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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: May 9, 2013

City Administrator  
Approval

Date

5/16/13

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 City Administrator's Office, Office of the Controller 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 Accountant's Report for fiscal year ended June 30, 2012 contains one finding as noted on page 9 of the audit report. This finding however, has no adverse impact on the fund's financial condition. The attached audit report contains the auditor's finding, recommendation and the City's management response and corrective action plans as appropriate.

## OUTCOME

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

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Finance & Management Committee  
May 28, 2013

**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%

Yano Accountancy Corporation, an independent accounting firm and contractor, performed the Measure C- Oakland Hotel Tax financial audit for the year ending June 30, 2012. 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 2011-2012 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 2011-2012 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 2011-12.

Program	Program Description	FY 2011-12
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 \$3.5 million in group bookings during FY2011-2012.	\$1,496,178
Oakland Zoo	The Oakland Zoo (the Zoo) draws more than 650,000 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 7,198 participants in the educational programs and an additional 8,500 participants were given free family vouchers.	374,394
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 FY2011-12.	456,953
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.	374,394
Cultural Arts Programs and Festivals	The City's Cultural Funding program (the 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. The Art & Soul Festival attracts nearly 50,000 people to the downtown area and employs about 100 temporary workers.	221,127
<b>TOTAL</b>		<b>\$ 2,923,046</b>

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The following table is a summary of Measure C expenditures for FY 2011 and 2012 by category:

	<u>FY 2010-11</u>	<u>FY 2011-12</u>
Oakland Convention and Visitors Bureau	\$ 1,527,387	\$ 1,496,178
Oakland Zoo	382,203	374,394
Oakland Museum of California	404,995	456,953
Chabot Space and Science Center	382,203	374,394
Cultural Arts Programs and Festivals	334,473	221,127
<b>Total Expenditures</b>	<b>\$ 3,031,261</b>	<b>\$ 2,923,046</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. In FY 2011-12, Measure C revenues totaled \$2,991,813 and expenditures totaled \$2,923,046, resulting in a net increase to the fund balance of \$68,767. The difference between the revenues and expenditures is due to the following:

- 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.
- A lag time in contract services expenditures for the Cultural Arts Program and Festival. Some of the current year expenditures were funded from the prior year's fund balance.

**SUSTAINABLE OPPORTUNITIES**

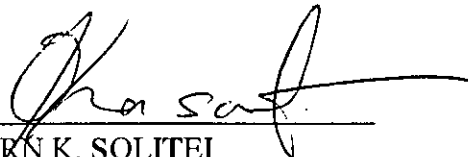
*Economic:* No direct economic opportunities have been identified

*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, Controller at 238-3809.

Respectfully submitted,



OSBORN K. SOLITEI  
Controller, City Administrator's Office

***Attachment:***

***Measure C—Oakland Hotel Tax Independent Accountant's Report and Budgetary Comparison Schedule for the year ended June 30, 2012***

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Finance & Management Committee  
May 28, 2013

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

**Independent Accountants' Report  
and Budgetary Comparison Schedule  
for the year ended June 30, 2012**

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FINANCE & MANAGEMENT COMMITTEE

MAY 28 2013

*Yano Accountancy Corporation*

MEASURE C – OAKLAND HOTEL TAX  
(a Fund of the City of Oakland, California)  
for the year ended June 30, 2012

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# *Nano Accountancy Corporation*

## Independent Accountants' Report

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

We have audited the accompanying budgetary comparison schedule (financial schedule) of the Measure C – Oakland Hotel Tax (Measure C), a fund of the City of Oakland, California (City), for the year ended June 30, 2012. This financial schedule is the responsibility of the City's management. Our responsibility is to express an opinion on this 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 includes consideration of internal control over financial reporting as a basis for designing 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 over financial reporting as it pertains to the Measure C fund. Accordingly, we express no such opinion. An audit also includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial schedule, assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial schedule presentation. We believe that our audit provides a reasonable basis for our opinion.

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, 2012 in conformity with accounting principles generally accepted in the United States of America.

In our opinion, the financial schedule referred to in the first paragraph presents fairly, in all material respects, the revenues and expenditures of the Measure C – Oakland Hotel Tax for the year ended June 30, 2012, in conformity with the basis of accounting described in Note B.

In accordance with *Government Auditing Standards*, we have also issued our report dated February 14, 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 the internal control over financial reporting or on compliance. That report is an integral part of an audit performed in accordance with *Government Auditing Standards* and should be considered in assessing the results of our audit.



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. This 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.

*Nano Accountancy Corporation*

Oakland, California  
February 14, 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, 2012

	Original Budget	Final Budget	Actual (Budgetary Basis)	Positive (Negative) Variance
<b>Revenues:</b>				
Transient occupancy tax surcharge				
Oakland Convention and Visitors Bureau	\$ 1,302,371	\$ 1,302,371	\$ 1,495,209	\$ 192,838
Oakland Zoo	325,593	325,593	374,151	48,558
Oakland Museum of California	325,593	325,593	374,151	48,558
Chabot Space and Science Center	325,593	325,593	374,151	48,558
Cultural Art Programs and Festivals	325,593	325,593	374,151	48,558
Total revenue	<u>2,604,743</u>	<u>2,604,743</u>	<u>2,991,813</u>	<u>387,070</u>
<b>Expenditures:</b>				
Contract services:				
Oakland Convention and Visitors Bureau	1,376,323	1,376,323	1,496,178	(119,855)
Oakland Zoo	344,056	344,056	374,394	(30,338)
Oakland Museum of California	430,309	430,309	456,953	(26,644)
Chabot Space and Science Center	341,822	341,822	374,394	(32,572)
Cultural Art Programs and Festivals	494,917	494,917	221,127	273,790
Total expenditures	<u>2,987,427</u>	<u>2,987,427</u>	<u>2,923,046</u>	<u>64,381</u>
Change in fund balance, on a budgetary basis	<u>\$ (382,684)</u>	<u>\$ (382,684)</u>	68,767	<u>\$ 451,451</u>
<b>Items not budgeted:</b>				
Interest income			<u>1,463</u>	
Total items not budgeted			<u>1,463</u>	
Change in fund balance, on a GAAP basis			70,230	
Fund balance, beginning of year			<u>256,030</u>	
Fund balance, end of year			<u>\$ 326,260</u>	

**MEASURE C – OAKLAND HOTEL TAX**  
**(a Fund of the City of Oakland, California)**  
**Notes to Budgetary Comparison Schedule**  
**for the year ended June 30, 2012**

**Note A – Description of Reporting Entity**

The Oakland City Council (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.
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.

**MEASURE C – OAKLAND HOTEL TAX**  
(a Fund of the City of Oakland, California)  
**Notes to Budgetary Comparison Schedule, Continued**  
for the year ended June 30, 2012

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, 2012, 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 the 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.

The Measure C activities are 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.

*Use of Estimates*

The preparation of financial statements requires management to make certain estimates and assumptions that affect the reported amounts and disclosures. Accordingly, actual results may differ from those estimates.

**MEASURE C – OAKLAND HOTEL TAX**  
**(a Fund of the City of Oakland, California)**  
**Notes to Budgetary Comparison Schedule, Continued**  
**for the year ended June 30, 2012**

**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. The City budgets annually for the 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.

# *Nano Accountancy Corporation*

## Independent Accountants' Report on Internal Control over Financial Reporting and on Compliance and Other Matters Based on an Audit of a Financial Schedule Performed in Accordance with *Government Auditing Standards*

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

We have audited the budgetary comparison schedule (financial schedule) of Measure C – Oakland Hotel Tax (Measure C), a fund of the City of Oakland, California (the City), for the year ended June 30, 2012, and have issued our report thereon dated February 14, 2013, which included an explanatory paragraph describing the basis of accounting and the presentation of the financial schedule. 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.

### **Internal Control Over Financial Reporting**

In planning and performing our audit, we considered the City's internal control over financial reporting as it pertains to Measure C as a basis for designing our auditing procedures for the purpose of expressing our opinion on the financial schedule but not for the purpose of expressing an opinion on the effectiveness of internal control over financial reporting. 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.

Our consideration of internal control over financial reporting was for the limited purpose described in the preceding paragraph and was not designed to identify all deficiencies in internal control over financial reporting that might be significant deficiencies or material weaknesses and therefore, there can be no assurance that all deficiencies, significant deficiencies, or material weaknesses have been identified.

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 misstatements on a timely basis. A material weakness is a significant deficiency, or combination of significant deficiencies, that results in more than a remote likelihood that a material misstatement of the financial schedule will not be prevented or detected by the City's internal control. We consider the deficiency described in Finding 2012-1 on the accompanying schedule of findings and responses to be a material weakness.

## Compliance and Other Matters

As part of obtaining reasonable assurance about whether the Measure C financial schedule is free of 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*.

We did not audit the views of City management and, accordingly, express no opinion on them.

This report is intended solely for the information and use of the City's Mayor and City Council, and the City's Management and is not intended to be and should not be used by anyone other than these specified parties.

*Yano Accountancy Corporation*

Oakland, California  
February 14, 2013

**MEASURE C – OAKLAND HOTEL TAX**  
**(a Fund of the City of Oakland, California)**  
**Schedule of Findings and Views of City Management**  
**for the year ended June 30, 2012**

**Finding 2012-1 – Completeness of Recording Expenses (Material Weakness)**

<b>Criteria</b>	<p>Governmental Accounting Standards Board Statement No. 33, <i>Accounting and Reporting for Nonexchange Transactions</i> (“GASB 33”) promulgates that tax revenues from derived tax revenues (which include hotel taxes) are recorded as City revenues when the underlying transaction occurs. The City of Oakland (“City”) records Measure C hotel tax revenues in the fiscal year in which the hotels record their related revenues.</p> <p>Paragraph 5 of the grant agreements between the City of Oakland (“City”) and four Measure C grantees stipulate that “...monies in the Surcharge Fund shall be distributed to the Grantee, following the month that they were collected by the City...”</p> <p>Accordingly, recognition of revenue results in corresponding recognition of liabilities to these four grantees, even though payment of the liabilities occurs in the month subsequent to collection.</p>
<b>Condition</b>	<p>The fund’s financial statements for the year ended June 30, 2011 included accruals for revenues in accordance with GASB 33. The fund’s financial statements for the year ended June 30, 2011 also included expense accruals for grant liabilities to the four grantees.</p> <p>The fund’s financial statements for the year ended June 30, 2012 included revenue accruals, but did not include expense accruals.</p>
<b>Cause</b>	<p>The cause of the condition was inadequate internal control over financial reporting (“internal control”) to ensure that all expenses were reflected in the fund’s financial statements.</p>
<b>Effect</b>	<p>The effect was to understate current year fund expenses by \$258,756, and to overstate the ending fund balance by the same amount. Management agreed with the misstatement and corrected the fund financial statements.</p>
<b>Recommendation</b>	<p>We recommend that the City improve its internal control to ensure that all expenses are recorded in the proper accounting period.</p>
<b>Views of City Management</b>	<p>We agree with the condition, cause, effect and recommendation.</p>



**MEASURE C – OAKLAND HOTEL TAX**  
**(a Fund of the City of Oakland, California)**  
**Other Supplementary Information**  
**for the year ended June 30, 2012**

Program Name and Description (Measure C Description)	Amount Expended	Outcomes	
		Program Achievements	Number of People Served During the Year/Other
Marketing/Communications	\$ 897,707	<p>Market Oakland as a travel destination to stimulate transient occupancy tax, solicit meetings, conventions, travel, etc.</p> <p>Market Oakland to create strong consumer awareness about the positive assets of Oakland as a travel destination. Project a positive image for Oakland, interacting with national media print and electronic. Increased website traffic by 300 % and restaurant covers in Oakland by 20% - 50%.</p> <p>Created a new campaign featuring local celebrities. Oakland...To Know It Is To Love It. Media Relations: \$4 million in earned media and over 39 million in readers and circulation and tens of millions in electronic media readers.</p> <p>Building collaborative partnerships with Oakland attractions, developing cross promotional opportunities. Using New York Times "Oakland is top 5 City to visit in 2012" platform.</p> <p>Serve as the public relations leader for all tourism related activities in Oakland to increase awareness about Oakland and Visit Oakland.</p> <p>Social Media / Technology - expanded Oakland's exposure on social media and created a Facebook fan page, new Twitter presence, enhanced Instagram photo contest.</p>	<p>130,000 unique visitors, meeting planners and media served on the website.</p> <p>Over 36 million print impressions/readers.</p> <p>An estimated 1.5 million overnight visitors stayed in Oakland hotels/motels.</p>
Sales	433,891	Promote Oakland to the Travel Trades to generate group and convention business.	Booked 32 conventions resulting in 10,000 room nights, and \$3.5 million in group bookings.

**MEASURE C – OAKLAND HOTEL TAX**  
**(a Fund of the City of Oakland, California)**  
**Other Supplementary Information**  
**for the year ended June 30, 2012**

Program Name and Description (Measure C Description)	Amount Expended	Outcomes	
		Program Achievements	Number of People Served During the Year/Other
Operations	164,580	Visitor services, community services, group and convention services. Heroes in Hospitality. Developed a new plan of work.	
Subtotal Oakland Convention and Visitors Bureau	\$ 1,496,178		
Zoo to Community Program	\$ 116,394	The Education Department provided Zoo Education Programs to 209 underserved Elementary 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 7,198 students participated in OZ Zoo-to-Community programs, and an additional, approximately 8,500 Oakland residents made use of free Family Vouchers distributed to underserved schools and at Zoo-to-Community events.
Visitor Attraction	62,662	Continued as a tourist attraction for the surrounding counties such as Contra Costa, Santa Clara, San Francisco and other visitors. Also conducted numerous events, such as Zoolights, Earth Day, Diabetes Prevention, Seniors' Day and Boo at the Zoo	More than 650,000 visitors
Exhibits/Rides	195,338	Improved/expanded tiger and hyena exhibits, provided repairs for sun bear, chimp and alligator exhibits, undertook general repairs/maintenance of facilities	More than 650,000 visitors

**MEASURE C – OAKLAND HOTEL TAX**  
**(a Fund of the City of Oakland, California)**  
**Other Supplementary Information**  
**for the year ended June 30, 2012**

Program Name and Description (Measure C Description)	Amount Expended	Outcomes	
		Program Achievements	Number of People Served During the Year/Other
<b>Subtotal Oakland Zoo</b>	\$ 374,394		
<b>Museum Exhibitions and Education Programs</b>	\$ 456,953	Grant to Oakland Museum of California Foundation to attract visitors and serve the community	Served 175,000 people
<b>Subtotal Oakland Museum of California</b>	\$ 456,953		
<b>Support Science and Educational Awareness</b>	\$ 374,394	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 2011 - June 2012): 132,794 School Students Attendance (July 2011 - June 2012): 48,684
<b>Subtotal Chabot Space and Science Center</b>	\$ 374,394		

**MEASURE C – OAKLAND HOTEL TAX**  
(a Fund of the City of Oakland, California)  
**Other Supplementary Information**  
for the year ended June 30, 2012

Program Name and Description (Measure C Description)	Amount Expended	Outcomes	
		Program Achievements	Number of People Served During the Year/Other
Art & Soul Festival	\$ 221,127	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 nearly 50,000 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 and Oakland Redevelopment Agency 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 100 temporary workers and 100-150 performing artists in addition to contracting with local vendors for equipment, supplies and services. More than 200 local artisans, nonprofits and small businesses are promoted through booth space and other festival activities.	Projected annual audience is 50,000 people at the festival itself, with exposure to millions throughout the region through the media.
Subtotal Cultural Arts Programs and Festivals	\$ 221,127		

MAY 28 2013

FINANCE & MANAGEMENT CENTER

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*Yano Accountancy Corporation*

