FY20 BOARD KEEPS FOCUS ON ROI
TMD’s success depends on a volunteer board of directors who are steadfast in their mission to maximize the return on all TMD dollars, benefit all TMD member hotels and boost the City’s tourism economy. Our incoming board is led by President Richard Bartell, VP Terry Brown, Secretary Tim Herrmann and Treasurer Vikram Sood plus Directors Ilsa Butler, Steve Cowan, Matt Greene and Alyssa Turowski.

MORE PROGRAMS FUNDED IN FY20!
Four supplemental events and programs were approved for funding at the TMD June board meeting, including: Spartan Race, USTA Billie Jean King Girls National Tennis Championships, San Diego Diplomacy Council and Best Coast Beer Fest. The four contractors are expected to generate strong returns—averaging an estimated $7.10 in hotel room revenue on each TMD dollar. For a complete list, visit www.sdtmd.com/contractors.

SAN DIEGO TV ADS GO NATIONAL
Receiving a record $46M in TMD funding, the San Diego Tourism Authority plans to add a national broadcast advertising program to its mix of marketing activities. Exposure in every US market will help San Diego remain competitive as our city faces increased competition from other destinations and a projected slowing in overall leisure travel growth in 2020.

TOURISM MATTERS SAN DIEGO
Tourism is the third largest source of tax revenue for the City and creates more than 194,000 jobs across the County.

UPCOMING TMD FUNDED EVENTS
- USTA Girls National Championships, August 3-11
- San Diego Bayfair Thunderboats, September 12-15
- USA Ultimate Frisbee, October 24-27

FOR MORE INFORMATION, PLEASE VISIT WWW.SDTMD.ORG