Resolution No. 2016-03-29-1215

STOCKTON CITY COUNCIL

RESOLUTION APPROVING THE 2016 STOCKTON TOURISM BUSINESS IMPROVEMENT DISTRICT BUDGET AND SERVICE PLAN AND THE 2015 ANNUAL REPORT

In December 2010, the City Council established the formation of the Stockton Tourism Business Improvement District (District) to provide services to the District, including the promotion of Stockton as a business, conference, sports, and visitor destination; and

The District expired in 2015, but was renewed for an additional ten years, set to expire on December 31, 2025; and

City of Stockton (City) has contracted with the Stockton Convention and Visitors Bureau (Visit Stockton) to manage the District's funds and deliver the services; and

The contract requires that Visit Stockton annually submit to the City for review, comment, and approval by the City Council, a report describing the District services, activities, and proposed budget for each year of operation; and

The contract requires review and approval of the prior year's activities as described in the 2015 Annual Report; and

The Stockton TBID serves as an important economic development tool to grow and enhance not only the tourism sector in Stockton, but a positive image of the community to visitors, now, therefore,

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF STOCKTON, AS FOLLOWS:

1. The City Council hereby approves the 2016 Annual Service Plan and Operating Budget, incorporated herein as Exhibits 1 and 3 respectively, in the amount of $1,558,185 and Annual Assessment of 4% fee per hotel room, per night, as proposed by the Stockton Convention and Visitors Bureau (Visit Stockton) for marketing and promotion of Stockton as a tourist, meeting, and event destination.

2. The City Council hereby approves the 2015 Annual Report for activities performed by Visit Stockton in 2015, incorporated herein as Exhibit 2.

3. The proposed amounts are in compliance with "Property and Business District Law of 1994" and the charge is levied without regard to property valuations.

///
///
4. The City Manager is hereby authorized to take all necessary and appropriate actions to carry out the purpose and intent of this resolution.

PASSED, APPROVED, and ADOPTED March 29, 2016

ANTHONY SILVA
Mayor of the City of Stockton

ATTEST:
BONNIE PAIGE
City Clerk of the City of Stockton
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THE ORGANIZATION

Board of Directors

George Kaplanis
*President*
Hilton Stockton

Karri Rivard
*Vice President*
Holiday Inn Express

Jon Primm
*Treasurer*
Marriott Properties

John Cammack
*Immediate Past President*
Attorney

Rhona Miles
University Plaza Waterfront Hotel

Shelby Bulen
Best Western Plus Heritage Inn

Susan Obert
Haggin Museum

Sam Patel
Red Roof Inn

Stephen Sherman
Retired Businessman

Susan Lofthus
Council Appointee
*Council member*
City of Stockton

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Staff

Wes Rhea
*CEO*

Tim Pasisz
*Sport & Tourism Development*

Megan Peterson
*Office Manager/CTA Coordinator*

Alejandra Sanchez
*Graphic Design*

Haley Brown
*Digital Marketing Coordinator*

Anayeli Morales
*Events and Programs Assistant*
OVERVIEW

The current Stockton Tourism Business Improvement District (TBID) was established effective January 1, 2011 by the Stockton City Council. The current TBID assessment levies a 4% fee per hotel room, per night. The funds are used for the marketing and promotion of Stockton, targeted toward increasing overnight stays. The assessment is applied to all lodging establishments within the city limits of Stockton; at this time there are no proposed changes to the boundary of the district.

Included in this Annual Service Plan are the goals, strategies and objectives of the Stockton Convention and Visitors Bureau (Visit Stockton) for the year ending December 31, 2016.

BUDGET OVERVIEW

The attached budget is in compliance with the percentage thresholds set forth in the Stockton Tourism Business Improvement District Management District Plan approved by City Council in December of 2010.

2016 Anticipated TBID & Misc. Revenue:
$1,558,185
($1,515,000 - TBID Revenue)

Sales & Marketing
$1,309,928

Administrative & Operations
$172,507

The budget also reflects a 5% contingency fund allotment of $75,700 (5% of $1,515,000) as per the TBID Management District Plan.
TRENDS IN STOCKTON TOURISM

Year to date Hotel Occupancy for Stockton (as of October 2014) is 66.01%, with over all hotel demand up 12.49%. We expect the year to finish strong, with hotel demand finishing up approximately 12%.

Year to date Average Daily Rate (ADR) for Stockton hotels is at $75.05 (as of October 2015), up 6.2% year-over-year.

Stockton has a daily average of 1,796 hotel rooms sold each night through October 2015.

Stockton hotel revenue is up 19.46% and should surpass pre-recession levels.

AVERAGE DAILY RATE TRENDS
2004-2015 Annual Hotel Rate Averages
Smith Travel Research data from all Stockton (city and county) hotels

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STOCKTON HOTEL REVENUE TRENDS
2004-2014 Annual Total Room Nights Per Year

Smith Travel Research data from all Stockton (city and county) hotels
2015 HIGHLIGHTS

- Launched a comprehensive, research-based Stockton rebranding effort with North Star Destination Strategies.

- Grew the nationally recognized Certified Tourism Ambassador Program with over 270 Stockton Tourism Ambassadors certified by year-end.

- Visit Stockton staff produced the Official 2015 Visit Stockton Guide, providing an opportunity to enhance content, develop revenue, and increase distribution to 40,000 copies per year.

- Enhanced the city’s relationship with the California Collegiate Athletic Association (CCAA) and brought their Men’s & Women’s Basketball Championships to Stockton. Brought national exposure to the city by hosting the USA Racquetball Junior Olympics/Youth National Championships.

- Launched a redesigned mobile app with 2,400 downloads to date.

- Continued strong focus on social media, local engagement and image building.

- Printed 20,000 copies of the San Joaquin County Farm Guide and Map to promote the agricultural assets of the region highlighting farm stands and farmers’ markets countywide including distribution at the California State Fair.
Provided support to over a dozen community events and organizations, as well as and over 30 sporting organizations and thousands of athletes, including the 2015 West Coast Conference Baseball Championships, CCAA basketball, golf, baseball and softball championships and the USA Raquetball Junior Olympics.

Hosted the annual Stockton Tourism Awards Luncheon, which recognizes individuals and groups for their contributions to local tourism.

Updated the Stockton tear-off map used by front desks, attractions, Pacific and other community sites.

In addition to our demand and brand goals, Visit Stockton identifies the following as 2016 outcome measurements:

- Overall Stockton Room Revenue
- Sports and Group Events Hosted
- Website Analytics
- Social Media Engagement
- E-Mail Marketing Metrics
- Overall Marketing Impressions
- Earned Media Impressions
2016 ANNUAL OBJECTIVES AND STRATEGIES

OBJECTIVE: INCREASE HOTEL DEMAND AND VISITOR VOLUME IN STOCKTON

STRATEGY: BUSINESS DEVELOPMENT & SERVICES

- Continue to grow the sports and group markets by focusing Visit Stockton efforts opportunity markets including non-traditional sports, collegiate athletic events, religious events and other events and activities that will generate citywide hotel room nights.

- Focus on the group and visitor experience to differentiate Stockton from the competition.

- Increase room nights in our primarily leisure/transient properties through marketing targeted towards the leisure visitor in targeted drive markets.

- Target tradeshow and sales outreach efforts to further expand industry relationships, lead generation and contact base in both the sports and group segments, attend a minimum of five (5) lead generating industry tradeshows.

- Conduct regular meetings with Stockton hotel staff to discuss current and future Visit Stockton marketing and awareness efforts.

- Continued strong focus on social media, local engagement, community pride, and image building.

- Conduct meetings with a sports advisory group (minimum of four per year), made up of facility, athletics and large event stakeholders, to discuss potential partnerships and future sporting events.

- Execute a minimum of one familiarization reception/tour in cooperation with hotel partners for regional meeting planners, groups travel leaders or travel media.
## 2016 TRADESHOW CALENDAR

**OBJECTIVE: ENHANCE THE STOCKTON VISITOR EXPERIENCE**

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**STRATEGIES**

- Continue to grow the Stockton Tourism Ambassador Program beyond the hospitality industry focusing on brand awareness, customer service and visitor experience.

- Distribute Stockton collateral, i.e.: Visit Stockton Guide, Stockton tear-off maps, Stockton restaurant maps and San Joaquin Farm Guides to area hotels, attractions, restaurants and other visitor points of contact.

- Promote the Downtown Stockton Visitors Center – including Visit Stockton and the Downtown Stockton Alliance - as the location for easy access to visitor info, personalized recommendations, maps and guides.

- Work with incoming meetings and sporting groups to provide needed itineraries, collateral and event support to improve guest experience. Go beyond the traditional service levels to “wow” our guests.
STRATEGY: MARKETING / PUBLIC RELATIONS

- Launch new Stockton brand campaign at likely visitors in target markets based on research and data from re-branding process.

- Continue to create a positive Stockton image focused campaigns that develops a sense of pride and community in Stockton, and also engages locals and visitors through social media channels and guerilla marketing.

- Expand the blogging program to create new and positive online content focused on activities, attractions and events in Stockton.

- Increase overall traffic and engagement with the official destination website, social media channels and email marketing efforts through rich content, SEO and SEM strategies.

- Conduct regular meetings with Stockton hotel staff to discuss current and future Visit Stockton marketing and awareness efforts.

- Produce the Official 2016 Visit Stockton Guide in-house and continue distributing 40,000 copies as well as online impressions.

- Expand the reach of the Stockton Ambassador Program beyond the traditional hospitality channels with the goal of 100 new certifications in 2016, totaling over 360 Certified Tourism Ambassadors citywide.

- Continue to market and promote Stockton as a visitor, meeting and event destination through public relations, collateral development, advertising, special promotions, social media, marketing and research.

- Develop online and print marketing strategy focused on increasing overnight stays at every scale of hotel properties.

- Partner with and promote the local and regional attractions, venues and events that add value to our travel product.

- Expand video marketing assets to promote sports, group and leisure travel.

- Increase media awareness and impressions throughout regional and statewide media channels and focus on earned media in local/regional publications.

- Market and promote an online tool to sell attraction and experience packages to visitors and groups.
### MARKETING FLOW CHART

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2016 ANNUAL OBJECTIVES AND STRATEGIES

STRATEGY: ORGANIZATIONAL

- Maintain and develop a professional, highly productive, well-informed, and efficient staff, board and organization to best promote Stockton, California and the region as a desirable destination.

- Continue to nurture and grow our existing partnerships with other Stockton and regional/state tourism agencies.

- Use baseline tourism and visitation data through research to further quantify marketing and sales efforts.

- Work closely with local Economic Development professionals and organizations to provide value and assistance to their efforts to recruit and retain business in Stockton.

- Produce networking and educational opportunities for our partners.

- Provide educational and networking opportunities to Visit Stockton staff to keep their skills, knowledge and abilities on the cutting edge of tourism trends.

- Continue to promote Visit Stockton as the official voice for Stockton area visitors and travel information.

- Inform public officials, community leaders, and partners of Visit Stockton’s accomplishments through quarterly newsletters and face-to-face meetings.

- Produce Visit Stockton events that align with the organizational mission and promote key tourism assets, i.e. Stockton Restaurant Week, Stockton Beer Week, Stockton Arts Week.
The objective of this program is to make Stockton the leader in hospitality in the Central Valley, where groups and guests know they will find friendly and knowledgeable front line staff, volunteers and residents. Aspects of the program will include:

- The Certified Tourism Ambassador (CTA) program gives us the foundation upon which to deliver exceptional experiences for our visitors.

- The CTA program energizes stakeholders to work together to build tourism, with consistent messaging and a sense of team. It’s the one program that helps us work together -- not apart.

- CTA goes well beyond customer service training. It’s product knowledge at the front-line on the great things our destination has to offer. Helping visitors find more things to do = more spending and growing tourism!

- CTA builds frontline pride and passion for where they live and work. As they learn more about our area with ‘fresh eyes’, it builds their confidence to help others.

- Highly customized curriculum focused on local history, culture, attractions and points of interest.

- Engaging Certified Tourism Ambassadors through quarterly events and networking opportunities.

- Enrollment goal for 2016 is 100 new participants.

- Visit Stockton will continue to engage CTA’s through Lunch & Learn’s, networking events, tours, and other educational opportunities.
SPECIAL EVENTS

Stockton Restaurant Week (January)
This annual event, which takes place the third week of January, highlights the Stockton dining scene, celebrating locally owned and operated restaurants. The event showcases the culinary diversity of Stockton and builds strong ties to the local restaurant community. The event is in its 7th year and coincides with California Restaurant Month.

Great Stockton Asparagus Dine Out (April)
The Dine Out focuses on our rich agricultural history and the prominence of locally grown asparagus for the month of April. While the focus is on locally grown asparagus, the event again showcases the culinary diversity of Stockton and builds strong ties to the local restaurant community. The event is in its 6th year, and corresponds with the San Joaquin Asparagus Festival.

Stockton Beer Week (September)
Beer Week is a citywide craft beer celebration where locally owned breweries, bars, pubs and restaurants will host specialty beer tastings, beer dinners and more. Stockton Beer Week is designed to promote the appreciation of craft beer in our region while driving business to the participating establishments. The event is in its 5th year.

Stockton Arts Week (Summer)
Visit Stockton will work with arts organizations and artists to create a “week” full of arts related activity and learning opportunities across the city of Stockton. Our goal is to integrate many disciplines and cultures, and encourage partnerships between groups.

Annual Tourism Luncheon (TBD)
Our annual report to the community and stakeholders celebrates the power and impact of travel and tourism on Stockton and the surrounding region. Recognized at this event are the Visit Stockton Partner of the Year, Sports Partner of the Year and Certified Tourism Ambassador of the Year.
Visit Stockton Team

Wes Rhea, CTA, CDME
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209.938.1551

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Office Manager & CTA Coordinator
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Anayeli Morales
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209.938.1552

Board of Directors

George Kaplanis, CTA
President, Hilton Stockton

Karri Rivard
Vice President, Holiday Inn Express

John Primm, CTA
Treasurer, Marriott Properties

John Cammack
Immediate Past President, Attorney

Shelby Bulen, CTA
Best Western Plus Heritage Inn

Rhona Miles, CTA
University Plaza Waterfront Hotel

Susan Obert, CTA
Haggin Museum

Sam Patel
Red Roof Inn

Stephen Sherman, CTA
Retired Businessman

City Council Rep., Susan Lofthus, CTA
Councilmember District 3, City of Stockton

Visit Stockton holds memberships with:

- California Delta Chamber of Commerce
- California Society of Association Executives (CalSAE)
- California Travel Industry Association (CalTravel)
- Central Valley Tourism Association (CVTA)
- Destination Marketing Association International (DMAI)
- Hospitality Sales and Marketing Association International (HSMAI)
- Meeting Planners International (MPI)
- National Association of Sports Commissions (NASC)
- National Council of Youth Sports (NCYS)
- National Tour Association (NTA)
- Religious Conference Managers Association (RCMA)
- Society of Government Meeting Planners (SGMP)
- US Travel Association (USTRavel)
- Destination Marketing Association (DMAWEST)

Visit Stockton is in partnership with the Stockton Tourism Business Improvement District and the City of Stockton.
What We Do

Visit Stockton/the Stockton Convention & Visitors Bureau (SCVB) is charged with the promotion and marketing of the City of Stockton as a leisure travel, sports, events, and meetings destination. Visit Stockton is a 501c6 non-profit organization funded by the collection of an assessment paid by guests to Stockton lodging establishments.

Visit Stockton services include the development of an annual tourism marketing plan and its implementation through advertising, public relations, tour package development, online/electronic means, and attendance at consumer and trade shows.

Mission Statement
To promote Stockton by increasing the awareness and enhancing the image of our diverse cultural, historical, and recreational assets.

Vision Statement
Stockton is recognized as the premier travel destination to explore the unique experiences of our city, San Joaquin County, and Northern California.

2015 Visit Stockton Goals

Stockton Re-Branding
Our effort to develop a new marketing brand for Stockton started in July of 2015, and will launch in the first quarter of 2016. This new brand will provide Visit Stockton and its key partners with a research-based brand platform that will allow the delivery of a consistent marketing message to both tourism and economic development related efforts.

Advertising and Marketing
A new brand will kick off a redesign of the entire Visit Stockton creative portfolio with a newly designed website, visitors guide, marketing, and advertising collateral. An increased budget will allow Visit Stockton to share the brand with its largest audience ever through print, digital, radio, and television. Visit Stockton will continue to focus on local residents to create a sense of pride, share positive messages, and spread the word on local events and festivals.

Sports/Tourism Development
Visit Stockton will continue to grow sales, support, and servicing of the sports and tourism markets by focusing on markets that typically generate citywide impact and not currently pursued by our partner hotels, i.e. the sports and the SMERF (Social, Military, Education, Religious, and Fraternal) markets. Visit Stockton will continue to grow and expand existing events, while focusing on new events with increased ROI to our hotels and the city.

Special Events
Visit Stockton will produce four signature events (Stockton Restaurant Week, the Great Stockton Asparagus Dine Out, Stockton Beer Week, and the new Stockton Arts Week) to support and provide valuable exposure to the participants. The events provide activities and improve the overall quality of life for our residents.

Stockton Ambassador Program
Nearly 300 employees and community members have become Certified Tourism Ambassadors since the program launched in 2013. This certification is essential to educate front line employees and volunteers about the Stockton tourism product with the positive end result of enhancing and improving the overall visitor experience.
Local Lodging Trends / Visit Stockton Revenue History

**2015 % Growth**
Source: 2015 Smith Travel Research, Inc. / STR Global, Ltd.

- **Occupancy**
  - 2015: 64.5%
  - 2014: 58.1%
  - 2013: 57.4%
  - 2012: 54.3%

- **Avg. Daily Rate**
  - 2015: $75.31
  - 2014: $70.23
  - 2013: $66.79
  - 2012: $64.95

- **Demand (room nights)**
  - 2015: 640,455
  - 2014: 581,316
  - 2013: 566,829
  - 2012: 533,601

- **Revenue**
  - 2015: $48,229,821
  - 2014: $40,459,463
  - 2013: $37,860,916
  - 2012: $34,657,820

**Visit Stockton Expenditure History**

- **2004-2005**: $97,000 (City funds)*
- **2005-2006**: $97,000 (City funds)*
- **2006-2007**: $112,000 (City funds)*
- **2007-2008**: $384,195
  - (TBID + $112,000 from the city)*
- **2008-2009**: $373,000
  - (TBID + $112,000 from the city)*
- **2009-2010**: $301,700
  - (TBID + $100,000 from city)*
- **2010-2011**: $198,365 (TBID only) *
- **2011**: $530,281 (Transition year, two quarters via TBID)
- **2012**: $1,029,506
- **2013**: $1,137,893
- **2014**: $1,031,717
- **2015**: $1,092,827
- **2016**: $1,558,185 (projected)

*Based at Chamber of Commerce
New in 2015

- Stockton’s newest history book, written by local historian Alice van Ommeren, was released in the fall of 2015. *Stockton’s Golden Era: An Illustrated History*, is a comprehensive history of Stockton (1890-1940) published by Visit Stockton and the Greater Stockton Chamber of Commerce. The “Sharing the Heritage” section consists of 60 history/profiles of Stockton’s most respected companies/organizations.

- Visit **Stockton’s Summer Passport Program** was designed to give locals and visitors the chance to enjoy deals and win prizes as they explored Stockton during the summer. Participants grabbed a passport and were encouraged to visit and engage in activities in Stockton in order to win prizes throughout the summer.

- “**What Can Visit Stockton Do For You?**” In 2015 we created a new marketing piece to give businesses, local organizations, and community members an idea of the services that Visit Stockton provides. This piece advertises our events calendar, free visitors resources, CTA Program, meeting & event support, annual dining events, and Stockton souvenirs for purchase.

- Our Stockton **2016 Wall Calendar** was a new piece we created this year to give people an overview of some of the events going on each month. Every month it highlights some of the beautiful places Stockton has to offer, as well as, great events to remember and Stockton facts.
Visit Stockton Guide

40,000 full-color copies of the 2015 Visit Stockton guide were printed and distributed all over Stockton and neighboring areas, as well as taken to trade shows around the country, mailed to visitors all over the world (upon request), distributed at various Stockton events/festivals/venues, and more!

San Joaquin County Farm Guide & Map

20,000 full-color trifold brochures and maps were printed and distributed of the San Joaquin County Farm Guide and Map. Visit Stockton created this handy guide after noticing a demand for agricultural tourism information in the county that was not being met by any particular organization. The guide lists over twenty farm and fruit stands from around the county and includes a map with all of their locations. There are also listings for countywide farmers' markets, as well as a convenient chart that tells you when popular produce is in season.
Print Ads

Our print ads, billboards, and online ads combined equate to over 40 million potential impressions.

San Joaquin Magazine // Full page // June 2015

Online Ads

Google Adwords

clicks 63,921 impressions 3,405,809

Bing

clicks 11,296 impressions 783,454

Facebook Ads

clicks 87,012 impressions 3,072,019

Twitter Ads

engagements 4,034 impressions 256,942

KCRA/KQCA TV Spots- :30 Commercial

spots ran 222 gross impressions 18+ 4,753,800

We placed ads promoting Stockton in numerous local, national, sports, meetings, and travel publications throughout the year. You may have seen us in any of the following:

Association News/Sports Travel • CalSAE • Central Valley Business Journal • Cultural Traveler • CVTA • Lifestyles • Meeting Planner International Directory • The Pacifician • Port O Call • The Record

San Joaquin Magazine • SF Examiner • Sports Destination Management SportsEvents • University of the Pacific Student Planner • Via Magazine Yosemite Journal • Various websites online, billboards throughout San Joaquin County, and much more!
## Web Stats

### Sessions
- **Total:** 531,871
  - Up 42.52% from 373,178 in 2014
- **Mobile:** 317,701
  - Up 79.34% from 177,148 in 2014
- **Tablet:** 49,033
  - Up 31.04% from 37,419 in 2014
- **Desktop:** 165,137
  - Up 4.11% from 158,611 in 2014

### Pageviews
- **Total:** 1,057,839
  - Up 17.4% from 901,047 in 2014

### Top 10 Pages
1. **Events:** 195,904 pageviews
2. **Home:** 64,642 pageviews
3. **Things to do:** 54,632 pageviews
4. **Annual Events:** 30,101 pageviews
5. **Free Things to do:** 29,479 pageviews
6. **Dining:** 25,881 pageviews
7. **Family Fun:** 22,969 pageviews
8. **San Joaquin Asparagus Festival:** 21,966 pageviews
9. **Stockton Restaurant Week:** 21,668 pageviews
10. **Pixie Woods:** 14,048 pageviews

### Users
- **Total:** 346,772
  - Up 40.86% from 246,175 in 2014
- **Mobile:** 197,293
  - Up 76.9% from 111,525 in 2014
- **Tablet:** 31,181
  - Up 31.57% from 23,699 in 2014
- **Desktop:** 118,298
  - Up 6.62% from 110,951 in 2014
Total Social Media Followers: 73,106

Visit Stockton
- total followers 40,320
- up 15% from 35,144 in 2014
- total impressions 6,373,795
- average daily reach 11,450

Stockton Beer Week
- total followers 6,992
- up 16% from 6,045 in 2014

Stockton Restaurant Week
- total followers 9,600
- up 27% from 7,600 in 2014

Visit Stockton
- total followers 1,030
- up 8% from 956 in 2014
- pins 895
- up 16% from 768 in 2014
- boards 37
- up 27% from 29 in 2014
- average daily impression: 270

Visit Stockton
- total followers 7,310
- up 88% from 3,881 in 2014
- posts 1,032
- up 61% from 640 in 2014

Visit Stockton
- total followers 226,993
- up 13% from 201,033 in 2014
- 2015 total watch time 52,396
- 2015 total views 27,828
- average view duration 1:52
- subscribers 244
2015 Sports Sponsorships & Grants

Room Nights Generated // Estimated Economic Impact
Economic impact calculation can include the following: facility costs (rental), facility staffing/specialized services (production), food and beverage revenue at the facility, parking revenue at the facility, hotel rooms, ticket sales, and ancillary events at the facility or within town. All events also utilized a regional average of expenditures for persons coming to a specific sporting event. This average calculates spending within the city, which is not necessarily tied to an aforementioned category (restaurants, fuel for vehicles, entertainment, etc.).

CLF Wrestling¹ - February
62 // $75,841.29

CCAA Basketball¹ - March
472 // $256,216.12

Pacific Tennis Invitational¹ - March
81 // $40,955.80

1st to 3rd Softball Invite¹ - March
154 // $83,136.94

Golden Coast Conference Champs¹ - April
178 // $110,444

CCAA Golf¹ - April
67 // $62,231.59

Stockton United Soccer - Wanderpokal¹ - May
73 // $44,822.36

CCAA Baseball¹ - May
319 // $156,462.70

CCAA Softball¹ - May
192 // $105,446.06

West Coast Conference¹ - May
506 // $265,153.42

USA Racquetball Jr Olympics¹ - June
699 // $340,799.57

USTA Stockton Challenger Tennis - July
241 // $112,883.08

AJGA - American Junior Golf Assoc.² - August
306 // $239,801

Port City Shootout Racquetball¹ - September
37 // $18,619.69

Stockton Colts Labor Day Tournament¹ - September
102 // $55,633.50

EVP World Finals of Beach Volleyball¹ - September
13 // $8,234.59

Stockton Colts Hockey Labor Day Tourn.¹ - September
43 // $20,230

Pacific Invitational Golf¹ - October
188 // $118,696.12

CA/Nevada Championships Racquetball¹ - November
41 // $19,437.49

Edison High School 'The Classic' Tournament¹ - December
37 // $16,512.87

Grapettes Softball⁴ - Year-long
n/a // $613,980

Nations Baseball¹ - Multiple
432 // $161,419.95

¹Information based on Destination Marketing Association International (DMAI) Economic Impact Calculation
²Information based on National Association of Sports Commissions (NASC) Economic Impact Template
³Information based on American Junior Golf Association (AJGA) Economic Impact Report
⁴Information based on University of Pacific Economic Impact Calculation Study

Total Estimated Economic Impact
$2,906,728.41
Sports Ads


Stockton, California
Big or small, our sports venues have it all!

VisitStockton.org

Affordable, centrally located, and nicer than you think!

UPCOMING EVENTS:
- 2019 USA Racquetball Junior Olympics
- 2016 NCAA DIII Women's Golf Regionals
- 2016 ASUUSA TSO Nationals
- 2017 NCAA DI Men's Golf Regionals
- 2017 DI Women's Basketball Regionals
- 2017 USA International Tennis Invitational
- 2018 DI Men's Golf Regionals
- 2020 USTA National Tennis Championships

VisitStockton.org

Brought to you by Visit Stockton / PO Box 2286 / Stockton, CA 95208 / 2016-17-16-001

VisitStockton.org welcomes CCAA Baseball Program // Full page // February 2015

CCAA California Collegiate Athletic Association

#visitstockton

VisitStockton.org 125 Bridge Place, 2nd Floor / 877.778.6258

Numerous ads promoting specific events were also placed online with recordnet.com and Google Ads throughout the year.
**Tradeshows**

**Business Development**

- Est. Room Nights: 4,561
- Est. Economic Impact: $3,050,346.68
- Total RFPs considered: 87
- Total RFPs submitted: 36

**MPI Sacramento**
- Appointments: n/a
  - (tradeshow with 100 planners)

**Religious Conference Management Association (RCMA)**
- Appointments: 18

**Seasonal Spectacular**
- Appointments: n/a
  - (tradeshow with 400+ planners, open floor)

**Connect Sports Marketplace**
- Appointments: 34

**National Association of Sports Commissions (NASC)**
- Appointments: 27

**S.P.O.R.T.S. the Relationship Conference**
- Appointments: 18
The Meeting Incentive Program offers meeting planners a cash incentive to book business in Stockton hotels. The maximum benefit is $5,000, depending on actualized rooms and eligibility.

The Bring it Home campaign continues to invite community residents to utilize their personal and business connections to help bring more meetings and conferences to Stockton. Our business development department is committed to assisting prospective groups in any way and aiding their decision to bring their meetings/conferences to our city.

Our iSnap photo kiosk, lovingly referred to as Bob, usually resides at the Haggin Museum but is also moved to various locations for events throughout the year. Users take free pictures on the kiosk that are bordered by special frames created to highlight any given event and promote Visit Stockton. Users can choose to email or post their photos on social media outlets.

All Time Stats (since 2012)
- 8,425 photos
- 718,398 impressions
- 1,305 facebook fans

The new Stockton Summer Passport ran from June 8–August 28, 2015. It was designed to give locals and visitors the chance to enjoy deals and win prizes as they explored Stockton during the summer.

To participate locals and visitors picked up a Passport or conveniently printed one at home to see the exclusive deals, discounts, and listings for events, venues, and restaurants; they presented their Passport at each location to take advantage of the specific offer and receive a stamp when redeemed; then turned in their completed Passport to Visit Stockton for prizes.
Stockton Restaurant Week is a highly anticipated event where diners can enjoy special fixed-price menus at multiple participating Stockton restaurants. The event took place in January to coincide with Visit California's California Restaurant Month. Picking up its 6th year, Stockton Restaurant Week was greatly successful, lending itself to some of the best business participating restaurants had ever seen!

During the Great Stockton Asparagus Dine Out (GSADO), participating restaurants feature special asparagus-related menu items prepared with locally grown asparagus! GSADO took place the entire month of April! Local growers work with Stockton restaurants to provide the freshest locally grown asparagus to their kitchens. Our famous locally grown spear is featured in appetizers, entrées, desserts, and drinks throughout Stockton!
Cheers! **Stockton Beer Week** is an event created to increase spending in Stockton bars and restaurants, while supporting our local craft beer industry. The 3rd annual event was bigger than ever with 17 participating venues and 11 participating retailers from the Miracle Mile. Participating venues worked closely with beer distributors and local businesses/associations to create all kinds of events, from beer dinners and beer cocktail competitions, to a beer festival and beer-infused dishes.

17 participating venues

---

**Community Supported Events/Organizations**

- City of Stockton - Movies at a Point
- Stockton Ports
- Stockton Thunder/Heat
- United Way of San Joaquin
- Stockton Symphony
- Stockton Civic Theater
- StocktonCon
- The STOCKMARKET
- Downtown Stockton Alliance
- Brubeck Festival
- Pixie Woods
- Greater Stockton Chamber of Commerce
- San Joaquin International Film Festival
- Children's Museum of Stockton
- Emergency Food Bank
- Leadership Stockton Alumni Association
- San Joaquin Pride Center
- Stockton P.D. Youth Activities
Who can be a CTA?

Anyone can be a CTA! The Stockton Ambassador Program is a multi-faceted program that serves to increase tourism by inspiring front-line employees and community members to turn every visitor encounter into a positive experience. CTAs learn about Stockton history, attractions, dining, events, and more! When visitors have a positive experience they are more likely to return in the future and also share their experience with others. Everyone benefits – the visitor, the industry, the local economy, and most importantly, the front-line worker.

The Stockton Ambassador Program was launched in April 2013 and seeks to enhance the visitor experience in Stockton by creating knowledgeable, highly-trained Certified Tourism Ambassadors (CTA) throughout the city. Visit Stockton holds certification classes every other month and will certify our 300th CTA in February 2016.

Stockton CTA Count:
as of December 2014

294

Be on the lookout for our pins!
What's in it for you?

- Increased knowledge of Stockton
- Provides a meaningful credential
- Increased business, higher tips
- Builds valuable skills
- Career advancement
- Networking opportunities
- Receive regular advice and updates
- Events, rewards and incentives*

By becoming a Certified Tourism Ambassador™ you'll have the tools and knowledge necessary to create a more memorable visitor experience and you'll reap the benefits. Being a CTA is a great achievement and it is a national designation to add to your resume.

*Visit Stockton hosts numerous CTA mixers and discovery days exclusively for our Stockton CTAs. These gatherings are a great opportunity to network with other CTAs while exploring Stockton in a new way. CTAs also have access to CTA-only discounts and freebies.

August 2015 Stockton CTA Marina Kayak Adventure

Be a part of something big!

CTA is a nationally recognized certification with over 15,000 frontline workers and volunteers who have earned their designation! There are currently 27 CTA programs nationwide involving over 100 DMOs (Destination Marketing Organizations).

As an Accredited Provider, Visit Stockton presents the official CTA designation on behalf of the Tourism Ambassador Institute®, the national oversight body for the certification program.

Want to know more?

StocktonAmbassadors.com
CTANetwork.com
Megan at 877.778.6258
megan@visitstockton.org
# Stockton Convention & Visitors Bureau (Visit Stockton)
## 2016 Visit Stockton Budget

<table>
<thead>
<tr>
<th>Income</th>
<th>Total Budget</th>
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</thead>
<tbody>
<tr>
<td>4000 TBID Assessment</td>
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<tr>
<td>4010 Special Events &amp; Promotions</td>
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<tr>
<td>4015 CTA Registration Fees</td>
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<td>4020 Co-op/Misc. Revenue</td>
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<td>4025 Stockton Guide</td>
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<td>4030 Merchandise</td>
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<td>4040 Event Sponsorships</td>
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<td>4050 Interest Income</td>
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<table>
<thead>
<tr>
<th>Expenses</th>
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<td><strong>Administration &amp; Operations</strong></td>
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<td>6010 General Liability Insurance</td>
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<td>6700 Office Furnishings/Equip</td>
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<td>6750 Tenant Improvements</td>
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<td><strong>Office Lease &amp; Utilities</strong></td>
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<td>5040 Network/Internet Fees</td>
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<td>5045 Admin/Finance Software/Subscriptions</td>
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<td>5105 Storage</td>
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<td>5110 Employee Parking</td>
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<td><strong>Total Office Lease &amp; Utilities</strong></td>
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<td><strong>Professional Fees</strong></td>
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<td>6100 Accounting</td>
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<td>6200 HR/Legal Fees</td>
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<td>6300 Payroll Expenses</td>
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<td><strong>Total Salaries/Benefits: Admin/Finance</strong></td>
<td><strong>$ 53,473.00</strong></td>
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<td><strong>Total Administration &amp; Operations</strong></td>
<td><strong>$ 172,507.00</strong></td>
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</tbody>
</table>

<p>| Sales &amp; Marketing                            |                |
| 7001 Branding                                | 20,500.00      |
| 7005 Tourism Research/Reports                | 17,000.00      |</p>
<table>
<thead>
<tr>
<th>Item</th>
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<td>7015 Public Relations</td>
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<td>7025 Sports/Event Services and Supplies</td>
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<td>7030 Trade Show Expenses/Travel</td>
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<td>7035 Familiarization Event/Tour</td>
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<td>7040 Merchandise/Promotional Items</td>
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<td>7045 Annual Tourism Awards Event</td>
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<td>7050 Website/Mobile/Apps</td>
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<td>7055 Certified Tourism Ambassador</td>
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<td>7060 Printing</td>
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<td>7070 Dues and Subscriptions</td>
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<td>7090 Marketing Software/Subscription Fees</td>
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<tr>
<td>7090 Industry Conferences/Networking Events</td>
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<tr>
<td>7100 Meals &amp; Entertainment - CEO</td>
<td>4,500.00</td>
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<tr>
<td>7150 Mileage &amp; Ent. - Sales/Mktg</td>
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<tr>
<td><strong>Salaries</strong></td>
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<td>Total Salaries/Benefits: Sales and Marketing</td>
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<td>Total Sales &amp; Marketing</td>
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<td>Total Expenses</td>
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<td>Net Operating Income</td>
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<td>9000 Fund Balance from Previous Year</td>
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<td>Total Other Income</td>
<td>$225,000.00</td>
</tr>
<tr>
<td>Other Expenses</td>
<td></td>
</tr>
<tr>
<td>8000 Contingency &amp; Renewal - 5%</td>
<td>75,750.00</td>
</tr>
<tr>
<td>Total Other Expenses</td>
<td>$75,750.00</td>
</tr>
<tr>
<td>Net Other Income</td>
<td>$149,250.00</td>
</tr>
<tr>
<td>Net Income</td>
<td>$0.00</td>
</tr>
</tbody>
</table>