



Budget presentation FY 2016-2017

# Team "More to Explore"

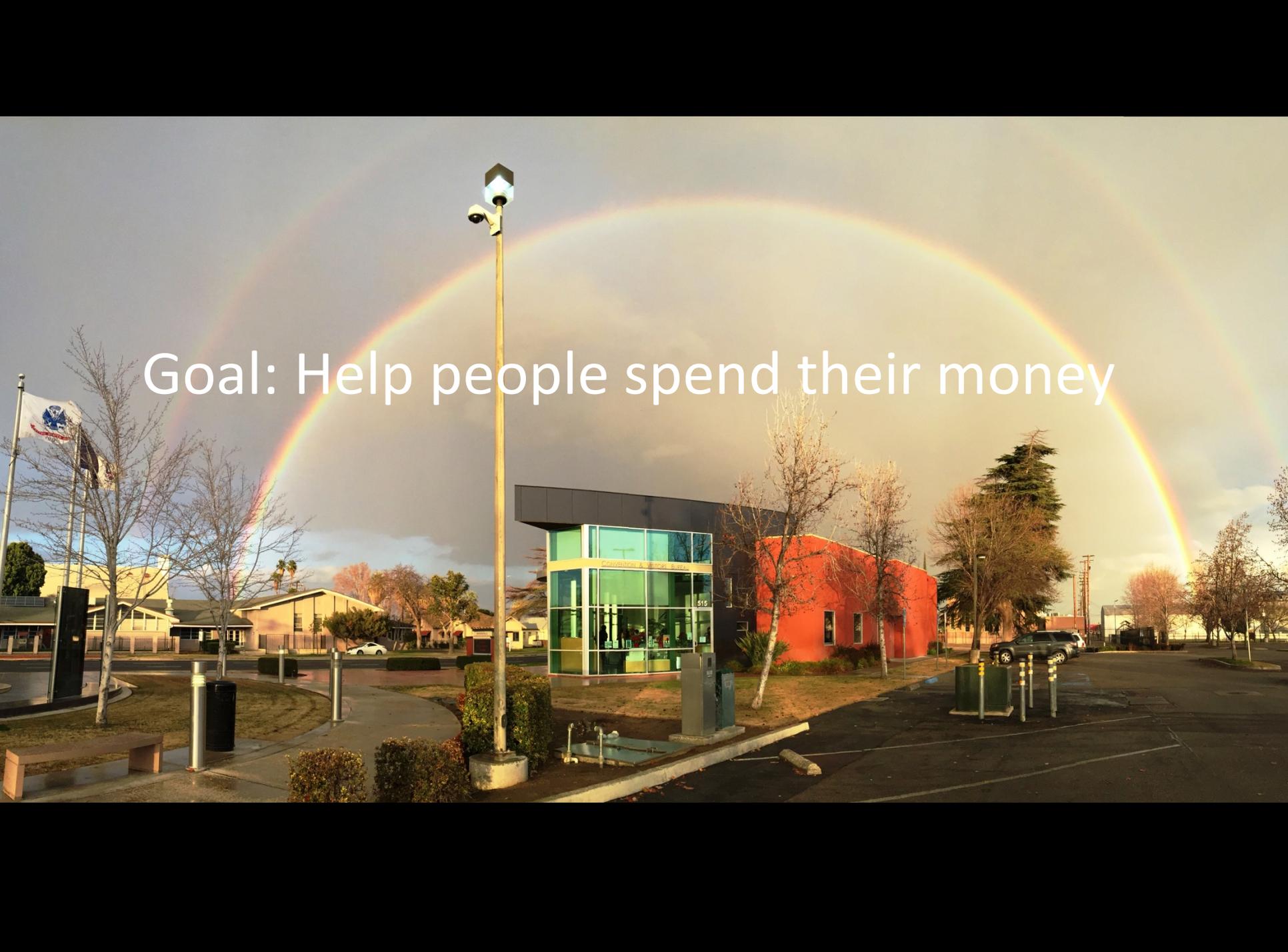


Misty Eaton

Matt  
Billingsley

David Lyman

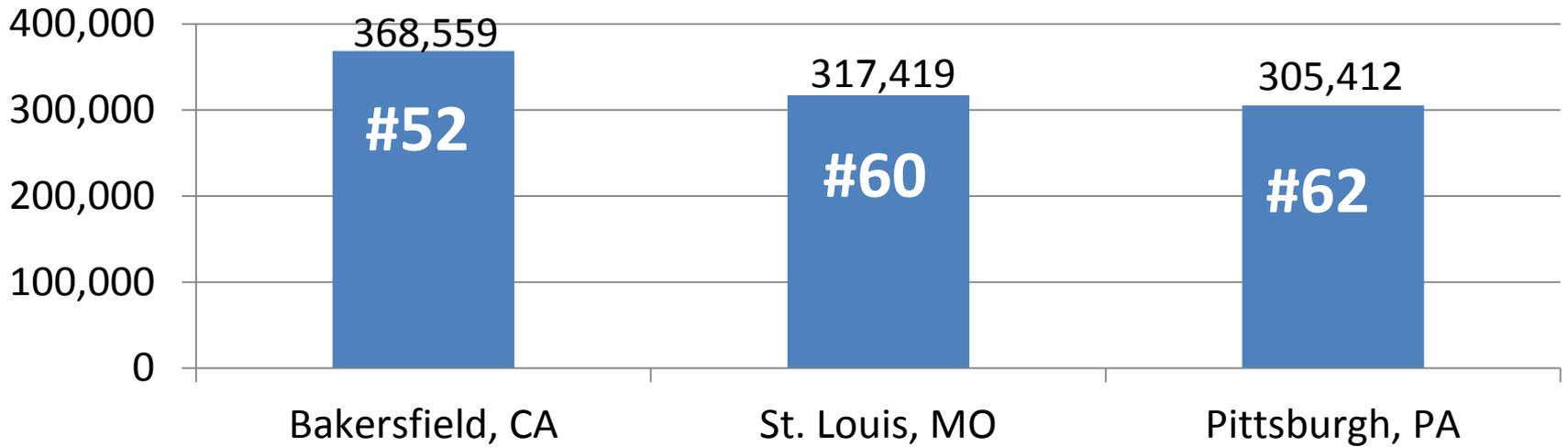
Wendy Zielsdorf



Goal: Help people spend their money

# City Population

U.S. Census Bureau Estimates, 2014





# Visit Bakersfield.com

*More to Explore!*

We serve:

- ✓ Visitors.
- ✓ Human Resources professionals with recruiting.
- ✓ Human Resources professionals with new employees.
- ✓ People interviewing for jobs.
- ✓ People who have just moved here.
- ✓ Real estate agents.
- ✓ Business owners.
- ✓ Real estate investors.
- ✓ Referrals.





# Visit [Bakersfield.com](http://Bakersfield.com)

*More to Explore!*



## RANDOM FACTS

*Did you know...?*

- No. 1 City for Family Festivities and Fun (WalletHub-2015)
- No. 2 Fastest Growing City for Millennials (Brookings-2015)
- No. 8 Fastest Growing Large U.S. City (WalletHub-2015)
- No. 2 in Jobs Within Easy Commute Distance (Brookings-2015)
- No. 2 Hardest-Working City in California (WalletHub-2015)
- Best Value City in California (Trivago-2015)
- No. 2 City for Mild Weather Lovers (WalletHub-2015)
- No. 5 Busiest Amtrak Station in California (Amtrak-2014)
- No. 7 Best U.S. City for Car Drivers (NerdWallet-2014)
- No. 2 Best Cities of the Future (Credit Donkey-2014)
- No. 6 Most Generous City in U.S. (Craftsy-2013)
- No. 1 in Growth of California Mobile Advanced Data Users (Center for Strategic Economic Research-2012)
- No. 11 U.S. Growth City (U-Haul-2012)
- No. 7 Friendliest California City (Tagged-2012)
- No. 1 California Market to Invest in Rental Property (HomeVestors of America, Inc. and Local Market Monitor, Inc.-2012)
- No. 4 in Job Creation (24/7 Wall Street-2011)

- Bakersfield No. 1 in Highest Average Revenue for Women-Owned Businesses
- Bakersfield No. 4 in Commercial Renovations and Remodeling
- Bakersfield No. 2 Best City to Get Out of Debt
- Bakersfield 11th Best City for Veterans



We are . . .

Bakersfield Information Center

- or -

“Concierge of Bakersfield”



# Accomplishments

OFFICIAL ARRIVAL GUIDE

# BAKERSFIELD

CALIFORNIA *More to Explore!*



VisitBakersfield.com



Dining Guide  
Fun Festivals  
25 Free or Inexpensive Things  
10 Snapshot Spots

Hotel Listings  
Fun for Kids  
Museum Trail  
...and MORE!

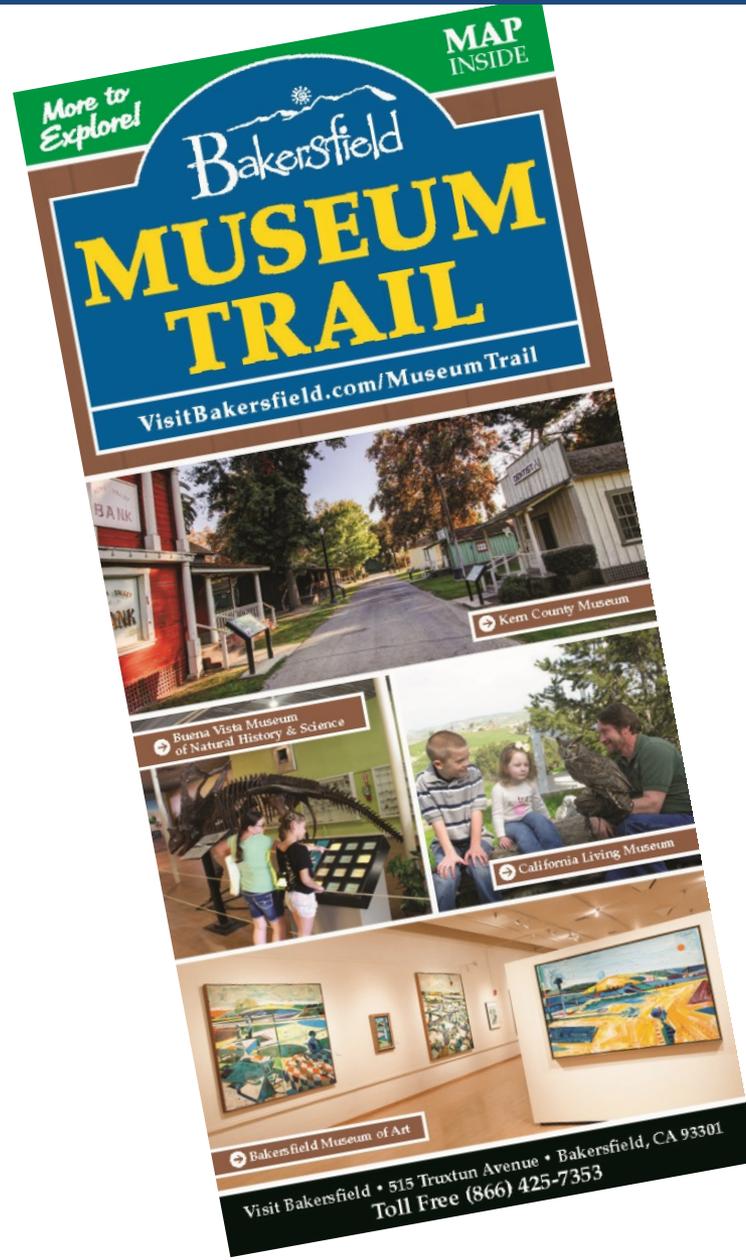
## Accomplishments

Visit Bakersfield-facilitated events will attract  $\pm 86,520$  delegates  
booking  $> 58,600$  hotel room nights.

Estimated economic impact:  $> \$23$  million.



# Accomplishments



More to Explore!

MAP INSIDE

# Bakersfield MUSEUM TRAIL

VisitBakersfield.com/MuseumTrail

Kern County Museum

Buena Vista Museum of Natural History & Science

California Living Museum

Bakersfield Museum of Art

Visit Bakersfield • 515 Truxtun Avenue • Bakersfield, CA 93301  
Toll Free (866) 425-7353

The image shows a brochure for the Bakersfield Museum Trail. At the top, it says 'More to Explore!' and 'MAP INSIDE'. The main title is 'Bakersfield MUSEUM TRAIL' in large yellow letters on a blue background. Below the title is the website 'VisitBakersfield.com/MuseumTrail'. The brochure features four photographs of museums: Kern County Museum (a street view), Buena Vista Museum of Natural History & Science (a dinosaur skeleton), California Living Museum (a man and children with a bird), and Bakersfield Museum of Art (a gallery with paintings). At the bottom, it provides contact information: 'Visit Bakersfield • 515 Truxtun Avenue • Bakersfield, CA 93301' and 'Toll Free (866) 425-7353'.

## Accomplishments

First-ever comprehensive inventory of downtown public art

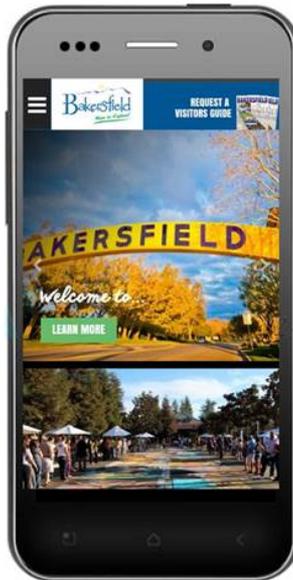


# Accomplishments

Newly redesigned website VisitBakersfield.com

VisitBakersfield.com won award for web design

Website had 167,960 visits; 82% first –time visits



## Accomplishments

Matt Billingsley earned CSEE designation



Matt Billingsley named president-elect of CVTA



# Accomplishments

Information tables and public presentations



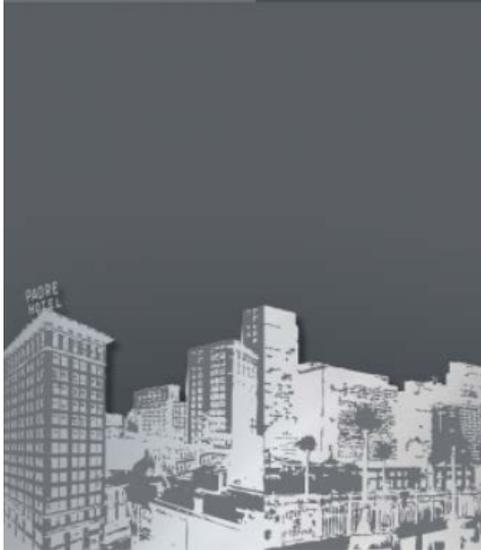
## Accomplishments

Coordinated Supervisorial District 3 displays



# Accomplishments

## Collaborating with economic development partners



### Arts & Entertainment

Photo by [unreadable]

### Outdoor Activities

Photo by [unreadable]

### Community Festivals

Photo by [unreadable]

#### Kern Lifestyle

### Kern County is the Place to Be!

**S**KY DIVING, ROCK CLIMBING, BIKING, OFF-ROADING, FISHING, KAYAKING, WINDSURFING, RIVER RAFTING, HIKING, GOLFING, AND RACING. BIRD-WATCHING. All these and more are waiting for you in Kern County. Kern is within easy reach of Los Angeles, San Francisco, the Pacific Coast, Las Vegas, Yosemite, Sequoia, and Death Valley, making it perfect location for travel in California and the West.

The wild and scenic Kern River is a mecca for outdoor activities, where beginners and professionals alike flock to its world-class rapids. The Kern River Valley is home to some of the best fishing and camping in California, with easy access to the Giant Sequoia National Monument. The county's five recreational lakes just add to the water-based fun.

Kern's desert is home to the awe-inspiring Red Rock Canyon State Park and the living ghost town of Randolburg. You can also view the history of flight or development in military technology at Edwards Air Force Base, Vernon P. Saxon Flight Museum, or the U.S. Naval Museum of Armament and Technology at the China Lake Naval Air Weapons Station.

In the southern valley is Wind Wolves Preserve, the west coast's largest non-profit preserve, offering birding hikes, full moon and



blackout hikes, movies in the canyon, some of the most noteworthy Native American rock art in North America, and a herd of tule elk. More elk can be found at **Tule 138 State Natural Reserve** where a small herd, once in danger of extinction, is now protected. The nearby **Kern National Wildlife Refuge** provides optimum wintering habitat for migratory birds with an emphasis on waterfowl and water birds.

Kern's largest city, Bakersfield, is a city of festivals, where there always seems to be one going on: from mac and cheese to music, bluegrass to jazz, Greek to Scottish, Celtic to Basque, and craft beer to wine. Experience the famous "*Bakersfield Sound*" at Buck Owens' Crystal Palace, regularly nominated as *Nightclub of the Year* by the Academy of Country Music. Explore the **Bakersfield Museum Trail**, a driving route that connects four unique and family-friendly museums. Check out Bakersfield's thriving arts scene and *First Friday ArtWalk* downtown. And with more Basque restaurants than any other city in the nation, indulge yourself with Bakersfield's unique and memorable food experiences. (Gay Fieri visited in 2015 for his "*Doner, Doner, Doner*" show on the Food Network). And don't forget Kern's local microbreweries when you want to sip your unadulterated visit in Kern County. ■



Whatever you enjoy—bird-watching, golfing, hunting and fishing, auto racing, sky diving, rock climbing, biking, off-roading, skiing, kowboying, or windsurfing—Kern County is the place to be!

### Delicious Food

Photo by [unreadable]

### Love of Sports

Photo by [unreadable]

### Auto Racing Mania

Photo by [unreadable]

Tourism Update

### Wrestlers, racers and more



OF State Wrestling championships at RoboRok Arena.

By David Lyman, PHD

Wrestling return to Kern County field 5, containing a tradition. Last year, Bakersfield wrestling season had 2030. That same year at Auto Club Pomona 400 up level levels are and saw the return of Raceway Park, brings from throughout the



In the greenhouse, new living systems, leaders spent a contemporary The Springfield Series



April / May 2016



Adam Sorokin gives thumbs up of the starting line at Fontana Raceway.



combined an \$1.8 million investment in the first quarter

## Local press coverage

16

KERN BUSINESS JOURNAL

December 2015 / January 2016

### The Year Ahead

# Bakersfield's tourism scene kicks off in 2016

By David Lyman

The new year will ring in exciting additions to Bakersfield's tourism scene. Here is a preview: Two new exhibits will open at California Living Museum (CALM). The first, the California Coast Room, will feature a docent-led touch tank with native sea creatures and a jellyfish breeding exhibit.

In addition, CALM will open its high and low ropes course and climbing tower, a unique outdoor adventure experience. The high and low ropes course will offer a team-building experience in a spectacular outdoor setting. The climbing tower will allow visitors to climb 35 feet in the air on a wall similar to a rock climbing wall.

In 2016, The Kern County Museum



David Lyman



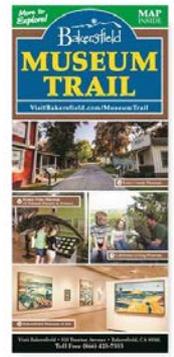
### Museum Trail, arrival guide debut to promote Bakersfield

By David Lyman

Explore a turn of a 20th century 16-acre village, the largest collection of Shark Tooth Hill Miocene fossils in the world, scores of endangered animals and plants, and a broad spectrum of visual arts experiences all along the new Bakersfield Museum Trail. This exciting promotion, unveiled at the start of 2016, is a 15-mile driving route that connects four unique and family friendly Bakersfield attractions: Bakersfield Museum of Art, Buena Vista Museum of Natural History and Science, California Living Museum and the Kern County Museum. Along the way, discover some historic sites and points of interest, plus statues of both the first European visitor to our area and a giant Native American.

A new brochure promoting the Bakersfield Museum Trail offers a detailed driving map, plus special savings at each museum. The more you visit, the more you save. The Bakersfield Museum Trail brochure is being distributed to nearly 1,200 locations in central and Southern California, including hotels, attractions and California Welcome Centers.

Locally, the brochure is available at each museum on the trail, as well as in most Bakersfield hotels and at Visit Bakersfield, 515 Thurston Ave. Major funding for the brochure was made possible by the Kern County Tourism Promotion Grant Program through the Kern County Board of Trade.



Your Bakersfield Museum Trail Brochure, CA 93301. Toll Free 800 426-2013



PHOTO BY JOHN HARTLE

Family Farms manages berries, fruits and nuts at festival.

Kids of all ages can slide down on 8 hours of fun, and improved the downtown dining stations for a new, separate area. Bakersfield will launch an arrival program and a town public art, each are visitors to Bakers-

Bear Plunge returns to Plein Air Painting and run April 5 through Out Festival returns today and its Art Walk town's Arts District shine. Return of many large including CIF Boys' teams, March Meet, Street Rods Nationals and conventions, Sweet 16 Reunion. Opening to provide accommodate these an up-to-date listing in Bakersfield, check

28

KERN BUSINESS JOURNAL

October / November 2015

# New rooms, brands point to booming Bakersfield hotel market

By David Lyman

Mirroring a national trend, Bakersfield will soon see several new hotels, with several more being planned. Some hotel brands are new to Bakersfield.

Among the new names is Marriott TownePlace Suites. Soon to open on



David Lyman

roads, just north of Stockdale Highway. This 118-room, four-story hotel would be the first Hyatt property in Bakersfield. Developers also have announced plans for Bakersfield's first Fairfield Inn and Suites. Its 85 rooms on Industry Parkway Drive near Meadows Field Airport (BFL) are tentatively expected to open in summer 2016.

Also near the airport, a new Holiday Inn Express on Quinn Road will have 104 rooms among its four floors. It is slated to open later this year.

Red Lion has returned to Bakersfield, opening at 2620 Buck Owens Blvd. This 198-room property is adjacent to Buck Owens' Crystal Palace. It offers amenities like 42-inch flat-screen TVs with



gged grew up in tent home.



# Accomplishments

<b>San Francisco, CA</b>										
-Financial Dist., Hyatt Regency	Dp	4 45A								
-Transbay Temporary Terminal	Dp	4 50A								
<b>Emeryville, CA -Amtrak Station</b>		5 15A								
<b>Oakland, CA -Jack London Sq.</b>		5 30A								
<b>Santa Cruz, CA -Metrol Center</b>			5 25A		7 55A	7 55A		11 00A	10 55A	1 10P
<b>Scotts Valley, CA -Transit Center</b>			5 40A		8 10A			11 15A		
<b>San Jose, CA -Amtrak Station</b>	Ar		6 17A		8 57A	8 45A		11 55A	11 45A	2 00P
<b>San Jose, CA -Amtrak Station</b>	Dp			6 35A			9 15A		12 10P	
<b>Santa Clara, CA</b>										
-University Station										
-Great America										
<b>Fremont, CA</b>										
-Amtrak/ACE										
-Park & Ride				7 10A			9 40A		12 35P	
<b>Dublin-Pleasanton, CA -BART</b>		6 00A		7 30A			10 00A		12 55P	
<b>Pleasanton CA -ACE Station</b>										
<b>Livermore, CA</b>										
-ACE Station										
-Transit Center		6 10A		7 45A			10 15A		1 10P	
-Vasco Road ACE Station										
<b>Tracy, CA</b>										
-ACE Station										
-Wendy's Restaurant		6 35A		8 10A			10 40A		1 35P	
<b>Lathrop-Manteca, CA -ACE Sta.</b>										
<b>Stockton, CA</b>										
-San Joaquin St. Station	Ar	7 10A		8 50A			11 20A		2 20P	
-Downtown Sta., ACE Sta.	Ar	7 20A					11 25A			

San Joaquin Connecting Train Number	704	704	704	704	718	718	718	718	717/3837
Thruway Number	6986	3904	3404	3204	6942	3218	6968	3968	3278
Days of Operation	SaSuHo	Daily	Daily	MoFrHo	Mo-Fr	MoFrHo	SaSuHo	SaSuHo	MoFrHo
<b>San Francisco, CA</b>									
-Financial Dist., Hyatt Regency	Dp			2 15P					
-Transbay Temporary Terminal	Dp			2 40P					
<b>Emeryville, CA -Amtrak Station</b>				2 55P					
<b>Oakland, CA -Jack London Sq.</b>									
<b>Santa Cruz, CA -Metrol Center</b>		12 55P			3 00P		3 40P		4 00P
<b>Scotts Valley, CA -Transit Center</b>		1 10P			3 15P				
<b>San Jose, CA -Amtrak Station</b>	Ar	1 55P			4 00P		4 30P		4 50P
<b>San Jose, CA -Amtrak Station</b>	Dp		2 40P			3 35P		4 35P	4 40P
<b>Santa Clara, CA</b>									
-University Station						3 40P		4 40P	5 40P
-Great America						3 49P		4 49P	5 49P
<b>Fremont, CA</b>									
-Amtrak/ACE						4 05P		5 05P	6 05P
-Park & Ride									
<b>Dublin-Pleasanton, CA -BART</b>						4 28P		5 28P	6 28P
<b>Pleasanton CA -ACE Station</b>									
<b>Livermore, CA</b>									
-ACE Station						4 37P		5 37P	6 37P
-Transit Center									
-Vasco Road ACE Station						4 42P		5 42P	6 42P
<b>Tracy, CA</b>									
-ACE Station						5 11P		6 11P	7 11P
-Wendy's Restaurant								6 05P	
<b>Lathrop-Manteca, CA -ACE Sta.</b>									
<b>Stockton, CA</b>									
-San Joaquin St. Station	Ar		5 00P	5 20P			7 15P	7 20P	7 47P
-Downtown Sta., ACE Sta.	Ar		5 05P	5 25P	5 47P		6 47P	7 25P	

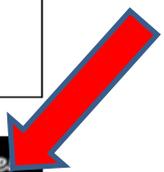
Altamont Corridor Express Thruway Trains 3204, 3218 and 3278 will not operate 5/30; on 1/18 and 2/15 will operate on a modified schedule with fewer trains. Other Thruway bus services will operate.

Shading Key	Symbols Key
Daytime train	A Time Symbol for A.M.
Thruway and connecting services	P Time Symbol for P.M.
	D Stops only to discharge passengers; train may leave before time shown.
	R Stops only to receive passengers.



## Full Accessibility

For our passengers with disabilities, please note that most buses are equipped with a wheelchair lift for standard chairs or scooters.



*More to Explore*

**BAKERSFIELD**

- \*Buck Owens' Crystal Palace & the Bakersfield Sound
- \*Historic Basque Restaurants
- \*First Friday Art Walk
- \*Museum Trail
- \*Auto Racing
- \*AHL Hockey
- \*Festivals...and More!

VisitBakersfield.com  
Toll free (866) 425-7353  
Visitor Center next to Amtrak

**ALL ABOARD!** RAILROAD MUSEUM

AT OLD SACRAMENTO STATE HISTORIC PARK

Visit North America's finest and most popular railroad museum, open daily 10 a.m. - 5 p.m. (closed Thanksgiving, Christmas and New Year's Day). **Exhibits:** meticulously restored locomotives and cars, galleries highlighting the human face of the railroad, a magnificent toy train exhibit, and the golden "Lost Spike". **Enjoy:** a ride aboard our vintage excursion trains along the Sacramento River, weekends April-September.

Located Adjacent to the Amtrak Sacramento Valley Station CALIFORNIA STATE RAILROAD MUSEUM.ORG



Visit **Bakersfield.com**  
*More to Explore!*

Jehovah's Witness Watchtower Conventions -- Increased to 7!



Visit akersfield.com  
*More to Explore!*

Booked through 2020!





Visit **Bakersfield.com**  
*More to Explore!*

Media Luncheon Sponsor



**2nd Annual**  
**WINTER SHOWDOWN**  
**KERN COUNTY RACEWAY PARK**  
*February 26-28, 2016 Bakersfield, CA*



Visit **Bakersfield.com**  
*More to Explore!*

Third Year in a Row



**THE LARGEST**  
**SEASON ENDER ON THE WEST COAST.**

BAKERSFIELD, CA - APR. 16-17, 2016



Visit **Bakersfield.com**  
*More to Explore!*

Booked through 2021!

*Sweet Adelines Region 11*  
Sweet Adelines International





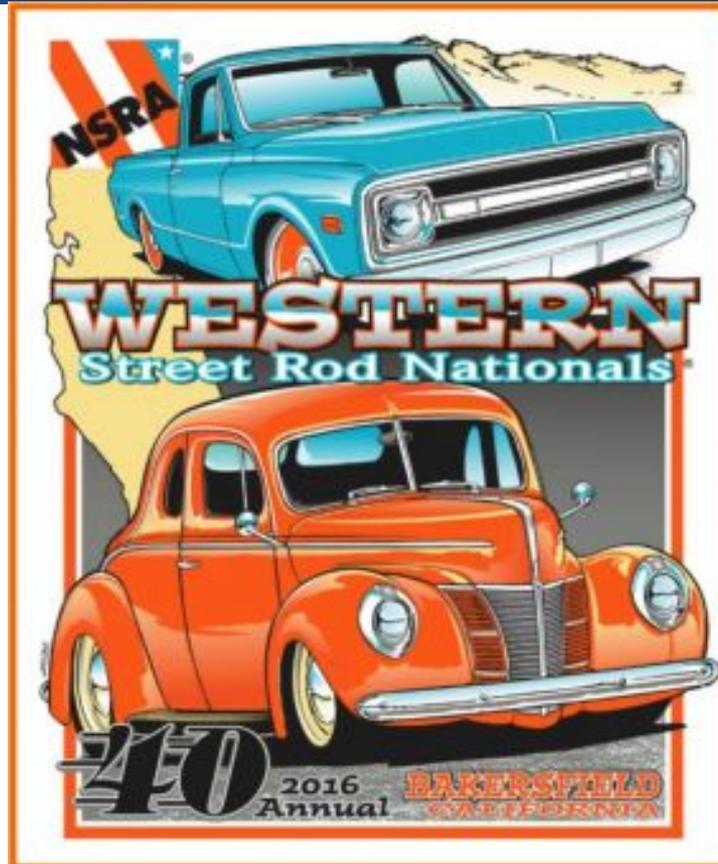
Visit **Bakersfield.com**  
*More to Explore!*

Six regional youth softball tournaments



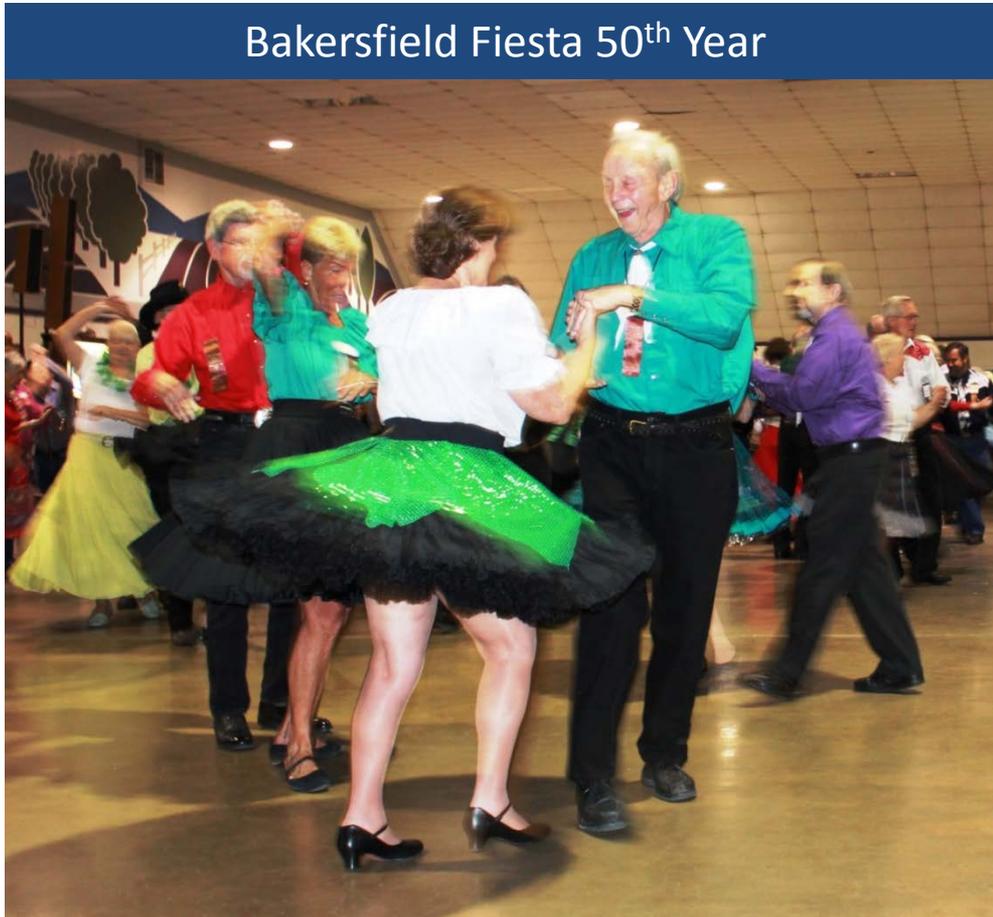
Visit **Bakersfield.com**  
*More to Explore!*

Western Street Rod Nationals 30<sup>th</sup> Year



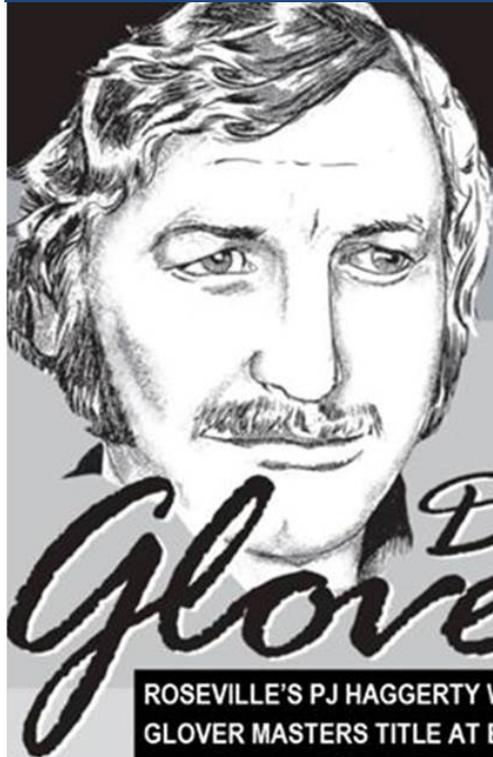
Visit [Bakersfield.com](http://Bakersfield.com)  
*More to Explore!*

Bakersfield Fiesta 50<sup>th</sup> Year



Visit  [Bakersfield.com](http://Bakersfield.com)  
*More to Explore!*

Don Glover Masters Bowling Tournament



**9<sup>th</sup> Annual**

**Masters  
Tournament**

Special thanks to the 2015 Don Glover Masters event sponsors: Bakersfield Convention & Visitors Bureau, West Coast Governor Service/Dan Long, Phantom Radio/Len Nicholson, Ebonite International, The Bowlers Edge Pro Shop/Mike Hefley, Mark Baker Bowling, Robb's Pro Shop/Robb White, Logo Infusion/Brian Cooper, We The People/Carol King-Glover and Brunswick.

**October 3-4, 2015**

*Don  
Glover*

**ROSEVILLE'S PJ HAGGERTY WINS 9th GLOVER MASTERS AND HIS 4th DON GLOVER MASTERS TITLE AT EVENT'S HIGHEST NUMBER OF ENTRANTS EVER**

**9th annual Don Glover Masters Results, AMF Southwest Lanes, Bakersfield, CA**



# Visit **Bakersfield.com**

*More to Explore!*

Bakersfield Open Second Year in a Row





Visit **Bakersfield.com**  
*More to Explore!*

New construction, first location in Bakersfield, opened April 2016





Visit **Bakersfield.com**  
*More to Explore!*

New brand for Bakersfield, rebranding of existing property





Visit **Bakersfield.com**  
*More to Explore!*

New brand for Bakersfield, proposed





Visit **Bakersfield.com**  
*More to Explore!*

Rebranding of existing property





Visit **Bakersfield.com**  
*More to Explore!*

Rebranding of existing property





Visit **Bakersfield.com**  
*More to Explore!*

New construction, first location in Bakersfield



Visit  Baker'sfield.com  
*More to Explore!*

New construction, opened April 2016





Proposed hotels announced:

- Hosking and 99
- Coffee and Brimhall roads

Visit  [Bakersfield.com](http://Bakersfield.com)  
*More to Explore!*

\$1.8 million renovation



Visit **Bakersfield.com**  
*More to Explore!*

\$2.5 million renovation





Visit **Bakersfield.com**  
*More to Explore!*

AAA Four Diamond Designation

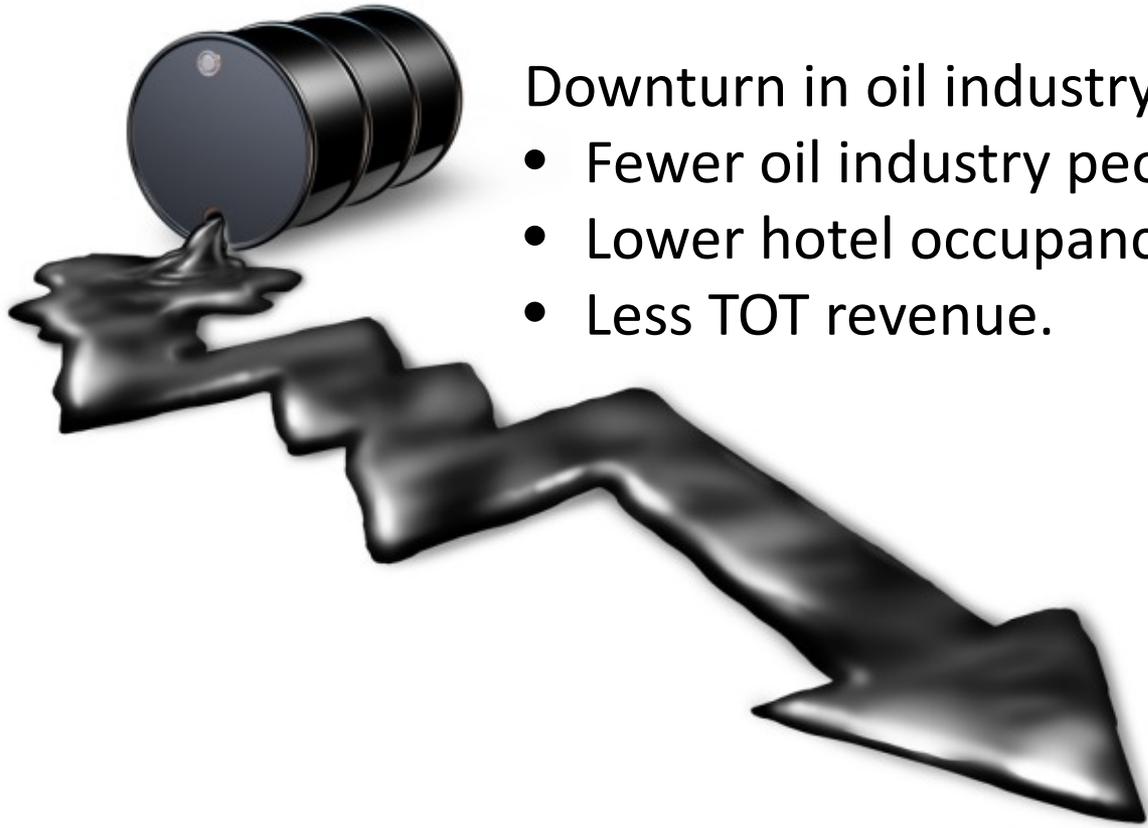




Visit **Bakersfield.com**  
*More to Explore!*

Downturn in oil industry means:

- Fewer oil industry people staying in hotels.
- Lower hotel occupancy rates.
- Less TOT revenue.





Fully funded through Transient Occupancy Tax  
(no General Fund monies)

FY 2015-16	FY 2016-17	% change
\$705,062	\$688,858	-2.3%

FY 2016-17	
Salaries & Benefits	\$408,647 (+1.1%)
Operating	280,211 (-6.9%)
<b>Total</b>	<b>\$688,858</b>





### Service Level Indicators

	FY 15-16 (projected)	FY 16-17 (proposed)
Estimated <b>economic impact</b> of events booked during the current FY, to be realized in this or future FYs	\$23 M	\$23 M
<b>Room nights</b> booked during the current FY, to be realized in this or future FYs	58,600	59,000
<b>Delegates</b> from meetings booked during the current FY, who will stay during this or future FYs	84,425	85,000
Attend <b>trade shows</b> to promote Bakersfield	8	7
Respond to <b>information requests</b>	2,080	2,300



## ACTION PLAN

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1. Target local residents to help attract meetings to Bakersfield.
2. Continue to promote Bakersfield.
3. Focus on value-added tourism.

# Visit Bakersfield.com

*More to Explore!*

Watch for . . .

Continuing instability in the local oil industry

- Cheaper gas >> more driving >> more visitors
- Corporate layoffs >> lower hotel occupancy





Visit **Bakersfield.com**  
*More to Explore!*

Watch for . . .

Rafting on the Kern River returns!



# Visit Bakersfield.com

*More to Explore!*

Watch . . .

Readjustment in local hotel industry

- Increased supply of rooms
- Decreased demand from corporate travelers





Visit **Bakersfield.com**  
*More to Explore!*

Watch for . . .



Downtown Bakersfield  
**Art Trek**  
PUBLIC ART WALKING TOUR



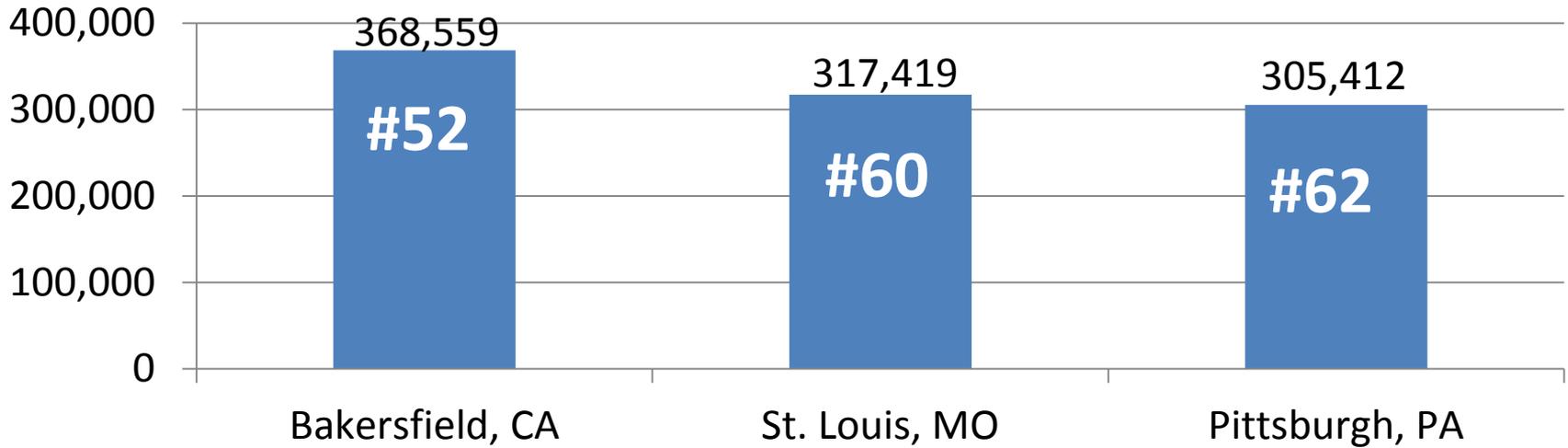
Watch for . . .

Continuing collaboration with economic development partners



# City Population

U.S. Census Bureau Estimates, 2014



# Visitor Center No. of Employees, 2016

