

DATE: August 18, 2005
TO: Mayor and City Council
FROM: Joseph W. Luchi, Economic Development Coordinator

SUBJECT: PRESENTATION BY FOLSOM TOURISM BUREAU OF THE ANNUAL REPORT OF THE FOLSOM TOURISM BUSINESS IMPROVEMENT DISTRICT FOR FY 2004/05

BACKGROUND/ISSUE

On April 30, 2002, the City Council adopted Resolution No. 6787, a Resolution of Intention to form the Folsom Tourism Business Improvement District (FTBID). Subsequently, on October 8, 2002, the City Council adopted Ordinance No. 959 which added Chapter 3.100 to the Folsom Municipal Code (FMC) establishing the FTBID and levying an assessment on hotels within the FTBID. Ordinance No 959 became effective January 1, 2003.

Under a contract with the City dated August 25, 2003, the Folsom Tourism Bureau (FTB) administers the FTBID. Both the FMC and the contract contain provisions for the presentation by the FTB of an Annual Report on the FTBID to the City Council.

POLICY/RULE

As described under the contract and Paragraph 3.100.040 of the FMC, the Annual Report is to contain the following information:

- a description of the activities conducted during the previous fiscal year;
- an accounting of the revenue and expenditures for the previous fiscal year;
- the activities to be provided for in the coming fiscal year;
- an estimate of the cost of the activities for the coming fiscal year; and,
- the amount of any surplus or deficit revenues to be carried over from a previous fiscal year.

Attached is a copy of the Annual Report for FY 2004/05. The contract specifies that the Annual Report will be submitted no later than September 30 of each year with the Final Report due on or before September 30, 2006.

Following submittal to the City Council, the Annual Report is to be filed with the City Clerk.

ANALYSIS

As indicated in the Annual Report, assessment revenue for the FTBID totaled approximately \$250,345 during FY 2004/05. Expenditures amounted to about \$119,532. Surplus revenue of \$130,813 will be carried over. Some important accomplishments during FY 2004/05 include: establishing a multi-functional Visitor's Center at the Folsom Premium Outlets which operates seven days per week; enhancing the tourism website with an updated comprehensive community events calendar; developing a comprehensive branding for the Folsom Tourism Bureau; coordinating with City officials to bring the Golden West Invitational Track Meet to Folsom; and, participating in co-op advertising for the official CA Visitor Guide.

For FY 2005/06, the FTBID's plans include: becoming an associate member of the Gold Country Tourism Council; working with the Chamber of Commerce Task Force on website redevelopment to combine interests of tourism, event promotion, community calendars, and relocation in a user-friendly format; hosting the Bay Area Travel Writers Association for a two-day tourism event; implementing the media plan approved by the Folsom Tourism Board; and, exploring co-partnership opportunities with the Sacramento Sports Commission. During FY 2004/05, the FTBID expects to receive \$300,000 in assessment revenue and expend approximately \$400,000.

FINANCIAL IMPACT

There is no fiscal impact to the City. Per the FMC, the City collects the assessment revenue for the FTBID and distributes the revenue directly to the FTB.

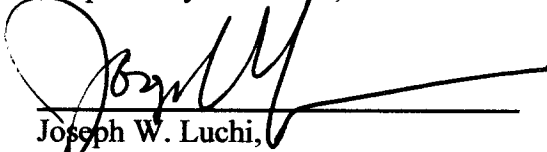
ATTACHMENT

Annual Report for the FTBID for FY 2004/05

RECOMMENDATION/CITY COUNCIL ACTION

Staff recommends the City Council receive and file the Annual Report for the FTBID for FY 2004/05.

Respectfully submitted,



Joseph W. Luchi,
Economic Development Coordinator

TO: Joe Luchi
City of Folsom

FROM: Joe Gagliardi
Folsom Tourism Bureau

RE: Folsom Tourism Business Improvement District
Fiscal Year: 7-1-2004 thru 6-30-2005

In accordance with the Agreement between the City of Folsom and the Folsom Tourism Bureau dated August 25, 2003, the following Annual Report describes the activities undertaken during the fiscal year July 1, 2004 thru June 30, 2005 in addition to the revenues, expenditures and activities anticipated to be recognized during the fiscal year July 1, 2005 thru June 30, 2006:

Description of the Activities conducted during the previous fiscal year: (7/1/04 to 6/30/05) Key accomplishments include:

- Established multi-functional Visitor's Center at the Outlets which operates 7 days per week/5 hours per day.
- Tourism web site updated with a comprehensive community events calendar to promote existing public events
- Diversified collateral offerings at Visitor Center(s) to engage visitors with interest in cultural and historical tourism
- Retained a professional branding firm which created, tested and recommended a comprehensive branding for the Folsom Tourism Bureau
- Coordinated with city officials, FCUSD and event promoters to bring the Golden West Invitational Track Meet to Folsom. The event showcased the FHS track and field facility and will be the foundation for attracting subsequent tourism sporting events.
- Worked as partners with the City to encourage cost-effective events logistics support such as public safety, transportation and information sharing for calendar coordination
- Created and executed a direct mail campaign for Friends and Family promotion during the holiday season to build awareness of Folsom hotel accommodations.
- Completed project to add to inventory of stock photography for key Folsom locations in tourism promotion
- Delegate was sent to the CAL TIA Regional conference on tourism to leverage networking opportunities and media contacts
- Participated in co-op advertising for the official CA Visitor Guide with a publication date of 1/1/05. Generated 750+ requests for information as of 6/30/05.
- Actively participated in multiple planning processes related to tourism such as Railroad Block master plan, Main Street program, light rail and wayfinding
- Coordinated with promoters and local government to support multiple community events that enhanced visibility of tourism program, website and collateral.

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An accounting of the revenue and expenditures for the previous fiscal year: (7/1/04 to 6/30/05)
During this fiscal year funds were collected from the five Folsom hotels(Lake Natoma Inn, Hilton Garden, Larkspur Landing, Marriott Residence Inn and Marriott Courtyard). The total amount of revenue received was \$250,345. Total expenditures for this fiscal year were \$119,532.

The activities to be provided for this fiscal year: (7/1/05 to 6/30/06) The collective recommendations derived from the first two years of activities of the Folsom Tourism Bureau are being incorporated into the action plans for the upcoming fiscal year. Plans include:

- Continue to coordinate with businesses and event promoters to create overnight-stay packages
- Become an associate member of Gold Country Tourism Council to improve exchange of information and leverage regional travel opportunities
- Work with the Chamber of Commerce Task Force on Web site redevelopment to combine interests of tourism, event promotion, community calendars and relocation in a user-friendly format.
- Host the Bay Area Travel Writers Association for a two day tourism event highlighting the recreational, cultural and historical features of the community.
- Implement the media plan approved by the Folsom Tourism Board for an extensive promotional campaign in print and internet media.
- Explore co-partnership opportunities with the Sacramento Sports Commission to enhance capability of hosting sporting events which are well matched to our facilities, resources and lodging.

An estimate of the cost of the activities for this fiscal year: (7/1/05 to 6/30/06) The Folsom Tourism Bureau expects proceeds from the BID to be approximately \$300,000 for the fiscal year. The contributors include five hotels (Lake Natoma Inn, Hilton Garden, Larkspur Landing and Marriott Residence Inn and the Marriott Courtyard). Expenditures are anticipated to be approximately \$ 400,000.

The amount of any surplus or deficit revenues to be carried over from a previous fiscal year:
Based on the final reconciliation of the 7/1/04 – 06/30/05 fiscal year, there will be a carryover of \$130,813.