

## BUSINESS IMPROVEMENT DISTRICT #I

### 2014 Annual Report

#### **PURPOSE**

The purpose of the Business Improvement District #I is to recommend a plan or plans for improvements within the district. This is accomplished by the Board of Directors meeting annually to review and recommend a budget to the City Council for consideration of adoption.

#### **PERSONNEL**

The Community Development Director provides staff support to the Board of Directors. The Finance Department provides administrative staff in the collection and verification of the occupancy fees.

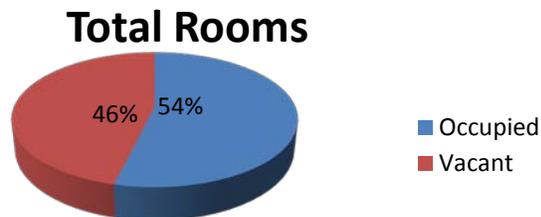
#### **PROGRAMS**

The Board of Directors recommended a 2014 Plan of Improvement in which funding would be directed to the Convention and Visitors Bureau to promote, secure, retain, and attract new business which could generate overnight stays in the community.

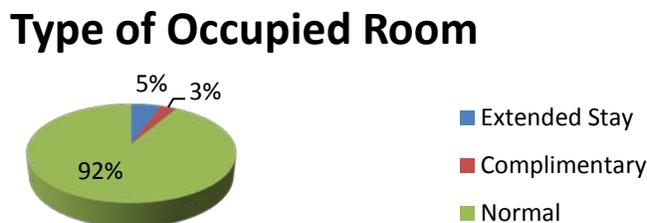
Budget: \$200,000

Actual: \$200,000

In 2014, the total number of occupied rooms was 118,250. The overall occupancy rate was 1% lower than 2013.

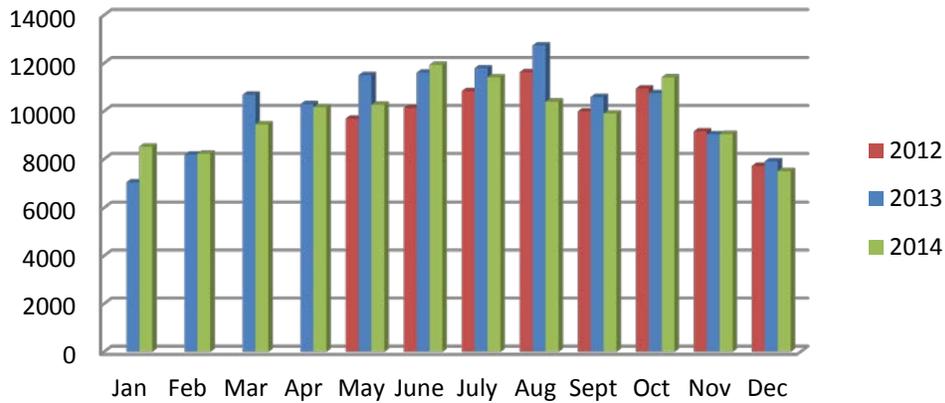


The occupied rooms are classified by three types. Complimentary rooms are rooms provided to a guest at no charge. Exempt rooms are those hotel guests who stay 28 consecutive days or longer. All other occupied rooms are classified as normal. Complimentary and exempt rooms are not subject to the \$2.00 occupancy fee. In 2014, normal occupancies accounted for 92% of overnight stays, which was a 3% increase from 2013.



The following graph provides a comparison of hotel occupancy on a monthly basis. Summer months are strong for the Brookings hotel industry as they benefit from a number of youth sports tournaments hosted during the summer months as well as the annual Summer Arts Festival.

### Occupied Rooms



One of the last areas staff track is the number of overnight stays by the day of the week. The highest percentage of overnight stays occurs on Saturdays at 69% with Friday following closely behind at 64%. Sunday evenings are the most difficult nights as only 32% of the occupied rooms for 2014 occurred on this day. The trending of this information is important as the Convention and Visitors Bureau continues to recruit events that can generate overnight stays during the week.

### Occupancy Rate

