

2005 MACVB Bureau Profile (Budget \$500,001 - \$1,000,000)

of Participants: 5

1. How would you classify your organization?

	Count:	Percentage:
a. Independent 501c3	2	40.0%
b. Independent 501c6	1	20.0%
c. Chamber of Commerce	0	0.0%
d. Division of Chamber	1	20.0%
e. City Agency	1	20.0%
f. Other	0	0.0%

Other = Independent County Agency

2. Average City Population 57,000

3. Are you a membership based organization?

Yes:	1	20.0%
No:	4	80.0%

4. How many Board members do you have?

Average Total Board Members:	13
# Executives:	5
# Directors:	5
# Ex-Officio:	0

Board Member Terms:	Count:	Percentage:
3 Year Terms	3	60.0%
3 Yr, 2 Yr, 1 Yr.	0	0.0%
1 Year - 3 Years	0	0.0%
2 Years - 3 Years	0	0.0%
Not specified	2	40.0%

5. How many staff members do you have? Average: 7

Full Time	5
Part Time:	2
Interns	0
Volunteers	54

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

Public Funding	Average:	84.7%
Private Funding		2.4%
Barter / In-Kind / Trusts		0.0%
Other Funding		0.0%
Grand Total Funding		13.0%

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

Room Tax	Average:	3.7%
Car Rental Tax		n/a
General County Tax		3.9%
Other Room Tax		2.3%
Additional Surcharges *		0.8%
Dining Tax		3.8%
General City Tax		3.3%
Transient Guest Tax		3.0%
Other Dining Tax		n/a

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

Room Tax	Average:	80.0%
Car Rental Tax		40.0%
General County Tax		n/a
Other Room Tax		n/a
Additional Surcharges *		n/a
Dining Tax		83.4%
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:	77.0%
Restaurant Tax Dollars		6.9%
Other Dollars *		0.8%
Surcharge Dollars		0.0%
Membership Fees		2.4%
Advertising Fees		4.4%
Other Income: *		8.5%

*Co-op Grant, Interest, Advertising Partners

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:	31.6%
Building / Dept Service		2.0%
Tourism Center Operations		0.4%
Administrative Expense		15.1%
Collecting Administrative Fee		1.1%
Marketing		46.2%
Other*		3.7%

*Other Specified: Visitor Orientation Center, Product Development, Volunteer Program & Research

2005 MACVB Bureau Situation Analysis (Budget \$500,001 - \$1,000,000)

of Participants: 5

1. How many total sleeping rooms are there in your community?	Average # of Rooms:	2,311
2. Number of sleeping rooms in largest / headquarter hotel?	Average # of Rooms:	360
3. How many square feet does your largest meeting facility have?	Average Size (Square Feet):	38,789
4. How many square feet does your largest exhibit hall have?	Average Size (Square Feet):	26,359
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)		7
7. How many total softball fields does your community have?		
	How many are lighted?	Average: 9
	How many are unlighted?	Average: 6
8. Are convention services offered?		
	Yes	100.0%
	No	0.0%
If Yes:		
	Hospitality Table	80.0%
	Housing	60.0%
	Housing is available online	20.0%
	Registration	80.0%
	Other*	40.0%
* Other Explained:		
	<hr/>	
	Name Tags, Related Amenities	
	<hr/>	
	Welcome bags, welcome ambassdor, group discounts	
	<hr/>	
9. Hotels Average % of Occupancy for 2004:		60.3% (Average)
10. Hotels Average Daily Rates for 2004:		\$56.42 (Average)

2005 MACVB Bureau Salary & Benefits Survey (Budget \$500,001 - \$1,000,000)

of Participants: 5

What is your Bureau's current annual budget? \$719,769 (Average)

1. **Primary Executive Title:** Director, Executive Director

Current Average Annual Pay \$58,017

Average Annual Salary Increase 2.5%

Incentive Bonus? Yes 0.0%
No 100.0%

Secondary Executive Title:

Current Average Annual Pay \$37,000

Average Annual Salary Increase 2.5%

Incentive Bonus? Yes 20.0%
No 80.0%

If Yes: Subjective by Board

Primary Marketing Title:

Current Average Annual Pay \$31,500

Average Annual Salary Increase 2.8%

Incentive Bonus? Yes 0.0%
No 100.0%

Primary Convention Sales Title: Director of Sales, Sales Manager

Current Average Annual Pay \$31,833

Average Annual Salary Increase 2.3%

Incentive Bonus? Yes 0.0%
No 60.0%
No Response 40.0%

Primary Sports / Event Sales Title: Sports Authority Director, Sports Sales Mgr.

Current Average Annual Pay \$32,000

Average Annual Salary Increase 2.0%

Incentive Bonus? Yes 25.0%
No 75.0%

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

Primary Tourism Sales Title: n/a

Primary Administrative Title: Office Mgr, Admin Asst, Secretary, Convention & Tourism Asst, Group Coordinator

Current Average Annual Pay \$28,267

Average Annual Salary Increase		2.5%
Incentive Bonus?	Yes	0.0%
	No	60.0%
	No Response	40.0%

Primary HR Title: n/a

Primary Receptionist Title: Sr. Clerk, Executive/Admin Assistant (2)

Current Average Annual Pay		\$24,833
Average Annual Salary Increase		2.7%
Incentive Bonus?	Yes	0.0%
	No	60.0%
	No response	40.0%

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	20.0%
Out-sourced	20.0%
No Response	60.0%
If Out-sourced - annual budget:	\$33,000
If on staff - average annual salary: *	n/a

Graphic Designer

In-house	20.0%
Out-sourced	40.0%
No Response	40.0%
If Out-sourced - annual budget: **	\$252,500
If on staff - average annual salary: *	\$53,500

** Includes Total Paid to Marketing Agency

Webmaster

In-house	40.0%
Out-sourced	20.0%
No Response	40.0%
If Out-sourced - annual budget:	\$3,000
If on staff - average annual salary: *	\$31,800

* 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	100.0%
No	0.0%

What % is paid for by the Bureau? 89.2% (Average)

Do you provide a retirement plan for your Primary Executive?

Yes	100.0%
No	0.0%

Describe Retirement Plan:

401K - CVB Matches 5%

City Retirement Plan

Employee non-contributory thru State of Missouri (LAGERS)

3% Salary match in a simple IRA

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

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

3 Wks + 2 Personal Days

1-5 Yrs 2 Wks, 5-15 Yrs 3 Wks, 15+ Years 4 Wks.

3 Wks + 5 Personal Days

2 wks, after 3 yrs - 3 wks

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

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

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 Phone, Laptop

4. Regarding your Middle Management (Directors):

Are these positions contracted?

Yes	0.0%
No	80.0%
No Response	20.0%

Do you provide health insurance for your Directors?

Yes	60.0%
No	0.0%
No Response	40.0%

What % is paid for by the Bureau? 71.5% (Average)

Do you provide a retirement plan for your Directors?

Yes	60.0%
No	0.0%
No Response	40.0%

Describe Retirement Plan:

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

City Retirement Plan

Employee non-contributory thru State of Missouri (LAGERS)

Do you provide an automobile for your Directors?

Yes	0.0%
No	60.0%
No Response	40.0%

Please describe your vacation policy for your Directors:

2 wks / 2 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:

Mileage Allotment (.36/mile), paid membership in one local service club

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	100.0%

Do you provide health insurance for these positions?

Yes	100.0%
No	0.0%

What % is paid for by the Bureau?

86.2% (Average)

Do you provide a retirement plan for these positions?

Yes	100.0%
No	0.0%

Describe Retirement Plan:

3% of Salary Match in a simple IRA

Employee non-contributory thru State of Missouri (LAGERS)

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

City Plan

After 1 yr - 401K plan offered - 5% match

Do you provide an automobile for these positions?

Yes	0.0%
No	100.0%

Please describe your vacation policy for these positions:

1-5 Yrs 2 Wks, 5-15 Yrs 3 Wks, 15+ Years 4 Wks.

1 wk / 2 Personal Days

2 Wks - 3 Wks after 10 Yrs

1 wk after 1st yr

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

Mileage Allotment - 36 cents per mile
