

**Carlsbad Tourism and Business Improvement District (CTBID)  
Annual Report  
2015-2016**

**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.

**2015-16 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 2015-16 budget includes \$590,000 in funding for VisitCarlsbad. The services provided will focus primarily on driving demand in the leisure market during the off peak season. The majority of this will be done by interactive marketing. VisitCarlsbad will also contract with a public relations firm to continue 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. In addition, \$300,000 has been budgeted for group and off peak strategy and \$200,000 has been set aside in the budget to fund long term planning ideas.

Detail of the 2015-16 budget is shown on the following page.

**2015-16 CTBID Budget**

Program Areas	Description	2012-13 Actuals	2013-14 Actuals	2014-15 Budget	2014-15 Actuals as of 4/30/15	Projected 2014-15 Actuals	Recommended 2015-16 Budget
Carryover Fund Balance		\$113,074	\$140,276	\$280,435	280,435	280,435	453,637
<u>Revenues:</u>							
CTBID Assessment	\$1 per room night	909,865	1,019,349	960,000	911,619	1,019,000	1,160,000
Interest Earnings		170	2,700		2,340	1,500	
Prior Year refunds							
Total Estimated Revenues		910,035	1,022,049	960,000	913,959	1,020,500	1,160,000
<u>Expenditures:</u>							
2% Admin. Fee - City	For collection of CTBID assessment and accounting for CTBID - 2% of CTBID assessment revenue	18,204	20,386	19,200	16,210	20,380	23,200
VisitCarlsbad*	To operate visitor center, market and promote Carlsbad	800,000	750,000	766,538	640,618	766,538	590,000
Staff support	Staff support to the CTBID - 2% of assessment revenue	16,148	18,379	18,000	18,864	20,380	23,200
CTBID Grants	Grant program established by CTBID Board	48,480	50,000	50,000	25,000	40,000	150,000
Tourism Study	CTBID sharing cost 50/50 with City	0	43,125		0	0	0
Contingency	Group and off Peak Strategy	0	0	138,982	0	0	300,000
Contingency	Long Term Planning ideas	882,832	881,890	992,720	700,692	847,298	200,000
Total Expenses		882,832	881,890	992,720	700,692	847,298	1,286,400
<b>Ending Fund Balance</b>	<b>Contingency for Revenue shortfall</b>	<b>\$140,276</b>	<b>\$280,435</b>	<b>\$247,715</b>	<b>\$493,702</b>	<b>453,637</b>	<b>327,237</b>

\* The Carlsbad Convention and Visitors Bureau is the corporate entity. The Bylaws have been changed during 2009 to an organization that now has seven Board members and the dba "Visit Carlsbad".