sd|tmd
SAN DIEGO TOURISM MARKETING DISTRICT

FISCAL YEAR 2024

ANNUAL PERFORMANCE REPORT

CONNECTIONS

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EXECUTIVE MESSAGE

COLLECTIVE EFFORTS IN TOURISM

The San Diego Tourism Marketing District wrapped its 2024 fiscal year having awarded $52.5 million in grants generating $1,617,043,516 million in hotel room night revenue for a 31.4:1 return on investment.

> “Visitor demand remained strong with San Diego a top U.S. destination. As a result, in July San Diego ranked third among America’s top 25 largest hotel markets in hotel occupancy.”

As expected, the steep rise in tourism growth leveled off in FY24. Visitor demand remained strong with San Diego a top U.S. destination. As a result, in July, San Diego ranked third among America’s top 25 largest hotel markets in hotel occupancy. Inflation and limited inventory kept hotel room rates in the City of San Diego elevated. Therefore, the SDTMD board focused its grantmaking on events drawing visitors during periods when occupancy was projected to be low.

We are excited about our robust roster of FY25 contractors bringing both repeat and new opportunities to showcase all that San Diego has to offer. In addition to such stalwarts as San Diego Tourism Authority and Sports San Diego, we’re pleased to welcome new events to the family, such as Day of the Dead San Diego. Collectively, these large and small programs continue to bring in visitors who sleep in our hotels, eat in our restaurants and patronize our small businesses.

Due to the collective efforts of the city’s travel and tourism partners and an outstanding tourism workforce, the San Diego tourism industry has settled into its “new normal.” Together, we’re confident that we can navigate our challenges and make the most of our futures.

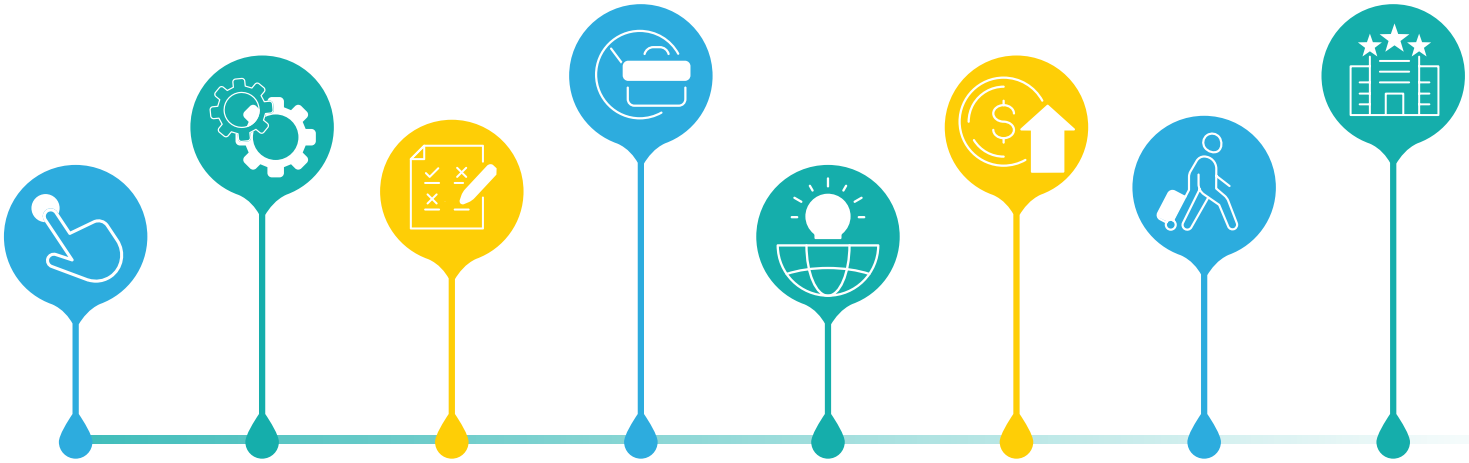
Richard Bartell
CHAIRPERSON

Colleen Anderson
EXECUTIVE DIRECTOR

HOW SDTMD
MAKES AN IMPACT

Established in 2008, the San Diego Tourism Marketing District (SDTMD) is a Tourism Improvement District serving all areas within the City of San Diego. SDTMD allows lodging businesses within the City of San Diego with 70 rooms or more to collectively support marketing efforts to increase tourism in the City, which in turn increases hotel room night stays and, therefore, increases transient occupancy tax (TOT) revenue back to the City. Through this model, the tourism marketing district creates a true economic engine for the City and the region as a whole.

Key Milestones



JANUARY 2008
Collection of SDTMD assessments begins.

DECEMBER 2015
SDTMD-funded Destination Master Plan, Experience San Diego, complete.

AUGUST 2016
City approves district modification to assess properties of 70 rooms or more.

MARCH 2020
Global coronavirus pandemic leads to tourism industry shutdown.

APRIL 2021
San Diego reopens for leisure tourism.

JUNE 2022
City TOT collections exceed pre-pandemic levels.

JUNE 2023
Strong tourism rebound funds record SDTMD grant allocations for FY24.

JUNE 2024
Continued tourism sector recovery leads to second-largest allocation of grants in SDTMD history.

How TMD Works

Overnight visitors come to the City.

They stay in a hotel.

A 2% assessment on each hotel room goes to TMD.

TMD funds San Diego Tourism Authority and other groups/events.

That activity attracts more visitors, filling more TMD hotel rooms.

The City collects a 10.5% tax on those hotel rooms.

The tax pays for public safety, road repair and other City services.

TOURISM ECONOMIC UPDATE

WEAVING CONNECTIONS

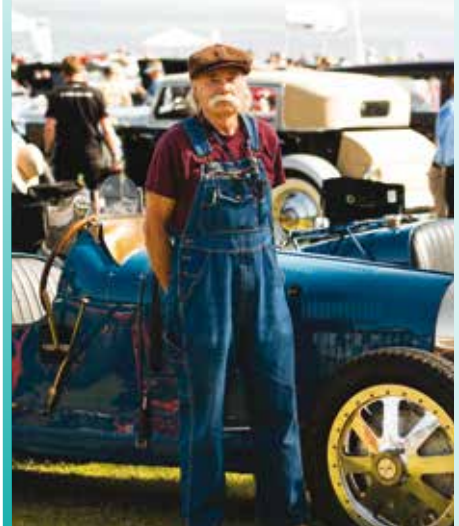
After a fairly strong FY23, hotel performance leveled off in FY24. This was expected as market conditions began to normalize and competitive pressures increased. County occupancy averaged 73.6%, essentially flat from FY23. Similarly, room night demand, ADR, RevPAR and hotel revenue improved, although marginally at less than 1% each. Overall, San Diego County properties sold 17.3 million room nights at an average ADR of $210.79 in FY24.

On the bright side, international travel to San Diego is improving, according to Tourism Economics' Global City Travel Monitor. Key markets into San Diego include Mexico and Canada, with overnight visits increasing by 10.9% and 33.1%, respectively, in CY23 over CY22. Following that, visitation was strongest from the United Kingdom, Germany, France and Australia. Visits from China still lag behind the years leading up to the COVID-19 pandemic.

Though inflation has eased substantially from the highly elevated rates seen in 2022, prices remain more than 25% higher than they were in 2019. Despite the general unease among travelers due to higher prices, an estimated 32 million people visited San Diego between July 2023 and June 2024, a 5% increase over the same period in FY23. Additionally, visitor spending rose 2.7% during that same timeframe from $12.8 billion to $14.6 billion. The average length of stay has remained above the pre-pandemic average at 2.6 days including day trippers.

Hotels generated $3.7 billion in revenue in FY24, helping the City collect $358 million in TOT taxes and TMD assessments. TMD assessments accounted for $47 million of that total, a 4.5% increase over FY23. Beyond TOT and TMD revenues, travel and tourism generated more than $1 billion in sales, property and other taxes in FY24, saving San Diego households an average of nearly $1,000.

Despite hotel performance leveling off in FY24 and inflation worries, San Diego remains a top performer, ranking fourth in the top 25 and first in the Western competitive set for occupancy, sixth in ADR and fifth in revenue per available room (RevPAR). Notably, San Diego's RevPAR led the Western competitive set in FY24.



Looking Ahead:
Opportunities and Threats in FY25 and Beyond

Leisure Demand

Upside:

- High prioritization of travel and high intentions to travel

Downside:

- Depleted excess savings; consumers may pull back on spending, including travel, or will seek more deals and promotions (a trend already emerging regionally)
- Capacity limitations (peak demand, holidays and weekends crowd out visitors)

Group Demand

Upside:

- Businesses and groups resume event routines as they continue to recover

Downside:

- Economic uncertainty, partly due to the U.S. election outcome in November

Business Travel Demand

Upside:

- Businesses resume travel as the recovery continues

Downside:

- Economic uncertainty, partly due to the U.S. election outcome in November

International Inbound Travel Demand

Upside:

- Continued recovery from COVID-19

Downside:

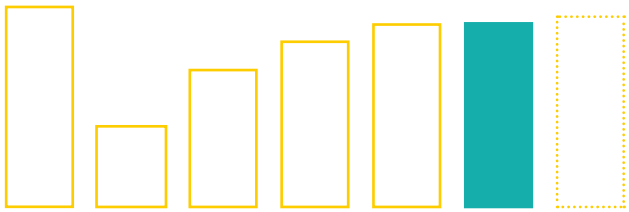
- Prolonged visa wait times
- Historically strong U.S. dollar

TOURISM JOBS
TOURISM ACCOUNTS FOR
1 IN 8 JOBS*
*2023 calendar year, San Diego County

TOT COLLECTIONS SUPPORT ESSENTIAL SERVICES
TOT, OR TRANSIENT OCCUPANCY TAX, IS
ONE OF THE FOUR MAIN SOURCES OF REVENUE
FOR THE CITY OF SAN DIEGO'S GENERAL FUND. THE GENERAL FUND HELPS SUPPORT ESSENTIAL SERVICES INCLUDING:

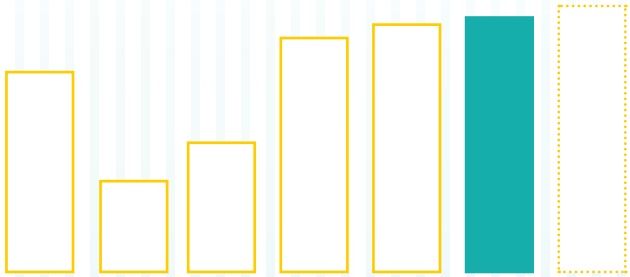
Connecting the Dots
San Diego Tourism Trends

TOTAL VISITORS*
VISITS ARE STILL BELOW THE PRE-PANDEMIC HIGH BUT FORECAST TO GROW 2.6% IN 2024.
*Source SDTA



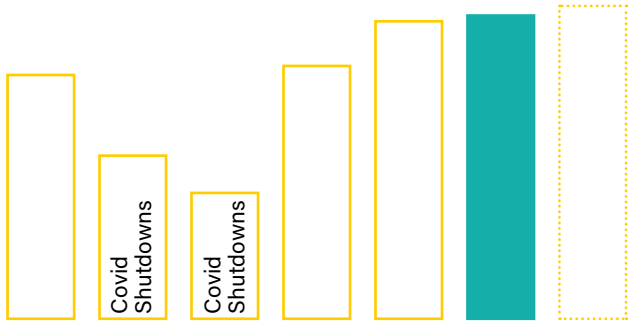
19	20	21	22	23	24	25**
35.1M	14.3M	23.8M	28.8M	31.8M	**32.1M**	33M

VISITOR SPENDING - CY 2023*
EVEN ACCOUNTING FOR INFLATION, VISITOR SPENDING RECOVERED IN 2023 AND IS PROJECTED TO RISE 2.8% IN 2024.
*Source SDTA



19	20	21	22	23	24	25**
$11.6B	$5.2B	$7.5B	$13.6B	$14.3B	**$14.7B**	$15.3B

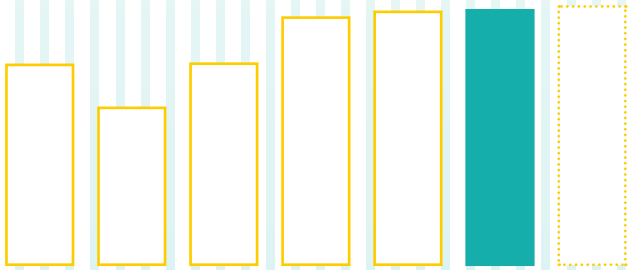
TOT TRENDS - FY 2024
CITY OF SAN DIEGO



19	20	21	22	23	24	25
$251M	$168M	$128M	$259M	$305M	**$311M**	$321M*

*Projected, per city budget

HOTEL AVERAGE DAILY RATE (ADR) - CY 2023*
ADR SOARED ABOVE PRE-PANDEMIC LEVELS IN 2022 AND 2023 BUT IS LEVELING OFF IN 2024.
*San Diego County **Projections for CY 2024



19	20	21	22	23	24	25**
$166	$130	$166	$205	$210	**$213**	$215

CONTRACTOR

PERFORMANCE AND IMPACT

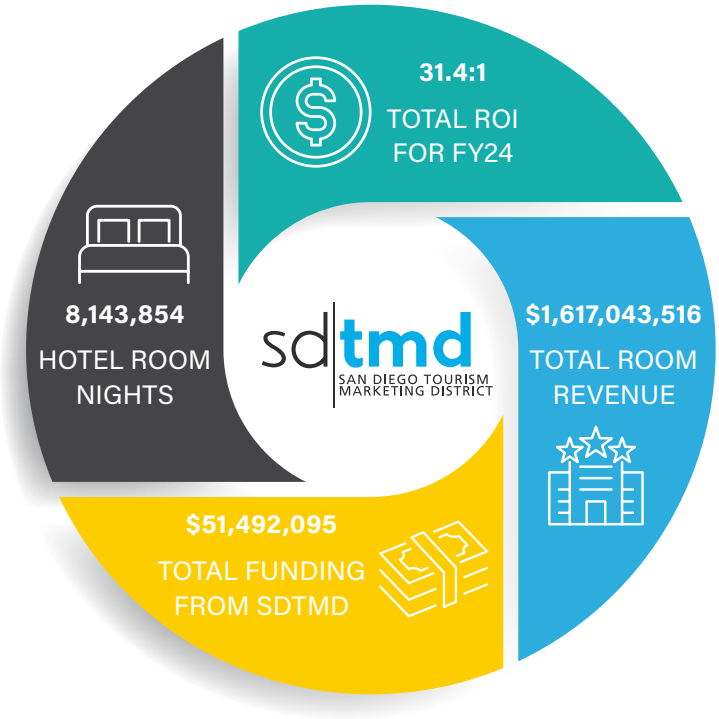
CONTRACTOR

PERFORMANCE AND IMPACT

SDTMD provides funding to support the marketing and promotional efforts of a variety of organizations that help the City of San Diego maintain its status as a competitive, first-tier visitor destination with compelling events and programming. The funding of these competitively selected organizations by SDTMD has historically resulted in growth in hotel room nights and revenue, which is vital to the strength and success of the tourism industry in San Diego.

All contractors supported by SDTMD are required to have clearly defined marketing strategies and activities that complement and enhance San Diego's tourism brand. In addition, they are required to abide by all requirements set forth in the City's Operating Agreement with SDTMD.

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



FY 2024 Contractors

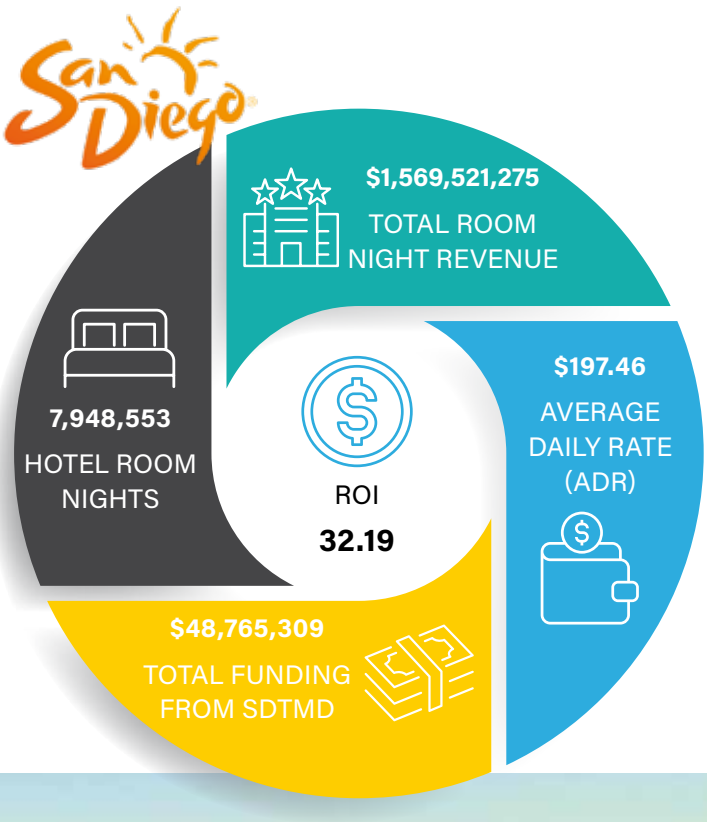
San Diego Tourism Authority	$48,765,309
Sports San Diego	$1,617,035
Southern California Tennis Association/USTA Billie Jean King Girls	$65,000
Southern California Tennis Association Foundation/San Diego Open	$93,000
Youth Tennis San Diego/USTA Adult National Championship	$6,000
Fast Forward Futures/San Diego Bay Wine + Food Festival	$69,112
San Diego Padres/Petco Park Events/San Diego Rodeo	$150,000
Youth Tennis San Diego, San Diego Racquet Sports, LLC/San Diego Open #2	$135,000
San Diego Crew Classic	$127,811
La Jolla Historical Society/Concours d'Elegance	$73,887
Wonderlust Events, LLC/Wonderfront Festival	$250,000
California Police Athletic Federation/U.S. Police & Fire Championships	$70,657
The Bon Temps Social Club of San Diego/Gator By the Bay	$69,284
TOTAL:	**$51,492,095**

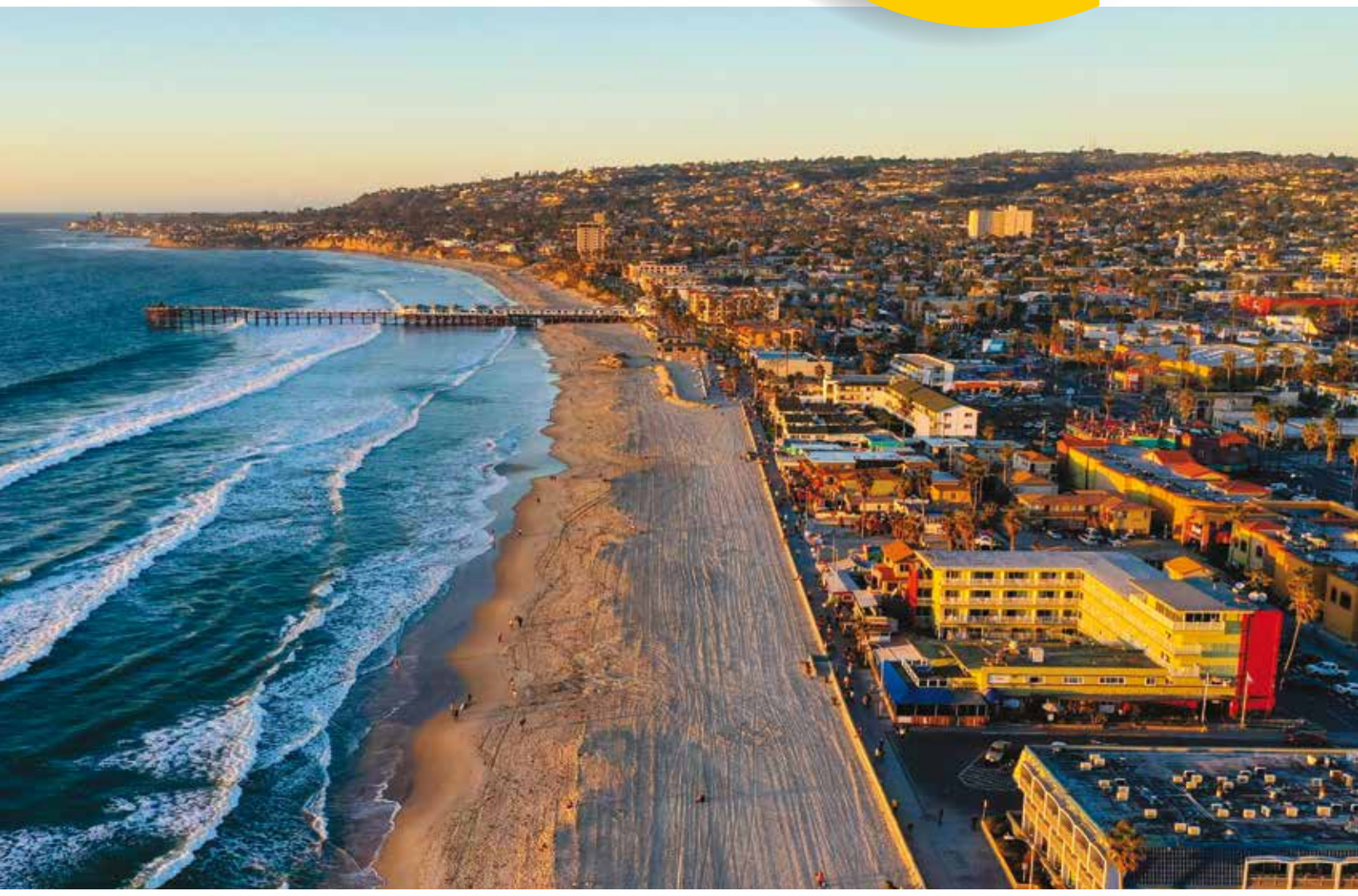
SAN DIEGO
TOURISM AUTHORITY

SDTA is the primary sales and marketing engine for the San Diego region. As a sales and marketing organization, the main objective of SDTA is to promote and market San Diego as a preferred vacation and meeting destination for leisure and business travelers from around the world.

Incorporated in 1954, SDTA is a private not-for-profit 501(C)(6) organization and is governed by a 19-member board of directors. The SDTA is nimble in the marketplace, and as market conditions shift, programs are updated to best capitalize on opportunities and maximize ROI.

Investment of marketing funds from SDTMD has helped fuel SDTA efforts to promote San Diego as a diverse tourism market appealing to leisure, business and group travelers, and domestic and international visitors.





SDTA Program Highlights FY24

The SDTA invested $30 million in consumer direct advertising, delivering 2.6 billion gross impressions and exceeding SDTA's organization KPI gross advertising impressions goal by 178%.

"Happy and You Know It" Campaign

SDTA's brand campaign, "Happy and You Know It," brought San Diego's brand positioning to life in an impactful way, providing inspiration to visit and leaving consumers with positive recall through multi-layered advertising efforts. The mix of traditional and digital media tactics generates mass reach of San Diego as a travel destination, maintaining top-of-mind presence through contextually aligned advertising placements and premium programming with highly engaged audiences.

Anchored by the "Happy and You Know It" 30-second TV commercial, the campaign highlights San Diego's Sunny Outlook through a variety of advertising executions including:

- Spot Market Television and Digital Out-of-Home media in 10 key markets; Los Angeles, San Francisco, Sacramento, Seattle, Denver, Las Vegas, Phoenix, Dallas, Chicago and New York

- National Digital Campaigns, including digital video, digital audio including pre-recorded spots, podcast sponsorships and custom host reads complimented by content partnerships with Travel + Leisure, Food & Wine and Travelzoo

Always-On Content & Content Creator Storytelling

The "Always-On" content program served as SDTA's storytelling and content distribution campaign, educating a national digital audience on the breadth and depth of San Diego experiences while providing new and unique reasons to visit. Creative executions deepen the storytelling throughout SDTA's brand pillars: Outdoor Recreation, Family, Culinary, Arts & History and Entertainment.

SDTA continued its two-pronged approach with content distribution through a branded content series paired with 10 content creators who provide extended reach, social engagement and positive sentiment throughout social media. During FY 2024, content creators produced more than 350 pieces of content across all seven sub-regions highlighting 120 locations throughout San Diego.

Sub-Audience Campaigns

New this year, SDTA launched an advanced audience strategy to create and align content and media with specific, actionable sub-audiences. Four sub-audience campaigns launched during FY 2024 and continued throughout the fiscal year with the following initiatives:

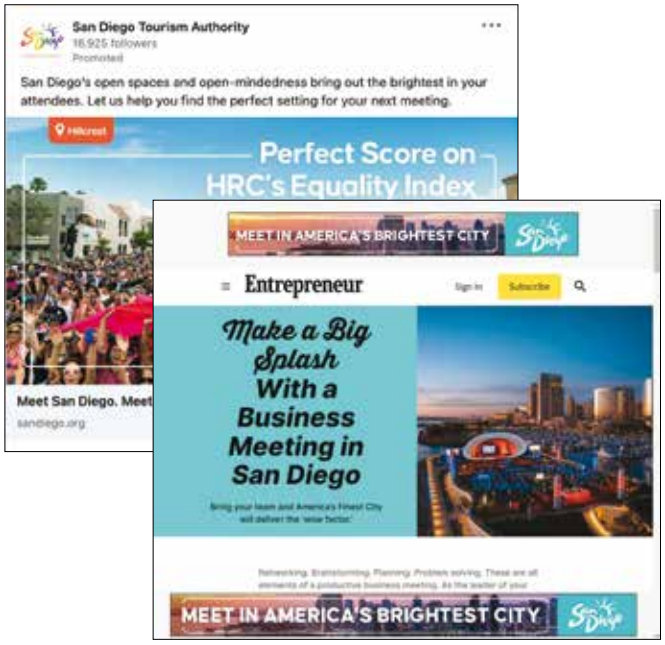
Los Angeles Market

The Los Angeles market is familiar with the San Diego brand and destination offerings, so a customized messaging and media approach to reach Angelinos assisted in combating their "been-there-done-that" mentality, focusing on deeper storytelling with new, undiscovered reasons to visit.

Custom content partnerships with Los Angeles TV stations, Vox Media (Thrillist and Eater) and *TimeOut LA* elevated San Diego's educational content opportunities with executions like custom vignettes, content heat maps, custom itinerary-based articles, editorial sponsorship, partner-produced video assets, "Win a Trip" sweepstakes and on-site digital display presence with SDTA's "Hey Neighbor" creative messaging.

LGBTQIA+

The LGBTQIA+ sub-audience campaign naturally builds on San Diego's welcoming and inclusive brand equity in a tangible way. SDTA partnered with Q.Digital, a trusted voice in the community to drive a strong on-site presence across Queerty, LGBTQ Nation and GayCities to provide an authentic perspective through four custom articles and high-impact distribution within their travel-specific sites.



Family – Spanish-language

SDTA's family messaging focused on reaching Hispanic, Spanish-speaking households as this audience is proven as an opportunity market within San Diego's nearby drive markets. Value messaging is a strong travel motivator, making the "Kids Free October" campaign a prime opportunity to connect with Spanish-speaking households via media partners Univision and Canela Media.

California Luxury

As a distinct sub-audience, the California audience is familiar with San Diego as a vacation destination and is influenced by luxury, entertainment and culture. SDTA's strategy highlighted experiences across those pillars while providing Californians with unique reasons to visit. A partnership with Modern Luxury included a custom longform video with social-forward cutdowns, custom digital articles, print insertions and print advertorials distributed to readers in San Francisco, Silicon Valley, Los Angeles and Orange County.

International

The SDTA relaunched consumer direct media in Canada and the United Kingdom for the first time in three years to rebuild awareness of San Diego as a preferred vacation destination and drive hotel bookings during the key trip-planning window. Advertising efforts leveraged Brand USA affinity programs to extend reach and maximize market coverage with a 30-sec "California's Beach City" digital video spot, custom content creation and distribution with Conde Nast Traveler and Meta and OTA advertising targeting users actively making travel decisions on Expedia and Tripadvisor.

"Meet America's Brightest City" Meetings & Groups Campaign

SDTA's Group Meetings & Conventions "Meet America's Brightest City" campaign continued with the following National digital advertising strategies:

Meeting Planners

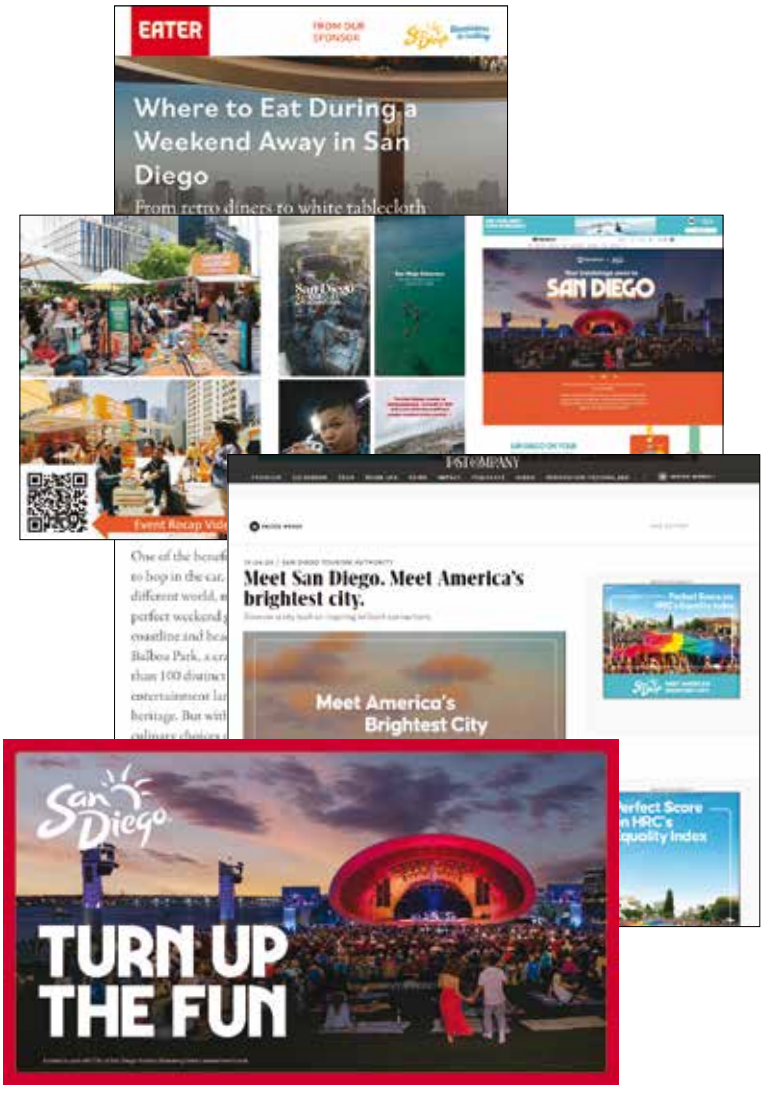
Paid efforts focus on engagement-driven channels, distributing "Meet America's Brightest City" social ads and search inquiry campaigns through LinkedIn and Google.

C-Suite Executives

Paid efforts focus on increasing awareness among key C-suite decision makers, increasing reach among influential executives, key business decision makers and those with influence over meeting locations when it comes to planning corporate events. Digital display, video, custom content and print insertions target the C-suite, with placements in *Entrepreneur*, *Fast Company* and LinkedIn.

Premium Partnership – Tripadvisor

Building off the success of last year's innovative program, the SDTA continued its relationship with Tripadvisor, the world's largest travel platform, creating a custom content and media partnership. Complementing the SDTA's traditional, multi-layered advertising program, the "San Diego on Tour" campaign targeted a national digital audience with pop-up activations in spot markets including New York and Chicago. Leveraging Tripadvisor's first-party data for mass reach and high-visibility placements maximizes San Diego's brand exposure.

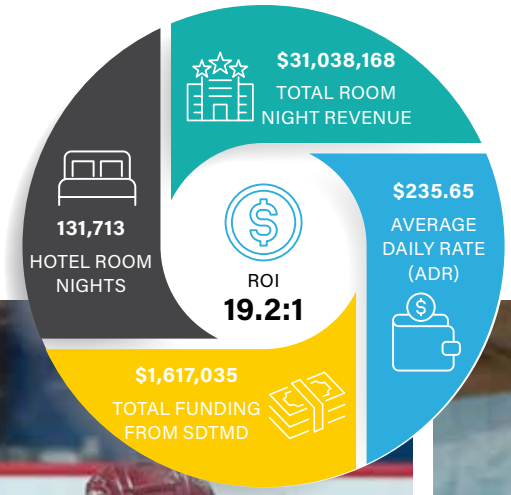


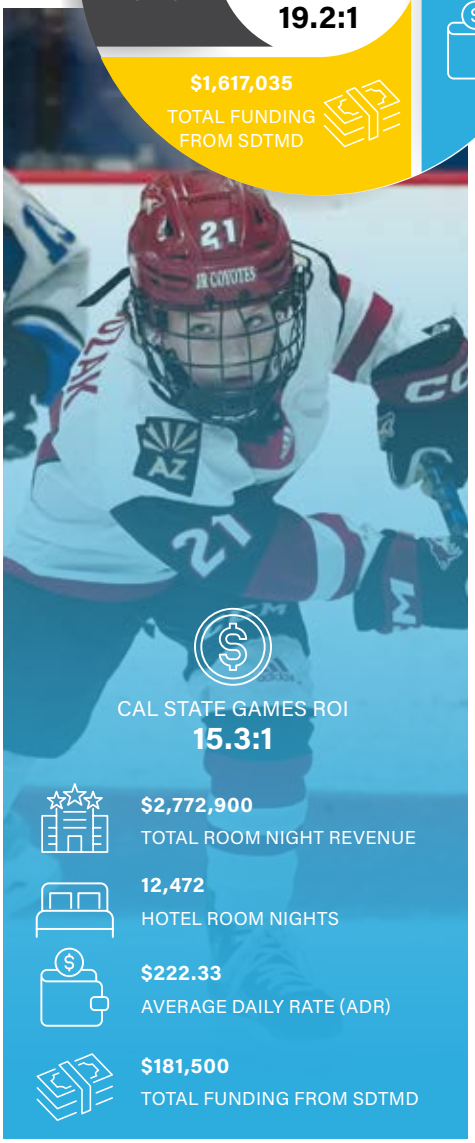
Sports San Diego

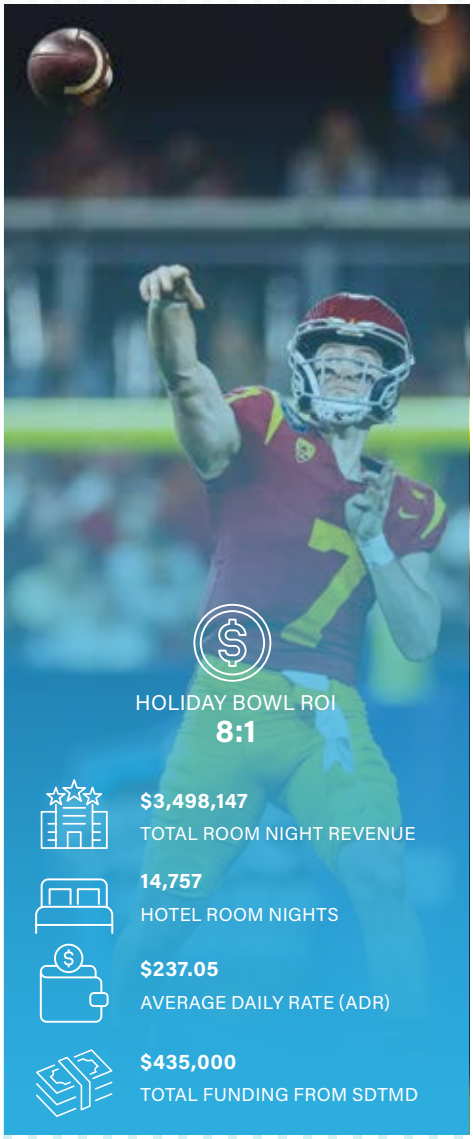
With origins dating back to 1978, the San Diego Bowl Game Association rebranded as Sports San Diego in 2022 to serve a greater role in the community. The organization's purpose is to drive visitor demand by recruiting, supporting and hosting world-class sports events. Sports San Diego, which owns three events (California State Games, Rady Children's Invitational and DirecTV Holiday Bowl), also serves as the region's sports commission to bring new events to San Diego to support our tourism and hospitality industries.

In FY24, Sports San Diego secured and supported a variety of high profile national and international sports events, including:

- NWSL Championship
- U.S. Soccer Women's National Team vs. Colombia
- Concacaf Women's Gold Cup
- Premier Lacrosse League
- New Zealand All Blacks vs. Fiji Rugby
- Street League Skateboarding
- USA Ultimate Club National Championships
- Manchester United vs. Real Betis
- Leagues Cup
- Flag (Football) Fest



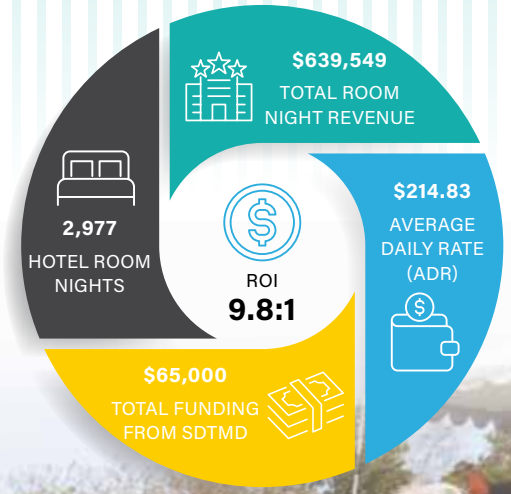




USTA Billie Jean King Girls National Championships

August 4-13, 2023

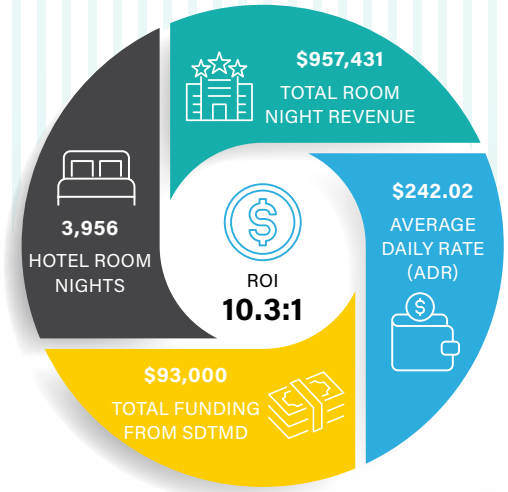
The USTA Billie Jean King Girls Nationals is the premier USTA Junior Event in the U.S. Billie Jean King personally attends the event each year, presenting the awards resulting in national media exposure for San Diego. The event draws more than 500 participants from all 50 states with the winner receiving direct entry to the U.S. Open. The tournament is televised nationwide and worldwide on the Tennis Channel.



San Diego Open

September 9–16, 2023

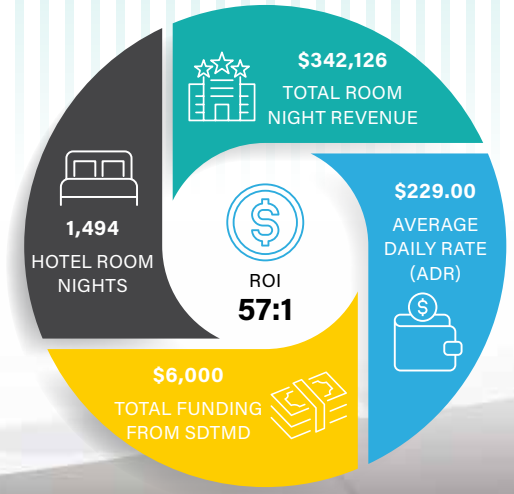
The 2023 San Diego Open marked the second annual WTA500 at Barnes Tennis Center, featuring eight of the Top 20 female players in the world. Following the qualifying weekend (Sept. 9 and 10), the main draw began on Sept. 11 and concluded with the finals five days later. The tournament aired on Tennis Channel in the U.S. and more than 50 additional networks around the world. More than 18 million people tuned in during the week. The event winner was Barbora Krejcikova, who followed her San Diego Open victory with a 2024 Wimbledon victory.



Youth Tennis San Diego / USTA Adult National Championships

October 20–22, 2023 /
October 27–29, 2023 /
November 10–12, 2023

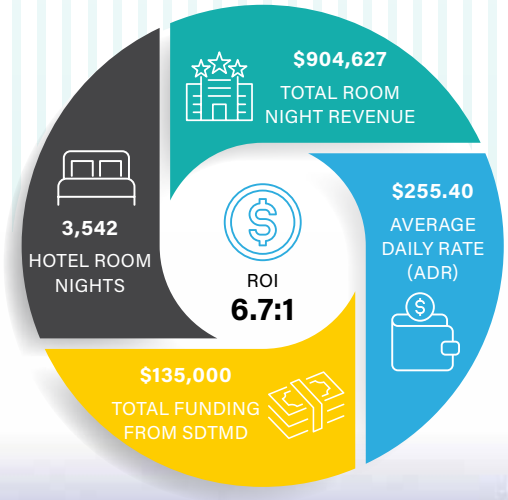
San Diego was selected as one of the sites for America's largest amateur tennis championships. Over three weekends, more than 1,000 players traveled to San Diego to compete for a national championship in various age ranges (18+, 40+, 55+) and divisions (adult, mixed). The Barnes Tennis Center hosted hundreds of players from around the country who stayed for 3-4 nights to compete for the prestigious "gold ball."



San Diego Open #2 (Youth Tennis San Diego / San Diego Racquet Sports, LLC)

February 24–March 3, 2024

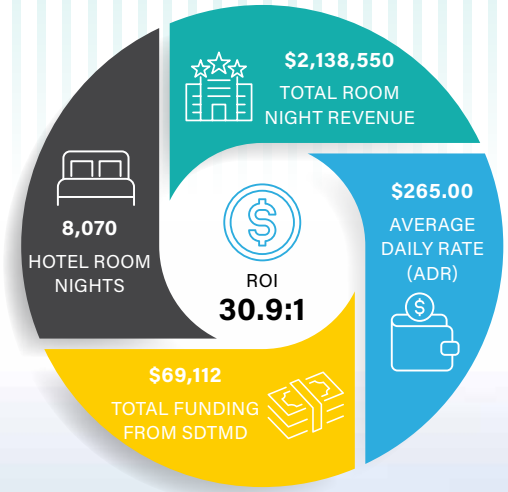
The San Diego Open team was successful in managing two major international WTA events in five months. With our partners at Barnes Tennis Center, a 2,000-seat stadium was built to welcome three Top 20 players including a former #1 player in the world - Caroline Wozniacki. Ten million people tuned in from around the world to watch this elite youth tennis competition and to witness up and coming star, Katie Boulter, take the title.



San Diego Bay Wine + Food Festival

November 6-12, 2023

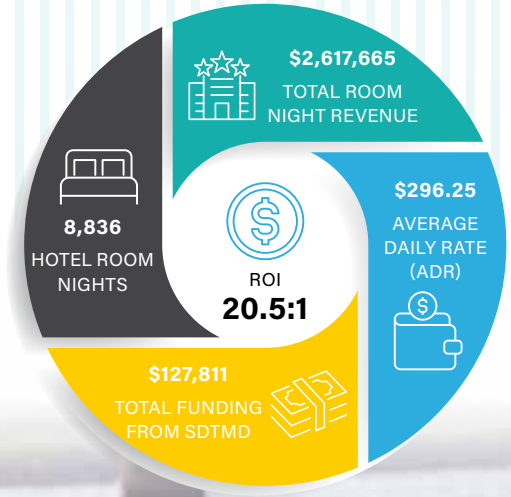
The San Diego Wine + Food Festival is one of the nation's largest luxury culinary events, drawing nearly 14,000 attendees with more than a third visiting from outside of San Diego. This multi-genre, multicultural event features dozens of experiences that span the city of San Diego and more than 100 chefs and restaurants from throughout the region and nation. In addition to attracting culinary tourists, the event garners millions of nationwide media impressions and is host to an impressive roster of more than 300 participating brands, celebrity chefs and a strong binational focus with the Consulate of Mexico. The finale three-day weekend culminates on San Diego's stunning Embarcadero.



San Diego Crew Classic

April 5-7, 2024

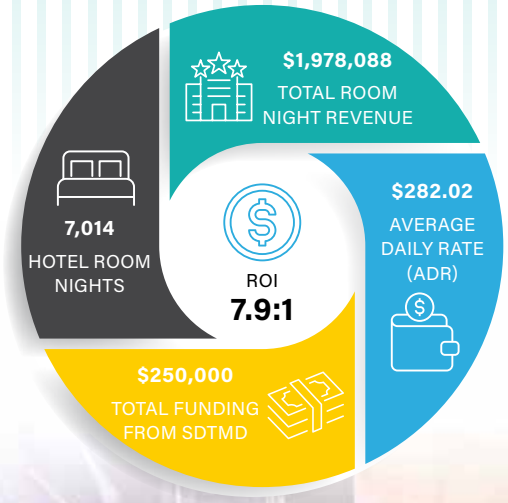
The San Diego Crew Classic is viewed as the premier Spring rowing event in the nation. The three-day event, with live-stream coverage viewed world-wide, features 3,500 athletes from across North America participating in 120 races along the shores of Mission Bay Park. The event includes retail kiosks, 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.



Wonderfront Music & Arts Festival

May 10-12, 2024

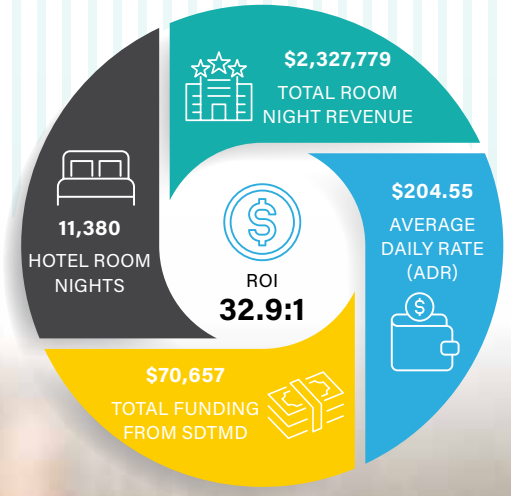
The Wonderfront Music & Arts Festival kicked off an early start to summer in downtown San Diego as one of the most unique festivals in the world. Spanning three days, Wonderfront featured more than 80 artists across seven stages in the iconic waterfront parks and within walking distance of the Gaslamp Quarter and Little Italy. Selling out Friday night with 15,000 attendees and nearly 42,000 fans coming through the festival gates over the weekend, Wonderfront offers an eclectic mix of musical talent, from established headliners to the hottest emerging artists, catering to all musical tastes. Attendees enjoyed a diverse lineup of musical talent, yacht parties, local culinary delights, immersive acts, local arts, unique activations, after parties and stunning views. Celebrate the vibrant spirit of San Diego with an unforgettable experience at Wonderfront!



United States Police & Fire Championships

June 8-15, 2024

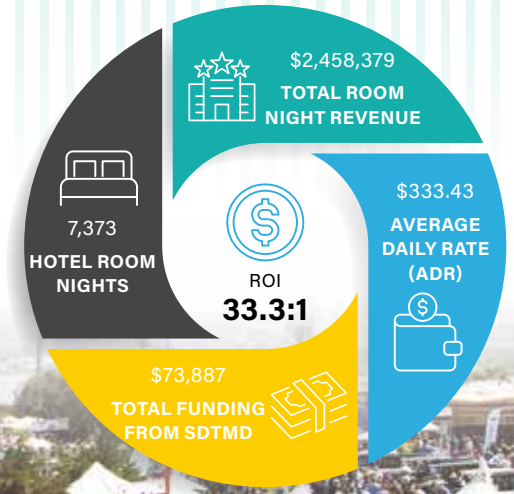
The first California Police Olympics were founded in 1967 to promote physical fitness and camaraderie among members of the law enforcement community. After inclusion of firefighters in 2000 and the addition of several Western states into the competition, organizers changed the name of the competition 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 28 venues around San Diego County.

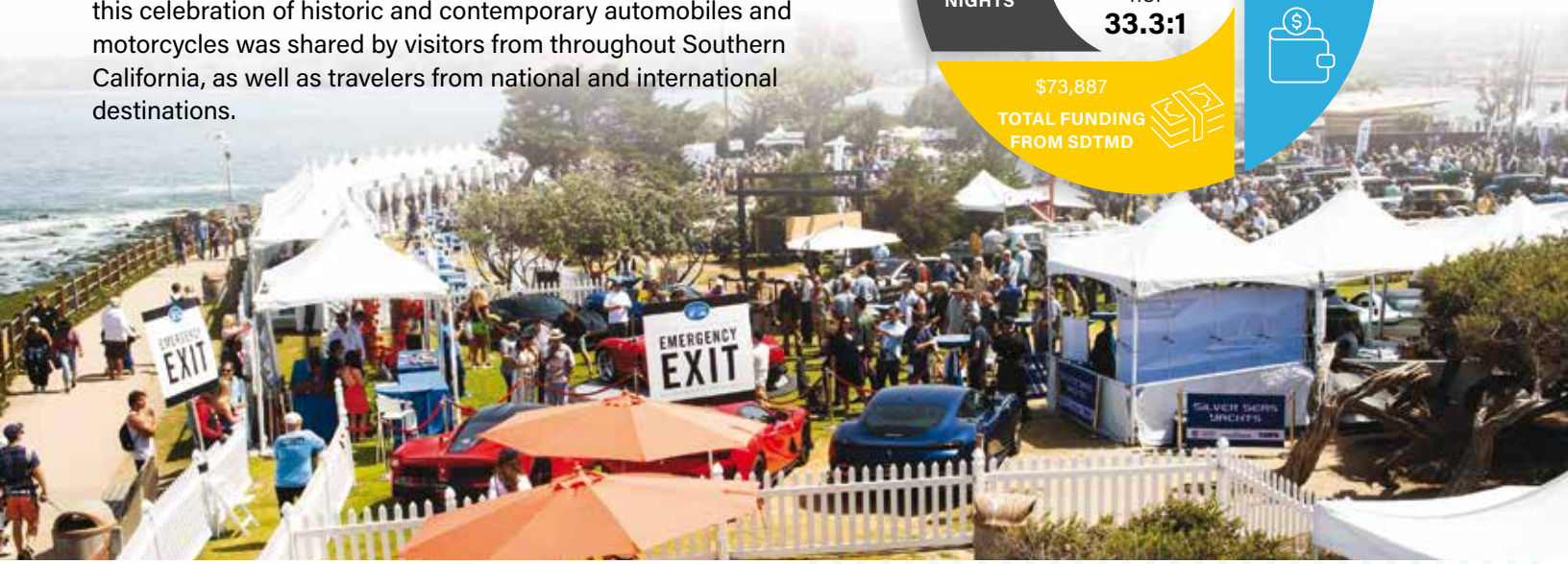


La Jolla Historical Society – Concours D'Elegance

April 19-21, 2024

The La Jolla Concours D'Elegance is an elite luxury car show that includes entries from collectors in every competitive class. With approximately 150 cars displayed along the La Jolla coast, this celebration of historic and contemporary automobiles and motorcycles was shared by visitors from throughout Southern California, as well as travelers from national and international destinations.

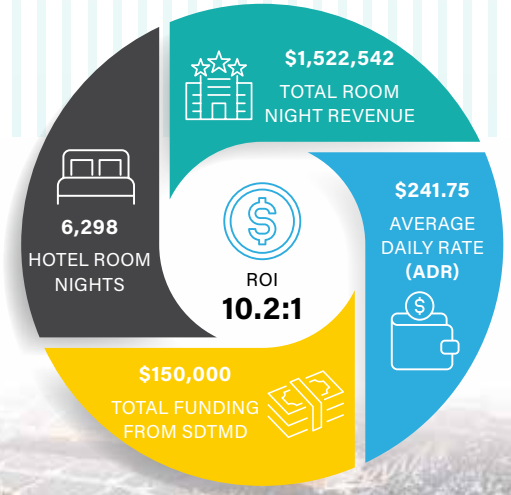


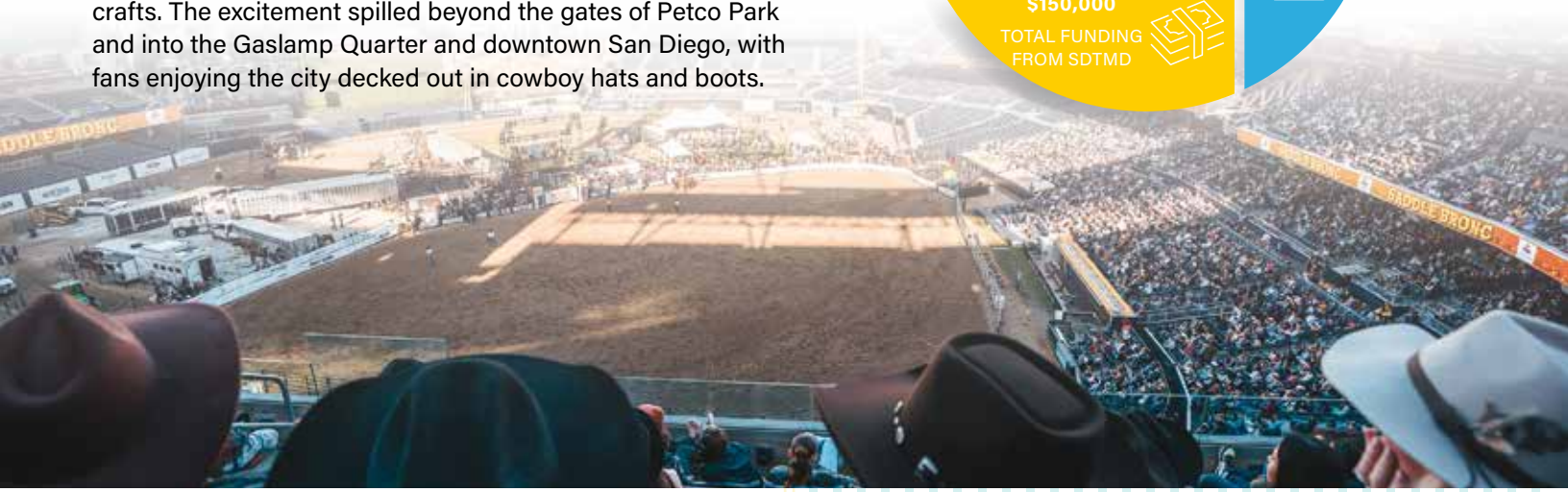


San Diego Rodeo

January 11–13, 2024

The first-ever San Diego Rodeo at Petco Park attracted more than 45,000 attendees over its three-day duration. The sold-out event included popular rodeo competitions such as bareback riding and barrel racing, as well as specialty cultural acts including world-renowned Hispanic ropers and Indigenous American ceremonies. Fans also enjoyed a Vendor Village where they strolled and shopped for Western merchandise and crafts. The excitement spilled beyond the gates of Petco Park and into the Gaslamp Quarter and downtown San Diego, with fans enjoying the city decked out in cowboy hats and boots.

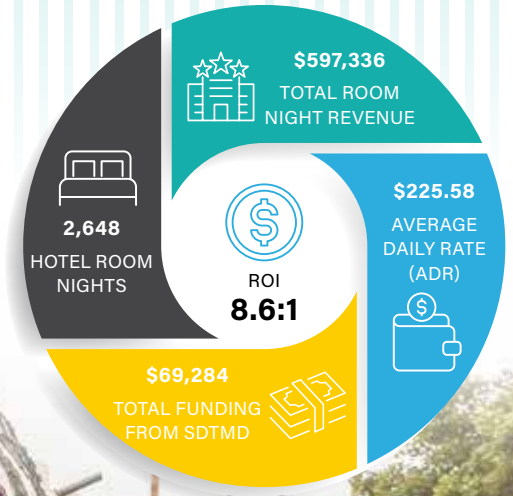


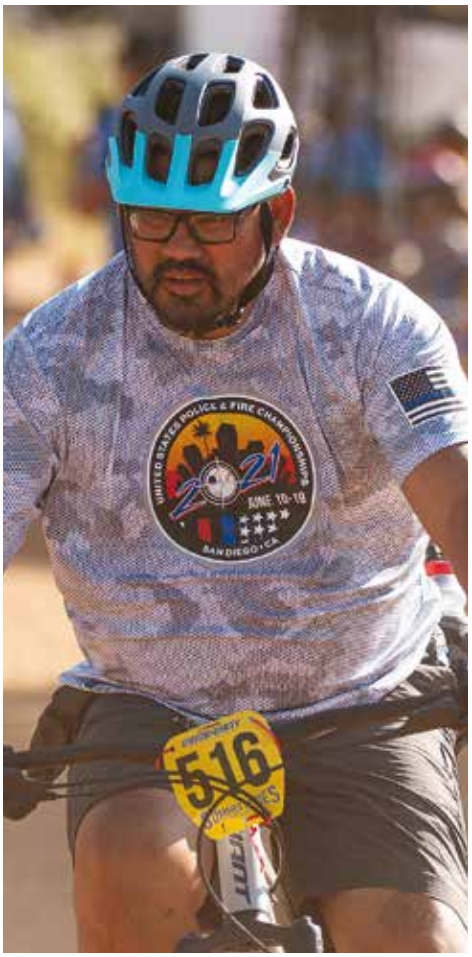


Gator By the Bay

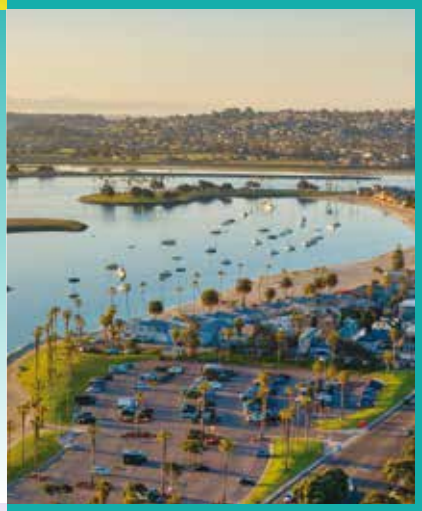
May 9-12, 2024

Louisiana culture was on full display at this year's annual Gator by the Bay Zydeco, Blues and Crawfish Festival in Spanish Landing Park. With 101 performers across 7 stages, fans of food and fun visited from far and wide to enjoy 10,000 pounds of crawfish, dance lessons, workshops and more all weekend long. Perfect for families and music lovers, Gator By the Bay always captures the vibrant and infectious spirit of The Bayou State with a festive atmosphere and stunning San Diego waterfront views.





BOARD OF DIRECTORS



BOARD OF DIRECTORS

EXECUTIVE OFFICERS

Richard Bartell
CHAIRMAN
President,
Bartell Hotels

Summer Shoemaker
VICE CHAIR
General Manager,
San Diego Mission Bay Resort

Joe Terzi
SECRETARY
Retired CEO,
San Diego Tourism Authority

Scott Hermes
TREASURER
Retired San Diego
Hotel Executive

BOARD MEMBERS

Ilsa Butler
Senior VP Sales & Marketing,
Evans Hotels

Elvin Lai
CEO & President,
Ocean Park Inn

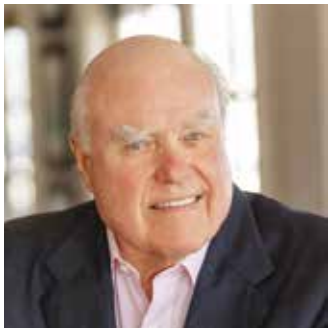
April Shute
Vice President and Managing Director,
Town and Country Resort

Tom Tabler
General Manager
Marriott Marquis San Diego Marina

SDTMD STAFF

Colleen Anderson
Executive Director

DIRECTOR EMERITUS



C. Terry Brown
President. Atlas Hotels

FINANCIAL

YEAR 2024

FISCAL YEAR 2024

FINANCIALS

Statements of Financial Position June 30, 2024 & 2023*

Assets

Current assets	2024	2023
Cash	5,581.564	2,012,771
Accounts receiveable	6,683,671	5,857,786
City holdbacks	19,899,955	25,464,230
Prepaid expenses	29,923	106,118
Accrued interest income	–	3,129
TOTAL CURRENT ASSETS	**32,195,113**	**33,444,034**

Liabilities & Net Assets

Current liabilities		
Accounts payable	9,755,329	6,273,165
Deferred revenue	18,536,050	24,253,292
Total current liabilities	**28,291,379**	**30,526,457**
Net assets		
Net assets without donor restrictions	3,903,734	2,917,577
Total net assets	**3,903,734**	**2,917,577**
TOTAL LIABILITIES & NET ASSETS	**32,195,113**	**33,444,034**

Statements of Activities For Years Ended June 30, 2024 & 2023*

Changes in Net Assets Without Donor Restrictions
Revenue & Support

	2024	2023
Tourism Marketing District revenue	52,751,443	41,154,281
Interest income	756,983	513,544
Other income	288,259	118,411
TOTAL REVENUE & SUPPORT	**53,796,685**	**41,786,236**

Expenses

Program services		
Allocations to contractors	51,492,095	40,006,999
TOTAL PROGRAM EXPENSES	**51,492,095**	**40,006,999**

Support Services

Management & general		
SDTMD operations	1,022,958	967,835
Administrative fee to the City of San Diego	295,475	165,796
TOTAL SUPPORT SERVICES EXPENSES	**1,318,433**	**1,133,631**

Increase net assets without donor restrictions	986,157	645,606
Net assets, beginning of year	2,917,577	2,271,971
Net assets, end of year	3,903,734	2,917,577

* Further detail on the SDTMD Corporation's audited financials can be obtained from our website at sdtmd.org.

FISCAL YEAR 2024

FINANCIALS

Statement of Functional Expenses for the Year Ended June 30, 2024

Expenses

	Program Services	SDTMD Operations	Administrative Fee to the City of San Diego	Total
Advertising	30,084,134	–	–	30,084,134
Advertising agency fees	2,618,887	–	–	2,618,887
Bid fees/team payouts	1,321,878	–	–	1,321,878
City administration fee	–	–	295,475	295,475
Dues/subscriptions/memberships	326,305	10,397	–	336,702
Entertainment	7,500	–	–	7,500
Event registration fees	253,462	–	–	253,462
Insurance	–	32,116	–	32,116
Insurance - workers compensation	–	1,268	–	1,268
Lead generation services	69,274	–	–	69,274
Marketing materials/promotional items	45,935	–	–	45,935
Occupancy	–	8,027	–	8,027
Office supplies	–	422	–	422
Outside contractors	4,392,999	631,884	–	5,024,883
Payroll processing	–	3,695	–	3,695
Payroll tax	–	14,525	–	14,525
Personnel benefits	959,198	48,712	–	1,007,910
Personnel salaries and wages	5,356,242	270,459	–	5,626,701
Postage and shipping	–	346	–	346
Printing and reproduction	–	1,107	–	1,107
Rentals - remote sales office	17,292	–	–	17,292
Research	642,254	–	–	642,254
Special event production	227,671	–	–	227,671
Sponsorships	1,433,501	–	–	1,433,501
Trade show expense	500	–	–	500
Travel	297,361	–	–	297,361
Allocated contractor overhead	3,437,702	–	–	3,437,702
TOTAL EXPENSES	**51,492,095**	**1,022,958**	**295,475**	**52,810,528**

Statement of Functional Expenses for the Year Ended June 30, 2023

Expenses

	Program Services	SDTMD Operations	Administrative Fee to the City of San Diego	Total
Advertising	23,055,955	–	–	23,055,955
Advertising agency fees	2,212,726	–	–	2,212,726
Bid fees/team payouts	1,156,200	–	–	1,156,200
City administration fee	–	–	165,796	165,796
Dues/subscriptions/memberships	306,230	8,349	–	314,579
Event registration fees	194,041	–	–	194,041
Insurance	–	31,748	–	31,748
Insurance - workers compensation	–	578	–	578
Lead generation services	92,079	–	–	92,079
Marketing materials/promotional items	42,961	–	–	42,961
Occupancy	–	7,700	–	7,700
Office supplies	–	1,228	–	1,228
Outside contractors	3,261,719	603,063	–	3,864,782
Payroll processing	–	3,461	–	3,461
Payroll tax	–	13,573	–	13,573
Personnel benefits	771,919	39,483	–	811,402
Personnel salaries and wages	4,735,025	255,150	–	4,990,175
Postage and shipping	–	790	–	790
Printing and reproduction	–	2,712	–	2,712
Rentals - remote sales office	13,875	–	–	13,875
Research	576,650	–	–	576,650
Sales commissions	9,783	–	–	9,783
Special event production	41,937	–	–	41,937
Sponsorships	701,469	–	–	701,469
Travel	120,366	–	–	120,366
Allocated contractor overhead	2,714,064	–	–	2,714,064
TOTAL EXPENSES	**40,006,999**	**967,835**	**165,796**	**41,140,630**

The San Diego Tourism Marketing District (SDTMD) is a city-wide Tourism Improvement District encompassing all areas within the city limits of the City of San Diego.

This report was funded by the San Diego Tourism Marketing District Corporation with City of San Diego Tourism Marketing District assessment funds.

San Diego Tourism Marketing District
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619.557.2854 | **www.sdtmd.org**

sd|tmd
SAN DIEGO TOURISM MARKETING DISTRICT