

AGENDA	Tuesday, August 27, 2013	
Informational Meeting	4:00 PM at Carnegie Town Hall	
Sioux Falls City Council	235 West Tenth Street	

1. Call To Order

2. Staff Report

3. City Council Open Discussion

4. Presentations

A. Approve 2013-2014 Budget for the Sioux Falls Convention and Visitors Bureau
Business Improvement District by Teri Schmidt, Executive Director

5. Adjournment

The City Council may include such other business as may come before this body.

Date: 2013-08-27
SIRE Meeting ID: 1985
Meeting Type: Informational Meeting

YouTube:<https://youtu.be/CY-gPQYbf8o>
Agenda Item: Not Assigned
Item ID: 68713

The following document(s) are public records obtained from the
City of Sioux Falls.

SIOUX FALLS CONVENTION & VISITORS BUREAU
Budget Summary - BID -- Oct 1, 2013 - Sept 30, 2014

BID 12 Month Budget Oct 1, 2013 - Sept 30, 2014			
	INCOME	EXPENSE	Net
GENERAL CVB REVENUE			
BID Revenue	\$ 1,600,000		\$ 1,600,000
<i>TOTAL GENERAL REVENUE</i>	\$ 1,600,000	\$ -	\$ 1,600,000
ADMINISTRATION			
Continuing Industry Education		\$ 10,800	\$ (10,800)
Bid Allocation (approx 75% of admin)		\$ 737,107	\$ (737,107)
<i>TOTAL ADMINISTRATIVE</i>	\$ -	\$ 747,907	\$ (747,907)
PROGRAM & SERVICES:			
SALES DEVELOPMENT - ADVERTISING (Conventions, Meetings & Events)			
Digital Strategy	\$ 6,000	\$ 172,780	\$ (166,780)
Misc Event Ads/Phone Book		\$ 3,198	\$ (3,198)
Newspaper		\$ 9,150	\$ (9,150)
Sports Publications		\$ 9,219	\$ (9,219)
Trade Publications	\$ 2,500	\$ 107,770	\$ (105,270)
Misc New Opportunities		\$ 5,000	\$ (5,000)
<i>Total Sales Development - Advertising</i>	\$ 8,500	\$ 307,117	\$ (298,617)
SALES DEVELOPMENT - PRINTING			
Miscellaneous	\$ 1,500	\$ 3,000	\$ (1,500)
<i>Total Sales Development - Printing</i>	\$ 1,500	\$ 3,000	\$ (1,500)
SALES DEVELOPMENT - MARKETING & PROMOTION			
Visitor Industry Socials		\$ 500	\$ (500)
<i>Total Sales Development - Marketing & Promo</i>		\$ 500	\$ (500)
SALES DEVELOPMENT - BIDDING			
ASA		\$ 5,000	\$ (5,000)
Bid Commitments:		\$ 72,500	\$ (72,500)
Health Professionals Network			
National Indian & Native American Employee & Training Conference			
Small Market Meetings			
Bid Meetings/Leads		\$ 1,000	\$ (1,000)
Bid Requirements		\$ 25,000	\$ (25,000)
Meeting Planner Hostings/FAMS/Target Market Luncheons		\$ 11,000	\$ (11,000)
BID Opportunity Fund		\$ 50,000	\$ (50,000)
<i>Total Sales Development - Bidding</i>	\$ -	\$ 164,500	\$ (164,500)
SALES DEVELOPMENT - TRAVEL			
Bid Trips		\$ 7,500	\$ (7,500)
Professional Conferences		\$ 5,500	\$ (5,500)
Site Visits/Sales Blitzes/FAMS		\$ 39,558	\$ (39,558)
Trade/Travel Shows		\$ 72,700	\$ (72,700)
Misc		\$ 2,800	\$ (2,800)
<i>Total Sales Development - Travel</i>	\$ -	\$ 128,058	\$ (128,058)
TOTAL SALES DEVELOPMENT	\$ 10,000	\$ 603,175	\$ (593,175)
TOURISM PROMOTION & ADVERTISING			
Travel Publications	\$ 3,500	\$ 82,753	\$ (79,253)
New Opportunities	\$ 110,000	\$ 225,000	\$ (115,000)
Reststop/FAM Tour Hostings		\$ 5,750	\$ (5,750)
SD Tourism Coops		\$ 13,885	\$ (13,885)
SSDTA Coops		\$ 3,280	\$ (3,280)
Visitor Guide Delivery/Storage		\$ 7,500	\$ (7,500)
Visitor Center		\$ 560	\$ (560)
Miscellaneous		\$ 4,690	\$ (4,690)
<i>TOTAL TOURISM</i>	\$ 113,500	\$ 343,418	\$ (229,918)
HOST CITY PROGRAM			
Visitor Info Kiosks		\$ 29,000	\$ (29,000)
<i>TOTAL HOST CITY</i>	\$ -	\$ 29,000	\$ (29,000)
TOTAL PROGRAM & SERVICES	\$ 123,500	\$ 975,593	\$ (852,093)
TOTAL BUDGET	\$ 1,723,500	\$ 1,723,500	\$ -

S: Kathie: BID District-BID Budget 13-14