

PRESERVING FAMILY TRADITIONS



Gregg's Story

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Gregg Mansfield
Board Member & Volunteer
HomeStreet Bank
San Diego Bayfair

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Gregg Mansfield serves as a board member and volunteer for one of San Diego's most beloved and classic events, HomeStreet Bank San Diego Bayfair – a family-friendly event featuring high-speed hydroplane races and the only Kansas City BBQ sanctioned event on the West Coast. Gregg grew up vacationing at Mission Bay, so, this event holds a special place in his heart.

"It's a family tradition for many visitors, some who have been coming to Mission Bay to experience the hydroplanes since its start in 1964," he said. "We are a 100% volunteer organization that serves over 84,000 people over three days. We couldn't do it without the volunteers and without the TMD."

The event has seen a dramatic increase in the number of attendees and the number of hotel rooms booked since partnering with TMD.

Since 2015, San Diego Bayfair has generated an average return on investment of \$28 for every TMD dollar spent on marketing and more than \$7.7 million in TMD hotel room revenue. Every dollar in hotel room revenue generates 10.5 cents in hotel tax for the City of San Diego, which means that Bayfair created \$808,500 in hotel tax revenue for the City from 2015 to 2018, which has helped pay for road paving, park maintenance and public safety salaries.