

**Carlsbad Tourism and Business Improvement District (CTBID)  
Annual Report  
2016-2017**

**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, \$150,000 in grants were awarded to fund projects and events to increase the overnight stays in Carlsbad hotels.

The CTBID 2016-17 budget includes \$965,435 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 and group sales. 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 \$200,000 allocated this year, to the CTBID Board

Detail of the 2016-17 budget is shown on the following page.

**2016-17 Recommended CTBID Budget**

Program Areas	Description	2013-14 Actuals	2014-15 Actuals	2015-16 BUDGET	2015-16 Actuals as of 4/30/16	Projected 2015-16 Actuals	Recommended 2016-17 Budget
Carryover Fund Balance		\$140,276	\$280,435	\$537,435	537,435	537,435	589,838
<u>Revenues:</u>							
CTBID Assessment	\$1 per room night	1,019,349	1,104,688	1,160,000	781,902	1,155,000	1,160,000
Interest Earnings		2,700	3,778		4,256	5,000	
Prior Year refunds							
<b>Total Estimated Revenues</b>		<b>1,022,049</b>	<b>1,108,466</b>	<b>1,160,000</b>	<b>786,158</b>	<b>1,160,000</b>	<b>1,160,000</b>
<u>Expenditures:</u>							
2% Admin. Fee - City	2% of CTBID assessment revenue, for collection of CTBID assessment and accounting for CTBID	20,386	22,093	23,200	19,199	23,100	23,200
CCVB Payment	To operate visitor center, market and promote Carlsbad	750,000	766,538	907,497	709,169	907,497	965,435
Staff support	Staff support to the CTBID - 2% of revenues	18,379	22,835	23,200	26,058	27,000	23,200
CTBID Grants	Grant program established by CTBID Board	50,000	40,000	150,000	61,424	150,000	200,000
Tourism Study	CTBID sharing cost 50/50 with City	43,125	0		0	0	
Contingency	Contingency	0		327,233	0	0	
<b>Total Expenses</b>		<b>881,890</b>	<b>851,466</b>	<b>1,431,130</b>	<b>815,850</b>	<b>1,107,597</b>	<b>1,211,835</b>
<b>Ending Fund Balance</b>	<b>Contingency for Revenue shortfall</b>	<b>\$280,435</b>	<b>\$537,435</b>	<b>\$266,305</b>	<b>\$507,743</b>	<b>589,838</b>	<b>538,003</b>