



AGENDA NO: C-1

MEETING DATE: May 28, 2019

Staff Report Addendum

TO: Honorable Mayor and City Council

DATE: May 28, 2019

FROM: Scott Collins, City Manager

SUBJECT: Consideration of the Morro Bay Tourism Business Improvement District (TBID) Annual Report and Continuation of the TBID Assessment for Fiscal Year (FY) 2019/20; and Adoption of Resolution No. 41-19 Declaring the Intent to Continue the Program and Levy Assessments for the Fiscal Year 2019/20 and Scheduling a Public Hearing to Levy the Assessments

ADDENDUM

Attached please find revised Exhibit A to Resolution No. 41-19.

Prepared By: _____

Dept Review: ____

City of Morro Bay

FY 19-20 Budget Worksheet

G/L Account Number	Account Description	2017 Actual Amount	2018 Actual Amount	2019 Actual Amount As of 3/5/19	2019 Amended Budget	2020 Level 1	Level 1 Comments
Fund: 007 - MBT-BID							
REVENUES							
Department: 3170 - Promotion & Advertising							
<i>350-Rev Cursvc - Revenues From Current Services</i>							
007-3170 3400	Advertising - Guides and Magazines	300.0000	4,293.5000	0.0000	4,000.0000	6,000.0000	Income from Ad sales
<i>Account Classification Total: 350-Rev Cursvc - Revenues From Current Services</i>		\$300.00	\$4,293.50	\$0.00	\$4,000.00	\$6,000.00	
<i>390-Misc Rev - Miscellaneous Revenues</i>							
007-3170 3990	Other Misc Revenues	70,070.8700	0.0000	0.0000	32,000.0000		
<i>Account Classification Total: 390-Misc Rev - Miscellaneous Revenues</i>		\$70,070.87	\$0.00	\$0.00	\$32,000.00	\$0.00	
Department Total: 3170 - Promotion & Advertising		\$70,370.87	\$4,293.50	\$0.00	\$36,000.00	\$6,000.00	
Department: 3510 - Accounting & Treasury							
<i>300-Rev Taxes - Revenues From Taxes</i>							
007-3510 3064	Transient Occupancy Tax	802,468.2000	802,877.2500	508,268.2700	836,135.0000	823,643.9400	
<i>Account Classification Total: 300-Rev Taxes - Revenues From Taxes</i>		\$802,468.20	\$802,877.25	\$508,268.27	\$836,135.00	\$823,643.94	
Department Total: 3510 - Accounting & Treasury		\$802,468.20	\$802,877.25	\$508,268.27	\$836,135.00	\$823,643.94	
Department: 7710 - Interfund Transactions							
<i>100-Interfund - Interfund Transfers</i>							
007-7710 3801	Transfers In	60,000.0000	125,428.0000	0.0000	154,000.0000	60,000.0000	
<i>Account Classification Total: 100-Interfund - Interfund Transfers</i>		\$60,000.00	\$125,428.00	\$0.00	\$154,000.00	\$60,000.00	
<i>380-Interfund - Interfund Revenue Transfers</i>							
007-7710 3802	Intrafund Revenue Trans.	0.0000	0.0000	0.0000	65,000.0000		
<i>Classification Total: 380-Interfund - Interfund Revenue Transfers</i>		\$0.00	\$0.00	\$0.00	\$65,000.00	\$0.00	
Department Total: 7710 - Interfund Transactions		\$60,000.00	\$125,428.00	\$0.00	\$219,000.00	\$60,000.00	
REVENUES Total		\$932,839.07	\$932,598.75	\$508,268.27	\$1,091,135.00	\$889,643.94	

EXPENSES

Department: 1111 - Undistributed/Non-Dept.

FY 19-20 Budget Worksheet

G/L Account Number	Account Description	2017 Actual Amount	2018 Actual Amount	2019 Actual Amount As of 3/5/19	2019 Amended Budget	2020 Level 1	Level 1 Comments
<i>110-Other - Other Expense</i>							
007-1111 8710	Loss on Investment	119.0000	590.0000	0.0000	0.0000		
<i>Account Classification Total: 110-Other - Other Expense</i>		\$119.00	\$590.00	\$0.00	\$0.00	\$0.00	
Department Total: 1111 - Undistributed/Non-Dept.		\$119.00	\$590.00	\$0.00	\$0.00	\$0.00	
Department: 3170 - Promotion & Advertising							
<i>10-Personnel - Personnel Services</i>							
007-3170 4110	Regular Pay	82,813.9400	85,268.9000	59,896.0000	91,749.0000	95,451.0000	
007-3170 4310	Part-Time Pay	44,200.6000	50,270.5700	29,903.8500	55,027.0000	69,136.6000	
007-3170 4599	Other Pay	1,250.1500	0.0000	326.4800	5,000.0000	1,500.0000	
007-3170 4910	Employer Paid Benefits	31,023.2300	37,955.8800	20,818.8000	22,112.8600	27,413.5823	
007-3170 4911	Pension Normal Cost	0.0000	0.0000	3,943.6300	6,098.1400	6,667.2524	
007-3170 4912	PERS Unfunded Accrued Liability	0.0000	0.0000	14,600.4900	15,827.0000	18,918.3882	
<i>Account Classification Total: 10-Personnel - Personnel Services</i>		\$159,287.92	\$173,495.35	\$129,489.25	\$195,814.00	\$219,086.82	
<i>60-Supplies - Supplies</i>							
007-3170 5108	Communication Supplies	17,323.7300	0.0000	0.0000	0.0000		
007-3170 5201	Other Expense	4,737.6800	1,255.8800	0.0000	0.0000		
007-3170 5301	General Office Supplies	4,591.4800	3,974.1000	2,848.7800	3,500.0000	3,000.0000	
007-3170 5305	Forms Printing	1,928.7600	0.0000	203.5400	2,000.0000	500.0000	
<i>Account Classification Total: 60-Supplies - Supplies</i>		\$28,581.65	\$5,229.98	\$3,052.32	\$5,500.00	\$3,500.00	
<i>70-Services - Services</i>							
007-3170 6105	Consulting Services	7,388.7500	18,130.1900	5,750.1000	15,000.0000	11,600.0000	SEO contract \$550/mo, Freelance Design 5000
007-3170 6106	Contractual Services	57,395.8800	193,013.5900	142,470.6500	230,000.0000	165,000.0000	Mental Mktg
007-3170 6107	Promotion & Advertising	292,651.1900	229,265.0500	50.0000	8,000.0000	12,000.0000	Printing of Visitors Guides
007-3170 6108	Marketing Consulting	1,020.0000	15,870.4800	42,887.4100	29,000.0000		
007-3170 6112	TV Ads - Other Region	1,221.0000	0.0000	0.0000	0.0000	0.0000	
007-3170 6113	Print Ads - So. Region	1,203.7400	0.0000	0.0000	0.0000	4,500.0000	

FY 19-20 Budget Worksheet

G/L Account Number	Account Description	2017 Actual Amount	2018 Actual Amount	2019 Actual Amount As of 3/5/19	2019 Amended Budget	2020 Level 1	Level 1 Comments
007-3170 6114	Community Event Support	0.0000	85,547.5800	96,485.2600	100,000.0000	50,000.0000	Grants at TBID \$
007-3170 6116	Print Ads - Other Regions	45,119.9600	3,650.0000	0.0000	0.0000	0.0000	
007-3170 6118	Promotion - Media	98,634.6400	81,982.4000	12,323.3300	18,000.0000	8,000.0000	2 passports 5k, Calendars
007-3170 6119	Promotion - Other	173,572.2400	17,603.1300	8,003.4000	15,000.0000	13,000.0000	Oct Wine Promo, utility bill inserts, banners, promo materials, bags, canopy, July free trolley, MidStateFair misc
007-3170 6120	Trade Shows - Space Rent	14,302.9200	6,654.4000	3,725.0000	4,000.0000	7,600.0000	GoWest 2600, IPW 5000
007-3170 6121	Trade Shows - Trans.	2,345.1500	3,203.0000	0.0000	1,500.0000	500.0000	
007-3170 6124	Advertising Sponsorships	0.0000	30,827.0000	21,157.5000	15,000.0000	13,000.0000	Co-op's with VCA, SLOCAL, CCTC
007-3170 6125	Professional Development	646.4800	0.0000	0.0000	1,500.0000	500.0000	
007-3170 6127	Digital Media	0.0000	0.0000	172,080.4900	270,000.0000	272,000.0000	Digital media buy & social media buy (60k GF)
007-3170 6128	Out of Home Media	0.0000	0.0000	7,800.0000	13,000.0000	6,600.0000	Highway 1 outdoor (\$550/mo \$6600)
007-3170 6129	Digital Services	0.0000	340.9800	18,465.9900	40,000.0000	45,000.0000	Constant Contact 225/mo, google 30/mo, simpleview 2190/mo, iackrabbit 1200/mo, 7 misc, dropbox, surfline
007-3170 6130	Digital Assets	0.0000	49.0000	2,331.9900	15,000.0000	0.0000	Still photos & Video production
007-3170 6132	Promotion - Visiting Journalist	0.0000	2,349.4500	15,696.3700	25,000.0000	10,000.0000	estimate 1000/per journalist
007-3170 6199	Other Professional Services	705.0000	14,799.0000	0.0000	2,000.0000	500.0000	hold
007-3170 6201	Telephone	0.0000	89.7100	1,248.5100	0.0000		
007-3170 6220	Postage	1,722.7400	3,867.6400	282.3800	4,000.0000	700.0000	
007-3170 6300	Utilities	1,293.2100	1,747.9100	0.0000	0.0000		
007-3170 6308	Internet/Cable TV	0.0000	0.0000	111.9700	0.0000	2,000.0000	Charter, OMMO, cell
007-3170 6451	Workers Comp Insurance	0.0000	0.0000	0.0000	1,191.0000	1,200.0000	
007-3170 6461	Unemployment Insurance	0.0000	0.0000	0.0000	814.0000	900.0000	
007-3170 6510	Meetings & Conferences	4,007.1000	2,870.4300	1,399.9900	2,500.0000	2,000.0000	CCTC meetings, grant committee meetings, annual hotel mtg, SLOCAL symposium, VCA
007-3170 6511	Mileage Reimbursement	623.9200	19.5500	0.0000	500.0000	500.0000	
007-3170 6513	Meals & Lodging	5,716.2700	3,722.9500	586.7100	4,500.0000	4,500.0000	For travel trade shows
007-3170 6514	Travel Expense	2,039.1300	1,232.7300	281.8000	2,000.0000	2,000.0000	Flights, car, etc

FY 19-20 Budget Worksheet

G/L Account Number	Account Description	2017 Actual Amount	2018 Actual Amount	2019 Actual Amount As of 3/5/19	2019 Amended Budget	2020 Level 1 Level 1 Comments
007-3170 6519	Association Membership	1,509.0000	2,226.6700	1,195.0000	1,500.0000	1,500.0000 BAW, CCTC, CalTravel, DMAWest
<i>Account Classification Total: 70-Services - Services</i>		\$713,118.32	\$719,062.84	\$554,333.85	\$819,005.00	\$635,100.00
Department Total: 3170 - Promotion & Advertising		\$900,987.89	\$897,788.17	\$686,875.42	\$1,020,319.00	\$857,686.82
Department: 7710 - Interfund Transactions						
<i>100-Interfund - Interfund Transfers</i>						
007-7710 8410	Intrafund Expense Trans.	0.0000	0.0000	0.0000	21,653.0000	
007-7710 8501	Transfers Out	15,957.2400	19,482.5400	285,600.0500	293,684.0000	31,394.0000
<i>Account Classification Total: 100-Interfund - Interfund Transfers</i>		\$15,957.24	\$19,482.54	\$285,600.05	\$315,337.00	\$31,394.00
Department Total: 7710 - Interfund Transactions		\$15,957.24	\$19,482.54	\$285,600.05	\$315,337.00	\$31,394.00
EXPENSES Total		\$917,064.13	\$917,860.71	\$972,475.47	\$1,335,656.00	\$889,080.82
Fund REVENUE Total: 007 - MBT-BID		\$932,839.07	\$932,598.75	\$508,268.27	\$1,091,135.00	\$889,643.94
Fund EXPENSE Total: 007 - MBT-BID		\$917,064.13	\$917,860.71	\$972,475.47	\$1,335,656.00	\$889,080.82
Fund Total: 007 - MBT-BID		\$15,774.94	\$14,738.04	(\$464,207.20)	(\$244,521.00)	\$563.12
REVENUE GRAND Totals:		\$932,839.07	\$932,598.75	\$508,268.27	\$1,094,135.00	\$840,135.00
EXPENSE GRAND Totals:		\$917,064.13	\$917,860.71	\$972,475.47	\$1,335,656.00	\$0.00
Grand Totals:		\$15,774.94	\$14,738.04	(\$464,207.20)	(\$241,521.00)	\$840,135.00