

Our Mission: The Arlington Convention and Visitors Service (ACVS) is a destination marketing organization that works to attract, inform, and serve Arlington visitors and hospitality partners while supporting an exceptional visitor experience.

CONVENTION AND VISITORS SERVICE

ACVS's success is reflected in continually growing shares of the Washington area's meeting, convention, and leisure markets as well as in increased visitor spending and repeat visitation. ACVS strategically targets meeting/group professionals and domestic/ international leisure travelers to build awareness of, and drive bookings to, Arlington hotels – particularly during the off-peak periods of late summer, mid-winter, and weekends year-round. ACVS also partners closely with local hotels, restaurants, stores, attractions, and arts organizations to bring visitors the best and latest information, ensuring they have an excellent local experience that inspires increased spending and repeat visitation. ACVS marketing and client/partner engagement is directly tied to increased Transient Occupancy Tax revenue and Sales and Meals Tax revenues that support County initiatives through the General Fund.

Important Strategic Objectives for ACVS include:

1. **Visitor Attraction:** Aggressively market Arlington as a premier destination for domestic and international leisure travel, meetings, and conventions, and as the best place to stay, shop, dine, and be entertained when visiting the nation's capital. Apply best practices in destination marketing, meetings and conventions sales, and small business/arts promotion to attract business travelers, vacationers, meetings, and groups to Arlington resulting in increased hotel occupancy.
2. **Increased Visitor Spending:** Creatively and proactively provide compelling, high-quality information to Arlington guests, influencing them to dine, shop, and be entertained in our lively, walkable urban villages. Strategically inform local hospitality employees about Arlington stores, restaurants, arts organizations, and transportation options to drive spending and repeat visitation.

Programs and primary activities of ACVS include:

- Destination marketing and promotion
- Meetings and conventions sales
- Visitor and convention services
- Small business and arts promotion
- Tourism infrastructure
- Hospitality community engagement

SIGNIFICANT BUDGET CHANGES

Arlington County's enabling legislation to levy a Transient Occupancy Tax add-on (0.25 percent) to support this fund was reinstated by the Virginia General Assembly for the FY 2019 budget year with a sunset effective July 1, 2021.

The FY 2019 adopted expenditure budget for the Travel and Tourism Promotion Fund is \$1,546,700, a two percent increase from the FY 2018 adopted budget. The FY 2019 adopted budget reflects:

TRAVEL AND TOURISM PROMOTION FUND

ARLINGTON CONVENTION & VISITORS SERVICE

- ↑ Personnel increases due to employee salary increases, an increase in the County's cost for employee health insurance, and retirement contributions based on current actuarial projections.
- ↓ Non-personnel decreases primarily due to a decrease in funding for trade and promotion (\$159,163) and reallocation of a portion of this funding for contracted services related to website maintenance (\$110,000).
- ↑ Revenue increases due to projections of hotel occupancy and rates hotel (\$27,500).

PROGRAM FINANCIAL SUMMARY

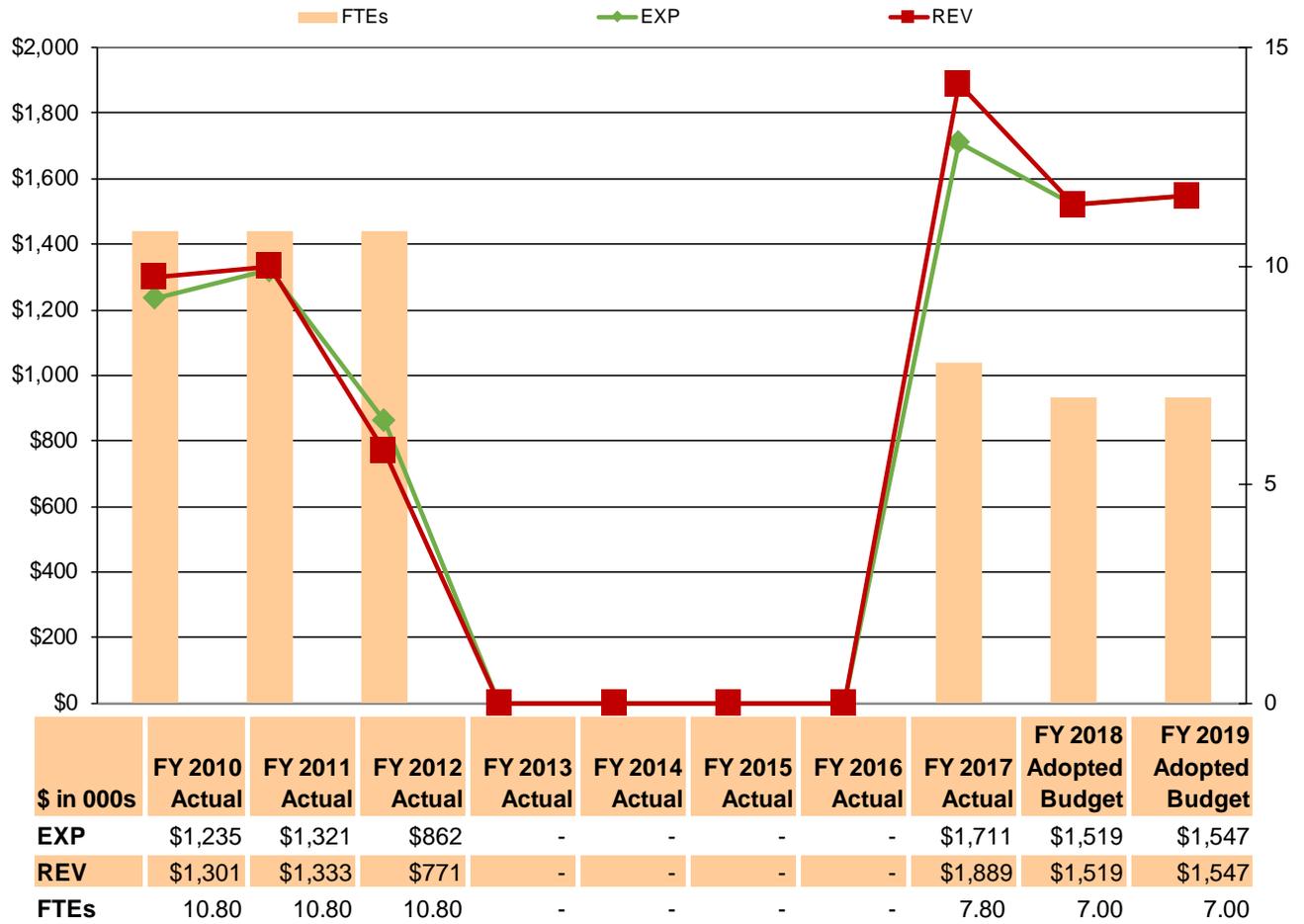
	FY 2017 Actual	FY 2018 Adopted	FY 2019 Adopted	% Change '18 to '19
Personnel	\$673,880	\$783,870	\$848,045	8%
Non-Personnel	1,037,006	735,330	698,655	-5%
Total Expenditures	1,710,886	1,519,200	1,546,700	2%
Transient Occupancy Tax	1,262,988	1,272,500	1,300,000	2%
Transfer from the General Fund	626,148	246,700	246,700	-
Total Revenues	1,889,136	\$1,519,200	\$1,546,700	2%
Change in Fund Balance	\$178,250	-	-	-
Permanent FTEs	7.00	7.00	7.00	
Temporary FTEs	0.80	-	-	
Total Authorized FTEs	7.80	7.00	7.00	

**TRAVEL AND TOURISM PROMOTION FUND
FUND STATEMENT**

	FY 2017 ACTUAL	FY 2018 ADOPTED	FY 2018 RE-ESTIMATE	FY 2019 ADOPTED
Beginning Balance, July 1	-	-	\$178,250	-
Transient Occupancy Tax Revenue	\$1,262,988	\$1,272,500	1,272,500	\$1,300,000
General Fund Transfer In	626,148	246,700	246,700	246,700
Total Revenues	1,889,136	1,519,200	1,519,200	1,546,700
Total Balance, Revenues and Transfers In	1,889,136	1,519,200	1,697,450	1,546,700
Personnel	673,880	783,870	783,870	848,045
Operating	1,037,006	735,330	913,580	698,655
Total Expenditures	1,710,886	\$1,519,200	\$1,697,450	\$1,546,700
Closing Balance, June 30	\$178,250	-	-	-

TRAVEL AND TOURISM PROMOTION FUND
TEN-YEAR HISTORY

EXPENDITURE, REVENUE AND FULL-TIME EQUIVALENT TRENDS



TRAVEL AND TOURISM PROMOTION FUND
TEN-YEAR HISTORY

Fiscal Year	Description	FTEs
FY 2010	<ul style="list-style-type: none"> ▪ The County Board approved a one-time lump-sum payment of \$500 for employees (\$5,000). ▪ The Travel and Tourism Promotion Fund (202) was restructured in order to absorb the functions of an eliminated General Fund position. A position was reclassified to focus on providing pre-trip and on-site support information regarding Arlington shopping and dining to increase visitor spending in the County. ▪ Reallocated Arlington Visitors Center rental/operational expenses for March-June 2010 (approximately \$28,000) to neighborhood-focused visitor services initiatives in Crystal City, Rosslyn, Ballston, and Pentagon City. The Visitors Center closed in February 2010 in order to facilitate improved visitor services activities in the key hotel neighborhoods stated above. 	
FY 2011	<ul style="list-style-type: none"> ▪ No significant changes. 	
FY 2012	<ul style="list-style-type: none"> ▪ Personnel expenses decreased primarily due to reduction in operations based on lower Transient Occupancy Tax (TOT) which supports this fund. The County Board has directed staff beginning January 1 to focus on other Arlington Economic Development (AED) activities such as promoting and marketing businesses and cultural events within Arlington County, as well as enhancing small business initiatives. ▪ Transient Occupancy Tax (TOT) revenues decreased by 52 percent due to the loss of the TOT for hotel stays beginning January 1, 2012. The state legislation that authorizes Arlington County to assess this additional 0.25 percent transient occupancy tax was not renewed by the State Assembly and expires on December 31, 2011. ▪ Miscellaneous revenues decreased (\$2,500) due to the closure of the Visitor Center at Pentagon Row which sold County merchandise. The new Mobile Visitor Center is purely informational with no merchandise or retail sales. County merchandise can now be purchased at the Plaza Library branch location. 	
FY 2013	<ul style="list-style-type: none"> ▪ The additional Transient Occupancy Tax add-on (0.25 percent) which has supported the fund since January 1, 1991, was not re-established by the State Assembly in the spring of CY 2011. Arlington County's enabling legislation to impose this add-on tax expired on January 1, 2012. ▪ For FY 2013, the Travel and Tourism Promotion Fund did not exist as a Special Revenue fund. The County Board adopted a reduced convention and visitor services program in Arlington Economic Development's General Fund budget. 	

TRAVEL AND TOURISM PROMOTION FUND
TEN-YEAR HISTORY

Fiscal Year	Description	FTEs
FY 2017	<ul style="list-style-type: none"> ▪ <i>Arlington's enabling legislation to levy the additional Transient Occupancy Tax add-on (0.25%) was re-established by the General Assembly for the FY 2017 budget year. The County Board adopted an ordinance after budget adoption to amend Chapter 40 (Transient Occupancy Tax) of the Code of Arlington County to add an additional 0.25 percent transient occupancy tax levy for the purpose of promoting tourism and business travel in Arlington County. The County Board appropriated \$1.25 million in revenue and expense to the Travel and Tourism Promotion Fund along with 2.0 limited term positions.</i> 	2.0
	<ul style="list-style-type: none"> ▪ <i>After budget adoption, the County Board transferred Arlington Convention and Visitor Services from the General Fund to the Travel and Tourism Fund (\$626,148, 5 FTEs, 0.80 Temporary FTEs).</i> 	5.80
FY 2018	<ul style="list-style-type: none"> ▪ An 0.80 temporary FTE was transferred to the AED Director's Office line of business in the General Fund. 	(0.8)
FY 2019	<ul style="list-style-type: none"> ▪ Decreased trade and promotion funding (\$159,163) and reallocated a portion of this funding for contracted services related to website maintenance (\$110,000). 	
	<ul style="list-style-type: none"> ▪ Revenue increased due to projections of hotel occupancy and rates hotel (\$27,500). 	
	<ul style="list-style-type: none"> ▪ Arlington's enabling legislation to levy the additional Transient Occupancy Tax add-on (0.25%) was re-established by the General Assembly for the FY 2019 budget year with a sunset effective July 1, 2021. 	