



THE SAN DIEGO TOURISM MARKETING DISTRICT PRESENTS...

Q1 FY 2014 QUARTERLY UPDATE

The SDTMD is committed to providing TMD-assessed lodging businesses with communication updates on a quarterly basis. Each postcard brings you up-to-date on SDTMD developments.



NOVEMBER 21 CITY COUNCIL MEETING

On November 21, the San Diego City Council voted to approve a new Agreement between the City and the SDTMD. This Agreement grants the release of additional funds to market San Diego as a destination and generate more room nights. Moving forward, San Diego will now be able to effectively compete for market share against its regional and statewide major competitive cities.

SDTMD LAWSUITS

In December 2012, two lawsuits were filed against the City to challenge the SDTMD renewal, arguing 2/3 voter approval was required under Proposition 26: Melvin Shapiro v. City of San Diego and San Diegans for Open Government (SDOG). A third lawsuit was filed after the 30-day statute of limitations and not in the required form of a validation action: Brigette Browning/Unite HERE v. City of San Diego. Both the Shapiro and Browning lawsuits have been settled, and the Board is cautiously optimistic it will have the same success with the SDOG lawsuit. An update on this third pending lawsuit will be provided in the next Quarterly Update.

FY 2015 APPLICATION STATUS

The SDTMD has been receiving contractor applications for FY 2015 (July 1, 2014 to June 30, 2015) and looks forward to collecting additional applications. The deadline for submittal is December 6, 2013. Application documents in PDF format can be downloaded from the SDTMD website under the "Contractors and Funding" tab.

FORMER DISTRICT ANNUAL REPORT

The SDTMD is currently working on the annual report for July 2012 to March 2013. In the meantime, the draft performance reports of SDTMD third party contractors, conducted by Robert R. Redwitz & Co, have been posted to the SDTMD website under the "Resources" tab.

For more information, please visit www.sdtmd.org

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