

CITY OF OAKLAND

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2016 JAN 28 AM 8:51

AGENDA REPORT

TO: Sabrina B. Landreth
City Administrator

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

FROM: Kirsten LaCasse
Interim Controller

DATE: January 19, 2016

City Administrator Approval

Date:

1/26/16

RECOMMENDATION

Staff Recommends That The City Council Accept The Measure C – Oakland Hotel Tax Audit And Program Status Report For The Year Ended June 30, 2015.

EXECUTIVE SUMMARY

The Finance Department, Controller's Bureau 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, 2015 did not contain any findings and did not identify any deficiencies in internal controls.

Item: _____
Finance and Management Committee
February 9, 2016

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 percent to 14 percent. 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 and subcontractor to Macias, Gini & O'Connell, the City's external auditor, performed the Measure C- Oakland Hotel Tax financial audit for the year ending June 30, 2015 (**Attachment A**). 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 2014-2015 in accordance with Government Code Section 50075.3 (b).

ANALYSIS AND POLICY ALTERNATIVES

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 (*See page 10 of Attachment A*).

The Measure C expenditures for FY 2014-2015 by program are summarized in *Table 1* on the following page, along with a description of each program. The audit report provides further details on program achievements and number of people served during FY 2014-15 (**Attachment A**).

Table 1: Measure C Summary by Program

Program	Program Description	FY 2014-15 Expenditures
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.	\$2,334,319
Oakland Zoo	The Oakland Zoo (the 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.	\$584,125
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.	\$584,125
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.	\$584,125
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 & Soul Festival Program, both managed by the Cultural Arts and Marketing Division of the Economic	\$503,504
TOTAL		\$ 4,590,198

FISCAL IMPACT

This is an informational report only; there is no fiscal impact. At June 30, 2015, Measure C fund balance was \$288,540 and this fund balance is 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 is 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.

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 prepared in coordination with the City Attorney's Office and the Controller's Bureau.

SUSTAINABLE OPPORTUNITIES

Economic: There are no economic opportunities associated with this report.

Environmental: There are no environmental opportunities associated with this report.

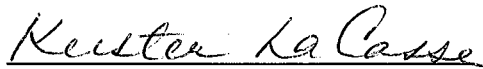
Social Equity: There are no social equity opportunities associated with this report.

ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends that the City Council accept the Measure C – Oakland Hotel Tax Audit and Program Status Report For The Year Ended June 30, 2015.

For questions regarding this report, please contact Kirsten LaCasse, Interim Controller, at (510) 238-6776.

Respectfully submitted,



KIRSTEN LACASSE
Interim Controller, Finance Department

Attachments (1):

A: Measure C – Oakland Hotel Tax Independent Auditor's Report and Budgetary Comparison Schedule For the Year Ended June 30, 2015

ATTACHMENT A

**Measure C – Oakland Hotel Tax Independent Auditor's Report and Budgetary Comparison
Schedule For the Year Ended June 30, 2015**

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, 2015

MEASURE C – OAKLAND HOTEL TAX
[A Fund of the City of Oakland, California]
For the Year Ended June 30, 2015

Table of Contents

	<i>Page(s)</i>
Independent Auditor’s Report	1 - 2
Financial Schedule:	
Budgetary Comparison Schedule (On a Budgetary Basis)	3
Notes to Budgetary Comparison Schedule	4 – 6
Other Report:	
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 <i>Government Auditing Standards</i>	7-8
Schedule of Findings and Responses	9
Status of Prior Year Findings and Recommendations	10
Supplementary information	
Status report on the Use of Measure C Funds	11-15

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, 2015 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, 2015, 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, 2015 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 October 23, 2015 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.

PwC - Annals, LLP
Oakland, California
October 23, 2015

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, 2015

	<u>Original Budget</u>	<u>Final Budget</u>	<u>Actual (Budgetary Basis)</u>	<u>Positive (Negative) Variance</u>
Revenues:				
Transient occupancy tax surcharge				
Oakland Convention and Visitors Bureau	\$ 1,995,742	\$ 2,334,319	\$ 2,334,319	\$ -
Oakland Zoo	498,935	584,125	584,125	-
Oakland Museum of California	498,935	584,125	584,125	-
Chabot Space and Science Center	498,935	584,125	584,125	-
Cultural Art Programs and Festivals	<u>498,935</u>	<u>584,125</u>	<u>584,125</u>	<u>-</u>
Total revenue	<u>3,991,482</u>	<u>4,670,819</u>	<u>4,670,819</u>	
Expenditures:				
Program expenditure				
Oakland Convention and Visitors Bureau	1,995,742	2,235,940	2,334,319	(98,379)
Oakland Zoo	498,935	558,813	584,125	(25,312)
Oakland Museum of California	498,935	562,497	584,125	(21,628)
Chabot Space and Science Center	498,935	556,579	584,125	(27,546)
Cultural Art Programs and Festivals	<u>498,935</u>	<u>700,441</u>	<u>503,504</u>	<u>196,937</u>
Total expenditures	<u>3,991,482</u>	<u>4,614,270</u>	<u>4,590,198</u>	<u>24,072</u>
Change in fund balance on a budgetary basis	\$ <u> </u>	\$ <u> </u>	80,621	\$ <u>(24,072)</u>
Items not budgeted:				
Investment gain			<u>2,107</u>	
Total items not budgeted			<u>2,107</u>	
Change in fund balance, on a GAAP basis			82,728	
Fund Balance, beginning of year			<u>205,812</u>	
Fund balance, end of year			\$ <u>288,540</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, 2015

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, 2015

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 Economic and Workforce Development Department.

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, 2015 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, 2015

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, 2015, 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 October 23, 2015.

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.

Palm & Associates, LLP
Oakland, California
October 23, 2015

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

SCHEDULE OF FINDINGS AND RESPONSES
FOR THE YEAR ENDED JUNE 30, 2015

There were no findings reported in the current year.

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, 2015

Program Name and Description (Measure C Description)	Amount Expended	Outcomes	
		Program Achievements	Number of People Served During the Year / Other
Oakland Convention and Visitors Bureau			
Marketing/Communications	\$ 1,463,689	<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.</p> <p>Launched I AM Oakland, front line training program and a convention calendar. Continued to grow community sports awareness programs (Spirit Weeks) for all three of Oakland's professional sports teams.</p> <p>Produced official visitor guide supported by advertising. Produced official visitor map with the City of Oakland.</p> <p>Restaurant Week: 81 participating restaurants, increased by 65% over 2014. Secured \$25,000 in sponsorship for Restaurant Week.</p> <p>Social Media / Technology - expanded Oakland's exposure on social media and continue to update Facebook fan page, Twitter presence, enhanced Instagram engagement.</p> <p>Developed strong relations with local news directors in TV, print and radio. Hosted ten local new directors and key community partners discussing the significance of fair and balanced reporting.</p>	<p>1.2 million website page views, 35% increase in Facebook fans, 62% increase in Twitter followers, 79% increase in Instagram followers, 14,000 uses of #oaklandloveit and 122 website articles created.</p> <p>Visit Oakland website won Travel Weekly's 2014 Silver Magellan Award for best destination website.</p> <p>E-newsletter subscribers: Consumer 3,200, Industry 320, Events of the Week 1,185, Daily News 375</p> <p>An estimated 2.6 million overnight visitors stayed in Oakland hotels/motels. Increased hotel occupancy by 4% over previous year.</p> <p>Restaurant week created 600,000+ website visit, 494% over last year, 50+ million media impressions, 30+ press mentions, 400 photos tagged with #ORW2015</p> <p>PR: 81 press visits, 75 media outlets, 120 million monthly readers and viewers reached and 11 major countries reached.</p> <p>Secured over 30 media placements in top tier publications</p>
Sales	\$ 584,163	<p>Promote Oakland to the Travel Trade and meeting planners to generate group and convention business</p> <p>Hosted sales training event for hotel sales staff</p>	<p>Leads grew by 237%, 91,760 room night generated, over \$18.2 million in economic impact, 16 tradeshow attended, 36 familiarization tours and 125 customers were hosted.</p> <p>Increased hotel weekend stays by 4.6% over previous year</p>

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, 2015

Program Name and Description (Measure C Description)	Amount Expended	Outcomes	
		Program Achievements	Number of People Served During the Year / Other
Oakland Convention and Visitors Bureau			
Operations	\$ 286,468	Continue to decrease administrative costs with new vendors Awarded DMAP, Destination Marketing Association's higher accreditation	Visitor Center welcomed over 5,000 visitors in the last year
Subtotal Oakland Convention and Visitors Bureau	\$ 2,334,319		
Oakland Zoo			
Zoo To Community Program	\$ 393,625	The Oakland Zoo uses Measure C fund for the following activities: Education Department provided Zoo Education Programs to 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 4245 students participated in OZ Zoo-to-Community programs and over 82,000 people were served at various fairs, festivals, and community events. Approximately 21,000 Oakland residents made use of the 3,525 free family vouchers that were distributed to underserved schools and Zoo-to-Community events in Oakland. An additional 1,475 were distributed throughout Alameda County.
Conservation & Education	\$ 69,500	Provide hands-on conservation and environmental education and service opportunities to local families, schools, community and youth groups, and business in cooperation with the Zoo's Horticulture, Animal Care and Conservation, and Education Departments.	A total of 108 schools, community groups and businesses sent 3,100 volunteers to participate in these service projects, and an additional 807 family members joined in our 3rd Saturday Creek Crew projects.
Volunteers	\$ 67,000	Volunteers help to inspire and educate our visitors as they participate in local conservation projects such as Arroyo Viejo Creek and Peralta Creek Watershed Restoration, the Ventana Wildlife society and the California Condor Recovery program, and global projects such as ARCAS in Guatemala, Center ValBio in Madagascar, and the Uganda Carnivore communities, Conservation, and Children projects in Uganda.	713 volunteers, including 184 teen volunteers working as part of our Teen Wild Guides program.
Exhibits/Rides	\$ 54,000	General repairs/maintenance of facilities	More than 720,000 Visitors
Subtotal Oakland Zoo	\$ 584,125		

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, 2015

Program Name and Description (Measure C Description)	Amount Expended	Outcomes	
		Program Achievements	Number of People Served During the Year / Other
Oakland Convention and Visitors Bureau			
Oakland Museum of California			
Museum exhibitions and education programs	\$ 146,031	The 2014-15 schedule includes a number of exhibitions including Fertile Ground: Art and Community in California; Pacific Worlds; Bees: Tiny Insect, Big Impact; Marion Gray: Within the Light; Who is Oakland?; Days of the Dead 20th anniversary presentation and major rotations in the Art, History and Natural Sciences Gallery.	More than 170,000 visitors on site.
Public Programs and Community Festivals	\$ 146,031	OMCA produces a wide-range of traditional and participatory public programs on and off-site. Major programs including Friday Nights @ OMCA in partnership with Off the Grid; OMCA Connect which engages the public in off-site community partnerships and hands-on programs. The Museum also produces programs especially for families and is known for its annual community celebrations, including Dias de los Muertos and Lunar New Year.	More than 125,000 participants in Friday Nights plus thousands more program participants on-site and off-site.
Education and School Programs	\$ 146,031	The Museum provides a range of educational programs including school field trips, curriculum resources, and teacher training. In 2014-15, the Museum continued a new "innovation lab" process to explore how it can serve as a new kind of educational resource with the launch of the Common Core Curriculum.	More than 35,000 students and teachers served through education programs.
Collections Care	\$ 146,031	The Museum's collections comprise more than 2 million artifacts, art works, natural science specimens and large photographic collection. It is the most complete multi-disciplinary collection related to California and its people in the world. Major collection activities in 2014-15 included launching a new collections database, completing the imaging of OMCA's collection of 25,000 political posters, and preserving an outstanding collection of historic photographic negatives.	Approximately 50,000 images added to the Museum's Web site
Subtotal Oakland Museum of California	\$ 584,125		
Chabot Space and Science Center			

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, 2015

Program Name and Description (Measure C Description)	Amount Expended	Outcomes	
		Program Achievements	Number of People Served During the Year / Other
Oakland Convention and Visitors Bureau			
Support science & educational awareness	\$ 584,125	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 2014 - June 2015): 123,119 School Students Attendance (July 2014 - June 2015): 42,450 Grand Total: 165,569
<i>Subtotal Chabot Space and Science Center</i>	\$ 584,125		
Cultural Arts Programs and Festivals			
Cultural Funding Program	\$ 251,159	Grant funds awarded in the Individual Artist Project Support, Organization Project Support and Organizational Assistance categories supported approximately 7,400 cultural events and activities, with roughly 5,700 of these activities offered free to the public. These highly sought-after arts grants leveraged over \$4.5 million in private-sector spending on the arts (including ticket sales, ancillary expenditures by arts attendees, private-sector grants and contributions, and taxes payable to the City and State), representing an almost 5-to-1 return on the City's total investment.	An estimated 209,000 participants were exposed to Oakland arts organizations and artists through the grant-funded activities; of this total, an estimated 71% were Oakland-based citizens. Separately, 8,022 students in 55 Oakland Unified School District schools directly participated in the arts through 83 artist residencies funded by Art in the Schools grants.
Art & Soul Festival	\$ 115,187	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 30,000 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 workers (many Oakland residents) and 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 30,000 people at the festival itself with exposure to millions throughout the region through the media.

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, 2015

Program Name and Description (Measure C Description)	Amount Expended	Outcomes	
		Program Achievements	Number of People Served During the Year / Other
Oakland Convention and Visitors Bureau			
Fairs & Festival	\$ 137,158	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>	\$ 503,504		