Beverly Hills City Council Liaison / CVB / Marketing Committee
will conduct a Special Meeting, at the following time and place, and will address the
agenda listed below:

CITY OF BEVERLY HILLS
455 N. Rexford Drive
Beverly Hills, CA 90210

TELEPHONIC VIDEO CONFERENCE MEETING

Beverly Hills Liaison Committee Meeting
https://beverlyhills-org.zoom.us/my/committee
Meeting ID: 516 191 2424
Passcode: 90210
You can also dial in by phone:
+1 669 900 9128 US
+1 833 548 0282 (Toll-Free)

One tap mobile
+16699009128,,5161912424# US
+18335480282,,5161912424# US (Toll-Free)

Wednesday, April 28, 2021
10:00 AM

Pursuant to Executive Order N-25-20 members of the Beverly Hills City Council and staff
may participate in this meeting via a teleconference. In the interest of maintaining
appropriate social distancing, members of the public can view this meeting through live
webcast at www.beverlyhills.org/live and on BH Channel 10 on Spectrum Cable, and can
participate in the teleconference/video conference by using the link above. Written
comments may be emailed to mayorandcitycouncil@beverlyhills.org

AGENDA

1) Public Comment
   a. Members of the public will be given the opportunity to directly address the
      Committee on any item listed on the agenda.

2) Proposed Fiscal Year 2021-2022 Beverly Hills Conference and Visitors Bureau
   Work Plan

3) Adjournment

Huma Ahmed
City Clerk

Posted: April 23, 2021

A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW AT

WWW.BEVERLYHILLS.ORG

Pursuant to the Americans with Disabilities Act, the City of Beverly Hills will make reasonable efforts to
accommodate persons with disabilities. If you require special assistance, please call (310) 285-1014 (voice)
or (310) 285-6881 (TTY). Providing at least forty-eight (48) hours advance notice will help to ensure
availability of services.
MEMORANDUM

TO: Beverly Hills City Council Liaison / CVB / Marketing Committee

FROM: Laura Biery, Marketing and Economic Sustainability Manager
Cynthia Owens, Policy and Management Analyst
Gabrielle Ressa, Management Analyst

DATE: April 28, 2021

SUBJECT: Proposed Fiscal Year 2021-2022 Beverly Hills Conference and Visitors Bureau Work Plan


INTRODUCTION

This item provides a proposal from the Beverly Hills Conference and Visitors Bureau ("BHCVB") for the Fiscal Year 2021-2022 ("FY 21/22") work plan (Attachment 1), Tourism and Marketing Budget, and programs which are funded through the City's transient occupancy tax. The base request for the BHCVB is $3,430,990.

DISCUSSION

Background

The BHCVB is contracted by the City to conduct a variety of tourism and marketing programs promoting Beverly Hills. They receive City funding to promote Beverly Hills worldwide as a stay, shop, and dine destination through marketing programs and events that build awareness and drive consumer revenue to the city.

Accomplishments from the BHCVB’s FY 20/21 Work Plan

While the international and domestic travel industries experienced significant challenges in this fiscal year due to COVID-19, there were many positive accomplishments by the BHCVB related to promoting and marketing the City of Beverly Hills to stay top of mind with travelers. This includes:

Domestic Marketing

- Something to Feel Good About ("STFGA")
  - Bespoke Drive Market & Domestic Intent-To-Travel Campaign
  - Sojern Return on Ad Spend ("ROAS") – for every $1 BHCVB spent, there was a $26.8 return
  - Visit California Expedia Co-Op – for every $1 BHCVB spent there was a $10.7 return
- As You Wish BHCVB Bespoke Campaign
  - “Pawsome Ambassadors”
  - Destination Storytelling
- Discover Beverly Hills Trade Initiative
International Marketing
- No international marketing campaigns occurred in 2020. This will be re-evaluated to determine the timing of such a campaign to begin in 2021.

Events
- No events occurred in 2020.

Media and Interactive
- NBC TV Media Programming
- Social Media Results through Sparkloft Media
- Monocle Media Partnership
- As You wish NBC SoCal Broadcast
- Sending Sunshine – Social Media Initiative
- Conde Nast Video Partnership

BHCVB’s Proposed FY 21/22 Work Plan
As more individuals are vaccinated, and the COVID-19 pandemic subsides, travel is anticipated to increase. While tourism will not recover immediately, there will be a pent up demand both domestically and internationally to travel. The BHCVB’s Work Plan focuses on attracting visitors back to Beverly Hills with a recovery plan that includes:
- Communication around Beverly Hills being a place for diversity and inclusion of all
- Marketing the City as an outdoor destination with an abundance of green spaces, artwork, wide-open sidewalks, and pathways
- Investing in marketing strategies.

The FY 21/22 BHCVB Work Plan includes:

Domestic Marketing
- New York Sale Mission
- Domestic Public Relations campaign including:
  - Domestic media familiarization trips
  - Visit California media missions in San Francisco, New York, and Los Angeles
- Meetings, Incentives, Conferences, and Exhibitions (MICE) including
  - Milken Support
  - Global Travel Market (“GTM”) and GTM West
  - Visit California Forums

International Marketing
- Trade Shows
  - IMEX
  - ILTM North America
  - Booth Storage
- Representation
  - In January, bring back GCC (Middle East), United Kingdom, and Australia Agencies
- Emerging Markets
  - GCC Sales Mission in Quarter 3 and 4 of FY 21/22
  - Air Canada Marketing Campaign

Metrics/Research
- Smith Travel Research
- Update Destination Development Plan

Many of the items in the BHCVB FY 21/22 Work Plan support the goals and action items of the recently updated Economic Sustainability Plan. One of the key focus areas of the Economic Sustainability Plan is “Brand” and the BHCVB’s FY 21/22 Work Plan focuses heavily on brand awareness to attract and bring back travelers to Beverly Hills.

Not included in the BHCVB FY 21/22 Work Plan are potential events, such as holiday and Super Bowl LVI activities. These activities will be further developed and brought back to the Liaisons for review and approval as the details are confirmed.

**FISCAL IMPACT**

To carry out the proposed Work Plan for FY 21/22, with no additional programming, the BHCVB requests $3,430,990 in Tourism & Marketing funding as shown below.

<table>
<thead>
<tr>
<th>Proposed BHCVB FY 21/22 Work Plan</th>
<th>Domestic Marketing</th>
<th>$1,594,000</th>
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<td><strong>Operational (Salaries, Taxes, Benefits, Rent Etc.) Sub-Total</strong></td>
<td><strong>Operational (Salaries, Taxes, Benefits, Rent Etc.) Sub-Total</strong></td>
<td>$1,400,818</td>
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The City has maintained a policy of funding its tourism and marketing programs from a specific allocation of the transient occupancy tax (“TOT”). The City collects a total of fourteen percent TOT based on gross room sales from the City’s hotels. Two of the fourteen percent, or one-seventh of the total TOT revenue, has been the basis of calculating the funding for the Tourism and Marketing budget in Beverly Hills for approximately 25 years.

In March 2020, the City Council declared a local emergency due to the rapid spread of the COVID-19 virus and the serious health impacts on those who are infected. Due to the global pandemic, international travel was prohibited by the federal government. Additionally, domestic travel was highly discouraged by the Centers for Disease Control and Prevention and the Governor of California as well as the Los Angeles County Department of Public Health issued various Stay at Home Orders beginning in 2020 and continuing into 2021. This, along with the City Council approval for a deferral of payment of TOT by hoteliers, has resulted in a significant decrease of TOT revenue.

In January 2021, the Finance Department provided a revised estimate of $14,971,089 for TOT revenue for FY 20/21. This is considered the base budget for FY 20/21. This results in a revised budget of $2,138,727 for the Tourism & Marketing budget. Actual expenditures are estimated at $2,896,749, resulting in a $758,022 deficit in FY 20/21.

The Finance Department is currently proposing a TOT revenue forecast of $35,278,400 for FY 21/22. This will result in a one-seventh amount of $5,039,771. Deducting $758,022 in FY 21/22 to repay the general fund will result in a proposed FY 21/22 Tourism & Marketing budget of $4,281,749 for the City Council to consider adopting for FY 21/22. Staff anticipates this funding would be allocated for various programs as shown below.

<table>
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<th>Description of Program</th>
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<td>Holiday Décor Storage</td>
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<td>Intellectual Property Legal Services</td>
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<td>Concours D’Elegance</td>
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<td>Conference &amp; Visitors Bureau - Estimated FY 21/22 Work Plan</td>
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<td>Rodeo Drive Committee FY 21/22 Work Plan Estimate</td>
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<td>TruGreen Landscape</td>
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<td>Contingency Funding for Tourism &amp; Marketing Events</td>
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<td><strong>Subtotal</strong></td>
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As of April 22, 2021, all numbers reflected in the charts above for City funding are tentative as the numbers are being finalized for presentation to the City Council. Additionally, until the FY 21/22 budget is adopted by the City Council, the numbers are subject to change.
RECOMMENDATION
Staff recommends the Committee review and provide recommendations for the FY 21/22 work plan and funding request from the BHCVB.
Attachment 1
BEVERLY HILLS
Conference & Visitors Bureau

Fiscal Year 2021/22
Program of Work
Liaisons Meeting
April 28, 2021

Love Beverly Hills
Fiscal Year 2020/21 Highlights
Year-to-Date
Something to Feel Good About (STFGA)

Bespoke Drive Market & Domestic Intent-To-Travel Campaign

• Flight: September 21, 2020 – February 28, 2021

• Three (3) Campaign Phases:

  1. Fall Launch: September 21 – November 15, 2020
  2. Holiday Refresh: November 16 – December 31, 2020 (Paused November 27)

FALL 2020  HOLIDAY 2020  WINTER 2021
STFGA Sojern Results

Something to Feel Good About Sojern Results

- Results to Date: September 21, 2020 – February 28, 2021
- Campaign Spend to Date: $100,000
- Flight Searches to Destination: 86,704
- Flight Confirms to Destination: 3,900
- Hotel Room Night Searches: 11,231
- Hotel Room Night Confirmations: 312
- Total Confirmed Travelers: 4554
- Per Person Expenditure: $588*
- Total Estimated Traveler Spend: $2,677,752
- Return on Ad Spend (ROAS): $26.8:$1

*Return on Ad Spend (ROAS): $26.8:$1

Campaign was paused November 27, 2020 through January 31, 2021

*(Number is based on last Economic Impact Study total spend per person less percentage of decline in average daily rate for FY 19/20)
STFGA NBC TV Media Broadcast for Holiday

**NBC TV MEDIA ESTIMATE**
Love Beverly Hills / “Something to Feel Good About”

**STATIONS:** NBC Los Angeles and NBC San Diego

**REGIONS:** Greater LA and San Diego regions (see maps for total reach)

**SCHEDULE:** 6-weeks

**LENGTH:** :30 TV commercial and :60 station hosted program (Click to view promo)

**BROADCAST PROGRAMMING:** NBC Morning News, Today Show & Hosted Show

**DIGITAL PROGRAMMING:** Target highest income zips and programming

**TOTAL BROADCAST SPOTS:** 111

**TOTAL IMPRESSIONS:** 3.5 million

**AVERAGE CPM:** $20.34 avg. cost per thousand viewers

**PRODUCTION INCLUDED:** Station-hosted program & :30 cutdown
STFGA Social Media Results

Sparkloft STFGA Results

- Campaign Flight: September 21, 2020 – February 28, 2021
- Social Media Platforms: Facebook, Instagram & Twitter
- Content: Static images and carousels, stories, promoted videos and dark ads
- Impressions: 3,284,783
- Videos promoted: Safety, NBC holiday and NBC non-holiday (February 2021)
- Video Thruplays: 390,946
- Average Video Completion Rate: 59.2%
- Link Clicks to Campaign Microsite: 23,876

*Campaign paused November 27, 2020 through January 31, 2021 due to Los Angeles County lockdown*
Visit California Expedia Co-op Results

*Calling All Californians* Drive Market Campaign Results

- Advertising Spend (BHCVB Contribution): $50,000 | $90,000 Total
- Impressions: 7,089,258
- Clicks: 1,836
- Click Thru Rate (CTR): 0.03%
- Gross Hotel Bookings: $535,379
- Room Nights: 1,380
- Average Daily Rate (ADR): $385
- **Return on Ad Spend (ROAS): $10.7:$1**

BHCVB’s campaign contributed 15.8% of total Expedia room nights and 16.7% of gross hotel bookings for the period August 20 – November 15, 2020.
Monocle Media Partnership Results

AS OF FEBRUARY 28, 2021

The video scripting and cinematography fall in line with a shift happening across various channels, including social media, to tell deeper, more authentic stories. BHCVB leveraged social media channels (paid & organic), Monocle’s platform and a proactive PR outreach approach to promote and distribute the content.

BHCVB Social Media Campaign:
• FB/IG/Twitter Total Impressions – 246,661
• FB/IG/Twitter Total Thruplays – 165,218
• Video Completion – 81%
• Cost per result per social media platform less than $0.01
• While the Adrien Sauvage video resonated with users on Twitter, the David Alhadeff film garnered more results on IG/Facebook

Monocle Platform:
• Total Reach – 174,653
• Total Video Plays – 14,199
• Video views skewed slightly more with Adrien Sauvage film

PR Outreach:
• Media Impressions – 134,248,741
• Media Placements – 121
As You Wish BHCVB Bespoke Campaign

As You Wish “Pawsome” Ambassadors
As You Wish Destination Storytelling

Each dog persona / visitor type reveals what they and their families love most about visiting and staying in Beverly Hills.
As You Wish NBC SoCal Broadcast

CREATIVE: Hosted NBC CA Live commercial (:30-sec) with hotel amenities & dog focus

MEDIA: NBC Los Angeles, NBC San Diego, NBC Digital & Connected TV

REGIONS: Greater LA and San Diego regions

SCHEDULE: 6-Weeks starting tentatively March 15

SPOTS/IMPRESSIONS: 126 :30-Second Spots / 3.4 Million Impressions

BROADCAST PROGRAMMING: NBC Morning News, Today Show & CA Live

CONNECTED TV: Programming targets $200K+ HHI consumers
As You Wish NBC SoCal Broadcast

6-Week Flight: April 12 – May 31, 2021
Minimum 126 0:30 broadcast spots
As You Wish Bespoke Campaign

Campaign launched March 15 and will run through June 30, 2021

Results as of April 15, 2021
• Public Relations
  ✓ Average potential audience: 173,851,015
  ✓ Total pickup: 111 stories

Additional Support:
• Targeted display and native advertising with Sojern
• Social media amplification with Sparkloft
• NBC SoCal 0:30 video broadcast (6 weeks): April 12 – May 31, 2021
• MNI targeted digital media campaign
Objective is to stimulate California’s tourism recovery by delivering a shared brand platform, sparking consideration and travel among those actively seeking travel inspiration.

- **Partner:** Expedia Group (Expedia.com and Hotels.com)
- **Flight Dates:** April 1 – June 30, 2021
  - BHCVB Contribution: $50,000
  - Visit California Contribution: $15,000
  - Expedia Contribution: $65,000
  - **Total Media Investment:** $130,000
- **Planned Impressions:** 11.8M
Website Visitor Re-Targeting & Hotel Referrals

Target high-intent consumers (LBH.com website visitors) to increase bookings with remarketing advertisements via Google and Facebook for a 12-month test.

Reporting will provide hotel web referrals and estimated ROI.
**Sending Sunshine – Social Media Initiative**

Campaign will reveal sunny Beverly Hills by cutting together a series of short and engaging video vignettes of our hotels and signature landmarks.

The first few seconds of each video will feature black + white content but quickly transition to saturated, full-color footage upon arrival in Beverly Hills.
Conde Nast Video Partnership

• Conde Nast Traveller will film four short videos featuring the must-visit destinations in Beverly Hills from an insider’s point of view, with experts from the worlds of hospitality, art and design, food and drink and fashion.
• Hosted by a friend of Conde Nast Traveller, we will showcase the area and its coolest offerings to our readers.
• The videos will each be hosted on the CNTraveller.com Video Channel, in addition to being shared on YouTube, Instagram Stories, Facebook and Twitter.
Discover Beverly Hills Trade Initiative

Bespoke Beverly Hills Gift Box for Best Agencies

• In lieu of an in-person event, BHCVG worked with hotels to develop a gift box that represents the beauty of the city.

• The objective is to keep Beverly Hills top of mind and show appreciation for all the business they book in Beverly Hills.

• In addition to items from participating hotels, BHCVB included other elements from specialty stores in the city.

• Each agency will receive several boxes that they can raffle off to employees.

• Working with the agency that develops our New York invitations, the box will be a show piece indicative of the quality and attention to detail for which Beverly Hills is known.
Fiscal Year 2021/22
Recovery

Tourism numbers in Los Angeles area

- 2019: Per LA Tourism, the number of visitors who traveled to Los Angeles outpaced forecast to achieve 51 million visitors and $25 billion in spending one year prior to goal

- 2020: The amount of visitors who came to Los Angeles in 2020 dropped to 29 million and $12 billion in spending (remembering that pace was normal until mid March)

- LA Tourism expects 42% growth for 2022, however, return to 2019 levels is not forecast to transpire until 2024.

- In 2020, Beverly Hills saw close to a 60% drop in TOT, but is projecting $35M for next fiscal year.

- Out of all Beverly Hills competitors, per the April 15 Smith Travel Research reports, the city seems to be trailing other LA area upscale destinations by up to 20%.
  - This is attributed to location, rate, bad press, need for group business and reduction in international travel
### Smith Travel Research Forecast as of Feb. 2021

**Historical Trend with Projections - Beverly Hills CVB - Select Set**

#### Occupancy (%)

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</table>
Recovery Plan

Fiscal Year 2021/22 Objectives and Goals

• Continue to position Beverly Hills as the safest place to be in the Los Angeles area and beyond

• Communicate that all are welcome regardless of where they are from or how they look

• Position the city as an outdoor destination with an abundance of green spaces, artwork, wide-open sidewalks and pathways to shop and exercise and al fresco dining

• Conduct research to determine customer satisfaction via Visitor Profile study in Q4 21/22

• Monitor TOT to ensure that performance is in line with the City’s forecast

• Invest in marketing strategies that can show any of the following metrics:
  • Approximate number of nights booked and revenue generated
  • Audience exposure through owned and pay-to-play channels
  • Customer engagement and satisfaction
  • Media coverage
  • Anecdotal hotel feedback
Fiscal Year 2021/22
“Big Moves”
Destination Marketing

Budget

- **FY 2020/21:** $600,000
- ** Carryover:** $241,870
- **Reallocation:** $545,000
- **Total FY 20/21:** $1,386,870

- **FY 2021/22:** $1,300,000
- **Difference:** ($86,870)

- Objective: to drive room nights and restore the confidence of consumers in the Beverly Hills image.

- Description:
  - Hotel focused campaign(s) in summer and fall 2021 and spring 2022
  - Content campaigns that can be shared across multiple distribution channels that help to shape perceptions of the city and its offerings
  - Co-op programs with other destinations if available
  - Customer satisfaction and measurement
New York Sales Mission

Budget

- FY 2020/21: $105,000
- FY 2021/22: $105,000

- Plan is to host a dinner in New York City in October to coincide with Chamber of Commerce / City Mission. Timing is TBD.
Domestic PR

Budget

- FY 2020/21: $80,000
- FY 2021/22: $113,000
- Difference: $33,000

- Description:
  - PR agency for 12 months instead of 8
  - Domestic media familiarization trips
  - Visit California Media Missions in San Francisco, New York and LA
MICE (Meetings, Incentives, Conferences and Exhibitions)

Budget

- FY 2020/21: $28,000
- FY 2021/22: $75,000
- Difference: $47,000

- Description:
  - Milken Support
  - Global Travel Market (GTM) and GTM West
  - GMITE
  - MPI Annual Conference
  - Visit California Forum(s)
International Marketing
Trade Shows

Budget

- FY 2020/21: $30,000
- FY 2021/22: $50,000
- Difference: $20,000

- Description:
  - IMEX
  - ILTM North America
  - Booth Storage
Representation

Budget

- FY 2020/21: $62,000
- FY 2021/22: $72,500
- Difference: $9,500

- Description:
  - Bring back GCC, UK and AUS agencies in January
  - No China representation
Emerging Markets

Budget

- FY 2020/21: $40,000
- FY 2021/22: $50,000
- Difference: $10,000

- Description:
  - GCC Sales Mission in Q3/Q4
  - Air Canada Marketing Campaign (we have an $11,000 credit and would add $10,000)
Metrics/Research
Metrics/Research

Budget

- FY 2020/21: $27,674
- FY 2021/22: $62,000
- Difference: $34,326

- Description:
  - Smith Travel Research, ½ of PR Cision tracking, Visa
  - Addition of $40,000 to update the Destination Development Plan
Additional Programming Excluded from Budget
Events

Budget

- FY 2020/21: N/A
- FY 2021/22: TBD

- Description:
  - Holiday activities, if applicable
  - Super Bowl LVI Luxury Tailgate Event
Budget Summary
## Budget Summary

<table>
<thead>
<tr>
<th>Description</th>
<th>19/20 Budget</th>
<th>20/21 Budget</th>
<th>21/22 Budget</th>
<th>Y-o-Y % Change</th>
<th>Description</th>
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<tbody>
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<td>Domestic Marketing</td>
<td>$1,211,042</td>
<td>$833,000</td>
<td>$1,594,000</td>
<td>91%/2.8%</td>
<td>Enhanced destination marketing in the US to burnish the image of the city and drive traffic. Customer satisfaction measurement. Last year total spend was $1,549,870.</td>
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<td>International Marketing</td>
<td>$834,271</td>
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<td>Research</td>
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<td>151%</td>
<td>Update of Destination Development Plan to reflect changes due to Covid.</td>
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</table>
## Budget Summary

<table>
<thead>
<tr>
<th>Description</th>
<th>19/20 Budget</th>
<th>20/21 Budget</th>
<th>21/22 Budget</th>
<th>Y-o-Y % Change</th>
<th>Description</th>
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<td>$4,557,523</td>
<td>$2,902,336</td>
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<tr>
<td>TOTAL</td>
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<td>Carryover from 2020/2021</td>
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Budget Detail
<table>
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<tr>
<th>Description</th>
<th>2019/20 Budget</th>
<th>Notes</th>
<th>2020/21 Budget</th>
<th>21-22 Proposed Budget</th>
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<td><strong>Local/Holidays</strong></td>
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## Budget Detail

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<td>Reduced staff. Two members return in January.</td>
<td>$1,450,000</td>
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<td>Merchandise/Display**</td>
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<tr>
<td><strong>Total Requested</strong></td>
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<td><strong>$3,644,990</strong></td>
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<td><strong>Total Requested</strong></td>
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