

Burbank Hospitality Association

2012 Annual Report



MOVIE STUDIOS & TOURS | LIVE TV SHOWS | TV TAPINGS
HOTELS | DOWNTOWN DISTRICTS | ARTS & ACTIVITIES



VisitBurbank.com



MUNICIPAL BUILDING

Table of Contents

Executive Statement.....	1
About	3
Tourism Impact	4
2012 in Review	5
Marketing and Branding.....	5
Conventions and Events.....	9
Trade Organizations	11
Budget	14
Board of Directors and Staff	17





Executive Statement

Dear Stakeholders and Tourism Partners,

The inaugural year of the Burbank Hospitality Association marks several firsts for the City of Burbank and its goal to remain competitive in the tourism industry.

It was the first time in the city's history to have its own tourism marketing organization, placing Burbank on the level of Santa Monica, Beverly Hills, Pasadena and Los Angeles. Like those cities, Burbank will now be at the helm of its visitor market destiny, with the tools and talent to pursue specific markets, demographics and tourism segments. Having its own tourism organization will also allow Burbank to react to new travel opportunities as they arise, manage its national reputation, and give voice to the emerging hospitality industry.

It was also a first to unite the city's unique amenities under one roof, combining the forces of Bob Hope Airport, the entertainment industry, hotels, restaurants and shopping districts directed towards a single goal – promoting Burbank as a first rate travel destination in order to increase overnight visits.

And it brought to the foreground what had only existed beforehand as an idea, the reality that Burbank is where Hollywood rolls up its sleeves and gets down to the serious business of entertainment. This unique and compelling selling point sets Burbank apart from its competitors, defines its glamor, and maximizes the national brand equity that has existed since the glory days of Laugh In and Johnny Carson, both taped in Burbank. The Hollywood-centric focus is more relevant today than ever, with award-winning TV shows, blockbuster motion pictures, studio tours and show tapings all playing an increasing role in Burbank's economy. That is why we selected the phrase "The Town Behind the Tinsel" as the positioning statement of the visitor marketing campaign.

The timing of the Burbank Hospitality Association's launch couldn't be better, with opportunities abound. With the harnessed energy of the Burbank Hospitality Association focused on elevating Burbank to the vanguard of visitor destinations nationwide, your participation as a tourism partner will be crucial in 2013.

We thank everyone who gave their commitment and support during our first year. We also look forward to future collaborations, and invite you to attend our monthly Board meetings.

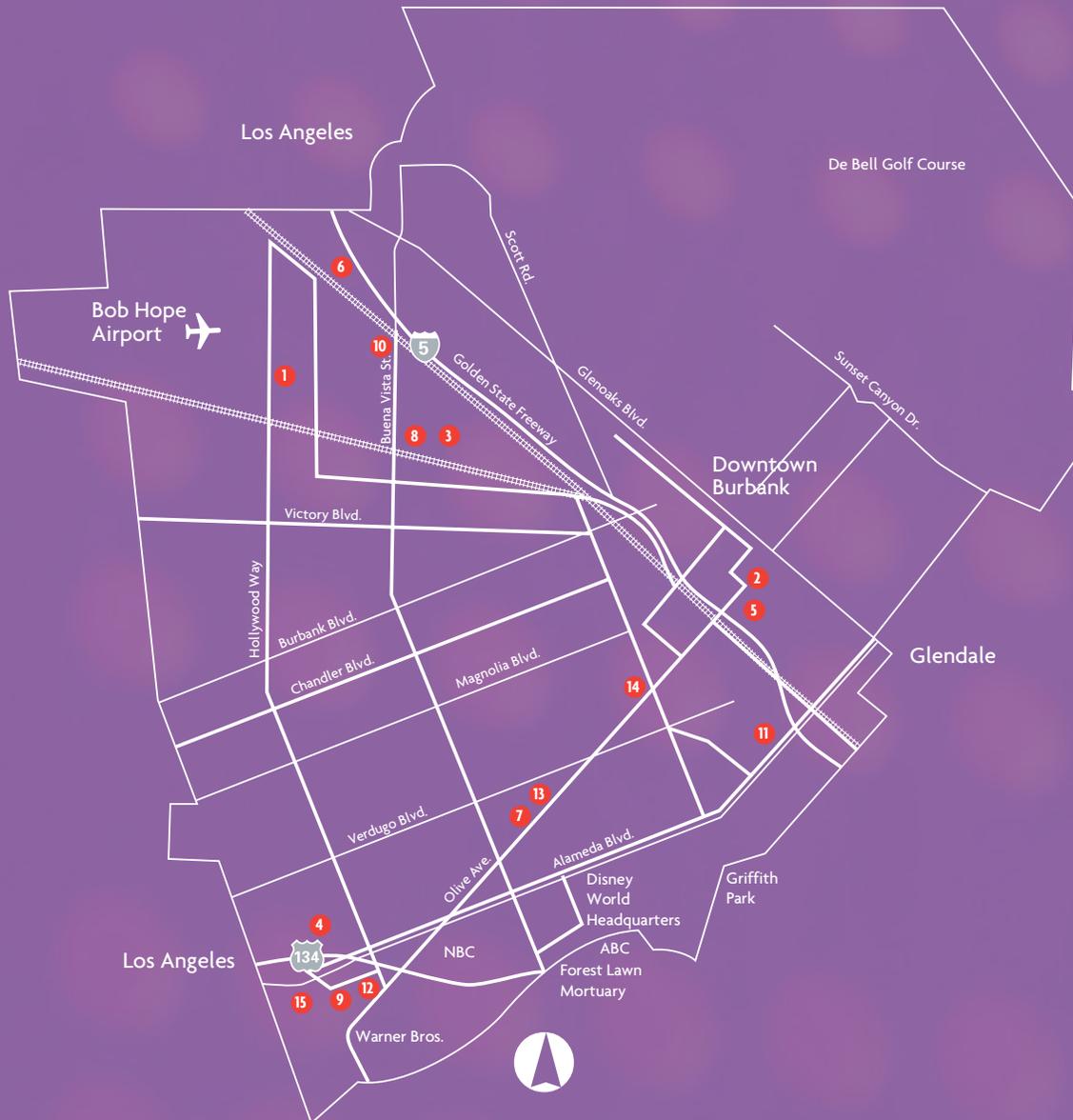
Sincerely,



Tom Whelan
Chair
Burbank Hospitality Association



Participating Hotels



- | | | |
|--|---|--|
| 1. Burbank Airport Marriott
2500 E. Hollywood Way | 6. Ramada Inn
2900 San Fernando | 11. Burbank Inn & Suites
180 W. Alameda |
| 2. Holiday Inn Downtown Burbank
150 E. Angeleno Avenue | 7. Coast Safari & Anabelle Hotels
1911 W. Olive Avenue | 12. Burbank Travel Lodge
112 N. Hollywood Way |
| 3. Courtyard Marriott
2100 Empire Avenue | 8. Extended Stay America
2200 Empire Avenue | 13. Burbank Extended Stay Inn
2021 W. Olive Avenue |
| 4. Hotel Amarano Burbank
322 Pass Avenue | 9. Best Western Media Inn & Suites
3910 Riverside Drive | 14. Portofino Olive Manor
924 W. Olive Avenue |
| 5. Residence Inn Marriott
321 S. First Street | 10. Quality Inn Motel
2255 Buena Vista Street | 15. Tangerine Motel
3901 Riverside Drive |



About

The Burbank Hospitality Association (BHA) is a nonprofit assessment district whose primary mission is to stimulate economic development through tourism. The purpose of this corporation is to promote Burbank tourism and improve the tourism business environment through the development and operation of a tourism improvement district and other programs and initiatives. Ratified by a 91.4% vote in October 2011, the BHA completed the first year of a five-year term in 2012. Funded by a 1% assessment on room nights at Burbank hotels with 25 or more rooms, the budget is projected at \$520,000 annually over five years.

The goal of the tourism marketing organization is to utilize funds to increase occupancy and promote Burbank as a premier business and leisure destination. A ripple effect is also anticipated in terms of safeguarding hospitality industry jobs, increasing sales at restaurants and retailers, expanding the general job market, and boosting attendance at arts and cultural events. The district boundaries will not be changing in the coming years.

Advantages Of Such A Nonprofit Assessment District

- ▶ *Allows for a concentrated, multi-year marketing strategy with the sole purpose of boosting the hotel occupancy rates while positioning Burbank as a national tourism destination.*
- ▶ *Provides a stable funding source for consistent tourism promotion efforts.*
- ▶ *Ensures accountability and focused returns on investment, with programs designed, created and governed by those who pay into the assessment.*



Top Domestic Markets for Air Travel



- | | | |
|------------------------|-----------------------|------------------------|
| 1. Denver, CO | 5. Phoenix/Mesa, AZ | 9. San Francisco, CA |
| 2. Las Vegas, NV | 6. Portland, OR | 10. San Jose, CA |
| 3. New York/Newark, NY | 7. Sacramento, CA | 11. Seattle/Tacoma, WA |
| 4. Oakland, CA | 8. Salt Lake City, UT | |

Tourism Impact

Visitor market numbers are staggering both nationwide and in the Los Angeles region. To put statistics in perspective, if Burbank succeeds in attracting just 1% of the \$14.7 billion spent by overnight visitors in the Los Angeles tourist market every year, it would result in a \$147 million influx to the Burbank economy annually.

- ▶ *Nationally, the travel industry generates \$1.9 trillion in economic output and supports 14.4 million jobs. (Source: U.S. Travel Association)*
- ▶ *The Los Angeles region is the 2nd largest travel market in the country (Source: Los Angeles Times)*
- ▶ *Total Visitors to Los Angeles County: 40.3 million*
- ▶ *Total Visitor-Related Spending: \$15.4 billion*
- ▶ *Overnight Visitor Spending: \$14.7 billion (Source: U.S. Department of Commerce, Office of Travel and Tourism Industries; TNS Global Travels America Survey; CIC Research)*
- ▶ *Domestic tourism within California will increase 1.9% in 2013 and 2.2% in 2014*
- ▶ *Stronger labor and housing markets, increased credit flows, and rising consumer confidence will support growth in leisure travel*
- ▶ *Visitor expenditures are expected to rise a healthy 6.4% in 2012 (Source: Tourism Economics, Visit California)*

2012 in Review

The first year of the BHA was devoted to establishing governance, staffing, and goals, as well as developing a tourism brand platform.

In crafting the tourism brand platform message strategy, the organization assembled more than 25 key Burbank stakeholders in discovery session focus groups and individual stakeholder interviews. Then, through analysis of a detailed Burbank destination audit and review of competing destinations, the BHA agreed on a brand message and communication strategy.

Marketing and Branding

- ▶ *Nationally recognized marketing firm, Agency 51, was unanimously selected by the Board in April 2012. This has resulted in the creation of the city's first ever visitor market identity, and imminent launch of a dedicated website, visitor and dining guide, and national advertising campaign set for spring 2013. The website will be designed to be "fluid" and expand and contract to best fit standard smartphone, tablet, and desktop computers, making it more accessible to travelers. Most importantly, the website will host a booking engine allowing visitors the opportunity to book a Burbank hotel room while on-site.*







SM

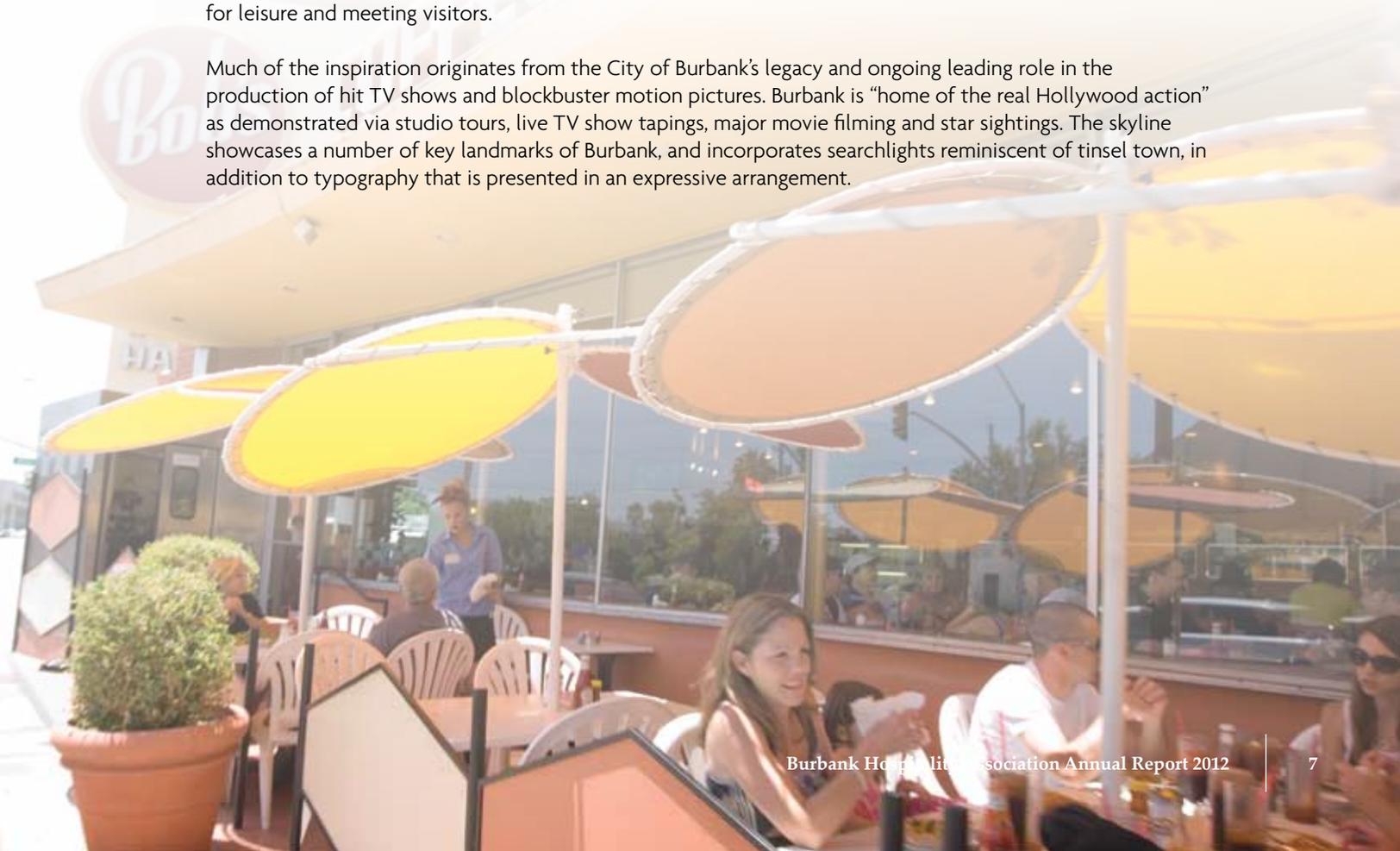
Burbank

the town behind the tinsel

About the New Logo

The trademark logo for the BHA graphically supports the destination's vision of delivering a unique experience for leisure and meeting visitors.

Much of the inspiration originates from the City of Burbank's legacy and ongoing leading role in the production of hit TV shows and blockbuster motion pictures. Burbank is "home of the real Hollywood action" as demonstrated via studio tours, live TV show tapings, major movie filming and star sightings. The skyline showcases a number of key landmarks of Burbank, and incorporates searchlights reminiscent of tinsel town, in addition to typography that is presented in an expressive arrangement.





Conventions and Events

The Burbank Hospitality Association was directly represented as a sponsor or in attendance at the following tourism marketing events in 2012:

▶ **The Fourth Annual Tourism Conference, May 16, 2012**

The Orange County Visitors Association presented this annual conference in recognition of the essential role travel and tourism plays. The benefit for the Burbank Hospitality Association was networking with the more than 300 industry leaders in attendance.

▶ **Creative Talent Network Animation Expo, November 16 – 18, 2012**

The only event of its kind dedicated to the traditional and digital worlds of animation, the CTN eXpo annually attracts thousands of animators from all over the world. The BHA supported the growth of this unique Burbank show with a \$5,000 sponsorship, in turn creating the possibility for visibility via cross-marketing, promotional hotel offers, website links with Burbank Bob Hope Airport and Warner Bros. VIP Tours, citywide shuttle services, and a spot promoting Burbank during the event.

▶ **Third Annual Turkey Trot 5K / 10K Run**

More than two thousand men, women and children lace up their shoes on Thanksgiving morning and gather in Downtown Burbank to participate in the annual Turkey Trot 5K/10K Run. Now in its third year and growing rapidly, the event promotes a positive, healthful image of Burbank throughout the region. The 2012 attendance increased over 30% compared to 2011. The BHA supported the event with a \$5,000 sponsorship for cross-marketing, hotel and attraction website links, and logo placement on promotional materials.



Presented by
The Creative Talent Network

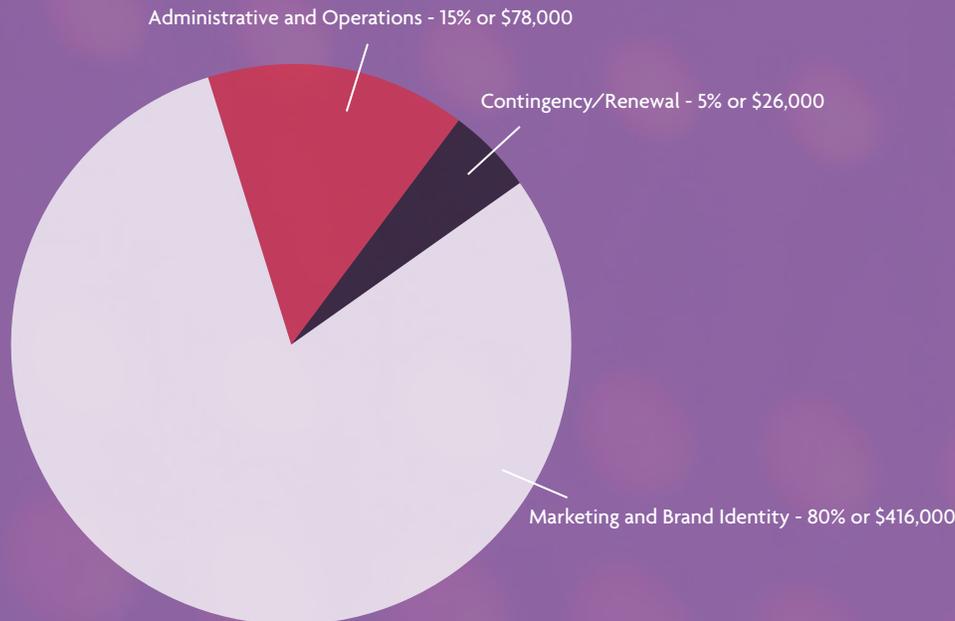
CTN animation eXpo

www.CTNANIMATIONEXPO.com

Burbank, CA
Marriott Convention Center

Total Budget: \$520,000

Annual operating expenses are projected as follows, with the lion's share devoted to promoting Burbank as a destination:



Budget

Marketing and Brand Identity

Eighty percent of the budget, approximately \$416,000, is allocated annually to marketing initiatives themed around promoting Burbank hotels and amenities as a tourist, event, and meeting destination. Activities in this category include internet marketing, print ads, television coverage, radio ads, attendance at trade shows, familiarization tours, production of collateral promotional materials such as brochures, flyers and maps, and lead generation designed to attract tourists and group events to the city.

Administrative and Operations

Fifteen percent of the budget, or approximately \$78,000, will be allocated towards administrative and operational expenses. This includes staffing, insurance, costs of incorporation, and other administrative expenses associated with implementing marketing and branding activities.

Contingency / Renewal

Five percent of the budget, or approximately \$26,000, will be held in a contingency fund. If at the expiration of the organization there are contingency/renewal funds remaining, those funds may be put towards the cost of renewing the BHA. If the organization is not renewed, any remaining funds will be spent consistent with this plan, or returned to the assessed hotels in equal proportions to the amount of assessment each hotel paid.

Assessment Structure

The Tourism Business Improvement District annual assessment rate is 1% of gross short term room rental revenue per night for lodging businesses. Stays of 30 or more consecutive calendar days which are prepaid by the guest will be exempt.

2013 Opportunities

On the table for 2013 are the following initiatives under consideration by the Board:

▶ **LA Times Travel Show Expo, February 22-24, 2013**

A three-day event that includes a dedicated Industry Conference for Trade Professionals and features hundreds of exhibitors, panels with leading travel experts, entertainment and travel choices, making it the Los Angeles Times Travel Show the must-attend Southern California travel event of the year for travel enthusiasts and professionals.

▶ **CTN eXpo 2013**

The Creative Talent Network is already gearing up for the upcoming 2013 Creative Talent Network eXpo taking place November 15-17, 2013. Room blocks are being reserved with Burbank hotels to accommodate even more ambitious animators and enthusiastic exhibitors. The BHA hopes to collaborate again with a designated shuttle service and more cross-promotions.

▶ **Cavalia's Odysseo**

From the makers of Cavalia, the newest production Odysseo is making its debut in California starting in February 2013. The BHA is looking forward to considering sponsorship opportunities and partnerships with Cavalia all in the hopes of increasing overnight room stays with Burbank hotels and increasing domestic air travel through the Burbank Bob Hope Airport.

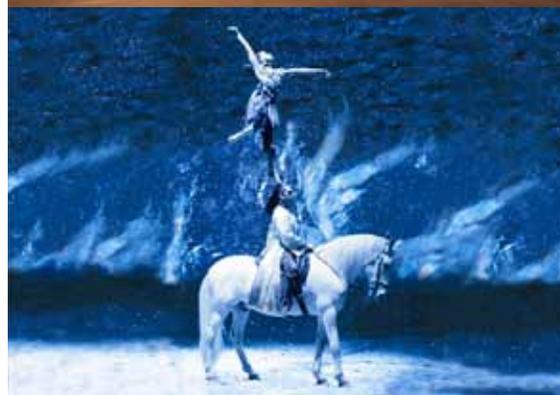
▶ **International Pow Wow**

The International Pow Wow is the travel industry's international marketplace and the largest generator of travel to the U.S.A. More than 70 countries conduct business negotiations that result in the generation of millions of dollars spent on tourism. The BHA will also consider having representation from the BHA available to meet and create those partnerships for a strong future as a destination.

Trade Organizations

To expand outreach to new visitor markets, the BHA has joined the following organizations:

- ▶ Los Angeles Tourism & Convention Board
- ▶ US Travel Association
- ▶ NTA – National Tour Association
- ▶ CA Visit California



Los Angeles
TOURISM & CONVENTION BOARD

U.S. TRAVEL
ASSOCIATION



california
FIND YOURSELF HERE



Looking Ahead

The BHA – known to the tourism industry as “Visit Burbank” – has been working “behind the scenes” to create a solid foundation for the marketing of Burbank as an overnight destination.

The official Visit Burbank website will launch this spring, featuring a responsive website design that will make it easy for visitors to explore Burbank from their desktop, laptop, tablet or Smartphone. Built to destination marketing industry best practices, the Drupal site features a dynamic content management system with Google Analytics, Google Maps, an online hotel reservation engine, and social media integration. In addition to being a “one-stop shop” for Burbank visitor information, VisitBurbank.com will offer one of the best sources for visitors looking for television and talk show tapings.

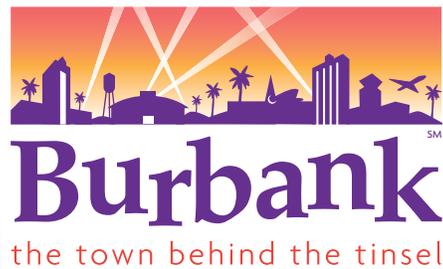
An integrated national print and online ad campaign focusing on direct flight markets through the Burbank Bob Hope Airport will launch just in time for the summer vacation season, and Burbank visitors will also be able to access Visit Burbank’s inaugural visitor and dining guide print publications.

Downtown Burbank Partnership

As opportunities to promote Downtown Burbank arise, the Board will collaborate closely with the Downtown Burbank Partnership (DBP). The DPB has been promoting retail, dining, and events in Downtown for ten years. The collaboration will lead to a stronger awareness of Downtown Burbank as a tourist destination and assist the BHA in communicating its marketing and brand strategy. New opportunities for involvement will arise as programs are further developed.

Economic Development Team

A division of the City of Burbank, the Economic Development Team strives for excellence in business attraction, expansion, retention, marketing, training and collaboration. The Team focuses on promoting retail, entertainment, dining, office and residential amenities, and on creating a compelling brand identity for the city. Their goal is to strategically position Burbank as competitive regional hub for business, residents and visitors. The BHA will seek out partnerships with the Economic Development Team in order to brand Burbank as a destination and attract new conventions, attractions, and events.



Income Statement 10/2011 - 9/2012

ORDINARY INCOME/EXPENSE

Income

001 · Assessments-City Treasurer	467,004.11
002 · Interest	2,217.89
003 · Salary Holdings	<u>50,249.97</u>
Total Income	<u>519,471.97</u>

GROSS PROFIT

519,471.97*

Expense

60900 · Business Expenses	
60920 · Business Registration Fees	<u>850.00</u>
Total 60900 · Business Expenses	850.00

62100 · Contract Services	
62110 · Accounting Fees	<u>10.00</u>
Total 62100 · Contract Services	10.00

62500 · Consultants	82,442.00
65000 · Operations	
65020 · Postage, Mailing Service	56.00
65040 · Supplies	<u>577.44</u>
Total 65000 · Operations	633.44

65060 · Salary Expenses	16,749.99
65100 · Other Types of Expenses	
65120 · Insurance - Liability, D and O	4,994.00
65130 · Sponsorships	5,000.00
65100 · Other Types of Expenses - Other	<u>505.00</u>
Total 65100 · Other Types of Expenses	10,499.00

68300 · Travel and Meetings	
68310 · Conference, Convention, Meeting	380.00
68300 · Travel and Meetings - Other	<u>158.08</u>
Total 68300 · Travel and Meetings	538.08

Total Expense	<u>111,722.51</u>
----------------------	--------------------------

Net Ordinary Income	<u>407,749.46</u>
----------------------------	--------------------------

NET INCOME	<u>407,749.46</u>
-------------------	--------------------------

** Actual assessments collected for 2012 equates to \$598,000. City of Burbank's Finance Department collects and records assessments with a one-month delay. This delay accounts for the difference in assessments collected and recorded.*

Balance Sheet Ending 9/30/2012

ASSETS

Current Assets	
Checking/Savings	
Checking	59,111.25
City Treasurer	348,633.21
Savings	<u>5.00</u>
Total Checking/Savings	<u>407,749.46</u>
Total Current Assets	<u>407,749.46</u>

TOTAL ASSETS 407,749.46

LIABILITIES & EQUITY

Equity	
32000 · Unrestricted Net Assets	58,054.23
Net Income	<u>349,695.23</u>
Total Equity	<u>407,749.46</u>

TOTAL LIABILITIES & EQUITY 407,749.46

Statement of Cash Flows 10/2011 - 9/2012

OPERATING ACTIVITIES

Net Income	407,749.46
Net cash provided by Operating Activities	<u>407,749.46</u>
Net cash increase for period	<u>407,749.46</u>

CASH AT END OF PERIOD 407,749.46



2012 Burbank Hospitality Association Board of Directors and Staff

Executive Committee

Tom Whelan, Hotel Amaranco
Tony Garibian, Coast Anabelle and Safari Inn
Michael Swaney, Residence Inn by Marriott
Rosa Gutierrez, Courtyard by Marriott

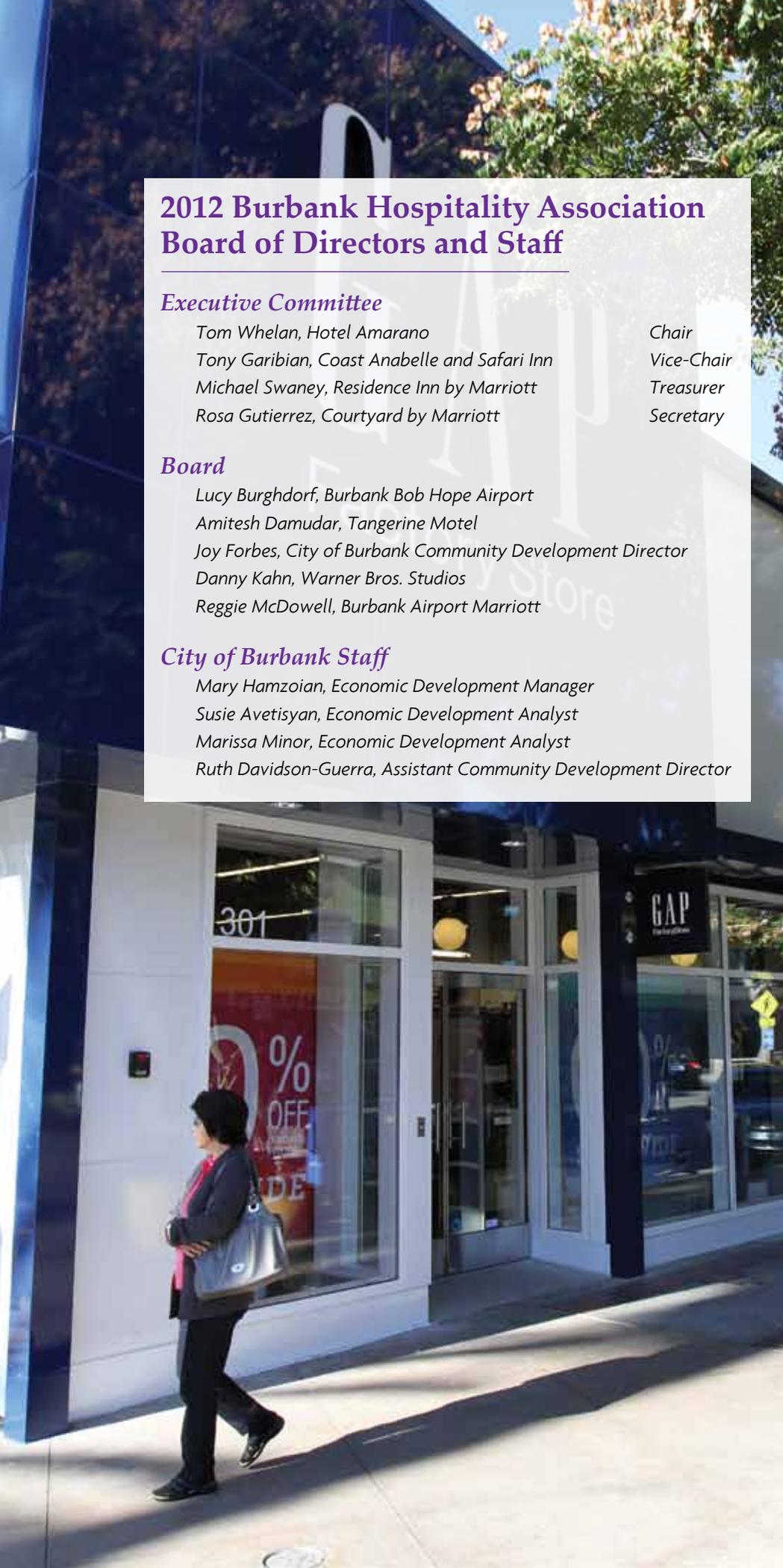
Chair
Vice-Chair
Treasurer
Secretary

Board

Lucy Burghdorf, Burbank Bob Hope Airport
Amitesh Damudar, Tangerine Motel
Joy Forbes, City of Burbank Community Development Director
Danny Kahn, Warner Bros. Studios
Reggie McDowell, Burbank Airport Marriott

City of Burbank Staff

Mary Hamzoian, Economic Development Manager
Susie Avetisyan, Economic Development Analyst
Marissa Minor, Economic Development Analyst
Ruth Davidson-Guerra, Assistant Community Development Director





Burbank Hospitality Association

150 North Third Street, 2nd Floor
Burbank, CA 91502

Telephone: 818.238.5180
Web: www.visitburbank.com

