

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

**Thursday, March 9, 2017 - 12:00 P.M.**

Hilton Garden Inn  
401 S San Fernando Blvd.  
Burbank, CA 91502

**A. ROLL CALL**

**B. ANNOUNCEMENTS**

**C. PUBLIC COMMENT**

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

**D. RESPONSE TO PUBLIC COMMENT**

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

**E. BROWN ACT TRAINING**

The Board will receive Brown Act Training from their General Counsel.

**F. APPROVAL OF MINUTES**

**ACTION ITEM**

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

**G. TREASURER'S REPORT**

**ACTION ITEM**

The Board will consider approval of the February 10, 2017 – March 9, 2017 treasurer's report.

**H. Event Sponsorships**

**ACTION ITEM**

The following organizations will present event sponsorship opportunities for The Board's consideration: Flappers Comedy Club in the amount \$20,000; The Burbank International Film Festival in the amount of \$20,000; and Burbank On Parade in the amount of \$10,000.

**I. Professional Pathway Program**

The Burbank Adult School will present the Professional Pathway Program to seek input from the hospitality industry as it relates to skillsets and job preparation for students.

**J. 2017 International Pow Wow and Trade Show Booth**

**ACTION ITEM**

The Board will consider attending the 2017 International Pow Wow Conference and possible trade show booth options.

- K. Request For Proposal (RFP)** **ACTION ITEM**  
Staff will present an RFP for The Board's consideration for hiring administrative services.
- L. Board Approved Expenditures** **ACTION ITEM**  
The Board will consider transferring \$40,000 from the holding account to cover pre-approved ongoing consultant expenses in the amount of \$23,300 and advertising expenses in the amount of \$8,300. The remaining funds will maintain the checking account with a balance of no less than \$50,000 to cover ongoing monthly Board approved expenditures.
- M. 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, APRIL 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 James Fitzpatrick, Courtyard by Marriott, <b>Secretary</b> Tom Flavin, Burbank Chamber of Commerce Tony Garibian, Coast Anabelle and Safari Inn, <b>Chair</b> Danny Kahn, Warner Bros. Studio Tours Hollywood Patrick Prescott, Community Development Director (ex-officio) Alan Puana, Universal Studios Hollywood Richard Sandoval, Burbank Airport Marriott, <b>Vice-Chair</b> Bernadette Soriano, Springhill Suites (non-voting member) Michael Swaney, Residence Inn by Marriott, <b>Treasurer</b> Steve Tarn, Hilton Garden Inn Burbank Tom Whelan, Hotel Amarano	Simone McFarland, Asst. Community Development Director  Mary Hamzoian, Economic Development Manager  Susie Avetisyan, Economic Development Analyst  Marissa Minor, Economic Development Analyst  <b><u>Consultant</u></b>  Robin Faulk, Marketing Consultant

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

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



**BURBANK HOSPITALITY ASSOCIATION BOARD MEETING**  
**Minutes for the Meeting of February 9, 2017 - 3:00 P.M.**  
**Coast Anabelle Hotel**  
**2011 W Olive Avenue, Studio B**  
**Burbank, CA 91506**

Members Present: Lucy Burghdorf, Burbank Bob Hope Airport  
James Fitzpatrick, Courtyard by Marriott, **Secretary**  
Tom Flavin, Burbank Chamber of Commerce  
Tony Garibian, Coast Anabelle and Safari Inn, **Chair**  
Alan Puana, Universal Studios Hollywood  
Michael Swaney, Residence Inn by Marriott, **Treasurer**  
Steve Tarn, Hilton Garden Inn  
Tom Whalen, Hotel Amarano

Members Absent: Danny Kahn, Warner Bros. Studio Tours Hollywood  
Patrick Prescott, CDD Director (ex-officio)  
Bernadette Soriano, SpringHill Suites  
Richard Sandoval, Burbank Airport Marriott, **Vice-Chair**

Department Key Staff: Simone McFarland, Community Development Dept.  
Susie Avetisyan, Community Development Dept.  
Marissa Minor, Community Development Dept.  
Robin Faulk, Marketing Consultant

The Burbank Hospitality Association (BHA) Board Closed Session Meeting was called to order at 3:00 p.m. on Thursday, February 9, 2017.

**A. Roll Call**

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

Conference with legal counsel pursuant to Government Code section 54956.9(e)(1) to discuss facts and circumstances that might result in litigation against the Association but which the Association believes are not yet known to potential plaintiffs and which do not need to be disclosed. The meeting adjourned at 3:40 p.m.

Adjournment to  
**Burbank Hospitality Association, Inc.**  
**Board Meeting**  
**Thursday, February 9, 2017 – 3:30 P.M.**

The Burbank Hospitality Association (BHA) Board Meeting was called to order at 3:45 p.m. on Thursday, February 9, 2017.

**C. Roll Call**

**D. Public Comment**

No members of the public were present.

**E. Approval of Minutes**

**ACTION ITEM**

The following meeting minutes were approved as written: October 12, 2016; December 15, 2016; December 16, 2016; January 12, 2017; January 23, 2017; January 31, 2017; and an amendment to the September 14, 2016 minutes that was previously requested by Lucy Burghdorf to state that she recused herself and left the room during the Committee for Yes on Measure B discussion. Steve Tarn made a motion to approve, second by Tom Whelan. Susie Avetisyan led a formal approval by roll call. All voting Board Members that were present approved the motion.

**F. Treasurer's Report**

**ACTION ITEM**

Michael Swaney presented the Treasurer's Report for October 13, 2016 through February 9, 2017. To date, the balance sheet represented assets equaling \$1,123,276. Mr. Tarn made a motion to approve, second by Ms. Burghdorf. Ms. Avetisyan led a formal approval by roll call. All voting Board Members that were present approved the motion.

**G. Staffing Services Presentation and Request For Proposal (RFP) For Staff Support Services**

**ACTION ITEM**

Simone McFarland began the staffing services presentation explaining that not all board members may be as familiar with every aspect of staff services provided by the City of Burbank and the time commitments.

Ms. Avetisyan detailed all the administrative services currently provided to the BHA which include:

- Monthly agenda preparation;
- Accounting;
- Legal/ review of contracts;
- Insurance renewals/ tax preparation;
- Assessment collection;
- Annual report preparation; and
- District renewal.

The marketing and advocacy services currently provided include:

- Implementation of the Management District Plan;
- Project and consultant management;
- Destination development;
- Marketing, advertising, and brand development; and
- Research trends and analytical data.

The annual cost to the BHA for these staff services approved in the Management District Plan is \$134,130, or approximately 17% of the operating budget.



The presentation also proposed a reduction in those services if City staff were no longer responsible for the administrative duties of the organization. These changes were in response to the recommendations from City Council from the December 20, 2016 council meeting. City staff would no longer be responsible for the following:

- Monthly agenda preparation;
- Accounting;
- Legal/ review of contracts; and
- Insurance renewals/ tax preparation.

The BHA Board agreed that it would be necessary to direct staff to prepare an RFP for the administrative services mentioned above. In addition to this RFP, the BHA asked for the creation of two other RFP's. The second will be for marketing and advocacy services currently provided by City staff, and the third will be an all-encompassing RFP for administrative and marketing/advocacy services. Staff would draft the three RFP's to be reviewed at the next board meeting. Tom Flavin announced that the Burbank Chamber of Commerce may be submitting an RFP for the administrative services functions, and therefore, he will be recusing himself from this topic. Mr. Tarn made a motion to direct staff to create three separate RFP's, second by Mr. Whelan. Ms. Avetisyan led a formal approval by roll call. All voting Board Members that were present approved the motion, with one recusal from Mr. Flavin.

**H. Establishment Of Ad Hoc Advisory Committee**

**ACTION ITEM**

Ms. Avetisyan presented Resolution 2017-001 as created by the BHA's legal counsel. This Resolution will establish an ad hoc advisory committee charged with overseeing the work of general counsel and developing recommendations for the Board in response to recent actions of the Burbank City Council taken in light of the December 20, 2016 staff report from the City Attorney. Mr. Tarn made a motion to approve, second by Mr. Whelan. Ms. Avetisyan led a formal approval by roll call. All voting Board Members that were present approved the motion.

**I. Ongoing Operational Issues**

**ACTION ITEM**

Ms. Avetisyan requested \$150,000 to be transferred from the BHA Treasurer's Account to the BHA checking account to pay upcoming consulting expenses in the amount of \$12,000, legal fees in the amount of \$5,000, and advertising expenses in the amount of \$89,700, which includes an \$86,700 invoice for an approved editorial spread in Southwest Airlines Magazine. The remaining funds will maintain the checking account with a balance of no less than \$50,000. Mr. Whelan made a motion for approval, second by Jim Fitzpatrick. Ms. Avetisyan led a formal approval by roll call. All voting Board Members that were present approved the motion.

**J. Future Agenda Items**

Ms. Avetisyan reminded the BHA that they will receive Brown Act Training by their legal Counsel during the March 9<sup>th</sup> meeting. In addition to the training, staff will present the draft RFP's for the Board's consideration and three local

organizations will present event sponsorship opportunities. Ms. Avetisyan suggested if the Board would like to discuss all items during one meeting, or hold a special meeting for the Brown Act Training. The Board reached a consensus to hold one longer board meeting. Mr. Tarn volunteered to hold the meeting at the Hilton Garden Inn on March 9<sup>th</sup> at 12:00pm to allow time for all agenda items.

The T-BID will reconvene with the next regularly scheduled Board Meeting on March 9, 2017, at the Hilton Garden Inn located at 401 S. San Fernando Blvd. The meeting adjourned at 4:30 p.m.

## Burbank Hospitality Association

## Profit &amp; Loss

February 10 through March 9, 2017

	Feb 10 - Mar 9, 17
Ordinary Income/Expense	
Income	
001 - Assessments-City Treasurer	29,378.65
46400 - Other Types of Income	
46410 - Checking Account Interest	4.71
Total 46400 - Other Types of Income	4.71
Total Income	29,383.36
Gross Profit	29,383.36
Expense	
62100 - Contract Services	
62110 - Accounting Fees	140.00
62140 - Legal Fees	5,015.68
Total 62100 - Contract Services	5,155.68
62500 - Consultants	24,827.94
64000 - Marketing	
64020 - Advertising	44,316.48
64080 - Gift Card Promotion	219.80
64000 - Marketing - Other	130,000.00
Total 64000 - Marketing	174,536.28
65000 - Operations	
65040 - Supplies	143.33
65070 - Website Maintanance	10,055.00
Total 65000 - Operations	10,198.33
65060 - Salary Expenses	11,177.50
65100 - Other Types of Expenses	
65160 - Other Costs	100.00
Total 65100 - Other Types of Expenses	100.00
68300 - Travel and Meetings	
68330 - Reimbursement	589.69
Total 68300 - Travel and Meetings	589.69
Total Expense	226,585.42
Net Ordinary Income	-197,202.06
Net Income	-197,202.06



**Burbank Hospitality Association**  
**Balance Sheet**  
As of March 9, 2017

	Mar 9, 17
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Checking	73,921.81
City Treasurer	923,804.49
Savings	5.00
Total Checking/Savings	997,731.30
Other Current Assets	
005 - Market Value Adjustments	-1,310.03
33000 - City Treasurer's Investments	3,091.06
Total Other Current Assets	1,781.03
Total Current Assets	999,512.33
<b>TOTAL ASSETS</b>	<b>999,512.33</b>
<b>LIABILITIES &amp; EQUITY</b>	
Equity	
32000 - Unrestricted Net Assets	1,125,908.27
Net Income	-126,395.94
Total Equity	999,512.33
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>999,512.33</b>

# Burbank Hospitality Association

## Profit & Loss Detail

### July 1, 2016 through March 9, 2017

Type	Date	Num	Name	Memo	Clr	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	50,682.15	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	29,378.65	685,209.89
<b>Total 001 - Assessments-City Treasurer</b>								
							685,209.89	685,209.89
<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
<b>Total 002 - Interest - City Treasurer</b>								
							6,877.17	6,877.17
<b>004 - Oracle Accruals</b>								
General Journal	07/31/2016	213		Oracle Accruals for June-August 2016		City Treasurer	-75,257.58	-75,257.58
General Journal	08/31/2016	214		Oracle Accruals for June-August 2016		City Treasurer	-40,938.40	-116,195.98
<b>Total 004 - Oracle Accruals</b>								
							-116,195.98	-116,195.98
<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
<b>Total 46410 - Checking Account Interest</b>								
							22.68	22.68
<b>Total 46400 - Other Types of Income</b>								
							22.68	22.68
<b>47200 - Program Income</b>								
<b>47220 - aRes Contributions</b>								
Deposit	07/26/2016	52527	aRes Travel Inc.	Income from aRes attraction bookings		Checking	119.31	119.31
Deposit	08/07/2016	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

# Burbank Hospitality Association

## Profit & Loss Detail

### July 1, 2016 through March 9, 2017

Type	Date	Num	Name	Memo	Cir	Split	Amount	Balance	
Deposit	10/28/2016	53659	aRes Travel Inc.	Income from aRes attraction bookings		Checking	36.03	430.78	
Deposit	01/27/2017	54708	aRes Travel Inc.	Income from aRes attraction bookings		Checking	68.09	498.87	
Deposit	01/27/2017	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	
Total 47220 - aRes Contributions									
Total 47200 - Program Income									
Total Income									
Gross Profit								579.11	579.11
Expense									
60900 - Business Expenses								579.11	579.11
Check	09/23/2016	100325	United States Trea...	2015 tax return filing fee			576,492.87	576,492.87	
Total 60900 - Business Expenses									
62100 - Contract Services								10.00	10.00
62110 - Accounting Fees								10.00	10.00
Check	10/07/2016	100327	Turner, Warren, Hw...	2015 tax returns	Checking		10.00	10.00	
Check	02/24/2017	100357	Turner, Warren, Hw...	2016 1099's preparation			1.595.00	1,595.00	
Total 62110 - Accounting Fees									
62140 - Legal Fees								1.735.00	1,735.00
Check	02/24/2017	100356	Colantuono, Highs...	Legal services for January 2017	Checking		5,015.68	5,015.68	
Total 62140 - Legal Fees									
Total 62100 - Contract Services									
62500 - Consultants									
Check	07/29/2016	100304	Larry Hausen	Burbank Comedy Festival ad, Facebook ad, IPW brochure, stationary layout	Checking		1,402.50	1,402.50	
Check	07/29/2016	100313	Strausberg Group, I...	Newsletter template, April SEO, website translation, web maintenance and reporting	Checking		10,125.00	11,527.50	
Check	09/07/2016	100322	Larry Hausen	ad layout for Comedy and Film festival, Facebook ads	Checking		295.00	11,822.50	
Check	09/23/2016	100324	Strausberg Group, I...	May/June SEO, website revisions, Q3 digital campaign, newsletter buildout, reporting	Checking		13,975.00	25,797.50	
Check	10/11/2016	100329	Larry Hausen	Revised infographics for presentations	Checking		135.00	25,932.50	
Check	10/11/2016	100331	Strausberg Group, I...	July and Aug. Website Maint. and newsletter design and management	Checking		6,163.00	32,095.50	
Check	10/11/2016	100335	Robin Faulk	Jan-Jun 2016 monthly consulting costs	Checking		19,999.98	52,095.48	
Check	11/23/2016	100344	Larry Hausen	Revised business cards and Brand USA ad	Checking		110.00	52,205.48	
Check	12/30/2016	100346	Strausberg Group, I...	Marketing Budget and Ad Plan for 16-17	Checking		20,000.00	72,205.48	
Check	12/30/2016	100347	Strausberg Group, I...	November and December retainers	Checking		10,000.00	82,205.48	
Check	12/30/2016	100347	Strausberg Group, I...	November SEO Management	Checking		2,000.00	84,205.48	
Check	12/30/2016	100347	Strausberg Group, I...	Sept. & Oct. Web Maint.	Checking		1,111.50	85,316.98	
Check	12/30/2016	100347	Strausberg Group, I...	November PPC	Checking		2,500.00	87,816.98	
Check	12/30/2016	100347	Strausberg Group, I...	October Social Media camp.	Checking		1,300.00	89,116.98	
Check	12/30/2016	100347	Strausberg Group, I...	Oct. newsletter, visitor guide, facebook advertising Nov.	Checking		1,401.25	90,518.23	
Check	02/24/2017	100362	Robin Faulk	July-Sept. 2016 monthly consulting fees	Checking		9,999.99	100,518.22	
Check	02/24/2017	100363	Strausberg Group, I...	January 2017 monthly retainer	Checking		5,000.00	105,518.22	



# Burbank Hospitality Association Profit & Loss Detail July 1, 2016 through March 9, 2017

Type	Date	Num	Name	Memo	Clr	Split	Amount	Balance
Check	02/24/2017	100363	Strausberg Group, I...	December 2016 SEO management		Checking		107,518.22
Check	02/24/2017	100363	Strausberg Group, I...	December 2016 PPC campaign management		Checking	2,000.00	110,018.22
Check	02/24/2017	100363	Strausberg Group, I...	December 2016 Facebook Ads		Checking	1,000.00	111,018.22
Check	02/24/2017	100363	Strausberg Group, I...	December 2016 Social Media Campaign		Checking	1,300.00	112,318.22
Check	03/03/2017	100366	Strausberg Group, I...	Filed in Burbank and Blog webpages		Checking	3,027.95	115,346.17
Total 62500 - Consultants								115,346.17
64000 - Marketing								
64020 - Advertising								
Check	07/29/2016	100309	California Travel M...	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	Westways	Sept 2016 Discover section ad		Checking	1,584.00	54,084.00
Check	09/07/2016	100320	Orange Coast	Aug. 2016 ad		Checking	3,300.00	57,384.00
Check	09/07/2016	100321	Lamar Companies	Airport Dioramas Aug. and Sept. 2016		Checking	2,000.00	59,384.00
Check	10/11/2016	100330	Lamar Companies	July and Sept. Airport Advertising		Checking	2,000.00	61,384.00
Check	11/23/2016	100338	KJC International	Translation Fee for China Guide Ad		Checking	2,000.00	63,384.00
Check	11/23/2016	100343	Westways	Nov/Dec. 2016 ad		Checking	100.00	63,484.00
Check	11/23/2016	100345	Lamar Companies	Airport advertising (Jul., Sept., Oct., Nov.)		Checking	1,584.00	65,068.00
Check	12/30/2016	100348	Sojern Inc.	November digital marketing		Checking	4,000.00	69,068.00
Check	12/30/2016	100350	Lamar Companies	December airport marketing dioramas		Checking	5,000.00	74,068.00
Check	02/24/2017	100358	Sojern Inc.	Digital marketing Dec. 2016 and Jan. 2017		Checking	1,000.00	75,068.00
Check	02/24/2017	100360	Los Angeles Magaz...	1/2 page ad for LA Visitor Guide		Checking	10,000.00	85,068.00
Check	02/24/2017	100361	California Travel M...	2017 Visit California Guide ad		Checking	7,500.00	92,568.00
Total 64020 - Advertising								117,384.48
64040 - Website								
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	07/28/2016	100310	Centro Inc.	Invoices 170304, 173623		Checking	21,480.57	21,480.57
General Journal	08/08/2016	169	Leadgenix	PPC Advertising		Checking	2,250.00	23,730.57
General Journal	08/18/2016	177	Leadgenix	PPC Advertising		Checking	2,250.00	25,980.57
Check	09/07/2016	100319	Centro Inc.	Online advertising-Bidtellect and Yahoo		Checking	6,500.00	32,480.57
General Journal	09/09/2016	187	Leadgenix	PPC Advertising		Checking	649.40	33,129.97
Check	10/11/2016	100328	Centro Inc.	Q2 AND Q3 2016 digital ads (Expedia, Bidtellect, ThinkNear, Yahoo)		Checking	2,250.00	35,379.97
General Journal	10/11/2016	193	Leadgenix	PPC Advertising		Checking	21,229.45	56,609.42
General Journal	11/09/2016	199	Leadgenix	PPC Advertising		Checking	2,250.00	58,859.42
Check	11/23/2016	100339	Centro Inc.	September and October 2016 digital marketing		Checking	2,250.00	61,109.42
Total 64040 - Website								92,806.15
64060 - Social Media								
General Journal	07/01/2016	146	Facebook	Facebook Marketing		Checking	356.45	356.45
General Journal	07/20/2016	152	Facebook	Facebook Marketing		Checking	480.07	836.52
General Journal	07/20/2016	153	Facebook	Facebook Marketing		Checking	19.95	856.47
General Journal	08/01/2016	165	Facebook	Facebook Marketing		Checking	720.35	1,576.82
General Journal	08/01/2016	166	Facebook	Facebook Marketing		Checking	29.86	1,606.68
General Journal	08/01/2016	167	Facebook	Facebook Marketing		Checking	89.43	1,696.11

# Burbank Hospitality Association

## Profit & Loss Detail

July 1, 2016 through March 9, 2017

Type	Date	Num	Name	Memo	Clr	Split	Amount	Balance
General Journal	08/01/2016	168	Facebook	Facebook Marketing		Checking		1,704.56
General Journal	09/01/2016	181	Facebook	Facebook Marketing		Checking	8.45	2,130.79
General Journal	09/21/2016	182	Facebook	Facebook Marketing		Checking	426.23	2,881.00
General Journal	09/27/2016	190	Facebook	Facebook Marketing		Checking	750.21	3,633.23
General Journal	10/03/2016	191	Facebook	Facebook Marketing		Checking	752.23	3,929.81
General Journal	11/01/2016	198	Facebook	Facebook Marketing		Checking	296.58	4,249.67
General Journal	12/01/2016	217	Facebook	Facebook Marketing		Checking	319.86	4,465.50
Total 64060 - Social Media								
64080 - Gift Card Promotion								
General Journal	09/07/2016	183	Giftcards.com	2 Giftcards for Website Bookings Promo		Checking		109.90
General Journal	09/26/2016	184	Giftcards.com	7 Giftcards for Website Bookings Promo		Checking	109.90	494.55
General Journal	10/12/2016	194	Giftcards.com	3 Giftcards for Website Bookings Promo		Checking	384.65	659.40
General Journal	10/24/2016	196	Giftcards.com	2 Giftcards for Website Bookings Promo		Checking	164.85	769.30
General Journal	12/14/2016	218	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	109.90	934.15
General Journal	01/19/2017	226	Giftcards.com	2 Giftcards for Website Bookings Promo		Checking	54.95	1,044.05
General Journal	02/15/2017	233	Giftcards.com	4 Giftcards for Website Bookings Promo		Checking	109.90	1,263.85
Total 64080 - Gift Card Promotion								
64000 - Marketing - Other								
Check	02/24/2017	100355	Universal Studios Inc.	2017 Preferred Hotel Partnership Program (10 hotels)		Checking	1,263.85	130,000.00
Total 64000 - Marketing - Other								
Total 64000 - Marketing								
65000 - Operations								
65010 - Books, Subscriptions, Reference								
Check	11/23/2016	100341	Tourism Economics	Final payment for tourism impact report		Checking	9,250.00	9,250.00
Check	12/30/2016	100352	Tourism Economics	payment for first 50% of project		Checking	9,250.00	18,500.00
Total 65010 - Books, Subscriptions, Reference								
65020 - Postage, Mailing Service								
Check	07/29/2016	100316	YRC Freight	Delivery of trade show booth to event site		Checking	18,500.00	461.34
General Journal	07/29/2016	155	MailChimp	Costs for mailing monthly newsletter		Checking	461.34	483.00
Check	08/02/2016	100314	Certified Folder Dis...	Delivery Charge to receive 2 boxes of visitor guides		Checking	21.68	492.34
General Journal	08/29/2016	172	MailChimp	Costs for mailing monthly newsletter		Checking	9.34	567.34
General Journal	09/29/2016	180	MailChimp	Costs for mailing monthly newsletter		Checking	75.00	587.34
General Journal	09/30/2016	206	FedEx	Delivery charges for print materials to IPW		Checking	20.00	682.43
Check	10/11/2016	100333	Certified Folder Dis...	Cost to deliver visitor guides to office		City Treasurer	95.09	701.53
General Journal	10/31/2016	197	MailChimp	Costs for mailing monthly newsletter		Checking	19.10	721.53
Check	11/23/2016	100340	Certified Folder Dis...	Annual distribution of visitor guides		Checking	20.00	21,514.01
General Journal	11/29/2016	201	MailChimp	Costs for mailing monthly newsletter		Checking	20,792.48	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



# Burbank Hospitality Association Profit & Loss Detail July 1, 2016 through March 9, 2017

Type	Date	Num	Name	Memo	Clr	Split	Amount	Balance
Total 65020 - Postage, Mailing Service								
Check	07/29/2016	100307	Burbank Printing	printing of envelopes, IPW brochures, and CTN brochures	Checking		21,604.01	21,604.01
Total 65030 - Printing and Copying								
General Journal	07/08/2016	149	Amazon	Computer Dongle for Projector				
Check	09/23/2016	100326	The Corporate Gift ...	Reorder of pens, chapsticks, and bags	Checking		21.74	21.74
General Journal	10/31/2016	207	Staples	Mail envelopes	Checking		5,683.30	5,683.04
Check	03/03/2017	100365	Burbank Printing	Printing of envelopes with letterhead	City Treasurer		28.48	5,713.52
Total 65040 - Supplies								
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
Check	09/16/2016	189	Media Temple	Administrative Website costs for domain changes	Checking		55.00	210.00
General Journal	10/11/2016	100332	aRes Travel Inc.	Booking widget Fee on Dragonfest and CTN sites	Checking		150.00	360.00
General Journal	10/17/2016	195	Media Temple	Administrative Website costs for domain changes	Checking		55.00	415.00
General Journal	11/16/2016	200	Media Temple	Administrative Website costs for domain changes	Checking		55.00	470.00
Check	12/16/2016	219	Media Temple	Administrative Website costs for domain changes	Checking		55.00	525.00
General Journal	12/30/2016	100351	aRes Travel Inc.	Booking widget 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
Check	02/16/2017	234	Media Temple	Administrative Website costs for domain changes	Checking		55.00	1,135.00
Total 65070 - Website Maintenance								
Total 65000 - Operations								
65060 - Salary Expenses								
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		23,628.34	90,693.34
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
Total 65060 - Salary Expenses								
65100 - Other Types of Expenses								
65130 - Sponsorships								
Check	07/29/2016	100306	Creative Talent Net...	Sponsorship for 2016 CTNX Expo	Checking		50,000.00	50,000.00
Check	09/23/2016	100323	Committee For Yes...	Contribution for Committee for Yes on Measure B	Checking		50,000.00	100,000.00



# Burbank Hospitality Association Profit & Loss Detail July 1, 2016 through March 9, 2017

Type	Date	Num	Name	Memo	Clr	Split	Amount	Balance
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
Total 65130 - Sponsorships								140,000.00
<b>65140 - Membership Dues</b>								
Check	07/29/2016	100308	Los Angeles Touris...	2016 Membership Dues		Checking	500.00	500.00
Check	11/23/2016	100337	US Travel Associati...	2017 membership		Checking	1,640.00	2,140.00
Check	11/23/2016	100342	Travel and Tourism...	2017 Membership		Checking	395.00	2,535.00
Check	12/30/2016	100353	US Travel Associati...	2017 membership		Checking	1,590.00	4,125.00
Total 65140 - Membership Dues								4,125.00
<b>65160 - Other Costs</b>								
General Journal	07/15/2016	150	Warner Bros. Studi...	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. Garibian		Checking	115.69	211.69
General Journal	10/07/2016	186	UME Credit Union	Fee for wire transfer for WTM registration		Checking	45.00	256.69
General Journal	12/29/2016	221	Edible Arrangements	Get Well Soon Arrangement for M. Swaney		Checking	103.35	360.04
General Journal	02/13/2017	232	The Enchanted Flor...	Condolence Flowers for B. Soriano		Checking	100.00	460.04
Total 65160 - Other Costs								460.04
Total 65100 - Other Types of Expenses								144,585.04
<b>68300 - Travel and Meetings</b>								
<b>68310 - Conference, Convention, Meeting</b>								
General Journal	07/06/2016	147	Freeman	Post IPW Booth Breakdown		Checking	256.58	256.58
General Journal	07/28/2016	154	Travel and Tourism...	August 2016 TTMA Luncheon (2)		Checking	100.00	356.58
Check	07/29/2016	100305	Riverview Photogra...	Photographer for IPW		Checking	750.00	1,106.58
General Journal	08/11/2016	170	Collins College of H...	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 Touris...	China Ready Webinar (Chinese Millennials)		Checking	25.00	5,968.19
General Journal	10/05/2016	192	B-FOR International	Backlit booth signage for WTM		Checking	185.00	6,153.19
General Journal	12/19/2016	220	Hilton Garden Inn	Bi-Annual Joint Meeting location and refreshments		Checking	425.00	6,578.19
General Journal	01/18/2017	227	Visit California	Visit California Outlook Forum Registration M. Hamzolan		Checking	799.00	7,377.19
General Journal	01/19/2017	228	Visit California	Visit California Outlook Forum Registration R. Faulk		Checking	799.00	8,176.19
General Journal	01/19/2017	229	Travel and Tourism...	February 2017 TTMA Luncheon (2)		Checking	110.00	8,286.19
Total 68310 - Conference, Convention, Meeting								8,296.19
<b>68320 - Travel</b>								
General Journal	08/29/2016	171	Hollywood and High...	M. Hamzolan Parking expense for LA Visitor Outlook Forum		Checking	12.00	12.00
Check	10/11/2016	100336	Tony Garibian	Flight for T. Garibian to attend WTM 2016		Checking	1,216.32	1,228.32
General Journal	01/23/2017	230	Bacara Resort	Hotel Stay M. Hamzolan for Visitor Outlook		Checking	339.11	1,567.43
Total 68320 - Travel								1,567.43
<b>68330 - Reimbursement</b>								
Check	07/29/2016	100311	Tony Garibian	Reimbursement for IPW 2016		Checking	1,422.09	1,422.09
Check	07/29/2016	100312	Robin Faulk	Reimbursements for 2016 NASC travel expenses, mileage and parking expenses		Checking	909.14	2,331.23

**Burbank Hospitality Association**  
**Profit & Loss Detail**  
 July 1, 2016 through March 9, 2017

Type	Date	Num	Name	Memo	Clr	Split	Amount	Balance
Check	01/12/2017	100354	Tony Garibian	WTM 2016 Reimbursement		Checking	1,876.06	4,207.29
Check	02/24/2017	100384	Mary Hamzolian	Parking for February TTMA Luncheon		Checking	13.20	4,220.49
Check	03/07/2017	100302	Mary Hamzolian	Rental Car expense for Visitor Outlook Forum 2017 M. Hamzolian		Checking	278.81	4,499.30
Check	03/07/2017	100303	Robin Faulk	Rental Car and meal expense for Visitor Outlook Forum 2017 R. Faulk		Checking	297.68	4,796.98
Total 68330 - Reimbursement								4,796.98
Total 68300 - Travel and Meetings								14,660.60
Total Expense								798,399.32
Net Ordinary Income								-221,906.45
Net Income								-221,906.45



## Summary & Statistics of 2016 Burbank Comedy Festival

### 2016 Festival in Review

	2015	2016	Growth
ATTENDEES:	2550	2700	25%
COMEDIANS:	262	287	8%
INDUSTRY	120	150	20%
STUDENTS	203	220	7%
BUSINESS SPONSORS	10	16	25%
WEB TRAFFIC	4 million	7 million	33%
HOTEL Nights BOOKED	40	57	30%

Hotel Widget: 19 room nights, 897 searches

- Facebook Engagements were up 82.3% Total Impressions increased by 69%
- 2 Million Impressions on our Facebook page up from 1 million in July
- YouTube – Viewership Up 2000 % Because we posted hundreds of Videos.
- Facebook Videos garnered 110K total views up from 1000 total views the month before





## Your Sponsorship Helped us Reach Over 7 Million Impressions

- ✓ We advertised with:
  - ✓ Geo-targeted Digital Media
    - ✓ Celebrity Podcasts | over 721,000 downloads
    - ✓ Facebook/Instagram videos – 185% increase in engagement
    - ✓ Facebook | Boosted Posts – 387,000 reach | 97,602 engagement
    - ✓ Pandora | targeted online ads – over 5,000 clicks | 124,611 unique visitors
  - ✓ Regional Media
    - ✓ Pandora | targeted online ads – over 5,000 clicks | 124,611 unique visitors
    - ✓ KLOS | radio ads, Two freeway billboard ads, social media/online ads | 14,494 online impressions
    - ✓ La Weekly | print, email blast, & social media
  - ✓ Collateral Promotion
    - ✓ Posters on Downtown Business & Magnolia Park
    - ✓ Magnolia Blvd Banner at Hollywood Way (next to Porto's)
    - ✓ T-Shirts
    - ✓ Programs
  - ✓ We generated substantial press through:
    - ✓ LA Times | Burbank Leader | Glendale News Press
    - ✓ LA Weekly
    - ✓ We Like LA
    - ✓ LAist
    - ✓ Los Angeles Daily News
    - ✓ Heidi & Frank | KLOS
    - ✓ Uncle Joe's Garage & Andy and Gina in the Morning | The Sound
    - ✓ Hollywood Reporter – Live Streaming Interviews with Kel Mitchell, Christopher Titus, and Kate Flannery
    - ✓ Time Out
    - ✓ Facebook & Twitter



## Celebrity Podcasts

Out of all of our advertising channels, the celebrity comedian podcasts proved to be 2016's stand-out innovation.

### RESULTS:

- Ticket sales | approx. 15% of total attendance, including out-of-state guests
- Over 700,000 total downloads
- Built foundation of monthly podcast shows at Flappers
- Led to "Smile Train" which brought Sarah Silverman, Andy Richter, & big name headliners to Burbank
- Jimmy Dore & Jimmy Pardo will be back in 2017!



## 2016 Industry Attendees



**Tom Segura**  
(Your Mom's House)  
Hosting a live taping  
of his Podcast



**Kel Mitchell**  
(Good Burger)  
Hosting the festival  
kick-off show



**Tom Green**  
(Road Trip)  
Headlining Monday, Aug 17



**Kate Flannery**  
(The Office)  
Headlining Songs In The Key Of Funny

## Network/Agency Commitments



COMEDY  
CENTRAL



NBC



## FESTIVAL HEADLINERS

JEFF GARLIN



CHRISTOPHER TITUS



TOM GREEN



TOM SEGURA & CHRISTINA PAZSITZKY





## Survey Says...

260 comedians were sent a survey immediately after the festival and they said this:

66% of all comedians visited Burbank shops and restaurants.

50% of audience had never been to Burbank before.

4 out of 5 Comedians are likely to attend again next year and recommend to other comedians

While at the Festival,  
Comedians, Industry, and  
Students stayed at:



As well as

Noah's Bagels | Starbucks | Coffee Bean | Barbecue Barn | Steak N Shake | Panera Bread  
| Pizza Rev | BBQ Barn | Coral Café | Market City Caffé | Chipotle | Kabuki  
Burbank Town Center | Tony's Darts Away | Gordon Biersh | Don Cucos | Granville | Gap  
| Urban Outfitters | Michael's | 7-11 | Old Navy | Game Dude

### WHAT THE GUESTS SAID...

*Your staff; managers, hosts, servers, bartenders, bookers, liaisons, door people, cooks, dishwashers, cleanup crew, VOLUNTEERS were pleasant, thorough, kind, HELPFUL, courteous to performers and guests alike, polite, and for me the biggest thing, CONSISTENT in all of the previously mentioned adjectives. THAT'S HUGE. – Lou Santini*

*The Burbank Comedy Festival 2015 was the first time I had been to Flappers. I had only been to Burbank to go to Universal Studios and once to the Jay Leno show... I will brace the 110 and the 5 again in the future to see some shows as I enjoyed myself so much. Do you have dates for next year's festival?*

–Janice Bock, VIP guest.

*Really Great Festival! I saw some great comedians with such bright futures, not just in stand-up but in film & television as well! Already looking forward to next year's picks!*

–Michael Curran, Warner Bros. Television Casting

*You guys did a fantastic job and I definitely got a chance to see talent that I hadn't seen before. I look forward to next year's.*

– Tiffany Hubbert (Manager of Casting GSN)

*Loved 'The Ladies of Laughter' show during the Flapper's Festival – an evening of really outstanding new faces and established comedians!*

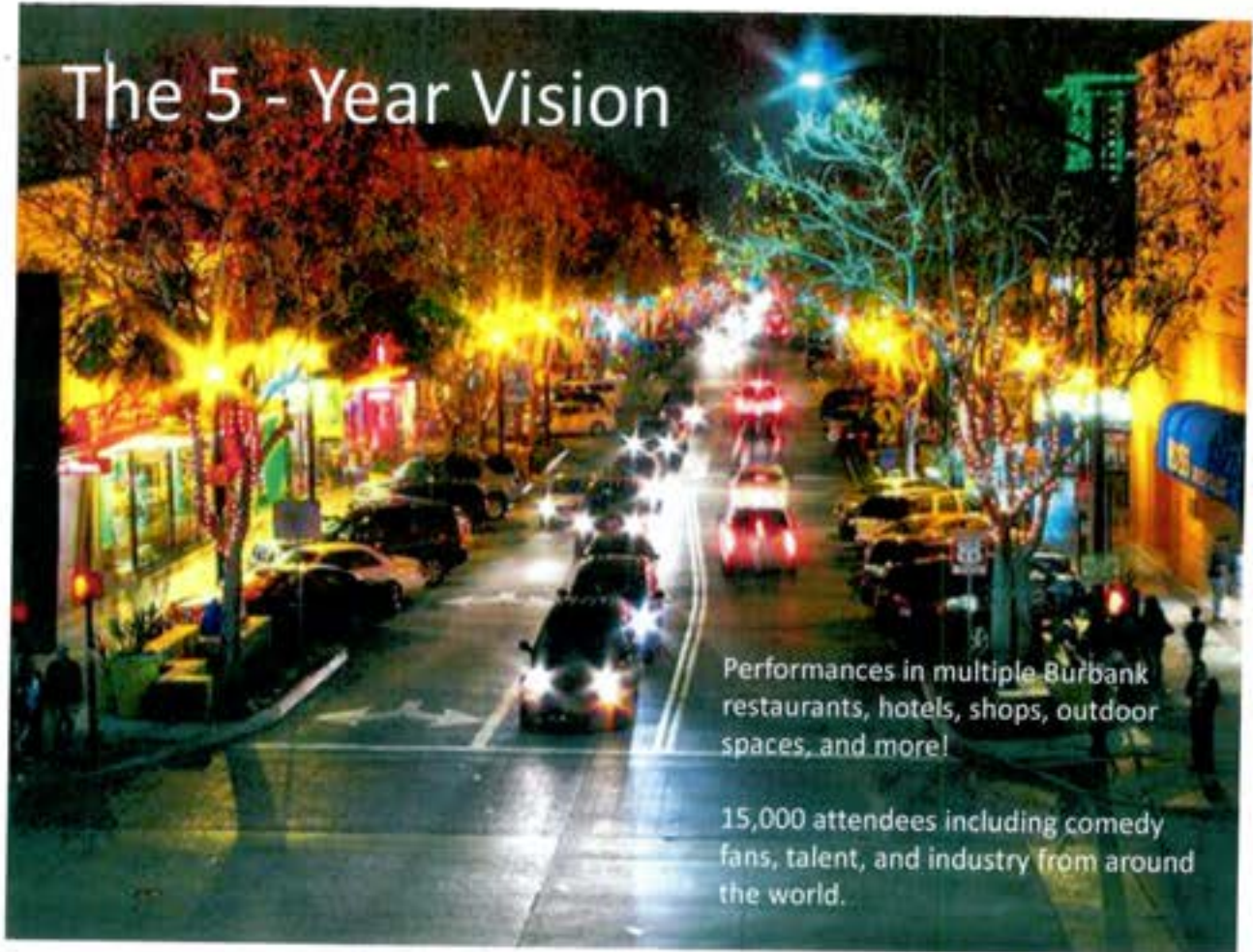
– Claudia Cagan/Talent Producer (REMEMBERING ROBIN WILLIAMS/PBS)

*The Burbank Comedy Festival was first class. Incredibly organized, great talent and such fun... not to mention awesome food. And so wonderful as Industry to be welcomed so warmly and to be so appreciated for our attendance and participation. Barbara and Dave, and ALL the Flapper's staff did an amazing job!*

–Barb North, Brook Forest Entertainment



# The 5 - Year Vision



Performances in multiple Burbank restaurants, hotels, shops, outdoor spaces, and more!

15,000 attendees including comedy fans, talent, and industry from around the world.

## 2017 Goals

This year, we expect to surpass all goals with the following initiatives:

- ❖ Book big name, nationally recognized Headliners every night of the festival
- ❖ Double sponsorship & participation with local Businesses
- ❖ Sell Ticket/Hotel Packages
- ❖ Double podcast spending
- ❖ Promote Festival To Guests Earlier (June-July 2017)



## Burbank Hotel Packages



2016

Burbank Comedy Festival offered hotel/VIP packages on aRes, in partnership with Visit Burbank.

RESULTS: 57 room nights were booked, 19 through aRes.



2017

By expanding our podcast advertising reach, automatically sending ticket buyers the ARES link, and marketing to the general public earlier, we anticipate increasing the number of room nights booked.



## Partnership Opportunities



This Year, we are asking for \$20,000

To grow the Festival in the following ways

Book comedy anchors with strong followings

(Craig Shoemaker, Hal Sparks, Jimmy Dore, Jimmy Pardo already booked)



Increase advertising reach via podcasts and geo-targeted digital media that specifically targets comedy fans in drive time and direct flight markets.



Take the festival to the next level

As the Presenting Sponsor, we offer all the visibility that we can give you on all digital and social media, podcasts and more.

This contribution will enable us to:

Expand further into multiple venues

Bring an even greater percentage of audience into Burbank

Help frame Burbank as a major national Live Comedy destination







**SEPTEMBER 2017**

September 6th - 10th

[www.BurbankFilmFest.org](http://www.BurbankFilmFest.org) | [info@BurbankFilmFest.org](mailto:info@BurbankFilmFest.org)

An International Festival in the heart of  
**Burbank**

Celebrating our 9<sup>th</sup> year!



**SEPTEMBER 2017**

September 6th - 10th

[www.BurbankFilmFest.org](http://www.BurbankFilmFest.org) | [info@BurbankFilmFest.org](mailto:info@BurbankFilmFest.org)

2016 was our most successful Festival to date!

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





**SEPTEMBER 2017**

September 6th - 10th

[www.BurbankFilmFest.org](http://www.BurbankFilmFest.org) | [info@BurbankFilmFest.org](mailto:info@BurbankFilmFest.org)

Festival moved to AMC16 for the entire Festival

Addition of new (DCP) State-of-the-Art Digital Technology

Added additional theaters - Increased Screening Capacity by 50%

7% growth in Film Submissions (700 to 750)

40% Increase in Films Screened (100 to 140)



**SEPTEMBER 2017**

September 6th - 10th

[www.BurbankFilmFest.org](http://www.BurbankFilmFest.org) | [info@BurbankFilmFest.org](mailto:info@BurbankFilmFest.org)

Online Marketing and PR

36% Increase in PR Generated Website Visits (16,724 to 22,759)

Facebook Advertising Performance

79% growth in Facebook Followers (5,765 to 10,306)

Reached 433,725 People (Impressions)

Generated 13,142 Engagements/Actions



## More Returning & Engaged Web Traffic

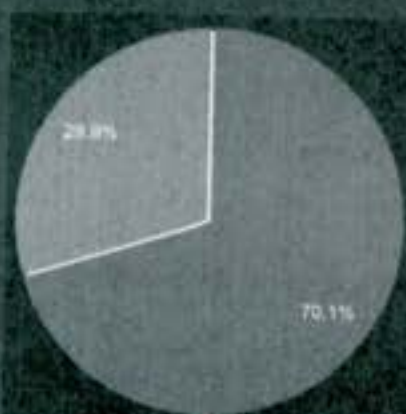


45% increase in *page views* over 2015

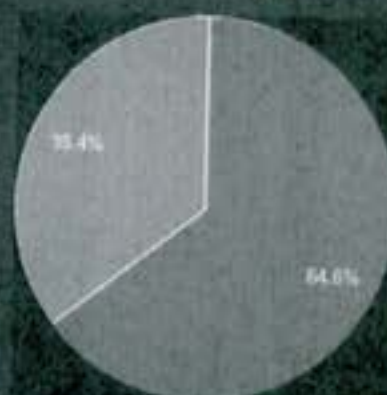
55% growth in *pages per session*

46% decrease in *bounce rate*

2015



2016



■ New Visitor ■ Returning Visitor



## SEPTEMBER 2017

September 6th - 10th

[www.BurbankFilmFest.org](http://www.BurbankFilmFest.org) | [info@BurbankFilmFest.org](mailto:info@BurbankFilmFest.org)

Continued growth in Festival attendance:

2014: Approximately 3,500 Festivalgoers

2015: Approximately 4,200 Festivalgoers

2016: Approximately 4,500 Festivalgoers

international?



## 2016 Film Festival Highlights:



- Rep Carpet Gala – Hosted by Fritz Coleman
- Presentation of Inaugural "Garry Marshall Spirit Award"
- Closing Night Gala & Awards Show 9/11

### Honorees:

- Jane Seymour - Humanitarian Award
- Nichelle Nichols - Lifetime Achievement Award
- Hal Albert – Navy – 90 Year Old WWII Veteran
- Lt. Col. Douglas Woodhams - US Marine - Afghanistan/ Baghdad
- Danny Woodburn – Diversity Award



## 2017 Growth Priorities:



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





## Sponsorship Request \$20,000



*Maintain 2016 sponsorship & promotion levels*

*Devoted to increasing overnight stays by geo-targeted digital media such as Facebook, Google, Social Media and others focused on drive time markets, direct flight markets and filmmakers.*

*Promotion of festival booking engine widget on all media*

## Thank you!



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

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

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

A bigger festival means more overnight visitors in Burbank Hotels.

**International Pow Wow  
June 3-7, 2017  
Washington DC**

TRAVEL COSTS PER PERSON	
Registration	\$1,395
Booth Space	\$3,725
Hotel	\$1,200 (4 nights)
Airfare	\$1,000
Meal Allowances Per diem @ \$76	\$304
APPROX. TOTAL	\$7,650





## **Request for Proposals: Administrative Services**

### **ABOUT:**

The Burbank Hospitality Association, operating as Visit Burbank, is a not-for-profit 501 (C) 6 corporation formed in 2011 with a mission to boost hotel occupancy by positioning Burbank as a domestic, national, and international tourist destination. Funded by a 1% assessment on overnight stays in Burbank hotels with more than 25 rooms, Visit Burbank was successfully renewed in 2016 for a ten-year term. The Association includes 18 hotels, 2,568 rooms, and an annual budget of approximately \$789,000.

Visit Burbank is an Equal Opportunity Employer committed to hiring, developing and maintaining a diverse workforce.

### **CONTRACT DESCRIPTION: Administration Services**

Reports To:	Board of Directors
Classification:	Consultant and/or Consultant Firm
Supervisory responsibility:	None
Compensation:	The total budget for this contract shall not exceed \$30,000.

### **Scope of Services:**

Support the Visit Burbank Board of Directors with accounting, report preparation, agendas and minutes, and general administrative functions.

Duties include:

- Maintaining financial records, depositing funds, paying vendors, printing checks, obtaining signatures, balancing bank accounts, and bookkeeping utilizing QuickBooks;
- Preparing reports related to budget, auditing, and taxes on a



- monthly/quarterly basis;
- Handling annual insurance contracts;
- Coordinating and attending monthly board meetings, taking notes of proceedings, and preparing minutes for Board review; drafting agendas, obtaining legal and City staff approval, and ensuring they are posted in a timely manner;
- Drafting business correspondence; providing administrative support; coordinating travel logistics; overseeing filing system; and other office support functions;
- Assisting with administrative functions as related to special events;
- Assisting City of Burbank staff, as needed;
- Working with legal consultant, as needed;
- Other day to day administrative functions as required.

**Essential Qualifications:**

- Three-plus years of experience with bookkeeping, budgeting, and administrative services, along with strong technical skills.
- Proficiency in QuickBooks and a variety of Microsoft Office products, including Word, Excel, Outlook, and PowerPoint.
- Strong writing and interpersonal skills and the ability to multitask and handle a fast-paced organization.
- Ability to solve problems with a minimum of supervision or seek guidance proactively when necessary.
- Background in the tourism or related industry a plus.
- Valid California Driver's License.
- Background check may be required.

**Reimbursable expenses include:**

- Mileage
- Copies
- Postage
- Travel/Training
- Checks/envelopes/letterhead

**Excludes:**

- Office location
- Phone

- Computer equipment
- Office Supplies

**PROPOSAL Submission:**

**Questions:**

Questions shall be submitted via email attention to City Liaison Susie Avetisyan at [Savetisyan@burbankca.gov](mailto:Savetisyan@burbankca.gov) or electronically via PlanetBids, no later than Wednesday, March 22, 2017 by 5:00 PM. Questions and Answers will be posted online via PlanetBids by Wednesday, March 29, 2017

**Proposal Submittal Requirements:**

Consultant shall provide three (3) original proposals, one (1) unbound master copy, and one (1) electronic copy to:

Susie Avetisyan  
City of Burbank  
150 North Third Street  
Burbank, CA 91501  
818-238-5180  
[savetisyan@burbankca.gov](mailto:savetisyan@burbankca.gov)

**Labeling and Sending of Proposals:**

Proposals should be clearly marked "**Visit Burbank – Administrative Services RFP.**" Three (3) original proposals, including one (1) unbound copy, and one (1) electronic copy must be received by no later than Wednesday, April 5, 2017 at 5:00 pm. Proposals received after the deadline may not be considered. Postmarks will not be accepted as proof of receipt. Proposals are not limited in length, however conciseness is encouraged. Proposals and additional materials shall be clearly labeled with the title of the RFP – "**Visit Burbank – Administrative Services RFP.**"

**Budget:**

RFP Scope of Services shall not exceed \$30,000 per year

**Format:**

To facilitate review, please submit information in accordance with the following format, identifying each item by the appropriate number or

letter.

1. Cover Letter/Statement of Qualifications
2. Resumes for consultant and sub-contractors (if any)
3. Relevant project experience for at least three (3) related projects
4. Contact information for at least three (3) client references
5. Any additional materials Applicant wishes to include

**Selection Process:**

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

- Qualifications and experience
- References from past projects
- Responsiveness to the required components of the submittal
- Price

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

**Schedule of Performance:**

The schedule for this RFP process is as follows:

<u>Action</u>	<u>Date</u>
RFP Issued	March 15, 2017
Questions regarding RFP Due to City Liaison	March 22, 2017
Responses to questions made	March 29, 2017
Proposals Due to Visit Burbank Staff	April 5, 2017
Interview Finalists	April 12, 2017
Award of Contract	April 19, 2017