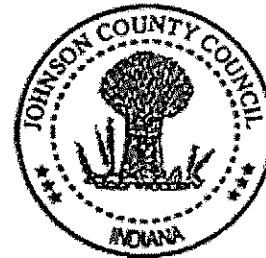


Johnson County Council

86 West Court Street
Franklin, Indiana 46131



Resolution 2015-03 Regarding Johnson County Council Innkeeper's Tax Recommendations

WHEREAS, the Johnson County Council desires to document its vision of the composition and operation of the Johnson County Convention and Tourism Bureau;

WHEREAS, the Johnson County Council recognizes that Indiana law grants authority to appoint members of the Johnson County Convention and Tourism Bureau to the Johnson County Board of Commissioners and the Mayor of Greenwood, Indiana; and

WHEREAS, the following recommendations are not binding, and are not intended to infringe upon the discretion or the policy-making authority of those entities, the Johnson County Convention and Tourism Bureau, or its appointees.

NOW THEREFORE, BE IT RESOLVED that the Johnson County Council recommends the following:

- I. The Board of Directors should be comprised of not less than five members and not more than nine members.
- II. The Johnson County Convention and Tourism Bureau should be self-sustaining and should not expend more funds than the Johnson County Treasurer deposits into the fund created by Ordinance 2015-03; a recommended sample budget is attached hereto as Exhibit A.
- III. To ensure that office space expenses are kept to a minimum, office space for the Johnson County Convention and Tourism Bureau should be located in a Johnson County Government-owned building, if available.
- IV. The Johnson County Convention and Tourism Bureau should maintain a good working relationship with the Johnson County Development Corporation, Greenwood Chamber of Commerce, Franklin Chamber of Commerce, all towns and municipalities within the County, and other local Convention and Tourism Bureaus in an effort to maximize the benefits of marketing Johnson County's restaurants, businesses, landmarks, entertainment venues, parks, and festivals and fulfilling the purpose of Ordinance 2015-03.

SO RESOLVED by the County Council in and for the County of Johnson, State of Indiana, this 5th day of October, 2015.

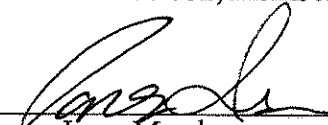
Johnson County Council

Pete Ketchum, President

Beth Boyce, Member



Robert Henderson, Member



James Ison, Member



John Myers, Member



Loren Snyder, Member



W. Brian Walker, Member

Attest:



Pamela J. Burton, Johnson County Auditor

**Exhibit A
Sample Budget**

INCOME

Room Rate Per Night Avg.	\$ 89.00	\$ 89.00
Days Rented Per Year <i>(all 1353 rooms rented per year)</i>	110	70
Total Collected Per Year on 1353 Rooms based on days rented	\$ 13,245,870.00	\$ 8,429,190.00
5% Innkeepers Tax revenue based on 1353 Rooms at a rate of \$89.00 per night	\$ 662,293.50	\$ 421,459.50
Grants and Sponsorships	\$ 40,000.00	\$ 40,000.00
Total Income / Revenue	\$ 702,293.50	\$ 461,459.50

*1 Includes website sponsorships and partner in-kind contributions

EXPENSES

Marketing	\$ 474,078.50	\$ 400,330.00
Community Grants	\$ 73,728.50	\$ -
Professional outside services	\$ 91,750.00	\$ 91,750.00
Advertising <i>(Paid media & 15% commission back to the agency, magazine print, TV/Radio, Web per click)</i>	\$ 190,000.00	\$ 190,000.00
Web Development	\$ 20,000.00	\$ 20,000.00
Photography	\$ 7,300.00	\$ 7,300.00
Exhibition / City Displays	\$ 11,000.00	\$ 11,000.00
Niche Market Pieces	\$ 7,300.00	\$ 7,300.00
Map	\$ 3,600.00	\$ 3,600.00
Sports <i>(Sports-related print material, grants to sport organizations to market their events)</i>	\$ 7,300.00	\$ 7,300.00
Professional Business Development <i>(Memberships to attend conferences, trade shows, area memberships, and travel - learning opportunities to market community on a larger scale)</i>	\$ 25,600.00	\$ 25,600.00
Seasonal and Travel Guides	\$ 25,600.00	\$ 25,600.00
Partner In-Kind Trade Use <i>(Free Stuff taken in hotels, golf, meals, that has to be booked as revenue & expense)</i>	\$ 7,300.00	\$ 7,300.00
Promotional <i>(Swag - Familiarization tours for media, national tourism week promo - raise awareness)</i>	\$ 3,600.00	\$ 3,600.00
Operations	\$ 72,215.00	\$ 72,215.00
Rent <i>(1500 Square Feet @ \$18)</i>	\$ 27,000.00	\$ 27,000.00
Utilities	\$ 3,200.00	\$ 3,200.00
Insurance	\$ 5,000.00	\$ 5,000.00
Mileage	\$ 3,500.00	\$ 3,500.00
Postage and Mailing Supplies	\$ 5,250.00	\$ 5,250.00
Furnishings (1 year) 3 offices, 1 small meeting area	\$ 16,515.00	\$ 16,515.00
Telephone/communication	\$ 5,000.00	\$ 5,000.00
Office Supplies	\$ 6,750.00	\$ 6,750.00
Salaries & Related Costs	\$ 156,000.00	\$ 156,000.00
Compensation Package Communications Coordinator <i>(Collaboration with Franklin College for Internships)</i>	\$ 156,000.00	\$ 156,000.00
Total Expenses	\$ 702,293.50	\$ 628,565.00
Net Loss / Gain	\$ -	\$ (167,105.50)

*2 Competitive grants to community organizations partnering with municipality or public entity.

*3 Consists of creative contract, digital marketing, contract labor, legal services, Quickbooks, agency advisors, marketing assistance, website hosting, maintenance, tech support, regional support, and misc. expense.

*4 One-time expense, then annual maintenance and support at lower amount.

*5 Includes director, business, and worker compensation premiums.

*6 Mileage for two employees using own vehicles and reimbursed at 2015 IRS rate of 57.5 cents per mile.

*7 Initial outlay for start-up (may be reduced if co-sharing space, but budgeting just in case.)

*8 Includes landline, cell, branded email, copier, fax, ISP.

*9 Includes FT Director (\$65,000) and one FT visitor services position (\$40,000), plus health insurance reimbursement, taxes, insurance and benefits.