MEET: YOUR FY 2019 SDTMD BOARD OFFICERS
Chair: Richard Bartell, Bartell Hotels
Vice-Chair: C. Terry Brown, Atlas Hotels
Secretary: Colleen Anderson, Omni San Diego
Treasurer: Vikram Sood, RAR Hospitality

FUNDING UPDATE: THREE NEW GLOBAL & NATIONAL SPORT EVENTS
The Swoop Challenge (extreme parachuting), USTA Billie Jean King Girls National Championships (tennis) and USA Ultimate (frisbee) were approved for supplemental FY 2019 TMD funding at the June board meeting. For a complete list of TMD funded events and dates, visit www.sdtmd.com/contractors.

EXPERIENCE SAN DIEGO: YEAR ONE SUCCESS

Year-one activation of the Experience San Diego master plan focused on several long-term initiatives essential to reaching our goal of increasing TOT collections by 43 percent over the next five years. Highlights:

- **China**: Explored direct China to San Diego flights and introduced the Chinese leisure market to SD through amplified search, online and social strategies.

- **Los Angeles Leisure**: Conducted in-market focus groups and adopted new marketing strategies to address research results.

- **Balboa Park**: Created a dedicated Director of Cultural Tourism to increase visibility and create a unified voice for Balboa Park tourism marketing.

- **Meetings Certified Training Program**: This three-day course on selling San Diego was offered at no charge to all TMD hotel sales teams. Fall dates still available. Register at: https://tinyurl.com/y8zg95uh

UPCOMING TMD FUNDED EVENTS
California State Summer Games, July 12-15
USTA Billie Jean King Girls National Championships, August 4-12

FOR MORE INFORMATION, PLEASE VISIT WWW.SDTMD.ORG

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