

2005 MACVB Bureau Profile

of Participants: 19

1. How would you classify your organization?

	Count:	Percentage:
a. Independent 501c3	4	21.1%
b. Independent 501c6	8	42.1%
c. Chamber of Commerce	2	10.5%
d. Division of Chamber	1	5.3%
e. City Agency	3	15.8%
f. Other	1	5.3%

Other = Independent County Agency

2. City Population

	Average: Population:	Count:	Percentage:
Overall Average:	122,888	19	100.0%
Less than 20,000	9,567	4	21.1%
20,000-49,999	29,000	8	42.1%
50,000-100,000	74,901	4	21.1%
More Than 100,000	588,333	3	15.8%

3. Are you a membership based organization?

Yes:	31.6%
No:	68.4%

4. How many Board members do you have?

Average Total Board Members:	12
# Executives:	4
# Directors:	6
# Ex-Officio:	1

Board Member Terms:	Count:	Percentage:
3 Year Terms	11	57.9%
3 Yr, 2 Yr, 1 Yr.	1	5.3%
1 Year - 3 Years	3	15.8%
2 Years - 3 Years	1	5.3%
Not specified	3	15.8%

5. How many staff members do you have?

	Average:
Full Time	8
Part Time:	2
Interns	2
Volunteers	27

6. Please provide us with an overview of how your Bureau is funded:

Public Funding	Average:	74.8%
Private Funding		21.0%
Barter / In-Kind / Trusts		1.4%
Other Funding		2.8%

7. What is the % of tax that your community charges for each of the following:

Room Tax	Average:	4.4%
Car Rental Tax		11.4%
General County Tax		2.8%
Other Room Tax		2.3%
Additional Surcharges *		2.4%
Dining Tax		4.2%
General City Tax		2.8%
Transient Guest Tax		5.0%
Other Dining Tax		n/a

* Additional Surcharges Specified: Ticketed Attractions

8. What % of each of these taxes are specifically earmarked for tourism?

Room Tax	Average:	80.8%
Car Rental Tax		66.3%
General County Tax		2.0%
Other Room Tax		10.0%
Additional Surcharges *		0.0%
Dining Tax		67.9%
General City Tax		0.0%
Transient Guest Tax		0.0%
Other Dining Tax		25.0%

* Additional Surcharges Specified: Ticketed Attractions

9. In examining your Bureau's total income and revenue, please select the amount of money in each of the following categories from which your income and revenue is derived ...

Room Tax Dollars	Average:	53.3%
Restaurant Tax Dollars		1.5%
Other Dollars *		15.8%
Surcharge Dollars		4.0%
Membership Fees		3.7%
Advertising Fees		3.7%
Other Income: **		18.1%

* Other Dollars Specified: Theatres & Attractions & Division of Tourism Cooperative Marketing Grant

** Other Income Specified: Marketing Partners, Co-op Marketing/Funding, City General Revenue, City Sales Tax, Barter/Advertising Trade, Interest, Event Hosting

10. In examining your Bureau's total expenses, please reflect the percentage your Bureau spends in each of the following expense categories:

Payroll / Personnel	Average:	33.0%
Building / Dept Service		0.8%
Tourism Center Operations		1.0%
Administrative Expense		11.8%
Collecting Administrative Fee		0.3%
Marketing		46.0%
Other*		6.9%

*Other Specified: Legislative, Events, Meeting / Convention Services, tourism development, mail services, WEB/IT, Utilities & Maintenance, Trade, Visitor Orientation Center, Product Development, Volunteer Programs, Research

2005 MACVB Bureau Situation Analysis

of Participants: 19

- | | | |
|---|-----------------------------|--------|
| 1. How many total sleeping rooms are there in your community? | Average # of Rooms: | 4,400 |
| 2. Number of sleeping rooms in largest / headquarter hotel? | Average # of Rooms: | 285 |
| 3. How many square feet does your largest meeting facility have? | Average Size (Square Feet): | 75,452 |
| 4. How many square feet does your largest exhibit hall have? | Average Size (Square Feet): | 45,917 |
| 5. How many outdoor, multi-purpose courts does your community have? (Average) | | 11 |
| 6. How many indoor, multi-purpose courts does your community have? (Average) | | 19 |
| 7. How many total softball fields does your community have? | | |

How many are lighted? Average: 11

How many are unlighted? Average: 8

8. Are convention services offered?

Yes: 84.2%
No: 15.8%

If Yes:

Hospitality Table	68.4%
Housing	52.6%
Housing Available Online	37.5%
Registration	63.2%
Other*	52.6%

*** Other Explained:**

-
- Hospitality Bags, Maps, Brochures
-
- Setup
-
- Sponsorships for transportation, name badges, micro web sites, welcome packets.
-
- Host Breaks or Receptions, etc.
-
- Name Tags, Related Amenities
-
- Nametags for Reunions
-
- Trip Planning in Region, Transportation, Entertainment, Dining Reservations
-
- Press releases, welcome speeches, info packets, shuttle, etc.
-
- Welcome bags, welcome ambassdor, group discounts
-
- Gift Bags
-

9. Hotels Average % of Occupancy for 2004: 53.6% (Average)

10. Hotels Average Daily Rates for 2004: \$60.64 (Average)

2005 MACVB Bureau Salary & Benefits Survey

of Participants: 19

What is your Bureau's current annual budget? \$1,290,814 (Average)

1. **Primary Executive Title:** Director, Executive Director, President/CEO, Community Service Director, Director of Tourism

Current Average Annual Pay \$56,872

Average Annual Salary Increase 3.0%

Incentive Bonus?

Yes	10.5%
No	84.2%
No Response	5.3%

If Yes: Subjective by Board; Up to \$7,500 Based on 5 goals/objectives.

Secondary Executive Title: Visitor Services Mgr, Sr Vice President - Membership & Funding, Assistant Tourism Director, Business Manager, Tourism Services

Current Average Annual Pay \$40,100

Average Annual Salary Increase 3.3%

Incentive Bonus?

Yes	20.0%
No	80.0%

If Yes: Subjective by Board

Primary Marketing Title: Dir of Communications, Volunteer Coordinator, Communications Mgr.

Current Average Annual Pay \$37,000

Average Annual Salary Increase 3.1%

Incentive Bonus?

Yes	0.0%
No	100.0%

Primary Convention Sales Title: Dir of Sales, Dir of Sales & Marketing, Convention Sales Mgr, Mgr Sales Manager

Current Average Annual Pay \$39,417

Average Annual Salary Increase 2.7%

Incentive Bonus?

Yes	16.7%
No	83.3%

If Yes: Based on room night production for qualifying groups.

Primary Sports / Event Sales Title: Sports Marketing Mgr, Sports Authority Dir, Sports Sales Mgr

Current Average Annual Pay \$32,250

Average Annual Salary Increase 2.5%

Incentive Bonus?

Yes	25.0%
No	75.0%

If Yes: Based on room night production for qualifying groups.

Primary Tourism Sales Title: Tour & Travel Manager

Current Average Annual Pay		\$44,042
Average Annual Salary Increase		3.0%
Incentive Bonus?	Yes	0.0%
	No	100.0%

Primary Administrative Title: Marketing Mgr, Office Mgr, Admin Asst, Secretary, Convention & Tourism Asst, Director of Admin/Operations, Group Coordinator

Current Average Annual Pay		\$30,200
Average Annual Salary Increase		2.9%
Incentive Bonus?	Yes	5.3%
	No	36.8%
	No Response	57.9%
If Yes:	Subjective by Board	

Primary HR Title: VP of Finance

Current Average Annual Pay		\$66,000
Average Annual Salary Increase		4.0%
Incentive Bonus?	Yes	0.0%
	No	100.0%

Primary Receptionist Title: Office Manager, Receptionist, Sr Clerk, Visitor Ctr Clerks, Executive/Admin Asst, Secretary

Current Average Annual Pay		\$20,130
Average Annual Salary Increase		2.6%
Incentive Bonus?	Yes	0.0%
	No	47.4%
	No Response	52.6%

2. Please select if your Bureau out-sources the following positions or do you have this position on staff (in-house):

Public Relations

In-house	52.6%
Out-sourced	10.5%
No Response	36.8%
If Out-sourced - annual budget:	\$25,500
If on staff - average annual salary: *	\$51,333

Graphic Designer

In-house	42.1%
Out-sourced	36.8%
No Response	31.6%
If Out-sourced - annual budget:	\$80,786
If on staff - average annual salary: *	\$53,167

Webmaster

In-house	42.1%
Out-sourced	31.6%
No Response	36.8%
If Out-sourced - annual budget:	\$3,934
If on staff - average annual salary: *	\$25,575

* Several Bureaus stated that salary / position is included with other employees' job duties & one Bureau selected both In-house and Out-sourced.

3. Regarding your Primary Executive:

Is your Primary Executive Contracted?

Yes	5.3%
No	89.5%
No Response	5.3%

If Yes, Explain: 3 Yr Contract w/ 1 Yr Renewable after Yr 2 - Perpetual.

Do you provide health insurance for your Primary Executive?

Yes	78.9%
No	21.1%

What % is paid for by the Bureau? 95.4% (Average)

Do you provide a retirement plan for your Primary Executive?

Yes	63.2%
No	36.8%

Describe Retirement Plan:

5% of Annual Base Salary is contributed by company into a retirement plan thru
CVB Matches 6% of Salary & up to 4% into 401k (10% total)
5% of Base Salary to an IRA Account
City Retirement Plan
LAGERS + 401K
IRA w/ Chamber - Partial Match
All employees eligible after 1 yr. Bureau contributed 8% of salary & will contribute
up to 10% w/ Match
Employee non-contributory thru State of Missouri (LAGERS)
3% Salary match in a simple IRA
LAGERS - 13.8% of salary annually - 100% Employer Contribution

Do you provide an automobile for your Primary Executive?

Yes	15.8%
No	84.2%

If Yes, please describe automobile arrangement:

For Company Business ONLY
Bureau leases an auto & provides gas, insurance & maintenance.

Please describe your vacation policy for your Primary Executive:

3 wks/yr. Can build up to 6 wks. May sell back up to 40 hrs.
1 wk 1st yr, 2 wks yrs 2-5, 3 wks yrs 6-15, 4 wks after 15 yrs
3 Wks + 2 Personal Days
1-5 yr 2 wks, 6-10 yr 3 wks, 11-15 yr 4 wks, 16-20 yrs 5 wks, 21yrs+ 6 wks
3 Wks (4)
Scaled to years of Service (1-4 Weeks)
1-5 Yrs 2 Wks, 5-15 Yrs 3 Wks, 15+ Years 4 Wks.
3 Wks + 5 Personal Days
10 days 1st Yr, 13 Days after 10 Yrs, 15 Days after 15 Yrs
5 days 1st yr, 10 days 2-7 yrs, 15 days 8-14 yrs, 20 days 15+ yrs
1 Wk
(Continued)

Continued: Please describe your vacation policy for your Primary Executive

2 Wks 1-3 Yr, 3 Wks 3-5 Yr, 4 Wks 5-7 Yr, 5 Wks 7-9 Yr, 6 Wks 10+ yrs

2 wks, after 3 yrs - 3 wks

2 wks 1 yr + 1 wk every 5 yrs + 9 personal days

1-4 Yrs 10 Days, 5+ Yrs 15 Days

Please list all other perks / benefits for your Primary Executive:

Cell phone, \$200.00 / uniform or clothing allowance, office cell phone, computer, expense account.

Short/Long term disability, life, dental, cell, incentive, 8 holidays/10 sick

Call Phone, \$300 month Auto Allowance, Pd Mbrship to 1 local service club.

Cell phone, laptop, short & long term disability, dental insurance, 6 sick days & 11 Holidays per year.

Cell, laptop provided (laptop functions as primary desktop).

Cell Phone, Membership Dues

\$1600 Annual Car Allowance, Cell, Laptop, Deferred Comp Options (City pays 1% into deferred comp plan), Long Term Disability, Life Ins, Sick Pay

Cell Phone, Lap top, mileage @ IRS Rate

Cell, post employment healthcare savings plan (100% employer paid, sick leave buy back, 75% of hourly salary after 10 years, 401A, 401K, 3 personal days / year, all professional dues, cafeteria plan.

9 Paid Holidays / 12 Days sick leave.

Cell phone, home computer.

Cell Phone, Lap Top, Able to work a flex-time schedule.

Cell Phone, Laptop, Expense Account

Stipen for insurance of \$2400/yr, Stipen for Auto Allowance of \$1500/yr.

4. Regarding your Middle Management (Directors):

Are these positions contracted?

Yes	0.0%
No	73.7%
No Response	26.3%

Do you provide health insurance for your Directors?

Yes	47.4%
No	21.1%
No Response	31.6%

What % is paid for by the Bureau? 87.3% (Average)

Do you provide a retirement plan for your Directors?

Yes	47.4%
No	21.1%
No Response	31.6%

Describe Retirement Plan:

City Retirement LAGERS + 401K

All employees eligible after 1 yr. Bureau contributed 8% of salary & will contribute up to 10% w/ Match

5% of Annual Base Salary is contributed by company into a retirement plan thru JP Morgan after 1st Year

CVB Matches 6% of Salary (profit sharing) & up to 4% into 401k (10% total)

City Retirement Plan

Employee non-contributory thru State of Missouri (LAGERS)

LAGERS - 13.8% of Salary

Pension & 401K

5% of Gross Salary for all employees

Do you provide an automobile for your Directors?

Yes	5.3%
No	63.2%
No Response	31.6%

If Yes, please describe arrangement:

Shared department car.
Monthly allowance or paid mileage.

Please describe your vacation policy for your Directors:

3 wks / year. Can build up to 6 wks. May sell back up to 40 hrs.
1 wk 1st yr, 2 wks yrs 2-5, 3 wks yrs 6-15, 4 wks after 15 yrs.
2 wks / 2 Personal Days
1-5 yrs 2 wks, 6-10 yrs 3 wks, 11-15 yrs 4 wks, 16-20 yrs 5 wks, 21yrs+ 6 wks
2 wks 1 yr + 1 wk every 5 yrs + 9 personal days
2 Weeks - 3 Weeks after 10 Years
1-5 Yrs 2 Wks, 5-15 Yrs 3 Wks, 15+ Years 4 Wks.

Please list all other perks / benefits for your Directors:

Cell phone, \$200.00 uniform or clothing allowance, office cell phone, computer, expense account.
Short/ Long term disability, dental insurance, term life, cell phone, incentive plan, 8 paid holidays, 10 paid sick days
Mileage Allotment (.36/mile, paid membership in one local service club
Cell phone, laptop, short & long term disability, dental ins, 6 sick days & 11 Holidays per year
Cell phone, home computer
Cell Phone, Membership Dues
Cell Phone, Laptop, Deferred Comp Options (City pays 1% into a deferred comp plan), Long Term Disability, Life Insurance, Sick Leave

5. Regarding your Managers / Assistants:

Are these positions contracted?

Yes	0.0%
No	73.7%
No Response	26.3%

Do you provide health insurance for these positions?

Yes	57.9%
No	15.8%
No Response	26.3%

What % is paid for by the Bureau? 93.3% (Average)

Do you provide a retirement plan for these positions?

Yes	52.6%
No	21.1%
No Response	26.3%

Describe Retirement Plan:

3% of Salary Match in a simple IRA
Employee non-contributory thru State of Missouri (LAGERS)
All employees eligible after 1 yr. Bureau contributed 8% of salary & will contribute up to 10% w/ Match
5% of Annual Base Salary is contributed by company into a retirement plan thru JP Morgan after 1st Year
CVB Matches 6% of Salary & up to 4% into 401k (10% total)
City Plan
After 1 yr - 104K plan offered - 5% match
401k & Pension
LAGERS 13.8% of Salary
Same 5% for all employees

Do you provide an automobile for these positions?

Yes	0.0%
No	68.4%
No Response	31.6%

Please describe your vacation policy for these positions:

1-5 Yrs 2 Wks, 5-15 Yrs 3 Wks, 15+ Years 4 Wks.
1 wk 1st yr, 2 wks yrs 2-5, 3 wks yrs 6-15, 4 wks after 15 yrs
1 wk / 2 Personal Days
1-5 yrs 2 wks, 6-10 yrs 3 wks, 11-15 yrs 4 wks, 16-20 yrs 5 wks, 21yrs+ 6 wks
2 Wks - 3 Wks after 10 Yrs
10 days 1st Yr, 13 Days 10 Yrs, 15 Days 15 Yrs
2 wks after 1 yr + 1 wk for every 5 yrs + 9 personal days
1 wk after 1st yr
2 wks 1 yr, 3 wks after 5 yrs.
5 days 1st yr, 10 days 2-7 yrs, 15 days 8-14 yrs, 20 days 15+ yrs
2 wks yrs 1-3, 3 wks yrs 3-5, 4 wks yrs 5-7, 5 wks yrs 7-9, 6 wks 10+ yrs.

Please list all other perks / benefits for these positions:

Deferred Comp Options (City pays 1% into a deferred comp plan), Long Term Disability, Life Insurance, Sick Leave
Short/ Long term disability, dental, term life, 8 paid holidays, 10 paid sick days
Mileage Allotment - 36 cents per mile
Laptop, short & long term disability, dental ins, 6 sick days & 11 Holidays per
Post employment healthcare savings plan (100% employer paid, sick leave buy back, 75% of hourly salary after 10 years, 401A, 401K, 3 personal days / year, all professional dues, cafeteria plan.