

SMGConsulting

TAKE ANOTHER PATH.

4 August 2020

Cheryl Cuming
Administrator
Santa Maria Valley Tourism Marketing District

Dear Cheryl,

I hope your vacation was a good one. I wanted to get back to you with a short proposal for your review. I can change or modify in any way you like. Please take a look and let's discuss.

Overview:

As the Santa Maria Valley TMD has matured since its inception, one important issue that has arisen is the ability to accurately track the contribution and benefit of smaller lodging properties in the Tourism Business Improvement District. In preparation for a renewal of the BID, Santa Maria Valley TMD and the Advisory Committee would like to propose a solution to the issue.

There is an opportunity to work with the City of Santa Maria to revise the existing Transient Occupancy Tax forms that are returned by individual lodging properties to include information, like the size of the property (rooms), Average Daily Rate, etc. to contain information that can be analyzed and made available to Santa Maria Valley and the lodging industry.

Project Objective:

To develop a lodging reporting system that captures the smaller lodging properties within the Santa Maria Valley TMD. Provide monthly reporting and, if needed, quarterly trend analysis.

Methodology:

1. SMG Consulting will review the existing City of Santa Maria TOT form and make recommendations to capture information from the smaller properties in the BID effectively..
2. SMG Consulting will develop in conjunction with Santa Maria Valley TMD, an agreed-upon monthly reporting format/system that shows desired information included current month, year over year, etc. as well timeline for reporting and other elements as identified.
3. SMG Consulting will provide monthly reporting of information from the City to the Santa Maria BID.
4. (If needed) SMG Consulting will provide quarterly or every six-month trend analysis of smaller property performance activity.

Additionally, SMG Consulting is available to provide any additional insight and support to the

measurement of performance and quantifying benefits to the smaller properties in the TMD.

Fees:

● Review City TOT forms	1.0 Hours
● Develop reporting format	3.0 Hours
● Monthly report (1.0 Hour x 12 Months)	12.0 Hours
● Quarterly trend analysis (document + presentation)	
2.0 hours x 4 times year	12.0 Hours
Estimated Total Annual Hours	29.0 Hours
Estimated Total Cost	\$5,800.00
Less 10% COVID discount	\$ 580.00
Total Cost	\$5,220.00

Let me know what works, and we can revise, or I am happy to look over your shoulder if needed.

Best,

Carl Ribaldo

President and Chief Strategist