

TO: James L. App, City Manager

FROM: Meg Williamson, Assistant City Manager
Jim Throop, Administrative Services Director

SUBJECT: Tourism & Lodging Promotions Business Improvement District (BID)
Annual Report and Notice of Intent for Renewal of Assessment

DATE: December 21, 2010

NEEDS: For the City Council to receive the annual report and set a public hearing for the annual renewal of the Tourism and Lodging Promotions Business Improvement District (BID).

FACTS:

1. At the request of the majority of Paso Robles hoteliers, the BID was formed via ordinance by the City Council in December 2008 and the BID became effective January 16, 2009.
2. Collection of the two percent (2%) Business Improvement Tax began on February 1, 2009, establishing the fiscal year for the district as February 1st through January 31st. These funds are held in a separate City fund that is to be used only for the purposes of tourism and lodging as stated in the formation Ordinance and Bylaws.
3. Use of BID funds is guided by an annually approved marketing plan, of which its implementation is overseen by the Travel Paso Robles Alliance (TPRA) who are an advisory committee to the City Council. The TPRA membership represents a cross section of the 19 hoteliers within the BID assessment district.
4. Per the Parking and Business Improvement Area Law (Streets and Highways Code Sections 36500 et seq.) under which the BID was formed, the assessment must be re-levied annually.
5. On January 5, 2010, at the hotelier's request, and after undergoing the necessary hearings and public review of the BID's Draft Annual Report, the City Council approved a renewal of the BID levy for an additional year. The BID currently will be effective through January 30, 2011, unless again extended.
6. At their November 18, 2010 meeting, the TPRA Advisory Committee recommended the continued levy of the BID assessment and authorized Mental Marketing to create the annual report for the 2010/11 fiscal year and a proposed scope/budget for the upcoming 2011/12 year.

7. Mental Marketing has provided annual reporting of the services and financials associated with the 2010/11 marketing budget. This report will serve as the BID's annual report, and covers the last 12 months of business activity for the BID between November 1, 2009 and October 31, 2010 (report attached).
8. Renewal of the BID tax assessment requires that the City Council receive the annual report from the TPRA and set a public hearing for consideration of the renewal of the levy of assessment.

ANALYSIS &

CONCLUSION: This last year of the TPRA's marketing efforts have continued to delivered bountiful results, as demonstrated in the attached reporting from Mental Marketing. The TPRA has recommended a continued levy of the BID assessment in order to carry on work efforts towards the marketing and promotion of the Paso Robles area.

POLICY

REFERENCE: Economic Strategy; Ordinance 952 NS, forming the Tourism and Lodging Business Improvement District; BID Committee Bylaws; Streets and Highways Cod Sections 36500 et seq.

FISCAL

IMPACT: The BID tax is being collected on a monthly basis and will accumulate in a separately maintained fund. City staff will continue to commit its resources to facilitate the goals of the BID. Renewal of the assessment levy is estimated to generate approximately \$522,000 annually, to be spent on marketing and promotions.

- OPTIONS:
- a. For the City Council to adopt Resolution No. 10-XX declaring its intention to levy an annual assessment for the fiscal year February 1, 2011 to January 31, 2012 for the Paso Robles Tourism and Lodging Promotions Business Improvement District, and setting a public hearing for January 4, 2011.
 - b. Amend, modify or reject above option.

Attachment:

1. Resolution declaring intention to levy an annual assessment and setting January 4, 2011 for a public hearing
2. BID 2010/11 Annual Report and Marketing Plan scope and budget for FY 2011/12

RESOLUTION NO. 10-xxx

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES
ESTABLISHING A NOTICE OF INTENT TO HOLD A PUBLIC HEARING FOR
THE PURPOSE OF CONSIDERING THE ANNUAL RENEWAL OF LEVY FOR
THE PASO ROBLES TOURISM AND LODGING PROMOTIONS BUSINESS
IMPROVEMENT DISTRICT PURSUANT TO THE PARKING AND BUSINESS
IMPROVEMENT AREA LAW OF 1989**

WHEREAS, tourism is an important contributor to the economy of the City and the promotion of the City's tourist lodging establishments serves an important public purpose; and

WHEREAS, at the request of the majority of Paso Robles hoteliers, the Paso Robles Tourism and Lodging Promotions Business Improvement District (BID) was formed via Ordinance 952 N.S. by the City Council in December 2008, and the BID became effective January 16, 2009; and

WHEREAS, the collection of the two percent (2%) Business Improvement Tax began on February 1, 2009 and established the fiscal year for the district as February 1st through January 31st; and

WHEREAS, the Parking and Business Improvement Area Law (Streets and Highways Code Sections 36500 et seq.) under which the BID was formed requires that the assessment be re-levied annually; and

WHEREAS, the Tourism and Lodging Promotions Business Improvement District (BID) has been rebranded and is commonly known as the Travel Paso Robles Alliance (TPRA); and

WHEREAS, the City Council has appointed seven (7) members of the lodging community to the TPRA Advisory Committee to represent the interests of the owners of the tourist lodging establishments in Paso Robles; and

WHEREAS, on January 5, 2010, at the TPRA's request, and after undergoing the necessary hearings and public review of the BID's Draft Annual Report, the City Council approved a renewal of the BID levy for an additional year; and

WHEREAS, unless extended, the BID will be effective through January 30, 2011; and

WHEREAS, at their November 18, 2010 meeting, the TPRA Advisory Committee recommended the continued levy of the BID assessment and authorized Mental Marketing to create the annual report for the 2010/11 fiscal year and a proposed scope/budget for the upcoming 2011/12 year; and

WHEREAS, Mental Marketing has provided annual reporting of the services and financials associated with the 2010/11 marketing budget and this report will serve as the BID's annual

report which covers the last 12 months of business activity for the BID between November 1, 2009 and October 31, 2010 (attached); and

WHEREAS, no changes in the boundaries of the Business Improvement District are recommended by the TPRA; and

WHEREAS, under the projected scope of service and budget for fiscal year 2011/12, the amount of the BID assessment is proposed to continue at the two percent (2%) amount and be collected in the same manner for another year; and

WHEREAS, the TPRA has recommended a continued levy of the BID assessment in order to carry on work efforts towards the marketing and promotion of the Paso Robles area.

NOW, THEREFORE, BE IT RESOLVED, that the City Council for the City of El Paso de Robles does hereby resolve, determine and find as follows:

Section 1. The recitals set forth herein are true and correct; and

Section 2. That the City Council, at the request of the owners of tourist lodging establishments and pursuant to Section 36500 *et seq.* of the California Streets and Highways Code, established the "Paso Robles Tourism and Lodging Promotions Business Improvement District" (the "District") via Ordinance No. 952 N.S. in December 2008 and each year after that, the assessment will need to be re-levied in accordance with the laws of its formation; and

Section 3. That the Annual Report for fiscal year 2010/2011 for the Paso Robles Lodging and Tourism Business Improvement District has been prepared by Mental Marketing and is available for review; and

Section 4. The boundaries of the area to be included in the District are to remain unchanged and are the boundaries of the City of El Paso de Robles; and

Section 5. The types of activities proposed to be funded by the continued levy of assessments on businesses in the District are those activities that will promote tourism and the local tourist lodging establishments; and

Section 6. The City Council intends to levy an annual assessment on all tourist lodging establishments within the District, to pay for all improvements and activities of the District, except where funds may otherwise be available, continuing for the District's fiscal year February 1, 2011 – January 31, 2012. As used herein, the term "tourist lodging establishments" shall mean hotels, as defined in Section 21.08.250 of the Paso Robles Municipal Code, but not bed and breakfast establishments, as defined in Section 21.15.220 of the Paso Robles Municipal Code, nor campgrounds or recreational vehicle parks. The method and the basis for levying the assessment on such tourist lodging establishments within the District shall be as follows: An assessment will be levied annually against tourist lodging establishments to pay for the improvements and activities within the District and will be collected in monthly installments or such other installments as determined by the City Council. The proposed assessment is to be

levied on all tourist lodging establishments within the District boundaries based upon two percent (2%) of the rent charged by the operator per occupied room per night for all transient occupancies. "Transient occupancy" shall mean the use or possession, or the right to the use or possession, of any room or rooms or portion thereof, in any hotel for dwelling, lodging or sleeping purposes, for a period of thirty consecutive calendar days or less. Transient occupancies by federal government employees on government business will be exempt from the levy of assessment. Extended stays, defined as more than thirty (30) consecutive calendar days, shall be exempt from the levy of assessment. Assessments levied pursuant to the District shall not be included in gross room rental revenue for the purpose of determining the amount of the transient occupancy tax.

Section 7. New tourist lodging establishments shall not be exempt from assessment.

Section 8. A public hearing to renew the annual levy for the District is hereby set for January 4, 2011 at 7:30 p.m. before the City Council of the City of El Paso de Robles at the Paso Robles Library/City Hall Conference Center, 1000 Spring Street, El Paso de Robles, California.

Section 9. The City Clerk is instructed to provide notice to the public hearing as follows:

- a). Publish this Resolution of Intention in a newspaper of general circulation in the City of El Paso de Robles once, at least seven (7) days before the hearing.

Section 10. At the public hearing, the testimony of all interested persons, for or against the establishment of the District, the boundaries of the District, the area of benefit within the District, the assessments to be levied, or the furnishing of specified types of improvements or activities, will be heard. A protest may be made orally or in writing by any interested person. Any written protest as to the regularity or evidence of the proceedings shall be in writing and clearly state the irregularity or defect to which the objection is made. Written protests must be received by the City Clerk at or before the time set for the public hearing. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing. Each written protest shall contain a written description of the business in which the person subscribing the protest is interested sufficient to identify the business. If the person subscribing is not shown on the official records of the City as the owner of the business, then the protest shall contain or be accompanied by written evidence that the person is the owner of the business.

Section 11. If at the conclusion of the public hearing, there are of record, written protests by the owners of the tourist lodging establishments within the District that would pay fifty percent (50%) or more of the total assessments of the entire District, no further proceedings to renew the annual levy for the District shall occur. New proceedings to form the District shall not be undertaken again for a period of at least one (1) year from the date of the finding of the majority written protests by the City Council. If the majority written protests are only as to an improvement or activity proposed, then that type of improvement or activity shall not be included in the District.

Section 12. Further information regarding the proposed District may be obtained from the City Clerk at 1000 Spring Street, El Paso de Robles, California.

Section 13. This Resolution is effective on its adoption.

PASSED AND ADOPTED by the City council of the City of El Paso de Robles this 21st day of December 2010 by the following roll call vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

Duane Picanco, Mayor

ATTEST:

Caryn Jackson, Deputy City Clerk



**Travel Paso Robles Alliance
2009-10 Annual Report
December 13, 2010**

Overview

We are pleased to share with you the results to date of the TPRA Marketing efforts from November 30, 2009 through October 31, 2010. Below is a list of the key marketing initiatives that were completed for that time period. Following that are the results of those initiatives.

During this last year, the TPRA has also worked closely with local and countywide tourism partners in an effort to influence marketing efforts, expand the reach and exposure of the Paso Robles, Authentic CA brand, so as to not to duplicate marketing efforts, thereby leveraging marketing dollars.

Key Initiatives Completed:

- PR/SM and Advertising:
 - Developed and implemented local, regional and national PR and SM campaigns
 - Managing fam trips, providing journalists resources at every turn
 - Coordinated and executed print and online campaigns
- Creative
 - Design, print and distribute the Paso Passport Visitor's Guide
 - Developed 10 minute tourism video
 - Redesigned e-newsletter
 - Redesigned ad layout using "Authentic in Every Direction"
 - Executed seasonal photography sessions to create a photo library
- Website
 - Coordinated and began efforts for Search Engine Optimization and Marketing
- Trade Shows
 - Attended 4 trade shows: 3 consumer and 1 tour operator
- Partnerships/Sponsorships
 - Became member of Central Coast Tourism Council
 - Paso Chamber Car Show Sponsor
 - Paso Festival of the Arts Sponsor
 - Developed tourism partner relationships: VCB, PRWCA, Paso Chamber, Main Street Assoc, and Paso Event Center

Public Relations Outreach

Coordinated and executed fourteen Media Pitches over a 12 month period, resulting in 589 million print and online media impressions.

Media Pitches:

- November 9: 5 Tips: De-scrooging the Holidays
- November 17: Last Minute Thanksgiving Travel
- December 11: Fun and Free Holiday Cheer
- January 25: 2010 Events Calendar
- February 1: Win a Wine and Spa Weekend in Paso
- March 15: Spring Events Calendar
- April 5: Paso Robles CA, the Mid-Week Travel Cure
- May 15 - Summer Fun (Events Round Up)
- June 22 - Fall Season (Events Round Up); Re-Released In August To Newspapers And Websites
- July 13 - Summer Lodging Specials
- August 9 - Last Minute Summer Tips & Trends

- August 17 - Paso Robles, Ca Hosts First-Ever “Paso Glow” Dinner On October 2
- September 8 - Celebrate The Holiday Season (Events Round Up) Re-Released in late October To Newspapers And Websites
- October 14 - Travel Paso Robles Alliance Launches Tourism Wayfinding Program

Media Results (does not include all print circulations for calendar listings, or blog readership):

- November Results
 - Engaged 40 publications/journalists/blogs
 - Articles/Pickups/Calendar listings/blogs: 11
 - Impressions: 7.9 million media impressions
- December Results
 - Engaged 15 publications/journalists/blogs
 - Articles/Pickups/Calendar listings/blogs: 5
 - Impressions: 3.2 million media impressions
- January Results
 - Engaged 11 publications/journalists/blogs
 - Articles/Pickups/Calendar listings/blogs: 60
 - Impressions: 51.1 million media impressions
- February Results
 - Engaged 6 publications/journalists/blogs
 - Articles/Pickups/Calendar listings/blogs: 10
 - Impressions: 24.3 million media impressions
- March Results
 - Engaged publications/journalists/blogs
 - Articles/Pickups/Calendar listings/blogs: 6
 - Impressions: 13.5 million media impressions
- April Results
 - Engaged publications/journalists/blogs
 - Articles/Pickups/Calendar listings/blogs: 49
 - Impressions: 38.2 million media impressions
- May Results
 - Engaged 38 publications/journalists/blogs
 - Articles/Pickups/Calendar listings/blogs: 11
 - Impressions: 2.1 million media impressions
- June Results
 - Engaged 25 publications/journalists/blogs
 - Articles/Pickups/Calendar listings/blogs: 26
 - Impressions: 9.4 million media impressions
- July Results
 - Engaged 12 publications/journalists/blogs
 - Articles/Pickups/Calendar listings/blogs: 217
 - Impressions: 342 million media impressions
- August Results:
 - Engaged 40 publications/journalists/blogs
 - Articles/Pickups/Calendar listings/blogs: 59
 - Impressions: 64 million media impressions
- September:
 - Engaged 35 publications/journalists/blogs
 - Articles/Pickups/Calendar listings/blogs: 24
 - Impressions: 7.3 million media impressions
- October:
 - Engaged 32 publications/journalists/blogs
 - Articles/Pickups/Calendar listings/blogs: 32
 - Impressions: 26 million media impressions

Public Relations Totals:

- Impressions: 589 million impressions
- Cost: \$134,458
- CPM: \$.02

Social Media/Blog/E-newsletter

TPRA has executed several SM campaigns in an effort to increase followers and engage travelers. TPRA introduced the Paso Insider Blog to the Social Media marketing mix this year with huge success. This is an opportunity for the TPRA to have an editorial voice on the website, which we then can send out over facebook, twitter, and in our e-newsletter.

Facebook: 860% growth YOY

- Paso Robles and Travelpaso friends/fans Nov 1, 2009: 391
- Paso Robles and Travelpaso friends/fans Nov 1, 2010: 3383
- Over 2000 monthly active followers

Twitter: 250% growth YOY

- Followers Nov1, 2009: 553
- Followers Nov 1, 2010: 1417

E-newsletter: 250% growth YOY

- Database Oct 2009: 1089
- Database Oct 2010: 3682

Blogs: 6553 views since start in Nov 2009

- 52 blogs posts over last 12 months
- Average 546 per month

Savor SM/PR Ticket Giveaway Campaign:

- Media Impressions: 37,674,487 (Print/Online) +72,634 (Radio) +109 (YouTube) +1,000 (blog) +17,000 (Website) = 37,765,230+ impressions
- Social Media Followers:
 - Increased Facebook fans by 250
 - spiked monthly users from 89 to 420
 - spiked weekly visits from 250 to 1,200
 - Increased Twitter followers by 21

Advertising Outreach

This year's program focused solely on leisure and Visitor Guide publications to drive website traffic and Visitor Guide requests. We discontinued meeting planner journals until we establish ourselves in that arena.

Leisure Ad Circulation:

- Sunset Print: 9 ads
 - Circulation: 6.5 million subscribers
 - Regions: No & So Cal, Pacific Northwest, Mountain and Southwest
- CA Visitor Guide ½ page ad
 - Circulation: 500,000

Leisure Totals:

- Circulation 7 million
- Cost: \$37,119
- CPM: \$5.30

Online ads:

LA Times Online ads for May

- Cost: \$5940
- Impressions: 423,700
- Clicks: 561
- **CPM impressions: \$14.55**
- **CPC: \$10.58**
- **Click rate: .13%**

Travel Ad Network: GEO and DMA targeted to 50 travel websites, Dec 09 – April 10

- Cost: \$23,000
- Impressions: 1,833,000
- Clicks: 2038
- **CPM impressions: \$12.54**
- **CPC: \$11.28**
- **Click rate: .11%**

Sunset Online: ROS Jan – March, Home page special in Jan

- Cost: \$5750
- Impressions: 2,014,769
- Clicks: 294
- **CPM impressions: \$2.85**
- **CPC: \$19.55**
- **Click rate: .04%**

Google Ad words for May:

- Cost: \$1000
- Impressions: 83,879
- Clicks: 823
- **CPM impressions: \$12.04**
- **CPC: \$1.21**
- **Click rate: .98%**

TravelZoo: California Hotels Jan 15 – Dec 31

- Cost: \$17,250
- Impressions: 1,450,200 (approx)
- Clicks: 20,000
- **CPM impressions: \$11.89**
- **CPC: .86 cents**
- **Click Rate: 1.3%**

Online Ad Totals:

- Impressions: 5.8 million
- Cost: \$52,940
- CPM: \$9.12

Trade Shows/Group/Consumer/Meeting Planner Lead Generation

As part of the mid-week, group and meeting planner strategy, TPRA included trade shows and tourism memberships to develop relationships with the decision makers in this category. Below are the results of 4 shows the TPRA participated in, and one show that generated leads as part of membership with the CCTC.

Trade shows:

- May: POWWOW: Orlando, Florida
 - 30 international tour operator leads
 - 300 travel journalist leads
- June: Sunset Celebration: Menlo Park, CA
 - 626 consumer database leads
- June: PRWCA Grand Tasting: Sacramento
 - 120 pre-qualified consumer leads
- June: PRWCA Grand Tasting: Mid-Penninsula,
 - 150 pre-qualified consumer leads
- July: CCTC UK/Germany Travel Tour
 - 400 tour operator leads

Trade Show/Lead Totals:



- **Lead Generation: 1400**
- **Cost: \$16,014**
- **Cost per lead: \$11.43**

Website/Visitor Guide Analytics

Website visits have increased YOY. Also, the new Paso Passport Visitor's Guide just started distribution Oct 1. The Paso Passport Visitor Guides started distribution through Certified Folder to increase outreach on November 15, 2010.

- Website visits/pageviews
 - Visits Oct 2009: 3960
 - Visits Oct 2010: 5902
 - 22,000 page views for Oct 2009
 - 34,521 page views for Oct 2010
 - Lodging: 1158 page views Oct 2009
 - Lodging: 2005 page views Oct 2010
- Visitor Guide Distribution 2009-2010
 - YTD travelpaso requests: 796
 - Downloaded guides: 989
 - Sunset/CA Visitor Guide requests: 3623
 - Total: 5408

2010 12-21 CC ITM 05 Page 12 of 13

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