

# 2005 MACVB Bureau Profile (Budget <=\$100,000)

# of Participants: 4

## 1. How would you classify your organization?

	Count:	Percentage:
a. Independent 501c3	1	25.0%
b. Independent 501c6	2	50.0%
c. Chamber of Commerce	0	0.0%
d. Division of Chamber	0	0.0%
e. City Agency	1	25.0%
f. Other	0	0.0%

Other = Independent County Agency

## 2. Average City Population

23,792

## 3. Are you a membership based organization?

Yes:	0	0.0%
No:	4	100.0%

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

Average Total Board Members:	9
# Executives:	2
# Directors:	3
# Ex-Officio:	1

### Board Member Terms:

	Percentage:
3 Year Terms	25.0%
3 Yr, 2 Yr, 1 Yr.	25.0%
1 Year - 3 Years	25.0%
Flexible	25.0%

## 5. How many staff members do you have?

Average: 2

Full Time	2
Part Time:	1
Interns	0
Volunteers	0

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

Public Funding	Average:	95.5%
Private Funding		0.0%
Barter / In-Kind / Trusts		4.5%
Other Funding		0.0%

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

Room Tax	Average:	6.3%
Car Rental Tax		7.2%
General County Tax		6.7%
Other Room Tax		0.0%
Additional Surcharges *		0.0%
Dining Tax		7.6%
General City Tax		8.0%
Transient Guest Tax		5.0%
Other Dining Tax		n/a

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

Room Tax	Average:	100.0%
Car Rental Tax		n/a
General County Tax		n/a
Other Room Tax		n/a
Additional Surcharges *		n/a
Dining Tax		5.0%
General City Tax		n/a
Transient Guest Tax		n/a
Other Dining Tax		n/a

**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:	95.5%
Restaurant Tax Dollars		0.0%
Other Dollars *		4.5%
Surcharge Dollars		0.0%
Membership Fees		0.0%
Advertising Fees		0.0%
Other Income: **		0.0%

**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:	29.0%
Building / Dept Service		5.7%
Tourism Center Operations		0.0%
Administrative Expense		6.3%
Collecting Administrative Fee		0.3%
Marketing		58.7%
Other*		0.0%

# 2005 MACVB Situation Analysis (Budget <=\$100,000)

# of Participants: 4

1. How many total sleeping rooms are there in your community?	Average # of Rooms:	446
2. Number of sleeping rooms in largest / headquarter hotel?	Average # of Rooms:	127
3. How many square feet does your largest meeting facility have?	Average Size (Square Feet):	33,670
4. How many square feet does your largest exhibit hall have?	Average Size (Square Feet):	20,854
5. How many outdoor, multi-purpose courts does your community have? (Average)		6
6. How many indoor, multi-purpose courts does your community have? (Average)		2
7. How many total softball fields does your community have?		
	How many are lighted?	Average: 10
	How many are unlighted?	Average: 0
8. Are convention services offered?	Yes: 75.0%	
	No: 25.0%	
<b>If Yes:</b>		
	Hospitality Table	75.0%
	Housing	50.0%
	Housing is available online	0.0%
	Registration	75.0%
	Other*	50.0%
	<b>* Other Explained:</b> Setup, Gift Bags	
9. Hotels Average % of Occupancy for 2004:		61.2% (Average)
10. Hotels Average Daily Rates for 2004:		\$55.71 (Average)

# 2005 MACVB Salary & Benefits Survey (Budget <=\$100,000)

# of Participants: 4

What is your Bureau's current annual budget? \$83,500 (Average)

## 1. Primary Executive Title:

Executive Director	75.0%
Community Service Director	25.0%

**Current Average Annual Pay** \$38,958

**Average Annual Salary Increase** 2.5%

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

## Secondary Executive Title:

**Current Average Annual Pay** \$36,000

**Average Annual Salary Increase** 2.5%

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

**Primary Marketing Title:** n/a

**Primary Convention Sales Title:** n/a

**Primary Sports / Event Sales Title:** n/a

**Primary Tourism Sales Title:** n/a

**Primary Administrative Title:** n/a

**Primary HR Title:** n/a

## Primary Receptionist Title:

**Current Average Annual Pay** \$10,400

**Average Annual Salary Increase** 1.5%

<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	75.0%
Out-sourced	25.0%
No Response	0.0%

If Out-sourced - annual budget: \$18,000

If on staff - average annual salary: \* \$43,000

**Graphic Designer**

In-house	50.0%
Out-sourced	25.0%
No Response	75.0%

If Out-sourced - annual budget:	\$11,000
If on staff - average annual salary: *	n/a

**Webmaster**

In-house	50.0%
Out-sourced	25.0%
No Response	75.0%

If Out-sourced - annual budget:	\$670
If on staff - average annual salary: *	n/a

\* 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	100.0%

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

Yes	25.0%
No	75.0%

**What % is paid for by the Bureau?**

90.0% (Average)

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

Yes	25.0%
No	75.0%

**Describe Retirement Plan:**

City Retirement Plan

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

Yes	25.0%
No	75.0%

If Yes, please describe automobile arrangement: For company use only.

**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

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.

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

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

NOTE - % applies to number of Bureaus that completed info on this position.

**Are these positions contracted?**

Yes	0.0%
No	75.0%
No Response	25.0%

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

Yes	75.0%
No	0.0%
No Response	25.0%

**What % is paid for by the Bureau?**

90.0% (Average)

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

Yes	75.0%
No	0.0%
No Response	25.0%

**Describe Retirement Plan:**

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City Retirement Plan

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

Yes	75.0%
No	0.0%
No Response	25.0%

**If Yes, please describe arrangement:**

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New agreement - no info available at this time.

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

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3 wks / year. Can build up to 6 wks. May sell back up to 40 hrs.

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

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

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**5. Regarding your Managers / Assistants: n/a**