

## 2005 MACVB Bureau Profile (Budget > \$1,000,000)

# of Participants: 5

### 1. How would you classify your organization?

	<b>Percentage:</b>
a. Independent 501c3	0.0%
b. Independent 501c6	60.0%
c. Chamber of Commerce	0.0%
d. Division of Chamber	0.0%
e. City Agency	20.0%
f. Other	20.0%

Other = Independent County Agency

2. Average City Population 367,721

### 3. Are you a membership based organization?

Yes:	60.0%
No:	40.0%

### 4. How many Board members do you have?

<b>Average Total Board Members:</b>	17
<b># Executives:</b>	5
<b># Directors:</b>	12
<b># Ex-Officio:</b>	1

<b>Board Member Terms:</b>	<b>Count:</b>	<b>Percentage:</b>
3 Year Terms	3	60.0%
1 Year - 3 Years	1	20.0%
2 Years - 3 Years	1	20.0%

5. How many staff members do you have? **Average:** 23

Full Time	20
Part Time:	5
Interns	7
Volunteers	48

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

Public Funding	<b>Average:</b> 72.0%
Private Funding	25.5%
Barter / In-Kind / Trusts	1.5%
Other Funding	1.0%

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

Room Tax	Average:	4.7%
Car Rental Tax		13.5%
General County Tax		1.1%
Other Room Tax		n/a
Additional Surcharges *		4.0%
Dining Tax		1.3%
General City Tax		1.5%
Transient Guest Tax		5.6%
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:	62.5%
Car Rental Tax		75.0%
General County Tax		2.0%
Other Room Tax		10.0%
Other Dining Tax		25.0%

**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:	47.1%
Restaurant Tax Dollars		0.6%
Other Dollars *		19.4%
Surcharge Dollars		4.9%
Membership Fees		4.1%
Advertising Fees		3.8%
Other Income: **		20.0%

\* Other Dollars Specified: Theatres & Attractions, HB188, NTDF

\*\* Other Income Specified: Marketing Partners, Co-op Marketing/Funding, Program/Housing Revenues, Interest, Event Hosting/Participation

**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:	33.4%
Building / Dept Service		0.3%
Tourism Center Operations		1.1%
Administrative Expense		11.7%
Collecting Administrative Fee		0.2%
Marketing		45.5%
Other*		7.8%

\*Other Specified: Legislative, Events, Mail Services, Web/IS, Utilities & Maintenance, Trade, TIF Payments

**2005 MACVB Bureau Situation Analysis (Budget >\$1,000,000)**

# of Participants: 5

1. How many total sleeping rooms are there in your community?	Average # of Rooms:	12,060
2. Number of sleeping rooms in largest / headquarter hotel?	Average # of Rooms:	484
3. How many square feet does your largest meeting facility have?	Average Size (Square Feet):	227,183
4. How many square feet does your largest exhibit hall have?	Average Size (Square Feet):	112,960
5. How many outdoor, multi-purpose courts does your community have? (Average)		28
6. How many indoor, multi-purpose courts does your community have? (Average)		37

7. How many total softball fields does your community have?

How many are lighted? Average: 16

How many are unlighted? Average: 21

8. Are convention services offered?

Yes: 80.0%  
No: 20.0%

If Yes:

Hospitality Table	80.0%
Housing	80.0%
Is housing available online?	37.5% Yes 62.5% No
Registration	80.0% Yes
Other*	40.0% Yes

\* Other Explained:

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Sponsorships for transportation, name badges, micro web sites, welcome packets.  
Press releases, welcome speeches, info packts, shuttle, etc.

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9. Hotels Average % of Occupancy for 2004: 54.5% (Average)

10. Hotels Average Daily Rates for 2004: \$61.76 (Average)

## 2005 MACVB Bureau Salary & Benefits Survey (Budget > \$1,000,000)

# of Participants: 5

What is your Bureau's current annual budget? \$3,933,523 (Average)

1. **Primary Executive Title:** Executive Director, President/CEO

**Current Average Annual Pay** \$92,250

**Average Annual Salary Increase** 3.1%

<b>Incentive Bonus?</b>	Yes	20.0%
	No	60.0%
	No Response	20.0%

**If Yes:** 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** \$75,000

**Average Annual Salary Increase** 4.0%

<b>Incentive Bonus?</b>	Yes	20.0%
	No	80.0%

**If Yes:** Subjective by Board

**Primary Marketing Title:** Dir of Communications, Communications Mgr, VP Marketing/Communications

**Current Average Annual Pay** \$42,500

**Average Annual Salary Increase** 3.3%

<b>Incentive Bonus?</b>	Yes	0.0%
	No	100.0%

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

**Current Average Annual Pay** \$47,000

**Average Annual Salary Increase** 3.0%

<b>Incentive Bonus?</b>	Yes	16.7%
	No	83.3%

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

**Primary Sports / Event Sales Title:** Sports Sales Manager

**Current Average Annual Pay** \$32,500

**Average Annual Salary Increase** 3.0%

<b>Incentive Bonus?</b>	Yes	25.0%
	No	75.0%

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

**Primary Tourism Sales Title:** Tour & Travel Manager

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

**Primary Administrative Title:** Office Mgr, Admin Asst, Secretary, Director of Admin/Operations

<b>Current Average Annual Pay</b>		\$36,750
<b>Average Annual Salary Increase</b>		3.0%
<b>Incentive Bonus?</b>	Yes	14.3%
	No	85.7%
<b>If Yes:</b>	Subjective by Board	

**Primary HR Title:** VP of Finance

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

**Primary Receptionist Title:** Receptionist, Executive/Admin Assistant, Secretary

<b>Current Average Annual Pay</b>		\$20,750
<b>Average Annual Salary Increase</b>		3.0%
<b>Incentive Bonus?</b>	Yes	0.0%
	No	100.0%

**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	60.0%
Out-sourced	0.0%
No Response	40.0%
If Out-sourced - annual budget:	n/a
If on staff - average annual salary: *	\$55,500

**Graphic Designer**

In-house	60.0%
Out-sourced	20.0%
No Response	20.0%
If Out-sourced - annual budget:	\$25,000
If on staff - average annual salary: *	\$53,000

**Webmaster**

In-house	60.0%
Out-sourced	40.0%
No Response	20.0%
If Out-sourced - annual budget:	\$10,000
If on staff - average annual salary: *	\$23,500

\* 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	0.0%
No	80.0%
No Response	20.0%

**Do you provide health insurance for your Primary Executive?**

Yes	100.0%
No	0.0%

**What % is paid for by the Bureau?** 100.0% (Average)

**Do you provide a retirement plan for your Primary Executive?**

Yes	100.0%
No	0.0%

**Describe Retirement Plan:**

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

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5% of Base Salary to an IRA Account

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LAGERS + 401K

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Eligible after 1 yr Bureau contributed 8% of salary, will contribute up to 10% w/Match

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**Do you provide an automobile for your Primary Executive?**

Yes	40.0%
No	60.0%

**If Yes, please describe automobile arrangement:**

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Monthly car stipend of \$700

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Bureau leases an auto & provides gas, insurance & maintenance.

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**Please describe your vacation policy for your Primary Executive:**

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1 wk 1st yr, 2 wks yrs 2-5, 3 wks yrs 6-15, 4 wks after 15 yrs

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1-5 yr 2 wks, 6-10 yr 3 wks, 11-15 yr 4 wks, 16-20 yrs 5 wks, 21yrs+ 6 wks

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3 Wks (4)

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10 days 1st Yr, 13 Days after 10 Yrs, 15 Days after 15 Yrs

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

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

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

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

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Cell phone, home computer.

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**4. Regarding your Middle Management (Directors):**

**Are these positions contracted?**

Yes	0.0%
No	100.0%

**Do you provide health insurance for your Directors?**

Yes	80.0%
No	20.0%

**What % is paid for by the Bureau?** 100.0% (Average)

**Do you provide a retirement plan for your Directors?**

Yes	100.0%
No	0.0%

**Describe Retirement Plan:**

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After 1 yr. Bureau contributed 8% of salary & will contribute up to 10% w/Match  
CVB Matches 6% of Salary (profit sharing) & up to 4% into 401k (10% total)  
LAGERS - 13.8% of Salary  
Pension & 401K

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**Do you provide an automobile for your Directors?**

Yes	0.0%
No	100.0%

**If Yes, please describe arrangement:** Monthly allowance or paid mileage.

**Please describe your vacation policy for your Directors:**

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1 wk 1st yr, 2 wks yrs 2-5, 3 wks yrs 6-15, 4 wks after 15 yrs.  
1-5 yrs 2 wks, 6-10 yrs 3 wks, 11-15 yrs 4 wks, 16-20 yrs 5 wks, 21yrs+ 6 wks  
2 Weeks 1st Year + 1 Week every 5 Years thereafter. 2 wks 1 yr + 1

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**Please list all other perks / benefits for your Directors:**

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Short/ Long term disability, dental insurance, term life, cell phone, incentive plan, 8  
paid holidays, 10 paid sick days  
Cell phone, laptop, short/long term disability, dental ins, 6 sick days, 11 Holidays/yr.  
Outside sales cell phone  
Cell phone, home computer  
Cell phone, laptop

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**Regarding your Managers / Assistants:**

**Are these positions contracted?**

Yes	0.0%
No	100.0%

**Do you provide health insurance for these positions?**

Yes	100.0%
No	0.0%

**What % is paid for by the Bureau?** 99.0% (Average)

**Do you provide a retirement plan for these positions?**

Yes	100.0%
No	0.0%

**Describe Retirement Plan:**

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Eligible after 1 yr Bureau contributed 8% of salary; will contribute up to 10% w/Match  
CVB Matches 6% of Salary & up to 4% into 401k (10% total)  
401k & Pension  
LAGERS 13.8% of Salary  
Same 5% for all employees

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**Do you provide an automobile for these positions?**

Yes	0.0%
No	100.0%

**Please describe your vacation policy for these positions:**

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1-5 Yrs 2 Wks, 5-15 Yrs 3 Wks, 15+ Years 4 Wks.  
1-5 yrs 2 wks, 6-10 yrs 3 wks, 11-15 yrs 4 wks, 16-20 yrs 5 wks, 21yrs+ 6 wks  
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  
2 wks 1 yr, 3 wks after 5 yrs.

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**Please list all other perks / benefits for these positions:**

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Short/ Long term disability, dental, term life, 8 paid holidays, 10 paid sick days  
Laptop, short & long term disability, dental ins, 6 sick days & 11 Holidays per year

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