

**Burbank Hospitality Association, Inc.  
Closed Session Meeting Agenda  
Thursday, June 15, 2017 - 9:00 A.M.**

**Coast Anabelle Hotel  
2011 West Olive Avenue  
Burbank, CA 91506**

**A. ROLL CALL**

**B. CONFERENCE WITH LEGAL COUNSEL – ANTICIPATED LITIGATION  
(1 CASE) (GOV. CODE, § 54956.9.)**

Significant exposure to litigation pursuant to paragraph (2) or (3) of subdivision (d) of Section 54956.9:

Litigation based on issues discussed in Burbank City Attorney's December 20, 2016 staff report

**Adjournment to**

**Burbank Hospitality Association, Inc.  
Closed Session Meeting Agenda  
Thursday, June 15, 2017 - 10:00 A.M.**

**Coast Anabelle Hotel  
2011 West Olive Avenue  
Burbank, CA 91506**

**A. ROLL CALL**

**B. ANNOUNCEMENTS**

**C. REPORT OUT OF CLOSED SESSION**

**D. 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.

**E. RESPONSE TO PUBLIC COMMENT**

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

**F. APPROVAL OF MINUTES**

**ACTION ITEM**

The Board will consider approval of the May 11, 2017 meeting minutes.

- G. TREASURER'S REPORT** **ACTION ITEM**  
The Board will consider approval of the May 12, 2017 – June 15, 2017 treasurer's report.
- H. Request for Proposals (RFP) Update** **ACTION ITEM**  
Staff will share an update to the Administrative Services RFP and discuss the need to modify the Board's vote approving the solicitation for a Marketing Services and an All Encompassing Staffing Services RFP from the February 9<sup>th</sup> board meeting.
- I. Hollywood Burbank Airport Marketing Efforts**  
The Hollywood Burbank Airport's marketing and branding consultants, Anyone Collective, will present marketing efforts of the newly rebranded Airport.
- J. Creative Talent Network Animation Expo** **ACTION ITEM**  
Tina Price, founder of the Creative Talent Network, will present a sponsorship proposal in the amount of \$50,000 for the 2017 Animation Expo.
- K. 28<sup>TH</sup> Annual Universal Studios Charity Classic** **ACTION ITEM**  
Alan Puana, Director of Sales of Universal Studios Hollywood, will present sponsorship opportunities for the Annual Charity Classic Golf Tournament.
- L. BHA California Public Records Act Response** **ACTION ITEM**  
**Procedures And Electronic Document Retention Policy**  
The Board will review and take action on the draft Document Retention Policy presented by the BHA's General Counsel.
- M. Sponsorship Guidelines** **ACTION ITEM**  
The Board will review draft guidelines to be implemented on all future sponsorship considerations of the BHA (provided at the meeting).
- N. Visit California Marketing Partnership** **ACTION ITEM**  
Staff will present a print and digital marketing opportunity in partnership with Visit California for a not-to-exceed amount of \$50,000.
- O. Phase III Marketing Request For Proposal (RFP)** **ACTION ITEM**  
The Board will review a draft RFP for Marketing and Design services. This is work currently being conducted by Strausberg Group.
- P. World Travel Market Convention Attendance** **ACTION ITEM**  
The Board will consider sending a member of the Board or staff to attend the 2017 World Travel Market Conference.
- Q. Event Economic Impact Report Proposals** **ACTION ITEM**  
Staff will present proposals from companies that conduct economic impact reports on local events and their growth potential (provided at the meeting).
- R. Destination Development Advisory Committee** **ACTION ITEM**

The Board will consider approving Resolution 2017-003 to establish an advisory committee for analyzing possible destination development projects.

**S. Board Approved Expenditures**

**ACTION ITEM**

The Board will consider transferring \$90,000 from the holding account to cover pre-approved consultant expenses in the amount of \$22,000, legal fees in the amount of \$5,000, advertising expenses in the amount of \$5,000, remaining balance for the social media influencer campaign in the amount of \$30,000, travel costs for International Pow Wow in the amount of \$5,000, and the approved sponsorships for the Burbank International Film Festival and the Starlight Bowl Concert Series in the combined amount of \$12,500. The remaining \$11,500 will cover on-going expenses. For a list of additional operational expenses, please see attached financial statements.

**T. 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, JULY 13, 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<br>James Fitzpatrick, Courtyard by Marriott, <b>Secretary</b><br>Tom Flavin, Burbank Chamber of Commerce<br>Tony Garibian, Coast Anabelle and Safari Inn, <b>Chair</b><br>Danny Kahn, Warner Bros. Studio Tours Hollywood<br>Patrick Prescott, Community Development Director (ex-officio)<br>Alan Puana, Universal Studios Hollywood<br>Richard Sandoval, Burbank Airport Marriott, <b>Vice-Chair</b><br>Bernadette Soriano, Springhill Suites (non-voting member)<br>Michael Swaney, Residence Inn by Marriott, <b>Treasurer</b> | Simone McFarland,<br>Asst. Community<br>Development Director<br><br>Mary Hamzoian,<br>Economic<br>Development Manager<br><br>Susie Avetisyan,<br>Economic<br>Development Analyst |
| Steve Tarn, Hilton Garden Inn Burbank<br>Sundeep Vaghashia, Travelodge and Quality Inn<br>Tom Whelan, Hotel Amaranó  | <b><u>Consultant</u></b><br><br>Robin Faulk,<br>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 May 11, 2017 - 2:00 P.M.**  
**Los Angeles Marriott Burbank Airport**  
**2500 N Hollywood Way**  
**Burbank, CA 91505**

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  
Richard Sandoval, Burbank Airport Marriott, **Vice-Chair**  
Michael Swaney, Residence Inn by Marriott, **Treasurer**  
Steve Tam, Hilton Garden Inn  
Sundeep Vaghashia, Travelodge Burbank-Glendale and  
Quality Inn Burbank Airport

Members Absent: Patrick Prescott, CDD Director (ex-officio)  
Alan Puana, Universal Studios Hollywood  
Bernadette Soriano, SpringHill Suites  
Tom Whalen, Hotel Amaranco

Department Key Staff: Simone McFarland, Community Development Dept.  
Mary Hamzolian, Community Development Dept.  
Susie Avetisyan, Community Development Dept.  
Marissa Minor, Community Development Dept.

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

The Burbank Hospitality Association (BHA) Board Closed Session Meeting was called to order at 2:00 p.m. on Thursday, May 11, 2017.

**A. Roll Call**

**B. CONFERENCE WITH LEGAL COUNSEL – ANTICIPATED LITIGATION**  
**(1 CASE) (GOV. CODE, § 54956.9.)**

The Board held a Closed Session Meeting with legal counsel pursuant to Government Code section 54956.9(d)(2) or (3) to discuss the recommendations from the Burbank City Attorney's December 20, 2016 staff report to City Council.

Adjournment to  
**Burbank Hospitality Association, Inc.**  
**Board Meeting**  
**Thursday, May 11, 2017 – 3:00 P.M.**

The Burbank Hospitality Association (BHA) Board Meeting was called to order at 3:15 p.m. on Thursday, May 11, 2017.

**C. Roll Call**

**D. Announcements**

The following announcements were made by staff:

1. Yard House restaurant will be open on May 22<sup>nd</sup>;
2. The Boiling Crab is scheduled to open in the coming Summer months; and
3. Visit Burbank promotional bags and visitor guides will be distributed at *Sunset Magazine's* annual Sunset Celebration Weekend Festival as an added benefit for advertising with them.

**E. Public Comment**

Susie Avetisyan introduced Sundeep Vaghashia, owner of the Travelodge Burbank-Glendale, Quality Inn Burbank Airport, and Hampton Inn and Suites Los Angeles Burbank Airport, along with the Director of Sales of the Hampton Inn and Suites, Helen San.

**F. Response to Public Comment**

There were no Board responses to public comments.

**G. Approval of Minutes**

**ACTION ITEM**

The meeting minutes of April 13, 2017 were approved as written. Michael Swaney made a motion to approve, second by Danny Khan. Motion carried 8-0.

**H. Treasurer's Report**

**ACTION ITEM**

Mr. Swaney presented the Treasurer's Report for April 13 – May 11, 2017. To date, the balance sheet represented assets equaling \$849,112.89. Richard Sandoval made a motion to approve, second by Lucy Burghdorf. Motion carried 8-0.

**I. Burbank International Film Festival**

**ACTION ITEM**

Jeff Rector from the Burbank International Film Festival (Festival) brought back demographic and hotel room night information as requested by the Board during the April board meeting. A total of 32 room nights were reserved at various Burbank hotels as a result of the 2016 Festival. For an established, five-day event of this caliber, the Board did not see a significant return on investment to justify a \$20,000 sponsorship. The Board approved a \$10,000 sponsorship for the 2017 Festival. Funding will be used to purchase advertising buys promoting the Festival to the drive time audience to encourage overnight hotel stays. Steve Tarn made a motion to approve, second by Mr. Sandoval. Motion carried 8-0.

**J. Starlight Bowl Summer Concert Series Sponsorship**

**ACTION ITEM**

Paul Paolone and Kristin Buhagiar, staff from the Park, Recreation and Community Services Department presented sponsorship opportunities for the 2017 Starlight Bowl Summer Concert Series. The Board was in favor of supporting the concert series for the prominent exposure increasing Visit Burbank's awareness. The \$2,500 sponsorship will be used for marketing via a clickable logo on all online ticket sales, conducting social media contests with ticket giveaways, and distributing promotional materials during all concerts. Mr. Tarn made a motion to approve, second by Ms. Burghdorf. Motion carried 8-0.

**K. Draft Fiscal Year 14-15 BHA Audit Report ACTION ITEM**

The Board was provided a copy of the draft audit during the April 13<sup>th</sup> meeting for their review. A formal approval of the audit was conducted at this meeting. The Board approved the final draft audit report as written. Mr. Sandoval made a motion to approve, second by Mr. Tarn. Motion carried 8-0.

**L. Board Member Initiation and Renewal Policy ACTION ITEM**

At the request of the BHA's General Counsel during the April 13<sup>th</sup> meeting, staff drafted Policy 2017-002 titled "The Board Member Initiation and Renewal Policy" (attached). The purpose of the policy is to provide a uniform process for selecting and renewing Board Members and establishing term limits to Executive Committee Member positions. Mr. Tarn made a motion to approve, second by Mr. Khan. Motion carried 8-0.

**M. Board Member Initiation ACTION ITEM**

Due to a vacant seat on the Board, staff received an application from Sundeep Vaghashia, owner of the Travelodge Burbank-Glendale and Quality Inn Burbank Airport. Mr. Tarn made a motion to approve, second by Mr. Khan. Motion carried 8-0. Mr. Vaghashia is allowed to participate in Board motions from this point forward.

**N. BHA Audit Policy ACTION ITEM**

In order to maintain transparency and accurate financial statements, staff presented a draft of Policy 2017-003 titled "The BHA Annual Audit Policy" (attached). The purpose of the policy is to implement annual audits of the BHA's fiscal year financial statements. Mr. Tarn made a motion to approve, second by Ms. Burghdorf. Motion carried 9-0.

**O. Phase III Marketing Discussion ACTION ITEM**

At the request of Board Member Mr. Tarn, staff proposed the consideration of initiating the next phase of Visit Burbank's marketing and design efforts in order to evolve the contemporary brand and identity. These duties are currently conducted by Strausberg Group. The solicitation would be completed through a Request for Proposal (RFP) process to seek marketing and design service agencies. Mr. Khan made a motion for approval, second by Mr. Tarn. Motion carried 9-0.

After this motion, Mr. Tarn left the meeting.

**P. Website, Social Media, and Influencer Campaign Updates**

The BHA's marketing and design agency, Strausberg Group, presented updated website, social media, and marketing analytics. Year to date, Visit Burbank has over 30,000 social media followers and over 110,000 visitors to the website, which is over a 100% increase when compared to last year. This increase is attributed to the highly concentrated digital marketing campaign to increase Burbank's visitor profile and attract overnight hotel stays.

Strausberg Group also presented deliverables from the first Visit Burbank Social Media Influencer Campaign currently in progress. As part of the 2016-2017 approved Marketing Plan, the BHA hired six different social media influencers to come stay in various Burbank hotels and visit different attractions and locations throughout the City. The influencer's job is to document their trip to Burbank via social media and market the city to their dedicated followers. Strausberg Group shared where each influencer stayed, the businesses and attractions they visited, as well as social media and blog posts they created.

**Q. Board Approved Expenditures**

**ACTION ITEM**

Ms. Avetisyan requested transferring \$80,000 from the holding account to cover pre-approved consultant expenses in the amount of \$21,000, legal fees in the amount of \$5,000, advertising expenses in the amount of \$18,000, trade show booth expenses for International Pow Wow conference in the amount of \$6,000, and the approved sponsorship for the Burbank Comedy Festival in the amount of \$20,000. The remaining \$10,000 will cover on-going expenses as reflected in the financial statements. Mr. Swaney made a motion for approval, second by Mr. Sandoval. Motion carried 8-0.

**R. Request For Proposals (RFP) Advisory Committee Update**

At this time, Tom Flavin left the meeting room and Ms. Avetisyan shared that the Advisory Committee (Committee) charged with reviewing the Administrative Services RFP's had met and interviewed both agencies that submitted proposals: the Burbank Chamber of Commerce and Willdan Financial Services. Mr. Khan and Mr. Garibian, both members of the Committee, shared that after interviewing both agencies, the Committee felt that at this point in time, neither agency was a suitable match for the administrative functions of the BHA. Mr. Khan recommended to the BHA that reposting the RFP should be considered with revisions to the travel expense item. In light of this recommendation, the Board then suggested developing an all-encompassing RFP to include both administrative and marketing staffing services. Any interested agencies would have the option to submit a proposal for only the administrative functions, or the all-encompassing staffing services for the BHA. As advised by the General Counsel, the Advisory Committee may review any necessary revisions to the Administrative Services RFP and the all-encompassing staffing services RFP as part of their sub-committee duties. The Board was in favor of moving forward with this strategy.

**S. Future Agenda Items**

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

1. Creative Talent Network Animation eXpo sponsorship;
2. Proposed policy for BHA public records requests and records retention;
3. Sponsorship Guidelines; and
4. Hollywood Burbank Airport marketing efforts presentation.

The T-BID will reconvene with the next regularly scheduled Board Meeting on June 8, 2017, location to be determined. The meeting adjourned at 5:01 p.m.

Burbank Hospitality Association  
**Balance Sheet**  
As of June 15, 2017

**DRAFT**

|                                       | <u>Jun 15, 17</u>        |
|---------------------------------------|--------------------------|
| <b>ASSETS</b>                         |                          |
| Current Assets                        |                          |
| Checking/Savings                      |                          |
| Checking                              | 11,399.23                |
| City Treasurer                        | 872,855.96               |
| Savings                               | 5.00                     |
| Total Checking/Savings                | <u>884,260.19</u>        |
| Other Current Assets                  |                          |
| 005 · Market Value Adjustments        | -1,310.03                |
| 33000 · City Treasurer's Investments  | 3,091.06                 |
| Total Other Current Assets            | <u>1,781.03</u>          |
| Total Current Assets                  | <u>886,041.22</u>        |
| <b>TOTAL ASSETS</b>                   | <b><u>886,041.22</u></b> |
| <b>LIABILITIES &amp; EQUITY</b>       |                          |
| Equity                                |                          |
| 32000 · Unrestricted Net Assets       | 1,125,908.27             |
| Net Income                            | -239,867.05              |
| Total Equity                          | <u>886,041.22</u>        |
| <b>TOTAL LIABILITIES &amp; EQUITY</b> | <b><u>886,041.22</u></b> |

Burbank Hospitality Association  
Profit & Loss  
May 12 through June 15, 2017

**DRAFT**

|   | <u>May 12 - Jun 15, 17</u> |
|---|----------------------------|
| Ordinary Income/Expense                 |                            |
| Income                                  |                            |
| 001 · Assessments-City Treasurer        | 40,557.47                  |
| 46400 · Other Types of Income           |                            |
| 46410 · Checking Account Interest       | 4.91                       |
| Total 46400 · Other Types of Income     | <u>4.91</u>                |
| Total Income                            | <u>40,562.38</u>           |
| Gross Profit                            | 40,562.38                  |
| Expense                                 |                            |
| 62100 · Contract Services               |                            |
| 62120 · Audit Fees                      | 9,150.41                   |
| 62140 · Legal Fees                      | 8,662.50                   |
| Total 62100 · Contract Services         | <u>17,812.91</u>           |
| 64000 · Marketing                       |                            |
| 64020 · Advertising                     | 27,986.98                  |
| Total 64000 · Marketing                 | 27,986.98                  |
| 65000 · Operations                      |                            |
| 65020 · Postage, Mailing Service        | 885.00                     |
| 65030 · Printing and Copying            | 242.08                     |
| 65070 · Website Maintainance            | 55.00                      |
| Total 65000 · Operations                | 1,182.08                   |
| 65060 · Salary Expenses                 | 11,177.50                  |
| 65100 · Other Types of Expenses         |                            |
| 65130 · Sponsorships                    | 2,500.00                   |
| Total 65100 · Other Types of Expenses   | 2,500.00                   |
| 68300 · Travel and Meetings             |                            |
| 68310 · Conference, Convention, Meeting | 2,959.88                   |
| 68320 · Travel                          | 1,482.80                   |
| Total 68300 · Travel and Meetings       | <u>4,442.68</u>            |
| Total Expense                           | <u>65,102.15</u>           |
| Net Ordinary Income                     | <u>-24,539.77</u>          |
| Net Income                              | <u><u>-24,539.77</u></u>   |

Burbank Hospitality Association  
Profit & Loss Detail  
July 1, 2016 through June 15, 2017

DRAFT

| Type                                     | Date       | Num | Name              | Memo                                 | Split          | Amount     | Balance    |
|--|------------|-----|-------------------|--------------------------------------|----------------|------------|------------|
| <b>Ordinary Income/Expense</b>           |            |     |                   |                                      |                |            |            |
| <b>Income</b>                            |            |     |                   |                                      |                |            |            |
| <b>001 - Assessments-City Treasurer</b>  |            |     |                   |                                      |                |            |            |
| 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 | 127,670.64 | 822,000.50 |
| Deposit                                  | 04/30/2017 |     | T-BID Assessments | April 2017 Assessment Income         | City Treasurer | 76,834.84  | 898,835.34 |
| Deposit                                  | 05/31/2017 |     | T-BID Assessments | May 2017 Assessment Income           | City Treasurer | 40,557.47  | 939,392.81 |
| Total 001 - Assessments-City Treasurer   |            |     |                   |                                      |                |            | 939,392.81 |
| <b>002 - Interest - City Treasurer</b>   |            |     |                   |                                      |                |            |            |
| 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   |
| Deposit                                  | 03/31/2017 |     | Interest Income   | Interest Income March 2017           | City Treasurer | 1,215.79   | 9,490.11   |
| Deposit                                  | 04/30/2017 |     | Interest Income   | Interest Income April 2017           | City Treasurer | 1,179.64   | 10,669.75  |
| Total 002 - Interest - City Treasurer    |            |     |                   |                                      |                |            | 10,669.75  |
| <b>004 - Oracle Accruals</b>             |            |     |                   |                                      |                |            |            |
| Deposit                                  | 07/01/2016 |     | T-BID Assessments | Accruals for June-August 2016        | City Treasurer | 116,195.98 | 116,195.98 |
| General Journal                          | 07/31/2016 | 213 |                   | Oracle Accruals for June-August 2016 | City Treasurer | -75,257.58 | 40,938.40  |
| General Journal                          | 08/31/2016 | 214 |                   | Oracle Accruals for June-August 2016 | City Treasurer | -40,938.40 | 0.00       |
| Total 004 - Oracle Accruals              |            |     |                   |                                      |                |            | 0.00       |
| <b>46400 - Other Types of Income</b>     |            |     |                   |                                      |                |            |            |
| <b>46410 - Checking Account Interest</b> |            |     |                   |                                      |                |            |            |
| 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      | March 2017 Interest Income           | Checking       | 12.72      | 35.40      |
| Deposit                                  | 04/30/2017 |     | 001 Checking      | April 2017 Interest Income           | Checking       | 6.38       | 41.78      |

**Burbank Hospitality Association  
Profit & Loss Detail  
July 1, 2016 through June 15, 2017**

4:50 PM  
06/08/17  
Accrual Basis

| Type                                    | Date       | Num    | Name                                | Memo                                 | Split    | Amount   | Balance    |            |
|---|------------|--------|-------------------------------------|--------------------------------------|----------|----------|------------|------------|
| Deposit                                 | 05/01/2017 | 001    | Checking                            | May 2017 Interest Income             | Checking | 4.91     | 46.69      |            |
| Total 46400 - Checking Account Interest |            |        |                                     |                                      |          |          | 46.69      | 46.69      |
| Total 46400 - Other Types of Income     |            |        |                                     |                                      |          |          | 46.69      | 46.69      |
| <b>47200 - Program Income</b>           |            |        |                                     |                                      |          |          |            |            |
| <b>47220 - aRes Contributions</b>       |            |        |                                     |                                      |          |          |            |            |
| Deposit                                 | 07/28/2016 | 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 | 53859  | 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 | 54096  | aRes Travel Inc.                    | Income from aRes attraction bookings | Checking | 43.05    | 541.92     |            |
| Deposit                                 | 01/27/2017 | 54434  | aRes Travel Inc.                    | Income from aRes attraction bookings | Checking | 37.19    | 579.11     |            |
| Deposit                                 | 04/28/2017 | 55360  | aRes Travel Inc.                    | Income from aRes attraction bookings | Checking | 76.74    | 655.85     |            |
| Deposit                                 | 04/28/2017 | 55555  | aRes Travel Inc.                    | Income from aRes attraction bookings | Checking | 142.31   | 798.16     |            |
| Total 47220 - aRes Contributions        |            |        |                                     |                                      |          |          | 798.16     | 798.16     |
| Total 47200 - Program Income            |            |        |                                     |                                      |          |          | 798.16     | 798.16     |
| Total Income                            |            |        |                                     |                                      |          |          | 950,907.41 | 950,907.41 |
| Gross Profit                            |            |        |                                     |                                      |          |          | 950,907.41 | 950,907.41 |
| <b>Expense</b>                          |            |        |                                     |                                      |          |          |            |            |
| <b>60900 - Business Expenses</b>        |            |        |                                     |                                      |          |          |            |            |
| Check                                   | 09/23/2016 | 100326 | United States Treasury              | 2015 tax return filing fee           | Checking | 10.00    | 10.00      |            |
| Total 60900 - Business Expenses         |            |        |                                     |                                      |          |          | 10.00      | 10.00      |
| <b>62100 - Contract Services</b>        |            |        |                                     |                                      |          |          |            |            |
| Check                                   | 10/07/2016 | 100327 | Turner, Warren, Hwand & Conrad AC   | 2015 tax returns                     | Checking | 1,595.00 | 1,595.00   |            |
| Check                                   | 02/24/2017 | 100357 | Turner, Warren, Hwand & Conrad AC   | 2016 1099's preparation              | Checking | 140.00   | 1,735.00   |            |
| Total 62100 - Accounting Fees           |            |        |                                     |                                      |          |          | 1,735.00   | 1,735.00   |
| <b>62120 - Audit Fees</b>               |            |        |                                     |                                      |          |          |            |            |
| Check                                   | 06/06/2017 | 100380 | LSL CPA's                           | Cost of FY 14-15 Audit               | Checking | 9,150.41 | 9,150.41   |            |
| Total 62120 - Audit Fees                |            |        |                                     |                                      |          |          | 9,150.41   | 9,150.41   |
| <b>62140 - Legal Fees</b>               |            |        |                                     |                                      |          |          |            |            |
| Check                                   | 02/24/2017 | 100356 | Colantuono, Highsmith & Whalley, PC | Legal services for January 2017      | Checking | 5,015.68 | 5,015.68   |            |
| Check                                   | 04/28/2017 | 100376 | Colantuono, Highsmith & Whalley, PC | February 2017 legal services         | Checking | 6,171.45 | 11,187.13  |            |
| Check                                   | 06/07/2017 | 100381 | Colantuono, Highsmith & Whalley, PC | March and April 2017 Legal Fees      | Checking | 8,682.50 | 19,849.63  |            |
| Total 62140 - Legal Fees                |            |        |                                     |                                      |          |          | 19,849.63  | 19,849.63  |

# Burbank Hospitality Association Profit & Loss Detail July 1, 2016 through June 15, 2017

| Type                                   | Date       | Num    | Name                    | Memo   | Split    | Amount    | Balance    |
|--|------------|--------|-------------------------|--|----------|-----------|------------|
| <b>Total 62100 - Contract Services</b> |            |        |                         |  |          |           |            |
| <b>62500 - Consultants</b>             |            |        |                         |  |          |           |            |
| Check                                  | 07/29/2016 | 100313 | Strausberg Group, Inc.  | Newsletter template, April SEO, website translation, web maintenance and reporting   | Checking | 10,125.00 | 10,125.00  |
| Check                                  | 09/23/2016 | 100324 | Strausberg Group, Inc.  | May/June SEO, website revisions, Q3 digital campaign, newsletter buildout, reporting | Checking | 13,975.00 | 24,100.00  |
| Check                                  | 10/11/2016 | 100331 | Strausberg Group, Inc.  | July and Aug. Website Maint. and newsletter design and management                    | Checking | 6,163.00  | 30,263.00  |
| Check                                  | 10/11/2016 | 100335 | Robin Faulk             | Jan-Jun 2016 monthly consulting costs  | Checking | 19,999.99 | 50,262.99  |
| Check                                  | 12/30/2016 | 100346 | Strausberg Group, Inc.  | Marketing Budget and Ad Plan for 16-17   | Checking | 20,000.00 | 70,262.99  |
| Check                                  | 12/30/2016 | 100347 | Strausberg Group, Inc.  | November and December retainers  | Checking | 10,000.00 | 80,262.99  |
| Check                                  | 12/30/2016 | 100347 | Strausberg Group, Inc.  | November SEO Management:   | Checking | 2,000.00  | 82,262.99  |
| Check                                  | 12/30/2016 | 100347 | Strausberg Group, Inc.  | Sept. & Oct. Web Maint.  | Checking | 1,111.50  | 83,374.49  |
| Check                                  | 12/30/2016 | 100347 | Strausberg Group, Inc.  | November PPC   | Checking | 2,500.00  | 85,874.49  |
| Check                                  | 12/30/2016 | 100347 | Strausberg Group, Inc.  | November Social Media camp.  | Checking | 1,300.00  | 87,174.49  |
| Check                                  | 12/30/2016 | 100347 | Strausberg Group, Inc.  | Oct. newsletter, visitor guide, facebook advertising Nov.                            | Checking | 1,401.25  | 88,575.73  |
| Check                                  | 02/24/2017 | 100362 | Robin Faulk             | July-Sept. 2016 monthly consulting fees  | Checking | 9,999.99  | 98,575.72  |
| Check                                  | 02/24/2017 | 100363 | Strausberg Group, Inc.  | January 2017 monthly retainer  | Checking | 5,000.00  | 103,575.72 |
| Check                                  | 02/24/2017 | 100363 | Strausberg Group, Inc.  | December 2016 SEO management   | Checking | 2,000.00  | 105,575.72 |
| Check                                  | 02/24/2017 | 100363 | Strausberg Group, Inc.  | December 2016 PPC campaign management  | Checking | 2,500.00  | 108,075.72 |
| Check                                  | 02/24/2017 | 100363 | Strausberg Group, Inc.  | December 2016 Facebook Ads   | Checking | 1,000.00  | 109,075.72 |
| Check                                  | 02/24/2017 | 100363 | Strausberg Group, Inc.  | December 2016 Social Media Campaign  | Checking | 1,300.00  | 110,375.72 |
| Check                                  | 03/03/2017 | 100366 | Strausberg Group, Inc.  | Filed in Burbank and Blog webpages   | Checking | 9,027.95  | 119,403.67 |
| Check                                  | 03/22/2017 | 100373 | Strausberg Group, Inc.  | February 2017 Retainer   | Checking | 5,000.00  | 118,403.67 |
| Check                                  | 03/22/2017 | 100373 | Strausberg Group, Inc.  | January 2017 SEO Management:   | Checking | 2,000.00  | 120,403.67 |
| Check                                  | 03/22/2017 | 100373 | Strausberg Group, Inc.  | January 2017 PPC   | Checking | 2,500.00  | 122,903.67 |
| Check                                  | 03/22/2017 | 100373 | Strausberg Group, Inc.  | January 2017 Social Media Campaign   | Checking | 1,300.00  | 124,203.67 |
| Check                                  | 03/31/2017 | 100374 | Strausberg Group, Inc.  | Payment 1 of 2 for Social Media Influencer Campaign                                  | Checking | 1,000.00  | 125,203.67 |
| Check                                  | 04/28/2017 | 100377 | Strausberg Group, Inc.  | Nov-Apr. e-newsletter design   | Checking | 30,000.00 | 155,203.67 |
| Check                                  | 04/28/2017 | 100377 | Strausberg Group, Inc.  | March-April 2017 Retainer  | Checking | 1,500.00  | 156,703.67 |
| Check                                  | 04/28/2017 | 100377 | Strausberg Group, Inc.  | Feb-Mar 2017 SEO   | Checking | 10,000.00 | 168,703.67 |
| Check                                  | 04/28/2017 | 100377 | Strausberg Group, Inc.  | Feb-Mar 2017 PPC   | Checking | 4,000.00  | 170,703.67 |
| Check                                  | 04/28/2017 | 100377 | Strausberg Group, Inc.  | Feb-Mar 2017 Facebook ads  | Checking | 5,000.00  | 175,703.67 |
| Check                                  | 04/28/2017 | 100377 | Strausberg Group, Inc.  | Feb-Mar 2017 Social Media  | Checking | 2,000.00  | 177,703.67 |
| Check                                  | 04/28/2017 | 100377 | Strausberg Group, Inc.  | Website maintenance and layout change to About Us page                               | Checking | 2,800.00  | 180,503.67 |
| Check                                  | 04/28/2017 | 100377 | Strausberg Group, Inc.  | Oct-Dec 2016 Consulting Services   | Checking | 1,350.00  | 181,853.67 |
| Check                                  | 04/28/2017 | 100294 | Robin Faulk             |  | Checking | 9,999.99  | 191,853.66 |
| <b>Total 62500 - Consultants</b>       |            |        |                         |  |          |           |            |
| <b>64000 - Marketing</b>               |            |        |                         |  |          |           |            |
| <b>64020 - Advertising</b>             |            |        |                         |  |          |           |            |
| Check                                  | 07/29/2016 | 100309 | California Travel Media | 2016 CA Road Trips ad  | Checking | 12,500.00 | 12,500.00  |
| Check                                  | 09/07/2016 | 100317 | Time Inc.               | Visit CA website and e-newsletters   | Checking | 40,000.00 | 52,500.00  |
| Check                                  | 09/07/2016 | 100318 | Wayways                 | Sept 20' 6 Discover section ad   | Checking | 1,594.00  | 54,094.00  |
| Check                                  | 09/07/2016 | 100320 | Orange Coast            | Aug. 20' 6 ad  | Checking | 3,300.00  | 57,394.00  |
| Check                                  | 09/07/2016 | 100321 | Lamar Companies         | Airport Duramas Aug. and Sept. 2016  | Checking | 2,000.00  | 59,394.00  |
| Check                                  | 10/11/2016 | 100330 | Lamar Companies         | July and Sept. Airport Advertising   | Checking | 2,000.00  | 61,394.00  |
| Check                                  | 11/23/2016 | 100338 | KJC International       | Translation Fee for China Guide Ad   | Checking | 100.00    | 61,494.00  |
| Check                                  | 11/23/2016 | 100343 | Wayways                 | Nov/Dec. 2016 ad   | Checking | 1,594.00  | 63,088.00  |
| Check                                  | 11/23/2016 | 100345 | Lamar Companies         | Airport advertising (Jul., Sept., Oct., Nov.)  | Checking | 4,000.00  | 67,088.00  |

**Burbank Hospitality Association  
Profit & Loss Detail  
July 1, 2016 through June 15, 2017**

| Type                               | Date       | Num    | Name                                     | Memo   | Split    | Amount    | Balance    |
|------------------------------------|------------|--------|--|--|----------|-----------|------------|
| Check                              | 12/30/2016 | 100348 | Sojern Inc.                              | November digital marketing   | Checking | 5,000.00  | 72,068.00  |
| Check                              | 12/30/2016 | 100350 | Laima-Companies                          | December airport marketing dioramas                                  | Checking | 1,000.00  | 73,068.00  |
| Check                              | 02/24/2017 | 100356 | Sojern Inc.                              | Digital marketing Dec. 2016 and Jan. 2017                            | Checking | 10,000.00 | 83,068.00  |
| Check                              | 02/24/2017 | 100360 | Los Angeles Magazine                     | 1/2 page ad for LA Visitor Guide                                     | Checking | 7,500.00  | 90,568.00  |
| Check                              | 02/24/2017 | 100361 | California Travel Media                  | 2017 Visit California Guide ad                                       | Checking | 26,816.40 | 117,384.48 |
| Check                              | 03/22/2017 | 100369 | Time Inc.                                | January 2017 Digital newsletter                                      | Checking | 5,184.98  | 122,569.46 |
| Check                              | 03/22/2017 | 100369 | Face Communications                      | Feb. 2017 Southwest Airlines Magazine spread                         | Checking | 86,700.00 | 209,269.46 |
| Check                              | 03/22/2017 | 100370 | Sojern Inc.                              | February 2017 Digital ads  | Checking | 5,000.00  | 214,269.46 |
| Check                              | 04/28/2017 | 100378 | Los Angeles Tourism and Convention Board | 2017 China guide ad and digital ad package                           | Checking | 50,685.00 | 264,854.46 |
| Check                              | 04/28/2017 | 100293 | Taboola                                  | March 2017 digital ads   | Checking | 8,831.10  | 274,785.56 |
| Check                              | 06/07/2017 | 100383 | Sojern Inc.                              | March/April 2017 Digital Ads   | Checking | 10,000.00 | 284,785.56 |
| Check                              | 06/07/2017 | 100384 | Time Inc.                                | Feb., Mar., Apr. 2017 digital ads and dedicated newsletters          | Checking | 17,986.98 | 302,772.54 |
| Total 64020 - Advertising          |            |        |  |  |          |           |            |
| <b>64040 - Website</b>             |            |        |  |  |          |           |            |
| General Journal                    | 07/08/2016 | 148    | Leadgenix                                | PPC Advertising  | Checking | 2,250.00  | 2,250.00   |
| Deposit                            | 07/14/2016 |        | Leadgenix                                | Adjustment for June 2016 double payment                              | Checking | -250.00   | 2,000.00   |
| Deposit                            | 07/14/2016 |        | Leadgenix                                | Adjustment for June 2016 double payment                              | Checking | -2,000.00 | 0.00       |
| Check                              | 07/29/2016 | 100310 | Centro Inc.                              | Invoices 179304, 173823  | Checking | 21,480.57 | 21,480.57  |
| General Journal                    | 08/09/2016 | 169    | Leadgenix                                | PPC Advertising  | Checking | 2,250.00  | 23,730.57  |
| General Journal                    | 08/18/2016 | 177    | Leadgenix                                | PPC Advertising  | Checking | 6,500.00  | 30,230.57  |
| Check                              | 09/07/2016 | 100319 | Centro Inc.                              | Online advert sing-BidIntellect and Yahoo                            | Checking | 649.40    | 30,879.97  |
| General Journal                    | 09/09/2016 | 187    | Leadgenix                                | PPC Advertising  | Checking | 2,250.00  | 33,129.97  |
| Check                              | 10/11/2016 | 100328 | Centro Inc.                              | Q2 AND Q3 2016 digital ads (Expedia, BidIntellect, ThinkNear, Yahoo) | Checking | 21,229.45 | 54,359.42  |
| General Journal                    | 10/11/2016 | 193    | Leadgenix                                | PPC Advertising  | Checking | 2,250.00  | 56,609.42  |
| General Journal                    | 11/09/2016 | 198    | Leadgenix                                | PPC Advertising  | Checking | 2,250.00  | 58,859.42  |
| Check                              | 11/23/2016 | 100339 | Centro Inc.                              | September and October 2016 digital marketing                         | Checking | 33,946.73 | 92,806.15  |
| Total 64040 - Website              |            |        |  |  |          |           |            |
| <b>64060 - Social Media</b>        |            |        |  |  |          |           |            |
| General Journal                    | 07/01/2016 | 146    | Facebook                                 | Facebook Marketing   | Checking | 356.45    | 356.45     |
| General Journal                    | 07/20/2016 | 152    | Facebook                                 | Facebook Marketing   | Checking | 480.07    | 836.52     |
| General Journal                    | 07/20/2016 | 153    | Facebook                                 | Facebook Marketing   | Checking | 19.96     | 856.47     |
| General Journal                    | 08/01/2016 | 165    | Facebook                                 | Facebook Marketing   | Checking | 720.35    | 1,576.82   |
| General Journal                    | 08/01/2016 | 168    | Facebook                                 | Facebook Marketing   | Checking | 29.88     | 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                    | 09/12/2016 | 182    | Facebook                                 | Facebook Marketing   | Checking | 750.21    | 2,881.00   |
| General Journal                    | 09/27/2016 | 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 64060 - Social Media         |            |        |  |  |          |           |            |
| <b>64080 - Gift Card Promotion</b> |            |        |  |  |          |           |            |
| General Journal                    | 09/07/2016 | 183    | Giftcards.com                            | 2 Giftcards for Website Bookings Promo                               | Checking | 109.90    | 109.90     |

**Burbank Hospitality Association  
Profit & Loss Detail  
July 1, 2016 through June 15, 2017**

4:50 PM  
06/08/17  
Accrual Basis

| Type  | Date       | Num    | Name                                   | Memo  | Split          | Amount     | Balance           |                   |
|---|------------|--------|--|---|----------------|------------|-------------------|-------------------|
| General Journal                                     | 06/28/2016 | 184    | Giftcards.com                          | 7 Giftcards for Website Bookings Promo  | Checking       | 381.85     | 484.55            |                   |
| General Journal                                     | 10/12/2016 | 184    | Giftcards.com                          | 3 Giftcards for Website Bookings Promo  | Checking       | 184.85     | 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 | 219    | 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 | 226    | 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                                     | 03/29/2017 | 238    | Giftcards.com                          | 10 Giftcards for Website Bookings Promo   | Checking       | 549.50     | 1,813.35          |                   |
| General Journal                                     | 04/20/2017 | 250    | Giftcards.com                          | 5 Giftcards for Website Bookings Promo  | Checking       | 274.75     | 2,088.10          |                   |
| General Journal                                     | 04/20/2017 | 251    | GiftCardLab                            | 1 Giftcard for Website Bookings Promo   | Checking       | 55.95      | 2,144.05          |                   |
| <b>Total 64080 - Gift Card Promotion</b>            |            |        |  |   |                |            | <b>2,144.05</b>   | <b>2,144.05</b>   |
| Check   | 07/28/2016 | 100304 | Larry Hausen                           | Burbank Comedy Festival ad, Facebook ad, IPW brochure, stationary layout ad layout for Comedy and Film festival, Facebook ads | Checking       | 1,402.50   | 1,402.50          |                   |
| Check   | 09/07/2016 | 100322 | Larry Hausen                           | Reorder of pens, chapbooks, and bags  | Checking       | 295.00     | 1,697.50          |                   |
| Check   | 09/23/2016 | 100328 | The Corporate Gift Service             | Revised infographics for presentations  | Checking       | 5,663.30   | 7,360.80          |                   |
| Check   | 10/11/2016 | 100329 | Larry Hausen                           | Revised business cards and Brand USA ad   | Checking       | 135.00     | 7,495.80          |                   |
| Check   | 11/23/2016 | 100344 | Larry Hausen                           | 2017 Preferred Hotel Partnership Program (10 hotels)  | Checking       | 110.00     | 7,605.80          |                   |
| Check   | 02/24/2017 | 100355 | Universal Studios Inc                  |   | Checking       | 130,000.00 | 137,605.80        |                   |
| <b>Total 64000 - Marketing - Other</b>              |            |        |  |   |                |            | <b>137,605.80</b> | <b>137,605.80</b> |
| <b>Total 64000 - Marketing</b>                      |            |        |  |   |                |            | <b>539,794.04</b> | <b>539,794.04</b> |
| <b>65000 - Operations</b>                           |            |        |  |   |                |            |                   |                   |
| 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 project  | Checking       | 9,250.00   | 18,500.00         |                   |
| General Journal                                     | 03/22/2017 | 245    | HCareers Online                        | Posted Administrative Services RFP Online   | Checking       | 270.00     | 18,770.00         |                   |
| <b>Total 65010 - Books, Subscriptions Reference</b> |            |        |  |   |                |            | <b>18,770.00</b>  | <b>18,770.00</b>  |
| <b>65020 - Postage Mailing Service</b>              |            |        |  |   |                |            |                   |                   |
| Check   | 07/29/2016 | 100316 | YRC Freight                            | Delivery of trade show booth to event site  | Checking       | 461.34     | 461.34            |                   |
| General Journal                                     | 07/28/2016 | 155    | MailChimp                              | Costs for mailing monthly newsletter  | Checking       | 21.88      | 483.00            |                   |
| Check   | 08/02/2016 | 100314 | Certified Folder Display Service, Inc. | 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                                     | 09/29/2016 | 180    | MailChimp                              | Costs for mailing monthly newsletter  | Checking       | 20.00      | 587.34            |                   |
| General Journal                                     | 09/30/2016 | 206    | FedEx                                  | Delivery charges for print materials to IPW   | City Treasurer | 95.09      | 682.43            |                   |
| Check   | 10/11/2016 | 100333 | Certified Folder Display Service, Inc. | Cost to deliver visitor guides to office  | Checking       | 18.10      | 701.53            |                   |
| General Journal                                     | 10/31/2016 | 197    | MailChimp                              | Costs for mailing monthly newsletter  | Checking       | 20.00      | 721.53            |                   |
| Check   | 11/23/2016 | 100340 | Certified Folder Display Service, Inc. | Annual distribution of visitor guides   | Checking       | 20,792.48  | 21,514.01         |                   |
| General Journal                                     | 11/29/2016 | 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                                     | 01/31/2017 | 231    | MailChimp                              | Costs for mailing monthly newsletter  | Checking       | 30.00      | 21,604.01         |                   |
| General Journal                                     | 03/01/2017 | 246    | MailChimp                              | Costs for mailing monthly newsletter  | Checking       | 30.00      | 21,634.01         |                   |
| General Journal                                     | 03/23/2017 | 244    | MailChimp                              | Costs for mailing monthly newsletter  | Checking       | 65.00      | 21,699.01         |                   |
| General Journal                                     | 05/01/2017 | 254    | MailChimp                              | Costs for mailing monthly newsletter  | Checking       | 60.00      | 21,759.01         |                   |
| General Journal                                     | 05/30/2017 | 257    | MailChimp                              | Costs for mailing monthly newsletter  | Checking       | 30.00      | 21,789.01         |                   |

**Burbank Hospitality Association  
Profit & Loss Detail**

4:50 PM  
06/08/17  
Accrual Basis

July 1, 2016 through June 15, 2017

| Type                                   | Date       | Num    | Name             | Memo  | Split          | Amount    | Balance    |
|--|------------|--------|------------------|---|----------------|-----------|------------|
| General Journal                        | 05/31/2017 | 262    | YRC Freight      | Shipping Costs of Booth to IPW                          | Checking       | 855.00    | 22,644.01  |
| Total 65020 - Postage, Mailing Service |            |        |                  |   |                |           |            |
| Check                                  | 07/29/2016 | 100307 | Burbank Printing | printing of envelopes, IPW brochures, and CTN brochures | Checking       | 982.65    | 982.65     |
| Check                                  | 08/06/2017 | 100379 | Burbank Printing | Printing of brochures for IPW 2017                      | Checking       | 242.08    | 1,224.73   |
| Total 65030 - Printing and Copying     |            |        |                  |   |                |           |            |
| <b>65040 - Supplies</b>                |            |        |                  |   |                |           |            |
| General Journal                        | 07/08/2016 | 149    | Amazon           | Computer Dongle for Projector                           | Checking       | 21.74     | 21.74      |
| General Journal                        | 10/31/2016 | 207    | Staples          | Mail envelopes  | City Treasurer | 28.48     | 50.22      |
| Check                                  | 03/03/2017 | 100365 | Burbank Printing | Printing of envelopes with letterhead                   | Checking       | 143.33    | 193.55     |
| Total 65040 - Supplies                 |            |        |                  |   |                |           |            |
| <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       | 55.00     | 210.00     |
| Check                                  | 10/11/2016 | 100332 | aRes Travel Inc. | Booking Wedgel Fee on Dragonfest and CTN sites          | Checking       | 150.00    | 360.00     |
| General Journal                        | 10/17/2016 | 185    | 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                        | 12/16/2016 | 219    | Media Temple     | Administrative Website costs for domain changes         | Checking       | 55.00     | 525.00     |
| Check                                  | 12/30/2016 | 100351 | aRes Travel Inc. | Booking, wedgel and Facebook Tracking                   | 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 | aRes Travel Inc. | 2017 Booking Engine                                     | Checking       | 10,000.00 | 11,135.00  |
| General Journal                        | 03/08/2017 | 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  |
| General Journal                        | 04/17/2017 | 252    | Media Temple     | Administrative Website costs for domain changes         | Checking       | 55.00     | 11,485.00  |
| General Journal                        | 05/16/2017 | 255    | Media Temple     | Administrative Website costs for domain changes         | Checking       | 55.00     | 11,540.00  |
| Total 65070 - Website Maintenance      |            |        |                  |   |                |           |            |
| Total 65000 - Operations               |            |        |                  |   |                |           |            |
| <b>65060 - Salary Expenses</b>         |            |        |                  |   |                |           |            |
| General Journal                        | 07/31/2016 | 145    | City of Burbank  | July 2016 Staff Salary Expense                          | City Treasurer | 5,583.33  | 5,583.33   |
| General Journal                        | 08/31/2016 | 146    | City of Burbank  | August 2016 Staff Salary Expense                        | City Treasurer | 5,583.33  | 11,166.66  |
| General Journal                        | 09/30/2016 | 179    | City of Burbank  | July-September 2016 Staff Salary Expense                | City Treasurer | 33,532.50 | 44,699.16  |
| General Journal                        | 09/30/2016 | 145R   | City of Burbank  | Reverse of GJE 145 -- July 2016 Staff Salary Expense    | City Treasurer | -5,583.33 | 39,115.83  |
| General Journal                        | 09/30/2016 | 146R   | City of Burbank  | Reverse of GJE 146 -- August 2016 Staff Salary Expense  | City Treasurer | -5,583.33 | 33,532.50  |
| General Journal                        | 10/31/2016 | 202    | City of Burbank  | October Staff Salary Expense                            | City Treasurer | 11,177.50 | 44,710.00  |
| General Journal                        | 11/30/2016 | 203    | City of Burbank  | November Staff Salary Expense                           | City Treasurer | 11,177.50 | 55,887.50  |
| General Journal                        | 12/30/2016 | 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 | 23,628.94 | 90,693.94  |
| General Journal                        | 01/31/2017 | 215    | City of Burbank  | January Staff Salary Expense                            | City Treasurer | 11,177.50 | 101,870.84 |
| General Journal                        | 02/28/2017 | 235    | City of Burbank  | February Staff Salary Expense                           | City Treasurer | 11,177.50 | 113,048.34 |

**Burbank Hospitality Association  
Profit & Loss Detail  
July 1, 2016 through June 15, 2017**

4:50 PM  
06/08/17  
Accrual Basis

| Type   | Date       | Num    | Name                                     | Memo   | Split          | Amount    | Balance    |
|--|------------|--------|--|--|----------------|-----------|------------|
| General Journal  | 03/31/2017 | 206    | City of Burbank                          | March Staff Salary Expense                             | City Treasurer | 11,177.50 | 124,225.84 |
| General Journal  | 04/30/2017 | 249    | City of Burbank                          | April Staff Salary Expense                             | City Treasurer | 11,177.50 | 135,403.34 |
| General Journal  | 05/31/2017 | 264    | City of Burbank                          | May Staff Salary Expense                               | City Treasurer | 11,177.50 | 146,580.84 |
| Total 65060 - Salary Expenses 146,580.84 146,580.84            |            |        |  |  |                |           |            |
| <b>65100 - Other Types of Expenses</b>                         |            |        |  |  |                |           |            |
| <b>65120 - Insurance - Liability, D and O</b>                  |            |        |  |  |                |           |            |
| Check  | 03/31/2017 | 100375 | Philadelphia Insurance Companies         | 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  | 07/26/2016 | 100306 | Creative Talent Network, LLC.            | Sponsorship for 2016 CTNX Expo                         | Checking       | 50,000.00 | 50,000.00  |
| Check  | 09/23/2016 | 100323 | Committee For Yes on Measure B           | Contribution for Committee 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 Classic 2016 Sponsorship                           | Checking       | 10,000.00 | 140,000.00 |
| Check  | 03/22/2017 | 100387 | Burbank Community YMCA                   | 2016 Turkey Trot Sponsorship                           | Checking       | 5,000.00  | 145,000.00 |
| Check  | 06/07/2017 | 100382 | City of Burbank                          | 2017 Starlight Bowl Concert Series Sponsorship         | Checking       | 2,500.00  | 147,500.00 |
| Total 65130 - Sponsorships 147,500.00 147,500.00               |            |        |  |  |                |           |            |
| <b>65140 - Membership Dues</b>                                 |            |        |  |  |                |           |            |
| Check  | 07/29/2016 | 100308 | Los Angeles Tourism and Convention Board | 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 Marketing Association | 2017 Membership  | Checking       | 385.00    | 2,525.00   |
| Check  | 12/30/2016 | 100353 | US Travel Association                    | 2017 membership  | Checking       | 1,590.00  | 4,125.00   |
| Check  | 03/22/2017 | 100371 | Quest, Inc.                              | Annual membership to online database for meeting RFP's | Checking       | 18,483.00 | 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 Tour Hollywood       | Two Complimentary Tickets for Burbank Story Submission | Checking       | 96.00     | 96.00      |
| General Journal  | 07/19/2016 | 151    | Edible Arrangements                      | 'Get Well Soon' Arrangement for T. Garbhan             | Checking       | 115.69    | 211.69     |
| General Journal  | 10/07/2016 | 188    | UWF Credit Union                         | Fee for wire transfer for MTM registration             | Checking       | 45.00     | 256.69     |
| General Journal  | 12/29/2016 | 221    | Edible Arrangements                      | Get Well Soon Arrangement for M. Sweeney               | Checking       | 103.35    | 360.04     |
| General Journal  | 02/13/2017 | 232    | The Enchanted Florist                    | Condolence Flowers for B. Sorano                       | Checking       | 100.00    | 460.04     |
| Total 65160 - Other Costs 460.04 460.04                        |            |        |  |  |                |           |            |
| Total 65100 - Other Types of Expenses 176,669.57 176,669.57    |            |        |  |  |                |           |            |
| <b>66300 - Travel and Meetings</b>                             |            |        |  |  |                |           |            |
| <b>66310 - Conference, Convention, Meeting</b>                 |            |        |  |  |                |           |            |
| General Journal  | 07/06/2016 | 147    | Freeman                                  | Post IPRW Booth Breakdown                              | Checking       | 256.58    | 256.58     |
| General Journal  | 07/28/2016 | 154    | Travel and Tourism Marketing Association | August 2016 TTMA Luncheon (2)                          | Checking       | 100.00    | 356.58     |

**Burbank Hospitality Association  
Profit & Loss Detail  
July 1, 2016 through June 15, 2017**

4:50 PM  
06/09/17  
Accrual Basis

| Type  | Date       | Num    | Name                                      | Memo   | Split          | Amount   | Balance   |           |
|---|------------|--------|---|--|----------------|----------|-----------|-----------|
| Check   | 07/29/2016 | 100305 | Riverview Photography                     | Photographer for IPW   | Checking       | 750.00   | 1,106.58  |           |
| General Journal                               | 08/11/2016 | 170    | Collins College of Hospitality Management | Annual SoCal Visitor Industry Outlook Forum (2)                            | Checking       | 400.00   | 1,506.58  |           |
| General Journal                               | 08/25/2016 | 173    | Dino Rentos                               | 12 month storage costs   | Checking       | 1,800.00 | 3,306.58  |           |
| General Journal                               | 09/07/2016 | 185    | Brand USA                                 | Registration for WTM Brand USA Pavilion                                    | Checking       | 2,636.61 | 5,943.19  |           |
| General Journal                               | 09/12/2016 | 188    | Los Angeles Tourism and Convention Board  | China Ready Webinar (Chinese Millennials)                                  | Checking       | 25.00    | 5,968.19  |           |
| General Journal                               | 10/06/2016 | 192    | B-HOR International                       | Backlit booth signage for WTM  | Checking       | 195.00   | 6,163.19  |           |
| General Journal                               | 12/19/2016 | 220    | Hilton Garden Inn                         | Bi-Annual Joint Meeting location and refreshments                          | Checking       | 425.00   | 6,588.19  |           |
| General Journal                               | 01/18/2017 | 227    | Visit California                          | Visit California Outlook Forum Registration M. Hamzolan                    | Checking       | 7,987.19 | 14,575.38 |           |
| General Journal                               | 01/19/2017 | 228    | Visit California                          | Visit California Outlook Forum Registration R. Faulk                       | Checking       | 799.00   | 15,374.38 |           |
| General Journal                               | 01/19/2017 | 229    | Travel and Tourism Marketing Association  | February 2017 TTMA Luncheon (2)  | Checking       | 110.00   | 15,484.38 |           |
| General Journal                               | 02/28/2017 | 247    | City of Burbank                           | State of the City Luncheon (4)   | City Treasurer | 240.00   | 15,724.38 |           |
| General Journal                               | 03/16/2017 | 243    | US Travel Association                     | IPW 2017 Registration and Booth  | Checking       | 5,120.00 | 20,844.38 |           |
| General Journal                               | 05/19/2017 | 256    | Travel and Tourism Marketing Association  | June 2017 TTMA Luncheon (2)  | Checking       | 110.00   | 20,954.38 |           |
| General Journal                               | 05/22/2017 | 263    | US Travel Association                     | T. Gambian Registration Cost for IPW                                       | Checking       | 1,395.00 | 22,349.38 |           |
| General Journal                               | 05/24/2017 | 261    | Freeman                                   | Furniture and Carpet Rental for IPW Booth w/ Installation                  | Checking       | 1,113.49 | 23,462.87 |           |
| General Journal                               | 05/30/2017 | 259    | Hi-Tech Electric LLC                      | Electricity for IPW Trade Show Booth                                       | Checking       | 153.00   | 23,615.87 |           |
| General Journal                               | 25/30/2017 | 262    | Freeman                                   | Furniture Rental for IPW Booth w/ Installation                             | Checking       | 189.39   | 23,805.26 |           |
| Total 68310 - Conference, Convention, Meeting |            |        |   |  |                |          | 15,616.07 | 15,616.07 |
| <b>68320 - Travel</b>                         |            |        |   |  |                |          |           |           |
| General Journal                               | 08/29/2016 | 17     | Hollywood and Highlans Parking Structure  | M. Hamzolan Parking expense for LA Visitor Outlook Forum                   | Checking       | 12.00    | 15,628.07 |           |
| Check   | 10/11/2016 | 100336 | Tony Gambian                              | Plight for T. Gambian to attend WTM 2016                                   | Checking       | 1,216.32 | 16,844.39 |           |
| General Journal                               | 01/23/2017 | 230    | Bacara Resort                             | Hotel Stay M. Hamzolan for Visitor Outlook                                 | Checking       | 339.11   | 17,183.50 |           |
| General Journal                               | 03/02/2017 | 239    | Courtyard By Marriott Goleta              | R. Faulk hotel stay for Visit California Outlook Forum                     | Checking       | 311.10   | 17,494.60 |           |
| General Journal                               | 03/02/2017 | 240    | Bacara Resort                             | M. Hamzolan hotel fees for Visit California Outlook Forum                  | Checking       | 56.13    | 17,550.73 |           |
| General Journal                               | 03/16/2017 | 241    | Delta Air                                 | R. Faulk travel costs for IPW 2017   | Checking       | 815.76   | 18,366.49 |           |
| General Journal                               | 06/30/2017 | 260    | Omni Shoreham Washington DC               | Hotel for R. Faulk for IPW 2017  | Checking       | 1,482.80 | 19,849.29 |           |
| Total 68320 - Travel                          |            |        |   |  |                |          | 4,233.22  | 24,082.51 |
| <b>68330 - Reimbursement</b>                  |            |        |   |  |                |          |           |           |
| Check   | 07/28/2016 | 100311 | Tony Gambian                              | Reimbursement for IPW 2016   | Checking       | 1,422.09 | 25,504.60 |           |
| Check   | 07/29/2016 | 100312 | Robin Faulk                               | Reimbursements for 2016 NASC travel expenses, mileage and parking expenses | Checking       | 908.14   | 26,412.74 |           |
| Check   | 01/12/2017 | 100354 | Tony Gambian                              | WTM 2016 Reimbursement   | Checking       | 1,876.06 | 28,288.80 |           |
| Check   | 02/24/2017 | 100364 | Mary Hamzolan                             | Parking for February TTMA luncheon   | Checking       | 13.20    | 28,302.00 |           |
| Check   | 03/07/2017 | 100302 | Mary Hamzolan                             | Rental Car expense for Visitor Outlook Forum 2017 M. Hamzolan              | Checking       | 278.81   | 28,580.81 |           |
| Check   | 03/07/2017 | 100303 | Robin Faulk                               | Rental Car and meal expense for Visitor Outlook Forum 2017 R. Faulk        | Checking       | 297.68   | 28,878.49 |           |
| Check   | 03/22/2017 | 100372 | Robin Faulk                               | Mileage and refreshment reimbursement for first influencer tour            | Checking       | 27.26    | 29,155.75 |           |
| Total 68330 - Reimbursement                   |            |        |   |  |                |          | 4,824.26  | 33,980.01 |
| <b>68350 - Trade Show Booth</b>               |            |        |   |  |                |          |           |           |
| General Journal                               | 04/03/2017 | 253    | Dino Rentos                               | First Payment for Trade Show Booth Revisions                               | Checking       | 3,450.00 | 37,430.01 |           |
| General Journal                               | 05/08/2017 | 258    | Dino Rentos                               | Final Payment for Trade Show Booth Revisions                               | Checking       | 1,150.00 | 38,580.01 |           |
| Total 68350 - Trade Show Booth                |            |        |   |  |                |          | 4,600.00  | 43,180.01 |
| Total 88300 - Travel and Meetings             |            |        |   |  |                |          | 30,273.55 | 73,453.56 |

**Burbank Hospitality Association**  
**Profit & Loss Detail**  
 July 1, 2016 through June 15, 2017

4:50 PM  
 06/08/17  
 Accrual Basis

| Type                | Date | Num | Name | Memo | Split | Amount             | Balance            |
|---------------------|------|-----|------|------|-------|--------------------|--------------------|
| Total Expense       |      |     |      |      |       | 1,170,088.99       | 1,170,088.99       |
| Net Ordinary Income |      |     |      |      |       | <u>-219,181.58</u> | <u>-219,181.58</u> |
| Net Income          |      |     |      |      |       | <u>-219,181.58</u> | <u>-219,181.58</u> |

**POLICY NO. 2017-004**

**BURBANK HOSPITALITY ASSOCIATION  
CALIFORNIA PUBLIC RECORDS ACT RESPONSE PROCEDURES  
AND ELECTRONIC DOCUMENT RETENTION POLICY**

(Approved by the Board of Directors on \_\_\_\_\_, 2017)

**CALIFORNIA PUBLIC RECORDS ACT RESPONSE PROCEDURES**

The California Public Records Act (Government Code, section 6250 et seq.) grants California residents important rights to obtain access to records held by public agencies. Burbank Hospitality Association dba Visit Burbank ("BHA") adopts this policy to clarify how it will respond to requests for records under the Public Records Act when acting as the operator of the Burbank Tourism Business Improvement District or when it is otherwise legally obliged to comply with the Public Records Act. It does not apply to other activities of BHA.

1. All requests for public records shall be in writing on a form approved by the Board of Directors, unless the request is to review an agenda, agenda reports, or minutes of the BHA, the Burbank Tourism Business Improvement District's Management District Plan, or the BHA's operating agreement, which are available at the office of the BHA.
2. Administrative staff will respond to all requests as soon as possible after they are received, but not later than the 10-day period, or extensions thereof, provided by Government Code section 6253.
  - a. Administrative staff shall review each request and determine whether it seeks identifiable records and, if not, the administrative staff shall help the requestor identify records responsive to the request.
  - b. Administrative staff shall request all Directors who may have the records requested to search their files and report back to the administrative staff whether they have the records and, if so, when the records can be made available to the requestor.
  - c. Administrative staff shall respond to the requestor, advising him or her in writing of the availability of the documents, a description of the medium (paper, electronic format, etc.) and location of the records, and whether any are exempt from disclosure under the Public Records Act. As the Public Records Act requires, to the extent feasible, the administrative staff will provide suggestions to overcome any practical basis for denying access to the records sought.
  - d. If a request is made for copies of records, the administrative staff shall also advise the requestor of the estimated copying cost.
  - e. The person requesting the copies shall pay the charges for the requested copies established by BHA. At present those are: \$1.00 for the first page, \$.05 each additional page, \$.10 per page for Political Reform Act materials, CD's-\$5.00, DVD's \$10.00. The administrative staff shall not make the requested copies until a

deposit of the estimated copying cost is received and shall not release the copies until the actual copying cost is paid.

3. In accordance with the Public Records Act, the administrative staff will provide specific, identifiable records but will not research BHA records for particular types of information or analyze information which may be contained in public records.
4. Administrative staff will respond to requests for public records in accordance with the Public Records Act as the Act now exists or may hereafter be amended, and nothing in this Policy is intended nor shall it be construed to conflict with the terms of the Public Records Act.

# BURBANK HOSPITALITY ASSOCIATION

## REQUEST FOR PUBLIC RECORDS

Date requested: \_\_\_\_\_

Date required: \_\_\_\_\_

Please list each document, file, or record separately

I wish to

Review

Obtain copies of the following public records:

*I/We, the undersigned, request documents as indicated and agree to pay the Burbank Hospitality Association for copies at the rate of 25 cents per page (10 cents per page for documents requested pursuant to the Political Reform Act) when I receive or my representative receives them.*

Name/Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Phone Number: ( ) \_\_\_\_\_

Signature: \_\_\_\_\_

FAX Number: ( ) \_\_\_\_\_

Email: \_\_\_\_\_

### FOR INTERNAL USE ONLY

Approved  Denied

Signature: \_\_\_\_\_

Reason, if denied: \_\_\_\_\_

Disposition of Request: Documents/response provided on (date) \_\_\_\_\_

By:  Mail  Pick-up  FAX  Email  Delivered  Verbal  Phone

Comments: \_\_\_\_\_

Date Completed: \_\_\_\_\_

Staff Member(s): \_\_\_\_\_

Staff Time: \_\_\_\_\_

## **ELECTRONIC DOCUMENT RETENTION POLICY**

The Electronic Document Retention Policy of the Burbank Hospitality Association ("BHA") governs the retention of text messages, voicemail messages, social media posts, and email messages sent or received in the conduct of BHA business that is subject to the Public Records Act, as when it is acting as the operator of the Burbank Tourism Business Improvement District or when it is otherwise legally obliged to comply with the Public Records Act. It does not apply to other activities of BHA.

### **Definitions**

1. **Email Message:** An electronic communication sent and received via web mail or email client.
2. **Social Media:** Information posted to websites and applications that enable users to create and share content or to participate in social networking, including Facebook, Twitter, Instagram, Snapchat, and LinkedIn.
3. **Text Message:** An electronic, written communication sent and received via telephone or Internet connection.
4. **Voicemail Message:** An electronic, aural communication sent or received via telephone or Internet connection.

### **Text Messages, Voicemail Messages, and Social Media**

Text messages, voicemail messages, and social media posts not saved to an archive or a more permanent medium are intended to be ephemeral documents, not preserved in the ordinary course of business. Accordingly, they do not constitute disclosable public records, as that term is defined by Government Code section 6252, subdivision (e). BHA directors and administrative staff are not required to retain these electronic documents. Business done on behalf of BHA that requires the creation and preservation of records should be conducted in other media.

### **Email Messages**

1. Email messages sent or received by the BHA's server from the date this policy is adopted will be preserved for two years and made available for public inspection on the same terms as other BHA records.
2. Except as provided in point 3 below, BHA Directors and administrative staff are required to use (or copy to an address on) the BHA server for all email messages regarding matters of BHA business. Such email messages fall within point 1 above, i.e., they will be preserved for two years and made available for public inspection on the same terms as other BHA records.
3. BHA will continue to comply with Government Code § 54957.5 which deems to be a public record any document communicated to a majority of the Directors, whether at the same time or seriatim, with respect to an item of BHA business regardless of the means of that

communication, including via non-BHA email accounts. Directors are encouraged to forward such email messages not received via the BHA server nor copied to BHA's administrative staff or to an email address designated for that purpose so they can be preserved in the BHA's email retention system, relieving individual Directors of any duty to preserve such email messages or make them available for public inspection.

4. This policy applies only to the conduct of BHA business that is subject to the Public Records Act. It has no application to communications to or from Directors in their other public and private capacities or communications to or from BHA's administrative staff that are personal, private or otherwise not BHA business or to communications which affect BHA business not funded by Tourism Business Improvement District assessments or otherwise subject to the Public Records Act.

Ayes

Nos –

Abstain –

Absent –

---

Approved, Board Secretary



## Request for Proposals Visit Burbank Marketing Campaign Phase III

### Introduction

In 2011, the City of Burbank formed a Tourism Business Improvement District (T-BID) known as the Burbank Hospitality Association (BHA). The BHA operates as a destination marketing organization under the name of Visit Burbank.

Spearheaded by Burbank hoteliers and attractions, Visit Burbank is comprised of 18 hotels with 25 rooms or more. It is governed by a Board of Directors representing the diverse make-up of the Burbank hospitality industry.



Visit Burbank is requesting proposals from qualified marketing and design firms to evaluate the existing marketing campaign and develop Phase III. The goal is to increase hotel occupancy and continue to promote Burbank as a premier business and leisure destination.

Phase I of the marketing plan was launched in 2012. The first step was to host a series of focus groups determining Burbank's relative strengths and selling points. Feedback resulted in the adoption of the current tagline, "The Town Behind the Tinsel," based on the fact that Burbank is where the film and television industry rolls up its sleeves and gets down to the serious business of entertainment.

Phase II of the marketing plan was launched in 2015. A new marketing and design agency rebranded "The Town Behind the Tinsel" into a more contemporary look and feel that included a new website, logo, and comprehensive marketing campaign. 'See The Bigger Picture' became the new message to depict Burbank as the ultimate Southern California destination, close to many Los Angeles and Hollywood attractions, in the heart of the entertainment industry. The tagline and accompanying logo have been used on all marketing materials to date.

The entertainment-centric was and still is more relevant than ever, with award-winning TV shows, blockbuster motion pictures, studio tours, and live tapings all playing an important role in Burbank's economy.



Since 2012, Visit Burbank has created:

- A first-ever Burbank tourism website [www.visitburbank.com](http://www.visitburbank.com) complete with attractions, hotels, and a hotel room booking engine.
- A national print and digital ad campaign reaching over 40million people in 2016-2017.
- The Official Burbank Visitor's Guide, distributed throughout California.
- Concierge Map for hoteliers.
- Partnerships with web travel entities such as Travelzoo, Expedia, and TripAdvisor.
- Inclusion in the Universal Studios Hollywood Preferred Hotel Partnership Program with 10 Burbank hotels.
- Four different editorial spreads in national airline magazines including, *US Airways Magazine*, *Seaport Airlines Cloud 9 Magazine*, and twice in *Southwest Airlines in-flight magazine*.
- Sponsored and helped attract more overnight visitors to the following events: CTN Animation Expo, Starlight Bowl, The Burbank Beer Festival, Burbank International Film Festival, Burbank Comedy Festival, and Turkey Trot.

Visit Burbank anticipates entering into an annual contract with a marketing and design firm meeting the qualifications to take this branding strategy to the next level.

Visit Burbank will provide the funding for the consultant, and reserves the right to cancel this Request for Proposal (RFP), or to make adjustments to the RFP and in contracts subsequently negotiated based upon this RFP.



### Background

Visit Burbank is comprised of 18 hotels totaling 2,562 rooms and more 50,000 sq. ft. of meeting space.

Boasting hundreds of shops and restaurants, as well as popular neighborhoods such as Downtown Burbank, Magnolia Park, The Airport District, and Media District, Burbank offers tourists a glimpse of SoCal life. Additional city attractions include the Warner Bros. VIP Studio Tours, The Ellen DeGeneres Show, 30 AMC screens ranking in the top five of theatrical circuits nationwide, a regional shopping center, the nation's largest IKEA, hiking in the Verdugo Mountains, a golf course, and the Hollywood Burbank Airport with 77 flights per day

and 4.1 million passengers per year.

Adjacency to Universal Studios, Hollywood, the Rose Bowl, Dodgers Stadium, the Hollywood Bowl, and other legendary landmarks make Burbank the perfect launch point for daytrips throughout the region.

Current target markets include: California (outside the Los Angeles region), key feeder cities with direct flights into the Hollywood Burbank Airport include Sacramento, San Francisco, San Jose, Denver, Las Vegas, New York, Oakland, Phoenix, Portland, Salt Lake City, and Seattle; and international markets such as Canada, Australia, and South Korea.

### Marketing and Design Scope of Services

The consultant shall develop a comprehensive marketing and advertising plan that addresses the following:

1. Evaluate effectiveness of Phase II marketing campaign.
2. Develop next steps to promote Burbank as a premier business and leisure destination to regional, national, and international markets. Campaign should focus on digital marketing, video, internet, and social media influencer campaigns, etc.
3. Integrate return-on-investment (ROI) into new campaign. For example marketing initiative should be tied to an offer, as well as demonstrate sales potential.



4. Identify new reasons to attract visitors to Burbank, and define exact customer profile.
5. Work with hotel sales teams to identify multi-year strategies that increase overnight stays, especially during off-peak seasons. Propose creative tactics such as advertising campaigns and events.
6. Pinpoint untapped demographic and psychographic markets. Develop specific strategies to reach new markets.
7. Advise on specific trade shows to attend, and prepare timely materials.
8. Attract FAM tours domestically and internationally resulting in positive stories about Burbank and its amenities.
9. Capitalize on search engine optimization, apps, and other new digital media opportunities. Increase reach, access and internet visibility.
10. Develop strategy to target top meeting planners to attract conferences and special events.

### Specific Deliverables

The consultant shall develop a comprehensive portfolio that addresses, at a minimum, the following:

1. Develop strategy to quantify success on marketing campaign through initiatives that measure return on investment.
2. Next phase brand identity that includes but is not limited to a new advertising campaign, updated visitor destination guide, updated concierge map, website update/upgrade, and updates to additional collateral.
3. Develop tourism incentives that include package deals featuring Burbank hotels combined with airlines, attractions, and other amenities. Target: tour operators, travel agencies, and travel media.
4. Develop a strategy to promote Burbank as a meetings and special event destination. Target: meeting planners.
5. Enhance social media presence in Facebook, Twitter, Instagram, Pinterest, Youtube and other social media outlets as they arise. Integrate social media with [www.visitburbank.com](http://www.visitburbank.com) and other strategies to boost internet visibility.
6. Coordinate social media influencer campaigns with national and international influencers.
7. Build a feeder market strategy to increase traffic from cities with direct flights into the Hollywood Burbank Airport, including but not limited to airline publications, magazines, billboards, geo targeting, other internet-based tourism sites, and feeder markets in-airport dioramas.





2. Statement of Qualifications
3. Corporate resumes for consultant and sub-contractors (if any).
4. Relevant project experience for at least three (3) related projects.
5. Detailed narrative describing methodological approach.
6. Specific experience related to accountability and success metrics on previous projects.
7. Contact information for at least three (3) client references, along with examples of work performed for the client.
8. Detailed project budget, timeline, and estimated completion date.
9. Any additional materials Applicant wishes to include.



## GO BEHIND THE SCENES

Some of the industry's heavy hitters call this city home and their doors are open to you. Explore the back lots and sound stages of Warner Bros. Studios during a tour or be a part of a live TV audience for free!

[Tours](#) [Gifted](#)

### Selection Process

Proposals will be evaluated primarily on the following items, which are listed in no particular order:

- Qualifications and experience
- Overall budget
- Anticipated completion time
- References from past projects
- Responsiveness to the required components of the submittal
- Proposed marketing time-line

A selection committee comprised of BHA Board Members and staff will rank the proposals, and if necessary, arrange for qualifying applicants to present their proposals in person. BHA reserves the right to reject any proposal, or to require additional submittals from any applicant to clarify the information in the proposal.

**Schedule of Performance**

The schedule for this RFP process is as follows:

| Action   | Date          |
|--|---------------|
| RFP issued   | June 19, 2017 |
| Questions regarding RFP Due to City Liaison                | June 30, 2017 |
| Written responses to all questions issued by Visit Burbank | July 7, 2017  |
| Proposals Due to Visit Burbank Staff                       | July 21, 2017 |
| Interview Finalists  | TBD           |
| Award of Contract (tentative)                              | TBD           |