	10%	Q2	HT269622	\$ 1,543.81	\$ 154.38
April	Travelclick Media Solutions	Q2 Revenue Strategy360 and Demand 360 Subscription Marketing	10%	Q2	HT276567	\$ 3,361.97	\$ 336.20
April	Travelclick Media Solutions	Q1 Revenue Strategy360 and Demand 360 Subscription Marketing	10%	Q2	HT240115	\$ 1,315.00	\$ 131.50
April	Travelclick Media Solutions	GDS Campaigns on Galileo and Sabre	15%	Q2	2000995	\$ 615.12	\$ 92.27
April	Box	Box Digital Asset Management Platform Annual Subscription	20%	Q2	INV10847866	\$ 540.00	\$ 108.00
April	VERB	Graphic Design - Marketing Artwork	20%	Q2	GPRCB.031	\$ 937.50	\$ 187.50
April	Kimberly Motos LLC	Photography Event Space and Website	20%	Q2	49	\$ 500.00	\$ 100.00
May	Hilton	Hilton Website/GDS/TA Bookings (DS/TAC Summary)	10%	Q2	CONSL-2164586	\$ 8,442.99	\$ 844.30
May	Hilton	Hilton Online Travel Agency Margin Bookings	10%	Q2	ACH Payment	\$ 5,416.62	\$ 541.66
May	Hilton	Hilton Central Reservations Commissions	10%	Q2	11605-1399803	\$ 1,030.85	\$ 103.09
May	Hilton	Hilton Revenue Management Services and Package Maintenance	10%	Q2	11671-1925541	\$ 2,475.00	\$ 247.50
May	LOCALE Magazine	Digital Marketing Insta Story, Promoted FB, Dedicated Email Newsletter	20%	Q2	6005-M	\$ 2,083.00	\$ 416.60
May	Expedia Travel Ads	Sponsored Listing Ads	20%	Q2	11504123	\$ 2,000.00	\$ 400.00
May	Expedia Travel Ads	Sponsored Listing Ads	20%	Q2	11499668	\$ 2,000.00	\$ 400.00
May	Expedia Travel Ads	Q2 Hilton Co-Op San Diego Campaign	20%	Q2	1000000521	\$ 5,000.00	\$ 1,000.00
May	Google	SEM Google Ads Budget Spend	20%	Q2	ACH Payment	\$ 1,962.49	\$ 392.50
May	AAA	AAA Website Sponsorship Listing	10%	Q2	1955229	\$ 459.50	\$ 45.95
May	INNSight	SEM Google Ad Management	10%	Q2	5312023726644	\$ 118.99	\$ 11.90
May	Chemistry PR	Public Relations Company	20%	Q2	4763	\$ 1,000.00	\$ 200.00
May	Carlsbad Magazine	Print and Digital Marketing Ads Carlsbad Magazine - Sept/Oct22 Payment	20%	Q2	9866	\$ 494.50	\$ 98.90
May	Travelclick Media Solutions	GDS Campaigns on Galileo and Sabre	10%	Q2	2008827	\$ 569.47	\$ 56.95
May	sandiego.com	Website Ad Package	15%	Q2	46AC352C-0014	\$ 1,200.00	\$ 180.00
May	San Diego Magazine	Digital Marketing SD Magazine - Lightbox	20%	Q2	26087	\$ 1,000.00	\$ 200.00
May	San Diego Magazine	Digital Marketing SD Magazine - Sponsorship Best of North County	20%	Q2	25784	\$ 1,500.00	\$ 300.00
May	The Hotel Network	Website Layered Marketing Platform - Package Promotion and Comms	15%	Q2	23-EIG008916	\$ 175.00	\$ 26.25
May	Yelp for Business	Sponsored Listing Marketing	10%	Q2	ACH Payment/CC	\$ 570.00	\$ 57.00
May	Clairvoyix	One Column Tile Email Deployment	20%	Q2	24614	\$ 775.00	\$ 155.00
May	Travel Media	Third Party Marketing and Reputation Management	10%	Q2	23MAY_TMG0942	\$ 560.00	\$ 56.00
June	Hilton	Hilton Online Travel Agency Margin Bookings - MTD, partial submission	10%	Q2	ACH Payment	\$ 4,835.53	\$ 483.55
June	Google	SEM Google Ads Budget Spend	20%	Q2	ACH Payment	\$ 1,994.87	\$ 398.97
June	AAA	AAA Website Sponsorship Listing	10%	Q2	1957740	\$ 459.50	\$ 45.95
June	Expedia Travel Ads	Sponsored Listing Ads	20%	Q2	11515043	\$ 2,000.00	\$ 400.00
June	LOCALE Magazine	Digital Marketing Eblast Inclusion, Insta Post, Promoted FB, Rotating Banner	20%	Q2	6006-M	\$ 2,083.00	\$ 416.60
June	The Hotel Network	Website Layered Marketing Platform - Package Promotion and Comms	15%	Q2	23-EIG009335	\$ 175.00	\$ 26.25
June	Travelclick Media Solutions	GDS Campaigns on Galileo and Sabre	10%	Q2	2016966	\$ 831.04	\$ 83.10
June	Yelp for Business	Sponsored Listing Marketing	10%	Q2	ACH Payment/CC	\$ 570.00	\$ 57.00
June	Travel Media	Third Party Marketing and Reputation Management	10%	Q2	23JUN_TMG0925	\$ 560.00	\$ 56.00
June	sandiego.com	Website Ad Package	15%	Q2	46AC352C-0015	\$ 1,200.00	\$ 180.00
June	Inside Golf Media	Cassara Insider Newsletter Monthly Features + SD Magazine Sponsor Post	25%	Q2	10491	\$ 1,250.00	\$ 312.50
June	Chemistry PR	Public Relations Company	20%	Q2	4774	\$ 1,000.00	\$ 200.00
June	2Q23	Wages and Salaries	20%	Q2		\$ 144,914.00	\$ 28,982.80

Nov. 1, 2023

\$ 145,813.09 \$ Page 40 of 148

RESOLUTION NO. 2023-

A RESOLUTION OF THE ADVISORY BOARD OF THE CARLSBAD GOLF LODGING BUSINESS IMPROVEMENT DISTRICT (CGLBID), APPROVING A REIMBURSEMENT REQUEST FROM THE HILTON CAPE REY CARLSBAD BEACH RESORT FOR GOLF-RELATED EXPENSES AND AUTHORIZING STAFF TO PROCESS PAYMENT

WHEREAS, at its Nov. 27, 2012, meeting, the Carlsbad City Council adopted Ordinance No. CS-194 forming the Carlsbad Golf Lodging Business Improvement District (CGLBID); and

WHEREAS, members of the CGLBID are assessed \$2 per occupied room night, which is remitted to the city monthly through the current Transient Occupancy Tax collection process; and

WHEREAS, the proceeds of the assessment must be used to promote golf-related tourism within the boundaries of the CGLBID; and

WHEREAS, each assessed hotel determines how to spend the funds collected by its respective property, provided expenditures are for approved golf-related expenses; and

WHEREAS, reimbursement of these expenses may be made quarterly upon approval of the CGLBID Advisory Board, up to the amount collected per property minus administrative fees; and

WHEREAS, staff has reviewed the reimbursement request in Attachment A and is recommending the Advisory Board approve this reimbursement and authorize staff to pay the request up to the amount available.

NOW, THEREFORE, BE IT RESOLVED by the Advisory Board of the Carlsbad Golf Lodging Business Improvement District, as follows:

1. The above recitations are true and correct.
2. The CGLBID Board approves the November 1, 2023, reimbursement request from Carlsbad by the Sea (Attachment A) and authorizes staff to pay \$115,694 to Hilton Cape Rey Carlsbad Beach Resort.

PASSED, APPROVED AND ADOPTED at a Special Meeting of the Advisory Board of the
Carlsbad Golf Lodging Business Improvement District on the ___ day of _____ 2023, by the following
vote, to wit:

AYES:

NAYS:

ABSENT:

ABSTAIN:

TIM STRIPE, Chair

SHERRY FREISINGER, City Clerk
(SEAL)

Request for Reimbursement

Attachment A

Carlsbad Golf Lodging Business Improvement District (CGLBID)

Hotel: Cape Rey Carlsbad Beach, a Hilton Resort & Spa

Request Amount: \$59,257.90

Paid For: Golf Marketing Initiatives Q2 - 2023

Date Paid: April– June 2023

Paid By: Cape Rey Carlsbad Beach

Request Description (attach supporting documentation, i.e., receipts):

JOB 1 Golf Email Campaigns Using Cendyn/Guestfolio – Marketing emails that include promotion of Golf Packages here at Cape Rey and at The Crossings at Carlsbad are deployed with this email platform. April, May and June. fees = \$395.60

+ 4 Mgmt. hours for content and template creation = \$200.00

Total: \$595.60

JOB 2 Golf Social Media Posts –

Approx. 50% of content from **Social Fisch our Social Media Agency** is golf related.

April, May and June billing @ \$2,500 per month = \$7,500.00 x 50% = \$3,750.00

+ 3 Mgmt. hours per month for content and approval = \$450.00

Total: \$4,200.00

JOB 3 Golf Digital Media Ad Campaigns, Verb Interactive (Digital Ad Agency)

Media Spend – April \$900.00 + May \$1,100.00 + June \$1,100.00 = \$3,100.00

+4 Mgmt. hours for content and approval per month = \$600.00

Total: \$3,700.00

JOB 4 Golf Promotion/On Hold Voice Messaging – Spectrio Voice Messaging System

Subscription Costs – April \$122.68 + May \$122.68 + June \$122.68 = \$368.04

+ 1 Mgmt. hours per month for updates and approvals = \$150.00

Total: \$518.04

JOB 5 Golf campaigns with Expedia Travel Ads & Hilton Amplify program (paid search and paid social)

- Digital Media Campaigns promoting golf packages. Media costs for Q2= \$21,850.31

+ 8 Mgmt. hours providing content and campaign approvals per month = \$1,200.00

Total: \$23,050.31

JOB 6 Golf Packages for The Crossings at Carlsbad on Caperey.com

+ 1 Mgmt. hours for content, updating websites and new golf vouchers per month

Total \$150.00

JOB 7 Stay to Play Ad Package in PassPort to San Diego Magazine Full page print ad and digital ad package for golf packages

+ 2 Mgmt. hours per month for providing digital, social media and newsletter content

Total: \$300.00

JOB 8 Golf Travel & Social Media Influencers & Writers Hosted to Promote Carlsbad

Complimentary room, food and beverage expenses for golf writers/influencers = \$3,749.95

+ 12 Mgmt. hours for coordinating, touring and greeting (4 total) guests = \$600.00

Total: \$4,349.95

JOB 9 Rogue Media - Stay to Play Golf Package Media Buy Golfing So Cal Magazine & several regional golf magazines and digital newsletters Annual Contract- Full page print ad and digital ad package for golf packages

+ 3 Mgmt. hours per month for providing ad design for print, digital & newsletter content **Total: \$450.00**

JOB 10 Southern California Golf Assn. Stay to Play Ad Package – Print and Digital Annual Contract Full page print ad and digital ad package for golf packages

+ 2 Mgmt. hours per month for providing print, digital, social media and newsletter content **Total: \$300.00**

JOB 11 AAA Multimedia Marketing – Digital Banner Ad campaign directed to CA and AZ for golf packages – June media costs = \$1,025.00

+ 8 Mgmt. hours for providing creative and content for 4-month campaign = \$400.00

Total: \$1,425.00

Continued on Page 2

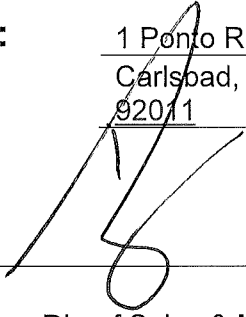
JOB 12 ABC-15 in Phoenix AZ - Father's Day Golf Getaway Campaign – Digital Banner Ads, e-newsletter, broadcast mentions and more to promote a golf getaway/giveaway.	
May media costs = \$3,081.00	
+ 16 Mgmt. hours for coordination & providing creative/content for campaign = \$800.00	Total: \$3,881.00
JOB 13 Fly By Photography Video Edit for website hero image – Edits to include golf footage for the new Caperey.com vanity site being completed in Q2 = \$1,500.00	
+ 10 Mgmt. hours for coordination and art direction = \$500.00	Total: \$2,000.00
JOB 14 Caperey.com vanity site build to include golf and update images, content and video	
Web developers time = \$11,338.00	
+ 60 Mgmt. hours for providing content, design direction and project mgmt. = \$3,000.00	Total: \$14,338.00
Grand Total \$59,257.90	

This is where the reimbursement check will be mailed:

NAME OF PAYEE: Wave Crest Oceanfront LLC
DBA Cape Rey Carlsbad Beach, Wave Crest Oceanfront LLC
DBA Cape Rey Carlsbad Beach, a Hilton Resort & Spa Spa

STREET ADDRESS: 1 Ponto Road1 Ponto Road

CITY, STATE & ZIP: Carlsbad, CA 92011Carlsbad, CA
92011

PREPARED BY:  **DATE:** 6/30/23

TITLE: Area Dir. of Sales & Marketing

For OFFICE USE ONLY

Approved By BID Manager: _____ Date: _____

Approved by CGLBID Board ☐ DATE _____ Agenda Bill No. _____ Resolution No. _____



Central Dynamics LLC
980 N Federal Hwy, Ste 312
Boca Raton FL 33432
United States

REMIT US FUNDS TO LOCKBOX:
Attn: Cendyn Group LLC Lockbox 735245
131 S Dearborn, 6th Floor
Chicago, IL USA 60603

Invoice

#INV6705820

01-Mar-2023

Bill To

Cape Rey Carlsbad, A Hilton Resort
1 Ponto Rd
Carlsbad 92011
United States

Property

Cape Rey Carlsbad, A Hilton Resort
1 Ponto Rd
Carlsbad 92011
United States

TOTAL (USD)

\$395.60

Due Date: 01-Mar-2023

Terms

Due on receipt

PO #**Sales Rep**

Robin Deyo

Item	Qty	Rate	Amount	Tax Rate	Tax Amount	Gross Amt
GF-ESSENTIALS Guestfolio CRM Essentials Monthly Fee 4/1/2023 - 6/19/2023	3	\$131.86666 667	\$395.60	0%	\$0.00	\$395.60

Tax Type	Tax Code	Tax Basis	Tax Rate	Tax Amount
State	AVATAX	\$395.60	0%	\$0.00
Total				\$0.00

Subtotal	\$395.60
Tax	\$0.00
Total	\$395.60

PLEASE NOTE REMIT TO ABOVE FOR US CHECK PAYMENTS**BANKING INSTRUCTION FOR WIRE/ACH:**

Account Name: Cendyn Group LLC dba Cendyn
Bank Name: JPMorgan Chase
Bank Address: New York, NY, USA 10017
Account Number: 861169537
ABA Number: 021000021
Swift/BIC Code Number: CHASUS33

Please Include the invoice number when paying to insure proper credit



INV6705820
Nov. 1, 2023

1 of 1



Social Fisch Inc
8589994229
8306 Wilshire Blvd #232
Beverly Hills, CA 90211

Billed To
Rob Stirling
Cape Rey Carlsbad Beach, a
Hilton Resort and Spa
1 Ponto Road
Carlsbad, CA 92011

Date of Issue
05/03/2023

Due Date
05/18/2023

Invoice Number
CR0423

Amount Due (USD)
\$2,500.00

Description	Rate	Qty	Line Total
Social Media Management April 2022	\$2,500.00	1	\$2,500.00
Subtotal			2,500.00
Tax			0.00
Total			2,500.00
Amount Paid			0.00
Amount Due (USD)			\$2,500.00

Off - 50% 1,250.00



Social Fisch Inc
8589994229
8306 Wilshire Blvd #232
Beverly Hills, CA 90211

Billed To
Rob Stirling
Cape Rey Carlsbad Beach, a
Hilton Resort and Spa
1 Ponto Road
Carlsbad, CA 92011

Date of Issue
06/05/2023

Due Date
06/20/2023

Invoice Number
CR0523

Amount Due (USD)
\$2,500.00

Description	Rate	Qty	Line Total
Social Media Management May 2023	\$2,500.00	1	\$2,500.00
Subtotal			2,500.00
Tax			0.00
Total			2,500.00
Amount Paid			0.00
Amount Due (USD)			\$2,500.00

Golf 50% 1250



Social Fisch Inc
8589994229
8306 Wilshire Blvd #232
Beverly Hills, CA 90211

Billed To
Rob Stirling
Cape Rey Carlsbad Beach, a
Hilton Resort and Spa
1 Ponto Road
Carlsbad, CA 92011

Date of Issue
06/23/2023

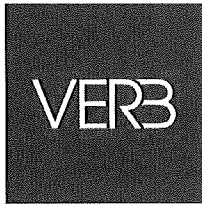
Due Date
07/08/2023

Invoice Number
CR0623

Amount Due (USD)
\$2,500.00

Description	Rate	Qty	Line Total
Social Media Management June 2023	\$2,500.00	1	\$2,500.00
Subtotal			2,500.00
Tax			0.00
Total			2,500.00
Amount Paid			0.00
Amount Due (USD)			\$2,500.00

Cash 50% 1,250



VERB Interactive Inc.
1656 Barrington Street, 5th Floor
Halifax, Nova Scotia
B3J 0C2 Canada

T: 902-444-7656
E: accounting@verbinteractive.com
Web: www.verbinteractive.com
GST/HST No: 863211777 RT0001

Invoice To:
Cape Rey Carlsbad Beach, A Hilton Resort
and Spa
1 Ponto Rd
Carlsbad CA 92011

Date	Invoice #
04/04/2023	39559

Description	Amount
April Digital Media - Google: Cape Rey Golf	600.00
April Digital Media-Facebook: Cape Rey Golf	300.00
VERB Media Management Credit: \$117	

HST 15% 0.00

Total Amount Due USD 900.00

We appreciate your business!

Payment Terms: Due Upon Receipt



VERB Interactive Inc.
1656 Barrington Street, 5th Floor
Halifax, Nova Scotia
B3J 0C2 Canada

T: 902-444-7656
E: accounting@verbinteractive.com
Web: www.verbinteractive.com
GST/HST No: 863211777 RT0001

Invoice To:

Cape Rey Carlsbad Beach, A Hilton Resort
and Spa
1 Ponto Rd
Carlsbad CA 92011

Date	Invoice #
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05/02/2023	40384
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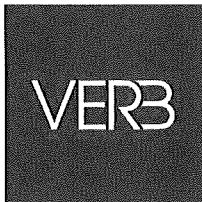
Description	Amount
May Digital Media - Google: Cape Rey Golf	800.00
May Digital Media-Facebook: Cape Rey Golf	300.00
VERB Media Management Credit: \$143	

HST 15% 0.00

Total Amount Due USD 1,100.00

We appreciate your business!

Payment Terms: Due Upon Receipt



VERB Interactive Inc.
1656 Barrington Street, 5th Floor
Halifax, Nova Scotia
B3J 0C2 Canada

T: 902-444-7656
E: accounting@verbinteractive.com
Web: www.verbinteractive.com
GST/HST No: 863211777 RT0001

Invoice To:

Cape Rey Carlsbad Beach, A Hilton Resort
and Spa
1 Ponto Rd
Carlsbad CA 92011

Date Invoice #

06/19/2023 41443

Description	Amount
June Digital Media - Google: Cape Rey Golf	800.00
June Digital Media-Facebook: Cape Rey Golf	300.00
VERB Media Management Credit: \$143	

HST 15% 0.00

Total Amount Due USD 1,100.00

We appreciate your business!

Payment Terms: Due Upon Receipt



PO Box 890271
Charlotte NC 28289-0271
United States
(800) 584-4653
www.spectrio.com
Tax ID # 85-3825945

Invoice

#1478009

Acct OHC25556

4/1/2023

Bill To

Cape Rey Carlsbad - A Hilton Resort
1 Ponto Road
Carlsbad CA 92011
United States

Ship To**Terms**

Due on Receipt

Due Date

4/1/2023

PO #**Memo**

Qty	Service/Item Description	Rate	Subscription	Tax Rate	Amount
1	Monthly Invoice for On Hold Marketing Message	\$107.69	SUBX-47381		\$107.69

Service Address: - OHC25556 - Cape Rey Carlsbad
Beach - A Hilton Resort & Spa
1 Ponto Road, Carlsbad, CA 92011

Service Dates: 4/1/2023 - 4/30/2023

1	Service Fee Per Invoice	\$14.99	SUBX-147665		\$14.99
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Service Address: - OHC25556 - Cape Rey Carlsbad
Beach - A Hilton Resort & Spa
1 Ponto Road, Carlsbad, CA 92011

Service Dates: 4/1/2023 - 4/30/2023

Subtotal \$122.68

S&H Cost \$0.00

S&H Discount

Tax Total (%) \$0.00

Total \$122.68

Amount Applied \$0.00

AMOUNT DUE

\$122.68

Due Date: 4/1/2023

Payment Details:

Please Make Checks Payable To:
Remittance Address:

Spectrio, LLC
PO Box 890271
Charlotte, NC 28289-0271
www.Spectrio.com/Client-Center
(800) 584-4653 x 2910

Payment Via Webportal:

Payment Via Phone:

INV #1478009

Acct OHC25556

WiFi Marketing, Digital Signage, In-Store Music, or On Hold Messaging and Marketing
Visit [spectrio.com/free-gift](https://www.spectrio.com/free-gift) to get started.



PO Box 890271
Charlotte NC 28289-0271
United States
(800) 584-4653
www.spectrio.com
Tax ID # 85-3825945

Invoice

#1491194

Acct OHC25556

5/1/2023

Bill To

Cape Rey Carlsbad - A Hilton Resort
1 Ponto Road
Carlsbad CA 92011
United States

Ship To**Terms**

Due on Receipt

Due Date

5/1/2023

PO #**Memo**

Qty	Service/Item Description	Rate	Subscription	Tax Rate	Amount
1	Monthly Invoice for On Hold Marketing Message	\$107.69	SUBX-47381		\$107.69

Service Address: - OHC25556 - Cape Rey Carlsbad
Beach - A Hilton Resort & Spa
1 Ponto Road, Carlsbad, CA 92011

Service Dates: 5/1/2023 - 5/31/2023

1	Service Fee Per Invoice	\$14.99	SUBX-147665		\$14.99
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Service Address: - OHC25556 - Cape Rey Carlsbad
Beach - A Hilton Resort & Spa
1 Ponto Road, Carlsbad, CA 92011

Service Dates: 5/1/2023 - 5/31/2023

Subtotal	\$122.68
S&H Cost	\$0.00
S&H Discount	
Tax Total (%)	\$0.00
Total	\$122.68

Amount Applied \$0.00

AMOUNT DUE

\$122.68

Due Date: 5/1/2023

Payment Details:

Please Make Checks Payable To:
Remittance Address:

Payment Via Webportal:
Payment Via Phone:

INV #1491194

Acct OHC25556

Spectrio, LLC
PO Box 890271
Charlotte, NC 28289-0271
www.Spectrio.com/Client-Center
(800) 584-4653 x 2910

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PO Box 890271
Charlotte NC 28289-0271
United States
(800) 584-4653
www.spectrio.com
Tax ID # 85-3825945

Invoice

#1504039

Acct OHC25556

6/1/2023

Bill To

Cape Rey Carlsbad - A Hilton Resort
1 Ponto Road
Carlsbad CA 92011
United States

Ship To

Terms

Due on Receipt

Due Date

6/1/2023

PO

Memo

Qty	Service/Item Description	Rate	Subscription	Tax Rate	Amount
1	Monthly Invoice for On Hold Marketing Message	\$107.69	SUBX-47381		\$107.69

Service Address: - OHC25556 - Cape Rey Carlsbad
Beach - A Hilton Resort & Spa
1 Ponto Road, Carlsbad, CA 92011

Service Dates: 6/1/2023 - 6/30/2023

1	Service Fee Per Invoice	\$14.99	SUBX-147665		\$14.99
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Service Address: - OHC25556 - Cape Rey Carlsbad
Beach - A Hilton Resort & Spa
1 Ponto Road, Carlsbad, CA 92011

Service Dates: 6/1/2023 - 6/30/2023

Subtotal	\$122.68
S&H Cost	\$0.00
S&H Discount	
Tax Total (%)	\$0.00
Total	\$122.68

Amount Applied \$0.00

AMOUNT DUE

\$122.68

Due Date: 6/1/2023

Payment Details:

Please Make Checks Payable To:
Remittance Address:

Payment Via Webportal:
Payment Via Phone:

INV #1504039
Acct OHC25556

Spectrio, LLC
PO Box 890271
Charlotte, NC 28289-0271
www.Spectrio.com/Client-Center
(800) 584-4653 x 2910

WiFi Marketing, Digital Signage, In-Store Music, or On Hold Messaging and Marketing
Visit spectrio.com/free-gift to get started.

Transaction Date	Hotel Code	Hotel ID	Hotel Name	Transaction ID	Transaction Type	Media Channel	Program Type	Funding Note	Amount
6/28/2023	SA NRSHF	99037	Cape Rey Carlsbad Beach, a Hilton Resort and Spa	1272188229	Direct Bill Funds	Google Hotel Ads	Amplify	Amplify Ad Hoc Funding	2550.00
6/27/2023	SA NRSHF	99037	Cape Rey Carlsbad Beach, a Hilton Resort and Spa	1272068234	Direct Bill Funds	Booking Network Sponsored Ads	Elevate	Elevate Ad Hoc Funding	1000.00
6/21/2023	SA NRSHF	99037	Cape Rey Carlsbad Beach, a Hilton Resort and Spa	1271210913	Direct Bill Funds	Expedia TravelAds	Elevate	Elevate Ad Hoc Funding	1000.00
6/17/2023	SA NRSHF	99037	Cape Rey Carlsbad Beach, a Hilton Resort and Spa	1269256023	Expedia, PrePay Credit	Expedia TravelAds	Elevate	Expedia Prepaid Funding	490.92
6/6/2023	SA NRSHF	99037	Cape Rey Carlsbad Beach, a Hilton Resort and Spa	1269089999	Expedia, PrePay Credit	Expedia TravelAds	Elevate	Expedia Prepaid Funding	1.00
6/6/2023	SA NRSHF	99037	Cape Rey Carlsbad Beach, a Hilton Resort and Spa	1269089997	Expedia, PrePay Credit	Expedia TravelAds	Elevate	Expedia Prepaid Funding	225.17
6/6/2023	SA NRSHF	99037	Cape Rey Carlsbad Beach, a Hilton Resort and Spa	1269089994	Expedia, PrePay Credit	Expedia TravelAds	Elevate	Expedia Prepaid Funding	510.31
5/31/2023	SA NRSHF	99037	Cape Rey Carlsbad Beach, a Hilton Resort and Spa	1268232643	Direct Bill Funds	Google Hotel Ads	Amplify	Auto Rebill Event	353.10
5/31/2023	SA NRSHF	99037	Cape Rey Carlsbad Beach, a Hilton Resort and Spa	1268232646	Direct Bill Funds	Paid Search	Amplify	Auto Rebill Event	535.00
5/31/2023	SA NRSHF	99037	Cape Rey Carlsbad Beach, a Hilton Resort and Spa	1268232644	Direct Bill Funds	Google Property Promotion Ads	Amplify	Auto Rebill Event	181.90
5/31/2023	SA NRSHF	99037	Cape Rey Carlsbad Beach, a Hilton Resort and Spa	126652779	Direct Bill Funds	Booking Network Sponsored Ads	Amplify	Auto Rebill Event	3614.41
5/19/2023	SA NRSHF	99037	Cape Rey Carlsbad Beach, a Hilton Resort and Spa	126652778	Direct Bill Funds	Expedia TravelAds	Elevate	Elevate Ad Hoc Funding	500.00
5/9/2023	SA NRSHF	99037	Cape Rey Carlsbad Beach, a Hilton Resort and Spa	1265384003	Direct Bill Funds	Booking Network Sponsored Ads	Elevate	Elevate Ad Hoc Funding	1500.00
5/9/2023	SA NRSHF	99037	Cape Rey Carlsbad Beach, a Hilton Resort and Spa	1265384004	Direct Bill Funds	Expedia TravelAds	Elevate	Elevate Ad Hoc Funding	1000.00
5/4/2023	SA NRSHF	99037	Cape Rey Carlsbad Beach, a Hilton Resort and Spa	1264736676	Direct Bill Funds	Google Hotel Ads	Amplify	Amplify Ad Hoc Funding	500.00
4/30/2023	SA NRSHF	99037	Cape Rey Carlsbad Beach, a Hilton Resort and Spa	1264269314	Paid Search	Auto Rebill Event	Amplify	Auto Rebill Event	353.00
4/30/2023	SA NRSHF	99037	Cape Rey Carlsbad Beach, a Hilton Resort and Spa	1264269313	Direct Bill Funds	Booking Network Sponsored Ads	Elevate	Elevate Ad Hoc Funding	3653.50
4/4/2023	SA NRSHF	99037	Cape Rey Carlsbad Beach, a Hilton Resort and Spa	1260947450	Direct Bill Funds	Expedia TravelAds	Elevate	Elevate Ad Hoc Funding	500.00
4/4/2023	SA NRSHF	99037	Cape Rey Carlsbad Beach, a Hilton Resort and Spa	1260947451	Direct Bill Funds	Expedia TravelAds	Elevate	Elevate Ad Hoc Funding	1000.00
								Total	\$21,850.31

Q2

\$ 21,850.31



CAPE REY CARLSBAD A HILTON RESORT
1 PONTO ROAD
CARLSBAD, CA 92011
United States of America
TELEPHONE 760-602-0800 • FAX 760-602-0805
Reservations
www.hilton.com or 1 800 HILTONS

GOLF MARKETING

Room No: H 1663
Arrival Date: 2/1/2023 12:00:00 AM
Departure Date:
Adult/Child:
Cashier ID: SCACERES1
Room Rate:
AL:
HH #
VAT #
Folio No/Che 492915 B

CARLSBAD CA 92011
UNITED STATES OF AMERICA

CAPE REY CARLSBAD A HILTON RESORT 7/5/2023 2:05:00 PM

DATE	DESCRIPTION	ID	REF NO	CHARGES	CREDIT	BALANCE
6/2/2023	RESORT CHARGE [RTD FR RM 2012 MODI, RISHI:RCPT A] [RTD FR RM MODI RISHI 2012]	JLONG92	3807913	\$35.00		
6/2/2023	ROOM OCCUPANCY TAX [RTD FR RM MODI RISHI 2012]	JLONG92	3807913	\$3.50		
6/2/2023	2% CTBID ASSESSMENT [RTD FR RM MODI RISHI 2012]	JLONG92	3807913	\$0.70		
6/2/2023	SELF PARKING [RTD FR RM 2012 MODI, RISHI:RCPT A] [RTD FR RM MODI RISHI 2012]	JLONG92	3807914	\$30.00		
6/2/2023	GUEST ROOM [RTD FR RM 2012 MODI, RISHI:RCPT A] [RTD FR RM MODI RISHI 2012]	JLONG92	3807915	\$421.99		
6/2/2023	ROOM OCCUPANCY TAX [RTD FR RM MODI RISHI 2012]	JLONG92	3807915	\$42.20		
6/2/2023	VOLUNTARY STATE PARK FEE [RTD FR RM MODI RISHI 2012]	JLONG92	3807915	\$1.00		
6/2/2023	CARLSBAD TOURISM ASSESSMENT [RTD FR RM MODI RISHI 2012]	JLONG92	3807915	\$2.00		
6/2/2023	2% CTBID ASSESSMENT [RTD FR RM MODI RISHI 2012]	JLONG92	3807915	\$8.44		
6/2/2023	CA TOURISM ASSESSMENT [RTD FR RM MODI RISHI 2012]	JLONG92	3807915	\$0.74		
6/2/2023	RESORT CHARGE [RTD FR RM 3108 SALIM, FARAH:RCPT A] [RTD FR RM SALIM FARAH 3108]	JLONG92	3808260	\$35.00		
6/2/2023	ROOM OCCUPANCY TAX [RTD FR RM SALIM FARAH 3108]	JLONG92	3808260	\$3.50		
6/2/2023	2% CTBID ASSESSMENT [RTD FR RM SALIM FARAH 3108]	JLONG92	3808260	\$0.70		
6/2/2023	GUEST ROOM [RTD FR RM 3108 SALIM, FARAH:RCPT A] [RTD FR RM SALIM FARAH 3108]	JLONG92	3808261	\$421.99		
6/2/2023	ROOM OCCUPANCY TAX [RTD FR RM SALIM FARAH 3108]	JLONG92	3808261	\$42.20		
6/2/2023	VOLUNTARY STATE PARK FEE [RTD FR RM SALIM FARAH 3108]	JLONG92	3808261	\$1.00		
6/2/2023	CARLSBAD TOURISM ASSESSMENT [RTD FR RM SALIM FARAH 3108]	JLONG92	3808261	\$2.00		
6/2/2023	2% CTBID ASSESSMENT [RTD FR RM SALIM FARAH 3108]	JLONG92	3808261	\$8.44		
6/2/2023	CA TOURISM ASSESSMENT [RTD FR RM SALIM FARAH 3108]	JLONG92	3808261	\$0.74		

Page:1

Handwritten: Total 5607.5

GOLF MARKETING

CARLSBAD CA 92011
UNITED STATES OF AMERICA

Room No: H 1663
Arrival Date: 2/1/2023 12:00:00 AM
Departure Date:
Adult/Child:
Cashier ID: SCACERES1
Room Rate:
AL:
HH #
VAT #
Folio No/Che 492915 B

CAPE REY CARLSBAD A HILTON RESORT 7/5/2023 2:05:00 PM

DATE	DESCRIPTION	ID	REF NO	CHARGES	CREDIT	BALANCE
6/3/2023	CHANDLERS FOOD BREAKFAST [RTD FR RM 2012 MODI, RISHI:RCPT A] [RTD FR RM MODI RISHI 2012]	LINTR	3808611	\$85.00		
6/3/2023	POS F&B TAX [RTD FR RM MODI RISHI 2012]	LINTR	3808611	\$6.59		
6/3/2023	CHANDLERS LIQUOR [RTD FR RM 2012 MODI, RISHI:RCPT A] [RTD FR RM MODI RISHI 2012]	LINTR	3809044	\$28.00		
6/3/2023	POS F&B TAX [RTD FR RM MODI RISHI 2012]	LINTR	3809044	\$2.17		
6/3/2023	CHANDLERS BEER [RTD FR RM 2012 MODI, RISHI:RCPT A] [RTD FR RM MODI RISHI 2012]	LINTR	3809050	\$7.00		
6/3/2023	POS F&B TAX [RTD FR RM MODI RISHI 2012]	LINTR	3809050	\$0.54		
6/3/2023	CHANDLERS LIQUOR [RTD FR RM 2012 MODI, RISHI:RCPT A] [RTD FR RM MODI RISHI 2012]	LINTR	3809051	\$24.00		
6/3/2023	POS F&B TAX [RTD FR RM MODI RISHI 2012]	LINTR	3809051	\$1.86		
6/3/2023	CHANDLERS FOOD DINNER [RTD FR RM 2012 MODI, RISHI:RCPT A] [RTD FR RM MODI RISHI 2012]	LINTR	3809199	\$56.00		
6/3/2023	POS F&B TAX [RTD FR RM MODI RISHI 2012]	LINTR	3809199	\$4.34		
6/3/2023	CHANDLERS WINE [RTD FR RM 2012 MODI, RISHI:RCPT A] [RTD FR RM MODI RISHI 2012]	LINTR	3809200	\$14.00		
6/3/2023	POS F&B TAX [RTD FR RM MODI RISHI 2012]	LINTR	3809200	\$1.09		
6/3/2023	CHANDLERS FOOD DINNER [RTD FR RM 3108 SALIM, FARAH:RCPT A] [RTD FR RM SALIM FARAH 3108]	LINTR	3809202	\$134.00		
6/3/2023	POS F&B TAX [RTD FR RM SALIM FARAH 3108]	LINTR	3809202	\$10.39		
6/3/2023	CHANDLERS LIQUOR [RTD FR RM 3108 SALIM, FARAH:RCPT A] [RTD FR RM SALIM FARAH 3108]	LINTR	3809203	\$28.00		
6/3/2023	POS F&B TAX [RTD FR RM SALIM FARAH 3108]	LINTR	3809203	\$2.17		
6/3/2023	RESORT CHARGE [RTD FR RM 2012 MODI, RISHI:RCPT A] [RTD FR RM MODI RISHI 2012]	NLEYVA2	3809423	\$35.00		
6/3/2023	ROOM OCCUPANCY TAX [RTD FR RM MODI RISHI 2012]	NLEYVA2	3809423	\$3.50		
6/3/2023	2% CTBID ASSESSMENT [RTD FR RM MODI RISHI 2012]	NLEYVA2	3809423	\$0.70		
6/3/2023	SELF PARKING [RTD FR RM 2012 MODI, RISHI:RCPT A] [RTD FR RM MODI RISHI 2012]	NLEYVA2	3809424	\$30.00		
6/3/2023	GUEST ROOM [RTD FR RM 2012 MODI, RISHI:RCPT A] [RTD FR RM MODI RISHI 2012]	NLEYVA2	3809425	\$421.99		

Page:2

GOLF MARKETING

Room No: H 1663
 Arrival Date: 2/1/2023 12:00:00 AM
 Departure Date:
 Adult/Child:
 Cashier ID: SCACERES1
 Room Rate:
 AL:
 HH #
 VAT #
 Folio No/Che 492915 B

CARLSBAD CA 92011
 UNITED STATES OF AMERICA

CAPE REY CARLSBAD A HILTON RESORT 7/5/2023 2:05:00 PM

DATE	DESCRIPTION	ID	REF NO	CHARGES	CREDIT	BALANCE
6/3/2023	ROOM OCCUPANCY TAX [RTD FR RM MODI RISHI 2012]	NLEYVA2	3809425	\$42.20		
6/3/2023	VOLUNTARY STATE PARK FEE [RTD FR RM MODI RISHI 2012]	NLEYVA2	3809425	\$1.00		
6/3/2023	CARLSBAD TOURISM ASSESSMENT [RTD FR RM MODI RISHI 2012]	NLEYVA2	3809425	\$2.00		
6/3/2023	2% CTBID ASSESSMENT [RTD FR RM MODI RISHI 2012]	NLEYVA2	3809425	\$8.44		
6/3/2023	CA TOURISM ASSESSMENT [RTD FR RM MODI RISHI 2012]	NLEYVA2	3809425	\$0.74		
6/3/2023	RESORT CHARGE [RTD FR RM 3108 SALIM, FARAH:RCPT A] [RTD FR RM SALIM FARAH 3108]	NLEYVA2	3809850	\$35.00		
6/3/2023	ROOM OCCUPANCY TAX [RTD FR RM SALIM FARAH 3108]	NLEYVA2	3809850	\$3.50		
6/3/2023	2% CTBID ASSESSMENT [RTD FR RM SALIM FARAH 3108]	NLEYVA2	3809850	\$0.70		
6/3/2023	GUEST ROOM [RTD FR RM 3108 SALIM, FARAH:RCPT A] [RTD FR RM SALIM FARAH 3108]	NLEYVA2	3809851	\$421.99		
6/3/2023	ROOM OCCUPANCY TAX [RTD FR RM SALIM FARAH 3108]	NLEYVA2	3809851	\$42.20		
6/3/2023	VOLUNTARY STATE PARK FEE [RTD FR RM SALIM FARAH 3108]	NLEYVA2	3809851	\$1.00		
6/3/2023	CARLSBAD TOURISM ASSESSMENT [RTD FR RM SALIM FARAH 3108]	NLEYVA2	3809851	\$2.00		
6/3/2023	2% CTBID ASSESSMENT [RTD FR RM SALIM FARAH 3108]	NLEYVA2	3809851	\$8.44		
6/3/2023	CA TOURISM ASSESSMENT [RTD FR RM SALIM FARAH 3108]	NLEYVA2	3809851	\$0.74		
6/4/2023	CHANDLERS FOOD DINNER [RTD FR RM 3108 SALIM, FARAH:RCPT A] [RTD FR RM SALIM FARAH 3108]	LINTR	3810512	\$116.00		
6/4/2023	POS F&B TAX [RTD FR RM SALIM FARAH 3108]	LINTR	3810512	\$8.99		
6/4/2023	CHANDLERS WINE [RTD FR RM 3108 SALIM, FARAH:RCPT A] [RTD FR RM SALIM FARAH 3108]	LINTR	3810513	\$13.00		
6/4/2023	POS F&B TAX [RTD FR RM SALIM FARAH 3108]	LINTR	3810513	\$1.01		
6/5/2023	CHANDLERS FOOD DINNER [RTD FR RM 3110 SCOTT, ALICE:RCPT B] [RTD FR RM SCOTT ALICE 3110]	LINTR	3812011	\$61.00		
6/5/2023	POS F&B TAX [RTD FR RM SCOTT ALICE 3110]	LINTR	3812011	\$4.73		
6/5/2023	CHANDLERS WINE [RTD FR RM 3110 SCOTT, ALICE:RCPT B] [RTD FR RM SCOTT ALICE 3110]	LINTR	3812012	\$24.00		
6/5/2023	POS F&B TAX [RTD FR RM SCOTT ALICE 3110]	LINTR	3812012	\$1.86		
6/5/2023	CHANDLERS LIQUOR [RTD FR RM 3110 SCOTT, ALICE:RCPT B] [RTD FR RM SCOTT ALICE 3110]	LINTR	3812013	\$12.00		

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GOLF MARKETING

Room No: H 1663
 Arrival Date: 2/1/2023 12:00:00 AM
 Departure Date:
 Adult/Child:
 Cashier ID: SCACERES1
 Room Rate:
 AL:
 HH #
 VAT #
 Folio No/Che 492915 B

CARLSBAD CA 92011
 UNITED STATES OF AMERICA

CAPE REY CARLSBAD A HILTON RESORT 7/5/2023 2:05:00 PM

DATE	DESCRIPTION	ID	REF NO	CHARGES	CREDIT	BALANCE
6/5/2023	POS F&B TAX [RTD FR RM SCOTT ALICE 3110]	LINTR	3812013	\$0.93		
6/5/2023	RESORT CHARGE [RTD FR RM 3110 SCOTT, ALICE:RCPT A] [RTD FR RM SCOTT ALICE 3110]	JLONG92	3812689	\$35.00		
6/5/2023	ROOM OCCUPANCY TAX [RTD FR RM SCOTT ALICE 3110]	JLONG92	3812689	\$3.50		
6/5/2023	2% CTBID ASSESSMENT [RTD FR RM SCOTT ALICE 3110]	JLONG92	3812689	\$0.70		
6/5/2023	SELF PARKING [RTD FR RM 3110 SCOTT, ALICE:RCPT A] [RTD FR RM SCOTT ALICE 3110]	JLONG92	3812690	\$30.00		
6/5/2023	GUEST ROOM [RTD FR RM 3110 SCOTT, ALICE:RCPT B] [RTD FR RM SCOTT ALICE 3110]	JLONG92	3812691	\$325.00		
6/5/2023	ROOM OCCUPANCY TAX [RTD FR RM SCOTT ALICE 3110]	JLONG92	3812691	\$32.50		
6/5/2023	VOLUNTARY STATE PARK FEE [RTD FR RM SCOTT ALICE 3110]	JLONG92	3812691	\$1.00		
6/5/2023	CARLSBAD TOURISM ASSESSMENT [RTD FR RM SCOTT ALICE 3110]	JLONG92	3812691	\$2.00		
6/5/2023	2% CTBID ASSESSMENT [RTD FR RM SCOTT ALICE 3110]	JLONG92	3812691	\$6.50		
6/5/2023	CA TOURISM ASSESSMENT [RTD FR RM SCOTT ALICE 3110]	JLONG92	3812691	\$0.74		
6/6/2023	RESORT CHARGE [RTD FR RM 3110 SCOTT, ALICE:RCPT A] [RTD FR RM SCOTT ALICE 3110]	JLONG92	3813880	\$35.00		
6/6/2023	ROOM OCCUPANCY TAX [RTD FR RM SCOTT ALICE 3110]	JLONG92	3813880	\$3.50		
6/6/2023	2% CTBID ASSESSMENT [RTD FR RM SCOTT ALICE 3110]	JLONG92	3813880	\$0.70		
6/6/2023	SELF PARKING [RTD FR RM 3110 SCOTT, ALICE:RCPT A] [RTD FR RM SCOTT ALICE 3110]	JLONG92	3813881	\$30.00		
6/6/2023	GUEST ROOM [RTD FR RM 3110 SCOTT, ALICE:RCPT B] [RTD FR RM SCOTT ALICE 3110]	JLONG92	3813882	\$325.00		
6/6/2023	ROOM OCCUPANCY TAX [RTD FR RM SCOTT ALICE 3110]	JLONG92	3813882	\$32.50		
6/6/2023	VOLUNTARY STATE PARK FEE [RTD FR RM SCOTT ALICE 3110]	JLONG92	3813882	\$1.00		
6/6/2023	CARLSBAD TOURISM ASSESSMENT [RTD FR RM SCOTT ALICE 3110]	JLONG92	3813882	\$2.00		
6/6/2023	2% CTBID ASSESSMENT [RTD FR RM SCOTT ALICE 3110]	JLONG92	3813882	\$6.50		
6/6/2023	CA TOURISM ASSESSMENT [RTD FR RM SCOTT ALICE 3110]	JLONG92	3813882	\$0.74		
6/7/2023	CHANDLERS FOOD BREAKFAST [RTD FR RM 3110 SCOTT, ALICE:RCPT B] [RTD FR RM SCOTT ALICE 3110]	LINTR	3814052	\$66.00		
6/7/2023	POS F&B TAX [RTD FR RM SCOTT ALICE 3110]	LINTR	3814052	\$5.12		

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GOLF MARKETING

CARLSBAD CA 92011
UNITED STATES OF AMERICA

Room No: H 1663
Arrival Date: 2/1/2023 12:00:00 AM
Departure Date:
Adult/Child:
Cashier ID: SCACERES1
Room Rate:
AL:
HH #
VAT #
Folio No/Che 492915 B

CAPE REY CARLSBAD A HILTON RESORT 7/5/2023 2:05:00 PM

DATE	DESCRIPTION	ID	REF NO	CHARGES	CREDIT	BALANCE
6/7/2023	CHANDLERS TIPS [XFR FR RM3110 SCOTT, ALICE:RCPT B] [XFR FR RM SCOTT ALICE 3110 RCPT B - 6/7/2023]	BCHAPMA N5	3814170	\$14.00		
6/7/2023	CHANDLERS TIPS [XFR FR RM3110 SCOTT, ALICE:RCPT B] [XFR FR RM SCOTT ALICE 3110 RCPT B - 6/5/2023]	BCHAPMA N5	3814171	\$20.00		
				BALANCE		\$3,749.95



Multimedia Marketing

EXTENDED AUDIENCE INSERTION ORDER

Advertiser: Cape Rey Carlsbad Beach, a Hilton Resort & Spa
 City/ST: CARLSBAD CA
 AAA ID: 201557
 AAA Sales Rep: Debra Stemples
 DocuSigned by: OPP ID: OPP-87734-M1S8
 Date: 4/20/2023
 E8E537E0D7DD452...

This is an official insertion order from AAA. All information contained in this document is confidential and should be used solely for the purpose of implementing the advertisers campaign on the sites listed below. Extended Audience campaigns do not include advertising on AAA.com or CAA.ca websites.

Basic Campaign Information

Campaign Name: Davidson Corporate Summer Campaign Start Date: 5/1/2023 End Date: 8/31/2023

Click URL:

Scheduling Detailed Section

Product: Premium Display Site Retargeting Pixel Requested? (Premium Only): No
 Geo-Target: CA, WA, OR, AZ, UT, CO, TX, OK, KS, MI, WI, IL, MO, IN, OH, KY, GA, FL, TN, NY
 Demographic Target: HH 75K + 25-44, Single, Married, INferred Married, Some College, College Grad, Homeowner, Generation X, Millennials, Gen Xers, Frequent Flyers
 Keywords:

Creative Detailed Section

Required Ad Sizes: 160x600, 300x250, 300x600, 728x90, 320x50(mobile)
 Banner Creative
 Creative Request Attached
 Banner Count: 1
 Landing Page Creative:

****Digital ad form must be submitted for creative services to be rendered for campaign creatives.**

Billing Information

Charge By: CPM Campaign will be billed the following month after campaign start date.
 CPM: \$11.00 Billing Plan : One Bill Billing Start : 6/1/2023
 Impressions: 75,000 Notes
 Hosting Fee: \$0.00 Refer to the master agreement. 300,000 total impressions served over four months.
 Monthly Rate: \$825.00 x 4 months
 Setup Fee: \$200.00
 Adjustment: \$0.00** **Manager Approval Required for Adjustment – Specify in Notes
 Total Charges: \$3,500.00

Payer Acknowledgement

Please complete Payer Information and sign below. Payer acknowledges receipt of, and has read and agrees to be bound by the Summary Terms and Conditions on the reverse side and the Expanded Terms and Conditions at AAA.biz/Approved/AAAOnline.pdf. Payer agrees that its facsimile signature hereto shall be binding on Payer with the same effect as a signature on an original. **Setup fee is non-refundable.** Digital advertising is served based on availability. Billing for served inventory in general is handled post-delivery. In cases where a customer requests pre-billing, AAA, at its discretion, will extend the campaign to fulfill the order or credit the unapplied funds.

Payer Information

Payer Name: Cape Rey Carlsbad Beach, a Hilton Resort & Spa
 Address: 1 Ponto Rd City: CARLSBAD State/PR: CA Postal Code: 92011
 Telephone: DocuSigned by: Thomas Lee Fax:
 Authorized Signature: 08B4AE21790540B... Date: 4/20/2023
 Print Name: Thomas Lee Title: Email: thomas.lee@caperey.com

For AAA Use Only

Accounting #: Processor : Received Date : 4/20/2023
 Territory: SCAT21 - Southern California

W
 1025 for June 2023

Scripps Media Receipt

 no_reply@cardx.com
To Barbara Pape

Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

Wed 5/31/2023 9:25:50

Reply

Reply All

Forward

CAUTION: This is an external email and the sender may not be who they claim it is. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Scripps Media Receipt

Dear customer,

Thank you for your online payment.

Currency : USD
Paid On : May 31, 2023
Amount Due : \$3,000.00
Credit Card Fee : \$81.00
Total Transaction Amount : \$3,081.00
Invoice Number : KNXV:1159796

Payment Summary

Card	Type	Transaction ID
2569	Visa	2023053119500063677

Rep's CARD
5/31/23
GOLF GETAWAY
GIVEAWAY
IN AZ.



Payment receipt

You paid \$1,500.00

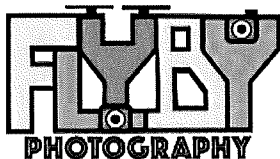
to Flyby Photography on 6/23/2023

Invoice no.	351
Invoice amount	\$1,500.00
Total	\$1,500.00

No additional transfer fees or taxes apply.

Status	Paid
Payment method	Credit Card
Authorization ID	ARVXRHA577944983

Thank you



Flyby Photography

(760) 805-8732

<http://www.flybyphotograph.com> | flybyphotograph@gmail.com

PO Box 311178, New Braunfels, TX 78131

Payment services brought by:

Intuit Payments Inc.
2700 Coast Avenue, Mountain View, CA
94043
Phone number 1-888-536-4801
NMLS #1098819

For more information about Intuit
Payments' money transmission licenses,
please visit
[https://www.intuit.com/legal/licenses/payment-
licenses/](https://www.intuit.com/legal/licenses/payment-licenses/).



P.O. Box 551459, Jacksonville, FL 32255-1459

Invoice Number:	SIN060325
Invoice Date:	05/01/2023
Due Date:	Due On Receipt
Account Number:	145302

TOTAL \$ 11,338.00

Billing Address:

Wave Crest Oceanfront LLC d/b/a Cape Rey
Carlsbad Beach, a Hilton Resort and Spa
1 Ponto Road
Carlsbad, CA, 92011
United States

Account:

Wave Crest Oceanfront LLC d/b/a Cape Rey
Carlsbad Beach, a Hilton Resort and Spa
1 Ponto Road
Carlsbad, CA, 92011
United States

Invoice Detail

Installment 12 of 12 Design One-time design cost in the amount of \$11,338 -12Month Installment Contract #122063

Product Name	Quantity	Price
One Time Fees		
A/R Installment Billing		\$942.45
Total		\$942.45
Grand Total		\$942.45
Payments/Credits		\$0.00
Balance Due		\$942.45

Manage Automatic Payments

Pay This Invoice

Setup/Update an authorization to have all future invoices automatically paid with a credit card or eCheck.

Vizergy's platform is touted as the #1 digital marketing system – easy to use, turnkey and SMART. For more than 20 years, Vizergy has served the hospitality industry with complete travel life-cycle marketing solutions, growing direct bookings and reducing distribution cost. Visit our website to see the growing list of hospitality clients like you, that we are so proud to serve!

As a friendly reminder Vizergy's invoice is due on receipt, thank you in advance for your prompt payment.

Want to increase direct bookings? Call your Account Manager TODAY, we're here to serve!

Thank you for your continued business.

For billing inquiries email: accounting@vizergy.com or call 1-904-389-1130 Ext. 297

Request for Reimbursement

Carlsbad Golf Lodging Business Improvement District (CGLBID)

Hotel: Cape Rey Carlsbad Beach, a Hilton Resort & Spa

Request Amount: \$56,436.33 **Paid For:** Golf Marketing Initiatives Q3 - 2023

Date Paid: July – Sept. 2023 **Paid By:** Cape Rey Carlsbad Beach

Request Description (attach supporting documentation, i.e., receipts):

JOB 1 Golf Email Campaigns Using Cendyn/Guestfolio - Marketing emails that include promotion of Golf Packages here at Cape Rey and at The Crossings at Carlsbad are deployed with this email platform.
July, Aug. & Sept. fees = \$468.00

+ 4 Mgmt. hours for content and template creation = \$200.00 **Total: \$668.00**

JOB 2 Golf Social Media Posts –

Approx. 50% of content from **Social Fisch our Social Media Agency** is golf related.

July, Aug. & Sept. billing = \$9,000.00 x 50% = \$4,500.00

+ 6 Mgmt. hours per month for content and approval = \$900.00 **Total: \$5,400.00**

JOB 3 Golf Digital Media Ad Campaigns, Verb Interactive (Digital Ad Agency)

Media Spend – July \$1,100.00 + Aug. \$800.00 + Sept. \$900.00 = \$2,800.00

+5 Mgmt. hours for content and approval per month = \$750.00 **Total: \$3,550.00**

JOB 4 Golf Promotion/On Hold Voice Messaging – Spectrio Voice Messaging System

Subscription Costs – July \$122.68 + Aug. \$122.68 + Sept. \$122.68 = \$368.04

+ 2 Mgmt. hours per month for updates and approvals = \$300.00 **Total: \$668.04**

JOB 5 Golf campaigns with Expedia Travel Ads & Hilton Amplify/Elevate programs (paid search and

paid social) - Digital Media Campaigns promoting golf packages. Media costs for Q3 = \$27,702.99

+ 10 Mgmt. hours providing content & campaign approvals per month = \$1,500.00 **Total: \$29,202.99**

JOB 6 Golf Packages for The Crossings at Carlsbad on Caperey.com

+ 2 Mgmt. hours for content, updating websites and new golf vouchers per month **Total \$300.00**

JOB 7 Stay to Play Ad Package in PassPort to San Diego Magazine Full page print ad and digital ad package for golf packages

+ 3 Mgmt. hours per month for providing digital, social media and newsletter content **Total: \$450.00**

JOB 8 Golf Travel & Social Media Influencers & Writers Hosted to Promote Carlsbad

Complimentary room, food and beverage expenses for TWO different golf writers/influencers = \$2,580.30

+ 16 Mgmt. hours for coordinating, touring and greeting (4 total) guests = \$800.00 **Total: \$3,380.30**

JOB 9 Rogue Media - Stay to Play Golf Package Media Buy Golfing So Cal Magazine & several regional golf magazines and digital newsletters Annual Contract- Full page print ad and digital ad package for golf packages

+ 4 Mgmt. hours per month for providing ad design for print, digital & newsletter content **Total: \$600.00**

JOB 10 Southern California Golf Assn. Stay to Play Ad Package – Print and Digital Annual Contract Full page print ad and digital ad package for golf packages

+ 3 Mgmt. hours per month for providing print, digital, social media and newsletter content **Total: \$450.00**

JOB 11 AAA Multimedia Marketing – Digital Banner Ad campaign directed to CA and AZ for golf packages – Media costs = \$3,500.00

+ 8 Mgmt. hours for providing creative and content for campaign = \$400.00 **Total: \$3,900.00**

Continued on Page 2

Financial Status Report

2

JOB 12 Fly By Photography Reels created from videos for social media/golf = \$1,500.00
+ 12 Mgmt. hours for coordination and art direction = \$600.00 **Total: \$2,100.00**

JOB 13 Vizergy Digital Marketing - Caperey.com vanity site including golf specific pages, golf package content, Carlsbad city golf content and related imagery

July \$1,389 + Aug. \$1,389 + Sept. \$1,389 = \$4,167

+ 24 Mgmt. hours for providing content, design direction and project mgmt. = \$1,200.00 **Total: \$5,367.00**

JOB 14 Underpar campaign started again for golf packages

+ 8 Mgmt. hours for coordination and art direction **Total: \$400.00**

Grand Total \$56,436.33

This is where the reimbursement check will be mailed:

NAME OF PAYEE:

Wave Crest Oceanfront LLC
DBA Cape Rey Carlsbad Beach, Wave Crest Oceanfront LLC
DBA Cape Rey Carlsbad Beach, a Hilton Resort & Spa

STREET ADDRESS:

1 Ponto Road1 Ponto Road

CITY, STATE & ZIP:

Carlsbad, CA 92011Carlsbad, CA
92011

PREPARED BY:

DATE: 10/26/23

TITLE: Area Dir. of Sales & Marketing

For OFFICE USE ONLY

Approved By BID Manager:

Date:

Approved by CGLBID Board

☐ DATE Agenda Bill No. Resolution No.

Q3

OK July-Sept Billing



Central Dynamics LLC
980 N Federal Hwy, Ste 312
Boca Raton FL 33432
United States

Invoice
#INV6709859
01-Jun-2023

Bill To

Cape Rey Carlsbad, A Hilton Resort
1 Ponto Rd
Carlsbad 92011
United States

Property

Cape Rey Carlsbad, A Hilton Resort
1 Ponto Rd
Carlsbad 92011
United States

TOTAL (USD)

\$524.57

Due Date: 01-Jun-2023

Terms

Due on receipt

PO #**Sales Rep**

Robin Deyo

Item**Qty****Rate****Amount****Tax Rate****Tax Amount****Gross Amt****GF-ESSENTIALS**

Guestfolio CRM Essentials Monthly Fee
7/1/2023 - 9/30/2023

3

\$156.00

\$468.00

0%

\$0.00

\$468.00

GF-ESSENTIALS

Guestfolio CRM Essentials Monthly Fee
6/20/2023 - 6/30/2023

3

\$18.856666
67

\$56.57

0%

\$0.00

\$56.57

(partial June)
Q2

Tax Type**Tax Code****Tax Basis****Tax Rate****Tax Amount**

State

AVATAX

\$524.57

0%

\$0.00

Total \$0.00

Subtotal

\$524.57

Tax

\$0.00

Total

\$524.57

Q3 total
\$ 468



INV6709859
Nov. 1, 2023

1 of 2

Item 1

Page 67 of 148



Social Fisch Inc
8589994229
8306 Wilshire Blvd #232
Beverly Hills, CA 90211

Billed To
Rob Stirling
Cape Rey Carlsbad Beach, a
Hilton Resort and Spa
1 Ponto Road
Carlsbad, CA 92011

Date of Issue
08/02/2023

Due Date
08/17/2023

Invoice Number
CR0723

Amount Due (USD)
\$2,500.00

Description	Rate	Qty	Line Total
Social Media Management July 2023	\$2,500.00	1	\$2,500.00
Subtotal			2,500.00
Tax			0.00
Total			2,500.00
Amount Paid			0.00
Amount Due (USD)			\$2,500.00



Social Fisch Inc
8589994229
8306 Wilshire Blvd #232
Beverly Hills, CA 90211

Billed To
Rob Stirling
Cape Rey Carlsbad Beach, a
Hilton Resort and Spa
1 Ponto Road
Carlsbad, CA 92011

Date of Issue
09/04/2023

Due Date
09/19/2023

Invoice Number
CR0823

Amount Due (USD)
\$3,250.00

Description	Rate	Qty	Line Total
Social Media Management August 2023- Tier 1	\$3,250.00	1	\$3,250.00
Subtotal			3,250.00
Tax			0.00
Total			3,250.00
Amount Paid			0.00
Amount Due (USD)			\$3,250.00



Social Fisch Inc
8589994229
8306 Wilshire Blvd #232
Beverly Hills, CA 90211

Billed To
Rob Stirling
Cape Rey Carlsbad Beach, a
Hilton Resort and Spa
1 Ponto Road
Carlsbad, CA 92011

Date of Issue
10/05/2023

Due Date
10/20/2023

Invoice Number
CR0923

Amount Due (USD)
\$3,250.00

Description	Rate	Qty	Line Total
Social Media Management September 2023- Tier 1	\$3,250.00	1	\$3,250.00
Subtotal			3,250.00
Tax			0.00
Total			3,250.00
Amount Paid			0.00
Amount Due (USD)			\$3,250.00



VERB Interactive Inc.
1656 Barrington Street, 5th Floor
Halifax, Nova Scotia
B3J 0C2 Canada

T: 902-444-7656
E: accounting@verbinteractive.com
Web: www.verbinteractive.com
GST/HST No: 863211777 RT0001

Invoice To:

Cape Rey Carlsbad Beach, A Hilton Resort
and Spa
1 Ponto Rd
Carlsbad CA 92011

Date	Invoice #
------	-----------

07/02/2023	41519
------------	-------

Description	Amount
July Digital Media - Google: Cape Rey Golf	800.00
July Digital Media-Facebook: Cape Rey Golf	300.00
VERB Media Management Credit: \$143	

HST 15% 0.00

Total Amount Due USD 1,100.00

We appreciate your business!

Payment Terms: Due Upon Receipt



VERB Interactive Inc.
1656 Barrington Street, 5th Floor
Halifax, Nova Scotia
B3J 0C2 Canada

T: 902-444-7656
E: accounting@verbinteractive.com
Web: www.verbinteractive.com
GST/HST No: 863211777 RT0001

Invoice To:

Cape Rey Carlsbad Beach, A Hilton Resort
and Spa
1 Ponto Rd
Carlsbad CA 92011

Date Invoice #

08/01/2023 42495

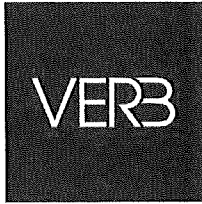
Description	Amount
August Digital Media - Google: Cape Rey Golf	500.00
August Digital Media-Facebook: Cape Rey Golf	300.00
VERB Media Management Credit: \$104	

HST 15% 0.00

Total Amount Due USD 800.00

We appreciate your business!

Payment Terms: Due Upon Receipt



VERB Interactive Inc.
1656 Barrington Street, 5th Floor
Halifax, Nova Scotia
B3J 0C2 Canada

T: 902-444-7656
E: accounting@verbinteractive.com
Web: www.verbinteractive.com
GST/HST No: 863211777 RT0001

Invoice To:

Cape Rey Carlsbad Beach, A Hilton Resort
and Spa
1 Ponto Rd
Carlsbad CA 92011

Date Invoice #

09/01/2023 43149

Description	Amount
September Digital Media - Google: Cape Rey Golf	600.00
September Digital Media-Facebook: Cape Rey Golf	300.00
VERB Media Management Credit: \$117	

HST 15% 0.00

Total Amount Due USD 900.00

We appreciate your business!

Payment Terms: Due Upon Receipt



PO Box 890271
Charlotte NC 28289-0271
United States
(800) 584-4653
www.spectrio.com
Tax ID # 85-3825945

Invoice

#1517252

Acct OHC25556

07/01/2023

Bill To

Cape Rey Carlsbad - A Hilton Resort
1 Ponto Road
Carlsbad CA 92011
United States

Ship To

Terms

Due on Receipt

Due Date

07/01/2023

PO

Memo

Qty	Service/Item Description	Rate	Subscription	Tax Rate	Amount
1	Monthly Invoice for On Hold Marketing Message	\$107.69	SUBX-47381		\$107.69

Service Address: - OHC25556 - Cape Rey Carlsbad
Beach - A Hilton Resort & Spa
1 Ponto Road, Carlsbad, CA 92011

Service Dates: 07/01/2023 - 07/31/2023

1	Service Fee Per Invoice	\$14.99	SUBX-147665		\$14.99
---	-------------------------	---------	-------------	--	---------

Service Address: - OHC25556 - Cape Rey Carlsbad
Beach - A Hilton Resort & Spa
1 Ponto Road, Carlsbad, CA 92011

Service Dates: 07/01/2023 - 07/31/2023

Subtotal	\$122.68
S&H Cost	\$0.00
S&H Discount	
Tax Total (%)	\$0.00
Total	\$122.68

Amount Applied \$0.00

AMOUNT DUE

\$122.68

Due Date: 07/01/2023

Payment Details:

Please Make Checks Payable To:
Remittance Address:

Payment Via Webportal:
Payment Via Phone:

INV #1517252
Acct OHC25556

Spectrio, LLC
PO Box 890271
Charlotte, NC 28289-0271
www.Spectrio.com/Client-Center
(800) 584-4653 x 2910

WiFi Marketing, Digital Signage, In-Store Music, or On Hold Messaging and Marketing
Visit [spectrio.com/free-gift](https://www.spectrio.com/free-gift) to get started.



Invoice

#1530670

PO Box 890271
Charlotte NC 28289-0271
United States
(800) 584-4653
www.spectrio.com
Tax ID # 85-3825945

Date: 8/1/2023

Acct #: OHC25556

Bill To

Cape Rey Carlsbad - A Hilton Resort
1 Ponto Road
Carlsbad CA 92011
United States

Ship To

Terms	Due Date	PO #	Memo
Due on Receipt	8/1/2023		

Qty	Service/Item Description	Rate	Subscription	Tax Rate	Amount
1	Monthly Invoice for On Hold Marketing Message	\$107.69	SUBX-47381		\$107.69

Service Address: - OHC25556 - Cape Rey
Carlsbad Beach - A Hilton Resort & Spa
1 Ponto Road, Carlsbad, CA 92011

Service Dates: 8/1/2023 - 8/31/2023

1	Service Fee Per Invoice	\$14.99	SUBX-147665		\$14.99
---	-------------------------	---------	-------------	--	---------

Service Address: - OHC25556 - Cape Rey
Carlsbad Beach - A Hilton Resort & Spa
1 Ponto Road, Carlsbad, CA 92011

Service Dates: 8/1/2023 - 8/31/2023

Subtotal	\$122.68
S&H Cost	\$0.00
S&H Discount	
Tax Total (%)	\$0.00
Total	\$122.68

Amount Applied \$0.00

AMOUNT DUE
\$122.68
Due Date: 8/1/2023

Payment Details:

Please Make Checks Payable To:
Remittance Address:

Spectrio, LLC
PO Box 890271
Charlotte, NC 28289-0271
www.Spectrio.com/Client-Center
(800) 584-4653 x 2910

Payment Via Webportal:
Payment Via Phone:

INV #1530670
Acct OHC25556

WiFi Marketing, Digital Signage, In-Store Music, or On Hold Messaging and Marketing
Visit spectrio.com/free-gift to get started.



Invoice

#1543584

PO Box 890271
Charlotte NC 28289-0271
United States
(800) 584-4653
www.spectrio.com
Tax ID # 85-3825945

Date: 9/1/2023
Acct #: OHC25556

Bill To

Cape Rey Carlsbad - A Hilton Resort
1 Ponto Road
Carlsbad CA 92011
United States

Ship To

Terms	Due Date	PO #	Memo
Due on Receipt	9/1/2023		

Qty	Service/Item Description	Rate	Subscription	Tax Rate	Amount
1	Monthly Invoice for On Hold Marketing Message	\$107.69	SUBX-47381		\$107.69

Service Address: - OHC25556 - Cape Rey
Carlsbad Beach - A Hilton Resort & Spa
1 Ponto Road, Carlsbad, CA 92011

Service Dates: 9/1/2023 - 9/30/2023

1	Service Fee Per Invoice	\$14.99	SUBX-147665		\$14.99
---	-------------------------	---------	-------------	--	---------

Service Address: - OHC25556 - Cape Rey
Carlsbad Beach - A Hilton Resort & Spa
1 Ponto Road, Carlsbad, CA 92011

Service Dates: 9/1/2023 - 9/30/2023

Subtotal	\$122.68
S&H Cost	\$0.00
S&H Discount	
Tax Total (%)	\$0.00
Total	\$122.68

Amount Applied \$0.00

AMOUNT DUE
\$122.68
Due Date: 9/1/2023

Payment Details:

Please Make Checks Payable To:
Remittance Address:

Spectrio, LLC
PO Box 890271
Charlotte, NC 28289-0271
www.Spectrio.com/Client-Center
(800) 584-4653 x 2910

Payment Via Webportal:

Payment Via Phone:

INV #1543584

Acct OHC25556

WiFi Marketing, Digital Signage, In-Store Music, or On Hold Messaging and Marketing
Visit spectrio.com/free-gift to get started.

expedia group™

Travelscape, LLC
5000 W. Kearney St Springfield, MO 65803

Bill To:

Cape Rey Carlsbad, a Hilton Resort
Attn: MELANIE SCHMIDT
1 PONTO ROAD
Carlsbad 92011 California
United States

IO Number: 422713

Campaign Name: Luxury SoCal Co-op Summer Jun
- Aug 2023 - AB - Cape Rey Carlsbad, a Hilton
Resort

Campaign Dates: 01-Jun-2023 to 31-Aug-2023

INVOICE

Total Amount Due Including Tax (Where Applicable)

10,000.00 USD

Invoice Number: 1000005346

Invoice Date: 05-Sep-2023

Payment Due Date: 05-Oct-2023

Payment Terms: 30 NET

Payment Instructions (Please reference invoice number 1000005346 when remitting payment)

Electronic Payment Option:

Account Name: Travelscape, LLC
Account #: 3751606213
ABA (ACH) #: 111000012
ABA (wire) #: 026009593
SWIFT: BOFAUS3N
Bank of America, NY

Check Option:

Travelscape, LLC
PO BOX 847677
Dallas, TX 75284-7677

Tax Summary in Invoice Currency

Please see the last page of this document for additional messages and tax summary in local currency

Subtotal Before Tax	USD	10,000.00
Tax Amount	USD	0.00
Total Amount in Invoice Currency Including Tax	USD	10,000.00

CR - Aug Golf

CAPE REY HILTON AMPLIFY & ELEVATE



- Home
- Hotels
- Reports
- Advance



HOTEL SELECTION

Cape Rey Carlsbad Beach, a Hilton

HOTEL BALANCE

Amplify: \$2,247
Elevate: \$6,338
Amplify Funding Method: Invoice Monthly
Update 10/27/23

Davidson Hotels and Resorts (29815)
barbara.caspe@caperey.com

AD DELIVERY

3.7M IMPRESSIONS
15,957 CLICKS

\$1.11 AVG CPC
\$17,702.99 SPEND

ATTRIBUTION

202 BOOKINGS
437 RN BOOKED
\$155.8K REVENUE
8.8:1 ROAS

Day Chart Type - Auto

Hotel Groups - None Selected

Media Channels - All

Tactics - All

Last Quarter
Jul 1, 2023 - Sep 30, 2023

Q3



HAMES (GOLF Giveaway)

HAMES, NATALIE
1 PONTO RD
CARLSBAD CA 92011
UNITED STATES OF AMERICA

3066/K1TF
8/11/2023 2:25:00 PM
8/13/2023 1:44:00 PM

2/0

Rate Plan:
HH #
AL:
Car:

LVO
1024983452 BLUE

Confirmation Number: 3404557612

9/7/2023

8/11/2023	RESORT CHARGE [RTD FR RM 3066 HAMES, NATALIE:RCPT A] [XFR TO H GOLF MARKETING RCPT A]	JLONG92	3929967	\$35.00
8/11/2023	ROOM OCCUPANCY TAX [XFR TO H GOLF MARKETING RCPT A]	JLONG92	3929967	\$3.50
8/11/2023	2% CTBID ASSESSMENT TAX [XFR TO H GOLF MARKETING RCPT A]	JLONG92	3929967	\$0.70
8/11/2023	GUEST ROOM [XFR TO H GOLF MARKETING RCPT A]	JLONG92	3929969	\$636.00
8/11/2023	ROOM OCCUPANCY TAX [XFR TO H GOLF MARKETING RCPT A]	JLONG92	3929969	\$63.60
8/11/2023	VOLUNTARY STATE PARK FEE [XFR TO H GOLF MARKETING RCPT A]	JLONG92	3929969	\$1.00

All Routed to H1663

514873 B

HAMES, NATALIE
1 PONTO RD
CARLSBAD CA 92011
UNITED STATES OF AMERICA

3066/K1TF
8/11/2023 2:25:00 PM
8/13/2023 1:44:00 PM

2/0

Rate Plan:
HH #
AL:
Car:

LVO
1024983452 BLUE

Confirmation Number: 3404557612

9/7/2023

8/11/2023	CARLSBD TOURISM ASSESSMENT FEE [XFR TO H GOLF MARKETING RCPT A]	JLONG92	3929969	\$2.00
8/11/2023	2% CTBID ASSESSMENT TAX [XFR TO H GOLF MARKETING RCPT A]	JLONG92	3929969	\$12.72
8/11/2023	CA TOURISM ASSESSMENT FEE [XFR TO H GOLF MARKETING RCPT A]	JLONG92	3929969	\$0.74
8/12/2023	RESORT CHARGE [RTD FR RM 3066 HAMES, NATALIE:RCPT A] [XFR TO H GOLF MARKETING RCPT A]	RGRAFF1	3932104	\$35.00
8/12/2023	ROOM OCCUPANCY TAX [XFR TO H GOLF MARKETING RCPT A]	RGRAFF1	3932104	\$3.50
8/12/2023	2% CTBID ASSESSMENT TAX [XFR TO H GOLF MARKETING RCPT A]	RGRAFF1	3932104	\$0.70

514873 B

HAMES, NATALIE
1 PONTO RD
CARLSBAD CA 92011
UNITED STATES OF AMERICA

3066/K1TF
8/11/2023 2:25:00 PM
8/13/2023 1:44:00 PM

2/0

Rate Plan:
HH #
AL:
Car:

LV0
1024983452 BLUE

Confirmation Number: 3404557612

9/7/2023

8/12/2023	GUEST ROOM [XFR TO H GOLF MARKETING RCPT A]	RGRAFF1	3932105	\$589.00
8/12/2023	ROOM OCCUPANCY TAX [XFR TO H GOLF MARKETING RCPT A]	RGRAFF1	3932105	\$58.90
8/12/2023	VOLUNTARY STATE PARK FEE [XFR TO H GOLF MARKETING RCPT A]	RGRAFF1	3932105	\$1.00
8/12/2023	CARLSBD TOURISM ASSESSMENT FEE [XFR TO H GOLF MARKETING RCPT A]	RGRAFF1	3932105	\$2.00
8/12/2023	2% CTBID ASSESSMENT TAX [XFR TO H GOLF MARKETING RCPT A]	RGRAFF1	3932105	\$11.78
8/12/2023	CA TOURISM ASSESSMENT FEE [XFR TO H GOLF MARKETING RCPT A]	RGRAFF1	3932105	\$0.74
8/13/2023	RESORT CHARGE [RTD FR RM 3066 HAMES, NATALIE:RCPT A] [XFR TO H GOLF MARKETING RCPT A]	DMEHR	3929967	(\$35.00)

~~\$~~ 1457.88
Hames Total

514873 B

Aug CR

Welcome to Shell

Header

SHELL
7170 AVENIDA ENCINAS
CARLSBAD, CA 92011
12572515018

Please come again

Footer

Customer Copy

Mode: Issuer
AID: A0000000041010
TVR: 0000008000
IAD: 011060700122000033B800000000000000FF
TSI: E800
ARC: 00

INV # 159206

AUTH # 73885Z

Mastercard
XXXX XXXX XXXX 7421
Chip Read
APPROVED

USD\$100.00

Credit
USD\$100.00

Change Due = \$0.00

Total = \$100.00

Subtotal = \$100.00

CASH CARD \$100.00 99

08/02/2023 1:15:21 PM
Register: 2 Trans #: 2114 Op ID: 74
Your cashier: chris

SHELL
7170 AVENIDA ENCINAS
CARLSBAD, CA 92011
12572515018

Header

Welcome to Shell

Please come again

Footer

08/02/2023 1:14:17 PM

Register: 2 Trans #: 2113 Op ID: 74

Your cashier: chris

CASH CARD \$50.00 99

Subtotal = \$50.00

Total = \$50.00

Change Due = \$0.00

Credit \$50.00

Mastercard
XXXX XXXX XXXX 7421
Chip Read
APPROVED
AUTH # 85843Z

USD\$50.00


INV # 159172

Mode: Issuer
AID: A0000000041010
TVR: 0000008000
IAD: 0110607001220000169E00000000000000FF
TSI: E800
ARC: 00

Customer Copy


\$ 150 Golf Getaway Homes
AZ - winner \$150
Gas Card
TOTAL

Reservation Details

Natalie Hames 

Reservation ID: #46146792

Booked On: Thursday, July 20, 2023 · via *Partner Portal*

 Check in

House Guest



Reservations cannot be cancelled after a guest is checked-in to ResortPass.

Edit Reservation

Cancel Reservation



Friday, August 11



Adults (2)

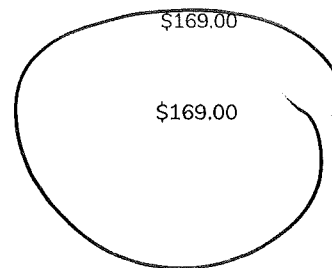


Children (0)

Natalie Hames

Guest name not provided


Item	Quantity	Unit Price	Total
Cabana	1	\$169.00	\$169.00
Subtotal			\$169.00
Total			\$169.00




Hames Total

Cabana
rental

Contact Details

 natinaz@cox.net

Reservation Notes

 This will not be displayed for guests.

Save

Cabana will be billed back to golf

GOLF MARKETING

H 1663
2/1/2023 12:00:00 AM

CARLSBAD CA 92011
UNITED STATES OF AMERICA

Rate Plan:
HH #
AL:
Car:

10/3/2023

8/13/2023	CARLSBD TOURISM ASSESSMENT FEE [XFR FR RM HAMES NATALIE 3066 RCPT B - 8/12/2023]	DMEHR	3932752	\$2.00
8/13/2023	2% CTBID ASSESSMENT TAX [XFR FR RM HAMES NATALIE 3066 RCPT B - 8/12/2023]	DMEHR	3932752	\$11.78
8/13/2023	CA TOURISM ASSESSMENT FEE [XFR FR RM HAMES NATALIE 3066 RCPT B - 8/12/2023]	DMEHR	3932752	\$0.74
8/17/2023	BILL TO GOLF MARKETING	SCACERES1	3939500	
9/9/2023	GUEST ROOM [RTD FR RM 3018 MARTINO, HALEY:RCPT B] [RTD FR RM MARTINO HALEY 3018]	IORDAZ1	3977376	\$354.00

End of
Hames Room Costs

HAMES
(\$1,457.88)

cont. on pages to follow

Begin Hayley
Martino

Golf Influencer

492915 A

GOLF MARKETING

H 1663
2/1/2023 12:00:00 AM

CARLSBAD CA 92011
UNITED STATES OF AMERICA

Rate Plan:
HH #
AL:
Car:

10/3/2023

9/9/2023	ROOM OCCUPANCY TAX [RTD FR RM MARTINO HALEY 3018]	IORDAZ1	3977376	\$35.40
9/9/2023	VOLUNTARY STATE PARK FEE [RTD FR RM MARTINO HALEY 3018]	IORDAZ1	3977376	\$1.00
9/9/2023	CARLSBD TOURISM ASSESSMENT FEE [RTD FR RM MARTINO HALEY 3018]	IORDAZ1	3977376	\$3.54
9/9/2023	2% CTBID ASSESSMENT TAX [RTD FR RM MARTINO HALEY 3018]	IORDAZ1	3977376	\$7.08
9/9/2023	CA TOURISM ASSESSMENT FEE [RTD FR RM MARTINO HALEY 3018]	IORDAZ1	3977376	\$0.69
9/10/2023	GUEST ROOM [RTD FR RM 3018 MARTINO, HALEY:RCPT B] [RTD FR RM MARTINO HALEY 3018]	IORDAZ1	3978936	\$354.00

492915 A

GOLF MARKETING

H 1663
2/1/2023 12:00:00 AM

CARLSBAD CA 92011
UNITED STATES OF AMERICA

Rate Plan:
HH #
AL:
Car:

10/3/2023

9/10/2023	ROOM OCCUPANCY TAX [RTD FR RM MARTINO HALEY 3018]	IORDAZ1	3978936	\$35.40
9/10/2023	VOLUNTARY STATE PARK FEE [RTD FR RM MARTINO HALEY 3018]	IORDAZ1	3978936	\$1.00
9/10/2023	CARLSBD TOURISM ASSESSMENT FEE [RTD FR RM MARTINO HALEY 3018]	IORDAZ1	3978936	\$3.54
9/10/2023	2% CTBID ASSESSMENT TAX [RTD FR RM MARTINO HALEY 3018]	IORDAZ1	3978936	\$7.08
9/10/2023	CA TOURISM ASSESSMENT FEE [RTD FR RM MARTINO HALEY 3018]	IORDAZ1	3978936	\$0.69
	BALANCE			

encl *Martino*

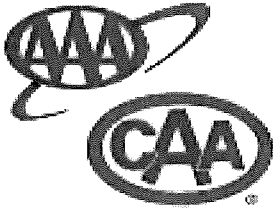
\$ 803.42

Total

MARTINO

~~\$3,748.89~~

492915 A



Invoice

Account Number: 26504000
 Invoice Number: 1958715
 Invoice Date: 6/28/2023
 Customer P.O./Ref.: Thomas Lee

SC

PAGE: 1 of 1

See Reverse Side for Important Information

Bill To: CAPE REY CARLSBAD BEACH, A HILTON RESORT
 1 PONTO RD
 CARLSBAD CA 92011

Ship To: CAPE REY CARLSBAD BEACH, A HILTON RESORT
 1 PONTO RD
 CARLSBAD CA 92011

Customer Service: (407) 444-7253 or Toll - Free (800) 866-5222 (U.S. or Canada) or Fax (407) 444-7274

Item Description	Item Number	Unit	Tax	Quantity	Unit Price	Total Price
cc: thomas.lee@caperey.com						
Please email mmmbillingteam@national.aaa.com with any questions or concerns regarding this invoice.						
Set up Fee Cape Rey Carlsbad Beach Setup Fee M1S8	10994	EA	N	1.0000	200.0000	200.00
Extended Audience Contex/Behav Combo Cape Rey Carlsbad Beach 5/1/31 - 8/31/23 M1S8	10997	EA	N	4.0000	825.0000	3,300.00
Terms: Net 30				Due Date: 7/28/2023		
				Tax @ 0 %		0.00
				*TOTAL DUE		3,500.00

Payable in US Funds.

Return this portion with your payment. Please write your account number on your check.

Account Number: 26504000
 Invoice Number: 1958715
 Amount Due: 3,500.00

SC

Make your checks payable to AAA and mail to:

AAA - Mail Stop 2
1000 AAA Drive
Heathrow, FL 32746-5063

Credit Card and ACH:

Register to self-pay:

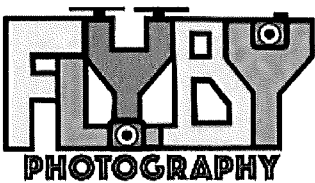
<https://pay.national.aaa.com/en-US/Account/Login>

CAPE REY CARLSBAD BEACH, A
 HILTON RESORT
 1 PONTO RD
 CARLSBAD CA 92011

INVOICE

Flyby Photography
PO Box 311178
New Braunfels, TX 78131

flybyphotograph@gmail.com
(760) 805-8732
<http://www.flybyphotograph.com>



Cape Rey Hilton

Bill to
Cape Rey Hilton

Invoice details

Invoice no.: 359
Terms: Due on receipt
Invoice date: 07/24/2023
Due date: 07/24/2023

Product or service		Amount
1. Video Editing	10 units × \$150.00	\$1,500.00
Video Editing for 10 Instagram Reels 15 second each \$150 each X 10 Reels		

Ways to pay

BANK

Total \$1,500.00
Overdue 07/24/2023

Note to customer

Make CHECKS payable to TREVOR PERKINS.

Pay Invoice

Aug Golf



PO BOX 786702, Philadelphia, PA 19178-6702

Invoice Number:	SIN067398
Invoice Date:	07/01/2023
Due Date:	Due On Receipt
Account Number:	145302

Billing Address:

Wave Crest Oceanfront LLC d/b/a Cape Rey
Carlsbad Beach a Hilton Resort and Spa
1 Ponto Road
Carlsbad, CA, 92011
United States

Account:

Wave Crest Oceanfront LLC d/b/a Cape Rey
Carlsbad Beach a Hilton Resort and Spa
1 Ponto Road
Carlsbad, CA, 92011
United States

Invoice Detail
Recurring Invoice

Product Name	Quantity	Price
Marketing Service Fees		
Account Management with Quarterly Digital Marketing Reviews		\$285.00
Search Engine Optimization (SEO) Premium		\$645.00
Total		\$930.00
Website Platform Licensing Fees		
Blog/News Application		\$39.00
Vizergy Marketing System (VMS) Premium		\$420.00
Total		\$459.00
Processing Fee		\$0.00
Total		\$0.00
Grand Total		\$1,389.00
Payments/Credits		\$0.00
Balance Due		\$1,389.00

Manage Automatic Payments

Setup/Update an authorization to have all future invoices automatically paid with a credit card or eCheck.

Pay This Invoice

Important Notice!

We have a new address! To pay by check, please mail to JJJ&H dba Vizergy, PO BOX 786702, Philadelphia, PA 19178-6702. This address should be used for check payments ONLY.

As a friendly reminder, Vizergy's invoice is due upon receipt. Thank you in advance for your prompt payment.

Want to increase direct bookings? Call your Account Manager TODAY, we're here to serve!

Thank you for your continued business.

For billing inquiries email: accounting@vizergy.com or call 1-904-389-1130 Ext. 297

Aug CR



PO BOX 786702, Philadelphia, PA 19178-6702

Invoice Number:	SIN067930
Invoice Date:	08/01/2023
Due Date:	Due On Receipt
Account Number:	145302

Billing Address:

Wave Crest Oceanfront LLC d/b/a Cape Rey
Carlsbad Beach a Hilton Resort and Spa
1 Ponto Road
Carlsbad, CA, 92011
United States

Account:

Wave Crest Oceanfront LLC d/b/a Cape Rey
Carlsbad Beach a Hilton Resort and Spa
1 Ponto Road
Carlsbad, CA, 92011
United States

Invoice Detail
Recurring Invoice

Product Name	Quantity	Price
Marketing Service Fees		
Account Management with Quarterly Digital Marketing Reviews		\$285.00
Search Engine Optimization (SEO) Premium		\$645.00
Total		\$930.00
Website Platform Licensing Fees		
Blog/News Application		\$39.00
Vizergy Marketing System (VMS) Premium		\$420.00
Total		\$459.00
Processing Fee		\$0.00
Total		\$0.00

Grand Total	\$1,389.00
Payments/Credits	\$0.00
Balance Due	\$1,389.00

Manage Automatic Payments

Setup/Update an authorization to have all future invoices automatically paid with a credit card or eCheck.

Pay This Invoice

Important Notice!

We have a new address! To pay by check, please mail to JJJ&H dba Vizergy, PO BOX 786702, Philadelphia, PA 19178-6702. This address should be used for check payments ONLY.

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Want to increase direct bookings? Call your Account Manager TODAY, we're here to serve!

Thank you for your continued business.

For billing inquiries email: accounting@vizergy.com or call 1-904-389-1130 Ext. 297



Invoice Number:	SIN068470
Invoice Date:	09/01/2023
Due Date:	Due On Receipt
Account Number:	145302

Billing Address:

Wave Crest Oceanfront LLC d/b/a Cape Rey
 Carlsbad Beach a Hilton Resort and Spa
 1 Ponto Road
 Carlsbad, CA, 92011
 United States

Account:

Wave Crest Oceanfront LLC d/b/a Cape Rey
 Carlsbad Beach a Hilton Resort and Spa
 1 Ponto Road
 Carlsbad, CA, 92011
 United States

Invoice Detail
Recurring Invoice

Product Name	Quantity	Price
Marketing Service Fees		
Account Management with Quarterly Digital Marketing Reviews		\$285.00
Search Engine Optimization (SEO) Premium		\$645.00
Total		\$930.00
Website Platform Licensing Fees		
Blog/News Application		\$39.00
Vizergy Marketing System (VMS) Premium		\$420.00
Total		\$459.00
Processing Fee		\$0.00
Total		\$0.00
Grand Total		\$1,389.00
Payments/Credits		\$0.00
Balance Due		\$1,389.00

Manage Automatic Payments

Pay This Invoice

Setup/Update an authorization to have all future invoices automatically paid with a credit card or eCheck.

To receive proper payment credit, please include **Invoice Number**.

SEND CHECK PAYMENT TO:

JJJ & H Inc. dba Vizergy
 PO BOX 786702
 Philadelphia, PA 19178-6702

SEND WIRE/ACH PAYMENT TO:

For Vizergy
 Wells Fargo, CA
 ABA Routing Number 121000248
 SWIFT WFBUS6S
 Account Number 4716007091
 San Francisco, CA 94104

For billing inquires email: accounting@vizergy.com or call 1-904-389-1130 Ext. 297

Want to increase direct bookings? Call your Account Manager TODAY, we're here to serve!

Thank you for your continued business.

Stay at Cape Rey Carlsbad Beach, A Hilton Resort & Spa Play at The Crossings at Carlsbad

Located in Carlsbad, CA

TWO GUESTS | 1 & 2 Night Packages Available!



One Night Accommodation 2 Guests - 1 Round of Golf Each

2 Guests enjoy 1 Night Stay at
Cape Rey Carlsbad Beach, A Hilton
Resort & Spa

Each Guest gets One Round of
Golf at The Crossings at Carlsbad
(18 holes per player, choice to play
on day of arrival or day of
departure)

\$369 for Two Guests
42% OFF! Save \$266
Retail Value \$635

Two Nights Accommodation 2 Guests - 2 Days of Golf Each

2 Guests enjoy 2 Nights Stay at
Cape Rey Carlsbad Beach, A
Hilton Resort & Spa

Each Guest plays Two Days of
Golf at The Crossings at Carlsbad
(Which can include day of arrival
or day of departure)

\$738 for Two Guests
42% OFF! Save \$532
Retail Value \$1270

MORE ON THIS DEAL

Valid for use Sunday – Thursday
Golf can be played valid on Friday for Thursday night stays

Valid between August 27 - December 31, 2023

- All stays are valid for Standard Room Accommodation (Double Occupancy)
- Complimentary overnight self-parking included
- Includes access to resort pool and amenities
- Complimentary golf club storage included
- **All Cart Fees Included**
- Resort fee and taxes of \$88.91 for one night stay and \$177.82 for two nights stay not included and due at hotel checkout
- All stays are based on availability
- Some Blackout Dates Apply:
including Sep 3, Oct 10, 11, 12, Nov 26, Dec 27, 28, 31, 2023
- Cannot be combined with any other offer
- Unlimited buys
- Makes a great gift

Available only while supplies last - Get Yours ASAP.
Green Fee Tickets will be delivered after you complete your purchase.

SEE ALL DEALS

Cancellations must be made more than 72 hours in advance

RESOLUTION NO. 2023-

A RESOLUTION OF THE ADVISORY BOARD OF THE CARLSBAD GOLF LODGING BUSINESS IMPROVEMENT DISTRICT (CGLBID), APPROVING A REIMBURSEMENT REQUEST FROM THE HILTON GARDEN INN FOR GOLF-RELATED EXPENSES AND AUTHORIZING STAFF TO PROCESS PAYMENT

WHEREAS, at its Nov. 27, 2012, meeting, the Carlsbad City Council adopted Ordinance No. CS-194 forming the Carlsbad Golf Lodging Business Improvement District (CGLBID); and

WHEREAS, members of the CGLBID are assessed \$2 per occupied room night, which is remitted to the city monthly through the current Transient Occupancy Tax collection process; and

WHEREAS, the proceeds of the assessment must be used to promote golf-related tourism within the boundaries of the CGLBID; and

WHEREAS, each assessed hotel determines how to spend the funds collected by its respective property, provided expenditures are for approved golf-related expenses; and

WHEREAS, reimbursement of these expenses may be made quarterly upon approval of the CGLBID Advisory Board, up to the amount collected per property minus administrative fees; and

WHEREAS, staff has reviewed the reimbursement request in Attachment A and is recommending the Advisory Board approve this reimbursement and authorize staff to pay the request up to the amount available.

NOW, THEREFORE, BE IT RESOLVED by the Advisory Board of the Carlsbad Golf Lodging Business Improvement District, as follows:

1. The above recitations are true and correct.
2. The CGLBID Board approves the November 1, 2023, reimbursement request from Carlsbad by the Sea (Attachment A) and authorizes staff to pay \$59,230 to Hilton Garden Inn.

PASSED, APPROVED AND ADOPTED at a Special Meeting of the Advisory Board of the
Carlsbad Golf Lodging Business Improvement District on the ___ day of _____ 2023, by the following
vote, to wit:

AYES:

NAYS:

ABSENT:

ABSTAIN:

TIM STRIPE, Chair

SHERRY FREISINGER, City Clerk
(SEAL)

Request for Reimbursement

Attachment A

Carlsbad Golf Lodging Business Improvement District (CGLBID)

Hotel: Hilton Garden Inn Carlsbad Beach

Request Amount: \$26,520.31 **Paid For:** Golf Marketing Initiatives Q2 2023

Date Paid: April - June 2023 **Paid By:** Hilton Garden Inn Carlsbad Beach

Request Description (attach supporting documentation, i.e., receipts):


JOB 1 Stay to Play Ad Package in PassPort to San Diego – 6 Mgmt. hours for updating editorial and digital content approval	Total \$300.00
JOB 2 Website Updates for Stay to Play Golf Pkgs. 4 Mgmt. hours for content and approvals	Total \$200.00
JOB 3 Expedia Travel Ads and Hilton Amplify Digital campaign for paid search and paid social – Ad spend for April, May & June = \$16,392.24 + 12 Mgmt. hours for content and approvals = \$600.00	Total \$16,992.24
JOB 4 Golf Social Media Posts – Approx. 50% of content from Social Fisch our Social Media Agency is golf related. April, May and June billing @ \$1,900 per month = \$5,700.00 x 50% = \$2,850.00 + 5 Mgmt. hours per month for content and approval = \$750.00	Total: \$3,600.00
JOB 5 AAA Multimedia Marketing – Digital Banner Ad campaign directed to CA and AZ for golf packages – June media costs = \$1,025.00 + 8 Mgmt. hours for providing creative and content for 4-month campaign = \$400.00	Total: \$1,425.00
JOB 6 Rogue Media Stay to Play Ad Package in Regional magazines and Digital 7 Mgmt. hours for content and approvals	Total: \$350.00
JOB 7 SCGA Stay to Play Ad Package in Southern California Golf Assn. magazines and digital 10 Mgmt. hours for content and approvals	Total: 600.00
JOB 8 Golf Travel & Social Media Influencers & Writers Hosted to Promote Carlsbad Complimentary room, food and beverage expenses for golf writers/influencers = \$825.87 + 6 Mgmt. hours for coordinating, touring and greeting (2 total) guests = \$300.00	Total: \$3,053.07
Grand Total \$26,520.31	

This is where the reimbursement check will be mailed:

NAME OF PAYEE: Hilton Garden Inn Carlsbad Beach

STREET ADDRESS: 6450 Carlsbad Blvd.

CITY, STATE & ZIP: Carlsbad, CA 92011

PREPARED BY:  DATE: 6/30/23

TITLE: Area Dir. of Sales & Marketing

For OFFICE USE ONLY

Approved By BID Manager: Date:

Approved by CGLBID Board ☐ DATE Agenda Bill No. Resolution No.

Transaction	Hotel Code	Hotel ID	Hotel Name	Transaction ID	Transaction Type	Media Channel	Program Type	Funding Note	Amount
6/16/2023	SANCHGI	99008	Hilton Gard	1270616428	Direct Bill Funds	Facebook	Amplify	Amplify Ad Hoc Funding	1080.00
6/16/2023	SANCHGI	99008	Hilton Gard	1270616429	Direct Bill Funds	Google Property Promotion Ads	Amplify	Amplify Ad Hoc Funding	540.00
6/16/2023	SANCHGI	99008	Hilton Gard	1270616427	Direct Bill Funds	Google Hotel Ads	Amplify	Amplify Ad Hoc Funding	1080.00
6/7/2023	SANCHGI	99008	Hilton Gard	1269249454	Expedia PrePay Credit	Expedia TravelAds	Elevate	Expedia Prepaid Funding	89.75
6/6/2023	SANCHGI	99008	Hilton Gard	1269075252	Expedia PrePay Credit	Expedia TravelAds	Elevate	Expedia Prepaid Funding	52.66
6/6/2023	SANCHGI	99008	Hilton Gard	1269075251	Expedia PrePay Credit	Expedia TravelAds	Elevate	Expedia Prepaid Funding	131.74
6/5/2023	SANCHGI	99008	Hilton Gard	1268907807	Direct Bill Funds	Expedia TravelAds	Elevate	Expedia Ad Hoc Funding	1000.00
6/2/2023	SANCHGI	99008	Hilton Gard	1268510753	Direct Bill Funds	Google Property Promotion Ads	Amplify	Amplify Ad Hoc Funding	200.00
6/2/2023	SANCHGI	99008	Hilton Gard	1268510752	Direct Bill Funds	Facebook	Amplify	Amplify Ad Hoc Funding	400.00
6/2/2023	SANCHGI	99008	Hilton Gard	126833378	Direct Bill Funds	Google Hotel Ads	Amplify	Amplify Ad Hoc Funding	400.00
6/1/2023	SANCHGI	99008	Hilton Gard	1268392738	Direct Bill Funds	Booking Network Sponsored Ads	Elevate	Elevate Ad Hoc Funding	1500.00
5/4/2023	SANCHGI	99008	Hilton Gard	1264736220	Direct Bill Funds	Google Hotel Ads	Amplify	Amplify Ad Hoc Funding	250.00
5/1/2023	SANCHGI	99008	Hilton Gard	1264382500	Direct Bill Funds	Booking Network Sponsored Ads	Elevate	Elevate Ad Hoc Funding	300.00
5/1/2023	SANCHGI	99008	Hilton Gard	1264382499	Direct Bill Funds	Expedia TravelAds	Elevate	Elevate Ad Hoc Funding	1200.00
4/30/2023	SANCHGI	99008	Hilton Gard	1264269310	Direct Bill Funds	Paid Search	Amplify	Auto Rebill Event	2168.09
Total									\$11,392.24

Q2

Expedia & Amplify Golf

\$11,392.24



Travelscape, LLC
5000 W. Kearney St Springfield, MO 65803

Bill To:

Hilton Garden Inn Carlsbad Beach
Attn: Melanie Schmidt
6450 Carlsbad Blvd
Carlsbad 92011 California
United States

IO Number: 416281

Campaign Name: Q2 2023 Hilton CoOp - San Diego & Palm Springs - AB - Hilton Garden Inn Carlsbad Beach

Campaign Dates: 01-Apr-2023 to 30-Jun-2023

INVOICE

Total Amount Due Including Tax (Where Applicable)

5,000.00 USD

Invoice Number: 1000002745

Invoice Date: 30-Jun-2023

Payment Due Date: 30-Jul-2023

Payment Terms: 30 NET

Payment Instructions (Please reference invoice number 1000002745 when remitting payment)

Electronic Payment Option:

Account Name: Travelscape, LLC
Account #: 3751606213
ABA (ACH) #: 111000012
ABA (wire) #: 026009593
SWIFT: BOFAUS3N
Bank of America, NY

Check Option:

Travelscape, LLC
PO BOX 847677
Dallas, TX 75284-7677

Tax Summary in Invoice Currency

Please see the last page of this document for additional messages and tax summary in local currency

Subtotal Before Tax	USD	5,000.00
Tax Amount	USD	0.00
Total Amount in Invoice Currency Including Tax	USD	5,000.00

Expedia co-op golf



Social Fisch Inc
8589994229
8306 Wilshire Blvd #232
Beverly Hills, CA 90211

Billed To
Rob Stirling
Hilton Garden Inn

Date of Issue
05/03/2023

Due Date
05/18/2023

Invoice Number
HGI0523

Amount Due (USD)
\$1,900.00

Description	Rate	Qty	Line Total
Hilton Garden Inn/Chandlers Social Media April 2023	\$1,900.00	1	\$1,900.00
Subtotal			1,900.00
Tax			0.00
Total			1,900.00
Amount Paid			0.00
Amount Due (USD)			\$1,900.00

GOLF 50% \$ 950



Social Fisch Inc
8589994229
8306 Wilshire Blvd #232
Beverly Hills, CA 90211

Billed To
Rob Stirling
Hilton Garden Inn

Date of Issue
06/05/2023

Due Date
06/20/2023

Invoice Number
HGI0623

Amount Due (USD)
\$1,900.00

Description	Rate	Qty	Line Total
Hilton Garden Inn/Chandlers Social Media May 2023	\$1,900.00	1	\$1,900.00
Subtotal			1,900.00
Tax			0.00
Total			1,900.00
Amount Paid			0.00
Amount Due (USD)			\$1,900.00

GOLF 50% \$950.



Social Fisch Inc
8589994229
8306 Wilshire Blvd #232
Beverly Hills, CA 90211

Billed To
Rob Stirling
Hilton Garden Inn

Date of Issue
06/23/2023

Due Date
07/08/2023

Invoice Number
HGI0723

Amount Due (USD)
\$1,900.00

Description	Rate	Qty	Line Total
Hilton Garden Inn/Chandlers Social Media June 2023	\$1,900.00	1	\$1,900.00

Subtotal 1,900.00

Tax 0.00

Total 1,900.00

Amount Paid 0.00

Amount Due (USD) \$1,900.00

GOLF 50% \$ 950.


Multimedia Marketing
EXTENDED AUDIENCE INSERTION ORDER

Advertiser: Hilton Garden Inn Carlsbad Beach
 City/ST: CARLSBAD CA
 AAA ID: 113028 OPP ID: OPP-87729-R6Y8
 AAA Sales Rep: Debra Stemples

This is an official insertion order from AAA. All information contained in this document is confidential and should be used solely for the purpose of implementing the advertisers campaign on the sites listed below. Extended Audience campaigns do not include advertising on AAA.com or CAA.ca websites.

Basic Campaign Information			
Campaign Name: Davidson Summer Corporate Campaign		Start Date: 5/1/2023	End Date: 8/31/2023
Click URL:			
Scheduling Detailed Section			
Product:	Premium Display	Site Retargeting Pixel Requested? (Premium Only): No	
Geo-Target:	AZ,CA,NV		
Demographic Target:	HH 75K + 25-44, Single, Married, INferred Married, Some College, College Grad, Homeowner, Generation X, Millennials, Gen Xers, Frequent Flyers		
Keywords:			
Creative Detailed Section			
Required Ad Sizes: 160x600, 300x250, 300x600, 728x90, 320x50(mobile)	Banner Creative Creative Request Attached Banner Count: 1	Landing Page Creative:	
**Digital ad form must be submitted for creative services to be rendered for campaign creatives.			
Billing Information			
Charge By: CPM	Campaign will be billed the following month after campaign start date.		
CPM: \$11.00	Billing Plan : One Bill	Billing Start : 6/1/2023	
Impressions: 75,000	Notes		
Hosting Fee: \$0.00	Please refer to the Master Corporate Agreement. 300,000 impressions served over 4 months.		
Monthly Rate: \$825.00 x 4 months			
Setup Fee: \$200.00			
Adjustment: \$0.00**	**Manager Approval Required for Adjustment – Specify in Notes		
Total Charges: \$3,500.00			
Payer Acknowledgement			
Please complete Payer Information and sign below. Payer acknowledges receipt of, and has read and agrees to be bound by the Summary Terms and Conditions on the reverse side and the Expanded Terms and Conditions at AAA.biz/Approved/AAAOnline.pdf . Payer agrees that its facsimile signature hereto shall be binding on Payer with the same effect as a signature on an original. Setup fee is non-refundable. Digital advertising is served based on availability. Billing for served inventory in general is handled post-delivery. In cases where a customer requests pre-billing, AAA, at its discretion, will extend the campaign to fulfill the order or credit the unapplied funds.			
Payer Information			
Payer Name: Hilton Garden Inn Carlsbad Beach			
Address: 6450 Carlsbad Blvd		City: CARLSBAD	State/PR: CA Postal Code: 92011
Telephone:	DocuSigned by: <i>Josephine Forino</i> 27DE347805644EA...		Fax:
Authorized Signature:	Date: 4/26/2023		
Print Name: Bernadette Monahan	Title: GM	Email: JForino@hgi.carlsbad.com Bernadette.Monahan@hilton.com	
For AAA Use Only			
Accounting #:	Processor :	Received Date : 4/20/2023	
Territory: SCAT21 - Southern California			

INVOICE



HILTON GARDEN INN CARLSBAD
6450 CARLSBAD BOULEVARD
CARLSBAD, CA 92011
PHONE (760) 476-0800
FAX (760) 476-0801
WWW.HILTONGARDENINNCARLSBAD.COM

Jenna Leveille
Social Media
Influencer/
Golf Writer

203/K1RV
5/5/2023
5/8/2023

CONFIRMATION NUMBER : 3367102514

DATE	DESCRIPTION	AMOUNT
5/5/2023	GUEST ROOM	\$ 199.00
5/5/2023	ROOM OCCPANCY TAX	\$ 19.90
5/5/2023	CARLSBAD TOURISM ASSESSMENT	\$ 2.00
5/5/2023	CA TOURISM ASSESSMENT	\$ 0.41
5/5/2023	CTBID ASSESSMENT	\$ 3.98
5/5/2023	COAST 6450 DINING CREDIT	\$ 50.00
5/6/2023	GUEST ROOM	\$ 199.00
5/6/2023	ROOM OCCPANCY TAX	\$ 19.90
5/6/2023	CARLSBAD TOURISM ASSESSMENT	\$ 2.00
5/6/2023	CA TOURISM ASSESSMENT	\$ 0.41
5/6/2023	CTBID ASSESSMENT	\$ 3.98
5/6/2023	COAST 6450 DINING CREDIT	\$ 50.00
5/7/2023	GUEST ROOM	\$ 199.00
5/7/2023	ROOM OCCPANCY TAX	\$ 19.90
5/7/2023	CARLSBAD TOURISM ASSESSMENT	\$ 2.00
5/7/2023	CA TOURISM ASSESSMENT	\$ 0.41
5/7/2023	CTBID ASSESSMENT	\$ 3.98
5/7/2023	COAST 6450 DINING CREDIT	\$ 50.00
		SUBT \$825.87
		TAX \$0.00
		TOTA \$825.87
		PAY THIS AMOUNT

DIRECT ALL INQUIRIES TO:
Michelle Al Balooshi
760-476-4016

MAKE ALL CHECKS PAYABLE TO :
Hilton Garden Inn Carlsbad Beach
6450 Carlsbad Blvd, Carlsbad, CA 92011

Request for Reimbursement

Carlsbad Golf Lodging Business Improvement District (CGLBID)

Hotel: Hilton Garden Inn Carlsbad Beach

Request Amount: \$32,710.06

Paid For: Golf Marketing Initiatives Q3 2023

Date Paid: July – Sept. 2023

Paid By: Hilton Garden Inn Carlsbad Beach

Request Description (attach supporting documentation, i.e., receipts):

JOB 1 Stay to Play Ad Package in PassPort to San Diego –

8 Mgmt. hours for updating editorial and digital content approval

Total \$400.00

JOB 2 Website Updates for Stay to Play Golf Pkgs.

10 Mgmt. hours for content and approvals

Total \$500.00

JOB 3 Expedia Travel Ads and Hilton Amplify Digital campaign for paid search and paid social –

Ad spend for July, Aug. & Sept. Media Costs = \$16,392.24

+ 12 Mgmt. hours for content and approvals = \$600.00

Total \$21,460.06

JOB 4 Golf Social Media Posts –

Approx. 50% of content from **Social Fisch our Social Media Agency** is golf related.

July, Aug. & Sept. billing @ \$1,900 per month = \$5,700.00 x 50% = \$2,850.00

+ 8 Mgmt. hours per month for content and approval = \$1,200.00

Total: \$4,050.00

JOB 5 AAA Multimedia Marketing – Digital Banner Ad campaign directed to CA and AZ for

golf packages – Media costs = \$3,500.00

+ 12 Mgmt. hours for providing creative and content for 4-month campaign = \$600.00

Total: \$4,100.00

JOB 6 Rogue Media Stay to Play Ad Package in Regional magazines and Digital

10 Mgmt. hours for content and approvals

Total: \$500.00

JOB 7 SCGA Stay to Play Ad Package in Southern California Golf Assn. magazines and digital, newsletter components

14 Mgmt. hours for content and approvals

Total: \$700.00

JOB 8 Amanda Michele Design - Social Media Story Templates Designed for Golf Posts

= \$300.00

+ 6 Mgmt. hours for direction, proofing and final art = \$300.00

Total: \$600.00

JOB 9 Underpar campaign started again for golf packages

8 Mgmt. hours for coordination and art direction = \$400.00

Total: \$400.00

Grand Total \$32,710.06

This is where the reimbursement check will be mailed:

NAME OF PAYEE: Hilton Garden Inn Carlsbad Beach

STREET ADDRESS: 6450 Carlsbad Blvd.

CITY, STATE & ZIP: Carlsbad, CA 92011

PREPARED BY: [Signature] **DATE:** 10/26/23

TITLE: Area Dir. of Sales & Marketing

For OFFICE USE ONLY

Approved By BID Manager: _____ Date: _____

Approved by CGLBID Board ☐ DATE _____ Agenda Bill No. _____ Resolution No. _____



Travelscape, LLC
5000 W. Kearney St Springfield, MO 65803

Bill To:

Hilton Garden Inn Carlsbad Beach
Attn: Melanie Schmidt
6450 Carlsbad Blvd
Carlsbad California 92011
United States

IO Number: 422760

Campaign Name: San Diego County Marketing
Co-Op Q3 2023 - AB - Hilton Garden Inn Carlsbad
Beach

Campaign Dates: 01-Jul-2023 to 30-Sep-2023

Aug H61

INVOICE

Total Amount Due Including Tax (Where Applicable)

5,000.00 USD

Invoice Number: 1000005884

Invoice Date: 30-Sep-2023

Payment Due Date: 30-Oct-2023

Payment Terms: 30 NET

Payment Instructions (Please reference invoice number 1000005884 when remitting payment)

Electronic Payment Option:

Account Name: Travelscape, LLC
Account #: 3751606213
ABA (ACH) #: 111000012
ABA (wire) #: 026009593
SWIFT: BOFAUS3N
Bank of America, NY

Check Option:

Travelscape, LLC
PO BOX 847677
Dallas, TX 75284-7677

Tax Summary in Invoice Currency

Please see the last page of this document for additional messages and tax summary in local currency

Subtotal Before Tax	USD	5,000.00
Tax Amount	USD	0.00
Total Amount in Invoice Currency Including Tax	USD	5,000.00

HILTON AMPLIFY & ELEVATE

Hilton

HEI

- Home
- Hotels
- Reports
- Advance

HOTEL SELECTION
Hilton Garden Inn Carlsbad Beach

HOTEL BALANCE
Amplify: \$1,804
Elevate: \$4,338
Amplify Funding Method: Invoice Monthly
Update Method

HOTEL
Carlsbad

5 Active Bids Manage Bids

Davidson Hotels and Resorts (29815)
burdack.pape@cdarefy.com

AD DELIVERY

592.3K IMPRESSIONS

13,585 CLICKS

\$1.21 AVG CPC

\$16,460.06 SPEND

ATTRIBUTION

303 BOOKINGS

740 RN BOOKED

\$200.0K REVENUE

12.2:1 ROAS

Day Chart Type - Auto Hotel Groups - None Selected Mediachannels - All Tactics - All Last Quarter Jul 1, 2023 - Sep 30, 2023

Q3



Social Fisch Inc
8589994229
8306 Wilshire Blvd #232
Beverly Hills, CA 90211

Billed To
Rob Stirling
Hilton Garden Inn

Date of Issue
08/02/2023

Due Date
08/17/2023

Invoice Number
HGI0823

Amount Due (USD)
\$1,900.00

Description	Rate	Qty	Line Total
Hilton Garden Inn/Chandlers Social Media July 2023	\$1,900.00	1	\$1,900.00
Subtotal			1,900.00
Tax			0.00
Total			1,900.00
Amount Paid			0.00
Amount Due (USD)			\$1,900.00



Social Fisch Inc
8589994229
8306 Wilshire Blvd #232
Beverly Hills, CA 90211

Billed To
Rob Stirling
Hilton Garden Inn

Date of Issue
09/04/2023

Due Date
09/19/2023

Invoice Number
HGI0923

Amount Due (USD)
\$1,900.00

Description	Rate	Qty	Line Total
Hilton Garden Inn/Chandlers Social Media AUGUST 2023	\$1,900.00	1	\$1,900.00
Subtotal			1,900.00
Tax			0.00
Total			1,900.00
Amount Paid			0.00
Amount Due (USD)			\$1,900.00



Social Fisch Inc
8589994229
8306 Wilshire Blvd #232
Beverly Hills, CA 90211

Billed To
Rob Stirling
Hilton Garden Inn

Date of Issue
10/05/2023

Due Date
10/20/2023

Invoice Number
HGISep23

Amount Due (USD)
\$1,900.00

Description	Rate	Qty	Line Total
Hilton Garden Inn/Chandlers Social Media SEP 2023	\$1,900.00	1	\$1,900.00
Subtotal			1,900.00
Tax			0.00
Total			1,900.00
Amount Paid			0.00
Amount Due (USD)			\$1,900.00



July H61
Statement of Account

Page 1

Statement Date: ST 06/29/23

Account Number: 28437000

JForino@hgicarlsbad.com

PriCode 0

This is a summary of your account listing any invoice amounts still due.
Please send the invoice(s) or this statement along with your payment for proper posting.
Check your Accounts Payable records to avoid duplicate payments (Match Invoice Numbers).

Customer Service: (407) 444-7253 Or Toll - Free (800) 866-5222 (U.S.) or Canada Or Fax (407) 444-7274

Doc Type	Invoice Number	Invoice Date	Description	Previous Balance	Outstanding Balance Due
SC	1958723	06/28/23	28437000 HILTON GARDEN INN CARLSBAD BEA Josephine Forino Set up Fee		3,500.00
Total For: 28437000 HILTON GARDEN INN CARLSBAD BEA					3,500.00
TOTAL CURRENT BALANCE DUE					3,500.00

We are not a GST Registrant.

*Payable in U.S. funds or the Canadian equivalent.

Make your checks payable to AAA and mail to:

Reference Your Account Number

28437000

AAA - Mail Stop 2

1000 AAA Drive

Heathrow, FL 32746-5063

...or Fax Credit Card Payments to (407) 444-7274

Avoid Late Fees - Send Payment Promptly

Please return full statement with your payment

IF PAYING BY CREDIT CARD, FILL OUT BELOW	
<input type="checkbox"/> MasterCard	<input type="checkbox"/> Visa <input type="checkbox"/> Discover \$ _____
Card # _____	_____
CVC (3 digits on back) _____	_____
Exp. Date _____	_____
Print Name _____	_____
Billing Address (if different than above)	_____
_____	_____
Signature _____	_____

HILTON GARDEN INN CARLSBAD BEACH
6450 CARLSBAD BLVD
CARLSBAD CA 92011

AMANDA
MICHELE

HGI July Q3

Social Fisch
Invoice # 154 7/5/23

To:

Social Fisch

From:

Amanda Michele Design

6463576805

hi@amandamicheledesign.c
om

433 3rd Ave

3F

BROOKLYN, NY 11215-3187

USA

Item

Qty/Hrs

Price

Subtotal

Cape Rey/HGI Branding for Stories

Custom Instagram story templates split between 2 properties

1

\$300.00

\$300.00

Subtotal: \$300.00**Tax:** \$0.00**Total:** \$300.00**PAYMENTS**

7/18/23 - \$300.00

Remainder: \$0.00

Colf templates
for social
media
Stories.

Please make all checks payable to

Amanda Brown

c/o Amanda Michele Design

433 3rd Ave 3F

Brooklyn, NY 11215

Stay at Hilton Garden Inn Carlsbad Beach, Play at The Crossings at Carlsbad

Located in Carlsbad, CA

TWO GUESTS | 1 & 2 Night Packages Available!



One Night Accommodation 2 Guests - 1 Round of Golf Each

2 Guests enjoy 1 Night Stay at
Hilton Garden Inn Carlsbad Beach

Each Guest gets One Round of
Golf at The Crossings at Carlsbad
(18 holes per player, choice to play
on day of arrival or day of
departure)

\$329 for Two Guests
48% OFF! Save \$306
Retail Value \$635

Two Nights Accommodation 2 Guests - 2 Days of Golf Each

2 Guests enjoy 2 Nights Stay at
Hilton Garden Inn Carlsbad Beach

Each Guest plays Two Days of
Golf at The Crossings at Carlsbad
(Which can include day of arrival
or day of departure)

\$658 for Two Guests
48% OFF! Save \$612
Retail Value \$1270

MORE ON THIS DEAL

Valid for use Sunday – Thursday
Golf can be played valid on Friday for Thursday night stays

Valid between August 27 - December 31, 2023

- All stays are valid for Standard Room Accommodation (Double Occupancy)
- Includes access to resort pool and amenities
- Complimentary golf club storage included
- **All Cart Fees Included**
- Overnight parking of \$22 per night not included and due at hotel checkout
- Taxes of \$44.18 for one night stay and \$88.36 for two nights stay not included and due at hotel checkout
- All stays are based on availability
- Some Blackout Dates Apply:
including Sep 03, Oct 10, 11, 12, Nov 26, Dec 31, 2023
- Cannot be combined with any other offer
- Unlimited buys
- Makes a great gift

Available only while supplies last - Get Yours ASAP.
Green Fee Tickets will be delivered after you complete your purchase.

SEE ALL DEALS

Cancellations must be made more than 72 hours in advance

RESOLUTION NO. 2023-

A RESOLUTION OF THE ADVISORY BOARD OF THE CARLSBAD GOLF LODGING BUSINESS IMPROVEMENT DISTRICT (CGLBID), APPROVING A REIMBURSEMENT REQUEST FROM THE PARK HYATT AVIARA FOR GOLF-RELATED EXPENSES AND AUTHORIZING STAFF TO PROCESS PAYMENT

WHEREAS, at its Nov. 27, 2012, meeting, the Carlsbad City Council adopted Ordinance No. CS-194 forming the Carlsbad Golf Lodging Business Improvement District (CGLBID); and

WHEREAS, members of the CGLBID are assessed \$2 per occupied room night, which is remitted to the city monthly through the current Transient Occupancy Tax collection process; and

WHEREAS, the proceeds of the assessment must be used to promote golf-related tourism within the boundaries of the CGLBID; and

WHEREAS, each assessed hotel determines how to spend the funds collected by its respective property, provided expenditures are for approved golf-related expenses; and

WHEREAS, reimbursement of these expenses may be made quarterly upon approval of the CGLBID Advisory Board, up to the amount collected per property minus administrative fees; and

WHEREAS, staff has reviewed the reimbursement request in Attachment A and is recommending the Advisory Board approve this reimbursement and authorize staff to pay the request up to the amount available.

NOW, THEREFORE, BE IT RESOLVED by the Advisory Board of the Carlsbad Golf Lodging Business Improvement District, as follows:

1. The above recitations are true and correct.
2. The CGLBID Board approves the November 1, 2023, reimbursement request from Carlsbad by the Sea (Attachment A) and authorizes staff to pay \$59,561 to Park Hyatt Aviara.

PASSED, APPROVED AND ADOPTED at a Special Meeting of the Advisory Board of the
Carlsbad Golf Lodging Business Improvement District on the ___ day of _____ 2023, by the following
vote, to wit:

AYES:

NAYS:

ABSENT:

ABSTAIN:

TIM STRIPE, Chair

SHERRY FREISINGER, City Clerk
(SEAL)

Request for Reimbursement

Attachment A

Carlsbad Golf Lodging Business Improvement District (CGLBID)

Hotel: Park Hyatt Aviara

Request Amount: \$66,245.77 Paid For: _____

Date Paid: _____ Paid By: _____

Request Description
(attach supporting
documentation, i.e.,
receipts):

Q2-Q3 2023 Invoices: Away Lands LLC, AZ Foothills, Dawn McCoy Media, Enjet Media, Laguna Beach

Magazine, Locale Magazine, Minuteman Press, MrVstyle Vince Lee Photography, San Diego Magazine,

Virtuoso, Wheelhouse Media LLC

This is where the reimbursement check will be mailed:

NAME OF PAYEE: Park Hyatt Aviara

STREET ADDRESS: PO Box 202912

CITY, STATE & ZIP: Dallas, TX 75320

PREPARED BY: Tracie Matthews **DATE:** 10/12/2023

TITLE: Director of Finance

For OFFICE USE ONLY

Approved By BID Manager: _____ Date: _____
Approved By CGLBID Board ☐ DATE _____ Agenda Bill No. _____ Resolution No. _____

PARK HYATT AVIARA
GOLF MARKETING REIMBURSEMENT REQUEST

<u>Supplier</u>	<u>Service Period</u>	<u>Invoice Number</u>	<u>Invoice Amount</u>
Away Lands LLC	6/26/2023	1315	4,000.00
AZ Foothills	5/5/2023	2023ci-1160	4,808.13
Dawn McCoy Media	8/25/2023	DMMxNBCxPHA823	1,500.00
Enjet Media	7/11/2023	1069	2,925.00
Enjet Media	4/11/2023	1061	2,625.00
Laguna Beach Magazine	6/23/2023	54898	1,200.00
Laguna Beach Magazine	8/4/2023	55226	1,200.00
Locale Magazine	10/1/2022	5049M	1,750.00
Locale Magazine	11/1/2022	5050M	1,750.00
Locale Magazine	2/1/2023	2023134	6,000.00
Locale Magazine	6/1/2023	2023136	6,000.00
Minuteman Press	4/5/2023	66186	411.68
Minuteman Press	6/29/2023	67277	411.68
Minuteman Press	7/24/2023	67495	194.75
Minuteman Press	7/31/2023	67592	302.85
Minuteman Press	8/29/2023	67960	411.68
Mrvlstyle Vince Lee Photography	12/8/2022	164	2,500.00
Mrvlstyle Vince Lee Photography	7/24/2023	176	3,500.00
San Diego Magazine	5/24/2023	26096	250.00
San Diego Magazine	6/26/2023	26272	1,475.00
San Diego Magazine	4/3/2023	25887	2,750.00
San Diego Magazine	5/17/2023	26029	2,750.00
Virtuoso	1/31/2023	202335153	3,890.00
Virtuoso	3/31/2023	202335156	9,440.00
Wheelhouse Media LLC	4/15/2023	10079	1,400.00
Wheelhouse Media LLC	6/15/2023	10155	1,400.00
Wheelhouse Media LLC	8/15/2023	10220	1,400.00

Total Reimbursement Request

66,245.77

Available CGLBID Balance

59,561.00

Balance Rolled Forward After Q3 2023 Reimbursement

(6,684.77)

Away Lands LLC

info@awaylands.com

awaylands.com

away lands

INVOICE

4301.50348510.10000 \$4,000.00

BILL TO

Park Hyatt Aviara Resort

INVOICE # 1315

DATE 06/26/2023

DUE DATE 06/26/2023

TERMS Due on receipt

ACTIVITY	DESCRIPTION	RATE	QTY	TOTAL
Charges				
Licensing	Unlimited, perpetual license for all photo and video assets produced and delivered by Away Lands LLC for the Park Hyatt Aviara Resort in Summer 2022.	4,000.00	1	4,000.00

WIRE TRANSFER DETAILS

BALANCE DUE

\$4,000.00

Beneficiary Name:

Away Lands LLC | EIN: 81-3510119

Beneficiary Address:

2903 HILLCREST DR

LOS ANGELES, CA 90016

Bank Address:

Bank of America, NA

222 Broadway

New York, New York 10038

Account Number: 501021026630

Routing Number: 122400724

Swift Code (US dollars): BOFAUS3N

*Client is responsible for all outgoing and intermediary wire transfer fees.



2701 E Camelback Road
Suite 180
Phoenix, AZ 85016

Bill To:

Sanpa Accounting
Hyatt Park Aviara
7100 Aviara Resort Drive
Carlsbad, CA 92011

Customer ID: 30528

INVOICE

Date:	Invoice #	Due Date	Sales Rep	Advertiser
5/5/2023	2023ci-1160	Upon Receipt	Michael Dee	Hyatt Park Aviara

PO Number	Publication	Issue	Start Date	End Date	Frequency	Net	Item Notes
	Summer Escapes	Jun	6/1/2023	6/30/2023	1 Month	\$1,373.75	
	Summer Escapes	Aug	8/1/2023	8/31/2023	1 Month	\$1,373.75	
	Summer Escapes	Jul	7/1/2023	7/1/2023	1 Month	\$1,373.75	
	Summer Escapes	May	5/15/2023	5/31/2023	1 Month	\$686.88	Half-month rate

Total:	\$4,808.13
---------------	-------------------

Wiring Instructions:

KFH AZ FOOTHILLS, LLC
Chase Bank
4401 E. Camelback Rd.
Phoenix, AZ 85018
Account: 786083722
Routing: 122100024

International Wiring

Swift Code: CHASUS33
270 Park Ave., New York, NY 10017

Mail checks to:

KFH AZ FOOTHILLS LLC
2701 E Camelback Rd STE 180
Phoenix, AZ 85016

Payment is due on receipt.

In the event payment is not made and the account is referred for collection, we promise to pay cost of collection equal to a minimum amount of twenty-five percent (25%) of the principle amount.

If you have any questions, please contact us at accounting@azfoothills.com

If you would like to pay us online, please use the following link [HERE](#)

DMM

DAWN McCOY MEDIA

8675 W. Olympic Blvd.
Los Angeles, CA 90035
(310) 880-1999
Dawn@DawnMcCoy.net
www.iAmDawnMcCoy.com

8/17/23 INVOICE
DMMxNBCxPHA823

INVOICE:

Park Hyatt Aviara
c/o Emily Koch

4301.50351220.10000 \$1500

RATE

Park Hyatt Aviara x #DawnsDestinations inclusion in National Golf Month/ golf getaways California segment on California Live (NBC) shoot date & air date 8/25/23	
Non-exclusive inclusion in approx. 3-5 minute California Live segment hosted by Danielle Nottingham & Dawn McCoy	
Social media sharing in segment post & story coverage on @iamDawnMcCoy Instagram & Facebook social channels	
A few notes: *The show will air LIVE at 11:30 am PST, Friday 8/25/23 on NBC Los Angeles.	
*Please note that script or talking points may be edited due to time or producer discretion. *Pictures and B-roll may or may not be used, depending on producer and editor discretion.	
*By agreeing to inclusion in this segment, you agree to pay the amount detailed below.	
TOTAL DUE	\$1500

TOTAL

PAYMENT TERMS

- Payment due upon receipt unless previously arranged.
- Payment to be made via check, ACH, Direct Deposit, wire
or Zelle to: Dawn McCoy Media
8675 W Olympic Blvd.
Los Angeles, CA 90035
- ACH info upon request

ENJET MEDIA, LLC

2211 Newcastle Ave
Cardiff, CA 92007
matt@enjetmedia.com



INVOICE

BILL TO
Emily Koch
Park Hyatt Aviara
7100 Aviara Resort Drive
Carlsbad, CA 92011 USA

4301.50348510.10000 \$2,925.00

INVOICE 1069
DATE 07/11/2023
TERMS Net 30
DUE DATE 08/10/2023

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
VIDEO PRODUCTION	FINAL balance on B-Roll For Media	0.50	1,550.00	775.00
VIDEO PRODUCTION	FINAL balance on Social Media Campaign	0.50	3,700.00	1,850.00
VIDEO PRODUCTION	Additional Music Track Licenses	1	300.00	300.00

BALANCE DUE \$2,925.00

ENJET MEDIA, LLC

2211 Newcastle Ave
Cardiff, CA 92007
matt@enjetmedia.com



INVOICE

BILL TO
Emily Koch
Park Hyatt Aviara
7100 Aviara Resort Drive
Carlsbad, CA 92011 USA

INVOICE 1061
DATE 04/11/2023
TERMS Net 30
DUE DATE 05/11/2023

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
VIDEO PRODUCTION	DEPOSIT on B-Roll For Media	0.50	1,550.00	775.00
VIDEO PRODUCTION	DEPOSIT on Social Media Campaign	0.50	3,700.00	1,850.00
BALANCE DUE				\$2,625.00



Firebrand Media LLC
900 Glenneyre Street
Suite B
Laguna Beach, CA 92651

Invoice #
Invoice Date
Customer
Payment Terms
Due Date
Tearsheet

54898
06/23/2023
Park Hyatt Aviara, ID: 13119
15 Days
07/08/2023

BILLING ADDRESS

Emily Koch (pronounced Cook)
Park Hyatt Aviara
7100 Aviara Resort Drive
Carlsbad, CA 92011

4301.50351210.10000 \$1,200.00

ADVERTISER

Park Hyatt Aviara, ID: 13119
7100 Aviara Resort Drive
Carlsbad, CA 92011

INSERTION ORDER/AD ID	MEDIA	NOTES	SECTION	PAGE #	ISSUE DATE	AD SIZE	QTY	RATE	TOTAL
45153-125100	Laguna Beach Magazine		Run of Pub		06/23/23	Full Page	1	\$1,200.00	\$1,200.00

Message:

Payment must be received by the due date to avoid 1.5% late fee monthly. Thank you for your business!

Subtotal	\$1,200.00
Tax	\$0.00
Payments & Credits	\$0.00
BALANCE DUE	\$1,200.00

REMITTANCE STUB TO FIREBRAND MEDIA LLC

Invoice #	54898 Laguna Beach Magazine	Date	06/23/2023	Customer ID	ID: 13119, Park Hyatt Aviara
Amount Enclosed:					

Make Checks Payable to: Firebrand Media LLC
Firebrand Media LLC
900 Glenneyre Street Suite B
Laguna Beach, CA 92651

PHONE (949) 715-4100
FAX (949) 715-4106

Credit Card Information

Master Card _____ Visa _____ American Express _____ Name on card: _____

Credit Card Number: _____ Exp. Date: _____ Security Code: _____ Billing Zip: _____

Card Holder Signature: _____ Amount to charge: _____



Firebrand Media LLC
900 Glenneyre Street
Suite B
Laguna Beach, CA 92651

Invoice #
Invoice Date
Customer
Payment Terms
Due Date
Tearsheet

55226
08/04/2023
Park Hyatt Aviara, ID: 13119
15 Days
08/19/2023

BILLING ADDRESS

Emily Koch (pronounced Cook)
Park Hyatt Aviara
7100 Aviara Resort Drive
Carlsbad, CA 92011

ADVERTISER

Park Hyatt Aviara, ID: 13119
7100 Aviara Resort Drive
Carlsbad, CA 92011

INSERTION ORDER/AD ID	MEDIA	NOTES	SECTION	PAGE #	ISSUE DATE	AD SIZE	QTY	RATE	TOTAL
45153-125101	Laguna Beach Magazine		Run of Pub		08/04/23	Full Page	1	\$1,200.00	\$1,200.00

Message:

Payment must be received by the due date to avoid 1.5% late fee monthly. Thank you for your business!

Subtotal	\$1,200.00
Tax	\$0.00
Payments & Credits	\$0.00
BALANCE DUE	\$1,200.00

REMITTANCE STUB TO FIREBRAND MEDIA LLC

Invoice #	55226 Laguna Beach Magazine	Date	08/04/2023	Customer ID	ID: 13119, Park Hyatt Aviara
Amount Enclosed:					

Make Checks Payable to: Firebrand Media LLC
Firebrand Media LLC
900 Glenneyre Street Suite B
Laguna Beach, CA 92651

PHONE (949) 715-4100
FAX (949) 715-4106

Credit Card Information

Master Card _____ Visa _____ American Express _____ Name on card: _____

Credit Card Number: _____ Exp. Date: _____ Security Code: _____ Billing Zip: _____

Card Holder Signature: _____ Amount to charge: _____

Locale Magazine
P.O. Box 2971
Newport Beach, CA 92659
949-436-8910
accounting@localemagazine.com
LocaleMagazine.com

LOCALE

ORDERED BY:
Park Hyatt Aviara Resort Golf Club & Spa
#69114
7100 Aviara Resort Drive
Carlsbad, CA 92011

BILL TO:
Bill To: Park Hyatt Aviara Resort Golf Club & Spa
#69114
Attn: Emily Koch

INVOICE DATE	DUE DATE	INVOICE #	PO #	TERM
10/01/2022	11/01/2022	5049-M		Net 30

Publication	Issue	Ad Size
Locale Magazine	Locale Magazine Q4 2022 Issue	Full Page
Locale Digital	November 2022	Dedicated Email Blast
Locale Digital	November 2022	Weekly Email Blast Inclusion Web Editorial
Locale Website	November 2022	Monthly In Story Ad (Related Story)

Installment Total: \$1,750.00

Barter Due: \$0.00

Note

Order 1385, Installment 11

For payments by mail please make checks payable to:
LOCALE Lifestyle Magazine, LLC
P.O. BOX 2971, Newport Beach, CA 92659

4301.50351220

Locale Magazine
P.O. Box 2971
Newport Beach, CA 92659
949-436-8910
accounting@localemagazine.com
LocaleMagazine.com

LOCALE

ORDERED BY:
Park Hyatt Aviara Resort Golf Club & Spa
#69114
7100 Aviara Resort Drive
Carlsbad, CA 92011

BILL TO:
Bill To: Park Hyatt Aviara Resort Golf Club & Spa
#69114
Attn: Emily Koch

INVOICE DATE	DUE DATE	INVOICE #	PO #	TERM
11/01/2022	12/01/2022	5050-M		Net 30

Publication	Issue	Ad Size
Locale Magazine	Locale Magazine Q4 2022 Issue	Full Page

Installment Total: \$1,750.00

Barter Due: \$0.00

Note

Order 1385, Installment 12

For payments by mail please make checks payable to:
LOCALE Lifestyle Magazine, LLC
P.O. BOX 2971, Newport Beach, CA 92659

4301.50351220

Locale Magazine
PO Box 2971
Newport Beach, CA 92659
+1 9494368910
accounting@localemagazine.com
LocaleMagazine.com



BILL TO
Emily Koch
Park Hyatt Aviara Resort Golf
Club & Spa
7100 Aviara Resort Drive
Carlsbad, CA 92011 US

INVOICE # 2023-134
DATE 02/01/2023
DUE DATE 03/01/2023
TERMS Net 30

DESCRIPTION	AMOUNT
Advertising March 2023 Campaign	6,000.00
<hr/>	
BALANCE DUE	\$6,000.00

Success!

Merchant

Locale Magazine

Payment method

VISA****0805

Transaction ID

MQ0154671482

Due date

March 1, 2023

Invoice amount

\$6,000.00

Total

\$6,000.00

Tell us how we can make paying an invoice better

Download receipt

Download invoice

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Locale Magazine
PO Box 2971
Newport Beach, CA 92659
+1 9494368910
accounting@localemagazine.com
LocaleMagazine.com



BILL TO
Emily Koch
Park Hyatt Aviara Resort Golf
Club & Spa
7100 Aviara Resort Drive
Carlsbad, CA 92011 US

INVOICE # 2023136
DATE 06/01/2023
DUE DATE 07/01/2023
TERMS Net 30

DESCRIPTION	AMOUNT
Advertising July 2023 Campaign	6,000.00

BALANCE DUE **\$6,000.00**

4301.50351210.10000 \$6,000.00



Minuteman Press Carlsbad
5931 Sea Lion Place, Suite 106
Carlsbad, CA 92010
Phone: 760-438-9556 / Fax: 760-438-9585
Web: www.mmpcarlsbad.com
E-mail: Carlsbad@MinutemanPress.com



4301.50343510.20000 \$411.68

Invoice Number 66186
Invoice Date 4/5/2023

Bill to: Park Hyatt Aviara
7100 Aviara Resort Drive
Carlsbad, CA 92011

Phone: 760-448-1234
Fax: 760-603-6803
Mobile Phone: 760-603-5140

Ship to: Park Hyatt Aviara
Jacob Mortensen
7100 Aviara Resort Drive
Carlsbad, CA 92011

Phone: 760-448-1234
Fax: 760-603-6803
Mobile Phone: 760-603-5140
Email: jacob.mortensen@hyatt.com

**ANY ITEM WITH YOUR LOGO ON IT,
MINUTEMAN PRESS CARLSBAD WILL GIVE YOU A FREE QUOTE! FROM PENS
to STICKERS to BROCHURES to LARGE SIGNS!
CALL US ANYTIME!! 760-438-9556**

350 Park Hyatt Resort Guides Mar/April 2023 9 x 18, Tri-Fold (Job 98162)

\$382.07

Job Disposition: Deliver

Invoice Subtotal: \$382.07

Ca 2021 7.75% Tax Rate: \$29.61

Invoice Total: \$411.68

Balance Due: \$411.68

**Thank you for your business!
Minuteman Press, Carlsbad**

Nov. 1, 2023

Item 1 Page 130 of 148

2.0000% interest per month on past due invoices.

**DIGITAL SERVICES
MARKETING
PROMOTIONAL PRODUCTS
CREATIVE DESIGN
and so much more!**



Minuteman Press Carlsbad
5931 Sea Lion Place, Suite 106
Carlsbad, CA 92010
Phone: 760-438-9556 / Fax: 760-438-9585
Web: www.mmpcarlsbad.com
E-mail: Carlsbad@MinutemanPress.com

Invoice Number 67277
Invoice Date 6/29/2023



Bill to: Park Hyatt Aviara
7100 Aviara Resort Drive
Carlsbad, CA 92011

Phone: 760-448-1234
Fax: 760-603-6803
Mobile Phone: 760-603-5140

Ship to: Park Hyatt Aviara
Jacob Mortensen
7100 Aviara Resort Drive
Carlsbad, CA 92011

Phone: 760-448-1234
Fax: 760-603-6803
Mobile Phone: 760-603-5140
Email: jacob.mortensen@hyatt.com

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to STICKERS to BROCHURES to LARGE SIGNS!
CALL US ANYTIME!! 760-438-9556

350 Park Hyatt Resort Guides July 2023 9 x 18, Tri-Fold (Job 99660)

\$382.07

Job Disposition: Deliver

Invoice Subtotal: \$382.07

Ca 2021 7.75% Tax Rate: \$29.61

Invoice Total: \$411.68

Balance Due: \$411.68

Thank you for your business!
Minuteman Press, Carlsbad

Nov. 1, 2023





Minuteman Press Carlsbad
5931 Sea Lion Place, Suite 106
Carlsbad, CA 92010
Phone: 760-438-9556 / Fax: 760-438-9585
Web: www.mmpcarlsbad.com
E-mail: Carlsbad@MinutemanPress.com

Invoice Number 67495
Invoice Date 7/24/2023



4301.50343510.20000 \$194.75

Bill to: Park Hyatt Aviara
7100 Aviara Resort Drive
Carlsbad, CA 92011

Phone: 760-448-1234
Fax: 760-603-6803
Mobile Phone: 760-603-5140

Ship to: Park Hyatt Aviara
Jacob Mortensen
7100 Aviara Resort Drive
Carlsbad, CA 92011

Phone: 760-448-1234
Fax: 760-603-6803
Mobile Phone: 760-603-5140
Email: jacob.mortensen@hyatt.com

**ANY ITEM WITH YOUR LOGO ON IT,
MINUTEMAN PRESS CARLSBAD WILL GIVE YOU A FREE QUOTE! FROM PENS
to STICKERS to BROCHURES to LARGE SIGNS!
CALL US ANYTIME!! 760-438-9556**

150 Park Hyatt Resort Guides July 2023 9 x 18, Tri-Fold *Convention Print* (Job 100053)

\$180.74

Job Disposition: Deliver

Invoice Subtotal: \$180.74

Ca 2021 7.75% Tax Rate: \$14.01

Invoice Total: \$194.75

Balance Due: \$194.75

**Thank you for your business!
Minuteman Press, Carlsbad**

Nov. 1, 2023

Item 1 Page 132 of 148

2.0000% interest per month on past due invoices

DIGITAL SERVICES
MARKETING
PROMOTIONAL PRODUCTS
CREATIVE DESIGN
and so much more!



Minuteman Press Carlsbad
5931 Sea Lion Place, Suite 106
Carlsbad, CA 92010
Phone: 760-438-9556 / Fax: 760-438-9585
Web: www.mmpcarlsbad.com
E-mail: Carlsbad@MinutemanPress.com

Invoice Number 67592
Invoice Date 7/31/2023



Bill to: Park Hyatt Aviara
7100 Aviara Resort Drive
Carlsbad, CA 92011

Phone: 760-448-1234
Fax: 760-603-6803
Mobile Phone: 760-603-5140

Ship to: Park Hyatt Aviara
Jacob Mortensen
7100 Aviara Resort Drive
Carlsbad, CA 92011

Phone: 760-448-1234
Fax: 760-603-6803
Mobile Phone: 760-603-5140
Email: jacob.mortensen@hyatt.com

ANY ITEM WITH YOUR LOGO ON IT,
MINUTEMAN PRESS CARLSBAD WILL GIVE YOU A FREE QUOTE! FROM PENS
to STICKERS to BROCHURES to LARGE SIGNS!
CALL US ANYTIME!! 760-438-9556

250 Park Hyatt Resort Guides August 2023 9 x 18, Tri-Fold (Job 100144)

\$281.07

Job Disposition: Deliver

Invoice Subtotal: \$281.07

Ca 2021 7.75% Tax Rate: \$21.78

Invoice Total: \$302.85

Balance Due: \$302.85

Thank you for your business!
Minuteman Press, Carlsbad

Nov. 1, 2023





Minuteman Press Carlsbad
5931 Sea Lion Place, Suite 106
Carlsbad, CA 92010
Phone: 760-438-9556 / Fax: 760-438-9585
Web: www.mmpcarlsbad.com
E-mail: Carlsbad@MinutemanPress.com



Invoice Number 67960
Invoice Date 8/29/2023

Bill to: Park Hyatt Aviara
7100 Aviara Resort Drive
Carlsbad, CA 92011

Phone: 760-448-1234
Fax: 760-603-6803
Mobile Phone: 760-603-5140

Ship to: Park Hyatt Aviara
Jacob Mortensen
7100 Aviara Resort Drive
Carlsbad, CA 92011

Phone: 760-448-1234
Fax: 760-603-6803
Mobile Phone: 760-603-5140
Email: jacob.mortensen@hyatt.com

4301.50343510.20000 \$411.68

**ANY ITEM WITH YOUR LOGO ON IT,
MINUTEMAN PRESS CARLSBAD WILL GIVE YOU A FREE QUOTE! FROM PENS
to STICKERS to BROCHURES to LARGE SIGNS!
CALL US ANYTIME!! 760-438-9556**

350 Park Hyatt Resort Guides September 2023 9 x 18, Tri-Fold (Job 100704)

\$382.07

Job Disposition: Deliver

Invoice Subtotal: \$382.07

Ca 2021 7.75% Tax Rate: \$29.61

Invoice Total: \$411.68

Balance Due: \$411.68

2.0000% interest per month on past-due invoices.

**Thank you for your business!
Minuteman Press, Carlsbad**

Hyun Jin Lee (Vince Lee)

INVOICE

7893 Summer Day drive
Corona, CA 92883

bank:
account number 3681040881
routing number 121042882

Supplier # 655903
4301.50348510.10000 \$2,500.00

Bill To
Park Hyatt Aviara
7100 Aviara Resort Drive, Carlsbad, CA 92011

Invoice # 164
Invoice Date 12/08/2022

DESCRIPTION	AMOUNT
q4 content	2,500.00
TOTAL	\$2,500.00

Terms & Conditions
Due in 15 days

Hyun Jin Lee (Vince Lee)

INVOICE

7893 Summer Day drive
Corona, CA 93883

PayPal zolah9mua@yahoo.com
bank:
account number 3681040881
routing number 121042882

Supplier# 655903
4301.50348510.10000 \$3,500.00

Bill To
Park Hyatt Aviara

Invoice # 176
Invoice Date 07/24/2023

DESCRIPTION	AMOUNT
Q3 content creation	3,500.00
TOTAL	\$3,500.00 USD

Terms & Conditions
Due in 30 days

San Diego Magazine, LLC

We've moved! Please note new address:

1230 Columbia Street, Suite 800

San Diego, CA 92101

Accounting Office:

p: 619-363-3590

f: 619-923-7070

SAN DIEGO
MAGAZINE

Scott Fisk\scottf@sdmag.com\np 619.733.6789

INVOICE

Advertiser: Park Hyatt Aviara Resort, Golf Club & Spa

Invoice No. 26096

Date May 24, 2023

Due Date Jun 23, 2023

Contract No. 32788

Sales Rep Scott Fisk

4301.50351220.10000 \$250.00

Park Hyatt Aviara Resort, Golf Club & Spa

Emily Koch

7100 Aviara Resort Drive

Carlsbad, CA 92011

Product	Sub Total	Total
#54426 - <input type="checkbox"/> -Newsletter - Best of San Diego Newsletter - Top Island Display Ad: May 18, 2023	\$250.00	\$250.00
#54428 - Digital Advertising - CPM Based - sdmag.com - ROS Banner Ads: May 01, 2023	\$0.00	\$0.00

Thank you for your business.

Sub Total	\$250.00
Discount	\$0.00
Tax	\$0.00
Balance Due	\$250.00

Please pay online by going to:
<https://secure.adsalesgenius.com/pay/>

Your Invoice PIN Number is: **18438**

Or click the direct pay button below:

Pay Online Now

Our payment options have changed. As of March 1, 2023, all credit card transactions will have a 3.5% surcharge added. We encourage you to pay via ACH to avoid this fee.

If you prefer to pay us **electronically via ACH**, below is our banking information:

Account Name: San Diego Magazine, LLC

Receiving Bank Name: U.S Bank

Account #: 42333192

Bank Routing # (ABA): 021052053

If you prefer to pay us **electronically via Wire transfer**, please reach out to finance@sdmag.com and CC veronicag@sdmag.com.

San Diego Magazine, LLC

We've moved! Please note new address:

1230 Columbia Street, Suite 800

San Diego, CA 92101

Accounting Office:

p: 619-363-3590

f: 619-923-7070

SAN DIEGO
MAGAZINE

Scott Fisk\inscottf@sdmag.com\p 619.733.6789

INVOICE

Advertiser: Park Hyatt Aviara Resort, Golf Club & Spa

Invoice No. 26272

Date Jun 26, 2023

Due Date Jul 26, 2023

Contract No. 32788

Sales Rep Scott Fisk

4301.50351220.10000 \$1475.00

Park Hyatt Aviara Resort, Golf Club & Spa

Emily Koch

7100 Aviara Resort Drive

Carlsbad, CA 92011

Product	Sub Total	Total
#54521 - Social Media - Instagram - Sponsored Story - Advertorial: Jun 07, 2023	\$1,200.00	\$1,200.00
#54522 - sdmag.com - digital - Sponsored Blog Post: Jun 01, 2023	\$275.00	\$275.00

Thank you for your business.

Sub Total	\$1,475.00
Discount	\$0.00
Tax	\$0.00
Balance Due	\$1,475.00

Please pay online by going to:
<https://secure.adsalesgenius.com/pay/>

Your Invoice PIN Number is: **13047**

Or click the direct pay button below:

[Pay Online Now](#)

Our payment options have changed. As of March 1, 2023, all credit card transactions will have a 3.5% surcharge added. We encourage you to pay via ACH to avoid this fee.

If you prefer to pay us **electronically via ACH**, below is our banking information:

Account Name: San Diego Magazine, LLC

Receiving Bank Name: U.S Bank

Account #: 42333192

Bank Routing # (ABA): 021052053

If you prefer to pay us **electronically via Wire transfer**, please reach out to finance@sdmag.com and CC veronicag@sdmag.com.

San Diego Magazine, LLC

We've moved! Please note new address:

1230 Columbia Street, Suite 800

San Diego, CA 92101

Accounting Office:

p: 619-363-3590

f: 619-923-7070

SAN DIEGO
MAGAZINE

Scott Fisk\scottf@sdmag.com\p 619.733.6789

INVOICE

Advertiser: Park Hyatt Aviara Resort, Golf Club & Spa

Invoice No. 25887

Date Apr 03, 2023

Due Date May 03, 2023

Contract No. 32788

Sales Rep Scott Fisk

Park Hyatt Aviara Resort, Golf Club & Spa

Emily Koch

7100 Aviara Resort Drive

Carlsbad, CA 92011

Product	Sub Total	Total
#54417 - San Diego Magazine - 2023 Ma - Full-Page	\$2,750.00	\$2,750.00

Thank you for your business.

Sub Total	\$2,750.00
Discount	\$0.00
Tax	\$0.00
Balance Due	\$2,750.00

Please pay online by going to:
<https://secure.adsalesgenius.com/pay/>

Your Invoice PIN Number is: **8729**

Or click the direct pay button below:

[Pay Online Now](#)

Our payment options have changed. As of March 1, 2023, all credit card transactions will have a 3.5% surcharge added. We encourage you to pay via ACH to avoid this fee.

If you prefer to pay us **electronically via ACH**, below is our banking information:

Account Name: San Diego Magazine, LLC

Receiving Bank Name: U.S Bank

Account #: 42333192

Bank Routing # (ABA): 021052053

If you prefer to pay us **electronically via Wire transfer**, please reach out to finance@sdmag.com and CC veronicag@sdmag.com.

San Diego Magazine, LLC

We've moved! Please note new address:

1230 Columbia Street, Suite 800

San Diego, CA 92101

Accounting Office:

p: 619-363-3590

f: 619-923-7070

SAN DIEGO
MAGAZINE

Scott Fisk\scottf@sdmag.com\np 619.733.6789

INVOICE

Advertiser: Park Hyatt Aviara Resort, Golf Club & Spa

Invoice No. 26029

Date May 17, 2023

Due Date Jun 16, 2023

Contract No. 32788

Sales Rep Scott Fisk

Park Hyatt Aviara Resort, Golf Club & Spa

Emily Koch

7100 Aviara Resort Drive

Carlsbad, CA 92011

Product	Sub Total	Total
#54418 - San Diego Magazine - 2023 Jun - Full-Page	\$2,750.00	\$2,750.00

Thank you for your business.

Sub Total	\$2,750.00
Discount	\$0.00
Tax	\$0.00
Balance Due	\$2,750.00

Please pay online by going to:
<https://secure.adsalesgenius.com/pay/>

Your Invoice PIN Number is: **9723**

Or click the direct pay button below:

[Pay Online Now](#)

Our payment options have changed. As of March 1, 2023, all credit card transactions will have a 3.5% surcharge added. We encourage you to pay via ACH to avoid this fee.

If you prefer to pay us **electronically via ACH**, below is our banking information:

Account Name: San Diego Magazine, LLC

Receiving Bank Name: U.S Bank

Account #: 42333192

Bank Routing # (ABA): 021052053

If you prefer to pay us **electronically via Wire transfer**, please reach out to finance@sdmag.com and CC veronicag@sdmag.com.



Invoice

777 Main St, Suite 900
Fort Worth, TX 76102
Tax ID #13-5670009

4301.50351220.10000 \$3,890.00

Bill To:

Accounting Team
Park Hyatt Aviara Resort, Golf Club and Spa
7100 Aviara Resort Drive
Carlsbad, CA 92011

Supplier: Park Hyatt Aviara Resort, Golf Club and Spa
Accounting ID: FOU710

Please note: If a url is provided below, you may click or paste into your internet browser to see the creative that deployed.

DATE	INVOICE #	DUE DATE	ACCOUNT MANAGER
1/31/2023	2023-35153	3/2/2023	Gregg Nielsen

Virtuoso Product	Issue	Year	Ad Size	Gross	Ad Notes
Themed Travel Catalog	Jan - On the Water	2023	1/2 Page Advertorial	\$3,890.00	Complimentary upgrade - thank you for your partnership!

Invoice Total (USD):	\$3,890.00
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Payment is due on or before 3/2/2023. Failure to remit payment on time may result in ineligibility to participate in future opportunities and cancellation of pending initiatives.

Questions about your invoice? Please contact us at 817-870-0300 or via email at ar@virtuoso.com

Mail payment to:

Virtuoso Accounting
777 Main St, Ste 900
Fort Worth, TX 76102

Wire transfer instructions:

JP Morgan Chase
420 Throckmorton St
Fort Worth, TX 76102
Routing Number/ABA: 111000614
Account Number: 1586797225
Payable to: Virtuoso, LTD
Swift Code: CHASUS33
Please include invoice #

Unless otherwise required, any goods and services tax or value added tax owed on invoiced amounts will be reversed charged and payable by recipient Member/Supplier to the appropriate taxing authority.



Invoice

777 Main St, Suite 900
Fort Worth, TX 76102
Tax ID #13-5670009

Bill To:

Accounting Team
Park Hyatt Aviara Resort, Golf Club and Spa
7100 Aviara Resort Drive
Carlsbad, CA 92011

4301.50351220.10000 \$9,440.00

Supplier: Park Hyatt Aviara Resort, Golf Club and Spa
Accounting ID: FOU710

Please note: If a url is provided below, you may click or paste into your internet browser to see the creative that deployed.

DATE	INVOICE #	DUE DATE	ACCOUNT MANAGER
3/31/2023	202335156	4/30/2023	Gregg Nielsen

Virtuoso Product	Issue	Year	Ad Size	Gross
Themed Travel Catalog	Mar - Wellness Escapes	2023	Full Page Advertorial	\$9,440.00

Invoice Total (USD):	\$9,440.00
----------------------	------------

Payment is due on or before 4/30/2023. Failure to remit payment on time may result in ineligibility to participate in future opportunities and cancellation of pending initiatives.

Questions about your invoice? Please contact us at 817-870-0300 or via email at ar@virtuoso.com

Mail payment to:

Virtuoso Accounting
777 Main St, Ste 900
Fort Worth, TX 76102

Wire transfer instructions:

JP Morgan Chase
420 Throckmorton St
Fort Worth, TX 76102
Routing Number/ABA: 111000614
Account Number: 1586797225
Payable to: Virtuoso, LTD
Swift Code: CHASUS33

Please include invoice #

Unless otherwise required, any goods and services tax or value added tax owed on invoiced amounts will be reversed charged and payable by recipient Member/Supplier to the appropriate taxing authority.

Wheelhouse Media LLC
PO Box 2089
Carlsbad, CA 92018 US
760-533-8477
tim@carlsbadmagazine.com
clickoncarlsbad.com

Invoice

BILL TO

Emily Koch
Park Hyatt Aviara Resort
7100 Aviara Resort Dr.
Carlsbad, CA 92011

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
10079	04/15/2023	\$1,400.00	04/30/2023	Due on receipt	

SALES REP

Tim Wrisley

ACTIVITY	QTY	RATE	AMOUNT
Full Page Current - 6xrate Full Page Ad - Carlsbad Magazine (May/June 2023)	1	2,426.00	2,426.00
Discount-Misc. Miscellaneous Discount	1	-1,026.00	-1,026.00

DUE UPON RECEIPT. Carlsbad Magazine appreciates your business!
Please submit payments to:

BALANCE DUE

\$1,400.00

Wheelhouse Media
PO Box 2089
Carlsbad CA 92018

Wheelhouse Media LLC
PO Box 2089
Carlsbad, CA 92018 US
760-533-8477
tim@carlsbadmagazine.com
clickoncarlsbad.com

Invoice

BILL TO

Emily Koch
Park Hyatt Aviara Resort
7100 Aviara Resort Dr.
Carlsbad, CA 92011

\$1,400.00 4301.50351310.10000

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
10155	06/15/2023	\$1,400.00	06/30/2023	Due on receipt	

SALES REP

Tim Wrisley

ACTIVITY	QTY	RATE	AMOUNT
Full Page Current - 6xrate Full Page Ad - Carlsbad Magazine (Jul/Aug 2023)	1	2,426.00	2,426.00
Discount-Misc. Miscellaneous Discount	1	-1,026.00	-1,026.00

DUE UPON RECEIPT. Carlsbad Magazine appreciates your business!
Please submit payments to:

BALANCE DUE

\$1,400.00

Wheelhouse Media
PO Box 2089
Carlsbad CA 92018

Wheelhouse Media LLC

PO Box 2089

Carlsbad, CA 92018 US

760-533-8477

tim@carlsbadmagazine.com

clickoncarlsbad.com

Invoice**BILL TO**

Emily Koch
Park Hyatt Aviara Resort
7100 Aviara Resort Dr.
Carlsbad, CA 92011

\$1,400.00 4301.50351310.10000

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
10220	08/15/2023	\$1,400.00	08/31/2023	Due on receipt	

SALES REP

Tim Wisley

ACTIVITY	QTY	RATE	AMOUNT
Full Page Current - 6xrate	1	2,426.00	2,426.00
Full Page Ad - Carlsbad Magazine (Sep/Oct 2023)			
Discount-Misc.	1	-1,026.00	-1,026.00
Miscellaneous Discount			

DUE UPON RECEIPT. Carlsbad Magazine appreciates your business!
Please submit payments to:

BALANCE DUE**\$1,400.00**

Wheelhouse Media
PO Box 2089
Carlsbad CA 92018

RESOLUTION NO. 2023-

A RESOLUTION OF THE ADVISORY BOARD OF THE CARLSBAD GOLF LODGING BUSINESS IMPROVEMENT DISTRICT (CGLBID), APPROVING A REIMBURSEMENT REQUEST FROM THE CARLSBAD BY THE SEA FOR GOLF-RELATED EXPENSES AND AUTHORIZING STAFF TO PROCESS PAYMENT

WHEREAS, at its Nov. 27, 2012, meeting, the Carlsbad City Council adopted Ordinance No. CS-194 forming the Carlsbad Golf Lodging Business Improvement District (CGLBID); and

WHEREAS, members of the CGLBID are assessed \$2 per occupied room night, which is remitted to the city monthly through the current Transient Occupancy Tax collection process; and

WHEREAS, the proceeds of the assessment must be used to promote golf-related tourism within the boundaries of the CGLBID; and

WHEREAS, each assessed hotel determines how to spend the funds collected by its respective property, provided expenditures are for approved golf-related expenses; and

WHEREAS, reimbursement of these expenses may be made quarterly upon approval of the CGLBID Advisory Board, up to the amount collected per property minus administrative fees; and

WHEREAS, staff has reviewed the reimbursement request in Attachment A and is recommending the Advisory Board approve this reimbursement and authorize staff to pay the request up to the amount available.

NOW, THEREFORE, BE IT RESOLVED by the Advisory Board of the Carlsbad Golf Lodging Business Improvement District, as follows:

1. The above recitations are true and correct.
2. The CGLBID Board approves the November 1, 2023, reimbursement request from Carlsbad by the Sea (Attachment A) and authorizes staff to pay \$58,480 to Carlsbad by the Sea.

PASSED, APPROVED AND ADOPTED at a Special Meeting of the Advisory Board of the
Carlsbad Golf Lodging Business Improvement District on the ___ day of _____ 2023, by the following
vote, to wit:

AYES:

NAYS:

ABSENT:

ABSTAIN:

TIM STRIPE, Chair

SHERRY FREISINGER, City Clerk
(SEAL)

☐☐☐ Palomar ☐oad
☐arlsbad ☐☐ ☐☐☐☐☐
☐☐







city of Karlsbad
attention Mason Hosado
Araday venue
Karlsbad

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