February 10, 2014

To: Lorin Stewart  
SDTMD Board of Directors  
Rick Outcalt, SDTA  
Mike McDowell, San Diego Sports Commission

Subject: Industry Event Sponsorship Opportunities

Over the past 10 years, the transformation of downtown has made it the destination of choice for meeting planners looking to take advantage of what has become one of our countries most attractive destinations for group meetings.

With the economic downturn in 2009, we began to see a shift in group business out of our sub-markets and suburban areas to downtown. Planners were able to “buy up” to a 4-star downtown property at the same price being offered by less attractive 3-star hotels. The narrowing of the pricing gap between upscale and mid-priced hotels has continued to erode the group base necessary for hotels outside downtown to achieve both their occupancy and rate projections.

As part of our group sales strategy, we have identified several sponsorship opportunities to host key industry conventions. These conventions deliver hundreds of buyers who have the potential to book their meetings in San Diego.

Attached is the information on the TEAMS Conference & Expo as well as RCMA. The attendees for both of these conventions are responsible for planning meetings and events that match the profile of our submarket regions and have the potential of booking business in 2014 and beyond.

**RCMA:**

We have won the bid to host their January 4 – 9, 2016 annual convention (see attached). We anticipate a host funding cost of approximately $290,000. We will continue to work with the hospitality community to reduce the need for TMD sponsorship support but believe that an investment at this level would produce significant returns in group business booked in 2015 and beyond. **We believe we will be able to book an additional 25,000 room nights at an average rate of $150 in the two year period of 2015 and 2016. The return on investment would be 13 to 1. As previously noted, we anticipate the majority of these will be for hotels outside the downtown market.**

We will track our production and be able to report on results in our quarterly ROI reports.
TEAMS Conference & Expo:

As with RCMA, the TEAMS Conference brings hundreds of planners together, all of which have opportunities to book group meetings in San Diego. We are working in partnership with the San Diego Sports Commission and TEAMS to evaluate the value / cost benefit of hosting their 2016 conference. There are two major costs that we would need to support as part of our bid:

- Cost of space in the Convention Center $100,000
- Multi-year partnership investment $525,000
  - Year 1 $150,000
  - Year 2 $175,000
  - Year 3 $200,000

The total cost for sponsorship would be approximately $625,000.

At this point, we are requesting TMD support for the January 4 – 9, 2016 RCMA Annual Convention at the $290,00 level.

We are still evaluating the feasibility of sponsorship for the 2016 TEAMS Conference but will need to negotiate a reduced level of support below the current number of $625,000.

I appreciate your support and look forward to discussing these opportunities with you.

Best regards,

Joe Terzi
President & CEO
RCMA January 4th-9th 2016

Overview:
The Religious Conference Management Association is a professional, nonprofit, multifaith organization consisting of individuals who are responsible for planning and/or managing meetings, tutorials, conferences, conventions, and assemblies for their religious organizations.

Founded in 1972, RCMA has built a solid reputation for enhancing the professionalism of its members as well as its suppliers. For over 35 years, RCMA has dedicated itself to improving the experience of religious meeting attendees throughout the world.

ROI for San Diego:
The room nights generated from the Faith Based Meetings have been positive throughout San Diego. The SDTA National Sales Manager booked 18,000 room nights, close to $3,000,000 in room revenue alone, from this vertical market in each of the fiscal years 2011 and 2012.

The 2013 RCMA convention resulted in 27 leads worth over 12,000 room nights for the SDTA National Sales Director handling the market. Bringing the entire group of 150+ planners to our City will bring more opportunity to all sub-regions.

Faith Based meetings have met in all sub-regions of the City, Mission Valley, Mission Bay, La Jolla, Shelter Island and Harbor Island, and Downtown.

These planners book into need times, very common to be pre or post a holiday, dates the typical corporate or association business will not meet.

San Diego has the image of not having available dates, exposure to these planners will encourage them to send their meeting request our way and give our Hotels a chance to find dates that work for the Hotel.

Attached is a list of the planner profiles, showing the potential opportunities.
<table>
<thead>
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<th>Organization</th>
<th>Capacity (1)</th>
<th>Capacity (2)</th>
<th>Notes</th>
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April 29, 2013

Dr. Harry Schmidt and Mr. Dean Jones  
Religious Conference Management Association  
7702 Woodland Drive, Suite 120  
Indianapolis, IN 46278  

Dear Dr. Schmidt and Mr. Jones:

Thank you for considering San Diego for the 2016 EMERGE Conference. We want to assure you that San Diego is committed to making your 2016 gathering the most successful yet.

Along with sunshine, gorgeous scenery, world-class attractions, sensational dining and premier hotels, San Diego is blessed with a wealth of riches not bestowed on many places, including a relaxed and friendly spirit that characterizes the best of the Southern California lifestyle. It’s an environment that inspires innovation and productive meetings for attendees and makes our city a place where great meetings happen.

In addition, San Diego’s entire hospitality community is dedicated to service excellence and to providing you the best possible meeting experience. Please consider us your partners, and rest assured that with our assistance your meeting will be nothing less than perfect.

It would be a privilege to host the 2016 EMERGE Conference in San Diego and we hope you give us the opportunity to welcome you and your attendees to our beautiful city. If there is anything I can assist you with during your decision making process, please don’t hesitate to contact me personally.

All the best,

Joe Terzi  
President & CEO
Our San Diego team is inspired and motivated by the opportunity to host the RCMA 2016 EMERGE Conference. Our city and industry stakeholders are clear about our return on investment. To that end, the San Diego hospitality team will provide a return on investment to RCMA. We pledge on an annual basis to report every RCMA member booking for five years after we host RCMA 2016.
San Diego has so much to offer besides incredible weather. Our beautiful, bayside city is the perfect place for combining business and pleasure with a dazzling array of activities and attractions as abundant as our year-round sunshine.

Beyond the fun and sun, San Diego has also blossomed into an ideal destination for doing convention business. During the past decade, a major convention center expansion coupled with tremendous growth in tourism has brought wave upon wave of vibrant redevelopment to San Diego's city center and beyond. Our state-of-the-art Convention Center, first-class hotels and lineup of world-famous attractions have consistently earned rave reviews from planners, exhibitors and attendees.
OVERVIEW

Looking for the maximum return on optimism when choosing an inspired setting for a brilliant meeting? You can’t miss if you meet in San Diego. Our upbeat, positive attitude inspires mini-revolutions in innovative thinking and our natural landscape catches the imagination and encourages creativity. Add a nearly perfect 70-degree temperature and sunshine year-round, and you’ve got the perfect combination for positive, eager attitudes for all attendees. It’s true—Happiness is calling in San Diego.

Outdoor meeting venues abound, enhancing fresh ideas. Delegates swap contacts during dinner cruises on San Diego Bay, watching downtown’s skyline take on a golden glow as the sun sets in the far horizon. They discuss the latest business trends in boardrooms and conference centers with awesome views of rock-strewn coves and garden arches draped in brilliant fuchsia bougainvillea. Meetings take on an energetic vibe as attendees mingle after-hours in downtown San Diego’s hip Gaslamp Quarter or La Jolla’s Mediterranean village by the sea.

Nurtured by clean air, warm sunshine and an easy-going local lifestyle, San Diego’s visitors find their minds brimming with innovative ideas. There’s a reason Nobel prize-winning scientists gravitate to the region’s famed academic and research institutions. International renowned scholars, writers, artists and musicians rely on San Diego’s welcoming ambience for inspiration and revitalization. Meeting delegates experience ground-breaking brainstorming and renewed motivation as they come together in San Diego’s stimulating, energizing embrace. For an overview of San Diego check out www.sandiego.org

What to Wear

Meeting attendees can dress down comfortably in sport jackets and casual outfits. Sunglasses and sunscreen are essential at all times, and sandals and shorts are musts for playtime activities. A light jacket or wrap comes in handy on chilly evenings.

WEATHER CHART FOR SAN DIEGO

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<th>FEB.</th>
<th>MAR.</th>
<th>APRIL</th>
<th>MAY</th>
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<td>.4%</td>
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Average Year-Round Temperature 70°F

SAN DIEGO AT A GLANCE

Temperature: San Diego’s average daytime temperature is 70 degrees Fahrenheit.

Population: The City of San Diego has more than one million residents, making it the nation’s eighth largest city. The county of San Diego has more than three million residents.

Cities: San Diego County encompasses 18 incorporated cities, including Coronado, Oceanside and others that provide exciting meeting venues.

Hotel Rooms: The County has 558 hotel and motel properties (including B&Bs, country inns, casino resorts and health spa resorts) representing 58,296 rooms.

Square Miles: 4,269 encompassing the coastline, Anza-Borrego desert and Cleveland National Forest.

Top Industries: Manufacturing, Defense, Tourism, Agriculture, Biotechnology, Telecommunications.

VISITOR INFORMATION

The SDTA Visitor Centers are on hand to help you with general visitor information. The information and/or restaurant reservation desk is also available as an on-site service for your convention group.

Visitor Information Center
619-236-1212 / sdinfo@sandiego.org

The Visitor Information Centers offer:
- Free booking and ticketing for activities, sightseeing, attractions and accommodations
- Discounts to many of San Diego’s top attractions and activities
- Complimentary visitor maps and brochures
- Multilingual staff and volunteers

Three locations include: downtown San Diego on the waterfront at N. Harbor Dr. at B St.; in La Jolla at the corner of Herschel and Prospect; and in Alpine at the Viejas Outlet Center.
Because your event is at the San Diego Convention Center, you'll be close to 11,000 hotel rooms in our beautiful and vibrant downtown, where world-class attractions and numerous amenities continue to flourish. The entire region boasts more than 52,000 rooms in such well-known areas as Mission Valley; Old Town; Mission Bay; Harbor, Shelter and Coronado Islands; La Jolla and North County. From luxury to economy accommodations there's a wide variety of options to choose from.

Need help with housing arrangements? Call to learn more about our complimentary housing service, SAN DIEGO accommodating YOU. We can even assist your attendees after cutoff dates, free of charge.