

Michelle's Story

"We are so happy to play a part in supporting San Diego's local economy!"



SHOWCASING SAN DIEGO'S CULINARY SCENE

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Michelle Metter

Co-Producer

**San Diego Bay Wine +
Food Festival**

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As co-producer for the San Diego Bay Wine + Food Festival, Michelle Metter prides herself on showcasing the very best of San Diego's culinary scene at this weeklong event. Now in its 16th year, the San Diego Bay Wine + Food Festival employs hundreds of local San Diegans and draws more than 10,000 attendees who stay and spend while in the City of San Diego.

"We are so happy to play a part in supporting San Diego's local economy," said Michelle. "Thanks to the financial support from TMD, which helps fund our marketing efforts, we are able to continue to attract thousands of out-of-town visitors to the event every year."

In 2019, the TMD's \$74,500 grant for San Diego Bay Wine + Food Festival helped generate \$1 million in room night revenue at member hotels resulting in an ROI of \$14.60 for every TMD dollar invested. That room night revenue results in over \$100,000 in tax dollars for the City paid for by out-of-town visitors that go toward funding essential City services such as street paving, beach and park maintenance, and homeless services.