

Denton CVB Advisory Board
September 20, 2004

A G E N D A

- I. Introductions/Individual Activity Updates
- II. Minutes from the June 8, 2004 meeting included in packets
- III. Review local occupancy report (Apr-- June, 2004)
- IV. Committee Reports
 - A. Marketing Committee – *Marty Newman*
 - 1. Package Development and Promotion
 - 2. 4th of July Package Campaign Recap
 - 3. Hospitality Round-up Luncheon, Sept 22
 - 4. On-campus Relationship Development Project with Meeting Planners
 - 5. Holiday Highway co-op campaign promoting Christmas Shopping in Denton
 - 6. Presidential Election Memorabilia Collection and Comedy Night Fundraiser for CVB and GDAC
 - 7. “Our Town Photography Contest”
 - B. Alternative Revenue Task Force – *Mickey Wheatley*
 - 1. Travel Hero
 - 2. Hotel and Local Hospitality Marketing Partners
 - 3. Packaging for Profit – *ie: Horse Country Tours*
 - C. Directional Signage – *Linda Ratliff*
- V. Staff Activity Reports
 - A. Director’s Report: Overall Departmental Activity/Promotions/Special Campaigns – *Kim Phillips*
 - B. Sales & Servicing – *Diann Overgaard*
 - C. Sports Marketing – *Jason Piter (Report will be given by Kim Phillips)*

2004 MEMBER ROSTER DENTON CVB ADVISORY BOARD

First Name	Last name	COMPANY	ADDRESS	CITY	ST	ZIP	PHONE	FAX	E-MAIL
Alana	Sanders	Radisson Hotel Denton	2211 I-35 E	Denton	TX	76206	565-8498	384-2244	alsanders@fchotels.com
Alex	Kashani	Hampton Inn & Suites	1513 Centre Place Dr.	Denton	TX	76205	891-4900	891-4433	alexkashani@aol.com
Andy	Sedino	Rudy's Country Store & Bar-B-Que	520 S. I-35 E	Denton	TX	76205	484-7838	637-2963	andy@dentonfordresgrp.com
Carolyn	Barnes	Texas Woman's University	P.O. Box 425619	Denton	TX	76204-5619	888-3456	888-3463	s_barnes@twu.edu
Chuck	Fremaux	Fremaux's Metropolitan Catering	932 W. University Dr.	Denton	TX	76201	383-2219		chremaux@juno.com
Debbie	Henry	La Quinta Inn	700 Fort Worth Dr.	Denton	TX	76201	387-5840		h0542am@lacounty.com
Donna	DiSario	TWU Event Planning	P.O. Box 425379	Denton	TX	76204	898-3842	888-3556	dakinson@twu.edu
Eulina	Brock	City of Denton	215 E. McKinney	Denton	TX	76205	349-8307	349-8586	eulina_brock@cityofdenton.com
George	Young	Greater Denton Sports Comm.	207 N. Bonnie Brae	Denton	TX	76201	898-7166	898-7311	george.young@talithospitals.com
Georgia	Caraway	Denton County Courthouse on the Square Museum	110 W. Hickory	Denton	TX	76201	349-2850	349-2851	Georgia.Caraway@co.denton.tx.us
Herbert	Hoff	GDAC	400 E. Hickory	Denton	TX	76201	862-2787	566-1486	hoff@dentonarts.com
Julie	Glover	Denton Main Street	101 S. Locust St., Ste. 500	Denton	TX	76201	349-8529	349-8516	julie.glover@cityofdenton.com
Kelly	Hardwick	Anderson Hanson	5757 Alpha Tower, Suite 521	Dallas	TX	75240	872-891-8871	972-460-5194	K.hardwick@anderson-hanson-blanton.com
Linda	Ratliff	Community Development	100 W. Oak St.	Denton	TX	76201	349-8305	349-7238	linda.ratliff@cityofdenton.com
Mary	Newman	UNT Communications and Marketing	P.O. Box 311070	Denton	TX	76203-1070	565-3507	369-8763	newman@unt.edu
Mickey	Wheatley	Radisson Hotel Denton	2211 I-35 E	Denton	TX	76205	565-8499	364-2244	mhwheatley@fchotels.com
Mike	Conduff	City of Denton	215 E. McKinney	Denton	TX	76201	349-8200	349-8586	macduff@cityofdenton.com
Mike	Zampino	El Guapo Restaurant	419 S. Elm St.	Denton	TX	76201	566-5575		mike@canycreekatranch.com
Mike	Bixey	Canyon Lake Ranch	PO Box 206	Lake Dallas	TX	75065			info@denton-wildwoodinn.com
Rick	Moore	Wilkinson Inn	2602 Lillian Miller Pkwy.	Denton	TX	76206	243-4919		bob.montgomery@cityofdenton.com
Robert	Montgomery	Denton Councilman	215 E. McKinney	Denton	TX	76209	891-0051		rbeasley15@charter.net
Roni	Beasley		3808 Montecito Road	Denton	TX	76207	387-7062		shelly_arnold21@hotmail.com
Shelley	Arnold	Hampton Inn & Suites	1513 Centre Place Dr.	Denton	TX	76205	891-4900	891-4433	jim@thecrouchgroup.com
Tim	Crouch	Crouch Group	300 N. Carroll, Ste. A	Denton	TX	76201	383-1960	483-0520	
STAFF MEMBERS									
Chuck	Carpenier	Denton C of C (staff)	414 W. Parkway	Denton	TX	76201	382-9693	382-0040	cbcc@denton-chamber.org
Kim	Phillips	Denton CVB (staff)	414 W. Parkway	Denton	TX	76201	382-7895	382-6287	cvb@discoverdenton.com
Diann	Overgaard	Denton CVB (staff)	414 W. Parkway	Denton	TX	76201	382-7895	382-6287	dcvb@discoverdenton.com
Jason	Pear	Denton CVB (staff)	414 W. Parkway	Denton	TX	76201	382-7895	382-6287	dentonsports@discoverdenton.com

CVB Advisory Board Minutes
June 8, 2004, 3:30 p.m.
Denton Convention & Visitors Bureau

I. Present: Mickey Wheatley, Chairman; Donna DiSario; Mike Brixey; Alana Sanders; Julie Glover; Georgia Caraway; Roni Beasley; Chuck Carpernter; Jason Piter; Andy Sedino; George Young; Diann Overgaard; and Kim Phillips.

Mickey Wheatley called the meeting to order.

II. Minutes

The minutes of the March 8, 2004 CVB Advisory Board meeting were included in the packets and reviewed.

III. Review of Local Occupancy Report (January – June, 2004)

The local occupancy tax and ADR report for January – June 2004 was included in the packets for the information of the Board.

IV. Committee Reports

- A. *Marketing Committee* – Mickey Wheatley presented the Marketing Committee report in Marty Newman's absence.

Our Town Photo Contest – was very successful with a total of 76 entries by the end of the contest. The twelve winning photographs will be featured on a 2005 calendar being produced by NorthStar Bank. The winners and about 30 honorable mention photographs were included in an exhibit at the Center for Visual Arts June 3-6. CVB staff is beginning conversation with the Denton Connection to merge their photography contest into the CVB's to achieve one popular, city-wide contest.

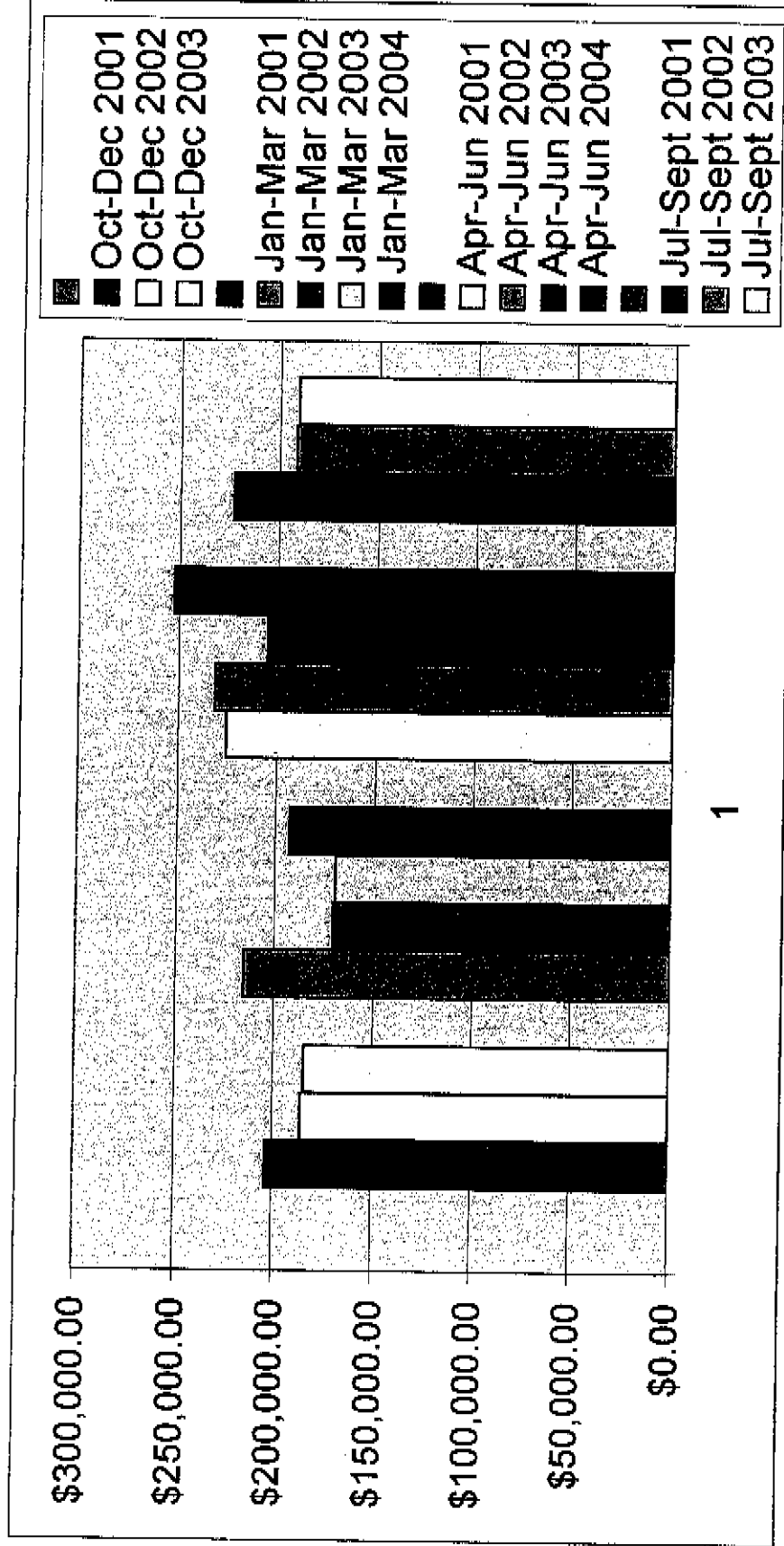
4th of July Packages – Ads promoting overnight packages in conjunction with the 4th of July activities in Denton will run in two target areas: Sherman/Denison and Wichita Falls. A sample of the flier and all the elements contained in the package promotion was included in the meeting packets.

- B. *Alternative Revenue Task Force* – Mickey Wheatley reported that this Committee had recommended Online Agency, a program for generating alternative revenue utilizing online website advertising, to the Chamber Board of Directors. After much discussion at the Board level, the Chamber Board determined that the only way in which they would be willing to enter into the agreement with Online Agency was with a guarantee that they would sell enough advertising on our site to cover our investment without the CVB having to invest cash. This alternate proposal was offered Online Agency and they declined. The Alternative Revenue Committee will continue to research other options and report back to the Advisory Board at the next meeting.

Hotel Occupancy Tax Collection Summary

Month Total Tax Collected

Oct-Dec 2001	\$203,296.98	Apr-Jun 2001	\$225,694.85	Total for 2001	\$866,999.45
Oct-Dec 2002	\$185,627.14	Apr-Jun 2002	\$231,365.03	Total for 2002	\$778,607.45
Oct-Dec 2003	\$184,216.87	Apr-Jun 2003	\$205,209.59	Total for 2003	\$749,448.88
		Apr-Jun 2004	\$252,198.94	Total for 2004	\$445,012.71
Jan-Mar 2001	\$215,205.97	Jul-Sept 2001	\$222,801.65		
Jan-Mar 2002	\$170,388.46	Jul-Sept 2002	\$191,225.82		
Jan-Mar 2003	\$169,643.70	Jul-Sept 2003	\$190,376.72		
Jan-Mar 2004	\$192,813.77				



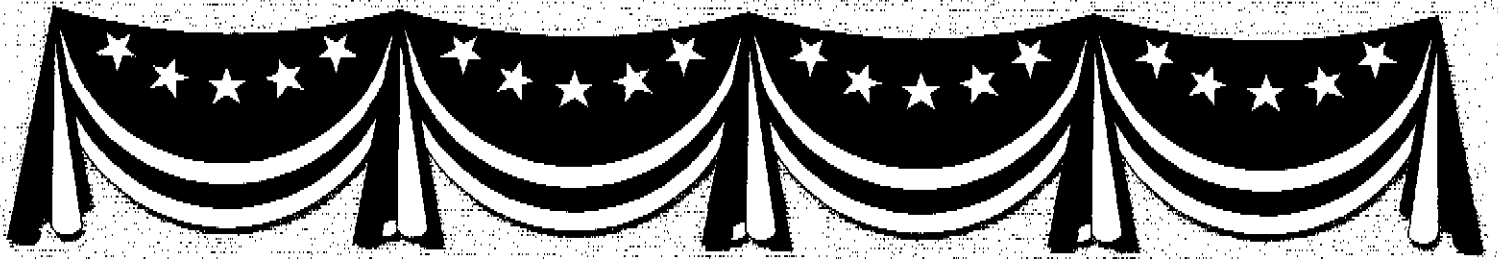
CITY OF DENTON
HOTEL OCCUPANCY TAX COLLECTION SUMMARY
FOR APRIL 2004 THROUGH JUNE 2004

HOTEL NAME	AVG. DAILY ROOM RATE	ROOMS RENTED	OCCUPANCY RATE	GROSS SALES	EXEMPTIONS	TAXABLE REVENUE	HOTEL TAX DUE
Best Western							
April	\$ 82.12	1671	86.1%	\$ 138,450.90	\$ 1,616.00	\$ 136,834.90	\$ 9,576.44
May	\$ 78.51	1680	84.5%	\$ 134,379.41	\$ 149.00	\$ 13,423.41	\$ 9,696.13
June	\$ 79.04	1760	91.1%	\$ 140,877.17	\$ 1,741.60	\$ 139,135.57	\$ 9,739.49
Clayton House (1)							
June	\$ 18.15	35		\$ 47,811.95	\$ 30,561.95	\$ 17,250.00	\$ 1,207.50
Comfort Suites							
April	\$ 90.88	1451	70.1%	\$ 131,860.45	\$ 10,450.54	\$ 121,409.91	\$ 8,498.69
May	\$ 79.59	1166	54.5%	\$ 92,804.79	\$ 1,696.90	\$ 91,107.89	\$ 6,377.55
June	\$ 82.02	1413	68.3%	\$ 115,900.64	\$ 2,716.52	\$ 113,184.72	\$ 7,922.89
Days Inn							
April	\$ 55.13	1034	50.0%	\$ 57,000.69	\$ 175.00	\$ 56,825.96	\$ 3,977.82
May	\$ 43.86	950	44.4%	\$ 41,667.52	\$ 875.00	\$ 40,792.52	\$ 2,855.48
June	\$ 44.52	960	46.4%	\$ 42,734.84	\$ 44.25	\$ 42,690.59	\$ 2,988.34
Denton Super 8							
April	\$ 47.96	1257	56.0%	\$ 78,466.61	\$ -	\$ 78,466.61	\$ 5,492.67
May	\$ 44.65	1310	51.0%	\$ 59,513.91	\$ -	\$ 59,513.91	\$ 4,165.98
June	\$ 46.25	1237	54.0%	\$ 62,241.31	\$ -	\$ 62,241.31	\$ 4,356.89
Desert Sands							
April	\$ 31.60	691	57.6%	\$ 21,839.04	\$ 11,847.04	\$ 9,992.00	\$ 699.44
May	\$ 32.75	701	56.5%	\$ 22,954.60	\$ 15,586.60	\$ 7,368.00	\$ 515.62
June	\$ 29.28	703	58.6%	\$ 20,725.40	\$ 13,291.40	\$ 7,434.00	\$ 520.38
Exel Inn							
April	\$ 37.85	2135	63.5%	\$ 91,473.96	\$ 2,066.90	\$ 8,947.06	\$ 6,258.49
May	\$ 37.04	1915	55.2%	\$ 72,332.56	\$ 8,048.00	\$ 64,284.56	\$ 4,499.92
June	\$ 37.71	1735	51.6%	\$ 67,942.76	\$ 838.50	\$ 67,104.26	\$ 4,697.30
Hampton Inn							
April	\$ 77.16	2011	78.0%	\$ 155,185.79	\$ 2,090.00	\$ 153,095.79	\$ 10,716.70
May	\$ 72.09	2036	77.0%	\$ 146,776.78	\$ 5,615.37	\$ 141,161.41	\$ 9,881.29
June	\$ 72.24	2089	81.0%	\$ 150,923.71	\$ 2,504.90	\$ 148,418.81	\$ 10,389.31
Heritage Inns							
April	\$ 79.92	163	49.9%	\$ 13,027.25	\$ 1,550.00	\$ 11,477.25	\$ 803.44
May	\$ 69.14	163	47.8%	\$ 11,270.81	\$ 1,550.81	\$ 9,720.81	\$ 680.45
June	\$ 78.34	102	32.4%	\$ 7,991.00	\$ 1,500.00	\$ 6,491.00	\$ 454.37
Denton Inn & Suites							
April	\$ 53.52	116	3.2%	\$ 6,208.00	\$ -	\$ 6,208.00	\$ 434.56
May	\$ 56.09	377	8.5%	\$ 21,147.00	\$ -	\$ 21,147.00	\$ 1,480.29
June	\$ 48.78	495	11.46%	\$ 24,146.00	\$ -	\$ 24,146.00	\$ 1,690.22
Holdlay Lodge (1)							
June	\$ 28.27	792	54.3%	\$ 22,370.50	\$ 15,794.50	\$ 6,576.00	\$ 460.32
Howard Johnson							
April	\$ 54.49	1374	65.4%	\$ 74,870.47	\$ -	\$ 74,870.47	\$ 5,240.93
May	\$ 46.00	1099	50.7%	\$ 50,253.85	\$ -	\$ 50,253.85	\$ 3,517.77
June	\$ 46.22	1158	55.1%	\$ 53,536.58	\$ -	\$ 53,536.58	\$ 3,747.56
La Quinta							
April	\$ 65.87	2610	87.0%	\$ 171,901.00	\$ 1,230.55	\$ 170,670.45	\$ 11,946.93
May	\$ 59.73	2376	77.0%	\$ 141,917.71	\$ 3,480.71	\$ 138,077.00	\$ 9,665.39
June	\$ 60.12	2459	82.0%	\$ 147,829.84	\$ 3,272.96	\$ 144,566.88	\$ 10,118.98
Motel 6							
April	\$ 38.82	2104	83.2%	\$ 82,164.04	\$ 2,694.91	\$ 79,469.13	\$ 5,562.84
May	\$ 37.34	2073	79.6%	\$ 78,255.80	\$ 1,790.46	\$ 76,465.34	\$ 5,352.57

2004 Occupancy and ADR Report

1st & 2nd Tier Properties	January (31)		February (29)		March (31)		April (30)		May (31)		June (30)		July (31)		August (31)		September (30)		October (31)		November (30)		December (31)		Year Averages			
	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Rev PAR	
Best Western	77.90%	\$ 72.43	80.80%	\$ 73.02	82.00%	\$ 75.01	85.10%	\$ 82.12	84.80%	\$ 78.81	81.10%	78.6%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	\$ 78.01	\$ 88.83	
Comfort Suites	51.00%	\$ 77.06	66.70%	\$ 74.06	61.90%	\$ 80.64	70.10%	\$ 80.68	64.90%	\$ 79.59	68.30%	\$ 82.02	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	\$ 80.98	\$ 90.16	
Days Inn	28.70%	\$ 44.44	45.60%	\$ 40.50	37.80%	\$ 48.10	50.00%	\$ 55.15	43.40%	\$ 58.86	48.40%	\$ 44.82	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	\$ 45.47	\$ 20.10	
Exel Inn	49.90%	\$ 38.65	47.70%	\$ 38.63	46.90%	\$ 34.18	63.50%	\$ 37.86	59.20%	\$ 37.84	64.80%	\$ 37.71	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	\$ 36.58	\$ 19.00	
Hampton Inn	74.00%	\$ 66.89	79.00%	\$ 64.78	74.00%	\$ 71.7%	78.00%	\$ 77.46	77.00%	\$ 72.89	81.00%	\$ 72.36	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	\$ 70.82	\$ 54.98	
Heritage Inns	26.10%	\$ 58.01	44.50%	\$ 70.98	63.90%	\$ 83.18	49.00%	\$ 75.53	47.90%	\$ 82.14	32.40%	\$ 77.84	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	\$ 79.91	\$ 39.32	
Donken Inn & Suites	0.22%	\$ 47.35	0.00%	\$ 7.26%	7.26%	\$ 45.57	3.30%	\$ 43.84	8.80%	\$ 59.08	14.40%	\$ 49.78	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	\$ 50.26	\$ 8.45	
Howard Johnson	43.30%	\$ 44.41	48.90%	\$ 44.28	59.30%	\$ 44.87	65.40%	\$ 53.48	59.70%	\$ 48.80	55.10%	\$ 48.22	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	\$ 45.64	\$ 25.24	
La Quinta	80.00%	\$ 90.82	84.00%	\$ 91.85	82.00%	\$ 88.54	87.00%	\$ 91.87	71.00%	\$ 89.73	82.00%	\$ 88.12	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	\$ 87.18	\$ 48.89	
Motel 8	74.10%	\$ 38.84	70.80%	\$ 37.87	74.00%	\$ 37.14	83.20%	\$ 39.82	74.80%	\$ 38.72	77.20%	\$ 38.51	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	\$ 37.77	\$ 28.52	
Radisson	42.10%	\$ 77.88	48.20%	\$ 84.19	37.80%	\$ 82.38	73.00%	\$ 89.83	42.70%	\$ 84.06	50.50%	\$ 80.07	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	\$ 83.33	\$ 43.26	
Ramada	27.70%	\$ 51.04	47.20%	\$ 50.29	42.20%	\$ 50.06	55.60%	\$ 64.88	48.30%	\$ 60.94	44.80%	\$ 58.79	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	\$ 56.14	\$ 24.05	
Royal Hotel Suites	38.40%	\$ 38.80	41.90%	\$ 39.84	39.90%	\$ 40.88	59.70%	\$ 41.85	58.00%	\$ 40.19	47.50%	\$ 44.18	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	\$ 38.50	\$ 18.91	
Super 8 Motel	90.10%	\$ 34.28	85.00%	\$ 43.05	58.00%	\$ 44.75	98.00%	\$ 47.88	54.00%	\$ 44.85	54.00%	\$ 48.25	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	\$ 44.48	\$ 23.82	
Waldwood Inn	25.00%	\$ 134.07	38.00%	\$ 143.71	33.00%	\$ 123.81	44.00%	\$ 139.88	48.00%	\$ 141.25	42.00%	\$ 147.00	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	\$ 135.73	\$ 61.70	
Monthly Average	47.36%	\$ 66.33	52.55%	\$ 58.56	54.82%	\$ 62.84	61.81%	\$ 70.14	53.32%	\$ 67.93	55.99%	\$ 64.94	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	\$ 62.78	\$ 34.78	
3rd Tier Properties	January (31)		February (28)		March (31)		April (30)		May (31)		June (30)		July (31)		August (31)		September (30)		October (31)		November (30)		December (31)		Year Averages			
Clayton House	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Rev PAR	
Desert Bards	54.00%	\$ 32.86	55.90%	\$ 32.97	53.20%	\$ 30.85	57.80%	\$ 31.80	56.50%	\$ 32.71	58.90%	\$ 33.81	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	\$ 18.18	\$ 0.21
Holiday Lodge	0.00%	\$ 0.00	0.00%	\$ 0.00	54.70%	\$ 27.81	0.00%	\$ 0.00	0.00%	\$ 0.00	54.30%	\$ 28.27	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	\$ 20.72	\$ 18.12
Monthly Average	49.50%	\$ 52.65	53.80%	\$ 43.08	53.70%	\$ 31.37	58.00%	\$ 40.53	49.18%	\$ 32.47	54.20%	\$ 25.23	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	\$ 23.09	\$ 15.47
Unable To Report Annual Average Of Properties Due To Not Tier Baseable Reporting																												

WINNERS *and* WANNABES



American Presidential Contenders from 1850 to 2000

**Opening
September
10th!**



presented
by
**GD
AC**
GREATER
DENTON
ARTS
COUNCIL



An exhibition devoted to
American Presidential candidates –
winners, losers, and also-rans.

- ★ campaign memorabilia • buttons ★
- sheet music • magazines
- cartoons and more

September 10 through October 24, 2004

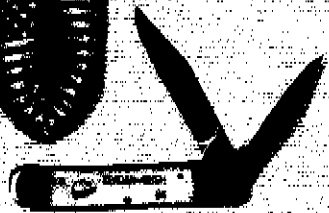
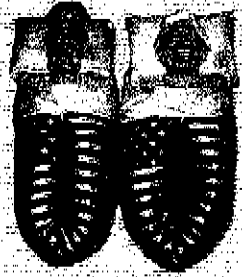
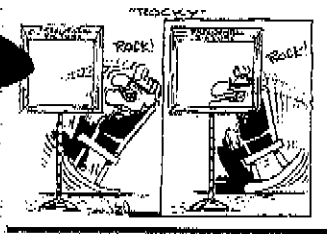
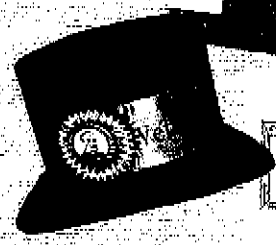
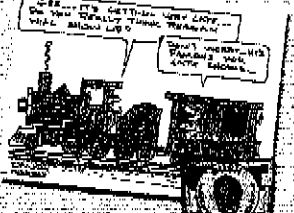
Open Daily • 1- 5 p.m.

Center for the Visual Arts
(corner of Hickory and Bell in downtown Denton, Texas)

FREE Admission

Related exhibits at:
Bayless-Selby House Museum
317 W. Mulberry St. • 940-349-2865
and the Courthouse-on-the-Square Museum
110 W. Hickory St. • 940-349-2850
dentoncounty.com/chos

For more information: Greater Denton Arts Council
940-382-2787 • dentonarts.com



This is a Blair-Murrah touring exhibition supported in part by the City of Denton.

PC = Political ~~Correctness~~ Comedy

An evening of political humor and improvisation featuring the *Last Ham Standing* comedy ensemble

Presented by the Greater Denton Arts Council and Denton Convention and Visitor Bureau

Friday, October 1, 2004
Center for the Visual Arts
(Corner of Hickory and Bell, downtown Denton)

8:00 pm: Galleries open for *Winners and Wannabes*, an exhibition of American presidential campaigns from the 1840s to the present.

8:30: pm *Last Ham Standing* performance (Material rated "PG-13")

\$20 Admission (Table seating option with first 200 tickets sold)
Complimentary beverages and snacks

ADVANCE TICKETS: Center for the Visual Arts (400 E. Hickory)
Denton Chamber of Commerce (414 W. Parkway)

ONLINE TICKET PURCHASE AT: www.discoverdenton.com

Tickets on sale at the door as available

For additional information phone GDAC (940-382-2787) or,
Denton Convention and Visitor Bureau (940-382-9693)

PC = Political

~~Correctness~~

Comedy!

AN EVENING OF POLITICAL HUMOR FEATURING THE LAST HAM STANDING COMEDY ENSEMBLE!



8:00 - **Winners and Wantables**
An exhibition of American presidential campaigns from the 1840's to the present

8:30 - Last Ham Standing Comedy Show (PG-13)

Tickets - \$20. Call 382-2787 or 382-9693
Buy tickets online at www.discoverdenton.com



Presented by the Greater Denton Arts Council and the Denton Convention and Visitor Bureau.



Hotel Package Ideas

North Star Getaway

Tickets to the Sky Theater
1 night min stay
Dinner

Escape to the GOLDEN TRIANGLE

Transportation to MALL
\$50 gift certificate for Golden Triangle Mall
2-night stay

A Step Back in Time

1 night min stay
Museum passes redeemable for a gift
Carriage Ride thru Historic Dist. (?)
Breakfast for Two @ Ruby's Dinner or Dinner
for 2 @ Hannah's
Downtown Coupons

How Sweet It Is

Chocolates from The Candy Store
Wine tasting at Wine-on-the-Square
Souvenir glasses from Wine-on-the-Square
Dinner at Hannah's
1 Night stay at Wildwood Inn or Heritage Inns
\$25 Downtown Dollars

Now Playing in Denton

2 Tickets to your choice of play at the Campus
Theatre
Dinner for 2
Ice Cream after the show
Min. 1 Night Stay
Optional add on – Wine Tasting at Wine-on-the-
Square

Milling around Denton

Day Tour
Work with local business to offer planned tours
of manufacture's in the Denton area.

Horse Play

Horse Country Tour including the Mid-Evil
times training facility
Dinner at Mid-Evil Times
1 night min stay
Breakfast for 2

Girls Great Escape

Time sensitive package
Offer a scrap booking Friday night escape at a
local hotel, could rotate this package between
hotels
1 night min stay
Box dinner included
Work with "Scrapping For Keeps" or "Michaels"
for scrap booking sessions

Kil'n Time in Denton

2 person minimum
1 night min stay
\$50 Credit at Kil'n Time Pottery
\$50 Downtown Dollars

The Great Outdoors (many package)

2 person min
1 night min stay
Fishing Guide on Lake Ray Roberts for 4 to 6
hours
or
Canoe Rental
Dinner at Huck's on Lake Ray Roberts or Ponder
Steak House

Fly Like An Eagle or Catch the Pioneer Spirit

1 night min stay
2-4 tickets to a UNT or TWU athletic event,
concert or theatre performance
Downtown Dollars

Tax-Free Shopping Weekend

1 night min stay
Up to 4 pass to the water park
\$100 Gift Certificate to the Mall



June 2004 CVB ACTIVITY REPORT - From Kim Phillips

TOURISM AND CONVENTIONS

Administration/Meetings

Staff attended the following meetings and events:

Director: Holiday Lighting Promo Campaign meeting; Chamber Elected Officials Reception; DFWATC Board of Directors meeting; DFWATC Marketing Committee meeting; DFWATC Member Services Meeting; Greater Denton Sports Commission Board of Directors Meeting; Chamber staff meeting; Blues Fest Promo Campaign meeting; Texas Travel Information Center visits at Gainesville, Wichita Falls and Denison; Downtown Task Force Meeting; Main Street Marketing Committee; CVB Advisory Board meeting; Chamber Board of Directors Meeting; Gaylord Resort meeting; Doral Tesoro Resort meeting; DOVIA meeting; GDAC meeting on Presidential Election Memorabilia Exhibit; Cumberland Presbyterian Children's Home 100th birthday event; Chamber mixer at Tour 18; CVB Alternative Revenue meeting; Spirit of the West Resort meeting.

Services Coordinator: DFWATC Media Committee Meeting; Chamber New Member Orientation; Chamber staff meeting; CVB Marketing Committee meeting; UNT General Orientation; Met with Texas Lil's about meeting space; Texas Travel Information Center visits at Gainesville, Wichita Falls and Denison.

Promotions/Advertising/Media

Promotion/Medias:

Denton "Our Town" Photography Contest Exhibit – Winning photos and honorable mentions were featured in this exhibit hosted by the Center for Visual Arts June 3-6, 2004.

4th of July – CVB staff coordinated a series of "4th of July Family Fun Packages" that were promoted via fliers in Texas Travel Information Centers and in a short newspaper advertising campaign (six ads total) in Wichita Falls/Vernon area and the Sherman/Denison areas. The packages provide a "one-stop shop" opportunity for visitors. Advertising was designed to drive visitors to the CVB website where overnight packages could be booked online or by calling our direct toll free line. One package was sold to a visitor from Sherman and they stayed two nights at the Radisson.

Presidential Election Memorabilia Exhibit – CVB and GDAC staff are working to develop a series of ancillary events surrounding this unique exhibit that will heighten awareness of the exhibit plus provide a valuable package component for individual visitor and group packages during the exhibit's stay in Denton September-October, 2004. The CVB has already coordinated a promotional agreement with the Sixth Floor Museum to cross sell each other's exhibits since the audiences are the same type of people. The Sixth Floor Museum will

Texas/New Mexico Journey - 129
 Better Homes & Garden- 18
 Southern Living - 708
 Texas Highway - 246
 Texas Monthly - 125
 Texas Visitor Guide - 3233
 USA Weekend - 26
 Total 4,485

- www.discoverdenton.com website - 4,278 users/page views for the month
- The following are just some of the ways VISITORS heard about Denton:
(This information reflects visitor requests only)
 Internet - 3 Events/Festivals/Races/Water Park - Advertisements/Tourism Publications -
 Conference/Camps/Sports - 1 University/Family/Graduation - 2 Not indicated/other - 5

SPORTS MARKETING

Administration/Meetings

Greater Denton Sports Commission; Denton Young Professionals; CVB Advisory Board; New Member Orientation; Denton Chamber Mixer; Great American Shootout; Texas Amateur Athletic Federation; UNT Mean Green Luncheon; Denton Parks and Recreation; New Member Orientation; CVB Alternative Revenue Meeting

Sports Promotion/Awareness

- Denton Girls Softball and ASA District 13 hosted the 12 Under Girls State Tournament on June 27-29, 2004. The event was bid on with the help of the Denton CVB and Greater Denton Sports Commission. Twenty-four teams which included 500 participants, parents, and coaches received information and hospitality sponsored by the Denton CVB and Greater Denton Sports Commission.

Future Events and Proposals

- The University of North Texas secured the bid for the Sun Belt Conference Men's and Women's Basketball Championship in March of 2005.
- The Greater Denton Sports Commission and Denton Parks and Recreation will co-host the Texas Amateur Athletic Federation Youth State Flag Football Tournament on November 19-21, 2004.
- The Greater Denton Sports Commission and Denton Parks and Recreation are preparing a bid for the Texas Amateur Athletic Federation Gymnastics State Championship in May 2005.

Courthouse Grand Opening – CVB staff is working with CHOS staff and County officials in the coordination of a full day elaborate celebration for the completion of the Courthouse restoration project. The event will be Saturday, November 6. Kim has been appointed to serve on the CHOS Celebration Committee. As a result, the CVB is coordinating much of the advertising for the event and assisting in planning for the celebration.

UNT Football Packages – The CVB is working with UNT Athletics to develop special packages for UNT home football games. The packages will include game tickets, concession tickets, tailgating specials, overnight hotel stay, dinner, and UNT merchandise such as shirts and pom-poms. The packages will be marketed to UNT Alumni to encourage alumni enthusiasm for UNT as well as community, student and family awareness of the football program.

Advertising:

AAA Texas Journey – 1/6 page color ad in July/Aug 2004 issue promoting Blues Fest, Courthouse-on-the-Square, and general Denton tourism.

Fort Worth Key Magazine – editorial promoting Arts, Antiques & Autos Festival (free editorial)

Meetings/Conventions

Upcoming:

SWANA Nationals – August	500 people
UNT Family Weekend – Oct 1-2	500 people
State Bar of Texas – Oct. 19-22	150 people
UNT Work Teams – Skill Facilitator Conf. – Nov. 14-18	150 people

Monthly Totals for Denton Website and Information Requests

- Chamber Visitor Center – 49 (8 out-of-state)
- Front office responded to 21 general requests, 38 relocation requests and 16 visitor requests – *reflects only requests taken over phone and e-mail.*
- Reader Response Leads July:
 - Texas/New Mexico Journey - 135
 - Southern Living - 36
 - Texas Highway - 35
 - Texas Monthly – 3
 - Texas Visitor Guide - 103
 - Total 312
- www.discoverdenton.com website – 4,436 users/page views for the month
- The following are just some of the ways VISITORS heard about Denton:
(This information reflects visitor requests only)
 - Internet - 3 Events/Festivals/Races/Water Park – Advertisements/Tourism Publications - 6
 - Conference/Camps/Sports – University/Family/Graduation - 4 Not indicated/other - 3



August 2004 CVB ACTIVITY REPORT - From Kim Phillips

TOURISM AND CONVENTIONS

Administration/Meetings

Staff attended the following meetings and events:

Director: TACVB Annual Conference in Conroe; TACVB Executive Board Meeting in Conroe; TACVB Board of Directors Meeting in Conroe; Courthouse on the Square Rededication Committee meeting (2x); DFWATC Media Committee Meeting in Grand Prairie; DFWATC Marketing Meeting in Irving; DFWATC Board of Directors Retreat in Grapevine; DFWATC Quarterly Membership Mixer in Arlington; Leadership Denton; Denton Main Street Marketing Committee meeting; Holiday Highway Campaign organizational meeting; Arts & Jazz Festival Meeting; Photography Contest Committee organizational meeting; CVB Marketing Committee Meeting; CVB Alternative Revenue Committee meeting; Cycling Race Task Force Meeting; Storytelling Festival brainstorming meeting.

Services Coordinator: Attended TACVB in Lake Conroe; Hosted the UNT Eagle Ambassadors on a tour of downtown Denton; CVB Marketing Committee meeting; Met with Tiger Byte concerning website; attended Denton Days at TWU for new students; Met with Denton Connection concerning the photo contest; attended the CVB Alt. Rev. meeting; attended the DFWATC mixer.

Promotions/Advertising/Media

Promotion/Medias:

Presidential Election Memorabilia Exhibit – CVB and GDAC staff are working to develop a series of ancillary events surrounding this unique exhibit that will heighten awareness of the exhibit plus provide a valuable package component for individual visitor and group packages during the exhibit's stay in Denton September-October, 2004. The CVB has already coordinated a promotional agreement with the Sixth Floor Museum to cross sell each other's exhibits since the audiences are the same type of people. The Sixth Floor Museum will also represent an added value to group package options. The CVB is also facilitating overnight package development utilizing the exhibit opening and the Arts, Antiques & Autos event on the Denton Square the weekend of September 11.

Courthouse Grand Opening – CVB staff is working with CHOS staff and County officials in the coordination of a the celebration for the completion of the Courthouse restoration project. The event will be Saturday, November 6. Kim has been appointed to serve on the CHOS Celebration Committee. As a result, the CVB is coordinating much of the advertising for the event and assisting in planning for the celebration.

(This information reflects visitor requests only)

Internet - Events/Festivals/Races/Water Park – Advertisements/Tourism Publications - 4
Conference/Camps/Sports – University/Family/Graduation - 3 Not indicated/other - 10

Sports Marketing

Administration/Meetings

Greater Denton Sports Commission; Denton Young Professionals; CVB Alternative Revenue; Texas Amateur Athletic Federation; Denton Bike Race Exploratory Committee; Denton Chamber CH Collins Ribbon Cutting; TACVB Annual Conference in Conroe.

Sports Promotion/Awareness

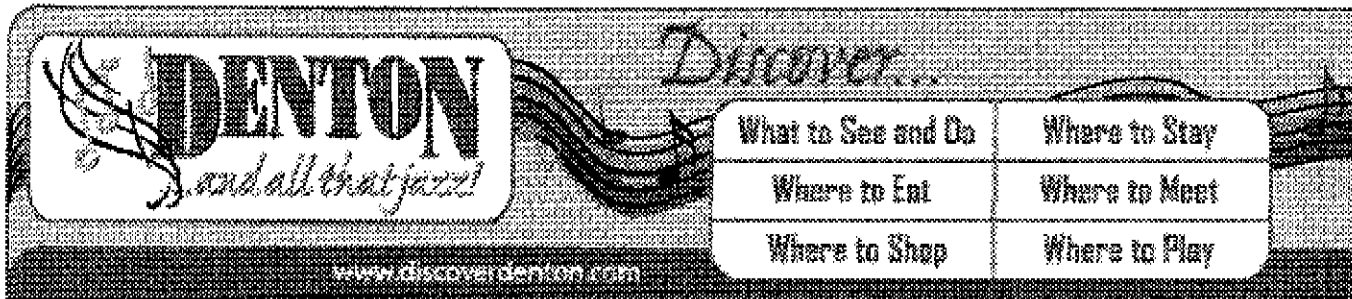
- Denton Ryan High School Volleyball Classic was held at Ryan High School Gym on August 11-15.
 - The event hosted approximately 150 participants, coaches, officials, parents, and fans with an estimated economic impact of over \$25,000.
 - The Greater Denton Sports Commission and the Denton CVB provided hospitality bags for all of the participants and coaches.
 - The Denton CVB and the Greater Denton Sports Commission lunch and dinner for the coaches and officials.
- The Greater Denton Sports Commission hosted the 6h Annual Sports Extravaganza at Golden Triangle Mall on August 14th. The event promoted local sports organizations, businesses, and programs.

Future Events and Proposals

- The University of North Texas secured the bid for the Sun Belt Conference Men's and Women's Basketball Championship in March of 2005.
- The Greater Denton Sports Commission and Denton Parks and Recreation will co-host the Texas Amateur Athletic Federation Youth State Flag Football Tournament on November 19-21, 2004.
- Texas Woman's University has secured a bid for the USA Gymnastics collegiate conference tournament in March of 2005.
- The Greater Denton Sports Commission and Denton Parks and Recreation are preparing a bid for Texas Amateur Athletic Federation Gymnastics State Championship in May 2005.
- The Greater Denton Sports Commission is exploring the opportunity to host a Bicycle Race in October of 2005 through the Texas Bicycle Racing Association.

TravelHero

Reservation System



- Home
- Calendar of Events
- Map/Directions
- Photo Gallery
- Area Links
- Press Room
- About the CVB
- Contact Us
- Online Store

Discover...
Where to Stay



Bed & Breakfasts

Whether it is the international feel of the university communities with a combined student population of 40,000 and a world renowned jazz band or the serene beauty of some of America's finest horse country, Denton is truly a city without limits. It's family, friends, festivity and fun. It's downright delicious food and fanfare. It's music, museums, magic, and happy memories. It's history. And it's history in the making.

Accommodations

✓ = Instant Reservations

SELECT FROM 16 LODGING OPTIONS>>

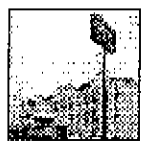


BEST WESTERN DENTON INN & SUITES ✓
2910 WEST UNIVERSITY DRIVE
DENTON, TX 76201
Guest rooms: 65
Phone: 940-591-7726

[VIEW DETAILS](#)
[CHECK AVAILABILITY](#)

Rates from \$71*

Spacious rooms with amenities such as refrigerators, microwaves, hairdryers, irons, ironing boards, 25-inch TV, free local phone calls, voice-mail and dataport.
[Display Map](#)



COMFORT SUITES ✓
1100 INTERSTATE 35 EAST
DENTON, TX 76205
Guest rooms: 69
Phone: 940-898-8510

[VIEW DETAILS](#)
[CHECK AVAILABILITY](#)

Conveniently located near all business and leisure attractions offering heated indoor pool and an expanded continental breakfast.
[Display Map](#)



DAYS INN ✓
601 INTERSTATE 35E NORTH
DENTON, TX 76201
Guest rooms: 69
Phone: 940-566-1990

[VIEW DETAILS](#)
[CHECK AVAILABILITY](#)

Rates from \$44*

HOWARD JOHNSON EXPRESS INN
 3116 BANDERA DRIVE
 DENTON, TX 76207
 Phone: 940-383-1681



LA QUINTA INN
 700 FORT WORTH DRIVE
 DENTON, TX 76201
 Phone: 940-387-5840



[VIEW DETAILS](#)
[CHECK AVAILABILITY](#)

Rates from \$69*

Located just a stroll from the University of North Texas, the La Quinta Inn-Denton is close to Texas Women's University, Denton Regional Hospital, and the North Texas State Fair Grounds.

MOTEL 6
 4125 N INTERSTATE 35
 DENTON, TX 76207
 Phone: 940-566-4798



RADISSON HOTEL DENTON
 2211 INTERSTATE 35 EAST NORTH
 DENTON, TX 76205
 Guest rooms: 150
 Phone: 940-565-8499



[VIEW DETAILS](#)
[CHECK AVAILABILITY](#)

Rates from \$79*

Sitting high above historic Denton's skyline, the luxurious and newly renovated providing amenities for the most discerning traveler whether corporate or leisure.
[Display Map](#)

RAMADA INN
 820 SOUTH INTERSTATE 35 EAST
 DENTON, TX 76205
 Guest rooms: 84
 Phone: 940-387-0591



[VIEW DETAILS](#)
[CHECK AVAILABILITY](#)

Rates from \$50*

Located off I35 East at Teasley Lane. Just minutes for the Golden Triangle Mall, the University of North Texas and Texas Woman's University.
[Display Map](#)

ROYAL HOTEL SUITES
 1210 NORTH INTERSTATE 35 EAST
 DENTON, TX 76205
 Phone: 940-383-2007

SUPER 8 MOTEL
 620 SOUTH INTERSTATE 35 EAST
 DENTON, TX 76205
 Guest rooms: 80



[VIEW DETAILS](#)
[CHECK AVAILABILITY](#)

Rates from \$55*

Discover...

Where to Stay



Bed & Breakfasts

Whether it is the international feel of the university communities with a combined student population of 40,000 and a world renowned jazz band or the serene beauty of some of America's finest horse country, Denton is truly a city without limits. It's family, friends, festivals and fun. It's downright delicious food and fanfare. It's music, museums, magic, and happy memories. It's history. And it's history in the making.

Accommodations

US : TX : DENTON : HAMPTON INN
 1513 CENTRE PLACE DRIVE

1. [Dates/Rooms](#) 2. [Pricing](#) 3. [My Account](#) 4. [Summary](#) 5. [Reserve Room](#)

Reservation Dates

Check in: Nights
 Check out:

Room / Occupant Information

Rooms:
 Occupants: Per Room (including children)

[Get Rates and Availability](#)



[Cancel Current Reservation](#) | [About The Reservation Function](#)



US : TX : DENTON : HAMPTON INN
1513 CENTRE PLACE DRIVE

[1. Dates/Rooms](#) [2. Pricing](#) [3. My Account](#) [4. Summary](#) [5. Reserve Room](#)

My Account

Please enter your email address in the box below and press the continue button.

My Email Address:

[Continue >>](#)



[Cancel Current Reservation](#) | [About The Reservation Function](#)





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Reservations with a CreateDate between 9/01/2004 and 9/30/2004

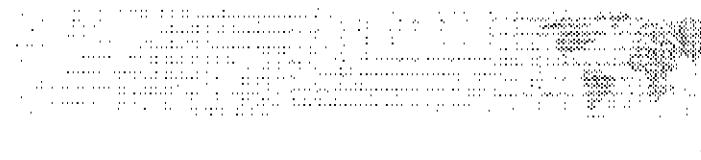
Reservation		Property									
Rid	EventID	Create	Arrival	Departure	Confirmation#	Rooms	RN	Ave Rate	Est Rev	Name	Address
1429404		09/19/2004	09/19/2004	09/22/2004	503538372	1	3	\$82.50	\$277.50	BEST WESTERN DENTON INN & SUIT	2910 WEST UNIVERSITY DR
1426391		09/13/2004	09/18/2004	09/19/2004	64534247	1	1	\$49.50	\$49.50	SUPER 8 MOTEL	630 SOUTH INTERSTATE 3E
2 Reservations						2	4	\$81.75	\$327.00		

Download Reservations

*All monetary values are presented in US Dollars



A travel technology company



Affiliate Summary Report for Denton CVB

Month	Year	Referrals	Reservations	Cancelled	Room Nights	Estimated Revenue	Cancel %	Look To-Book
September	2004	91	2	0	4	327.00	0%	2.20%
Totals		91	2	0	4	327.00	0%	2.20%

No data will be displayed in a period where there are no reservations.



Dear Hotel/Motel/B&B Partner,

Following several months reviewing various options, the Denton Convention & Visitors Bureau has entered into an agreement with TravelHero to provide online reservation capability for visitors to the bureau's Web site to make lodging reservations at any of our members' properties.

TravelHero is recognized as one of the most respected and progressive online reservation systems in the industry. We believe that they will make an excellent partner serving the needs of our members and giving our perspective visitors a convenient way to make individual room reservations at a broad selection of lodging accommodations via the Internet.

As part of the Denton Convention & Visitors Bureau, your property is *automatically* listed on our Web site. There is no cost to sign up for this program. TravelHero only requires that you accept reservations when space is available and pay a standard travel agent commission on any fully materialized reservation. A fully materialized reservation means the traveler has made a reservation and has stayed and checked out of your property, at which time a 10% commission will be paid to TravelHero. We believe this will benefit your bottom line and generate new sleeping room business. Please note that if commissions are not paid to TravelHero in a timely manner, your property may be deactivated in their system without prior notice.

In addition, TravelHero will allow you to enhance your listing at no cost with up to six (6) color photographs of your choosing, along with descriptive copy about your property. This is a wonderful benefit and value to you, as well as a great, cost effective way to showcase your property! Please refer to the enclosed information and instructions for updating your property information and submitting photos.

You can learn more about TravelHero by going to their Web site, www.travelhero.com and clicking on "Hotel Operators".

We hope that you like this new program and the efforts that we are pursuing to provide expanded benefits and services to you, our valued member. If you have any questions, please do not hesitate to contact Diann Overgaard at 940-382-7895 or via email at dcvb@discoverdenton.com

Sincerely,

Kim Phillips
Director
Denton CVB

ENHANCE YOUR LISTING WITH PHOTOS - FREE

TravelHero is pleased to offer lodging members the opportunity to add up to 6 photos to your listing at **no charge**. The only requirements are that properties agree to accept reservations when space is available and pay a 10% commission on completed reservations booked by TravelHero.

Why are photos important?

- Photos will visually promote your property to website visitors.

What types of photos are best?

- Some suggestions are main exterior view of property, lobby, guestrooms, pool and restaurant.
- All photos submitted must be owned by the property.

What size photos are best?

- To ensure quality, digital photos and prints should be at least 3 x 5 inches and brochure photos should be at least 2 x 4 inches. Maximum size is 8.5 x 11 inches.

How can photos be submitted?

- Digital is the best format for photos in terms of quality. Digital photos in JPG format can be easily submitted by email to: photos@travelhero.com. Please make sure to include your property name, address and phone number in the email. This form must be signed and faxed in advance to 480-946-0450 for all emailed digital photo submissions.
- Digital photos can be submitted online by going to:
<http://partners.travelhero.com/enhancements/photoenhancement.cfm>
- Prints and brochures can be mailed to TravelHero for scanning. Photos submitted by mail will not be returned unless a self-addressed stamped envelope is included with the submission. Additional time is required to process these formats, so slight delays in posting should be anticipated.
- Slides are not accepted at this time.
- Website photos can be used from the property's OWN website with signed permission. Simply complete this form and fax it to 480-946-0450. Photo selection will be at TravelHero's discretion.

Can additional images be submitted?

- Additional images beyond the 6 photos can be submitted for a \$25 one-time fee per image.
- Additional photos will be posted upon receipt of payment by check payable to TravelHero.

I am submitting _____ images for publication in TravelHero's database and throughout TravelHero's distribution network.

Property Name: _____

Street Address: _____ City: _____ State: _____

(Signature) (Print Name) Date

I certify that the photos in my property's website (not a corporate or hotel chain site) are owned by my property and I give permission to use photos from this website:

http://www. _____

(Signature) (Print Name) Date

(Phone) (Fax) (E-mail)

TravelHero

Attn: Affiliate Program Coordinator
P.O. Box 13930, Scottsdale, AZ 85267-3930
Tel: 888-675-0024 Fax: 480-946-0450

**CUSTOMER
LICENSE
AGREEMENT**

**Software Management, Inc.
1035 Boyce Road, Suite 2000
Pittsburgh, PA 15241**

This Agreement is entered into between Software Management, Inc. (SMI or Licensor) and the Denton Convention and Visitors Bureau (Licensee).

In consideration for the payment of the license fee paid by Licensee, Licensor grants Licensee a non-exclusive license or sub-license ("License") to use the Licensed Program Package(s) ("Program"), as specified below, and subject to the terms and conditions set forth in this Customer License Agreement and on the reverse side hereof.

<u>ITEM</u> <u>LICENSED PROGRAM PACKAGE(S)</u>	<u>LICENSE FEES</u>
1. Destination 3000 Professional for Microsoft SQL Server Current Full Version, 4 User Site License	US\$5,580.00
2. 5 th through 20 th user are \$1395.00 per user, 21 st -60 th user are \$950.00 per user 61 st user and up are \$500.00	
3. Complete Documentation is available online via the Internet	INCLUDED
4. 60 days technical telephone consultation regarding the program	INCLUDED
 INITIAL PROGRAM FEE	 US\$5,580.00

50% of the Initial Program Fee is due in advance and should accompany this authorized Agreement. The remaining 50% is due on installation of the unmodified program.

ANNUAL LICENSE FEE (New version releases and technical telephone consultation)

INITIAL PROGRAM FEE	US\$5,580.00
TIMES 20%	<u>X</u> 0.20
ANNUAL LICENSE FEE	US\$1,116.00
One-fourth Invoiced quarterly, in advance of the forthcoming quarter, NET 30	US\$279.00

Authorized Signature of SMI (Licensor)

Authorized Signature of Licensee

Title

Title

Date

Date

Software Management, Inc.
Technology for the Destination, Event Venue, & Conventions Industry

**Denton Convention and Visitors Bureau
Destination 3000™ Proposal**

**Software Engineering and Support Services
Project Detail**

Destination 3000 Installation 1 visit; 1 day; 8 hours plus 6 hours of travel time	US\$1,960.00
Destination 3000 Training 1 visit; 4 days; 32 hours plus 6 hours of travel time	US\$5,320.00
Recommended Budget for first year system enhancements	TBD
Recommended Budget for Custom Reports	TBD

Total Project Estimate (Not including data conversion or system customizations) US\$7,280.00

*Please note that all estimates are only early stage recommendations for budgeting purposes and should in no way be construed as the final project costs. Implementation estimates will vary depending on the level of system customization requested by the Customer.

John Paradiso & Associates
System Proposal for
Denton Convention & Visitors Bureau

INFOTRAC Base System **\$2,995**

Single user license. Includes all features and functions: Account management, Trace System, Bookings Module, Hotel Database, Reports, Microsoft Word templates, and support for regional offices and portable computers. Includes 4 months of technical support and upgrades.

INFOTRAC Additional Users **2 @\$1,195** **\$2,390**

Additional licenses are required for simultaneous network users, as well as for remote computers and laptops.

Inquiry+ Base System **\$1,495**

Includes a single user license. Includes Visitor Inquiry and Bulk Distribution management software.

Inquiry+ Optional Modules:

Attractions Database - \$595 **N/C**

Calendar of Events - \$595 **N/C**

Convention Services - \$595 **N/C**

VisitorWeb - \$50 per month based on one year subscription **\$600**

Inquiry+ Additional User Licenses 2 @\$595 **\$1,190**

Training & Consulting 3 Days @ \$900 **\$2,700**

A typical installation can be implemented with three to four days of training and consulting. This may vary based on the size of your staff and their computer skills. On-site services are billed at \$900 per day plus expenses.

Total **\$11,370**

Annual Support and Maintenance

Technical support and maintenance will be provided **FREE OF CHARGE** for 120 days after delivery.

After the initial 120 days, an optional annual maintenance program is available. This provides unlimited technical support and all upgrades. At current rates the annual support fee for all software in this agreement will be \$1,421. This is not expected to change appreciably in the next year.



DENTON CONVENTION & VISITORS BUREAU

MARKETING COMMITTEE MEETING

Tuesday, July 20, 2004

3:30 pm

A G E N D A

- I. Website Advertising update
- II. Photography Contest Planning for 2005
- III. Historic Montage Venture with Historic Commission & Main Street Assn
- IV. Discussion regarding the CVB Visitor Map – Mickey Wheatley
- V. Update on 2005 City Council HOT Budget Workshops
- VI. Promotional Campaign Discussion
 - A. Presidential Election Memorabilia Collection this Fall
 - B. 4th of July campaign
 - C. Denton Package Development -- Diann Overgaard
 - D. Horse Country Tours
- VII. Other Business

Marketing Committee Meeting Minutes May 17, 2004

Present: *Marty Newman, Chair; Mickey Wheatley; Kelly Hardwick; Diann Overgaard; and Kim Phillips.*

I. New Website Update

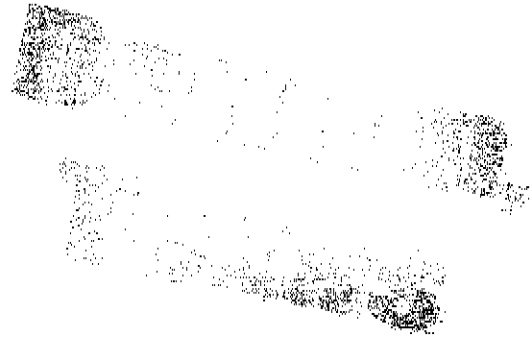
- A. Website advertising research report** – Kim reported that the Online Agency had submitted a written proposal for designing the CVB website advertising. The proposal will be submitted to the Chamber Board of Directors for approval on Thursday, May 20. If approved, CVB staff will move forward with Online Agency.
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Packages Starting @ \$169.00

Package Includes:

- 1 or 2 Nights Hotel Accommodations
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RADISSON HOTEL DENTON

Royal Hotel & Suites Denton

4th of July Jubilee Schedule of Activities:

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- Live Entertainment, Bonnie & Nick Norris, 9:30am-Noon
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DENTON CONVENTION & VISITORS BUREAU

MARKETING COMMITTEE MEETING

Tuesday, July 20, 2004

3:30 pm

A G E N D A

- I. Website Advertising update
- II. Photography Contest Planning for 2005
- III. Historic Montage Venture with Historic Commission & Main Street Assn
- IV. Discussion regarding the CVB Visitor Map – Mickey Wheatley
- V. Update on 2005 City Council HOT Budget Workshops
- VI. Promotional Campaign Discussion
 - A. Presidential Election Memorabilia Collection this Fall
 - B. 4th of July campaign
 - C. Denton Package Development – Diann Overgaard
 - D. Horse Country Tours
- VII. Other Business

Marketing Committee Meeting Minutes May 17, 2004

Present: *Marty Newman, Chair; Mickey Wheatley; Kelly Hardwick; Diann Overgaard; and Kim Phillips.*

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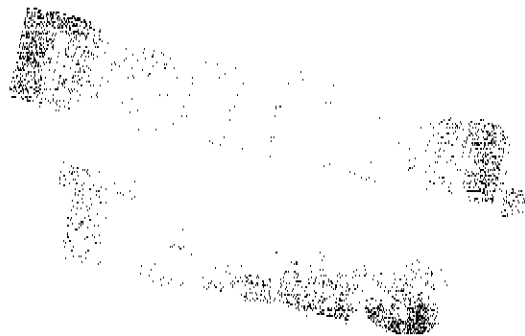
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**Denton CVB Advisory Board
December 13, 2004**

A G E N D A

- I. Introductions/Individual Activity Updates
- II. Minutes from the September 20, 2004 meeting included in packets
- III. Review local occupancy report (July– September, 2004)
- IV. Committee Reports
 - A. Marketing Committee – *Marty Newman*
 - 1. Report on Package Promotion and Sales
THC Grant Application
 - 2. Hospitality Round-up Luncheon, December 1
 - 3. On-campus Relationship Development Project with Meeting Planners
 - 4. Holiday Highway co-op campaign promoting Christmas Shopping in Denton
 - 5. Report on Presidential Election Memorabilia Collection and Comedy Night - Fundraiser for CVB and GDAC
 - 6. “Our Town Photography Contest”
 - B. Alternative Revenue Task Force – *Mickey Wheatley*
 - 1. Travel Hero
 - 2. Historic Montage Project
 - C. Directional Signage – *Linda Ratliff*
- V. Staff Activity Reports
 - A. Director’s Report: Overall Departmental Activity/Promotions/Special Campaigns – *Kim Phillips*
 - B. Sales & Servicing – *Diann Overgaard*
 - C. Sports Marketing – *Jason Piter* (Report will be given by Kim Phillips)

VI. Old Business

- A. "Denton Live" magazine
- B. Inquiry Tracking and Meeting Planner Database Software

VII. New Business

- A. Request by Chamber of Commerce for CVB recommendation regarding City of Denton legislative priority
- B. TILA Unity Dinner in Austin, February 14, 2005

VIII. Date for next CVB Advisory Board Meeting

Monday, March 21, 2005 at 3:30 at the Chamber office

CVB Advisory Board Minutes
September 20, 2004, 3:30 p.m.
Denton Convention & Visitors Bureau

I. Present: Mickey Wheatley, Chairman; Alex Kashani; Chuck Fremaux; Debbie Henry; Euline Brock; Georgia Caraway; Linda Ratliff; Roni Beasley; Jerry Mohelnitzky; Chuck Carpenter; Diann Overgaard; and Kim Phillips.

Mickey Wheatley called the meeting to order.

II. Minutes

The minutes of the June 8, 2004 CVB Advisory Board meeting were included in the packets and reviewed.

III. Review of Local Occupancy Report (January – June, 2004)

The local occupancy tax and ADR report for Year End 2003 and April – June 2004 was included in the packets for the information of the Board.

IV. Committee Reports

- A. *Marketing Committee* – Mickey Wheatley presented the Marketing Committee report in Marty Newman's absence.

Package Development and Promotion – Included in the packet was a list of the packages suggested by the Marketing Committee in our last meeting as themes to use in promoting Denton. Mickey reported that the Arts, Antiques & Autos package did not produce any trackable room nights though it was promoted in newspapers in Wichita Falls, Ardmore, Marietta, Sherman/Denison, Paris, and Tyler. The UNT Home Game overnight packages have no print advertising budget to go with them; so they are relying solely on promotion through the North Texas Exes email list and handouts at the Alumni Center. To date, no UNT packages have been sold.

4th of July Package Campaign Recap - The 4th of July Campaign promoted an overnight hotel stay combined with other activities centered around the 4th of July holiday. The package included: hotel stay, \$50 Downtown Dollars; concession tickets for the fireworks show at Fouts Field; ice cream at Beth Marie's, and half-price tickets to Water Works Park.. Promotion was minimal with a very small budget and so was limited to Wichita Falls and Sherman/Denison. One package was sold to a family in Sherman.

Hospitality Round-up Luncheon - CVB staff is coordinating a luncheon on Wednesday, Sept 22, in an effort to bring the Denton hotel and hospitality community together and to encourage more participation in lead response, cooperative initiatives, and CVB programming in general. The meeting will also introduce some of the CVB new projects like the Denton Live magazine and the Travel Hero reservation system.

Mickey went on to report that CVB staff has located another company called Travel Hero that offers an online reservation component at no cost to the CVB. While it does not offer the more elaborate and extensive advertising opportunities of Online Agency, the online reservation component does allow for individual reservations as well as groups and special event packaging and sales. Alternative revenue is generated through a 10% travel agent fee collected by Travel Hero from local hotels on every room booked through the system. The CVB then shares that 10% on a 50/50 basis with Travel Hero.

The consensus of the Advisory Board was to proceed with the online hotel reservation system through Travel Hero.

Hotel and Local Hospitality Marketing Partners – Kim reported that the CVB had been contacted by a bed and breakfast outside the City of Denton regarding the partner program. This property owner is asking the CVB to consider allowing the North Texas Bed & Breakfast Association to join the CVB Partner Program as one entity rather than having all the individual B&B's have to join, thus cutting the cost of membership for the individual establishments.

Following discussion, upon motion by Roni Beasley and second by Linda Ratliff, the Advisory Board determined that the partner program should remain as it currently is, allowing for individual property memberships only.

Packaging for Profit - Included in the packet was a compilation of hotel package theme ideas developed by the Marketing Committee. Diann Overgaard took the theme ideas and created the package content around those themes.

It was noted that medieval was spelled incorrectly on the Horse Play package description.

Mayor Brock suggested separating the Fly Like and Eagle or Catch the Pioneer Spirit package into two separate packages.

- C. Directional Signage – Linda Ratliff, Chair, reported that the wayfinding signage is in the final development phase within the City of Denton and will be implemented immediately once they are completed.

V. Staff Activity Reports – Written activity reports were provided by each CVB staff member and presented by CVB Director, Kim Phillips.

VI. Old Business

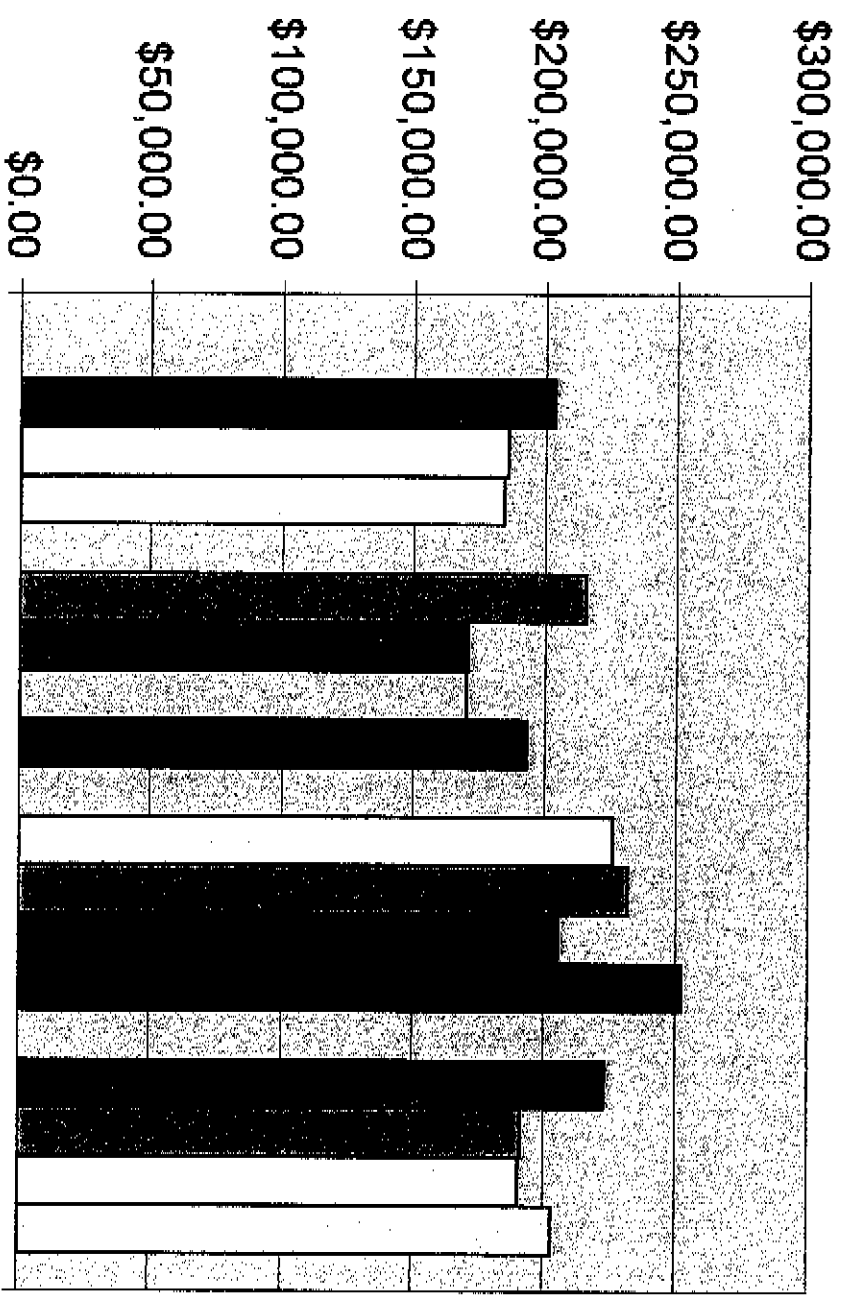
- A. CVB Hotel Occupancy Tax Request for Fiscal Year 2005
B. "Denton Live" magazine – Kim reported that the CVB Budget had been formally approved by the City Council. She stated that the challenge during the 2004 fiscal year has been the effort to coordinate all the advertising on behalf of the ten other organizations a portion of whose hotel occupancy funds were included in the CVB

Hotel Occupancy Tax Collection Summary

Month	Total Tax Collected
Oct-Dec 2001	\$203,296.98
Oct-Dec 2002	\$185,627.14
Oct-Dec 2003	\$184,216.87
Jan-Mar 2001	\$215,205.97
Jan-Mar 2002	\$170,389.46
Jan-Mar 2003	\$169,643.70
Jan-Mar 2004	\$192,813.77

Apr-Jun 2001	\$225,694.85
Apr-Jun 2002	\$231,365.03
Apr-Jun 2003	\$205,209.59
Apr-Jun 2004	\$252,198.94
Jul-Sept 2001	\$222,801.85
Jul-Sept 2002	\$191,225.82
Jul-Sept 2003	\$190,376.72
Jul-Sept 2004	\$202,973.83

Total for 2001	\$866,999.45
Total for 2002	\$778,607.45
Total for 2003	\$749,446.88
Total for 2004	\$647,986.64



- Oct-Dec 2001
- Oct-Dec 2002
- Oct-Dec 2003
- Jan-Mar 2001
- Jan-Mar 2002
- Jan-Mar 2003
- Jan-Mar 2004
- Apr-Jun 2001
- Apr-Jun 2002
- Apr-Jun 2003
- Apr-Jun 2004
- Jul-Sept 2001
- Jul-Sept 2002
- Jul-Sept 2003
- Jul-Sept 2004

2004 Occupancy and ADR Report

Property	January (31)		February (28)		March (31)		April (30)		May (31)		June (30)		July (31)		August (31)		September (30)		October (31)		November (30)		December (31)		Year Averages	Rev PAR				
	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR			Rev PAR			
Best Western	77.80%	\$ 74.63	85.00%	\$ 76.92	82.00%	\$ 78.01	86.10%	\$ 82.12	84.50%	\$ 78.51	91.10%	\$ 78.04	88.70%	\$ 79.25	83.10%	\$ 79.01	77.80%	\$ 78.83	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	84.08%	\$ 78.47	\$ 85.95	Best Western		
Comfort Suites	51.05%	\$ 77.05	65.70%	\$ 78.38	81.90%	\$ 80.81	70.10%	\$ 80.88	84.50%	\$ 79.88	88.20%	\$ 82.02	82.80%	\$ 81.58	82.80%	\$ 81.58	82.80%	\$ 81.17	50.00%	\$ 78.27	0.00%	\$ -	0.00%	\$ -	60.80%	\$ 80.49	\$ 48.88	Comfort Suites		
Days Inn	28.78%	\$ 44.14	45.80%	\$ 40.05	37.80%	\$ 45.10	80.00%	\$ 58.15	44.40%	\$ 43.86	48.40%	\$ 44.82	42.80%	\$ 48.34	42.80%	\$ 48.34	42.80%	\$ 48.34	27.80%	\$ 42.88	0.00%	\$ -	0.00%	\$ -	42.89%	\$ 46.20	\$ 19.30	Days Inn		
Exel Inn	43.80%	\$ 36.85	47.70%	\$ 38.38	49.90%	\$ 34.14	83.50%	\$ 37.85	56.20%	\$ 37.84	81.80%	\$ 37.71	84.88%	\$ 38.87	48.20%	\$ 38.48	40.80%	\$ 38.80	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	58.85%	\$ 37.05	\$ 18.78	Exel Inn		
Hampton Inn	71.80%	\$ 86.89	73.00%	\$ 84.78	74.00%	\$ 74.78	78.00%	\$ 77.16	77.00%	\$ 72.88	81.00%	\$ 73.24	81.00%	\$ 74.18	80.80%	\$ 76.58	72.00%	\$ 75.82	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	88.09%	\$ 72.22	\$ 82.17	Hampton Inn		
Heritage Inns	26.70%	\$ 88.03	44.50%	\$ 70.88	61.98%	\$ 83.18	49.90%	\$ 79.82	47.80%	\$ 89.14	82.40%	\$ 78.34	37.80%	\$ 77.84	31.70%	\$ 79.14	27.00%	\$ 72.87	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	40.30%	\$ 78.87	\$ 31.79	The Heritage Inn		
Denton Inn & Suites	0.22%	\$ 47.35	0.00%	\$ -	7.28%	\$ 46.87	3.28%	\$ 88.82	8.50%	\$ 66.88	11.48%	\$ 48.78	21.80%	\$ 44.91	22.00%	\$ 48.98	12.80%	\$ 46.88	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	13.98%	\$ 42.84	\$ 8.88	Denton Inn & Suites
Howard Johnson	43.30%	\$ 41.41	48.80%	\$ 41.28	58.18%	\$ 44.47	86.40%	\$ 84.48	58.10%	\$ 48.00	55.18%	\$ 48.22	57.40%	\$ 48.98	44.70%	\$ 44.18	40.10%	\$ 43.17	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	83.18%	\$ 48.25	\$ 24.03	Howard Johnson
La Quinta	80.00%	\$ 64.02	84.80%	\$ 68.85	83.80%	\$ 68.58	87.80%	\$ 66.87	77.80%	\$ 68.73	82.80%	\$ 68.12	81.00%	\$ 82.01	78.00%	\$ 88.87	57.00%	\$ 84.48	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	78.32%	\$ 87.83	\$ 46.20	La Quinta
Model Six	74.10%	\$ 38.84	78.80%	\$ 37.17	74.80%	\$ 87.14	83.20%	\$ 38.82	79.80%	\$ 37.34	77.20%	\$ 38.21	80.30%	\$ 39.48	76.80%	\$ 37.48	72.00%	\$ 37.88	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	75.32%	\$ 37.90	\$ 28.85	Model Six
Redisson	42.10%	\$ 71.48	48.20%	\$ 80.18	57.90%	\$ 84.83	73.00%	\$ 89.88	42.70%	\$ 84.02	50.50%	\$ 80.74	61.10%	\$ 87.02	80.80%	\$ 78.18	84.20%	\$ 78.82	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	53.35%	\$ 80.88	\$ 43.12	Redisson
Ramsada	27.70%	\$ 37.04	47.20%	\$ 50.28	42.20%	\$ 68.85	65.80%	\$ 64.88	40.30%	\$ 58.88	44.80%	\$ 64.28	42.48%	\$ 58.28	38.80%	\$ 58.28	31.80%	\$ 62.82	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	41.21%	\$ 58.03	\$ 22.88	Ramsada Inn
Royal Hotel Suites	28.10%	\$ 38.80	41.80%	\$ 37.84	38.80%	\$ 48.88	89.70%	\$ 41.18	88.00%	\$ 36.17	47.80%	\$ 46.18	48.20%	\$ 38.88	48.80%	\$ 38.87	40.80%	\$ 41.82	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	45.98%	\$ 38.80	\$ 18.18	Royal Hotel Suites
Super 8 Motel	50.70%	\$ 48.28	65.00%	\$ 43.88	58.00%	\$ 44.78	58.00%	\$ 47.88	81.00%	\$ 44.88	84.00%	\$ 48.28	48.20%	\$ 47.88	48.00%	\$ 44.18	41.80%	\$ 46.28	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	48.82%	\$ 44.33	\$ 22.88	Super 8 Motel
Wildwood Inn	25.00%	\$ 98.47	38.80%	\$ 84.78	33.80%	\$ 128.81	41.00%	\$ 184.88	48.00%	\$ 141.83	42.00%	\$ 141.00	30.00%	\$ 144.83	21.80%	\$ 108.81	39.00%	\$ 132.88	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	45.48%	\$ 133.18	\$ 88.82	Wildwood Inn
Monthly Average	47.88%	\$ 60.85	52.88%	\$ 68.88	54.82%	\$ 82.81	81.98%	\$ 87.11	83.32%	\$ 82.87	85.88%	\$ 83.84	0.00%	\$ 83.83	0.00%	\$ 88.40	0.00%	\$ 88.38	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	54.17%	\$ 81.88	\$ 33.82	
3rd Tier Properties	January (31)		February (28)		March (31)		April (30)		May (31)		June (30)		July (31)		August (31)		September (30)		October (31)		November (30)		December (31)		Year Averages					
Clayton House																														
Desert Sands	54.00%	\$ 32.85	65.80%	\$ 27.87	83.20%	\$ 30.06	87.80%	\$ 31.80	88.50%	\$ 32.75	88.88%	\$ 38.28	83.30%	\$ 28.84	81.80%	\$ 30.32	84.10%	\$ 27.71	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	4.72%	\$ 17.50	\$ 0.20	Clayton House
Holiday Lodge			0.00%	\$ -	84.30%	\$ 27.89	0.00%	\$ -																						
Monthly Average	49.80%	\$ 32.66	63.80%	\$ 18.89	83.70%	\$ 25.37	88.00%	\$ 18.83	88.18%	\$ 38.75	84.28%	\$ 28.23	88.80%	\$ 44.17	80.00%	\$ 48.18	80.00%	\$ 23.88	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	39.18%	\$ 24.75	\$ 3.89	Holiday Lodge

Unable To Report Detailed Averages All Properties Due To 3rd Tier Insurance Reports

2003 Occupancy and ADR Report

Property	January (31)		February (29)		March (31)		April (30)		May (31)		June (30)		July (31)		August (31)		September (30)		October (31)		November (30)		December (31)		Year Averages		Rev. PAR			
	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR		PAR		
Best Western	0.00%	\$	80.30%	\$ 72.02	82.00%	\$ 76.81	86.90%	\$ 73.36	84.50%	\$ 73.59	82.50%	\$ 74.45	86.60%	\$ 75.87	83.80%	1587	\$ 78.16	71.50%	\$ 73.42	82.00%	\$ 73.28	79.00%	\$ 71.89	79.00%	\$ 73.35	83.45%	\$ 74.00	\$ 81.78	Best Western	
Comfort Suites	39.10%	\$ 77.34	47.00%	\$ 82.08	54.20%	\$ 84.29	72.30%	\$ 80.87	71.90%	\$ 78.21	78.60%	\$ 77.94	73.50%	\$ 81.80	79.60%	2199	\$ 78.59	64.30%	\$ 76.25	62.00%	\$ 82.40	63.00%	\$ 77.59	60.00%	\$ 79.12	65.73%	\$ 80.42	\$ 82.85	Comfort Suites	
Days Inn	30.00%	\$ 40.48	33.80%	\$ 42.74	38.70%	\$ 43.73	37.10%	\$ 43.92	39.00%	\$ 46.10	30.90%	\$ 46.77	41.60%	\$ 47.82	38.70%	2016	\$ 46.90	32.40%	\$ 44.13	32.00%	\$ 48.50	26.00%	\$ 46.87	22.00%	\$ 46.48	38.83%	\$ 46.34	\$ 47.89	Days Inn	
Exel Inn	33.70%	\$ 56.72	48.80%	\$ 58.42	51.80%	\$ 57.25	52.80%	\$ 54.79	53.20%	\$ 58.04	50.00%	\$ 57.87	53.90%	\$ 56.47	50.50%	2472	\$ 58.00	43.90%	\$ 56.72	50.00%	\$ 58.93	43.00%	\$ 58.48	42.00%	\$ 59.73	62.50%	\$ 57.99	\$ 58.71	Exel Inn	
Herridge Inns	39.00%	\$ 69.00	43.50%	\$ 73.89	49.50%	\$ 73.25	53.30%	\$ 63.95	48.70%	\$ 63.80	54.20%	\$ 66.40	59.00%	\$ 69.42	40.90%	361	\$ 71.85	25.70%	\$ 104.45	28.00%	\$ 62.85	38.00%	\$ 65.39	43.00%	\$ 66.59	45.95%	\$ 72.94	\$ 94.27	The Herridge Inn	
Holiday Inn	23.80%	\$ 26.40	24.50%	\$ 28.42	31.50%	\$ 27.00	38.20%	\$ 23.82	38.80%	\$ 24.00	32.80%	\$ 23.87	25.10%	\$ 22.87	0.00%	4050	\$	28.00%	\$ 29.19	0.00%	\$	28.00%	\$ 42.11	18.00%	\$ 62.96	28.08%	\$ 62.10	\$ 18.07	Holiday Inn	
Howard Johnson	41.10%	\$ 40.83	48.70%	\$ 42.81	43.40%	\$ 44.27	47.70%	\$ 43.38	49.10%	\$ 42.99	57.50%	\$ 44.75	51.70%	\$ 46.13	48.70%	2108	\$ 44.25	36.20%	\$ 43.43	33.00%	\$ 45.95	48.00%	\$ 41.42	42.00%	\$ 41.59	63.11%	\$ 44.55	\$ 28.87	Howard Johnson	
La Quinta	42.00%	\$ 35.94	48.00%	\$ 35.84	53.00%	\$ 31.45	58.00%	\$ 40.09	58.00%	\$ 51.32	72.00%	\$ 50.01	77.00%	\$ 59.51	71.00%	3100	\$ 60.81	79.00%	\$ 60.83	72.00%	\$ 65.79	67.00%	\$ 66.47	60.00%	\$ 62.99	67.00%	\$ 57.19	\$ 38.34	La Quinta	
Marriott Six	69.80%	\$ 33.46	77.10%	\$ 35.89	86.40%	\$ 37.91	71.70%	\$ 37.73	77.90%	\$ 38.35	82.00%	\$ 38.88	90.10%	\$ 39.99	80.40%	2289	\$ 37.70	71.20%	\$ 59.90	73.00%	\$ 37.82	71.00%	\$ 38.34	75.00%	\$ 39.03	83.04%	\$ 37.29	\$ 30.97	Marriott Six	
Radisson	48.80%	\$ 39.03	47.00%	\$ 37.36	53.10%	\$ 107.50	62.20%	\$ 60.20	53.70%	\$ 65.98	62.50%	\$ 66.50	78.50%	\$ 61.13	66.80%	4840	\$ 61.83	49.60%	\$ 62.89	55.00%	\$ 65.70	48.00%	\$ 64.89	31.00%	\$ 78.19	66.45%	\$ 65.88	\$ 68.87	Radisson	
Rainada	20.10%	\$ 68.19	32.20%	\$ 68.19	38.90%	\$ 73.43	40.20%	\$ 68.89	41.50%	\$ 68.87	46.80%	\$ 68.69	48.30%	\$ 69.19	45.90%	2894	\$ 64.85	32.10%	\$ 69.87	38.00%	\$ 67.50	28.00%	\$ 64.41	23.00%	\$ 64.81	59.85%	\$ 68.37	\$ 33.28	Rainada Inn	
Royal Hotel Suites	33.30%	\$ 98.31	39.00%	\$ 40.90	35.40%	\$ 46.05	39.80%	\$ 39.98	41.30%	\$ 38.72	49.00%	\$ 43.00	60.40%	\$ 52.99	44.90%	2885	\$ 39.20	41.50%	\$ 40.74	37.00%	\$ 38.17	37.00%	\$ 39.34	35.00%	\$ 39.28	44.20%	\$ 40.16	\$ 17.77	Royal Hotel Suites	
Super 8 Motel	47.30%	\$ 44.10	49.00%	\$ 44.10	45.00%	\$ 44.10	48.90%	\$ 44.10	59.00%	\$ 45.20	49.00%	\$ 44.79	55.00%	\$ 46.26	48.60%	2680	\$ 44.85	0.00%	\$	67.00%	\$ 42.87	69.00%	\$ 41.28	44.00%	\$ 40.21	43.70%	\$ 40.26	\$ 17.66	Super 8 Motel	
Whitewood Inn	28.00%	\$ 142.00	34.00%	\$ 138.02	24.00%	\$ 142.47	31.00%	\$ 140.73	42.80%	\$ 169.81	35.00%	\$ 164.45	32.00%	\$ 137.59	32.00%	347	\$ 129.88	33.00%	\$ 128.21	38.00%	\$ 134.21	84.00%	\$ 180.18	27.00%	\$ 143.87	41.10%	\$ 142.30	\$ 59.49	Whitewood Inn	
Monthly Average	38.83%	\$ 65.22	44.04%	\$ 62.02	50.98%	\$ 68.82	54.16%	\$ 63.09	63.75%	\$ 69.00	66.20%	\$ 63.77	68.95%	\$ 62.98	61.42%	34696	\$ 69.90	61.27%	\$ 69.81	48.25%	\$ 65.79	49.83%	\$ 68.70	41.10%	\$ 66.92	64.39%	\$ 61.89	\$ 33.71		
3rd Tier Properties	January (31)	February (29)	March (31)	April (30)	May (31)	June (30)	July (31)	August (31)	September (30)	October (31)	November (30)	December (31)	Year Averages	Rev. PAR																
Clayton House			84.00%	\$ 18.20	63.60%	\$ 18.41																								
Desert Sands	45.80%	\$ 30.41	51.80%	\$ 28.11	47.30%	\$ 27.81	60.80%	\$ 39.49	48.80%	\$ 30.47	59.70%	\$ 29.54	51.20%	\$ 29.80	1428	\$ 28.25	60.20%	\$ 28.99	0.00%	\$										Desert Sands
Holiday Lodge			52.80%	\$ 28.88	47.00%	\$ 30.58	63.00%	\$ 29.06							485	\$ 28.87	61.00%	\$ 28.38												Holiday Lodge
Monthly Average	49.50%	\$30.41	53.80%	\$ 27.28	48.98%	\$ 28.69	58.37%	\$ 29.88	48.85%	\$ 30.47	51.45%	\$ 29.64	53.04%	\$ 29.80	1922	\$ 28.39	52.03%	\$ 28.45	0.00%	\$										

Unless Otherwise Indicated, All Data is Reported on a Calendar Basis.



Denton Convention & Visitors Bureau

414 Parkway, Denton, Texas 76202

940-382-7895

www.discoverdenton.com

November 30, 2004

Dear University of North Texas Colleagues and Associates:

As a professor here at the University of North Texas, I have found myself in the same situation with which many of you have dealt: planning or organizing a meeting. In a schedule already too busy, adding a meeting to plan can be overwhelming!

In my multiple roles as professor, Denton City Council Mayor Pro-Tem, Denton Chamber of Commerce Past Board Chair and current board member, plus active civil servant in many community organizations, planning meetings and events just comes with the territory. Fortunately, I learned a long time ago that calling on the services of the Denton Convention & Visitor Bureau (CVB) would save me a lot of time and effort!

I would like to take this opportunity to share with you, my colleagues and associates, this great service called the Denton Convention & Visitors Bureau provided by the City of Denton and the Denton Chamber of Commerce. Their services are all complimentary to any meeting that involves booking hotel guest rooms in Denton. Many of their services are still complimentary even to smaller meetings that do not utilize guest rooms. Take a moment to look at the attached list of CVB services. Having a CVB is like having personal assistants focused on the details of your meeting project. What a resource! And it is totally free to you, compliments of the City of Denton Hotel Occupancy Tax.

Whether you are planning a departmental meeting, a board of director retreat, a chapter meeting for your civic club, a wedding, or even your family reunion...the Denton CVB is at your service. Visit the CVB website at www.discoverdenton.com or give Kim Phillips and Diann Overgaard a call. I guarantee you will be glad you did!

In the meantime, if you have any questions about the Denton Chamber of Commerce or the Denton CVB, please do not hesitate to give me a call at 940-565-2364.

Happy planning!

Dr. Perry McNeill, Professor
College of Engineering
University of North Texas



November 2004 CVB ACTIVITY REPORT - From Kim Phillips

TOURISM AND CONVENTIONS

Administration/Meetings

Staff attended the following meetings and events:

Director: TACVB Board of Directors meeting in Arlington; DFWATC Marketing Committee meeting; Texas Festivals & Events Assoc. "On the Road" seminar at City Hall; Denton Live Launch Event; Courthouse-on-the-Square Rededication Ceremony Nov 6; Main Street Marketing Committee meeting; DFWATC Media Committee Meeting; Leadership Denton; Community Prayer Breakfast at UNT; UNT Commuter Conference (Round-Table Discussion facilitator); Denton Chamber & CVB staff meeting; Denton Benefit League; CVB Marketing Committee meeting; American Airlines Publishing familiarization tour of Denton; Texas Travel Information Center in Gainesville; DFWATC Annual Meeting.

Services Coordinator: Attended TFEA workshop, attended staff meeting, attending the launch of Denton Live, and attended CVB Marketing meeting.

Promotions/Advertising/Media

Promotion/Medias:

"Denton Live" Magazine – The first issue of Denton Live is in production. We will produce 100,000 issues over the course of 2005 in two separate editions with four separate covers for the first issue and the number of covers for the second issue still to be determined. The first issue will debut in February 2005. "Denton Live" will replace the current Denton Visitor Guide, the last issue of which will be distributed the last week of January.

Courthouse Grand Opening – CVB staff worked with CHOS staff and County officials in the coordination of the celebration for the completion of the Courthouse restoration project. The event was held Saturday, November 6.

Local Meeting Planner Direct Mail Campaign – A cover letter from Dr. Perry McNeill introducing the CVB, its staff and its services, was emailed to over 80 meeting planner professionals in the UNT system. Additionally, a postcard promoting CVB services for assisting organizations in bidding for and hosting conferences was sent to all local clubs and organizations.

Advertising:

AAA Texas Journey – 1/6 page color ad in Nov/Dec issue promoting Holiday Lighting Festival, the Courthouse-on-the-Square rededication event on Nov 6, and general tourism in Denton.

Fort Worth Key Magazine – editorial promoting Holiday Lighting Festival (free editorial)

Texas Highways – 1/3 page color ad in November 2004 issue promoting Courthouse on the Square Museum Rededication event Nov 6, and general Denton tourism.

Sports Promotion/Awareness

- The Greater Denton Sports Commission, Denton Parks and Recreation, and the Denton CVB hosted the 2004 Texas Amateur Athletic Federation Youth Flag Football Tournament on November 19-21, 2004. The event hosted approximately 1200 participants, coaches, and spectators with an economic impact over a quarter of a million dollars. The Denton CVB and GDSC promoted Denton through hospitality bags to all participants and an information table at the event.

Future Events and Proposals

- The University of North Texas will host the Sun Belt Conference Men's and Women's Basketball Championship in March of 2005.
- Texas Woman's University has secured a bid for the USA Gymnastics collegiate conference tournament in March of 2005.
- The Greater Denton Sports Commission and Denton Parks and Recreation secured the bid for the Texas Amateur Athletic Federation Gymnastics State Championship on May 6-8, 2005.
- The Greater Denton Sports Commission is exploring the opportunity to host a Bicycle Race in October of 2005 through the Texas Bicycle Racing Association.



October 2004 CVB ACTIVITY REPORT - From Kim Phillips

TOURISM AND CONVENTIONS

Administration/Meetings

Staff attended the following meetings and events:

Director: GDAC and CVB Alternative Revenue Event "Winners & Wannabes;" DFWATC Media Familiarization Tour; Courthouse-on-the-Square Rededication Committee Meeting (3x); Meeting Planner Showcase in Bryan College Station; Horse Country Tours Grant Committee Meeting; Leadership Denton (3x); DFWATC Exhibit at Albuquerque Balloon Fiesta; DFWATC Media Committee Meeting; DFWATC Marketing Committee Meeting; Channel 8 WFAA Family First Event in Denton; ABWA Meeting (speaker); DFWATC Member Services Committee meeting; DFWATC Metroplex Transportation Tour; GDSC Board Meeting; Denton Cycling Event Planning Meeting.

Services Coordinator: Met with Kim Phillips, Doug Harmon, Margo and Gretel about creating a Horse Country Tour for the North Texas area, conducted 2 tours of Denton for the Women's Club of Arlington, attending the COC Mixer, attended the Meeting Planners Showcase in Bryan-College Station to gain knowledge of the event to apply the same principals here in Denton.

Promotions/Advertising/Media

Promotion/Medias:

"Denton Live" Magazine - Production meetings between the City of Denton Hotel Occupancy Tax (HOT) Committee, the CVB, and American Airlines Publishing are now underway for the new "Denton Live" Magazine. We will produce 100,000 issues over the course of 2005 in two separate editions with a minimum of four separate covers. The first issue is scheduled to debut in February 2005. "Denton Live" will replace the current Denton Visitor Guide. The magazine cover was unveiled in a wine & cheese reception hosted by Mayor Brock at the DATCU on Thursday, November 4, from 5:00-6:30 pm.

Presidential Election Memorabilia Exhibit - CVB and GDAC staff presented a night of Political Comedy at the Center for Visual Arts on Friday, October 3, as part of an effort to heighten awareness of the Presidential Election Memorabilia Exhibit currently on display at the CVA. The CVB coordinated a promotional agreement with the Sixth Floor Museum to cross sell each other's exhibits since the audiences for both museum exhibits are the same type of people. The CVB also facilitated overnight packages that included the exhibit opening and the Arts, Antiques & Autos event on the Denton Square the weekend of September 11.

Courthouse Grand Opening - CVB staff worked with CHOS staff and County officials in the coordination of the celebration for the completion of the Courthouse restoration project. The event was held Saturday, November 6.

Beaujolais Stay & Play Packages - The CVB and Campus Theatre developed special packages for the Beaujolais event that includes tickets to Beaujolais, overnight stay at Wildwood Inn, tickets to Campus Theatre play "Our Town," and bottle of Beaujolais wine upon check-in. The packages are available via the CVB by phone or the website. They are being promoted with The Crouch Group through radio advertising and some newspaper.

- www.discoverdenton.com website - 4,274 users/page views for the month
- The following are just some of the ways VISITORS heard about Denton:
(*This information reflects visitor requests only*)
Internet - Events/Festivals/Races/Water Park - 1 Advertisements/Tourism Publications - 5
Conference/Camps/Sports - University/Family/Graduation - 2 Not indicated/other - 9

Sports Marketing

Administration/Meetings

Greater Denton Sports Commission; Denton Young Professionals; Denton Bike Race Exploratory Committee; Texas Amateur Athletic Federation; TWU Maroon and White Luncheon; New Member Orientation

Sports Promotion/Awareness

- Served on committee for the WFAA Channel 8 Family First day. The Greater Denton Sports Commission sponsored booth spaces for sports organizations at the tailgating event.
- Attended the TEAMS Conference on October 20-23 in Houston, TX. The conference hosted approximately 200 sport organizations and businesses dedicated to promoting sports tourism.

Future Events and Proposals

- The University of North Texas secured the bid for the Sun Belt Conference Men's and Women's Basketball Championship in March of 2005.
- The Greater Denton Sports Commission and Denton Parks and Recreation will co-host the Texas Amateur Athletic Federation Youth State Flag Football Tournament on November 19-21, 2004.
- Texas Woman's University has secured a bid for the USA Gymnastics collegiate conference tournament in March of 2005.
- The Greater Denton Sports Commission and Denton Parks and Recreation secured the bid for the Texas Amateur Athletic Federation Gymnastics State Championship on May 6-8, 2005.
- The Greater Denton Sports Commission is exploring the opportunity to host a Bicycle Race in October of 2005 through the Texas Bicycle Racing Association.



September 2004 CVB ACTIVITY REPORT - From Kim Phillips

TOURISM AND CONVENTIONS

Administration/Meetings

Staff attended the following meetings and events:

Director: TTIA Texas Travel Summit in South Padre Island; TACVB Executive Board Meeting in South Padre Island; TACVB Board of Directors Meeting in South Padre Island; Courthouse on the Square Rededication Committee meeting (3x); DFWATC Media Committee Meeting in Grand Prairie; DFWATC Marketing Meeting in Irving; DFWATC Board of Directors meeting in Grand Prairie; Leadership Denton Ropes Course; Denton Main Street Marketing Committee meeting; Holiday Highway Ad Co-op and Campaign meeting; GDSC Board Meeting; CVB Advisory Board Meeting; Cycling Race Task Force Meeting; Chamber Membership Breakfast; Chamber staff meeting; WFAA Family First Day organizational meeting (2x); "Denton Live" magazine production planning meeting; Pancakes & Possibilities breakfast in Bryan-College Station; Denton hotel blitz; NCTC Putt-Putt Golf Tournament; Arts, Antiques & Autos event; Texas Lakes Trail Board meeting in Fort Worth; DFWATC Media Familiarization Tour; Denton Hospitality Roundup Luncheon.

Services Coordinator: Attended two UNT Family Weekend meetings; assisted Main Street in bag stuffing for Arts, Antiques & Autos; conducted a Hospitality Roundup for hotels/motels in Denton, did a hotel blitz encouraging them to attend the Hospitality Roundup, CVB Advisory Board meeting; represented the CVB at the NCTC Putt-Putt Golf Tournament, attended the Pancake and Possibilities breakfast in Bryan-College Station to gain knowledge of the event to apply the same principals here in Denton.

Promotions/Advertising/Media

Promotion/Medias:

"Denton Live" Magazine - Production meetings between the City of Denton Hotel Occupancy Tax (HOT) Committee, the CVB, and American Airlines Publishing are now underway for the new "Denton Live" Magazine. We will produce 100,000 issues over the course of 2005 in two separate editions with a minimum of four separate covers. The first issue is scheduled to debut in February 2005. "Denton Live" will replace the current Denton Visitor Guide. The magazine cover will be unveiled in a wine & cheese reception hosted by Mayor Brock at the DATCU on Thursday, November 4, from 5:00-6:30 pm.

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Courthouse Grand Opening - CVB staff is working with CHOS staff and County officials in the coordination of the celebration for the completion of the Courthouse restoration project. The event will be Saturday, November 6. Kim has been appointed to serve on the CHOS Celebration Committee. As a result, the CVB is coordinating much of the advertising for the event and assisting in production of the festivities included in the celebration.

aap custom

:: DENTON LIVE :: FEBRUARY–JULY 2005

EDITORIAL OUTLINE

CUSTOM COVERS: Storytelling, Arts & Jazz, Dog Days, Juneteenth

:: FRONT OF THE BOOK ::

LETTER FROM THE MAYOR

GENERAL INFORMATION

This section will help the festival attendees navigate while they are in town. We will include Denton vitals such as contact information for transportation, main attractions, emergency numbers, and a sample of hotels and restaurants.

UNIQUE DENTON

This article will cover what makes Denton special: the music, music venues, static stuff, the people, the vibe of the town, and the art community.

:: FESTIVALS ::

STORYTELLING

1) INTRODUCTION

- This article will introduce the reader to one of Denton's best-kept secrets. It will speak to the groups' goal of encouraging reading, teaching the skill of storytelling, and entertaining the audience with genres ranging from cowboy poets to sacred tales. We will also stress the family-friendly language used by all speakers and the age range of the tellers.

2) PROFILE

- Interview with Donald Davis, the retired Methodist minister from North Carolina. Davis is an author, speaker, and teacher, and has been featured everywhere from the Smithsonian to National Public Radio. Here, we'll have him talk about the things that make the Denton festival unique.

3) WHAT'S DOING AT THE FESTIVAL

- Activities (i.e. just for kids, late night liars, evening singer/songwriter concerts, war stories)
- Seminars/Workshops (i.e. basic storytelling, board room training by Southwest Airlines' employees)
- Entertainment (i.e. featured storytellers, schedule, concert lineup)

4) VOLUNTEER/INSIDER INFORMATION

- Insider information (i.e. no alcohol permitted, no need to bring chairs or blankets — they have them, set up under big tents)
- Give details about how to get involved this year, or next.

5) WHO, WHAT, WHEN, WHERE, HOW

- This section will include items such as the best place to park, best seat in the house, what you can/can't bring, how many people usually attend, times, dates, cost, contact information, and where proceeds of the event go.

ARTS & JAZZ

1) INTRODUCTION

- Thought of as a reunion to its frequent visitors and performers, this two-and-a-half-day event is often used as a stepping stone for up-and-coming bands. With six stages and food courts, hands-on art activity stations, and free admission, this family-friendly festival brings all ages and incomes. This Introduction will excite the potential visitor by listing a sample of what the festival has to offer. Finally, writer will give an insiders' guide to the history and philosophy of the festival.

2) PROFILE

- This profile of Bravo Combo, will be told from the perspective of a band member. The writer will have them speak to which bands they've meet and look forward to seeing every year. Writer will also have them speak to how they give credit to the festival for helping their career along.

attend, times, dates, cost, contact information, and where proceeds of the event go.

DOG DAYS

1) INTRODUCTION

• Celebrating its 12th year, the Dog Days festival brings people and their pets together. This article will include a history of the event and how the festival has grown into one of the most popular annual celebrations on the square.

2) PROFILE

• This interview with the Couches, a family who comes every year with dogs and children, will give their insider's experience into how the festival has changed in the year's that they've attended and what they're looking forward to this year.

3) WHAT'S DOING AT THE FESTIVAL

- Activities (i.e. Purina dog spa, Glamfurr Shots, Animal Planet auditions)
- Entertainment (i.e. The Great Barkini — fortune-telling dog, animal tricks)

4) VOLUNTEER/INSIDER INFORMATION

- Insider information (i.e. please pick up after your pooch makes a mess)
- Give details about how to get involved this year, or next.

5) WHO, WHAT, WHEN, WHERE, HOW

• This section will include items such as the best place to park, best seat in the house, what you can/can't bring, how many people usually attend, times, dates, cost, contact information, and where proceeds of the event go.

THE SQUARE

This information page will speak to the historical aspects of the city and additional festivals that take place on the square (i.e. Wine on the Square, The Red Bud Festival, Fiesta off the Square, Beaujolais & More).

JUNETEENTH

1) INTRODUCTION

• This section will give the history of the holiday and festival in Denton and who played a part in making it is what it is today. It will also give a sample of the volunteers who have made the festival so successful. Finally we will highlight the fact that this is the 33rd anniversary of the festival in Denton.

2) PROFILE

• This interview with Chariye Heggins will highlight her participation in pageants, volunteer work, and how she has influenced the celebration. We will also ask her to give an Insiders' guide to the gospel extravaganza that starts the festival and explain how the celebration continues on the rest of the weekend.

3) WHAT'S DOING AT THE FESTIVAL

- Activities (i.e. Miss Juneteenth Pageant — actually a week before the festival, Gospel Extravaganza, Softball Tournament, Juneteenth Parade, Juneteenth Celebration)
- Entertainment (i.e. door prizes, bands — including Fingerprints, vendors [BBQ], booths, Mayor proclamation at noon on the 18th)

4) VOLUNTEER/INSIDER INFORMATION

- Insider information (i.e. bring lawn chairs and blankets)
- Give details about how to get involved this year, or next.

5) WHO, WHAT, WHEN, WHERE, HOW

• This section will include items such as the best place to park, best seat in the house, what you can/can't bring, how many people usually attend, times, dates, cost, contact information, and where proceeds of the event go.

4TH OF JULY

1) INTRODUCTION

• The 4th of July festival that begins with a parade in the morning, where anyone who wants to can play a part, is a testament to how this festival embodies home town pride. This introduction, while introducing a sample of what the day has in store, will also speak to Denton's all-American appeal through volunteer programs, lively activity venues, and local musical talent.

2) PROFILE

• This profile of Hank Dickenson will speak to the Kiwanis fundraising goals on the 4th of July. Hank will share his excitement for the Kiwanis group and how being involved in the fireworks show really makes a difference in their fundraising efforts.

3) WHAT'S DOING AT THE FESTIVAL

• Activities (i.e. parade in the morning [writer will stress that "anyone can be in the parade" bringing an old fashioned feel to the parade, children's art contest, midway games [writer will stress that all games are free])

Denton Live! Magazine Project Timeline

Date	Event
November	
Thursday, November 4, 2004	Denton Live! Launch Event
Tuesday, November 09, 2004	Denton Stakeholders Interview
Thursday, November 18, 2004	Tour of Denton - Group A
Monday, November 22, 2004	Tour of Denton - Group B (Michelle/Yvonne)
Monday, November 22, 2004	Editorial Lineup to Client - In Person Meeting
Tuesday, November 23, 2004	Editorial Lineup Approval
December	
Wednesday, December 01, 2004	All Stories Assigned
Wednesday, December 15, 2004	All Stories In House
Monday, December 20, 2004	Assigning Editor Read
Dec 20 - Jan 1	Assigning Editor Revisions Made
January	
Jan 3 - Jan 21	Design Stage
Monday, January 24, 2005	Proof to Client - In Person Meeting
Thursday, January 27, 2005	Client Comments due to AAPC - In Person Meeting
Friday, January 28, 2005	Edit/Design Make Client Revisions
Monday, January 31, 2005	Final Proof To Denton - In Person Meeting
February	
Wednesday, February 02, 2005	Final Approval From Denton - In Person Meeting
Thursday, February 03, 2005	Finals to Press
Tuesday, February 08, 2005	Publication to Denton CVB

*Note any variance from the schedule will affect the publication delivery date.

Challenge:

To recommend a position in favor of, against or neutral relative to the following legislative priority posed by the City of Denton.

The City of Denton's Legislative Priorities

Category: TML Resolutions proposed by the City of Denton

Support legislation that would provide for funding options for maintenance and operation of city-owned or city/private partnerships for convention centers, including hotels.

Background: Many Texas cities need funding for the construction, maintenance and operation of convention centers. State legislation is needed to allow funding for maintenance and operation, of city owned or city/private partnerships for convention centers, including hotels. TML placed this issue in their support category.

Detailed Background:

The Denton Chamber of Commerce referred this priority to the Convention & Visitor Bureau for our input prior to the Chamber Board determining a position relative to this particular priority. Kim has conducted research regarding this priority and presented it below:

"Firstly, the law as it currently reads already does provide for maintenance and operation of a convention center. The catch is that the facility has to be for the use of out-of-town people and not really a community center for locals wearing a convention center name. An easy way to remember hotel tax law basics is that the law was created and implemented to benefit the lodging industry in Texas. Any activity that does not do that does not qualify for hotel occupancy tax funding.

CVB's in general voice unanimous concern regarding utilization of hotel occupancy tax to support a hotel. Hotels collect the tax which is then utilized to promote the city in order to regenerate the tax. The tax should not be used for creating new hotels or supporting existing hotels. If a city did this, how could they stop the inevitable Pandora's Box that would surely follow once this dangerous precedent has been set?

The Texas Hotel & Lodging Association (THLA) has a legislative agenda for this coming session that includes a firmer definition of a convention center relative to the use of hotel occupancy tax. Basically, they are trying to tighten up the legislation to insure that HOT dollars are used for legitimate convention centers, not civic centers.

CVB's are in total agreement with the THLA position on this subject and support the use of HOT money for building, operation and maintenance for a convention center,

nowhere near enough to actually accomplish such tasks with any measure of quality. The hotel would have to at least match the HOT investment and in most cases, add to it...something few if any could actually do.

Recommendation:

Based on the positive and healthy environment that currently exists between Denton hotels, CVB, Chamber of Commerce and city government, our confidence in the stability of that environment, the open lines of communication, and our commitment to maintaining this through growth and change, the CVB Advisory Committee recommends that the Chamber of Commerce take a neutral position on this legislative priority.

**Denton CVB Advisory Board
September 20, 2004**

A G E N D A

- I. Introductions/Individual Activity Updates
- II. Minutes from the June 8, 2004 meeting included in packets
- III. Review local occupancy report (Apr– June, 2004)
- IV. Committee Reports
 - A. Marketing Committee – *Marty Newman*
 - 1. Package Development and Promotion
 - 2. 4th of July Package Campaign Recap
 - 3. Hospitality Round-up Luncheon, Sept 22
 - 4. On-campus Relationship Development Project with Meeting Planners
 - 5. Holiday Highway co-op campaign promoting Christmas Shopping in Denton
 - 6. Presidential Election Memorabilia Collection and Comedy Night Fundraiser for CVB and GDAC
 - 7. “Our Town Photography Contest”
 - B. Alternative Revenue Task Force – *Mickey Wheatley*
 - 1. Travel Hero
 - 2. Hotel and Local Hospitality Marketing Partners
 - 3. Packaging for Profit – *ie: Horse Country Tours*
 - C. Directional Signage – *Linda Ratliff*
- V. Staff Activity Reports
 - A. Director’s Report: Overall Departmental Activity/Promotions/Special Campaigns – *Kim Phillips*
 - B. Sales & Servicing – *Diann Overgaard*
 - C. Sports Marketing – *Jason Piter* (Report will be given by *Kim Phillips*)

- VI. Old Business
 - A. CVB Hotel Occupancy Tax Request for Fiscal Year 2005
Overcoming Challenges of '04; facing new ones in '05
 - B. "Denton Live" magazine

- VII. New Business
 - A. Inquiry Tracking and Meeting Planner Database Software

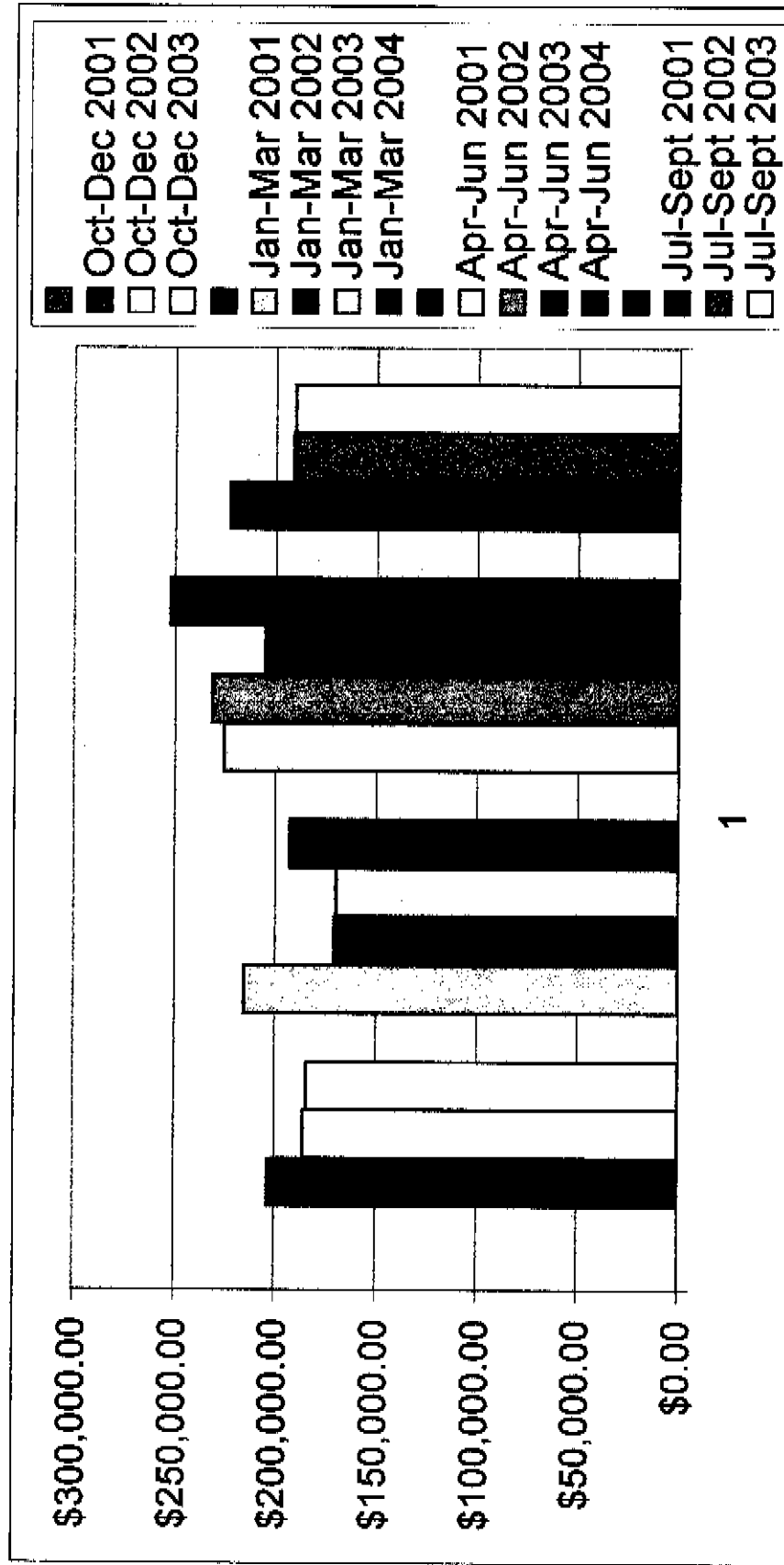
- VIII. Date for next CVB Advisory Board Meeting
Monday, December 13 at 3:30 at the Chamber office

2004 MEMBER ROSTER DENTON CVB ADVISORY BOARD

First Name	Last Name	COMPANY	ADDRESS	CITY	ST	ZIP	PHONE	FAX	E-MAIL
Alana	Sanders	Radisson Hotel Denton	2211 I-35 E	Denton	TX	76205	565-8499	384-2244	ahardin@hchotels.com
Alex	Kashani	Hampton Inn & Suites	1513 Centre Place Dr.	Denton	TX	76205	891-4900	891-4433	alexkashani@aol.com
Andy	Sedino	Rudy's Country Store & Bar-B-Que	520 S. I-35 E	Denton	TX	76205	484-7839	637-2963	rudy.sedino@fordrestgrp.com
Carolyn	Barnes	Texas Woman's University	P.O. Box 425619	Denton	TX	76204-5619	898-3456	898-3463	s_barnes@twu.edu
Chuck	Fremaux	Fremaux's Metropolitan Catering	932 W. University Dr.	Denton	TX	76201	383-2219		cfremaux@juno.com
Debbie	Henry	La Quinta Inn	700 Fort Worth Dr.	Denton	TX	76201	387-5840		lq0542am@equinta.com
Donna	Disario	TWU Event Planning	P.O. Box 425379	Denton	TX	76204	898-3642	898-3556	dtkinson@twu.edu
Eurline	Brook	City of Denton	215 E. McKinney	Denton	TX	76205	349-8307	349-8596	eurline.brook@cityofdenton.com
George	Young	Greater Denton Sports Comm.	207 N. Bonnie Brae	Denton	TX	76201	898-7166	898-7311	george.young@traidhospitals.com
Georgia	Caraway	Square Museum	110 W. Hickory	Denton	TX	76201	349-2850	349-2851	Georgia.Caraway@co.denton.tx.us
Herbert	Holl	GDAC	400 E. Hickory	Denton	TX	76201	382-2787	566-1486	hholl@dentonarts.com
Julie	Glover	Denton Main Street	101 S. Locust St., Ste. 500	Denton	TX	76201	349-8529	349-8518	julie.glover@cityofdenton.com
Kelly	Hardwick	Anderson Hanson	5757 Alpha Tower, Suite 521	Dallas	TX	75240	972-891-8671	972-490-5194	KHardwick@anderson-hanson-blanton.com
Linda	Ratliff	Community Development	100 W. Oak St.	Denton	TX	76201	349-3305	349-7239	linda.ratliff@cityofdenton.com
Marty	Newman	UNT Communications and Marketing	P.O. Box 311070	Denton	TX	76203-1070	565-3507	369-3763	mnewman@unt.edu
Mickey	Wheatley	Radisson Hotel Denton	2211 I-35 E	Denton	TX	76205	565-8499	384-2244	mwhately@hchotels.com
Mike	Conduff	City of Denton	215 E. McKinney	Denton	TX	76201	349-8200	349-8596	maconduff@cityofdenton.com
Mike	Zampino	El Guapo Restaurant	419 S. Elm St.	Denton	TX	76201	566-5675		mike@canyonlakeranch.com
Mike	Brovey	Canyon Lake Ranch	PO Box 206	Lake Dallas	TX	75066			info@denton-wildwoodinn.com
Rick	Moore	Wildwood Inn	2602 Lillian Miller Pkwy.	Denton	TX	76205	243-4919		bob_montgomery@cityofdenton.com
Robert	Montgomery	Denton Councilman	215 E. McKinney	Denton	TX	76209	891-0051		beasley15@charter.net
Roni	Beasley		3808 Montecito Road	Denton	TX	76207	387-7062		shelly_arnold21@hotmail.com
Shelley	Arnold	Hampton Inn & Suites	1513 Centre Place Dr.	Denton	TX	76205	891-4900	891-4433	jim@thecrouchgroup.com
Tim	Crouch	Crouch Group	300 N. Carroll, Ste. A	Denton	TX	76201	383-1990	483-0520	
STAFF MEMBERS									
Chuck	Carpenter	Denton C of C (staff)	414 W. Parkway	Denton	TX	76201	382-5688	382-0040	dooc@denton-chamber.org
Kim	Phillips	Denton CVB (staff)	414 W. Parkway	Denton	TX	76201	382-7896	382-8287	cvb@discoverdenton.com
Diann	Overgaard	Denton CVB (staff)	414 W. Parkway	Denton	TX	76201	382-7896	382-8287	dovb@discoverdenton.com
Jason	Pitar	Denton CVB (staff)	414 W. Parkway	Denton	TX	76201	382-7896	382-8287	dentonsports@discoverdenton.com

Hotel Occupancy Tax Collection Summary

<u>Month</u>	<u>Total Tax Collected</u>				
Oct-Dec 2001	\$203,296.98	Apr-Jun 2001	\$225,694.85	Total for 2001	\$866,999.45
Oct-Dec 2002	\$185,627.14	Apr-Jun 2002	\$231,365.03	Total for 2002	\$778,607.45
Oct-Dec 2003	\$184,216.87	Apr-Jun 2003	\$205,209.59	Total for 2003	\$749,446.88
Jan-Mar 2001	\$215,205.97	Apr-Jun 2004	\$252,198.94	Total for 2004	\$445,012.71
Jan-Mar 2002	\$170,389.46	Jul-Sept 2001	\$222,801.65		
Jan-Mar 2003	\$169,643.70	Jul-Sept 2002	\$191,225.82		
Jan-Mar 2004	\$192,813.77	Jul-Sept 2003	\$190,376.72		



CVB Advisory Board Minutes
June 8, 2004, 3:30 p.m.
Denton Convention & Visitors Bureau

I. Present: Mickey Wheatley, Chairman; Donna DiSario; Mike Brixey; Alana Sanders; Julie Glover; Georgia Caraway; Roni Beasley; Chuck Carpenter; Jason Piter; Andy Sedino; George Young; Diann Overgaard; and Kim Phillips.

Mickey Wheatley called the meeting to order.

II. Minutes

The minutes of the March 8, 2004 CVB Advisory Board meeting were included in the packets and reviewed.

III. Review of Local Occupancy Report (January – June, 2004)

The local occupancy tax and ADR report for January – June 2004 was included in the packets for the information of the Board.

IV. Committee Reports

- A. *Marketing Committee* – Mickey Wheatley presented the Marketing Committee report in Marty Newman's absence.

Our Town Photo Contest was very successful with a total of 76 entries by the end of the contest. The twelve winning photographs will be featured on a 2005 calendar being produced by NorthStar Bank. The winners and about 30 honorable mention photographs were included in an exhibit at the Center for Visual Arts June 3-6. CVB staff is beginning conversation with the Denton Connection to merge their photography contest into the CVB's to achieve one popular, city-wide contest.

4th of July Packages – Ads promoting overnight packages in conjunction with the 4th of July activities in Denton will run in two target areas: Sherman/Denison and Wichita Falls. A sample of the flier and all the elements contained in the package promotion was included in the meeting packets.

- B. *Alternative Revenue Task Force* – Mickey Wheatley reported that this Committee had recommended Online Agency, a program for generating alternative revenue utilizing online website advertising, to the Chamber Board of Directors. After much discussion at the Board level, the Chamber Board determined that the only way in which they would be willing to enter into the agreement with Online Agency was with a guarantee that they would sell enough advertising on our site to cover our investment without the CVB having to invest cash. This alternate proposal was offered Online Agency and they declined. The Alternative Revenue Committee will continue to research other options and report back to the Advisory Board at the next meeting.

- C. Directional Signage – Linda Ratliff, Chair, was absent. Kim Phillips gave her report. The Wayfinding Task Force has made a recommendation for simple wayfinding signs to be installed immediately. The task force has identified specific locations for the signage and has worked with City experts to confirm signage locations. None of these locations will be on state roads, eliminating the need for coordination at that level. The City Council will review the Task Force recommendations on June 15 at which time they will vote whether or not to move forward on the wayfinding signage at this time. If approved, signage will be implemented beginning in October, 2004.

V. Staff Activity Reports – Written activity reports were provided by each CVB staff member and presented by CVB Director, Kim Phillips.

VI. Old Business

A. CVB Website Revamp

1. Special Event & Hotel Packages – CVB staff reviewed package ideas for promoting Denton events, festivals, and activities with hotel room nights.
2. Online Store – Staff reported that the online store is working fine but has not had a lot of business except in the area of ticket sales for special events.

B. National Tourism Week "Our Town" Photography Contest – The report on the "Denton Photography Contest," coordinated by the Marketing Committee, was covered in the Marketing Committee Report.

VII. New Business

CVB Hotel Occupancy Tax (HOT) Request for Fiscal Year 2005 – Kim Phillips reported that the CVB Budget proposal for 2005 includes a request for City staff to restructure the HOT allocation process again this year where other organizations' funding is not coming through the CVB and that each organization has autonomy and accountability for itself.

VIII. Next Meeting

The next CVB Advisory Board meeting will be on Monday, December 13, 2004 at 3:30 here at the Chamber of Commerce/CVB office.

CITY OF DENTON
HOTEL OCCUPANCY TAX COLLECTION SUMMARY
FOR APRIL 2004 THROUGH JUNE 2004

HOTEL NAME	AVG. DAILY ROOM RATE	ROOMS RENTED	OCCUPANCY RATE	GROSS SALES	EXEMPTIONS	TAXABLE REVENUE	HOTEL TAX DUE
Best Western							
April	\$ 82.12	1671	86.1%	\$ 138,450.90	\$ 1,616.00	\$ 136,834.90	\$ 9,578.44
May	\$ 78.51	1680	84.5%	\$ 134,379.41	\$ 149.00	\$ 13,423.41	\$ 9,696.13
June	\$ 79.04	1760	91.1%	\$ 140,877.17	\$ 1,741.60	\$ 139,135.57	\$ 9,739.49
Clayton House (1)							
June	\$ 18.15	35		\$ 47,811.95	\$ 30,561.95	\$ 17,250.00	\$ 1,207.50
Comfort Suites							
April	\$ 90.88	1451	70.1%	\$ 131,860.45	\$ 10,450.54	\$ 121,409.91	\$ 8,498.69
May	\$ 79.59	1166	54.5%	\$ 92,804.79	\$ 1,696.90	\$ 91,107.89	\$ 6,377.55
June	\$ 82.02	1413	68.3%	\$ 115,900.64	\$ 2,716.52	\$ 113,184.72	\$ 7,922.89
Days Inn							
April	\$ 55.13	1034	50.0%	\$ 57,000.69	\$ 175.00	\$ 56,825.96	\$ 3,977.82
May	\$ 43.86	960	44.4%	\$ 41,667.52	\$ 875.00	\$ 40,792.52	\$ 2,855.48
June	\$ 44.52	960	46.4%	\$ 42,734.84	\$ 44.25	\$ 42,690.59	\$ 2,986.34
Denton Super 8							
April	\$ 47.96	1257	56.0%	\$ 78,466.61	\$ -	\$ 78,466.61	\$ 5,492.67
May	\$ 44.65	1310	51.0%	\$ 59,513.91	\$ -	\$ 59,513.91	\$ 4,165.98
June	\$ 46.25	1237	54.0%	\$ 62,241.31	\$ -	\$ 62,241.31	\$ 4,356.89
Desert Sands							
April	\$ 31.60	691	57.6%	\$ 21,839.04	\$ 11,847.04	\$ 9,992.00	\$ 699.44
May	\$ 32.75	701	56.5%	\$ 22,954.60	\$ 15,588.60	\$ 7,366.00	\$ 515.62
June	\$ 29.28	703	58.6%	\$ 20,725.40	\$ 13,291.40	\$ 7,434.00	\$ 520.38
Exel Inn							
April	\$ 37.85	2135	63.5%	\$ 91,473.96	\$ 2,066.90	\$ 8,947.06	\$ 6,258.49
May	\$ 37.04	1915	55.2%	\$ 72,332.56	\$ 8,048.00	\$ 64,284.56	\$ 4,499.92
June	\$ 37.71	1735	51.6%	\$ 67,942.76	\$ 838.50	\$ 67,104.26	\$ 4,697.30
Hampton Inn							
April	\$ 77.16	2011	78.0%	\$ 155,185.79	\$ 2,090.00	\$ 153,095.79	\$ 10,716.70
May	\$ 72.09	2036	77.0%	\$ 146,776.78	\$ 5,615.37	\$ 141,161.41	\$ 9,881.29
June	\$ 72.24	2089	81.0%	\$ 150,923.71	\$ 2,504.90	\$ 148,418.81	\$ 10,389.31
Heritage Inns							
April	\$ 79.92	163	49.9%	\$ 13,027.25	\$ 1,550.00	\$ 11,477.25	\$ 803.44
May	\$ 69.14	163	47.8%	\$ 11,270.81	\$ 1,550.81	\$ 9,720.81	\$ 680.45
June	\$ 78.34	102	32.4%	\$ 7,991.00	\$ 1,500.00	\$ 6,491.00	\$ 454.37
Denton Inn & Suites							
April	\$ 53.52	116	3.2%	\$ 6,208.00	\$ -	\$ 6,208.00	\$ 434.56
May	\$ 56.09	377	8.5%	\$ 21,147.00	\$ -	\$ 21,147.00	\$ 1,480.29
June	\$ 48.78	495	11.46%	\$ 24,146.00	\$ -	\$ 24,146.00	\$ 1,690.22
Holiday Lodge (1)							
June	\$ 28.27	792	54.3%	\$ 22,370.50	\$ 15,794.50	\$ 6,576.00	\$ 460.32
Howard Johnson							
April	\$ 54.49	1374	65.4%	\$ 74,870.47	\$ -	\$ 74,870.47	\$ 5,240.93
May	\$ 46.00	1099	50.7%	\$ 50,253.85	\$ -	\$ 50,253.85	\$ 3,517.77
June	\$ 46.22	1158	55.1%	\$ 53,536.58	\$ -	\$ 53,536.58	\$ 3,747.56
La Quinta							
April	\$ 65.87	2610	87.0%	\$ 171,901.00	\$ 1,230.55	\$ 170,670.45	\$ 11,946.93
May	\$ 59.73	2376	77.0%	\$ 141,917.71	\$ 3,480.71	\$ 138,077.00	\$ 9,665.39
June	\$ 60.12	2459	82.0%	\$ 147,829.84	\$ 3,272.96	\$ 144,566.88	\$ 10,118.98
Motel 6							
April	\$ 38.82	2104	83.2%	\$ 82,164.04	\$ 2,694.91	\$ 79,469.13	\$ 5,562.84
May	\$ 37.34	2073	79.6%	\$ 78,255.80	\$ 1,790.46	\$ 76,465.34	\$ 5,352.57

June	\$	39.21	1946	77.2%	\$	76,913.89	\$	1,741.19	\$	75,172.70	\$	5,262.09
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PAGE 2

**CITY OF DENTON
HOTEL OCCUPANCY TAX COLLECTION SUMMARY
FOR APRIL 2002 THROUGH JUNE 2002**

Radisson												
April	\$	92.53	3285	73.0%	\$	304,938.00	\$	5,597.00	\$	289,341.00	\$	20,953.87
May	\$	84.02	1985	42.7%	\$	167,177.00	\$	7,370.00	\$	15,987.00	\$	11,186.49
June	\$	80.74	2271	50.5%	\$	183,834.00	\$	1,265.00	\$	182,569.00	\$	12,779.83
Ramada Ltd												
April	\$	64.89	1402	55.6%	\$	90,974.39	\$	6,048.00	\$	84,926.39	\$	5,944.84
May	\$	58.93	1050	40.3%	\$	61,558.23	\$	2,793.00	\$	58,765.23	\$	4,113.56
June	\$	55.79	1123	44.6%	\$	62,655.48	\$	400.00	\$	62,255.48	\$	4,357.88
Royal Suites												
April	\$	41.15	1540	59.7%	\$	63,371.00	\$	6,942.00	\$	56,429.00	\$	3,950.03
May	\$	36.17	1474	55.0%	\$	53,316.00	\$	8,929.00	\$	44,387.00	\$	3,107.09
June	\$	41.18	1253	47.5%	\$	51,604.00	\$	8,070.00	\$	43,534.00	\$	3,047.38
Wildwood Inn												
April	\$	124.36	162	41.0%	\$	20,146.35	\$	-	\$	20,146.35	\$	1,410.24
May	\$	141.33	199	49.0%	\$	28,125.10	\$	-	\$	28,125.10	\$	1,968.75
June	\$	141.00	166	42.0%	\$	23,400.27	\$	-	\$	23,400.27	\$	16,938.01

(1) Quarterly Payments

Total	\$	252,198.94
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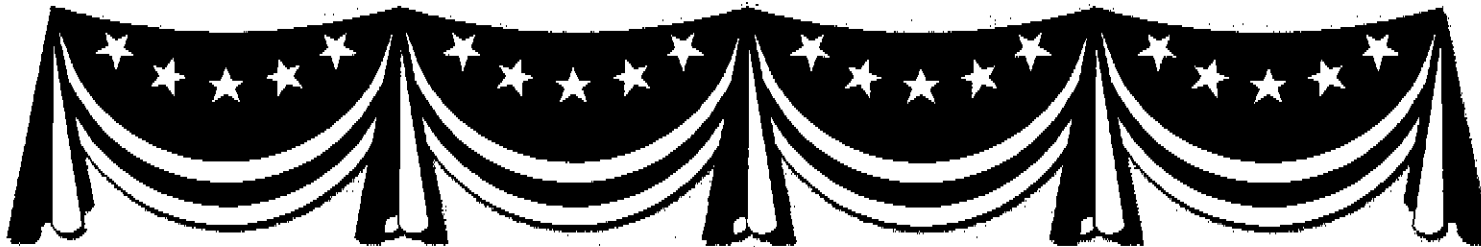
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2004 Occupancy and ADR Report

1st & 2nd Tr	January (31)		February (29)		March (31)		April (30)		May (31)		June (30)		July (31)		August (31)		September (30)		October (31)		November (30)		December (31)		Year Averages				
	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Rev PAR		
Best Western	77.90%	\$ 74.43	85.80%	\$ 73.02	82.00%	\$ 76.01	86.16%	\$ 82.12	84.59%	\$ 78.01	81.10%	\$ 79.04	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	84.52%	\$ 78.01	\$ 65.53
Combit Suites	51.00%	\$ 77.05	86.70%	\$ 78.38	81.30%	\$ 80.01	78.10%	\$ 80.88	54.50%	\$ 79.59	88.30%	\$ 82.02	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	81.94%	\$ 80.98	\$ 56.16
Days Inn	26.70%	\$ 44.14	45.80%	\$ 40.26	37.89%	\$ 45.10	50.00%	\$ 56.13	44.90%	\$ 54.88	48.40%	\$ 44.02	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	44.21%	\$ 45.47	\$ 20.10
Excel Inn	43.90%	\$ 36.20	47.79%	\$ 36.38	49.50%	\$ 34.14	63.20%	\$ 37.05	55.20%	\$ 37.04	51.80%	\$ 37.71	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	51.87%	\$ 36.96	\$ 19.00
Hampton Inn	71.00%	\$ 66.88	75.00%	\$ 64.78	74.00%	\$ 71.29	78.00%	\$ 73.18	77.00%	\$ 72.09	81.00%	\$ 72.24	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	77.85%	\$ 70.82	\$ 54.98
Heritage Inns	28.10%	\$ 68.03	44.50%	\$ 70.88	63.90%	\$ 80.88	40.80%	\$ 79.82	47.80%	\$ 88.44	32.40%	\$ 78.24	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	44.45%	\$ 79.81	\$ 39.52
Denton Inn & Suites	0.22%	\$ 87.26	0.00%	\$	7.26%	\$ 45.57	3.20%	\$ 53.69	8.50%	\$ 50.09	11.46%	\$ 48.78	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	12.84%	\$ 59.26	\$ 8.45
Howard Johnson	43.39%	\$ 41.41	40.50%	\$ 41.26	58.29%	\$ 44.67	65.40%	\$ 53.49	56.70%	\$ 46.03	55.10%	\$ 45.22	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	55.31%	\$ 45.84	\$ 23.24
La Quinta	80.00%	\$ 50.02	84.00%	\$ 50.68	82.00%	\$ 54.58	87.00%	\$ 61.82	77.00%	\$ 58.73	82.00%	\$ 60.11	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	81.85%	\$ 57.78	\$ 48.88
Motor Six	74.10%	\$ 38.84	70.80%	\$ 37.27	74.00%	\$ 37.14	83.20%	\$ 38.82	79.80%	\$ 37.54	77.20%	\$ 38.81	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	75.34%	\$ 37.77	\$ 28.92
Radisson	42.10%	\$ 77.55	48.20%	\$ 86.19	57.50%	\$ 88.03	73.00%	\$ 82.53	42.20%	\$ 84.02	80.50%	\$ 80.74	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	52.28%	\$ 83.33	\$ 43.55
Ramada	27.70%	\$ 31.84	47.20%	\$ 30.26	42.20%	\$ 31.84	55.60%	\$ 45.89	40.20%	\$ 38.03	44.80%	\$ 39.79	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	42.84%	\$ 38.54	\$ 34.05
Royal Hotel Suites	24.10%	\$ 39.90	41.96%	\$ 37.94	39.89%	\$ 40.86	49.70%	\$ 41.15	56.00%	\$ 38.17	47.50%	\$ 44.18	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	45.39%	\$ 38.56	\$ 18.01
Super 8 Motel	50.10%	\$ 40.28	65.00%	\$ 43.08	58.00%	\$ 44.79	68.00%	\$ 47.89	51.00%	\$ 44.85	54.00%	\$ 48.25	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	53.54%	\$ 44.49	\$ 23.82
Winnwood Inn	25.00%	\$ 534.07	33.00%	\$ 433.77	33.00%	\$ 128.91	41.00%	\$ 128.36	40.00%	\$ 141.28	42.80%	\$ 141.00	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	45.45%	\$ 133.73	\$ 81.70
Monthly Average	47.86%	\$ 60.38	52.53%	\$ 58.58	54.82%	\$ 62.81	61.95%	\$ 67.11	53.32%	\$ 62.97	55.99%	\$ 63.54	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	55.41%	\$ 62.78	\$ 34.79
3rd Tr																													
Properties	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Rev PAR		
Clayton House			67.30%	\$ 18.48	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	1.15%	\$ 18.18	\$ 0.31
Desert Sands	54.00%	\$ 32.86	55.80%	\$ 22.97	53.20%	\$ 30.05	57.80%	\$ 41.68	58.50%	\$ 32.71	58.60%	\$ 28.28	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	59.00%	\$ 30.72	\$ 48.42
Holiday Lodge			0.00%	\$	54.70%	\$ 27.81	0.00%	\$	54.30%	\$ 28.27			0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	55.07%	\$ 28.08	\$ 15.47
Monthly Average	49.50%	\$ 32.85	53.80%	\$ 33.89	53.70%	\$ 25.97	56.00%	\$ 40.53	48.16%	\$ 32.21	54.20%	\$ 25.02	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	0.00%	\$	38.06%	\$ 25.65	\$ 9.25

Unable To Report Annual Average At This Time Due To The Insurance Reporting

WINNERS *and* WANNABES



American Presidential Contenders from 1850 to 2000

**Opening
September
10th!**



presented by
**GD
AC**
GREATER
DENTON
ARTS
COUNCIL



An exhibition devoted to
American Presidential candidates –
winners, losers, and also-rans.

- ★ campaign memorabilia • buttons
- ★ sheet music • magazines
- ★ cartoons and more

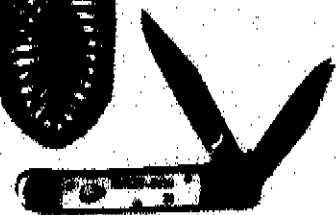
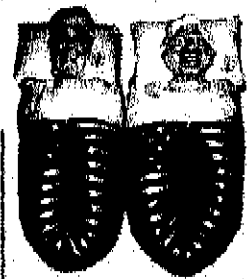
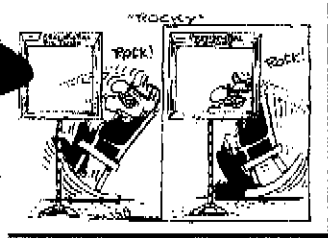
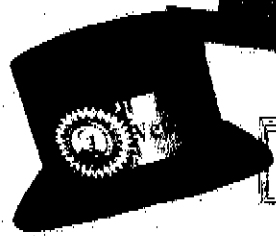
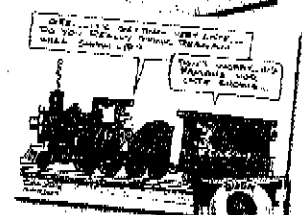
September 10 through October 24, 2004
Open Daily • 1- 5 p.m.

Center for the Visual Arts
(corner of Hickory and Bell in downtown Denton, Texas)

FREE Admission

Related exhibits at:
Bayless-Selby House Museum
317 W. Mulberry St. • 940-349-2865
and the Courthouse-on-the-Square Museum
110 W. Hickory St. • 940-349-2850
dentoncounty.com/chos

For more information: Greater Denton Arts Council
940-382-2787 • dentonarts.com



This is a Blair-Murrah touring exhibition supported in part by the City of Denton.

PC = Political ~~Correctness~~ Comedy

An evening of political humor and improvisation featuring the *Last Ham Standing* comedy ensemble

Presented by the Greater Denton Arts Council and Denton Convention and Visitor Bureau

Friday, October 1, 2004
Center for the Visual Arts
(Corner of Hickory and Bell, downtown Denton)

8:00 pm: Galleries open for *Winners and Wannabes*, an exhibition of American presidential campaigns from the 1840s to the present.

8:30: pm *Last Ham Standing* performance (Material rated "PG-13")

\$20 Admission (Table seating option with first 200 tickets sold)
Complimentary beverages and snacks

ADVANCE TICKETS: Center for the Visual Arts (400 E. Hickory)
Denton Chamber of Commerce (414 W. Parkway)

ONLINE TICKET PURCHASE AT: www.discoverdenton.com

Tickets on sale at the door as available

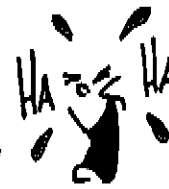
For additional information phone GDAC (940-382-2787) or,
Denton Convention and Visitor Bureau (940-382-9693)

PC = Political

~~Correctness~~

Comedy!

AN EVENING OF POLITICAL HUMOR FEATURING THE LAST HAM STANDING COMEDY ENSEMBLE!



Friday, October 11, 2008
Greater Denton Arts Council
Corner of Etowah and Bell Streets in Denton

8:00 - **Winners and Wannabes**
An exhibition of American presidential campaigns
from the 1840's to the present.

8:30 - Last Ham Standing Comedy Show (PG-13)

Tickets - \$20. Call 382-2787 or 382-9693
Buy tickets online at www.discoverdenton.com



Presented by the Greater Denton Arts Council and the Denton Convention and Visitor Bureau.



Hotel Package Ideas

North Star Getaway

Tickets to the Sky Theater
1 night min stay
Dinner

Escape to the GOLDEN TRIANGLE

Transportation to MALL.
\$50 gift certificate for Golden Triangle Mall
2-night stay

A Step Back in Time

1 night min stay
Museum passes redeemable for a gift
Carriage Ride thru Historic Dist. (?)
Breakfast for Two @ Ruby's Dinner or Dinner
for 2 @ Hannah's
Downtown Coupons

How Sweet It Is

Chocolates from The Candy Store
Wine tasting at Wine-on-the-Square
Souvenir glasses from Wine-on-the-Square
Dinner at Hannah's
1 Night stay at Wildwood Inn or Heritage Inns
\$25 Downtown Dollars

Now Playing in Denton

2 Tickets to your choice of play at the Campus
Theatre
Dinner for 2
Ice Cream after the show
Min. 1 Night Stay
Optional add on – Wine Tasting at Wine-on-the-
Square

Milling around Denton

Day Tour
Work with local business to offer planned tours
of manufacture's in the Denton area.

Horse Play

Horse Country Tour including the Mid-Evil
times training facility
Dinner at Mid-Evil Times
1 night min stay
Breakfast for 2

Girls Great Escape

Time sensitive package
Offer a scrap booking Friday night escape at a
local hotel, could rotate this package between
hotels
1 night min stay
Box dinner included
Work with "Scrapping For Keeps" or "Michaels"
for scrap booking sessions

Kil'n Time in Denton

2 person minimum
1 night min stay
\$50 Credit at Kil'n Time Pottery
\$50 Downtown Dollars

The Great Outdoors (manly package)

2 person min
1 night min stay
Fishing Guide on Lake Ray Roberts for 4 to 6
hours
or
Canoe Rental
Dinner at Huck's on Lake Ray Roberts or Ponder
Steak House

Fly Like An Eagle or Catch the Pioneer Sprit

1 night min stay
2-4 tickets to a UNT or TWU athletic event,
concert or theatre performance
Downtown Dollars

Tax-Free Shopping Weekend

1 night min stay
Up to 4 pass to the water park
\$100 Gift Certificate to the Mall



June 2004 CVB ACTIVITY REPORT - From Kim Phillips

TOURISM AND CONVENTIONS

Administration/Meetings

Staff attended the following meetings and events:

Director: Holiday Lighting Promo Campaign meeting; Chamber Elected Officials Reception; DFWATC Board of Directors meeting; DFWATC Marketing Committee meeting; DFWATC Member Services Meeting; Greater Denton Sports Commission Board of Directors Meeting; Chamber staff meeting; Blues Fest Promo Campaign meeting; Texas Travel Information Center visits at Gainesville, Wichita Falls and Denison; Downtown Task Force Meeting; Main Street Marketing Committee; CVB Advisory Board meeting; Chamber Board of Directors Meeting; Gaylord Resort meeting; Doral Tesoro Resort meeting; DOVIA meeting; GDAC meeting on Presidential Election Memorabilia Exhibit; Cumberland Presbyterian Children's Home 100th birthday event; Chamber mixer at Tour 18; CVB Alternative Revenue meeting; Spirit of the West Resort meeting.

Services Coordinator: DFWATC Media Committee Meeting; Chamber New Member Orientation; Chamber staff meeting; CVB Marketing Committee meeting; UNT General Orientation; Met with Texas Lil's about meeting space; Texas Travel Information Center visits at Gainesville, Wichita Falls and Denison.

Promotions/Advertising/Media

Promotion/Medias:

Denton "Our Town" Photography Contest Exhibit – Winning photos and honorable mentions were featured in this exhibit hosted by the Center for Visual Arts June 3-6, 2004.

4th of July – CVB staff coordinated a series of "4th of July Family Fun Packages" that were promoted via fliers in Texas Travel Information Centers and in a short newspaper advertising campaign (six ads total) in Wichita Falls/Vernon area and the Sherman/Denison areas. The packages provide a "one-stop shop" opportunity for visitors. Advertising was designed to drive visitors to the CVB website where overnight packages could be booked online or by calling our direct toll free line. One package was sold to a visitor from Sherman and they stayed two nights at the Radisson.

Presidential Election Memorabilia Exhibit – CVB and GDAC staff are working to develop a series of ancillary events surrounding this unique exhibit that will heighten awareness of the exhibit plus provide a valuable package component for individual visitor and group packages during the exhibit's stay in Denton September-October, 2004. The CVB has already coordinated a promotional agreement with the Sixth Floor Museum to cross sell each other's exhibits since the audiences are the same type of people. The Sixth Floor Museum will

also represent an added value to group package options. The CVB is also facilitating overnight package development utilizing the exhibit opening and the Arts, Antiques & Autos event on the Denton Square the weekend of September 11.

Courthouse Grand Opening - CVB staff is working with CHOS staff and County officials in the coordination of a full day elaborate celebration for the completion of the Courthouse restoration project. The event will be Saturday, November 6. Kim has been appointed to serve on the CHOS Celebration Committee. As a result, the CVB is coordinating much of the advertising for the event and assisting in planning for the celebration.

UNT Football Packages - The CVB is working with UNT Athletics to develop special packages for UNT home football games. The packages will include game tickets, concession tickets, tailgating specials, overnight hotel stay, dinner, and UNT merchandise such as shirts and pom-poms. The packages will be marketed to UNT Alumni to encourage alumni enthusiasm for UNT as well as community, student and family awareness of the football program.

Advertising:

AAA Texas Journey - 1/6 page color ad in May/June 2004 issue promoting Air Fair, Juneteenth, 4th of July Jubilee, and general Denton tourism.

Texas Highways - 1/3 page color ad in June 2004 issue promoting Juneteenth, Kiwanis 4th of July, and general Denton tourism.

Fort Worth Key Magazine - editorial promoting Juneteenth and 4th of July Festivals (free editorial)

Kiwanis 4th of July Newspaper Campaign - Ads ran in the following newspapers promoting the Kiwanis 4th of July event and overnight stays in Denton:

1. *Thrifty Nickel*: Wichita Falls, Sheppard AFB, Paris, Sherman, Denison.
2. *Wichita Falls Times Record News*
3. *Sheppard AFB Senator*
4. *Sherman Herald Democrat*

Ads were 3 column X 5 inches in size. Frequency was at most a three time run in one week.

Meetings/Conventions

Upcoming:

Summer Play Therapy Conf. - July 4-13	200 people
Great American Shootout - July 9-11	1000 people
Fred Moore Reunion July 23-25	200 people
SWANA Nationals - August	500 people
UNT Family Weekend - Oct 1-2	500 people
State Bar of Texas - Oct. 19-22	150 people
UNT Work Teams - Skill Facilitator Conf. - Nov. 14-18	150 people

Monthly Totals for Denton Website and Information Requests

- Chamber Visitor Center - 33 (5 out-of-state)
- Front office responded to 22 general requests, 46 relocation requests and 11 visitor requests *reflects only requests taken over phone and e-mail.*
- Reader Response Leads June:

Texas/New Mexico Journey - 129
 Better Homes & Garden- 18
 Southern Living - 708
 Texas Highway - 246
 Texas Monthly - 125
 Texas Visitor Guide - 3233
 USA Weekend - 26
 Total 4,485

- www.discoverdenton.com website - 4,278 users/page views for the month
- The following are just some of the ways VISITORS heard about Denton:
(This information reflects visitor requests only)
 Internet - 3 Events/Festivals/Races/Water Park - Advertisements/Tourism Publications -
 Conference/Camps/Sports - 1 University/Family/Graduation - 2 Not indicated/other - 5

SPORTS MARKETING

Administration/Meetings

Greater Denton Sports Commission; Denton Young Professionals; CVB Advisory Board; New Member Orientation; Denton Chamber Mixer; Great American Shootout; Texas Amateur Athletic Federation; UNT Mean Green Luncheon; Denton Parks and Recreation; New Member Orientation; CVB Alternative Revenue Meeting

Sports Promotion/Awareness

- Denton Girls Softball and ASA District 13 hosted the 12 Under Girls State Tournament on June 27-29, 2004. The event was bid on with the help of the Denton CVB and Greater Denton Sports Commission. Twenty-four teams which included 500 participants, parents, and coaches received information and hospitality sponsored by the Denton CVB and Greater Denton Sports Commission.

Future Events and Proposals

- The University of North Texas secured the bid for the Sun Belt Conference Men's and Women's Basketball Championship in March of 2005.
- The Greater Denton Sports Commission and Denton Parks and Recreation will co-host the Texas Amateur Athletic Federation Youth State Flag Football Tournament on November 19-21, 2004.
- The Greater Denton Sports Commission and Denton Parks and Recreation are preparing a bid for the Texas Amateur Athletic Federation Gymnastics State Championship in May 2005.



July 2004 CVB ACTIVITY REPORT - From Kim Phillips

TOURISM AND CONVENTIONS

Administration/Meetings

Staff attended the following meetings and events:

Director: Courthouse on the Square Rededication Committee meeting (2x); DOVIA meeting; Leadership Denton interview; DFWATC Media Committee meeting; Denton Main Street Marketing Committee meeting; Chamber staff meeting; HIOI Committee Budget meetings; Chamber Monte Carlo night event; CVB Marketing Committee meeting; Texas Lakes Trail Annual Meeting in Granbury; Denton Bike Race Task Force meeting; Chamber mixer; DFWATC Member Services Meeting; North Texas State Fair mixer.

Services Coordinator: Chamber New Member Orientation; Chamber staff meeting; CVB Marketing Committee meeting; UNT Summer Play Therapy Conference; Met with Tiger Byte concerning website; attended COC Monte Carlo Night; met with UNT Commuter Office concerning Commuter Conference; met with Hank Dickenson regarding UNT Football packages.

Promotions/Advertising/Media

Promotion/Medias:

4th of July – CVB staff coordinated a series of “4th of July Family Fun Packages” that were promoted via fliers in Texas Travel Information Centers and in a short newspaper advertising campaign (six ads total) in Wichita Falls/Vernon area and the Sherman/Denison areas. The packages provide a “one-stop shop” opportunity for visitors. Advertising was designed to drive visitors to the CVB website where overnight packages could be booked online or by calling our direct toll free line. One package was sold to a visitor from Sherman and they stayed two nights at the Radisson.

Presidential Election Memorabilia Exhibit – CVB and GDAC staff are working to develop a series of ancillary events surrounding this unique exhibit that will heighten awareness of the exhibit plus provide a valuable package component for individual visitor and group packages during the exhibit’s stay in Denton September-October, 2004. The CVB has already coordinated a promotional agreement with the Sixth Floor Museum to cross sell each other’s exhibits since the audiences are the same type of people. The Sixth Floor Museum will also represent an added value to group package options. The CVB is also facilitating overnight package development utilizing the exhibit opening and the Arts, Antiques & Autos event on the Denton Square the weekend of September 11.

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UNT Football Packages – The CVB is working with UNT Athletics to develop special packages for UNT home football games. The packages will include game tickets, concession tickets, tailgating specials, overnight hotel stay, dinner, and UNT merchandise such as shirts and pom-poms. The packages will be marketed to UNT Alumni to encourage alumni enthusiasm for UNT as well as community, student and family awareness of the football program.

Advertising:

AAA Texas Journey – 1/6 page color ad in July/Aug 2004 issue promoting Blues Fest, Courthouse-on-the-Square, and general Denton tourism.

Fort Worth Key Magazine – editorial promoting Arts, Antiques & Autos Festival (frcc editorial)

Meetings/Conventions

Upcoming:

SWANA Nationals - August	500 people
UNT Family Weekend – Oct 1-2	500 people
State Bar of Texas – Oct. 19-22	150 people
UNT Work Teams – Skill Facilitator Conf. – Nov. 14-18	150 people

Monthly Totals for Denton Website and Information Requests

- Chamber Visitor Center – 49 (8 out-of-state)
- Front office responded to 21 general requests, 38 relocation requests and 16 visitor requests – *reflects only requests taken over phone and e-mail.*
- Reader Response Leads July:
 - Texas/New Mexico Journey - 135
 - Southern Living - 36
 - Texas Highway - 35
 - Texas Monthly 3
 - Texas Visitor Guide - 103
 - Total 312
- www.discoverdenton.com website - 4,436 users/page views for the month
- The following are just some of the ways VISITORS heard about Denton:

(This information reflects visitor requests only)

 - Internet - 3 Events/Festivals/Races/Water Park – Advertisements/Tourism Publications - 6
 - Conference/Camps/Sports – University/Family/Graduation - 4 Not indicated/other - 3

Sports Marketing

Administration/Meetings

Greater Denton Sports Commission; Denton Young Professionals; CVB Alternative Revenue; New Member Orientation; Denton Chamber Mixer; Great American Shootout; Texas Amateur Athletic Federation; Hertz Rental Car – United Way Picnic; New Member Orientation; Denton Bike Race Exploratory Committee

Sports Promotion/Awareness

- The Great American Shootout basketball tournament was in Denton at local gyms on July 9-12, 2004.
 - The event hosted approximately 3000 participants, coaches, officials, parents, and fans with an estimated economic impact of over \$900,000.
 - Over 4000 hotel room nights were booked for the 4 day event.
 - The Greater Denton Sports Commission and the Denton CVB provided hospitality bags for all of the participants and coaches, as well as an information booth at the event.
 - The Denton CVB hosted a breakfast and lunch in the UNT Coliseum for all college coaches.
 - The Greater Denton Sports Commission hosted a dinner sponsored by Rudy's Barbecue at the Gymnastics Room in the Super Pit. The event was designed to showcase the Denton sports community and solicit future events.

Future Events and Proposals

- The University of North Texas secured the bid for the Sun Belt Conference Men's and Women's Basketball Championship in March of 2005.
- The Greater Denton Sports Commission and Denton Parks and Recreation will co-host the Texas Amateur Athletic Federation Youth State Flag Football Tournament on November 19-21, 2004.
- Texas Woman's University has secured a bid for the USA Gymnastics collegiate conference tournament in March of 2005.
- The Greater Denton Sports Commission and Denton Parks and Recreation are preparing a bid for Texas Amateur Athletic Federation Gymnastics State Championship in May 2005.



August 2004 CVB ACTIVITY REPORT - From Kim Phillips

TOURISM AND CONVENTIONS

Administration/Meetings

Staff attended the following meetings and events:

Director: TACVB Annual Conference in Conroe; TACVB Executive Board Meeting in Conroe; TACVB Board of Directors Meeting in Conroe; Courthouse on the Square Rededication Committee meeting (2x); DFWATC Media Committee Meeting in Grand Prairie; DFWATC Marketing Meeting in Irving; DFWATC Board of Directors Retreat in Grapevine; DFWATC Quarterly Membership Mixer in Arlington; Leadership Denton; Denton Main Street Marketing Committee meeting; Holiday Highway Campaign organizational meeting; Arts & Jazz Festival Meeting; Photography Contest Committee organizational meeting; CVB Marketing Committee Meeting; CVB Alternative Revenue Committee meeting; Cycling Race Task Force Meeting; Storytelling Festival brainstorming meeting.

Services Coordinator: Attended TACVB in Lake Conroe; Hosted the UNT Eagle Ambassadors on a tour of downtown Denton; CVB Marketing Committee meeting; Met with Tiger Byte concerning website; attended Denton Days at TWU for new students; Met with Denton Connection concerning the photo contest; attended the CVB Alt. Rev. meeting; attended the DFWATC mixer.

Promotions/Advertising/Media

Promotion/Medias:

Presidential Election Memorabilia Exhibit – CVB and GDAC staff are working to develop a series of ancillary events surrounding this unique exhibit that will heighten awareness of the exhibit plus provide a valuable package component for individual visitor and group packages during the exhibit's stay in Denton September-October, 2004. The CVB has already coordinated a promotional agreement with the Sixth Floor Museum to cross sell each other's exhibits since the audiences are the same type of people. The Sixth Floor Museum will also represent an added value to group package options. The CVB is also facilitating overnight package development utilizing the exhibit opening and the Arts, Antiques & Autos event on the Denton Square the weekend of September 11.

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UNT Football Packages – The CVB and UNT have developed special packages for UNT home football games that include game tickets, concession tickets, tailgating specials, overnight hotel stay, dinner, and UNT merchandise such as shirts and pom-poms. The packages are being marketed to UNT Alumni through North Texas Exes newsletter and email to encourage alumni enthusiasm for UNT as well as community, student and family awareness of the football program. The packages are available for sale on the CVB website or by calling the CVB offices.

WFAA Channel 8 Family First – The CVB is working as part of the task force coordinating the activities through the day on October 14 to promote Denton to the WFAA viewing audience for the Channel 8 Family First event in Denton.

Advertising:

AAA Texas Journey – 1/6 page color ad in July/Aug 2004 issue promoting Blues Fest, Courthouse-on-the-Square, and general Denton tourism.

Fort Worth Key Magazine – editorial promoting North Texas State Fair (free editorial)

Texas Highways – 1/3 page color ad in August 2004 issue promoting Blues Fest, Arts Antiques & Autos, and general Denton tourism.

Texas Monthly ¼ page color ad in August 2004 issue featuring Fall Travel Planner. Ad promotes Courthouse-on-the Square and general Denton tourism.

Meetings/Conventions

Upcoming:

UNT Family Weekend - Oct 1-2	500 people
State Bar of Texas – Oct. 19-22	150 people
UNT Work Teams – Skill Facilitator Conf. – Nov. 14-18	150 people
Sunbelt Conference Basketball Tournament – Mar.2-9	1000 + people
UNT Science Fair – Mar. 14-18	100 people

Monthly Totals for Denton Website and Information Requests

- Chamber Visitor Center – 27 (6 out-of-state)
- Front office responded to 18 general requests, 35 relocation requests and 17 visitor requests – *reflects only requests taken over phone and e-mail.*
- Reader Response Leads August:

AAA	15
Southern Living	56
TX Hwy	170
TTIA	70
TX Monthly	119
<u>TX Visitor Guide</u>	<u>10</u>
Total	440
- www.discoverdenton.com website – 4,128 users/page views for the month
- The following are just some of the ways VISITORS heard about Denton:

(This information reflects visitor requests only)

Internet - Events/Festivals/Races/Water Park Advertisements/Tourism Publications - 4
Conference/Camps/Sports University/Family/Graduation - 3 Not indicated/other - 10

Sports Marketing

Administration/Meetings

Greater Denton Sports Commission; Denton Young Professionals; CVB Alternative Revenue; Texas Amateur Athletic Federation; Denton Bike Race Exploratory Committee; Denton Chamber CII Collins Ribbon Cutting; TACVB Annual Conference in Conroe.

Sports Promotion/Awareness

- Denton Ryan High School Volleyball Classic was held at Ryan High School Gym on August 11-15.
 - The event hosted approximately 150 participants, coaches, officials, parents, and fans with an estimated economic impact of over \$25,000.
 - The Greater Denton Sports Commission and the Denton CVB provided hospitality bags for all of the participants and coaches.
 - The Denton CVB and the Greater Denton Sports Commission lunch and dinner for the coaches and officials.
- The Greater Denton Sports Commission hosted the 6th Annual Sports Extravaganza at Golden Triangle Mall on August 14th. The event promoted local sports organizations, businesses, and programs.

Future Events and Proposals

- The University of North Texas secured the bid for the Sun Belt Conference Men's and Women's Basketball Championship in March of 2005.
- The Greater Denton Sports Commission and Denton Parks and Recreation will co-host the Texas Amateur Athletic Federation Youth State Flag Football Tournament on November 19-21, 2004.
- Texas Woman's University has secured a bid for the USA Gymnastics collegiate conference tournament in March of 2005.
- The Greater Denton Sports Commission and Denton Parks and Recreation are preparing a bid for Texas Amateur Athletic Federation Gymnastics State Championship in May 2005.
- The Greater Denton Sports Commission is exploring the opportunity to host a Bicycle Race in October of 2005 through the Texas Bicycle Racing Association.

2004 Occupancy and ADR Report

1st & 2nd Tier Properties	January (31)		February (29)		March (31)		April (30)		May (31)		June (30)		July (31)		August (31)		September (30)		October (31)		November (30)		December (31)		Year Averages				
	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Rev PAR		
Best Western	77.90%	\$ 74.43	85.90%	\$ 75.92	82.00%	\$ 78.01	86.10%	\$ 82.12	84.50%	\$ 78.51	81.10%	\$ 79.04	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	84.52%	\$ 78.01	\$ 65.93
Camfort Suites	51.00%	\$ 77.05	66.70%	\$ 76.35	61.90%	\$ 80.81	70.10%	\$ 90.88	54.50%	\$ 79.58	68.30%	\$ 82.02	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	61.84%	\$ 80.98	\$ 50.18
Days Inn	28.70%	\$ 44.14	45.60%	\$ 40.05	37.60%	\$ 45.10	50.00%	\$ 55.13	44.40%	\$ 43.88	48.40%	\$ 44.52	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	44.21%	\$ 45.47	\$ 20.10
Exel Inn	43.60%	\$ 36.25	47.70%	\$ 36.36	49.90%	\$ 34.14	63.50%	\$ 37.83	54.20%	\$ 37.04	51.60%	\$ 37.71	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	51.97%	\$ 36.58	\$ 19.00
Hampton Inn	71.00%	\$ 86.88	75.00%	\$ 84.78	74.00%	\$ 74.78	79.00%	\$ 77.16	77.00%	\$ 72.08	81.00%	\$ 72.24	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	77.65%	\$ 70.82	\$ 54.98
Heritage Inns	28.10%	\$ 88.03	44.50%	\$ 70.38	63.90%	\$ 93.18	48.90%	\$ 79.82	47.80%	\$ 69.14	32.40%	\$ 78.34	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	44.45%	\$ 79.81	\$ 35.52
Denton Inn & Suites	0.22%	\$ 47.35	0.00%	\$ -	7.26%	\$ 45.57	3.20%	\$ 50.52	8.50%	\$ 56.09	11.46%	\$ 49.78	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	12.84%	\$ 50.26	\$ 6.45
Howard Johnson	43.30%	\$ 41.41	48.90%	\$ 41.28	56.30%	\$ 44.47	65.40%	\$ 54.48	59.70%	\$ 46.09	55.10%	\$ 46.22	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	55.31%	\$ 45.84	\$ 25.24
La Quinta	80.00%	\$ 90.02	84.00%	\$ 90.65	82.00%	\$ 98.58	87.00%	\$ 89.87	77.00%	\$ 59.73	82.00%	\$ 60.12	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	81.69%	\$ 57.16	\$ 46.69
Nicoel Six	74.10%	\$ 38.84	70.80%	\$ 37.27	74.00%	\$ 37.14	83.20%	\$ 38.82	78.60%	\$ 37.34	77.20%	\$ 39.21	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	75.51%	\$ 37.77	\$ 28.52
Radisson	42.10%	\$ 77.55	48.20%	\$ 80.18	57.50%	\$ 84.93	73.00%	\$ 92.53	42.70%	\$ 84.82	58.50%	\$ 80.74	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	52.26%	\$ 83.33	\$ 43.55
Ramada	27.70%	\$ 51.04	47.20%	\$ 50.26	42.20%	\$ 35.88	55.60%	\$ 64.89	40.30%	\$ 58.83	44.60%	\$ 55.79	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	42.84%	\$ 56.14	\$ 24.05
Royal Hotel Suites	28.10%	\$ 39.90	41.90%	\$ 37.84	39.90%	\$ 40.88	58.70%	\$ 41.15	55.00%	\$ 36.17	47.50%	\$ 41.18	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	45.59%	\$ 39.50	\$ 18.91
Super 8 Motel	50.10%	\$ 48.28	65.00%	\$ 43.04	88.00%	\$ 44.75	56.00%	\$ 47.98	51.00%	\$ 44.65	54.00%	\$ 48.29	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	53.54%	\$ 44.49	\$ 23.82
Wildwood Inn	25.00%	\$ 134.07	38.00%	\$ 143.71	33.00%	\$ 128.81	41.00%	\$ 124.38	48.00%	\$ 141.33	42.00%	\$ 141.00	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	45.45%	\$ 135.73	\$ 61.70
Monthly Average	47.85%	\$ 90.35	52.55%	\$ 58.58	54.82%	\$ 62.81	61.89%	\$ 87.11	53.32%	\$ 62.97	55.99%	\$ 63.54	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	55.41%	\$ 82.78	\$ 34.78
3rd Tier Properties	January (31)		February (29)		March (31)		April (30)		May (31)		June (30)		July (31)		August (31)		September (30)		October (31)		November (30)		December (31)		Year Averages				
	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Occ %	ADR	Rev PAR		
Clayton House			67.30%	\$ 18.16	0.00%	\$ -					\$ 18.15																1.15%	\$ 18.16	\$ 0.21
Desert Sands	54.00%	\$ 32.85	55.90%	\$ 27.97	53.20%	\$ 30.05	57.50%	\$ 31.68	56.50%	\$ 32.75	58.60%	\$ 29.28	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	59.00%	\$ 30.72	\$ 18.42
Holiday Lodge			0.00%	\$ -	54.70%	\$ 27.91	0.00%	\$ -			54.30%	\$ 28.27															0.00%	\$ 28.09	\$ 15.47
Monthly Average	49.30%	\$ 32.65	53.80%	\$ 13.89	33.70%	\$ 25.37	16.00%	\$ 10.53	49.16%	\$ 32.75	54.28%	\$ 25.23	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	36.06%	\$ 25.65	\$ 9.25

Unable To Report Annual Average All Properties Due To 3rd Tier Inaccurate Reporting