



sd|tmd  
SAN DIEGO TOURISM  
MARKETING DISTRICT

# FY 2019 Q2 UPDATE

EXPERIENCE  
SAN DIEGO   
DESTINATION 2040

## DRIVING TOURISM THROUGH EXCITING EVENTS

SDTMD received a robust 16 applications for FY20 funding from a variety of sports, cultural, food and lifestyle events. Applications are evaluated based on each program's ability to fill TMD hotel rooms and the likelihood of generating a favorable ROI on TMD dollars. Funding decisions will be announced in March.

## WESTIN GM JOINS TMD BOARD

SDTMD is pleased to announce the addition of Westin San Diego GM Alyssa Turowski to its Board of Directors. Ms. Turowski was appointed to the Board in December and will serve a three-year term. TMD is currently seeking additional nominations from members in good standing to serve on its Board. For more information on qualifications and a nomination form, visit [www.sdtmd.org/board-election](http://www.sdtmd.org/board-election) or contact Executive Director Colleen Anderson.

## A VIBRANT TOURISM ECONOMY = A BETTER SAN DIEGO

In FY18, SDTMD-funded programs generated an **ROI of \$21.30 for every dollar** and were directly responsible for **\$783 million in hotel room revenue**. This translates to an estimated **\$82 million in City TOT** and **35 percent of annual TOT collections**. Why does this matter? TOT provides the City of SD with revenue to fund vital services and programs in all areas of the city.

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## UPCOMING TMD FUNDED EVENTS

### California State Winter Games:

Ice Hockey – Feb 15-18

Roller Skating – Feb 16-17

Figure Skating – March 2-3

Gymnastics – March 9-10

Best Coast Beer Fest: March 9

For more about SDTMD's important work, download the recently published **FY18 Annual Report** at [www.sdtmd.org/annual-reports](http://www.sdtmd.org/annual-reports)