



**CITY OF BISHOP
ADJOURNED CITY COUNCIL MEETING
AGENDA**

Executive Conference Room - 377 West Line Street - Bishop, California

NOTICES TO THE PUBLIC

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting please contact the City Clerk at 760-873-5863. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. (28CFR 13.102-35.104 ADA Title II)

Any writing that is a public record that relates to an agenda item for open session distributed less than 72 hours prior to the meeting will be available for public inspection at City Hall, 377 West Line Street, Bishop, California during normal business hours. Government Code § 54957.5(b)(1). Copies will also be provided at the appropriate meeting.

Members of the public desiring to speak on a matter appearing on the agenda should ask the Mayor for the opportunity to be heard when the item comes up for Council consideration. NOTE: Comments for all agenda items are limited to a speaking time of three minutes.

DATE: THURSDAY, OCTOBER 17, 2013

4:00 P.M. - 6:00 P.M.

ROLL CALL

PUBLIC COMMENT – NOTICE TO THE PUBLIC: This time is set aside to receive public comment on matters not calendared on the agenda. When recognized by the Mayor, please state your name and address for the record and please limit your comments to three minutes. Under California law the City Council is prohibited from generally discussing or taking action on items not included in the agenda; however, the City Council may briefly respond to comments or questions from members of the public. Therefore, the City Council will listen to all public comment but will not generally discuss the matter or take action on it.

**BUDGET HEARINGS FISCAL YEAR 2014-2015
AMENDMENTS TO FISCAL YEAR 2013-2014**

4:00 p.m

COMMUNITY PROMOTIONS

Miscellaneous Requests from the Public

ADJOURNMENT

The next regularly scheduled meeting will be held on Monday, October 28, 2013, in the City Council Chambers. Study Session - 4:00 p.m. Regular Meeting 7:00 p.m.

**BUDGET HEARINGS / PUBLIC HEARINGS
THURSDAY, OCTOBER 17, 2013**

COMMUNITY PROMOTIONS..... Divider
Miscellaneous Requests from the public

PRELIMINARY BUDGET
2013-2014

2014-2015

001 - GENERAL FUND
019 - COMMUNITY PROMOTION

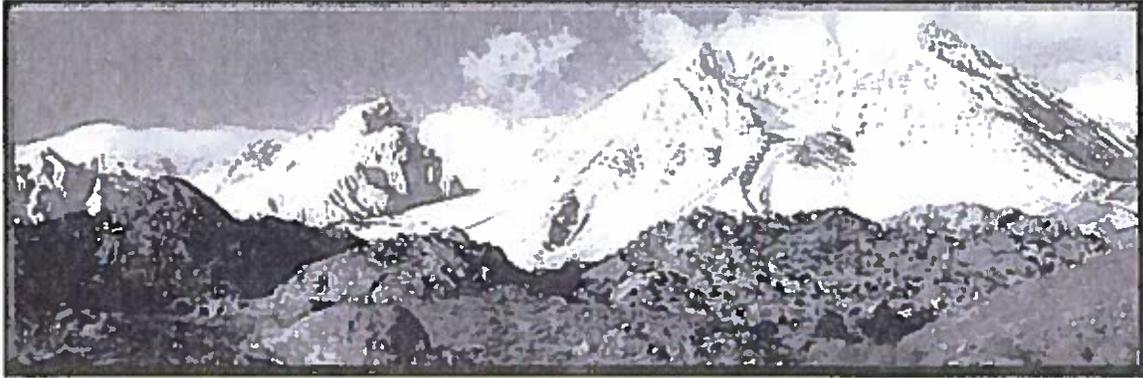
	11-12 Actual Expend.	12-13 Budget	12-13 Estimated Expend.	13-14 Budget Request	14-15 Budget Request
52111 CHAMBER OF COMMERCE	<u>128,304</u>	<u>128,304</u>	<u>128,304</u>	<u>143,000</u>	<u>143,000</u>
52113 LAWS MUSEUM	<u>11,664</u>	<u>11,664</u>	<u>11,664</u>	<u>12,000</u>	<u>12,000</u>
52119 CIVIC ARTS				<u>20,000</u>	<u>20,000</u>
52120 SENIOR LEGAL PROGRAM	<u>1,000</u>	<u>1,000</u>	<u>1,000</u>		
52121 ESAAA/SENIOR PROGRAM	<u>9,696</u>	<u>5,000</u>	<u>5,000</u>	<u>5,000</u>	<u>5,000</u>
52123 SENIOR REC. PROGRAM		<u>250</u>	<u>250</u>	<u>250</u>	<u>250</u>
52125 TRI COUNTY FAIR/CHSRA	<u>1,094</u>	<u>1,094</u>	<u>1,094</u>	<u>3,500</u>	<u>3,500</u>
TOTAL	<u>151,758</u>	<u>147,312</u>	<u>147,312</u>	<u>183,750</u>	<u>183,750</u>

PRELIMINARY BUDGET
2013-2014

2014-2015

001 - GENERAL FUND
048 - CIVIC ARTS COMMISSION

	11-12 Actual Expend.	12-13 Budget	12-13 Estimated Expend.	13-14 Budget Request	14-15 Budget Request
S2018 SPECIAL DEPT. SUPPLIES	<u>18,225</u>	<u>18,225</u>	<u>18,225</u>		
TOTAL	<u>18,225</u>	<u>18,225</u>	<u>18,225</u>	=====	=====



Inyo Council for the Arts

City of Bishop Grant Request - Fiscal Year Ending 06-30-15

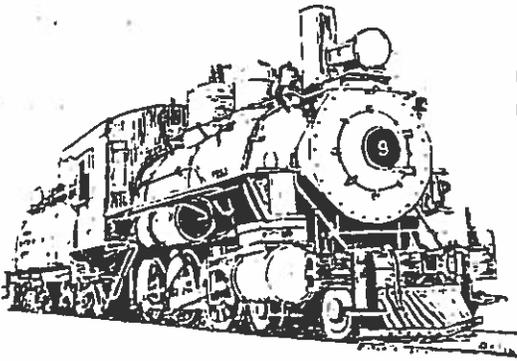
<u>Programs</u>	\$ 11,000.00
Memorial Day and Labor Day Arts & Crafts Fairs, Millpond Music Festival, full schedule of theater space events, arts programs and assemblies for students, space at our arts and crafts shows free of charge to Bishop Lions, Bishop Rotary and other non-profit groups, free entertainment in the park, music and an art docent program for Bishop students.	
<u>Marketing, Promotion & Advertising</u>	\$ 3,000.00
Advertising Bishop Area events: Millpond, two Arts & Crafts Shows in the Bishop City Park, concerts, gallery exhibits and receptions. ICA actively works to bring tourism to the area and enhance visitor and resident experiences through arts and cultural events.	
<u>Administrative and Organizational Capacity</u>	\$ 6,000.00
Request for funding for program administration and event staffing, facility rent and utilities. Staffing currently includes 1 FTE and 3 PT.	
TOTAL REQUEST	\$20,000.00

Inyo Council for the Arts Profit & Loss Budget Overview July 2014 through June 2015

	Jul '14 - Jun 15
Ordinary Income/Expense	
Income	
4010 · State Government	
4011 · CAC/SLPP	12,000.00
4012 · CAC/Touring	1,000.00
4013 · CAC/CPV Grant	12,500.00
Total 4010 · State Government	25,500 00
4020 · Local Municipal Government	
4021 · Inyo County Community Grant	3,000.00
4022 · Grant in Support	39,129.00
4023 · Inyo County Schools	3,750.00
4024 · City of Bishop	20,000.00
Total 4020 · Local Municipal Government	65,879 00
4030 · Individual Contributions	1,250.00
4050 · Foundations/Non Profit	
4055 · Sunset Foundation	7,500.00
Total 4050 · Foundations/Non Profit	7,500 00
4060 · Memberships	
4063 · Kindred Spirits	17,500.00
Total 4060 · Memberships	17,500 00
4070 · Fundraising Events - Gross	12,000.00
4100 · Admissions	
4101 · Booths	45,000.00
4102 · Overnight Fees	
4102.1 · RV's	10,000 00
4102.2 · Tents	2,500 00
Total 4102 · Overnight Fees	12,500.00
4103 · Ticket Sales	75,000.00
Total 4100 · Admissions	132,500 00
4120 · Contracted Services	55,000.00
4140 · Product Sales/Concessions	
4141 · Artworks	
4141.1 · Consignment Items	8,000 00
Total 4141 · Artworks	8,000.00
4142 · Commissions	
4142.1 · Booths	4,000 00
4142.2 · Tapes	1,750 00
Total 4142 · Commissions	5,750 00
4140 · Product Sales/Concessions - Other	5,000.00
Total 4140 · Product Sales/Concessions	18,750 00
4150 · Investment Income	
4151 · Interest Income	1.00
Total 4150 · Investment Income	1 00
Total Income	335,880 00
Gross Profit	335,880 00
Expense	
5050 · Personnel	
5100 · Technical and Production	
5101 · Set Up	12,000 00
5102 · Sound/Lighting	12,000 00
5103 · Artists	60,000 00
5104 · Programming	20,000 00
5105 · Contract Services	15,000 00

Inyo Council for the Arts Profit & Loss Budget Overview July 2014 through June 2015

	Jul '14 - Jun 15
Total 5100 · Technical and Production	119,000 00
5200 · Administrative Expenses	
5202 · Executive Salaries	55,000.00
5203 · Permanent Staff	55,000.00
5205 · Payroll Tax Expense	12,000.00
5206 · Office Supplies	2,000.00
5207 · Worker's Compensation	500.00
5208 · Employee Health Insurance	15,000.00
5209 · Bank Service/Credit Card Fees	4,500.00
5211 · Employee retirement	3,100.00
Total 5200 · Administrative Expenses	147,100 00
Total 5050 · Personnel	266,100 00
5250 · Artworks	
5254 · Performing Artists	250 00
5251 · Consignment Artists	5,600 00
5252 · Supplies	300 00
Total 5250 · Artworks	6,150 00
5300 · Outside Fees & Services	
5301 · Accounting	1,500 00
5302 · Consulting	500 00
5303 · Legal Services	500 00
Total 5300 · Outside Fees & Services	2,500 00
6000 · Facility Expenses/Space Rental	
6001 · Rent	19,200 00
6002 · Utilities	5,500 00
6003 · Telephone	4,750 00
Total 6000 · Facility Expenses/Space Rental	29,450 00
6100 · Marketing	10,000 00
6300 · Travel	
6301 · Meals	200 00
6303 · Mileage	4,000 00
Total 6300 · Travel	4,200 00
6400 · Fundraising Expenses	5,000 00
6500 · Other Operating Expenses	
6501 · Depreciation	4,000 00
6502 · Insurance	4,500 00
6503 · Interest Expense	500 00
6504 · Maintenance & Repairs	1,500 00
6505 · Taxes & Licenses	800 00
6507 · Dues & Subscriptions	350 00
Total 6500 · Other Operating Expenses	11,650 00
Total Expense	335,050 00
Net Ordinary Income	830 00
Net Income	830.00



LAWS RAILROAD MUSEUM & HISTORICAL SITE

OPERATED BY THE . . .

BISHOP MUSEUM & HISTORICAL SOCIETY
P. O. BOX 363, BISHOP, CALIFORNIA 93515
TELEPHONE (760) 873-5950

October 5, 2013

RECEIVED

OCT - 9 2013

CITY OF BISHOP

Mr. Keith Caldwell
City Administrator
377 West Line Street
Bishop, CA 93514

Dear Mr. Caldwell:

While endeavoring to preserve the history of the Carson & Colorado Depot at Laws and the history of the Owens Valley, the Bishop Museum and Historical Society programs are also planned with the importance of Bishop community promotion in mind. The support of the City of Bishop has long been essential in these endeavors and is sincerely appreciated.

At this time, assistance of funds in the amount of \$12,600 set aside for FY 2014-2015 Community Promotions are respectfully requested for the continuation of programs and operation of Laws Railroad Museum. While every effort is being made to adjust expenses, costs continue to increase and are reflected in this year's request.

Attendance has remained encouragingly steady this year. All ages have visited, enjoying the museum exhibits and special events while experiencing the diverse beauty of the Eastern Sierra. The bi-weekly rides on the Death Valley Car were popular through the summer with several special tour groups from out of town also renting the car for their visits.

Use of the museum grounds for local events continues to increase each year. Family reunions, birthday parties, weddings, photography workshops and many school children have been welcomed. Volunteers and staff at Laws are working hard to make this a special destination and part of the community of Bishop while protecting and sharing its history.

Eight copies of the proposed Laws Railroad Museum budget of FY 2014-15 are enclosed for you and the Bishop City Council, though it is probable that this budget will need further adjustment as more is learned of changing costs. Thank you, in advance, for consideration of our request.

Sincerely,

Barbara Moss

Barbara Moss
Administrator

BUDGET FY 2014-2015
BISHOP MUSEUM & HISTORICAL SOCIETY

INCOME		
	Gift Store Sales (Gross profit)	14,000
	Memberships	11,000
	Grants Bishop	12,600
	County of Inyo	25,800
	Laws Daily Donations	40,000
	Special Donations	2,000
Reserve Account	In Memoriam	3,000
	Swap meet	20,000
	Dinners & BBQ	3,000
	Good Ole Days	4,000
	Investment Income	
Reserve Account	Interest	400
Reserve Account	Dividends	7,000
	Transfer from Reserves	56,633
	Total Income	199,433
EXPENSES		
	Accounting	1,800
	Advertising	8,000
	Insurance	15,000
	Grounds	18,000
	Vehicles	3,750
	Tools	2,000
	Supplies & Postage	7,500
	Bulletin	2,500
	Salaries & wages	
	Admin & Clerical	28,877
	Resident Custodians	45,000
	Docents	17,500
	Payroll Taxes	10,000
	Swap Meet	8,000
	Dinners & BBQ	3,000
	Good Ole Days	3,000
	Special Building	2,000
	Special Projects	4,000
	Archival Preservation	5,000
	Taxes—Property	300
	Telephone	2,200
	Utilities	18,000
	Total Expenses	199,433



RECEIVED

OCT - 9 2013

CITY OF BISHOP

BISHOP AREA CHAMBER OF COMMERCE & VISITORS BUREAU

690 N. MAIN STREET, BISHOP, CALIFORNIA 93514

760/873-8405

EXECDIR@BISHOPVISITOR.COM

City of Bishop
377 West Line Street
Bishop, CA 93514

October 9, 2013

Dear Members of the City Council:

Please find enclosed funding request from Bishop Area Chamber of Commerce and Visitors Bureau for fiscal year 2014/2015.

Since 1912, the Bishop Area Chamber of Commerce and Visitors Bureau has proudly served residents of and visitors to the greater Bishop area.

"It is the mission of the Bishop Area Chamber of Commerce and Visitors Bureau to promote business, tourism, and greater Bishop for the betterment of the community and its residents."

The mission statement of our organization means that we work diligently to improve the economic condition of our community. We work to build partnerships within our community that bring people together to produce projects, programs and events that generate important revenues for Bishop. We have many partners including businesses, public agencies and individual citizens. The City of Bishop is an important partner and we value the relationship greatly.

We appreciate your careful consideration of our request. Please do not hesitate to contact me if you should have any questions prior to next week's budget hearings.

Sincerely,

A handwritten signature in blue ink that reads "Tawni".

Tawni Thomson
Executive Director
Bishop Area Chamber of Commerce & Visitors Bureau
(760)873-8405
Cell (760)937-1772

TO: BISHOP CITY COUNCIL

RE: FUNDING REQUEST FOR 2014/2015 TOURISM DEVELOPMENT PROGRAMS

PROPOSED BY BISHOP AREA CHAMBER OF COMMERCE & VISITORS BUREAU



CURRENT FUNDING = \$143,000

REQUESTED 2014/2015 FUNDING = \$143,000

Tourism is vital to the continued sustainability of our local economy and to funding our City's essential services. Transient Occupancy Tax is the highest source of revenue for the City and the Bishop Area Chamber of Commerce and Visitors Bureau is proud to be your partner in working to sustain and increase tourism revenues.

The Bishop Area Chamber of Commerce & Visitors Bureau would prefer a higher amount of funding for 2014/2015, even restoration to the full funding level of \$176,000 in 2008/2009. A larger budget would allow increased marketing programs, additional sports and travel shows, expanded hours of operation at the Bishop Visitor Center and additional events to draw more visitors to Bishop to increase incoming City revenues. Additional tourism promotion would create higher demand for Bishop as a vacation destination, leading to higher lodging sales, more spending in restaurants and retail establishments, job creation and an overall healthier local economy.

The Board Members and staff of the Bishop Area Chamber of Commerce and Visitors Bureau understand that our City continues to face significant financial challenges. The persistent state of the regional economy definitely makes the task of balancing a budget while funding essential services difficult. We appreciate and admire your efforts to carefully analyze all sources of City revenue and expenses to improve income and reduce costs. You must be fiscally responsible and examine every expenditure for its true return. We appreciate your continued confidence in our organization and your understanding that our partnership positively impacts our economy. Your investment with the Bishop Area Chamber of Commerce and Visitors Bureau produces excellent returns for our City.

We are pleased to report that our organization has made great strides in increasing sources of operating revenues outside of City of Bishop funds. In the past few years, membership has increased by 19%, visitor center sales have increased by 74% and event revenues have increased by 30%. We are also proud to be a very "lean" organization. While many organizations spend 80% or more of their budget on staff salaries and benefits, the Bishop Chamber spends just 62%. We are only able to accomplish this because of the dedication of our volunteers and staff. Our community solidly supports the Bishop Area Chamber of Commerce and Visitors Bureau and our efforts to sustain and improve the local economy. This means that the City's investment is matched dollar for dollar and then some; the total cost of the Bishop's annual tourism marketing program is over \$300,000. We have begun to investigate possible formation of a Tourism Business Improvement District (TBID) that may in time prove to be a tremendous benefit to our economy by providing additional resources for tourism marketing without requesting more from the City's general fund. For now, we request that you maintain funding at the same level so that we may continue good works to benefit all.

The world of tourism marketing is fiercely competitive with hundreds of destinations trying to convince travelers to visit their cities. The key to successful tourism marketing is consistency and we understand that we must continually send out the message that Bishop has much to offer. Our tourism development program is multifaceted and includes print advertising, online marketing, travel/sport shows, events and media relations – all backed up by excellent customer service provided by professional hosts in the Bishop Visitor Center. Our objective is to draw new visitors, have them and current guests stay longer and return frequently.

It is with great pride and a deep commitment to continue service to our community that we present our proposal for tourism development programs in 2014/2015.

TOURISM DEVELOPMENT PROGRAMS

“Ultimate Outdoor Experience”

This five-day sport show at the Long Beach Convention Center was formerly called the “Fred Hall Fishing Show.” In recent years, the show has been expanded to attract more than just fishing visitors; contemporary exhibits now highlight hiking, OHV adventure, photography, camping, sightseeing and general relaxation vacations. We have proudly represented Bishop at this event for several decades and have found it is a very effective and direct method to connect with potential visitors. In 2013, we distributed more than 10,000 brochures including Vacation Planners, Fishing Guides and Treasure Maps. Our booth is part of the “Eastern Sierra” aisle in the main exhibit hall and our neighbors include Whitney Portal, Adventures in Camping, Lone Pine Pheasant Club, Convict Lake Resort, Mono County Tourism and Mammoth Lakes Tourism. Transportation of the booth and materials as well as staffing the exhibit is handled by 2 paid staff members and 3-5 volunteers – *thanks to Keith Caldwell, Gary Olson and Jeff Thomson for help in 2013!*

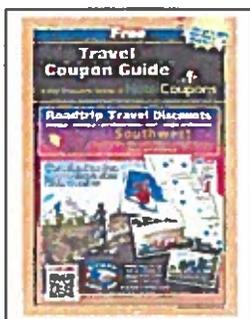
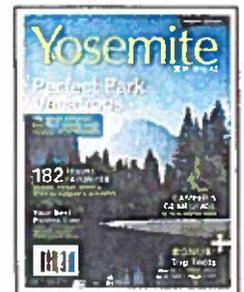


Central California Sportsman’s Expo in Bakersfield

Attendees at this show are interested in hunting, fishing, camping, OHV touring and other outdoor recreation activities. For the past few years, we have shared the booth with the Lone Pine Chamber of Commerce and distributed approximately 3,000 brochures to entice interested families to visit our area. Transportation of the exhibit and materials is handled by 1 staff member and 1-2 volunteers.

Yosemite Journal Magazine (new in 2013)

This high quality annual publication has solid distribution via all California Welcome Centers and newsstands in Barnes & Noble, Costco and grocery stores throughout California, Nevada and Oregon. The online program reaches potential visitors on a global basis. In addition to the ¼ page advertisement, Bishop is highlighted in several photographs and editorial content of the publication. Millions of people visit Yosemite each summer and the goal of this effort is to position Bishop as one “must stop” City when travelers plan their regional itinerary.



HotelCoupons.Com Program (new in 2013/2014)

This program includes two quarterly print publications, HotelCoupons.Com Guide and Travel Coupon Guide. Both are free publications with solid distribution at visitor centers, rest stops and gas station/mini markets throughout the west. Bishop motels and photos of popular winter activities including ATV riding, fishing, skiing and sightseeing will be featured on the front and back covers in the November/December and January/February editions. The popular website www.hotelcoupons.com will highlight Bishop year-round and on a global basis. The goal of this effort is to provide financial incentives that will attract more overnight stays in Bishop in the slower winter months. This program was made possible thanks to a co-op program with investment by the Bishop Chamber and six Bishop motels.

New Easy Hikes Brochure (new in 2013/2014)

The Bishop Visitor Center receives a high volume of inquiries for simple area trail guides with easy hiking trails. In 2012, we produced an in-house handout featuring a few easy to access trails and it was very well received. We found the brochure appealed to families, senior citizens, young children, physically impaired guests and others. We have recently been awarded a small Inyo County Community Project Sponsorship Grant to develop an expanded version and Chamber staff is currently working to produce the brochure. The goal of the project is to enhance our visitors’ experience, get them to stay longer, explore new places and return more frequently.

Bishop Visitor Center

The Bishop Visitor Center is open seven days per week May through October; open Monday-Saturday November through April. The visitor center desk is staffed by three part-time employees that are courteous, well trained professionals with solid knowledge of area attractions, activities, services and amenities. Bishop Visitor Center Hosts assist thousands of walk-in guests each year; in the high season, we often help 150 or more customers per day. We also answer thousands of telephone and email inquiries.

Information requested varies by season and Visitor Center Hosts always provide friendly, knowledgeable service. In addition to general sightseeing information, hotel, retail and restaurant recommendations, visitors often ask for directions to specific locations, where to find services like libraries, showers and medical facilities. Visitor Center Hosts are frequently asked about weather, road and trail conditions. Many Bishop residents rely on us to provide information such as hard to find telephone numbers, senior services, park activities and local events. As other chambers of commerce and visitor centers in the region have reduced hours or closed all together, the Bishop Visitor Center has definitely seen an increase in demand for our services. Most recently, the Rim Fire and the federal shutdown impacted us greatly. Visitors and locals alike turned to the Bishop Visitor Center for information regarding road closures, campgrounds, National Parks and access to popular recreation sites. We know firsthand that we have made a positive impact during these crises. We have assisted hundreds of visitors that would have otherwise cut their Eastern Sierra vacation short. This underscores the importance of keeping the Bishop Visitor Center open and properly staffed.



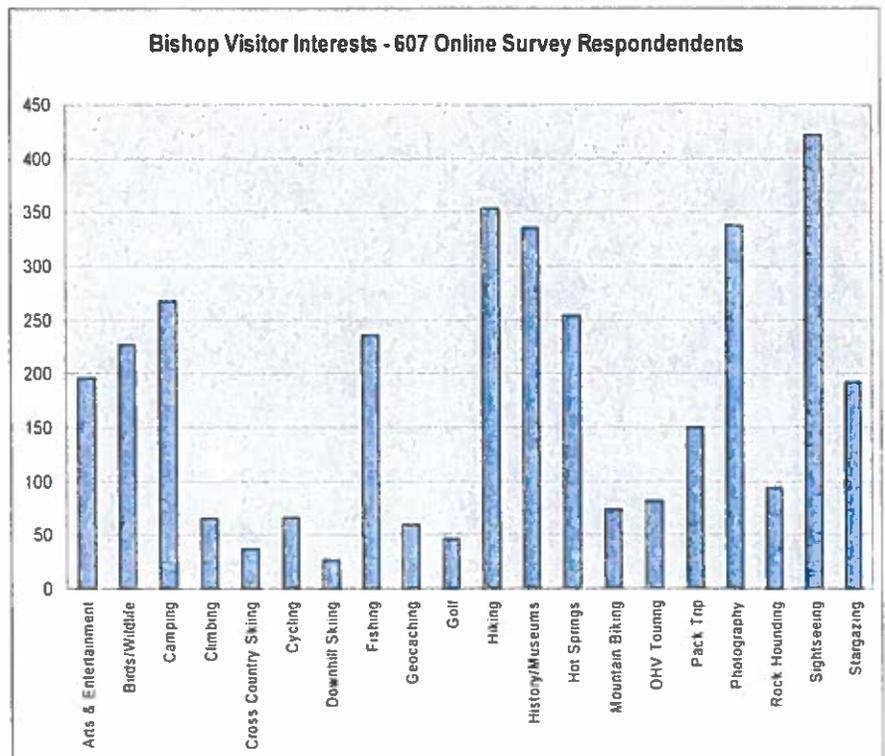
2013 Bishop Visitor Center Count of Walk-In Visitors

January	729
February	617
March	1,065
April	1,254
May	2,007
June	1,724
July	1,945
August	2,135
<u>September</u>	<u>1,993</u>
Total Year to Date	13,469 (9% increase over 2012 YTD)

Information Fulfillment

Each year, thousands of guests request mail information about area features from the Bishop Visitors Bureau. While it is true that more people are utilizing the internet for travel planning, many still request printed maps, Vacation Planners and other collateral by telephone, email and "snail" mail. For 2013/2014, our budget is \$3,000 for postage.

When people request information from our website, they are asked to complete a brief survey about activities and events they are interested in. For the past year, we have been gathering and analyzing the survey results. We are encouraged by the results. As we suspected, travelers are drawn to Bishop for a wide variety of natural, cultural and recreational opportunities.



EVENTS & SPECIAL PROJECTS

Blake Jones Trout Derby

For more than four decades, this early season derby has lured fishing families to Pleasant Valley Reservoir for one of the largest single day derbies in California. Approximately 80% come from out of the area, most from Southern California. Blake Jones is always in mid-March, an otherwise slow time in Bishop and the economic impact is significant. Total visitor spending in Bishop is around \$250,000 and participants generate approximately \$7,680 in TOT (est. 400 people, 2 nights@\$80 x 12%).



Trout Opener Press Reception

Each year, major media correspondents come to the Eastern Sierra to cover the General Trout Season Opener (last Saturday in April). For many years, the Bishop Area Chamber of Commerce and Visitors Bureau has hosted a reception to welcome our media friends – it's a way we say "thank you" for continuing to keep Bishop "in the news." The event also serves to connect media with local industry professionals and agency representatives. A few special guests in 2013 included:

- Ed Zieralski (San Diego Union-Tribune)
- John McCoy (LA Daily News)
- Ernie Cowan, Bill Karr, Pat McDonnell, Martin Strelneck (Western Outdoor News)
- Shawn Arnold, Dave Finkelstein (Fish Taco Chronicles)
- Ronnie Kovach, Gary Boland (Fishing Ventures Television)
- Phil Friedman, Kevin Friedman (Phil Friedman Radio)
- Dave Hernandez (CBS)
- John Loughlin, Justin Pakdaman, Rick Patri (Fishhound Online)
- Jim Reubsamen (Canyon Call)
- Bob Riha (USA Today)
- Charlton Bonham (CA Department of Fish & Wildlife Director)
- Andrew Hughsan (CA Department of Fish & Wildlife Public Information Officer)

Rainbow Trout Festival & Opening Day Fish Display



This event started more than 50 years ago to celebrate the Eastern Sierra General Trout Season Opener and to draw anglers to downtown Bishop. For various reasons, the event was discontinued in the late 1990's and the Bishop Chamber partnered with Bishop Lions Club to bring back the beloved affair in 2010. Since then, the event continues to gain momentum and we plan to continue the project in 2014 and beyond. Locals and visitors alike bring their opening day catch to the Bishop City Park, the fish are displayed on trays of ice and participants enjoy live music, educational displays, food, prizes and fun. City of Bishop Parks and Recreation has also added a "Kids Fish Camp" to the festivities.

Taste of the Sierra

On Friday night during the annual Home Show in May, the Bishop Chamber hosts "Taste of the Sierra." The event is designed to give local restaurants and caterers the opportunity to promote their businesses by offering samples of their finest cuisine while at the same time provide a fun night out for locals. The event continues to grow in popularity and definitely increases attendance at the Home Show.

Mule Days Celebration

The Bishop Area Chamber of Commerce & Visitors Bureau has always played an essential role in assisting visitors during Mule Days. In fact, it's "all hands on deck" each Memorial Day week at the Bishop Visitor Center! All chamber staff members work to assist thousands of visitors that need directions, advice and event info. We also help Mule Days by offering souvenirs for sale year-round in our Visitor Center. Recently, the Bishop Chamber facilitated a meeting with motel owners and Mule Days Committee Members to explore ways to improve coordination and communication, possible lodging and event ticket packaging, and cooperative promotions.

CHSRA State Finals Rodeo

The Bishop Area Chamber of Commerce & Visitors Bureau plays a vital role in ensuring that this important event continues to be held in our city. We host a welcome dinner for contestants and families, give t-shirts and welcome gift bags to the athletes, provide volunteer support for check-in, ticket sales, gate security and notary services. Chamber member hotels contribute by giving complimentary lodging to rodeo judges and staff. Estimated financial benefit to the city economy is nearly \$600,000 per year (Lodging \$150K, TOT-\$18k, Fuel \$60K, Meals-\$225K, Incidentals-\$90K, Sales Tax-\$28K, Chamber local spending for event support-\$10K). In addition to the immediate financial benefit, we have found that many people come here for CHSRA then return in future years for vacation. Other California cities continually compete for the honor and financial benefit of hosting the State Finals. In 2011, our efforts helped Bishop to receive a 5-year extension on the current contract with CHSRA – that's at least \$3 Million in local spending! Red Bluff really wants CHSRA back and their financial offer was actually better than ours. The CHSRA Board chose Bishop because of the tremendous hospitality provided by our community.

Millpond Music Festival

The Bishop Area Chamber of Commerce & Visitors Bureau supports the Millpond Music Festival by setting up a "Mobile Visitor Center" at the venue. We had heard for many years that patrons would travel straight to the Millpond County Park, enjoy the festival and then go straight home without really exploring the region fully. Chamber volunteers staff the booth and distribute Vacation Planners, Scenic 395 Magazines, maps and brochures. Festival attendees have told us that the information we provide has enticed them to come early, stay longer and return at other times of the year.

Golf Fun Day (New in 2013)

Recently, the Chamber organized our first annual "Golf Fun Day" at Bishop Country Club. The event was designed to bring new patrons to the golf course to enjoy a fun (not super competitive) day of golf, music and fun. The event was successful, well attended and thanks to several generous sponsors, it was also a good fundraiser for our organization. We look forward to hosting it again in 2014.

VCMC Dual Sport Motorcycle Rally

The Bishop Area Chamber of Commerce and Visitors Bureau was instrumental in bringing this event to Bishop in 2007, and since then we've worked closely with the group to provide hospitality services to keep them coming back. We assist by providing welcome gift bags, visitor brochures, chamber member businesses donate food and our volunteers serve the meal for their awards dinner. The event draws participants from Southern California, Arizona, Nevada, Utah, Idaho and beyond. Approximately 200 riders plus families and friends come to Bishop in mid-October. The economic benefit is significant - at least \$120,000 in visitor spending and an estimated \$4,000 in transient occupancy tax.

Community Christmas Events

The Bishop Chamber of Commerce is proud to coordinate our City's annual fun and traditional holiday celebrations. We host the annual **Tree Lighting Ceremony**; an event that hundreds of local families look forward to attending each year! Chamber member businesses contribute refreshments, chamber volunteers coordinate visits with Santa and Mrs. Claus, and chamber staff coordinates live music and entertainment.



Following the Tree Lighting Ceremony, everyone is encouraged to stroll Main Street for the **Street of Lights** party. Downtown merchants stay open late and the Bishop Chamber coordinates all promotions and a big raffle featuring prizes donated by member businesses. On Saturday, the Bishop Chamber hosts the annual **Christmas Parade**. Chamber staff coordinates the "details," including event insurance, entry registrations, line-up, float judging and prizes.

Another way that the Bishop Chamber celebrates Christmas in our community is by hosting the annual **Home & Business Decorating Contest**. We coordinate entries, judging and give prizes for the best displays of holiday spirit.



Chamber staff also coordinates the installation of **Main Street Decorations**, including working with LADWP, SCE and Chamber Member Businesses for personnel and equipment; CalTrans for the required permits. In 2008, the Bishop Chamber conducted a fundraising campaign to purchase new lighted snowflake decorations that adorn Bishop's Main Street – we raised over \$13,000! In 2010, we secured a \$1,500 donation from Coso Operating Company to purchase new LED lights for the big Christmas Tree in the City Park!

Chamber staff and volunteers enjoy working closely with City of Bishop personnel to provide these fun holiday activities. City Park staff members help tremendously with transportation of decorations, stages and supplies. The Bishop Volunteer Fire Department helps to make sure the Street of Lights fire rings are safe. City of Bishop Public Works Department and Bishop Police Department play an integral role in setting up detours and facilitating the parade. City Council Members welcome guests and assist with emcee duties at the Tree Lighting Ceremony.



SOME TOURISM DEVELOPMENT PROGRAMS THAT MAY BE CONSIDERED ONCE ADDITIONAL RESOURCES ARE AVAILABLE

(The Wish List)

Group Tour Development:

We should become a member of NTA (National Tour Association) and participate in the NTA Conference in February, 2013. NTA is a professional association that brings tour operators, travel professionals, tour bus companies and destinations together. Each year, NTA holds a five-day conference at various locations throughout the U.S. The event is on the west coast about every six to seven years. As you can see by the attached list, most California cities are represented in NTA by their respective Visitors Bureaus. We have all seen tour busses filled with people travelling through our region. Participating in NTA would allow us to directly "sell" Bishop as a great overnight stop on tours in our region. We have many attractions that tour operators are interested in such as sightseeing and museums, and we have good lodging, dining and retail offerings. We just need to be better connected with the tour planners. Cost of annual membership and participation in the 2014 show would be approximately \$4,000. That investment would be easily returned with new money into our City if just one bus with 40 passengers spent one night in Bishop.

New Events:

Many people have suggested the Chamber produce new events such as a Rock Climbing Festival and Outdoor Recreation Show with booths featuring RV's, ATV's, Hunting, Fishing, Camping Equipment, etc. Annual events such as Mule Days, CHSRA State Finals Rodeo, Blake Jones Fishing Derby, Fall Colors Car Show, Millpond Music Festival and others have proven to attract visitors to our Bishop. A rock climbing event might work well to fill hotels during the slower winter months.

Billboard Advertising:

Many people believe that Bishop should be advertised on billboard(s) along Highway 395. Outdoor advertising may be an effective way of convincing more guests to stop, stay and spend in Bishop. One billboard would be \$500-\$700 per month plus design/production; total cost \$6,500-\$9,500 per year.

Additional Travel Consumer Shows:

We should add a few shows to our promotional "road show" including Ski Dazzle, LA Travel and Adventure Show and "Ultimate Outdoor Experience" in San Diego. We have seen first-hand that travel and sport shows produce excellent results. We have previously participated in the LA Travel and Adventure Show and strongly believe that we should resume representing Bishop as soon as budget allows.

Additional Online Advertising:

We should invest in increased on-line marketing on popular sites such as Trip Advisor, Expedia, Travelocity and others.

Additional Print Advertising:

Certain print publications continue to work very well to advertise travel destinations including Sunset and Westways.

Television and Radio Advertising:

Network shows in our main markets of Southern California would work well to promote Bishop.

As you can see by examining our budget, we do not seek City of Bishop funds for any traditional “Chamber of Commerce” type activities such as mixers, luncheons or events for locals. We have segregated each line item of our budget and as you can see, the “Chamber of Commerce” arm of our organization is self-funded, self-sustaining and actually supports the City’s investment in tourism promotion.

Bishop Area Chamber of Commerce & Visitors Bureau 2013/2014 Preliminary Budget

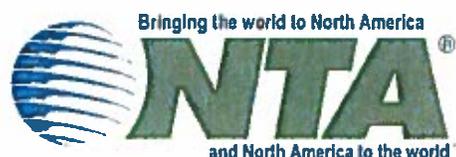
Chamber of Commerce Budget		Visitors Bureau Budget	
<u>Revenues</u>		<u>Revenues</u>	
Member Dues	\$54,000.00	Grant-City of Bishop	\$143,000.00
Luncheons & Mixers	\$5,500.00	Grants-Inyo County (estimated)	\$30,000.00
Christmas Events	\$3,900.00	VC Souvenir Sales	\$23,000.00
Taste of the Sierra	\$3,200.00	Blake Jones Entries, Raffle, T-Shirts	\$13,500.00
Golf Fun Day	\$3,100.00	VCMC Dual Sport Rally	\$2,500.00
Chamber Member Donations	\$1,800.00	CHSRA State Finals Rodeo	\$2,200.00
Inyo Associates Meetings	\$1,300.00	Press Reception Paid Attendees	\$1,800.00
Savings Interest	\$700.00	Rainbow Trout Display Raffle	\$700.00
	\$73,500.00		\$216,700.00
 <u>Expenses</u>		 <u>Expenses</u>	
Staff: Membership & Communications Coordinator (40%); Event Coordinator (10%); Executive Director (20%); Bookkeeper (30%)	\$34,300.00	Staff: Visitor Center Hosts (100%); Membership & Communications Coordinator (60%); Event Coordinator (90%); Executive Director (80%); Bookkeeper (70%)	\$146,000.00
Membership Development	\$8,000.00	VC Cost of Goods Sold	\$16,000.00
Taste of the Sierra	\$3,200.00	Advertising	\$14,000.00
Christmas Events	\$1,500.00	Blake Jones Trout Derby	\$9,500.00
Property Tax	\$1,500.00	Brochure Production & Distribution	\$8,000.00
Office Equipment	\$1,400.00	California High School Rodeo State Finals	\$6,500.00
Golf Fun Day	\$1,300.00	Liability Insurance	\$5,500.00
Inyo Associates Meetings	\$1,300.00	Sports & Travel Shows	\$5,200.00
Organization Dues	\$1,300.00	Office Equipment	\$3,900.00
Legal & Accounting	\$1,100.00	Telephone	\$3,100.00
Employee Training/Board Dev.	\$1,000.00	Press Reception	\$3,100.00
Office Supplies	\$1,000.00	Postage	\$3,000.00
Directors & Officers Insurance	\$1,000.00	Bishop Sign Projects	\$1,700.00
Telephone	\$600.00	Office Supplies	\$1,400.00
Repairs/Maintenance	\$500.00	Ventura County Motorcycle Club	\$1,000.00
Computers/Software	\$250.00	Website Development & Maintenance	\$1,000.00
Bank Fees	\$200.00	Storage Rent	\$900.00
	\$59,450.00	Computers/Software	\$500.00
		Rainbow Trout Display	\$450.00
			\$230,750.00
Chamber Budget Surplus	\$14,050.00	Visitors Bureau Budget Shortfall-To Come From Chamber Surplus	(\$14,050.00)

Bishop Area Chamber of Commerce & Visitors Bureau Estimated Value of Volunteerism, Donations & Sponsorships

Event/Project	Volunteer Hours	In Kind Donations	Funding from Other Sources/ Cash Sponsorships	Total Value
Fred Hall Sports Show	120	\$ 750	\$ -	\$ 2,550
Central CA Sportsman's Expo	60	\$ 500	\$ -	\$ 1,400
California High School Rodeo	240	\$ 25,000	\$ 10,400	\$ 39,000
Trout Opener Press Reception	40	\$ 4,000	\$ 4,000	\$ 8,600
Rainbow Trout Display	80	\$ 3,000	\$ 1,500	\$ 5,700
VCMC Dual Sport Rally	35	\$ 3,000	\$ 2,000	\$ 5,525
Taste of Sierra	80	\$ 5,000	\$ 3,000	\$ 9,200
Blake Jones Trout Derby	140	\$ 10,000	\$ 16,000	\$ 28,100
Millpond Music Festival	40	\$ -	\$ -	\$ 600
Christmas Events	100	\$ 7,000	\$ 2,000	\$ 10,500
General Support	200	\$ 3,000	\$ -	\$ 6,000
Total	1,135	\$ 60,500	\$ 38,900	\$ 116,425

Valued
@\$15/hr

Join 3,600 Tour and Travel Buyers and Sellers at Travel Exchange in Los Angeles (Feb. 16–20, 2014)



Join NTA today and start reaping the benefits of your membership—including the opportunity to register and participate at Travel Exchange!

Who? NTA is the only association focused on travel to, from and within North America with 1,500 tour operators as members. NTA tour operators move more than 9.5 million travelers a year.

What? Travel Exchange is an annual event puts the NTA Convention and UMA Motorcoach EXPO on one floor. More than 1,100 tour operators and motorcoach operators attend.

When? Feb. 16–20, 2014

Where? Los Angeles Convention Center

Why? Last year, NTA tour operators booked \$114 million in business at Travel Exchange

NTA's China Inbound Program is the only program that can register tour operators to work with the Chinese leisure inbound-to-U.S. market.

Did You Know?

NTA members are industry leaders in a variety of travel markets including family, adventure, faith, student, agritourism, culinary, sports, China-inbound, Hispanic and others.

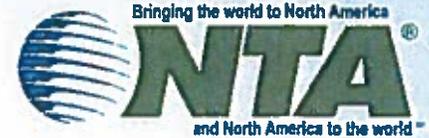


Contact me today to join NTA and register for Travel Exchange!

Kevin J. Wright
Director of Growth Markets
+1.859.264.6565
kevin.wright@NTAstaff.com

Click [here](#) for a list of California tour operators, tour suppliers and destinations that already belong to NTA.

NTA California Members 2013



Company	City	Company	City
A Plus Tours Inc.	Alhambra	Classic Charter, Inc.	Visalia
A Top Line Charters & Tours LLC	Monterey Park	Comfort Inn Hotel Circle Seaworld San Diego	San Diego
AAA Sojourns	Emeryville	Commerce Casino	Commerce
Aberdeen Tours, Inc.	Burlingame	Contiki U.S. Holdings, Inc.	Anaheim
Able International Holiday	San Leandro	Conventional Wisdom International Inc.	Alhambra
Academy National Tours	Lake Forest	Cross Culture Travel	Monterey Park
ACC America China Connection	City of Industry	Crowne Plaza Resort	Anaheim/Garden Grove
ACIT Inc.	City of Industry		Ventura
Across the Pond Vacations	Torrance		Torrance
Agentours, Inc.	San Francisco	Crowne Plaza Ventura Beach	Monterey
Alamo World Travel and Tours, Inc.	Alamo	Cruise & Tour International Inc.	El Cajon
All Americas Inc	Hacienda Heights	Da Zhen International, Inc.	Fresno
Alpha Way Culture Exchange, Inc.	San Pedro	DayTripper Tours	
Amazing America Travel, Inc.	Walnut	Delaware North Companies Parks & Resorts, Inc.	
America Asia Travel Center, Inc.	Monterey Park	Delta Tours & Travel Services Inc.	El Monte
America Int'l Travel Services Inc.	San Francisco	Destination America	Anaheim
America Rainbow Tours, Inc.	San Gabriel	Destination America Inc.	Anaheim
Americaboundtours, Inc.	El Segundo	Diamond Travel Alliance	Walnut
American Alliance Travel Corporation	San Gabriel	DJ Prestige Inc.	Arcadia
American Carson International Inc.	El Monte	DJ Travel Inc.	San Gabriel
American Edventures	Laguna Hills	Dollar Travel Inc.	Burlingame
American Ring Travel, Inc.	Valencia	Double Win Travel Inc.	Alhambra
American United International Group	Baldwin Park	Doubletree by Hilton Anaheim-Orange County	Orange
AmericanTours International, LLC	Los Angeles	Dream Catch International Inc	Temple City
Amtrak	Long Beach	DTE Travel	City of Industry
An Excellent Group Corp.	Rowland Heights	E Travel, Inc.	El Monte
Anaheim Plaza Hotel & Suites	Anaheim	Eastern Golden Coast, Inc	West Covina
Anaheim Quality Inn & Suites	Anaheim	Educational Discovery Tours	Truckee
Anaheim/Orange County Visitor & Convention Bureau	Anaheim	Embassy Suites Hotel Anaheim South	Garden Grove
Ananda Travel Service, Inc.	San Francisco	Embassy Suites San Diego Bay	San Diego
Angel International Exchange	Daly City	Embassy Suites San Diego-La Jolla	San Diego
Apple Farm Inn & Trellis Court	San Luis Obispo	Escape Holidays	San Diego
Aquarium of the Bay	San Francisco	European Tours	Burbank
Asia Getaway, Inc.	Carlsbad	Expedition America	Gardena
AT&T Park/San Francisco Giants	San Francisco	Exploratorium	San Francisco
Australian Pacific Touring	Los Angeles	Fabulous Palm Springs Follies/ Partnership for Performing Arts	Palm Springs
Bartell Hotels	San Diego	Fairfield Conference & Visitors Bureau	Fairfield
Belize Nature Getaway	Oakland	Fashion Island & Irvine Spectrum Center	Irvine
Best Western Plus Humboldt Bay Inn & Executive Suites	Eureka	Fast Deer Bus Charter Inc.	Montebello
Best Western Seven Seas	San Diego	Five Star Tours	San Diego
Best Western Sutter House	Sacramento	Flagship Cruises & Events/San Diego Harbor Excursion	San Diego
Blazing Saddles Bike Rental & Tours	San Francisco	Forbridge International Group	Alhambra
Blue & Gold Fleet	San Francisco	Fox Rent A Car	San Diego
Blue Connection (LA) Corp.	San Gabriel	Fresno/Clovis Convention & Visitors Bureau	Fresno
Boudin Bakery & Catering	Irvine	Friendly Excursions Inc.	Sunland
California Academy of Sciences	San Francisco	Gadabout Tours, Inc.	Palm Springs
California Parks Companies	Pleasanton	Galaxy Tour Inc	West Covina
California State University, Northridge	Woodland Hill	Gary Express Inc.	Elk Grove
Cardiff Transportation	Palm Desert	GH Tours & Travel Inc	San Francisco
Cartan Tours Inc.	Manhattan Beach	Global Culture International Corporation	Pasadena
Catalina Channel Express	Long Beach	Go West Tours	San Francisco
Century Vacation Corp.	Diamond Bar	Golden Gate National Parks Conservancy/ National Parks of the West	San Francisco
China Travel Service	Temple City	Golden Gate Tours, Inc.	
Chinatour.com International	San Gabriel	Golden West Travel Inc.	Martinez
Chukchansi Gold Resort & Casino	Coarsegold	Goldfield Stage Charters	Hayward
Citadel Outlets	Commerce	Good Times Travel, Inc.	El Cajon
City Escape Holidays	Marina Del Rey		Fountain Valley

Company

Grand Destinations
 Grand Vista Hotel- Simi Valley
 Gray Line San Francisco, San Jose & Monterey/
 Super Sightseeing
 Gray Line San Francisco, San Jose & Monterey/
 Super Sightseeing
 Great Wall Travel
 Greater Palm Springs Convention &
 Visitors Bureau
 H & L Charter Co., Inc.
 HanaTour USA, Inc.
 Happy Holiday LTD
 Hawaii Invitational Music Festivals
 Hearst Castle
 Hilmar Cheese Company Visitor Center
 Hilton Worldwide
 Holiday Inn Buena Park Hotel &
 Conference Center
 Holiday Inn Fisherman's Wharf
 Hongcheng International Co.
 Hornblower Cruises & Events
 Hotel Whitcomb
 Hyatt Regency Palm Springs
 Hyde International Group Inc
 Intel Museum
 International Student Tours
 International Tour Management Institute, Inc
 Inview Travel, Inc.
 JBS Group Inc
 Joy Holiday
 JS Global Inc
 Jumbo Tours
 JWL Tour Inc
 L&Z International Group, Inc.
 L.E.A.D. USA
 Lake Tahoe Cruises & Zephyr Cove Resort
 Lake Tahoe Visitors Authority
 Lassen Tours, Inc
 Lion Tours USA Inc.
 Lonely Planet
 Long Beach Area Convention & Visitors Bureau
 Los Angeles Tourism & Convention Board
 Lulutrip Inc.
 Lux Bus America
 LVX Group, Inc.
 MaCher
 Magister Tours of Turkey
 Main Street Tours, Inc.
 Mammoth Lakes Tourism
 Mammoth Mountain Ski Area
 Marin Charter & Tours
 Mariposa Inn & Suites
 Martin Resorts, Inc.
 Misha Tours
 Modesto Convention & Visitors Bureau
 Monterey Bay Aquarium
 Monterey County Convention & Visitors Bureau
 Morning Bridge International Inc
 Mountain Outin Tours, Inc.
 N.A. Liberty Travel
 Napa Valley Wine Train
 North Coast Tourism Council
 Ocean Travel Int'l Inc.
 Olympic Express
 Ontario Convention & Visitors Bureau
 Ontario Red Roof Inn
 Oxnard Convention & Visitors Bureau

City

South San Francisco
 Simi Valley
 San Francisco
 San Francisco
 San Gabriel
 Rancho Mirage
 Rancho Cucamonga
 Los Angeles
 San Francisco
 Garden Grove
 San Simeon
 Hilmar
 El Dorado Hills
 Buena Park
 San Francisco
 Hacienda Heights
 San Francisco
 San Francisco
 Palm Springs
 Covina
 Redwood City
 El Dorado Hills
 San Francisco
 Oakland
 Pasadena
 Millbrae
 West Covina
 El Monte
 Monterey Park
 El Monte
 San Diego
 South Lake Tahoe
 South Lake Tahoe
 Torrance
 Temple City
 Oakland
 Long Beach
 Los Angeles
 Santa Clara
 Anaheim
 Rosemead
 Venice
 Santa Monica
 Torrance
 Mammoth Lakes
 Mammoth Lakes
 San Rafael
 Monterey
 San Luis Obispo
 San Diego
 Modesto
 Monterey
 Monterey
 South Pasadena
 Mission Viejo
 Burlingame
 Napa
 Fort Bragg
 Monterey Park
 El Monte
 Ontario
 Ontario
 Oxnard

Company

Pacific Coachways Charter Services, Inc.
 Pacificoast Commerce & Culture
 Developing Group
 Palm Mountain Resort & Spa
 Palm Springs Aerial Tramway
 Palm Springs Air Museum
 Palm Springs Bureau of Tourism
 Pasadena Convention & Visitors Bureau
 Paso Robles Wine & Castle Country
 Patina Restaurant Group
 Pattec Corporation
 Perfect Transportation & Travel Service Inc
 PIER 39
 Pier Restaurants
 Pirates Dinner Adventure- California
 Pismo Beach Conference & Visitors Bureau
 Pismo Beach SeaCrest OceanFront Hotel
 Premier World Discovery
 PTS Travel (San Jose), Inc
 Radisson Hotel Fisherman's Wharf
 Radisson Suites Buena Park
 Rainbow Holiday
 RCK International Inc.
 Red Hot Celebrations
 Redding Convention & Visitors Bureau
 RevAmerica Tours Inc.
 Rezipia
 Ride the Ducks of San Francisco
 Roaring Camp Railroads
 Ronald Reagan Presidential Library
 and Museum
 S H. Tours Inc
 Sacramento Convention & Visitors Bureau
 San Diego Tourism Authority
 San Diego Zoo & San Diego Zoo's Safari Park
 San Francisco Symphony
 San Francisco Travel Association
 San Luis Obispo County Visitors &
 Conference Bureau
 San Mateo County/Silicon Valley CVB
 Santa Barbara Conference & Visitors
 Bureau and Film Commission
 Santa Barbara Hotel Group
 Santa Clara Convention & Visitors Bureau
 Santa Ynez Valley Marriott
 Sea Gull Holiday
 Setness Tours
 Shanghai Spring International Travel
 Service USA Inc.
 Shine Tours Incorporated
 Shun Travel & Business Inc.
 Sierra Nevada Lodge
 Significant Living Travel
 Silverado Stages
 Simco Restaurants
 Sina International Inc
 Sino American Link
 Soccer Camps International
 Solvang Visitors Bureau, Inc.
 Sonoma County Tourism Bureau
 Sports Empire & SoCal Group Vacations
 Sports Leisure Vacations
 SST Tours
 Starline Tours, Tour Coach Charters
 Stockton Convention & Visitors Bureau
 Sun Diego Charter Co.
 Sundance Stage Lines, Inc.

City

Garden Grove
 Walnut
 Palm Springs
 Palm Springs
 Palm Springs
 Palm Springs
 Pasadena
 Paso Robles
 Anaheim
 San Francisco
 Monterey Park
 San Francisco
 San Francisco
 Buena Park
 Pismo Beach
 Pismo Beach
 Redondo Beach
 San Jose
 San Francisco
 Buena Park
 Arcadia
 Rosemead
 Lakewood
 Redding
 Torrance
 Redwood City
 San Francisco
 Felton
 Simi Valley
 San Francisco
 Sacramento
 San Diego
 San Diego
 San Francisco
 San Francisco
 San Luis Obispo
 Burlingame
 Santa Barbara
 Santa Barbara
 Santa Clara
 Buellton
 Monterey Park
 Stockton
 City of Industry
 West Covina
 Rosemead
 Mammoth Lakes
 La Crescenta
 San Luis Obispo
 San Francisco
 Walnut
 San Francisco
 Palo Alto
 Solvang
 Santa Rosa
 Lakewood
 Sacramento
 Fresno
 Los Angeles
 Stockton
 San Diego
 San Diego

Company

Sunny Travel
Sunshire International
Tachi Palace Hotel & Casino
Taya International Inc.
TBE Tour Consultant Corp.
Temecula Valley Convention & Visitors Bureau
Terres Indiennes Inc.
The Beverly Garland Holiday Inn/
Universal Studios
The Cliffs Resort
The Curve Palm Springs Hotel
The Flower Fields at Carlsbad Ranch
The Huntington Library Art Collections &
Botanical Gardens
The Irvine Chamber Visitors Bureau
The Living Desert
The Queen Mary
The Wax Museum at Fisherman's Wharf
Tianping International Travel Ltd.
TMT Travel, Inc.
Tour America Inc.
Tour Coach Charters, Starline Tours
ToursForFun
TPI America
Trafalgar Tours West
Transamerica Tour Bus, Inc.
Transportation Charter Services, Inc.
Travel Gallery, Inc.
Travel Green
TRIPS
Tuolumne County Visitors Bureau
(Yosemite North)
U.S. Lion Travel
UCC International Travel & Tours
Unitedstars International Ltd
Universal Studios Hollywood
Uniworld River Cruises, Inc.
US China Travel Service Inc.
US King Travel, Inc.
USA XO Tours Inc.
USS Midway Museum
Vacations for Less Inc.
Vallejo Convention & Visitors Bureau
Ventura Visitors & Convention Bureau
VIA Trailways
Visalia Convention & Visitors Bureau
Visit California
Visit Napa Valley
Visit Oakland
VisitBritain
Vista Ranch & Cellars
Waterfront Beach Resort a Hilton Hotel
Way Way Travel, Inc.
West Valley Trailways
Westfield San Francisco Centre
WF Travel Service Inc.
Winchester Mystery House
Wonder Valley Ranch Resort
World Discovery Travel Inc
YMT Vacations
Yosemite Resorts
Yosemite Sierra Visitors Bureau
Yosemite/Mariposa County Tourism Bureau

City

City of Industry
Rowland Heights
Lemoore
Pasadena
City of Industry
Temecula
Encino
North Hollywood

Pismo Beach
Palm Springs
Carlsbad
San Marino

Irvine
Palm Desert
Long Beach
San Francisco
San Bruno
Rosemead
Los Angeles
Hollywood
Arcadia
Torrance
Anaheim
City of Industry
Orange
Pasadena
El Monte
North Hollywood
Sonora

Alhambra
Alhambra
Rowland Heights
Universal City
Encino
Alhambra
San Gabriel
Rosemead
San Diego
Los Angeles
Vallejo
Ventura
Merced
Visalia
Sacramento
Napa
Oakland
Los Angeles
Merced
Huntington Beach
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Research and White Papers

Report: Travel Industry Generated \$129 Billion in Tax Revenue in 2012

By Matt Alderton
August 22, 2013

The travel industry generated \$129 billion in tax revenue to government at all levels in 2012, including \$58.4 billion to state and local governments — enough to pay the wages of every firefighter and police officer in the United States — according to the U.S. Travel Association, which this week released the second edition of its “Power of Travel Promotion” report, in which it highlights for legislators and policymakers the benefits of destination marketing programs.

In addition to tax revenues, the report reveals that spending in various industries directly linked to travel — including transportation, lodging, food services, amusement parks and recreation, travel management and retail — generated \$85.54 billion in direct economic output.

“When indirect and induced effects are included from the travel industry’s spillover to other industries — ranging from utility and energy companies to manufacturing and local farms — travel’s total impact on the U.S. economy reached \$2 trillion,” reads the report, which also points out that 14.6 million Americans are employed in jobs dependent on travel and tourism.

“The message of the report is that travel promotion is one of the best investments a city, state or country can make,” says U.S. Travel Senior Vice President of Research David Huether. “The resulting increase in tourism to an area improves local quality of life, boosts economic development and delivers much needed tax revenues to fund essential services that revitalize communities.”

A complimentary copy of “The Power of Travel Promotion” is available for download from U.S. Travel’s website.

For a recap of last week’s top stories, check out MeetingNews Minute:



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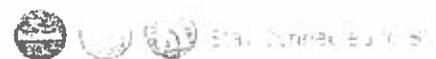
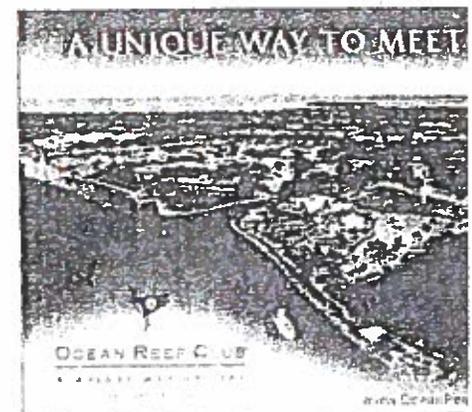
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**Inyo County
Travel Impacts, 1992-2011**

	1992	2006	2007	2008	2009	2010	2011
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	107.9	181.4	190.7	202.9	189.6	198.3	210.7
Other Travel*	0.3	0.6	0.6	0.6	0.0	0.0	0.0
Total Direct Spending	108.2	182.0	191.3	203.6	189.6	198.3	210.7
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	54.0	102.1	110.9	117.6	108.7	116.7	125.2
Private Campground	17.4	27.6	27.6	29.9	28.1	28.1	29.5
Public Campground	14.2	20.4	20.3	22.2	20.7	20.7	21.9
Private Home	6.0	7.9	8.1	8.2	8.1	8.1	8.3
Vacation Home	2.5	3.5	3.6	3.6	3.5	3.5	3.6
Day Travel	13.7	19.8	20.2	21.4	20.5	21.2	22.2
Spending at Destination	107.9	181.4	190.7	202.9	189.6	198.3	210.7
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	24.5	45.6	49.5	52.4	48.5	50.4	53.0
Food & Beverage Services	29.6	48.0	50.7	54.4	54.3	56.6	59.5
Food Stores	9.2	13.7	14.0	15.5	15.2	15.0	15.8
Ground Tran. & Motor Fuel	8.1	21.4	22.9	25.2	17.8	21.0	25.0
Arts, Entertainment & Recreation	17.0	26.1	26.9	27.9	26.9	27.5	28.5
Retail Sales	19.5	26.6	26.7	27.5	26.9	27.8	28.8
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	107.9	181.4	190.7	202.9	189.6	198.3	210.7
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	16.4	29.9	32.2	34.5	34.2	34.2	36.9
Arts, Entertainment & Recreation	4.9	7.9	8.4	8.9	8.5	8.3	8.1
Retail**	4.2	6.3	6.5	6.7	6.3	6.2	6.4
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.3	0.3	0.3	0.0	0.0	0.0
Total Direct Earnings	25.6	44.3	47.3	50.5	49.1	48.7	51.3
Industry Employment Generated by Travel Spending (jobs)							
Accommodations & Food Service	1,290	1,630	1,620	1,630	1,640	1,590	1,660
Arts, Entertainment & Recreation	700	610	630	670	630	610	550
Retail**	270	250	260	250	250	240	230
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	0	0	0
Total Direct Employment	2,260	2,500	2,510	2,570	2,520	2,450	2,430
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	2.1	4.2	5.0	5.5	5.1	5.4	5.7
State Tax Receipts	3.3	5.5	5.8	6.1	6.2	6.7	6.9
Total Direct Tax Receipts	5.4	9.7	10.8	11.6	11.3	12.1	12.6

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

U.S. TRAVEL ANSWER SHEET

FACTS ABOUT A LEADING AMERICAN INDUSTRY THAT'S MORE THAN JUST FUN



LEISURE TRAVEL

- Direct spending on leisure travel by domestic and international travelers totaled **\$564 billion** in 2011
- Spending on leisure travel generated **\$86 billion** in tax revenue
- 3 out of 4** domestic trips taken are for leisure purposes (77%)
- U.S. residents logged **1.5 billion** person-trips* for leisure purposes in 2011
- Top leisure travel activities for U.S. domestic travelers: (1) visiting relatives, (2) shopping, (3) visiting friends, (4) fine dining, and (5) beaches

BUSINESS TRAVEL

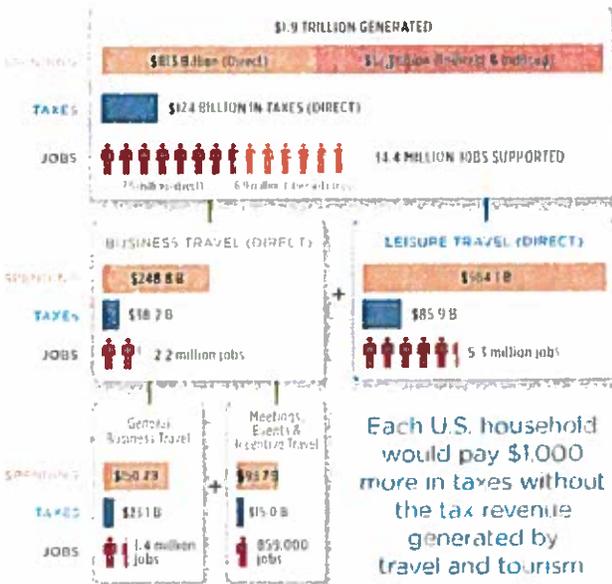
(including Meetings, Events and Incentive)



- Direct spending on business travel by domestic and international travelers including expenditures on meetings, events and incentive programs (MEI) totaled **\$249 billion** in 2011
- MEI travel accounted for **\$99 billion** of all business travel spending
- U.S. residents logged **458 million** person-trips* for business purposes in 2011, with more than one-third (36%) for meetings and events
- For every dollar invested in business travel, businesses benefit from an average of **\$12.50** in increased revenue and **\$3.80** in new profits (*Deloitte Economics*)

*Spending based on expenditures by U.S. residents and international visitors, including all types of travel, including air, rail, bus, and cruise.

U.S. Travel Industry Impact



Source: U.S. Travel Association, "State Expenditures on Travel and Tourism: A National and Statewide Economic Impact Study"

* 1 million jobs

SOURCES OF TRAVEL SPENDING



TOTAL: \$813 billion

Source: U.S. Travel Association



INTERNATIONAL TRAVEL

- In 2011, international traveler spending (expenditures) totaled **\$153 billion** and travel spending abroad by Americans totaled **\$110 billion** (travel import payments), creating a trade surplus of **\$43 billion** in favor of the U.S.
- The U.S. received **62.3 million** international arrivals in 2011. Of those, approximately **27.9 million** were from overseas markets and **34.4 million** were from Canada and Mexico.
- The United States' share of total international arrivals is **6.4%** (down from **7.5%** in 2010).
- International travel spending directly supported about **1.2 million** U.S. jobs and wages of **\$28.5 billion**.
- Each overseas traveler spends approximately **\$4,300** when they visit the U.S. and stay on average more than **17 nights**.
- Overseas arrivals represent **45%** of all international arrivals, yet account for **78%** of total international travel receipts.
- Greatest challenges facing international visitors: burdensome visa process, unwelcoming entry experience.
- Top leisure travel activities for overseas visitors: (1) shopping, (2) dining, (3) city sightseeing, (4) visiting historical places, and (5) amusement, theme parks.

TOP 5 INTERNATIONAL MARKETS TO USA (ARRIVALS)

ORIGIN OF VISITOR	2011
Canada	21.0 million
Mexico	13.4 million
United Kingdom	3.8 million
Japan	3.2 million
Germany	1.8 million

TOP 5 HIGH-GROWTH MARKETS THRU 2016 (forecasted)

ORIGIN OF VISITOR	ARRIVALS % CHANGE '16/'11
China	274%
Brazil	135%
Russia	131%
Australia	94%
Argentina	70%

Source: U.S. Travel Association, "U.S. Travel Industry Economic Impact Study"

Direct spending by resident and international travelers in the U.S. averaged **\$2.2 billion a day**, **\$92.8 million an hour**, **\$1.5 million a minute** and **\$25,778 a second**



The U.S. Travel Association is the national, non-profit organization representing all components of the travel industry that generates \$1.9 trillion in economic output. It is the voice for the collective interests of the U.S. travel industry and the association's 1400 member organizations. U.S. Travel's mission is to promote and facilitate increased travel to and within the United States. U.S. Travel is proud to be a partner in travel with American Express. For more information, visit www.ustravel.org or www.TravelEffect.com

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BY THE NUMBERS

(all data 2011)

\$1.9 trillion: Economic output generated by domestic and international visitors (includes \$813 billion in direct travel expenditures that spurred an additional \$1.1 trillion in other industries)

14.4 million* Jobs supported by travel expenditures (includes 7.5 million directly in the travel industry and 6.9 million in other industries)

\$194.5 billion: Wages shared by American workers directly employed by travel

\$124 billion: Tax revenue generated by travel spending for federal, state and local governments

2.7%: Percentage of nation's gross domestic product (GDP) attributed to travel and tourism

No. 1: Where travel ranks among all U.S. industry exports

1 out of 8 U.S. jobs that depend on travel and tourism

No. 6: Where travel ranks in terms of employment compared to other major private industry sectors

98%: Percentage of travel industry firms with 500 or fewer employees

2 billion: Number of person-trips* that Americans took for business and leisure purposes

62.3 million: Number of international arrivals in the U.S. in 2011, including 27.9 million from overseas markets

Travel is among the **top 10 industries** in 48 states and D.C. in terms of employment



RECEIVED

OCT - 9 2013

CITY OF BISHOP

Dear Members of the City Council and City Staff:

Let me begin by saying thank you for your past support of the CHSRA Finals. Your willingness to continue this program during these difficult economic times is commendable.

As you are aware, funding for California Fairs was completely eliminated in 2012, resulting in a \$250,000 revenue reduction for the Tri-County Fair. We have made significant strides offsetting the loss of funds through the implementation of substantial cost cutting measures coupled with fee increases associated with facility utilization. In addition long time Fair manager, CEO Jim Tatum Retired In December 2012 to save the Fairgrounds additional funds.

Unfortunately, we have fallen short of complete balance. Consequently, we find it necessary to solicit additional support from those that benefit directly from our existence. The most recently completed Economic Impact Study estimates the Tri-County Fair and its numerous interim events contribute nearly \$15,000,000.00 to the local economy, the City of Bishop being the single largest beneficiary via sales tax, T.O.T, etc.

We are requesting \$5,000 in support for the 2014/2015 fiscal year, a significant increase as compared to 2013/2014. We are extremely cognizant of the potential negative impacts to other entities due to the finite nature of this fund. Therefore, we offer the following alternative. The Tri-County Fairgrounds pays approximately \$5,000 in water and sewer fees annually (water for fire suppression only). The waiving of these fees would result in the identical net benefit to the Fair while preserving the balance of the community support fund. The obvious impacts to the City would be the commensurate minor reductions to a substantially larger, well-funded line item.

Please understand this is in no way an attempt to dictate policy to your Council, just a potential alternative.

Sierra Street & Fair Drive • P.O. Box 608 • Bishop • CA • 93515
(760) 873-3588 • Fax (760) 873-8874 • Email: info@tricityfair.com
www.tricityfair.com

In conclusion, the Eastern Sierra Tri-County Fair is respectfully requesting \$5,000 in support for the CHSRA Finals. The caveat-of this level of funding cannot be accomplished without negative ramifications to other well deserving entities our request would revert to that of prior years.

Thank you in advance for your consideration of this extremely important matter.

Sincerely,

A handwritten signature in cursive script that reads "Sam Dean". The signature is written in black ink and is positioned above the printed name.

Sam Dean, CEO



CALIFORNIA INDIAN LEGAL SERVICES

BISHOP · ESCONDIDO · EUREKA · SACRAMENTO

Principal Office

609 S. Escondido Blvd., Escondido, CA 92025 ~ Phone: 760.746.8941 ~ Fax: 760.746.1815
www.calindian.org ~ contactCILS@calindian.org

October 10, 2013

Honorable Bishop City Council Members
City of Bishop
377 West Line Street
Bishop, California 93514

RECEIVED
OCT 15 2013
CITY OF BISHOP

Re: FY 2014-2015 Request for Funding & Proposed Budget

Dear Honorable Council Members:

On behalf of the Inyo Mono Senior Legal Program (IMSLP), California Indian Legal Services (CILS) respectfully requests support in the amount of \$1,000 for FY 2014-15 from the City of Bishop's Community Promotion funding.

For over twenty-eight years, CILS has successfully administered the IMSLP, which has proven to be a vital and irreplaceable resource for Bishop's senior community. The Council's generosity will have a lasting influence on the breadth and depth of services IMSLP is able to provide to the local senior population. A supplementary report is enclosed that outlines services IMSLP provided to the local senior population during FY 2012-13. Additionally, copies of the IMSLP budget proposal for FY 2013-14 are also included for your review.

Thank you for your consideration of this proposal for financial support for the Inyo Mono Senior Legal Program. If you have any questions about our request for support or you require additional information, please feel free to contact me directly at (760) 746-8941 extension 122 or via e-mail at dalther@calindian.org.

Sincerely,

CALIFORNIA INDIAN LEGAL SERVICES

Dorothy Alther
Executive Director

GIS Yearend Report

for July 1, 2012 - June 30, 2013

INYO MONO SENIOR LEGAL PROGRAM Senior Clients and Legal Issues

GRANT PERIOD: 7/1/2012 - 6/30/2013

PART A: Senior Demographics

Total Number of New Senior Clients Served:		41	Ages:	
African-American	<u>0</u>	<u>0.0%</u>	60-64	<u>9</u> <u>22.0%</u>
American Indian	<u>13</u>	<u>31.7%</u>	65-74	<u>14</u> <u>34.1%</u>
Asian	<u>0</u>	<u>0.0%</u>	75-84	<u>12</u> <u>29.3%</u>
Caucasian	<u>27</u>	<u>65.9%</u>	85+	<u>6</u> <u>14.6%</u>
Hispanic	<u>1</u>	<u>2.4%</u>		
Male Seniors	<u>12</u>	<u>29.3%</u>	Living Alone	<u>28</u> <u>68.3%</u>
Female Seniors	<u>29</u>	<u>70.7%</u>	Functionally Impaired	<u>14</u> <u>34.1%</u>
Seniors in Poverty	<u>11</u>	<u>26.8%</u>		
Minority Seniors in Poverty	<u>7</u>	<u>17.1%</u>		

PART B: Senior Legal Issues

Legal Issue	Number of Cases	Percent of All Cases
SSA/SSI Benefits	<u>5</u>	<u>12.2%</u>
Durable Power of Attorney Forms	<u>10</u>	<u>24.4%</u>
Medi-Cal/Medicaid/Medicare	<u>3</u>	<u>7.3%</u>
Health Issues	<u>1</u>	<u>2.4%</u>
Probate/Estate Planning	<u>7</u>	<u>17.1%</u>
Landlord/Tenant	<u>2</u>	<u>4.9%</u>
Other Housing	<u>2</u>	<u>4.9%</u>
Debt Relief/Collection	<u>7</u>	<u>17.1%</u>
Other Income Maintenance	<u>1</u>	<u>2.4%</u>
Other Consumer/Finance	<u>0</u>	<u>0.0%</u>
Family issues	<u>1</u>	<u>2.4%</u>
Employment	<u>1</u>	<u>2.4%</u>
Individual Rights	<u>0</u>	<u>0.0%</u>
Miscellaneous	<u>1</u>	<u>2.4%</u>
Total Senior Cases	41	100%

INYO MONO SENIOR LEGAL PROGRAM

BUDGET PROPOSAL 2014-2015

<u>FUNDING SOURCE</u>	<u>AMOUNT ANTICIPATED</u>
ESAAA-TITLE III B FUNDS	\$19,632
CITY OF BISHOP	\$ 1,000
COUNTY OF INYO-GIS FUNDS	\$ 8,000
DONATIONS	\$ 5,000
TOTAL FUNDS	\$33,632



CALIFORNIA INDIAN LEGAL SERVICES

BISHOP · ESCONDIDO · EUREKA · SACRAMENTO

Principal Office

609 S. Escondido Blvd., Escondido, CA 92025 ~ Phone: 760.746.8941 ~ Fax: 760.746.1815
www.calindian.org ~ contactCILS@calindian.org

October 14, 2013

Honorable Bishop City Council Members
City of Bishop
377 West Line Street
Bishop, California 93514

Rc: FY 2014-2015 Request for Funding Presentation

Dear Honorable Council Members:

On behalf of the Inyo Mono Senior Legal Program (IMSLP), California Indian Legal Services (CILS), we regret to inform you that due to a scheduling conflict, we will not be able to have our sole Bishop staff attorney available to present our funding request in-person at the October 17th hearing.

Please let us know if we can submit any additional information to support our request and/or what other information the City of Bishop would like to receive.

Thank you for your consideration. If you have any questions about our request for support or this letter, please feel free to contact me directly at (760) 746-8941 extension 122 or via e-mail at dalthers@calindian.org.

Sincerely,

CALIFORNIA INDIAN LEGAL SERVICES

Dorothy Alther
Executive Director