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

<table>
<thead>
<tr>
<th>Waiver Levels</th>
<th>100%</th>
<th>60%</th>
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<tbody>
<tr>
<td><strong>Allocation</strong></td>
<td><strong>SDTA</strong></td>
<td><strong>BPCI</strong></td>
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<td>$22.015M</td>
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<td>Room nights</td>
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<td>ROI</td>
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QUESTIONS