



CITY OF COSTA MESA

CALIFORNIA 92628-1200

P.O. BOX 1200

FROM THE OFFICE OF THE MAYOR

May 22, 2008

Thomas Smalley
President
Costa Mesa Conference and Visitor Bureau
P.O. Box 5071
Costa Mesa, California 92628-5071

**SUBJECT: REQUEST FOR INCREASE IN THE CITY COUNCIL PROGRAMS
ACCOUNT OF THE COSTA MESA CONFERENCE AND VISITOR
BUDGET**

Dear Tom:

As you know, in 1995 the Costa Mesa City Council adopted an Ordinance establishing the Business Improvement Area (BIA) for the purpose of assisting the Hotel and Motel Industry in their promotion of tourism within the City. The Board of the Costa Mesa Conference and Visitor Bureau (CMCVB) oversees this program.

The CMCVB's annual budget is to be used for the purpose of increasing awareness of Costa Mesa as a visitor destination with the goal of increasing hotel occupancy, travel related spending, transient occupancy tax revenues and further contributing to the economic growth of the City.

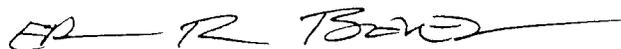
For the last several years the budget has included a City Council Program Account in the amount of \$10,000. In the past, if the amount was not used it did not roll over to the next budget year. This amount has not been increased since its initiation.

Over the last two years, we have used these allocated funds to purchase a brochure rack and promotional gifts and items. We used the full amount last year and anticipate using the full amount this year as well.

On June 17, the adoption of the annual assessment for the Business Improvement Area will take place. This process includes review and approval of the budget for Fiscal Year 2008-09. This is the appropriate time to request that the City Council Program Account be increased from \$10,000 to \$50,000. We are in the process of looking at ways we can effectively improve Costa Mesa's image and work in tandem with the Bureau in your mission. These will include expanding our inventory of promotional items, enhancing the City's website and better integrating with the CMCVB website, creating new marketing materials and brochures and exploring other promotional items, activities and events.

We believe the increase will help us support and assist the work of the Costa Mesa Conference and Visitor Bureau in promoting the City's image as a great place to visit, work and live in!

Sincerely,

A handwritten signature in black ink, appearing to read "Eric R. Bever". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Eric R. Bever
Mayor

c: Costa Mesa Conference and Visitor Bureau Board
Costa Mesa City Council
Diane Pritchett, Executive Director, CMCVB
Allan Roeder, City Manager
Thomas Hatch, Assistant City Manager
Ann Shultz, Legislative and Public Affairs Manager