

Burbank Hospitality Association, Inc.
Special Meeting Agenda
Monday, January 23, 2017 - 9:30 A.M.

Hilton Garden Inn
401 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. Universal Studios Hollywood Preferred Hotel Program Renewal ACTION ITEM

The Board will consider renewing the Universal Studios Preferred Hotel Partnership Program for 2017.

F. Ongoing Operational Issues

ACTION ITEM

The Board will consider transferring \$130,000-\$200,000 from the holding account to cover the Universal Studios Preferred Hotel Program, if the Program is renewed.

G. 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 ON THURSDAY, FEBRUARY 9, 2017 AT 3:00 PM, LOCATION TO BE DETERMINED.

<u>Burbank Hospitality Association, Inc. Board Members</u>	<u>Key Staff</u>
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 Patrick Prescott, Community Development Director (ex-officio) Alan Puana, Universal Studios Hollywood Richard Sandoval, Burbank Airport Marriott, Vice-Chair Bernadette Soriano, Springhill Suites (non-voting member) Michael Swaney, Residence Inn by Marriott, Treasurer Steve Tarn, Hilton Garden Inn Burbank Tom Whelan, Hotel Amarano,	Mary Hamzoian, Economic Development Manager Susie Avetisyan, Economic Development Analyst Marissa Minor, Economic Development Analyst 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. 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.

USH Preferred Hotel Program – Burbank Hotels



- YTD week of 11/7
- Total Room Revenue = \$820,118
- Total Room Nights = 3903

Lodging Name	Total Room Revenue	Room Nights	Packages	ADR	ABW
Los Angeles Marriott Burbank Airport	\$ 325,814.00	1,326	678	\$ 245.71	18
Safari Inn, a Coast Hotel	\$ 204,358.00	1,212	626	\$ 168.61	35
Coast Anabelle Hotel	\$ 117,056.00	524	263	\$ 223.39	37
BEST WESTERN PLUS Media Center Inn & Suites	\$ 53,607.57	213	115	\$ 251.68	24
Holiday Inn Burbank-Media Center	\$ 45,829.00	244	144	\$ 187.82	6
Burbank Inn and Suites	\$ 25,704.00	156	88	\$ 164.77	14
Courtyard Los Angeles Burbank Airport	\$ 25,368.00	124	70	\$ 204.58	13
Hotel Amarano	\$ 9,321.00	39	23	\$ 239.00	7
Hilton Garden Inn Burbank Downtown	\$ 7,513.00	37	20	\$ 203.05	31
Tangerine Hotel	\$ 5,548.00	28	15	\$ 198.14	49

2016 Universal Studios Hollywood Preferred Hotel Partnership Program Monthly Revenue Breakdown for Burbank Hotels

Hotel	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Total
Los Angeles Marriott Burbank Airport	\$27,773.03	\$48,553.46	\$58,097.06	\$98,323.90	\$62,202.64	\$33,141.39	\$18,105.93	\$8,605.37	\$36,289.95	\$391,092.73
Safari Inn, a Coast Hotel	\$27,697.93	\$47,749.48	\$38,839.21	\$25,749.38	\$24,995.22	\$19,515.51	\$18,771.04	\$9,749.90	\$8,727.80	\$221,795.47
Coast Anabelle Hotel	\$21,121.08	\$22,421.64	\$21,773.25	\$16,471.14	\$9,695.89	\$16,581.66	\$7,817.61	\$5,873.56	\$3,007.79	\$124,763.62
BEST WESTERN PLUS Media Center Inn & Suites	\$3,990.62	\$5,075.59	\$10,636.59	\$15,070.14	\$6,414.72	\$10,189.51	\$3,622.08	\$1,798.72	\$1,364.30	\$58,162.27
Holiday Inn Burbank-Media Center	\$0.00	\$2,879.80	\$11,621.20	\$24,444.30	\$3,261.45	\$4,085.95	\$4,178.60	\$3,836.75	\$3,380.40	\$57,688.45
Courtyard Los Angeles Burbank Airport	\$2,223.05	\$2,220.91	\$8,684.77	\$7,558.62	\$7,415.15	\$2,276.33	\$2,111.21	\$2,317.32	\$3,127.33	\$37,934.69
Burbank Inn and Suites	\$4,723.20	\$2,558.70	\$6,406.20	\$3,463.20	\$2,845.80	\$4,945.50	\$5,313.60	\$1,404.00	\$0.00	\$31,660.20
Hilton Garden Inn Burbank Downtown	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,302.96	\$6,032.40	\$1,453.76	\$6,567.64	\$16,356.76
Hotel Amarano	\$1,886.00	\$4,417.34	\$1,864.80	\$2,872.48	\$0.00	\$538.20	\$0.00	\$2,422.80	\$906.30	\$14,907.92
Tangerine Hotel	\$309.60	\$582.30	\$1,128.60	\$1,629.90	\$376.20	\$805.50	\$358.20	\$0.00	\$0.00	\$5,190.30

Notes:

Marketing commitment per hotel will be based on prior year production.

First year participating hotels and hotels producing under \$100,000 will stay at \$10,000 per year.

Hotels producing over \$100,000 will pay commitment of \$20,000 per year.

Hotels paying \$20,000 are top tier hotels and will always receive placement above the lower tier hotels on the website landing page.

Lower tier hotels have the option to pay \$20,000 to receive top tier placement

Hotels will have the choice to opt-in and provide a hotel credit per package booked. Hotels that provide a minimum \$30 credit per booking will receive preferred sort within their tier catagory.

Standard financial contribution:

10 hotels (3 at \$20,000 and 7 at \$10,000) = \$130,000

Optional \$30 credit = \$67,000 (total based off approx. 2,240 package bookings in 2016)

Total contribution = \$130,000 - \$197,000

Top Tier financial contribution:

10 hotels all at top tier price = \$200,000

Optional \$30 credit = \$67,000 (total based off approx. 2,240 package bookings in 2016)

Total contribution = \$200,000 - \$267,000