

**Burbank Hospitality Association, Inc.**  
**Meeting Agenda**

**Thursday, April 13, 2017 - 3:00 P.M.**

**Springhill Suites by Marriott**  
549 S San Fernando Blvd  
Burbank, CA 91502

**A. ROLL CALL**

**B. ANNOUNCEMENTS**

**C. PUBLIC COMMENT**

At this time, any person may address the Board on any matter related to the T-BID.  
The public is only allowed to speak at this time for a maximum of five minutes.

**D. RESPONSE TO PUBLIC COMMENT**

At this time, any Board Member can respond to comments made by the public.

**E. APPROVAL OF MINUTES**

**ACTION ITEM**

The Board will consider approval of the March 9, 2017 meeting minutes.

**F. TREASURER'S REPORT**

**ACTION ITEM**

The Board will consider approval of the March 10, 2017 – April 13, 2017 treasurer's report.

**G. Burbank International Film Festival Sponsorship**

**ACTION ITEM**

The Board will review additional information regarding hotel bookings and demographics data to consider a \$20,000 sponsorship for the 2017 Burbank International Film Festival.

**H. MyBurbank Digital Marketing Opportunity**

**ACTION ITEM**

MyBurbank.com will present a proposal for digital marketing opportunities.

**I. Burbank Comedy Festival Media Plan**

**ACTION ITEM**

At the request of the Board, a media plan outlining the specific marketing outlets of the \$20,000 approved sponsorship for the Burbank Comedy Festival will be presented to the Board.

**J. Draft Fiscal Year 14-15 BHA Audit Report**

**ACTION ITEM**

The Board will review the BHA's October 1, 2014-September 30, 2015 draft audit report and findings for approval.

**K. Request for Proposals (RFP) Sub-Committee ACTION ITEM**

The Board will consider approval of a resolution creating a sub-committee to facilitate RFP's received and recommended to the Board. Staff will also provide an update on the RFP process and number of RFP's received for Administrative Services.

**L. Meeting Expenses Policy ACTION ITEM**

The Board will consider approving a policy for audio visual and food/beverage expenses incurred during monthly board meetings.

**M. 2017 International Pow Wow Conference ACTION ITEM**

The Board will consider assigning an additional representative to attend the 2017 International Pow Wow Conference.

**N. Board Term Renewals ACTION ITEM**

The Board will consider renewing the following board members for another two year term: Danny Khan and Bernadette Soriano.

**O. Board Approved Expenditures ACTION ITEM**

The Board will consider transferring \$85,000 from the holding account to cover pre-approved ongoing consultant expenses in the amount of \$21,950, legal fees in the amount of \$6,000 and advertising expenses in the amount of \$50,300 which includes a \$40,500 invoice for the Board approved two month digital advertising campaign in partnership with the Los Angeles Tourism and Convention Board. For a list of additional operational expenses, please see attached financial statements.

**P. Future Agenda Items**

Board Members may introduce new items to place on a future agenda but no discussion or action may be taken on the item.

**ADJOURNMENT TO THE NEXT REGULARLY SCHEDULED MEETING TENTATIVELY ON THURSDAY, MAY 11, 2017 AT 3:00 PM, LOCATION TO BE DETERMINED.**

<b><u>Burbank Hospitality Association, Inc. Board Members</u></b>	<b><u>Key Staff</u></b>
Lucy Burghdorf, Hollywood Burbank Airport	Simone McFarland,
James Fitzpatrick, Courtyard by Marriott, <b>Secretary</b>	Asst. Community
Tom Flavin, Burbank Chamber of Commerce	Development Director
Tony Garibian, Coast Anabelle and Safari Inn, <b>Chair</b>	Mary Hamzoian,
Danny Kahn, Warner Bros. Studio Tours Hollywood	Economic
Patrick Prescott, Community Development Director (ex-officio)	Development Manager
Alan Puana, Universal Studios Hollywood	Susie Avetisyan,
Richard Sandoval, Burbank Airport Marriott, <b>Vice-Chair</b>	Economic
Bernadette Soriano, Springhill Suites (non-voting member)	Development Analyst
Michael Swaney, Residence Inn by Marriott, <b>Treasurer</b>	

Steve Tarn, Hilton Garden Inn Burbank Tom Whelan, Hotel Amarano	<b><u>Consultant</u></b> Robin Faulk, Marketing Consultant
--	--

The BHA Board is comprised of 11 voting members. Regular meetings are held monthly the second Thursday of the month unless that is a City holiday. In that case, the Board will meet the first or third Thursday. The BHA Board's primary function is to conduct business for marketing and advertising Burbank as a first rate tourist and convention destination.

The agenda packet consists of documentation relating to agenda items on file at Economic Development Division of the Community Development Department located at 150 N. Third Street during normal business hours and will be posted on the Visit Burbank website at [www.visitburbank.com](http://www.visitburbank.com). The Burbank Hospitality Association, Inc. meeting is disabled accessible. Auxiliary aids and services are available for individuals with speech, vision or hearing impairments (48-hour notice is required). Please contact the ADA Coordinator at 818.238.5424 voice or 818.238.5035 TDD with questions or concerns.

**BURBANK HOSPITALITY ASSOCIATION BOARD MEETING**  
**Minutes for the Meeting of March 9, 2017 - 12:00 P.M.**  
**Hilton Garden Inn**  
**401 S San Fernando Blvd.**  
**Burbank, CA 91502**

**Members Present:** Lucy Burghdorf, Hollywood Burbank Airport  
James Fitzpatrick, Courtyard by Marriott, **Secretary**  
Tom Flavin, Burbank Chamber of Commerce  
Tony Garibian, Coast Anabelle and Safari Inn, **Chair**  
Danny Kahn, Warner Bros. Studio Tours Hollywood  
Alan Puana, Universal Studios Hollywood  
Richard Sandoval, Burbank Airport Marriott, **Vice-Chair**  
Michael Swaney, Residence Inn by Marriott, **Treasurer**  
Steve Tam, Hilton Garden Inn

**Members Absent:** Patrick Prescott, CDD Director (ex-officio)  
Bernadette Soriano, SpringHill Suites  
Tom Whalen, Hotel Amarano

**Department Key Staff:** Simone McFarland, Community Development Dept.  
Mary Hamzoian, Community Development Dept.  
Susie Avetisyan, Community Development Dept.  
Robin Faulk, Marketing Consultant

**General Counsel:** Michael Colantuono, Colantuono, Highsmith & Whatley, PC  
Ryan Dunn, Colantuono, Highsmith & Whatley, PC

The Burbank Hospitality Association (BHA) Board Meeting was called to order at 12:15 p.m. on Thursday, March 9, 2017.

**A. Roll Call**

**B. Announcements**

Susie Avetisyan shared the following information:

1. The Downtown Burbank Arts Festival is scheduled for April 29-30, 2017 on San Fernando Blvd from 10:00am-5:00pm;
2. A flyer with event dates for all 2017 events in Downtown Burbank; and
3. An updated BHA Board roster.

**C. Public Comment**

Ross Benson, from MyBurbank attended the meeting to introduce himself to the BHA Board. He then requested to be added to the April meeting agenda to present a proposal for digital marketing opportunities on MyBurbank.com.

**D. Response to Public Comment**

There were no Board responses to public comments.

**E. Brown Act Training**

The BHA's General Counsel, Michael Colantuono and Ryan Dunn, led a Brown Act Training session that included information on the Public Records Act.

In light of the recent Supreme Court ruling which made it legal for the California Public Records Act to apply to electronic communications that public agency officials and employees send on private devices from private accounts, Mr. Colantuono recommended that the BHA create a policy that addresses this amendment. The BHA's general counsel will create a policy that addresses email retention, use of private devices/accounts, and public records requests. An integral part of this policy will be to designate an email for all board members to copy in any and all communications related to the BHA. This email will then hold all communications that board members have engaged in with relation to the BHA from their private email accounts.

**F. Approval of Minutes**

**ACTION ITEM**

The meeting minutes of February 9, 2017 were approved with a change requested by Tom Flavin to amend Category G [Staffing Services Presentation and Request For Proposal (RFP) for Staff Support Services] stating that the Burbank Chamber of Commerce may apply for the Administrative Staffing services RFP and recused himself from this topic of discussion. Michael Swaney made a motion to approve, second by Lucy Burghdorf. Motion carried 9-0.

**G. Treasurer's Report**

**ACTION ITEM**

Michael Swaney presented the Treasurer's Report for February 10 through March 9, 2017. To date, the balance sheet represented assets equaling \$1,053,510.07. Steve Tam made a motion to approve, second by Mr. Swaney. Motion carried 9-0.

**H. Event Sponsorships**

**ACTION ITEM**

Joshua Snyder from Flappers Comedy Club (Flappers) presented information and sponsorship opportunities for the 2017 Burbank Comedy Festival (Festival). In 2016, attendance grew by 25% to an estimated 2,700 people and hotel reservations grew by 30% to almost 60 hotel room nights. Flappers requested a \$20,000 sponsorship for marketing efforts to attract more overnight room stays. This will be accomplished by attracting out-of-town comedians and attendees.

The Board was very complementary of the success of the Festival and asked about the talent scheduled for the festival in 2017. Tony Garibian asked what kind of funding is necessary to book top headlines and Mr. Snyder said he would be able to bring back accurate estimates from the talent managers. The Board also suggested the idea of holding a more renowned headliner at the convention center located at the Burbank Airport Marriott or the Starlight Bowl. Mr. Snyder was also favorable to this idea and stated he will provide the Board with those price points to reserve more top headliners. Staff suggested that an analysis can be done to help determine its growth potential in larger venues as well as the economic impact this and all sponsored events are bringing in. The Board was

open to this idea and directed staff to research third party vendors that provide event analysis and impact reports.

Similar to 2016, the Board suggested that the \$20,000 funding for the Burbank Comedy Festival would be contingent upon the Board's review of a media plan which specifies targeted marketing outlets the sponsorship dollars would be allocated to. With that condition, Mr. Tarn made a motion to approve the \$20,000 sponsorship for the 2017 Festival, second by Jim Fitzgerald. Motion carried 8-0, with Ms. Burghdorf having to depart the meeting before the vote was taken.

Jeff Rector from the Burbank International Film Festival (BIFF) presented information and sponsorship opportunities for their annual film festival scheduled for September 6-10, 2017 in Downtown Burbank. Mr. Rector shared that in 2016, BIFF saw a seven percent increase in both film submissions that went up to approximately 750 and attendance that went up to approximately 4,500 attendees. He then requested a \$20,000 sponsorship. At this time, the Board agreed to hold off on the sponsorship discussion for BIFF until the requested information about attendees' demographics and hotel room night's data would be presented at next month's meeting. Mr. Tarn made a motion to approve a postponement in the BIFF sponsorship discussion once the requested information is provided at a later time, second by Mr. Sandoval. Motion carried 8-0.

Karen Volpei Gussow and Carey Briggs presented sponsorship opportunities for the 2017 Burbank On Parade scheduled for April 29, 2017. This annual parade closes Olive Avenue for a celebration of the Burbank community with representation from local civic leaders, residents, schools, and non-profits. The 2016 parade attracted approximately 2,000 parade participants and 4,000-6,000 spectators. Ms. Gussow suggested a \$10,000 sponsorship to receive a banner at the beginning of the parade with name and logo on all marketing materials. This parade does not generate hotel room nights at this time to meet the BHA's goal of boosting hotel occupancy and increasing overnight stays. Staff suggested that guidelines should be created to evaluate sponsorships and allow consistency with the dominant goal of the BHA which is to increase overnight stays. The BHA's general counsel agreed to the idea of creating event guidelines and evaluation criteria for sponsorships. Mr. Tarn made a motion to not approve a sponsorship for the 2017 Burbank On Parade, second by Mr. Sandoval. Motion carried 8-0.

- I. **Professional Pathway Program** **ACTION ITEM**  
The representative from the Burbank Adult School was out sick and unable to attend the meeting. No action was taken at this time.
- J. **2017 International Pow Wow (IPW) and Trade Show Booth** **ACTION ITEM**  
Ms. Avetisyan presented registration and travel costs associated with attending the 2017 IPW Conference in Washington DC from June 3-7, 2017. IPW is the travel industry's premier conference to meet with over 1,000 US travel organizations, in addition to international and domestic travel buyers, and

international journalists. The conference would cost approximately \$7,850 for one person to attend.

Ms. Avetisyan then reminded the Board that the trade show booth created for the 2016 IPW conference would have to be repaired due to damages incurred during the tear down process after the 2016 conference. The cost of repairs totaled \$5,750.

The Board suggested that Robin Faulk, the BHA's Marketing Consultant, attend on behalf of Visit Burbank. The Board then suggested if any of their seasoned Director of Sales staff members would like to attend on behalf of Visit Burbank as well, that can be brought back at the April meeting for discussion. Mr. Sandoval made a motion to approve Mr. Faulk to attend the IPW Conference on behalf of Visit Burbank with the repaired trade show booth, second by Mr. Tam. Motion carried 7-0, with Alan Puana having to depart the meeting before the vote was taken.

**K. Request For Proposal (RFP)**

**ACTION ITEM**

Since Mr. Flavin will be recusing himself from this discussion to avoid a conflict of interest in the event that the Burbank Chamber of Commerce submits a proposal, Ms. McFarland asked if the Board would consider moving this action item to be discussed after Category L – Board Approved Expenditures.

Once Mr. Flavin left the meeting room, Mary Hamzoian presented the draft Administrative Support Services RFP. This RFP will be to hire support services for duties that include bookkeeping and monthly agenda preparation. A not-to-exceed was included for the scope of services, but the Board suggested removing all references to price to receive a fair market quote for the services being requested. Staff suggested the creation of an ad hoc sub-committee to facilitate RFP's received and recommended to the Board for approval. The RFP is to be posted on March 15, 2017 and a sub-committee will be created at the next monthly meeting to facilitate the selection process. The sub-committee would meet one week after the close of the RFP deadline which is April 12, 2017. Motion carried 6-0, with one recusal from Mr. Flavin.

**L. Board Approved Expenditures**

**ACTION ITEM**

Ms. Avetisyan requested \$40,000 to be transferred from the BHA Treasurer's Account to the BHA checking account to pay upcoming consulting expenses in the amount of \$23,300, and advertising expenses in the amount of \$8,300, along with on-going operational expenses. Mr. Tam made a motion for approval, second by Mr. Swaney. Motion carried 7-0.

**M. Future Agenda Items**

Ms. Avetisyan shared agenda items to be brought back at future board meetings:

1. Proposals from third party companies that analyze the economic impact of events and growth potential;
2. MyBurbank digital marketing presentation;
3. A media plan for the Burbank Comedy Festival;

4. Establishment of an ad hoc committee to review RFP's received;
5. Guidelines for board meeting expenses;
6. Proposed policy for BHA public records requests;
7. Proposed sponsorship guidelines; and
8. Burbank International Film Festival sponsorship.

The T-BID will reconvene with the next regularly scheduled Board Meeting on April 13, 2017, location to be determined. The meeting adjourned at 3:23 p.m.



Burbank Hospitality Association  
Balance Sheet  
As of April 13, 2017

**DRAFT**

	Apr 13, 17
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Checking	48,276.78
City Treasurer	848,035.26
Savings	5.00
Total Checking/Savings	896,317.04
Other Current Assets	
005 · Market Value Adjustments	-1,310.03
33000 · City Treasurer's Investments	3,091.06
Total Other Current Assets	1,781.03
Total Current Assets	898,098.07
<b>TOTAL ASSETS</b>	<b>898,098.07</b>
<b>LIABILITIES &amp; EQUITY</b>	
Equity	
32000 · Unrestricted Net Assets	1,125,908.27
Net Income	-227,810.20
Total Equity	898,098.07
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>898,098.07</b>

**Burbank Hospitality Association**  
**Profit & Loss**  
 March 10 through April 13, 2017

DRAFT

	<u>Mar 10 - Apr 13, 17</u>
Ordinary Income/Expense	
Income	
001 - Assessments-City Treasurer	75,282.68
46400 - Other Types of Income	
46410 - Checking Account Interest	12.72
Total 46400 - Other Types of Income	12.72
Total Income	75,295.40
Gross Profit	75,295.40
Expense	
62500 - Consultants	41,800.00
64000 - Marketing	
64020 - Advertising	96,884.98
64080 - Gift Card Promotion	549.50
Total 64000 - Marketing	97,434.48
65000 - Operations	
65010 - Books, Subscriptions, Reference	270.00
65020 - Postage, Mailing Service	65.00
65070 - Website Maintainance	55.00
Total 65000 - Operations	390.00
65060 - Salary Expenses	11,177.50
65100 - Other Types of Expenses	
65120 - Insurance - Liability, D and O	5,950.00
65130 - Sponsorships	5,000.00
65140 - Membership Dues	18,483.00
Total 65100 - Other Types of Expenses	29,433.00
68300 - Travel and Meetings	
68310 - Conference, Convention, Meeting	5,120.00
68320 - Travel	815.76
68330 - Reimbursement	27.28
Total 68300 - Travel and Meetings	5,963.04
Total Expense	186,198.02
Net Ordinary Income	-110,902.62
Net Income	-110,902.62

Burbank Hospitality Association  
Profit & Loss Detail  
July 1, 2016 through April 13, 2017

DRAFT

Type	Date	Num	Name	Memo	Clr	Split	Amount	Balance
Ordinary Income/Expense								
Income								
001 - Assessments-City Treasurer								
Deposit	07/31/2016		T-BID Assessments	July 2016 Assessments Income		City Treasurer	75,257.58	75,257.58
Deposit	08/31/2016		T-BID Assessments	August 2016 Assessments Income		City Treasurer	138,818.80	214,076.38
Deposit	09/30/2016		T-BID Assessments	September 2016 Assessments Income		City Treasurer	76,546.06	290,622.44
Deposit	10/31/2016		T-BID Assessments	October 2016 Assessments Income		City Treasurer	50,692.15	341,314.59
Deposit	11/30/2016		T-BID Assessments	November 2016 Assessments Income		City Treasurer	108,312.10	449,626.69
Deposit	12/31/2016		T-BID Assessments	December 2016 Assessments Income		City Treasurer	83,863.55	533,490.24
Deposit	01/31/2017		T-BID Assessments	January 2017 Assessments Income		City Treasurer	122,341.00	655,831.24
Deposit	02/28/2017		T-BID Assessments	February 2017 Assessment Income		City Treasurer	38,498.62	694,329.86
Deposit	03/31/2017		T-BID Assessments	March 2017 Assessment Income		City Treasurer	75,282.68	769,612.54
Total 001 - Assessments-City Treasurer							769,612.54	769,612.54
002 - Interest - City Treasurer								
Deposit	08/31/2016		Interest Income	Interest Income August 2016		City Treasurer	1,240.08	1,240.08
Deposit	09/30/2016		Interest Income	Interest Income September 2016		City Treasurer	987.56	2,227.64
Deposit	10/31/2016		Interest Income	Interest Income October 2016		City Treasurer	1,029.30	3,256.94
Deposit	11/30/2016		Interest Income	Interest Income November 2016		City Treasurer	1,015.24	4,272.18
Deposit	12/31/2016		Interest Income	Interest Income December 2016		City Treasurer	1,258.34	5,530.52
Deposit	01/31/2017		Interest Income	Interest Income January 2017		City Treasurer	1,346.65	6,877.17
Deposit	02/28/2017		Interest Income	Interest Income February 2017		City Treasurer	1,397.15	8,274.32
Total 002 - Interest - City Treasurer							8,274.32	8,274.32
004 - Oracle Accruals								
General Journal	07/31/2016	213		Oracle Accruals for June-August 2016		City Treasurer	-75,257.58	-75,257.58
General Journal	08/31/2016	214		Oracle Accruals for June-August 2016		City Treasurer	-40,938.40	-116,195.98
Total 004 - Oracle Accruals							-116,195.98	-116,195.98
46400 - Other Types of Income								
46410 - Checking Account Interest								
Deposit	07/31/2016		001 Checking	July 2016 Interest Income		Checking	1.43	1.43
Deposit	08/31/2016		001 Checking	August 2016 Interest Income		Checking	2.45	3.88
Deposit	09/30/2016		001 Checking	September 2016 Interest Income		Checking	1.74	5.62
Deposit	10/31/2016		001 Checking	October 2016 Interest Income		Checking	2.33	7.95
Deposit	11/30/2016		001 Checking	November 2016 Interest Income		Checking	4.68	12.63
Deposit	12/31/2016		001 Checking	December 2016 Interest Income		Checking	3.10	15.73
Deposit	01/31/2017		001 Checking	January 2017 Interest Income		Checking	2.24	17.97
Deposit	02/28/2017		001 Checking	February 2017 Interest Income		Checking	4.71	22.68
Deposit	03/31/2017		001 Checking	Interest		Checking	12.72	35.40
Total 46410 - Checking Account Interest							35.40	35.40
Total 46400 - Other Types of Income							35.40	35.40
47200 - Program Income								
47220 - aRes Contributions								

Burbank Hospitality Association  
Profit & Loss Detail  
July 1, 2016 through April 13, 2017

Type	Date	Num	Name	Memo	Cir	Split	Amount	Balance
Deposit	07/26/2016	52527	aRes Travel Inc	Income from aRes attraction bookings	Checking		119.31	119.31
Deposit	09/07/2016	52898	aRes Travel Inc	Income from aRes attraction bookings	Checking		219.88	339.19
Deposit	09/23/2016	53322	aRes Travel Inc	Income from aRes attraction bookings	Checking		55.56	394.75
Deposit	10/28/2016	53659	aRes Travel Inc	Income from aRes attraction bookings	Checking		36.03	430.78
Deposit	01/27/2017	54708	aRes Travel Inc	Income from aRes attraction bookings	Checking		68.09	498.87
Deposit	01/27/2017	54936	aRes Travel Inc	Income from aRes attraction bookings	Checking		43.05	541.92
Deposit	01/27/2017	54424	aRes Travel Inc	Income from aRes attraction bookings	Checking		37.19	579.11
Total 47220 aRes Contributions							579.11	579.11
Total 47200 Program Income							579.11	579.11
Total Income							662,305.39	662,305.39
Gross Profit							662,305.39	662,305.39
<b>Expense</b>								
<b>60900 - Business Expenses</b>								
Check	09/23/2016	100325	United States Treas	2015 tax return filing fee	Checking		10.00	10.00
Total 60900 Business Expenses							10.00	10.00
<b>62100 - Contract Services</b>								
<b>62110 - Accounting Fees</b>								
Check	10/07/2016	100327	Turner Warren, Hw	2015 tax returns	Checking		1,595.00	1,595.00
Check	02/24/2017	100357	Turner Warren, Hw	2016 1099's preparation	Checking		140.00	1,735.00
Total 62110 Accounting Fees							1,735.00	1,735.00
<b>62140 - Legal Fees</b>								
Check	02/24/2017	100356	Colaninoro Highm..	Legal services for January 2017	Checking		5,015.68	5,015.68
Total 62140 Legal Fees							5,015.68	5,015.68
Total 62100 Contract Services							6,750.68	6,750.68
<b>62600 - Consultants</b>								
Check	07/29/2016	100304	Larry Hausen	Burbank Comedy Festival ad Facebook ad, IPW brochure stationary layout	Checking		1,402.50	1,402.50
Check	07/29/2016	100313	Strausberg Group, I.	Newsletter template April St. O. website translation web maintenance and reporting	Checking		10,125.00	11,527.50
Check	09/07/2016	100322	Larry Hausen	ad layout for Comedy and Film festivals Facebook ads	Checking		285.00	11,812.50
Check	09/23/2016	100324	Strausberg Group, I.	MayJune SEO, website revisions, CD digital campaign newsletter buldout reporting	Checking		13,975.00	25,787.50
Check	10/11/2016	100329	Larry Hausen	Revised photographs for presentations	Checking		135.00	25,922.50
Check	10/11/2016	100331	Strausberg Group, I.	July and Aug Website Maint. and newsletter design and management	Checking		4,163.00	32,085.50
Check	10/11/2016	100335	Robin Faulk	Jan-June 2016 monthly consulting costs	Checking		19,999.98	52,085.48
Check	11/23/2016	100344	Larry Hausen	Reviewed business cards and Brand USA ad	Checking		110.00	52,205.48
Check	12/30/2016	100346	Strausberg Group, I.	Marketing Budget and Ad Plan 'for 16-17	Checking		20,000.00	72,205.48
Check	12/30/2016	100347	Strausberg Group, I.	November and December referrals	Checking		10,000.00	82,205.48
Check	12/30/2016	100347	Strausberg Group, I.	November SEO Management	Checking		2,000.00	84,205.48
Check	12/30/2016	100347	Strausberg Group, I.	Sept & Oct Web Maint	Checking		1,111.50	85,316.98
Check	12/30/2016	100347	Strausberg Group, I.	November Ppc	Checking		2,500.00	87,816.98
Check	12/30/2016	100347	Strausberg Group, I.	November Social Media Camp	Checking		1,300.00	89,116.98

# Burbank Hospitality Association

## Profit & Loss Detail

July 1, 2016 through April 13, 2017

Type	Date	Num	Name	Memo	Clr	Split	Amount	Balance
Check	12/30/2016	100347	Strausberg Group, I	Oct newsletter, using guide, facebook advertising Nov		Checking	1,431.25	90,518.23
Check	07/24/2017	100357	Kobor Faulk	July-Sept 2016 monthly consulting fees		Checking	8,999.09	100,518.22
Check	02/24/2017	100363	Strausberg Group, I	January 2017 monthly retainer		Checking	5,000.00	105,518.22
Check	02/24/2017	100363	Strausberg Group, I	December 2016 SEO management		Checking	2,000.00	107,518.22
Check	02/24/2017	100363	Strausberg Group, I	December 2016 PPC campaign management		Checking	2,500.00	110,018.22
Check	02/24/2017	100363	Strausberg Group, I	December 2016 Facebook Ads		Checking	1,000.00	111,018.22
Check	03/03/2017	100366	Strausberg Group, I	December 2016 Social Media Campaign		Checking	1,300.00	112,318.22
Check	03/03/2017	100373	Strausberg Group, I	Featured in Burbank and Blog webpages		Checking	3,027.95	115,346.17
Check	03/22/2017	100373	Strausberg Group, I	February 2017 SEO Management		Checking	2,000.00	122,346.17
Check	03/22/2017	100373	Strausberg Group, I	January 2017 PPC		Checking	2,500.00	124,846.17
Check	03/22/2017	100373	Strausberg Group, I	January 2017 Social Media Campaign		Checking	1,300.00	126,146.17
Check	03/22/2017	100373	Strausberg Group, I	January 2017 Facebook Advertising		Checking	1,000.00	127,146.17
Check	03/31/2017	100374	Strausberg Group, I	Payment of 2 for Social Media Influencer Campaign		Checking	20,000.00	157,146.17
Total 62500 - Consulting							157,146.17	157,146.17
64000 - Marketing								
64020 - Advertising								
Check	07/29/2015	100309	California Travel Ma	2016 CA Road Trips ad		Checking	12,500.00	12,500.00
Check	09/07/2016	100317	Tire Inc.	Visit CA website and e-newsletters		Checking	40,000.00	52,500.00
Check	09/07/2016	100318	Weekways	Sept 2016 Discover section ad		Checking	1,584.00	54,084.00
Check	09/07/2016	100320	Orange Coast	Aug 2016 ad		Checking	3,300.00	57,384.00
Check	09/07/2016	100321	Lamar Companies	Airport Dieramas Aug. and Sept 2016		Checking	2,000.00	59,384.00
Check	10/11/2016	100330	Lamar Companies	July and Sept Airport Advertising		Checking	2,000.00	61,384.00
Check	11/23/2016	100338	KJC International	Translation Fee for China Guide Ad		Checking	1.00.00	61,484.00
Check	11/23/2016	100343	Westways	Nov/Dec 2016 ad		Checking	1,584.00	63,068.00
Check	11/23/2016	100345	Lamar Companies	Airport advertising Jul, Sept, Oct, Nov 1		Checking	4,000.00	67,068.00
Check	12/30/2016	100346	Sagem Inc.	November digital marketing		Checking	5,000.00	72,068.00
Check	12/30/2016	100350	Lamar Companies	December airport marketing dieramas		Checking	1,000.00	73,068.00
Check	02/24/2017	100358	Solera Inc	Digital marketing Dec 2016 and Jan 2017		Checking	10,000.00	83,068.00
Check	02/24/2017	100360	Los Angeles Magazi	1/2 page ad for LA Visitor Guide		Checking	7,500.00	90,568.00
Check	02/24/2017	100361	California Travel Ma	2017 Visit California Guide ad		Checking	25,816.48	117,384.48
Check	03/22/2017	100363	Time Inc.	January 2017 Digital Newsletter		Checking	5,184.99	122,569.46
Check	03/22/2017	100369	Pace Communications	Feb 2017 Southwest Airlines Magazine spread		Checking	86,700.00	209,269.46
Check	03/22/2017	100370	Sajon Inc	February 2017 Digital ads		Checking	5,000.00	214,269.46
Total 64020 Advertising							214,269.46	214,269.46
64040 - Website								
General Journal	07/08/2016	148	Ledger x	PPC Advertising		Checking	2,250.00	2,250.00
Deposit	07/14/2016		Ledger x	Adjustment for June 2016 double payment		Checking	-2,500.00	0.00
Deposit	07/14/2016		Ledger x	Adjustment for June 2016 double payment		Checking	-2,000.00	0.00
Check	07/29/2016	100310	Centro Inc	Invoices 170304 173823		Checking	21,480.57	21,480.57
General Journal	08/08/2016	163	Ledger x	PPC Advertising		Checking	2,250.00	23,730.57
General Journal	08/18/2016	177	Ledger x	PPC Advertising		Checking	6,500.00	30,230.57
Check	09/07/2016	100319	Centro Inc	Online advertising Bid/collect and Yahoo		Checking	649.40	30,879.97
General Journal	09/09/2016	187	Ledger x	PPC Advertising		Checking	2,250.00	33,129.97
Check	10/11/2016	100329	Centro Inc	Q2 AND Q3 2016 digital ads (Expense, Bid/collect, ThinkNear Yahoo)		Checking	21,229.46	54,359.42

# Burbank Hospitality Association

## Profit & Loss Detail

July 1, 2016 through April 13, 2017

Type	Date	Num	Name	Memo	Clr	Split	Amount	Balance
General Journal	10/11/2016	193	Landmark	PPC Advertising	Checking		2,750.00	56,609.42
General Journal	11/05/2016	189	Landmark	PPC Advertising	Checking		2,250.00	58,859.42
Check	11/23/2016	100339	Genio Inc.	September and October 2016 digital marketing	Checking		33,946.73	92,805.15
Total 64040	Webcam						92,806.15	92,806.15
64050 - Social Media								
General Journal	07/01/2016	146	Facebook	Facebook Marketing	Checking		356.45	356.45
General Journal	07/20/2016	152	Facebook	Facebook Marketing	Checking		486.07	842.52
General Journal	07/20/2016	153	Facebook	Facebook Marketing	Checking		19.86	862.47
General Journal	08/01/2016	165	Facebook	Facebook Marketing	Checking		720.35	1,576.82
General Journal	08/01/2016	166	Facebook	Facebook Marketing	Checking		29.86	1,606.68
General Journal	08/01/2016	167	Facebook	Facebook Marketing	Checking		89.43	1,696.11
General Journal	08/01/2016	168	Facebook	Facebook Marketing	Checking		8.45	1,704.56
General Journal	09/01/2016	181	Facebook	Facebook Marketing	Checking		426.23	2,130.79
General Journal	09/01/2016	182	Facebook	Facebook Marketing	Checking		750.71	2,881.02
General Journal	09/01/2016	190	Facebook	Facebook Marketing	Checking		752.23	3,633.23
General Journal	10/03/2016	191	Facebook	Facebook Marketing	Checking		296.58	3,929.81
General Journal	11/01/2016	198	Facebook	Facebook Marketing	Checking		319.86	4,249.67
General Journal	12/01/2016	217	Facebook	Facebook Marketing	Checking		215.83	4,465.50
Total 64050	Social Media						4,465.50	4,465.50
84080 - Gift Card Promotion								
General Journal	09/07/2016	193	Giftcards.com	2 Giftcards for Website Bookings Promo	Checking		109.30	109.30
General Journal	09/26/2016	184	Giftcards.com	7 Giftcards for Website Bookings Promo	Checking		324.65	434.56
General Journal	10/12/2016	194	Giftcards.com	3 Giftcards for Website Bookings Promo	Checking		164.85	659.40
General Journal	10/24/2016	196	Giftcards.com	2 Giftcards for Website Bookings Promo	Checking		109.90	769.30
General Journal	12/14/2016	216	Giftcards.com	2 Giftcards for Website Bookings Promo	Checking		109.90	879.20
General Journal	01/11/2017	225	Giftcards.com	1 Giftcard for Website Bookings Promo	Checking		54.95	934.15
General Journal	01/19/2017	228	Giftcards.com	2 Giftcards for Website Bookings Promo	Checking		109.90	1,044.05
General Journal	02/15/2017	233	Giftcards.com	4 Giftcards for Website Bookings Promo	Checking		219.80	1,263.85
General Journal	02/28/2017	238	Giftcards.com	10 Giftcards for Website Bookings Promo	Checking		549.50	1,813.35
Total 84080	Gift Card Promotion						1,813.35	1,813.35
84090 - Marketing - Other								
Check	02/24/2017	100356	Universal Studios Inc.	2017 Preferred Hotel Partners via Program (10 hotels)	Checking		130,000.00	130,000.00
Total 84090	Marketing - Other						130,000.00	130,000.00
84090 - Marketing - Other								
Total 84090	Marketing						443,354.46	443,354.46
85000 - Operations								
85010 - Books, Subscriptions, Reference								
Check	11/23/2016	100341	Tourism Economics	Final payment for Tourism impact report	Checking		9,250.00	9,250.00
Check	12/30/2016	100352	Tourism Economics	payment for first 50% of report	Checking		8,750.00	18,000.00
General Journal	03/22/2017	245	HGNet's Online	Printed Administrative Services RFP Online	Checking		270.00	18,770.00
Total 85010	Books, Subscriptions, Reference						18,770.00	18,770.00

Burbank Hospitality Association  
Profit & Loss Detail  
July 1, 2016 through April 13, 2017

Type	Date	Num	Name	Memo	Clr	Split	Amount	Balance
<b>65020 - Postage, Mailing Service</b>								
Check	07/28/2015	100315	YRC Freight	Delivery of trade show booth to event site	Checking		461.34	461.34
General Journal	07/28/2015	155	MailChimp	Costs for mailing monthly newsletter	Checking		21.66	483.00
Check	08/02/2016	100314	Certified Folder Disp	Delivery Charge to receive 2 boxes of visitor guides	Checking		9.34	492.34
General Journal	08/28/2016	172	MailChimp	Costs for mailing monthly newsletter	Checking		75.00	567.34
General Journal	09/28/2016	180	MailChimp	Costs for mailing monthly newsletter	Check		20.00	587.34
General Journal	09/30/2016	206	FedEx	Delivery charges for print materials to IPW	Cty Treasurer		95.09	682.43
Check	10/11/2016	100333	Certified Folder Disp	Cost to deliver visitor guides to office	Checking		19.16	701.59
General Journal	10/31/2016	197	MailChimp	Costs for mailing monthly newsletter	Checking		25.00	721.59
Check	11/23/2016	100340	Certified Folder Disp	Annual distribution of visitor guides	Checking		20,792.48	21,514.01
General Journal	11/28/2016	201	MailChimp	Costs for mailing monthly newsletter	Checking		30.00	21,544.01
General Journal	12/31/2016	222	MailChimp	Costs for mailing monthly newsletter	Checking		30.00	21,574.01
General Journal	01/13/2017	231	MailChimp	Costs for mailing monthly newsletter	Checking		30.00	21,604.01
General Journal	03/31/2017	246	MailChimp	Costs for mailing monthly newsletter	Checking		30.00	21,634.01
General Journal	03/28/2017	244	MailChimp	Costs for mailing monthly newsletter	Checking		65.00	21,699.01
Total 65020 Postage Mailing Service								
							21,699.01	21,699.01
<b>65030 - Printing and Copying</b>								
Check	07/28/2016	100307	Burbank Printing	printing of envelopes, IPW brochures, and CTN brochures	Checking		982.65	982.65
Total 65030 Printing and Copying								
							982.65	982.65
<b>65040 - Supplies</b>								
General Journal	07/28/2016	143	Amazon	Computer Dangle for Projector	Checking		21.74	21.74
Check	08/23/2016	100326	The Corporate Gift S	Recorder of pens, chapsticks, and bags	Checking		5,563.30	5,685.04
General Journal	10/31/2016	207	Staples	Mail envelopes	Cty Treasurer		28.48	5,713.52
Check	03/03/2017	100365	Burbank Printing	Printing of envelopes with letterhead	Checking		143.33	5,856.85
Total 65040 Supplies								
							5,856.85	5,856.85
<b>65070 - Website Maintenance</b>								
General Journal	08/16/2016	174	Media Temple	Administrative Website costs for domain changes	Checking		55.00	55.00
General Journal	08/18/2016	175	Media Temple	Administrative Website costs for domain changes	Checking		100.00	155.00
General Journal	09/16/2016	189	Media Temple	Administrative Website costs for domain changes	Checking		56.00	210.00
Check	10/11/2016	100332	afraa Travel Inc	Booking wedget Fee on Dragonfest and CTN sites	Checking		150.00	360.00
General Journal	10/17/2016	195	Media Temple	Administrative Website costs for domain changes	Checking		55.00	415.00
General Journal	11/16/2016	200	Media Temple	Administrative Website costs for domain changes	Checking		55.00	470.00
General Journal	12/18/2016	219	Media Temple	Administrative Website costs for domain changes	Checking		55.00	525.00
Check	12/30/2016	100351	afraa Travel Inc	Booking wedget and Facebook booking	Checking		500.00	1,025.00
General Journal	01/17/2017	223	Media Temple	Administrative Website costs for domain changes	Checking		55.00	1,080.00
General Journal	02/16/2017	234	Media Temple	Administrative Website costs for domain changes	Checking		55.00	1,135.00
Check	02/24/2017	100359	afraa Travel Inc	2017 Booking Enquire	Checking		10,000.00	11,135.00
General Journal	03/06/2017	240	Media Temple	Administrative Website costs for domain changes	Checking		240.00	11,375.00
General Journal	03/17/2017	237	Media Temple	Administrative Website costs for domain changes	Checking		55.00	11,430.00
Total 65070 Website Maintenance								
							11,430.00	11,430.00
Total 65000 Operations								
							\$8,738.51	\$8,738.51



**Burbank Hospitality Association  
Profit & Loss Detail  
July 1, 2016 through April 13, 2017**

Type	Date	Num	Name	Memo	Clr	Split	Amount	Balance
<b>85060 - Salary Expenses</b>								
General Journal	07/01/2016	145	City of Burbank	July 2016 Staff Salary Expense		City Treasurer	5,583.33	5,583.33
General Journal	08/01/2016	146	City of Burbank	August 2016 Staff Salary Expense		City Treasurer	5,583.33	11,166.66
General Journal	09/01/2016	149	City of Burbank	July-September 2016 Staff Salary Expense		City Treasurer	33,532.50	44,699.16
General Journal	09/01/2016	149R	City of Burbank	Reverse of GLE 145 -- July 2016 Staff Salary Expense		City Treasurer	-5,583.33	39,115.83
General Journal	09/01/2016	149R	City of Burbank	Reverse of GLE 146 -- August 2016 Staff Salary Expense		City Treasurer	-5,583.33	33,532.50
General Journal	10/01/2016	202	City of Burbank	October Staff Salary Expense		City Treasurer	11,177.50	44,710.00
General Journal	11/01/2016	203	City of Burbank	November Staff Salary Expense		City Treasurer	11,177.50	55,887.50
General Journal	12/01/2016	204	City of Burbank	December Staff Salary Expense		City Treasurer	11,177.50	67,065.00
General Journal	12/31/2016	216	City of Burbank	July 2016-December 2016 Salary True-Up		City Treasurer	23,028.34	90,093.34
General Journal	01/01/2017	215	City of Burbank	January Staff Salary Expense		City Treasurer	11,177.50	101,270.84
General Journal	02/01/2017	235	City of Burbank	February Staff Salary Expense		City Treasurer	11,177.50	112,448.34
General Journal	03/31/2017	236	City of Burbank	March Staff Salary Expense		City Treasurer	11,177.50	124,225.84
Total 85060 Salary Expenses							124,225.84	124,225.84
<b>65100 - Other Types of Expenses</b>								
<b>65120 - Insurance - Liability, D and O</b>								
Check	03/01/2017	100375	Philadelphia Insuran.	Annual Insurance Renewal Costs FY17-18		Checking	5,950.00	5,950.00
Total 65120 Insurance - Liability D and O							5,950.00	5,950.00
<b>65130 - Sponsorships</b>								
Check	07/29/2016	100306	Creative Talent Net.	Sponsorship for 2016 CTMX Expo		Checking	50,000.00	50,000.00
Check	08/23/2016	100323	Calvinfield For Yes	Contribution for Comm Fee for Yes on Measure B		Checking	50,000.00	100,000.00
Check	10/11/2016	100334	Downtown Burbank	Burbank Beer Fest 2016 Sponsorship		Checking	30,000.00	130,000.00
Check	10/11/2016	100334	Downtown Burbank	Car Class-o-2016 Sponsorship		Checking	10,000.00	140,000.00
Check	03/27/2017	100367	Burbank Community	2016 Turkey Trot Sponsorship		Checking	5,000.00	145,000.00
Total 65130 Sponsorships							145,000.00	145,000.00
<b>65140 - Membership Dues</b>								
Check	07/29/2016	100309	Los Angeles Tours ..	2016 Membership Dues		Checking	500.00	500.00
Check	11/23/2016	100337	US Travel Association	2017 membership		Checking	1,640.00	2,140.00
Check	11/23/2016	100342	Travel and Tourism	2017 Membership		Checking	385.00	2,525.00
Check	12/01/2016	100353	US Travel Association	2017 Membership		Checking	1,590.00	4,125.00
Check	03/22/2017	100371	Event, Inc	Annual membership to online database for meeting RFP's		Checking	16,463.00	22,608.00
Total 65140 Membership Dues							22,608.00	22,608.00
<b>65150 - Website</b>								
General Journal	02/28/2017	248		Website Domain Renewal		City Treasurer	151.53	151.53
Total 65150 Website							151.53	151.53
<b>65160 - Other Costs</b>								
General Journal	07/15/2016	150	Warner Bros. Studio	Two Complimentary Tickets for Burbank Story Substssion		Checking	96.00	96.00
General Journal	07/19/2016	151	Edible Arrangements	Cell Wall Sign Arrangement for T. Gerdson		Checking	115.69	211.69
General Journal	10/07/2016	166	UAE Credit Union	Fee for wire transfer for WTHA registration		Checking	45.30	256.99
General Journal	12/29/2016	221	Edible Arrangements	Get Well Soon Arrangement for M. Sweeney		Checking	103.35	360.34



Burbank Hospitality Association  
Profit & Loss Detail  
July 1, 2016 through April 13, 2017

Type	Date	Num	Name	Memo	Cir	Split	Amount	Balance
General Journal	02/13/2017	232	The Enchanted Forest	Candolano Flowers for B. Soriano		Checking	100.00	460.04
Total \$0.00 - Other Costs							460.04	460.04
Total \$51.00 Other Types of Expenses							1,741.89.57	1,741.89.57
66300 - Travel and Meetings								
66310 - Conference, Convention, Meeting								
General Journal	07/06/2016	147	Feeterra	Post IPW Booth Breakdown		Checking	256.58	756.58
General Journal	07/28/2016	154	Travel and Tourism ...	August 2016 TTMA Luncheon (7)		Checking	100.00	356.58
Check	07/29/2016	100305	Review Photograph	Photographer for IPW		Checking	750.00	1,106.58
General Journal	08/11/2016	170	Colin's College of H.	Annual Social Visitor Industry Outlook Forum (2)		Checking	400.00	1,506.58
General Journal	08/24/2016	173	Dino Rentals	12 month storage costs		Checking	1,800.00	3,306.58
General Journal	09/07/2016	185	Brand USA	Registration for WTMA Brand USA Pavilion		Checking	2,636.61	5,943.19
General Journal	09/12/2016	188	Los Angeles Tours	China Ready Webinar (Chinese Millennials)		Checking	25.00	5,968.19
General Journal	10/06/2016	197	B-FOR International	Backlot booth signage for WTMA		Checking	195.00	6,163.19
General Journal	12/19/2016	220	Hilton Garden Inn	Bl-Arcual Joint Meeting location and refreshments		Checking	425.00	6,588.19
General Journal	01/19/2017	227	Vist California	Visit California Outlook Forum Registration M. Hamzoun		Checking	799.00	7,387.19
General Journal	01/19/2017	228	Vist California	Visit California Outlook Forum Registration R. Faulk		Checking	799.00	8,186.19
General Journal	01/19/2017	229	Travel and Tourism ...	February 2017 TTMA Luncheon (2)		Checking	110.00	8,296.19
General Journal	02/28/2017	247	US Trade Association	State of the City Luncheon (4)		Checking	240.00	8,536.19
General Journal	03/16/2017	243	US Trade Association	IPW 2017 Registration and Booth		Checking	5,120.00	13,656.19
Total 66310 Conference, Convention, Meeting								
66320 - Travel								
General Journal	03/29/2016	171	Hollywood and High	M. Hamzoun Parking expense for LA Visitor Outlook Forum		Checking	12.00	12.00
Check	10/11/2016	100306	Tony Garban	Flight for T. Garban to attend WTMA 2016		Checking	4,216.32	1,228.32
General Journal	01/23/2017	230	Bacara Resort	Hotel Stay M. Hamzoun for visitor Outlook		Checking	320.11	1,548.43
General Journal	03/02/2017	239	Caltyard By Marriott	R. Faulk hotel stay for Visit California Outlook Summit		Checking	311.10	1,859.53
General Journal	03/02/2017	240	Bacara Resort	M. Hamzoun hotel fees for Visit California Outlook Summit		Checking	58.13	1,917.66
General Journal	03/16/2017	241	Delta Air	R. Faulk travel costs for IPW 2017		Checking	815.16	2,732.82
Total 66320 Travel							2,732.82	2,732.82
66330 - Reimbursement								
Check	07/29/2016	100311	Tony Garban	Reimbursement for IPW 2016		Checking	1,422.09	1,422.09
Check	07/28/2016	100312	Robert Faulk	Reimbursement for 2016 NASC travel expenses in Meigs and parking expenses		Checking	909.14	2,331.23
Check	01/12/2017	100354	Tony Garban	WTMA 2016 Reimbursement		Checking	1,876.06	4,207.29
Check	02/24/2017	100364	Mary Hamzoun	Parking for February TTMA Luncheon		Checking	13.20	4,220.49
Check	03/07/2017	100302	Mary Hamzoun	Rental Car expense for Visitor Outlook Forum 2017 M. Hamzoun		Checking	278.81	4,499.30
Check	03/07/2017	100303	Robert Faulk	Rental Car and meal expense for Visitor Outlook Forum 2017 R. Faulk		Checking	287.68	4,786.98
Check	03/22/2017	100372	Robert Faulk	Mileage and (re)payment reimbursement for first influencer tour		Checking	27.28	4,814.26
Total 66330 Reimbursement							4,814.26	4,814.26
Total 66300 - Travel and Meetings							21,230.87	21,230.87
Total Expense							985,626.10	985,626.10

Burbank Hospitality Association  
Profit & Loss Detail  
July 1, 2016 through April 13, 2017

Type	Date	Num	Name	Memo	Clr	Split	Amount	Balance
Net Ordinary Income							-323,320.71	-323,320.71
Net Income							<u>-323,320.71</u>	<u>-323,320.71</u>



**SEPTEMBER 2017**  
September 6th - 10th  
[www.BurbankFilmFest.org](http://www.BurbankFilmFest.org) | [info@BurbankFilmFest.org](mailto:info@BurbankFilmFest.org)

**2016 was our most successful Festival to date!**

Thanks in large part to VISIT BURBANK'S 2016 support,  
we were able to grow the Festival in significant ways.



**SEPTEMBER 2017**  
September 6th - 10th  
[www.BurbankFilmFest.org](http://www.BurbankFilmFest.org) | [info@BurbankFilmFest.org](mailto:info@BurbankFilmFest.org)

**Continued growth in Festival attendance:**

2014: Approximately 3,500 Festivalgoers

2015: Approximately 4,215 Festivalgoers

2016: Approximately 4,500 Festivalgoers




**SEPTEMBER 2017**  
September 6th - 10th  
[www.BurbankFilmFest.org](http://www.BurbankFilmFest.org) | [info@BurbankFilmFest.org](mailto:info@BurbankFilmFest.org)

**Continued growth in Hotel Rooms sold:**

In 2016 32 Room Nights were generated in Burbank Hotels directly by aRes representing \$5,041.

- 14 Nights – Safari Inn
- 8 Nights – Holiday Inn Burbank
- 5 Nights – Coast Anabelle Hotel
- 5 Nights – Los Angeles Marriott Burbank Airport Hotel

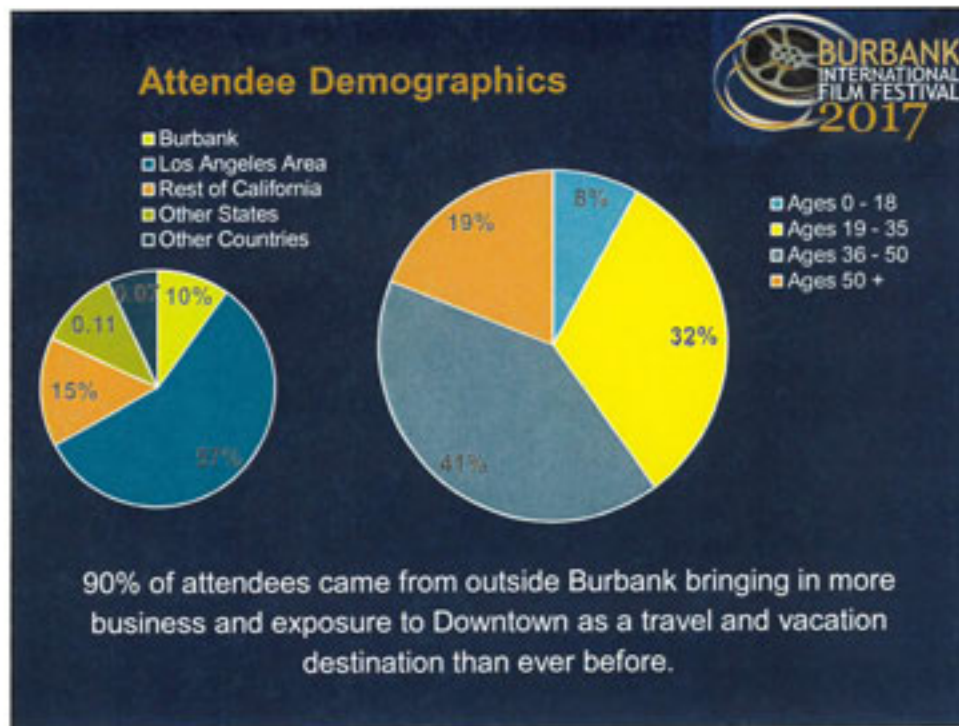
**More Sponsorship = Bigger Festival = More Room Nights**

**Foreign Films Submitted by Top 10 Countries**



Country	Number of Films
United Kingdom	57
Australia	11
France	9
Spain	7
Ireland	7
Brazil	6
China	6
India	6
Germany	5
Italy	4





### Sponsorship Request \$20,000

Same as last year

### 2017 Growth Priorities

- Devoted to increasing overnight stays by geo-targeted digital media such as Facebook, Google, Social Media and others focused on drive time markets, direct flight markets and filmmakers.
- Promotion of festival booking engine widget on all media

## 2017 Additional Growth Priorities:



- Marketing strategy + budget to drive increased attendance  
*Draw more visitors to Burbank*
- Continuing to develop international film festival collaborations  
*Beijing International Film Festival & China Film Group*  
*All Lights Indian International Festival & Film Market*  
*AIF - Australians In Film*  
*Germany Film Institute*
- Establishing studio and new media partners  
*Premiere screenings & high-profile events*



## Thank you!



VISIT BURBANK'S support is integral to our Festival's success.

The Burbank International Film Festival is Non-Profit 501(C)(3) organization, and 80% of our funding goes right back into Burbank and local businesses.

We look forward to growing our partnership and the festival further in 2017!

**A bigger festival means more overnight visitors for Burbank Hotels.**

4/1/17

Proposal between the Burbank Hospitality Association and myBurbank.com Inc.

Advertising and Publicity for the Visit Burbank campaign

myBurbank seeks to enter into an agreement between the Burbank Hospitality Association and the myBurbank website to promote Burbank and tourism in Burbank. With the amount of traffic through our website and Twitter accounts, myBurbank has become a destination website for not only Burbank residents seeking news, but also for potential visitors and people interested in Burbank.

#### Background

myBurbank started seven years ago and has continued to grow every year. With our emphasis on Burbank, residents have come to depend on our site to get their latest news, information and community events.

At the same time myBurbank continues to pick up unique viewers every month, now over 28,000 a month. While the Burbank Leader's website is now a 'pay site', requiring readers to pay a fee to access their stories, myBurbank is a free site, supported by our many advertisers who have been with us for years.

myBurbank also runs extremely active Twitter accounts that service the needs of different groups. Our news account, @myBurbankNews currently has over 25,000 followers. Add our other two accounts; @myBurbankSports and @myBurbankNightlife and you have an additional 2,000 followers for a total exceeding 27,000. myBurbank also maintains a strong Facebook presence.

#### Readership

You will find an attachment that was last updated in September, 2016 which shows the unique viewers of myBurbank in a single month. Stats compiled by Google Analytics show that 33,567 users (28,431 unique) visited the myBurbank site, looking at 90,709 pages.

Over one half of our viewers also accessed the site through mobile devices such as smart phones and tablets.

Our analytics over the past year show where our viewers are located. While Los Angeles, Burbank, Glendale and Santa Clarita make up the first four areas, New York is fifth. Other cities in the top 20 include San Francisco, San Diego, Miami, Chicago, Dallas and Seattle.



(2)

Our analytics also show that many of our viewers are looking for areas like more than just news, but on all the many things that Burbank has to offer. We have talked to many visitors that have said they are familiar with myBurbank.

#### Proposal

myBurbank would like to the Burbank Hospitality Association that they use myBurbank for their Visit Burbank campaign.

Here is what myBurbank.com Inc. would give to the Burbank Hospitality Association:

1. A full time 'static' Leaderboard Ad. All myBurbank ads are usually set in a rotation with three other ads. Ads will appear in a random fashion. With a static ad, the ad appears 100 percent of the time. Furthermore, myBurbank is a mobile friendly website. All Leaderboard ads also appear at the top of all mobile devices that access the site. On multiply month contract rate the value is \$1,200 per month.
2. A large box ad that would be placed in rotation on our front page and all inside pages. On multiply month contract rate the value is \$360 per month.
3. We would also propose to put multiple small box static ads for up to four categories of the commission's choice. Each small ad would measure up to 160 pixels wide by 120 tall and would be placed on the top right column of the site (above the Community Chevrolet ad). An example is the Burbank Chamber of Commerce ad that appears lower in the same right column. Each ad would then link to a desired page on the Visit Burbank website, directing viewers directly to that page. Ideas for tabs include "Burbank Hotels", Burbank Restaurants", "Burbank Sightseeing" and "Burbank Transportation" of "Traveling to Burbank". On multiply month contract rate the value is \$200 per month per ad with four priced at \$800 per month.
4. myBurbank would arrange a new editorial section on the site between our popular "Flashback Friday" and "Get Out of Town!" sections that would be available to the Burbank Hospitality Association to provide editorial copy as frequently as desired. Each story could feature a hotel, restaurant or entertainment activity. Besides being located on the front page, all editorial copy would always be accessible through the website menu for years to come. Editorial copy for this section would be provided by the Burbank Hospitality Association. On multiply month contract rate the value is \$500 per month.
5. As advertiser, Burbank Hospitality Association would also have any events covered by our staff if requested.



(3)

On a contract rate, the services above would run over \$2,800 per month. Our proposal to the Burbank Hospitality Association would be to provide these services for \$2,000 monthly. We are seeking a yearly contract with payments being invoiced at the Association's direction. We will also change ads or where they are linked to at any time Burbank Hospitality Association wishes with 24 hour notice.

It is our intention to continue to grow. Our staff is made up of 90% Burbank residents and we are a local Burbank business. With the amount of traffic generated from not only within Burbank, but surrounding cities, this is a good site to promote tourism and be a conduit to bring traffic to the Visit Burbank website.

Besides all of the traffic that we would help to generate for Visit Burbank, another upside is the local residents who would patronize restaurants they see plus know where to go when friends and relatives come into Burbank for deals on local hotels.



Burbank's Leading On-Line Source for  
News / Sports / Events & Entertainment  
24 hours a day - 7 days a week

Attachments (2)

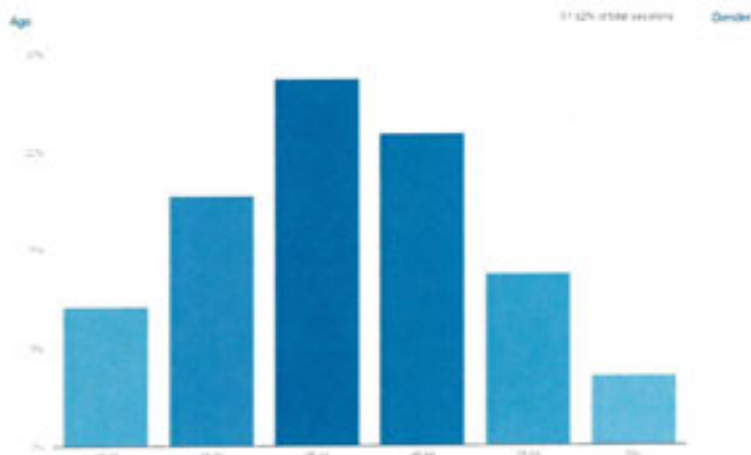
10061 Riverside Drive Suite  
520  
Toluca Lake, CA 91602

[News@myburbank.com](mailto:News@myburbank.com)  
818 842-2140

Twitter: @MyBurbankNews  
Facebook: MyBurbank

## One Month Stats for myBurbank.com compiled by Google Analytics – September 2016

Device Category	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Source Rate	Pages / Session	Avg. Session Duration
	55,131 <small>% of Total: 100.00% (+5,131)</small>	51.57% <small>Avg. for View: 51.54% (-0.03%)</small>	28,431 <small>% of Total: 100.00% (28,431)</small>	74.37% <small>Avg. for View: 74.37% (+0.00%)</small>	1.65 <small>Avg. for View: 1.65 (+0.00%)</small>	00:01:08 <small>Avg. for View: 00:01:08 (+0.00%)</small>
1 mobile	32,880 (59.81%)	48.34%	15,475 (54.42%)	78.23%	1.48	00:00:58
2 desktop	19,868 (34.93%)	58.20%	11,097 (39.02%)	68.68%	1.88	00:01:21
3 tablet	3,983 (7.22%)	46.67%	1,859 (6.54%)	70.45%	1.83	00:01:28



In-Market Segment	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Source Rate	Pages / Session	Avg. Session Duration
	32,154 <small>% of Total: 58.33% (+5,111)</small>	42.97% <small>Avg. for View: 41.54% (+1.43%)</small>	13,818 <small>% of Total: 48.51% (28,431)</small>	72.98% <small>Avg. for View: 74.37% (-1.39%)</small>	1.66 <small>Avg. for View: 1.65 (+0.01%)</small>	00:01:12 <small>Avg. for View: 00:01:08 (+0.04%)</small>
1 Travel/Hotels & Accommodations	18,263 (56.83%)	44.62%	4,491 (32.49%)	71.67%	1.72	00:01:29
2 Employment	7,894 (24.58%)	42.26%	3,326 (23.99%)	74.27%	1.64	00:01:11
3 Education/Post-Secondary Education	7,657 (23.85%)	36.42%	2,789 (20.19%)	70.89%	1.89	00:01:16
4 Dating Services	7,321 (22.80%)	42.33%	3,099 (22.44%)	77.98%	1.54	00:01:06
5 Education/Primary & Secondary Schools (K-12)	7,088 (22.08%)	32.22%	2,284 (16.53%)	68.86%	1.77	00:01:18
6 Real Estate/Residential Properties/Residential Properties (For Sale)	6,829 (21.24%)	39.55%	2,705 (19.57%)	68.64%	1.82	00:01:23
7 Home & Garden/Home Decor	6,538 (20.34%)	40.27%	2,633 (19.09%)	72.36%	1.67	00:01:12
8 Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Premises Houses (For Sale)	6,476 (20.14%)	39.47%	2,554 (18.99%)	68.10%	1.83	00:01:24
9 Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)	5,555 (17.28%)	40.77%	2,265 (16.76%)	68.84%	1.83	00:01:24
10 Home & Garden/Home Furnishings	5,468 (16.98%)	39.59%	2,165 (16.07%)	72.00%	1.86	00:01:14

Visits	Users	Pages	Pages / Session	Avg. Session Duration	Source Rate
108,499	213,690	682,699	1.67	00:01:08	73.48%



Prices effective 8/1/13



## 2017 Visit Burbank Advertising Proposal

### **\$4,000 -The Jimmy Dore Show Podcast – CONFIRMED**

Podcast Downloads: 400,000 | YouTube subscribers: 218,666 | Twitter followers: 86,000

\*Jimmy has been selling out his monthly shows at Flappers.

STRATEGY: Promote live show at the Festival, amplified with social media posts | include hotel info in show ticket purchase confirmation.

### **\$4,000 - Never Not Funny Podcast with Jimmy Pardo – CONFIRMED**

Podcast Downloads: 168,000 | SoundCloud Followers: 199,000 | Twitter Followers: 24,000

\*recently sold out Flappers with 12 Hour Podcast Marathon featuring Sarah Silverman, Andy Richter, Jon Cryer, Richard Kind, and more! Guests flew in from all over the country for this event & stayed at the Hilton Garden Inn and Holiday Inn.

STRATEGY: Promote live show at the Festival along with supplementary social media posts | include hotel info in show ticket purchase confirmation

### **\$2,000 - Superior Podcast with Hal Sparks – CONFIRMED | NEW THIS YEAR**

Podcast Downloads: 3,000 | Hal Sparks Twitter followers: 110,000 | Instagram 66,000 | FB 49,000

1500-2000 views on YouTube

\*Sparks co-hosts the podcast with Entertainment Executive Frank Prather – historically, he has been a very strong draw.

### **\$10,000 – All Things Comedy LIVE with BILL BURR & AL MADRIGAL – TBD**

Bill Burr Monday Morning Podcast downloads ½ a million per month: Bill Burr - 855,000 Twitter Followers

STRATEGY: Promote live show at the Festival, amplified with supplementary social media posts | include hotel info in show ticket purchase confirmation. A shout out from Bill Burr on this will be VERY powerful.

### **Advertising Diversification**

The Festival will use funding from additional sponsorships to advertise regionally and locally, including (but not limited to), KLOS Radio, LA Weekly, Email List (over 70,000 subscribers to residents in the Valley and the Inland Empire

### **Additional/Alternate Podcasts**

**\$4,000 – The Smartest Man In The World with Greg Proops | 15,000 Downloads | 123,000 Twitter**

**\$4,000 - What's Up Fool with Felipe Esparza | 30,000 podcast downloads | 28,000 Twitter | Sold Out Prev. Shows**

**\$4,000 - Mohr Stories Podcast With Jay Mohr 15,000 Downloads | 335,000 Twitter**

**\$5,000 - Burt Kreischer Podcast | 2,437 Podcast Downloads | 190,000 Twitter**

**\$5,000 - Crabfeast Podcast with Ryan Sickler | 6,000 Podcast downloads | 14.2K Twitter**



April 13, 2017

To the Board of Directors  
Burbank Hospitality Association  
Burbank, California

We have audited the financial statements of Burbank Hospitality Association (the Association) for the year ended September 30, 2015, and have issued our report thereon dated April 13, 2017. Professional standards require that we provide you with information about our responsibilities under generally accepted auditing standards as well as certain information related to the planned scope and timing of our audit. We have communicated such information in our letter to you dated July 15, 2016. Professional standards also require that we communicate to you the following information related to our audit.

### **Significant Audit Findings**

#### ***Qualitative Aspects of Accounting Practices***

Management is responsible for the selection and use of appropriate accounting policies. The significant accounting policies used by the Association are described in Note 1 to the financial statements. No new accounting policies were adopted and the application of existing policies was not changed during the year. We noted no transactions entered into by the Organization during the year for which there is a lack of authoritative guidance or consensus. All significant transactions have been recognized in the financial statements in the proper period.

Accounting estimates are an integral part of the financial statements prepared by management and are based on management's knowledge and experience about past and current events and assumptions about future events. Certain accounting estimates are particularly sensitive because of their significance to the financial statements and because of the possibility that future events affecting them may differ significantly from those expected.

Certain financial statement disclosures are particularly sensitive because of their significance to financial statement users.

The financial statement disclosures are neutral, consistent, and clear.

#### ***Difficulties Encountered in Performing the Audit***

We encountered no significant difficulties in dealing with management in performing and completing our audit.

#### ***Corrected and Uncorrected Misstatements***

Professional standards require us to accumulate all misstatements identified during the audit, other than those that are clearly trivial, and communicate them to the appropriate level of management. Management has corrected all such misstatements. In addition, none of the misstatements detected as a result of audit procedures and corrected by management were material, either individually or in the aggregate, to the financial statements taken as a whole.



LLP AND ASSOCIATES

To the Board of Directors of the Burbank Hospitality Association  
Burbank, California

#### ***Disagreements with Management***

For purposes of this letter, a disagreement with management is a financial accounting, reporting, or auditing matter, whether or not resolved to our satisfaction, that could be significant to the financial statements or the auditor's report. We are pleased to report that no such disagreements arose during the course of our audit.

#### ***Management Representations***

We have requested certain representations from management that are included in the management representation letter dated April 13, 2017.

#### ***Management Consultations with Other Independent Accountants***

In some cases, management may decide to consult with other accountants about auditing and accounting matters, similar to obtaining a "second opinion" on certain situations. If a consultation involves application of an accounting principle to the Organization's financial statements or a determination of the type of auditor's opinion that may be expressed on those statements, our professional standards require the consulting accountant to check with us to determine that the consultant has all the relevant facts. To our knowledge, there were no such consultations with other accountants.

#### ***Other Audit Findings or Issues***

We generally discuss a variety of matters, including the application of accounting principles and auditing standards, with management each year prior to retention as the Organization's auditors. However, these discussions occurred in the normal course of our professional relationship and our responses were not a condition to our retention.

#### **Other Matters**

With respect to the supplementary information accompanying the financial statements, we made certain inquiries of management and evaluated the form, content, and methods of preparing the information to determine that the information complies with U.S. generally accepted accounting principles, the method of preparing it has not changed from the prior period, and the information is appropriate and complete in relation to our audit of the financial statements. We compared and reconciled the supplementary information to the underlying accounting records used to prepare the financial statements or to the financial statements themselves.

This information is intended solely for the use of the Board of Directors of the Burbank Hospitality Association, and is not intended to be, and should not be, used by anyone other than these specified parties.

Very truly yours,

*Lamer, Soll & Lughard, LLP*

Brea, California



To the Board of Directors  
Burbank Hospitality Association  
Burbank, California

In planning and performing our audit of the financial statements of the Burbank Hospitality Association as of and for the year ended September 30, 2015, in accordance with auditing standards generally accepted in the United States of America, we considered Burbank Hospitality Association's internal control over financial reporting as a basis for designing audit procedures that are appropriate in the circumstances for the purpose of expressing our opinion on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of the Organization's internal control. Accordingly, we do not express an opinion on the effectiveness of the Organization's internal control.

Our consideration of internal control was for the limited purpose described in the preceding paragraph and was not designed to identify all deficiencies in internal control that might be material weaknesses or significant deficiencies and, therefore, material weaknesses or significant deficiencies may exist that were not identified. However, as discussed below, we identified certain deficiencies in internal control that we consider to be material weaknesses.

A deficiency in internal control exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent, or detect and correct, misstatements on a timely basis. A material weakness is a deficiency, or a combination of deficiencies in internal control, such that there is a reasonable possibility that a material misstatement of the Organization's financial statements will not be prevented, or detected and corrected, on a timely basis. We consider the following deficiencies in Burbank Hospitality Association's internal control to be material weaknesses:

#### Year End Closing Procedures

During our audit, we noted the Association's trial balance was not properly reconciled and required the Association to review and correct various reconciling items and record journal entries. These reconciling items accumulated to a material amount.

**Recommendation:** We suggest the Association perform a full reconciliation of all accounts to be included in the trial balance at year-end for proper disclosure.

**Management Response:** During the audit process, a full reconciliation of all accounts was completed to mirror the City's Oracle reports. The Oracle reports included year-end entries required documenting GASB 31 Market Value Adjustment's and the City Treasurer's investment returns, which were not included in the Association's regular bookkeeping entries. The Association now completes the recommended full reconciliation on a monthly basis to be consistently synchronized with the City's Oracle reports.

#### AP Accruals

During our search for unrecorded liabilities, we noted three exceptions in which invoices relating to goods received or services performed prior to the end of the fiscal year were not recorded as payable in the proper accounting period. Proper cutoffs are critical for the accuracy of the accrual basis of accounting. Audit adjusting entries have been provided to accrue these invoices.







LOYALTY SERVICE GROUP

To the Board of Directors of the Burbank Hospitality Association  
Burbank, California

**Recommendation:** We suggest that management prepare written instructions to be included as part of the Association's accounting policies and procedures manual that indicates basic concept of proper cutoffs and the individuals responsible for accruing payable at the accounting period end

**Management Response:** In its current practice, bills were paid once the good or service was rendered. Moving forward, the Association will review the City of Burbank's current accounting policies and procedures in place to assist in implementing its own accounting practices as applicable

#### **Association's Response to Findings**

The Association's responses to the findings identified in our audit were not subjected to the auditing procedures applied in the audit of the financial statements and, accordingly, we express no opinion on it

#### **Purpose of this Report**

This communication is intended solely for the information and use of management the Board of Directors, and others within the Organization, and is not intended to be, and should not be used by anyone other than these specified parties.

*Lowe, Soll & Loughard, LLP*

Brea, California  
April 13, 2017

DRAFT



# BURBANK HOSPITALITY ASSOCIATION

FOR THE FISCAL YEAR ENDED  
SEPTEMBER 30, 2015

FINANCIAL STATEMENTS

DRAFT

Focused  
on YOU



BURBANK HOSPITALITY ASSOCIATION

FINANCIAL STATEMENTS

FOR THE FISCAL YEAR ENDED  
SEPTEMBER 30, 2015

DRAFT

BURBANK HOSPITALITY ASSOCIATION

SEPTEMBER 30, 2015

TABLE OF CONTENTS

	<u>Page Number</u>
INDEPENDENT AUDITORS' REPORT .....	1
FINANCIAL STATEMENTS	
Statement of Financial Position. ....	3
Statement of Activities .....	4
Statement of Cash Flows .....	5
Notes to Financial Statements .....	6
SUPPLEMENTARY INFORMATION	
Schedule of Functional Expenses .....	10



## INDEPENDENT AUDITORS' REPORT

To the Board of Directors  
Burbank Hospitality Association  
Burbank, California

We have audited the accompanying financial statements of the Burbank Hospitality Association (a nonprofit organization), which comprise the statement of financial position as of September 30, 2015, and the related statements of activities and cash flows for the year then ended, and the related notes to financial statements.

### Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

### Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the Burbank Hospitality Association's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Burbank Hospitality Association's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Burbank Hospitality Association as of September 30, 2015, and the changes in its net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.



To the Board of Directors  
Burbank Hospitality Association

#### Report on Supplementary Information

Our audit was conducted for the purpose of forming an opinion on the financial statements as a whole. The schedule of functional expenses on page 10 is presented for purposes of additional analysis and is not a required part of the financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the financial statements. The information has been subjected to the auditing procedures applied in the audit of the financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the financial statements or to the financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the information is fairly stated in all material respects in relation to the financial statements as a whole.

*Lance, Soll & Lughard, LLP*

Brea, California  
April 13, 2017

DRAFT

**BURBANK HOSPITALITY ASSOCIATION**

**STATEMENT OF FINANCIAL POSITION  
FOR THE FISCAL YEAR ENDED SEPTEMBER 30, 2015**

	<u>2015</u>
<b>Assets:</b>	
Cash and cash equivalents	\$ 12,544
Investments pooled with City of Burbank	<u>1,127,991</u>
<b>Total Current Assets</b>	<u>1,140,535</u>
<b>Total Assets</b>	<u><b>\$ 1,140,535</b></u>
<b>Liabilities and Net Assets:</b>	
<b>Liabilities:</b>	
Accounts payable	\$ 69,662
<b>Total Liabilities</b>	<u>69,662</u>
<b>Net Assets:</b>	
Unrestricted	<u>1,070,873</u>
<b>Total Net Assets</b>	<u>1,070,873</u>
<b>Total Liabilities and Net Assets</b>	<u><b>\$ 1,140,535</b></u>

DRAFT

**BURBANK HOSPITALITY ASSOCIATION****STATEMENT OF ACTIVITIES  
FOR THE FISCAL YEAR ENDED SEPTEMBER 30, 2015**

	<u>2015</u>
<b>Revenues</b>	
Assessments	<u>\$ 817,737</u>
<b>Total revenues</b>	<u>817,737</u>
<b>Expenses</b>	
Program activities	
Consultants	138,639
Marketing	<u>307,652</u>
<b>Total program activities</b>	<u>446,291</u>
Support services	
Management and general	193,850
Sponsorships	<u>102,500</u>
<b>Total supporting services</b>	<u>296,350</u>
<b>Total expenses</b>	<u>742,641</u>
Change in net assets from operations	<u>75,096</u>
<b>Non-operating activities</b>	
Interest revenue	<u>12,945</u>
<b>Total non-operating activities</b>	<u>12,945</u>
<b>Changes in Net Assets</b>	<u>88,041</u>
<b>Net Assets, Beginning of Year</b>	<u>982,832</u>
<b>Net Assets, End of Year</b>	<u><b>\$ 1,070,873</b></u>

The accompanying notes are an integral part of these statements.



**BURBANK HOSPITALITY ASSOCIATION**

**STATEMENT OF CASH FLOWS  
FOR THE FISCAL YEAR ENDED SEPTEMBER 30, 2015**

---

	<u>2015</u>
<b>Cash Flows from Operating Activities:</b>	
Change in net assets	\$ 88,041
Adjustments to reconcile change in net assets to net cash	
Increase (decrease) in accounts payable	<u>69,662</u>
<b>Net Cash Provided by Operating Activities</b>	<u>157,703</u>
Net Increase in Cash and Cash Equivalents	157,703
<b>Cash and Cash Equivalents at Beginning of Year</b>	<u>982,832</u>
<b>Cash and Cash Equivalents at End of Year</b>	<u><u>\$ 1,140,535</u></u>

DRAFT

The accompanying notes are an integral part of these statements.

## BURBANK HOSPITALITY ASSOCIATION

### NOTES TO FINANCIAL STATEMENTS FOR THE FISCAL YEAR ENDED SEPTEMBER 30, 2015

---

#### Note 1: Organization and Summary of Significant Accounting Policies

##### a. Description of Organization

The Burbank Hospitality Association (the "Association") is a not-for-profit corporation that was formed to promote tourism in the City of Burbank and boost hotel occupancy by positioning Burbank as a domestic, national, and international tourist destination. The Association will improve the condition of the tourism business environment through the development and operation of the tourism improvement district known as the Burbank Tourism Business Improvement District (the BTBID). These objectives will be pursued according to the provisions of the BTBID's Management District Plan, formed October 1, 2011, and other Board approved programs and initiatives. The Association is governed by a nine member Board of Directors (the Board), which is responsible for all activities of the Association. Board members serve a one-year term and receive no compensation for their services.

##### b. Basis of Presentation

The Association follows the presentation requirements of Financial Accounting Standards Board Codification of ASC Topic 958, *Not-for-Profit Entities* (formerly SFAS No. 117, *Financial Statements of Not-for-Profit Organizations*). Under ASC Topic 958, the Association is required to report information regarding its financial position and activities according to three classes of net assets: permanently restricted (net assets which cannot be spent due to donor-imposed permanent restrictions on the use of funds), temporarily restricted (net assets which can be expended but only in accordance with donor-imposed restrictions), or unrestricted (net assets may be spent in accordance with management and Board wishes).

As of September 30, 2015, the Association reported only unrestricted net assets.

##### c. Revenue Recognition

The Association is funded primarily by assessments on transient hotel guests. The annual assessment rate is a one percent (1%) assessment on overnight stays in Burbank hotels with more than 25 rooms. The assessments to fund activities and improvements for the BTBID will be collected at the same time and manner as are transient occupancy taxes, and in accordance with Streets and Highways Code §36614.5. Based on the benefit received, assessments will not be collected on stays by any Federal officer or employee when on official Federal government business, or any officer or employee of a foreign government who is exempt from transient occupancy taxes by reason of express provision of Federal law or international treaty, stays for a period of more than thirty (30) consecutive calendar days; or stays pursuant to contracts executed prior to July 1, 2013. The Association will recognize assessment revenues upon its remittance from the hotel operators.

##### d. Basis of Accounting

The Association's policy is to prepare the financial statements on the accrual basis of accounting, whereby revenue is recognized when earned and expenses are recognized when incurred.

**BURBANK HOSPITALITY ASSOCIATION**

**NOTES TO FINANCIAL STATEMENTS (CONTINUED)  
FOR THE FISCAL YEAR ENDED SEPTEMBER 30, 2015**

---

**Note 1: Organization and Summary of Significant Accounting Policies (Continued)**

**e. Income Taxes**

The Association is organized pursuant to the General Nonprofit Corporation Law of the State of California. The Association is exempt from federal income taxes under Section 501(c) of the Internal Revenue Code and Section 23701(d) of the California Revenue and Taxation Code. The Association is also exempt from California franchise taxes and certain general county real and personal property taxes.

The Association has been classified as an Organization that is not a private foundation under IRC Section 509(a) and, as such, any contributions to the Association would qualify for deduction as charitable contributions.

The Association's Form 990, *Return of Organization Exempt from Income Tax*, for the tax year beginning 2011 is subject to examination by the Internal Revenue Service, generally for three years after it was filed. Similarly, the Association's Form 199, *California Exempt Organization Annual Information Return*, for the tax year beginning 2011, are subject to examination by the Franchise Tax Board, and generally for four years after it was filed.

**f. Use of Estimates**

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities, and disclosure of contingent assets and liabilities, at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

**g. Concentration of Credit Risk**

The Association has certain financial instruments that subject it to potential credit risk. Those financial instruments consist of primarily of cash and cash equivalents. The Association maintains its cash balances with financial institutions. At times, these balances may exceed the Federal Deposit Insurance Corporation insured limits. The Association has not experienced any loss of these accounts and believes there is no significant exposure of credit risk on cash and cash equivalents.

**Note 2: Cash and Cash Equivalents**

Cash investments purchased with maturities of less than three months at the date they are acquired are considered cash equivalents. The Association's bank balance as of September 30, 2015 was \$104,524, respectively. The difference between the carrying amount of \$12,544 and the bank balance of \$91,980 represents outstanding checks. This balance consisted entirely of demand deposits with the Association's financial institution. The total bank balances are insured up to \$250,000 by the Federal Deposit Insurance Corporation. The financial institution's performance is routinely monitored by the Contractor utilizing a bank rating service.

**BURBANK HOSPITALITY ASSOCIATION****NOTES TO FINANCIAL STATEMENTS (CONTINUED)  
FOR THE FISCAL YEAR ENDED SEPTEMBER 30, 2015****Note 3: Investments Pooled with the City of Burbank**

The Association pools its investments with the City of Burbank. Investment securities are carried at fair value based on quoted prices in active markets (Level 1) and as of September 30, 2015, the Association's investment balance pooled with the City of Burbank totaled \$1,127,991.

**Note 4: Commitments and Contingencies**

During the normal course of business, the Association is involved in various claims and lawsuits. In the opinion of management, the potential loss on any claims and lawsuits, net of insurance proceeds, will not be significant to the Association's financial position or change in net assets.

The following material consulting commitments existed as of September 30, 2015:

Marketing Agency	Contract Amount	Expense to date as of September 30, 2015	Remaining Commitments
Robin Faulk Marketing	\$ 54,000	\$ 13,333	\$ 40,667
Utopia Entertainment	14,500	9,750	4,750
Strausberg Group	206,143	108,080	91,940
	<u>\$ 274,643</u>	<u>\$ 131,143</u>	<u>\$ 137,357</u>

**Note 5: Subsequent Events**

During the run-up to the November 2016 election, proponents of a measure to facilitate a new airport terminal at Burbank ("Measure B") requested financial support from the Association. The Association approved that request and, at the Association's direction, City of Burbank staff released \$2,000 in tourism assessment proceeds to the "yes" campaign on Measure B. In December 2015, the Burbank City Attorney gave a staff report to the City Council stating doubts as to the lawfulness of this use of assessment proceeds. At the City Council's direction, she shared that report with the Los Angeles County District Attorney's office. The Association has also reported this issue to its insurer whom initially denied the claim. The Association is currently evaluating a potential appeal of the denied claim. The Association has retained a firm to serve as its General Counsel and to advise on this matter specifically. The Association denies liability and will defend any claims that may arise, but is also working cooperatively with the District Attorney's Office and the City to address concerns about this issue.

**SUPPLEMENTARY INFORMATION**

**DRAFT**



## BURBANK HOSPITALITY ASSOCIATION

SCHEDULE OF FUNCTIONAL EXPENSES  
FOR THE FISCAL YEAR ENDED SEPTEMBER 30, 2015

	Program Activities		Support Services		Total
	Consultants	Marketing	Management and General	Sponsorships	
Advertising and promotional	\$ -	\$ 270,792	\$ -	\$ -	\$ 270,792
Books, dues, reference and subscriptions	-	-	7,432	-	7,432
Consultants	138,639	-	-	-	138,639
Copying, postage and printing	-	-	8,086	-	8,086
Insurance	-	-	5,920	-	5,920
Mopon/Spill Shoot	-	36,880	-	-	36,880
Operations	-	-	20,739	-	20,739
Salary expenses	-	-	99,420	-	99,420
Sponsorships	-	-	-	102,500	102,500
Supplies	-	-	20,932	-	20,932
Travel and meeting expenses	-	-	9,349	-	9,349
Waste	-	-	21,872	-	21,872
	<u>\$ 138,639</u>	<u>\$ 307,672</u>	<u>\$ 193,850</u>	<u>\$ 102,500</u>	<u>\$ 742,641</u>

The accompanying notes are an integral part of these statements.

**RESOLUTION NO. 2017-002**

**A RESOLUTION OF THE BURBANK HOSPITALITY ASSOCIATION  
ESTABLISHING AN AD HOC ADVISORY COMMITTEE**

NOW, THEREFORE, BE IT RESOLVED THAT:

SECTION 1. The Board of Directors of the Burbank Hospitality Association ("Board") hereby forms an ad hoc advisory committee ("Committee") comprised of Boardmembers who will be fewer than half the Board, who will be named by the Board on April 13, 2017.

SECTION 2. The Committee is charged with overseeing the acceptance of a proposal for staff services. The Committee shall have such support from the staff of the City of Burbank as the Board Chair shall direct.

SECTION 3. The Committee shall provide recommendations and advice to the Board upon request. Its role shall be advisory only, and it shall have no power to bind the Board or the Association. The Committee shall be disestablished on the sooner of April 13, 2018 or upon its final report to the Board.

SECTION 4. As a temporary, ad hoc advisory committee comprised of less than a quorum of the Commission, the Committee may, but need not, comply with the Brown Act as authorized by Government Code section 54952, subdivision (b).

PASSED AND ADOPTED this 13th day of April 2017.

AYES:

NOES:

ABSTAINING:

ABSENT:

ATTEST:

\_\_\_\_\_  
Board Secretary

**POLICY NO. 2017-001**

**BURBANK HOSPITALITY ASSOCIATION  
BOARD MEETING EXPENSE POLICY**

**BACKGROUND**

The Burbank Hospitality Association (BHA) holds monthly board meetings which take place at various hotels and/or venues in Burbank. In addition to monthly board meetings, the BHA occasionally holds special board meetings, ad hoc advisory committee meetings, and joint meetings with the Downtown Burbank Partnership on a bi-annual basis.

Given the nature of the hospitality industry, hotels and venues with meeting space will often charge fees for the use of their facilities, equipment, and/or banquet services. As the BHA continues to utilize these types of facilities for their meetings, paying the applicable fees will be necessary.

**PURPOSE**

The purpose of the Board Meeting Expense Policy is to establish budget guidelines for expenses that may be incurred. This policy will apply to any and all meetings of the BHA.

Expenses include:

1. Audio Visuals (projectors, screens, video conferencing, laptops/computers, televisions, smart-grids, etc.);
2. Catering (breakfast, lunch, dinner, buffets);
3. Beverages (non-alcoholic);
4. Snacks (appetizer, dessert, hors d'oeuvres)
5. Conference room fees (deposits, security fees, service charges, etc.)

**BUDGET GUIDELINES**

1. Audio Visuals.....up to \$450/meeting
2. Catering.....up to \$500/meeting
3. Beverages.....up to \$150/meeting
4. Snacks.....up to \$150/meeting
5. Conference room fees.....up to \$500/meeting