VIRGINIA CITY TOURISM COMMISSION

OCTOBER 11TH, 2018

VisitVirginiaCityNV.com

OVERVIEW

- Fair & Recreation Board (DMO or CVB) vs. Merchants Association vs. Chamber of Commerce
- Roles & Responsibilities
- Meet the Team
- Budget
- Professional Services

DEFINITION

MERCHANTS ASSOCIATION

A trade **association**, also known as an industry trade group, **business association**, sector **association** or industry body, is an **organization** founded and funded by businesses that operate in a specific industry or location. Many **associations** are non-profit organizations governed by bylaws and directed by officers who are also members.

FUNCTION

A merchants association is a group of business owners that exists to anchor and stabilize neighboring businesses around beautification efforts, paid marketing, special event promotions, business retention, and economic development activities within a commercial district. Fees of a merchant association may be assessed in a flat rate, or based on percentage of overall retail space a business occupies.

DEFINITION

CHAMBER OF COMMERCE

A **Chamber of Commerce** (or board of trade) **is** a form of business network, for example, a local organization of businesses whose goal **is** to further the interests of businesses. Business owners in towns and cities form these local societies to advocate on behalf of the business community.

FUNCTION

Chambers of Commerce are not in the business to **make money** per se. ... They receive a good portion of the **money** to operate (pay rent, salaries, utilities, etc) through the membership fees to join the **chamber** and by holding activities, such as special events and functions that benefit businesses with a nominal cost to participate or attend. The average cost of membership depends on the size and number of employees your business has. Many small business memberships fall into the $30-40 per month range. Most chambers charge a $300 - $400 yearly fee.

DEFINITION

FAIR & RECREATION BOARD / DMO / CVB

A **destination organization**, often referred to as a **destination marketing** or management **organization**, convention and visitors bureau or **tourism** board, is responsible for promoting a community as an attractive travel **destination** and enhancing its public image as a dynamic place to live and work.

FUNCTION

All CVBs are not-for-profit organizations primarily funded by their local governments, usually through a portion of hotel occupancy taxes. Their mission is to promote the long-term development and marketing of a destination, focusing on convention sales, tourism marketing, and service. As the tourism marketing arm of the destination, the CVB is responsible for creating public awareness about their destination and, ultimately, booking the meeting and event business that feeds the economic engine of the region.
Ultimately, travel and tourism enhances the quality of life for a local community by providing jobs, bringing in tax dollars for improvement of services and infrastructure, and attracting facilities like restaurants, shops, festivals, and cultural and sporting venues that cater to both visitors and locals.

FAIR N REC BOARD

NRS 377A.068 Tax for promotion of tourism:
Creation of county fair and recreation board required; use of proceeds.

1. In any county in which a tax for promotion of tourism has been imposed, the board shall by resolution create a county fair and recreation board pursuant to chapter 244A of NRS if one has not already been created under that chapter.

2. The county fair and recreation board shall appropriate money in the county fund for promotion of tourism to promote tourism in the county.

3. The county fair and recreation board may draw money out of the county fund for promotion of tourism only for the purpose of promoting tourism.

ITEM:	2016-17 BUDGET	2016-17 ACTUAL	2017-18 BUDGET	2017-18 PROJECTED	2018-19 BUDGET
Merchandise Licenses	$18,000	$20,100	$20,000	$21,000	$21,000
Liquor Licenses	$11,000	$12,000	$12,000	$12,500	$12,500
Gaming Licenses - County	$3,000	$5,900	$5,000	$7,000	$7,500
Cabaret Licenses	$1,500	$2,000	$1,500	$1,800	$1,800
State Grants	$77,000	$39,000	$50,000	$37,000	$34,000
Gaming Licenses - State	$1,200	$2,800	$1,000	$2,500	$2,500
Room Tax	$156,000	$150,000	$200,000	$210,000	$275,000
Tourism Tax	$265,000	$309,700	$315,000	$330,000	$340,000

CREATION

Resolution 12-343 was passed at the June 19th 2012 County Commissioners meeting in order to establish provisions of the membership and budget approval of the new Storey County fair and recreation board. (VCTC)

"The fair and recreation board (board) will consist of five members and will be appointed by the board of county commissioners. Members, who are not elected, are appointed to serve a term of 2 years and may be reappointed. The board during January of each odd-numbered year must select a chair, a vice-chair, a secretary and treasurer. The secretary treasurer may be one person. Any vacancy among the officers between biennial elections must be filled by the board to serve the unexpired term. If a vacancy occurs during a term of one of the members, the board of county commissioners will appoint a new member meeting the requirements to complete the term.

*a) One member must be a current **county commissioner** to serve the remainder of his or her term.*
*b) One member to represent the **motel** operators in the county.*
*c) One member to represent the **hotel** operators in the county;*
*d) One member to represent other **commercial interests** in the county (including tourism or gaming and excluding lodging); and*
*e) One member **at large**. . "*

APPOINTMENTS

TOURISM COMMISSIONERS

➢ LANCE GILMAN	COUNTY COMMISSIONER
➢ A. PERRY	MOTEL REP
➢ CORRADO DEGASPERIS	HOTEL REP
➢ ANGELO PETRINI	COMMERCIAL
➢ RON GALLAGHER	AT LARGE

STAFF MEMBERS
County Employees

➢ DENY DOTSON	EXECUTIVE DIRECTOR
➢ KATIE DEMUTH	MARKETING MANAGER
➢ LEAH KRUSE	ADMINISTRATIVE SPECIALIST
➢ LIZA MCLLWEE	TOURISM ASSISTANT
➢ IRIS FARRIS	TOURISM ASSISTANT
➢ WHITNEY BRUNSON (PIPERS)	SPECIAL EVENT COORDINATOR
➢ TOM HEQUET	TOURISM ASSISTANT
➢ JENNIFER HUNT	TOURISM ASSISTANT

EXECUTIVE DIRECTOR

JOB SUMMARY

"Under direction of the County Manager plans, directs and coordinates the activities of the Parks and Recreation District; provides leadership to the Tourism Commission for its marketing programs, personnel and organizational effectiveness and provides media relations including website development and maintenance and acts as a Public Information Officer."

MARKETING & TOURISM MANAGER

JOB SUMMARY

"Under general supervision from the Tourism Director, provides management of routine operations of the Visitors Center; attends and provides appropriate reports at Tourism Commission meetings; and attends tradeshows and conferences. The position includes acting as a responsible liaison to public relation assignments which may comprise the public, officials, and upper level management; and solicits and hosts tourism groups, tours, etc. "

ADMINISTRATIVE SPECIALIST

JOB SUMMARY

"Under general supervision, provides a variety of routine to somewhat complex clerical support, financial, and administrative duties which may include receptionist, word processing, data entry, record keeping, and filing duties in support of the organization . The incumbent provides general information and assistance to other staff, departments, and the public. This position may have specific department related duties which will be included in a detailed position statement. Those duties may include, but are not limited to, bookkeeping and managing numerous accounts for private vendors, assisting with tourism related events, assisting visitors at the front counter of the tourism center and in vintage period appropriate clothing, and attending to other tourism related needs."

SPECIAL EVENTS COORDINATOR

JOB SUMMARY

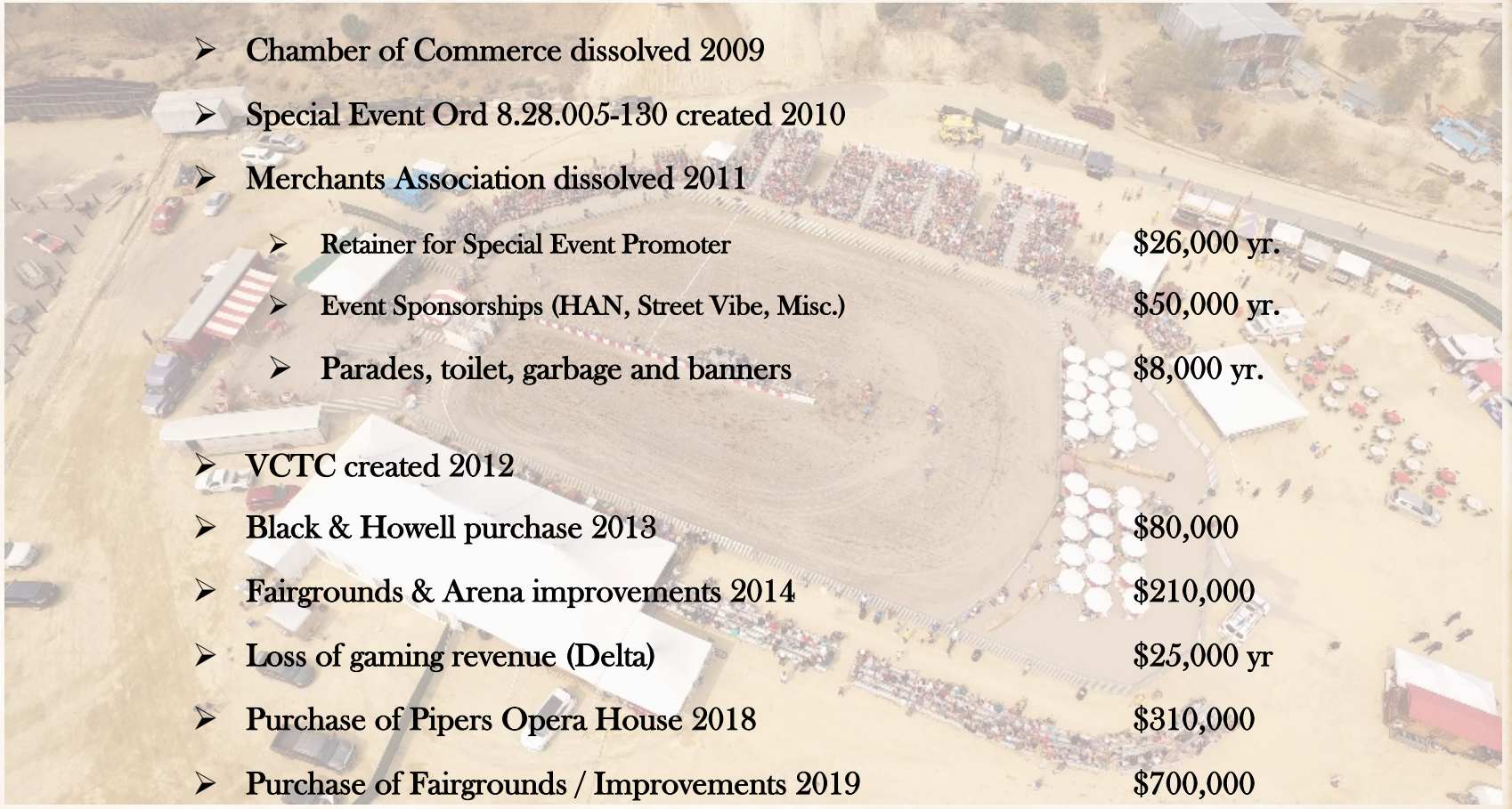
"Under general direction of the Tourism Director or his/her designee, performs a variety of special event scheduling and coordination, administrative, housekeeping, liaison, and other general duties related to the support, promotion, and operations of Special Events within Pipers Opera House, the Visitors Center and the Virginia City Tourism Commission."

TOURISM ASSISTANT

JOB SUMMARY

Under general direction of the Tourism Director or his/her designee, performs a variety of administrative, housekeeping, liaison, and other general duties related to the support, promotion, and operations of the Visitors Center and the Virginia City Tourism Commission.

2012-18 Significant Tourism Events



- Chamber of Commerce dissolved 2009
- Special Event Ord 8.28.005-130 created 2010
- Merchants Association dissolved 2011
  - Retainer for Special Event Promoter $26,000 yr.
  - Event Sponsorships (HAN, Street Vibe, Misc.) $50,000 yr.
  - Parades, toilet, garbage and banners $8,000 yr.
- VCTC created 2012
- Black & Howell purchase 2013 $80,000
- Fairgrounds & Arena improvements 2014 $210,000
- Loss of gaming revenue (Delta) $25,000 yr
- Purchase of Pipers Opera House 2018 $310,000
- Purchase of Fairgrounds / Improvements 2019 $700,000

FISCAL YTD BALANCE SHEET

- July 1st, 2017 Beginning Fund Balance: $304,077

- "Projected " FY 2017-18
  - Revenues: (Budget $1,356,000) $1,350,380
  - Expenses: (Budget $1,330,900) $1,350,050
    - ✓ Difference + $330

  - Ending Fund Balance (06/30/18) $304,407
  - Inventory Adjustment $70,000

Contributors:

- *-$20,000 Website & Mobil App -$30,000 Rodeo*

PROJECTED REVENUE

ITEM:	2016-17 BUDGET	2016-17 ACTUAL	2017-18 BUDGET	2017-18 PROJECTED	2018-19 BUDGET
Merchandise Licenses	$18,000	$20,100	$20,000	$21,000	$21,000
Liquor Licenses	$11,000	$12,000	$12,000	$12,500	$12,500
Gaming Licenses - County	$3,000	$5,900	$5,000	$7,000	$7,500
Cabaret Licenses	$1,500	$2,000	$1,500	$1,800	$1,800
State Grants	$77,000	$39,000	$50,000	$37,000	$34,000
Gaming Licenses - State	$1,200	$2,800	$1,000	$2,500	$2,500
Room Tax	$156,000	$150,000	$200,000	$210,000	$275,000
Tourism Tax	$265,000	$309,700	$315,000	$330,000	$340,000
Misc Special Events	$6,000	$12,700	$5,000	$13,000	$13,000
4th of July	$26,000	$15,000	$26,000	$20,000	$27,000
Street Vibrations	$4,000	$5,300	$4,500	$4,000	$4,000
Camel Races	$145,000	$166,700	$175,000	$182,500	$190,000
Oyster Fry	$35,000	$39,500	$36,000	$47,000	$47,000
Chili Cook-Off	$30,000	$41,500	$35,000	$43,000	$45,000
Outhouse Races	$10,000	$9,100	$11,500	$12,500	$15,000
Way It Was Rodeo	$100,000	$49,000	$80,000	$50,600	$50,000
Taste of the Comstock	$6,000	$8,000	$8,000	$8,000	$8,000
Christmas on the Comstock	$10,500	$12,000	$12,000	$8,600	$12,000
Father Daughter	$5,000	$10,800	$5,300	$9,000	$9,000
Valentines Day (Devil)	$4,500	$3,700	$6,000	$6,000	$5,000
Halloween (NV 150)	$0	$0	$0	$0	$0
CAP Ticket Sales	$200,000	$188,400	$210,000	$210,000	$210,000
Interest Earning	$500	$600	$1,000	$600	$600
Payments & Royalities	$6,000	$2,500	$6,000	$2,500	$4,300
Gold Hill Depot	$5,500	$0	$3,300	$0	$1,100
Fairgrounds	$3,000	$900	$1,000	$900	$7,000
Contributions / Donations	$4,500	$4,400	$4,500	$4,500	$4,500
Misc.	$100	$500	$100	$700	$500
Business Lic Penalties	$300	$180	$300	$180	$200
Merchandise Sales	$70,000	$166,500	$76,000	$75,000	$75,000
Cemetery Gin	$86,400	$23,000	$45,000	$30,000	$30,000
TOTALS	$1,291,000	$1,301,780	$1,356,000	$1,350,380	$1,452,500
					$412,000

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PROJECTED OPERATIONAL EXPENSE:

ITEM:	2016-17 BUDGET	2016-17 ACTUAL	2017-18 BUDGET	2017-18 PROJECTED	2018-19 BUDGET
Postage	$9,000	$9,200	$9,000	$9,200	$9,200
Supplies	$6,000	$5,800	$6,500	$6,000	$6,000
Telephone	$500	$1,500	$2,000	$2,000	$2,000
Travel Expense	$2,000	$700	$1,000	$800	$1,000
Dues , Fees & Subscript	$2,500	$900	$3,500	$1,500	$3,700
Computer Equip Maint	$2,500	$3,400	$2,500	$5,000	$5,000
Utilities: Visitor Center	$5,500	$6,800	$7,000	$7,000	$7,000
Gold Hill	$3,000	$4,200	$3,000	$3,000	$3,000
Fairgrounds	$500	$0	$0	$0	$0
Lease; Office Equip	$5,000	$1,400	$3,000	$1,500	$1,500
Fairgrounds	$0	$3,300	$4,000	$3,100	$36,000
Training	$500	$40	$500	$100	$500
Vehicle Repairs & Maint	$1,000	$1,100	$1,000	$1,000	$1,000
Bank Charge / Credit Card Fees	$2,500	$5,800	$6,000	$4,500	$4,500
Uniforms	$0	$500	$500	$250	$500
Gas & Diesel	$500	$400	$1,000	$1,000	$1,000
Building Repairs & Maint	$2,000	$10,600	$15,000	$5,000	$3,000
Gold Hill Depot	$500	$3,000	$500	$500	$500
Fairgrounds	$2,500	$550	$2,000	$500	$500

PROJECTED PERSONEL

SALARIES & BENEFITS	2015-16 BUDGET	2015-16 ACTUAL	2016-17 BUDGET	2016-17 PROJECTED	2017-18 BUDGET
TOTALS	$395,300	$376,700	$402,000	$400,000	$422,000

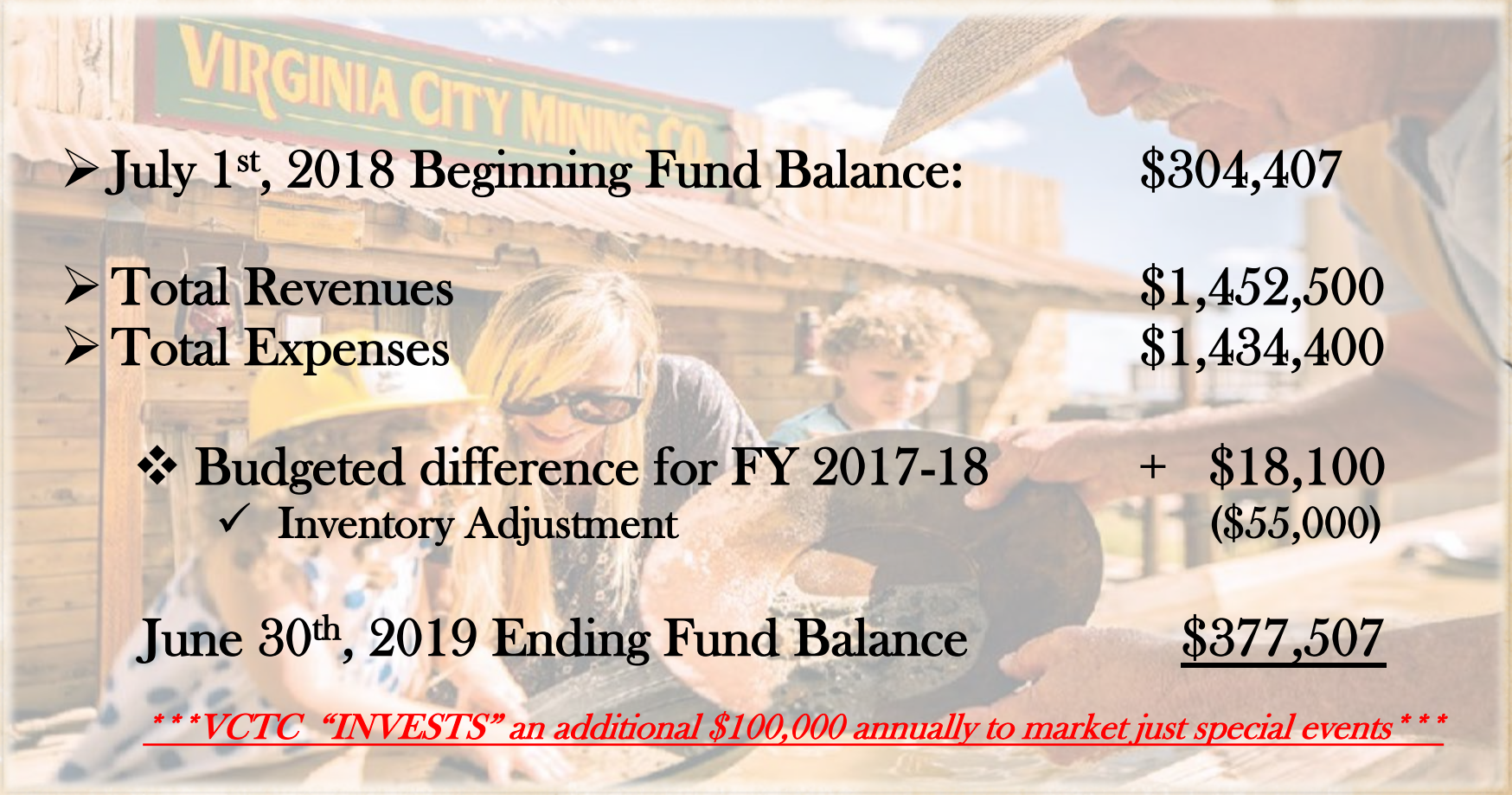
PROJECTED OPERATIONAL EXPENSE:

ITEM:	2016-17 BUDGET	2016-17 ACTUAL	2017-18 BUDGET	2017-18 PROJECTED	2018-19 BUDGET
Special Event Funding	$11,500	$12,300	$23,500	$13,500	$16,000
4th of July	$25,000	$23,300	$25,000	$21,000	$26,000
Street Vibrations	$9,000	$9,200	$9,000	$10,000	$10,000
Camel Races	$115,000	$112,800	$167,000	$173,000	$181,750
Oyster Fry	$25,000	$25,400	$35,000	$45,000	$46,000
Chili Cook-Off	$28,000	$46,200	$34,000	$30,000	$42,750
Outhouse Races	$10,000	$12,300	$11,500	$13,200	$15,000
Way It Was Rodeo	$80,000	$83,400	$80,000	$82,700	$70,000
Taste of the Comstock	$6,000	$17,100	$8,000	$8,000	$8,500
Christmas on the Comstock	$7,500	$8,200	$11,500	$8,600	$11,500
Father Daughter Day	$5,000	$7,500	$5,200	$7,500	$9,000
Valentines Day (Devil)	$2,000	$2,400	$5,500	$4,000	$4,000
Hot August Nights	$25,000	$26,100	$27,500	$28,000	$30,000
Merchandise Expense (COGS)	$42,000	$50,400	$49,500	$48,000	$50,000
Cemetery Gin	$58,000	$62,100	$2,000	$7,000	$7,000
Transportation	$10,000	$7,800	$1,000	$0	$0

PROJECTED OPERATIONAL EXPENSE:

ITEM:	2016-17 BUDGET	2016-17 ACTUAL	2017-18 BUDGET	2017-18 PROJECTED	2018-19 BUDGET
Docent Program	$3,500	$2,100	$3,500	$3,500	$3,500
Entertainment	$1,500	$800	$1,500	$1,000	$1,500
FAM Tours - Hospitality	$3,500	$4,100	$4,000	$4,000	$4,000
Trade Show Expenses	$3,500	$1,000	$2,000	$1,000	$1,000
Professional Services & Fees	$65,000	$65,600	$67,000	$75,000	$87,700
Promoter Commissions	$57,000	$76,400	$0		$0
State Room Tax Fee	$700	$600	$1,000	$1,000	$1,700
Print Advertising	$17,000	$20,900	$22,000	$22,000	$22,200
TV Advertising	$10,000	$10,400	$11,000	$10,000	$11,000
Radio Advertising	$0	$0	$0	$0	$0
Billboard Advertising	$10,000	$12,400	$11,200	$9,500	$10,300
On-Line Advertising	$18,500	$11,600	$21,500	$21,500	$30,000
Capital Projects	$40,000	$38,900	$5,000	$10,000	$10,000
Computer Equipment	$7,000	$6,000	$10,000	$30,000	$6,000
Meeting Expense	$2,000	$1,200	$2,000	$2,500	$2,500
Insurance Premium	$0	$7,200	$4,000	$7,600	$7,600
CAP Venue Reimbursement	$178,000	$176,400	$200,000	$200,000	$200,000
SUBTOTAL	$922,200	$1,001,290	$928,900	$950,050	$1,012,400
EXPENSE TOTAL	**$1,317,500**	**$1,377,990**	**$1,330,900**	**$1,350,050**	**$1,434,400**
					$510,500

2018-19 PROJECTED ENDING FUND BALANCE



- July 1st, 2018 Beginning Fund Balance: $304,407
- Total Revenues $1,452,500
- Total Expenses $1,434,400
  - Budgeted difference for FY 2017-18 + $18,100
    - ✓ Inventory Adjustment ($55,000)

June 30th, 2019 Ending Fund Balance $377,507

VCTC "INVESTS" an additional $100,000 annually to market just special events

CEMETERY GIN

FY 15-16 thru FY 18-19

DESCRIPTION	TOTALS (520 cases (12pk) / 6240)	PER BOTTLE
DESIGN	$ 1,934.40	$ 0.31
LICENSING	$ 936.00	$ 0.15
BOTTLE / SCREEN PRINT	$ 28,080.00	$ 4.50
ONE TIME SET UP CHARGE	$ 2,059.20	$ 0.33
TAXES	$ 2,196.48	$ 0.35
TOPPERS / CORK	$ 3,868.80	$ 0.62
PRODUCT & HANDLING	$ 38,500.80	$ 6.17
SHIPPING	$ 5,054.40	$ 0.81
POS MATERIAL	$ 5,241.60	$ 0.84
PUBLIC RELATIONS	$ 12,480.00	$ 2.00
MANUFACTURING COSTS	**$ 100,351.68**	**$ 16.08**
SOUTHERN WINE & SPIRITS	$ 149,760.00	$ 24.00
CEMETERY FOUNDATION	$ 6,240.00	$ 1.00
GIN WAGON / HEARSE	$ 10,000.00	$ 1.60
VCTC NET MANUFACTURING RETURN	***$ 33,168.32***	**$ 9.21**

NOTE: VCTC MAKES AN ADDITIONAL $11 PER BOTTLE SOLD IN VISITOR CENTER
WHOLESALE TO RETAILER $34.00 W/ RETAIL AROUND $45-$50

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Step Back In Time Virginia City Nevada Est. 1859

RAD STRATEGIES INC.

- Time-line
- Request for proposal
  - August 2012
- Conflict of Interest
- Contract for professional services
  - Transparent negotiations

LIQUID BLUE EVENTS

- Time-line
- Request for proposal
  - December 2012
- Ownership questions
- Contract for professional services

Questions