

City of Manhattan

City Manager's Monthly Report

APRIL 2016

City Commission:

Submitted is a report of the various departments and divisions of the City of Manhattan for April.

FINANCE DEPARTMENT

FINANCE and ACCOUNTING - Bernie Hayen, Director of Finance

www.cityofmnhk.com/finance

Financial Snapshot – as of April.

City of Manhattan

Selected Funds

Fund	Beginning Balance	Revenues	Expenditures	Current Balance
001 General Fund	2,009,938	9,490,544	8,691,438	2,809,044
105 Economic Development	6,898,509	750,720	224,438	7,424,791
106 Employee Benefits	15,205	1,114,269	719,055	410,419
108 Kansas Police & Fire	58,329	501,467	321,482	238,314
110 Industrial Promotion	205,887	17,014	33,601	189,300
118 Special Street & Highway	909,636	773,835	25,288	1,658,183
301 Bond & Interest	9,262,689	6,577,536	1,913,105	13,927,120
501 Water Fund	6,971,677	2,774,569	2,676,787	7,069,459
521 Sanitary Sewer Fund	3,535,377	3,300,155	3,112,519	3,723,013
531 Stormwater Fund	3,115,224	581,422	116,538	3,580,108

Selected City Debt

Current	2016 YTD	2015 YTD
Temporary Notes	55,635,000	40,290,000
General Obligation Debt	50,683,515	60,800,206
Special Assessment Debt	57,701,485	56,999,794

Selected Financial Information

	2016 YTD	2015 YTD
City		
City Property Taxes	1,213,403	1,096,716
City Sales Taxes	3,342,107	3,363,712
City Compensating Use Taxes	331,239	316,273
City Franchise Taxes	791,722	1,110,032
Riley County		
Riley County Sales Taxes	855,498	862,806
Riley County Compensating Use Taxes	101,902	97,505
Pottawatomie County		
Sales Taxes	92,356	88,380
Compensating Use Taxes	10,190	8,492
Investment		
City Investment Portfolio	24,585,000	16,070,000
City Checking Account Balance	39,389,715	49,209,635
Interest Rate (<i>weighted average</i>)	0.31%	0.16%

City of Manhattan

Downtown Redevelopment Bond Issues

As of April 30, 2016

TIF Bonds

	Project Fund	Cost of Issuance Fund	Capitalized Interest Fund	Debt Service Reserve Fund	Total
Bond Proceeds	17,784,633	815,632	497,734	2,122,000	21,220,000
Revenues to Date	31,941		1,662	251,693	285,295
Expenditures to Date	(17,816,496)	(815,632)	(499,396)	(231,405)	(19,362,929)
Remaining Balance	\$ 78	\$ -	\$ -	\$ 2,142,287	\$ 2,142,365

	2016 As of April	2015 As of April	Percent Change	2015 Total
Revenue Collections				
City Sales & Use Tax (<i>North</i>)	252,427	260,563	-3.1%	744,869
City's Share of County Sales & Use Tax (<i>North</i>)	77,775	79,607	-2.3%	227,754
Incremental Property Tax (<i>North & South</i>)	905,192	752,697	20.3%	1,444,981
Total	1,235,394	\$ 1,092,867		\$ 2,417,604

	2016 As of April	2015 As of April
Debt Service		
June 1	-	-
December 1	-	-
Total	-	-
Balance	1,235,394	\$ 1,092,867
<i>Remaining Debt Payments</i>	<i>\$ 1,906,875</i>	<i>\$ 1,864,600</i>

STAR Bonds

	Project Fund	Cost of Issuance Fund	Capitalized Interest Fund	Total
Bond Proceeds	48,407,507	583,912	1,008,582	50,000,000
Revenues to Date	511,238			511,238
Expenditures to Date	(48,916,976)	(583,912)	(1,008,582)	(50,509,469)
Remaining Balance	\$ 1,769	\$ -	\$ -	\$ 1,769

Revenue Collections	2016 As of April	2015 As of April	Percent Change	2015 Total
Excess Sales Tax from Prior Years	-	-		-
State Sales Tax (North & South)*	2,761,579 **	1,311,135	110.6%	4,763,959
City Sales and Use Tax (South)	27,234	27,344	-0.4%	98,388
City's Share of County Sales and Use Tax (South)	8,392	8,354	0.5%	30,083
Total	\$ 2,797,205	\$ 1,346,833		\$ 4,892,430

* The State sales tax rate increased from 6.15% to 6.5% on July 1st, 2015.

** The State made an underpayment of sales tax revenue from October, 2014 to May, 2015. The correct amount was redistributed in February, 2016.

Debt Service (Net of Federal Subsidy)	2016 As of April	2015 As of April
June 1	-	-
December 1	-	-
Total	\$ -	\$ -
Balance	\$ 2,797,205	\$ 1,346,833
<i>Remaining Debt Payments</i>	<i>3,600,591</i>	<i>4,686,510</i>

**TDD Bonds
North & South**

	Project Fund	Cost of Issuance Fund	Debt Service Reserve Fund	Total
Bond Proceeds	5,469,356	171,025	512,500	6,152,881
Revenues to Date	-	-	-	-
Expenditures to Date	(5,380,047)	(149,655)	-	(5,529,702)
Remaining Balance	\$ 89,308	\$ 21,370	\$ 512,500	\$ 623,178

Revenue Collections	2016 As of April	2015 As of April	Percent Change	2015 Total
TDD Sales Tax	210,909 *	99,956	111.0%	361,933

* The State made an underpayment of sales tax revenue from October, 2014 to May, 2015. The correct amount was redistributed in February, 2016.

Debt Service	2016 As of April	2015 As of April
June 1	-	-
December 1	-	-
Total	\$ -	\$ -
Balance	\$ 210,909	\$ 99,956
<i>Remaining Debt Payments</i>		

MANHATTAN FIRE DEPARTMENT

MANHATTAN FIRE DEPARTMENT – Scott French, Director of Fire Services
www.cityofmnhk.com/fire

OPERATIONS DIVISION – Sam Dameron, Assistant Chief
www.cityofmnhk.com/fire

Incident Type	Current Year		Previous Year	
	April	YTD	April	YTD
Fires	16	48	16	65
Overpressure, Rupture, Explosion	0	0	0	3
Rescue	18	56	9	32
First Responder	81	339	77	312
Hazardous Condition	16	69	6	43
Service Call	14	45	14	56
Good Intent	25	84	36	111
False Alarm/False Call	31	150	49	177
Weather/Disaster	1	1	0	0
Special Incident Type	0	6	0	0
Total Incidents	202	798	207	799

Fire Loss Data	Current Year		Current Year	
	April	YTD	April	YTD
Property Value	\$1,757,478	\$6,523,808	\$679,730	\$12,020,654
Property Loss	\$6,900	\$194,350	\$131,390	\$398,213
Property Saved	\$1,750,578	\$6,329,458	\$548,340	\$11,622,441

Fire Incident Casualty Type	Current Year		Current Year	
	April	YTD	April	YTD
Civilian Injury	0	1	0	3
Civilian Death	0	0	0	0
Fire Service Injury	0	0	0	0
Fire Service Death	0	0	0	0

Training Section – Mark Whitehair, Battalion Chief of Training
www.cityofmnhk.com/fire

The data collected from training records entered in April included 2,167.25 total hours of training. The department's goal for full time firefighting personnel in 2016 is an average of 240 hours per person. Year-to-date, the department has recorded 85.2 training hours per person, which is 35.5% of the goal for the year.

- Twenty-six Department members completed the annual three day Airport Rescue and Fire Fighting refresher that is required by the FAA for airport certification.

- Four Department members along with other members of Kansas Task Force 2 completed a two week Kansas Fire Rescue Institutes Structural Collapse Technician course at Fort Riley. Captain Wayne Braun was the lead instructor for the course and several other Department members were assistant instructors.
- Four Department members attended the Fire Department Instructors Conference (FDIC) in Indianapolis, Indiana. The members conducted hands-on training evolutions for First Due Tactics and Collapse and Void Search Operations.
- Fire Fighter Blake Northcutt attended the Advanced Tank Car Safety and Emergency Response Course at the Security and Emergency Response Training Center in Pueblo, Colorado. This course has been designed to provide advanced tank car training to hazmat team members from our emergency response partners, and to strengthen their knowledge and skill set for responding to emergencies on the Union Pacific Railroad.

Current totals for 2016 are:

This Month	Same Month Last Year	Current To-Date	To-Date Last Year
2,167.25	2,218.75	7,243.25	7,393.25

TECHNICAL SERVICES DIVISION

www.cityofmnhk.com/fire

Code Services Section – Brad Claussen, Building Official

www.cityofmnhk.com/codeservices

Building Permits	Number	Valuation	Permit Fees	New Units
Total for the Month	70	\$57,169,507	\$233,568.59	625
Same Month Last Year	41	\$6,628,334	\$39,527.11	20
Current Y.T.D. Totals	181	\$75,944,197	\$336,661.64	669
Previous Y.T.D. Totals	132	\$25,481,132	\$129,151.32	56

City of Manhattan, Kansas
Department of Fire Services—Code Services Department
 Building Receipts Detail
 April, 2016

General Category	No. of Permits	Improvement Valuation	Permit Fees	Living Units
Addition				
<i>Non-Residential</i>				
Non-Residential Misc.	1	\$206,338.00	\$1,289.64	
Office Building	1	\$155,418.00	\$1,058.61	
Store	1	\$117,446.00	\$886.47	
Warehouse	1	\$126,805.00	\$927.24	
<i>Residential</i>				
Garage	1	\$17,859.00	\$237.53	
One Family	3	\$118,818.00	\$1,298.52	
Alteration				
<i>Non-Residential</i>				
Non-Residential Misc.	3	\$67,800.00	\$772.96	
Office Building	1	\$7,000.00	\$112.79	
Store	2	\$11,000.00	\$178.16	
<i>Residential</i>				
One Family	9	\$213,614.00	\$2,460.89	
Demolition				
<i>Residential</i>				
One Family	1	\$0.00	\$50.00	
New				
<i>Non-Residential</i>				
Non-Residential Misc.	1	\$1,128,185.00	\$4,948.63	2
Office Building	1	\$481,972.00	\$2,535.29	
Warehouse	1	\$389,063.00	\$2,118.63	
<i>Residential</i>				
Multi Family	29	\$51,287,089.00	\$197,566.77	612
One Family	11	\$2,748,950.00	\$16,346.85	11
Repair				
<i>Residential</i>				
One Family	3	\$92,150.00	\$779.61	
<hr/>				
Total for the month of April	70	\$57,169,507.00	\$233,568.59	625
Year To Date Total	181	\$75,944,197.00	\$336,661.64	669

Total number of permits, improvement valuation, permit fees, and dwelling units are all considerably ahead of the same time last year. Much of that is due to the Links at Manhattan apartment complex project which was permitted in April. Permits were issued for 625 new dwelling units in the month of April, 11 of which were single family dwellings. Nine of the single family homes were speculative homes and two were custom. Through April, about 79% have been speculative. We continue to review sets of plans for upcoming projects at a steady rate including several commercial projects, both new buildings and remodels or interior finishes, and anticipate a busy summer of construction.

Other Misc. Permits Issued 27
New Construction Inspections 471
Same Month Last Year 411

The City of Manhattan, by conducting the following property maintenance inspections and issuing the following Notices and Orders, not only helped provide a minimum level of health and safety in existing structures, but it provided enhanced maintenance of property and aesthetic values. Beginning in March, we incorporated the zoning inspection duties and inspectors as part of Code Services. Those inspectors will be cross-trained, and then each will be inspecting code and zoning items. We will continue to monitor neighborhoods for these violations. Rental inspections are currently limited to complaint and voluntary. Two structures were condemned in April; one due to the dilapidated condition of the building and lack of utilities and the other due to a sewage backup. The following data illustrates property maintenance activities for this year comparative to last year. Zoning inspection data has been added but is only listed for the time in Code Services:

	April	2016 YTD Total	2015 YTD Total
Rental Units Inspected	11	34	35
Owners Volunteering	1	1	7
Fire Department Referral	3	6	4
Complaint	7	26	19
Other	0	1	5
<i>Notices and Orders:</i>	83	158	53
to Repair	81	152	46
to Repair or Demolish	0	1	3
to Demolish	0	0	0
to Vacate	2	5	4
<i>Appeals Heard:</i>	0	1	2
Variances Granted	0	0	0
Variances Denied	0	0	0
Variances Conditionally Approved	0	1	2
Variances Tabled	0	0	0
Nuisance Inspections Total:	504	1,186	1,040
Broken Down by Type:			
<i>Weed Notices</i>	264	267	170
By Complaint	9	11	18
By Code Office	255	256	152
Property Mowed by Contractor	0	0	0

Trash/Debris Notices	150	472	295
By Complaint	13	84	82
By Code Office	137	388	213
Nuisances abated by Code	3	14	7
Inoperable Vehicles	25	60	33
By Complaint	2	8	18
By Code Office	23	52	15
Second Notices	2	5	3
Sidewalk Notices	7	68	14
By Complaint	3	51	14
By Code Office	4	17	0
Second Notices	0	0	0
Parking in Front Yard	9	35	0
By Complaint	0	0	0
By Code Office	9	35	0
Miscellaneous Notices	58	293	526
By Complaint	5	51	187
By Code Office	53	242	339
Second Notices	0	0	0
Closed Inspections	235	618	735
Sign Inspections	13	28	0
Citations Issued:	1	7	6
Total Complaints Filed	1	7	2
Dismissed	0	0	1
Fined	0	0	0
Pending	7	7	5

Fire Prevention Section – Rick Stillwagon, Fire Marshal

www.cityofmnhk.com/fire

Fire prevention personnel spent the month of April working on annual and semi-annual inspections and various construction projects that are underway.

Inspection Totals

	This Month	Same Month Last Year	Current To-Date	To-Date Last Year
Fire Prevention Inspections	183	144	615	587

Training/Fire Prevention

Fire and Code Inspection personnel attended and conducted training on the code inspection process. Technical Services personnel attended several pre-application meetings for new business and residential developments.

Fire Inspection personnel as well as all the station crews were kept busy with fire extinguisher demonstrations, safety awareness presentations, and station tours. Fire Driver Sevenans also presented two lectures for the Annual KSU Boy Scout Merit Badge Conference.

Fire Prevention Activities

	This Month	Same Month Last Year	Current To-Date	To-Date Last Year
Events	18	7	36	31
Total Time (hrs.)	23	10	38.75	38.75

Alarm Permit Program

During April, there were five new Alarm User permits issued. There were a total of 43 false alarms recorded for the month, 36 of which were false intrusion alarms and seven were false fire alarms.

False Alarm Numbers

	This Month	Same Month Last Year	Current To-Date	To-Date Last Year
Alarm Permits	5	10	32	41
Intrusion Alarms	36	47	173	185
Fire Alarms	7	19	39	49
Total Alarms	43	66	212	234

Building Maintenance Section – Mike Kaus, Assistant Chief

www.cityofmnhk.com/fire

The Building Maintenance Section is responsible for the maintenance and repair of City Hall, Municipal Court, Flint Hills Discovery Center, Zoo Education, Airport, Community House, Parks and Recreation Offices and the Fire Department Headquarters Training Facilities. The maintenance crew also assists in preparing training and conference rooms for meetings in all of these buildings.

Building Maintenance Activities for April

The Building Maintenance section performed its regular monthly maintenance. Building Maintenance set up a total of 65 meetings/events: 24 meetings in the Commission Room, 23 events in the City Auditorium, and 18 meetings at the Fire Department Headquarters Training Facility.

	This Month	Same Month Last Year	Current To-Date	To-Date Last Year
City Commission Room	24	26	106	112
City Auditorium	23	41	121	201
MFD Training Facility	18	20	85	99
Total Meetings	65	100	312	412

COMMUNITY DEVELOPMENT DEPARTMENT

COMMUNITY DEVELOPMENT ADMINISTRATION - Karen Davis, Director of
www.cityofmhk.com/communitydevelopment Community Development

Administration of the Housing Rehabilitation and Emergency Solutions Programs continued in April. The Aggieville Business Improvement District (ABID) Advisory Board met on April 12, 2016, to consider its recommendation for the 2017 ABID fees and budget.

On April 14, 2016, the Department held a public meeting on the proposed 2016 Community Development Block Grant Program. The estimated revenues in the 2016 Program Year will be \$660,894 and includes funding for Housing Rehabilitation activities, Public Services, Neighborhood Infrastructure Improvements, Public Facilities and Administration.

The Downtown Business Improvement District (DBID) Advisory Board met on April 21, 2016, to consider its recommendation for the 2017 DBID fees and budget.

PLANNING DIVISION - Eric Cattell, AICP, Assistant Director for Planning

Manhattan Urban Area Planning Board (MUAPB) Activity

	This Month	2016 Year-To-Date	2015 Year-To-Date
Annexations	1 (17.89 acres)	2(43.59 acres)	1 (10.22 acres)
Rezoning:	3	11	4
Preliminary Plats:	1	2	1
Final Plats:	1	10	11
Planned Unit Developments: Preliminary Plan	0-Residential 0-Comm./Ind.	0-Residential 0-Comm./Ind.	2- Residential 0-Comm./Ind.
Planned Unit Developments: Final Plan	0-Residential 1-Comm./Ind.	0-Residential 4-Comm./Ind.	0- Residential 3- Comm./Ind.
Planned Unit Development Amendments:	2-Comm./Ind. 0-Residential	4-Comm./Ind. 1-Residential	4-Comm./Ind. 1-Residential
Zoning Ordinance Amendments:	0	2	0
Municipal Facility Review	0	0	0
Comprehensive Plan Adopt/Amendment	0	0	1

Board of Zoning Appeals (BZA) Activity

	This Month	2016 Year-To-Date	2015 Year-To-Date
Exceptions:	2	10	4
Variations:	0	1	1
Conditional Uses:	2	3	3
Appeals:	0	0	0

Historic Resources Board (HRB)

	This Month	2016 Year-To-Date	2015 Year-To-Date
SHPO/HRB Reviews:	1	5	7

Planning Division-Administrative Activity

	This Month	2016 Year-To-Date	2015 Year-To-Date
Pre-application Meetings	4	14	26
Flood Plain Permits	3	3	3
Citizen Informational Meetings	2	4	7

* Note: The Zoning Inspection functions were transferred to the Code Services Division of the Fire Department in February 2016.

Other Planning Activity.

Aggieville Community Vision Plan: Community Development facilitated the second meeting of the Aggieville Community Vision Plan Steering Committee, launched an on-line community survey to solicit public input which had over 3,800 responses during the first week, as well as an on-line idea map; and hosted a public open house on April 28 to provide a more interactive opportunity for public engagement. The project is an initiative to capture a community-wide vision to guide future development of Aggieville to address and balance the needs and desires of the district and the community.

PUBLIC WORKS DEPARTMENT

PUBLIC WORKS ADMINISTRATION - Rob Ott, P.E., Director of Public Works
www.cityofmnhk.com/publicworks

ENGINEERING DIVISION – Brian Johnson, P.E., City Engineer

Projects under Design

- Houston 17th -18th Street Sanitary Sewer
- K-18 and K-113 Interchange
- Kimball Avenue Corridor Concept Study
- Eureka Valley Watermain Improvements
- 1500 Block Alley
- 11th Street and Poyntz Avenue Intersection
- College Avenue and Claflin Road Intersection
- Fairmont Heights Sanitary Sewer
- West Anderson
- Downtown Watershed Modeling
- Knox Road Sidewalk
- Allen Road Sanitary Sewer and Stormsewer Improvements
- North Manhattan, Phase III
- Juliette Avenue Brick Replacement
- Bluemont and Tuttle Creek Boulevard Intersection Pedestrian Improvements
- Old Claflin Pedestrian Improvements

- Fremont Street Pedestrian Improvements
- Ledgestone Addition
- Landsdowne Addition
- Hartford Hill Addition

Projects out to Bid

- 2016 Street Maintenance – Concrete and Asphalt
- Skyway Drive and Military Entrance Storm Sewer
- Pinehurst Addition
- Scenic Crossing Addition

Projects under Construction

- Extension of Grand Mere Parkway
- Merion Addition
- Olympic Addition
- Blue Township Watermain
- US 24 and Leavenworth
- Fixed Base Operator (FBO) Utilities
- Airport Road Stormsewer
- Wildcat Creek Lift Station, Bank Stability
- Electrical On-Call Services
- Grand Bluffs at Mill Pointe, Unit Four
- Muirfield Addition
- Courtyards at Lee Mill Heights Addition
- Airport Road Military Entrance
- Baltursol Addition
- Scenic Crossing Public Improvements/Grading and Stormsewer
- Lee Mill, Unit 10
- Lee School/Anderson Avenue Crossing
- Interlachen Addition, Unit 3
- Miller Parkway and Scenic Drive
- The Links at Manhattan

WATER AND WASTEWATER DIVISION – Randy D. DeWitt, P.E., Assistant Director of
Public Works for Water and Wastewater

Projects Currently under Design

- Water Treatment Plant Clearwell and Pump Station Improvements Project
- Eureka Valley Transmission Main

Projects Pending Design

- West Anderson Sanitary Sewer Extension
- Allen Road Sewer and Waterline Improvements
- Water Treatment Plant – Bulk Water Filling Station
- Grand Mere Parkway Waterline Improvements
- Sunset Lane Waterline Improvements
- Denison Avenue Waterline Improvements

Projects Currently under Construction

- Wastewater Treatment Plant Door and Window Replacement Project
- Blue Township Waterline Improvements

Pending Projects to Bid

- Utility Maintenance Facility Hose Tower Demolition
- 2016 Sanitary Sewer Interceptor Cleaning and Inspection
- Sanitary Sewer Easement Machine Purchase
- Water Treatment Plant – Lime Sludge Pit Lime Removal

Pending Projects RFQ's

- Water and Wastewater Facilities Plan Update
- Seth Child Corridor Transient Surge Study

Pending Projects Miscellaneous

- Wildcat Creek Lift Station, Phase II Bank Stabilization – Fall 2016
- Utility Maintenance Facility Roof Replacement – Fall 2016
- Wastewater Treatment Plant – Biosolids Lagoon Dredging – Winter 2016
- Wastewater Treatment Plant – Blower Building Evaporative Cooler Replacement – Winter 2016
- Wastewater Treatment Plant - SCADA Computer and Operating System Upgrade – Fall 2016
- Wastewater Treatment Plant - Replace Davis Sanitary Sewer Lift Station – Summer 2016
- Water Treatment Plant – Clarifier No. 2 Painting and Drive Rehabilitation – Fall 2016
- Fairmont Heights Sanitary Sewer Benefit District – Pending Riley County

Agreements/Contracts

- Blue Township Water Maintenance Agreement
- Blue Township Sewer Interlocal Supplemental Agreement
- Riley County Interlocal Sewer Agreement: Riley County Shops and Fairmont Heights

Other

- Water and Wastewater Cost of Services Study
- Grease Management Permitting Program and Ordinance Update

WASTEWATER TREATMENT PLANT – Russell Still Wastewater Treatment Plant Superintendent

- Total Wastewater Treated (Year-To-Date) – 609.54 million gallons
- Maximum Daily Flow Influent – 10.24 million gallons
- Total Monthly Sludge Wasted to Digesters – 1,335,656 gallons
- Average Percent % Solids, Biosolids – 2.14

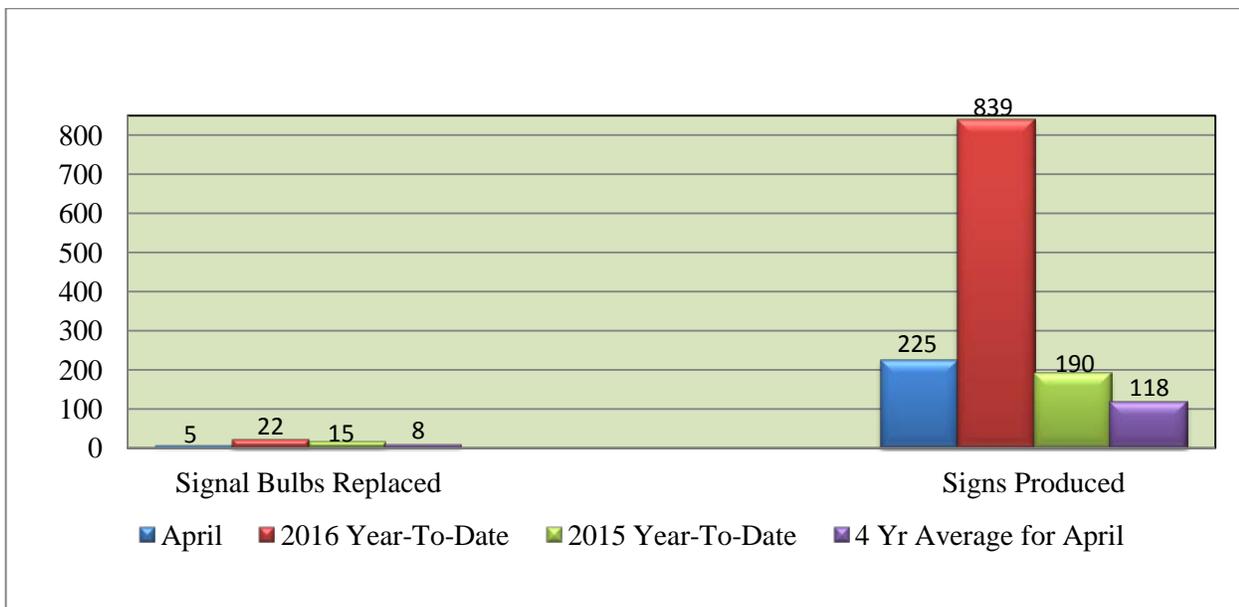
ENVIRONMENTAL COMPLIANCE SECTION – Abdu Durar, Ph.D., Environmental Compliance Manager

- Bacteriological Samples Taken – 60
- Chloramines Samples Taken – 28
- Industrial Pretreatment Program Inspections – 3
- Backflow Preventers Test Reports Received – 719

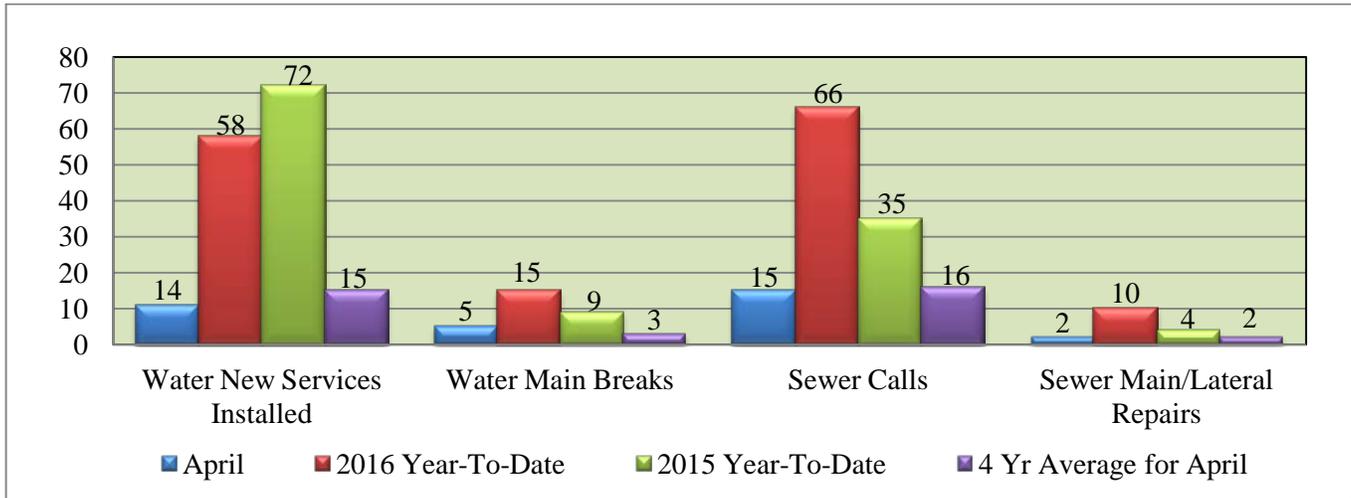
PUBLIC WORKS OPERATIONS - Jeff Walters, Public Works Superintendent

Public Works Operations	April 2016	2016 Year-To-Date	2015 April Year-To-Date	4 Year Average for April
Concrete Poured (CY)	240	520	420	226
Asphalt Placed (tons)	82	207	201	78
Blocks Swept (Emphasis on Residential/Arterial)	3,000	11,217	7,245	2,955
Salt Spread (tons)	0	486	947	0

TRAFFIC SECTION - Bill Dickinson, Traffic Supervisor



WATER DISTRIBUTION/ SEWER MAINTENANCE SECTION - Norm Francis,
Utility Superintendent



Other Notables

- After Hours Service Calls – 8

Water Meter Department	April 2016	2016 Year-To-Date	2015 April Year-To-Date
Delinquent Turn-Offs	76	366	345
Delinquent Turn-Ons	61	281	253
Temporary Offs for Plumbers	9	27	24
Meter Repairs	58	402	300
Replace Meters	9	164	70
Customer complaints (pressure/water quality/re-reads/stuck meter)	31	114	151
Turn Off Orders	277	1,097	916
Turn On Orders	334	1,234	1,021
Meter Reads	10,072	64,209	68,239

Miscellaneous Information	April 2016	2016 Year-To-Date	2015 April Year-To-Date
Sewer Line Maintenance/Sq.Ft.	47,767	111,899	99,342
Utility Locates	687	2,569	2,330

WATER TREATMENT PLANT – Kenny Henry, Water Treatment Plant Superintendent

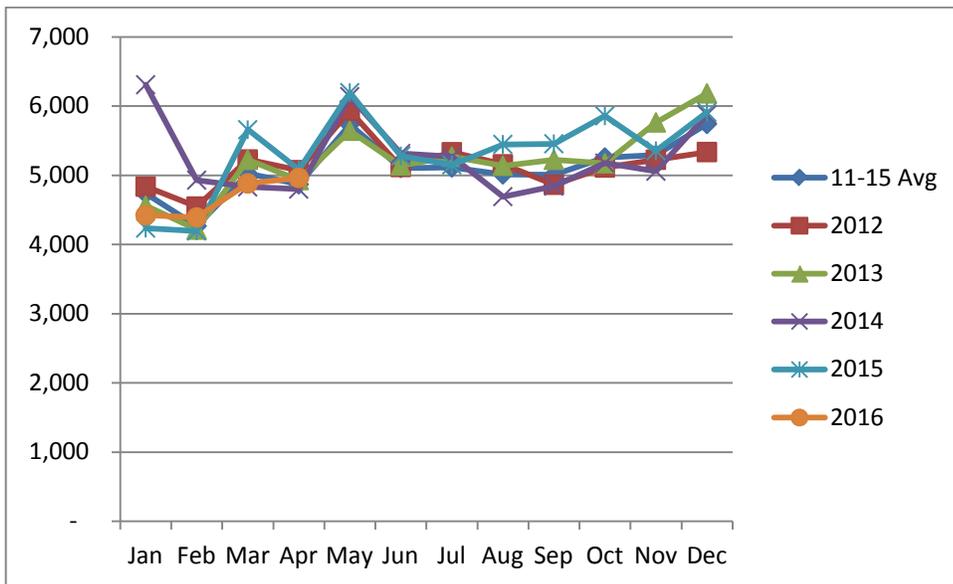
Water Production	April 2016	2016 Year-To-Date	2015 April Year-To-Date
Total Pumped to Distribution (MG)	214.6	646.30	612.9
High Day – Pumped to Distribution (MG)	9.38	9.38	7.7
Low Day – Pumped to Distribution (MG)	5.21	3.61	3.72
Average Daily Pumped (MG)	7.16	5.35	5.12
Total Backwashed Water Recycled (MG)	3.8	11.90	10.7

MANHATTAN REGIONAL AIRPORT

MANHATTAN REGIONAL AIRPORT – Jesse Romo, Airport Director

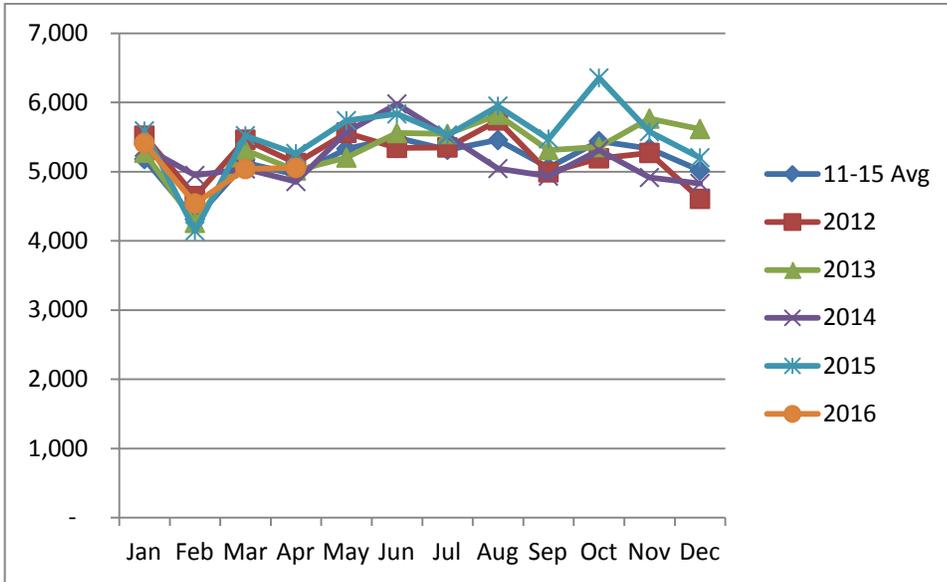
www.flymhk.com

Commercial Airline Enplanements



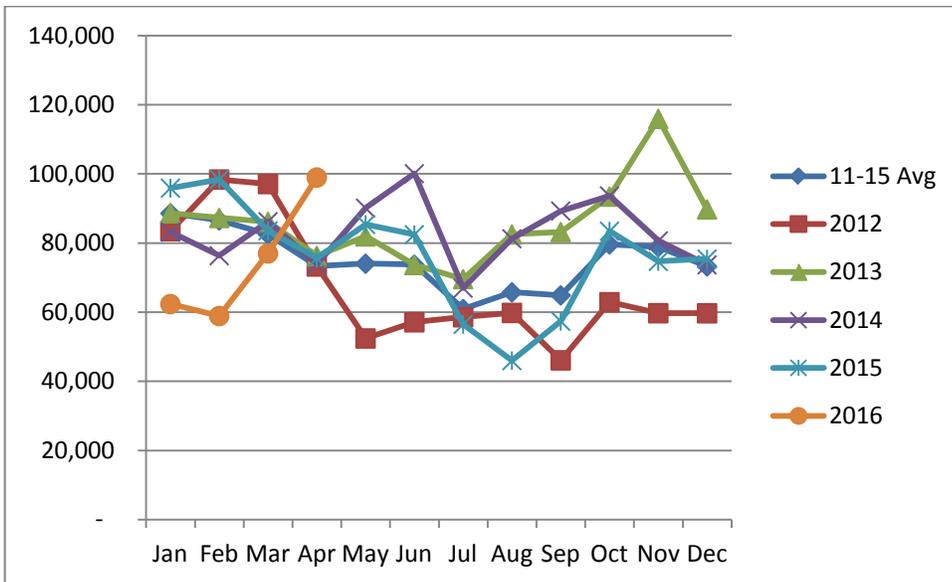
*April American Eagle Enplanements: 4,961

Commercial Airline Deplanements

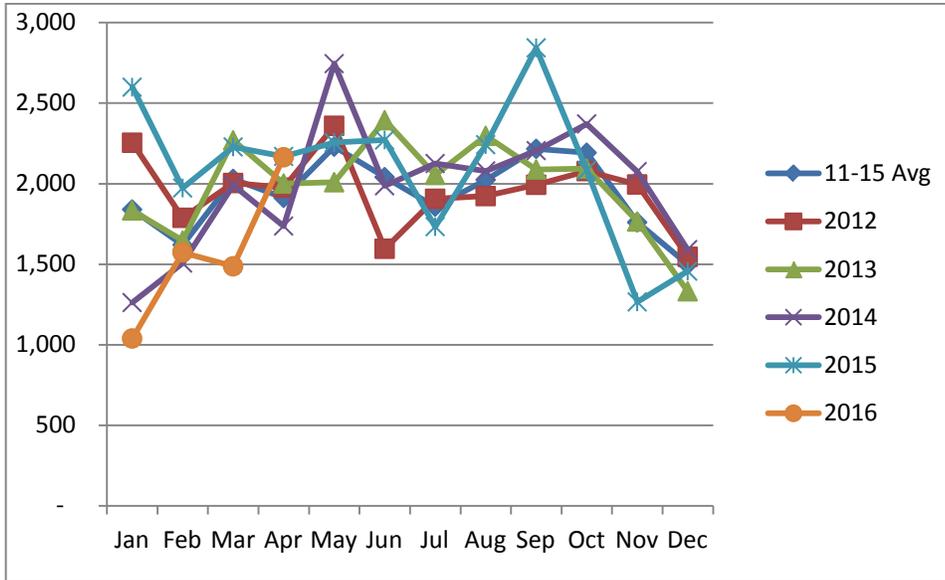


*April American Eagle Deplanements: 5,053

Fuel Flowage



Total Aircraft Operations



Calendar Year Comparison

	Enplanements	Deplanements	Fuel Flowage	Aircraft Operations
2011	54,496	54,757	763,366	20,097
2012	61,757	62,793	808,536	23,417
2013	62,459	64,031	1,028,463	23,783
2014	63,229	63,287	995,401	23,675
2015	63,814	66,158	914,664	25,119
2016*	18,653	20,037	297,255	6,263

*Denotes Year to Date figures

LEGAL DEPARTMENT

The Legal Department was involved in the following activities during April.

Municipal Court

Charges Filed

TYPES OF CASES	April 2016	April 2015
<i>Selected Specific Offenses</i>		
Driving Under the Influence	30	30
Driving While Suspended/ Habitual Violator	18	17
Marijuana Possession	8	8
Theft	3	6
Total Month Specific Offenses	59	61
Total Year-to-Date Specific Offenses	291	282

Total Year-to-Date Non-Specific Offenses (All Other)	1,946	2,247
<i>Parking Violations</i>		
Parking violations current month	886	1289
Total Year-to-Date Parking Violations	2,575	2,907

Disposition of Cases

DISPOSITION	April 2016	April 2015
Total Month Cases Disposed	564	737
Total Year-to-Date Cases Disposed	2,379	2,594

Number of Persons Placed on Supervision for Diversion, Probation, or Parole

ACTION	April 2016	April 2015
New Diversions	89	90
Pending Diversions	1,246	1,284
New Probation/Parole	28	38
Total Month New Diversions/Probations	117	128
Total Year-to-Date New Diversions/Probations	443	473

Cases assigned to the Public Defender

INFORMATION	April 2016	April 2015
New Cases	36	42
Total Year-to-Date New Cases	157	141

Fines, Fees, & Costs Received

REVENUE	April 2016	April 2015
Total Month Revenue Received	\$173,494.37	\$191,471.47
Total, Year to Date, Revenue Received	\$655,399.37	\$680,055.76

City Attorney's Office Monthly Completed Tasks

CATEGORY	April 2016	YTD 2016
Court pleading/legal filings (litigation)	0	0
Legal research/opinion/advice/legal background/legal review (includes emails)/legal revision (commission memos, policies, etc.)	125	440
Letter drafting/letter revision/letter review	8	24
Ordinance/resolution reviewed/revised	7	19
Contract /Petition reviewed/revised	17	46
New Contract/legal document drafted	8	30
New Ordinance/resolution drafted	1	2
Monthly Overall Total	166	561

Civil Cases Pending

No cases are pending.

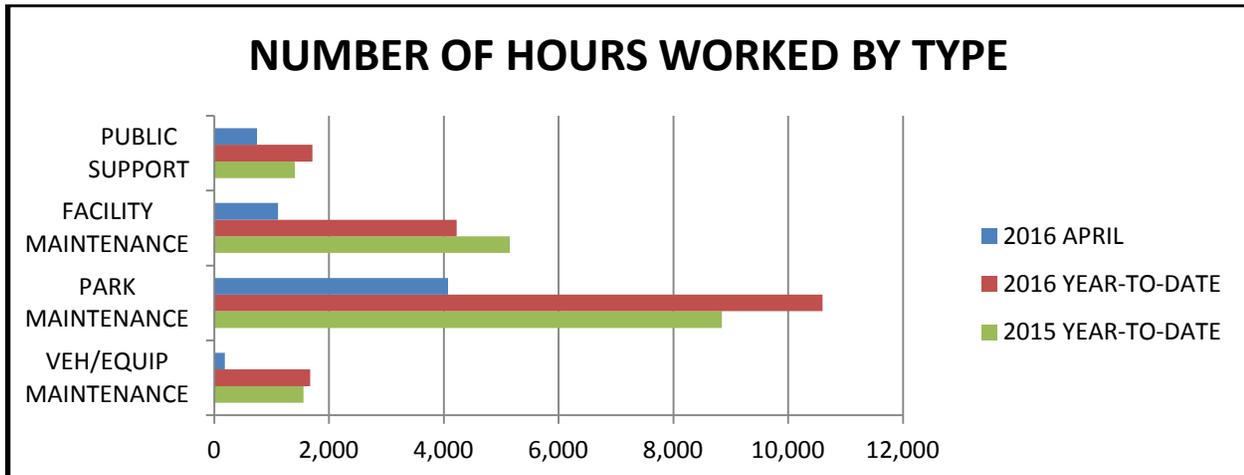
PARKS AND RECREATION DEPARTMENT

PARKS & RECREATION DEPARTMENT – Edward Eastes, Director

www.cityofmnhk.com/parksandrec

PARKS DIVISION – Casey Smithson, Park Superintendent

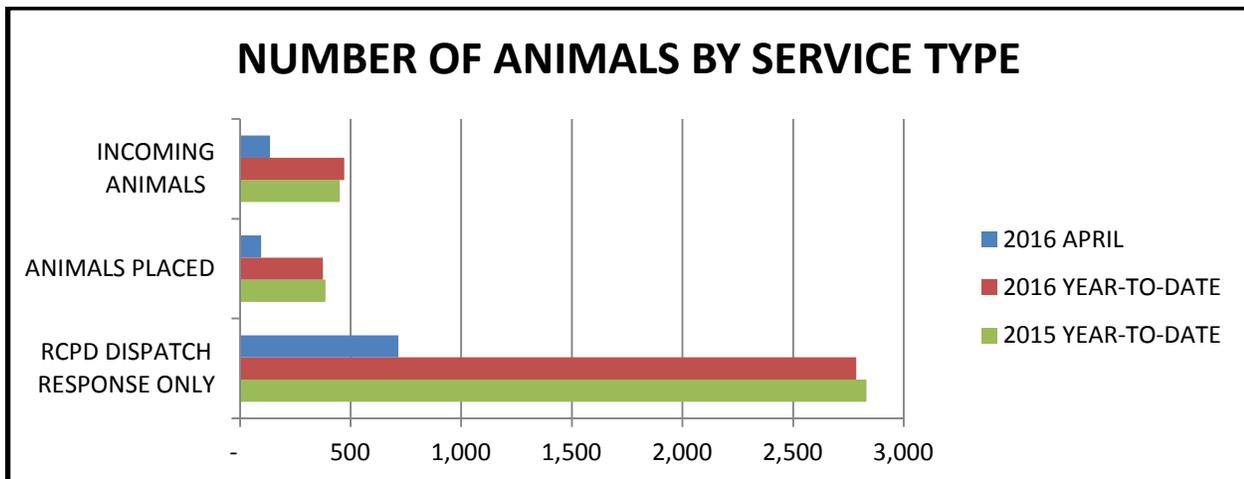
www.cityofmnhk.com/parks



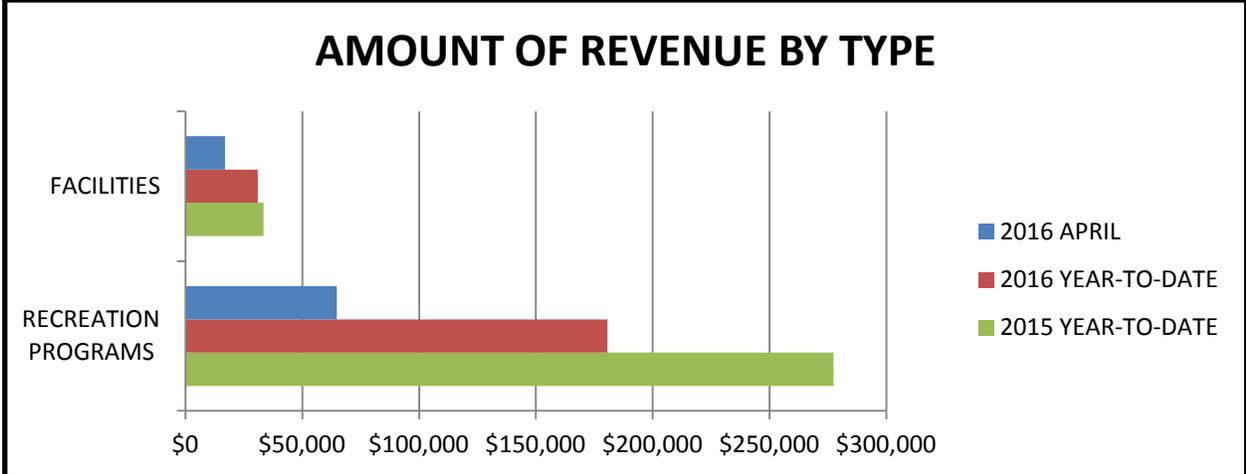
NOTE: Public support includes calls for forestry service and cemetery funeral preparations

ANIMAL SHELTER DIVISION – Willie Davila, Animal Shelter/Control Supervisor

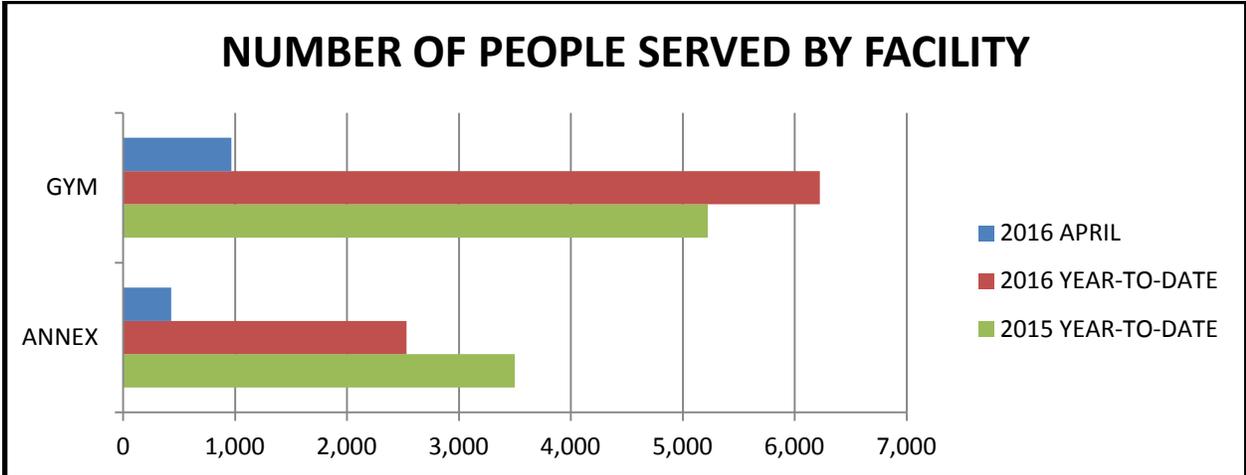
www.cityofmnhk.com/animalshelter

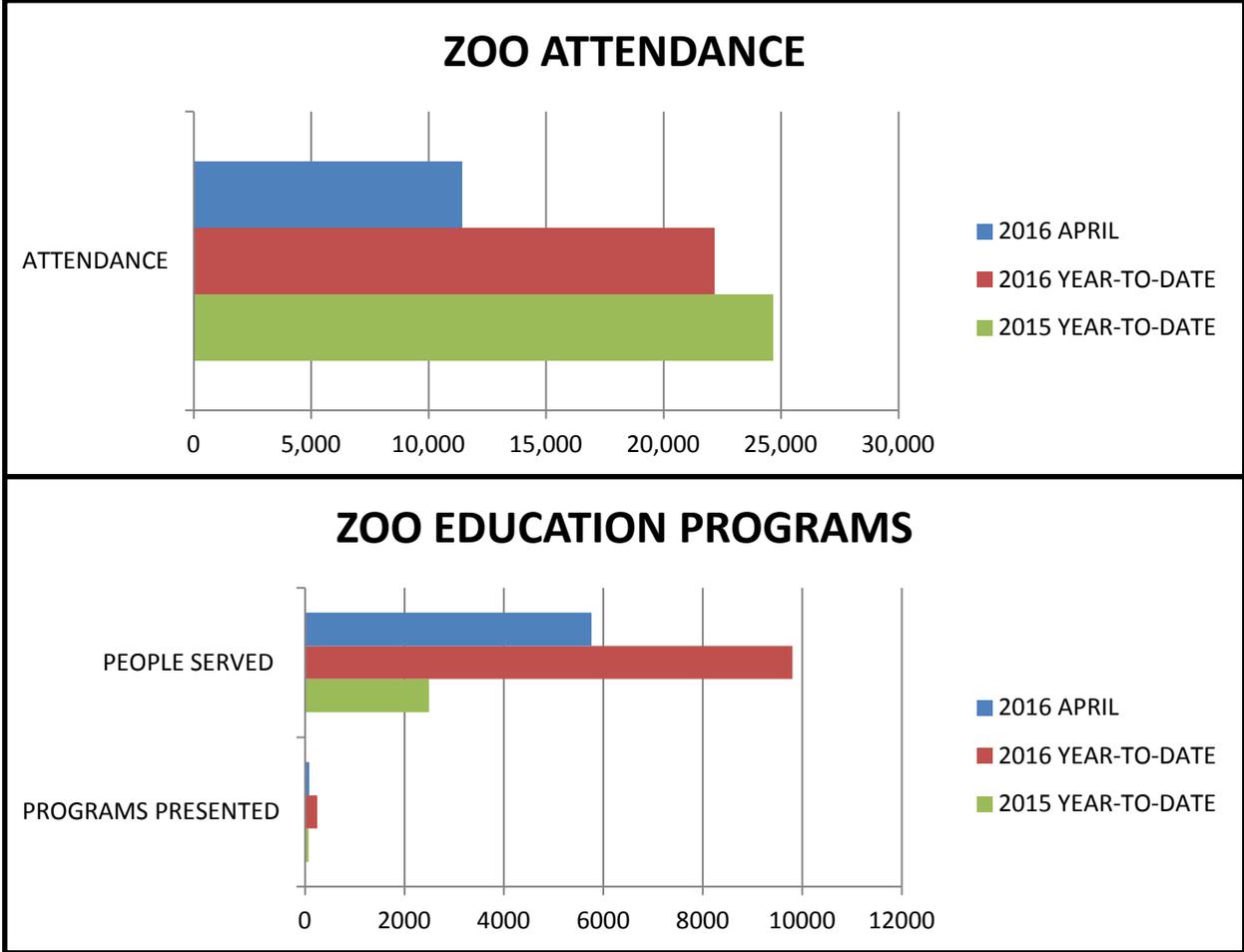


RECREATION DIVISION – Randi Clifford, Director of Recreation



DOUGLASS CENTER DIVISION - Dave Baker, Douglass Center Director





Monthly Operations Report

April 2016



Revenues	2013	2014	2015	-----2016-----		% of Budget *
	Actual	Actual	Actual	Budget	Actual	
Admission Fees	\$ 226,648	\$ 211,822	\$ 184,202	\$ 215,141	\$ 55,891	26.0%
Gift Shop	105,294	89,444	82,330	106,051	22,207	20.9%
Education	11,646	23,915	38,582	46,273	16,991	36.7%
Facility Rental	68,748	103,642	113,921	121,000	33,422	27.6%
Memberships	32,046	40,230	41,165	50,000	15,764	31.5%
Contributions / Donations	11,097	5,967	2,851	-	8,392	0.0%
Sponsorships/ Grants	-	18,725	3,725	-	-	0.0%
Transient Guest Tax Revenue	196,069	204,199	282,496	258,333	129,167	50.0%
TOTAL REVENUES	\$ 651,547	\$ 697,943	\$ 749,272	\$ 796,798	\$ 281,834	35.4%

*25% of the operating year has lapsed.

Expenses

Personnel Services	\$ 376,779	\$ 439,848	\$ 473,524	\$ 497,750	\$ 155,725	31.3%
Contractual Services	263,490	292,005	257,585	307,467	51,578	16.8%
Commodities	86,210	99,073	85,395	92,350	17,623	19.1%
Capital Outlay	11,503	6,366	7,311	2,250	2,556	113.6%
TOTAL EXPENSES	\$ 737,981	\$ 837,292	\$ 823,815	\$ 899,817	\$ 227,482	25.3%

Usage Statistics

Visitors	2013	2014	2015	-----2016-----		% of Budget
	Actual	Actual	Actual	Budget	Actual	
Attendance ~ Public Hours	50,971	48,166	43,334	49,250	14,648	29.74%
Attendance ~ Special Events	9,486	11,486	10,895	10,000	3,570	
Attendance ~ Offsite Programs	7,013	13,247	15,920	11,000	1,943	

Volunteers

Number of Active Volunteers	43	39	27	35	28
Total Volunteer Hours	6,335	6,205	4,484	5,200	1,124

Facility Use - Event Rentals

FHDC	165	196	207	185	62
------	-----	-----	-----	-----	----

HUMAN RESOURCES DEPARTMENT

HUMAN RELATIONS and PERSONNEL DIVISION – Cathy Harmes, Director

www.cityofmhk.com/hr

Human Resources Department Activity

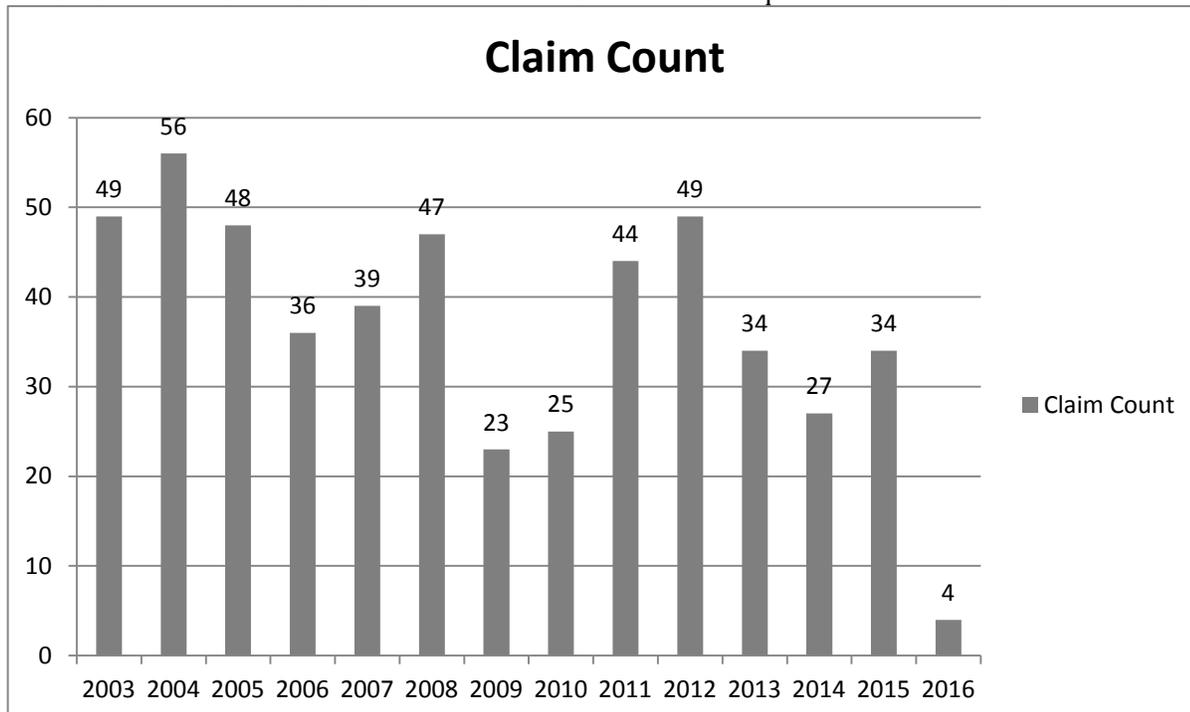
	April 2016	2016 Year- To-Date	2015 Year- To-Date
Number of voluntary separations (excludes temporaries)	2	10	12
Number of involuntary separations (excludes temporaries)	0	0	0
Turnover	.5%	2.5%	3.5%
New hires filled within 45 days of recruitment* (year-to-date)		71.5%	82%
Number of employee reviews past due**	0	7	3
Accident/Injury frequency rate	2	7	15
Accident/Injuries resulting in medical treatment/ lost time	2	4	12
Landlord/Tenant inquiries or assistance	3	15	22
Citizen referrals provided	2	8	14
In-house training programs offered	0	6	13
Workers' compensation costs as % of payroll	.03%	.29%	1.2%
Sick leave used per 1000 hours worked	30.9	32.9	36.6

*Does not include Firefighter / Student Firefighter recruitment as it is intended to take longer.

**Indicates the number of evaluations past due at the end of the month – 2016 YTD number is # of evaluations over 30 days past due.

Workers' compensation claim frequency 2016 year-to-date

The below claim count does not include accidents that did not require medical attention.



CITY MANAGER'S OFFICE

www.cityofmnhk.com/citymanager

Open Records Request:	April 2016	April 2015	2016 Year- To-Date	2015 Year- To-Date
Internal	1(:15 hr)	6(1:30 hrs)	5(1:30 hrs)	21(6:15 hrs)
External	7(3:00 hrs)	8(3:15 hrs)	36(20:00 hrs)	43(20:00 hrs)
Consent Agenda Items Processed:	34	36	132	112
General Agenda Items Processed:	3	5	22	23
Work Session Items Processed:	3	2	13	8
Items filed at Register of Deeds Office	12	8	46	36

In addition to departmental activities, various boards and committees met during April.

Respectfully submitted,

CITY OF MANHATTAN



Ron R. Fehr
City Manager

Enclosure:

1. Manhattan Area Chamber of Commerce Reports



APRIL 2016

Overview from CVB Director

April Showers! Finally! April found us showered with information and research with Randall Travel Marketing. This partnership shows the importance of tourism to Manhattan. Our average visitor to The Little Apple® 47 years of age, spending on average \$311 during the 2.4 days they enjoy in our community. Manhattan is recognized for our offerings of KSU and the Flint Hills Discovery Center and region. Our dining and shopping continue to draw visitors over and over again. Our challenge is to deliver the message and urgency of experiencing what is new, different, and must experience in Manhattan.

Your CVB continues to work tirelessly on moving Manhattan forward as destination. We will be a midpoint rest for the Solar Car Challenge July 20, 2016. The Challenge involves high school students from across the nation driving their cars from Dallas/Ft. Worth to Minneapolis, MN in one short week. The Challenge brings 400 visitors to us for overnight. Plan now to view the Cars on display in the Blue Earth Plaza! We continue to work for the future as we presented to the Sunflower Games Board of Directors to host the Games 2017-2019. A site visit is on the calendar for May to check out sports venues. Work is being done with the partners of Festival of Breads for 2017, as well as we will host the KS Mission of Mercy – dental care in 2017. Your CVB continues to be involved with the Travel Industry Association of KS, Sports/Tour/Meet Kansas – all working together to attract visitors to our respective communities. We are pleased Kansas State Athletics with the announcement of the Zac Brown Band in concert at the Bill Snyder Family Stadium on September 10th. Manhattan is known as the home to Country Stampede and great football! We look forward to welcoming fans to Manhattan!

Average dollars a visitor spends?.....\$311 per day!

Yours in Tourism,

Karen Hibbard, Vice-President
Manhattan Convention & Visitors Bureau

March 2016 Statistics:

Total Sleeping Rooms available:

March 2016
1450

March 2015

Hotel Occupancy:

	<u>March 2016</u>	<u>March 2015</u>	<u>2016 YTD</u>	<u>2015 YTD</u>
MHK	56.6%	57.4%	52.3%	51.4%
KS	55.4%	61.2%	49.8%	53.0%

Average Daily Rate:

	<u>March 2016</u>	<u>March 2015</u>	<u>2016 YTD</u>	<u>2015 YTD</u>
MHK	\$85.50	\$88.81	\$85.20	\$86.48
KS	\$84.25	\$79.64	\$82.29	\$78.16

Rev Par:

	<u>March 2016</u>	<u>March 2015</u>	<u>2016 YTD</u>	<u>2015 YTD</u>
MHK	\$48.42	\$51.02	\$44.54	\$44.49
KS	\$46.65	\$48.77	\$41.01	\$41.42

Supply – Rooms Available

	<u>March 2016</u>	<u>March 2015</u>	<u>2016 YTD</u>	<u>2015 YTD</u>
MHK	44,950	42,532	130,500	123,573
KS	1,400,518	1,369,797	4,060,033	3,972,321

Demand – Rooms Sold

	<u>March 2016</u>	<u>March 2015</u>	<u>2016 YTD</u>	<u>2015 YTD</u>
MHK	25,457	24,432	68,217	63,570
KS	775,504	838,794	2,023,338	2,105,387

*** SOURCE: SMITH TRAVEL RESEARCH, INC. REPUBLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF ST. R IS STRICTLY PROHIBITED.**

MHK WEEKLY OCCUPANCY

April 2016

April 2015

1 st Week	77.5%	↑	62.7%
2 nd Week	75.4%	↑	68.4%
3 rd Week	67.6%	↑	60.9%
4 th Week	63.3%	↑	62.1%

***SOURCE: SMITH TRAVEL RESEARCH, INC. REPUBLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED.**

Inquiry Report

Total Inquiries for April: 1,311

Top Inquiries by Source: Family Circle, Travel Guides Free, Midwest Living, Travel Information.com, Inquiry Reply Card, Travel Meredith, Email, Phone, Website

Top 10 Inquiry producing states: Illinois, New York, Missouri, Pennsylvania, Kansas, Florida, California, Wisconsin, Texas, Ohio

Top 10 Inquiry cities: Chicago, IL, Pittsburgh, PA, Omaha, NE, Brooklyn, NY, San Antonio, TX, Milwaukee, WI, Wichita, KS, Indianapolis, IN, Youngstown, OH, and Albuquerque, NM

MARKETING ACTIVITY & PERFORMANCE

April 2016

March 2016

<u>visitManhattanKS.com</u>		
Visits	6,589	11,171
Page Views	13,851	24,001
Unique Page Views	10,753	17,992
Average actions	2.4	2.4
Unique Visitors	5,124	8,856
Source of Visit		
Search Engine	2,161	2,738
Direct Entry	2,124	2,980
Website Referrals	830	4,410
Mobile Users	1,853	4,441
<u>Book Direct</u>		
Total Hits	124	133
Total Referrals	52	87
<u>Constant Contact</u>		
<u>Meet in Manhattan</u>		
Sent	n/a	1,336
Opened	n/a	216
Percentage	n/a	21.1%
<u>Manhappenins</u>		

Sent	2,002	1,889
Opened	343	312
Percentage	20.2%	19.3%
<u>Social Media</u>		
Facebook		
Daily page Engaged Users	2,798	3,209
Daily Total Impressions	103,332	114,887
Daily Total Reach	56,837	52,505
# of Fans	4,826	4,736
Twitter		
# of followers	559	483
# of new followers	76	47
# of tweets	135	101
# of total tweets	56,837	789
Tweet impressions	4,826	33,900
Pinterest		
# of followers	301	302
Average daily impressions	10	12
YouTube		
# of views	420	583
<u>MHK Airport Kiosk</u>		
Total Hits	N/A	1,355
Manhattan CVB Hits	N/A	26
<u>Cell Phone Charger</u>		
Groups requesting charger	6	6

Hotel/Facilities Meeting:

Meeting scheduled for May 10th

CVB Steering Committee Meeting:

Meet with Randall Travel Marketing.

Manhattan Convention & Visitors Bureau Mission Statement:

To expand the local economy by attracting visitors

Manhattan Area Chamber of Commerce Mission Statement:

Foster an environment for Business success that enhances the quality of life in our region

CVB Sales & Services Activity Report

April 01, 2016 To April 30, 2016

<u>Definite Bookings</u>	Dates	Type	Estimated Attendance	Estimated Rooms	Est. Visitor Spending
<u>New Business</u>					
All American Events	05/06/2016	SP	300	0	\$90,000
Baseball Tournament	05/08/2016				
Youth and School Services	06/13/2016	MC	60	200	\$47,100
Food Service Staff Training HQ: Holiday Inn at the Campus	06/17/2016				
Richard's Family Reunion	06/16/2016	MC	70	176	\$43,960
Reunion HQ: Parkwood Inn & Suites	06/19/2016				
Manhattan High School Class of 2006	07/15/2016	MC	100	20	\$31,400
Reunion HQ: The Bluemont	07/17/2016				
Total - New Business:	4		530	396	\$212,460
<u>Repeat Business with Sales Involved</u>					
All American Events	06/03/2016	SP	300	0	\$90,000
Baseball Tournament	06/05/2016				
Midwest Sports Productions MSP	06/10/2016	SP	300	0	\$90,000
USSSA Girls Fastpitch Softball Tournament	06/12/2016				
Midwest Sports Productions	06/17/2016	SP	300	0	\$90,000
Baseball Tournament	06/19/2016				
Manhattan Parks and Recreation Department	06/30/2016	SP	300	0	\$120,000
USSSA State Baseball Tournament - Boys 10U - 14U	07/03/2016				
Manhattan Parks and Recreation Department	07/16/2016	SP	300	0	\$60,000
USSSA Men's Softball Open NIT	07/17/2016				
Manhattan Parks and Recreation Department	07/23/2016	SP	300	50	\$60,000
USSSA State Law Enforcement Softball Tournament HQ: Holiday Inn at the Campus	07/24/2016				
Kansas Senior Invitational Golf Association Tournament and Meeting HQ: Four Points by Sheraton	09/14/2016	SP	150	60	\$30,000
	09/15/2016				
Johnson County Parks and Recreation Group Tour	09/23/2016	GT	35	0	\$3,500
	09/23/2016				
Kansas Farm Bureau Annual Meeting HQ: Candlewood Suites	12/04/2016	MC	1,000	780	\$314,000
	12/06/2016				
Total - Repeat Business with Sales Involved:	9		2,985	890	\$857,500
<u>Repeat Business</u>					
Midwest Sports Productions MSP	04/29/2016	SP	500	0	\$150,000
USSSA Girls Fastpitch Softball Tournament	05/01/2016				
Manhattan Parks and Recreation Department	05/14/2016	SP	100	0	\$40,000
USSSA Men's Softball Open NIT	05/17/2016				

TYPE: MC=Meetings and Conventions; SP=Sports; SE=Special Events; GT=Group Tour

CVB Sales & Services Activity Report

April 01, 2016 To April 30, 2016

Midwest Sports Productions MSP	05/20/2016	SP	300	0	\$90,000
USSSA Girls Fastpitch Softball Tournament	05/22/2016				
Kansas State High School Activities Association	05/26/2016	SP	300	0	\$60,000
3A State Softball Tournament	05/27/2016				
Midwest Sports Productions	06/17/2016	SP	300	0	\$90,000
Baseball Tournament	06/19/2016				
Youth and School Services	06/20/2016	MC	60	200	\$47,100
Food Service Staff Training HQ: Holiday Inn at the Campus	06/24/2016				
Youth and School Services	07/11/2016	MC	60	200	\$47,100
Food Service Staff Training HQ: Holiday Inn at the Campus	07/15/2016				
Youth and School Services	08/01/2016	MC	60	200	\$47,100
Food Service Staff Training HQ: Holiday Inn at the Campus	08/05/2016				
Youth and School Services	08/08/2016	MC	60	200	\$47,100
Food Service Staff Training HQ: Holiday Inn at the Campus	08/12/2016				
Manhattan Parks and Recreation Department	08/13/2016	SP	150	0	\$30,000
USSSA Mixed C & D State	08/14/2016				
Body First Wicked Marathon	03/25/2017	SP	100	0	\$10,000
Wicked Marathon	03/25/2017				

Total - Repeat Business:	11	1,990	800	\$658,400
---------------------------------	----	-------	-----	-----------

Total Definite Bookings:	24	5,505	2,086	\$1,728,360
---------------------------------	----	-------	-------	-------------

Leads Issued

Dates	Type	Estimated Attendance	Estimated Rooms	Est. Visitor Spending
-------	------	----------------------	-----------------	-----------------------

Repeat Business with Sales Involved

KS Alliance of Weavers and Spinners (KAWS) Conference	04/20/2018 04/22/2018	MC	100	100	\$47,100
----------------------------------------------------------	--------------------------	----	-----	-----	----------

Total - Repeat Business with Sales Involved:	1	100	100	\$47,100
-----------------------------------------------------	---	-----	-----	----------

Total Leads Issued:	1	100	100	\$47,100
----------------------------	---	-----	-----	----------

TYPE: MC=Meetings and Conventions; SP=Sports; SE=Special Events; GT=Group Tour

CVB Sales & Services Activity Report

April 01, 2016 To April 30, 2016

Staff Activity Summary	Total
Bid presented/ sent	4
CVBLeads - Pickup	21
CVBLeads - Response	2
Definite Booking	30
E-Mail Received	158
E-Mail Sent	184
FYI / File Note	17
Left Message/Attempted Contact	5
Lost Business	2
Media/promo/press release	1
Personal Visit / Meeting	19
Phone Call	43
Prospecting	4
Sales Blitz	5
Sales Lead Sent	1
Services	42
Site Inspection	1
	539

Bid Presentations	Dates	Type	Estimated Attendance	Estimated Rooms	Est. Visitor Spending
Delta 216 at Fort Riley	06/10/2016	MC	80	70	\$37,680
Reunion	06/12/2016				
Total Bid Presentations:	1		80	70	\$37,680

TYPE: MC=Meetings and Conventions; SP=Sports; SE=Special Events; GT=Group Tour

CVB Sales & Services Activity Report

April 01, 2016 To April 30, 2016

<u>Groups Hosted</u>	<u>Dates</u>	<u>Type</u>	<u>Estimated Attendance</u>	<u>Estimated Rooms</u>	<u>Est. Visitor Spending</u>
<u>New Business</u>					
Soil Science Society of America	04/02/2016	MC	150	360	\$164,850
National Collegiate Judging Contest HQ: Four Points by Sheraton	04/08/2016				
Hebrank	04/12/2016	MC	15	30	\$9,420
Cousin's Reunion HQ: Fairfield Inn	04/15/2016				
Office of the State Banking Commissioner Annual Meeting HQ: The Bluemont	04/12/2016 04/14/2016	MC	70	80	\$32,970
Kansas Respiratory Care Society	04/07/2016	MC	200	81	\$47,100
State Education Meeting HQ: Hilton Garden Inn	04/08/2016				
KSU Division of Continuing Education - Global Campus Kansas Transportation Engineering Conference HQ: Hilton Garden Inn	04/12/2016 04/13/2016	MC	500	282	\$157,000
Manhattan Christian Fellowship Church In His Excellence Dance Competition HQ: K-State Union	04/08/2016 04/09/2016	MC	300	10	\$94,200
American Society of Landscape Architects--Prairie Gateway Chapter Spring Meeting HQ: Parkwood Inn & Suites	04/22/2016 04/23/2016	MC	100	75	\$31,400
Kansas Dental Association CE Event HQ: Holiday Inn at the Campus	04/29/2016 04/29/2016	MC	150	15	\$23,550
Civic Plus	04/20/2016 04/23/2016	MC	20	0	\$12,560
Beta Sigma Phi Founder's Day	04/28/2016 04/28/2016	MC	51	0	\$8,007
Total - New Business:	10		1,556	933	\$581,057
<u>Repeat Business with Sales Involved</u>					
Little Apple Soccer Club Soccer Tournament HQ: Four Points by Sheraton	04/29/2016 05/01/2016	SP	400	200	\$80,000
The Enlisted Association of the National Guard of Kansas Annual Conference HQ: Four Points by Sheraton	04/22/2016 04/24/2016	MC	1,000	240	\$628,000
Kansas Birding Festival, Inc Kansas Birding Festival	04/29/2016 04/30/2016	MC	75	0	\$23,550
Ed Chartrand Memorial Tournament Soccer Tournament HQ: Parkwood Inn & Suites	04/15/2016 04/17/2016	SP	100	120	\$30,000

TYPE: MC=Meetings and Conventions; SP=Sports; SE=Special Events; GT=Group Tour

CVB Sales & Services Activity Report

April 01, 2016 To April 30, 2016

Kansas Women's Bowling Association	04/09/2016	SP	200	80	\$40,000
State Tournament	04/10/2016				
HQ: Four Points by Sheraton					
Kansas Women's Bowling Association	04/16/2016	SP	200	60	\$40,000
State Tournament	04/17/2016				
HQ: Fairfield Inn					
Kansas Women's Bowling Association	04/23/2016	SP	200	80	\$40,000
State Tournament	04/24/2016				
HQ: Four Points by Sheraton					
Kansas Women's Bowling Association	04/30/2016	SP	200	80	\$40,000
State Tournament	05/01/2016				
HQ: Four Points by Sheraton					
Kansas Statewide Homeless Coalition	04/25/2016	MC	300	70	\$141,300
Annual Summit	04/27/2016				
HQ: Four Points by Sheraton					
Manhattan Parks and Recreation Department	04/15/2016	SP	35	20	\$10,500
Little Apple Paddle	04/17/2016				
HQ: Holiday Inn Express & Suites					
WAM-SAG-MAN Trail	04/09/2016	SP	100	0	\$10,000
Cabin Fever/Yellow Brick Road Ride	04/09/2016				
Rapid Media We Paddle We Care	04/15/2016	SP	50	0	\$1,570
Reel Paddle Film Festival	04/15/2016				
CATTS Gymnastics & Dance	04/02/2016	SP	200	0	\$40,000
Gymnastic Meet	04/03/2016				
HQ: Fairfield Inn					
Disc Fanatics of Kansas	04/23/2016	SP	100	0	\$10,000
Tournaments	04/23/2016				
Total - Repeat Business with Sales Involved:	14		3,160	950	\$1,134,920

Repeat Business

Daughters of the American Revolution	04/23/2016	MC	250	135	\$157,000
fall meeting/state convention	04/25/2016				
HQ: Four Points by Sheraton					
Kansas PowerSchool User Group	04/04/2016	MC	300	210	\$141,300
Spring Conference	04/06/2016				
HQ: Hilton Garden Inn					
Kansas Library Association	04/21/2016	MC	100	60	\$31,400
College/University Library Section Spring Meeting	04/22/2016				
HQ: Holiday Inn at the Campus					
Kansas Association of Student Financial Aid Administration (KASF AA)	04/20/2016	MC	190	165	\$89,490
Conference	04/22/2016				
HQ: Hilton Garden Inn					
Lutheran Women's Missionary League	04/15/2016	MC	375	240	\$176,625
Kansas District Convention	04/17/2016				
HQ: Four Points by Sheraton					

TYPE: MC=Meetings and Conventions; SP=Sports; SE=Special Events; GT=Group Tour

CVB Sales & Services Activity Report

April 01, 2016 To April 30, 2016

National Association of Insurance and Financial Advisors of Kansas Annual Meeting HQ: The Bluemont	04/26/2016 04/27/2016	MC	60	0	\$25,120
Kansas State Agricultural Communicators of Tomorrow Farm to Fork 5K	04/16/2016 04/16/2016	MC	200	0	\$20,000
Kansas State Alumni Association For Sophomores Only HQ: K-State Alumni Center	04/15/2016 04/16/2016	MC	100	0	\$31,400
Kansas Society of Clinical Laboratory Science (KSCLS) Annual State Convention HQ: Hilton Garden Inn	04/26/2016 04/27/2016	MC	300	100	\$188,400
Midwest Sports Productions Baseball Tournament	04/01/2016 04/03/2016	SP	300	0	\$90,000
Midwest Sports Productions MSP USSSA Girls Fastpitch Softball Tournament	04/29/2016 05/01/2016	SP	500	0	\$150,000
Total - Repeat Business:	11		2,675	910	\$1,100,735
Total Definite Bookings:	35		7,391	2,793	\$2,816,712

TYPE: MC=Meetings and Conventions; SP=Sports; SE=Special Events; GT=Group Tour

**Manhattan Convention and Visitors Bureau
Monthly City Report**

	March 2016	Thru 3/31/16	Budget 2016
REVENUES			
TAXES & ASSESSMENTS			
TRANSIENT GUEST TAX	-	260,165	1,041,000
INVESTMENT INCOME	1,178	3,799	11,000
	1,178	263,964	1,052,000
CONTRIBUTIONS & OTHER REVENUE	88,145	99,345	161,550
	88,145	99,345	161,550
TOTAL REVENUE	89,323	363,309	1,213,550

	March 2016	Thru 3/31/16	Budget 2016
EXPENDITURES			
PERSONNEL SERVICES			
*The Personnel Services category includes such items as Full and Part Time employee salaries and Benefits.			
EXEMPT EMPLOYEES	24,184	68,104	334,600
VEHICLE ALLOWANCE	1,405	2,433	9,150
	25,588	70,537	343,750

CONTRACTUAL SERVICES			
*The Contractual Services category includes Dues & Memberships, Prof. Services, etc. that are contracted out.			
PROFESSIONAL SERVICES	9,553	15,574	105,500
CONVENTION SERVICES	200	551	4,200
OUTREACH PROGRAMS	68,336	71,738	86,400
GAS & ELECTRICITY	-	-	-
BUILDING MAINTENANCE	10,392	15,569	51,600
EQUIPMENT MAINTENANCE	-	-	-
SOFTWARE MAINTENANCE AGREEMENTS	-	-	2,700
OFFICE EQUIPMENT LEASE	-	-	-
INSURANCE	-	595	800
TELECOMMUNICATIONS	329	781	2,400
POSTAGE	589	2,888	6,200
LEGAL PUBLICATIONS	-	-	-
MARKETING/PUBLIC RELATION	43,232	132,306	514,462
PRINTING/BINDING	2,416	75,203	96,100
DUES & MEMBERSHIPS	1,885	8,231	8,425
SEMINAR & CONFERENCE REGISTRATIONS	841	2,814	16,700
	137,773	326,250	895,487

Manhattan Convention and Visitors Bureau Monthly City Report

March 2016 Thru 3/31/16

Budget 2016

COMMODITIES

*The Commodities category includes inventory items such as books and supplies.

OFFICE SUPPLIES	2,693	3,237	7,600
EXHIBIT SUPPLIES	-	965	1,000
	2,693	4,202	8,600

COMMODITIES - CIP

*The Commodities - CIP category includes all inventory items which are to be capitalized.

OPERATING EQUIPMENT (INV)	1,974	28,556	44,050
	1,974	28,556	44,050

TRANSFERS

*The Transfers category includes any transfers to or from other funds.

SALES TAX	-	1	25
	-	1	25

TOTAL EXPENDITURES	168,028	429,546	1,291,912
FUND BALANCE	(78,706)	(66,237)	(78,362)

**Manhattan Area Chamber of Commerce
 City ED Contribution/Expenses
 March 2016**

	<u>Mar 16</u>	<u>Jan - Mar 16</u>
Income		
1020 · Government Contracts		
1025 · City of Manhattan	11,090.00	33,270.00
1041 · Technology Park Marketing	833.37	2,500.11
Total 1020 · Government Contracts	<u>11,923.37</u>	<u>35,770.11</u>
Total Income	11,923.37	35,770.11
Expense		
2080 · Employees		
2100 · Payroll	6,891.91	20,675.73
2105 · Payroll Taxes	520.76	1,617.38
Total 2080 · Employees	<u>7,412.67</u>	<u>22,293.11</u>
9840 · Community Prosperity - AM3		
9865 · Retention & Expansion	0.00	5.61
9870 · Workforce Development	910.00	1,730.00
Total 9840 · Community Prosperity - AM3	<u>910.00</u>	<u>1,735.61</u>
9880 · Enhance E.D. Capacity -AM3		
9885 · Diversfy Economy	0.00	297.60
9893 · Research & Univ. Technolog	492.70	784.98
9895 · Retire to the Flint Hills	2,032.78	7,471.76
Total 9880 · Enhance E.D. Capacity -AM3	<u>2,525.48</u>	<u>8,554.34</u>
9980 · Regional Competitive - AM3		
9985 · Marketing Materials	356.68	606.68
9990 · Recruiting	101.35	795.28
Total 9980 · Regional Competitive - AM3	<u>458.03</u>	<u>1,401.96</u>
Total Expense	<u>11,306.18</u>	<u>33,985.02</u>
Net Income	<u><u>617.19</u></u>	<u><u>1,785.09</u></u>

**Manhattan Area Chamber of Commerce
City - Military Contribution/Expenses**

March 2016

	Mar 16	Jan - Mar 16
Income		
3320 · Military Relations		
3328 · Government Contracts	3,333.37	10,000.11
Total 3320 · Military Relations	3,333.37	10,000.11
Total Income	3,333.37	10,000.11
Expense		
4930 · Military Relations Exp.		
4932 · AUSA	0.00	0.61
4938 · Events	0.00	508.65
4941 · Mileage	149.68	470.55
4945 · Postage/Mailing	0.48	5.32
4950 · Salaries/Taxes/Benefits	1,956.35	5,606.20
4957 · Staff Meals	0.00	25.00
4960 · Supplies/Equipment	8.05	115.49
4962 · Telephone	5.22	9.53
4965 · Wives Function	15.00	59.99
Total 4930 · Military Relations Exp.	2,134.78	6,801.34
Total Expense	2,134.78	6,801.34
Net Income	1,198.59	3,198.77

May 2016

Report of Economic Development Director

Activity Summary:

Business Recruitment: Trent Armbrust attended the 2016 Petfood Forum in Kansas City April 18-20. It is that industry's key event of the year. Forum events are executive-level conferences for the global petfood and pet treat industry, and include industry suppliers, co-packers and service providers. Attendees include professionals working in nutrition, ingredient and processing technologies, packaging, food science, R&D, product development, food safety, QA/QC, purchasing, import/export and regulatory compliance. Nearly 1,900 petfood and pet treat professionals from around the world attended the event.

Manhattan Area Technical College: Manhattan Area Technical College had over 400 prospective students and guests from the region at an open house on April 14. Representatives for the college's technical programs gave tours of individual areas.

Accolades: Manhattan was ranked # 11 best college town in the U.S. for student life by the American Institute for Economic Research. According to their website, "The annual AIER ranking is based on 11 criteria that gauge each area's cultural and economic qualities." Manhattan scored high marks for arts and entertainment, as well as city accessibility.

Sales Tax: April 2016 sales were \$83.8 million, a less than 1% decrease from year-ago levels, and the second-best April ever. January - April sales since 2012:

2016 -- \$359.2 million
2015 -- \$362.3 million (full-year record of \$1.099 billion)
2014 -- \$347.4 million
2013 -- \$342.9 million
2012 -- \$356.2 million

Kansas Labor Report: The Kansas Department of Labor (KDOL) for March 2016 showed the following unemployment rates:

Manhattan:	2.7% (lowest of cities surveyed)
Riley County:	2.9%
Manhattan MSA:	3.0%

The Manhattan Metropolitan Statistical Area (MSA) is Riley and Pottawatomie Counties. Geary County was removed from the Manhattan MSA as of 2015. The MSA has a civilian workforce of 52,857 and employment of 51,274. Also from the report:

- In January 2002 Manhattan had **22,481** people employed
- As of March 2016 Manhattan has **32,187** employed
- The net increase of **9,706** jobs places us third among the 17 cities included in the report
- The percentage increase of **43%** places us first among the 17 cities

The 17 cities tracked in the KDOL report based on population are: Dodge City, Emporia, Garden City, Hutchinson, Junction City, Kansas City KS, Lawrence, Leavenworth, Leawood, Lenexa, Manhattan, Olathe, Overland Park, Salina, Shawnee, Topeka and Wichita. We keep track from January 2002, when the first Advantage Manhattan campaign began. *Junction City was included starting in 2012 so historical data is not available.*

Military Relations Committee (MRC): At the April MRC Luncheon held at Riley's Conference Center, Corvias Military Living Business Manager CSM (Ret) Jim Champagne detailed Corvias's contract with the Army, and fielded questions from the crowd on the Waterfall Policy recently implemented on Fort Riley. The Waterfall Policy allows a project owner to rent to non-military families under specific circumstances (i.e., the project is below a certain occupancy level for a defined period of time). The policy sequentially defines to whom the owner can rent. Fort Riley now allows single soldiers, not eligible to live in the barracks, and typically a geological bachelor (with family living in another community), to live in on post.

The Military Liaison visited 1st Infantry Division's Warfighter Training Exercise, a computer simulation involving 1ID Headquarters, Sustainment, Division Artillery, and Aviation Brigades. This Warfighter exercise illustrated a shift in training focus from past years and integrated several units electronically from other posts across the country. Coincidentally, the day Kansas State University announced Retired General Richard Myers as interim President, he was scheduled as guest speaker at the KSU Wildcat Warriors (Air Force ROTC) Dining Out Ceremony. The Military Liaison attended this ceremony where many of the 2016 graduating Cadets were honored.

The MRC presented an award at the 2016 Fort Riley Volunteer of the Year Ceremony in the Adult Family Member category. This year's recipient, Renee Fletcher, has a long and varied list of volunteerism on Fort Riley: Renee is both a flag football and basketball coach for elementary school level students; she is a board member for both the Fort Riley Spouse's Club (FRSC) and the Historical and Archeological Society of Fort Riley (HASFR). During HASFR pie season she personally made 200 pies! Renee is active on the Fort Riley Elementary School Parent Teacher Organization: organizer of the Thursday STEM Makers Club and school yearbook photographer. Renee is also an involved Family Readiness Group Leader and Master Resiliency Trainer. Congratulations, Renee!

Our next MRC Luncheon is Wednesday, May 4th at Manhattan Country Club and features guest speaker Fort Riley Garrison Commander COL Andrew Cole.

Leadership Manhattan (LM): The 2016 Leadership Manhattan Class completed their last day of class at the aviation simulators on Fort Riley and at Kansas Farm Bureau learning about civic engagement. That evening the 2016 class and many alumni gathered at the Manhattan Country Club for the awarding of plaques and to congratulate the class on their successful completion of the Leadership Manhattan program.

Among the festivities at every graduation is the awarding of the Distinguished Service award to a member of the Leadership Manhattan alumni. The Manhattan Area Chamber of Commerce established the Leadership Manhattan Distinguished Service Award to recognize individuals who have demonstrated the highest levels of service to the community and achievement in the practice of leadership. Our 2016 winner, Lucy Williams, took on no small task last year, serving as both the Chamber Board Chair and

Manhattan Konza Rotary President. Lucy has continued her service with the Chamber, currently serving on the Public Affairs Taskforce and Leadership Manhattan Board, in addition to her current position as Konza Rotary President. She is also actively involved in other community organizations including the Greater Manhattan Community Foundation and Fairy Godmothers. In the past, Lucy has served as Chair of the Chamber's Audit Committee, Chair of the Meadowlark Hills Foundation, and on numerous Boards and Advisory Councils, including the KSU Research Foundation, Konza United Way, and K-State Women's Studies Program.

Congratulations to our Distinguished Service Award winner Lucy Williams and to the entire Leadership Manhattan Class of 2016!



CVB Mission: To expand the local area economy by attracting visitors.

MINUTES

CVB Steering Committee
Monday, April 11, 2016
Hilton Garden Inn Meeting Room

MEMBERS-ATTENDANCE-MEETINGS HELD

Evan Grier, Chair, 2-2

Meridith McKee, Hotelier 0-2
Jennifer Fritchen, Hotelier 2-2
Penny Sentfen, Entertainment/KSU 1-2
Dennis Hulsing, Hotelier 0-2
Laird Veatch, Youth/Sports 1-2
Eddie Estes, MPRD 1-2

Jeff Wolfe, KSU 1-2
Ben Sigle, Athletics/Retail 2-2
Neal Farmer, Banker 2-2
Andrew Zender, Entertainment 1-2
Kevin Pierce, Retail 2-2
Usha Reddi, City of Manhattan 2-2

STAFF PRESENT

Karen Hibbard, CVB Director
Emma Hubbell, CVB Service Coordinator
Luke Wiggins, CVB Convention Sales

Lyle Butler, Chamber President
Marcia Rozell, CVB Tourism Sales

GUESTS PRESENT

Kristin Brighton
Aaron Apel
Brad Everett
Cheryl Grice
Cheryl White-Conklin
Kelly Loub
Michael Goens
Ron Fehr
Trent Armbrust

Dena Huff
Ed Klimek
Harry Watts
Jackie Hartman
Keith Westervelt
Lucy Williams
Summer Ott Dierks
Tom Orazam
Judy Randall

CALL TO ORDER

The meeting called to order at 12:33 PM.

2016 RESEARCH EXECUTIVE SUMMARY AND STRATEGIC PLAN

Judy Randall, with Randall Travel Marketing, presented the summary of the findings of the visitor and tourism research studies. Randall Travel Marketing provided strategic recommendations based on the study results for Manhattan. Research began in January 2015 and was completed in April 2016.

Manhattan performs well compared to other Kansas destinations with 57.0% hotel occupancy in 2015. Occupancy continues to increase slightly every day of the week. There is a healthy balance between hosting conventions and visitors coming for leisure. Average age of visitors is 47.6 and 91.67% would like to revisit. The attractions most visited are the Flint Hills Discovery Center and the KSU Campus. Although visitors enjoy coming to Manhattan, they would like to see are better modes of ground transportation. Some convention groups would like to have incentives for conventions being held in Manhattan especially during the weekdays. Visitor's likes are friendly community, restaurants, hotels, clean downtown, and college atmosphere. Visitor dislikes include traffic, cold weather, Signage &

Wayfinding and road construction. According to the study what makes Manhattan Distinct or Unique is KSU, Friendliness, Flint Hills, Small Town Atmosphere, and Clean. On average the overall visitor spends \$312 per day. Conference spend is \$286 with sports \$363 on average. Visitors would like to see more unique dining, festivals (music/food/heritage), and restaurant events (Celebrity Chefs, wine/beer pairings, etc.). Given these points, visitors enjoy coming to Manhattan but it is key for the area to retain and help visitors want to keep coming back.

GROUP DISCUSSION

The member's present discussed ways to improve Manhattan tourism and to retain visitors. This included providing better ground transportation with use of Uber or other creative transportation offerings. Consideration of incentive plans for conventions for higher hotel attendance during the weekday was discussed. Big thoughts to consider: Protect funding, improving transportation, adding additional sales CVB staff as funding allows, facilities for youth sports, hospitality training for front lines, and improve marketing communication provided by the CVB

ADJOURNMENT

The meeting adjourned at 5:02 PM

Submitted by:

Emma Hubbell, CVB Service Coordinator/Administrative Assistant.

***MARK YOUR CALENDARS!
NEXT MEETING WILL BE WEDNESDAY, June 1st.***

2016 Research Executive Summary and Strategic Plan

Research Overview

Manhattan Kansas Convention & Visitors Bureau retained Randall Travel Marketing of Mooresville, NC to conduct several visitor and tourism research projects. This document is a summary of the data from those studies, as well as strategic recommendations based on the data. This study process began in January 2015 and was completed in April 2016. The following methods of data collection were used as part of this research project:

1. Lodging Property Survey and STR Analysis:

- A confidential survey was sent to 17 Manhattan lodging properties (1,457 rooms).
- 15 hotel/lodging properties, for an excellent 89% response (by room count).

2. Convention and Meeting Planer Survey and Telephone Interviews:

- A total of 80 convention and meeting planners were interviewed as part of this study. Of these respondents, 43 had brought meetings/events to Manhattan, while 37 were targeted but had not.

3. Visitor Intercept Interviews (by market segment)

- Five hundred and fourteen (514) visitor surveys were conducted as follows:

Response Population Segment Totals	Business	K-State Related	Leisure	Meeting Conference	Military Related	Sports	Overall
Responses	77	100	84	218	9	26	514
Percentages	10.0%	19.5%	16.3%	42.4%	1.8%	5.1%	99.9%

NOTE: A total of 514 visitor surveys were completed, ensuring a 94% (+/- 5%) reliability level.

RTM prepared individual comprehensive reports for each of these studies. This document contains a Summary of each study segment, as well as strategic recommendations based on this data.

Strategic Planning Overview

Based on research data, Randall Travel Marketing has developed strategic recommendations:

- Positioning
- Gateways / Signage & Wayfinding
- Visitor Centers
- Organization & Funding
- Staffing
- Direct Sales
- Marketing, Advertising, Public Relations, Digital
- New Product Development

2016 Research Executive Summary and Strategic Plan

Summary of Lodging Study Statistics and Survey Findings

- Manhattan has approximately fifteen (15) current lodging properties with 1,375 lodging rooms, as of December 31, 2014. (This number fluctuates day-to-day as lodging properties add and delete rooms from their inventory for repair and maintenance, as well as when new lodging properties open or older properties close.)
- Lodging built prior to 1980 accounts for 20.0% of inventory. Twenty-six (26.7%) lodging properties were added during the span of 1980-1999 and accounts for 32.9% of all rooms. Fifty-three percent (53.3%) of the current lodging inventory was constructed since 2000 and accounts for 46.8% of total rooms. Thus, Manhattan has a relatively modern overall lodging mix.
- In 2014 Friday and Saturday delivered the highest average year-round occupancy at 63.8% and 67.0% respectively, while Sunday is the lowest at 32.3%.
- For 2014, Manhattan’s lodging occupancy fluctuated between 38% (December) and 74.5% (June). For the past several years, summer has typically been the busiest time, and winter the slowest.
- Occupancy has declined overall for the past four years, which contrasts with national averages. The winter months of November, December, January and February showed decline in 2014, while May, June and July showed definite increases. RTM recommends comparing this to other Kansas destinations to compare occupancy patterns. This will help determine if there is a regional pattern, or if this is specific to Manhattan. Occupancy has fluctuated throughout Kansas.
- Average Daily Rates have increased steadily since 2010, and Revenue Per Available Room has remained noticeably consistent other than a slight dip in 2011.
- Thus, while occupancy has declined, hotels have raised their rates in each of the past four years.
- The largest visitor segment includes conference/meeting groups (45%), followed by business (38%), and, finally, leisure (17%).
- Points of visitor origin tend to be the in-state geographic region near Manhattan including Kansas City, Wichita, and Topeka in Kansas, and also Omaha, Nebraska. Target markets for Manhattan are within a reasonable 150 mile drive radius. Manhattan, CVB should continue to market to these cities for visitation.
- Over 30% of travel parties include children, which is typical for Kansas, and higher than national averages which typically document 20-25% children in travel parties.
- The percentage of non-taxable rooms for Manhattan is 8.3%, primarily due to government meetings and business travel.
- To determine the exact areas of occupancy decline, RTM recommends comparing the individual lodging segments from year-to-year. For instance, university-related meetings have been down nationwide since the Great Recession began in 2008. This segment has yet to return to previous levels. It could be that this is at least part of the cause for current conditions in Manhattan. Only by tracking these segments from year-to-year will the CVB (and local lodging) be able to reliably determine trends.
- RTM recommends a Strategic Planning Initiative, based on the existing visitor segments, which focuses first on increasing expenditures among existing visitors and secondly, on determining what facilities and marketing efforts will best allow for recruitment of additional visitors.
- **NOTE for Year-End 2015:** The improvement in Manhattan’s average weekly occupancy in 2015 compared to 2014 is shown below:

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
2014	32.9%	51.6%	58.7%	57.1%	53.8%	66.1%	70.1%
2015	34.4%	54.8%	62.2%	61.2%	57.9%	65.9%	69.5%

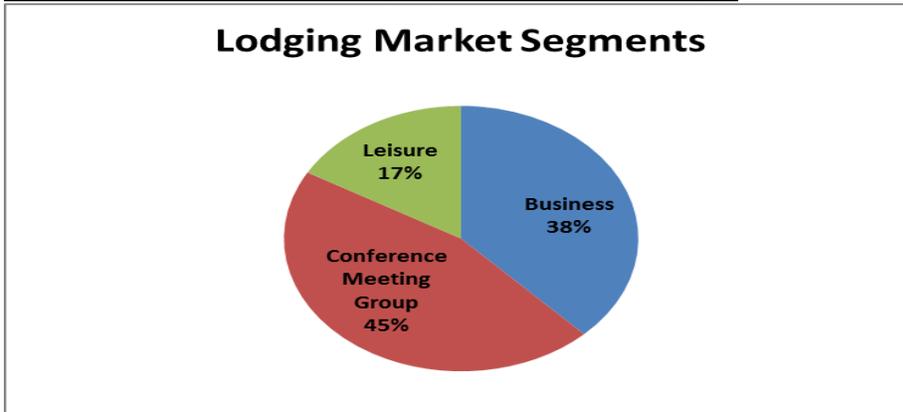
2016 Research Executive Summary and Strategic Plan

2014 Annual Overall Visitor Mix: Tell us what percentage of your TOTAL 2014 guests fell into each category:

Business:	2014 Full Year
Individual business travelers (white collar)	17.7%
Blue collar workers (mineral industry, commercial, construction laborers, etc.)	20.1%
Conference/Meeting/Group:	
University-related meetings/groups	9.7%
Government meetings	4.5%
Association meetings	5.6%
Corporate meetings	7.7%
SMERF – (social, military & family reunions, education, religious, fraternal)	10.1%
Group tour/motorcoach	1.0%
Youth Sports/Events (games, teams, tournaments)	6.9%
Leisure:	
University-related non-group, individual parties visiting Manhattan + KSU football weekends	12.2%
Tourists visiting Manhattan or passing through as part of a longer trip	1.6%
Visiting friends & relatives who live in Manhattan area	2.9%
Other:	
Other (specify): _____	0%
TOTAL (all above percentages must total 100%)	100%

Source: RTM 2014 Lodging Survey – Total lodging response = 89%

2014 Annual Overall Lodging Market Mix Graph



Source: RTM 2014 Lodging Survey

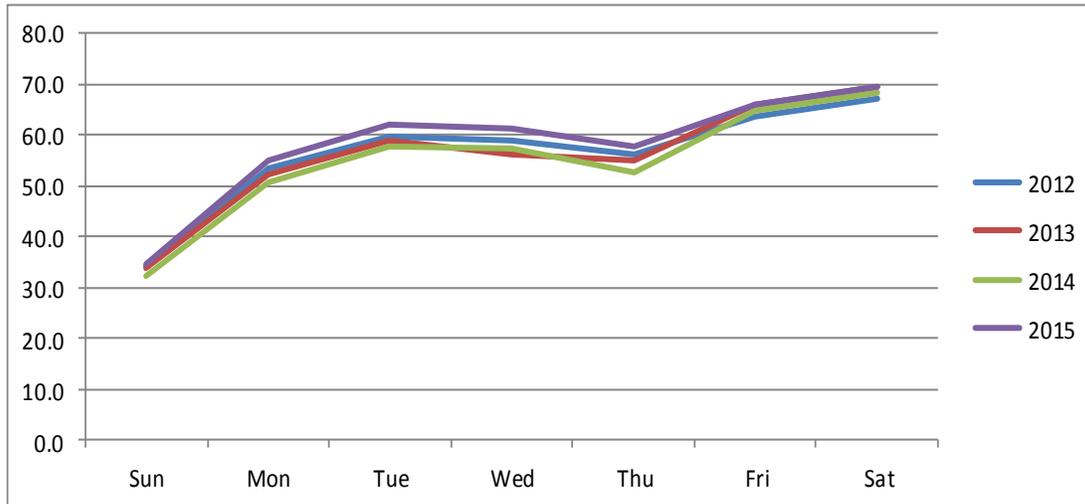
Kansas Lodging Occupancy Comparables

	2012	2013	2014	2015
Dodge City	60.8%	58.4%	55.6%	54.1%
Lawrence	52.4%	51.5%	57.7%	60.6%
Overland Park	60.8%	62.4%	67.5%	68.2%
Salina	51.9%	51.8%	58.1%	55.8%
Topeka	53.8%	54.7%	57.4%	55.4%
Wichita	58.4%	60.4%	60.8%	61.4%
Kansas Statewide	55.4%	56.3%	58.7%	58.8%
Manhattan	56.2%	56.0%	54.8%	57.0%

Manhattan has performed well compared to other Kansas destinations.

2016 Research Executive Summary and Strategic Plan

Occupancy Percent By Day of Week Trend Source: STR Report – Manhattan, KS



Seven Year STR Data for Manhattan, KS Source: STR Report – Manhattan, KS

Year	Occupancy	ADR	RevPAR	Supply	Demand	Revenues
2009	61.7%	\$ 79.83	\$ 49.22	N/A	N/A	\$ 16,397,495
2010	63.3%	\$ 78.61	\$ 49.73	364,524	230,630	\$ 18,129,384
2011	59.2%	\$ 81.05	\$ 47.94	389,295	230,276	\$ 18,663,742
2012	57.5%	\$ 86.70	\$ 49.87	430,335	247,509	\$ 21,459,908
2013	56.3%	\$ 89.42	\$ 50.34	456,039	256,740	\$ 22,956,918
2014	54.8%	\$90.94	\$49.82	474,659	260,012	\$ 23,645,338
2015	57.0%	\$91.70	\$52.25	522,323	297,657	\$27,293,885

Source: STR Report – Manhattan, KS

2016 Research Executive Summary and Strategic Plan

Smith Travel Research 2015 Monthly Lodging Data for Manhattan, KS

MONTH 2015	CITY/STATE	OCCUPANCY	ADR	REV PAR	SUPPLY	DEMAND	REVENUE	TOTAL ROOMS
January	Manhattan	44.5	85.50	38.07	42,625	18,982	1,622,890	1453
	KS	45.9	76.68	35.20	1,367,472	627,744	48,133,658	
February	Manhattan	56.5	86.12	48.67	38,500	21,759	1,873,806	1453
	KS	52.3	77.43	40.50	1,235,136	645,943	50,017,342	
March	Manhattan	59.0	88.61	52.31	42,625	25,160	2,229,510	1453
	KS	61.9	79.29	49.05	1,369,890	847,419	67,195,555	
April	Manhattan	59.9	90.07	53.95	43,590	26,107	2,351,494	1453
	KS	61.7	79.99	49.35	1,331,460	821,462	65,710,436	
May	Manhattan	58.9	97.01	57.19	44,950	26,498	2,570,660	1450
	KS	62.5	82.96	51.88	1,375,687	860,301	71,372,156	
June	Manhattan	66.8	93.05	62.13	43,500	29,049	2,702,869	1450
	KS	68.6	82.96	56.91	1,331,160	913,154	75,750,853	
July	Manhattan	59.5	84.34	50.21	44,950	26,760	2,256,903	1450
	KS	66.7	81.76	54.55	1,376,431	918,350	75,086,514	
August	Manhattan	61.8	86.05	53.19	44,950	27,783	2,390,762	1450
	KS	61.6	81.00	49.86	1,376,338	847,303	68,627,965	
September	Manhattan	64.3	98.54	63.41	43,500	27,991	2,758,357	1450
	KS	62.3	83.08	51.77	1,331,730	829,807	68,939,694	
October	Manhattan	65.3	99.64	65.07	44,950	29,355	2,925,069	1450
	KS	63.7	86.16	54.85	1,381,794	879,661	75,793,835	
November	Manhattan	50.4	97.63	49.21	43,500	21,925	2,140,469	1450
	KS	54.0	80.84	43.63	1,335,840	720,911	58,279,477	
December	Manhattan	42.8	91.20	39.08	44,950	19,259	1,756,490	1450
	KS	45.3	78.18	35.44	1,394,938	632,409	49,441,200	

2016 Research Executive Summary and Strategic Plan

Summary of Convention and Meeting Planner Survey Results

Primary Factors for NOT Bringing Groups to Manhattan:			
(5) Distance/location (for our group) (4) Planning challenges/conference rotation (2) Availability/affordability of conference hotels connected to/with meeting facilities (1) Expense (air transportation and hotels) (1) Limited flights to Manhattan airport			
Strengths		Weaknesses	
<u>Strengths:</u> Centrally located (for our group), Easy to get to; Variety of attractions/entertainment/venues; Variety of lodging & restaurant options <u>Top Ratings:</u> Location (for our group); Attractions; Restaurants; K-State		<u>Weaknesses:</u> Not good geographic location for our group; Affordable/available lodging; Poor availability/affordability of air service; Lack & expense of meeting venues; <u>Lowest Ratings:</u> Location (for our group); Lodging availability & price; Air service & public transportation;	
What is needed to increase appeal of Manhattan for meetings?			
More availability & better affordability of lodging connected to meeting spaces; Improved/affordable ground transportation; Competitive conference prices & perks for conference attendees; Aggressive marketing to state organizations; Larger convention/trade show facilities; Don't know of anything, we are happy at this time;			
Top Rated Meeting Facilities:		Manhattan Conference Center, KSU Alumni Center	
Aggressiveness of Manhattan CVB Compared To Other CVBs:		Current Clients (n=26)	Prospects (n=29)
More aggressive		15.38%	27.59%
Less aggressive		11.54%	10.34%
About the same as others		73.08%	62.07%
Ratings for the Manhattan CVB: (scale of 1-5, where 1=poor; 3=average; 5=excellent)		Current Clients (n=31)	Prospects (n=27)
Overall rating of Manhattan as a destination for your meetings		4.30	3.89
Service for meetings (nametags, info booth, etc.)		4.15	3.81
Development of effective marketing materials and advertising for meetings		4.00	3.75
Recruitment effort in bringing meetings to Manhattan		3.88	3.79
Direct sales effort		3.88	3.67
Attendance at trade shows		3.64	3.73

NOTE: Red lettering indicates scores below a 4.00

Preferred methods of marketing to meeting planners:

Website	25% of all planners ALWAYS use a DMO's website for planning; 25% use a website FAIRLY OFTEN; 50% SELDOM use a website.
Contact by Manhattan CVB	Over half of planners prefer annual contact by MCVB; Over one third prefer Quarterly contact; Less than 7% prefer monthly contact.

Demographics:	Average Age	Male	Female	Average years of experience
Current Clients (n=34)	48.9	32.35%	67.65%	12.5
Prospects (n=31)	51.24	29.03%	70.97%	20.9

In summary, Manhattan is currently doing well with meetings primarily due to convenient location (to current meetings clients), adequate & affordable lodging near meeting spaces, a variety of restaurants & attractions, walkable downtown, proximity to KSU, and good service by MCVB. To win more meetings Manhattan will need to offer more lodging availability at affordable prices connected to meeting spaces, improve transportation logistics, and continued good service by MCVB.

2016 Research Executive Summary and Strategic Plan

Summary of Visitor Research:

		Overall Intercept Survey
Quantity of Interviews:		514
Demographics:		
Average Age		47.6 years
Gender: Male / Female		39.9% / 60.1%
Point Of Origin:		Kansas (56%), Colorado (4%), Texas (3%), Nebraska (3%)
Generations:		
Millennium Generation	16-21	3.8%
Generation Y	22-39	29.2%
Generation X	40-51	22.0%
Baby Boomer	52-70	38.3%
Silent Generation	71-80	5.1%
War Generation	81+	0.0%
Travel Party Size:		
Adults Only		87.34%
Average Number of Adults		2.34
Visitors traveling with children		12.66%
Average Number of children		2.97

First Trip to Manhattan?	Business	K-State Related	Leisure	Meetings Conferences	Military Related	Sports	Overall
Yes	20.0%	21.9%	23.7%	25.8%	0.0%	34.6%	22.6%
No	80.0%	78.1%	76.3%	74.2%	100.0%	65.4%	77.4%

Frequency of Visits	Business	K-State Related	Leisure	Meetings Conferences	Military Related	Sports	Overall
Once Previously	3.4%	7.0%	10.3%	7.9%	20.0%	16.7%	7.9%
2 – 5 Times	43.1%	14.1%	12.1%	26.3%	20.0%	66.7%	24.6%
6 – 10 Times	8.6%	5.6%	6.9%	15.8%	0.0%	8.3%	10.3%
11+ Times	44.8%	71.8%	67.2%	49.3%	60.0%	8.3%	56.2%
Other	0.0%	1.4%	3.4%	0.7%	0.0%	0.0%	1.0%

Mode of Transportation	Business	K-State Related	Leisure	Meetings Conferences	Military Related	Sports	Overall
Personal Vehicle	11.0%	17.3%	12.6%	31.5%	1.8%	3.6%	78.3%
Motorcycle	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Camper/RV	0.0%	0.0%	0.0%	0.2%	0.2%	0.0%	0.4%
Motor Coach/Bus	0.2%	0.0%	0.0%	0.2%	0.0%	0.0%	0.4%
Combo Fly/Rental Car	3.8%	3.8%	3.6%	8.1%	0.0%	1.8%	20.5%
Taxi/Uber	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Totals	15.2%	21.1%	16.2%	40.0%	2.0%	5.4%	99.9%

Used Taxi Service	Business	K-State Related	Leisure	Meetings Conferences	Military Related	Sports	Overall
Yes	0.6%	0.4%	0.6%	0.9%	0.0%	0.2%	2.6%
No	14.6%	20.0%	14.6%	37.3%	1.7%	5.2%	93.8%
Other	0.6%	0.0%	0.6%	2.4%	0.0%	0.2%	3.6%
Totals	15.8%	20.3%	15.8%	40.6%	1.7%	5.6%	100.0%

2016 Research Executive Summary and Strategic Plan

Activities This Visit	Business	K-State Related	Leisure	Meetings Conferences	Military Related	Sports	Overall
Business	100.0%	50.0%	48.6%	12.5%	22.2%	24.0%	38.2%
Attend Arts, Theater, Performance	4.1%	2.2%	2.8%	1.6%	0.0%	0.0%	0.2%
Dining Out	76.7%	76.7%	65.3%	64.9%	88.9%	64.0%	69.5%
Driving/Sightseeing	24.7%	20.0%	9.7%	20.0%	33.3%	28.0%	19.8%
Visit Museum, Attraction, Hist. Site	9.6%	10.0%	15.3%	10.3%	44.4%	16.0%	11.9%
Shopping	45.2%	35.6%	43.1%	41.1%	44.4%	44.0%	41.1%
Visit Downtown Restaurants/Shops	28.8%	51.1%	44.4%	44.3%	22.2%	40.0%	42.4%
Visit Aggieville	32.9%	34.4%	33.3%	42.7%	22.2%	36.0%	37.1%
Attend Festival	0.0%	0.0%	1.4%	8.6%	0.0%	0.0%	3.7%
Attend Sporting Event	11.0%	7.8%	12.5%	29.7%	11.1%	100.0%	19.3%
Other	6.8%	7.8%	5.6%	6.5%	11.1%	0.0%	6.8%

Attractions Visited	Business	K-State Related	Leisure	Meetings Conferences	Military Related	Sports	Overall
Flint Hills Discovery Center	18.2%	43.6%	17.9%	18.3%	16.7%	26.7%	25.2%
K-State Gardens	6.8%	10.9%	0.0%	7.0%	33.3%	0.0%	6.9%
KSU Campus	65.9%	58.2%	69.2%	64.4%	50.0%	73.3%	65.0%
Fort Riley	9.1%	7.3%	5.2%	5.2%	100.0%	6.7%	6.2%
Sunset Zoo	6.8%	5.5%	5.2%	7.8%	16.7%	13.3%	7.3%
Linear Park Trail	0.0%	1.8%	5.2%	0.0%	0.0%	6.7%	1.8%
Riley County History Museum	0.0%	0.0%	5.2%	5.2%	16.7%	0.0%	3.2%
Lazy T Ranch	2.3%	0.0%	7.7%	0.0%	0.0%	0.0%	1.5%
Konza Prairie	9.1%	25.5%	15.4%	9.6%	0.0%	0.0%	13.1%
Tuttle Creek State Park	13.6%	9.1%	7.7%	22.6%	33.3%	13.3%	16.1%
Colbert Hills	6.8%	5.5%	5.2%	14.9%	16.7%	0.0%	9.5%
Zip Line	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	2.3%	1.8%	2.6%	0.9%	0.0%	6.7%	1.8%
Participate in Outdoor Recreation	Business	K-State Related	Leisure	Meetings Conferences	Military Related	Sports	Overall
Yes	16.9%	36.0%	22.7%	32.2%	44.4%	29.2%	28.2%
No	87.1%	64.0%	77.3%	67.8%	55.6%	70.8%	71.8%
Walking/Running=54.0%; Golfing=13.7%; Hiking=9.7%; Birding/Nature=6.5%; Fishing=5.6%; Biking/Cycling=4.8%;							
Attend a Visual or Performing Arts event?	Business	K-State Related	Leisure	Meeting Conference	Military Related	Sports	Overall
Yes	6.6%	3.2%	2.6%	2.7%	0.0%	0.0%	3.4%
No	93.4%	96.8%	97.4%	96.2%	100.0%	100.0%	96.2%
Other	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.4%
Use Social Media	Business	K-State Related	Leisure	Meeting Conference	Military Related	Sports	Overall
Yes	60.0%	54.3%	41.3%	49.7%	77.8%	41.7%	52.0%
No	40.0%	45.7%	58.7%	50.3%	22.2%	58.3%	48.0%
Social Media Source	Business	K-State Related	Leisure	Meetings Conferences	Military Related	Sports	Overall
Facebook	67.2%	51.8%	66.7%	60.0%	71.4%	66.7%	63.4%
Instagram	0.0%	22.4%	14.3%	18.5%	28.6%	16.7%	16.6%
Twitter	15.5%	11.8%	19.0%	16.3%	0.0%	16.7%	15.1%
Pinterest	12.1%	10.5%	0.0%	2.9%	0.0%	0.0%	0.9%
TripAdvisor	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	1.2%
Other	5.2%	2.3%	0.0%	2.2%	0.0%	0.0%	2.8%

2016 Research Executive Summary and Strategic Plan

Overall Visit Rating	Business	K-State Related	Leisure	Meeting Conference	Military Related	Sports	Overall
Rating	4.4	4.5	4.3	4.4	4.6	4.0	4.4

Recommend Manhattan for visit to others?	Business	K-State Related	Leisure	Meeting Conference	Military Related	Sports	Overall
Rating	3.9	4.3	4.3	4.3	4.2	3.5	4.19

Amenities Ratings	Business	K-State Related	Leisure	Meetings Conferences	Military Related	Sports	Overall
Quality of lodging rooms	4.3	4.2	4.4	4.4	3.5	3.8	4.3
Lodging value for price paid	4.2	3.9	4.4	4.3	3.8	3.6	4.2
Range of choices for dining	4.1	4.1	4.1	4.3	4.4	4.1	4.2
Selection of shopping	3.6	3.7	3.9	4.1	3.7	3.6	3.9
Overall appeal of attractions	3.8	3.9	4.1	4.3	3.8	3.7	4.1
Overall appeal of Manhattan, KS as a destination	3.7	4.1	4.1	4.3	4.1	3.8	4.1
Signage and Wayfinding	3.4	3.9	3.6	3.9	3.7	3.8	3.8
Level of service/employee training	3.8	4.1	4.2	4.3	3.6	4.0	4.1
Availability/convenience of flights into Manhattan	2.5	2.9	3.4	3.3	3.7	4.5	3.2
Cost of flights into Manhattan	2.7	2.7	3.0	3.4	3.3	No data	3.0

Overall Likes	Overall Dislikes
Friendly People, Restaurants, Hotels, Clean, Downtown, KSU, College Atmosphere,	Traffic, Weather/cold, Signage & Wayfinding, Road Construction

What makes Manhattan Distinct or Unique?
KSU (96); Friendly (40); Flint Hills (25); Small Town Atmosphere (25); College Town Atmosphere (16); Clean (17);

Spending	Business	K-State Related	Leisure	Meetings Conferences	Military Related	Sports	Overall
Lodging	\$106.46	\$144.93	\$89.59	\$99.76	\$77.00	\$115.17	\$107.45
Food/meals	\$64.31	\$83.60	\$57.88	\$45.14	\$69.29	\$70.65	\$66.85
Attractions/amusements	\$2.31	\$32.70	\$23.74	\$3.46	\$31.43	\$3.04	\$12.71
Shopping	\$30.77	\$51.28	\$87.03	\$47.63	\$128.33	\$157.61	\$63.88
Transportation, fuel, airfare, etc.	\$105.54	\$63.37	\$33.69	\$89.78	\$25.71	\$16.30	\$60.89
Average total	\$309.39	\$375.88	\$291.93	\$285.77	\$331.76	\$362.77	\$311.78
Average length of stay	2.39	2.58	2.18	2.28	2.83	3.20	2.40
Total Trip Expenditures	\$739.44	\$969.77	\$636.41	\$651.56	\$938.88	\$1,1608.86	\$748.27

n=474

2016 Research Executive Summary and Strategic Plan

New Products Interest	Business	K-State Related	Leisure	Meetings Conferences	Military Related	Sports	Overall
Dinner Theater	23.5%	15.2%	36.4%	32.5%	62.5%	0.0%	28.9%
More Unique Dining	39.7%	32.6%	29.9%	27.4%	75.0%	26.1%	33.3%
Trail of Crafts/Art Studios	22.1%	8.7%	5.2%	18.3%	25.0%	0.0%	14.8%
Kansas-Made Stores	23.5%	12.0%	18.2%	30.5%	37.5%	0.0%	23.7%
Designer Shoe Outlet	4.5%	7.6%	13.9%	9.6%	37.5%	8.7%	10.0%
Outdoor Outfitter Store	29.4%	25.0%	22.1%	18.3%	25.0%	26.1%	23.7%
Festivals (Music/Food/Heritage)	35.3%	34.8%	57.1%	36.0%	62.6%	13.0%	40.1%
Fully-equipped Culinary Center (Classes on preserving, canning, baking, etc.)	4.4%	54.3%	5.2%	11.7%	75.0%	0.0%	9.3%
Farm-to-Market Retail Center	17.6%	19.6%	24.7%	22.8%	37.5%	8.7%	22.6%
Farm-to-Market Culinary Events	7.4%	10.9%	19.5%	16.2%	50.0%	8.7%	15.5%
Dining/Shopping/Entertainment District	44.1%	62.0%	35.1%	46.2%	62.5%	43.5%	55.9%
Restaurant Events (Celebrity Chefs, Wine/Beer pairings, etc.)	29.4%	29.3%	35.1%	28.9%	75.0%	21.7%	31.7%
Water Park	8.8%	10.9%	28.6%	15.7%	50.0%	8.7%	18.2%
Other	11.8%	10.9%	23.4%	8.1%	0.0%	8.7%	12.3%

Number of Annual Visitors to Manhattan, KS

297,657	Sold Room Nights in Manhattan (Source: STR 2015 Reports)
	Example: 1,450 rooms x 365 = 529,250 x 57% Occupancy = 301,672 sold room nights
÷2.4	Avg. number of nights per visitor (Source: 2016 Manhattan Visitor Research)
124,024	Number of Annual Visitors to Manhattan Hotels
X 3	Multiplier to Include Daytrippers, Stop-overs, and Visitors Staying with Friends/Relatives
372,071	Total Number of Visitors to Manhattan Annually

Total Tourism Revenues Generated in Manhattan, KS

297,657	Sold Room Nights in Manhattan (Source: STR 2015 Reports)
X \$311	Average Daily Spending (Source: 2016 Manhattan Visitor Research)
\$92,571,327	Total Daily Expenditures for Visitors Staying in Hotels in Manhattan, KS
X 2	Conservative Multiplier (daily spending minus 1/3) to Include Daytrippers, Stop-overs and Visitors Staying with Friends/Family
\$185,142,654	Total Visitor-Generated Revenues for Manhattan, KS

2016 Research Executive Summary and Strategic Plan

Manhattan, KS Budget Comparables (2015)

Community	Total CVB Budget (2014)	Lodging Rooms in Market	CVB Budget Per Lodging Room
Kansas Comparables			
Dodge City, KS	\$875,000	1,099	\$796.17
Lawrence, KS	\$820,000	1,300	\$630.76
Manhattan, KS	\$940,660	1,375	\$684.11
Overland Park, KS	\$1,911,822	5,207	\$367.16
Salina, KS	\$700,000	2,004	\$349.30
Topeka, KS	\$1,300,000	2,631	\$550.61
Wichita, KS	\$2,800,000	8,000	\$350.00
Big XII Comparables			
Lawrence, KS (University of Kansas)	\$820,000	1,300	\$630.76
Lubbock, TX (Texas Tech)	\$2,899,000	5,107	\$567.65
Manhattan, KS (Kansas State)	\$940,660	1,375	\$684.11
Stillwater, TX (Oklahoma State)	\$839,259	1,204	\$697.05
Waco, TX (Baylor) NOTE: Approx. \$300,000 in revenues for Convention Center.	\$4,109,480	3,800	\$1,081.44
Other Comparables			
Asheville, NC	\$7,800,000	7,000	\$1,148.00
Austin, TX	\$11,268,530	32,012	\$352.00
Birmingham, AL	\$7,438,000	14,534	\$511.76
Chattanooga, TN	\$6,500,000	11,442	\$568.08
Columbus, GA	\$2,561,845	4,799	\$533.82
Greenville, SC	\$5,200,000	8,500	\$611.76
Kansas City, MO	\$7,291,900	11,816	\$617.12
Memphis, TN	\$8,178,987	12,250	\$667.67
Mobile, AL	\$2,891,100	9,194	\$314.44
Montgomery, AL	\$2,300,000	7,000	\$328.57
Oklahoma City, OK	\$5,944,700	20,008	\$297.11
Savannah, GA	\$6,500,000	14,875	\$436.97

Analysis of Manhattan CVB Spending

Budget Category	2014 Actual	%	2015 Actual	%	2016 Budget	%
CVB Salaries & Benefits	\$ 321,337	28%	\$ 338,338	31%	\$ 360,375	27%
CVB Overhead	\$ 47,163	4%	\$ 53,900	4%	\$ 53,325	4%
CVB Marketing & Outreach	\$ 773,107	68%	\$ 698,272	64%	\$ 878,212	67%
Total	\$ 1,136,173	100%	\$ 1,090,510	100%	\$ 1,291,912	100%

***DMAI Standards:**

25% - 40%

10% - 15%

40%+

Salaries & Benefits

Overhead

Marketing & Outreach

*Destination Marketing Association International

2016 Research Executive Summary and Strategic Plan

Recommendations Based on Research

Recommendations for Positioning:

- Manhattan’s positioning statement is: **The Little Apple®**
- The core elements of positioning for Manhattan include:
 - KSU
 - Friendly People
 - Restaurants, Hotel, Amenities
 - Konza Prairie
 - Regional Hub

Recommendations for Gateways:

- Gateways should be located at City entrances, illuminated for nighttime, be constructed of materials that match the City’s image, reflect the destination’s positioning, welcome visitors, and provide directions to Visitor Information Center.

Recommendations for Wayfinding-Signage:

- As seen in the Visitor Survey, this is one of the biggest complaints about Manhattan.
- Provide tear-off pads of maps to all hotels, attractions, and likely restaurants/shopping to help with wayfinding.
- Signage issues to be addressed by State of Kansas and City of Manhattan. Directional visitor signage needed.

Recommendations for Welcome/Visitor Centers:

- The Manhattan Chamber Office serves as a Visitor Center. It serves a variety of business, meeting and leisure visitors. No changes are recommended.

Recommendations for Organizational Structure:

- Maintain current structure of MCVB as a Chamber-led entity of Manhattan.
- Continue to conduct Board training, Ethics and Procedures Workshops annually.
- Recommended structure for eleven (11) member MCVB Steering Committee:
 - (2-3) Hoteliers
 - (1) KSU Representative
 - (1) Sports Representative
 - (1-2) Attractions, Historic Sites, Entertainment
 - (1-2) Tourism Industry (food service, retail, services)
 - (1-2) At Large: Recommend Business Leaders who can assure that solid business practices are followed

MCVB Staff Name	Title	Years of Service	% of Time Allocated to Tourism
Karen Hibbard	VP/Director of CVB	10/7/1997 Convention Sales 4/25/2005 CVB Director	100%
Luke Wiggins	Convention Sales Manager	1/5/2015	100%
Marcia Rozell	Tourism Sales Manager	8/11/2008 Service Coordinator 10/25/2010 Tourism Sales	100%
Emma Hubbell	Service Coordinator	1/2/2016	100%
Michael Goens	Marketing Coordinator	3/25/2015	60%
Dena Huff	Director Of Communication	5/1/2001	38%
Brenda Hoefler	Director of Operations	2/1/1998	33%
Nell Suggs	Receptionist	5/1/2001	33%
Lyle Butler	CEO/President Chamber	7/1/2000	20%

- RTM would like to see the following additional staff positions **once funding allows** (in rank order):
 - Sports/Regional Groups/SMERF Direct Sales

2016 Research Executive Summary and Strategic Plan

- Social Media/Technology/Research Coordinator (also serves as Convention/Meeting Marketing Counsel to help Meeting Planners boost their attendance via social media)

Funding & MCVB Expenditures:

- Lodging tax is 6% and the combined sales tax is 8.75%, therefore, the total tax visitors pay on lodging in Manhattan is 14.75%. Lodging tax **should not be increased** until others in the state and region have done so.
 - State of Kansas sales tax = 6.5%
 - Riley County retail sales tax = 1.0%
 - City of Manhattan sales tax = 1.0%
 - Quality of life sales tax = 0.25%
- Total sales tax rate = 8.75%**

Revenues and Sales Tax Derived from Lodging in Manhattan					
Year	Manhattan Lodging Revenues(STR)	Manhattan Lodging Tax 6%	State Sales Tax 6.5%	Riley/Pottawatomie Counties 1% Sales Tax	Manhattan Sales & Quality of Life Tax 1.25%
2015	\$ 27,293,885	\$ 1,637,633	\$ 1,774,103	\$ 272,939	\$ 341,174

Lodging and Sales Taxes Derived from Total Visitor Spending in Manhattan					
Year	Total Hotel Visitor Spending 297,657 Sold Rooms X \$312 Daily Spend	Manhattan Lodging Tax 6% (Room Rate Only)	State Sales Tax 6.5%	Riley/Pottawatomie Counties 1% Sales Tax	Manhattan Sales & Quality of Life Tax 1.25%
2015	\$ 92,868,984	\$ 1,637,633	\$ 6,036,484	\$ 928,690	\$ 1,160,862

RTM encourages the City of Manhattan to realize that diverting Lodging Tax revenues AWAY from promotion of visiting Manhattan may very well REDUCE their sales tax incomes derived from visitors.

Current Appropriations From Manhattan Lodging Tax

Year	Total Lodging Tax Revenues	Less FHDC	Less Hotels South End	Less Downtown Manhattan, Inc.	Less Manhattan Arts Center	Less To Wolf House	% Diverted From MCVB	Net to MCVB
2015	\$ 1,438,510	\$ 258,000	\$ 90,000	-0--	-0-	-0-	25%	\$ 1,090,510
2016	\$ 1,748,612	\$ 258,000	\$ 90,000	\$ 60,000	\$ 43,700	\$ 5,000	27%	\$ 1,291,912
2017	\$ 1,800,000	\$ 258,000	\$ 90,000	\$ 60,000	\$ 43,700	\$ 5,000	26%	\$ 1,343,300

Analysis of Manhattan CVB Spending

Budget Category	2014 Actual	%	2015 Actual	%	2016 Budget	%
CVB Salaries & Benefits	\$ 321,337	28%	\$ 338,338	31%	\$ 360,375	27%
CVB Overhead	\$ 47,163	4%	\$ 53,900	4%	\$ 53,325	4%
CVB Marketing & Outreach	\$ 773,107	68%	\$ 698,272	64%	\$ 878,212	67%
Total	\$ 1,136,173	100%	\$ 1,090,510	100%	\$ 1,291,912	100%

*DMAI Standards: 25% - 40% Salaries & Benefits
 10% - 15% Overhead
 40%+ Marketing & Outreach

*Destination Marketing Association International

2016 Research Executive Summary and Strategic Plan

RTM Recommendations Based on Current Funding/Budgeting:

- RTM strongly encourages City of Manhattan to avoid any new reductions in funding for Manhattan CVB. For 2017, 25% of the total Lodging Tax (a total of \$451,700) is planned to be deducted from the total of \$1,800,000. Reducing the funds to MCVB further may damage the DMOs ability to continue to market effectively.
- RTM does recommend increasing expenditures for staff to allow for an additional sales position. Prior to adding additional staff – the current staff should be restructured. Convention Sales focuses on Government/Corporate/Association. Tourism Sales focuses on leisure tourism marketing and recruitment. Convention Service Coordinator focuses on research/technology/social media. A new sales position would focus on Sports, Regional Groups, SMERF. Doing this will further reduce the marketing and advertising (currently at 67% of budget) and would raise costs for MCVB staff to approximately 37% of total budget, and reduce marketing to 57%.

Recommended Performance Goals for MCVB:

Sales Goals:

- Increase Convention/Meeting rooms nights sold and serviced from 37,703 in 2015 by 3% to 38,822 room nights in 2016.
- Continue setting sales goals for each staff person in Sales Department.
- Continue seeking cooperation from Manhattan hotels in helping track CCVB sold meetings, events, room nights generated, and meetings/events serviced.
- Continue tracking all lost business records. Achieve an accurate and actionable accounting of why business is being lost.

Service Goals:

- Conduct post-meeting/event satisfaction surveys with every meeting group and event. (NOTE: Be sure to ask them in this survey where exactly they want to see ads targeted to them, and other marketing questions for reference).
- Goal: earn overall post conference satisfaction rating of 4.00 (1-5 scale: 1=low / 5=high).

Marketing and Advertising Goals:

Type of Inquiry	2016 GOAL	% Increase	2015	2014
Total Ad Responses & Other Traditional Inquiries	8,596	25%	6,877	8,853
Total Leisure Adv. Expenditure	\$121,822	6%	\$114,679	\$121,822
Total Cost Per Traditional Inquiry	\$14.17		\$16.67	\$13.76
Unique Website Visits	165,000	25%	132,000	N/A
FaceBook Fans	4,955	12%	4,424	3,790
Twitter Followers	439	25%	351	N/A
Total MCVB Visitor Database: Name, address, E-mail	2,375	25%	1,900	1,776
Total Inquiries, Web Visits, Followers	181,365		145,552	N/A
TOTAL COST PER LEISURE CONTACT	\$.67	~~~	\$.78	N/A

For those DMOs who are experienced in marketing and have had the benefit of watching their return on investment from year to year, anything under \$1 per contact is considered excellent. \$15 is the typical cost per traditional inquiry for a mature DMO.

2016 Research Executive Summary and Strategic Plan

Recommended Product Development:

In the 2016 Visitor Survey, the new products items that rated most highly included:

- **Festivals (food/music/heritage)**
- **More unique dining**
- **Restaurant Events (Celebrity Chefs, Wine/Beer pairings, etc.)**

Generally, visitors report they want more of what makes Manhattan a regional hub, specifically dining, hotels, shopping, and amenities. Simply put, they want more of what made Manhattan special already.

New Products - Development of Sports Facilities:

In addition to these, Manhattan must consider having advantageous facilities (meetings, sports, entertainment, trade shows, etc.). RTM is aware of the still-new meeting facilities. RTM is also aware that Manhattan recently conducted a Parks and Recreation Facility Feasibility Study. RTM encourages Manhattan's leaders to pursue development of preferred sports facilities targeted to under-served potential sports visitor segments. This is a good, year-round opportunity to build sports tourism. Most regional-hub destinations similar to Manhattan typically have sports tourism comprise approximately 10% of their total overnight lodging. Manhattan is below that. Thus, this indicates opportunity for growth.

New Products - Airline Connectivity

Of all amenities rated in the 2016 MCVB Visitor Survey, convenience and affordability of airline connectivity was rated the most poor. RTM is aware of the struggle for destinations to maintain airline partnerships, and advises Manhattan to keep informed on air connectivity at other similar destinations, and continuously pursue improvement.

2016 Research Executive Summary and Strategic Plan

Recommendations for Manhattan Attractions:

The following are characteristics for successful attractions:

- Signage and wayfinding must be monitored annually
- Ensure updated, clean curb appeal
- Convenience of parking (for individual vehicles and motorcoachs)
- Monitor ratings of customer satisfaction
- Greet everyone who enters and provide a brief orientation
 - Include maps of facility and self-guided interpretation
- Provide interactive interpretation
- Monitor ratings for quality of experience and ensure good value for price paid.
- Be cognizant of the visitor comfort needs:
 - Places to sit/rest
 - Snack areas
 - Handicap accessible, clean restroom facilities
- Investigate closely per-visitor spending on retail/gift shop
 - Should exceed 10% of total revenues. If not, conduct research to determine preferences in retail merchandise
- Ticket sales should be fast, easy and convenient
- Offer customer options:
 - Structured visit - guided
 - Unstructured visit - self-guided
- Always partner or co-promote with other attractions, CVB, etc. Ask the visitor where they have been already in Manhattan so you know what you can recommend they see next. Help them plan a great visit!
- Know your customer profile (segments) – such as percentage of your visitors that are local/regional vs. out-of-region visitors, etc.
 - Significant majority of visitor information source is referred by friends and family
 - Primary target is existing hotel guests in Manhattan
- Ensure accuracy of listings in state travel guide, state website and at state welcome centers
- Thank visitors for coming as they are leaving

Recommendations for Manhattan Hotels:

NOTE: Knowing the hotel chain training is quite comprehensive, RTM makes these recommendations specifically to Manhattan hotels based on the research findings in the 2016 study. The following are RTM's recommendations for hotels in Manhattan to boost length of stay and hospitality ratings:

- Give all hotel guests a brief orientation (preferably with map) that shows them the layout of the hotel, not just directions to their room. This would include location of pool, workout room, business center, and the hours for breakfast, etc.
- Ask them if it is their first time in Manhattan.
- Offer recommendations for dining, shopping, and things to see and do.
- Hotels in Manhattan partner well with the MCVB in providing Visitor Guides to guests. Be sure to let the guest know how to find these.
- Encourage visitors to use MCVB's website and any relevant mobile app.