

2005 MACVB Bureau Profile (Budget \$100,001 - \$500,000)

of Participants: 5

1. How would you classify your organization?

	Percentage:
a. Independent 501c3	20.0%
b. Independent 501c6	40.0%
c. Chamber of Commerce	40.0%
d. Division of Chamber	0.0%
e. City Agency	0.0%
f. Other	0.0%
Other = Independent County Agency	

2. Average City Population 23,220

3. Are you a membership based organization?

Yes:	40.0%
No:	60.0%

4. How many Board members do you have?

Average Total Board Members:	8
# Executives:	3
# Directors:	4
# Ex-Officio:	1

Board Member Terms:	Count:	Percentage:
3 Year Terms	4	80.0%
Not specified	1	20.0%

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

Full Time	4
Part Time:	1
Interns	1
Volunteers	1

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

Public Funding	Average:	90.1%
Private Funding		4.9%
Barter / In-Kind / Trusts		4.3%
Other Funding		0.8%

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

Room Tax	Average:	2.6%
Car Rental Tax		0.0%
General County Tax		1.0%
Other Room Tax		0.0%
Additional Surcharges *		0.0%
Dining Tax		0.0%
General City Tax		2.8%
Transient Guest Tax		0.0%

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

Room Tax	Average:	62.2%
Car Rental Tax		n/a
General County Tax		n/a
Other Room Tax		n/a
Additional Surcharges *		n/a
Dining Tax		n/a
General City Tax		n/a
Transient Guest Tax		37.8%
Other Dining Tax		n/a

* Additional Surcharges Specified: 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:	80.5%
Restaurant Tax Dollars		0.0%
Other Dollars *		0.0%
Surcharge Dollars		0.0%
Membership Fees		0.6%
Advertising Fees		0.8%
Other Income: **		18.1%

** 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:	32.4%
Building / Dept Service		5.3%
Tourism Center Operations		2.4%
Administrative Expense		4.1%
Collecting Administrative Fee		0.4%
Marketing		52.2%
Other*		3.2%

*Other Specified: Meeting / Convention Services, tourism development.

2005 MACVB Situation Analysis (Budget \$100,001 - \$500,000)

of Participants: 5

1. How many total sleeping rooms are there in your community?	Average # of Rooms:	1,172
2. Number of sleeping rooms in largest / headquarter hotel?	Average # of Rooms:	178
3. How many square feet does your largest meeting facility have?	Average Size (Square Feet):	11,330
4. How many square feet does your largest exhibit hall have?	Average Size (Square Feet):	11,625
5. How many outdoor, multi-purpose courts does your community have? (Average)		10
6. How many indoor, multi-purpose courts does your community have? (Average)		6
7. How many total softball fields does your community have?		
	How many are lighted?	Average: 11
	How many are unlighted?	Average: 4

8. Are convention services offered?

	Yes	80.0%
	No	20.0%
If Yes:		
	Hospitality Table	50.0%
	Housing	25.0%
	No Response	25.0%
	Housing is available online	37.5%
	Registration	20.0%
	Other*	80.0%

*** Other Explained:**

- Hospitality Bags, Maps, Brochures
- Host Breaks or Receptions, etc.
- Nametags for Reunions
- Trip Planning in Region, Transportation, Entertainment, Dining Reservations

9. Hotels Average % of Occupancy for 2004:	54.5% (Average)
10. Hotels Average Daily Rates for 2004:	\$66.22 (Average)

2005 MACVB Bureau Salary & Benefits Survey (Budget \$100,001 - \$500,000)

of Participants: 5

What is your Bureau's current annual budget? \$185,000 (Average)

1. Primary Executive Title: Director, Executive Director, Director of Tourism

Current Average Annual Pay \$41,756

Average Annual Salary Increase 4.0%

Incentive Bonus? Yes 20.0%
No 80.0%

If Yes: Subjective by Board

Secondary Executive Title: Visitor Services Manager, Business Manager

Current Average Annual Pay \$26,250

Average Annual Salary Increase 4.0%

Incentive Bonus? Yes 20.0%
No 20.0%
No Response / NA 60.0%

If Yes: Subjective by Board

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: Office Mgr / Admin Asst / Secretary

Current Average Annual Pay \$20,000

Average Annual Salary Increase 4.0%

Incentive Bonus? Yes 100.0%
No 0.0%

If Yes: Subjective by Board

Primary HR Title: n/a

Primary Receptionist Title: Visitor Center Clerks

Current Average Annual Pay \$23,000

Average Annual Salary Increase 3.0%

Incentive Bonus? 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: *	n/a

Graphic Designer

In-house	40.0%
Out-sourced	60.0%
No Response	20.0%
If Out-sourced - annual budget:	\$8,167
If on staff - average annual salary: *	Prev Included

Webmaster

In-house	20.0%
Out-sourced	40.0%
No Response	40.0%
If Out-sourced - annual budget:	\$3,000
If on staff - average annual salary: *	Prev Included

* 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	20.0%
No	80.0%

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

Do you provide health insurance for your Primary Executive?

Yes	80.0%
No	20.0%

What % is paid for by the Bureau?

100.0% (Average)

Do you provide a retirement plan for your Primary Executive?

Yes	20.0%
No	80.0%

Describe Retirement Plan:

IRA w/ Chamber - Partial Match

Do you provide an automobile for your Primary Executive?

Yes	0.0%
No	100.0%

Please describe your vacation policy for your Primary Executive:

3 Wks (2)

Scaled to years of Service (1-4 Weeks)

5 days 1st yr, 10 days 2-7 yrs, 15 days 8-14 yrs, 20 days 15+ yrs

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

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

9 Paid Holidays / 12 Days sick leave.

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

Cell Phone, Laptop, Expense Account

4. Regarding your Middle Management (Directors):

Are these positions contracted?

Yes	0.0%
No	40.0%
No Response	60.0%

Do you provide health insurance for your Directors?

Yes	20.0%
No	20.0%
No Response	60.0%

What % is paid for by the Bureau?

100.0% (Average)

Do you provide a retirement plan for your Directors?

Yes	0.0%
No	40.0%
No Response	60.0%

Do you provide an automobile for your Directors?

Yes	0.0%
No	40.0%
No Response	60.0%

Please describe your vacation policy for your Directors:

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

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

Please list all other perks / benefits for your Directors: n/a

5. Regarding your Managers / Assistants:

Are these positions contracted?

Yes	0.0%
No	40.0%
No Response	60.0%

Do you provide health insurance for these positions?

Yes	20.0%
No	20.0%
No Response	60.0%

What % is paid for by the Bureau?

100.0% (Average)

Do you provide a retirement plan for these positions?

Yes	0.0%
No	40.0%
No Response	60.0%

Describe Retirement Plan: n/a

Do you provide an automobile for these positions?

Yes	0.0%
No	40.0%
No Response	60.0%

Please describe your vacation policy for these positions:

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

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

Please list all other perks / benefits for these positions: n/a