



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 \$290,0 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 4<sup>th</sup>-9<sup>th</sup> 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.

RCMA 2016 Planner Profile

Southern Union Seventh-day Adventist Church of the Brethren	150	100 yes		350	300000
Washington Conf. Seventh-day Adventist National Baptist Convention USA	4000	3000 yes	Was definite in SD in 2008	8500	8000000
The Evangelical Church	200	100 yes		250	400000
Conservative Congregational Christian Conf. Union of Messianic Jewish Congregations	30000	5000 yes		12500	60000000
Women-Church Convergence	300	200 yes		450	600000
AdventSource	600	500 yes		1050	1200000
American Christian Writers	1000	1000 yes		2500	2000000
North American Division Seventh-day Adventists	2500	1500 yes		3500	50000000
Intl. Pentecostal Holiness Church	250	200 yes		600	500000
Church of God, Cleveland TN	100	100 yes		250	200000
Church of Christ Written In Heaven, Inc.	80	80 yes		270	160000
CMETV of the Christian Methodist Episcopal Church	1000	500 yes	Smaller meeting just booked for 2013	1500	2000000
Temple Missionary Baptist Church	300	200 yes	bid on in the past but not booked	600	600000
National Primitive Baptist Conv. USA	800	500 yes		1250	1600000
Jacob Chapel Baptist Church	500	500 yes		1500	1000000
AWANA	100	50 yes		150	200000
Youth Unlimited	2000	500 yes		1500	4000000
World Convention	250	200 yes		600	500000
Church of God of Prophecy Intl.	300	250 yes	bid on 13. lost to Anaheim due to rates	750	600000
Church of God, an International Community	4000	2000 yes	Bid in the past but not booked	4500	8000000
Bostick Temple Church of God in Christ	4000	1000 yes		3250	8000000
Christian Adult Higher Education Assn.	7000	5000 yes		10500	14000000
Gen Bd of Global Ministries - United Meth. Church	300	100 yes		250	600000
General Conf. United Penecostal Church Intl	500	100 yes		250	1000000
Temple's Women Ministry	200	200 yes		600	400000
Cornerstone Assembly of God	250	200 yes		600	500000
Tabernacle of Praise Intl. Ministries	15000	3000 yes		6500	30000000
SECC Youth Ministries	100	50 yes		150	200000
Church of Christ Holiness USA	100	100 no		150	200000
Natl Assn. of Christian Churches	300	100 no		150	600000
Assn. of Seventh-day Adv. Reg. Conf. Minister's Wives	300	300 yes	Booked in SD in the past	900	600000
	1400	500 yes		1500	2800000
	3000	2500 yes		7500	60000000
	70	50 yes		150	140000

RCMA 2016 Planner Profile

Church of God (Seventh Day)	2000	500 yes	looked at San Diego several times	1500	4000000
Church of the Nazarene	100	100 no		150	200000
Southeastern Cal. Conf. of Seventh-day Adventist Ch.	200	100 yes	booked in the past	150	400000
II. Great Rivers Conf. United Methodist Church	2000	1500 no		4500	4000000
Canadian Conf. of MB Churches	400	400 no		1200	800000
Church of our Lord Jesus - Greater Refuge	2500	500 no		2000	5000000
Adventist Meetings	500	400 yes		1600	1000000
Pleasantview Ministries	1300	1000 yes	looked at San Diego several times	4000	2600000
Pentecostal Churches of the Apostolic Faith	2500	300 yes		900	5000000
5th Illinois Jurisdiction Church of God in Christ	1700	500 yes		1500	3400000
African Methodist Episcopal Church	600	500 yes	looked at San Diego several times	2000	1200000
Do The Word Ministry	100	50 no		150	200000
Natl. Baptist Deacons Convention of America	1000	300 no		900	2000000
Episcopal Community Services in America	30	30 yes		90	60000
Angle Ray Ministries	500	100 yes		350	1000000
Church of the United Brethren in Christ USA	900	300 no	Bid on many of her meetings in the past	950	18000000
Racial Ethnic & Women's Ministries PW Church USA	1500	100 yes		350	3000000
Department of Women Church of God In Christ	9000	3000 yes		9000	18000000
Southern Adventist University	1800	100 yes		350	3600000
New York Second Jurisdiction Church of God in Christ	75	50 no		150	150000
The United Methodist Church	3000	2000 no	Checked availability in the past	4500	6000000
Arise Christian Church	375	200 yes		450	750000
Gateway Church	400	50 yes		150	800000
Advent Christian General Conf.	500	500 yes		1500	1000000
United Church of God - Canada	300	100 no		450	600000
Region 6 Women Evangelical Lutheran Church in Am.	170	100 no		250	340000
United Methodist Communications	300	200 yes		450	600000
Christian Life College The Fellowships	300	100 yes		1250	600000
MHS Alliance	500	300 yes		950	1000000
Natl. Council of Family Relations MN Christian Conv.	1200	500 yes	booked T & C in the past	1500	2400000
Music & Arts Love Fellowship Conf.	1000	300 yes		900	2000000
Rising Star Baptist Church	2000	1000 yes		4500	4000000
Lancaster Chapter Church of God in Christ	300	100 no		450	600000
Gen. Assembly and Conf. Services Unitarian Univ. Asn.	4000	1500 yes	looked at San Diego several times	800000	

## RCMA 2016 TMD Budget Request Overview

Item	Cost Estimate	
Full Breakfast at the Jan 2015 RCMA Event Promoting San Diego	\$ 50,000.00	Due 11/2014
Meeting and Exhibit space at the SDCC	\$ 38,796.00	Due 11/2015
General Session/Meals/Production in Ballroom 6A-F, and the Exhibits in the Sail Area		
Opening Breakfast in the General Session room at SDCC	\$ 50,000.00	Due 11/2015
Production, Staging, lights, audiovisual (including image mag), technical support and including 7 breakouts; 1 Complimentary wireless microphone in each room by AV Concepts (1 GLS, 9 BLOs)	\$ 25,000.00	Due 11/2015
Opening Reception at T & C 1,200 ppl, no alcohol	\$ -	
Reception sponsored by T&C		
Transportation to and from the T&C/Seat Planners	\$ 7,000.00	Due 12/2015
Dinner Thursday 900 ppl at the Marquis, no alcohol needed for the event	\$ 60,000.00	Due 1/2016
Entertainment - Thursday	\$ 15,000.00	Due 11/2015
Room Reservations - Passkey through the Marriott license	N/A	
3 Hour Complimentary sightseeing tours Tuesday (1-4pm)	\$ 18,000.00	Due 12/2015
Behind the Scenes Experience: 50-150 ppl Tuesday morning		
Marriott Marquis to sponsor Breakfast & Lunch (150 ppl)	N/A	
SDCC Breakfast & Lunch (150 ppl)	\$ 12,000.00	Due 1/2016
Volunteer efforts, shirts, misc.	\$ 5,000.00	Due 12/2015
RCMA Board Meeting meals and airfare during two day spring/summer meeting held at the Marriott Marquis (16 ppl)	\$10,000	Due 7/2015
10 airport Transfers (Marriott to handle)	N/A	
10 Complimentary parking passes (Marriott to handle)	N/A	
<b>Totals:</b>	<b>\$ 290,796.00</b>	

\*\*\* Prices in 2016 terms estimated by Centerplate, Prices include 19% Service Fee (Subject to Change) and 8% Sales Tax (Subject to Change)  
 April 2, 2013



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,

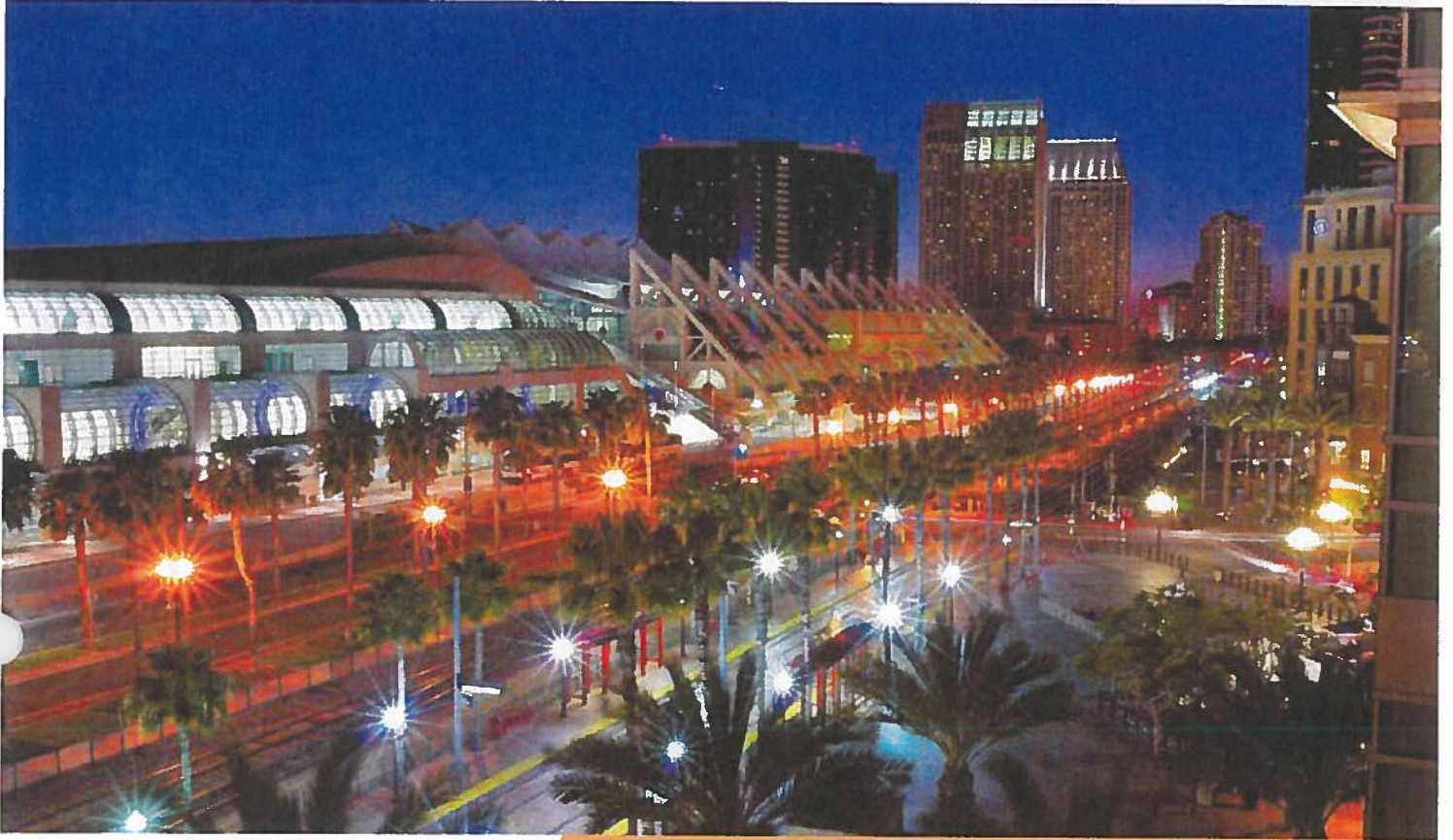
A handwritten signature in black ink, appearing to read 'Joe Terzi'.

Joe Terzi  
President & CEO





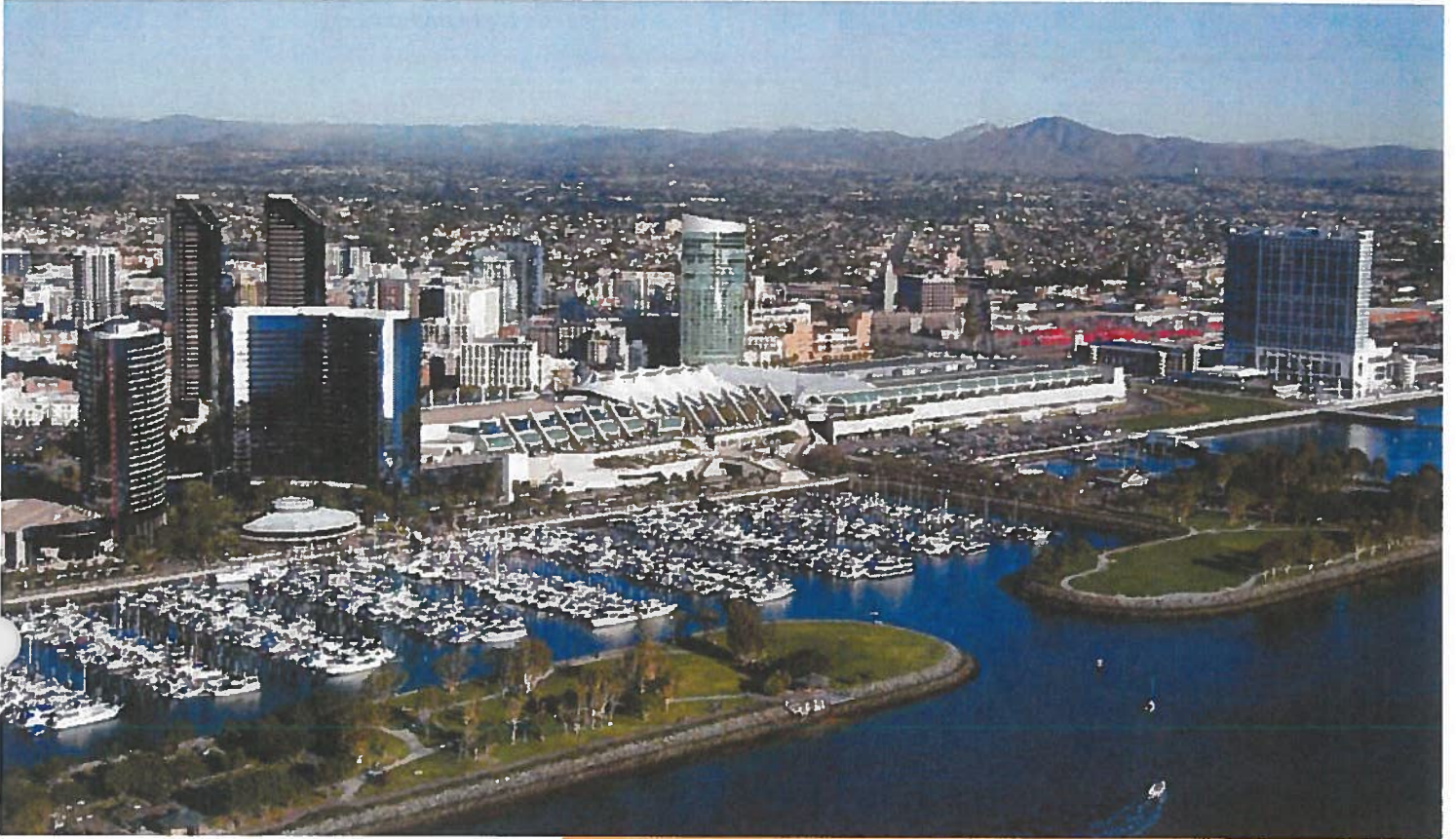
## Sponsorship



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: The Destination



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.



©Brett Shoaf/Artistic Visuals

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 canyons 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](http://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

	JAN.	FEB.	MARCH	APRIL	MAY	JUNE
Daily High/Low (°F)	66/50	66/52	66/53	69/56	69/60	72/63
Daily High/Low (°C)	19/10	19/10	19/12	20/14	21/15	22/17
Humidity Average	63%	66%	67%	67%	70%	74%
Precipitation Average	2%	2%	1.8%	.8%	.2%	.1%
	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
Daily High/Low (°F)	76/66	78/67	77/66	74/61	70/54	66/49
Daily High/Low (°C)	24/19	25/20	25/19	23/16	21/12	19/9
Humidity Average	74%	74%	72%	70%	65%	64%
Precipitation Average	.02%	.1%	.2%	.4%	1%	1.8%
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](mailto: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.



## RCMA 2016 Hotels



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.