San Diego Tourism Marketing District

MILESTONE REPORT FY2019-FY2023

Includes Report of Activities for FY 2024

sdtmd
SAN DIEGO TOURISM MARKETING DISTRICT

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Introduction

About SDTMD

The San Diego Tourism Marketing District (TMD) is an assessment district designed to facilitate the pooling of resources via the collection of assessments from San Diego lodging establishments to develop tourism within the City of San Diego to benefit the assessed businesses by increasing room night stays.

The boundaries of the TMD coincide with the City boundaries and effective September 1, 2016, all lodging businesses within the City with 70 or more rooms are assessed two percent (2%) of eligible gross room revenues.

The guiding document for the TMD is the Tourism Marketing District Management Plan (Plan) created by the assessed businesses and approved by City Council in August 2016. The Plan specifies how the assessments may be used and the general funding procedures and criteria.

The Plan also outlines the process for oversight and administration. And, perhaps most importantly, it provides for the empowerment of assessed business owners with the local expertise and knowledge to evaluate and make recommendations on programs and services to specifically benefit the assessed lodging businesses through such activities as: marketing of the area; tourism promotion activities; and special events and programs.

The San Diego Tourism Marketing District (SDTMD) Corporation is the non-profit organization representing the assessed businesses that works with the City through an Operating Agreement to implement the TMD Management Plan.

This FY 2024 Report of Activities reflects the recommended allocations of assessments for FY2024; July 1, 2023 through June 30, 2024.

About the Milestone Report

According to SDTMD's Management Plan and its agreement with the City, every five years for the duration of the district the Corporation shall cause to be prepared a retrospective and prospective District Milestone Report. This Report shall include the required annual Report of Activities for the prospective fiscal year, a review of the prior five years' activities and results, and a five-year prospective of the District's longer term goals and intentions.

This report begins with a **five-year retrospective section** reporting on the activities, successes, and tangible outcomes of the District between January 1, 2019 and June 30, 2023. Next, the report provides an **annual/one-year prospective review** covering the time-period from July 1, 2023 through June 30, 2024 and forecasting the District's near-term goals and intentions. Consistent with what is required for the annual report of activities, as required by San Diego Municipal Code §51.2521, this section will mirror the annual report of activities. Finally, the report includes a **five-year prospective section** covering the time-period from July 1, 2023, through June 30, 2028 and forecasting the District's longer-term goals and intentions.

22:1

RETURN ON INVESTMENT

Total Funding Amount
128,336,281

FISCAL YEAR	TMD FUNDING AMOUNT	TOTAL TMD ROOM REVENUE	ROI
2019	$43,583,953	$844,090,758	19.4:1
2020	$37,254,176	$559,062,054	15:1
2021	$20,972,471	$590,722,816	28.2:1
2022	$26,525,681	$824,181,707	31:1
TOTAL	**$128,336,281**	**$2,818,057,335**	**22.1:1**

Five-Year Retrospective:

The last five years have proven that the formation of the SDTMD was and remains vitally important in ensuring a strong tourism economy for the City of San Diego. The Covid-19 Pandemic forced many competitors to cease all marketing efforts and because of the steadfast management of the SDTMD, the city of San Diego was one of the first markets to reopen and recover. San Diego City Council unanimously agreed to the Third Amendment to Operating Plan extending to a 10-year agreement effective July 1, 2020.

SDTMD's goals continue to be:

- Fuel destination marketing
- Increase hotel room night occupancy
- Collect approximately $40 million in assessments annually
- Attract tourism activity
- Compete aggressively with major travel markets
- Outperform competitive markets
- Educate potential applicants from all districts
- Deliver $200 million annually in Transient Occupancy Tax to the City of San Diego General Fund

San Diego is an attractive destination for leisure travelers and meeting attendees alike. We have many advantages, but we also face headwinds. Primary among the threats to our destination is the lack of buzz-worthy new reasons to visit; particularly to return. This was the genesis of the 20-Year Destination Master Plan, completed in 2015 and activated in 2017 as Experience San Diego, Destination 2040. Experience San Diego's Declaration for Success was to reach $1.3 billion in TOT for the next five years (2018-2022). The actual TOT total for this time period was $1,050,757,092 and was certainly impacted by Covid19. These funds produce a revenue stream for the City of San Diego that is used for infrastructure, street repair, parks, public safety, homeless services, the environment and more. The San Diego Tourism Authority has merged the goals of Experience San Diego into their overall program of work and is currently working to update the plan in the wake of Covid19.

FISCAL YEARS 2019-2022

Fiscal Year 2019

Year In Review: Record Breaking Performance

FY19 was another year of record hotel performance in San Diego with the city averaging 80% occupancy and a $176 average daily rate.

Group and transient demand across the region delivered a record $249 million in TOT FY19 to the City of San Diego and $329 million throughout the County. The annual growth in the City of San Diego's FY19 TOT rebounded to 6.8% following 4.7% growth in FY18.

San Diego County finished in the top 5 in the US with an average of 31% in group occupancy, which accounted for 5.58% of the U.S. hotel group room nights overall.

The leisure transient market was very strong as well with Friday and Saturday night occupancies averaging 76 and 79% respectively in FY19 in the County.

In FY19, total visitors declined slightly (-0.7%) to 35.7 million visitors, however, visitor spending still grew 4.8% to $11.6 billion.

Total Room Revenue

$844,090,758

Total SDTMD Funding

$43,583,953

TOTAL ROI FY 2019 All Events Combined*

19.4:1

*Does not include citywide convention room nights

Contractor Funding FY2019

The majority of SDTMD's funding was awarded to the San Diego Tourism Authority (SDTA), the City's Destination Marketing Organization of record. Remaining funds were allocated to organizations, events and programs that demonstrated a projected increase in room nights at TMD-assessed hotels and a measurable return on investment.

CONTRACTOR	FUNDING	TOTAL ROI	HOTEL ROOM NIGHTS*	AVERAGE DAILY RATE (ADR)
San Diego Tourism Authority	$41,411,711	19.8:1	4,838,357	$169.09
Best Coast Beer Fest	$53,050	4.4:1	1,110	$209.55
California State Games (Summer & Winter)	$175,000	19.3:1	19,210	$175.93
Extreme Sailing	$248,782	1.4:1	1,357	$255.85
Navy vs. Notre Dame Football Game	$200,000	13.0:1	12,595	$205.70
USTA Billie Jean King Girls National Tennis Championship	$50,000	10.8:1	2,617	$205.79
San Diego Bayfair	$95,000	32.7:1	18,497	$167.78
USA Ultimate Frisbee National Championship	$30,000	15.6:1	2,942	$159.51
San Diego Brewers Guild — Beer Week	$21,500	14.6:1	1,509	$208.55
San Diego Bay Wine + Food Festival	$74,145	14.7:1	5,208	$209.00
Swoop Challenge	$50,000	6.0:1	1,445	$208.50
San Diego Bowl Game Association: Holiday Bowl	$375,000	10.8:1	22,889	$176.87
San Diego Gaelic Games	$23,397	2.7:1	342	$181.61
San Diego Spring Crew Classic	$208,235	4.9:1	5,207	$195.79
Surf Cup Thanksgiving Challenge	$37,000	24.0:1	5,539	$160.47
Surf Cup ECNL Girls Playoffs	$80,000	24.0:1	10,345	$185.96
Surf Cup Manchester City Cup	$40,000	13.2:1	2,946	$179.88
California Police Athletic Federation	$41,133	30.0:1	7,343	$168.35
US Soccer Summer Showcase	$370,000	10.5:1	19,256	$202.45
TOTAL	**$43,583,953**	**19.4:1**	**4,978,714**	**$190.88**

Fiscal Year 2020

Year In Review: Navigating COVID-19

Prior to COVID-19, San Diego tourism was on pace for another record-setting year in FY 2020. Through February 2020, average daily rate (ADR) was a healthy $172, and hotel occupancy approximately 77%.

In March, the travel industry experienced a near shutdown due to government-mandated stay at home orders in response to the coronavirus pandemic, resulting in numerous event cancellations and loss of all group and convention business.

San Diego tourism experienced unprecedented declines between March and the end of the SDTMD fiscal year, June 30, 2020. Hotel occupancy declined 90% in April and May, visitor spending decreased 25%, tourism jobs fell 39%, total visitors dropped 27% and TOT declined $80 million.

While the recovery continued to be slow and uncertain for well into 2021, there were some positive tourism developments on the horizon for San Diego. Hotel occupancy climbed through the summer months with leisure demand strongest for hotels in coastal regions.

Although COVID-19 related event cancellations significantly impacted its budget and priorities, SDTMD remained focused on ensuring San Diego had the tourism dollars necessary to remain competitive.

Total Room Revenue
559,062,055

Total SDTMD Funding
$37,254,176

TOTAL ROI FY 2020 All Events Combined*
15:1

*Does not include citywide convention room nights

Contractor Funding FY2020

SDTMD's initial contractor budget approved by the City for FY 2020 totaled $48.4 million. Due to the impact of the coronavirus on hotel stays and events, the budget was revised in spring 2020 to reflect reduced assessment projections. The revised budget included a reduction of funds for the SDTA as well as the defunding of several event contractors due to forced cancellations.

CONTRACTOR	FUNDING	TOTAL ROI	HOTEL ROOM NIGHTS*	AVERAGE DAILY RATE (ADR)
San Diego Tourism Authority	$35,614,292	15.3:1	3,035,693	$179.94
California State Games (Summer & Winter)	$175,000	15.0:1	14,264**	$183.61
USTA Billie Jean King Girls National Tennis Championship	$50,000	16.3:1	3,727	$218.04
San Diego Bayfair	$95,000	22.7:1	11,394	$189.28
USA Ultimate Frisbee National Championship	$23,980	15.6:1	2,398	$156.49
San Diego Beer Week	$30,972	8.6:1	1,614	$165.03
San Diego Bay Wine + Food Festival	$70,910	19.5:1	6,605	$209
Wonderfront	$500,000	3.6:1	10,211	$177.59
ProAm Beach Soccer	$27,000	1.0:1	175	$159
Surf Cup Thanksgiving Challenge	$40,000	24.8:1	5,820	$170.29
San Diego Bowl Game Association: Holiday Bow	$410,000	5.8:1	14,749	$161.15
Cancelled Events with Reimbursed Costs*	$217,022			
Best Coast Beer Fest - $60,000**				
California Police Athletic Federation - $15,728**				
Gator by the Bay - $34,779**				
La Jolla Concours D'Elegance - $51,787**				
San Diego Spring Crew Classic - $25,892**				
San Diego Diplomacy Council - $28,836**				
TOTAL	**$37,254,176**	**15:1**	**3,106,650**	**$179.04**

*SDTMD contracts with Real World Academics (RWA) to provide a consistent benchmark for SDTMD to compare event performance. Through a combination of electronic surveys and face-to-face interviews, RWA provides SDTMD with an analysis of each event that focuses on non-local attendees that stay in SDTMD assessed hotels. RWA calculates room revenue generated and divides by SDTMD investment to arrive at the ROI figures.
**Event canceled due to Covid19.

Fiscal Year 2021

Year In Review: Resilience & Recovery

Much of the world remained shut down until the first vaccines in April. As vaccinations became widespread, the industry slowly reopened for leisure travel and was met with strong pent-up demand.

Outdoor-oriented destinations easily accessible by car were perceived as among the safest travel options, which made San Diego especially attractive to leisure visitors in summer.

July 2021 was one of San Diego's strongest months on record with a city-wide average occupancy of 78.9% and an ADR of $218.

According to STR reporting, San Diego has ranked in the top three U.S. travel destinations and the first in the western region through Labor Day 2021.

While TOT collections in FY21 were just 50% of FY19 collections, San Diego's market share index registered 3% above pre-pandemic levels.

Despite industry initiatives to demonstrate and support their safe return, in-person group meetings and events remained on pause throughout the fiscal year and prompted the cancellation or postponement of many high-profile events, such as Comic-Con, into FY22.

Overall, San Diego tourism finished FY21 with 16.3 million visitors, 37% below FY20 levels. Visitor spending was down 41% from FY20 at $5.2 billion and hotel occupancy averaged 50.9%, nearly 21% below the previous fiscal year.

Total Room Revenue
$590,722,816

Total SDTMD Funding
$20,972,471

TOTAL ROI FY 2021 All Events Combined*
28.2:1

*Does not include citywide convention room nights

Contractor Funding FY2021

With the forced cancellation of group events in FY21 due to the pandemic, all available SDTMD funding was awarded to the San Diego Tourism Authority (SDTA). In a normal year, SDTA typically receives approximately 90% of SDTMD funding, with additional funds allocated to supporting independent events and programs that drive visitation and hotel nights.

These dollars ensured San Diego Tourism Authority (SDTA) could continue engaging with audiences with appropriate messaging throughout the shutdown and launch a highly strategic marketing campaign upon reopening.

CONTRACTOR	FUNDING	TOTAL ROI	HOTEL ROOM NIGHTS*	AVERAGE DAILY RATE (ADR)
San Diego Tourism Authority	$20,972,471	28.2:1	4,524,656	$130.56*
TOTAL	**$20,972,471**	**28.2:1**	**4,524,656**	**$130.56***

Fiscal Year 2022

Year In Review: Recovery

San Diego's tourism recovery in FY22 outpaced predictions and in many areas exceeded pre-pandemic benchmarks set in 2019.

Leisure travel demand continued to be the biggest tourism driver and was buoyed by the return of many high-profile San Diego events including music, culinary festivals and sports events.

For the second consecutive year, San Diego outperformed every domestic destination except for Oahu Island during summer months. July 2022 once again set records for average daily rate (ADR) and hotel revenue, resulting in increased transient occupancy tax (TOT) collections for the city.

Group, business, and convention travel continued to lag behind leisure travel, but still made gains toward recovery.

Visitor spending remained 36% lower than 2019 primarily due to slow recovery of business travel. However, despite fewer visitors than 2019, those visiting are staying longer and spending more.

TOT collections rebounded to $257 million, 3.3% above pre-pandemic levels, and visitor spending increased from $7.5 billion in 2021 to $11.1 billion in 2022.

Another milestone for travel recovery was set at San Diego's airport, which registered a record two million passengers in June 2022.

Total Room Revenue
$824,181,707

Total SDTMD Funding
$26,525,681

TOTAL ROI FY 2022 All Events Combined*
31:1

*Does not include citywide convention room nights

Contractor Funding FY2022

90% of funding went to the San Diego Tourism Authority to drive tourism promotion. 10% allocated to a variety of other local contractors that demonstrated a proven track record or long-term potential.

*Due to the impact from COVID-19 on TMD Collections, and uncertainty around projected assessments, the SDTMD Board of Directors initially decided to fund only the San Diego Tourism Authority for FY2022.

CONTRACTOR	FUNDING	TOTAL ROI	HOTEL ROOM NIGHTS*	AVERAGE DAILY RATE (ADR)
San Diego Tourism Authority	$25,462,611	31.8:1	4,797,612	$168.63
California State Games	$130,000	12.7:1	8,069**	$205.18**
San Diego Bayfair	$95,000	25.4:1	13,539	$178.20
San Diego Bay Wine + Food Festival	$48,074	15.7:1	3,217	$234.97
San Diego Holiday Bowl	$230,000	11.7:1	15,422	$174.57
Sports San Diego	$184,654	0:0	20,000***	-
ECNL Boys Fall Showcase	$74,500	6.5:1	2,855	$170.80
ECNL Girls Fall Showcase	$74,500	10:1	4,405	$169.41
December Youngers Surf Cup Soccer	$45,000	3.6:1	1,010	$159.75
San Diego Crew Classic	$94,374	18.5:1	6,173	$282.32
La Jolla Concours D'Elegance	$44,350	67.6:1	8,046	$372.56
California Police Athletic Federation	$42,618	35.4:1	8,622	$174.95
TOTAL	**$26,525,681**	**31:1**	**4,868,970**	**$208.30**

*Does not include citywide convention room nights
** Combined average of summer and winter events
***FY22 was the inaugural year for Sports San Diego. The SDTMD's investment will support the organization's mission to recruit, support and host world-class sports events.

SDTA

Funding/ROI - FY2019

19.8:1

RETURN ON INVESTMENT*

Total Funding Amount
$41,411,711

Total TMD Room Night Revenue
$818,177,785

Total TMD Room Nights
4,838,357

Total Average Daily Rate (ADR)
$169.09**

*Excludes Citywide room nights
**Combined average ADR sales and marketing revenue

FY2019 Activities

- SDTA received incremental funding from SDTMD to launch five long-term advertising initiatives with the intent to capture new audiences: outdoor and sports audience, national family audience, fall shoulder season, San Diego for the Holidays, and the Mexico market.
- The destination-wide promotion Kids Free San Diego entered its seventh year, bringing together more than 110 SDTA members including hotels, attractions, museums, activities and restaurants, to offer Kids Free deals and inspire travel to San Diego during the month of October.
- The launch of "Something to Smile About" spot market television, national video and digital video programs on platforms such as ABC, CBS, Hulu, NBC Sports, YouTube and Facebook, as well as the family content initiative including co-op partnerships with the San Diego Zoo Safari Park, SeaWorld and Legoland were some of the fresh content that aimed to capture new audiences.
- The strategic media partnership with National Geographic wrapped up in FY19 with distribution of custom content and storytelling for San Diego and Balboa Park, including the four-part broadcast series, eight-page print editorial, digital content articles and social media promotion.
- International leisure advertising focused on China, Germany, Canada, United Kingdom, and Mexico, leveraging the support of partners such as Brand USA, Lufthansa, and Best Day.
- San Diego was featured in Brand USA's Travel USA Inspiration Guide, which was distributed in 13 international editions and totaled 1.7 million print and digital guides issued.
- IPW in Anaheim featured a huge San Diego presence, including a San Diego themed party with over 300 attendees, a beach party and five days of major activations outside the Anaheim convention center.

Impacts

- The Hotel Sales Site Experience team hosted 204 customers throughout the year and conducted 680 site visits of various hotels.
- Sales and Membership held 28 customer events with a total of 692 clients in attendance.
- Sales attended 38 tradeshows throughout the year that generated 185 leads representing 250,956 potential room nights for San Diego.
- Tourism Development hosted 33 FAMs with 231 clients in attendance.
- Hotel Sales booked 424,762 NEW room nights to the destination for TMD properties.
- Citywide Sales booked 56 primary events at the convention center with nearly 1.13 million blocked room nights for future years.
- Brand Advertising generated more than 2.88 billion paid gross impressions nationally and internationally through brand and promotional advertising campaigns, utilizing TV, digital and print mediums.
- The Communications team generated $35.6 million in unpaid media value using public relations, promotions, and cooperative advertising efforts.
- Digital Marketing generated more than 22.9 million audience engagements as a result of all marketing efforts, including e-mail marketing, social media, and owned website initiatives.

SDTA

Funding/ROI - FY2020

15.3:1

RETURN ON INVESTMENT*

Total Funding Amount
$35,614,292

Total TMD Room Night Revenue
$546,242,599

Total TMD Room Nights
3,035,693

Total Average Daily Rate (ADR)
$179.94**

*Excludes Citywide room nights
**Combined average ADR sales and marketing revenue

FY2020 Activities

- Activities through the first two quarters prior to the onset of the Covid-19 pandemic in Q3 were business as usual, with the launch of several new advertising campaigns, promotional and paid media partnerships, customer events and tradeshow activity.
- The fall promotion "Activate Smile Mode" launched in the summer, featuring signature San Diego events, Kids Free San Diego, and a continuation of the San Diego for the Holidays campaign promoting hotel rates starting at $99.
- SDTA partnered with Brand USA and Alibaba Group with the launch of a digital advertising campaign promoting San Diego on several Chinese media apps including Alipay to help capture Chinese traveler interests.
- All paid activities were put on pause by mid-March with SDTA changing gears to become a support for the hospitality industry throughout San Diego, with efforts including a revamping of the Friday Executive Report to become a robust source of all the latest pandemic developments, resources, industry research and more, as well as rolling out a Tuesday email to feature the innovative spirit and resiliency of the local tourism industry.
- Additionally, SDTA organized and held numerous virtual meetings and webinars to keep SDTA members and industry partners informed and connected through the darkest days of the covid crisis, including 'Travel Rally from Home' and 'Toast to Tourism' Zoom events with nearly 300 members and community leaders in attendance.
- With the onset of the pandemic, SDTA began messaging "We'll Keep San Diego Warm For You" as the tourism industry shut down temporarily.
- SDTA welcomed its new president and CEO Julie Coker who hit the ground running, meeting with elected officials, civic leaders, and tourism industry partners while helping shape the organizations ongoing response to the pandemic and its effect on the local tourism industry.

Impacts

- Hotel Sales Site Experience team hosted 144 customers throughout the year and conducted 481 site visits of various hotels.
- Sales and Membership held 25 customer events with a total of 563 clients in attendance.
- Sales attended 23 tradeshows throughout the year that generated 153 leads representing 117,161 potential room nights for San Diego.
- Hotel Sales booked 340,935 NEW room nights to the destination for TMD properties.
- Citywide Sales booked 33 primary events at the convention center with 608,316 blocked room nights for future years.
- Brand Advertising generated more than 2.36 billion paid gross impressions nationally and internationally through brand and promotional advertising campaigns, utilizing TV, digital and print mediums.
- Digital Marketing generated nearly 20.1 million audience engagements as a result of all marketing efforts, including e-mail marketing, social media, and owned website initiatives.
- Communications achieved an average article quality score of 75 out of 100 for all unpaid media activities.

SDTA

Funding/ROI - FY2021

26:1
RETURN ON INVESTMENT*

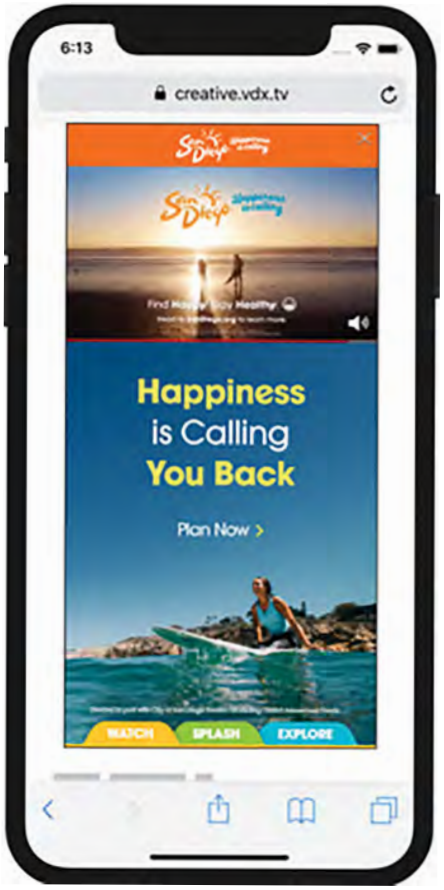
Total Funding Amount
$20,972,471

Total TMD Room Night Revenue
$536,312,844

Total TMD Room Nights
4,182,584*

Total Average Daily Rate (ADR)
$128.23**

*Excludes Citywide room nights
**Combined average ADR sales and marketing revenue



FY2021 Activities

- SDTA made advocacy and outreach its prime objective through the first year of the pandemic, helping organize and mobilize reopening efforts with SDTA team members serving on key task forces at all levels, as well as working with CalTravel and U.S. Travel on their collective efforts.
- SDTA developed a Safe Destination program with Safe Traveler and Safe Destination pledges that were supported by a robust content program including videos, web articles and resources, and social media. The team also worked with major attractions, events and venues, and meetings and conventions industry groups to develop a roadmap for responsible reopening.
- As the industry began to rebuild from total lockdown, SDTA launched "Stay Diego" targeting locals to come together and support the tourism community with staycations to stimulate the local economy. A series of downloadable, ready-to-use assets were created to encourage SDTA partners to amplify the messagewithin their marketing strategies, as well as the promotional "Win a Staycation" sweepstakes.
- San Diego's "Happiness is Calling You Back" recovery campaign launched in specific drive markets to inspire short weekend getaways and road trips, as travelers had to choose destinations that were nearby, uncrowded, with plenty of outdoor space and activities. SDTA also leveraged a weekday campaign, "Yay for the WeekYays!", to help stimulate mid-week bookings when hotel rates are lower, lines are shorter, and beaches less crowded.
- SDTA partnered with the San Diego County Credit Union Holiday Bowl and the Jacobs & Cushman San Diego Food Bank to organize several food distribution events aimed at assisting thousands of unemployed tourism and hospitality workers.
- Anticipating the needs of the hotel community to continue booking future business, the hotel sales team revolutionized the site experience program to become completely virtual and created several comprehensive training videos for SDTA members to utilize and capture business.

Impacts

- Hotel Sales Site Experience team hosted 36 customers throughout the year and conducted 96 site visits of various hotels.
- Sales and Membership held 4 in-person customer events and 33 virtual/hybrid events with a total of 203 clients in attendance.
- Sales attended 3 tradeshows that generated 5 leads representing 9,615 potential room nights for San Diego.
- Hotel Sales booked 78,295 NEW room nights to the destination for TMD properties.
- Citywide Sales booked 32 primary events at the convention center with 554,077 blocked room nights for future years.
- Brand Advertising generated more than 1.1 billion paid gross impressions nationally through brand and promotional advertising campaigns, utilizing TV, digital and print mediums.
- Digital Marketing generated more than 17.3 million audience engagements as a result of all marketing efforts, including e-mail marketing, social media, and owned website initiatives.
- Communications achieved an average article quality score of 61 out of 100 for all unpaid media activities.

SDTA

Funding/ROI - FY2022

31.8:1

RETURN ON INVESTMENT*

Total Funding Amount
$25,462,611

Total TMD Room Night Revenue
$809,021,312

Total TMD Room Nights
4,797,612

Total Average Daily Rate (ADR)
$168.63**

*Excludes Citywide room nights
**Combined average ADR sales and marketing revenue

FY2022 Activities

- With California reopening in June 2021, SDTA continued to market heavily to California and Arizona and helped make San Diego one of the country's top destinations in both occupancy and average daily rate for most of the summer. While San Diego's strong performance was fueled mainly by leisure travel, meetings and conventions began to return with the convention center reopening on August 1, 2021.
- To continue its efforts to ensure a more diverse, equitable and inclusive local tourism industry, SDTA launched its Tourism Accelerator program which provides free membership, mentoring, education and networking opportunities to 10 local businesses owned by people of color, women, veterans, and those in the LGBTQ+ community.
- SDTA launched its new "Happy & You Know It" brand campaign increasing awareness of and interest in San Diego as the top travel destination leading into the summer travel season. Programming highlights include spots that ran in the Farmers Insurance Open, Super Bowl LVI pregame coverage, Beijing 2022 Winter Olympics, NCAA March Madness Tournament, NBA Basketball regular season, and prime-time programming to reach highly captive and engaged audiences.
- In partnership with Visit California, SDTA launched a national digital campaign focused on positioning San Diego as the ultimate family vacation destination through "edutainment" offerings and the discovery of new experiences, driving family travel to the destination.

Impacts

- Hotel Sales Site Experience team hosted 36 customers throughout the year and conducted 96 site visits of various hotels.
- Sales and Membership held 4 in-person customer events and 33 virtual/hybrid events with a total of 203 clients in attendance.
- Sales attended 3 tradeshows that generated 5 leads representing 9,615 potential room nights for San Diego.
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- Digital Marketing generated more than 17.3 million audience engagements as a result of all marketing efforts, including e-mail marketing, social media, and owned website initiatives.
- Communications achieved an average article quality score of 61 out of 100 for all unpaid media activities.

Best Coast Beer Fest

Overview

Best Coast Beer Fest is San Diego's most wellattended beer festival, held annually at the Embarcadero Marina Park South.

Over 4,000 attendees have the opportunity to sample and learn about over 300 beers from 85 breweries and seven distilleries. The event also includes local cuisine, entertainment and artisan vendors.

New for 2019 were regional tents that featured beers from different West Coast destinations and a Best Coast Beer Brunch held on the day following the festival.

Funding/ROI

2.1:1*

RETURN ON INVESTMENT

Total Funding Amount
$113,050

Total TMD Room Night Revenue
$232,601

Total TMD Room Nights
1,110

Total Average Daily Rate (ADR)
$209.55

Funding/ROI

FISCAL YEAR	ROI	FUNDING	TOTAL ROOM NIGHT REVENUE	HOTEL ROOM NIGHTS	AVERAGE DAILY RATE (ADR)
2019	4.4:1	$53,050	$232,601	1,110	$209.55
2020*	-	$60,00	-	-	-
2021	-	-	-	-	-
2022	-	-	-	-	-
TOTAL	**2.1:1**	**$113,050**	**$232,601**	**1,110**	**$209.55**

*FY20 Event canceled due to Covid 19.

California State Games (Summer & Winter)

Overview

The California State Games is a multi-sport, Olympicstyle series of events held in summer and winter.

The events bring thousands of athletes, families and spectators to San Diego and takes place at numerous locations throughout the City.

Events range from archery and taekwondo in the summer to hockey and skating in the winter.

Funding/ROI

15.9:1

RETURN ON INVESTMENT

Total Funding Amount
$480,000

Total TMD Room Night Revenue
$7,654,225

Total TMD Room Nights
41,543

Total Average Daily Rate (ADR)
$188.24

Funding/ROI

FISCAL YEAR	ROI	FUNDING	TOTAL ROOM NIGHT REVENUE	HOTEL ROOM NIGHTS	AVERAGE DAILY RATE (ADR)
2019	19.3:1	$175,000	$3,379,615	19,210	$175.93
2020	15.0:1	$175,000	$2,619,013	14,264	$183.61
2021	-	-	-	-	-
2022	12.7:1	$130,000	$1,655,597	8,069	$205.18
TOTAL	**15.9:1**	**$480,000**	**$7,654,225**	**41,543**	**$188.24**

December Youngers Surf Cup Soccer

Overview

Hosted by Surf Cup Sports, the December Younger's tournament is a Class 1 tournament open to USYS, US Club Soccer, USSSA and FIFA affiliated teams.

The event is sanctioned by US Club Soccer and features U8-U14 girls and boys age group soccer teams.

Funding/ROI

3.6:1

RETURN ON INVESTMENT

Total Funding Amount
$45,000

Total TMD Room Night Revenue
$161,347

Total TMD Room Nights
1,010

Total Average Daily Rate (ADR)
$159.75

Funding/ROI

FISCAL YEAR	ROI	FUNDING	TOTAL ROOM NIGHT REVENUE	HOTEL ROOM NIGHTS	AVERAGE DAILY RATE (ADR)
2019	-	-	-	-	-
2020	-	-	-	-	-
2021	-	-	-	-	-
2022	3.6:1	$45,000	$161,347	1,010	$159.75
TOTAL	**3.6:1**	**$45,000**	**$161,347**	**1,010**	**$159.75**

ECNL Boys Fall Showcase

Overview

The Boys Elite Clubs National League (ECNL) was founded to improve the daily environment for boy youth soccer players through collaborative club-based development programs featuring competition, player identification and coaching platforms.

The Boys ECNL Fall Showcase features teams in U12-U14 age divisions with competition comprised of regional conferences and tiered levels of national competition to allow the best matchups across the league.

Funding/ROI

6.5:1

RETURN ON INVESTMENT

Total Funding Amount
$74,500

Total TMD Room Night Revenue
$487,634

Total TMD Room Nights
2,855

Total Average Daily Rate (ADR)
$170.80

Funding/ROI

FISCAL YEAR	ROI	FUNDING	TOTAL ROOM NIGHT REVENUE	HOTEL ROOM NIGHTS	AVERAGE DAILY RATE (ADR)
2019	-	-	-	-	-
2020	-	-	-	-	-
2021	-	-	-	-	-
2022	6.5:1	$74,500	$487,634	2,855	$170.80
TOTAL	**6.5:1**	**$74,500**	**$487,634**	**2,855**	**$170.80**

ECNL Girls Fall Showcase

Overview

The Girls Elite Clubs National League (ECNL) was founded to improve the daily environment for girl youth soccer players through collaborative club-based development programs featuring competition, player identification and coaching platforms.

The Girls ECNL Fall Showcase features more than 100 teams with competition comprised of regional conferences and tiered levels of national competition to allow the best matchups across the league.

Funding/ROI

17:1

RETURN ON INVESTMENT

Total Funding Amount
$154,500

Total TMD Room Night Revenue
$2,670,007

Total TMD Room Nights
14,750

Total Average Daily Rate (ADR)
$177.69

Funding/ROI

FISCAL YEAR	ROI	FUNDING	TOTAL ROOM NIGHT REVENUE	HOTEL ROOM NIGHTS	AVERAGE DAILY RATE (ADR)
2019	24.0:1	$80,000	$1,923,756	10,345	$185.96
2020	-	-	-	-	-
2021	-	-	-	-	-
2022	10:1	$74,500	$746,251	4,405	$169.41
TOTAL	**17:1**	**$154,500**	**$2,670,007**	**14,750**	**$177.69**

Extreme Sailing

Overview

The Extreme Sailing Series is marketed as the original "Stadium Racing" sailing circuit. The San Diego competition took place on San Diego Bay immediately off Harbor Island with a series of hydro-foiling GC32 catamaran races featuring teams from all over the world.

The event includes VIP areas, viewing areas and a free racing village.

Funding/ROI

1.4:1

RETURN ON INVESTMENT

Total Funding Amount
$248,782

Total TMD Room Night Revenue
$347,188

Total TMD Room Nights
1,357

Total Average Daily Rate (ADR)
$255.85

Funding/ROI

FISCAL YEAR	ROI	FUNDING	TOTAL ROOM NIGHT REVENUE	HOTEL ROOM NIGHTS	AVERAGE DAILY RATE (ADR)
2019	1.4:1	$248,782	$347,188	1,357	$255.85
2020	-	-	-	-	-
2021	-	-	-	-	-
2022	-	-	-	-	-
TOTAL	**1.4:1**	**$248,782**	**$347,188**	**1,357**	**$255.85**

La Jolla Concours D'Elegance

Overview

Set along the breathtaking oceanfront cliffs of La Jolla Cove, the La Jolla Concours d'Elegance features worldclass and classic automobiles, live music, an awards ceremony, an elegant tasting and champagne gardens, and the stunning backdrop of the Pacific Ocean.

Proceeds benefit the La Jolla Historical Society, a nonprofit dedicated to preserving and celebrating La Jolla's diverse past.

Funding/ROI

31.2:1*

RETURN ON INVESTMENT

Total Funding Amount
$96,137

Total TMD Room Night Revenue
$2,997,618

Total TMD Room Nights
8,046

Total Average Daily Rate (ADR)
$372.56

Funding/ROI

FISCAL YEAR	ROI	FUNDING	TOTAL ROOM NIGHT REVENUE	HOTEL ROOM NIGHTS	AVERAGE DAILY RATE (ADR)
2019	-	-	-	-	-
2020*	-	$51,787	-	-	-
2021	-	-	-	-	-
2022	67.6:1	$44,350	$2,997,618	8,046	$372.56
TOTAL	**31.2:1**	**$96,137**	**$2,997,618**	**8,046**	**$372.56**

*FY20 Event canceled due to Covid 19.

ProAm Beach Soccer

Overview

The US Beach Soccer National Championship (USBSNC) brings the top teams from around the country to compete on the sandy shoreline of Mission Beach.

The tournament includes 18 divisions— 13u-19u for both boys and girls as well as Men's Open, Women's Open, Adult Coed and College Club.

Teams in the Men's and Women's Open divisions compete for a cash prize of $10,000.

Funding/ROI

1.0:1

RETURN ON INVESTMENT

Total Funding Amount
$27,000

Total TMD Room Night Revenue
$27,825

Total TMD Room Nights
175

Total Average Daily Rate (ADR)
$159

Funding/ROI

FISCAL YEAR	ROI	FUNDING	TOTAL ROOM NIGHT REVENUE	HOTEL ROOM NIGHTS	AVERAGE DAILY RATE (ADR)
2019	-	-	-	-	-
2020	1.0:1	$27,000	$27,825	175	$159
2021	-	-	-	-	-
2022	-	-	-	-	-
TOTAL	**1.0:1**	**$27,000**	**$27,825**	**175**	**$159**

San Diego Bay Wine + Food Festival

SAN DIEGO BAY
WINE + FOOD

Overview

The San Diego Bay Wine + Food Festival is one of the nation's largest luxury culinary events and draws over ten thousand attendees, with more than a third from outside San Diego.

Ranked by USA Today as the #1 Wine and Food event in the United States, SDBWFF culminates in a Grand Tasting at Embarcadero Park.

The festival also includes a three-day educational conference for wine professionals called SommCon.

Funding/ROI

16.7:1
RETURN ON INVESTMENT

Total Funding Amount
$193,129

Total TMD Room Night Revenue
$3,224,816

Total TMD Room Nights
15,030

Total Average Daily Rate (ADR)
$217.66

Funding/ROI

FISCAL YEAR	ROI	FUNDING	TOTAL ROOM NIGHT REVENUE	HOTEL ROOM NIGHTS	AVERAGE DAILY RATE (ADR)
2019	14.7:1	$74,145	$1,088,472	5,208	$209
2020	19.5:1	$70,910	$1,380,445	6,605	$209
2021	-	-	-	-	-
2022	15.7:1	$48,074	$755,899	3,217	$234.97
TOTAL	**16.7:1**	**$193,129**	**$3,224,816**	**15,030**	**$217.66**

San Diego Bayfair Thunderboats

Overview

Organized by a group of volunteers, San Diego Bayfair is a long-standing, three-day festival held in Mission Bay Park with powerboat racing as its centerpiece.

The event is family oriented, offering live music, beer gardens, kids' activities, food booths and a variety of other attractions.

The event also includes the America's Finest BBQ State Championship, which is officially sanctioned by the Kansas City Barbecue Society.

Funding/ROI

26.9:1

RETURN ON INVESTMENT

Total Funding Amount
$285,000

Total TMD Room Night Revenue
$7,672,733

Total TMD Room Nights
43,430

Total Average Daily Rate (ADR)
$178.42

Funding/ROI

FISCAL YEAR	ROI	FUNDING	TOTAL ROOM NIGHT REVENUE	HOTEL ROOM NIGHTS	AVERAGE DAILY RATE (ADR)
2019	32.7:1	$95,000	$3,103,427	18,497	$167.78
2020	22.7:1	$95,000	$2,156,656	11,394	$189.28
2021	-	-	-	-	-
2022	25.4:1	$95,000	$2,412,650	13,539	$178.20
TOTAL	**26.9:1**	**$285,000**	**$7,672,733**	**43,430**	**$178.42**

San Diego Beer Week

SDBW

Overview

San Diego Beer Week (SDBW) has become a premier, extended craft beer festival with over 600 events promoting San Diego's thriving craft beer culture.

The 2019 celebration included over 50 breweries that participated in beer dinners, tours, classes, bottle tastings and a variety of festivals, including Guild Fest.

Funding/ROI

11.1:1

RETURN ON INVESTMENT

Total Funding Amount
$52,472

Total TMD Room Night Revenue
$581,060

Total TMD Room Nights
3,123

Total Average Daily Rate (ADR)
$186.79

Funding/ROI

FISCAL YEAR	ROI	FUNDING	TOTAL ROOM NIGHT REVENUE	HOTEL ROOM NIGHTS	AVERAGE DAILY RATE (ADR)
2019	14.6:1	$21,500	$314,702	1,509	$208.55
2020	8.6:1	$30,972	$266,358	1,614	$165.03
2021	-	-	-	-	-
2022	-	-	-	-	-
TOTAL	**11.1:1**	**$52,472**	**$581,060**	**3,123**	**$186.79**

San Diego Bowl Game Association Holiday Bowl

Overview

Produced by the San Diego Bowl Game Association, the Holiday Bowl features the top teams from the Pac-12 and Big Ten Conferences.

This San Diego institution consistently draws over 50,000 spectators, many whom are non-local, each year. What's more, an estimated six million viewers, many living in areas experiencing winter conditions, see sunny San Diego in December as a result of game coverage by Fox Sports.

Included with the game admission ticket is access to a pregame FanZone with San Diego craft beer garden, food trucks, interactive sports games and a sports lounge.

Funding/ROI

9:1

RETURN ON INVESTMENT

Total Funding Amount
$1,015,000

Total TMD Room Night Revenue
$9,117,397

Total TMD Room Nights
53,060

Total Average Daily Rate (ADR)
$170.86

Funding/ROI

FISCAL YEAR	ROI	FUNDING	TOTAL ROOM NIGHT REVENUE	HOTEL ROOM NIGHTS	AVERAGE DAILY RATE (ADR)
2019	10.8:1	$375,000	$4,048,377	22,889	$176.87
2020	5.8:1	$410,000	$2,376,801	14,749	$161.15
2021	-	-	-	-	-
2022	11.7:1	$230,000	$2,692,219	15,422	$174.57
TOTAL	**9:1**	**$1,015,000**	**$9,117,397**	**53,060**	**$170.86**

San Diego Bowl Game Association
Navy vs. Notre Dame Football Game

Overview

The Navy vs. Notre Dame Football Game is a football rivalry that has been played annually since 1927.

Due to the large crowds that attend, the Navy hosts its home games at large stadiums in marquee destinations. The 2018 game in San Diego marked the first time the two teams have ever faced off on the West Coast and the first time Notre Dame has ever played a football game in San Diego.

The game was nationally televised on CBS and attended by more than 63,000 people.

Funding/ROI

13.0:1

RETURN ON INVESTMENT

Total Funding Amount
$200,000

Total TMD Room Night Revenue
$2,590,792

Total TMD Room Nights
12,595

Total Average Daily Rate (ADR)
$205.70

Funding/ROI

FISCAL YEAR	ROI	FUNDING	TOTAL ROOM NIGHT REVENUE	HOTEL ROOM NIGHTS	AVERAGE DAILY RATE (ADR)
2019	13.0:1	$200,000	$2,590,792	12,595	$205.70
2020	-	-	-	-	-
2021	-	-	-	-	-
2022	-	-	-	-	-
TOTAL	**13.0:1**	**$200,000**	**$2,590,792**	**12,595**	**$205.70**

San Diego Crew Classic

Overview

After 45 years, the San Diego Crew Classic is viewed as the premier Spring rowing event in the nation. The threeday event, with live-stream coverage viewed worldwide, features 3,500 athletes from across North America participating in 120 races along the shores of Mission Bay Park. The event includes retail kiosks, a variety of foods and a Jumbotron viewing area as its center point. A highlight of the event is Freedom Rows, which includes competitions with wounded warrior athletes from around the country. The California SwimRun on Sunday helps to encourage participants to stay through the weekend and brings new competitors, vendors and fans.

Funding/ROI

8.4:1*

RETURN ON INVESTMENT

Total Funding Amount
$328,501

Total TMD Room Night Revenue
$2,762,240

Total TMD Room Nights
11,380

Total Average Daily Rate (ADR)
$239.06

Funding/ROI

FISCAL YEAR	ROI	FUNDING	TOTAL ROOM NIGHT REVENUE	HOTEL ROOM NIGHTS	AVERAGE DAILY RATE (ADR)
2019	4.9:1	$208,235	$1,019,479	5,207	$195.79
2020*	-	$25,982	-	-	-
2021	-	-	-	-	-
2022	18.5:1	$94,374	$1,742,761	6,173	$282.32
TOTAL	**8.4:1**	**$328,501**	**$2,762,240**	**11,380**	**$239.06**

*FY20 Event canceled due to Covid 19.

San Diego Gaelic Games

Overview

San Diego Gaelic Games (aka West Coast Sevens) is an annual Gaelic Games tournament and the largest Gaelic Games tournament held outside of Ireland.

The 7th annual games in 2019 included 45 teams who competed in the national sports of Ireland: Gaelic Football, Ladies Gaelic Football, Hurling and Camogie. Clubs from 18 different cities in Canada, Ireland and the U.S. participated.

The games were live streamed over the course of the event.

Funding/ROI

2.7:1

RETURN ON INVESTMENT

Total Funding Amount
$23,397

Total TMD Room Night Revenue
$62,111

Total TMD Room Nights
342

Total Average Daily Rate (ADR)
$181.61

Funding/ROI

FISCAL YEAR	ROI	FUNDING	TOTAL ROOM NIGHT REVENUE	HOTEL ROOM NIGHTS	AVERAGE DAILY RATE (ADR)
2019	2.7:1	$23,397	$62,111	342	$181.61
2020	-	-	-	-	-
2021	-	-	-	-	-
2022	-	-	-	-	-
TOTAL	**2.7:1**	**$23,397**	**$62,111**	**342**	**$181.61**

Sports San Diego

Overview

Sports San Diego Sports San Diego launched in January 2022 to serve as the primary organization responsible for marketing San Diego as a sports destination. The organization's goal is to drive visitor demand through recruiting, supporting and hosting world-class sports events. Sports San Diego is strategically aligned with the San Diego Bowl Game Association, also known as the Holiday Bowl, as the region's longest standing annual tourism-driving sports event. Events that Sports San Diego has secured since its founding include Donate Life Transplant Games 2022, World Lacrosse Championships, USA Ultimate Club National Championships, Virtus Cross Country Championships, The X Winter Invitational and U.S. Soccer Annual General Meeting.

*FY22 was the inaugural year for Sports San Diego. The SDTMD's investment will support the organization's mission to recruit, support and host world-class sports events.

Funding/ROI

0.0*

RETURN ON INVESTMENT

ROI Projected on Future Rooms
22:1

Future Room Nights Booked
20,000

FY22 Investment Amount
$184,654

Funding/ROI

FISCAL YEAR	ROI PROJECTED	FUNDING	TOTAL ROOM NIGHT REVENUE	FUTUTRE HOTEL ROOM NIGHTS	AVERAGE DAILY RATE (ADR)
2019	-	-	-	-	-
2020	-	-	-	-	-
2021	-	-	-	-	-
2022	0:0	$184,654	-	20,000	-
TOTAL	0.0	$184,654	-	20,000	-

Surf Cup Thanksgiving Challenge

Overview

San Diego Surf is the premier youth soccer club established in 1980 and headquartered in San Diego, California.

The Surf Challenge is played each November over Thanksgiving week in North San Diego. The event attracts hundreds of teams and college coaches who use the event as a scouting opportunity.

In 2018, 900 teams participated, making it one of the busiest Thanksgiving weekend events in the region.

Funding/ROI

24.4:1

RETURN ON INVESTMENT

Total Funding Amount
$77,000

Total TMD Room Night Revenue
$1,879,931

Total TMD Room Nights
11,359

Total Average Daily Rate (ADR)
$165.38

Funding/ROI

FISCAL YEAR	ROI	FUNDING	TOTAL ROOM NIGHT REVENUE	HOTEL ROOM NIGHTS	AVERAGE DAILY RATE (ADR)
2019	24:1	$37,000	$888,843	5,539	$160.47
2020	24.8:1	$40,000	$991,088	5,820	$170.29
2021	-	-	-	-	-
2022	-	-	-	-	-
TOTAL	**24.4:1**	**$77,000**	**$1,879,931**	**11,359**	**$165.38**

Surf Cup Manchester City Cup

Overview

The Surf Cup Manchester City Cup soccer tournament has steadily become one of the top three tournaments of its kind in the country.

For 2019, it returned to San Diego and boasted a new, extended play format that guaranteed every participating team four competitive games.

The tournament accepted 422 top-level teams, an increase of 100 over the previous year.

Funding/ROI

13.2:1

RETURN ON INVESTMENT

Total Funding Amount
$40,000

Total TMD Room Night Revenue
$529,926

Total TMD Room Nights
2,946

Total Average Daily Rate (ADR)
$179.88

Funding/ROI

FISCAL YEAR	ROI	FUNDING	TOTAL ROOM NIGHT REVENUE	HOTEL ROOM NIGHTS	AVERAGE DAILY RATE (ADR)
2019	13.2:1	$40,000	$529,926	2,946	$179.88
2020	-	-	-	-	-
2021	-	-	-	-	-
2022	-	-	-	-	-
TOTAL	**13.2:1**	**$40,000**	**$529,926**	**2,946**	**$179.88**

Swoop Challenge

Overview

Swoop Freestyle FAI World Championships (SFFWC) is the official World Championship event in Freestyle Swooping and one of the world's largest air sport events.

Internationally accredited in 2017 by the respective governing bodies, Federation Aeronautique Internationale (FAI) and International Parachuting Commission (IPC), SFFWC achieved a new milestone in 2018 by successfully expanding to a two-location series that culminated in San Diego in September.

The event included a street festival with live music, indie food and street entertainment to attract a wide-ranging demographic.

Funding/ROI

6.0:1

RETURN ON INVESTMENT

Total Funding Amount
$50,000

Total TMD Room Night Revenue
$301,283

Total TMD Room Nights
1,445

Total Average Daily Rate (ADR)
$208.50

Funding/ROI

FISCAL YEAR	ROI	FUNDING	TOTAL ROOM NIGHT REVENUE	HOTEL ROOM NIGHTS	AVERAGE DAILY RATE (ADR)
2019	6.0:1	$50,000	$301,283	1,445	$208.50
2020	-	-	-	-	-
2021	-	-	-	-	-
2022	-	-	-	-	-
TOTAL	**6.0:1**	**$50,000**	**$301,283**	**1,445**	**$208.50**

California Police Athletic Federation

Overview

The first California Police Olympics were founded in 1967 to promote physical fitness and camaraderie among members of the law enforcement community.

After inclusion of firefighters in 2000 and the addition of several Western states into the competition, organizers changed the name of the competition to the Western States Police and Fire Games. Since 2012, the Games have been known as the United States Police and Fire Championships.

Athletes from around the country compete in 50 different sports in 35 venues around San Diego county.

Funding/ROI

27.6:1*

RETURN ON INVESTMENT

Total Funding Amount
$99,479

Total TMD Room Night Revenue
$2,744,613

Total TMD Room Nights
15,965

Total Average Daily Rate (ADR)
$171.65

Funding/ROI

FISCAL YEAR	ROI	FUNDING	TOTAL ROOM NIGHT REVENUE	HOTEL ROOM NIGHTS	AVERAGE DAILY RATE (ADR)
2019	30.0:1	$41,133	$1,236,194	7,343	$168.35
2020*	-	$15,728	-	-	-
2021	-	-	-	-	-
2022	35.4:1	$42,618	$1,508,419	8,622	$174.95
TOTAL	**27.6:1**	**$99,479**	**$2,744,613**	**15,965**	**$171.65**

*FY20 Event canceled due to Covid 19.

US Soccer Summer Showcase

U.S. SOCCER DEVELOPMENT ACADEMY MEMBER

Overview

The U.S. Soccer Development Academy is for elite youth soccer players. The Academy Program's philosophy is based on increased training and more meaningful games using international rules of competition.

The U.S. Summer Soccer Showcase is a culminating event for boys and girls teams in the U.S. Soccer Development Academy.

The 2019 event was expanded to include an additional 32 teams and is mandatory for all Academy teams.

Funding/ROI

10.5:1

RETURN ON INVESTMENT

Total Funding Amount
$370,000

Total TMD Room Night Revenue
$3,898,377

Total TMD Room Nights
19,256

Total Average Daily Rate (ADR)
$202.45

Funding/ROI

FISCAL YEAR	ROI	FUNDING	TOTAL ROOM NIGHT REVENUE	HOTEL ROOM NIGHTS	AVERAGE DAILY RATE (ADR)
2019	10.5:1	$370,000	$3,898,377	19,256	$202.45
2020	-	-	-	-	-
2021	-	-	-	-	-
2022	-	-	-	-	-
TOTAL	**10.5:1**	**$370,000**	**$3,898,377**	**19,256**	**$202.45**

USA Ultimate Frisbee National Championship

Overview

The USA Ultimate Frisbee National Championship brings together the best teams from across North America.

The top 16 teams in each division— men's, mixed and women's— compete in the tournament and bring an estimated 1,350 participants including players and coaches.

Ultimate Frisbee combines the athletic endurance of soccer and the passing skills of football.

Funding/ROI

15.6:1

RETURN ON INVESTMENT

Total Funding Amount
$53,980

Total TMD Room Night Revenue
$844,541

Total TMD Room Nights
5340

Total Average Daily Rate (ADR)
$158

Funding/ROI

FISCAL YEAR	ROI	FUNDING	TOTAL ROOM NIGHT REVENUE	HOTEL ROOM NIGHTS	AVERAGE DAILY RATE (ADR)
2019	15.6:1	$30,000	$469,278	2,942	$159.51
2020	15.6:1	$23,980	$375,263	2,398	$156.49
2021	-	-	-	-	-
2022	-	-	-	-	-
TOTAL	**15.6:1**	**$53,980**	**$844,541**	**5340**	**$158**

USTA Billie Jean King Girls Tennis Championships

Overview

The USTA Billie Jean King Girls National Championship is the premier hard-court tennis tournament for amateur and professional American girls ages 18 and under.

The event draws participants from all 50 states with the winner receiving an entry to the U.S. Open. The tournament is televised nationwide.

Funding/ROI

13.5:1

RETURN ON INVESTMENT

Total Funding Amount
$100,000

Total TMD Room Night Revenue
$1,351,187

Total TMD Room Nights
6,344

Total Average Daily Rate (ADR)
$211.92

Funding/ROI

FISCAL YEAR	ROI	FUNDING	TOTAL ROOM NIGHT REVENUE	HOTEL ROOM NIGHTS	AVERAGE DAILY RATE (ADR)
2019	10.8:1	$50,000	$538,552	2,617	$205.79
2020	16.3:1	$50,000	$812,635	3,727	$218.04
2021	-	-	-	-	-
2022	-	-	-	-	-
TOTAL	**13.5:1**	**$100,000**	**$1,351,187**	**6,344**	**$211.92**

Wonderlust Events

WONDERLUST
EVENTS

Overview

In its inaugural year, Wonderfront brought an estimated 20,000 people to San Diego's downtown waterfront for an integrated music, culinary and arts festival.

The event featured diverse attractions, including musical performances, yacht parties, water sports, art installations, after-parties and a craft beer village.

Funding/ROI

3.6:1
RETURN ON INVESTMENT

Total Funding Amount
$500,000

Total TMD Room Night Revenue
$1,813,372

Total TMD Room Nights
10,211

Total Average Daily Rate (ADR)
$177.59

Funding/ROI

FISCAL YEAR	ROI	FUNDING	TOTAL ROOM NIGHT REVENUE	HOTEL ROOM NIGHTS	AVERAGE DAILY RATE (ADR)
2019	-	-	-	-	-
2020	3.6:1	$500,000	$1,813,372	10,211	$177.59
2021	-	-	-	-	-
2022	-	-	-	-	-
TOTAL	**3.6:1**	**$500,000**	**$1,813,372**	**10,211**	**$177.59**

FY2024 REPORT OF ACTIVITIES

Annual/One Year Prospective (Report of Activities)

This section will cover the time period from July 1, 2023, through June 30, 2024, and will forecast the District's near-term goals and intentions. Consistent with what is required for the annual report of activities, as required by San Diego Municipal Code §51.2521, this section will mirror the annual report of activities.

Quick Facts:

San Diego Tourism Marketing District:
Renewed by Resolution: R-307843 (November 27, 2012) effective January 1, 2013.
Modified by Resolution R-310664 (August 3, 2016) effective September 1, 2016
District ends June 30, 2052

Agreement between City and TMD Management Corporation:
Agreement effective July 1, 2020 through June 30, 2030 approved by Ordinance No. O-21202.

Advisory Board and Contracted TMD Management Corporation:
San Diego Tourism Marketing District (SDTMD)
750 B Street, Suite 1500, San Diego, CA 92101
(619) 557-2854 www.sdtmd.org

Assessment Methodology Authorized by Resolution No. R-310664:
The assessment rate of two percent (2%) is based on the privileges directly conferred and specific benefit directly received by assessed businesses from the activities provided and is levied on "Assessable Rent" which is based on gross room rental revenue less exempt revenues, of those benefitting businesses. Only those lodging businesses with 70 or more rooms are assessed.

No Changes to Boundaries or Assessment Methodology:
No changes are proposed to the boundaries, which encompass the entire City of San Diego.

Benefit Zones:
None

$70,352,541

FY2024 Budget Total

Estimated Available Tourism Marketing District (TMD) Funds FY2024

Budget Summary

CALCULATION OF AVAILABLE TOURISM MARKETING DISTRICT FUNDS FOR FY2024

Projected Assessments	$ 46,499,959
Projected carryovers – prior years	23,852,582
Projected Interest and Penalties	--
Contributions from Other Sources of Funding*:	--
Total FY2024 Funds Available	**$70,352,541**

PROPOSED ACTIVITIES FOR FY 2024
(Pursuant to San Diego Tourism Marketing District Management Plan August 2016)

Targeted Marketing and Sales Programs	$ 23,261,538
Destination Marketing	29,446,030
Sub-Total Sales and Marketing	**$52,707,568**
SDTMD Administration & Operations	$ 2,369,388
City Administration	300,000
Sub-Total Administration	$ **2,669,388**
Administrative Reserve	**1,436,897**
Opportunity/Catastrophe Reserve	**13,538,688**
Total	**$70,352,541**

FY2024 Allocations

The FY2024 recommended allocations to other entities total $52,707,568

In March 2023, submitted applications were reviewed, ranked, and allocations recommended. Ranking factors include time of year, new versus existing rooms, and potential for growth. The information below reflects the recommended amounts for FY2024.

ENTITY	TMD FUNDS	NON-TMD FUNDS
San Diego Tourism Authority	$50,485,068	$6,457,260
San Diego Bowl Game Association - Sports San Diego		
Holiday Bowl	435,000	8,818,943
Sports Commission	885,000	137,824
California State Games	181,500	530,000
Rady's Invitational	30,000	1,059,650
Total Sports San Diego	1,531,500	10,546,417
Thunderboats Unlimited - San Diego Bayfair	120,000	120,000
California Police Athletic Federation – United States Police & Fire Championships	71,000	443,500
Fast Forward Futures - San Diego Bay Wine and Food Festival	74,500	1,054,000
San Diego Crew Classic	145,500	721,190
Southern California Tennis Association– USTA Billie Jean King Girls National Championships	65,000	285,000
Southern California Tennis Association Foundation - San Diego Open	95,000	965,875
Ulkutekin Event Group - Best Coast Beer Fest	70,000	380,000
Youth Tennis San Diego - USTA Adult National Championship	50,000	89,200
TOTAL	**$52,707.568**	**$21,062,442**

Non-TMD Fund portion to be submitted by contractor. Amounts are estimated based on original budget submission.

San Diego Tourism Authority
Budget Summary

Targeted Marketing and Sales Programs	
Wages, Taxes & Employee benefits	$ 3,508,361
Advertising	11,760,000
Dues/ Subscriptions/Memberships	271,859
Event registration fees	216,900
Lead generation services	267,698
Outside contractors	123,725
Rentals – remote space office	17,317
Research	317,419
Special event production	247,442
Sponsorships	1,880,140
Travel	146,291
Allocation of Indirect Costs	2,281,886
Total Targeted Marketing and Sales Programs	**$21,039,038**
Destination Marketing	
Wages, Taxes & Employee Benefits	$ 2,681,005
Advertising	17,640,000
Advertising agency fees	3,136,000
Dues/ Subscriptions/Memberships	54,140
Event registration fees	136,318
Marketing Materials & Brochures	1,960
Outside contractors	4,032,700
Research	274,401
Special Event production	13,230
Sponsorships	171,500
Travel	148,960
Allocation of Indirect Costs	1,155,816
Total Destination Marketing	**$29,446,030**
Total	**$ 50,485,068**

Administration

San Diego Tourism Marketing District Corporation

Personnel	
Employee Benefits	$ 45,000
Executive Director Wages	270,459
Payroll tax	21,636
Workers Comp	2,705
Total Personnel	339,800
Contract Services	
Accounting	277,331
Audit	28,690
Legal	151,000
Research and compliance	125,000
IT Support Services	500
Communications	264,500
Total Contract Services	847,021
Overhead	
Bank service fees	200
Dues and subscriptions	9,000
Insurance	36,510
Meals, Travel & Entertainment	1,200
Occupancy	11,027
Office Supplies	2,000
Parking	400
Payroll processing	3,685
Postage and shipping	2,000
Printing and reproduction	3,000
Total Overhead	69,022
Contingency	1,113,545
Total SDTMD Operations	**2,369,388**
Administration Fees to the City	**300,000**
Total Operations & Administration Fees to the City	**2,669,388**

Opportunity & Catastrophe Reserve Summary

Opportunity & Catastrophe Reserve:

7% Assessment revenue	$ 3,254,997
Projected carryover	21,141,296
Utilization of reserve for FY24 funding requests	(10,857,605)
Total Opportunity/Catastrophe Reserve	**$13,538,688**

	2016 Modified District	Renewed District Fund A	Renewed District Fund B	Total
7% Assessment revenue	**$ 3,254,997**	**$ --**	**$ --**	**$ 3,254,997**
Projected carryover prior years	**15,294,219**	**5,847,077**	**--**	**21,141,296**
Utilization of carryover for contractor allocations	**(5,010,528)**	**(5,847,077)**	**--**	**(10,857,605)**
Total Opportunity/Catastrophe Reserve	**$ 13,538,688**	**$ --**	**$ --**	**$13,538,688**

Administrative/Interest Income

Administrative:
3% of assessment revenue plus interest income

3% Assessment revenue	$ 1,394,999
Projected carryovers – prior years 2016 Modified District	1,274,389
Projected carryovers – prior years Renewed District Fund A	1,173,492
Projected carryovers – prior years Renewed District Fund B	263,405
Projected interest income	--
Total Administrative/Interest Income	$ 4,106,285
Budgeted utilization	(2,669,388)
Total Administrative Reserve	**$1,436,897**

Contractor Summary 2024

SDTA

The SDTA receives approximately 90 percent of SDTMD funding, with additional funds allocated to supporting independent events and programs that drive visitation and fill San Diego hotels.

Looking Ahead

- Hotel room demand in San Diego County is expected to reach 17.5 million in 2023, a 500,000 increase over 2022. In January and February alone, hotels throughout the county have already sold 312,000 more room nights than during the same period in 2022, and if hotel demand remains on par with last year's figures, then the January forecast is in a good position to be realized.
- ADR, RevPAR, and room revenues each surpassed their pre-pandemic peaks in 2022, while hotel room supply is expected to be fully back in 2023, and hotel room demand and occupancy are expected to match their 2019 levels in 2024.

LEVELS	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
Hotel supply, mil.	23.1	23.2	23.6	21.8	23.4	23.4	23.7	23.8	24.3	24.9	25.2
Hotel room demand, mil.	17.8	18.2	18.1	10.6	14.4	17.0	17.5	18.4	18.9	19.3	19.7
Occupancy, %	77.0	78.5	76.5	48.6	61.7	72.6	74.1	77.2	77.5	77.4	78.1
ADR, $	160	166	166	130	165	204	200	208	215	222	229
RevPAR, $	123	130	127	63	102	148	148	161	166	172	179
Room revenue, bil. $	2.8	3.0	3.0	1.4	2.4	3.5	3.5	3.8	4.1	4.3	4.5

% chg from 2019	2020	2021	2022	2023	2024	2025	2026	2027
Hotel supply, mil.	-8%	-1%	-1%	0%	1%	3%	5%	7%
Hotel room demand, mil.	-41%	-20%	-6%	-3%	1%	4%	7%	9%
Occupancy, %	-37%	-19%	-5%	-3%	1%	1%	1%	2%
ADR, $	-22%	-1%	22%	20%	25%	29%	33%	37%
RevPAR, $	-50%	-20%	16%	16%	26%	31%	35%	40%
Room revenue, bil. $	-54%	-21%	15%	16%	27%	35%	42%	49%

San Diego Tourism Authority

The San Diego Tourism Authority (SDTA) is San Diego's umbrella destination marketing organization, charged with driving visitor demand and monitoring the health of the tourism industry. SDTA develops sales and marketing programs that promote San Diego as a preferred leisure and meetings destination. In collaboration with San Diego's tourism industry partners, SDTA serves as the collective voice of the destination and aims to keep San Diego top-of-mind. Incorporated in 1954, SDTA is a private nonprofit 501c6 corporation that is governed by a 19-member board of directors composed of industry and non-industry representatives. Funding comes from the City of San Diego Tourism Marketing District, City of Coronado Tourism Improvement District and private source revenues (membership dues, advertising and events). Investment by the SDTA in sales and marketing of the San Diego brand has resulted in San Diego becoming one of the nation's top travel destinations.

Funding/ROI - FY2024

23:1

RETURN ON INVESTMENT*

Total Anticipated TMD Reimbursements
$50,485,068

Estimated TMD Room Night Revenue
$1,170,973,000

Estimated TMD Room Nights
5,650,000

Average Daily Rate (ADR)
$207.25**

*Excludes Citywide room nights
**Combined average ADR sales and marketing revenue

Ranking

Directors' Aggregate Ranking: #1 of 10.

Return on Investment (ROI) - Projected:

Total hotel room nights	5,650,000
New hotel room nights of total	0
Return @ $207 ADR (average daily rate)	$1,170,973,000
ROI	23:1

Funding

Funding Request	$50,485,068
Funding Recommendation	$50,485,068

San Diego Bowl Game Association DBA Sports San Diego

Sports San Diego's mission is to drive visitor demand to economically benefit the San Diego region through recruiting, supporting, and hosting world-class sports events. Sports San Diego is a dba under the non-profit San Diego Bowl Game Association 501c3. Sports events have been a pillar of the tourism industry in San Diego dating back to the 1960's. San Diego has been successful in hosting some of the largest events and most iconic brands in the world including the Super Bowl, X-Games, MLB All-Star Game, U.S. Open, Breeders' Cup, and more.

The organization responsible for driving sports tourism has evolved many times to meet the increased and changing demands of the market as well as opportunities within our community. With the support of the San Diego Tourism Authority and Tourism Marketing District, Sports San Diego launched in February 2022 to serve as the primary organization responsible for marketing San Diego as a sports destination and driving visitor demand through recruiting, supporting, and hosting world-class sports events.

The funded amount includes the Sports Commission, Holiday Bowl, California State Games (Summer/ Winter) and Radys Invitational.

Funding/ROI - FY2024

11.5:1

RETURN ON INVESTMENT*

Total Anticipated TMD Reimbursements
$1,531,500

Estimated TMD Room Night Revenue
$17,656,550

Estimated TMD Room Nights
97,550

Average Daily Rate (ADR)
$181

*Excludes Citywide room nights

Ranking

Directors' Aggregate Ranking: #2 of 10

Return on Investment (ROI) - Projected:

Total hotel room nights	97,550
New hotel room nights of total	7,400
Return @ $181 ADR (average daily rate)	$17,656,550
ROI	11.5:1

Funding

Funding Request	1,531,500
Funding Recommendation	1,531,500

San Diego Bayfair / DBA Thunderboats Unlimited

San Diego Bayfair continues to be one of the largest water-sports festival in California, attracting fans from around the country and internationally to Mission Bay. Bayfair provides motorsports fans the opportunity to watch H1 Unlimited hydroplanes, the action-packed Hydro-Games and Grand Prix America hydroplanes. Bayfair will take place September 15-17, 2023, on East Vacation Island/Ski Beach, Crown Point and Fiesta Island. San Diego Bayfair has received funding from the San Diego Tourism Marketing District since 2014. Bayfair takes place in September, two weeks after Labor Day weekend. The weekend is an ideal date for several reasons: It extends the summer tourism season, serves as the last stop for the H1 Unlimited tour, ideal weather and brings park rental fees to the City of San Diego.

Funding/ROI - FY2024

35.9:1

RETURN ON INVESTMENT*

Total Anticipated TMD Reimbursements
$120,000

Estimated TMD Room Night Revenue
$4,302,000

Estimated TMD Room Nights
18,000

Average Daily Rate (ADR)
$219

*Excludes Citywide room nights

Ranking

Directors' Aggregate Ranking: #3 of 10.

Return on Investment (ROI) - Projected:

Total hotel room nights	18,000
New hotel room nights of total	2000
Return @ $219 ADR (average daily rate)	$4,302,000
ROI	35.9:1

Funding

Funding Request	$120,000
Funding Recommendation	$120,000

California Police Athletic Federation

The California Police Athletic Federation will be celebrating its 55th year of competition in 2023 with athletes representing law enforcement, firefighters, and officers from corrections, probation, border protection, immigration, and customs from across the country meeting in San Diego for a week of intense competition. In 2021 we opened our eligibility to include 9-1-1 Dispatchers, Detention-Custodial Officers, Crime Scene Investigators, and Lifeguards; expanding our available athlete base. Athletes compete in over 50 different sports at 35 venues throughout the county.

Funding/ROI - FY2024

32.6:1

RETURN ON INVESTMENT*

Total Anticipated TMD Reimbursements
$71,000

Estimated TMD Room Night Revenue
$2,318,061

Estimated TMD Room Nights
9,699

Average Daily Rate (ADR)
$239

*Excludes Citywide room nights

Ranking

Directors' Aggregate Ranking: #4 of 10.

Return on Investment (ROI) - Projected:

Total hotel room nights	9,699
New hotel room nights of total	1,077
Return @ $239 ADR (average daily rate)	$2,318,061
ROI	32.6:1

Funding

Funding Request	$71,000
Funding Recommendation	$71,000

Fast Forward Futures
San Diego Bay Wine and Food Festival

SAN DIEGO BAY
WINE + FOOD

The San Diego Bay Wine + Food Festival is one of the nation's largest luxury culinary events historically drawing 10,000+ attendees from across the country and, prior to the pandemic, an estimated 36% from outside of the San Diego market. Featuring a week full of events the Festival puts a national spotlight on the city's growing culinary tourism industry, its chefs, farmers, fisherman and attractions that make the city so unique.

In addition to the live event environment, the Festival has a sophisticated marketing and data capture strategy that allows dialogue with consumers year-round. Public relations, advertising, digital marketing, influencer outreach and social media strategies aid the Festival in garnering over an annual 400 million impressions.

Funding/ROI - FY2024

13.6:1
RETURN ON INVESTMENT*

Total Anticipated TMD Reimbursements
$74,500

Estimated TMD Room Night Revenue
$980,000

Estimated TMD Room Nights
4,000

Average Daily Rate (ADR)
$245

*Excludes Citywide room nights

Ranking

Directors' Aggregate Ranking: #5 of 10.

Return on Investment (ROI) - Projected:

Total hotel room nights	4,000
New hotel room nights of total	1,000
Return @ $245 ADR (average daily rate)	$980,000
ROI	13.6:1

Funding

Funding Request	$74,500
Funding Recommendation	$74,500

San Diego Crew Classic

In our 51st year, the San Diego Crew Classic has become the West Coast's largest regatta and the third largest regatta in the world. We are an internationally acclaimed rowing regatta featuring over 4,000 athletes in 150 races on the waters of Mission Bay (an increase of twenty races in the last two years). Over 130 local, national and international clubs participate each year, with approximately 95% of the athletes coming from out of San Diego County. The San Diego Crew Classic provides a venue for high school programs, collegiate teams and masters' clubs and Olympic level competition. We also draw ten of thousands of spectators each year. A significant number of these spectators are non-locals who come to San Diego specifically to attend the Crew Classic.

The 2024 San Diego Crew Classic will take place on April 5-7, 2024. The majority of our competitors and out of town spectators stay in San Diego. Through the tireless efforts of 500 plus on-water and on-shore volunteers, we are able to provide fair and fast racing matched with a fun and festive atmosphere. We have agreements with 30 TMD hotels which provide courtesy room blocks for our visitors. We promote and drive traffic to the hotels via our website, e-blasts, web advertising on major rowing websites, and direct conversation with competitors and spectators.

Funding/ROI - FY2024

12.6:1

RETURN ON INVESTMENT*

Total Anticipated TMD Reimbursements
$145,500

Estimated TMD Room Night Revenue
$1,836,567

Estimated TMD Room Nights
6,777

Average Daily Rate (ADR)
$271

*Excludes Citywide room nights

Ranking

Directors' Aggregate Ranking: #6 of 10

Return on Investment (ROI) - Projected:

Total hotel room nights	6,777
New hotel room nights of total	1,377
Return @ $271 ADR (average daily rate)	$1,836,567
ROI	12.6:1

Funding

Funding Request	$145,500
Funding Recommendation	$145,500

Southern California Tennis Association USTA Billie Jean King Girls National Championship

The USTA BJK Girls Nationals is the premier USTA Junior Event in the United States. These championships are an arm of the US Open as the winner is granted direct entry into the US Open. Billie Jean King personally attends the event each year and tirelessly gives her time to the event, attending the matches, presenting in the awards ceremonies with local dignitaries, and makes herself available to local and national media, resulting in national exposure for San Diego. Last year, the last 2 days of the event were televised on CBS sports network with over 7 hours of broadcast time. Additionally, we provided 12 thirty second TV spots advertising the City of San Diego.

Ranking

Directors' Aggregate Ranking: #7 of 10

Return on Investment (ROI) - Projected:

Total hotel room nights	2,900
New hotel room nights of total	0
Return @ $259 ADR (average daily rate)	$751,100
ROI	11.6:1

Funding

Funding Request	$65,000
Funding Recommendation	$65,000

Funding/ROI - FY2024

11.6:1

RETURN ON INVESTMENT*

Total Anticipated TMD Reimbursements
$65,000

Estimated TMD Room Night Revenue
$751,100

Estimated TMD Room Nights
2,900

Average Daily Rate (ADR)
$259

*Excludes Citywide room nights

Southern California Tennis Association Foundation San Diego Open

SOUTHERN CALIFORNIA TENNIS ASSOCIATION FOUNDATION

The 2023 San Diego Open follows the incredibly successful 2022 San Diego Open where 16 of the Top 20 women tennis players in the world competed. The 2023 San Diego Open will take place, once again, at the Barnes Tennis Center in Point Loma from September 9 – 17 in the temporary, 2,000+ seat stadium we will construct. The highest 20 ranked female players in the world who register to play get automatic entry and the next 24 will enter qualifiers which take place on September 9th and 10th.

The event kicks off with qualifying weekend with the main draw featuring two sessions per day from Monday to Friday, September 11 – 15. Championship weekend takes place on Saturday and Sunday, September 16 and 17. All sessions are broadcast on Tennis Channel in the United States and on 50+ networks around the world.

Funding/ROI - FY2024

8.5:1

RETURN ON INVESTMENT*

Total Anticipated TMD Reimbursements
$95,000

Estimated TMD Room Night Revenue
$811,491

Estimated TMD Room Nights
3,259

Average Daily Rate (ADR)
$249

*Excludes Citywide room nights

Ranking

Directors' Aggregate Ranking: #8 of 10

Return on Investment (ROI) - Projected:

Total hotel room nights	3,259
New hotel room nights of total	125
Return @ $249 ADR (average daily rate)	$811,491
ROI	8.5:1

Funding

Funding Request	$95,000
Funding Recommendation	$95,000

Ulkutekin Event Group
Best Coast Beer Festival

Best Coast Beer Fest is San Diego County's largest and most well attended beer festival, held annually each Spring. 2024 marks the festival's 8th year and the main events will be held on March 23-24, 2024, at Waterfront Park to increase capacity. The festival gives 6,500 attendees the opportunity to sample and learn about over 200 beers from over 90 local breweries. In addition to featuring many of the west coast's craft breweries, attendees experience local cuisine, entertainment and artisan vendors. With TMD funding, we will be expanding the event to host 3 days of events in order to increase room night production even further. Friday, March 22, 2024 - Brewery Harbor Tour (attendance 1,000) Saturday, March 23, 2024 - Best Coast Beer Fest (attendance 6,500) Sunday, March 24, 2024 - Best Coast Brunch Fest (attendance 3,500). Our team works on the event year-round and the current goal is to grow

the event to be one of the West Coast's best multiday beer festivals. In order to do this, we have begun introducing breweries and distilleries from the entire West Coast, ranging from Washington down to Baja California, Mexico in an effort to draw in craft beverage lovers multiple regions.

Funding/ROI - FY2024

8.2:1

RETURN ON INVESTMENT*

Total Anticipated TMD Reimbursements
$70,000

Estimated TMD Room Night Revenue
$575,750

Estimated TMD Room Nights
1,750

Average Daily Rate (ADR)
$329

*Excludes Citywide room nights

Ranking

Directors' Aggregate Ranking: #9 of 10.

Return on Investment (ROI) - Projected:

Total hotel room nights	1,750
New hotel room nights of total	750
Return @ $329 ADR (average daily rate)	$575,750
ROI	8.2:1

Funding

Funding Request	$70,000
Funding Recommendation	$70,000

Youth Tennis San Diego
USTA Adult National Championship

The USTA Adult League program is the largest recreational program USTA offers. There were almost 800,000 participants in the USTA League in 2021 within the Adult 18 & Over, Adult 40 & Over, Adult 55 & Over, Mixed 18 & Over and Mixed 40 & Over divisions and the section league programs. Approximately 6,500 players will advance to a League National Championship each year so these events are very special to our players. The National Championships are the marquis events for adult amateur players around the country and attract 400-600 players EACH weekend. You must win your league sectionals and regionals to make it the national championships. Players will spend three nights in the city (Thursday/Friday/Saturday) with captains and league officials staying Wednesday - Monday. They use 30 courts for 10 hours per day over three days of competition.

Ranking

Directors' Aggregate Ranking: #10 of 10

Return on Investment (ROI) - Projected:

Total hotel room nights	2,226
New hotel room nights of total	2,226
Return @ $229 ADR (average daily rate)	$509,754
ROI	10.2:1

Funding

Funding Request	$50,000
Funding Recommendation	$50,000

Funding/ROI - FY2024

10.2:1

RETURN ON INVESTMENT*

Total Anticipated TMD Reimbursements
$50,000

Estimated TMD Room Night Revenue
$509,754

Estimated TMD Room Nights
2,226

Average Daily Rate (ADR)
$229

*Excludes Citywide room nights

ATTACHMENTS

Attachments

1. San Diego Tourism Marketing District Corporation ..... **Page 68**
2. Management Plan Highlights ..... **Page 72**
3. Key Elements of the Application Guidelines and Requirements for FY2024 ..... **Page 75**
4. Funding Cycle for FY2024. ..... **Page 79**
5. FY2024 SDTMD Corp. Directors Ranking of Applications Summary ..... **Page 81**
6. SDTMD Corp. Annual Report – FY2022 ..... **Page 82**
7. FY2023 Interim Report of Activities Summary ..... **Page 83**

SDTMD Corporation

Mission:
The San Diego Tourism Marketing District Corporation (SDTMD), formerly known as the San Diego Promotion Tourism Corporation, is a nonprofit mutual benefit corporation dedicated to improving lodging room night consumption in the City of San Diego.

Purpose:
The specific purpose of this private, non-profit corporation is to provide a private, nonprofit, funding vehicle to stimulate City of San Diego lodging room demand through tourism sales, marketing and advertising programs. The judicious allocation of these resources creates a positive economic, fiscal and employment impact on lodging businesses in the City of San Diego.

Board of Directors:

Richard Bartell, Chair
C. Terry Brown, Vice Chair
Ilsa Butler, Secretary
Vikram Sood, Treasurer
Scott Hermes
Daniel Kuperschmid
Elvin Lai
Summer Shoemaker
Joe Terzi

Staff:
Colleen Anderson, Executive Director

San Diego Tourism Marketing District Corporation
750 B Street, Suite 1500
San Diego, CA 92101
(619) 557-2854
bhughes@SDTMD.org
www.SDTMD.org

Management & Oversight:
The implementation of the TMD Management Plan is the responsibility of the Board of Directors of the San Diego Tourism Marketing District Corporation (SDTMD), formerly the San Diego Tourism Promotion Corporation, a private non-profit entity composed exclusively of the assessed lodging businesses.

General Powers:
Subject to the provisions and limitations of the California Nonprofit Mutual Benefit Corporation Law and any other applicable laws, and subject to any limitations of the articles of incorporation or bylaws, the corporation's activities and affairs shall be managed, and all corporate powers shall be exercised, by or under the direction of the Board of Directors.

Board of Directors:
Only business owners or business owner's representatives paying the tourism marketing district assessment have the right to vote in annual elections of the association. And only business owners or business owner's representatives paying the tourism marketing district assessment have the right to seek nomination or election to the board of directors of the association. The Board of Directors shall consist of nine (9) directors unless changed by amendment to the bylaws of the corporation.

Initial Directors:
The initial Board of Directors was appointed by the Incorporator of the Corporation, with individuals to serve for staggered terms of one, two or three years. At the first duly constituted meeting of the Board of Directors, the initial Board members drew lots to determine their individual term.

Board Nominations & Elections:
Elections to the Board of Directors are held annually. A call for self-nominations occurs annually and all self-nominees are listed on the ballot for Board elections. In addition to, or in the absence of, self-nominations, the Nominations Committee of the Board may put forth a slate of nominees at each election.

The procedure for nominations and elections, including the timing for nominations, and the protocol for the distribution and collection of ballots, is defined in the Bylaws of the Corporation. SDTMD retains a third-party contractor to administer, count and report the results of the balloting for Board elections.

Board Officers:
Officers of the Board of Directors are elected annually by a majority vote of the Board at the first regularly scheduled meeting of the Board, following the seating of new Board members.

Board Standards and Conduct:
The SDTMD is organized as a 501(c) 6, mutual benefit corporation, and has as its purpose the management of the resources of the San Diego Tourism Marketing District. The primary measure of the success of the Corporation is the benefit it delivers to the assessed businesses.

Board members, officers and members of the association are intended and understood to represent and further the economic interest of the City's tourism industry. Board members or officers have a fundamental duty to advance the general welfare of the tourism industry in San Diego.

Because the delivery of a measurable benefit to the assessed businesses is required by law, and is the primary legal purpose of the Corporation, it is recognized that members of the Board of Directors, through their assessed businesses, will receive benefit from the activities of the SDTMD.

In addition, State law provides, and the City's enabling Procedural Ordinance recognizes, that SDTMD is a "private entity and may not be considered a public entity for any purpose, nor may its board members or staff be considered to be public officials for any purpose."

However, SDTMD shall comply with the Ralph M. Brown Act, California Government Code section 54950 et. seq., at all times when matters within the subject matter of the District are heard, discussed, or deliberated, and with the California Public Records Act, California Government Code section 6250 et. seq., for all documents relating to activities of the district.

Furthermore, the SDTMD Board of Directors shall comply with the California Corporations Code and shall develop internal policies defining standards, responsibilities and conduct for the Board of Directors.

Specifically, any member of the Board of the corporation, whether they are an owner, officer, or employee of an assessed business, shall disclose the material facts of their interest in a transaction, and shall recuse themselves from any discussion and decision on the transaction, when they have a material financial interest in the transaction.

A Volunteer Board of Directors:
The members and officers of the Board of Directors of the SDTMD serve as volunteers. They receive no monetary compensation or remuneration for their service individually or collectively.

They are not entitled to nor may they make a claim for reimbursement of any personal or professional expenses attributed to their service. Other than Directors and Officers Liability Insurance no benefits such as, but not limited to, health insurance, workman's compensation insurance, disability insurance, or paid vacation, is provided.

Marketing Support Programs Application Guidelines & Criteria:
The Board of Directors annually allocates a portion of the annual revenue from the District to marketing support programs

and services that can deliver a measurable return on investment.
The SDTMD will solicit and/or receive applications for funding from numerous, diverse organizations, and entities. The guidelines, criteria and application will be created/updated annually at the sole discretion of the Board of Directors.

Limiting Contact Between Applicants and the Board of Directors:
It is vital that the application and allocation process for funding from the SDTMD be open, fair and efficient. To this end, the written submission of the application and supporting materials as well as any public presentation that may be required from applicants will be the foundation for Board discussion and deliberations. Board members are encouraged to limit their contact and communication with applicants regarding their applications or proposed application, and to disclose any such contact or communication prior to participating in the consideration of that applicant's submission.

Current Board Member Information:

Richard Bartell, Chair
President, Bartell Hotels
Bartell Hotels represent over 1,575 TMD rooms in the Harbor, Mission Valley, Mission Bay and La Jolla (SD North) regions of the City of San Diego.

C. Terry Brown, Vice Chair
President, Atlas Hotels
Atlas Hotels represent over 950 TMD rooms in the Mission Valley region of the City of San Diego.

Vikram Sood, Treasurer
Senior Vice-President of Operations, Hostmark Hospitality
Mr. Sood represents Hostmark Hospitality representing over 300 TMD hotel rooms in Downtown, Sorrento Valley and Del Mar regions of the City of San Diego.

Ilsa Butler, Secretary
Senior Vice President, Sales & Marketing, Evans Hotels
Ms. Butler represents Evans Hotels representing 793 TMD rooms in the Mission Bay and La Jolla regions of the City of San Diego.

Elvin Lai
Owner, Ocean Park Inn Hotel
Born and raised in San Diego, Elvin Lai is a fourth-generation owner-operator of the 71-room Ocean Park Inn Hotel in Pacific Beach. Elvin recently served as the former Chair of the San Diego Convention Center Corporation, Chairman of the San Diego County Lodging Association, Chairman of the California Hotel and Lodging Association, and Executive Board Member of the San Diego Tourism Authority.

Scott Hermes
Retired Hotel Executive
Mr. Hermes is the recently retired President of Irvine Company Resort Properties Division. He held senior leadership roles in Sales, Marketing, and Operations with most of his time spent at Starwood, Hyatt, Marriott, and Sunstone Hotels.

Summer Shoemaker,
General Manager, La Valencia Hotel
Mrs. Shoemaker represents Pacific Hotel Group and the La Valencia Hotel representing 114 TMD rooms in the Village of La Jolla region of the City of San Diego.

Joe Terzi,
Retired Hotel Executive
Mr. Terzi served as President and CEO for the San Diego Tourism Authority from March 2009 through December 2020 following 30 years as a hotel executive. Mr. Terzi was a founding member of the San Diego Tourism Marketing District and serves on the Board of Directors for the U.S. Travel Association, California Travel Association, Visit California and several other local organizations.

Daniel Kuperschmid,
Area Vice President and General Manager, Manchester Grand Hyatt San Diego
Mr. Kuperschmid represents Hyatt Hotels and 1,628 rooms in Downtown San Diego.
He is the immediate past Chair of San Diego Tourism Authority, and as a Board Member on both California Hotel & Lodging Association and San Diego's Port Tenants Association.

Staff:

Colleen Anderson,
Executive Director

Management Plan Highlights

Background:

On May 8, 2007, at the request of a working group comprised of lodging industry representatives, the San Diego City Council adopted an enabling Procedural Ordinance (SDMC Section 61.2501 et seq.) that provided a process for establishing a Tourism Marketing District. Subsequently, on August 1, 2011, the City Council adopted amendments to the Procedural Ordinance specifying, among other things, a process by which such a district may be renewed. These amendments also permit a renewal term up to forty (40) years.

The original five-year San Diego Tourism Marketing District [District] was approved by the City in December 2007 and began January 1, 2008. The District was managed by representatives of the lodging business through the non-profit San Diego Tourism Marketing District (SDTMD) Corporation. Given the success of the original District, lodging industry representatives worked to renew the District and developed new guidelines for operation and administration of the renewed District which became the Tourism Marketing District Management Plan [Management Plan] approved by Council September 2012. The renewed District began on January 1, 2013.

In 2016, lodging industry representatives sought to update the District and Management Plan to address operating conditions under the renewed District. On August 2, 2016 the City Council approved the modification of the District and Management Plan to exclude lodging businesses with fewer than 70 rooms from paying and participating in the TMD effective September 1, 2016.

Assessments:
All assessment rates are based on the privileges directly conferred and specific benefit directly received by assessed businesses from the activities provided within each category and is levied on "Assessable Rent" which is based on gross room rental revenue less exempt revenues, of those benefitting businesses.

Annual assessment rates (applied to Assessable Rent of qualifying lodging businesses) are two percent (2%).

Assessments are remitted on a monthly basis to the City Treasurer by each business using a self-reporting form that provides for identifying the activity period(s) and the Assessable Rent and District assessment for the respective accounting periods.

Pursuant to the Plan, Assessable Rent does not include revenue from stays where:

- the transient has exercised occupancy or was entitled to occupancy for one month or more; or
- the total space rental charge is twenty-five dollars ($25.00) a day or less, or the accommodations rented are in a dormitory and the total space rental charge for each transient is twenty-five dollars ($25.00) a day or less; or
- the transient is by treaty, or federal law, or state law exempt from payment of transient occupancy taxes; or
- rent is directly paid by the United States Government or the State of California or their respective instrumentalities.

Assessments levied for the purpose of providing activities that benefit businesses are not taxes for the general benefit of a city, but are assessments for the activities which confer benefits upon the assessed businesses for which the activities are provided and do not confer benefits upon those not paying the assessment.

Uses of Assessments:
Assessment funds will be spent to provide a specific benefit conferred or privilege granted directly to the payor that is not provided to those not charged, and which does not exceed the reasonable costs to the City of conferring the benefit or granting the privilege. The activities also constitute specific government services provided directly to the payor that is not provided to those not charged, and which do not exceed the reasonable cost to the City of providing the services.

The privileges and services provided with District funds are sales, marketing, advertising and promotional programs available only to assessed businesses. District activities will be designed for the sole purpose of generating incremental room night sales at assessed businesses. Such room night sales are of great value to assessed business and constitute a specific benefit for which the assessment is charged. Non-assessed businesses will not have access to the privileges and services provided by the assessment.

In order to ensure provision of a specific government service and benefit to payors, which does not exceed the reasonable cost of providing the service, there are certain activities or improvements which may not be funded by the District. These include:

- The acquisition, construction, installation or maintenance of any tangible property, including parking facilities, parks, planting areas, fountains, benches, booths, kiosks, display cases, pedestrian shelters, signs, trash receptacles, public restrooms, ramps, sidewalks, plazas, pedestrian malls, lighting and heating facilities.
- The closing, opening, widening or narrowing of existing or new streets.
- Facilities or equipment, or both, to enhance security and safety of persons and property within the area, unless included in a specific proposal to benefit the assessed businesses.
- Regular public safety and security personnel and programs, maintenance and repair, sanitation, nor other municipal services normally and historically provided by the City.
- Political candidate or ballot initiative activity.
- Expenditures not consistent with the terms of the District Management Plan.

SDTMD Budget Guidelines:
An annual budget will be developed and approved by the Board of Directors of the San Diego Tourism Marketing District Corporation (SDTMD), formerly the San Diego Tourism Promotion Corporation, and included in the prospective Fiscal Year Report of Activities submitted to the City Council each year.

Assessments are proposed to be used for the Activities as generally outlined below. It is anticipated that ninety percent (90%) of assessment revenue will be designated annually for Marketing and Sales activities which will be tailored within the specific categories as listed below and as further described in the modified Management Plan to benefit the assessed businesses. Funding will be allocated on the basis of competitive applications or responses to specific requests for proposals.

Ten percent (10%) of assessment revenue will be designated in total annually for Administration (including actual City costs to administer the District) and for a Reserve for opportunities, catastrophes, contingencies, and renewal of the District.

The kinds of activities anticipated that fall within the 90% are grouped within two areas:

Targeted Marketing and Sales Programs (53.9%)

- Hotel meeting sales
- Event management & group sales development
- Consumer direct sales & marketing
- Sub-regional targeting
- Competitive targeting

Destination Marketing (36.2%)

- Tourism development, including travel & trade
- Group meeting destination marketing
- Multi-year tourism development
- Destination marketing

Although actual revenues of the Corporation will fluctuate, the proportional allocations as listed in the table above shall generally remain the same; however, during the budgeting process each year, the Corporation's Board of Directors may adjust program allocations as needed to address: economic conditions; tourism trends; and changes in non-assessment funding provided to those programs. The resulting proposed annual budget submitted to City Council for consideration as part of the Annual Report of Activities will then ensure that assessment funds are to be spent on a specific benefit provided directly to assessed businesses which is not provided to those not charged. In no event will the budget for City administration costs fall below the amount necessary to recover City administration costs.

Sales and Marketing programs and services will be broadly defined by the Board of the SDTMD in order to remain current with changing consumer demands, tourism products, and technologies. Because both marketing and sales programs are necessities for successfully increasing room night sales, the Corporation will contract for marketing and sales programs and services to promote assessed lodging businesses in the District and to fund projects, programs, and activities that specifically benefit and provide unique privileges to assessed lodging businesses within the District.

The marketing and sales programs and services funded by the District are meant to deliver incremental room night sales directly to District-assessed lodging businesses. It is understood that each individual lodging business implements and privately funds a unique, proprietary marketing and sales program that is responsible for the generation of the vast majority of room nights at each business. District programs and services are supplemental to, and provide incremental room nights in addition to, those proprietary programs.

To allocate funding to marketing and sales programs, the Corporation's Board of Directors must find that each will be likely to generate incremental room night sales at assessed businesses. The purpose of any funded activity must be to generate such sales. The Corporation's Board of Directors will establish and regularly update a clearly defined application process for proposed marketing and sales programs. This application will articulate the required qualifications of applicants, the target ROI, and the measurement of results, among other criteria as means to ensure direct benefit to payors.

To guide District contractors and ensure direct specific benefits to assessees, below is a partial list of required Best Practices for implementation of District-funded programs and services. This list may be modified from time to time provided that the goal of direct and exclusive benefit to assessees is attained.

- It is required that all recipients of District funds certify that those funds will be spent to provide exclusive privileges and/or specific benefits only to District assessed businesses and not to any other, non-assessed businesses. To the extent that other, non-District, lodging businesses may receive incremental room nights, that portion of the promotion or program generating those room nights shall be paid for with non-District funds.
- It is required that all recipients of District funds demonstrate availability of other additional non-District sources of revenue, such as but not limited to, membership dues, marketing fees, earned income, and/or participation fees, which they will contribute to the promotion or program to pay for any incidental benefit to non-District lodging businesses.
- It is required that all advertising materials and media include a call-to-action that directs consumers exclusively to District lodging businesses.
- It is required that all recipients of District funds conduct an analysis of room night generation for District lodging businesses and non-District lodging businesses in addition to a ROI analysis. The cost of efforts which generate room nights for non-District lodging businesses must be paid with non-District funds.

The Corporation shall cause to be prepared annually a report for the coming fiscal year. The Corporation shall cause to be prepared a retrospective and prospective District Milestone Report every five (5) fiscal years for which assessments are levied. This District Milestone Report will include the required annual Report of Activities for the prospective fiscal year.

The final Milestone Report of the renewed district will include reporting of results from July 1, 2048 through June 30, 2052. Reports for the intervening period will include reporting of results for the prior five (5) years. Reports will be submitted to the City on agreed upon dates pursuant to the operating Agreement.

Key Elements of the Application Requirements and Funding Guidelines FY 2024

San Diego Tourism Marketing District Funding Guidelines

Mission
The San Diego Tourism Marketing District is a nonprofit mutual benefit corporation dedicated to improving lodging room night consumption in the City of San Diego.

Purpose
The specific purpose of this private, non-profit corporation is to create a positive economic, fiscal, and employment impact on the lodging businesses in the City of San Diego through the effective allocation of its revenue to stimulate incremental hotel room occupancy in the City of San Diego. The Board values the hard work and commitment of all entities that engage in the marketing and promotion of the City of San Diego as an overnight visitor destination, but places particular value on activities that build upon the current measure of hotel occupancy, including events and activities that are in the conceptual stage.

Board of Directors
Richard Bartell, Chair
Terry Brown, Vice Chair
Ilsa Butler, Secretary
Vikram Sood, Treasurer
Scott Hermes
Daniel Kuperschmid
Elvin Lai
Summer Shoemaker
Joe Terzi

Staff
Colleen Anderson, Executive Director

San Diego Tourism Marketing District Corporation
750 B Street, Suite 1500 San Diego, CA 92101
(619) 557-2854
canderson@SDTMD.org
SDTMD.org

Key Elements of the Application Guidelines and Requirements

General Application Guidelines:
The SDTMD Corporation is not a sales or marketing entity, but rather a funding conduit to contractors* for development and implementation of effective sales and marketing programs and services that are intended to motivate the rental of hotel rooms in hotels with seventy (70) or more rooms. The SDTMD is responsible for allocation and distribution of available funds and contracts with qualified third-party contractors to supply specific sales and marketing programs and services as approved by the Board of Directors.

Each applicant is required to submit an "**Application Request for TMD Funding**" for specific sales and marketing programs that will provide unique privileges and specifically benefit assessed hotels within the District. Each application requires information about the applying organization or entity, as well as a budget proposal and narrative specifying how the proposed funds will be spent, and the expected result(s) in City of San Diego lodging room night revenue.

To allocate funding to marketing and sales programs, the SDTMD Board of Directors must find that each will be likely to generate incremental room night sales at assessed businesses. The purpose of any funded activity must be to generate such sales.

Marketing and Sales Programs: Stipulated Requirements
To guide District** contractors and ensure direct benefit to assessees***, below is a partial list of requirements to receive district funding:

- It is required that all recipients of District funds certify that those funds will be spent to provide exclusive privileges and/or specific benefits only to District assessed hotels and not directly to any other, non-assessed businesses. To the extent that other, non-District, lodging businesses may receive incremental room nights, that portion of the promotion or program generating those room nights shall be paid with non-District funds.
- It is required that all recipients of District funds demonstrate availability of other additional non-District sources of revenue, which they will contribute to the promotion or program to pay for any incidental benefit to non-District hotels with seventy (70) rooms or more.
- It is required that all advertising materials and media include a call-to-action that directs consumers exclusively to District lodging businesses.

*A contractor is an entity that applies for and is granted funding from the SDTMD.
**Within the boundaries of the City of San Diego.
***Lodging businesses with seventy (70) or more rooms located in the City of San Diego.

Funding Awards

Fundamental to the funding of any application will be the clearly articulated projected incremental room demand caused by the proposed event. The specific benefit must be projected in the incremental delivery of hotel room night sales to assessed hotels. Incremental is defined as paid room nights in excess of what would be consumed without the proposed event. Successful applications will clearly describe the strategy and tactics for delivering incremental room night sales, as well as the estimated resulting number of room night sales and resulting gross room revenue.

Decision Criteria
When considering applications, priority will be given to:

- **Overall ROI**
- **Events that occur during the low-travel season (aka 'off-peak') time of year. The Executive Director can help you identify 'off-peak' dates**
- **The opportunity to incubate NEW demand generating events and activities from concept to actualization**
- **Incremental* hotel room consumption**
- **Applicants who can quantify past successes**
- **Special-need geographic locations within the District; ie. generally, outside of the downtown core has greater value. The Board of Directors values geographic diversity as a means of balancing demand throughout the City of San Diego**
- **Past contractor compliance history**

- **Premier events that elicit prestige and enhance the reputation of San Diego as a "world-class, must-see" destination.**
- **Events that align with San Diego's Brand pillars: sports, outdoors, culinary, arts and entertainment.**
- **Events that generate national/international media coverage:**
  - **Media Coverage** of the event:**
    - **Network TV**
    - **Cable Network**
    - **Radio Broadcast**
    - **Live Streaming**

****Provide media markets, air dates, air times, projected ratings, impressions/circulation and audience demographics**

- **Media promoting the event***: which media outlets will promote viewership of the event?:**
  - **Network TV**
  - **Cable Network**
  - **Radio Broadcast**
  - **Print**
  - **Digital Channels**
  - **Social Platforms and Handles**

*****Provide media schedule including media markets, dates, times, impressions/circulation and audience demographics.**

***Incremental** hotel room consumption is the number of hotel room nights projected to be occupied beyond prior year average occupancy levels. 95% is considered to be the ceiling occupancy level. For example, if the event is over a Peak period, that means the maximum potential incremental hotel room consumption is 5 points of occupancy.

Determining ROI
All successful applicants for funding must clearly demonstrate a measurable ROI based on room revenue for the program they propose. ROI projections in the application will be assessed by an independent 3rd party to ensure reasonableness. All ROI results will be calculated following the event or program by a third party entity funded by the SDTMD.

Funding Eligibility

Track Record: An applicant must have a demonstrable history of successful, ongoing programming or business performance prior to submitting an application. However, the Board also embraces new events and will consider a thoughtful business plan and credible articulation of the future potential of a new event. This is the incubator genre of applicant previously described.

Location: Regardless of where an applicant is headquartered or physically located, or where a particular marketing program is implemented, 100% of the funding received from the SDTMD must be in support of programs that provide privileges directly to the assessed hotels within the City of San Diego.

Compliance: Former contractors of the City of San Diego and/or SDTMD must have submitted acceptable deliverables on any completed contract and be in good standing with the City of San Diego and/or SDTMD.

ADA: Contractors will comply with the federally mandated Americans with Disability Act. Contractors and subcontractors will be individually responsible for their own ADA compliance.

EEO: Contractors will comply with Title VII of the Civil Rights Acts of 1964, as amended; the California Fair Employment Practices Act; and any applicable federal and state laws and regulations herein enacted, as well as the City's Non-discrimination in Contracting Ordinance.

Drug-Free Work Place: Contractors must provide a drug-free workplace.

Funding Limitations

- SDTMD assessment funds cannot be used for alcoholic beverages.
- The acquisition, construction, installation or maintenance of any tangible public property, including parking facilities, parks, planting areas, fountains, benches, booths, kiosks, display cases, pedestrian shelters, signs, trash receptacles, public restrooms, ramps, sidewalks, plazas, pedestrian malls, lighting and heating of public facilities cannot be funded.
- The closing, opening, widening or narrowing of existing or new streets cannot be funded.
- Facilities or equipment, or both, to enhance security and safety of persons and property within the District, unless included in a specific proposal to benefit the assessed businesses cannot be funded.
- Regular public safety and security personnel and programs, maintenance and repair, sanitation, nor other municipal services normally and historically provided by the City cannot be funded.
- Expenditures inconsistent with the terms of the DMP cannot be funded.
- Political candidate or ballot initiative activity cannot be funded.

Additional Requirements

Insurance: All SDTMD contractors shall comply with the City's insurance requirements for the term of the Agreement.

- **Commercial General Liability (CGL)** Insurance which shall cover liability arising from any and all personal injury or property damage in the amount of $2 million per occurrence and subject to an annual aggregate of $4 million. There shall be no endorsement or modification of the CGL limiting the scope of coverage for either insured vs. insured claims or contractual liability. All defense costs shall be outside the limits of the policy.

- **Automobile Liability Insurance**, providing coverage for all bodily injury and property damage, with a limit of at least $1 million per occurrence. Such insurance shall cover liability arising out of any vehicle (including owned, hired, and non-owned vehicles) on the Premises; and

- **Worker's Compensation Insurance**, as required by the laws of the State of California for all Contractors' employees who provide services under the SDTMD funding grant with a limit of at least $1 million.

Certificate of Good Standing: Applicants must be in good standing with the Secretary of State and Franchise Tax Board. All required filings must be current and the status of the business/corporation must be active. "Active" status means that your corporation has not been dissolved, suspended, surrendered or forfeited. For more information concerning Certificates of Good Standing, contact (619) 525-4113 or online at: www.ss.ca.gov/business

FY2024 Funding Cycle Overview

October, 2022
- Friday, October 14, 2022 –FY 2024 Applications were available on October 14, 2022 via www.sdtmd.org/applications
- Two Applicant Workshops were offered:
  - October 17 and October 19, 2022. Both workshops were held via Zoom.
  - Workshops provided an overview of the application process, insight on criteria used to evaluate events for funding and an introduction to the online submission system
- Friday, October 21, 2022 – Regular Board Meeting

November, 2022
- Friday, November 18, 2022 – General Application due
- Preliminary staff review of received applications
- 3rd party contractor generated initial analysis and report
- Friday, November 18, 2022 – Regular Board Meeting
- Board creates Application Committee

December, 2022
- Friday, December 2, 2022 – Ad Hoc Application Committee meets to review applications.
- Committee comprised of TMD Board Members, SDTA Executives, 3rd party contractor and SDTMD Executive Director met to evaluate the applications and 3rd party analysis.
- Friday, December 16, 2022 – Regular Board Meeting
- Monday, December 19, 2022 - Applications will be accessible to all Board Members and accompanying RWA reports will be distributed.

January, 2023
- Friday, January 13, 2023 – Regular Board Meeting – First of Two Applicant Presentations
- Friday, January 27, 2023 – Regular Board Meeting – Second of Two Applicant Presentations

February, 2023
- Friday, February 10, 2023 – DMO FY 2024 Annual Application Due
- Friday, February 17, 2023 – Special Board Meeting – SDTA Budget Presentation

March, 2023
- Friday, March 3, 2023 - Regular Board Meeting
- Formal public board review of qualified applications
- Funding recommendations of programs by board

April/May 2023
- Notification of funding intention to the City of San Diego

June 2023
- SDTMD submits FY 2024 Budget with ROI projections and Scope of Work assumptions to San Diego City Council for consideration and request for approval
- FY24 Contracts Issued

July 1, 2023
- FY 2024 Begins

November 30, 2023:

- Q1 Progress Recap due. Quarterly reports are required to be submitted 60 days following the end of each quarter. Activities, changes, accomplishments, challenges, etc. are detailed, in addition to event outcomes in the applicable quarter

February 28, 2024

- Q2 Progress Recap due.

May 31, 2024

- Q3 Progress Recap due.

August 31, 2024

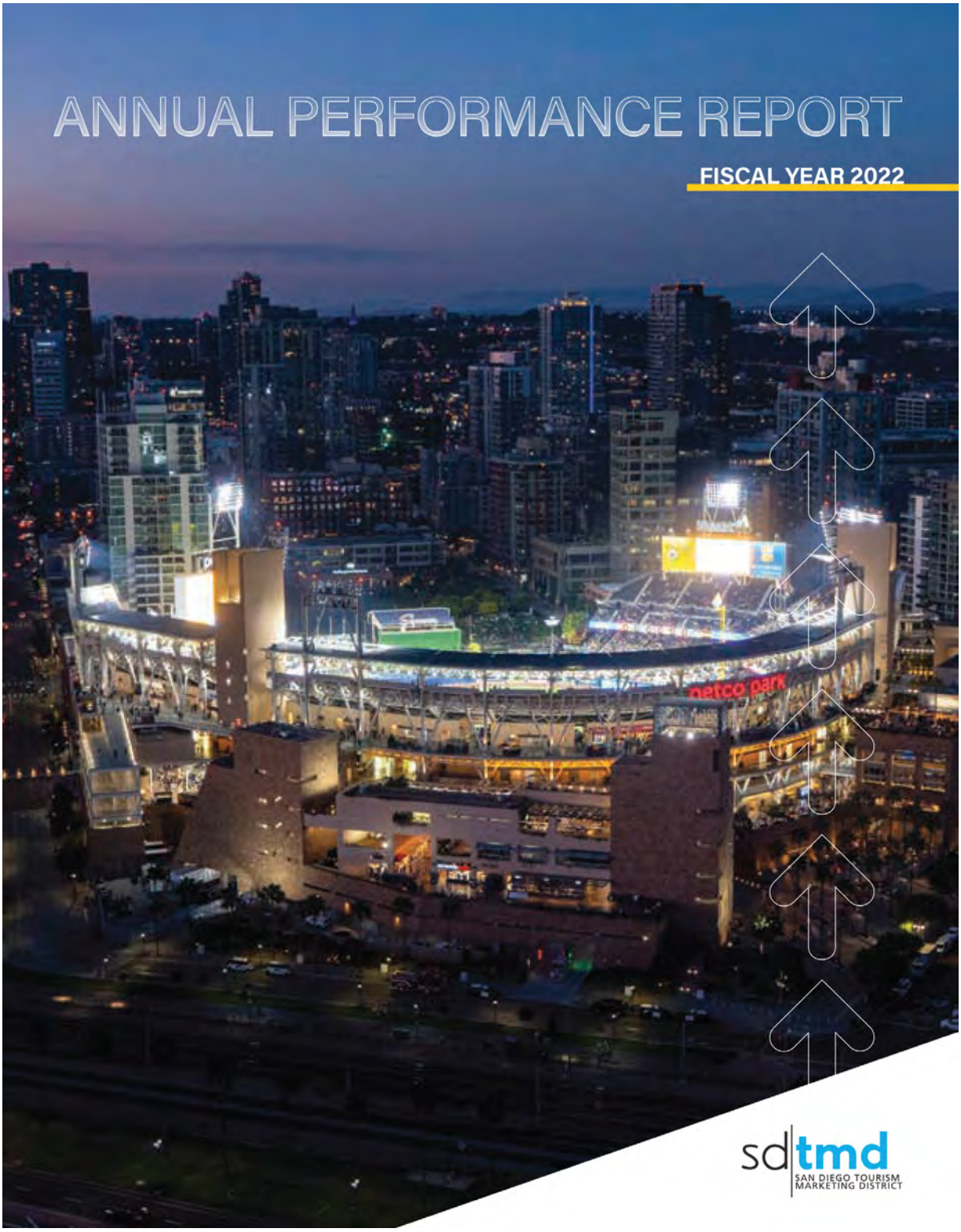
- Q4 & Annual Progress Recap due

*Dates are approximate and may change without notice.

FY2024 SDTMD Corporation Directors Ranking of Applications Summary

SDTMD Committee Ranking Order:															4/14/23	4/14/23
														3/10/23	Revision	Approved
						Distributable Funds								41,849,963		41,849,963
FY 2024 ANNUAL FUNDING APPLICATIONS						Release of O/C reserve district								11,107,605	(250,000)	10,857,605
														52,957,568	(250,000)	52,707,568
APPLICANT	ROI	Amount Requested	BAR-TELL	BROWN	SOOD	BUT-LER	COWAN	HER-MES	SHOE-MAK-ER	TER-ZI	LAI	Total	Rank Order	**Recom-mended Amount FY 24**		
SAN DIEGO TOURISM AUTHORITY	23.17	$50,585,068	1	1	1	1	1	1	1	1	1	9	1.00	50,585,068	(100,000)	50,485,068
SAN DIEGO BOWL GAME ASSOCIATION DBA SPORTS SAN DIEGO	10.5	$1,681,500	2	7	4	2	2	2	2	2	2	25	2.78	1,681,500	(150,000)	1,531,500
SAN DIEGO BAYFAIR/ DBA THUNDERBOATS UNLIMITED/SAN DIEGO BAYFAIR	35.85	$120,000	5	2	3	4	3	4	5	4	3	33	3.67	120,000		120,000
CALIFORNIA POLICE ATHLETIC FEDERA-TION/ UNITED STATES POLICE AND FIRE CHAMPIONSHIPS	32.65	$71,000	4	3	2	3	4	3	8	3	4	34	3.78	71,000		71,000
FAST FORWARD FUTURES/SAN DIEGO BAY WINE & FOOD FESTIVAL	13.15	$74,500	3	4	5	5	5	5	7	5	7	46	5.11	74,500		74,500
SAN DIEGO CREW CLASSIC	12.62	$145,500	6	5	6	6	6	6	4	9	6	54	6.00	145,500		145,500
SOUTHERN CAL-IFORNIA TENNIS ASSOCIATION/USTA BILLIE JEAN KING GIRLS NATIONAL CHAMPIONSHIPS	11.55	$65,000	10	6	7	9	7	9	10	6	9	73	8.11	65,000		65,000
SOUTHERN CALIFOR-NIA TENNIS ASSOCI-ATION FOUNDATION/ SAN DIEGO OPEN	8.54	$95,000	8	9	8	8	9	10	6	8	8	74	8.22	95,000		95,000
ULKUTEKIN EVENT GROUP/BEST COAST BEER FEST	8.23	$70,000	7	10	11	7	11	7	9	7	11	80	8.89	70,000		70,000
WONDERLUST EVENTS LLC/WON-DERFRONT FESTIVAL	10.45	$250,000	11	11	9	10	10	11	3	11	5	81	9.00			-
YOUTH TENNIS SAN DIEGO/USTA ADULT NATIONAL CHAMPI-ONSHIP	10.19	$50,000	9	8	10	11	8	8	11	10	10	85	9.44	50,000		50,000
		53,207,568	66	66	66	66	66	66	66	66	66	594		52,957,568	(250,000)	52,707,568
										Balance remaining:				-		

SDTMD Corp. Annual Report – FY2022



DOWNLOAD

San Diego Tourism Marketing District FY2023 Interim Report of Activities (July 1- 2022 – March 30, 2023)

ESTABLISHMENT

Established by Resolution R-307843, date of final passage November 27, 2012 with District effective from January 1, 2013 through June 30, 2052 (a term of 39 ½ years)
District and Plan modified by Resolution R-310664, effective September 1, 2016.

Agreement between City and TMD Management Corporation:
Agreement effective July 1, 2020 through June 30, 2030 approved by Ordinance No. O-21202

Advisory Board: San Diego Tourism Marketing District (SDTMD)
750 B Street
San Diego, CA 92101
(619) 557-2854 www.sdtmd.org

Assessment Methodology: All assessment rates are based on the privileges directly conferred and specific benefit directly received by assessed businesses from the activities provided within each category and is levied on "Assessable Rent" which is based on gross room rental revenue less exempt revenues, of those benefitting businesses.

Annual Assessment Rates: Applied to Assessable Rent of qualifying lodging businesses.
Lodging businesses with 70 or more rooms assessed at a total rate of 2%

FY2023 TMD Budget Summary Pursuant to San Diego Tourism Marketing District Management Plan

ORIGINAL CALCULATION OF AVAILABLE TMD FUNDS FOR FY2023

Projected Assessments	$39,504,023
Projected carryover –prior years	17,718,396
Projected Interest and Penalties	50,000
Contributions from Other Sources of Funding:	0
Total FY2023 Funds Available	**$52,272,419**

PROPOSED ACTIVITIES FOR FY2023
(Pursuant to San Diego Tourism Marketing District Management Plan August 2016)

Targeted Marketing and Sales Programs	$16,951,755
Destination Marketing	20,678,829
Sub-Total Marketing and Sales	**$37,630,584**
SDTMD Administration & Operations	$2,019,796
City Administration	$289,630
Sub-Total Administration	**$2,309,426**
Opportunity/Catastrophe Reserve	$17,332,409
Original Total for Proposed Activities	**$57,272,419**

During the year actual assessments collected to date have exceeded projected assessments by $3,707,476 with an additional $1,500,000 projected by year end for a total projection of assessments exceeding original budget of $5,207,476 ($5,051,252 allocated to opportunity/catastrophe reserve and 3%, $156,244, allocated to Operations). In addition, the board of directors authorized additional release of opportunity/catastrophe reserve to fund supplemental requests as well as approved to modify or defund previously approved entity/events resulting in an overall increase in proposed targeted marketing and sales programs of $3,802,501 and an increase to destination marketing programs of $340,296. These changes resulted in a significant projected carryover to FY24 as described below:

Original Opportunity/Catastrophe reserve	$17,332,409
Decrease due to revised targeted marketing and sales activities	(3,802,501)
Decrease due to revised destination marketing activities	(340,296)
Increase due to actual and projected FY23 assessments over budgeted	5,051,252
Increase due to actual FY22 carryover over projected	2,900,432
Projected FY23 Opportunity/Catastrophe carryover	$21,141,296

FY2023 Allocations

The FY2023 recommended allocations to other entities total $37,630,584.
In March 2022, submitted applications were reviewed, ranked, and allocations recommended. Ranking factors will include time of year, new versus existing rooms, and potential for growth. In Additional allocations were approved as presented. The information below reflects the recommended amounts for FY2023.

ENTITY/EVENT	ORIGINAL	REVISED	NON-TMD
San Diego Tourism Authority	$34,968,499	$39,018,006	$3,245,291
San Diego Bowl Game Assoc	840,000	945,000	105,000
San Diego Bayfair - Thunderboats	120,000	120,000	429,500
Cal. Police Athletic Federation– U.S. Championships	70,000	70,000	405,500
California State Games – Summer	100,000	100,000	407,000
World Lacrosse Championships	130,000	130,000	4,197,450
San Diego Bay Wine & Food Festival	74,500	74,500	946,000
San Diego Bowl Game Assoc– Holiday Bowl	435,000	435,000	8,000,000
San Diego Crew Classic	125,500	125,500	707,450
Wonderlust Events LLC – Wonderfront	250,000	250,000	7,775,077
Old Town Chamber of Commerce	25,710	-	-
California State Games – 2023 Winter	60,000	60,000	118,000
Maverick Sports – Surf College Cup*	55,000*	-	-
San Diego Diplomacy Council	45,000	45,000	305,854
EcoTrek – Zero Emission Summit*	171,875*	171,875	819,014
Maverick Sports – Surf Cup Challenge*	55,000*	-	-
Legit Rare Football – All American*	74,500*	-	25,500
Access Youth Academy	30,000	30,000	5,000
La Jolla Historical Society	-	74,500	599,000
Southern California Tennis Association- Billie Jean King	-	50,000	255,000
Southern California Tennis Association FDN - SD Open	-	74,000	509,060
TOTAL	**$37,630,584**	**$41,773,381**	**$28,854,696**

Non-TMD Fund portion to be submitted by contractor. Amounts reported are estimated based on original budget submission.
*Event did not materialize/cancelled

FY2023 Funding ROI and Ranking Detail

NOTE: As of submittal date, only Q1 and Q2 ROI reports have been received
(Q3 ROI reports are due on May 31, 2023)

San Diego Tourism Authority (SDTA): $39,018,006

Score Ranking:
Directors' Aggregate Score: #1 of 13
Return on Investment (ROI)-projected:
4,950,000 total hotel room nights
$820,017,000 @ $165.66
23.4:1
Actual FY 2023 ROI Q1 &Q2:
Campaigns run through Q4 of FY 2023
Citywide Group Sales @ 63% to FYTD goal (84% STLY)
Hotel Sales Division @ 113% to FYTD goal (115% STLY)

Sports San Diego: $945,000

Directors' Aggregate Score: #2 of 13
Return on Investment (ROI)-projected:
68,500 total hotel room nights
$12,569,500 @ $183.50 ADR
14.96:1
Actual FY 2023 ROI:
This is an ongoing event and ROI data will be reported at year end.

San Diego Bayfair – Thunderboats: $120,000

Score Ranking:
Directors' Aggregate Score: #3 of 13
Return on Investment (ROI)-projected:
17,048 total hotel room nights
$3,733,512 @ $219 ADR
31.1:1
Actual FY 2023 ROI:
19,713 total hotel room nights
$5,318,370 @ $269.79 ADR
55.98:1

California Police Athletic Federation: $70,000

Score Ranking:
Director's Aggregate Score: #4 of 13
Return on Investment (ROI)-projected:
8,343 total hotel room nights
$1,993,977 @ $239 ADR
28.5:1
Actual FY 2023 ROI Q1 &Q2:
This event occurs in Q4 FY 23

FY2023 Funding ROI and Ranking Detail cont'd

California State Games – Summer: $100,000
Score Ranking:
Directors' Aggregate Score: #5 of 13
Return on Investment (ROI)-projected:
11,000 total hotel room nights
$1,969,000 @ $179.00 ADR
19.7:1
Actual FY 2023 ROI:
6,260 total hotel room nights
$1,130,720 @ $180.62 ADR
11.3:1

World Lacrosse Championships: $130,000
Score Ranking:
Director's Aggregate Score: #6 of 13
Return on Investment (ROI)-projected:
6,150 total hotel room nights
$1,654,350 @ $269 ADR
12.7:1
Actual FY 2023 ROI Q1 &Q2:
This event occurs in Q4 FY23

Fast Forward Futures/San Diego Bay Food & Wine Festival: $62,177.96
Score Ranking:
Director's Aggregate Score: #7 of 13
Return on Investment (ROI)-projected:
4,000 total hotel room nights
$880,000 @ $220 ADR
11.8:1
Actual FY 2023 ROI:
5,919 total hotel room nights
$1,568,535 @ $265 ADR
25.22:1

Holiday Bowl: $435,000
Score Ranking:
Director's Aggregate Score: #8 of 13
Return on Investment (ROI)-projected:
23,000 total hotel room nights
$4,347,000 @ $189 ADR
9.9:1
Actual FY 2023 ROI:
11,295 total hotel room nights
$2,462,257 @ $217.99ADR
5.66:1

FY2023 Funding ROI and Ranking Detail cont'd

SD Crew Classic: $125,500

i. Score Ranking:
Directors' Aggregate Score: #9 of 13
ii. Return on Investment (ROI)-projected:
6,777 total hotel room nights
$1,416,393 @ $209 ADR
11.3:1
Actual FY 2023 ROI Q1 &Q2:
This program occurs in Q4 FY 23.

Wonderfront: $250,000

Score Ranking:
Director's Aggregate Score: #10 of 13
Return on Investment (ROI)-projected:
12,500 total hotel room nights
$2,225,000 @ $178 ADR
8.9:1
Actual FY 2023:
7,998 total hotel room nights
$1,818,298 @ $227.34 ADR
7.27:1

California State Games – Winter: $60,000

Score Ranking:
Directors' Aggregate Score: #11 of 13
Return on Investment (ROI)-projected:
3,000 total hotel room nights
$417,500 @ $139.00 ADR
6.95:1
Actual FY 2023 ROI:
This event occurred in Q3 FY 2023 and ROI calculations are in process.

San Diego Diplomacy Council: $45,000

Score Ranking:
Director's Aggregate Score: #12 of 13
Return on Investment (ROI)-projected:
3,234 total hotel room nights
$643,566 @ $199 ADR
14.3:1
Actual FY 23 ROI Q1 &Q2:
This is an ongoing event and ROI data will be reported at year end.

FY2023 Funding ROI and Ranking Detail cont'd

Access Academy: $30,000
Score Ranking:
Director's Aggregate Score: #13 of 13
Return on Investment (ROI)-projected:
900 total hotel room nights
$152,100 @ $169 ADR
5:1
Actual FY 2023 ROI Q1 &Q2:
This event occurs in Q4 FY 23

La Jolla Historical Society: $74,500
Score Ranking:
Supplemental Application – no rank
Return on Investment (ROI)-projected:
8046 total hotel room nights
$2,993,112 @ $372 ADR
40.1:1
Actual FY 2023 ROI Q1 &Q2:
This event occurs in Q4 FY 23

Southern California Tennis Association/BJK Girls: $50,000
Score Ranking:
Supplemental Application – no rank
Return on Investment (ROI)-projected:
2000 total hotel room nights
$398,000 @ $199 ADR
7.96:1
Actual FY 2023 ROI:
2901 total hotel room nights
$644,950 @ $222.31 ADR
12.9:1

Southern California Tennis Foundation/SD Open: $74,000
Score Ranking:
Supplemental Application – no rank
Return on Investment (ROI)-projected:
2884 total hotel room nights
$660,436 @ $229 ADR
5:1
Actual FY 2023 ROI:
3134 total hotel room nights
$664,878 @ $212.14 ADR
8.98:1

FIVE YEAR PROSPECTIVE

This section covers the time-period from July 1, 2024 through June 30, 2028 and forecasts the District's longer-term goals and intentions.

SDTMD Activities

Targeted Marketing and Sales Programs

It is the understanding of the SDTMD that the aggressive, daily consumption of lodging, as measured by the industry standard of hotel room nights, is vital to all lodging businesses because the unused portion of a hotel's available inventory spoils every day, and is never again available for sale. Therefore, SDTMD will contract with destination marketing organizations (DMOs) and other contractors selected through competitive application or procurement processes for the specific marketing and sales programs and services as outlined below. The targeted marketing and sales programs and activities will focus primarily on (i) the group and meeting planner or contractor and (ii) consumer direct sales and marketing programs. Consumer direct sales and marketing programs are specifically designed to place booking opportunities for assessed businesses in the grasp of consumers who have or may have expressed an interest in traveling to San Diego. These programs include meeting and group direct sales and marketing, and consumer direct sales and marketing programs.

Destination Marketing

Critical to the consumption of lodging business room nights is the location, or destination, of the businesses. While a meeting or convention can mandate a destination for a conventioneer or delegate, the transient hotel guest, the tourist, makes a personal travel decision in light of market forces. Consumer direct/destination marketing and messaging are designed to influence, entice and support such decisions and therefore generate incremental transient room night sales. All of the lodging businesses subject to the assessment will directly benefit from consumer direct/destination marketing.

Five Year Vision

San Diego has proven to be an attractive destination for leisure travelers and meeting attendees alike. We have many advantages, but we also face headwinds. Primary among the threats to our destination is the lack of buzz-worthy new reasons to visit; particularly to return.

With the threat of COVID largely in the rearview mirror, lodging performance throughout San Diego County is expected to continue its recovery through 2027. While the specter of a recession in 2023 looms large, travel interest and intent have shown no signs of abating. Consumers have seemingly reclassified travel spending as a necessity rather than a luxury, discretionary budget item, which increases the likelihood that travel will remain resilient even in the face of an economic downturn.

The SDTMD Corporation strives to further increase room nights and to raise overall awareness of funding opportunities to all those who can demonstrate the required qualifications. Beginning in the spring of 2023, TMD is participating in an industry wide event search committee to research, attract and secure large events for San Diego and to increase overall room night consumption.

Milestone Projected Financials

4/13/234:33 PM

San Diego Toursim Marketing District
Five Year Projected Milestone Budget Worksheet
FINAL - FOR DISCUSSION PURPOSES ONLY

	4% FY24 Budgeted	4% FY25 Projected	4% FY26 Projected	4% FY27 Projected	4% FY28 Projected
Modified District O-20096					
PROJECTED AVAILABLE FUNDS:					
Projected assessments	$ 46,499,959	$ 48,359,957	$ 50,294,356	$ 52,306,130	$ 54,398,375
Projected carrover					
Carryover Administrative	1,274,389	$ 1,113,545	980,327.81	850,869.89	724,867.20
Carryover Opportunity/Catastrophe Reserve	15,294,219	13,538,688	10,154,541	8,597,875	7,960,367
Total projected carryover	16,568,608	14,652,233	11,134,869	9,448,745	8,685,234
Interest income	-	100,000	100,000	100,000	100,000
Total funds available:	$ 63,068,567	$ 63,112,190	$ 61,529,224	$ 61,854,875	$ 63,183,609
PROJECTED ACTIVITIES:					
Competitive Applications					
Targeted Marketing and Sales Programs	$ 17,414,461	$ 23,675,169	$ 22,812,034	$ 22,715,813	$ 23,062,824
Destination Marketing	29,446,030	26,618,136	27,530,156	28,658,642	29,875,897
Total Competitive Applications	46,860,491	50,293,305	50,342,190	51,374,455	52,938,721
SDTMD Administration and Operations and City Administration	2,669,388	2,664,344	2,589,158	2,520,054	2,456,818
Total projected expenditures	**49,529,879**	**52,957,649**	**52,931,349**	**53,894,509**	**55,395,539**
Reserves:					
Opportunity/Catastrophe Reserve	18,549,216	16,923,885	13,675,146	12,259,304	11,768,253
Less: Utilization of reserve	(5,010,528)	(6,769,344)	(5,077,271)	(4,298,938)	(3,980,183)
Balance Opportunity/Catastrophe Reserve	13,538,688	10,154,541	8,597,875	7,960,367	7,788,070
Total projected reserves	13,538,688	10,154,541	8,597,875	7,960,367	7,788,070
Total projected expenditures and reserves	$ 63,068,567	$ 63,112,190	$ 61,529,224	$ 61,854,875	$ 63,183,609
District O-19622					
PROJECTED AVAILABLE FUNDS:					
Reserves:					
Category A					
Opportunity/Catastrophe Reserve	$ 5,847,077	$ -	$ -	$ -	$ -
Category B: Opportunity/Catastrophe Reserve	-	-	-	-	-
Balance Opportunity/Catastrophe Reserve	5,847,077	-	-	-	-
Administrative interest/penalty income					
Category A	1,173,492	1,173,492	1,151,592	1,129,692	1,107,792
Category B	263,405	263,405	255,305	247,205	239,105
Total interest income	1,436,897	1,436,897	1,406,897	1,376,897	1,346,897
Total funds available:	$ 7,283,974	$ 1,436,897	$ 1,406,897	$ 1,376,897	$ 1,346,897
PROJECTED ACTIVITIES:					
Projected expenditures					
Category A - Targeted Marketing and Sales Programs	$ 5,847,077	$ -	$ -	$ -	$ -
Category B	-	-	-	-	-
Administration					
Category A	-	21,900	21,900	21,900	21,900
Category B	-	8,100	8,100	8,100	8,100
Total projected expenditures	5,847,077	30,000	30,000	30,000	30,000
Reserves:					
Administrative interest/penalty income					
Category A	1,173,492	1,151,592	1,129,692	1,107,792	1,085,892
Category B	263,405	255,305	247,205	239,105	231,005
Total Administrative interest reserve	1,436,897	1,406,897	1,376,897	1,346,897	1,316,897
Total projected expenditures and reserves	$ 7,283,974	$ 1,436,897	$ 1,406,897	$ 1,376,897	$ 1,346,897
TOTAL COMBINED PROJECTED EXPENDITURES	$ 55,376,956	$ 52,987,649	$ 52,961,349	$ 53,924,509	$ 55,425,539
TOTAL COMBINED PROJECTED RESERVES	14,975,585	11,561,438	9,974,772	9,307,264	9,104,967
	$ 70,352,541	$ 64,549,087	$ 62,936,121	$ 63,231,772	$ 64,530,506