

# SAN DIEGO TOURISM MARKETING DISTRICT



## REPORT OF ACTIVITIES FOR FY 2014

City Council  
June 24, 2013

# TMD OVERVIEW

- TMD renewed effective January 1, 2013
- TMD is citywide and all lodging businesses are assessed
- Updated Management Plan
- Assessments on lodging businesses by rooms/units
  - 2.00% - 30 or more rooms/units
  - 0.55% - 29 or fewer rooms/units
- SDTMD Corporation
  - Represents assessed lodging businesses
  - Implements TMD programs per 5 year agreement



# BUDGET GUIDELINES

- **A1 - Meeting/Group + Consumer Direct Sales & Marketing Programs**
  - A1.1 - Hotel Meeting Sales
  - A1.2 - Event Management and Group Sales Dev.
  - A1.3 - Tourism Development incl. Travel & Trade
  - A1.4 - Group Meeting Direct Marketing
  - A1.5 - Consumer Direct Sales & Marketing Programs
- **A2 - Sub-Regional Targeting**
- **A3 - Competitive Targeting**
- **B - Advertising Campaigns/Earned Media to drive Sales Demand**

# FY 2014 FUNDING RECOMMENDATION

- **Estimated Funds Available** **\$31.819 M**
  - TMD Assessments (Cat. A&B) \$ 28.500 M
  - FY2013 Part II est. Carryover \$ 3.279 M
  - FY2014 Interest & Penalties \$ 0.040 M
- **Allocations (including est. FY2013 Part II carryover)**
  - SD Tourism Authority (CONVIS) \$ 22.015 M
  - Balboa Park Celebration Inc. \$ 2.335 M
  - Opportunity/Catastrophe +Reserves \$ 3.544 M
  - Administration (+int. & pen.+cont.) \$ 1.625 M
  - Liability Reserve \$ 2.300 M

# FUNDING LIMITATIONS SET BY SDTMD

## San Diego Tourism Authority (formerly known as ConVis)

- No salary increases
- Salary caps on TMD funds
- No bonuses
- No funding of positions which are not associated with provision of a specific benefit  
e.g. VP of Communications and Public Affairs
- Matching funding for Category B expenditures  
general media

# PROJECTED RESULTS

<u>Waiver Levels</u>	<b>100%</b>		<b>60%</b>	
	<u>SDTA</u>	<u>BPCI</u>	<u>SDTA</u>	<u>BPCI</u>
<b>Allocation</b>	\$22.015M	\$2.335M	\$11.7M	\$1.3M
Room nights	3.14M	400K	1.56M	
ADR	\$149	\$149	\$144	\$144
<b>Return</b>	\$471.7M	\$59.6M	\$226M	
<b>ROI</b>	<b>21:1</b>	<b>10:1</b>	<b>19:1</b>	<b>10:1</b>

# QUESTIONS

