



# 2005 MACVB Bureau Survey

## Executive Summary



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A complete copy of the 2005 MACVB Member Bureau Survey is available on the MACVB web site located at <http://www.macvb.net>.

Results of this survey are also broken out by the following annual bureau budget sizes:

<\$100,000

\$100,000 - \$500,000

\$500,000 - \$1,000,000

>\$1,000,000

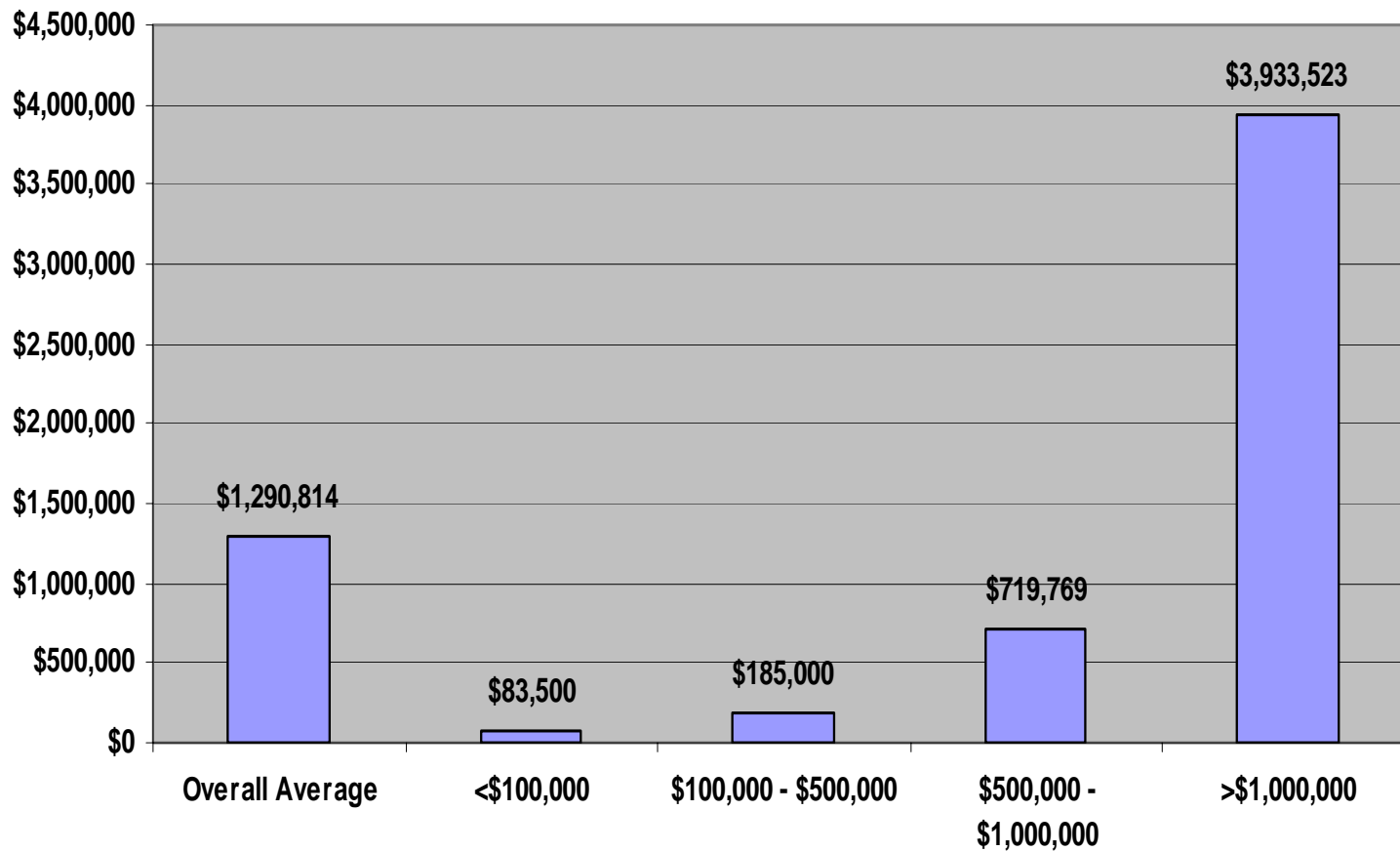


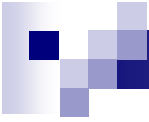
# Profile Summary

- 42.1% of all bureaus are classified as an Independent 501c6; 21.1% are an Independent 501c3; 10.5% are divisions of the Chamber of Commerce
- 68.4% are NOT membership based; 31.6% ARE membership based
- The average number of Board members is 12 and 57.9% of the Bureau's Board members serve 3 year terms
- The average bureau has 8 full time employees
- The average bureau received 74.8% of its budget from public funding
- Average room tax is 4.4% and 80.8% of this tax is earmarked for tourism



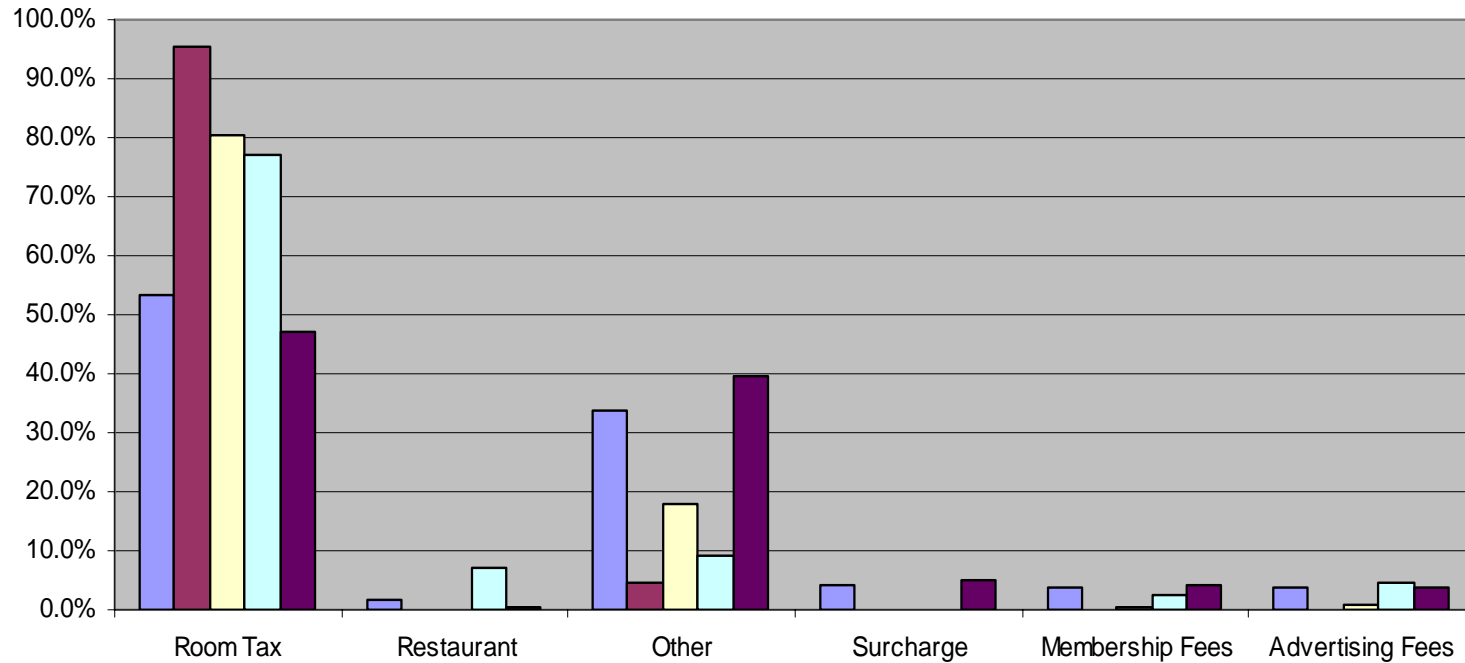
## Average Annual Bureau Budgets by Budget Category





# Bureau Revenue Breakdown by Category

## Comparison of all Revenue Categories & Overall Average



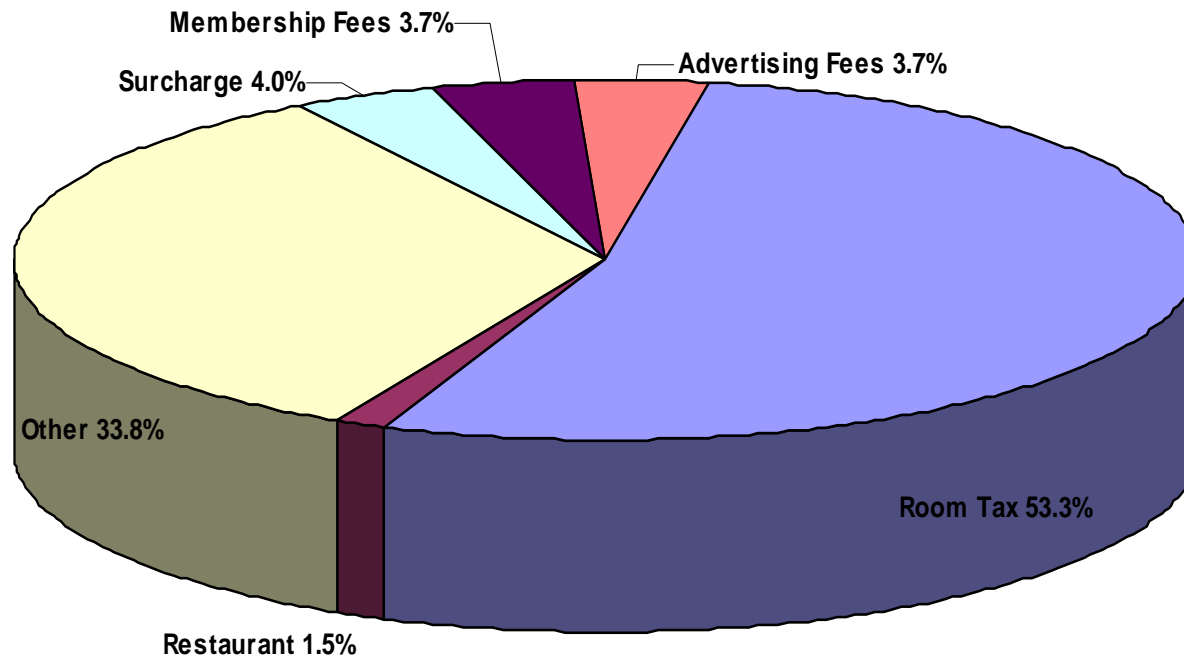
■ Overall Average   ■ <\$100,000   ■ \$100,000 - \$500,000   ■ \$500,000 - \$1,000,000   ■ >\$1,000,000



# Bureau Budgets

## Revenue by Category

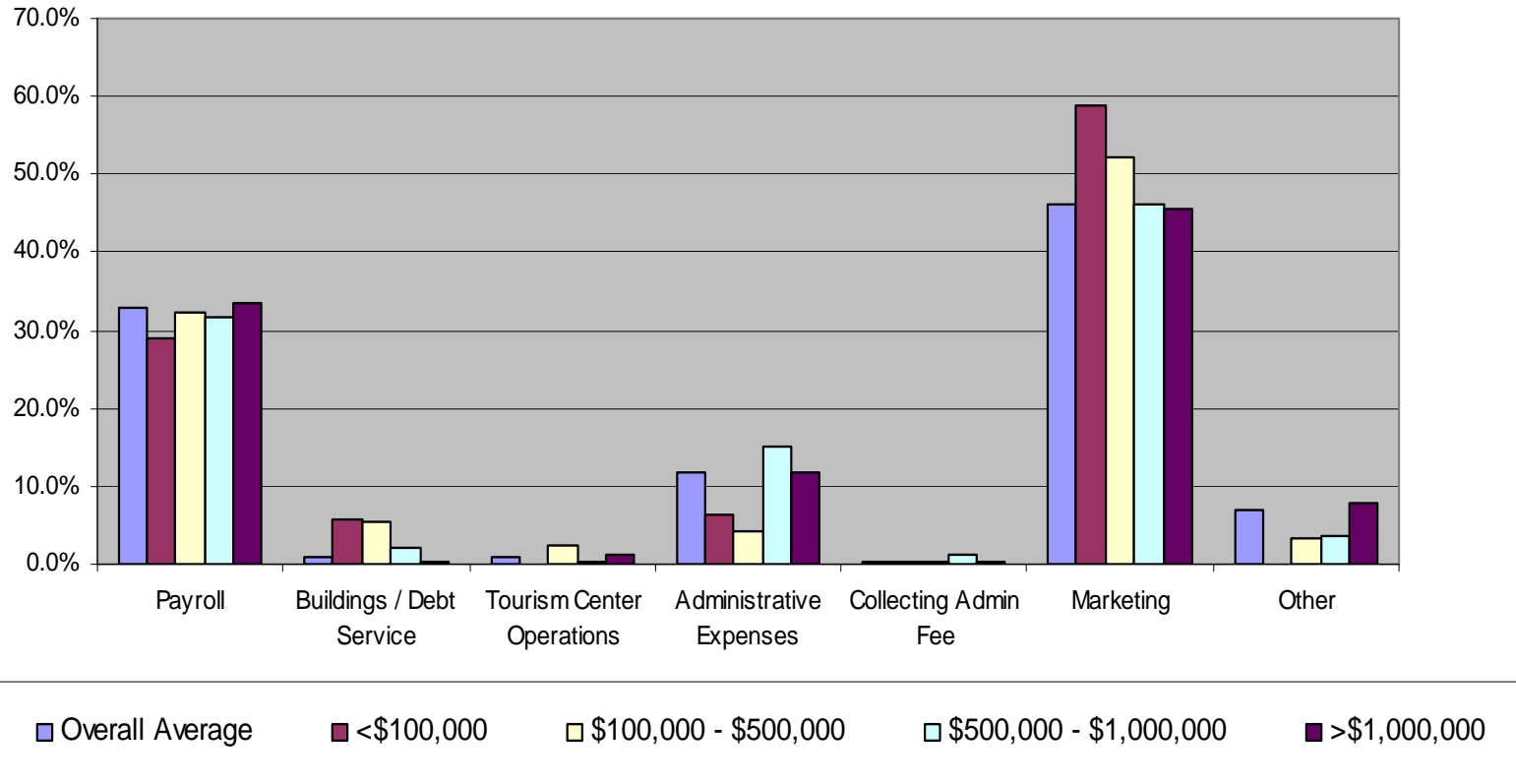
### Overall Average



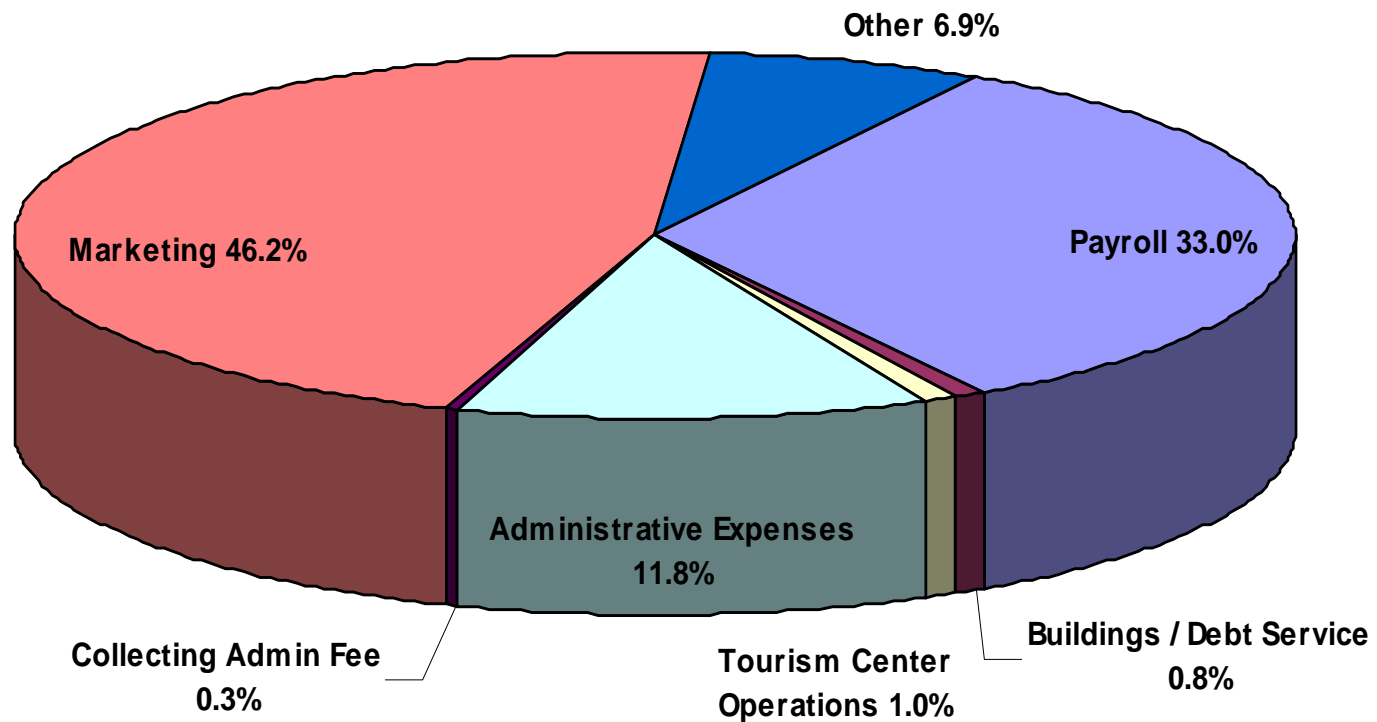


# Bureau Expenditures Breakdown by Category

Comparison of all Budget Categories & Overall Average



# Bureau Budget Expenditures by Category Overall Average





# Bureau Situation Analysis

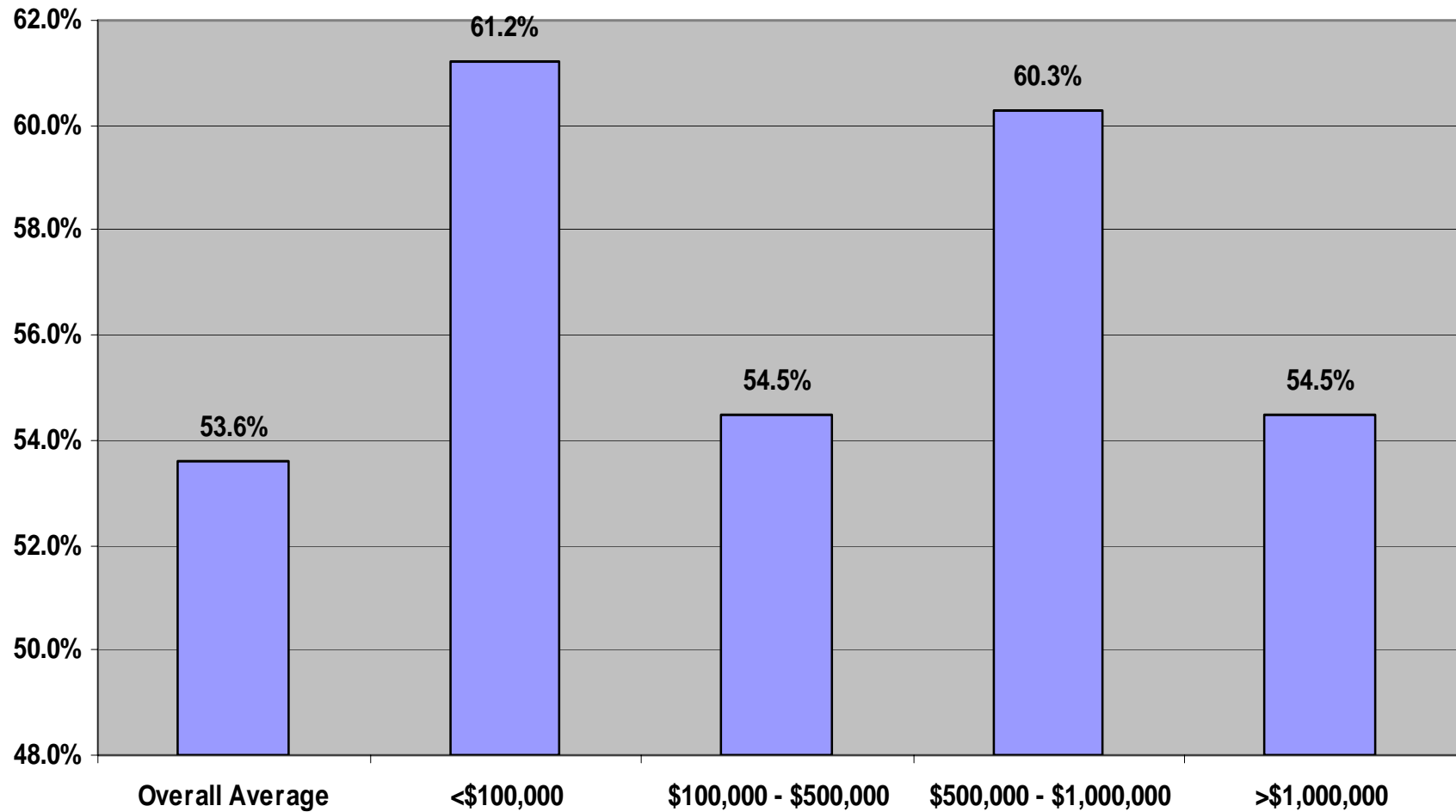
## Overview

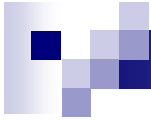
- The average bureau has 4,400 sleeping rooms with 285 rooms in the largest / headquarter hotel
- The largest meeting facility has 75,452 square feet, and the largest exhibit hall has 45,917 square feet
- The average community has 11 outdoor, multi-purpose courts, and 19 indoor, multi-purpose courts
- The average community has 11 lighted softball fields, and 8 unlighted fields
- 84.2% of all bureaus offer convention services; of those bureaus, 68.4% provide hospitality tables and 52.5% provide housing



# Hotel Occupancies

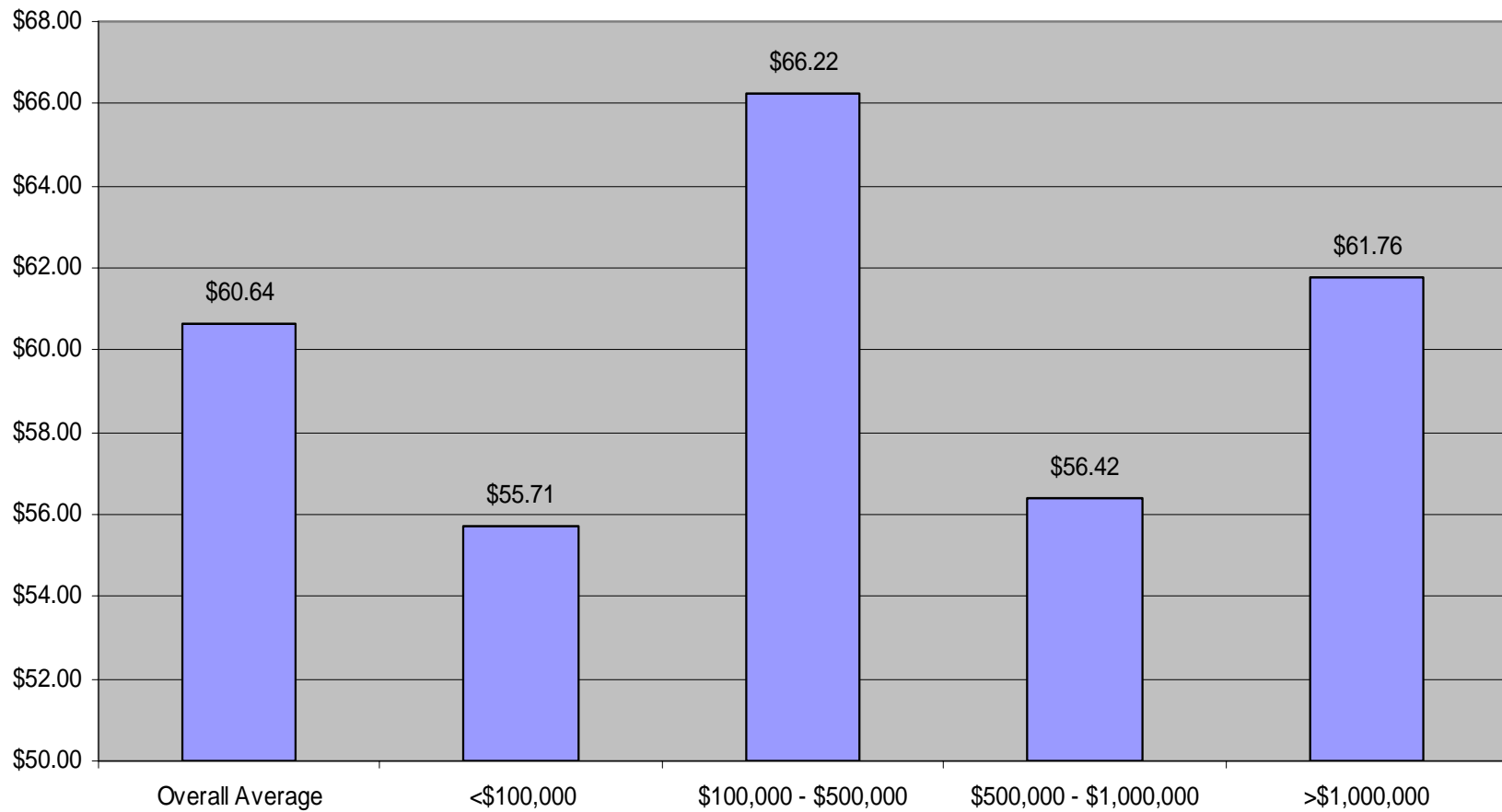
## Overall Average and Budget Category Comparison





# Average Daily Rates

## Overall Average and Budget Category Comparison





# Bureau Salary & Benefits

- Average Annual Pay for:
  - Primary Executive = \$56,872;
  - Secondary Executive = \$40,100;
  - Primary Marketing Director = \$37,000; and
  - Primary Sales Director = \$39,417
- 52.6% of all bureaus have a Public Relations position on staff; 42.1% have a graphic designer position; and 42.1% have an in-house Webmaster
- 89.5% of all bureaus' primary executive are NOT contracted; 78.9% provide health insurance, and 63.2% provide a retirement plan; 15.8% provide an automobile for their primary executive



# Bureau Salary & Benefits

(Continued)

- 73.7% of all bureaus' middle management are NOT contracted; 47.4% provide health insurance, and 47.4% provide a retirement plan; 5.3% provide an automobile for their middle management
- 73.7% of all bureaus' managers/assistants are NOT contracted; 57.9% provide health insurance, and 52.6% provide a retirement plan
- Perks listed for bureaus' primary executives and middle management include: cell phones, laptops, vacation time, sick leave, incentive plans, paid holidays, health insurance, dental insurance, short & long term disability insurance

**All of the previous information is included in the complete Bureau Member survey available on the MACVB web site at <http://www.macvb.net>. Click on the "Member Login" option on the left sidebar. This survey is also broken down by Bureau budget size: <\$100,000, \$100,000 - \$500,000, \$500,000 - \$1,000,000, and >\$1,000,000.**