DATE: March 1, 2016

TO: City Council

FROM: Greg Nyhoff, City Manager
Office of the City Manager

SUBJECT: Request from the Oxnard Convention and Visitors Bureau regarding the 2016 North American Travel Journalists Association Conference

CONTACT: Greg Nyhoff, City Manager
greg.nyhoff@oxnard.org, 385-7430

RECOMMENDATION

That City Council:

1) Consider a request from the Oxnard Convention and Visitors Bureau for the 2016 North American Travel Journalists Association conference which will take place April 4 – 8, 2016 at the Embassy Suites Mandalay Beach Resort; and

2) Adopt a resolution forgiving the Transient Occupancy Tax (TOT) debt for attendees of the convention in an amount not-to-exceed $9,000; or

3) Authorize the City Manager to provide a sponsorship in the amount of $10,000.

BACKGROUND

The City of Oxnard has been selected as the host city for the Annual 2016 North American Travel Journalists Association Conference (NATJA) through the Oxnard Convention and Visitors Bureau to be held April 4 – 8, 2016 at Embassy Suites Mandalay Beach Resort. The conference is expected to draw over 100 professional accredited media/travel journalists from throughout the United States, Canada and Mexico. During the conference, travel writers will attend seminars and business meetings as well as have an opportunity to visit many of Oxnard’s attractions. The North American Travel Journalists Association is one of the premier professional associations of writers, photographers, editors, and tourism professionals dedicated to promoting travel and leisure activities to the public. There will be tremendous publicity generated by journalist attending this event.
The Oxnard Convention and Visitors Bureau is taking the lead for this conference, but there is a public benefit to City financial support for this conference. The financial impact to the City is a loss of up to $9,000 in TOT or the sponsorship of $10,000. However, it is anticipated that the publicity received by the City in United States, Canada and Mexico will offset our cost with the increase in tourism. The $10,000 sponsorship provides recognition in the NATJA newsletter leading to the conference, signage, a half-page advertisement in the program event and on site, and the opportunity to address the conference attendees.

**FINANCIAL IMPACT**

If City Council adopts a resolution forgiving the TOT, the impact to the General Fund would be a loss of TOT revenue in the amount of $9,000. If City Council approves the sponsorship in the amount of $10,000, there are sufficient funds available in the General Fund Account No. 101-1001-801-8338 to provide the sponsorship.

**ATTACHMENTS**

Attachment No. 1 - Request from the Oxnard Convention and Visitors Bureau and sponsorship packet.
Attachment No. 2 - Resolution forgiving the TOT
January 20th, 2016

Greg Nyhoff  
City Manager, City of Oxnard  
300 West 3rd Street, 4th Floor  
Oxnard CA 93036

Subject: Request for Hotel TOT waiver status from Monday April 4th, 2016 to Friday April 8th, 2016 at the Embassy Suites Mandalay Beach Resort, Oxnard.

Dear Mr. Nyhoff,

The City of Oxnard has been chosen as the host city for the Annual 2016 North American Travel Journalists Association Conference to be held at the Embassy Suites Mandalay Beach Resort in Oxnard. The April 2016 NATJA conference is expected to draw over 100 attendees to Oxnard, 80% of whom are professionally accredited media/travel journalists.

Oxnard Convention & Visitors Bureau will take lead for the Conference. As a Non-Profit 501(c) 3 organization, we respectfully request an Exemption of the Hotel Transient Occupancy Tax for those attendees with accommodations reserved under the NATJA group at the Embassy Suites Mandalay Beach Resort Oxnard during the period from April 4th to April 8th, 2016.

The NATJA Conference brings together professional media and travel journalists from throughout the United States, Canada and Mexico for a combination of business meetings and educational seminars. It also provides a perfect showcase for the City of Oxnard and the surrounding areas through tour activities and events scheduled each afternoon and evening at local tourist attractions and restaurants. In turn, Oxnard will be highlighted as a world-class visitor destination featuring story ideas and articles of many different facets our city has to offer.

Your approval to waive the Hotel Transient Occupancy Tax for this NATJA Conference group will help us to apply more funds into supporting our local community partners in the hospitality & tourism industry from accommodations, restaurants and attractions. The variety of local community business partners that we can help is wide in range and opportunity.

Thank you once again for your generous support of our tourism industry.

Yours sincerely,

F. Steven Buenger  
Chairman of the Board  
Oxnard Convention & Visitors Bureau

Cc: Maria Hurtado, Assistant City Manager
Enclosure: NATJA Press Release
North American Travel Journalist Association April 2016 Conference Sponsorship Opportunities

GOLD SPONSOR: $30,000
- Opportunity to address the conference attendees at General Session evening or closing event
- Promotional Video 2-5 minutes max. (production not included)
- Logo with live link on conference website
- Signage at all functions throughout the conference
- Full color AD in the Conference program - back cover or inside front cover position
- Stand-alone, table top exhibit space at Marketplace
- Logo recognition as GOLD Sponsor on all signage displays throughout conference
- Promotional material, promo items approved by NATJA, placed in conference bags
- Logo on Conference bags for attendees co-branded with NATJA
- One Year Ad Placement in the California Welcome Center Oxnard or on Oxnard CVB Website

SILVER SPONSOR: $10,000 (Special for City of Oxnard)
- Option to brand the evening Opening Event or Closing Event through décor, F&B and entertainment. All out of pocket hard costs outside the sponsorship contribution.
- LOGO with link on the 2016 Conference website
- Sponsor Signage at event & on conference program
- Opportunity to meet & greet attendees at singular event entrance and hand out preapproved items during arrivals & departure of event
- Full page B/W AD in the conference program
- Acknowledgment from NATJA President at opening night reception
- Recognition as Opening Night Sponsor in the NATJA newsletter, program & website
- Promotional materials, approved by NATJA, placed in conference bags
- One Year Ad Placement on the Oxnard CVB Website or in the California Welcome Center Oxnard

LUNCHEON ACTIVITY TOUR SPONSOR: $5,000
- Recognition as Lunch Sponsor in the NATJA newsletter leading up to convention, on the scheduled conference program, and on NATJA website
- Signage on site at the lunch event
- Half page B/W AD in the program
- Opportunity to address the conference attendees during a lunch break/event with a promo video 2-5 min max. (production not included)
- Promotional materials, approved by NATJA placed in conference bags
- Opportunity to hand out approved item during the luncheon event

MARKETPLACE SPONSOR BREAK: $4,000
- Stand-alone table top exhibit space at marketplace
- Signage at entrance to marketplace
- Logo & listing on conference program guide
- Recognition on NATJA website as conference sponsor
- Promotional material approved by NATJA placed in conference bags

CONFERENCE BAG SPONSOR: SOLD
$3,000 (One ONLY)
- Logo on conference bags for attendees co-branded with NATJA (Includes production)
- Recognition on NATJA website & program as conference sponsor
- Opportunity to place approved material or item in the conference bags

CONFERENCE BADGE SPONSOR: SOLD
$3,000 (One ONLY)
- Lanyard/ID Badges for all conference attendees co-branded with NATJA & your LOGO (Includes production)
- Recognition on the NATJA website as a sponsor
- Opportunity to place approved materials in the conference bags

CONFERENCE HOTEL KEYCARD/EVENT SOLD
SIGNAGE SPONSOR: $3,000
- Hotel Keycards for all conference overnight attendees co-branded with NATJA & your LOGO (Includes production)
- Recognition on NATJA website & program as conference sponsor
- Opportunity to place approved materials in the conference bags

COFFEE & SNACK BREAK SPONSOR: $3,000
- Coffee Station at seminars/workshops
- Snack Break at seminars/workshops
- Recognition on NATJA website & program as conference sponsor

Program Advertising: $800
- Half page B/W AD in the conference program

DISCOVER OXNARD
CALIFORNIA

ATTACHMENT 1
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CITY COUNCIL OF THE CITY OF OXNARD

RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF OXNARD FORGIVING THE TRANSIENT OCCUPANCY TAX FOR ATTENDEES OF THE NORTH AMERICAN TRAVEL JOURNALISTS ASSOCIATION CONFERENCE

WHEREAS, City Council Resolution No. 14,670 requires all requests for debt forgiveness must be approved or disapproved by the City Council on a case-by-case basis; and

WHEREAS, Section 13-45 of the Oxnard City Code provides that Transient Occupancy Tax is deemed a debt owed to the City; and

WHEREAS, the Oxnard Convention and Visitors Bureau is taking the lead for the 2016 North American Journalists Association conference taking place April 4 – 8, 2016 at the Embassy Suites Mandalay Beach Resort and are requesting that we forgive the Transient Occupancy Tax debt for attendees of the conference in an amount not-to-exceed $9,000; and

WHEREAS, the North American Travel Journalists Association is one of the premier professional associations of writers, photographers, editors, and tourism professionals dedicated to promoting travel and leisure activities to the public; and

WHEREAS, the publicity received by the City in the United States, Canada and Mexico will offset our cost with the increase in tourism.

NOW, THEREFORE, the City Council of the City of Oxnard hereby resolves:

1. Forgive the Transient Occupancy Tax debt for attendees of the convention in an amount not-to-exceed $9,000 and the City of Oxnard will benefit from the publicity received by the North American Travel Journalist attendees.

2. The City Manager is delegated authority to process all documents necessary to facilitate the Transient Occupancy Tax debt forgiveness.

PASSED AND ADOPTED THIS ___ day of ____________, 2016, by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

______________________________
Tim Flynn, Mayor

ATTEST:

______________________________
Daniel Martinez, City Clerk

APPROVED AS TO FORM:

______________________________
Stephen M. Fischer, Interim City Attorney

ATTACHMENT 2
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