Role of a Convention & Visitors Bureau and Sports Commissions

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1. I encourage you to work with your Convention & Visitors Bureaus and your Sports Commissions when deciding to bring an event to your city.
2. What are Convention & Visitors Bureaus?
   a. Destination marketing organizations.
   b. Promote the development and marketing of the destination.
   c. Promote economic development of the destination by:
      1) Increasing visits from tourists and business travelers.
      2) Generating overnight lodging for a destination.
      3) Visits to restaurants, and shopping revenues.
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3. How are CVBs are generally organized?
   a. Non-profit Corporations: Majority of budgets are from local hotel/motel occupancy taxes.
   b. Government Entity: Majority of budgets from local hotel/motel occupancy taxes.
   c. Private and Chamber of Commerce CVBs: Supported by membership dues or local hotel/motel occupancy taxes.
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4. Most CVBs represent specific cities or areas.
   a. Monies are used primarily for advertising, promoting, courting potential customers and purchasing give-a-way items.
   b. Visitor delivery is the primary focus.
   c. Visitor delivery may be supported by hotel contracts.
   d. CVBs will take the lead in securing Request For Proposals (RFPs) from hotels for the proposed project.
   e. After project is secured for the city, the event manager may be required to renter into contract with hotels.
5. Advantages of working with CVBs
   a. Assist planners with detail reference materials, often necessary if an event planner is to secure the event.
   b. Assist in establishing room blocks at hotels.
   c. Act as liaison between event planner and local officials to, if necessary, secure permits, street closures, etc.
   d. Securing special letters of welcome and in securing officials to attend presentations.
   e. Arrange visits to local attraction and recreation sites for participants.
   f. CVBs will take the lead in securing Request For Proposals (RFPs) from hotels for the proposed project.
   g. Provide those services without cost.
5. Sports Commissions
   a. May be formed as a private public partnership among municipalities and Chambers of Commerce.
   b. Most are non-profit corporations.
   c. Generally divorced from CVBs.
   d. Will generally enter into a partnership arrangement with event planner or organizer to secure the event.
      1) Such partnerships may be the sole or a major income source.
   e. Primary function is to attract amateur and/or professional sporting events to a city or region.
   f. Will also play economic development role in filling hotel rooms.
   g. Unlike CVBs, whose primary income source is from room taxes, Sports Commission may see room rebates as an income source.

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6. What are the incentives for CVBs and Sports Commissions to work with event planners?
   a. Both are highly motivated. It’s all about bringing events that will generate direct spending in the community: hotels, restaurants and retail establishments.
   b. Size of the event will determine the level of support.
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7. Hotel rebates are always an additional income source for event planners.
   a. CVBs income source generally hotel room taxes.
   b. Sports Commission’s income source toward its bottom line.
   c. Parties must agree on who controls hotel rebates.
   d. Not all hotels participate in room rebate programs.
   e. Hotels underreport room nights.
      1) Centralize housing coordination will minimize underreporting.
      2) Tracking participants lodging critical.
   f. Generally no industry standard for hotel rebates. May range from $5-20 depending on the size of the event.
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g. Outside meeting planners earn a commission from the hotel, typically 10 percent.

h. Organizations not using outside event planners will typically make no mention of any type of hotel rebate, leaving money on the table.

i. Often, hotel sleeping rooms are priced on the assumption a commission will be paid.