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# AGENDA REPORT

**TO:** DEANNA J. SANTANA  
CITY ADMINISTRATOR

**FROM:** Osborn K. Solitei

**SUBJECT:** Measure C-Oakland Hotel Tax  
Audit and Program Status Report

**DATE:** February 5, 2014

City Administrator  
Approval

Date

2/24/14

**COUNCIL DISTRICT:** City-Wide

## RECOMMENDATION

Staff recommends that the City Council accept the Measure C-Oakland Hotel Tax Audit and Program Status Report.

## EXECUTIVE SUMMARY

The Controller's Office is pleased to present to the City Council the attached Measure C – Oakland Hotel Tax Audit and Program Status Report.

Measure C, Section 4.24.031.E, requires an independent annual audit or review to be performed as provided by Government Code Sections 50075.1 and 50075.3 to assure accountability and the proper disbursement of the proceeds of this surcharge in accordance with the purpose stated in this measure. Government Code Sections 50075.3 (a) and (b) require the Chief Financial Officer to present to the governing board an annual report identifying (a) the amount of funds collected and expended; and (b) the status of any project required or authorized to be funded.

The Independent Auditor's Report for fiscal year ended June 30, 2013 did not contain any findings and did not identify any deficiencies in internal controls.

## OUTCOME

This report is being presented in compliance with Government Code Sections 50075.3 (a) and (b). This is an informational report only.

Item: 5

Finance & Management Committee  
March 11, 2014

**BACKGROUND/LEGISLATIVE HISTORY**

The Oakland City Council approved Resolution No. 81855 C.M.S. on March 17, 2009 submitting the Measure C – Oakland Hotel Tax to the electors at the July 21, 2009 special election approving, adopting, and levying the additional transient occupancy tax for Measure C. The voters of the City of Oakland approved Measure C in July 2009.

Measure C increases the transient occupancy tax from 11% to 14%. The additional transient occupancy tax is allocated to the following programs as described:

Oakland Convention and Visitors Bureau	50.0%
Oakland Zoo	12.5%
Oakland Museum of California	12.5%
Chabot Space and Science Center	12.5%
Cultural Arts Programs and Festivals	12.5%

Patel & Associates, an independent accounting firm, performed the Measure C- Oakland Hotel Tax financial audit for the year ending June 30, 2013. This report also provides the annual program status report for the Measure C programs (Oakland Convention and Visitors Bureau, Oakland Zoo, Oakland Museum of California, Chabot Space and Science Center and Cultural Arts Programs and Festivals) for FY 2012-2013 in accordance with Government Code Section 50075.3 (b).

**ANALYSIS**

The Measure C audit report reflects the independent auditor’s opinion that the Measure C financial schedule of revenues and expenditures fairly presents, in all material respects, Measure C activities in conformity with United States generally accepted accounting principles, and in compliance with the purposes for which Measure C was approved by the voters. The audit disclosed no instances of noncompliance or other matters that are required to be reported under *Government Auditing Standards*.

The Measure C expenditures for FY 2012-2013 by program are summarized below, along with a description of each program. The attached audit report provides further details on program achievements and number of people served during FY 2012-13.

**HONORABLE CITY COUNCIL**

Subject: Measure C Audit Report

Date: February 5, 2014

Program	Program Description	FY 2012-13
Oakland Convention and Visitors Bureau	The Oakland Convention and Visitors Bureau (“OCVB”) promotes the Oakland Convention Center to convention customers and the City to visitors. The incremental Measure C revenue allows the OCVB to market the City as a destination for visitors, develop and promote a branding strategy, and promote the Oakland Convention Center to the travel trades to generate additional sales for the convention business. OCVB generated \$4 million in group bookings during FY2012-2013.	\$1,686,683
Oakland Zoo	The Oakland Zoo (“the Zoo”) draws more than 700,000 visitors per year. The Zoo provides the Zoo-to-community outreach program, which serves the Oakland Unified School District with free programs targeted exclusively to lower economic levels of the community such as Head Start and California Early Childhood Development Centers. The Zoo served 4,645 participants in the OZ Zoo-to-Community educational programs and an additional 7,500 residents were given free family vouchers.	422,064
Oakland Museum of California	The Oakland Museum of California (“the Museum”) presents and interprets the art, history, and natural environment of the state of California and it has the most comprehensive collection of objects, artifacts, and art work related to the development of California. The incremental Measure C revenue allows the Museum to fund additional programs and exhibits that were reduced or eliminated in recent years due to budget reductions. The Museum served 175,000 people during FY2012-13.	422,064
Chabot Space and Science Center	The Chabot Space and Science Center (“the Center”) is a world class space and science center for residents and visitors of the City. The incremental Measure C revenue enables the Center to continue to provide important programs such as the Discovery Lab, Techbridge, the Challenger Learning Center, Micronauts, Galaxy Explorers, Summer Camps and Scout Groups.	422,064
Cultural Arts Programs and Festivals	The City’s Cultural Funding program (“the Program”) was established to fund grants to Oakland nonprofits. These nonprofits use the grants to present cultural arts programs and festivals to draw Oakland residents and visitors to Oakland venues citywide, thereby adding vibrancy, fueling community revitalization and creating jobs. Produced by the City of Oakland, the Art & Soul Program is a cultural festival that showcases local artists, attracts nearly 20,000 people to the downtown area and employs about 100 temporary workers. The incremental Measure C revenue allows the City to continue to fund programs and festivals through the Cultural Funding Program and the Art & Soul Festival Program, both managed by the Cultural Arts and Marketing Division.	560,558
<b>TOTAL</b>		<b>\$ 3,513,433</b>

Item: \_\_\_\_\_

The following table is a summary of Measure C expenditures for FY 2012 and 2013 by category:

	<u>FY 2011-12</u>	<u>FY 2012-13</u>
Oakland Convention and Visitors Bureau	\$ 1,496,178	\$ 1,686,683
Oakland Zoo	374,394	422,064
Oakland Museum of California	456,953	422,064
Chabot Space and Science Center	374,394	422,064
Cultural Arts Programs and Festivals	221,127	560,558
<b>Total Expenditures</b>	<b><u>\$ 2,923,046</u></b>	<b><u>\$ 3,513,433</u></b>

**PUBLIC OUTREACH/INTEREST**

This item did not require any additional public outreach other than the required posting on the City’s website.

**COORDINATION**

This report was routed to the City Attorney and Budget Office for review.

**COST SUMMARY/IMPLICATIONS**

This is an informational report only; there is no fiscal impact. On June 30, 2013, Measure C fund balance was \$188,574, and it’s attributed to the following factors:

- A timing difference of when the revenues are recorded and when the payments are issued to Oakland Convention and Visitors Bureau, Oakland Zoo and Chabot Space and Science Center in the following month.
- The fund balance for Cultural Arts Programs and Festivals are due to:
  - The year-round nature of the Cultural Funding Program (grants for the arts) and an associated lag time in contract services expenditures. This program includes grants to Oakland nonprofits for Organizational Assistance, Organization Project, Art in the Schools and Individual Artist Project and;
  - The timing of the annual Art & Soul Festival, which takes place early in the fiscal year, creating a need for funds to be carried over from the previous fiscal year.

**SUSTAINABLE OPPORTUNITIES**

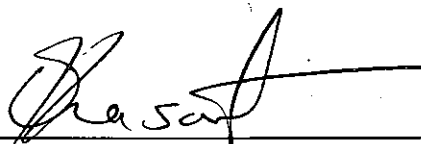
*Economic:* No direct economic opportunities have been identified

*Environmental:* No environment opportunities have been identified

*Social Equity:* No social equity opportunities have been identified

For questions regarding this report, please contact Osborn Solitei, Finance Director/Controller at 510 238-3809.

Respectfully submitted,



OSBORN K. SOLITEI  
Finance Director/Controller  
Controller's Office

***Attachment:***

***Measure C –Oakland Hotel Tax Independent Accountant's Report and Budgetary Comparison Schedule for the year ended June 30, 2013***

Item: **5**

Finance & Management Committee

March 11, 2014

**MEASURE C – OAKLAND HOTEL TAX  
[A Fund of the City of Oakland, California]**

**Independent Auditor's Report  
and Budgetary Comparison Schedule**

**For the Year Ended June 30, 2013**

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 **Patel &  
Associates**  
Certified Public Accountant

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**FINANCE & MANAGEMENT CMTTE**  
**MAR 11 2014**

**MEASURE C – OAKLAND HOTEL TAX**  
**[A Fund of the City of Oakland, California]**  
**For the Year Ended June 30, 2013**

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**INDEPENDENT AUDITOR'S REPORT**

Honorable Mayor and  
Members of the City Council  
City of Oakland, California

**Report on the Financial Schedule**

We have audited the accompanying budgetary comparison schedule (financial schedule) of the City of Oakland's (City) Measure C - Oakland Hotel Tax (Measure C), a fund of the City, for the year ended June 30, 2013 and the related notes to the budgetary comparison schedule, which collectively comprise the revenues and expenditures of the Measure C activities.

**Management's Responsibility for the Financial Schedule**

Management is responsible for the preparation and fair presentation of the financial schedule in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial schedule that is free from material misstatement, whether due to fraud or error.

**Auditor's Responsibility**

Our responsibility is to express an opinion on the financial schedule based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America and the standards applicable to financial audits contained in *Government Auditing Standards*, issued by the Comptroller General of the United States. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial schedule is free of material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial schedule. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial schedule, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the City's preparation and fair presentation of the financial schedule in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the City's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial schedule.



We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### **Opinion**

In our opinion, the financial schedule referred to above presents fairly, in all material respects, the revenues and expenditures of the Measure C – Oakland Hotel Tax for the year ended June 30, 2013, in conformity with the basis of accounting described in Note B.

### **Emphasis of Matter**

The financial schedule was prepared to present the total revenues and expenditures of the Measure C fund as described in Note B, and do not purport to, and do not, present fairly the changes in the City's financial position for the year ended June 30, 2013 in conformity with accounting principles generally accepted in the United States of America.

### **Other Matters**

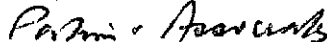
#### *Other Information*

Our audit was conducted for the purpose of forming an opinion on the financial schedule as a whole. The Status Report on the Use of Measure C Funds is presented for purposes of additional analysis and is not a required part of the financial schedule.

The Status Report on the Use of Measure C Funds information has not been subjected to the auditing procedures applied in the audit of the financial schedule and, accordingly, we do not express an opinion or provide any assurance on it.

### **Other Reporting Required by *Government Auditing Standards***

In accordance with *Government Auditing Standards*, we have also issued our report dated November 20, 2013 on our consideration of the City's internal control over financial reporting as it pertains to the Measure C – Oakland Hotel Tax and on our tests of its compliance with certain provisions of laws, regulations, contracts, and grant agreements and other matters. The purpose of that report is to describe the scope of our testing of internal control over financial reporting and compliance and the results of that testing, and not to provide an opinion on internal control over financial reporting or on compliance. That report is an integral part of an audit performed in accordance with *Governmental Auditing Standards* in considering the City's internal control over financial reporting and compliance.

  
Oakland, California  
November 20, 2013

**MEASURE C - OAKLAND HOTEL TAX**  
**(A Fund of the City of Oakland, California)**  
**BUDGETARY COMPARISON SCHEDULE (ON A BUDGETARY BASIS)**  
**For the year ended June 30, 2013**

	<u>Original Budget</u>	<u>Final Budget</u>	<u>Actual (Budgetary Basis)</u>	<u>Positive (Negative) Variance</u>
<b>Revenues:</b>				
Transient occupancy tax surcharge				
Oakland Convention and Visitors Bureau	\$ 1,481,523	\$ 1,688,438	\$ 1,687,651	\$ (787)
Oakland Zoo	370,381	422,110	422,307	197
Oakland Museum of California	370,381	422,110	422,307	197
Chabot Space and Science Center	370,381	422,110	422,307	197
Cultural Art Programs and Festivals	<u>370,381</u>	<u>422,110</u>	<u>422,306</u>	<u>196</u>
Total revenue	<u>2,963,047</u>	<u>3,376,878</u>	<u>3,376,878</u>	
<b>Expenditures:</b>				
Program expenditure				
Oakland Convention and Visitors Bureau	1,481,523	1,716,386	1,686,683	29,703
Oakland Zoo	370,381	428,757	422,064	6,693
Oakland Museum of California	370,381	432,451	422,064	10,387
Chabot Space and Science Center	370,381	426,523	422,064	4,459
Cultural Art Programs and Festivals	<u>370,381</u>	<u>695,900</u>	<u>560,558</u>	<u>135,342</u>
Total expenditures	<u>2,963,047</u>	<u>3,700,017</u>	<u>3,513,433</u>	<u>186,584</u>
Change in fund balance on a budgetary basis	\$ <u>          </u>	\$ <u>(323,139)</u>	(136,555)	\$ <u>(186,584)</u>
<b>Items not budgeted:</b>				
Investment loss			<u>(1,131)</u>	
Total items not budgeted			<u>(1,131)</u>	
Change in fund balance, on a GAAP basis			(137,686)	
Fund Balance, beginning of year			<u>326,260</u>	
Fund balance, end of year			\$ <u>188,574</u>	

The notes to the budgetary comparison schedule are an integral part of this schedule.

**MEASURE C – OAKLAND HOTEL TAX**  
**(a Fund of the City of Oakland, California)**  
**Notes to Budgetary Comparison Schedule**  
**For the Year Ended June 30, 2013**

**NOTE A – DESCRIPTION OF REPORTING ENTITY**

The Oakland City Council (the City Council) approved Resolution No. 81855 on March 17, 2009 submitting the Measure C - Oakland Hotel Tax (Measure C) to the electors at the July 21, 2009 general election approving, adopting, and levying an additional transient occupancy tax for Measure C. The voters of the City of Oakland (City) approved Measure C in July 2009.

Measure C increases the transient occupancy tax from 11% to 14%. Revenue from the additional transient occupancy tax is allocated to the following programs as described. Unused funds are carried forward to be used in future years.

Oakland Convention and Visitors Bureau	50.0%
Oakland Zoo	12.5%
Oakland Museum of California	12.5%
Chabot Space and Science Center	12.5%
Cultural Arts Programs and Festivals	12.5%

The transient occupancy tax is considered a debt owed by a transient to the City that can be extinguished only by payment of the tax to the operator of the hotel at the time the rent is paid. If the rent is paid in installments, a proportionate share of the transient occupancy tax shall be due upon the transient's ceasing to occupy space in the hotel.

Measure C funds the following activities:

1. The Oakland Convention and Visitors Bureau (CVB) promotes the Oakland Convention Center to convention customers and the City to visitors. The incremental Measure C revenue allows the CVB to market the City as a destination for visitors, develop and promote a branding strategy, and promote the Oakland Convention Center to the travel trades to generate additional sales for the convention business.
2. The Oakland Zoo (Zoo) draws approximately 600,000 visitors per year. The Zoo provides the Zoo-to-Community outreach program, which serves the Oakland Unified School District with free programs targeted exclusively to lower economic levels of the community such as Head Start and California Early Childhood Development Centers.
3. The Oakland Museum of California (Museum) presents and interprets the art, history, and natural environment of the state of California and it has the most comprehensive collection of objects, artifacts, and art work related to the development of California. The incremental Measure C revenue allows the Museum to fund additional programs and exhibits that were reduced or eliminated in recent years due to budget reductions.

**MEASURE C – OAKLAND HOTEL TAX**  
**(a Fund of the City of Oakland, California)**  
**Notes to Budgetary Comparison Schedule**  
**For the Year Ended June 30, 2013**

4. The Chabot Space and Science Center (Center) is a world class space and science center for residents and visitors of the City. The incremental Measure C revenue enables the Center to continue to provide important programs such as the Discovery Lab, Techbridge, the Challenger Learning Center, Micronauts, Galaxy Explorers, Summer Camps and Scout Groups.
5. The City's Cultural Arts Programs and Festivals (Program) was established to fund cultural arts programs and festivals in Oakland to draw Oakland residents and visitors to venues citywide, adding vibrancy, fueling community revitalization and creating jobs. The incremental Measure C revenue allows the City to continue to fund programs and festivals through the Cultural Funding Program and the Art and Soul Festival Program managed by the Cultural Arts and Marketing Division of the City Administrator's Office (CAO).

**NOTE B – SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES**

*Basis of Presentation*

The accompanying financial schedule presents only the revenues and expenditures of the Measure C activities and does not purport to, and does not present fairly the changes in the City's financial position for the year ended June 30, 2013 in conformity with accounting principles generally accepted in the United States of America.

A special revenue fund (governmental fund) is used by the City to report the Measure C activities. The measurement focus is based upon the determination of changes in financial position rather than upon the determination of net income. A special revenue fund is used to account for the proceeds of specific revenue sources that are legally restricted to expenditures for specified purposes.

*Basis of Accounting*

In accordance with the provisions of the City Charter, the City adopts an annual budget for Measure C activity, which must be approved through a resolution by the City Council. The budget for Measure C is prepared on a modified accrual basis.

Measure C activity is reported using the current financial resources measurement focus and the modified accrual basis of accounting. Revenues are recorded when "susceptible to accrual" (i.e., when they become both measurable and available). "Measurable" means that the amount of the transaction can be determined, and "available" means that revenues are collected within the current period or soon enough thereafter to pay liabilities of the current period. Revenues susceptible to accrual include the transient occupancy tax surcharge. The City considers the transient occupancy tax surcharge revenues to be available for the year levied and if they are collected within 120 days of the end of the current year. Expenditures are recorded when a liability is incurred, as under accrual accounting.

**MEASURE C – OAKLAND HOTEL TAX**  
**(a Fund of the City of Oakland, California)**  
**Notes to Budgetary Comparison Schedule**  
**For the Year Ended June 30, 2013**

*Use of Estimates*

The preparation of financial schedule in conformity with generally accepted accounting principles requires management to make certain estimates and assumptions that affect the reported amounts and disclosures. Accordingly, actual results may differ from those estimates.

**NOTE C - BUDGET**

Measure C, as approved by the voters in July 2009, requires the adoption of an annual budget, which must be approved by the City Council of the City. The City budgets annually for Measure C activities. The budget is prepared on the modified accrual basis, except that the City does not budget for investment earnings on Measure C investments.

Budgetary control is maintained at the fund level. Line item reclassification amendments to the budget may be initiated and reviewed by the City Council, but approved by the City Administrator. Any shifting of appropriations between separate funds must be approved by the City Council. Annual appropriations for the budget lapse at the end of the fiscal year to the extent that they have not been expended. At year-end, unobligated appropriations may lapse and remain within the authorized program. Supplemental budgetary changes made to Measure C throughout the year, if any, are reflected in the “final budget” column of the accompanying budgetary comparison schedule.

**INDEPENDENT AUDITOR'S REPORT ON INTERNAL CONTROL OVER  
FINANCIAL REPORTING AND ON COMPLIANCE AND OTHER MATTERS  
BASED ON AN AUDIT OF FINANCIAL SCHEDULE PERFORMED IN  
ACCORDANCE WITH GOVERNMENT AUDITING STANDARDS**

Honorable Mayor and  
Members of the City Council  
City of Oakland, California

We have audited, in accordance with the auditing standards generally accepted in the United States of America and the standards applicable to financial audits contained in *Government Auditing Standards* issued by the Comptroller General of the United States, the budgetary comparison schedule (financial schedule) of the City of Oakland's (City) Measure C - Oakland Hotel Tax (Measure C), a fund of the City, for the year ended June 30, 2013, and the related notes to the financial schedule which collectively comprise the revenues and expenditures of the Measure C activities and have issued our report thereon dated November 20, 2013.

**Internal Control Over Financial Reporting**

In planning and performing our audit of the financial schedule, we considered the City's internal control over financial reporting (internal control) as it pertains to Measure C, to determine the audit procedures that are appropriate in the circumstances for the purpose of expressing our opinion on the financial schedule, but not for the purpose of expressing an opinion on the effectiveness of the City's internal control. Accordingly, we do not express an opinion on the effectiveness of the City's internal control over financial reporting as it pertains to Measure C.

A *deficiency in internal control* exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent, or detect and correct, misstatements on a timely basis. A *material weakness* is a deficiency, or combination of deficiencies, in internal control such that there is a reasonable possibility that a material misstatement of the City's financial schedule will not be prevented, or detected and corrected on a timely basis. A *significant deficiency* is a deficiency, or a combination of deficiencies in internal control that is less severe than a material weakness, yet important enough to merit attention by those charged with governance.

Our consideration of internal control was for the limited purpose described in the first paragraph of this section and was not designed to identify all deficiencies in internal control that might be material weaknesses or significant deficiencies. Given these limitations, during our audit we did not identify any deficiencies in internal control that we consider to be material weaknesses. However, material weaknesses may exist that have not been identified.

### **Compliance and Other Matters**

As part of obtaining reasonable assurance about whether Measure C's financial schedule is free from material misstatement, we performed tests of its compliance with certain provisions of laws, regulations, contracts, and grant agreements, noncompliance with which could have a direct and material effect on the determination of financial schedule amounts. However, providing an opinion on compliance with those provisions was not an objective of our audit, and accordingly, we do not express such an opinion. The results of our tests disclosed no instances of noncompliance or other matters that are required to be reported under *Government Auditing Standards*.

### **Purpose of this Report**

The purpose of this report is solely to describe the scope of our testing of internal control and compliance and the results of that testing, and not to provide an opinion on the effectiveness of the City's internal control or on compliance as it pertains to Measure C. This report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering the City's internal control and compliance as it pertains to Measure C. Accordingly, this communication is not suitable for any other purpose.

*PwC*

Oakland, California  
November 20, 2013

**MEASURE C – OAKLAND HOTEL TAX  
[A Fund of the City of Oakland, California]**

**SCHEDULE OF FINDINGS AND RESPONSES  
FOR THE YEAR ENDED JUNE 30, 2013**

There were no findings reported in the current year.



**MEASURE C – OAKLAND HOTEL TAX  
A Fund of the City of Oakland, California]**

**STATUS OF PRIOR YEAR FINDINGS AND RECOMMENDATIONS  
YEAR ENDED JUNE 30, 2013**

**FINDINGS**

**STATUS**

**2012-1: COMPLETENESS OF RECORDING EXPENSES**

Measure C fund financial statements for the year ended June 30, 2012 did not include expense accruals due to inadequate internal control over financial reporting.

Implemented.

**SUPPLEMENTARY INFORMATION**

**MEASURE C - OAKLAND HOTEL TAX**  
**(A fund of the City of Oakland, California)**  
**STATUS REPORT ON THE USE OF MEASURE C FUNDS**  
**For the Year Ended June 30, 2013**

Program Name and Description (Measure C Description)	Amount Expended	Outcomes	
		Program Achievements	Number of People Served During the Year / Other
<b>Oakland Convention and Visitors Bureau</b>			
Marketing/Communications	\$ 1,012,010	<p>Marketed Oakland as a travel destination to stimulate transient occupancy tax, solicit meetings, conventions, and travel. We created strong consumer awareness about the positive assets of Oakland as a travel destination, and projected a positive image for Oakland by interacting with national media.</p> <p>We created a new campaign featuring local celebrities, "Oakland... To Know It Is To Love It". Media relations included \$4 million in earned media, over 39 million in readers and circulation, and tens of million in electronic media readers.</p> <p>We conducted research program as benchmark for marketing/branding initiative, retained local advertising agency to create new brand for Oakland, and created sports awareness programs for all professional sports teams.</p> <p>New York Time named Oakland the top 5 City to visit in 2012. We helped to build collaborative partnerships with Oakland attractions, developed cross promotional opportunities. We also expanded Oakland's exposure on social media, including Facebook fan page, Twitter, and Instagram photo.</p>	<p>Served 150,000 unique visitors, meeting planners and media on the website.</p> <p>Created over 36 million printed materials.</p> <p>Supported 14,000 jobs in Oakland.</p> <p>An estimated 2.5 million visitors stayed in Oakland hotels/motels.</p>
Sales	489,138	Promoted Oakland to the Travel Trades to generate group and convention business.	Booked over 40 conventions resulting in 15,000 room nights, \$4 million in group bookings.
Operations	185,536	Provided visitor services, community services, group and convention services.	
<b>Subtotal Oakland Convention and Visitors Bureau</b>	\$ 1,686,683		

**MEASURE C - OAKLAND HOTEL TAX**  
**(A fund of the City of Oakland, California)**  
**STATUS REPORT ON THE USE OF MEASURE C FUNDS**  
**For the Year Ended June 30, 2013**

Program Name and Description (Measure C Description)	Amount Expended	Outcomes	
		Program Achievements	Number of People Served During the Year / Other
<b>Oakland Zoo</b>			
Zoo To Community Program	\$ 158,768	The Education Department provided Zoo Education Programs to 208 underserved Elementary and Middle Schools, Child Development Centers, Head Start Centers, libraries, and outdoor venues in the City of Oakland. These programs included school-based ZooMobile programs in individual classrooms and multi-class assemblies, as well as site-based Zoo School classes and Wildlife Assemblies. Our Conservation ZooMobile also provided free conservation programming at Oakland Schools, libraries, and special events. In addition, bus transportation was provided from Oakland Schools to the Zoo for Zoo-based programs.	A total of 4,645 students participated in OZ Zoo-to-Community programs, and an additional, approximately 7,500 Oakland residents made use of the 5,828 free Family Vouchers that were distributed to underserved schools and at Zoo-to-Community events.
Exhibits/Rides	263,296	Improved/expanded Coati, Giraffe and Elephant exhibits, provided repairs for sun bear, camel and alligator exhibits, undertook general repairs/maintenance of facilities.	More than 700,000 Visitors
<i>Subtotal Oakland Zoo</i>	\$ 422,064		
<b>Oakland Museum of California</b>			
Museum exhibitions and education programs	\$ 422,064	Grant to Oakland Museum of California Foundation to attract visitors and serve the community.	Served 175,000 people
<i>Subtotal Oakland Museum of California</i>	\$ 422,064		
<b>Chabot Space and Science Center</b>			
Support science & educational awareness	\$ 422,064	Chabot Space & Science Center uses Measure C funding to increase attractiveness for its visitors. Also, funds are used to continue to provide science & educational awareness for school groups and the general public visiting the City of Oakland.	General Admission Tickets (July 2012 - June 2013) 139,909 School Students Attendance (July 2012 - June 2013). 49,886
<i>Subtotal Chabot Space and Science Center</i>	\$ 422,064		

**MEASURE C - OAKLAND HOTEL TAX**  
 (A fund of the City of Oakland, California)  
**STATUS REPORT ON THE USE OF MEASURE C FUNDS**  
For the Year Ended June 30, 2013

Program Name and Description (Measure C Description)	Amount Expended	Outcomes	
		Program Achievements	Number of People Served During the Year / Other
<b>Cultural Arts Programs and Festivals</b>			
Cultural Funding Program	\$ 372,390	Grant funds awarded in the Individual Artist Project Support, Organization Project Support and Organizational Assistance categories supported approximately 41,000 cultural events/activities/projects, and roughly 32,000 of these activities were offered free to the public. These highly sought-after arts grants generated over \$6 million in private-sector spending on the arts (through leveraging private-sector grants and contributions, ancillary expenditures by arts attendees, and taxes payable to the City) – which represents a 6-to-1 return on the City’s investment	An estimated 271,000 participants were exposed to Oakland arts organizations and artists through the grant-funded activities, of this total, an estimated 85% were Oakland-based citizens. Separately, 9,763 students in 52 Oakland Unified School District schools directly participated in the arts through 83 artist residencies funded by Art in the Schools grants
Art & Soul Festival	139,553	These funds were used to supplement artists fees and marketing for Art & Soul. The festival is a major economic development and revitalization tool for Oakland that attracts 20,000 people to downtown, supports local businesses, generates extensive positive publicity, offers cultural enrichment for Oakland residents and visitors in addition to providing a forum for Oakland and regional/national artists. Measure C funds are used to leverage an additional \$500,000 in proceeds from admissions, concessions, booth fees and sponsorships to sustain the annual event. Each year, the festival employs approximately 100 temporary Oakland workers and 100-150 performing artists in addition to contracting with local vendors for equipment, supplies and services. More than 150 local artisans, nonprofits and small businesses are promoted through booth space and other festival activities.	Projected annual audience is 20,000 people at the festival itself, with exposure to millions throughout the region through the media
Fairs & Festival	48,615	These funds were used to offset City fees and costs for eleven (11) large-scale community festivals. These eleven (11) events support economic development and community revitalization, generate foot traffic in neighborhood commercial districts and celebrate Oakland's cultural diversity. These eleven (11) annual festivals have a combined annual attendance of approximately 350,000 people and represent an estimated combined private sector investment of \$1.0 million.	These eleven (11) annual festivals have a combined annual attendance of approximately 350,000 people and represent an estimated combined private sector investment of \$1.0 million.
<i>Subtotal Cultural Arts Programs and Festivals</i>	\$ 560,558		

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