

**Carlsbad Tourism and Business Improvement District (CTBID)
Annual Report
2013-2014**

Method of Assessment: The CTBID includes all hotel businesses located within the CTBID boundaries. The assessment shall be levied on all hotel businesses, existing and future, within the City of Carlsbad based upon a flat fee of \$1.00 per occupied room per night for all transient occupancies as defined in section 3.12.020(7) of the Carlsbad Municipal Code. The amount of assessment shall be separately stated from the amount of the rent and other taxes charged, and each transient shall receive a receipt for payment from the operator. The assessment will be remitted monthly, based on \$1.00 per occupied room per night in revenues for the previous month.

Assessment Funding Purpose: To administer marketing and visitor programs to promote the City of Carlsbad as a tourism visitor destination and to fund projects, programs, and activities, including appropriate administrative charges, that benefit hotels within the boundaries of the District.

2013-14 Work Plan: Last fiscal year, the CTBID contracted with Carlsbad Convention and Visitors Bureau (dba VisitCarlsbad) to provide tourism marketing services for Carlsbad. In addition, \$50,000 in grants were awarded to fund projects and events to increase the overnight stays in Carlsbad hotels.

The CTBID 2013-14 budget includes \$750,000 in funding for VisitCarlsbad. The services provided will focus primarily on driving demand in the leisure market and secondarily in the meetings market. The majority of this will be done by interactive marketing. They will also contract with a public relations firm to work on branding Carlsbad. Funding also includes managing the visitor center and publications. The VisitCarlsbad Board will review the CTBID grant applicants and make the funding recommendations, for which there is \$150,000 allocated this year, to the CTBID Board.

Detail of the 2013-14 budget is shown on the following page.

2013-14 CTBID Budget

Program Areas	Description	2010-11 Actuals	2011-12 Actuals	2012-13 Budget	Actuals as of 1/31/2013	Projected 2012-13 Actuals	Recommended 2013-14 Budget
Carryover Fund Balance		\$65,353	\$62,678	\$113,074	113,074	113,074	128,724
<u>Revenues:</u>							
CTBID Assessment	\$1 per room night	791,301	856,708	900,000	545,764	900,000	925,000
Interest Earnings		761	1,276		142	150	0
Prior Year refunds			-12,135			0	
Total Estimated Revenues		792,062	845,849	900,000	545,907	900,150	925,000
<u>Expenditures:</u>							
2% Admin. Fee - City	2% of CTBID assessment revenue, for collection of CTBID assessment and accounting for CTBID	15,820	17,124	19,000	10,915	18,000	18,500
CCVB Payment	To operate visitor center, market and promote Carlsbad	743,434	744,576	800,000	466,669	800,000	750,000
Staff support	Staff support to the CTBID	15,663	14,753	16,500	5,154	16,500	18,000
CTBID Grants	Grant program established by CTBID Board	19,820	19,000	50,000	20,000	50,000	150,000
Contingency	To be determined by the CTBID Board at a later date	0	0	0	0	0	0
Total Expenses		794,737	795,453	885,500	502,738	884,500	936,500
Ending Fund Balance	Contingency for Revenue shortfall	\$62,678	\$113,074	\$127,574	\$156,243	128,724	117,224