

2019 Region/CVB Rules & Regulations Reference Sheet

Prior to the release of any funds, organizations shall receive Council approval, on an annual basis of 1) a narrative marketing plan including marketing segments and methods and, 2) an annual budget. Section 5.1

Funds cannot be expended without prior approval from the Council or approval from the Marketing Committee on behalf of the full Council.

Marketing Plans Development

- Each plan must include a narrative section, a marketing method section and budget (Section 5, Page 10)
- Include signed copy of the Applicant's Certificate of Compliance, Application for Lodging Tax Revenue and Pledge of Understanding and Compliance & Signature to Submit (Section 5.3)
- Each plan must be uploaded into the Webgrants software program (Section 5.1)
- Present the marketing plan to the TAC for approval during the TAC meeting in June (Section 5.1)

Bed tax funds can be spent for Marketing & Administrative expenses

Eligible Marketing Expenditures – Section 7.3, Pages 15-17

Ineligible Marketing Expenditures – Section 7.4, Page 17

Allowable Administrative Expenses – Section 7.5, Pages 17-18

- Maximum of 20% of new revenue is allowed for administrative expenses
- Management of staying within the 20% is the responsibility of the organization

Types of Eligible Marketing Expenditures – Section 15 Appendix C, Pages 31 – 45

- Each type of marketing method has criteria to be met prior to and upon completion of the marketing method

Marketing Plan Method Evaluations – completed by January 1 following the fiscal-year-end

- Marketing Method Evaluation – Section 6.4, Page14
- Marketing Method Evaluation Considerations – Section 7.2, Page 15
- Marketing Method Evaluation Requirements – Section 15, Appendix C, Pages 31-45

Budget

- Budget Overview – marketing plan requirements, Section 5.5.1 & 5.5.2
- Budget Increase – requires TAC Marketing Plan approval, Section 5.5.3
- Budget in marketing plan development, Section 6.3 Pages 13-14
- Budget requirement for marketing method evaluation, Section 6.4.2 & Section 6.4.3

Bed tax payment schedule and financial reporting

Disbursement of Funds – Section 10.1, Page 22

- Funds are disbursed quarterly, the 25th of August, November, February and June 10 and are based upon the budget

A maximum of two separate payment requests per year can be made. Requests made after May 1 will be filled as resources allow

Financial Reporting – 11.3, Page 24

- Financial reports shall be submitted quarterly during the months of July, October, January and April

Bed tax annual audit

Audit – Fiscal year audits are done annually (July-December) Section 11.7 Page 24

- Records needed for review during annual audit (items to have available prior to start of audit)

Bookkeeping Regulations – Pages 25 - 27

- Documentation required for each expenditure made (to be attached to each check written or debit transaction made)

Bidding & Request for Proposal Processes

Small Purchases – Section 9.1, Page 20

- Goods and Services over \$0-\$5,000

Limited Solicitations - Section 9.2, Page 20

- Services \$5,001-\$25,000
- Goods \$5,001-\$50,000

Formal Competition (RFP) – Section 9.3

- Services over \$25,000
- Goods over \$50,000

Additional Requirements

VIC/Travel Counselor Staffing – Section 13 Appendix A, Page 27

- VIC Staffing duties allowed