

**DESTINATION AND MARKETING SERVICES AGREEMENT BETWEEN
THE CITY OF BASTROP, TEXAS AND VISIT BASTROP**

The City Council (the *City Council*) of the City of Bastrop, Texas (the *City*), a home-rule municipality operating under the City's Home Rule Charter, has approved the City's engagement of Bastrop Destination Marketing Organization (*Visit Bastrop*, and together with the *City*, the *Parties*), a Texas non-profit corporation organized under Chapter 22, Texas Business Organizations Code, as amended (*Chapter 22*), to provide certain Services (defined below) as set forth in this Destination and Marketing Services Agreement (the *Agreement*), entered into by the Parties pursuant to Section 351.101(c), Texas Tax Code, as amended (the *Tax Code*).

RECITALS

WHEREAS, the City and Visit Bastrop recognize the visitor industry as a key economic generator for the growing City; and

WHEREAS, the City desires to engage Visit Bastrop to perform the *Services* (as defined below) in consideration of the compensation provided in this Agreement whose initial role the City expects and acknowledges will mirror or exceed that of the City's previous Bastrop Marketing Corporation (*BMC*); and

WHEREAS, Visit Bastrop's provision of the Services is expected to contribute to the achievement of the goals stated above; and

WHEREAS, the City and Visit Bastrop hereby find and determine that entering into this Agreement is in the best interests of the residents of the City and surrounding areas, the industries served by Visit Bastrop, and the City's tourism market; and

WHEREAS, the Bastrop City Council had a joint workshop with the Destination Marketing Organization Start-Up Organization (DMO) on April 4, 2017; and

WHEREAS, the Bastrop City Council determined that the purpose of the Visit Bastrop was to provide "brand" marketing for Bastrop as a destination, to serve as the primary brand advocate, and to better utilize existing facilities; and

WHEREAS, the Bastrop City Council recognizes that tourism represents the purist form of economic development and is instrumental to stabilizing and growing the City's sales tax base; and

WHEREAS, Visit Bastrop will provide "global" oversight of Bastrop's visitor assets and activities to provide a level of unity and representation to maximize Bastrop's brand potential; and

WHEREAS, Visit Bastrop must ensure each "community asset" is represented in a way that there is equal representation and seek input from each "community asset" group; and

WHEREAS, the Bastrop City Council defines the broad representation of "community assets" as Arts, History, Hotels, Restaurants, Retail, Sports, Outdoors, Recreation, Hyatt, Nightlife, Entertainment, and Film; and

WHEREAS, the “community assets” must be a “driver” with strong ties to the hospitality industry given the legal requirements of how Hotel Occupancy Tax funds are spent; and

WHEREAS, the Bastrop City Council recognizes that “community assets” may change with time and expects Visit Bastrop to adapt by having the ability to add or remove another category of community assets as times and circumstances change; and

WHEREAS, the Bastrop City Council recognizes the success and importance of industry knowledge of the specific “community asset” groups available in Bastrop and believes that they, collectively, have a vested interest in ensuring the success of Visit Bastrop and are best suited to serve as Board Members of Visit Bastrop; and

WHEREAS, the City will not have any elected or appointed representatives on the VISIT BASTROP Board of Directors.

NOW THEREFORE, In consideration of the mutual promises and covenants contained herein, the City and Visit Bastrop agree as follows:

I. TERM

1.1 Term. The term of this Agreement shall commence on October 1, 2017, and will remain in full force and effect through September 30, 2022 (the *Term*), with an extension option of up to 5 years from the end of the Term, unless such Agreement is terminated, pursuant to Article VII herein.

1.2 Appropriations. The City agrees, as a part of its budget process and in connection with the City’s collection of Hotel Occupancy Tax (HOT) under the Tax Code, to appropriate an amount to Visit Bastrop as described in Article III below. Visit Bastrop agrees and understands that City is a governmental entity and it has projected costs for this Agreement and City expects to pay all obligations of this Agreement from projected revenue sources, but all obligations of City are subject to annual appropriation by the City Council in future years.

II. SCOPE OF SERVICES

2.1 Services for Compensation. Visit Bastrop agrees to provide the services described in Section 2.2 below (the *Services*) in exchange for the compensation described in Article III of this Agreement. The City acknowledges that Visit Bastrop, as permitted by the Tax Code, may contract with various entities and organizations unaffiliated with the City, and that under those agreements and funds derived from those agreements, Visit Bastrop may perform other services and activities in accordance with Visit Bastrop’s Articles and Bylaws. The Parties understand that funds provided by the City through this Agreement must be expended in accordance with the Tax Code particularly §351.101.

2.2 Scope of Services. Visit Bastrop shall work to: (1) attract leisure visitors to the City and its vicinity; (2) attract and secure meetings, events, retreats, and conventions to the City and its vicinity and 3) serve as a liaison to local businesses (including hoteliers, restaurateurs, and other similar entities) and City departments to attract leisure and business visitors, meetings, events,

retreats, and conventions to the City and its vicinity. Visit Bastrop, subject to being supplied the appropriate funding pursuant to this Agreement, shall:

(A) carry out the actions defined in the applicable annual Business Plan (defined below) related to attracting leisure visitors, meetings, events, retreats, and conventions to the City and its vicinity and as outlined in Visit Bastrop's Bylaws and expanding the City's approach to recruiting, retaining and expanding meetings, conventions, retreats, and events as identified by that applicable annual Business Plan increasing the visibility of the City through media and public relations efforts, and, where appropriate, coordinate and work with public and private partners and organizations involved in local efforts to attract and retain meetings and events;

(B) utilize research reports on economic trends, growth sectors, and regional competitive strengths and weaknesses, as is customary in the destination and marketing organization industry, as specified in the applicable annual Business Plan, in order to assist the City in making strategic decisions in its efforts to attract leisure visitors, meetings, events, retreats, and conventions to the City and its vicinity and in accordance with Visit Bastrop's Bylaws;

(C) provide marketing and imaging campaigns for the City's tourism and convention industry, as specified in the annual applicable Business Plan and in accordance with the covenants regarding intellectual property as described in Article XII;

(D) inform and partner with the City regarding high-profile or significant recruitment/attraction efforts; and

(E) provide, in appropriate detail in accordance with the Tax Code, reports listing the Visit Bastrop's expenditures made with HOT, and Visit Bastrop's progress in performing the Services in conformance with implementation of the annual Business Plan.

(F) Provide expertise in destination management in conjunction with the City of Bastrop to leverage available resources such as community assets and activities to maximize opportunities to attract visitors to Bastrop, both leisure and business, recognizing the critical role tourism plays in Bastrop's economy, both in HOT and sales tax revenue.

2.3 Business Plan.

(A) Development. During FY 2018, which is the initial start-up year, Visit Bastrop shall prepare a draft Business Plan and present it publicly no later than the second Council meeting in November 2017, outlining how it proposes to deliver the *Services* within the fiscal year that is the subject of that draft Business Plan. In Year 1 of the Agreement, the draft Business Plan shall include the initial efforts of Visit Bastrop for the beginning of Fiscal Year 2018 (which is the period ending September 30, 2018). The draft Business Plan shall describe the methodology and steps then expected to be followed by Visit Bastrop to deliver the *Services* within the specified fiscal year, and shall include a budget that indicates in appropriate detail how the funding provided by the City for that fiscal year will be expended. Visit Bastrop shall work to finalize the draft Business Plan, and shall submit the draft Business Plan to its Board of Directors (the *Board*) for approval.

In Years 2 – 5 of the contract, on or before September 1 of each year, Visit Bastrop shall prepare a business plan and include a proposed budget that indicates in appropriate detail how the funding to be provided by the City for that fiscal year will be expended. This business plan and proposed budget will be presented publicly at the second Council meeting in September for fiscal year 2018

After approval by the Board, the approved Business Plan shall become incorporated into this Agreement as Exhibit A. The Parties understand that circumstances during any period of time may differ from those contemplated when the Business Plan was approved; therefore, amendments to the Business Plan may be made by the Board within any fiscal year. However, any material changes to the approved Business Plan affecting the expenditure of HOT must be approved in writing by Visit Bastrop prior to the implementation of such material changes.

(B) **Business Plan Performance Targets.** As part of the development of each annual Business Plan, Visit Bastrop shall establish “Performance Targets” against which Visit Bastrop’s execution of the Business Plan, to include its revenue enhancement efforts and goals, is evaluated. The Revenue Enhancement Plan will be updated as part of the annual Business Plan and will identify targets for potential funding sources of additional non-HOT revenues. If changing market conditions, funding availability issues, unforeseen expenses, or other circumstances beyond Visit Bastrop’s reasonable control arise, the then current Performance Targets may be revised, with the prior written approval of the Board.

(C) **Reporting.** Visit Bastrop will maintain reasonable levels of communication with the City Manager, Finance Department, and any other designated departments of the City throughout the term of this Agreement to ensure coordination between the City and Visit Bastrop as to Visit Bastrop’s efforts to implement the Business Plan. Visit Bastrop shall provide, as required by the Tax Code and this Agreement, various reports to the City that describe in appropriate detail (in all cases, taking into account the need to maintain a high level of confidentiality with respect to proprietary and competitive matters to the extent permissible under applicable law) its progress in implementing the Business Plan and meeting Performance Targets, as specified in this Agreement, as well as providing the City with periodic reports in accordance with the requirements as set forth in the Tax Code and on any activity that Visit Bastrop believes to be of interest to the City. Visit Bastrop agrees to report to the City as follows:

- (i) Monthly and annual written status reports, like the *Sample Albuquerque, NM Report*, shown as Exhibit C and general accountings, and
- (ii) Update presentations monthly at a regularly scheduled Council meeting that address the Services provided pursuant to this Agreement, and
- (iii) Participate in an annual workshop between City Council and Visit Bastrop Board of Directors to have opportunity to dialog about performance, establish future goals and objectives, and other topics that may be relevant to the components of this contract in early June of each year.

2.4 **Utilization of City-Owned Facilities.** The City acknowledges that, to ensure Visit Bastrop’s success in performing the obligations set forth herein, the City will permit Visit Bastrop

access to utilize City-owned facilities, within reason and with approval by the City Manager at no cost to Visit Bastrop, subject to date availability, for the purpose of effectuating the objectives of Visit Bastrop and the City as set forth in this Agreement and the Articles

2.5 Board of Directors. Visit Bastrop will at all times maintain a Board as specified in Visit Bastrop's Certificate of Formation (the *Articles*) and adopted Bylaws. The Board's primary responsibilities include fiduciary oversight and provision of strategic direction.

2.6 Accreditation. To ensure industry best practices are established and performed by Visit Bastrop, Visit Bastrop as an organization must include a plan in their annual Business Plan within the next four years to seek accreditation status by Destination International, to be recognized as an organization of excellence, within the following fiscal year.

III. COMPENSATION TO VISIT BASTROP

3.1 Compensation.

(A) Transition Period. The applicable compensation to be provided by the City to Visit Bastrop during the period from July 1, 2017 to September 30, 2017 (the *Transition*), in addition to other applicable terms governing the Parties' actions prior to the effective date of this Management Agreement, are set forth in Exhibit B hereto, of which such Transition Plan is hereby incorporated into this Management Agreement by reference.

(B) FY 2018. Beginning on October 1, 2017, the City shall target fifty percent (50%) of the net HOT revenue collected, defined as HOT revenue minus the provision of payment satisfying the City's [outstanding debt secured by HOT]. This amount should not be less than 45% of total Hotel Occupancy Tax Revenues. Each year during the City's annual budget process, the targeted percentage subject to adjustment as outlined below will result in an annual appropriation to be paid to Visit Bastrop. The targeted annual percentage may be adjusted by the City during the City's annual budget process based upon the annual update to the HOT pro forma in order to make a determination on whether or not adjustments are necessary to increase, maintain, or reduce operating expenses due to factors including changing economic conditions, requirements of Visit Bastrop, requirements of the City and funding levels of the contingency funds and lease payment as set forth in the hereafter referenced HOT financial policy. The City will actively manage operating expenses to be funded with HOT in keeping with the HOT Funds financial policy approved by City Council on May 9, 2017 through Resolution No. R-2017-26.

The annual HOT appropriation as approved by the City Council in accordance with the provisions and requirements of the Tax Code, shall be paid to the Visit Bastrop in equal quarterly installments (October, January, April, July) beginning October 1 of each Fiscal Year. The quarterly payments will be made in advance on the first day of each month.

(C) Upon the conclusion of each fiscal year and completion of the City's independent annual audit, the annual amount appropriated in support of the Visit Bastrop for the fiscal year immediately closed will be compared to the targeted percentage of the actual net HOT revenues recorded for that fiscal year. Any surplus or deficit may be considered for an additional adjustment to Visit Bastrop at the City's discretion as part of a mid-year adjustment to the current fiscal year appropriation. Visit Bastrop must also provide an

amended Business Plan detailing how the surplus or reduction of funds will be utilized.

(D) Visit Bastrop shall be the primary provider of the Services delineated in Article II hereof; nevertheless, the Bastrop County Historical Society Museum & Visitor Center shall continue visitor information operations in its normal course of business. In addition, Main Street and the Bastrop Chamber of Commerce shall continue to promote visitors as a part of their organizational mission, in accordance with Visit Bastrop.

3.2 Forecasting. Visit Bastrop shall inform and provide input on the establishment of the five-year forecast and the adopted budget appropriation for HOT Revenues.

3.3 Use of Funds. The funding provided by the City under this Agreement shall be used solely in connection with Visit Bastrop providing the Services described in Article II, pursuant to the budget prepared as part of the approved Business Plan. Visit Bastrop shall segregate all funds provided under this Agreement into a separate account and shall not commingle any funds supplied by the City with the Visit Bastrop's general funds or other funds received by any other entity.

3.4 Investment Policy. All public funds on deposit from time to time in Visit Bastrop's account(s) with its depository shall be invested and reinvested by its depository in any investment authorized pursuant to Chapter 2256, Government Code, as amended (*Chapter 2256*). Visit Bastrop shall comply with Chapter 2256 in the purchase, sale, and investment of public funds under its control. Visit Bastrop and the City agree that the Board will subsequently develop and adopt an investment policy, based upon the City's Investment Policy, and shall invest public funds as permitted by the Investment Act, in compliance with the investment policy approved by the Board, and according to the standard of care prescribed by the Investment Act.

3.5 Additional Services. Should any additional services outside the scope of this Agreement be requested and authorized by the City Manager or her designee, and accepted by Visit Bastrop, Visit Bastrop shall receive additional consideration in the form of separate compensation for those services over and above the compensation discussed in this Article III, at an amount agreed to by the City Manager or her designee and Visit Bastrop.

3.6 Invoices. Visit Bastrop shall submit City invoices to:

City of Bastrop, Texas
1311 Chestnut Street
P.O. Box 427
Bastrop, Texas 78602

IV. AUDIT

4.1 City's Audit. The City or its authorized representative shall annually, have the right to examine, inspect, and audit all books, papers, and bank records of Visit Bastrop directly related to the funds provided to Visit Bastrop under this Agreement, to determine the accuracy of reports made under this Agreement. The cost and expenses incurred by the City incident thereto shall be the sole responsibility of and borne by the City. Those records shall be maintained by Visit Bastrop for a period of four (4) years after the termination of the initial Term of this Agreement and any applicable extension period, and shall be made available for inspection, copying and/or audit by

the City or its agents at Visit Bastrop's place of business. Nothing in this Agreement shall be deemed to give the City authority to direct, question, review, audit, or otherwise influence the expenditure of any funds that are not directly paid to Visit Bastrop by the City. In years where Visit Bastrop collects private funds they shall obtain an independent audit, in conjunction with the City's audit.

42 Dispute Findings. Either Visit Bastrop or the City may dispute the findings of audits performed under this Agreement, by giving written notice to the other party within thirty (30) days of receiving the results of an audit. The Party electing to dispute audit results shall, within thirty (30) days following receipt of the auditor's report, submit such additional information as it believes is required to correct the auditor's report.

43 Scope. Knowledge of Visit Bastrop's financial condition is essential to the City due to its reliance on Visit Bastrop to promote tourism generating HOT. Therefore, it is necessary for the City to have access to review Visit Bastrop's audits, reports or other financial information. Upon ten (10) days' notice, Visit Bastrop shall make such information available for City's review.

V. DOCUMENTS

5.1 Documents. The parties recognize that, to be successful, Visit Bastrop depends on its ability to keep confidential the identity of its prospects and other proprietary information, and that Visit Bastrop would not achieve the same level of results from providing the Services, or any other services to its other clients and constituents, without maintaining that confidentiality. Accordingly, the Parties acknowledge that certain writings, documents or information produced by or submitted to Visit Bastrop in the course of its execution of the Services will be the sole property of Visit Bastrop, are proprietary, and may be privileged under State law. Without waiving any available claim or privilege, Visit Bastrop will in good faith share information derived from those writings or documents with the City and, if any writings, documents, or information are deemed non-proprietary or non-privileged, provide copies of those writings or documents in an un-redacted form to the City. Visit Bastrop understands and acknowledges that the City has the right to use those non-proprietary writings, documents, and information as the City desires, without restriction. If any "open records" or equivalent request is made of the City relating to this Agreement or the Services, the City shall promptly advise Visit Bastrop, and the Parties shall work cooperatively and in good faith to preserve Visit Bastrop's trade secrets, proprietary documents, and confidential information, in accordance with current law. Visit Bastrop reserves the right to redact its documentation to protect proprietary information. In all events, the City shall not provide any information or documents that Visit Bastrop considers proprietary to any third party without Visit Bastrop's prior written consent, unless the City is legally obligated to do so and so advises Visit Bastrop in writing, of which Visit Bastrop shall have the opportunity to present its objection and legal authority for withholding requested information. In addition, any third-party requests to Visit Bastrop for records relating to this Agreement under the State's Public Information Act shall be coordinated with the City. The City shall provide Visit Bastrop, in accordance with the Public Information Act, the opportunity to submit third-party briefs to the Texas Attorney General to receive an Open Records Decision.

5.2 Documents to the City. Upon expiration or termination of this Agreement, Visit Bastrop shall transfer to the City true and correct copies of any writings, documents, or information in the possession of Visit Bastrop and produced pursuant to the terms and conditions of this

Agreement.

VI. RECORDS RETENTION

6.1 Records. Visit Bastrop shall take commercially reasonable care in their maintenance of complete and accurate documents, papers, and records, and other evidence pertaining to the Services and funding provided for in this Agreement, and shall make such documents available to the City, at all reasonable times and as often as the City may deem necessary during the Agreement period for purposes of the audit described in Article IV.

6.2 Retention. Visit Bastrop shall retain any and all documents produced as a result of services or funding provided hereunder for a period of four (4) years from the date of termination of the Agreement or for such period as specified in Visit Bastrop's compliance policy. If, at the end of the retention period, there is litigation or other questions arising from, involving or concerning this documentation or the services provided hereunder, Visit Bastrop shall retain the records until the resolution of such litigation or other such questions.

VII. SUSPENSION/TERMINATION

7.1 Termination for non-appropriation. In the event that funds will not be appropriated or are not otherwise legally available to pay for the services required under this Agreement then this Agreement may be terminated by the City. The City agrees to deliver notice of termination as soon as practicable after determination is made by the City Council that funds will not be appropriated.

7.2 Suspension. The City may summarily suspend this Agreement with pay continuing to fund the salaries and basic operations of Visit Bastrop, if Visit Bastrop breaches its obligations hereunder and fails to cure such breach within sixty (60) days after receiving written notice of suspension. The City shall promptly apprise Visit Bastrop of the basis for suspension. Any such suspension shall remain in effect until the City determines that appropriate measures have been taken to ensure Visit Bastrop's future compliance. Grounds for such suspension include, but are not limited to the following:

- a.) Failure to abide by any terms or conditions of this Agreement;
- b.) Failure to keep and maintain adequate proof of insurance as required by this Agreement.

7.3 Termination Defined. For purposes of this Agreement, "termination" shall mean termination by expiration of the Agreement or earlier termination pursuant to any of the provisions hereof.

7.4 Termination for Cause. Upon written notice, which notice shall be provided in accordance with Article VIII, the City may terminate this Agreement as of the date provided in the notice, in whole or in part, upon the occurrence of one (1) or more of the following events:

- a). the sale, transfer, pledge, conveyance or assignment of this Agreement without prior approval, as provided in Article XI;

- b). ceasing operations for a period exceeding twenty (20) days;
- c). Failure to spend funds in accordance with this Agreement or in violation of Texas Tax Code Chapter 351.
- d). failure to cure cause of suspension.

7.5 Defaults with Opportunity for Cure. Should Visit Bastrop default in the performance of this Agreement in a manner stated in this section, same shall be considered an Event of Default. The City shall deliver written notice of the default, specifying in detail the matter(s) in default. Visit Bastrop shall have sixty (60) calendar days after receipt of the written notice, in accordance with Article VIII hereof. If Visit Bastrop fails to cure the default within such sixty (60) day cure period, the City shall have the right, without further notice or adoption of a City ordinance, to terminate this Agreement in whole or in part as the City deems appropriate. The following actions are defaults that may be cured by Visit Bastrop:

- a). performing unsatisfactorily, as evidenced by failure to make adequate progress to meet Visit Bastrop's pre-determined benchmarks for success, as outlined in the jointly approved Business Plan;
- b). failing to perform or failing to comply with any material term or covenant herein required as determined by the City; and
- c). bankruptcy or selling substantially all of Visit Bastrop's assets.

7.6 Termination by Law. If any State or federal law or regulation is enacted or promulgated which prohibits the performance of any of the duties herein, this Agreement shall automatically terminate as of the effective date of such prohibition.

7.7 Ceasing City Activity. Upon the effective date of expiration or termination of this Agreement, Visit Bastrop shall cease all work being performed by Visit Bastrop or any of its subcontractors on behalf of the City.

- a) Provisional Period. Regardless of the method by which this Agreement is terminated, Visit Bastrop agrees to provide a provisional period of termination for a period not to exceed two (2) months upon the City's request. During such provisional period, Visit Bastrop will receive adequate percentage payments of HOT, to be distributed in accordance with Article III hereof, to continue to provide services as provided for, and for which it will be compensated, under this Agreement.

7.8 Expiration and Termination. If this Agreement shall expire, without reasonable expectation of renewal thereof, or otherwise terminate pursuant to the above provisions, any interest in any funds or property of any kind (real, personal, intellectual or mixed), each of the foregoing deriving funding from HOT forwarded to Visit Bastrop under this Agreement, shall not be transferred to private ownership, but shall be transferred and delivered to City, which shall utilize such funds and property pursuant to and in accordance with the Tax Code, being those activities

substantially similar to Visit Bastrop's purpose and mission. Such transfer shall only occur after satisfaction of outstanding debts, claims, and any other obligations. For the avoidance of doubt, any remaining interests in any funds or property of any kind (real, personal, or mixed) deriving funding from private interests shall remain the sole property of Visit Bastrop.

VIII. NOTICE

8.1 Written Notice. Any notice, consent or other communication required or permitted under this Agreement shall be in writing and shall be deemed received at the time it is personally delivered, on the day it is sent by facsimile transmission, on the second day after its deposit with any commercial air courier or express service or, if mailed, three (3) days after the notice is deposited in the United States mail addressed as follows:

CITY:
City of Bastrop, Texas
Attn: City Manager
1311 Chestnut Street
P.O. Box 427
Bastrop, Texas 78602

VISIT BASTROP:
Visit Bastrop
Attn: Chief Executive Officer
P.O. Box 1200
Bastrop, Texas 78602

8.2 Time. Any time period stated in a notice shall be computed from the time the notice is deemed received. Either party may change its mailing address or the person to receive notice by notifying the other party as provided in this paragraph.

IX. INSURANCE

9.1 Certificate of Insurance. Prior to the commencement of any work under this Agreement, Visit Bastrop shall furnish an original completed certificate(s) of insurance to the City, and which shall be clearly labeled "Visit Bastrop Professional Services" in the Description of Operations block of the Certificate. The original certificate(s) shall be completed by an agent authorized to bind the named underwriter(s) and their company to the coverage, limits, and termination provisions shown thereon, containing all required information referenced or indicated thereon. The original certificate(s) or form must have the agent's original signature, including the signer's company affiliation, title and phone number, and be mailed directly from the agent to Visit Bastrop and the City. The City shall have no duty to pay or perform under this Agreement until such certificate shall have been delivered to the City, and no officer or employee, other than the City Manager, shall have authority to waive this requirement.

9.2 Right to Review. The City reserves the right to review the insurance requirements of this Article during the effective period of this Agreement and to modify insurance coverages and their limits when deemed necessary and prudent by the City Manager based upon changes in statutory law, court decisions, or circumstances surrounding this Agreement, but in no instance, will the City allow modification whereupon the City may incur increased risk.

9.3 Financial Integrity. Visit Bastrop's financial integrity is of interest to the City; therefore, subject to Visit Bastrop's right to maintain reasonable deductibles in such amounts as are approved by this Agreement, Visit Bastrop shall obtain and maintain in full force and effect for the duration of this Agreement, and any extension hereof, at Visit Bastrop's sole expense, insurance

coverage written on an occurrence basis, by companies authorized and admitted to do business in the State of Texas and rated A- or better by A.M. Best Company and/or otherwise acceptable to the City, in the following types and amounts:

TYPE	AMOUNTS
1. Workers' Compensation	Statutory
2. Employers' Liability	\$500,000/\$500,000/\$500,000
3. Commercial General Liability Insurance to include coverage for the following: a. Premises operations b. Independent Contractors c. Products/completed operations d. Personal Injury e. Contractual Liability	For Bodily Injury and Property Damage of \$1,000,000 per occurrence; \$2,000,000 General Aggregate, or its equivalent in Umbrella or Excess Liability Coverage
4. Any employee or Board Member with financial responsibilities that include access to HOT funds shall be bonded in a minimum amount of \$100,000 each.	
5. Business Automobile Liability a. Owned/leased vehicles b. Non-owned vehicles c. Hired Vehicles	
Combined Single Limit for Bodily Injury and Property Damage of \$1,000,000 per occurrence	

9.4 Copies. The City shall be entitled, upon request and without expense, to receive copies of the policies and all endorsements thereto as they apply to the limits required by the City, and may require the deletion, revision, or modification of particular policy terms, conditions, limitations or exclusions (except where policy provisions are established by law or regulation binding upon either of the parties hereto or the underwriter of any such policies). So long as this Agreement is in effect, Visit Bastrop shall be required to comply with any such requests and shall submit a copy of the replacement certificate of insurance to the City at the address provided in Section 9.6 herein within 10 days of the requested change. Visit Bastrop shall pay any costs incurred resulting from said changes.

9.5 Required Provisions. Visit Bastrop agrees that with respect to the above required insurance, all insurance contracts and certificate(s) of insurance will contain the following required provisions:

A. name the City and its officers, employees, volunteers, and elected representatives as additional insureds as respects to operations and activities of, or on behalf of, the named insured performed under contract with the City, with the exception of the workers' compensation and professional liability policies;

B. provide for an endorsement that the "other insurance" clause shall not apply to the City where the City is an additional insured shown on the policy;

C. workers' compensation and employers' liability policies will provide a waiver of subrogation in favor of the City.

9.6 Cancellation/Non-Renewal. When there is a cancellation, non-renewal or material change in coverage which is not made pursuant to a request by the City, Visit Bastrop shall notify the City of such and shall give such notices not less than thirty (30) days prior to the change, if Visit Bastrop knows of said change in advance, or ten (10) days after the change, if Visit Bastrop did not have actual knowledge of the change in advance. Such notice must be accompanied by a replacement certificate of insurance. All notices shall be given to the City at the following address:

City of Bastrop, Texas
1311 Chestnut Street
P.O. Box 427
Bastrop, Texas 78602

9.7 Failure to Maintain. In addition to any other remedies the City may have upon Visit Bastrop's failure to provide and maintain any insurance or policy endorsements to the extent and within the time herein required, the City shall have the right to order Visit Bastrop to stop work hereunder, and/or withhold any payment(s) which become due to Visit Bastrop hereunder until Visit Bastrop demonstrates compliance with the requirements hereof.

9.8 Responsibility of Visit Bastrop. Nothing herein contained shall be construed as limiting in any way the extent to which Visit Bastrop may be held responsible for payments of damages to persons or property resulting from Visit Bastrop's or its subcontractors' performance of the work covered under this Agreement.

9.9 Primary Insurance. It is agreed that Visit Bastrop's insurance shall be deemed primary and non-contributory with respect to any insurance or self-insurance carried by the City for liability arising out of operations under this Agreement.

X. INDEMNIFICATION

10.1 VISIT BASTROP covenants and agrees to FULLY INDEMNIFY, DEFEND and HOLD HARMLESS, the CITY and the elected officials, employees, officers, directors, and representatives of the CITY, individually and collectively, from and against any and all costs, claims, liens, damages, losses, expenses, fees, fines, penalties, proceedings, actions, demands, causes of action, liability and suits of any kind and nature, including but not limited to, personal or bodily injury, death and property damage, made upon the CITY arising out of or resulting from VISIT BASTROP activities under this AGREEMENT, including any acts or omissions of VISIT BASTROP, any agent, officer, director, representative, employee, VISIT BASTROP or subcontractor of VISIT BASTROP, and their respective officers, agents employees, directors and representatives while in the exercise of the rights or performance of the duties under this AGREEMENT. The indemnity provided for in this paragraph shall not apply to any liability resulting from the negligence of the City, its officers or employees, in instances where such negligence causes personal injury, death, or property damage. IN THE EVENT VISIT BASTROP AND THE CITY ARE FOUND JOINTLY LIABLE BY A COURT OF COMPETENT JURISDICTION, LIABILITY SHALL BE

APPORTIONED COMPARATIVELY IN ACCORDANCE WITH THE LAWS FOR THE STATE OF TEXAS, WITHOUT, HOWEVER, WAIVING ANY GOVERNMENTAL IMMUNITY AVAILABLE TO THE CITY UNDER TEXAS LAW AND WITHOUT WAIVING ANY DEFENSES OF THE PARTIES UNDER TEXAS LAW.

102 The provisions of the foregoing indemnity are solely for the benefit of the Parties and not intended to create or grant any rights, contractual or otherwise, to any other person or entity. Visit Bastrop shall advise the City in writing within three business days of any claim or demand against the City or Visit Bastrop known to Visit Bastrop related to or arising out of Visit Bastrop's activities under this Agreement and shall see to the investigation and defense of such claim or demand at Visit Bastrop's cost. The City shall have the right, at its option and at its own expense, to participate in such defense without relieving Visit Bastrop of any of its obligations under this paragraph.

XI. SUBCONTRACTING

Any work or services subcontracted by Visit Bastrop hereunder shall be by written contract and, unless specific waiver is granted in writing by the City, shall be subject by its terms to each provision of this Agreement. Compliance by subcontractors with this Agreement shall be the responsibility of Visit Bastrop. The City shall in no event be obligated to any third party, including any subcontractor of Visit Bastrop, for performance of services or payment of fees.

XII. INTELLECTUAL PROPERTY RIGHTS

121 Intellectual Property Rights. Visit Bastrop recognizes the City is the owner of certain intellectual property, including images, trademarks, slogans, recordings, etc. So long as Visit Bastrop utilizes such intellectual property to perform the Services described in this Agreement, Visit Bastrop shall receive a royalty-free, worldwide license to use such intellectual property during the Term of this Agreement. To the extent, Visit Bastrop prospectively utilizes previously registered intellectual property of the City, the City shall waive any infringement claims. Visit Bastrop acknowledges that it is not the intent of this provision to divest the City of any ownership rights in its intellectual property nor to provide any ownership interest in Visit Bastrop to City's intellectual property.

122 Other Intellectual Property Agreements. The City recognizes Visit Bastrop may enter into various licensing agreements with BMC (or its parent company), the Bastrop County Historical Society, or related entities now holding the rights for the prospective use of marketing assets (previously produced by BMC) to promote the City to visitors and tourists. The City agrees to assist Visit Bastrop in its efforts to obtain permission and acquire use of various Intellectual Property from any source to support Visit Bastrop achieve the purposes for which it was created.

XIII. INDEPENDENT CONTRACTOR

Visit Bastrop and the City covenant and agree that: 1) Visit Bastrop is an independent contractor and not an officer, agent, servant or employee of the City; 2) Visit Bastrop shall have control of and right to control, in its sole discretion, the details of the work performed hereunder and all persons performing same, and shall be responsible for the acts and omissions of its officers,

agents, employees, contractors, subcontractors and Visit Bastrop; 3) the doctrine of respondent superior shall not apply as between the City and Visit Bastrop, its officers, agents, employees, contractors, subcontractors and Visit Bastrop; and 4) nothing herein shall be construed as creating the relationship of employer-employee, principal-agent, partners or joint ventures between the City and Visit Bastrop. The Parties hereto understand and agree that the City shall not be liable for any claims which may be asserted by any third party occurring in connection with the Services to be performed by Visit Bastrop under this Agreement and that the City's authority to bind Visit Bastrop is limited to the provisions of this Agreement.

XIV. CONFLICT OF INTEREST

14.1 City's Ethics Code. Visit Bastrop acknowledges that it will follow the City's Ethics Code which prohibits City officials and employees from, either during their service with the City or within twelve (12) months of the termination of the official duties, having an economic interest, directly or indirectly, in any contract with the City, and City officials and employees shall not be financially interested, directly or indirectly, in the sale to the City of any land, materials, supplies or service.

XV. LEGAL/LITIGATION EXPENSES

15.1 Litigation Against the City. Under no circumstances will the funds received under this Agreement or any other City funds, be used, either directly or indirectly, to pay the costs associated with attorney fees incurred in any adversarial proceeding against the City or any other governmental or public entity constituting a part of the City.

15.2 Termination. During the term of this Agreement, if Visit Bastrop files and/or pursues an adversarial proceeding against the City, the City, at its option, may terminate this Agreement and all access to the funding provided for hereunder if it is found that Visit Bastrop has violated this Article.

XVI. AMENDMENTS

Except where the terms of this Agreement expressly provide otherwise, any alterations, additions, or deletions to the terms hereof, shall be effected by amendment, in writing, executed by both the City and Visit Bastrop, and subject to approval by the City Council and the Board, as evidenced by passage of a resolution, or ordinance, as applicable, to that effect.

XVII. SEVERABILITY

If any clause or provision of this Agreement is held invalid, illegal or unenforceable under present or future federal, State or local laws, including but not limited to the City Charter, the City's Code, City ordinances, Visit Bastrop's Articles and Bylaws, then and in that event it is the intention of the Parties hereto that such invalidity, illegality or unenforceability shall not affect any other clause or provision hereof and that the remainder of this Agreement shall be construed as if such invalid, illegal or unenforceable clause or provision was never contained herein; it is also the intention of the Parties hereto that in lieu of each clause or provision of this Agreement that is invalid, illegal, or unenforceable, there be added as a part of the Agreement a clause or

provision as similar in terms to such invalid, illegal or unenforceable clause or provision as shall be permissible, legal, valid and enforceable.

XVIII. LICENSES/CERTIFICATIONS

Visit Bastrop warrants and certifies that, to its knowledge, Visit Bastrop and any other person designated to provide services hereunder has the requisite training, license and/or certification to provide said services, and meets all competence standards promulgated by all other authoritative bodies, as applicable to the services provided herein.

XIX. COMPLIANCE WITH LAWS

Visit Bastrop shall provide and perform all services required under this Agreement in compliance with all applicable federal, State and local laws, rules and regulations.

XX. NON-WAIVER OF PERFORMANCE

Unless otherwise specifically provided for in this Agreement, a waiver by either Party of a breach of any of the terms, conditions, covenants or guarantees of this Agreement shall not be construed or held to be a waiver of any succeeding or preceding breach of the same or any other term, condition, covenant or guarantee herein contained. Further, any failure of either Party to insist in any one or more cases upon the strict performance of any of the covenants of this Agreement, or to exercise any option herein contained, shall in no event be construed as a waiver or relinquishment for the future of such covenant or option.

XXI. LAW APPLICABLE

21.1 THIS AGREEMENT SHALL BE CONSTRUED UNDER AND IN ACCORDANCE WITH THE LAWS OF THE STATE OF TEXAS AND ALL OBLIGATIONS OF THE PARTIES CREATED HEREUNDER ARE PERFORMABLE IN BASTROP COUNTY, TEXAS.

21.2 Venue for any legal action or proceeding brought or maintained, directly or indirectly, because of this Agreement shall be in Bastrop County, Texas.

XXII. LEGAL AUTHORITY

22.1 Visit Bastrop. The signor of this Agreement on behalf of Visit Bastrop represents, warrants, assures and guarantees that he has full legal authority, pursuant to Chapter 22, the Texas Non-Profit Corporation Act, the Tax Code by adoption of resolution of the Visit Bastrop Board of Directors to bind Visit Bastrop to all terms conditions, provisions and obligations herein contained.

22.2 City of Bastrop. The signor of this Agreement on behalf of the City represents, warrants, assures and guarantees that she/he has full legal authority, pursuant to Article XI, Section 5 of the Texas Constitution, the City's Home Rule Charter, the Tax Code, and an resolution adopted by the City Council on September 12, 2017 to execute this Agreement on behalf of the City and to

bind the City to all of the terms, conditions, provisions and obligations herein contained.

XXIII. PARTIES BOUND

This Agreement shall be binding on and inure to the benefit of the Parties hereto and their respective heirs, executors, administrators, legal representatives, and successors and assigns, except as otherwise expressly provided for herein.

XXIV. CAPTIONS

The captions contained in this Agreement are for convenience of reference only, and in no way limit or enlarge the terms and/or conditions of this Agreement.

XXV. INCORPORATION OF EXHIBITS

Each of the Exhibits listed below is an essential part of the Agreement, which governs the rights and duties of the parties, and shall be interpreted in the order of priority as appears below:

EXHIBIT A: Business Plan (to Be delivered at the second Council Meeting in November, 2017.)

EXHIBIT B: Transition Plan

EXHIBIT C: Sample Albuquerque, NM Monthly Report of Performance Measures

XXVI. ENTIRE AGREEMENT

This Agreement, together with its authorizing ordinance and its exhibits constitute the final and entire agreement between the parties hereto and contain all of the terms and conditions agreed upon. No other agreements, oral or otherwise, regarding the subject matter of this Agreement shall be deemed to exist or to bind the parties hereto, unless same is in writing, dated subsequent to the date hereto, and duly executed by the Parties.

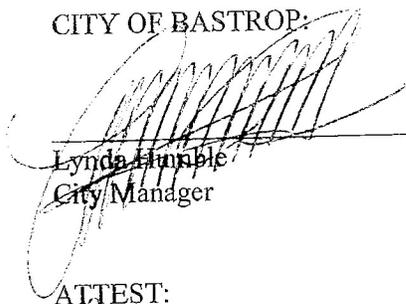
The Parties recognize that certain agreements and policies referenced herein and necessary to effectuate this Agreement, including but not limited to, Visit Bastrop's Investment Policy, insurance policies, and contracts and agreements delineating shared intellectual property between the Parties and third parties are currently in the process of formulation and will be finalized after the execution of this Agreement.

SIGNATURES APPEAR ON NEXT PAGE

WITNESS OUR HANDS, EFFECTIVE as of September 12th, 2017 (the "Effective Date"):

Accepted and executed in two duplicate originals on behalf of the City of Bastrop pursuant to Resolution R-2017-74 dated September 12th, 2017, and Visit Bastrop, pursuant to the authority of its Board of Directors.

CITY OF BASTROP:



Lynda Humble
City Manager

VISIT BASTROP:



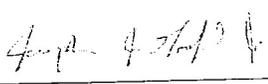
Dale Lockett
Interim Chief Executive Officer

ATTEST:



Ann Franklin
City Secretary

APPROVED AS TO FORM:



Joe Gorfida, Interim City Attorney

EXHIBIT A

EMPLOYMENT POSITIONS

Director of Marketing or Manager of Marketing

Director of Sales

Senior Administrative Assistant

Manager of Digital Marketing

EXHIBIT B

TRANSITION PLAN

I. TERM

This Transition Plan (the *Plan*) between the City of Bastrop, Texas (the *City*) and Bastrop Destination Marketing Organization (*Visit Bastrop*, and collectively with the City, the *Parties*) shall commence on September 13, 2017, and will remain in full force and effect through September 30, 2017 (the *Term*).

II. SCOPE OF TRANSITION SERVICES

A. SUPPORT SERVICES

i. *City Services and Employment Needs.* In accordance with Article III of the Management Agreement (entered into by the Parties concurrently with this Plan) the City may provide Visit Bastrop with support services for the Term consistent with its internal departments, as determined necessary by Visit Bastrop and agreed to by both Parties in writing (collectively, the *Transition Services*). These Transition Services include, but are not limited to, accounting and finance, human resources support, instructional technology services, and planning and development. The provision of Transition Services may be extended by the City, upon consultation with Visit Bastrop, beyond the Term. Specifically, the City shall facilitate the human resources component, not limited to the hiring process, for Visit Bastrop employees, if any, as set forth in Exhibit A hereto. The compensation of these hires is to be determined by and is within the purview of Visit Bastrop.

B. BUSINESS REQUIREMENTS

i. *Compensation.* Effective September 13, 2017, in consideration of Visit Bastrop's performance of the services described in Article II of the Management Agreement, the City agrees to provide Visit Bastrop a minimum compensation of ~~\$520,000.00~~ for the remainder of the Term, to be paid in full on that date or within a reasonable time of that date. **487,371.44** 

ii. *Office Space.* The City and Visit Bastrop each recognize that during the Term, Visit Bastrop will co-locate in the existing Bastrop Main Street Program's (*Main Street*) current offices, where Visit Bastrop will be afforded basic office amenities to conduct business. Visit Bastrop may extend this arrangement after completion of the Term if agreed to in writing by Visit Bastrop and Main Street.

iii. *Intellectual Property.* The City and Visit Bastrop will initiate actions and prepare a schedule to share Intellectual Property (as defined and described in the Management Agreement) as of July 1, 2017, in an effort to promote Visit Bastrop's marketing and advertising efforts. The City acknowledges Visit Bastrop may commence actions to register various Intellectual Property in the United States Patent and Trademark Office.

VI. MISCELLANEOUS

This Plan shall be construed and enforced in accordance with the laws of the State of Texas and the United States of America.

If any provision of this Plan or the application thereof to any person or circumstance shall be held to be invalid, the remainder of this Plan and the application of such provision to other persons and circumstances shall nevertheless be valid, and the City Council and the Board hereby declare that this Plan would have been enacted without such invalid provision.

It is officially found, determined, and declared that the meeting at which this Plan is adopted was open to the public and public notice of the time, place, and subject matter of the public business to be considered at such meeting, including this Plan, was given, all as required by Chapter 551, Texas Government Code, as amended.

* * *

EXHIBIT C

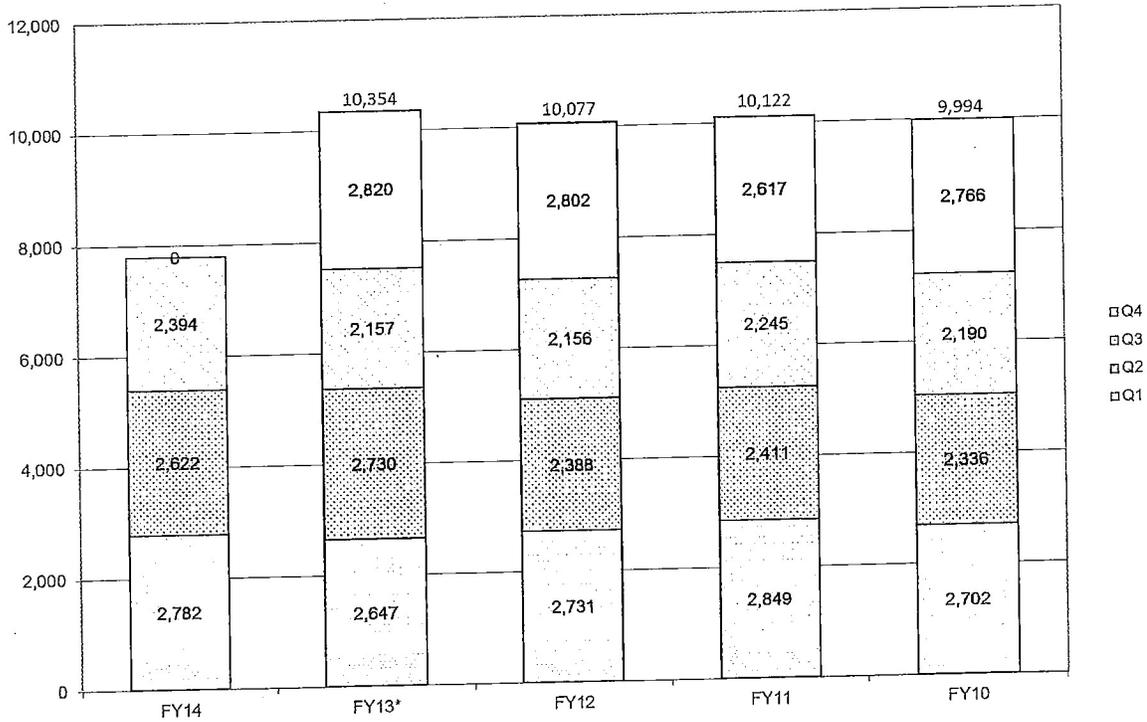
ALBUQUERQUE

..... IT'S A TRIP®

ALBUQUERQUE CONVENTION & VISITORS BUREAU PRESIDENT'S REPORT JULY 10, 2014

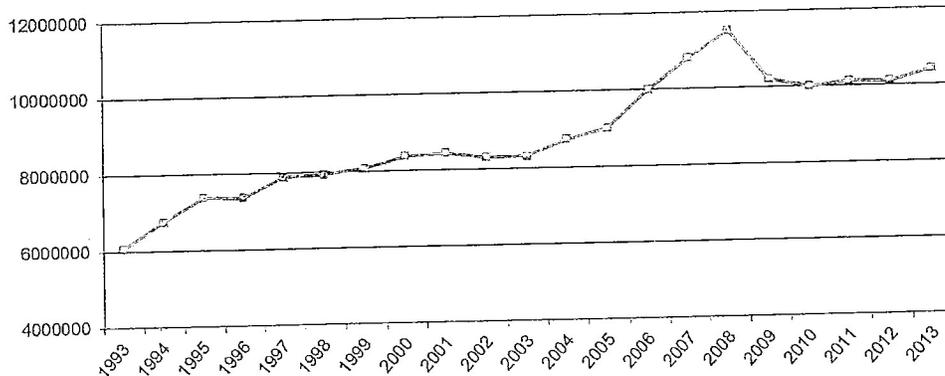
5% Hotel Occupancy Tax Collections					
Apr '14	Apr '13	% Ch from Apr '13	FYTD14	FYTD13	FYTD % Ch
\$918,163.27	\$847,620.00	8.3%	\$8,717,226.30	\$8,145,603.46	7.0%

Albuquerque Lodgers Tax
Cumulative by Quarter (In 000's)



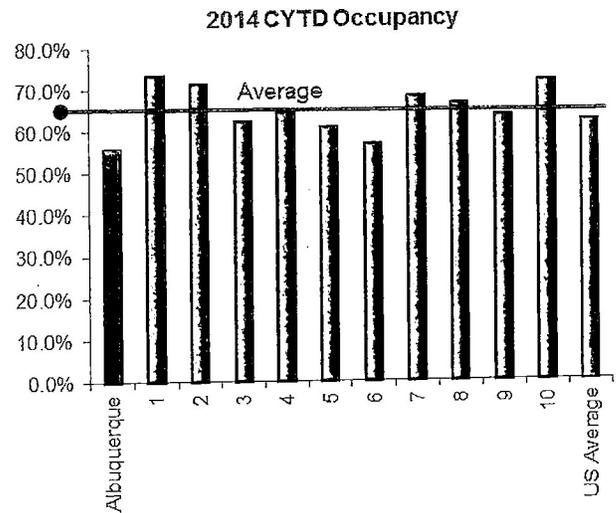
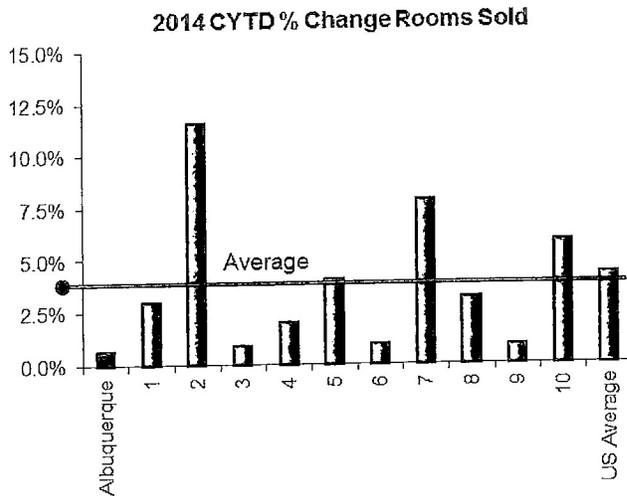
*FY13 includes ~\$200k delinquent collections.

20 Year Lodgers Tax History
FY93-2013



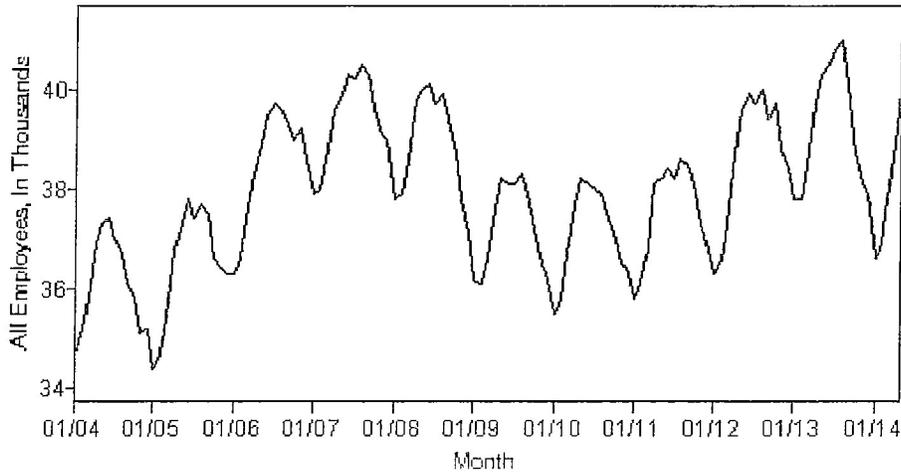
Lodging Industry Report												
	May 2014						Calendar Year to date					
	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold
Albuquerque	61.7%	0.5%	\$76.16	7.1%	7.6%	-0.3%	55.9%	1.3%	\$73.39	4.5%	5.9%	0.7%
Markets												
1	74.8%	-0.4%	\$126.54	5.6%	5.2%	1.7%	73.4%	0.6%	\$130.87	6.1%	6.8%	3.0%
2	76.0%	4.3%	\$107.93	2.8%	7.3%	7.0%	71.4%	9.8%	\$106.26	6.6%	17.0%	11.6%
3	55.5%	2.3%	\$93.39	2.3%	4.7%	3.6%	62.4%	-0.7%	\$103.48	2.7%	1.9%	0.9%
4	65.7%	5.6%	\$90.32	3.4%	9.2%	7.2%	64.2%	0.4%	\$96.37	2.7%	3.2%	2.0%
5	63.9%	-1.0%	\$80.60	-1.1%	-2.1%	-1.0%	60.9%	4.1%	\$81.22	5.3%	9.6%	4.1%
6	66.5%	6.5%	\$78.75	3.6%	10.3%	8.3%	56.7%	-0.6%	\$78.21	3.3%	2.6%	1.0%
7	72.4%	8.7%	\$93.93	2.8%	11.7%	10.4%	68.2%	6.5%	\$93.06	3.2%	10.0%	7.9%
8	72.9%	0.5%	\$111.70	5.2%	5.7%	1.4%	66.4%	2.8%	\$105.64	5.7%	8.7%	3.2%
9	68.1%	-9.0%	\$86.33	7.1%	-2.6%	-6.1%	63.4%	-1.3%	\$83.45	7.6%	6.3%	0.9%
10	61.3%	6.2%	\$106.31	2.5%	8.9%	6.7%	71.7%	5.7%	\$131.59	4.5%	10.5%	5.9%
Average	67.2%	2.2%	\$95.63	3.8%	6.0%	3.5%	65.0%	2.6%	\$98.50	4.7%	7.5%	3.7%
US Average	67.0%	4.9%	\$115.35	4.8%	10.0%	5.9%	62.1%	3.4%	\$113.58	4.1%	7.6%	4.3%

Meeting Properties by Corridor (Top 5 for each category)												
	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold
	Downtown	69.2%	5.1%	\$112.71	10.8%	16.4%	5.1%	63.4%	-1.1%	\$108.58	4.0%	2.9%
Uptown	50.6%	7.4%	\$90.81	4.5%	12.2%	7.4%	47.9%	7.1%	\$89.21	4.1%	11.4%	7.1%
Airport	74.0%	-9.9%	\$87.74	12.4%	1.3%	-9.9%	68.0%	-2.9%	\$86.71	8.2%	5.1%	-2.9%
N Corridor	61.1%	1.4%	\$85.83	-0.6%	0.8%	1.4%	52.6%	-3.4%	\$85.61	-0.7%	-4.0%	-3.4%



Source: Smith Travel Research Inc – Reproduction or other re-use of this data without the express written permission of STR is strictly prohibited.
Comp Set Includes: Salt Lake City, Tucson, Austin, Charlotte, Little Rock, Denver, Phoenix, Portland, Oklahoma City and Arlington

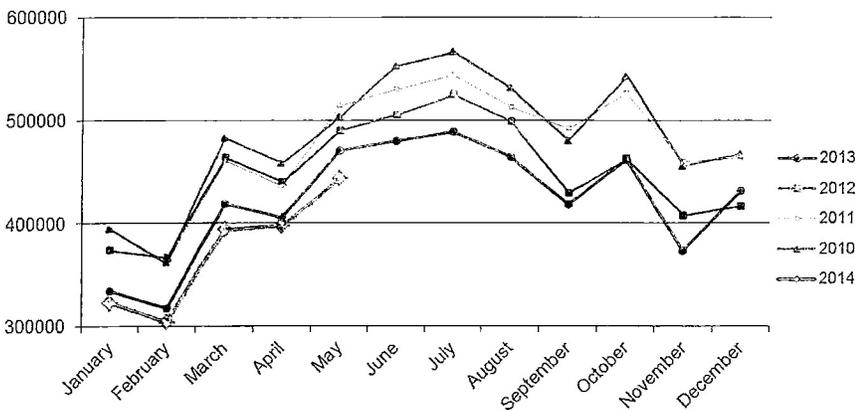
Albuquerque Leisure and Hospitality Employment



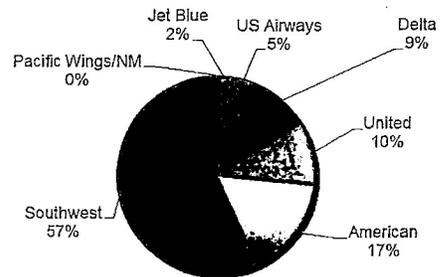
Source: Bureau of Labor Statistics

Aviation Passengers						
	May '14	May '13	% Ch from May '13	CYTD 2014	CYTD 2013	CY % Ch from '13
Total Enplaned Passengers	226,859	241,472	-6.1%	939,825	982,843	-4.4%
Total Deplaned Passengers	216,716	229,934	-5.7%	922,538	965,525	-4.5%
Total All Passengers	443,575	471,406	-5.9%	1,862,363	1,948,368	-4.4%

Total Passengers by Calendar Year
Albuquerque International Support



May 2014
Airline Market Share



Source: Albuquerque International Support

CONVENTION SALES & SPORTS

FISCAL YEAR ROOM NIGHTS BOOKED						
As of June 30, 2014						
	Total Goal	FY14	% of Goal	FY13	% Change	
Center	41,500	57,702	139.0%	36,219	59.3%	
Non-Center	70,500	67,423	95.6%	65,610	2.8%	
Sports	41,500	84,878	204.5%	49,257	72.3%	
Total	<u>153,500</u>	<u>210,003</u>	<u>136.8%</u>	<u>151,086</u>	<u>39.0%</u>	

Convention Sales & Sports Initiatives

- **Tradeshows/Industry Meetings:**
 - June 8-9 - Grand Circle Association meeting in Durango, CO - Allison Olguin
 - June 10-12 - AIBTM in Orlando, FL, Appointment Based Tradeshow; Met with 58 of 60 scheduled appointments and an additional 12 meeting planners- Abigail Goodin, Jacob Quintana
 - June 11-15 - Collaborate Marketplace in Portland, OR - Whitney Cordell
- **Site Inspections:**
 - June 1-4 - Association for Driver Rehab Specialists 2017 with Elizabeth Green, 670 total room nights - Jacob Quintana
 - June 4-6 - Society for Applied and Industrial Mathematics, 519 total room nights - Larry Atchison
 - June 5-6 - SW Association of Student Assistance Programs with Jeff Kahlden, 750 total room nights - Whitney Cordell
 - June 9-11 - USA Ultimate with Byron Hicks, varies total room nights - Angie Jepsen, Dan Ballou
 - June 9-11 - USA Archery with Sheri Rhodes, varies total room nights - Angie Jepsen, Dan Ballou
 - June 16-17 - American Honey Producers Association with Cassie Cox, 788 total room nights - Whitney Cordell
 - June 17-19 - American Veterinary Chiropractic Association 2015/2016 with Alisha Raines, Executive Secretary; James Israelsen, DVM, President, AVCA; Leslie Means, Executive Director; Debora Renken, HelmsBriscoe; Dr. Mark Meddleton, Local Veterinarian, 345 total room nights - Jacob Quintana
 - June 18 - American Veterinary Chiropractic Association (for Jacob) with Debora Renken, 345 total room nights - Melanie
 - June 26-28 - Oldsmobile Club of America 2017 with Jerry Wilson, President, OCA; Ed Konsmo, OCA Chief Judge; Everett Horton, OCA Swap Meet Chair; Joe Donnelly, Chair, Racing Committee; Christopher Giblin, HelmsBriscoe; Kristi Hetland, HelmsBriscoe, 1,220 total room nights - Jacob Quintana
- **Local Industry Events:**
 - June 10 - ACVB Annual Luncheon - Larry Atchison, Rob Enriquez, Whitney Cordell
- **Presentations:**
 - June 23-25 - Chicago Sales Mission - Whitney Cordell, Allison Olguin
- **Other Meetings:**
 - June 2 - Face the Futures, Cliffdwellers Digital - Whitney Cordell
 - June 3 - New Mexico American Marketing Association meeting with Zulema Santacruz - Allison Olguin
 - June 9 - FBI National Academy Associates meeting with Steve Shaw - Larry Atchison
 - June 10 - Ancient Egyptian Arabic Order Nobles Mystic Shrine meeting with Harold Bendaw - Larry Atchison
 - June 16 - 7 on 7 Tournament Pre-con at Balloon Fiesta Park with Susan Rice - Angie Jepsen, Dan Ballou
 - June 19 - USA Track & Field meeting - Angie Jepsen, Dan Ballou
 - June 17 - SW Border Food Safety & Defense Center Emergency Preparedness meeting with Cynthia Beiser, 60 total room nights - Allison Olguin
 - June 17 - NM Activities Association meeting with Dusty Young - Dan Ballou
 - June 18 - Society of Petroleum Engineers dinner with Amy Chao - Whitney Cordell
 - June 20 - Far West Regionals Youth Soccer meeting with Jim Tiley - Angie Jepsen, Dan Ballou
- **Upcoming Sales & Sports Activities:**
 - July - Site Inspection, NM Swimming - Angie Jepsen, Dan Ballou
 - July - Site Inspection, NM Youth Soccer - Dan Ballou
 - July - Site Inspection, National Brokerage Agencies with Paul Horos, 411 total room nights - Melanie Martinez
 - July 3 & 15 - SW Border Food Safety & Defense Center Emergency Preparedness meeting (3rd) with Cynthia Beiser and site inspection (15th), 60 total room nights - Allison Olguin
 - July 9-11 - Site Inspection, Call to Action with Ginny Nyhuis, 1,425 total room nights - Abigail Goodin
 - July 9-11 - Site Inspection, Centers for Spiritual Living with Joe Martin, 790 total room nights - Allison Olguin
- **Catering Leads Sent this Month: 2**

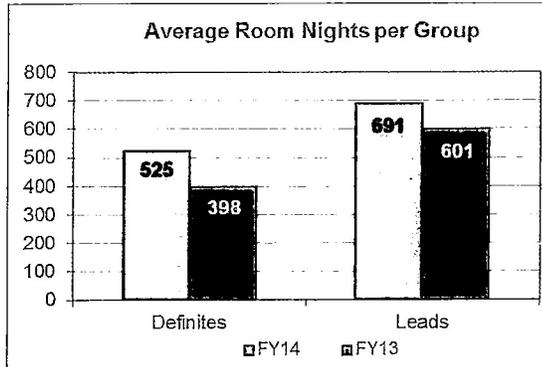
CONVENTION SALES & SPORTS

CVB Definite Future Room Night Bookings - Monthly			
	Jun '14	Jun '13	% Ch
Number of Definite Bookings	44	36	22.2%
Total Room Night Production	22,328	11,889	87.8%
Total Attendance	17,421	9,607	81.3%
Direct Spending*	\$9,213,373	\$5,381,873	71.2%

CVB Definite Future Room Night Bookings - FY			
	FY14	FY13	% Ch
Number of Definite Bookings	400	380	5.3%
Total Room Night Production	210,003	151,086	39.0%
Total Attendance	287,640	234,029	22.9%
Direct Spending*	\$80,115,526	\$63,851,882	25.5%

**Per city contract, Direct Spending is calculated using the DMAI Event Impact Calculator.*

Meetings Lead Production						
	Jun '14	Jun '13	% Ch	FY14	FY13	% Ch
Number of Leads	44	54	-18.5%	702	710	-1.1%
Total Potential Room Nights	24,240	29,216	-17.0%	484,758	426,947	13.5%
Total Attendance	16,181	30,980	-47.8%	480,789	494,615	-2.8%



Current Tentatives						
Room Nights			We are projecting to turn the following room nights in:			
			Jul	Aug	Sep	% of Total
Center	73,428	3,828	830	853	7.5%	
Non-Center	35,099	2,884	3,431	1,211	21.4%	
Sports	26,074	995	1,757	4,255	26.9%	
Total	134,601	7,707	6,018	6,319	14.9%	

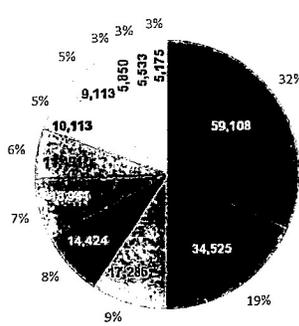
Lead Incentives Offered								
	FY14				FY13			
	# Grps	TRN	\$\$	\$\$/RN	# Grps	TRN	\$\$	\$\$/RN
Definite	65	60,741	\$321,389	\$5	78	61,350	\$417,370	\$7
Lost Business	13	27,467	\$73,517	\$3	27	61,867	\$308,455	\$5
Cancelled	1	243	\$525	\$2	3	5,764	\$45,176	\$8
Tentative	9	9,915	\$36,553	\$4	1	4,418	\$22,090	\$5
Total offered within FY	88	98,366	\$431,984	\$4	109	133,399	\$793,091	\$6

CONVENTION SALES & SPORTS

LOST BUSINESS BY CITY									
FY14									
	Center		Non-Center			Center		Non-Center	
	# Groups	TRN	# Groups	TRN		# Groups	TRN	# Groups	TRN
Addison, TX			1	880					
Anaheim	2	11635	1	1100					
Atlanta	2	2378	2	713					
Austin	1	1545	1	100					
Baltimore	1	1576							
Bend, OR			2	5494					
Birmingham	1	3606	2	1434					
Boise			1	600					
Branson, MO			3	565					
Bristol, TN			1	1220					
Buffalo Thunder	1	350							
Chapel Hill, NC			1	117					
Charlotte, NC			1	442	Orlando	4	7988	1	1295
Chicago	1	1705	2	790	Overland Park	1	500	1	220
Clovis			1	30	Palm Springs	1	1500		
College Sta, TX	2	7212			Pasadena	1	3562		
Colorado Springs					Phoenix	5	10445	10	5163
Dallas	2	2345	2	819	Pigeon Forge, TN			1	201
Denver	2	4082	4	2145	Portland	3	2595	7	3950
Detroit			1	120	Providence, RI			1	115
Fayetteville, AR	1	3606			Pueblo, CO			1	40
Fresno			3	292	Rapid City, SD	1	1608		
Ft Lauderdale			1	110	Reno	1	4745	2	1175
Ft Worth	1	1245			Rio Rancho	1	1051		
Grand Canyon			1	40	Riverside, CA			1	475
Harrisburgh, PA			1	240	Sacramento			2	1890
Hawaii			1	790	Saga, Japan			1	1560
Houston			1	130	Salt Lake City	1	776	2	1025
Indianapolis	1	1263			San Antonio	2	4203	6	17963
Irving	2	520			San Diego	1	1302	4	1638
Isleta Casino			1	485	San Juan, PR			1	947
Jacksonville, FL			3	979	Sandia Casino	1	100	1	370
Kansas City	4	5749	1	480	Santa Fe			8	2656
Lake Charles, VA			1	120	Savannah, GA			1	148
Lake Tahoe			1	97	Seattle	2	3684	4	676
Las Cruces			2	340	Springfield, MO			1	415
Las Vegas	3	6320	11	5409	St Louis	2	3357	1	245
Long Beach	1	1365	1	202	Stanford, CT			1	170
Los Angeles	1	1959			Tamaya			5	2035
Louisville, KY			1	555	Tucson			3	1092
Loveland, CO	2	1660			Washington, DC	1	1605		
Mesa, AZ			1	423	TBD/Unknown	27	63829	33	24834
Milwaukee	1	1585	2	1074	No Hotel Utilized	1	20		
Minneapolis			1	130	Met in ABQ - No LOI			3	1771
New Orleans	1	1160	2	1160	Meeting CXL	10	10823	29	8441
Nashville			1	141					
Omaha			1	421	Total	99	186559	195	110697

CONVENTION SALES & SPORTS

Center Lost Business FY14
100% of Lost Business Shown - Total 186,559

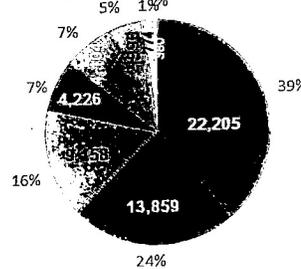


Downtown Hotel Package includes Too many hotels in package;
More sleeping rooms close to Center; Meeting Space/Sleeping
Rooms under one roof.

- Downtown Hotel Package
- Other
- Destination Desirability
- Bid Timing - Unable to view Track prior
- Local Support/Membership
- Membership Vote
- Geographic Preference
- Meeting Cancelled
- ABQ - Overall City Package
- No Response from Planner
- Board Preference

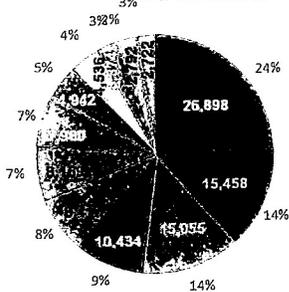
Convention Center Other 19% Expanded	
Hotel-Guest Room Rates too High	4023 2.2%
Didn't make 1st/Final Cut	3731 2.0%
ABQ - Safety Concerns	3562 1.9%
ACC - Dates/Space Unavailable	3444 1.8%
ACC - Indoor Track	3110 1.6%
Preferred Location Available	3000 1.7%
Client will not sign hotel contracts	3160 1.7%
CC-space not adequate for Planner	2000 1.1%
ACC - Will not use at this time	1705 0.9%
Near Training/Headq Office	1605 0.8%
ACC - Rates too high	1358 0.7%
Transportation/Accessibility Issues	1185 0.6%
No Longer using 3rd Party	850 0.5%
ACC - Condition Concerns	615 0.3%
Prefer a Resort	350 0.2%
Change in Program	305 0.2%
No Longer using Hotel	20 0.0%

Center Win Reasons FY14
100% of Definite Business Shown - Total 57,702



- Successful ABQ meeting in past
- Incentives Offered
- Best Sporting Facility
- Local Membership/Support
- Destination Appeal
- Geographic Rotation
- Overall Package
- Date Availability

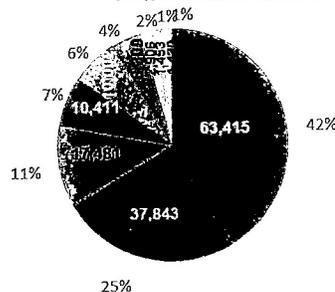
Non-Center Lost Business FY14
100% of Lost Business Shown - Total 110,697



- Preferred Location Available
- Other
- Local Support/Membership
- Destination Desirability
- Meeting Cancelled
- Membership Vote
- No Response from Planner
- Did not make First/Final Cut
- Hotels - Dates/Space Availability
- Overall Rates/Cost too High
- ABQ - Overall City Package
- Board Preference

Non Center Other 14% Expanded	
Chose Hyatt Tamaya	2025 1.8%
Transportation/Accessibility Issues	1919 1.7%
Climate/Weather Concerns	1908 1.7%
Near Training/Headquarter Office	1784 1.6%
Geographic Preference	1556 1.4%
Hotel - Guest Room Rates too High	1100 1.2%
No Longer Using Hotel	1074 1.0%
Combined with another meeting	764 0.7%
Lead turned over to AHCC	641 0.6%
Chose Ixtela Casino	485 0.4%
Chose Sandia Casino	370 0.3%
Multiple year bid - single yr booked	240 0.2%
Hotel Concessions Required	152 0.1%
Will hold trainings/Annual City	130 0.1%
Multi Yr Bid - 1 yr eliminated	88 0.1%
Prefer Larger City	68 0.1%
Economy	24 0.0%

Non-Center Win Reasons FY14
100% of Definite Business Shown - Total 152,301

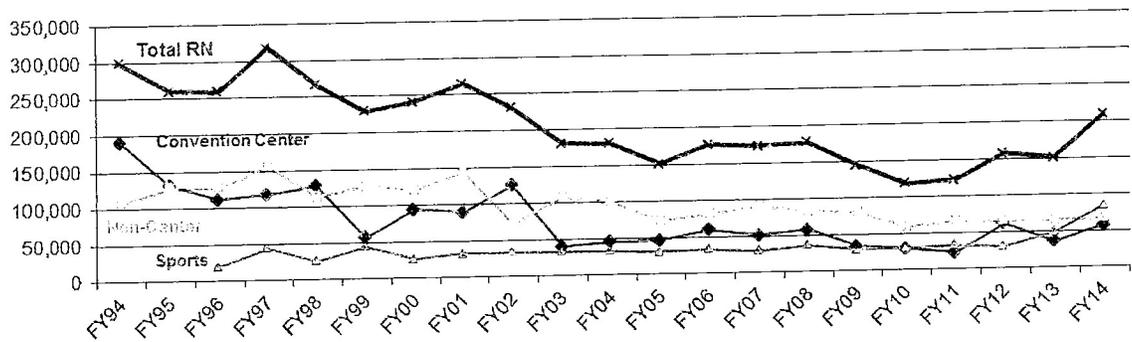


- Best Facility/Venue
- Successful ABQ meeting/event in past
- Destination Appeal
- Hotel - Rates/Package/Relationship
- Best Overall Package
- Local Membership/Support
- Incentives Offered
- Accessibility
- Geographic Desirability/Rotation
- Other

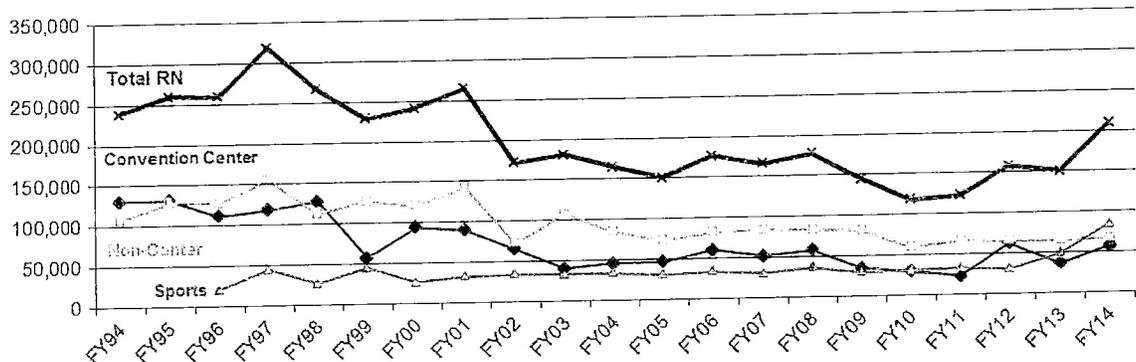
Non Center Other 1% Expanded	
Destination Affordability	730 1%
Date Availability	215 <1%
Tied to National Meeting/Event	100 <1%

Historical Definite Production									
w/USBC (94 & 02) or FMCA (04 & 07)					w/o USBC (94 & 02) or FMCA (04 & 07)				
Fiscal	Center	Non Center	Sports	Total	Fiscal	Center	Non Center	Sports	Total
FY94	190,856	107,965		298,821	FY94	130,856	107,965		238,821
FY95	131,504	128,639		260,143	FY95	131,504	128,639		260,143
FY96	111,408	127,917	20,128	259,453	FY96	111,408	127,917	20,128	259,453
FY97	118,218	156,168	44,582	318,968	FY97	118,218	156,168	44,582	318,968
FY98	128,062	112,941	25,823	266,826	FY98	128,062	112,941	25,823	266,826
FY99	57,392	127,544	44,621	229,557	FY99	57,392	127,544	44,621	229,557
FY00	94,098	121,271	26,021	241,390	FY00	94,098	121,271	26,021	241,390
FY01	89,817	143,247	32,290	265,354	FY01	89,817	143,247	32,290	265,354
FY02	125,465	72,385	33,524	231,374	FY02	65,465	72,385	33,524	171,374
FY03	40,481	107,484	33,100	181,065	FY03	40,481	107,484	33,100	181,065
FY04	46,066	100,962	33,547	180,575	FY04	46,066	85,302	33,547	164,915
FY05	46,420	73,805	30,653	150,878	FY05	46,420	73,805	30,653	150,878
FY06	60,598	82,486	33,536	176,620	FY06	60,598	82,486	33,536	176,620
FY07	51,598	91,533	30,086	173,217	FY07	51,598	84,411	30,086	166,095
FY08	57,837	83,012	36,591	177,440	FY08	57,837	83,012	36,591	177,440
FY09	34,174	81,097	29,693	144,964	FY09	34,174	81,097	29,693	144,964
FY10	29,505	59,259	29,967	118,731	FY10	29,505	59,259	29,967	118,731
FY11	22,942	66,517	33,138	122,597	FY11	22,942	66,517	33,138	122,597
FY12	62,180	65,146	30,519	157,845	FY12	62,180	65,146	30,519	157,845
FY13	36,219	65,610	49,257	151,086	FY13	36,219	65,610	49,257	151,086
FY14	57,702	67,423	84,878	210,003	FY14	57,702	67,423	84,878	210,003

Fiscal Year Room Nights Booked For Future Years including USBC/FMCA



Fiscal Year Room Nights Booked For Future Years without USBC/FMCA



CONVENTION SERVICES

Actual Meetings Hosted - CVB Booked						
	Jun '14	Jun '13	% Ch	FY14	FY13	% Ch
Number of Meetings	46	33	39.4%	356	367	-3.0%
Room Nights	26,270	10,589	148.1%	214,541	116,958	83.4%
Attendance	51,527	28,485	80.9%	295,656	207,675	42.4%
Direct Spending*	\$11,215,888	\$8,757,680	28.1%	\$83,622,138	\$50,555,017	65.4%

Higher Room Nights, Attendance and Direct Spend FY14 due in large part to USA Roller Sports.

**Per city contract, Direct Spending is calculated using the DMAI Event Impact Calculator.*

Visitor Information Centers						
	Jun '14	Jun '13	% Ch	FY14	FY13	% Ch
Visitors						
Airport	5,210	5,854	-11%	60,814	64,839	-6%
Old Town	2,640	3,022	-13%	28,860	29,785	-3%
ACVB Office	15	21	-29%	280	444	-37%
Total	7,865	8,897	-12%	89,954	95,068	-5%
Volunteer Hours	838.5	850.5	-1%	9,833.5	10,005	-2%

Services Report

- June 1 - Daughters of the Nile--promotional trip to Omaha for the 2015 convention - Denise Suttle
- June 3 - Met with potential new partner for ACVB, in speaker/trainer category - Denise Suttle
- June 3 - Site with Bette Worley, National Student Exchange - Cecilia Padilla-Quillen
- June 5 - Attended Virgin Galactic Customer Service Training - Roxane Cisneros
- June 5 - Event Service Professionals Association, annual convention program committee meeting - Denise Suttle
- June 5 - Attended Address given by APD Chef Eden at Embassy Hotel & Suites - Cecilia Padilla-Quillen
- June 9-13 - Volunteers provided for Far West Regional USYSA Soccer championships - Denise Suttle
- June 10 - 3 volunteers provided for NM Youth Soccer Association Far West Regionals (bag stuffers) - Roxane Cisneros
- June 10 - ACVB Annual Luncheon - Andrew Lee
- June 11 - June Volunteer Meeting - Vernon's Hidden Valley Steakhouse - Roxane Cisneros
- June 13 - Judge at annual Hospitality Games - Denise Suttle
- June 18 - Volunteer Outing/Education - Dynamax screening of "Jerusalem" - Roxane Cisneros
- June 19 - Meet with local host committee, NM Institute of Transportation Engineers - Denise Suttle
- June 19 - ESPA executive committee meeting - Denise Suttle
- June 20 - Meet with director of Sun Country Regional Volleyball Tournament - Denise Suttle
- June 20 - Adventist Risk Management - Andrew Lee
- June 25 - New volunteer interview - Charles Rapson for Old Town Visitor Information Center - Roxane Cisneros

PARTNER DEVELOPMENT

Partners Represented						
	Jun '14	Jun '13	% Ch from Jun '13	FY14	FY13	% Ch from FY13
Total Partners				757	797	-5%
New Partners	4	13	-69%	62	80	-23%
Renewal Partners	64	55	16%	543	543	0%
Non-Partners				304	NA	NA
Total Represented				1061	797	33%

Development and Other Private Revenue								
	Jun '14	Jun '13	% Ch from Jun '13	FY14	FY13	% Ch from FY13	FY Goal	% of Goal
DUES								
New Partners	\$1,510	\$4,974	-69.6%	\$27,697	\$43,139	-36%	\$34,000	81%
Renewals	\$43,997	\$41,869	5.1%	\$305,381	\$328,991	-7%	\$259,000	118%
Total Partner Dues	\$45,507	\$46,843	-2.9%	\$333,079	\$372,130	-10%	\$293,000	114%
ADVERTISING								
Visitors Guide/Map	\$9,787	\$8,999	8.8%	\$151,106	\$153,101	-1%	\$140,000	108%
Website/Mobile/Email	\$6,130	\$0	NA	\$25,085	NA	NA	\$31,000	81%
Co-Op Advertising	\$10,173	\$1,475	589.9%	\$19,649	\$9,399	109%	\$9,000	218%
Total Ad Revenue	\$26,090	\$10,473	149.1%	\$195,839	\$162,500	21%	\$180,000	109%
Sponsorships	\$0	\$800	-100.0%	\$750	\$2,300	-67%	\$3,000	25%
Other Revenue	\$15,077	\$28,017	-46.2%	\$21,750	\$33,145	-34%	\$30,000	73%
TOTAL REVENUE	\$86,674	\$85,884	0.9%	\$551,418	\$570,075	-3%	\$506,000	109%

In August 2013, we began breaking out Partner Dues, Advertising, Sponsorships and Other Revenue. We did not begin tracking Advertising Revenue until October 2012.

Partner Development Report

- Total YTD partnership collections (dues, sponsorships, merchandise, auction, advertising and miscellaneous) equals \$551,418, 109% of annual goal
- Enrolled 4 new partners
- Renewed 64 partners
- Partnering with MCT, hosted a very successful Annual Luncheon at the Albuquerque Convention Center
- Restructured Development staff responsibilities
- Hosted a Special Conversation for our partners with Chief Eden
- Hosted a successful Partner Orientation
- Hosted a successful ACE at the National Museum of Nuclear Science and History
- Participated in successful Hospitality Games Implementation
- Continued work with APD and GAIA
- Continued work with Alliances and Advocacy Directors Council
- Continued work with Balloon Fiesta Park Commission

MARKETING, COMMUNICATIONS & TOURISM

Media						
	FY14 4th Quarter	FY13 4th Quarter	% Ch from FY13	FY14	FY13	% Ch from FY13
Domestic Coverage						
# of Print Articles	46	45	2.2%	483	223	116.6%
Circulation	7,965,870	5,905,281	34.9%	104,735,785	50,805,148	106.2%
Publicity Value	\$125,566	\$52,139	140.8%	\$748,481	\$414,711	80.5%
# of Online Articles	143	405	-64.7%	1,551	1,837	-15.6%
Publicity Value	\$241,028	\$345,957	-30.3%	\$1,900,249	\$1,272,648	49.3%
Total Number of Articles				2,034	2,060	-1.3%
Total Publicity Value				\$2,648,730	\$1,687,359	57.0%
Broadcast Coverage*						
# of National Broadcast stories	3	46	-93.5%	1,575	1566	0.6%
Publicity Value	\$1,085	\$304,790	-99.6%	\$7,820,096	\$7,627,353	2.5%

Media Numbers Reported Quarterly – 4th Quarter Reported

Tourism								
	Jun '14	Jun '13	% Ch	FY14	FY13	% Ch from FY13	FY Goal	% of Goal
Consumer (Visitor Guide Requests)	7,407	10,444	-29.1%	68,790	83,695	-17.8%	77,219	89.1%
Group Tour Business	1,002	1,643	-39.0%	10,543	11,727	-10.1%	10,000	105.4%

Group Tour Numbers Reported Quarterly – 4th Quarter Reported

Website							
	Jun '14	Jun '13	% Ch from Jun '13	FY14	FY13	% Ch from FY13	
User Sessions							
Google Analytics	161,571	166,703	-3%	1,634,621	1,430,342	14%	
Unique Visitors							
Google Analytics	131,918	142,748	-8%	1,375,704	1,217,953	13%	
Search Engines (Google Analytics)							
Search Engine Traffic	107,570	73,084	47%	1,016,942	838,477	21%	
Google Traffic	96,914	57,737	68%	871,003	688,215	27%	

MARKETING, COMMUNICATIONS & TOURISM

June Social Media Highlights:

Social Media

- The Albuquerque frame appeared at the Albuquerque Comic Expo (ACE) - June 25-27th
 - ACE provided our frame volunteers with day passes for the event
- Highlights
 - We had a great social media graphic created by our in-house team for USA soccer which got a lot of engagement (3,263 likes/comments/shares)
 - Our annual luncheon video was recognized in a tweet by Albuquerque Mayor Richard Berry
 - ABQ365 was featured in this month's Yelp newsletter as the featured sponsor
 - Our @VisitABQ Twitter handle was recognized as one of June 2014's Must Follow DMOs by BAD Consulting LLC.

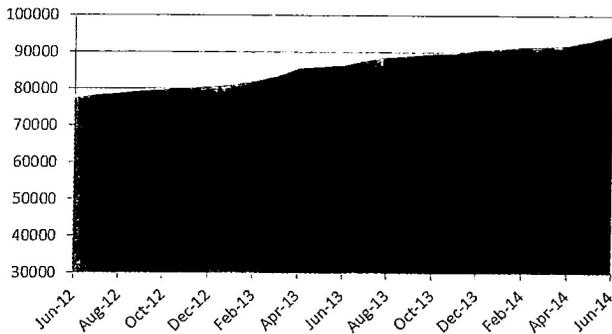
ABQ365

- Blog
 - 6/27 - Bolo Tie Exhibit - early access to exhibit courtesy of the Albuquerque Museum
- Blog Posts
 - There were 14 blog posts added to ABQ365 this month
 - The most popular post of the month was the Albuquerque Comic Expo ("Five reasons to go to ACE this weekend" followed by the free day at the ABQ BioPark Zoo and the pickup of Better Call Saul for a second season
 - This is the highest trafficked month for the blog thus far

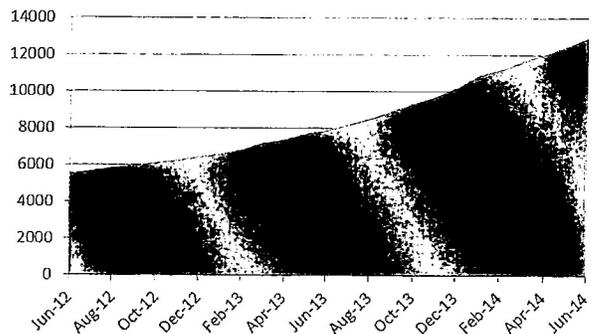
Facebook Activity - We had 22 posts to *Visit ABQ's* FB in the month of June. There were 3,601 referrals to VisitAlbuquerque.org from social networks; 2,934 of those referrals were from Facebook (Google Analytics-does not include advertising)



Facebook Fans



Twitter Followers



176 Active Subscribers – 172,649 Video Views

MARKETING, COMMUNICATIONS & TOURISM

Social Media continued

Facebook -- 12 Links to Internal Pages

6/30 - (Event) Post to the US Soccer watch party <http://www.visitalbuquerque.org/abq365/events/detail/World-Cup-Watch-Party-USA-Soccer-vs-Belgium-22052/>

6/30 - (ABQ365 Blog) Free day at the BioPark Zoo <http://www.visitalbuquerque.org/abq365/blog/post/2014/19/We-re-not-monkeying-around-ABQ-BioPark-zoo-offers-free-admission-on-Monday-June-30th-68/>

6/25 - Fly to Sunshine sweepstakes post

6/25 - (ABQ365 Blog) The Yards Craft Beer Premiere (photo diary)

<http://www.visitalbuquerque.org/abq365/blog/post/2014-23/The-Yards-Craft-Beer-Premier-a-photo-journey-of-the-longest-day-of-the-year-for-craft-beer-71/>

6/19 - (ABQ365 Blog) Better Call Saul gets picked up for second season

<http://www.visitalbuquerque.org/abq365/blog/post/2014/19/-Breaking-Bad-prequel-Better-Call-Saul-picked-up-by-AMC-for-a-second-season-69/>

6/19 - Fly to Sunshine sweepstakes post

6/15 - (Event) Father's Day at the BioPark <http://www.visitalbuquerque.org/abq365/events/detail/Old-Town-Father-s-Day-Celebration-21844/>

6/13 - (Event) Cherry Poppin' Daddies/Heights Summerfest <http://www.visitalbuquerque.org/abq365/events/detail/Heights-Summerfest-20505/>

6/12 - (Event) Summer Nights Concert Series <http://www.visitalbuquerque.org/abq365/events/detail/Summer-Nights-Concert-Series-21138/>

6/9 - (ABQ365 Blog) New sharks at the aquarium <http://www.visitalbuquerque.org/abq365/blog/post/2014/2/ABQ-BioPark-Aquarium-welcomes-two-new-sharks-to-the-shark-tank-61/>

6/6 - (Event) ABQ Folk Festival <http://www.visitalbuquerque.org/abq365/events/detail/Albuquerque-Folk-Festival-20708/>

6/3 - (Event) AFME

http://www.visitalbuquerque.org/abq365/events/results?e_ViewBy=search&e_submit=1&e_sortBy=eventDate&e_pagesize=10&e_sDate=&e_eDate=&e_keyword=&e_catID=79&e_submitBtn=SEARCH

MARKETING, COMMUNICATIONS & TOURISM

Marketing, Communications & Tourism Report

- **Site Visits:**

- **Media**

- June 5-9 - Rachael Dickhute, EverythingHauler.com/Ford Motor Company

- June 18 - Bernadette Conrad (Germany): Die Zeit & Greyhound blog

- June 19-22 - Carrie Cecil, The Glamper Girls

- **Travel Trade/Travel Agents/FIT**

- William and Christine Forti, Travel Agents

- **Shows/Conferences:**

- June 23-25 - California Travel Summit – Tania was a guest speaker on film tourism and the success of Breaking Bad tourism

- **Advertising/Placement:**

- **Leisure Outdoor:**

- Four Fly to Sunshine outdoor boards ran in Kansas City June 1-30

- Five Fly to Sunshine outdoor boards ran in Chicago June 1-30

- Four Fly to Sunshine outdoor boards ran in Portland June 1-30

- **Leisure Online:**

- **Specific Media** (ad network)

- Fly to Sunshine banner ads, pre-roll ads and retargeting banner ads ran June 1-30 (geo and behavior targeted)

- retargeting visitors guide and brand banner ads ran June 1-30

- **Southwest**

- visitors guide banner ad ran June 1-30

- hotel ads ran within confirmation emails sent to everyone who booked a flight into Albuquerque during the month of June – Hotel Cascada, June 1-15 and Albuquerque Hyatt Regency, June 16-30

- **Sojern**

- Fly to Sunshine banner ads and pre-roll ads ran June 1-30 (geo and behavior targeted)

- **Weather.com**

- Fly to Sunshine banner ads ran June 1-30 (geo targeted with a cold and/or cloudy weather trigger)

- **Sunset and Time Inc. Lifestyle Network**

- Fly to Sunshine banner ads and pre-roll ads ran June 1-30 (geo targeted)

- **TripAdvisor**

- Fly to sunshine banner ads ran June 1-30 (content and geo targeted)

- Visitors guide and brand banner ads ran June 1-30 on the Albuquerque page and run of site

- Cultural Services Department banner ads ran June 1-30 (content targeted)

- **National Geographic**

- Fly to sunshine banner ads and pre-roll ads ran June 1-30 (geo targeted)

- **USA Today**

- Fly to sunshine banner ads and pre-roll ads ran June 13-30 (geo and behaviorally targeted)

- **King Email Marketing**

- Cultural Services Department sweepstakes email with win a trip, Freedom 4th, Route 66 Summerfest and Salsa Fiesta messaging was sent on June 3rd to 26,366 emails in Denver, Dallas and Lubbock

- Fly to sunshine email with fly to sunshine, request a vg and win, JetBlue and summer messaging was sent on June 3rd to 75,000 emails in New York City (behaviorally targeted)

- Fly to sunshine email with win a trip, request a vg, JetBlue and summer packages messaging was sent on June 26th to 75,000 emails in New York City (behaviorally targeted)

MARKETING, COMMUNICATIONS & TOURISM

Marketing, Communications & Tourism Report continued

Advertising/Placement continued

Leisure Local:

- Albuquerque the Magazine (85,678 circ.)
ABQ365 1/3 page ad ran in the June issue
- edible Santa Fe, Albuquerque and Taos (20,000 circ.)
ABQ365 ¼ page ad ran in the June/July issue
- Albuquerque Little Theatre
ABQ365 ½ page ad ran in the Les Miserables program May 23-June 15
- Albuquerque Journal website ABQJournal.com
ABQ365 banner ads ran June 1-30

Convention Online/Email:

- Specific Media
Meet the New Albuquerque banner ads ran June 1-30 (geo and behavior targeted)
Meetings pre-roll ads ran June 1-30 (geo and behavior targeted)
Retargeted Meet the New Albuquerque banner ads ran June 1-30
- Smart Meetings
Meet the New Albuquerque banners ran June 1-30 on the New Mexico landing page
Sponsored Albuquerque content on the New Mexico landing page
Featured Venue in the June 24th eNewsletter sent to 44,000 emails
- ePro Direct
Email blast with Convention Center improvements, Albuquerque: Your Recipe for Success incentive and top 10 reasons to hold your meeting in Albuquerque messaging was sent to 15,080 association, education, religious, fraternity, government and military meeting planners on June 11th.
Albuquerque: Your Recipe for Success incentive was included in the Opportunity Knocks eNewsletter sent to 83,716 emails on June 30th.

Convention Local:

- Albuquerque Journal Business Outlook (Monday circ. 91,579)
Bring Your Meeting Home ad along with the June Convention Calendar ran in the June 2nd Business Outlook section
Bring Your Meeting Home ad along with the July Convention Calendar ran in the June 23rd Business Outlook section

Facebook Advertising:

- Recipe for Success (meeting planner focused ad): Ran June 30
107 website clicks (\$1.57 CPC), 67 post likes, 10 page likes
Number of people ad was served to (reach): 31,502
- ABQ365 Page Likes Ad: Ran June 27-30
1987 page likes gained
Number of people ad was served to (reach): 103,139
- Promoted Post: #GoUSA #WorldCup: Ran June 26-27
3,263 post engagements (likes, comments, shares)
Number of people ad was served to (reach): 76,444

MARKETING, COMMUNICATIONS & TOURISM

Marketing, Communications & Tourism Report continued

- **Media:**

- Local Media:**

- June 4 - Media Alert regarding Rachael Dickhute's visit
 - June 9 - Annual Luncheon media alert
 - June 10 - Annual Luncheon press release
 - June 12 - PRSA Bronze Anvil press release
 - June 26 - July Convention Calendar

- National/International Media:**

- June 26 - Fly to Sunshine Sweepstakes press release

- M&C Trade Media:**

- June 19 - Your Recipe for Success press release

- Media Pitches:**

- June 5 - Cooking Light: New or unusual food-based spa treatments (pitched treatments at Hyatt Tamaya & Great Face and Body) Status: publication likes it (specifically they are interested in Hyatt Tamaya's Ancient Drumming Treatment featuring a red chile wrap), journalist will be in market in August to stay at the property and try the treatment. Publication date TBD.
 - June 6 - MountainHikingSite.com: Popular hiking destinations in the U.S. (La Luz Trail) Status: *They'd like us to write a blog post about the La Luz Trail for their site.*
 - June 11 - Unknown Publication: Independently owned boutique hotels (Hotel Parq Central & Hotel Andaluz) Status: *pending*
 - June 13 - Wendy Pramik, Albuquerque's up-and-coming beer scene
 - June 25 - Patriotic Hotels (Hyatt Regency Tamaya) Status: *Not Selected*

- **Travel Trade Activity:**

- Worked with St. Francis group on Balloon Fiesta itinerary

- **E-Marketing:**

- June 12 - "Enter to win a getaway for two - last chance!" email sent to 125,080 consumer contacts with a 17% open rate and 47% click to open rate
 - June 26 - "Win a Trip for Two to Sunny Albuquerque" email sent to 987 consumer contacts in the Portland DMA (currently unable to retrieve results due to an error in the email system)
 - June 26 - "Win a Trip for Two to Sunny Albuquerque" email sent to 1,058 consumer contacts in the Kansas City DMA (currently unable to retrieve results due to an error in the email system)
 - June 26 - "Win a Trip for Two to Sunny Albuquerque" email sent to 1,638 consumer contacts in the Seattle DMA (currently unable to retrieve results due to an error in the email system)
 - June 26 - "Win a Trip for Two to Sunny Albuquerque" email sent to 2,955 consumer contacts in the Chicago DMA (currently unable to retrieve results due to an error in the email system)
 - June 26 - "Thank you for your interest in Albuquerque!" email sent to 3,353 NMTD Central New Mexico Sweeps entrants (currently unable to retrieve results due to an error in the email system)

- **Pay-per-click Advertising:**

- Main campaign: 8,421 clicks

- **Website:**

- Updated FAM Registration and FAM confirmation pages and made the FAM Registration and FAM Updates pages live in the navigation in the meetings section
 - Updated the meetings homepage
 - Placed Albuquerque: Your Recipe for Success incentive promos on the meetings homepage and a number of other pages throughout the meetings section
 - Fly to Sunshine sweepstakes went live on the landing page on June 18th

MARKETING, COMMUNICATIONS & TOURISM

Marketing, Communications & Tourism Report continued

- **Photo Requests: 8**
- **Videos:**
 - Advancing the Destination
 - Year in Review
- **Projects:**
 - Gathered and trafficked Smart Meetings eNewsletter materials
 - Updated information and added Albuquerque: Your Recipe for Success incentive to EmpowerMINT
- **Collateral/Ad Production:**
 - Albuquerque: Your Recipe for Success incentive ½ page ad
 - Albuquerque: Your Recipe for Success incentive website promos
 - ePro Direct meetings email
 - USA Roller Sports program ad
 - ABQ365 outdoor board
 - Albuquerque and neighborhoods downloadable online map
 - Texas Monthly ½ page Balloon Fiesta ad
 - Fly to Sunshine June email
 - ABQ365 :30 tv spot for Who Rocks NM
 - Arabian Horse Show airport banner
- **Local Meetings:**
 - June 5 - Attended Chief Eden/ACVB partner meeting – Tania & Heather
 - June 5 - Museum Cooperative Council Meeting, Explora! - Kelly
 - June 10 - ACVB Annual Luncheon
 - June 16 - Attended NMTD's Breakfast Burrito Byway press conference – Tania, Heather & Kelly
 - June 17 - TANM & NMLA Meeting - Tania
 - June 18 - Social Media Panel Discussion, Garrity Group – Kelly
 - June 19 - Ski NM Board Meeting - Tania
 - June 19 - Partner Meeting with Mr. Hall, DSH Entertainment - Kelly
 - June 20 - Kathleen Manicke from Hyatt Tamaya (at ACVB offices) - Heather
 - June 24 - Chris Goblet from NM Beer - Heather
 - June 24 - DivvyHQ Demo – Kelly & Audrey
 - June 25 - ACT-On Software Demo - Kelly
 - June 27 - Public Art Charette – Kelly & Audrey
 - June 25 - Garrity PR Balloon Fiesta Media meeting – Heather & Kelly
 - June 26 - NMPRSA – Heather & Kelly
- **Awards:**
 - Submitted Breaking Bad PR award entry for ESTO's Destiny Awards

