

Redondo Beach Travel and Tourism

Board of Directors Meeting

Meeting Minutes

Monday, November 25 at 9:30am
Shade Hotel Harbor 655 N Drive, Redondo Beach, CA 90277

I. Call to Order

Board Chair Rebecca Elder called to order the RBTT Board of Directors Meeting at 9:35am. The Board did not have a quorum, so Rebecca Elder moved Action Item 1 up in the agenda to allow time for another Board Member to arrive.

Redondo Beach Ballet - Donna Martin, Francesca Stern and Randolph Stern presented the Redondo Beach Ballet. They shared that there was a lack of awareness of Redondo Ballet Company, and it was unique that the city had their own Ballet company. They discussed the economic impact that the arts brings, and referencing a Tulsa study as an example. Partnership ideas including creating weekends to include a hotel stay around performances to help build relationship of hotel/restaurant. They shared that the Snow Queen program is coming up in February, and lots of families attend. Redondo Beach Ballet suggested a partnership where they refer RBT for hotel stays, and RBT showcases the Ballet on their website. The Board discussed the opportunity and agreed that they wanted to feature arts and the Ballet more prominently on the website and include it in an events calendar to add depth to the destination. They were also interested in hearing future partnership ideas from Redondo Beach Ballet.

II. Approval of Minutes

Review and approve the Meeting Minutes

- Minutes from the October 21st meeting were routed to the RBTT Board by Chair, Rebecca Elder. Sandra Vivas made a motion to approve and file the Minutes, Rey Rodriguez seconded and a vote was held. All in favor – aye.

III. Approval of Financials

- Financials were distributed and reviewed by Kasi Iacono, Treasurer. Rebecca Elder asked if the financials could be changed so that all the 2018-2019 fiscal year transactions were on a separate sheet, and only the 2019-20 (current fiscal year) was distributed. Kasi agreed, and the change will be made on the next distribution. Rebecca Elder made a motion to approve and file the Financials, Rey Rodriguez seconded and a vote was held. All in favor – aye.

IV. Public Comment

Board Chair Rebecca Elder opened the meeting to public comment for all items on or not otherwise on the Agenda at 10:05. Mickey Maraffino attended representing Marketing for the King Harbor Association. She saw opportunity to partner with RBT on the upcoming Boat Parade (12/14), the same day as the car show, Pier concert & Santa visit. KHA's goal was to have people from Pier concert and car show stay over for the Boat Parade. Mickey mentioned that local business were adding early bird specials to keep people in the area. KHA is emphasizing viewing locations for Boat Parade, they're running 2 ads in Easy Reader and creating rack cards for businesses to promote activities. The 10K is the next project for KHA, who sponsors the costume contest. Mickey is focusing on updating website (visitkingharbor.com) to encompass the whole waterfront area, possibly featuring a link to the RBT website. Mickey felt that a holiday Festival of Lights would be a good fit for the area in the future, and referenced Dana Point Festival of Lights as a great event with social media. Dana Point had created a holiday light festival throughout the season on 2 different weekends. Daniel Martin of PSM asked for the KHA creative to be sent to PSM so the info could be added to the RBT website. Rebecca Elder closed public comment at 10:11 am.

V. Action Items

1. Co-Sponsorship opportunity for city walking map was continued, Jeff will reach out when he is ready to present, likely after January.
2. Annual Meeting
 - The open one-year terms were discussed. Michael Murray and Rey Rodriguez were interested in continuing in their Board roles for another year. Rebecca Elder shared that Civitas had indicated that the minutes have been very detailed, and that level of detail was not necessary for future minutes, which would take some burden off the Secretary role. The Secretary position remains open, and Mike Cameron of the Redondo Beach Hotel had not expressed interest in joining the Board. A suggestion was made that the current participating hotels seek volunteers amongst their staff, so a hotel would represent 2 seats. The Board will gauge interest amongst their teams, with an update next meeting. Rebecca Elder made a motion to approve Michael Murray and Rey Rodriguez to another term, Kasi Iacono and a vote was held. All in favor – aye.
3. Annual Financial Report
 - The Board vote on reallocating Admin & General surplus between Sales & Marketing and Contingency, keeping \$20K in the Admin & General. The Board referenced the Management District Plan to confirm what Contingency funds could be used for, and decided the surplus should be reallocated as a split between Sales & Admin and Contingency. Rebecca Elder made a motion to relocate \$60K from Admin & General fund, with \$30K into Contingency and \$30K into Sales & Marketing, which would help supplement marketing money for Jan/Feb that was not originally contracted in the PSM budget. Rey Rodriguez seconded and a vote was held. All in favor – aye.

4. PS&M Marketing Update

- Social Media/Marketing - new creative was presented highlighting the Business Ad launch and holiday images. PSM will shoot at Holiday Stroll & Boat Parade to get more 'cold weather/ holiday' imagery. They will visit properties to get b-roll of hotels decorated for the season. Future shoots to develop content on citywide events include Boat Parade. 2 media plans were presented that included Jan/Feb of 2020 (not in the original budget for 2019) and keeping the digital campaigns active. Rebecca Elder asked if the \$30K that the Board just approved for Sales & Marketing should be applied for Jan/Feb of 2020, and Daniel preferred to use that toward the 2020 full year campaign that was forthcoming.
 - i. Review results of campaign and sponsorships
 - 1. Beach Life Festival opportunity – was continued to next meeting.
 - ii. The results of the CVENT campaign for 2018-2019 was presented, and while the leads showed significant growth, there was no conversion and the Board ultimately felt that the leads were too large and unqualified. The Board workshopped some alternate ideas to target group, and PSM will do more research.
- The Influencer Daycation results were shared, all were unpaid influencers. RBT gained almost 1M impressions of reach from 5 influencers total, and 1 dedicated InstaGram post. Pure Barre and Arnolds Hair Salon came out to the event. The cost of \$500 was for the hair salon, Uber for some influencers and food and beverage. Daniel noted that the \$31K allocated to the Paid Social Influencers & Editorial Fam trip budget line item will likely come in at \$20K for the year, with \$11K that can be reallocated.
 - i. Romaroo updates were shared.
 - ii. Fam trip updates included Edmund Vallance of LA Times who just stayed at Shade, and more info is to come on stories.
- November Web & Digital analytics were shared
 - i. The Board commented on strong results from the Digital out of home and programmatic banner ads.
 - ii. ARES tracking was presented, and Cameron clarified that the Booking Engine pageviews was 3K on the booking engine, and not 19K that was shared last week. Reports indicated that guests are proceeding to hotel specific pages, and total added to carts is 99. However, no bookings tracked as of yet and PSM is working with ARES to optimize results. PSM is exploring other sites to add the RBT widget to that will drive traffic (and thus bookings). Daniel noted that part of the challenge with conversion is the ease of rate comparisons – guests are looking at rates but not actually booking. PSM is researching why and is also looking at how secure the ARES site looks. PSM will be working with ARES on a redesign. PSM mentioned that some other

booking sites had a competitive advantage due to the points based models and incentives for booking (example: Expedia VIP). ARES indicated that they've seen success with credits to activities in the city (ie \$25 gift card to city). PSM suggested bonus to book program and the team workshopped ideas including a 10% city savings pass and a \$25 gift card. PSM to present ideas at the next meeting.

- Winter Expedia Campaign results – Cameron noted that RBT was upgraded to Presenting tier, and, though a lower ADR is being seen, we're pacing ahead of prior campaigns in the mid-point. Expedia has moved to quarterly co-ops as of this campaign (where the first two were 2 months). Cameron noted that RBT saw better results when Redondo was featured as a destination campaign in LA versus just Redondo as a destination alone. This informs our digital strategy as LA's costal destination.
 - i. 90% of the hotels are pacing better, smaller hotels are doing much better
 - ii. Additional Expedia Campaign opportunity – Expedia has moved to Quarterly co-ops, Q1 LA Destination campaign is available for Jan 1-March 31. Rebecca made a motion to approve the \$22K spend, Sandra seconded a vote was held, all in favor -aye.
- 5. Discuss renewing PS&M contract for 2020-21 - continued
- 6. Update on subscription to Destination STR Report - continued

VI. Informational Items

- 1. Update on Collections
 - Board Advisor Laurie Koike updated that Council approved August -Sept payments at the last meeting, and assessments will be remitted monthly moving forward. She reminded the group that filming permits are required for city property and can be found on the city website under the fire department. There is no charge but paperwork is required. Photo/organic are fine, that applies to video only. Kasi asked if hotels could be notified when the Marina lot is being used for filming. Daniel noted that on 1/1/20 there will be new data compliance laws taking effect, and that PSM is compliant with data information for targeting and retargeting.

VII. Miscellaneous Items

- 1. Set Next Meeting
 - Board Chair Rebecca Elder will confirm next meeting date for Monday, December 9th at 9:30am.

VIII. Adjournment

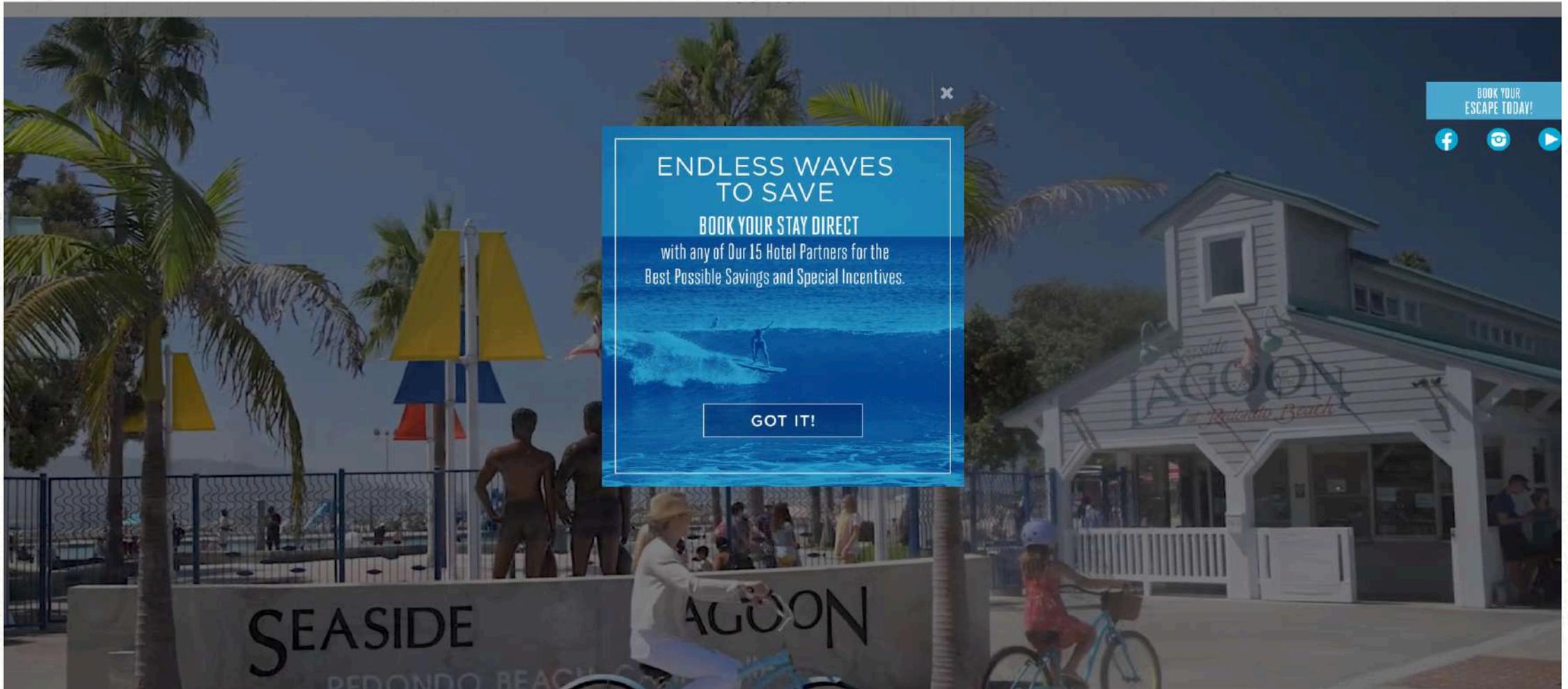
Board Chair Rebecca Elder closed the meeting, with no further business to report.

BROWN ACT: *Government Code 54950* requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. The public may inspect the agenda and any associated writings, and documents delivered after the posting of the meeting may be obtained, at 260 Portofino Way, Redondo Beach, CA 90277.

ADA: Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Rebecca Elder by calling 805.895.6309 at least 48 hours prior to the meeting.

NOTICE TO PUBLIC: You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.

New Web Soft Gate Launch



Dedicated Business Ad Updates and Launch



REDONDO BEACH
TOURISM



**Business
Friendly
Beach
Town**



REDONDO BEACH
TOURISM



**Luxury
Hotels to
Cozy Inns**

[LEARN MORE](#)



REDONDO BEACH
TOURISM



**Just
Minutes
from LAX**

[COMPARE RATES](#)



REDONDO BEACH



GIVE YOUR NEXT MEETING

[LEARN MORE](#)



SOME GOOD, GOOD, GOOD, GOOD VIBRATIONS

Just Minutes from LAX

[SEARCH DATES](#)

Seasonal Photo/Video Shoots

Scheduled for December 5th

2019 Riviera Village Holiday Stroll @ 5:00pm – 9:00pm



Book Now Creative Callout Launch

Come Explore Redondo Beach | The Best Rated Family Hotels | Book Your Stay Today i
[Ad](#) booking.redondobeachtourism.com/VacationDeals/...

Exclusive Deals on Beachfront Hotels in LA. Plan Your Redondo Beach Vacation With Ease. Stay in Fine Hotels, Elegant Inns, Sea Side Motels in this Charming California Beach Town Explore the Boardwalk. Pier. Parks. Romanti...

[Explore Redondo Beach](#)

[Watch Our Short Film](#)

[Stay Connected](#)

Best Seaside Hotels in LA | Plan Your Family Vacation Now | Compare Prices i
[Ad](#) redondobeachtourism.com/VacationDeals

Be the First to Hear About Special Offers and Exciting Events in Redondo Beach. Stay in Fine Hotels, Elegant Inns, Sea Side Motels in this Charming California Beach Town Explore the Boardwalk. Pier. Parks. Romantic Vistas...

[Explore Redondo Beach](#)

[Watch Our Short Film](#)

[Stay Connected](#)

Redondo Beach Tourism | Low Cost Hotels | Book Your Stay Today
[Ad](#) www.redondobeachtourism.com

A Quintessential California Retreat With Luxury Hotels.
Explore the Boardwalk · Pier · Parks · Romantic Vistas
Amenities: Minutes from LAX, Luxury Hotels, Comfortably Elegant Inns, Friendly Seaside Motels, Busin...

[Explore Redondo Beach](#)
Discover our Family Friendly Hotels & Cool Stretch of Beachfront

[Watch Our Short Film](#)
When We Return to the Sea
We Return to Each Other

Final 2019 Site Impact E.Card

CAMPAIGN REPORT

Campaign Summary

Name: Redondo Beach Tourism

From Line:	Redondo Beach - Classic California, Instant Local
Subject Line:	Book A Hotel For Your SoCal Business Trip This Holiday Season!
Date/Time:	11/12/2019
Quantity:	50,000
Opens:	7,782
Opens %:	15.56%

ID:	1227294
Clicks:	1,269
Click %:	2.54%

Campaign Creative

CAMPAIGN STATS

Opens | 15.56% Total Opens 7,782

Clicks | 2.54% Total Clicks 1,269

CTOR | 16.31%

Device Stats by Click

Desktop	59.18%	751
Mobile	40.82%	518

WEB BROWSER STATS BY CLICK



LINK SUMMARY



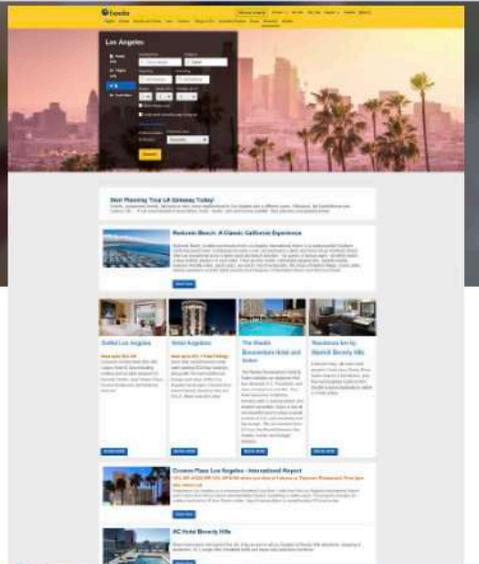
Index	Link URL	Clicks	%
1	http://psmcloud.com/marketing/redondo-beach-tourism/2019-09-Good-Vibrations-Business-Trip/index.html	29	2.29%
2	https://www.redondobeachtourism.com/	97	7.64%
3	https://www.redondobeachtourism.com/	258	20.33%
4	https://www.redondobeachtourism.com/	240	18.91%
5	https://booking.redondobeachtourism.com/	295	23.25%
6	https://www.redondobeachtourism.com/meetings	330	26.00%
7	https://www.instagram.com/redondobeachtourism/	13	1.02%
8	https://www.facebook.com/RedondoBeachTourism	7	0.55%
		1,269	

2019 Winter Expedia Update & 2020 Campaign Options



CO-OP
CAMPAIGNS

Co-Op Campaigns from Expedia Group™
Media Solutions combines display advertising with custom landing pages to enable multiple advertisers to extend their marketing spend together, while still aligning with marketing budgets and business objectives. **ENROLL NOW!**



LA 2020 QUARTERLY CO-OPS
Q1 1Jan-31Mar Q2 1Apr-30Jun
Q3 1Jul-30Sep Q4 1Oct-31Dec

THE STRATEGY

- Targets LA's **Top Domestic Fly/Drive Origin Markets**.
- Targets **ONE International Market Per Quarter**
- Targets **active/previous LA searchers/travel intenders** who have yet to book their stays.
- Multiple levels of exposure
- Expedia matches all media funds - 1:1 match
- Multi-tier pricing structure to accommodate budgets:
 - **DMO/Hotel Cluster Rates:** \$25K, \$20K or \$15K
 - **Hotel Rates:** \$8K or \$4K

KEY BENEFITS

- **Better Together:** You can partner with other advertisers who have similar goals and extend your marketing spend together
- **Flexible and Customizable:** Whether your goal is to drive awareness and engagement or increase bookings, Co-Op Campaigns can be flexible and customizable to your marketing goals and needs
- **Reach Your Relevant Audience:** Powered by audience segmentation that can be highly customized, advertisers can reach the right consumer with the right message at the right time



2019 Winter Mid-Campaign Metrics

Dates	Total \$	ADR	RN	Avg. LOS
10/1-11/17	\$414,008	\$159	2,358	2.3333

2019 Summer Campaign Metrics

Dates	Total \$	ADR	RN	Avg. LOS
6/15 - 8/15	\$624,223	\$199	2,831	2

2019 Spring Campaign Metrics

Dates	Total \$	ADR	RN	Avg. LOS
3/1 - 4/30	\$375,329	\$188	1,994	2

- ADR is down in Winter Campaign but total Room Nights are up
- Smaller Hotels have surpassed previous campaign totals by mid-point
- Gross Total Dollar Amount is pacing higher than the previous campaigns
- 90% of Hotels are performing better than their previous numbers



REDONDO BEACH
TOURISM

INFLUENCER "DAY-CATION" 11.8.19

OVERVIEW

946,560 REACH

14,348 IG PROFILE IMPRESSIONS

4,809 IG STORY IMPRIEWS

250 NEW PROFILE SESSIONS

342 IG STORY VISITS

28 NEW IG FOLLOWERS

16 IG STORIES

5 INFLUENCERS

1 DEDICATED IG POST



666 LIKES 39 COMMENTS

POST BY: RACHEL ROLLAR, VERIFIED ON INSTAGRAM

INFLUENCER ATTENDEES



JEWELL
137K FOLLOWERS
TRAVEL & LIFESTYLE
SOCAL BASED



CELINE
65.6K FOLLOWERS
FOOD & LIFESTYLE
LA BASED



CHLOE
13.5K FOLLOWERS
FOOD & WINE
LA & OC BASED



RACHEL
11.1K FOLLOWERS
TRAVEL & LIFESTYLE
LA BASED



EMILY
7,460 FOLLOWERS
LIFESTYLE
SOCAL BASED



DAY-CATION

 pure barre®
lift • tone • burn

PURE BARRE REDONDO

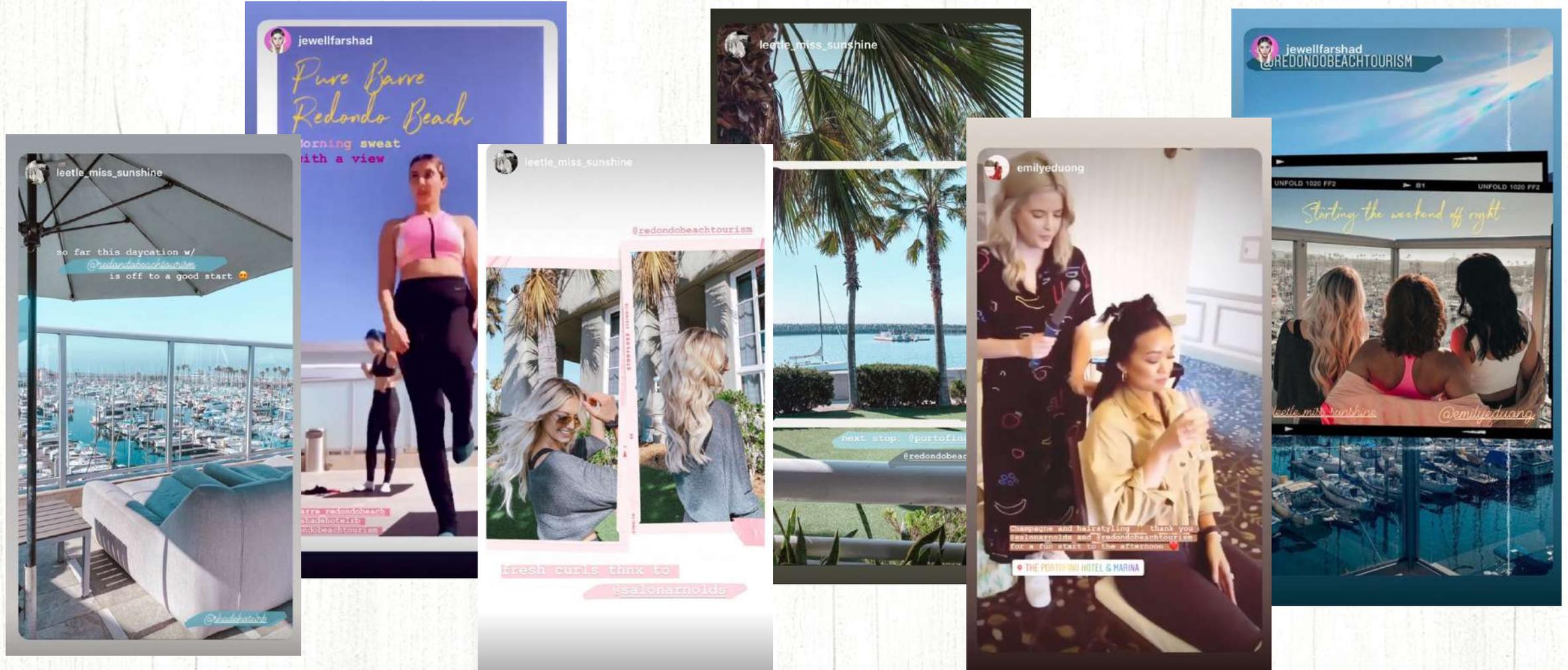
ARNOLD'S

ARNOLD'S HAIR SALON REDONDO

#VISITREDONDO



INSTAGRAM STORY RECAP



Ongoing Influencer Social Media Updates

2nd Round of Posts/ Oct 22nd-25th

Social Channel	# of posts	Likes	Comments
@RedondoBeachTourism (Instagram)	5	668	48
@RedondoBeachTourism (Facebook)	5	116	5
@Roamaroo (Instagram)	4	11,564	563
Roamaroo (Facebook)	4	77	2

Individual Post Breakdown

@RedondoBeachTourism (Instagram)

@RedondoBeachTourism (Facebook)

@Roamaroo (Instagram)

Roamaroo (Facebook)

Instagram	Likes	Comments	Shares	Profile Visits	Impressions	Facebook	Likes	Engagements	Reach	Instagram	Likes	Comments	Facebook	Likes	Comments
Beach Bike	181	15	83	25	2,736	Beach Bike	50	135	1,777	Beach Bike	2,623	152	Beach Bike	23	1
Rooftop View	108	6	0	15	2,352	Rooftop View	15	99	1,279	Rooftop View	4,479	171	Rooftop View	18	1
Rooftop Pool	126	11	22	12	2,558	Rooftop Pool	10	26	1,029	Rooftop Pool	2,219	132	Rooftop Pool	13	0
Marina	130	3	2	10	1,903	Marina	13	28	875	Marina	-	-	Marina	-	-
Beach Sunset	123	13	74	13	1,780	Beach Sunset	28	58	1,271	Beach Sunset	2,243	108	Beach Sunset	23	0

Ongoing Influencer Social Media Updates

2nd Round Creative

Beach Bike



roamaroo • Follow
Redondo Beach, California

roamaroo We wheely love Redondo Beach 🚲

When people think of LA, they think of the glitz of Hollywood 🌟, the monolithic mountains of Malibu 🏔️, but it's Redondo Beach that possesses the seaside soul of classic California 🌊. To us, there is NO place on earth that can compare to our home in the South Bay of LA and we're so excited to share this amazing area with all of you. From the beautiful bike rides to stellar surfing, world-class restaurants, and year-round sunshine, there's truly no place that can compare to LA's beach getaway - Redondo Beach. 🌞

Head to the @redondobeachtourism page for our full takeover from palm tree paradise! @redondobeachtourism #visitredondo

Liked by redondobeachtourism and 2,623 others

OCTOBER 22

Add a comment... Post

Rooftop View



roamaroo • Follow
Shade Hotel Redondo Beach

roamaroo Soaking it in with my very own James Blonde 🌞

It's always fun to play tourist in your own town and we loved uncovering the variety of hidden gems in Redondo Beach. From the delicious coffee at @theboyandthebearco, the rooftop pool and happy hour at @shadehotelrb, the delicious dining at local restaurants like @gabijamesia @hudsonhousebar and @r10socialhouse, plus stand-up paddle boarding in Redondo Harbor, we had our very own exotic staycation right here in Redondo Beach. @redondobeachtourism #visitredondo #sponsored

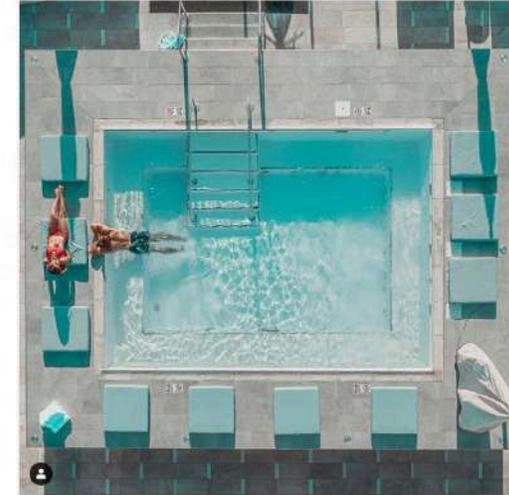
4w

Liked by redondobeachtourism and 4,479 others

OCTOBER 23

Add a comment... Post

Rooftop Pool



roamaroo • Follow
Redondo Beach, California

roamaroo When you live where people vacation 🌞

Redondo Beach is all about the local love - family owned restaurants, bespoke boutique shopping, local surf spots, and beautiful boutique hotels like @shadehotelrb. Located on Redondo Harbor, there's easy access to sailing, biking, and the beach. Plus - it has a rooftop pool that is 🌊. In the summer months, the @shadehotelrb throws epic rooftop pool parties, too 🎉. To many, summer is a state of mind... unless you live in Redondo Beach. And then it's always summer! @redondobeachtourism #visitredondo #sponsored

Liked by redondobeachtourism and 2,219 others

OCTOBER 24

Add a comment... Post

Marina



redondobeachtourism • Following
King Harbor Marina

#exploredondo #visitredondo #travelredondo #redondobeach #southbayla #social #sociallife #yachtlife #paddleboarding #californiacoast #californiavibes #callife #velovetravel #travelcalifornia #traveltogoals

3w Reply

sisis_been_here Great picture

3w 2 likes Reply

wfbroker 🍷

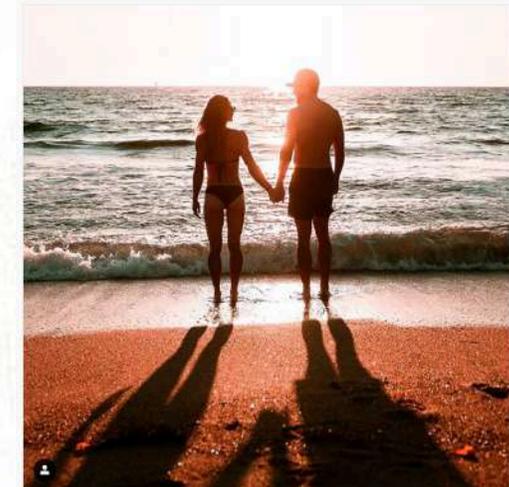
3w 2 likes Reply

Liked by chanelieschannel and 129 others

OCTOBER 24

Add a comment... Post

Beach Sunset



roamaroo • Follow
Redondo Beach, California

roamaroo There's no place like home 🏡

Thank you for tuning into our takeover of @redondobeachtourism! We've called these beautiful beaches home for nearly a decade and we swoon at every one of these SoCal sunsets 🌅. While you know that we're professional beach hunters, always in search of the most epic beaches around the globe, nothing can compare to our home beaches! With year-round sun, surf, and beach volleyball, it's an outdoor adventurers dream beach (ahem - any wonder why we call it home?). There's no place like the SoCal cool of Redondo Beach. 🌊 I remember when I first moved to LA, I didn't like it. It felt "sceney" and surface level. I didn't think I'd

Liked by redondobeachtourism and 2,243 others

OCTOBER 25

Add a comment... Post

FAM Trip Updates

Edmund Vallance of LA Times

Saturday, November 23rd

- Lunch Reservations at R10 Social House, 12:00PM
- Leave Bags at Shade Hotel front Desk
- Redondo Beach Bike Tour/Excursion:
 - Marina Bike Rentals, Reservation at 2:00PM
 - Biking Tour of Esplanade, Redondo Beach Historic Library, Avenue C Stairs
- Appetizers at Old Tony's in Redondo Beach Pier
- Hotel Check-In – 3:00PM
- Evening stroll through Riviera Village
- Dinner Reservations at The Hook & Plow, 6:30PM

Sunday, November 24th

- Breakfast at Hotel
- Riviera Village Farmers Market, Hours: 9AM – 2PM
- Check-Out of Shade Hotel – 11:00AM
- Coastal Activity:
 - Dive N Surf Store Visit & Rentals:
 - 2 Double Kayaks (2 Hour Rental), Reservation at 11:30AM
- Explore Shade Hotel Rooftop Aquadeck and Relaxation Pool
- Dinner Reservations at Sea Level at Shade Hotel, 6:30PM

Monday, November 25th

- Breakfast & Coffee at The Boy & The Bear Roastery
- Check-Out of Shade Hotel – 11:00AM

November Web & Digital Analytics

Google AdWords:

- Impressions: 599,010
- Clicks: 2,551
- CTR: 0.42%

Facebook & Instagram:

- Impressions: 1.05 Million
- Clicks: 22,650

Digital-Out-of-Home:

- Impressions: 401,985

Bing:

- Impressions: 570,231
- Clicks: 2,580
- CTR: 0.45%

Programmatic Banner Ads:

- Impressions: 2,091,302
- Clicks: 7,684

YouTube:

- Impressions: 450,461
- Views: 28,765
- Clicks: 795

aRES Tracking

Total Booking Engine Pageviews: **3,520**

Total Add to Carts: 99

Specific Hotel Detail Page Visits:

- Shade Hotel – 353 Views
- Portofino Hotel – 180 Views
- The Redondo Beach Hotel – 133 Views
- Crown Plaza – 130 Views
- Hilton Garden – 90 Views
- Residence Inn – 65 Views
- Homewood Suites – 62 Views
- Best Western Galleria – 55 Views
- Best Western Plus – 47 Views
- Ramada Limited Inn – 33 Views
- Redondo Inn & Suites – 23 Views
- Redondo Pier Inn – 9 Views
- Pacific Coast Inn – 35 Clicks
- Seaside Motel – 31 Clicks
- Moonlite Inn – 17 Clicks

City TOT Tracking

	Number of Rooms Rented			% of Occupancy	Gross Receipts			Exemptions				
	Airlines	Others	Total		Airlines	Others	Total	Permanent	Government		Airline	Total
									Fed/State	Foreign		
Jul-15	2,747	33,480	36,227	84.62%	375,985.00	6,157,220.44	6,533,205.44	34,658.29	10,841.40	-	184,780.75	230,280.44
Aug-15	2,768	31,876	34,644	80.92%	378,330.00	5,392,724.23	5,771,054.23	39,528.84	29,183.00	-	186,881.75	255,593.59
Sep-15	2,237	31,010	33,247	80.25%	284,627.00	4,564,563.58	4,849,190.58	31,541.85	67,588.99	-	135,802.70	234,933.54
Oct-15	2,321	32,044	34,365	82.95%	295,873.00	4,875,276.88	5,171,149.88	39,801.23	24,858.50	139,578.45	-	204,238.18
Nov-15	2,016	27,738	29,754	71.82%	253,438.00	3,951,416.35	4,204,854.35	26,824.86	20,924.00	-	117,097.20	164,846.06
Dec-15	2,821	27,171	29,992	72.39%	391,036.00	3,632,408.36	4,023,444.36	36,385.29	18,247.30	-	148,124.35	202,756.94
Jan-16	3,030	28,435	31,465	75.95%	422,357.00	4,035,848.63	4,458,205.63	31,030.44	16,055.87	-	207,790.55	254,876.86
Feb-16	2,397	29,632	32,029	77.31%	347,037.00	4,567,002.82	4,914,039.82	31,933.06	43,223.82	-	167,491.50	242,648.38
Mar-16	2,527	33,911	36,438	85.11%	398,103.00	5,208,811.75	5,606,914.75	29,904.44	31,498.00	-	190,205.40	251,607.84
Apr-16	2,346	31,132	33,478	80.81%	365,223.00	4,807,479.63	5,172,702.63	23,758.04	33,430.00	-	173,158.15	230,346.19
May-16	2,434	31,582	34,016	79.46%	398,575.68	4,894,537.96	5,293,113.64	19,649.30	42,541.20	-	181,252.50	243,443.00
Jun-16	2,522	28,017	34,841	84.10%	391,973.72	5,438,834.10	5,830,807.82	21,980.70	19,937.00	-	189,020.15	230,937.85
Jul-16	2,795	32,961	35,825	86.47%	455,010.72	6,433,203.28	6,888,214.00	17,924.48	27,821.37	-	221,944.80	267,690.65
Aug-16	2,531	33,557	36,005	86.91%	407,938.20	5,993,861.44	6,401,799.64	24,752.28	21,706.39	-	198,283.80	244,742.47
Sep-16	2,093	32,145	34,347	82.90%	322,243.52	5,043,939.71	5,366,183.23	19,310.07	31,473.26	-	149,773.25	200,556.58
Oct-16	2,425	33,403	35,329	85.27%	377,755.48	5,267,866.24	5,645,621.72	19,424.48	16,979.00	-	176,906.95	213,310.43
Nov-16	2,269	29,681	32,493	78.43%	353,537.20	4,511,109.82	4,864,647.02	30,296.86	18,138.00	-	168,825.25	217,260.11
Dec-16	2,894	27,792	30,686	74.07%	466,315.68	3,881,217.70	4,347,533.38	35,910.37	14,099.95	-	229,201.50	279,211.82
Jan-17	2,888	30,723	33,611	81.13%	484,064.00	4,654,710.45	5,138,774.45	17,513.28	25,572.93	-	240,598.05	283,684.26
Feb-17	2,056	29,304	31,360	75.69%	345,907.00	4,650,459.80	4,996,366.80	18,650.00	45,824.68	-	164,161.80	228,636.48
Mar-17	2,378	33,397	40,788.00	84.69%	35,775	5,623,520.95	6,024,308.95	23,121.29	32,398.65	-	241,926.49	284,582.49
Apr-17	2,156	32,784	34,940	87.70%	361,860.00	5,311,666.62	5,673,526.62	24,500.85	71,810.94	-	174,576.60	270,888.39
May-17	2,098	36,141	38,239	84.13%	353,438.00	5,787,496.11	6,140,934.11	24,308.29	55,844.03	-	166,670.90	248,823.22
Jun-17	2,249	38,728	40,977	90.16%	379,063.00	5,847,619.80	6,226,682.80	19,931.85	13,163.10	-	180,615.05	213,710.00
Jul-17	2,309	40,622	42,931	97.95%	408,959.00	7,632,781.56	8,041,740.56	63,127.54	20,022.52	-	196,063.45	279,213.51
Aug-17	2,391	39,651	42,042	95.92%	423,472.00	7,195,270.14	7,618,742.14	83,050.34	42,897.99	-	202,219.60	328,167.93
Sep-17	2,088	37,734	39,822	87.79%	359,030.00	6,097,816.18	6,456,846.18	15,717.05	24,101.10	-	170,561.60	210,379.75
Oct-17	2,431	38,210	40,641	89.42%	412,179.00	6,101,067.64	6,513,246.64	29,967.29	19,902.31	-	198,523.05	239,392.65
Nov-17	2,541	32,573	35,114	80.11%	430,736.00	4,957,595.23	5,388,331.23	49,014.54	28,163.35	-	104,720.00	181,897.89
Dec-17	2,698	32,797	35,495	80.98%	464,567.00	4,753,510.14	5,218,077.14	31,921.28	32,087.26	-	116,688.00	180,696.54
Jan-18	2,782	33,998	36,780	83.92%	484,970.00	4,958,382.02	5,443,352.02	33,008.63	4,173.55	-	128,206.65	165,388.83
Feb-18	2,629	34,135	36,761	83.30%	457,888.00	5,478,539.45	5,936,427.45	26,170.45	25,004.00	-	125,301.55	176,476.00
Mar-18	2,993	38,234	41,224	90.40%	520,877.00	6,116,170.58	6,637,047.58	49,722.28	10,558.10	-	153,011.65	213,292.03
Apr-18	2,895	33,144	36,035	78.77%	503,730.00	5,957,333.70	6,461,063.70	113,493.61	17,646.00	-	143,287.10	274,426.71
May-18	3,071	33,066	36,133	76.43%	534,483.00	6,032,030.91	6,566,513.91	97,674.17	3,826.00	-	148,128.20	249,628.37
Jun-18	3,051	34,267	37,314	81.56%	526,402.00	6,682,784.79	7,209,186.79	81,113.35	1,038.00	-	160,726.50	242,877.85
Jul-18	3,019	35,645	38,660	80.15%	544,946.56	7,706,942.77	8,251,889.33	14,673.29	36,194.95	-	285,431.31	336,299.55
Aug-18	3,343	35,152	38,491	79.80%	604,592.95	7,305,534.69	7,910,127.64	14,826.89	66,183.79	-	167,497.52	248,508.20
Sep-18	3,505	32,065	35,564	76.19%	605,340.00	5,851,524.76	6,456,864.76	14,254.85	45,631.44	-	160,991.89	220,878.18
Oct-18	3,224	33,821	37,039	76.79%	562,247.00	5,927,744.98	6,489,991.98	14,851.29	23,114.85	-	181,102.56	219,068.70
Nov-18	2,905	31,860	34,759	74.46%	507,207.00	5,103,597.40	5,610,804.40	13,290.85	27,055.94	-	176,142.57	216,489.36
Dec-18	2,674	29,722	32,390	67.15%	469,432.00	4,687,295.57	5,156,727.57	47,893.76	47,893.76	-	166,086.80	230,109.85
Jan-19	2,551	30,196	32,741	67.88%	451,255.00	4,791,907.24	5,243,162.24	13,890.29	63,080.80	-	156,199.51	233,170.60
Feb-19	2,155	31,444	33,593	77.10%	379,717.00	5,143,348.19	5,523,065.19	13,118.28	66,074.57	-	139,215.38	218,408.23
Mar-19	3,240	34,074	37,308	77.34%	539,670.00	6,150,373.38	6,690,043.38	14,917.29	33,325.24	-	263,972.51	312,215.04
Apr-19	2,551	30,347	32,892	70.46%	451,255.00	4,809,371.74	5,260,626.74	15,728.29	63,080.80	-	156,199.51	235,080.60
May-19	2,933	32,311	35,238	76.24%	490,312.00	6,015,482.47	6,505,794.47	12,500.29	45,979.81	-	242,422.40	300,902.50
Jun-19	3,181	34,452	37,627	84.18%	531,015.00	6,709,213.54	7,240,228.54	40,373.37	51,820.88	-	254,213.30	346,407.55
Jul-19	3,468	35,664	39,126	84.71%	595,782.00	7,607,564.50	8,203,346.50	38,062.72	223,727.48	-	291,974.65	553,764.85
Aug-19	3,346	33,821	37,163	80.46%	560,807.00	7,071,848.14	7,632,655.14	13,054.00	73,192.36	-	274,398.85	360,645.21
Sep-19	2,839	31,883	469,664.00	77.67%	5,901,592.58	6,371,256.58	12,468.00	12,468.00	31,184.00	-	225,923.28	269,575.28
	135,811	1,677,532	1,817,684		\$ 22,301,014.71	\$ 270,305,980.22	\$ 240,578,337.17	\$ 366,996.34	\$ 358,329.08	\$ 139,578.45	\$ 9,134,830.54	\$ 12,698,239.53

City TOT Tracking Continued

	Exemptions					Taxable Rent	RBTD	Tax	Amount Paid	Variance
	Permanent	Government		Airline	Total					
		Fed/State	Foreign							
Jul-15	34,658.29	10,841.40	-	184,780.75	230,280.44	6,302,925.00	756,351.00	757,506.12	1,155.12	
Aug-15	39,528.84	29,183.00	-	186,881.75	255,593.59	5,515,460.64	661,855.28	662,199.02	963.74	
Sep-15	31,541.85	67,588.99	-	135,802.70	234,933.54	4,614,257.04	553,710.84	553,712.09	1.25	
Oct-15	39,801.23	24,858.50	139,578.45	-	204,238.18	4,966,911.70	596,029.40	596,072.94	43.54	
Nov-15	26,824.86	20,924.00	-	117,097.20	164,846.06	4,040,008.29	484,800.99	484,805.68	4.69	
Dec-15	36,385.29	18,247.30	-	148,124.35	202,756.94	3,820,687.42	458,482.49	458,490.59	8.10	
Jan-16	31,030.44	16,055.87	-	207,790.55	254,876.86	4,203,328.77	504,399.45	504,402.69	3.24	
Feb-16	31,933.06	43,223.82	-	167,491.50	242,648.38	4,671,391.44	560,566.97	560,568.14	1.17	
Mar-16	29,904.44	31,498.00	-	190,205.40	251,607.84	5,355,306.91	642,636.83	642,641.03	4.20	
Apr-16	23,758.04	33,430.00	-	173,158.15	230,346.19	4,942,356.44	593,082.77	593,083.76	0.99	
May-16	19,649.30	42,541.20	-	181,252.50	243,443.00	5,049,670.64	605,960.48	605,961.47	0.99	
Jun-16	21,980.70	19,937.00	-	189,020.15	230,937.85	5,599,869.97	671,984.40	672,584.97	600.57	
Jul-16	17,924.48	27,821.37	-	221,944.80	267,690.65	6,620,523.35	794,462.80	794,381.89	(80.91)	
Aug-16	24,752.28	21,706.39	-	198,283.80	244,742.47	6,157,057.17	738,846.86	738,856.60	9.74	
Sep-16	19,310.07	31,473.26	-	149,773.25	200,556.58	5,165,626.65	619,875.20	619,887.05	11.85	
Oct-16	19,424.48	16,979.00	-	176,906.95	213,310.43	5,432,311.29	651,877.35	652,038.08	160.73	
Nov-16	30,296.86	18,138.00	-	168,825.25	217,260.11	4,647,386.91	557,686.43	557,686.37	9.94	
Dec-16	35,910.37	14,099.95	-	229,201.50	279,211.82	4,068,321.56	488,198.59	488,214.01	15.42	
Jan-17	17,513.28	25,572.93	-	240,598.05	283,684.26	4,855,090.19	582,610.82	582,612.06	1.24	
Feb-17	18,650.00	45,824.68	-	164,161.80	228,636.48	4,767,730.32	572,127.64	572,128.74	1.10	
Mar-17	23,121.29	32,398.65	-	192,458.20	241,926.49	5,776,330.81	693,159.70	693,159.72	0.02	
Apr-17	24,500.85	71,810.94	-	174,576.60	270,888.39	5,402,638.23	648,316.59	648,317.87	1.28	
May-17	24,308.29	55,844.03	-	166,670.90	246,823.22	5,503,227.35	660,387.28	660,388.43	1.15	
Jun-17	19,931.85	13,163.10	-	180,615.05	213,710.00	6,012,972.80	721,556.74	721,556.75	0.01	
Jul-17	63,127.54	20,022.52	-	196,063.45	279,213.51	7,762,527.05	931,503.25	931,503.38	0.13	
Aug-17	83,050.34	42,897.99	-	202,219.60	328,167.93	7,290,574.21	874,868.91	874,868.92	0.01	
Sep-17	15,717.05	24,101.10	-	170,561.60	210,379.75	6,246,466.43	749,575.97	749,575.95	(0.02)	
Oct-17	29,967.29	10,902.31	-	198,523.05	239,392.65	5,489,545.40	658,745.45	658,745.43	(0.02)	
Nov-17	49,014.54	28,163.35	-	104,720.00	181,897.89	5,206,433.34	625,772.01	625,772.01	0.01	
Dec-17	31,921.28	32,087.26	-	116,688.00	180,696.54	5,037,380.60	604,485.67	604,485.73	0.06	
Jan-18	33,008.63	4,173.55	-	128,206.65	165,388.83	5,277,963.19	633,355.58	634,038.48	682.90	
Feb-18	26,170.45	25,004.00	-	125,301.55	176,476.00	5,759,951.45	691,194.17	691,842.62	648.45	
Mar-18	49,722.28	10,558.10	-	153,011.65	213,292.03	6,423,755.55	770,850.67	771,644.71	794.05	
Apr-18	113,493.61	17,646.00	-	143,287.10	274,426.71	6,186,636.99	742,396.44	743,154.40	757.96	
May-18	97,674.17	3,826.00	-	148,128.20	249,628.37	6,316,885.54	758,026.26	758,112.61	86.35	
Jun-18	81,113.35	1,038.00	-	160,726.50	242,877.85	6,966,308.94	835,957.07	835,998.12	41.05	
Jul-18	14,673.29	36,194.95	-	285,431.31	336,299.55	7,915,589.78	949,870.77	949,821.95	48.82	
Aug-18	14,826.89	66,183.79	-	167,497.52	248,508.20	7,661,619.44	919,394.33	919,412.61	18.28	
Sep-18	14,254.85	45,631.44	-	160,991.89	220,878.18	6,235,986.58	748,318.39	748,318.39	-	
Oct-18	14,851.29	23,114.85	-	181,102.56	219,068.70	6,270,923.28	752,510.79	752,510.79	689.12	
Nov-18	13,290.85	27,055.94	-	176,142.57	216,489.36	5,394,315.04	647,317.80	647,317.80	11.17	
Dec-18	47,893.76	47,893.76	-	166,086.80	230,109.85	4,926,617.72	591,194.13	640,618.16	157.86	
Jan-19	13,890.29	63,080.80	-	156,199.51	233,170.60	5,009,991.64	601,199.00	651,333.92	35.01	
Feb-19	13,118.28	66,074.57	-	139,215.38	218,408.23	5,304,656.96	636,558.84	689,651.44	46.04	
Mar-19	14,917.29	33,325.24	-	263,972.51	312,215.04	6,377,828.34	63,778.28	765,339.40	(1,231.91)	
Apr-19	15,728.29	63,080.80	-	156,199.51	235,008.60	5,025,618.14	50,256.18	603,074.18	35.02	
May-19	12,500.29	45,979.81	-	242,422.40	300,902.50	6,204,891.97	62,048.92	806,704.47	68.51	
Jun-19	40,373.37	51,820.88	-	254,213.30	346,407.55	6,893,820.99	68,938.21	894,297.07	(1,899.66)	
Jul-19	38,062.72	223,727.48	-	291,974.65	764,958.65	7,649,581.65	76,495.82	917,949.80	(12,355.55)	
Aug-19	13,054.00	73,192.36	-	274,398.85	360,645.21	7,292,009.93	72,720.10	872,641.19	(2,747.51)	
Sep-19	12,468.00	31,184.00	-	225,923.28	269,575.28	6,101,681.30	61,016.81	732,201.76	0.32	
	\$ 366,996.34	\$ 358,329.08	\$ 139,578.45	\$ 9,134,830.54	\$ 12,698,239.53	\$ 291,720,952.34	\$ 786,679.24	\$ 35,005,114.30	\$ 35,777,982.72	\$ (11,194.39)

CVENT 2019 Campaign Performance



Redondo Beach Chamber of Commerce and Visitors Bureau | Apr-19 - Oct-19(CSN)

RFP Info	Apr-18 - Oct-18	Apr-19 - Oct-19	% Change YOY
Total RFPs	2	50	2400%
Total Room Nights	753	34,820	4524%
Total RFP Value	\$346,623	\$13,532,160	3804%
Average Response Lapse Time	0 Day(s) 7 Hour(s) 26 Minute(s)	2 Day(s) 13 Hour(s) 58 Minute(s)	-732.9%
Turn Down Ratio	0%	22%	#DIV/0!
Response Rate	50.0%	58.7%	17.4%
Submitted Bid Rate	0.0%	0.0%	#DIV/0!
Unique Planner Orgs	2	29	1350%

Planner Info	Apr-18 - Oct-18	Apr-19 - Oct-19	% Change YOY
HB-CD Total RFPs	1	20	1900%
HB-CD Total Room Nights	510	8,563	1579%
Incremental Planners Total RFPs	1	30	2900%
Incremental Planners Total Room Nights	243	26,257	10705%

City
Redondo Beach(CSN)

RFP Info	Apr-2018 - Oct-2018	Apr-2019 - Oct-2019	% Change YOY
Unique RFPs	232	285	22.8%
Unique Room Nights	34,905	129,330	270.5%
Unique RFP Value	\$13,800,216	\$43,890,891	218.0%
Awarded RFPs	28	26	-7.1%
Awarded Room Nights	2,216	3,228	45.7%
Awarded Value	\$763,894	\$771,242	1.0%
Turned Down Ratio	22.9%	30.3%	32.5%
Response Rate	89.0%	82.1%	-7.7%
Average Response Time	1 Day(s) 0 Hour(s) 11 Minute(s)	0 Day(s) 21 Hour(s) 18 Minute(s)	-11.9%
Unique Planner Orgs	95	113	18.9%

Planner Info	Apr-2018 - Oct-2018	Apr-2019 - Oct-2019	% Change YOY
HB-CD Unique RFPs	70	101	44.3%
HB-CD Unique Room Nights	13,184	31,518	139.1%
HB-CD Unique RFP Value	\$5,054,319	\$11,860,305	134.7%
Incremental Planners Unique RFPs	162	184	13.6%
Incremental Planners Unique Room Nights	21,721	97,812	350.3%
Incremental Planners Unique RFP Value	\$8,745,897	\$32,030,586	266.2%

	Nov-18	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19
Total RFPs	1	1	7	4	6	7	12	7	7
Total Room Nights	330	250	5,482	4,678	8,660	6,509	5,243	3,087	1,161
Total RFP Value	\$320,450	\$121,125	\$1,423,506	\$1,877,024	\$3,453,280	\$2,647,556	\$2,207,262	\$1,484,863	\$438,669
HB-CD Total RFPs			3	1	4		5	3	4
HB-CD Total Room Nights			1,364	35	2,724		2,922	862	656

Coming Soon

- **New Web Experience Launch**
 - ETA Mid-December
- **Special Package Giveaways**
 - ETA Mid-December
- **Beach Life Partnership Launch & Approval**
 - 2020 Licensing
- **Preferred Hotel Partnership Brand & Outreach**
 - South Bay Events
 - SoFi Stadium – All LA NFL Games
 - Redondo.org
 - Redondo Pier
 - Redondo Chamber
 - Redondo Beach Yacht Club
 - Redondo Beach Sport Fishing
 - Marina & South Bay Sailing
 - Norris Pavilion
 - The Forum
 - Looking Glass Bottom Boat Rentals
 - Redondo Beach Whale Whale Watching
 - Hollywood Park & Casino
 - Redondo Beach Ballet & Performing Arts Center
 - The Catalina Room
 - Local Well-Known Golf Courses

Miscellaneous

- 2020 and Beyond Budgeting
 - TBD
- Destination STR Agreement
 - Aggregate LA Submarket Breakdown