



THE CITY OF SAN DIEGO
REPORT TO BUDGET AND FINANCE COMMITTEE

DATE ISSUED: November 22, 2010 REPORT NO: 10-____.

ATTENTION: Budget and Finance Committee

SUBJECT: Tourism Marketing District FY2010 Preliminary Performance Results

REFERENCE: SDMC §61.2501 - §61.2557
Resolution No. R-303226
Resolution No. R-303621
Resolution No. R-304995
Resolution No. R-305917

REQUESTED ACTION:

This is an information item only. No action by the Committee is being requested.

STAFF RECOMMENDATION: No staff recommendation.

SUMMARY:

The tourism industry is the third largest revenue generator for the San Diego economy and a key employment sector. Current economic conditions and the anticipated growth in the number of hotel rooms in San Diego mean that marketing of San Diego is critical to supporting hotel occupancy rates. Promoting tourism to San Diego also provides spillover benefits in enhancing TOT revenues and sales tax received by the City.

Establishment of a Tourism Marketing District

In 2005 hotel industry representatives were interested in developing a new source of revenue for marketing and promotion in order to retain and expand the tourism industry in San Diego. Following the model of successful Tourism Business Improvement Districts (TBID's) that utilize the efficiencies of private sector operation in the market-based promotion of local and regional tourism, industry representatives proposed the creation of a San Diego Tourism Marketing District (TMD).

In order to create procedures for establishing such a district the City Council adopted the Tourism Marketing District Procedural Ordinance in May 2007. Proponents of the TMD then developed a TMD Management Plan [Plan] as required by the ordinance, and that was distributed to all of the hotels proposed to be included in the TMD. The Plan specified that the

TMD boundaries would coincide with the City boundaries, and that hotels with 70 or more rooms would be assessed two percent (2%) of eligible gross room revenues to be remitted monthly to the City. This pooling of resources would fund 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.

Pursuant to the TMD Procedural Ordinance, petitions of support for the TMD and the Management Plan were submitted to the City. City staff then conducted a mailed ballot procedure and City Council held a noticed public hearing to determine if the affected hotels supported the TMD. In the absence of a majority protest, the resolution establishing the San Diego Tourism Market District was approved by the City Council in December 2007.

The TMD became effective on January 1, 2008 and will sunset on December 31, 2012. The City then entered into a five year agreement with the San Diego Tourism Marketing District Corporation (SDTMD), formerly named the San Diego Tourism Promotion Corporation, for operation of the TMD in accordance with the approved TMD Management Plan effective April 1, 2008.

Tourism Marketing District Program Funding

The Plan specifies certain categories of expenditure and includes estimates for a five year budget straddling FY2008 through FY2013. Funding allocations include fixed funding for both the San Diego Convention and Visitors Bureau (ConVis) and for San Diego North Convention and Visitors Bureau (North ConVis), and then administration costs and other funding for Marketing Support Programs/Competitive applications. An Opportunity/Catastrophe Reserve of 5% is also identified.

The Plan guaranteed 12 months worth of funding from TMD assessments for FY2008/09 for certain tourism-related organizations previously funded by the City from TOT and provided the opportunity for those organizations and others to apply for TMD funding in subsequent years. This funding arrangement relieved the City of providing TOT funding of more than \$8 million annually to ConVis. The total savings in FY2008 for the 6 months that the TMD was in effect were just over \$5.2 million (\$10.4 million annualized) of which ConVis accounted for \$4.4 million.

In the Plan, it was originally estimated that \$31.8 million in assessments would be collected in FY2010. The economic downturn which started in FY2009 resulted in a downward revision to the FY2010 TMD estimated assessments. This revised estimate of \$24.89 million (along with projected interest and Opportunity/Catastrophe funds and administration savings of \$1.03 million carried forward from FY2009) was incorporated into the FY2010 Report of Activities. The Report was presented to the City Council and approved in June 2009.

Subsequently, in light of the continuing impact from the recession, the SDTMD Board further reduced the FY2010 estimate for the collection of TMD assessments to \$22.3 million and reduced most allocations by a commensurate amount (generally 10%). This additional reduction proved to be appropriate since the unaudited total assessments for FY2010 came in at \$22.2 million. The amount of carryover from FY2009 was also slightly higher than had been projected.

FY2010 TMD Management Plan Allocations Based on Estimated Assessment Table 1				
Fixed (Base) Funding				
Organization	\$ Request	Original \$ Awarded	Discounted Final \$ Awarded	Note
San Diego Convention and Visitors Bureau		\$12,447,291	\$11,159,822	discounted 8/7
San Diego NORTH Convention and Visitors Bureau		\$2,489,458	\$2,231,964	discounted 8/7
Opportunity Catastrophe Reserve		\$952,849	\$529,061	
SDTMD Corporation Administration		\$497,878	\$501,592	NO DISC
City Administration		\$327,608	\$327,608	NO DISC
Sub-Total		\$16,715,084	\$14,750,047	
Variable Funding				
Organization	\$ Request	Original \$ Awarded	Final \$ Awarded	Note
2009 CA State Games/2010 CA Winter Games	\$50,000	\$50,000	\$50,000	event prior 8/7
Accessible San Diego	\$390,000	\$75,000	\$67,500	discounted 8/7
Accessible San Diego: REVISED	\$126,647	\$30,000	\$27,000	discounted 8/7
CONVIS/SDCCC: Nat. Business Travel Assoc	\$150,000	\$150,000	\$150,000	NO DISC
CONVIS: FY 2010 Fall Stimulus	\$1,000,000	\$1,000,000	\$1,000,000	NO DISC
CONVIS: LA Market Spring Summer Stimulus	\$1,500,000	\$1,100,000	\$1,100,000	NO DISC
CONVIS: National Cable	\$4,294,216	\$3,050,000	\$3,050,000	NO DISC
CONVIS: On Line Travel Agencies	\$2,000,000	\$1,555,000	\$1,555,000	NO DISC
CONVIS: Restaurant Week	\$76,941	\$50,000	\$50,000	NO DISC
Craft Brewers Guild: Beer Week	\$24,800	\$24,800	\$22,320	discounted 8/7
MCCSN: Multicultural FAM: REVISED	\$98,000	\$98,000	\$88,200	discounted 8/7
San Diego Sports Commission Base	\$425,000	\$425,000	\$382,500	discounted 8/7
SD Bay Wine and Food Festival	\$75,000	\$50,000	\$45,000	discounted 8/7
SD Bowl Game: Holiday & Poinsettia Bowls	\$500,000	\$500,000	\$450,000	discounted 8/7
SD Crew Classic	\$150,000	\$150,000	\$135,000	discounted 8/7
SD Film Commission	\$728,000	\$728,000	\$655,200	discounted 8/7
SD Nat Hist Museum: Body World	\$250,000	\$150,000	\$135,000	discounted 8/7
The Old Globe	\$24,408	\$24,408	\$21,967	discounted 8/7
2015 Balboa Park: SDTPC	\$50,000	\$0	\$50,000	approved 7/17
Sub-Total	\$11,913,012	\$9,210,208	\$9,034,687	
TOTAL FY 2010		\$25,925,292	\$23,784,735	
Estimated Assessments		\$24,894,581	\$22,319,644	
Estimated Carryover and Interest		\$1,030,711	\$1,465,091	

City Administration

The Plan specifies limits on operating/administrative expenses but does incorporate provisions for reimbursement of City administration costs. Specifically, City staff oversees the collection of the assessments and ensures that the expenditure of funds is consistent with the District Management Plan. The City may be reimbursed from TMD assessments on an annual basis in an amount up to \$300,000 plus an annual escalator of 4.5%. The FY2010 City administration funding was \$327,608. These funds were used to cover the costs of the City's administration of the District, as follows:

- City Planning & Community Investment Department - Economic Development Division Agreement monitoring and reimbursement of expenditures and coordination of annual City Council process.
- Office of the City Treasurer - Processing and reporting of assessments remitted and auditing of reported/remitted assessments.
- Office of the City Comptroller - Approval of payments and issuance of checks
- Office of the City Auditor - Auditing of agreement between City and the SDTMD.
- Office of the City Attorney - Preparation of resolutions and other documents required for annual City Council process and review and preparation of documents for administration of the District.

Any unused City administration funds are carried forward by SDTMD and may be applied to support TMD activities.

Annual Performance Reporting

The operating agreement [Agreement] between the City and the SDTMD, requires the SDTMD to prepare an Annual Performance Report summarizing its goals, accomplishments, return-on-investment, and expenditures for the preceding fiscal year, for distribution to each assessed business.

At the Board Meeting of July 17, 2009, the SDTMD Board discussed and approved possible minimum ROI standards for hotel room night development. These minimums were then incorporated into the funding application which was developed by SDTMD staff with assistance from City staff and using the City's Commission for Arts and Culture application as a model. This application for FY2010 funding from the "Variable" line item was for annual funding or project specific funding "incremental" to that which was already obligated for FY2010.

SDTMD organized and facilitated a workshop with a panel presentation discussion for interested organizations to explain the process and to answer questions on completing the application. Starting August 28, 2008, the application was distributed to interested parties and made available on the SDTMD website. The deadline for turning in applications was October 24, 2008 and applications were reviewed by SDTMD staff as they were delivered and then scheduled for review starting with the Board meeting of September 18, 2008 and ending in January 2009.

Each applicant was invited to make a brief presentation. After reviewing each application, asking questions of the applicant, and then engaging in a general discussion, each Board member scored the application and a composite score was calculated. Finally, after all of the FY2010 application requests were presented, the Board members reviewed the scoring, prioritized the

applications, and then recommended funding levels. All of the deliberations were undertaken in open Board meetings, noticed and conducted in accordance with the Brown Act, and each funding request review and discussion lasted at least 20 minutes and often much longer. A total of 30 applications and the annual work programs for ConVis and North ConVis for FY2010 were reviewed over the course of 10 Board meetings.

Once the funds were awarded, agreements were executed which included quarterly reporting requirements and the submission of the FY 2010 Return on Investment Annual Performance Report by August 31, 2010. SDTMD staff worked with each funded entity to obtain the required information for the period of July 1, 2009 through June 30, 2010. Table 2 provides a summary of the overall funding actually provided in FY2010 and the organizations stated ROI. Please note that these are actual amounts based on approved reimbursement requests submitted as compared with the estimates of what would be collected in FY2010 as shown in Table 1.

FY2010 TMD Actual Allocations				Table 2
Fixed (Base) Funding				
Organization	FY2010 Reimbursed	Room Nights	Hotel Revenue	ROI
CONVIS BASE	\$10,948,437	776,894	\$132,318,503	12 :1
SD NORTH CVB	\$2,200,000	13,592	\$2,314,989	1 :1
Accessible San Diego (base & incremental)	\$94,500	4,988	\$823,569	9 :1
CA State Games	\$41,579	14,080	\$1,844,480	44 :1
CONVIS/SDCCC: Nat. Business Travel Assoc.	\$150,000	12,733	\$2,915,857	19 :1
CONVIS: FY 2010 Fall Stimulus	\$941,360	572,070	\$80,261,421	85 :1
CONVIS: LA Market Spring Summer Stimulus	\$1,028,400	93,373	\$14,456,942	14 :1
CONVIS: National Cable	\$2,886,868	155,772	\$21,504,325	7 :1
CONVIS: On Line Travel Agencies	\$1,183,123	935,583	\$109,743,886	93 :1
CONVIS: Restaurant Week	\$43,787	709	\$97,877	2 :1
Craft Brewers Guild: Beer Week	\$22,320	1,050	\$115,500	5 :1
MCCSN: Multicultural FAM <i>rev</i> Direct Bookings	\$88,200	3,330	\$396,270	4 :1
SD Bay Wine and Food Festival	\$45,000	1,283	\$177,118	4 :1
SD Bowl Game Association	\$450,000	55,494	\$5,993,352	13 :1
SD Crew Classic	\$135,000	5,842	\$753,618	6 :1
SD Film Commission (crews only)	\$655,200	16,624	\$1,987,067	3 :1
SD Nat Hist Museum: Body World (Adjusted)	\$109,496	19,915	\$2,875,925	26 :1
SD Sports Commission	\$382,500	17,292	\$2,105,473	6 :1
The Old Globe	\$21,967	2,984	\$347,806	16 :1
Totals	\$21,427,737	2,703,608	\$381,033,977	18 :1

More detailed information on all of the programs funded is attached.

In order to validate presented results, the SDTMD has contracted with Robert R. Redwitz & Co., a full service audit firm whose staff has knowledge and experience in the field of Marketing, to conduct third party performance audits to confirm returns and to determine additional performance measures. It is expected that the third party audits will be completed by January 2011. This is prior to the FY 2012 funding allocation session and will help inform the Board's discussion about proposed ROI outcomes.

TMD Performance Comparisons

Nationwide, hotel performance continued to be affected by the recession as compared with peak travel results from only a few years ago, but according to researchers at Tourism Economics, travel demand in the United States is slowly improving for both business and leisure travel.¹ In particular, overnight leisure travel is improving. In San Diego, the total number of overnight visitors to San Diego grew nearly 4% during the second quarter of FY2010.² Initial data for the third quarter indicate continued improvement across all visitor segments.

In San Diego during FY2010 the SDTMD hotels had an average occupancy rate of 67.6%, which was 2.6% higher than the overall count and an increase of 1.1% over the previous year.³ This was based on growth in TMD hotels room nights sold of 1.5% or an additional 210,000 room nights. Also, quite significantly, SDTMD hotel revenue per available room (RevPAR) ended the fiscal year at \$88.56.⁴ RevPAR, or revenue per available room, is an important statistic indicating the overall financial performance or revenue generating effectiveness of a hotel. It is calculated as the average daily room rate (ADR) multiplied by the occupancy rate. This figure means San Diego ranked seventh highest among the top 25 U.S. markets behind only New York, Oahu, Miami, San Francisco, Washington, D.C., and Boston. Also, this RevPAR figure exceeded those for hotels in Los Angeles, New Orleans, Anaheim, Seattle, Philadelphia, Chicago and Phoenix.

The initial results for various strategic marketing, promotional, and sales programs funded by the TMD continued the positive effect in the marketplace. ConVis continued with the strategy of overlaying efforts by running the national cable campaign using the "Happy Happens" tag, deployed in tandem with seasonal targeted campaigns in specific locations "spot markets", and OTA campaigns to increase awareness of San Diego to bolster Fall and Spring. As people then booked travel, particularly using on-line travel agencies, San Diego hotels offered competitively-priced packages which helped drive overnight visitors to San Diego.

An industry standard for analysis of these sales and marketing efforts is to use a third party such as TNS or Smith Travel to evaluate consumer mindsets prior to deployment of a campaign and then again after the campaign to determine the ad effectiveness or ad awareness. Further studies then evaluate resulting actual room night production. The studies are also used to help target future efforts to maximize the return on investment.

¹ Tourism Economics research for U.S. Travel Association, Economic Impacts of Travel and Tourism, May 2010

² Tourism Economics: Custom Data for SDCVB, September 2010

³ Smith Travel Research: Custom Data for SDCVB

⁴ Smith Travel Research: Custom Data for SDCVB

The results of the ConVis Online Travel Agencies (OTA) programs funded by the TMD are positive and reflect actual TMD hotel room night production reported by Expedia, Travelocity, and Orbitz.⁵ For FY2010, the OTA programs produced 935,583 TMD room nights. This was an 11.36% increase over the prior year. Due to the continued downward pressure on room rates, this only yielded a revenue increase of 5.74% for the TMD hotels. As a comparison, during the same period, non-TMD hotels in the rest of San Diego County had a 1.45% decrease in hotel room night production and a 4.61% decrease in revenue from their OTA hotel room night sales.

FY2010 San Diego County TMD and Non-TMD OTA Comparison			
(Expedia, Travelocity, and Orbitz)			
	Total San Diego County	TMD Hotels	Rest of County
FY2010 Room Nights Sold	1,191,510	935,583	255,927
FY2009 Room Nights Sold	1,099,871	840,179	259,692
Room Nights			
Year Over Year Change	8.33%	11.36%	-1.45%
FY2010 Revenue	\$139,026,088	\$109,741,153	\$29,284,935
FY2009 Revenue	\$134,484,071	\$103,785,322	\$30,698,749
Revenue			
Year Over Year Change	3.38%	5.74%	-4.61%

Next Steps

Council approved the TMD FY2011 Report of Activities which included funding for new media campaigns to generate interest in and overnight travel to San Diego. These new campaigns should be even more effective based on lessons learned from current and previous efforts that help identify key elements that are most successful. Additionally, since SDTMD is able to take a strategic and timely view of the market and the on-going changes in the economy, marketing efforts can be fine-tuned, expanded or terminated as appropriate.

A goal of the TMD program, as administered by the SDTMD, is for greater coordination of efforts by the entities seeking and being funded so as to create a consistent message about San Diego, cross-promote activities and events, and to strategically fund activities which boost demand for hotel room nights during shoulder and off-peak seasons. Collaboration between entities eliminates duplication of expenses and enhances the return on each dollar invested.

As these additional marketing campaigns are deployed, SDTMD will continue to monitor and report on the outcomes.

FISCAL CONSIDERATIONS: Information report only with no new financial impacts.

⁵ TNS: Custom Data for SDCVB

PREVIOUS COUNCIL and/or COMMITTEE ACTION: On July 19, 2006 an information only presentation was made to the Budget and Finance Committee by the San Diego Lodging Industry Association on the status of the proposed Tourism Marketing District. The TMD Procedural Ordinance was approved by City Council and added to the SDMC on May 30, 2007 and became effective on June 29, 2007. The TMD was established by Resolution No. R-303226 on December 12, 2007 and became effective on January 1, 2008. The agreement with the San Diego Tourism Promotion Corporation for management of the San Diego Tourism Marketing District was approved by Resolution No. R-303621 on April 28, 2008 and the agreement is effective April 1, 2008 through March 31, 2012. The FY2010 Report of Activities for the TMD was approved by Resolution No. R-304995 on June 29, 2009. The FY2011 Report of Activities for the TMD was approved by Resolution No. R-305917 on June 28, 2010.

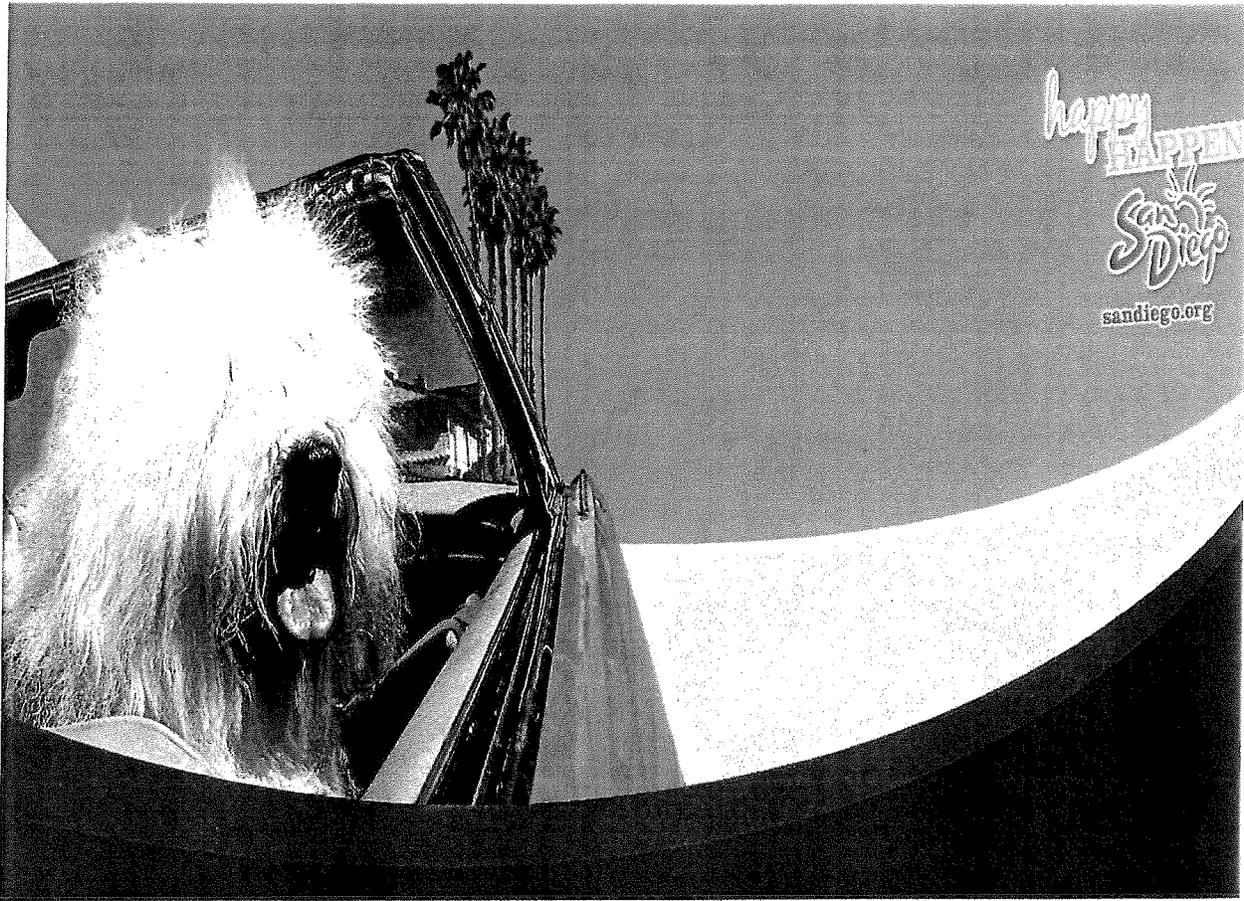
COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORTS: SDTMD conducts regular meetings (at least monthly) with notice provided via mail, e-mail and postings on the TMD website. The meetings are open to the public and are typically attended by representatives of the San Diego County Hotel-Motel Association, the San Diego Convention and Visitors Bureau, San Diego North Convention and Visitors Bureau, and other tourism-related entities. An opportunity for public comment is provided at each meeting. The TMD Request for Funding application was widely distributed and was also posted on the TMD website. A workshop was held for organizations seeking funding. Applicants were invited to make presentations on these funding requests and the deliberations by the board were conducted openly at the regular board meetings.

KEY STAKEHOLDERS AND PROJECTED IMPACTS: The key stakeholders are the hotels in San Diego with 70 or more rooms that are required to pay the TMD assessment.


Meredith Dibden Brown, OSB Manager
City Planning & Community Investment Dept.


Beth Murray, Deputy Director ED
City Planning & Community Investment Dept.

Attachment: 1. Tourism Marketing District - Contractors - FY2010 Performance Reports



SAN DIEGO CONVENTION & VISITORS BUREAU

FY10 Program of Work & Return on Investment

10 **FY10 San Diego Convention and Visitors Bureau Program of Work and Return on Investment**

	Program of Work	Room Nights	ADR*	Room Revenue	Actual FY10 Expenses reimbursed by TMD	ROI		
Hotel Meetings								
1	Hotel Meetings Room Nights(TMD Only)	633,262	\$ 181.74	\$ 115,089,036	\$ 2,989,367	\$ 38.50		
Marketing								
	NBTA				\$ 150,000			
2	sandiego.org hotel bookings via ARES (Final)	8,673	\$ 118.45	\$ 1,027,317				
3	BASE Budget Western Spot Markets (Projected)	175,000	\$ 120.03	\$ 21,005,250	\$ 5,075,579	4.14		
4	2009 Fall LA Stimulus (Final)	572,070	\$ 140.30	\$ 80,261,421	\$ 941,360	85.26		
5	Restaurant Week (Final)	NA	NA	\$ 97,809	\$ 43,787	2.23		
6	Spring National Cable (Projected)	155,772	\$ 138.05	\$ 21,504,325	\$ 2,886,868	7.45		
7	Spring LA Stimulus (Projected)	93,373	\$ 154.83	\$ 14,456,942	\$ 1,028,400	14.06		
	Total County Room Nights	1,004,888		138,353,063				
8	FY09 Percent City TOT of County	78.2%		78.2%				
	TMD Allocated Room Nights	785,822		\$ 108,192,095				
TMD Measurement								
9	OTA Campaign -TMD Only July-June (Final)	935,583	\$ 117.30	\$ 109,743,886	\$ 1,183,123	92.76		
	Total Marketing Room Nights and Revenue	1,721,405		\$ 217,935,981	\$ 11,159,117	\$ 19.53		
	Operations / Admin Expense				\$ 3,033,491			
Total ConVis Revenue Generated Versus Spend ROI		2,354,667	\$	333,025,017	\$	17,181,975	\$	19.38
Total Incremental		1,577,773	\$ 127.21	\$ 200,706,514	\$ 6,233,538	32.20		
Base only		776,894	\$ 170.32	\$ 132,318,503	\$ 10,948,437	12.09		
Total ConVis Funding		2,354,667	\$ 141.43	\$ 333,025,017	\$ 17,181,975	19.38		

The Average Daily Rates used are by Program

- 1 Final reporting. Hotel meetings does not have an ADR for every room night booked. Thus, the Group Segment average daily rate for FY10 according to STR Segmentation Reports was used.
- 2 Final reporting. The average of the actuals rates associated with the room nights sold thorough ARES on sandiego.org was used.
- 3 Projected ROI based on FY10 STR San diego County ADR of \$120.03.
- 4 Final reporting. The ADR was the reported ADR for the TNS ROI Study.
- 5 Final Reporting. The lodging spend from the LA market was used as room revenue as was reported by American Express Business Insights. There is not a room night or average daily rate breakdown.
- 6 Projected ROI based on application.
- 7 Projected ROI based on application.
- 8 FY09 percent of City TOT as a proportion of County TOT. FY10 is not yet available. Where we do not know exact TMD room nights versus rest of County, we applied the proportion of TOT revenue to the Room Revenue generated by ConVis program of work.
- 9 Final reporting. Room nights, ADR and revenue reported by the 3 OTAs within the TMD.
- 10 All estimates pending FY10 audits

Explanation of Targeted Return on Investment (ROI) in Hotel Room Revenue

FY2010

SDCVB Hotel Meetings and Advertising Only

The approach to the return on investment for the base program of work for the San Diego Convention and Visitors Bureau is to account for only TMD hotel room nights that are influenced by the hotel meetings, advertising and website bookings program of work. The hotel room night impact of these areas has been studied and verified by third parties in the past, and is therefore included in the ROI calculations. Details of the actual methodology and calculations are described below:

1. Hotel Meetings Hotel Room Nights -

The hotel meetings department room night projection is based on the annual goal for the County. Each meeting that is actually booked through the bureau is electronically verified by the hotel via the ConVis ILead system. However, there are a small group of meetings that due to the system limitations, were not able to be confirmed through Ilead and were therefore signed and confirmed on a paper booking notice by the hotel.

2. Advertising Program Hotel Room Nights -

The advertising program includes the work of advertising, public relations and promotions. The bureau has hired third party research companies to conduct advertising return on investment studies in spot markets. Most recently, TNS, a global research agency with a travel division, conducted the studies. Using benchmark data from these studies, the percent of households who reported seeing the advertising and travelled to San Diego as well as length of stay was applied to similar markets and adjusted upward for core drive markets(LA) and downward for longer haul fly markets in order to estimate impact of the advertising program of work going forward. A return on investment measurement plan is being executed for the annual program of work to measure actual impact on hotel room nights sold.

3. Website Hotel Room Nights -

Actual hotel room nights sold on the website or via the call centers are recorded through the third party ARES booking engine and reports from ARES verify the hotel room nights sold via ConVis.

4. 78.2% Room Night TMD Allocation -

The total room nights aggregated through the methods above represent total room nights into San Diego County. In order to estimate the room nights that benefit the TMD hotels, the percentage of the TOT collected in the City of San Diego as a part of the County of San Diego is applied against the room nights. The City of San Diego TOT is approximately 78.2% of the total TOT collected in the County of San Diego in FY09. All County TOT is not yet known for FY10, so the FY09 percent is used for FY10. Thus,

ConVis will reduce the total amount of room nights by 22%, and makes the assumption that those remaining room nights are impacting TMD hotels.

5. Average Daily Rate -

The average daily rate used was the ADR estimated and / or verified for each specific program of work.

Third party company data used to support the above estimates.

1. TNS Travel and Transport Research, John Packer, Vice President, Travel & Leisure, (513) 345-2066
2. CIC Research, Skip Hull, Vice President, (858)637-4000
3. Smith Travel Research, Duane Vinson, Vice President, (615) 824-8664 ext. 329
4. Tourism Economics, An Oxford Economics Company, David Goodger, (610) 995-9401

ATTACHMENT B
San Diego Tourism Promotion Corporation
Targeted Return on Investment (ROI) in Hotel Room Night Revenue

Minimum Hotel Room Revenue Threshold for Application Consideration: In order to be considered for funding, a minimum threshold of 5:1 in Peak Periods and 3:1 in the Off Peak Periods is required. In other words, for every dollar of funding granted, a minimum threshold of five dollars in (peak periods) and three dollars (off peak periods) in hotel room night revenue must be shown. Peak Periods are determined by surveying the majority of the hotel properties that are affected by your initiative or event. The current Average Daily Rate (ADR) for San Diego City Hotels will be used as the factor to determine the ROI. The current / projected ADR determined by Smith Travel Research (STR) can be accessed through CONVIS. **Attach any letters of intent for hotel room blocks and / or tentative agreements with hotels that will provide the necessary back up to support the above projections and estimates to this attachment "B".**

The 5:1 / 3:1 thresholds are required as minimums to be considered for funding; however, meeting these thresholds does not guarantee funding. Depending on the number of funding requests received, the SDTPC Board may be required to raise the minimum ROI threshold for application consideration. This action would require a formal vote of the SDTPC Board of Directors at a public meeting.

SDTPC ROI WORKSHEET Annualized Funding	
Total Funding Request	
Projected Total Room Nights Generated Per Year	
X Average Daily Rate (from ConVis or SDTPC)	
Project \$ Total	
ROI in Hotel Room Revenue	

SDTPC ROI WORKSHEET Initiative / Event Promotion	
Total Funding Request (Actual Funding)	\$941,360
Total Households Targeted or Total Event Attendees	
% Ad: Seen & Visited or % likely to stay in hotels	
# People : Seen and Visited based on %	
Projected Total Room Nights	572,070
X Average Daily Rate (from ConVis or SDTPC)	\$140.30
Project \$ Total	\$80,116,568
ROI in Hotel Room Revenue	\$85:1

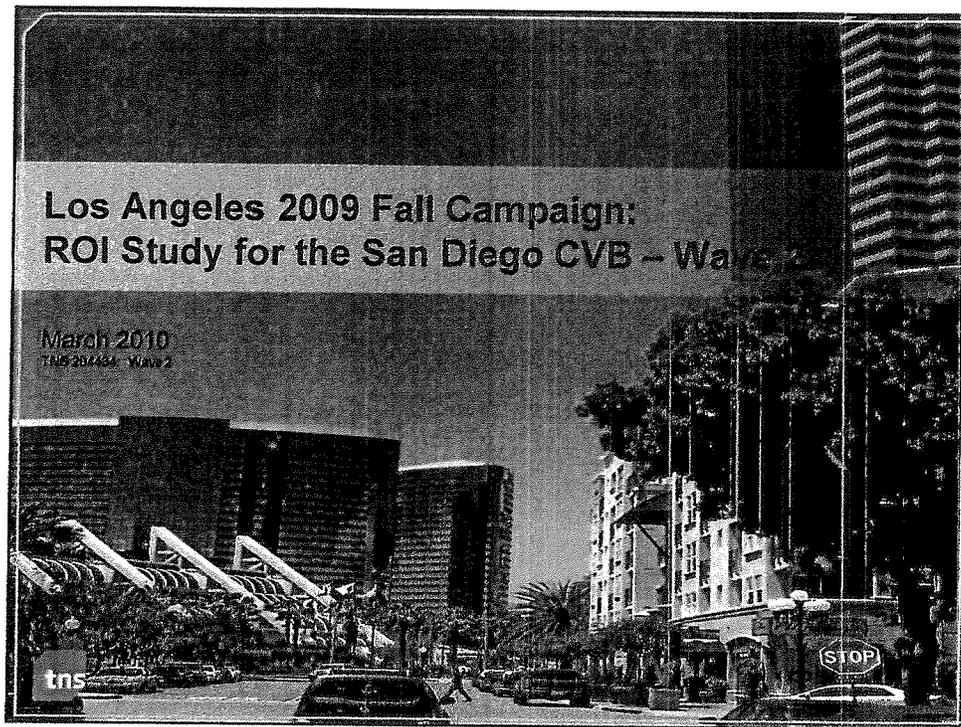


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Background, Objectives, and Research Methods



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Background and objectives

BRAND

- San Diego

CAMPAIGN OBJECTIVES

- Generate an immediate lift in travel to San Diego from the Los Angeles market

STUDY OBJECTIVES – ASSESSMENT OF:

- As with every campaign approved by the San Diego Tourism Marketing District (SDTMD), the effectiveness of this campaign, developed by the Mering Carson ad agency, must be measured and reported back to the SDTMD Board
- **Key Advertising Metrics:** Advertising recall by medium, impact on interest, preference, and travel intent to San Diego (addressed in Wave 1)
- **Brand Image:** Strength of San Diego vs. four competitors (Wave 1)
- **ROI (Return on Investment):** Evaluate overall return on investment for the entire campaign – specifically, hotel rooms and revenue generated from the campaign based on visitation since early September (Waves 1 & 2)
- **Other Specific Topics:** The survey covers these issues (Wave 1):
 - Demographics
 - General advertising awareness (to compare with competitors) by media
 - Aided advertising awareness specific to San Diego
 - Competitive vacation choices: future (next 12 months) and past 2 years
 - Likely to visit San Diego: future (next 3 months) and actual past year
 - Website visitation



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4

Background and objectives

TARGET AUDIENCE

• Defined Market

- Los Angeles: Individuals Age 21-65
- Los Angeles: "Target" subset of Los Angeles above: Age 25-54, \$100K income, stayed in hotel in past year

RESEARCH METHODS and DESIGN

- Wave 1: Primary data collection phase, including ad awareness. Survey fielded November 9 through 20 (nine minute survey)
- Wave 2: Ad aware only. Trip info to San Diego since Labor Day 2009 (Labor Day through early November collected in Wave 1; November 12 through January 31, 2010 collected in Wave 2); satisfaction with trip; fielded January 28 - February 19, 2010 (four minute survey)
- Data collection process: email online surveys to TNS panelists in above markets using the TNS 6th dimension US panel (1 million+ households)

COMPLETED SURVEYS – Wave 1

- Los Angeles: Total 730; Ad Aware 428
- Los Angeles Target: Total Age/Income/Hotel: 187; Ad Aware 122

COMPLETED SURVEYS – Wave 2 - Ad Aware Completes; San Diego Hotel Stay

- Los Angeles: Ad Aware 287; San Diego Hotel Stay 29
- Los Angeles Target: Ad Aware 70; San Diego Hotel Stay 11



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Survey universe

The Los Angeles Market includes 5 million households; the Target Market represents 22% of them.

Total LA DMA Market
Adults 21 – 65
5,026,941 Households



Target Market
Age 25 – 54, \$100,000
Past Year Hotel Stay
1,087,460 Households

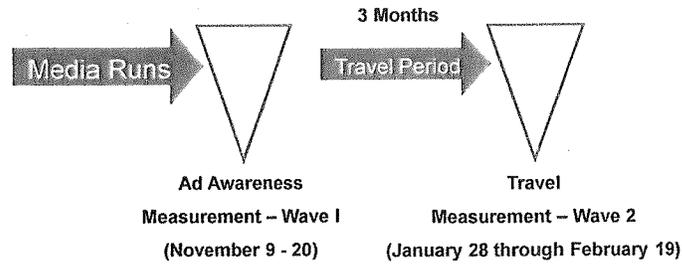


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6

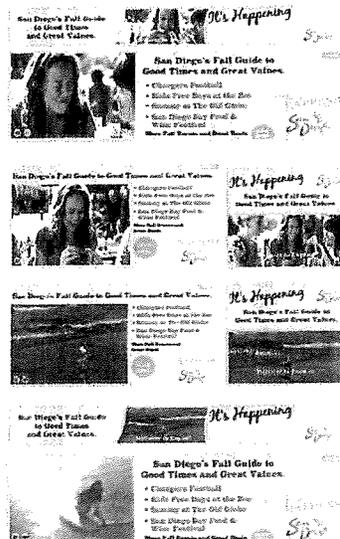
Conceptual Methodology

The two waves of the study:



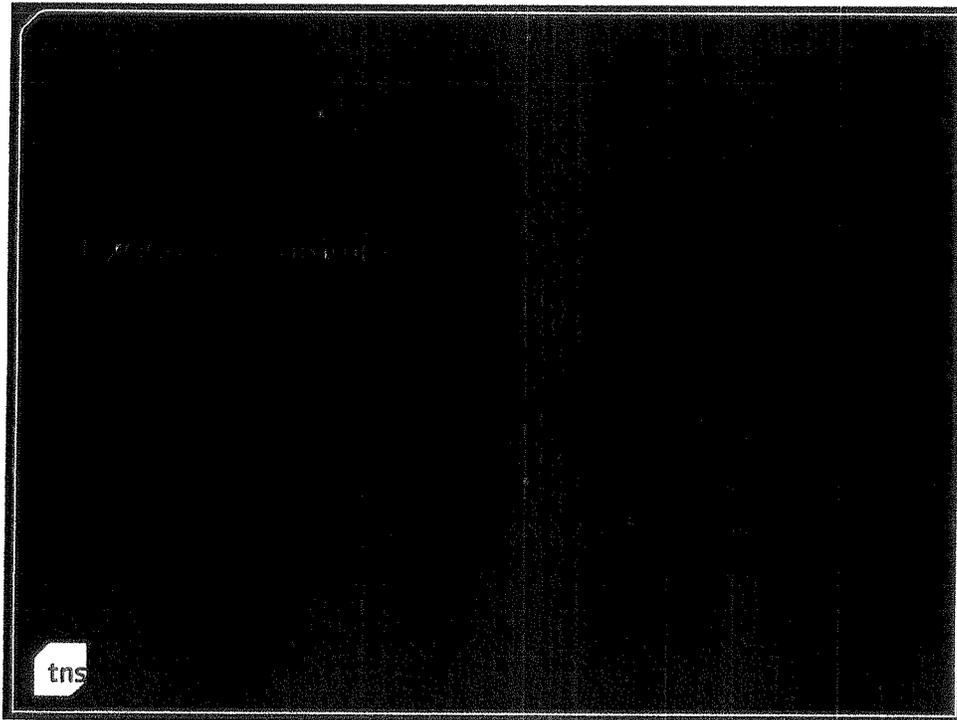
Ads for the Fall Campaign in Los Angeles

Internet Ads



Radio ad:
KABC-SD CONV (General)

TV commercials:
FallBeach
FallIntoHappiness)
Golf



Marketing implications

Key Findings – The Setup (Markets, Image, Strengths of San Diego)

- **The Stimulus.** San Diego launched radio, Internet, television ads to help stimulate overnight stays in San Diego from the Los Angeles market.
- **Focus.** The campaign covers all of Los Angeles, but specifically targets an affluent and energetic age group (\$100,000 incomes, 25-54, travelers who have stayed in a hotel in the past year).
- **Opinions of San Diego.** As shown in prior studies, San Diego leads most other vacation destinations, with an array of positive traits and features to draw visitors. Travelers prefer San Diego to other destinations on many dimensions, San Diego leads most competitors on image, and LA residents remember its advertising. Although not quite as strong as Las Vegas on *value for the money*, San Diego nearly ties Las Vegas on *trip experience worth the money* – very important as travelers navigate swings in the economy. Further, San Diego ranks second (after Las Vegas) as a place that residents expect to visit in the next year and ties for the lead as a destination they have visited in the past 2 years.
- **Large nearby markets.** San Diego strategically places advertising in Los Angeles, a market containing 5 million households within a relatively short driving distance. However, the size of Los Angeles, and the potential benefits in luring its residents, draws strong competitors; and not just the predictable competitive pressure from nearby areas such as Las Vegas and San Francisco, but Hawaii and international destinations as well. Thus, San Diego needs to (and does) maintain high media presence there to gain attention.
- **The Target Market program targets the right audience.** The Target group represents about one quarter of all Los Angeles households, but these studies show that they purchase a much larger share of room nights, and particularly, spend more. This group has the interest and resources to visit San Diego and to do so frequently.



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Marketing implications

Key Findings – The Success (San Diego Clearly Does Advertising Right)

- **Continue to stress San Diego's strengths.** San Diego maintains an enviable destination position, leading competitors on most destination choice attributes (value, beauty, climate, etc.) and image attributes (carefree, exciting, inspiring, etc.). Further, it usually leads, often by a wide margin, on the most important ones to vacationers.
- **Keep advertising.** Advertising builds visitation, not just now, but for the future by stimulating interest, information-gathering, trip bookings, and trip extensions by Los Angeles residents.
- **Repeated advertising campaigns boost awareness.** More than half (59% of Total LA and 74% of Target LA) recall seeing (aided) an SDCVB this wave – a result of strong television advertising and repeated campaigns (Target Market: Fall 2008 = 20%; Summer 2009 = 61%; Fall 2009 = 74%).
- **Keep using a winning theme.** The strong awareness for the current Los Angeles stimulus campaign benefits from similar TV advertising with the National Cable campaign in the Spring of 2009.
- **Keep the emphasis on television.** Travelers consistently remember TV advertising more than any other type (radio, online), especially notable with the FallBeach ad this Fall. However, results from past waves of this study agree that television leads, whether unaided or aided with specific SDCVB ads. Earlier studies have shown that television commercials help build the emotional connection that generates stronger recall and visitation. In choosing media, television just provides more.
- **TV awareness.** To further stress television's importance, nearly all (95%) who were ad aware this Fall remembered seeing at least one of the TV ads.



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Marketing implications

Key Findings – The Success (San Diego Clearly Does Advertising Right) *continued*

- **Other media adds to television.** Internet and radio remain important – and the Internet is particularly important to the Target Market, a group that may take greater advantage of technology. San Diego may want to consider other media to “touch” this market, such as mobile phone advertising. Print remains viable for this group as well; more than a quarter (28%) remember a magazine article about San Diego.
- **Consider greater use of Internet advertising.** Another medium with the potential to build the emotional connection at which television excels, and possibly worth exploring, is Internet in-stream advertising (YouTube/Google).
- **Matchless growth in unaided awareness vs. 2008.** Of the five key competitive destinations, San Diego is the only destination that posts growth in advertising awareness – in both Total and Target Markets. Las Vegas remains in place, all of the others slip.
- **Intent to visit climbs.** The Los Angeles Fall campaign builds interest with more than one in five (22%) Target Market households expecting to visit San Diego within the next three months (and 15% of the Total Los Angeles market) – more than double the level of last year (8% Target; 6% Total LA).
- **San Diego advertising yields a very strong return on investment (ROI).** Given the very strong awareness of the Los Angeles stimulus campaign, expectations would be that hotel nights and revenue should grow substantially – and they do. The number of nights impacted by advertising rises by 50% from a year ago (572K from 384K) and places within a respectable range of the Spring campaign (646K) – which has the benefit including the peak summer travel season.
- **The bottom line.** Every dollar of SDCVB advertising generated \$73 of hotel revenue.



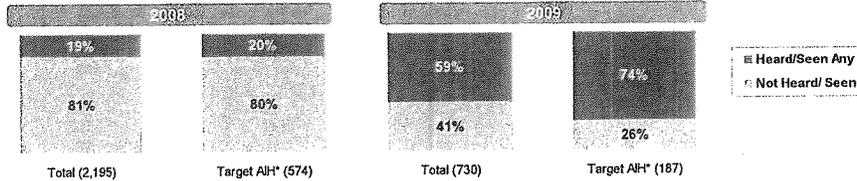
© TNS 2010

12

Summary of results: Overall ad awareness

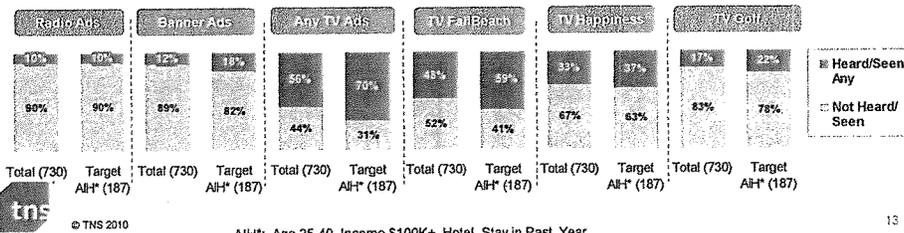
SDCVB (Aided) Advertising Awareness Demonstrates a Very Effective Campaign

- More than half of Los Angeles residents remembers seeing/hearing at least one of the SDCVB ads – indicating a very successful campaign, especially compared to Fall 2008.



So . . . Which Ads Work for Los Angeles?

- Television generates the bulk of awareness; relatively few remember a radio or banner ad, although the Target Market (18%) more often recalls one of the Internet ads than others (12%).



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AHH*: Age 25-49, Income \$100K+, Hotel Stay in Past Year

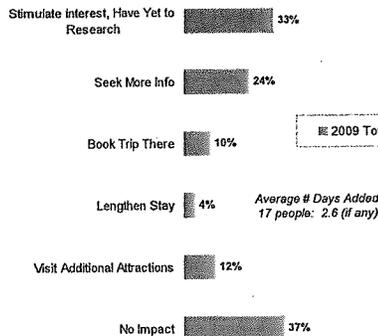
13

Impact of (Aided SDCVB) San Diego ads

Ad aware residents are twice as likely to cite an impact as not:

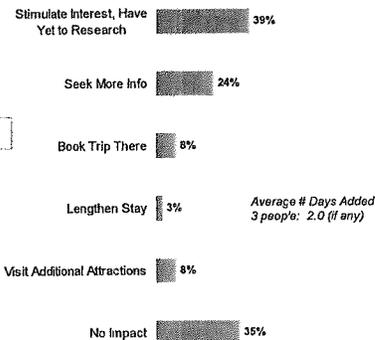
- Two-thirds cite a positive impact; only one third does not (37% total; 35% target)
- Usually, the ads stimulate interest (33% total; 39% target) or, similarly, encourage listeners/viewers to seek more information (24% total; 24% target)
- About one in 10 state that the ads motivated them to book a trip to San Diego (19% Total; 8% Target)
- The few who say that they will lengthen their stay add between two and three days to their trip.

Reactions: Total Ad Aware



Average # Days Added
17 people: 2.6 (if any)

Reactions: Target Ad Aware



Average # Days Added
3 people: 2.0 (if any)



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Q20. How did the advertising that you stated that you had previously seen or heard affect your leisure travel plans for San Diego? (Select all that apply) Q21: If motivated to lengthen stay: How many days did you add?

14

ROI – return on investment – Los Angeles

The SDCVB stimulus ads generated more than a half million rooms from Los Angeles:

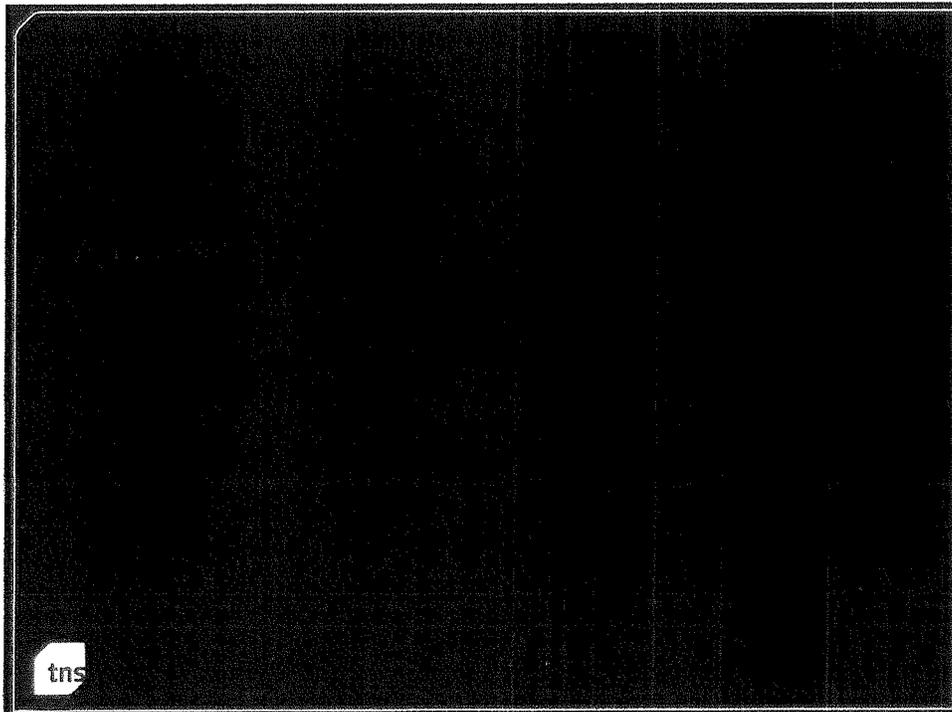
- Los Angeles residents spent \$80 million for more than a half million room nights (572,070) between early September (post Labor Day) 2009 and mid-February 2010
- Each advertising dollar generated \$73 in revenue for San Diego hotels/motels
- Media: Local TV, Radio, Internet.

	Total Los Angeles (Age 21-65)
Total Households	5,026,941
% Seen or Heard Ad (Aided) for San Diego	58.6%
Base: Ad Aware Households	2,946,787
Net Ad Aware/Positive Impact/Stayed in Hotel	16.2%
Number of Households	475,745
Remainder after Remove Those Who Booked Before Seeing Ad(s) and Overnight Visitors Who Did Not Stay in Hotel	0.6%
Total Visitors from LA Market	193,680
Average # Hotel Nights early September through mid-February	2.7
Increase by Multiple Rooms Per Travel Party	1.1
Average Room Nights (with All of Above Adjustments)	3.0
Total Room Nights (Households x Average Rooms)	572,070
Average Room Rate	\$140
Total Revenue	\$80,116,668
Advertising Spending for Los Angeles	\$1,100,000
Return on Investment	\$72.83



Note: Gray font = intermediate steps
 Wave 2; Q1. Have you visited San Diego for leisure/vacation purposes since April 1, 2009?
 Q6. Of all your leisure trips to San Diego since April 1, how many total nights did you stay in a hotel?

15

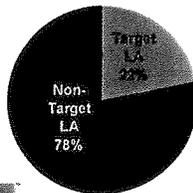


Summary of results: Perspective

Marketing Perspective – Large, Viable Market Targeting the Right Group

- Demographics:** Comparisons of the characteristics of the Total Market vs. the Target Market show predictable differences: those in the Target Market are younger, wealthier, more fully employed, have more formal education, and are more likely married
- Travel:** The focus on the Target Market within Los Angeles yields results. Target adults spend more time in San Diego hotels (2.9 vs. 2.6 nights), spend more per night (\$138 vs. \$120), and spend more in total (lodging, dining, shopping, etc.) on their overnight trips (\$1,171 vs. \$824)
- High interest:** Further, far more Target Ad Aware residents claim to be extremely likely (17%) to visit San Diego in the next three months than Total Ad Aware (12%)
- Positioning:** Los Angeles is not just a large market, but is a market with high interest in San Diego. The residents deem San Diego as their second choice (after Las Vegas) of 17 leisure destinations and two-thirds (66%) of the Target Market plan to visit within the next year.

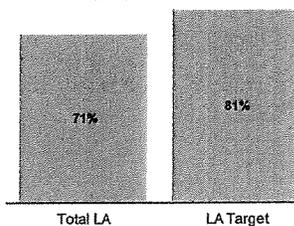
Los Angeles Market:
5 Million Households



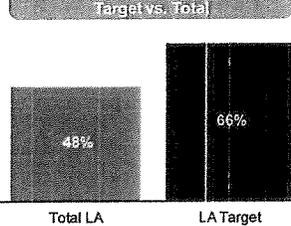
tns

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% Prefer/Consider
San Diego



% Plan to Visit San Diego
in Next 12 Months
Target vs. Total



17

Summary of results: San Diego's Image

Marketing Perspective – Strong Image

- The strong image across markets helps boost San Diego's tourism
- For two different image measurements: which destination do you prefer for . . . (various attributes) and which destination do you associate with . . . (various images), San Diego surpasses its competition: Anaheim, San Francisco, Las Vegas, Los Angeles, and Phoenix
- These images mesh well with the messages perceived by viewers of the San Diego ads (responses after viewing the actual ads in the survey).

San Diego Preferred
Over 5 Competitors
(Target)

Great climate
Beautiful and scenic
Relax and rejuvenate
Convenient to get to
Picturesque beaches
Variety of outdoor activities
Great family place
Activities for the whole family

Image Strengths Over 5
Competitors (Target)

Carefree and laidback
Welcoming and inviting
Lifestyle I would love to live
Friendly people
Rejuvenating
Feel-good place
Improves my mood
Unpretentious and real

Ad Messages – Reasons
to Visit San Diego (Viewed
Ads in the Survey)

Fun
Many activities available
Place that makes you happy
Relaxing place to visit
Family-oriented place
Golf
Beaches
Great place to visit
Leisure/carefree vacation

tns

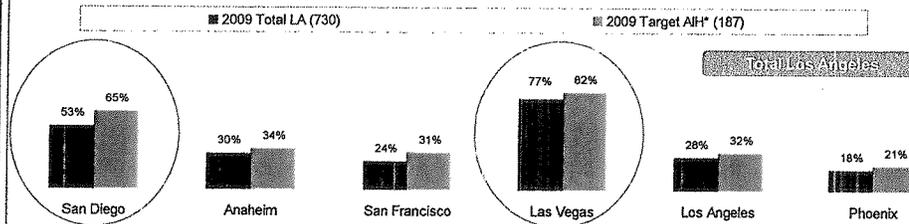
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19

Summary of results: Competitive landscape

Competitive Advertising Landscape (Generic/Unaided)

- San Diego must compete against a broad array of competitors. Those who notice San Diego ads also see/hear advertising from others. And, that competitive set includes many more than just the specific cities shown below – other cities, states, and even countries seek to lure these tourists to their destination
- Despite the pressure, San Diego shines. Except for Las Vegas, ad recall of San Diego exceeds that of every other listed destination



- Specifically, because of its size and affluence, destinations particularly target Los Angeles. In unaided recall of advertising, nearly 40% of the top different places (7 of 18 listed) remembered are other countries, see appendix.



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Image: Importance, Preference,
and Competition



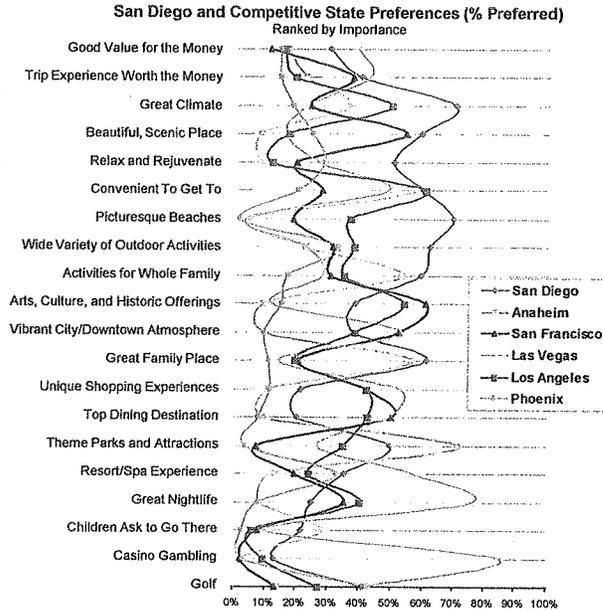
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20

City preferred for each attribute - Total

San Diego clearly has a competitive edge on the most important attributes:

- San Diego leads all competitors on six of the top 10 (in importance) destination features, ties the lead on one more (*convenience*), ranks second on two others (*value, worth the money*), and ranks third on *arts/culture/history*.
- Las Vegas leads on the top two: *good value for the money* and *trip is worth the money plus shopping*. It ties for the lead on *vibrant city and golfing*, and "owns" *nightlife and gaming*.
- Travelers vote San Francisco as best on *arts/culture/history* and it shares the lead on *vibrant city and top dining*.
- Aided by Disney and Universal, Anaheim wins for *theme parks and attractions* and *children ask to go there*.
- Los Angeles ties San Diego for *convenience*.
- Phoenix shares the lead for *golf*.



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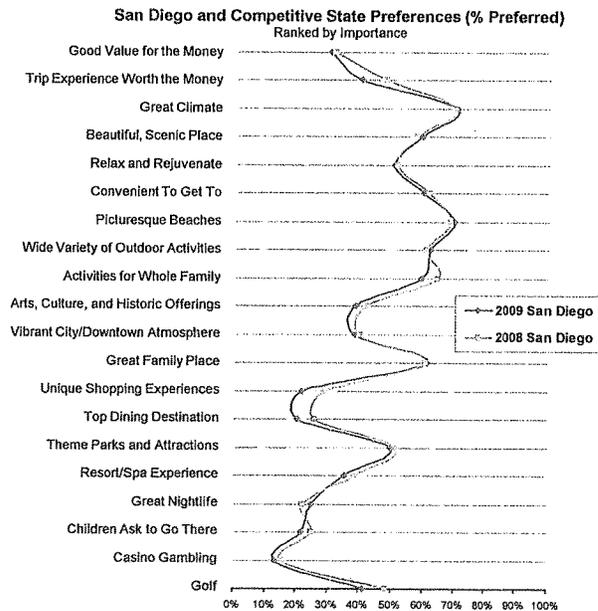
Q9. For each of the attributes below, please indicate which of these destination(s) you prefer, if any. (Base=730)

21

City preferred for each attribute - Total

Compared to a year ago:

- San Diego maintains a nearly identical image footprint
- It slips slightly on *shopping experiences* and as a *top dining destination*.



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Q9. For each of the attributes below, please indicate which of these destination(s) you prefer, if any. (Base=730)

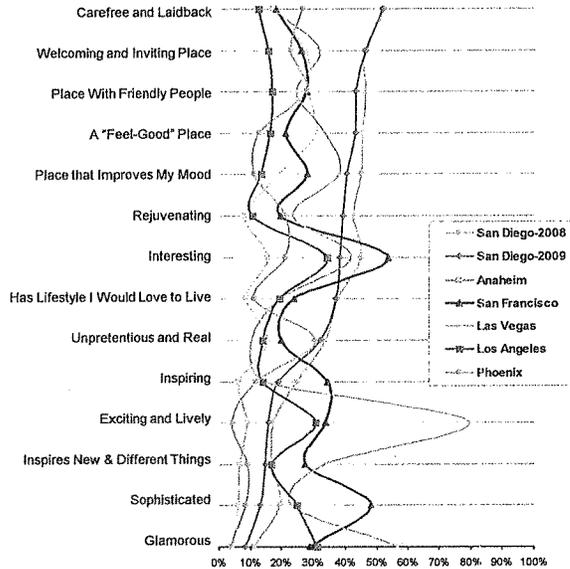
22

City associated with image - Total

San Diego excels on more image attributes than any of its competitors – leading on half (seven) of the 14 items and ties the lead on one more:

- San Diego clearly excels on socially comfortable items – *carefree/laidback, welcome/inviting, friendly people, lifestyle would love, and unpretentious/real.*
- Similarly – people associate it with emotion (good feelings): *feel-good place, improves my mood, and rejuvenating.*
- Las Vegas “owns” *exciting/lively and glamorous* and also leads as a *place that inspires me to try new and different things.*
- Travelers deem San Francisco as the most *interesting, inspiring, and sophisticated.*
- Anaheim, Los Angeles, and Phoenix always lag at least one other destination although Phoenix almost matches San Diego for *unpretentious and real.*

San Diego and Competitive Image Associations (% Associate With City)
Ranked by San Diego Preference



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Q10. For each of the attributes below, please indicate with which of these destination(s) you would most associate it, if any. (Base=730)

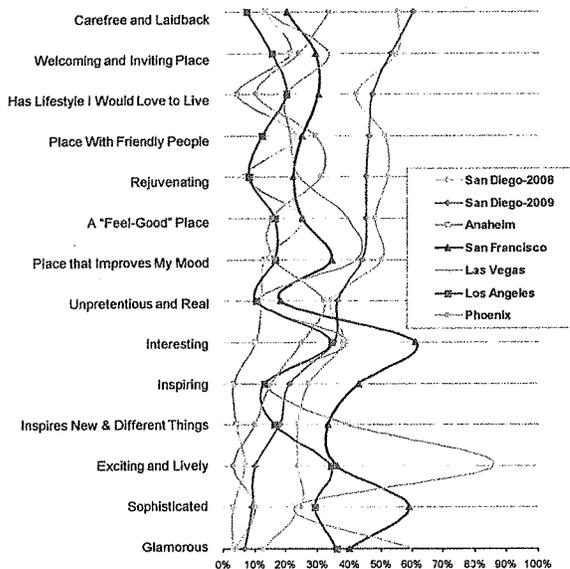
23

City associated with image – Target Ad Aware

Very similar to the total market, the Target Market Ad Aware travelers consider San Diego the leader on eight of the 14 items, although they rank in a somewhat different order:

- San Diego still clearly excels on socially comfortable items – *carefree/laidback, welcome/inviting, lifestyle would love, friendly people, and unpretentious/real.*
- Similarly – it elicits positive emotions: *rejuvenating, is a feel-good place, and improves my mood.*
- San Francisco captures a wide lead as the most *interesting, sophisticated, and inspiring.*
- Las Vegas leads on *inspires me to try new and different things* and “owns” *exciting/lively and glamorous.*
- Again, Anaheim, Los Angeles, and Phoenix always lag at least one other destination.

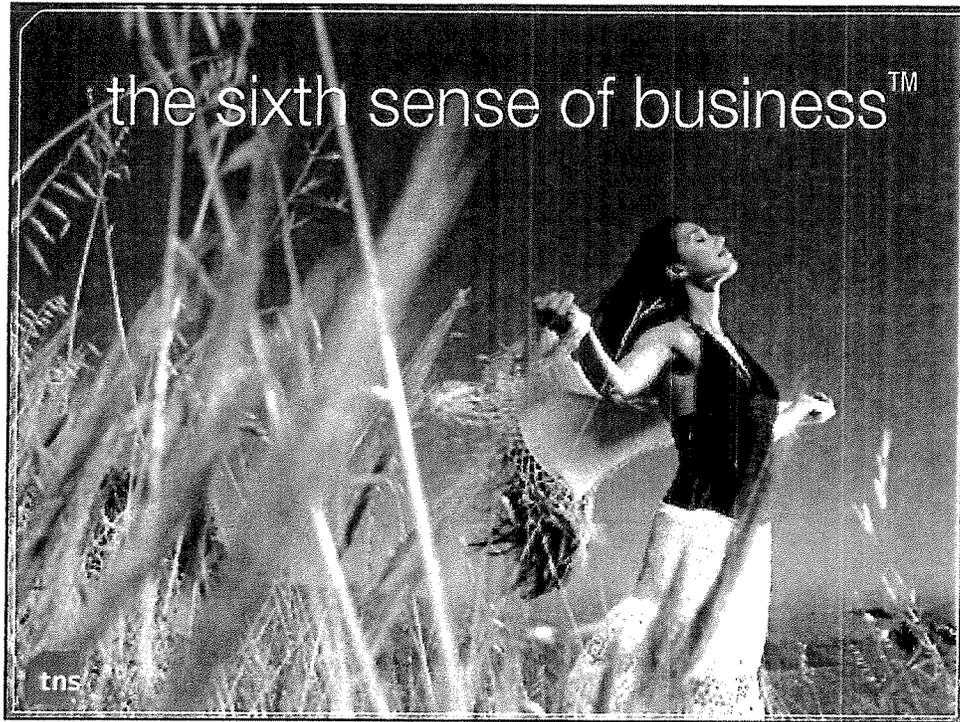
San Diego and Competitive Image Associations (% Associate With City)
Ranked by San Diego Preference



© TNS 2010

Q10. For each of the attributes below, please indicate with which of these destination(s) you would most associate it, if any. (Base=122)

24



San Diego Tourism Promotion Corporation
Targeted Return on Investment (ROI) in Hotel Room Night Revenue

Minimum Hotel Room Revenue Threshold for Application Consideration: In order to be considered for funding, a minimum threshold of 5:1 in Peak Periods and 3:1 in the Off Peak Periods is required. In other words, for every dollar of funding granted, a minimum threshold of five dollars in (peak periods) and three dollars (off peak periods) in hotel room night revenue must be shown. Peak Periods are determined by surveying the majority of the hotel properties that are affected by your initiative or event. The current Average Daily Rate (ADR) for San Diego City Hotels will be used as the factor to determine the ROI. The current / projected ADR determined by Smith Travel Research (STR) can be accessed through CONVIS. **Attach any letters of intent for hotel room blocks and / or tentative agreements with hotels that will provide the necessary back up to support the above projections and estimates to this attachment "B".**

The 5:1 / 3:1 thresholds are required as minimums to be considered for funding; however, meeting these thresholds does not guarantee funding. Depending on the number of funding requests received, the SDTPC Board may be required to raise the minimum ROI threshold for application consideration. This action would require a formal vote of the SDTPC Board of Directors at a public meeting.

SDTPC ROI WORKSHEET Annualized Funding	
Total Funding Request	
Projected Total Room Nights Generated Per Year	
X Average Daily Rate (from ConVis or SDTPC)	
Project \$ Total	
ROI in Hotel Room Revenue	

SDTPC ROI WORKSHEET Initiative / Event Promotion	
Total Funding Request (Actual Funding)	\$1,028,400
Total Households Targeted or Total Event Attendees	
% Ad: Seen & Visited or % likely to stay in hotels	
# People : Seen and Visited based on %	
Projected Total Room Nights	93,373
X Average Daily Rate (from ConVis or SDTPC)	\$154.83
Project \$ Total	\$14,456,580
ROI in Hotel Room Revenue	\$14.06

The above is projected ROI. The TNS Return on Investment Study final report will be available in December 2010.

2010 LA Market Spring-Summer Stimulus Incremental Request & Co-op Funding Model

The SDCVB is seeking incremental funding of the LA stimulus retail initiative .

Incremental LA Program:

Media	\$ 880,331
Media Commission	\$ 51,784
Production	\$ 35,000
Agency Fees	\$ 31,425
ROI Study	\$ <u>17,500</u>

\$1,016,040

SeaWorld Co-op Funds:

\$ 862,886
\$ 101,516
\$ 35,000
\$ 31,425
\$ <u>17,500</u>

\$1,048,327



*Co-op Partner Media Commission fees reflect a 10% commission structure. Production costs based on Sea World's partnership with a reedit of existing spot. Costs will change given another partner other than SeaWorld. ConVIs to determine allocation of ROI Study costs.

Background

FY2010 LOS ANGELES MEDIA PROGRAM





CONVENTION &
VISITORS BUREAU

2010 LA Market Spring-Summer Stimulus Incremental Request & Co-op Funding Model

The SDCVB is seeking incremental funding of the LA stimulus retail initiative. ConVis will seek co-op partner funding to match the TMD's investment.

Incremental LA Program:	
Media	\$1,743,217
Media Commission	\$ 102,542
Production	\$ 70,000
Agency Fees	\$ 62,850
ROI Research	\$ 35,000
TOTAL PROGRAM	\$2,013,610
Less Co-op Partner Funds (50/50)	\$1,006,805
Requested TMD Funding	\$1,006,805





CONVENTION &
VISITORS BUREAU

*Production costs based on Sea World's partnership with a reedit of existing spot. Costs will change given another partner other than SeaWorld.

ATTACHMENT B
San Diego Tourism Promotion Corporation
Targeted Return on Investment (ROI) in Hotel Room Night Revenue

Minimum Hotel Room Revenue Threshold for Application Consideration: In order to be considered for funding, a minimum threshold of 5:1 in Peak Periods and 3:1 in the Off Peak Periods is required. In other words, for every dollar of funding granted, a minimum threshold of five dollars in (peak periods) and three dollars (off peak periods) in hotel room night revenue must be shown. Peak Periods are determined by surveying the majority of the hotel properties that are affected by your initiative or event. The current Average Daily Rate (ADR) for San Diego City Hotels will be used as the factor to determine the ROI. The current / projected ADR determined by Smith Travel Research (STR) can be accessed through CONVIS. **Attach any letters of intent for hotel room blocks and / or tentative agreements with hotels that will provide the necessary back up to support the above projections and estimates to this attachment "B".**

The 5:1 / 3:1 thresholds are required as minimums to be considered for funding; however, meeting these thresholds does not guarantee funding. Depending on the number of funding requests received, the SDTPC Board may be required to raise the minimum ROI threshold for application consideration. This action would require a formal vote of the SDTPC Board of Directors at a public meeting.

SDTPC ROI WORKSHEET Annualized Funding	
Total Funding Request	
Projected Total Room Nights Generated Per Year	
X Average Daily Rate (from ConVis or SDTPC)	
Project \$ Total	
ROI in Hotel Room Revenue	

SDTPC ROI WORKSHEET Initiative / Event Promotion	
Total Funding Request (Actual Spend)	\$43,787
Total Households Targeted or Total Event Attendees	163,000
% Ad: Seen & Visited or % likely to stay in hotels	
# People : Seen and Visited based on %	
Projected Total Room Nights	
X Average Daily Rate (from ConVis or SDTPC)	
Project \$ Total	\$97,809
ROI in Hotel Room Revenue	\$2.23

2010 Restaurant Week Analysis
Prepared for the San Diego Convention & Visitors Bureau
American Express Business Insights
Date: April 13, 2010

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Contents

- **Overview and Methodology**
- 2010 Restaurant Week Analysis
- Appendix



Overview

Restaurant Week Objectives

- This report will analyze the incremental impact of Restaurant Week on lodging spend in San Diego SMSA as well as break out the spend behaviors for both Local and Out-of-town diners in the lodging industry.

Restaurant Week Analysis Definitions

- Prior Period: January 3rd – January 16th 2010
- Restaurant Week Period: January 17th – January 30th 2010
- Post Period: January 31st – February 13th 2010
- A "Participating Restaurant" is defined as an establishment that hosted diners during Restaurant Week and was registered as a participant with the San Diego CVB.*
- A "Diner" is defined as an individual American Express Cardmember who dined in a participating restaurant during the respective dining analysis period.
- A "Lodger" is defined as an individual American Express Cardmember who had a dining and lodging transaction within the San Diego SMSA during the respective analysis periods.
- A "Local" cardmember is defined as originating from within the San Diego SMSA.
- An "Out-of-Town" cardmember is defined as originating from a location outside of the San Diego SMSA

*Note: Participating Restaurants that were located within a lodging establishment and without a distinct merchant number were suppressed from the analysis.

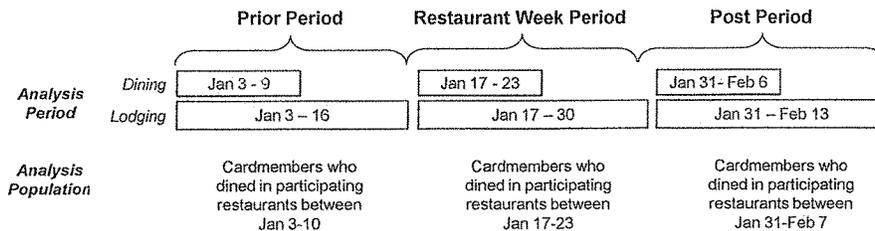
3

American Express Proprietary & Confidential. Use Pursuant to Company's Introduction



Methodology

- Determine the total lodging spend from American Express Cardmembers in the San Diego SMSA who dined at restaurants participating in San Diego Restaurant Week from 1/17/10 through 1/23/10.
- Average the total lodging spend for Cardmembers who dined in those same restaurants during a comparable period before and after Restaurant Week
- Compare the average total lodging spend from the Prior and Post periods to that from Restaurant Week to determine the incremental financial impact



4

American Express Proprietary & Confidential. Use Pursuant to Company's Introduction



Contents

- Overview and Methodology
- **2010 Restaurant Week Analysis**
- Appendix

5

American Express Payments & Commerce Division, via Foursight Group, Inc.

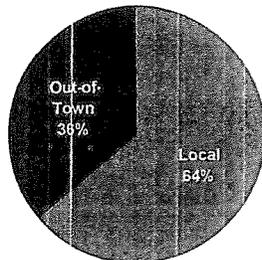


Restaurant Week Diners by Origin

Sixty-four percent of Restaurant Week diners were from within the San Diego SMSA. On average, Out-of-town diners spent more per transaction than local diners, making them a valuable population to retain and grow.

Total Number of Unique Diners: 12,621

Dining Spend by Diner Origin



Diner Origin	Number of Diners	Total Dining Spend	Total Dining Transactions	Average Total Dining Spend per CM	Average Transaction Count	Average Transaction Size
Local	8,109	\$1,022,621	9,400	\$126	1.16	\$109
Out-of-Town	4,512	\$790,311	5,359	\$175	1.19	\$147
Overall	12,621	\$1,812,932	14,759	\$144	1.17	\$123

Period of Analysis: January 17, 2010 – January 23, 2010

6

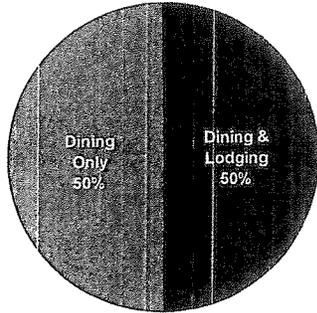
American Express Payments & Commerce Division, via Foursight Group, Inc.



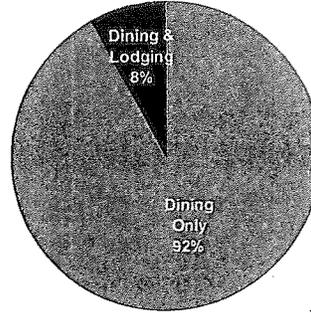
Diners with Lodging Spend

Fifty percent of Out-of-Town diners also spent on Lodging during the Restaurant Week period. Conversely, only 8% of Local diners also spent on lodging.

Total Number of Out-of-Town Diners: 4,512



Total Number of Local Diners: 8,109



Period of Analysis: January 17, 2010 – January 30, 2010

7

Analysis prepared by Palmetto & Confidential Data Furnished by Company, Institute, etc.

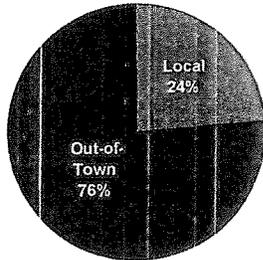


Lodging Spend by Origin

Out-of-Town diners accounted for 76% of total lodgers and \$1.4MM in lodging spend during the Restaurant Week period. On average, they spent \$631 per cardmember on lodging during this same period.

Total Number of Unique Lodgers: 2,865

Lodging Spend by Diner Origin



Lodger Origin	Number of Lodgers	Total Lodging Spend	Average Total Lodging Spend per CM
Local	685	\$201,300	\$294
Out-of-Town	2,180	\$1,376,272	\$631
Overall	2,865	\$1,577,572	\$551

Period of Analysis: January 17, 2010 – January 30, 2010

8

Analysis prepared by Palmetto & Confidential Data Furnished by Company, Institute, etc.



Top 10 SMSA Feeder Markets

The top feeder markets by lodging spend is dominated by San Diego due to the large number of Local diners from this SMSA. Otherwise, the Eastern seaboard has a strong presence making up five out of the top ten feeder markets.

Top 10 SMSA Feeder Markets by Lodging Spend	Share of Lodging Spend	Share of Lodgers
1. San Diego, CA	12.6%	23.9%
2. Chicago, IL	4.8%	2.8%
3. Washington, DC	3.9%	3.1%
4. Los Angeles – Long Beach, CA	3.9%	6.1%
5. Philadelphia, PA	3.3%	2.1%
6. New York, NY	3.3%	2.5%
7. Atlanta, GA	2.8%	2.6%
8. Orange County, CA	2.3%	3.2%
9. Boston/Lawrence, MA	2.2%	2.0%
10. Kansas City, MO	2.1%	0.6%

Period of Analysis: January 17, 2010 – January 30, 2010
 Total Lodging Spend = \$1,577,572
 Total Lodgers = 2,865

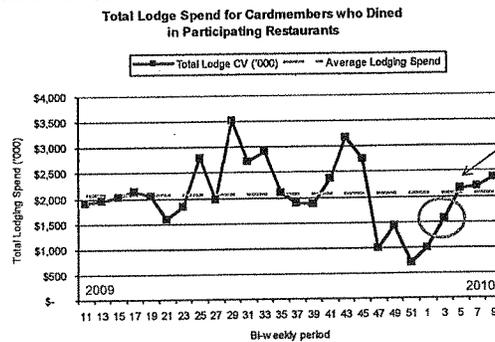
9

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Restaurant Week Incremental Impact

When the number of data points is increased, the impact of seasonality is more clearly illustrated



12 month bi-weekly average lodging spend = \$2,076,326
 Difference in lodging spend to Restaurant Week = (\$498,754)
 Incremental Impact of Restaurant Week on Total Lodging Spend = (\$12,934)
 AmEx card holders in the Los Angeles Target Market spent \$97,809 on lodging in San Diego during Restaurant Week

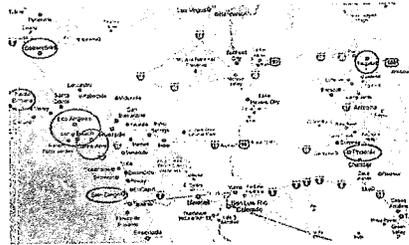
Key Insight: Looking at the rolling 12 months of data, total lodging spend by diners during the Restaurant Week period was still significantly lower than the 52 week average lodging spend for diners in participating restaurants.

10



Lodging Spend Analysis by Geography

The Lodging results can be adjusted for seasonality by examining the total lodging spend trends in similar geographies during similar periods as compared to their 52 week averages



Comparative SMSAs:

LA-Long Beach, CA
 Orange County, CA
 Santa Barbara, CA
 Bakersfield, CA
 Flagstaff, AZ
 Phoenix, AZ

Average Change in Lodging Spend
 for Comparative SMSAs = -8.3%



Average Change in Lodging Spend
 for San Diego SMSA = -6.0%

Net Change Relative to Comparative SMSAs = +2.3% = \$250,522

Key Insight: Most Southwestern cities experienced a drop in total lodging spend during the third week in 2010, but when compared to San Diego they were down an additional 2.3% from the 52 week average. This indicates that San Diego fared better than comparable cities in terms of lodging spend during Restaurant Week.

$\% \text{ Change in Lodging Spend} = (\text{Total Lodging Spend during Restaurant Week} - 52 \text{ Week Average Lodging Spend}) / 52 \text{ Week Average Lodging Spend}$



American Express Privacy Principles

- American Express does not provide Personally Identifiable Information (PII) about our Cardmembers to merchants for marketing purposes.
- American Express only provides aggregated and de-identified Cardmember information to merchants via our information assets.
- American Express does not utilize or disclose specific, disaggregated data associated with an active merchant for the benefit of another merchant or third party, unless mutually agreed upon.



Contents

- Overview and Methodology
- 2010 Restaurant Week Analysis
- Appendix



2009 San Diego Restaurant Week Analysis Results

- Data analyzed was lodging spend in the San Diego SMSA from 1/9/09 through 1/18/09 by American Express Cardmembers who dined at restaurants participating in San Diego Restaurant Week from 1/11/09 through 1/16/09
- 35% of San Diego Restaurant Week diners came from outside of the San Diego SMSA
- 50% of those who came from out of town spent in lodging during Restaurant Week and the surrounding weekends
- These diners spent over \$1.4MM in lodging in San Diego during that time period, which averages to over \$600 per Restaurant Week diner who came from out of town and spent in lodging

Top 10 SMSA Feeder Markets by Lodging Spend
1. San Diego, CA
2. Los Angeles/Long Beach, CA
3. Chicago, IL
4. Newark, NJ
5. Boston, MA
6. New York, NY
7. Washington, DC
8. Atlanta, GA
9. San Francisco/Oakland, CA
10. Phoenix, AZ





San Diego
CONVENTION &
VISITORS BUREAU

Return on Investment Learnings

- Context around the January 2010 Restaurant Week event
 - Heavy rains fell the entire week discouraging travel from Los Angeles
 - Convention Center and other business meetings impact dining and lodging spend and make it hard to isolate the impacts without business and leisure profile data. (2010 - 3,500 attendees at SDCCC week of Restaurant Week)
- Los Angeles lodging spend is assumed to be lower compared to previous the Restaurant Week due to the rains.
- Total spend from Los Angeles Amex card holders only was \$97,809.
- The origins of diners indicates many were in San Diego to attend conventions or meetings. Chicago and DC were 2nd and 3rd highest lodging spend.
- There are many out-of-town residents who have dining spend but no lodging spend, indicating that they stayed in private homes.

ATTACHMENT B
San Diego Tourism Promotion Corporation
Targeted Return on Investment (ROI) in Hotel Room Night Revenue

Minimum Hotel Room Revenue Threshold for Application Consideration: In order to be considered for funding, a minimum threshold of 5:1 in Peak Periods and 3:1 in the Off Peak Periods is required. In other words, for every dollar of funding granted, a minimum threshold of five dollars in (peak periods) and three dollars (off peak periods) in hotel room night revenue must be shown. Peak Periods are determined by surveying the majority of the hotel properties that are affected by your initiative or event. The current Average Daily Rate (ADR) for San Diego City Hotels will be used as the factor to determine the ROI. The current / projected ADR determined by Smith Travel Research (STR) can be accessed through CONVIS. **Attach any letters of intent for hotel room blocks and / or tentative agreements with hotels that will provide the necessary back up to support the above projections and estimates to this attachment "B".**

The 5:1 / 3:1 thresholds are required as minimums to be considered for funding; however, meeting these thresholds does not guarantee funding. Depending on the number of funding requests received, the SDTPC Board may be required to raise the minimum ROI threshold for application consideration. This action would require a formal vote of the SDTPC Board of Directors at a public meeting.

SDTPC ROI WORKSHEET Annualized Funding	
Total Funding Request	
Projected Total Room Nights Generated Per Year	
X Average Daily Rate (from ConVis or SDTPC)	
Project \$ Total	
ROI in Hotel Room Revenue	

SDTPC ROI WORKSHEET Initiative / Event Promotion	
Total Funding Request (Actual Spend)	\$1,183,123
Total Households Targeted or Total Event Attendees	
% Ad: Seen & Visited or % likely to stay in hotels	
# People : Seen and Visited based on %	
Projected Total Room Nights	935,583
X Average Daily Rate (from ConVis or SDTPC)	\$117.30
Project \$ Total	\$109,741,153
ROI in Hotel Room Revenue	92:1

Monthly	2010				2009-2010		15-Month Final
	Quarter 1	April	May	June	Quarter 2	Fiscal	
TOTAL							
SD County	308,071	99,940	108,795	124,052	332,787	1,191,510	1,502,580
Room Nights	284,451	102,966	112,676	122,910	338,552	1,099,871	1,384,150
Previous Year Room Nights	8.30%	-2.94%	-3.44%	0.93%	-1.70%	8.33%	8.56%
YOY Room Nights Change	\$111.06	\$115.20	\$117.60	\$126.00	\$120.01	\$116.68	\$116.55
Average Daily Rate	\$115.59	\$113.83	\$118.99	\$123.58	\$119.09	\$122.27	\$126.02
Previous Year Average Daily Rate	\$34,214,299	\$11,512,826	\$12,794,249	\$15,631,113	\$9,938,188	\$139,026,088	\$175,131,368
Total Revenue	\$32,880,901	\$11,720,402	\$13,407,381	\$15,189,309	\$40,317,092	\$134,484,071	\$174,433,365
YOY Revenue Change	4.06%	-1.77%	-4.57%	2.91%	-0.94%	3.38%	0.40%
Con/Vis Spend 2009_2010	\$260,968.86	\$76,129.25	\$102,320.11	\$54,878.35	\$233,275.94	\$1,012,613.13	
TMD District Properties Only							
TOTAL							
Room Nights	237,541	80,451	84,372	89,165	253,988	935,583	1,188,707
Previous Year Room Nights	223,653	82,713	86,482	90,882	262,077	840,179	1,032,011
YOY Room Nights Change	6.21%	-2.74%	-4.64%	-1.89%	-3.09%	11.36%	13.25%
TMD Room Nights as % of Overall	77.11%	80.50%	77.55%	71.89%	76.32%	78.52%	77.78%
SDC	\$113.83	\$117.52	\$120.46	\$131.57	\$123.43	\$117.30	\$117.84
Average Daily Rate	\$119.00	\$115.85	\$120.70	\$112.55	\$116.34	\$123.53	\$128.80
Previous Year Average Daily Rate	\$27,039,287	\$9,454,314	\$10,163,121	\$11,731,416	\$31,348,852	\$109,741,153	\$137,367,785
Total Revenue	\$26,613,653	\$9,582,731	\$10,679,301	\$10,228,609	\$30,490,641	\$103,785,322	\$132,918,019
YOY Revenue Change	1.60%	-1.34%	-4.83%	14.69%	2.81%	5.74%	3.35%
TMD Revenue as % of Overall	79.03%	82.12%	79.44%	75.05%	78.49%	78.94%	78.44%
SDC							

2009 NBTA Sponsorship
In Partnership with the San Diego Convention Center Corporation
ATTACHMENT B
San Diego Tourism Promotion Corporation
Targeted Return on Investment (ROI) in Hotel Room Night Revenue

Minimum Hotel Room Revenue Threshold for Application Consideration: In order to be considered for funding, a minimum threshold of 5:1 in Peak Periods and 3:1 in the Off Peak Periods is required. In other words, for every dollar of funding granted, a minimum threshold of five dollars in (peak periods) and three dollars (off peak periods) in hotel room night revenue must be shown. Peak Periods are determined by surveying the majority of the hotel properties that are affected by your initiative or event. The current Average Daily Rate (ADR) for San Diego City Hotels will be used as the factor to determine the ROI. The current / projected ADR determined by Smith Travel Research (STR) can be accessed through CONVIS. **Attach any letters of intent for hotel room blocks and / or tentative agreements with hotels that will provide the necessary back up to support the above projections and estimates to this attachment "B".**

The 5:1 / 3:1 thresholds are required as minimums to be considered for funding; however, meeting these thresholds does not guarantee funding. Depending on the number of funding requests received, the SDTPC Board may be required to raise the minimum ROI threshold for application consideration. This action would require a formal vote of the SDTPC Board of Directors at a public meeting.

SDTPC ROI WORKSHEET Annualized Funding	
Total Funding Request	
Projected Total Room Nights Generated Per Year	
X Average Daily Rate (from Tourism Economics Forecast released December 2008)	
Project \$ Total	
ROI in Hotel Room Revenue	

SDTPC ROI WORKSHEET Initiative / Event Promotion	
Total Funding Request	\$150,000
Total Households Targeted or Total Event Attendees	
% Ad: Seen & Visited or % likely to stay in hotels	
# People : Seen and Visited based on %	
Projected Total Room Nights	12,733
X Average Daily Rate (SDCCC Post-Con Report)	\$229
Project \$ Total	\$2,915,857
ROI in Hotel Room Revenue	\$19:1

National Business Travel Association

August 23-26, 2009

San Diego, CA

ACTUALS

Direct Delegate Spending	\$9,012,000
Economic Impact	\$21,162,000 (2.4 multiplier)
Attendance	5,601
Room Nights	12,733

HOTEL BLOCK

Embassy Suites
Hilton Bayfront
Hilton Gaslamp
Holiday Inn on the Bay
Hotel Solamar
Manchester Grand Hyatt
Marriott Gaslamp
Omni San Diego
San Diego Marriott Hotel & Marina
Sheraton San Diego Hotel & Marina
US Grant
The W Hotel
Westin Horton Plaza
Westin Downtown

A Message from the NBTA President and CEO

Dear NBTA Convention Attendee,

I would like to extend my sincerest thanks to you for your participation in the 2009 NBTA International Convention & Exposition -- the third largest Convention in NBTA history! You were one of more than 5,600 corporate travel professionals, including more than 1,240 travel buyers, who congregated last week in San Diego to make the NBTA Convention the Business Travel Event of the Year. Of the more than 500 completed surveys received to date, 97% of respondents rated the Convention good or excellent, telling us that NBTA was successful in delivering what the corporate travel community needs and wants from this industry event.

We learned from more than 65 ground-breaking education sessions, visited with more than 400 exhibitors on the show floor, and were entertained and inspired by world-class speakers. The sheer magnitude of this year's Convention, especially in a down economic cycle, proves the value of business travel to corporations across the world. Contracts were signed and deals were made; partnerships were announced and new services were unveiled -- in other words, business travel moved business for corporations across the globe. At a time when economic uncertainty is on everyone's minds, NBTA delivered powerful and positive messages to the corporate travel community, and the industry's energy and enthusiasm were evident.

With that unbeatable start, I am honored and excited to begin serving my two-year term as NBTA's new president and CEO. I look forward to working with you to benefit the industry, and to seeing you each and every one of you next year at the NBTA Convention in Houston, August 8-11.

Best regards,

Craig Banikowski, CCTE, C.P.M., CMM

Great Convention Photos?

[View and Share Photos on Flickr](#)

Did You Pick Up an NBTA Memory Band at Convention?

Download Education Sessions and Industry Resources

Make sure you have all of the latest industry tools, as well as access to the education sessions presented in San Diego. If you didn't have time to pick up a memory band from the Discover NBTA booth, don't worry -- simply download these valuable resources today from the NBTA website including:

New and Updated RFP Templates:

- Online Booking Tool RFP
- General Aviation RFP
- 2010 Modular Hotel RFP

Strategic Meetings Management White Papers:

- Building a Meetings Policy in Support of Your SMMP
- Strategic Approach to Small Meetings

Other Resources Including:

- CSR Toolkit
- Glossary of Travel Industry Terms

**Note - You'll be prompted to log in using your user ID and password.*

Don't Remember Your Log In Information?

[Download Now](#)

National Business Travel Association

110 N. Royal Street | 4th Floor
Alexandria, Virginia 22314 USA
Phone (703) 684-0836 | Fax (703) 684-0263
www.nbta.org

NBTA Concludes Successful Convention for 5,600 Corporate Travel Professionals

San Diego (August 27, 2009) – The National Business Travel Association (NBTA) held its third largest International Convention & Exposition in the association's history this week in San Diego. More than 5,600 corporate travel professionals, including more than 1,240 travel buyers, filled the San Diego Convention Center to attend more than 65 ground-breaking education sessions and visit with more than 400 exhibitors on the show floor.

Craig Banikowski, CTE, C.P.M., CMM, who was yesterday elected by NBTA members to serve a two-year term as the association's new president & CEO, said, "The sheer magnitude of this year's Convention, especially in a down global economy, proves the value of business travel to corporations across the world. Corporate travel professionals from more than 30 nations came together this week to enhance their industry knowledge, sharing best practices to ensure their managed travel programs are cost effective and reflective of current industry trends. Contracts were signed, deals were made, and business travel produced business this week and beyond for corporations across the globe."

The Convention offered a special welcome session Sunday evening during which Captain Chesley B. Sullenberger III inspired attendees with this account of the infamous landing of a commercial flight into the Hudson River, saving the lives of 155 people. Over three days attendees took advantage of more than 65 education sessions, the most the association has ever offered at its annual Convention, in which industry experts and specialists from all sectors of the corporate travel community discussed business travel growth in today's volatile economy and shifting corporate culture. New resources such as white papers on small meetings and private aviation and an online booking tool RFP template were offered to Convention delegates, and updates to the NBTA Corporate Social Responsibility Toolkit and Hotel RFP Template were also provided. Attendees heard from Southwest Airlines CEO Gary Kelly and Continental Airlines CEO Larry Kellner Wednesday during the Airline CEO Panel, a special session first offered last year and now an attendee favorite. Peter Greenberg, Emmy award winning travel journalist, moderated the panel about the current state of the aviation industry. The two CEOs offered insights on aviation hot topics such as industry affects of baggage and other ancillary fees, in-flight wireless internet capabilities, and passenger rights.

Olympic Champion Dara Torres, 42, who became the oldest swimmer to compete in the Olympics at the Beijing Games in 2008, inspired attendees during the Monday General Session, and Jay Leno entertained in Tuesday's session. President Bill Clinton spoke yesterday about the value of business travel to economies around the

NBTA Convention Resources

[Presentation Downloads](#)

[NBTA Online](#)

[Press Room](#)

[Visit the NBTA Online Exposition](#)

Airline CEO Panel

View a recording of the Airline CEO Panel featuring Gary Kelly and Larry Kellner.

[View Video Now](#)

[Convention Photos](#)

[View Convention Photos Here](#)

NBTA TV
View Now:
[Day One at Convention](#)

world, citing travel as the key to building global peace and understanding.

Banikowski added, "The NBTA Convention is known throughout the industry as the Business Travel Event of the Year, and once again it has lived up to its reputation. At a time when economic uncertainty is on everyone's minds, NBTA delivered powerful and positive messages to the corporate travel community, and industry energy and enthusiasm was evident."

About NBTA

The National Business Travel Association (NBTA) is the world's premier business travel and corporate meetings organization. NBTA and its regional affiliates – NBTA Asia Pacific, the Brazilian Business Travel Association (ABGEV), NBTA Canada, NBTA Mexico, and NBTA USA – serve a network of more than 15,000 business travel professionals around the globe with industry-leading events, networking, education & professional development, research, news & information, and advocacy. NBTA members, numbering more than 4,000 in 30 nations, are corporate and government travel and meetings managers, as well as travel service providers. They collectively manage and direct more than US\$200 billion of global business travel and meetings expenditures annually on behalf of more than 10 million business travelers within their organizations. For more information, visit www.nbta.org.

About the 2009 NBTA International Convention & Exposition

Widely recognized as the must-attend event for business travel buyers, suppliers, industry leaders and business travel journalists, the 2009 NBTA International Convention & Exposition was held in San Diego August 23-26, 2009. More than 5,400 travel professionals took advantage of the Convention's programming, designed to empower attendees to maximize value for their companies, including more than 65 seminars on the most important topics in business travel, more than 400 companies exhibiting in the Expo and countless opportunities for networking with peers. For details, visit www.nbtaconvention.org.

###

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Nicole Hayes, +1 703-684-0836, ext. 133,
nhayes@nbta.org

For more information regarding the NBTA 2009 Convention, please visit www.nbtaconvention.org.

National Business Travel Association

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Alexandria, Virginia 22314 USA

Phone (703) 684-0836 | Fax (703) 684-0263

San Diego
NORTH

Room to fill your senses

FY 10

FINAL REPORT

San Diego North Convention & Visitors Bureau

FY 10

Report Highlights

At the conclusion of FY10, our return on investment was 15 to 1, including both leisure and group room night bookings. Using the calculations suggested by Robert R. Redwitz & Co. our return on investment is 10 to 1. The trending rate in our area is \$127.55 through March for the last rolling 12 months.

Marketing Highlights

A strong marketing plan is instrumental in positioning San Diego North CVB as an upscale, preferred resort destination. The following are marketing highlights for FY09-10:

- Developed and ran the “Don’t Be Left Without a Story” campaign to promote San Diego North as a leading destination for well-being and sustainability. Campaign ran January through June 2010. It targeted the drive market through online advertising, paid search, email marketing and social media tactics that all drive web traffic to custom landing pages. The landing pages, which feature only TMD hotels, were themed around family, adventure, spa, romance, wellness and general deals, as well as special emphasis for Valentine’s Day, spring break and Wellness Month in April. In addition to driving bookings, the campaign also engaged with visitors who have already taken a trip to San Diego by asking them to share their story on our website for the chance to win a free trip to La Jolla.
- Developed and ran the Fall media campaign, which focused on three visitor segments: Family, Adult Indulgence and Outdoor Adventure. It ran from mid-August through September. Media was focused online in the mature markets of Los Angeles, Orange County and Phoenix. The campaign included pay-per-click, email marketing and banner advertising. Custom landing pages featured only SD TMD properties. During the campaign, website traffic quadrupled over the same time last year and bookings more than tripled. An aggressive Twitter focus grew our followers to more than 400.
- Produced and distributed 13 eNewsletters and 1 ePostcard, that were distributed to over 100,000 names in our consumer opt-in database.
- Developed and launched *True North: Bring the Business Home* campaign. Marketing elements included: logo, collateral piece, micro site on website, newsletter and launch event at the Rancho Bernardo Inn.
- Launched new website which utilizes cutting-edge technology and search engine optimization (SEO) tactics aimed to attract more unique users while also enhancing the image of San Diego North as San Diego's resort region.
- Entered phase II of new website development, which includes mobile integration, an expanded groups sales section, enhanced interactive mapping technology, and a custom itinerary builder
- Worked with the TNS to develop and implement new research methodology using panel groups for measuring leisure promotion ROI for the TMD.
- Developed 2010 CA State Visitors Guide ad with three TMD member co-op partners: Estancia La Jolla, La Jolla Shores Hotel and La Jolla Beach & Tennis Club.
- Finalized development of 2010 San Diego North Visitors Guide. Updated all member listings, gathered photography and updated design elements.

- Co-sponsored the 2009 eCommerce Summit with San Diego CVB. The summit took place October 21-23, 2009 at the Hilton La Jolla Torrey Pines. The event consisted of 2 full days of one-on-one appointments with sixteen representatives from the top 11 OTAs, that met with 43 hotels and attractions. A half-day of educational sessions was also added to the event for the first time.

Website

FYTD 09-10	FY09-10	% of Annual Goal	Annual Goal
Website	504,400	126%	400,000

Sales Highlights

Our sales force is the key to providing measurable benefits to San Diego North members and communities. The following are sales highlights for July 2009 through June 2010:

- Conducted and hosted 4 sales blitzes that took place in:
 - Minneapolis
 - Los Angeles
 - Sacramento
 - Orange County
- Attended the following trade shows:
 - MPI’s Northern California Annual Trade Show in San Francisco
 - Meeting Planners International-World Educational Congress (MPI-WEC); Salt Lake City, UT
 - BIOCOM’s Annual Open House and Trade Show; San Diego, CA
 - National Business Travel Association International Convention & Exposition; San Diego, CA
 - Smart Meetings; Los Angeles, CA
 - Affordable Meetings National; Washington, D.C.
 - Meeting Professionals International Arizona Chapter; Tempe, AZ
 - CalSAE Seasonal Spectacular; Sacramento, CA
 - SITE-SoCal Trade Show
 - Meeting Professionals International Northern California Chapter; San Francisco, CA
 - RCMA Conference & Expo; Fort Worth, TX
 - Smart Meetings; San Diego, CA
 - Destinations Showcase; Washington, D.C.

- Meeting Professionals International Southern California Chapter; Los Angeles, CA
- Smart Meetings; Las Vegas, NV
- National Association Sports Council; Columbus, OH
- CalSAE Annual Meeting; Long Beach, CA
- Affordable Meetings Mid-America; Chicago, IL
- Conference Direct Annual Meeting; Atlanta, GA
- Meeting Professionals International Orange County Chapter; Newport, CA
- Destinations Showcase; Chicago, IL
- Affordable Meetings West; Long Beach, CA
- Conducted 15 sales trips focusing on:
 - Los Angeles
 - Orange County
 - Washington D.C.
 - Arizona
 - Sacramento
 - San Diego
- Attended two Smart Meetings planner events sponsored by Smart Meetings Magazines, one in Los Angeles and one in Las Vegas.
- Launched “Meet Here. Make a Difference” sales initiative. Each booking generated as a result of the campaign will include a contribution to the client’s cause/charity of choice or Outdoor Outreach, our charity partner.
- Introduced the “True North: Bring the Business Home” grass roots campaign. The program encourages local residents and employees to identify and influence group business to the region as a local stimulus campaign. We have reached out to over 100 potential Tourism Ambassadors with the help of Backyard Marketing, Inc. Additionally, 18 local residents have registered to become Tourism Ambassadors and will assist in attracting events and conferences to the San Diego North region.
- Contracted with Hedy Foster for prospecting. Hedy established 350 new accounts for state associations and Northern California based account, and generated leads for more than 6,800 room nights.
- Established contract with HelmsBriscoe – Destination Partner Program as a Preferred Partner. This provides San Diego North Convention and Visitors Bureau with increased exposure to the 1,300 member HelmsBriscoe sales team and an enhanced placement on the HelmsBriscoe Planner Intranet.
- Conducted three HelmsBriscoe presentations focusing on San Diego, Arizona, Los Angeles and Orange County.
- Developed a Business Development Internship through San Diego State University.
 - Two interns worked 40 hours a week generating:
 - Over 870 prospecting calls to new and existing clients
 - 272 new accounts
 - 3 leads

- Generated 301 leads, 11% growth over FY09.
- Developed 1,273 new accounts in FY10.

FYTD 09-10	FY09-10	% of Annual Goal	Annual Goal
Definite Room Nights	13,592	32%	42,000

Public Relations Highlights

We are able to leverage paid media through an aggressive public relations campaign, increasing our overall exposure as a unique region in San Diego. The following are highlights from the public relations department for July 2009 through June 2010:

- Hosted journalists: Howard Hian, *Military Press*; Carole Dixon, *freelancer*; Kathy Strong, *The Desert Sun & Desert Post Weekly*; Jenny Murray Hooks, *C Magazine*; Lori Mayfield, *Dallas Morning News*; *Travel Channel China*; and Christine Delsol, *The San Francisco Chronicle*, Divina Infusino, *freelancer*; Lena Katz, *freelancer for Orbitz*; and Polina Steir, *Caviar Affair*, Helen Truskowski, *freelancer*; Terry Gardner, *freelancer for Los Angeles Times/Chicago Tribune*; Alex Pulaski, *The Oregonian*; Leslie Westbrook, *freelancer for Ventura magazine*; Steve Wawer, *freelancer and president of the western chapter of the Society of American Travel Writers*, Cindy Richards (*Chicago Parent*), Mary Forgey (*RV Journal*), Michael Raviv (*Hi Class Living*), Renee Brincks, *freelancer*.
- Assisted journalists with destination visits: Peter Crooks, *Diablo Magazine*; Keith Mulvihill, *The New York Times*; Cameron Walker, *freelancer for Alaska Airlines*; Colleen Fliedner, *freelancer for Westways*.
- Collaborated with members to host journalists as part of a La Jolla Media Familiarization Tour: Amy Strand, *Arizona Foothills*; Marion Hager, *Stratos Magazine*; Katherine Tulich, *freelancer for Los Angeles Times*; Somer Flaherty, *Marin Magazine*; Laurie Jane Drake, *freelancer for Vogue/Allure*; Sarah Brossenbroek, *Red Tricycle/San Francisco Magazine*.
- Hosted writers during our "Green Meetings" destination showcase in conjunction with meeting planners: Barbara Beckley, *freelancer for Association News*; John Anderson, *Smart Meetings*; Ron Donoho, *Southern California Meetings & Events*.
- Conducted press trips to Orange County (Jul '09 and April '10), San Francisco (Sept '09 and May '10) New York (Sept '09 and Feb '10), Phoenix (Oct 09) and Los Angeles (Dec 09) and Washington D.C. (Mar '10).

- Participated in the California Travel & Tourism Commission (CTTC) media outreach: submitted editorial content for media relations opportunities and attended the San Francisco (Sept '09) New York (Feb '10) media reception.
- Attended the western chapter meeting of the Society of American Travel Writers (SATW).

Editorial and Circulation

Editorial & Circulation	FY09-10	% of Annual Goal	Annual Goal
Editorial	\$5,040,174	100 %	\$5,000,000
Circulation	82,978,767		



**San Diego Tourism Marketing District
Fiscal Year 2010 Annual TMD Funding Performance Report
July 1, 2009- June 30, 2010**



On the set of 20th Century Fox television series *Terriers*

**San Diego Film Commission
1010 2nd Avenue, Suite 1500
San Diego, CA 92101**

**Contact: Cathy Anderson, CEO & Film Commissioner
619-234-3456**



SAN DIEGO FILM COMMISSION

Date: August 31, 2010

To: Lorin Stewart, Executive Director, San Diego Tourism Promotion Corporation

From: Katie Outlaw, Director of Administration, San Diego Film Commission

FY2010 Annual Funding Performance Report: July 1, 2009 - June 30, 2010

Items Delivered:

Part 1: Narrative

- Accomplishments FY2010
- Map of Filming Project Hotel Stays within the City Limits

Part 2: Budget

- Budget – Performance Report
- Attachment B – FY2010 Budget for Proposed Scope of Work
- TMD Reimbursement Breakdown of Expenses – FY2010 Funding

Part 3: ROI

- ROI – Performance Report
- Attachment B – ROI Breakdown
- SDFC – City Hotel Room Night Breakdown FY2010 Final

Supplemental Documents

- ConVis Visitor Industry Summaries
- Economic Impact FY 2010, Cumulative through 4 Quarters
- Economic Return of Filming to San Diego vs. SDFC Funding chart
- Sample Production Survey

* * * * *

San Diego Film Commission
Part 1: Narrative – Accomplishments FY 2010

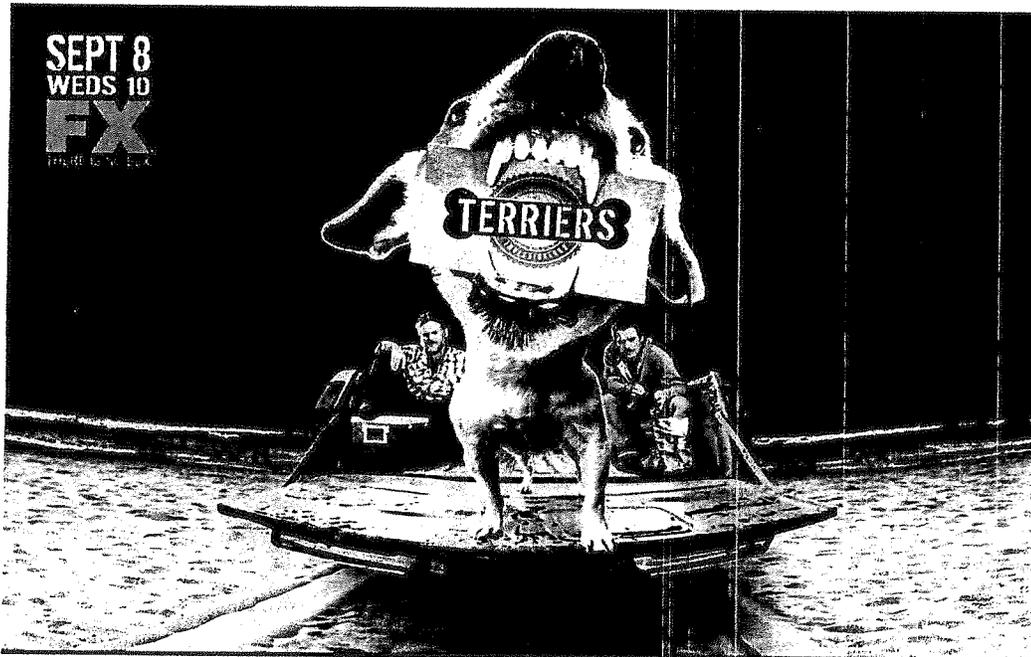
The scope of work for the San Diego Film Commission's funding was two-fold:

- A. To generate hotel room nights, jobs and tourism for the City of San Diego.
- B. Promote San Diego as a filming destination.

The San Diego Film Commission was funded with \$655,200 in TMD funds for FY10. The San Diego Film Commission documented 16,624 definite City of San Diego hotel room nights during the four quarters of FY10. This translates to direct hotel revenue estimated at \$1,987,102 from July 1, 2009 to June 30, 2010. These figures are a result of returned surveys to the Film Commission by projects that have "wrapped" in San Diego over the past 12 months. During FY10 the Film Commission was able to retain 81% of all leads received by the organization. The final ROI for FY10 is 3.03:1.

Attached to this narrative is a map outlining where filming projects stayed within the city limits. Each red star represents a filming project's hotel location in the City of San Diego. In total, 198 projects utilized city hotels in FY10. As you can see on the map on page five, filming projects such as television series, reality TV shows, feature films, industrials, photo shoots and commercials utilized all regions of the city. The following highlights the work of the Film Commission in FY10:

- The San Diego Film Commission was successful in attracting a television series to San Diego from Twentieth Century Fox called *Terriers*. The project shot its pilot episode in San Diego in August of 2009 for 25 days. This multi-million dollar hour long comedic detective drama starring Donal Logue (*Just Like Heaven, Life*) and Michael Raymond-James (*True Blood*) is for the FX Network.



The producer and the studio were thrilled with how the pilot looked and the show was picked up by the network for twelve more episodes which began filming in San Diego in February 2010. Each episode took on average seven days to film. The Film Commission worked with the production on a daily basis. The production made about three to four moves a day which is difficult and unusual for a series due to the amount of vehicles and crew. Besides showcasing San Diego to millions of viewers, the show left millions of dollars in the local economy. The show is set to debut on the FX Network on Wednesday, September 8, 2010. The show utilized 5,850 city hotel room nights (1,000 room nights for the pilot are not included in this ROI number because those room nights were reported as part of the TMD incremental funding for FY09.) The series filmed in many areas of the City of San Diego and utilized hotels in both Mission Valley and La Jolla.

- Marvel Studios utilized San Diego's Black's Beach for a scene in its highly anticipated feature film *Thor* which will be released in May 2011. The scene involved the hero riding a horse along the beach. The project logged 30 room nights in La Jolla.

- The feature film *Paul* filmed a few days in San Diego in August 2009. Writers Nick Frost and Simon Pegg also star as two comic book geeks going to Comic-Con. They recreated the Comic-Con experience because they needed the control for filming. Over 300 extras, crew and talent utilized the Convention Center for this scene. This project's 292 room nights were recorded as part of the TMD incremental funding in FY09. A downtown hotel was used as a location for the project in addition to housing the crew during the filming.

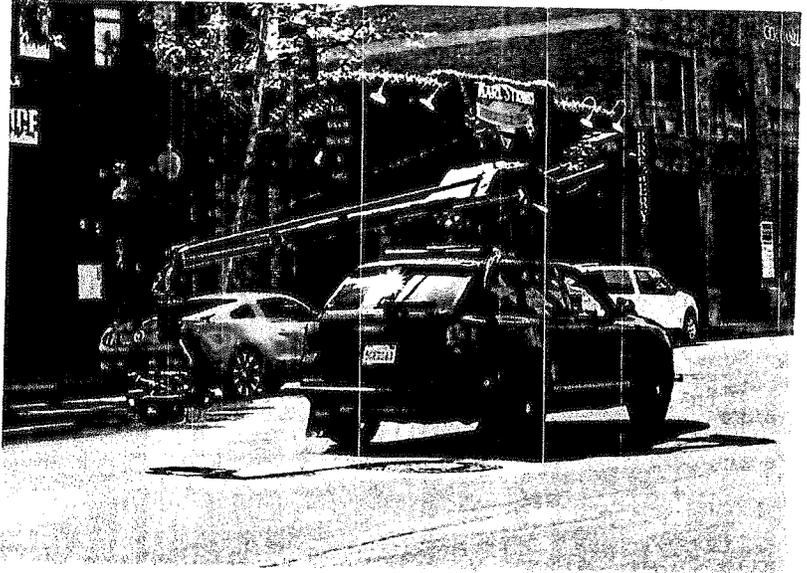


Press image of actor Chris Hemsworth as the title character in *Thor*

- Several travel industry projects came to San Diego this year which helps promote our beautiful city, at no cost to us, when these shows air across the globe. A Dutch TV program, *3 Op Reis*, came to San Diego and highlighted the Coronado Bridge, Downtown, Ocean Beach, Mission Beach and Pacific Beach in their show. A Norwegian company also filmed a travel show here with the focus on affordable vacations. Two German travel shows filmed in San Diego during FY10. One was *Service Reisen: Southern California* which highlighted many iconic San Diego locations such as Balboa Park, Old Town, the Gaslamp and La Jolla. The other German show was *Ship of Fools* which shot in Balboa Park, Downtown and Old Town. This project used 490 room nights in Old Town.
- Visa shot its Black Card ad in San Diego in November. The commercial featured La Jolla and Black's Beach. The ad can be seen at www.blackcard.com by

clicking on the "Watch Television Ad" button. The commercials aired on Fox, CNBC, MSNBC, ESPN, The Travel Channel, Bloomberg and more. The project utilized 75 hotel room nights in La Jolla.

- The Film Commission is happy to report that car commercial projects have increased over the last year. San Diego hosted Ford, Hyundai and Toyota for their national commercial spots. Each came to San Diego for week-long shoots and collectively booked over 700 city hotel room nights in Mission Valley and Downtown San Diego.



On the set of Ford commercial shoot

- In February the Travel Channel spent time in our city filming segments of their popular television show *Man Vs. Food*. They visited the Broken Yolk Cafe, Lucha Libre Taco Shop and Phil's BBQ. Projects like these provide valuable exposure for local businesses and continue to promote San Diego as a prime travel, dining and leisure destination at no cost to San Diego. *Property Virgins*, a popular HGTV show, came back again to San Diego to shoot for several weeks. They love the ease of filming in San Diego. They help people who have never owned a home learn how to find what they can afford, make an offer and enjoy being a homeowner. San Diego is mentioned as the homeowner's location which helps to keep our city positioned as a prime place to live and work as well as travel. The project was in town for 25 days and used 150 hotel room nights in La Jolla. Shows such as *Mexican Made Easy*, *Chefs Vs. City*, *Fresh Mex* and *What Not to Wear* for networks such as The Food Network, The Travel Channel, TLC and HGTV have accounted for thousands of hotel room nights in FY10. These shows are priceless because they come to San Diego for a few days or weeks, stay in hotels, hire locals and showcase San Diego in their shows.
- San Diego hosted many commercials and print/still photo shoots. San Diego was the backdrop for commercials such as the popular Japanese Brewery Kirin Cocktails which utilized 221 room nights in downtown over eight days. A Calvin Klein print shoot stayed in La Jolla for five days and logged 135 room nights for the city.
- In May, a feature film entitled *Smash* filmed in San Diego. The film is about a young up and coming tennis player. The project accounted for 225 city hotel room nights.

- The Film Commission published and released the 2010 edition of the *San Diego Film and Video Resource Guide* in November of 2009. Hundreds of City of San Diego hotels are listed for free in the guide. The guide is considered “the resource” for on location filming in San Diego and is sent to all filming inquiries received by the Film Commission. It is one of the most effective marketing tools the Film Commission has to attract filming to San Diego.

Through the Film Commission’s marketing efforts we have been able to attract and permit these and hundreds of other projects. This has been possible with ads in major industry trade publications, a postcard campaign, the expert staff’s relationships with production professionals, the San Diego Film & Video Resource Guide, as well as resources on www.sdfilm.com including a digital location library. The Film Commission sent out over 300 pitches for projects in development in FY2010. The Film Commission researches projects such as television series and feature films that are currently in development. We send them a Resource Guide and information about San Diego’s film permission process to help educate them about San Diego’s filming industry.

All data supporting the information contained in this report is maintained by the San Diego Film Commission and is available upon request.

San Diego Film Commission

Filming Project Hotel Stays within the City Limits in Fiscal Year 2010

July 1, 2009 - June 30, 2010

★ Each red star on the map represents a filming project's hotel location in the City of San Diego.

★ During FY10, 198 projects utilized over 90 San Diego hotel properties generating over 16,624 room nights.

★ Filming happens 365 days a year and occurs in all regions of the city.

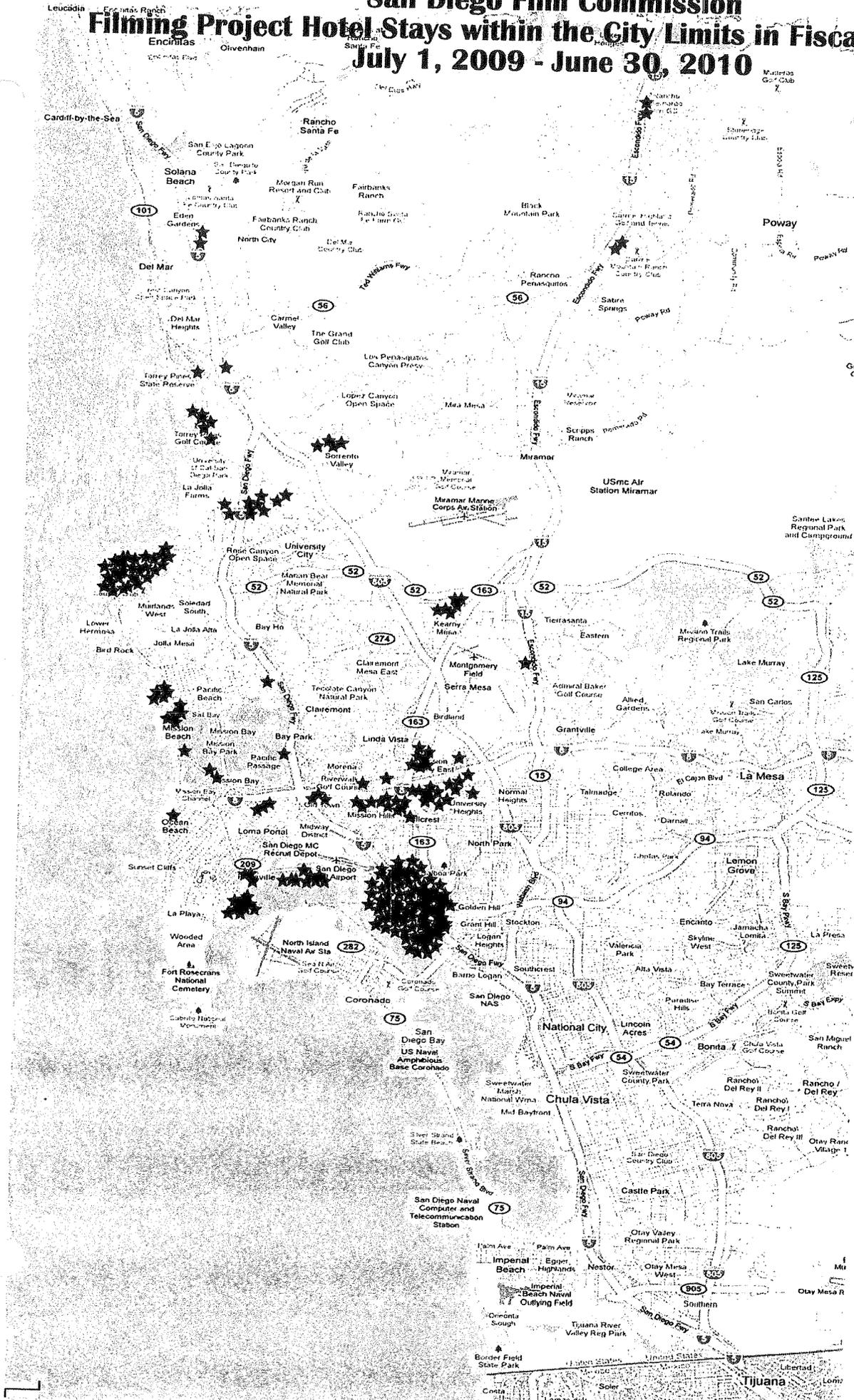
★ The SDFC tracks hotel room nights with direct surveys to filming customers using no multipliers.

★ Filming projects include feature films, television series, reality TV shows, industrials, photo shoots & commercials.

★ Of all the projects attracted by the SDFC, 92% that stay in hotels stayed in hotels within the City of San Diego.

★ Percentage of production hotel stays by region of the city:

- 45% stayed in Downtown hotels
- 19% stayed in Mission Valley
- 12% stayed in La Jolla
- 7% stayed in Mission Bay
- 4% in SD North
- 4% in Kearny Mesa
- 9% in other regions of city



San Diego Film Commission

Part 2: Budget – Performance Report FY 2010 Annual Funding

The San Diego Film Commission was awarded \$655,200 from the TMD for FY2010 funding. The Film Commission's contract Exhibit B (which is attached to this report) shows the breakdown of expenses for the purposes of marketing, sales and operations/administration. The following is detailed breakdown of how expenses were spent in FY10:

Marketing:

The total marketing expenses for TMD funding for the San Diego Film Commission amounts to \$250,816.10. This translates to about 38% of the total funding of \$655,200. The marketing budget breaks down in the following way:

Advertising – Totaling \$4,853

- The Film Commission placed a full page ad in the August 2009 edition of *P3 Update Magazine*. *P3* is a monthly trade publication that provides comprehensive updates on the latest on-location film, digital, technology, and equipment developments for television, feature and independent films, broadcasts, commercials and documentaries.
- The Film Commission also placed an ad in the July 2009 edition of *Boards Magazine*. *Boards* is a leading industry publication about the international business of commercial production. The Film Commission wanted to advertise to the commercial marketing to get more commercials to film in San Diego.



Personnel Wages/Salaries – Totaling \$186,581.14

Personnel Taxes & Benefits – Totaling \$44,845.62

The Film Commission had a staff of seven employees. Five of those employees are production professionals with real world experience in the entertainment industry. As the lead agency for attracting and facilitating filmmaking activities, these five employees work both as a marketing and a sales force, seeking out leads and retaining customers because of the efficient permission process in place at the Film Commission. These five employees' salaries/benefits are split 50/50 among the marketing and sales budgets.

Website/Telecommunications – Totaling \$11,836.34

This amount represents the hosting fees for the San Diego Film Commission website www.sdfilm.com. The site is used by filmmakers to find out about filming in San Diego. There is a location library, online resource guide and many other resources for

filmmakers to use to decide to bring their project to San Diego. These expenses also include internet, email and telephone expenses for the organization.

Postage – Totaling \$1,500

This postage budget was used to distribute a postcard campaign and also the annual *San Diego Film and Video Resource Guide*. Hundreds of City of San Diego hotels are listed for free in the guide. The guides are considered “the resource” for on location filming in San Diego and are sent to all filming inquiries received by the Film Commission.

Dues/Subscriptions – Totaling \$1,200

This paid for the annual membership for the local Hotel Motel Association as well as the annual membership to the Association of Film Commissions, International which is the official professional organization for film commissioners who assist film, television and video production throughout the world. It is a non-profit educational association whose members serve as city, county, state, regional, provincial or national film commissioners for their respective governmental jurisdictions. This organization facilitates leads for filming as well.

Sales:

The total sales expenses for TMD funding for the San Diego Film Commission amounts to \$195,816.37. This translates to about 30% of the total funding of \$655,200. The sales budget breaks down in the following way:

Personnel Wages/Salaries – Totaling \$158,456.85

Personnel Taxes & Benefits – Totaling \$35,304.02

The Film Commission had a staff of seven employees. Five of those employees are production professionals with real world experience in the entertainment industry. As the lead agency for attracting and facilitating filmmaking activities, these five employees work both as a marketing and a sales force, seeking out leads and retaining customers because of the efficient permission process in place at the Film Commission. These five employees’ salaries are split 50/50 among the marketing and sales budgets.

Mileage – Totaling \$2,055.50

The Film Commission staff assists filmmakers with initial scouting of locations as well as onsite set visits to ensure the filmmaking activity is going smoothly. Staff also checks posting for no parking signs on city streets as well as community walk-throughs and location follow-up. These mileage expenses were for City of San Diego filming projects.

Operations/Administration:

The total administrative expenses for TMD funding for the San Diego Film Commission amounts to \$208,567.53. This translates to about 32% of the total funding of \$655,200. The operations/administration budget breaks down in the following way:

Personnel Wages/Salaries – Totaling \$70,888.57

Personnel Taxes & Benefits – Totaling \$15,266.59

The Film Commission had a staff of seven employees. Two of those employees are administrative support staff positions and were represented in the administrative section of the budget.

Professional Services – Totaling \$32,114.50

These expenses include the accounting services, audit and payroll expenses for the organization.

Building Rent/Parking – Totaling \$75,409.51

These expenses include half of the building space rental expenses for the organization as well as parking.

Rent Equipment – Totaling \$14,888.36

These expenses include equipment rentals such as copiers, phone equipment, etc. for the organization.

In addition to this budget detail we have included the Reimbursement Breakdown of Expenses for TMD funds that was submitted to Batten Accountancy for final reimbursement. All data supporting the information contained in this report is maintained by the San Diego Film Commission and is available upon request.

CONTRACT EXHIBIT B

San Diego Tourism Promotion Corporation
FY 2010 Budget for Proposed Scope of Work

APPLICANT ORGANIZATION: San Diego Film Commission

TOTAL TMD FUNDS REQUESTED: \$ 655,200

TOTAL ANNUAL OPERATING BUDGET
OF APPLYING ORGANIZATION: \$ 889,540

SUMMARY OF USE OF TMD FUNDS- "BUDGET"

MARKETING		\$ 249,545
Advertising	\$ 4,853	
Personnel Wages /Salaries*	\$ 184,793	
Commissions / Bonuses*	\$ 0	
Personnel Tax and Benefits	\$ 45,222	
Website/Telecommunications	\$ 11,977	
Postage	\$ 1,500	
Dues/Subscriptions	\$ 1,200	

SALES		\$ 194,642
Collateral	\$ 0	
Personnel Wages /Salaries*	\$ 156,714	
Commissions / Bonuses*	\$ 0	
Personnel Tax and Benefits	\$ 35,428	
Tradeshaw	\$ 0	
Mileage	\$ 2,500	

OPERATIONS / ADMINISTRATION		\$ 211,013
Personnel Wages /Salaries*	\$ 72,880	
Commissions / Bonuses*	\$ 0	
Personnel Tax and Benefits	\$ 15,599	
Prof. Services	\$ 32,037	
Building Rent/Parking	\$ 75,734	
Rent Equipment	\$ 14,763	
Office Supplies	\$ 0	

TOTAL PROPOSED EXPENSES: \$ 655,200
(Must equal TMD Funds requested)

* Must include Personnel Schedule-FY2010 for all positions being claimed against San Diego Tourism Marketing District Funds.

San Diego Tourism Marketing District

Reimbursement Breakdown of Expenses

Report Period: FY2010 Funding: June 1, 2009 - June 30, 2010

Organization: San Diego Film Commission

Mailing Address: 1010 Second Avenue, Suite 1500
San Diego , CA 92101

Event: Ongoing Support

Date of Event: N/A

Expense Classification	TMD Funding Granted (FY10)	Total Reimbursements (FY10)
Marketing		
Advertising	\$ 4,853.00	\$ 4,853.00
Personnel Wages/Salaries	184,793.00	186,581.14
Personnel Tax and Benefits	45,222.00	44,845.62
Website/Telecommunications	11,977.00	11,836.34
Postage	1,500.00	1,500.00
Dues/Subscriptions	1,200.00	1,200.00
Marketing Subtotal:	249,545.00	250,816.10
Sales		
Personnel Wages/Salaries	\$ 156,714.00	\$ 158,456.85
Personnel Tax and Benefits	35,428.00	35,304.02
Mileage	2,500.00	2,055.50
Sales Subtotal:	194,642.00	195,816.37
Operations/Administration		
Personnel Wages/Salaries	\$ 72,880.00	\$ 70,888.57
Personnel Tax and Benefits	15,599.00	15,266.59
Professional Services	32,037.00	32,114.50
Building Rent/Parking	75,734.00	75,409.51
Rent Equipment	14,763.00	14,888.36
Operations/Administration Subtotal:	211,013.00	208,567.53
Reimbursement Totals	\$ 655,200.00	\$ 655,200.00

San Diego Film Commission
Part 3: ROI Performance Report, FY 2010 Annual Funding

The San Diego Film Commission returned a 3.03:1 return on investment in hotel room revenues during the period of July 1, 2009 to June 30, 2010. The Film Commission documented 16,624 definite City of San Diego hotel room nights. This translates to direct hotel revenue estimated at \$1,987,102 during this fiscal year. These figures are a result of returned surveys to the Film Commission by projects that have "wrapped" in San Diego over the past 12 months.

The ADR was calculated using the ConVis Visitor Industry Summaries from 2009 and 2010. (Please see attached) Each project's ADR was calculated by the month it began production. For instance the television show *What Not To Wear* filmed in San Diego during May of 2010. Using the 2010 ConVis Visitor Industry Summary we multiplied the 225 rooms (the number utilized by the project) by \$118.83, the ADR for that month. This project's total hotel revenue equals \$26,736.75. Please see the attached "City Hotel Room Breakdown" for the corresponding ADR used for each project brought in by the Film Commission.

Attached is a "City Hotel Room Night Breakdown" which shows a breakdown of the data collected from direct surveys from projects working with the Film Commission. The breakdown lists the projects that shot in San Diego, the production company associated with the project as well as the type of project. Also listed are the production days (number of days the project shot in San Diego), the number of city hotel room nights utilized, the ADR used for each project and the estimated city hotel revenue using the corresponding ADR. Also listed are the zip codes of the hotel(s) used by the projects. This gives the SDTMD an idea of the city regions utilized by filming projects. The region of the city that is most impacted by filming hotel room nights is the downtown area. Approximately 45% of filming projects who stay in hotels stay in downtown hotels. The next region most impacted is Mission Valley with 19%. La Jolla is next with over 12% of hotel stays occurring in that region. This information is also illustrated in the "Map of Filming Project Hotel Stays" which is included at the beginning of this package on page five.

Also included in this package is the San Diego Film Commission's FY2010 Cumulative Economic Impact Report. This report covers all projects that shot in San Diego during the FY2010. The report shows that \$51.2 million was left in the San Diego economy during FY2010. Also attached is a bar chart showing the economic impact of filming in San Diego versus the funding of the Film Commission.

The ROI calculation in this report is strictly definite hotel room nights used by film crews from surveys. It does not take into account the filming induced tourism that is created when San Diego projects are seen both on the big and small screen. For instance, the new FX television series *Terriers* will play as San Diego. Millions of viewers will watch San Diego each week from the comfort of their own living rooms. The much anticipated comic book feature film *Thor*, produced by Marvel Studios, will be released in May 2011. The movie shot a scene in San Diego in May 2010. Instances like these give San Diego priceless media exposure.

Continuation of TMD funding to the Film Commission has benefited film production room night stays in spite of the originally projected ROI not being met. The Film Commission had a slight increase in hotel room nights occurring between July 1, 2009 to June 30, 2010 versus the previous fiscal year. There were 16,892 City of San Diego hotel room nights in FY2009 versus 17,916 in FY2010 but 1,292 of those FY2010 room nights were recorded as part of the TMD incremental funding in FY09 so they have not been added to the final FY2010 ROI. Funding to the Film Commission was reduced in FY2010 as well as for FY2011. The Film Commission has lost two positions due to this reduction. Despite this the Film Commission has been able to maintain the same level of hotel room nights as the previous year.

Due to the continuing marketing efforts of the Film Commission we have been working with a new television show that may film in San Diego. A lead came from a pitch letter we sent to a Lifetime Network production office. We have been working to bring this new show to San Diego over the last few months. The Film Commission is constantly pitching to feature films and series that are currently in development. We have sent over 300 pitches to projects in development in FY2010. We research each project's story and who is working on the project and whether we know anyone attached to the show. We send a letter letting them know why San Diego would be a good fit for their project.

The *Terriers* series has been getting critical acclaim and the hope is that the show will do well when it debuts in the fall. If it gets enough viewers the series will return to San Diego to film another season in FY2011 which will be great for the San Diego economy.

A recent trend that has affected the impact of television series is the reduction of total number of episodes a series has in a season. For instance past TV series that filmed in San Diego such as *Veronica Mars* and *Renegade* both had between 22 and 24 episodes per season. With changes in the industry many shows have been reduced to 12 to 13 episodes in a season's run. For instance the last two series that have shot in San Diego, *Terriers* and *The Ex List*, have each only had 13 episodes requested from the networks. This of course has reduced the impact of time a series spends on location filming and thus hotel room nights utilized.

In general, California has been losing the entertainment industry business for a number of years due to other states and countries increased use of tax rebates and credits to attract this lucrative business. The San Diego Film Commission has felt the squeeze within the auto industry and related cutbacks in advertising spending. California's new state filming incentive has helped. *Terriers* qualified for the state's tax rebate which helped them stay in San Diego. We will be working with state legislators in hopes to expand the state incentive to help cities outside the Los Angeles zone get more projects. With our current efforts we are certain that production work will continue to increase.

All data supporting the information contained in this report is maintained by the San Diego Film Commission and is available upon request.

**CONTRACT EXHIBIT B
CONTINUED**

**San Diego Tourism Promotion Corporation
Targeted Return on Investment (ROI) in Hotel Room Night Revenue
Organization: San Diego Film Commission**

FY2010 PROJECTION:

SDTPC ROI WORKSHEET Annualized Funding	
Total Funding Request	\$655,200
Projected Total Room Nights Generated Per Year	28,000
X Average Daily Rate (from ConVis or SDTPC)	\$128
Project \$ Total	\$3,584,000
ROI in Hotel Room Revenue	5.47:1

FY2010 ACTUAL (through 4 quarters):

SDTPC ROI WORKSHEET Annualized Funding	
Total Funding Reimbursed for July 1, 2009 – June 30, 2010	\$655,200
Total Room Nights Generated for July 1, 2009 – June 30, 2010	16,624
X Average Daily Rate (from ConVis or SDTPC)	Varies by month, average rate is \$119.53212
Total Estimated Hotel Revenue for July 1, 2009 – June 30, 2010	\$1,987,102
ROI in Hotel Room Revenue for Quarter 3	3.03:1

*Calculated ADR utilizing the ConVis Visitor Industry Summary. (Attached) Each project's ADR is calculated by the month it began production. Please see attached City Hotel Room Breakdown for ADR and project detail.

**San Diego Film Commission
City Hotel Room Night Breakdown**

Fiscal Year 2010 Final
(July 1, 2009 - June 30, 2010)

Production Start Date	Project Title - Production Company, City, State	Type of Production	Production Days	City Hotel Room Nights	ADR used*	City Hotel Revenue	Hotel(s) Zip Code
1	7/1/2009 SUPER SECRET CAR-Daniel Productions, Granada Hills, CA	Still Photo	1	8	\$140.89	\$1,127.12	92037
2	7/13/2009 WARRIOR-Brass Tacks Productions LLC, New York, NY	Industrial	5	96	\$140.89	\$13,525.44	92108
3	7/14/2009 POST OFFICER SAFETY 07/14/2009-Digital Outpost, Carlsbad, CA	Industrial	2	15	\$140.89	\$2,113.35	92109
4	7/22/2009 BBC AT COMIC-CON 2009-BBC, Cardiff, CA	TV (Episode)	4	28	\$140.89	\$3,944.92	92108
5	7/22/2009 UNTITLED ROAD TRIP-Fresh Films, Sacramento, CA	Feature (Indie)	5	52	\$140.89	\$7,326.28	92101
6	7/23/2009 COMIC-CON RESPONSE-Brand Marketers, New York, NY	Commercial / Infomercial	5	25	\$140.89	\$3,522.25	92101
7	7/24/2009 7200 FRAMES-Hairy Woodpecker, Hollywood, CA	Feature (Indie)	3	44	\$140.89	\$6,199.16	92108
8	7/30/2009 BREAKTHROUGH-Strait Wharf Productions, Los Angeles, CA	TV (Reality)	2	1	\$140.89	\$140.89	92101
9	7/30/2009 FUGITIVE CHRONICLES-A and E / Raw TV, Los Angeles, CA	TV (Episode)	27	95	\$140.89	\$13,384.55	92106
10	7/30/2009 RAD GIRLS - SEASON 3-Rad Girls Productions, Los Angeles, CA	TV (Reality)	4	24	\$140.89	\$3,381.36	92108
11	8/1/2009 YAMAHA RUNNING FOOTAGE 08/01/2009-Kavich Reynolds, Hollywood, CA	Industrial	1	7	\$128.52	\$899.64	92108
12	8/4/2009 QUIERO MIS QUINCES-MTV Tr3's, Miami Beach, FL	TV (Reality)	6	65	\$128.52	\$8,353.80	92108
13	8/5/2009 SDGE "NUMBERS"-A Pictures, Sagaponak, NY	Commercial / Infomercial	10	42	\$128.52	\$5,397.84	92108
14	8/6/2009 DISNEY CHANNEL "GETCHA HEAD IN THE GAME"-Classified Films, Atlanta, GA	TV (Episode)	4	15	\$128.52	\$1,927.80	92108
15	8/12/2009 TERRIERS-Pacific 21 Entertainment Group, Inc., San Diego, CA	TV (Pilot)	21	200	\$128.52	\$25,704.00	92108
16	8/15/2009 FIND MY FAMILY-RDF Media - Brant Point, Los Angeles, CA	TV (Episode)	3	45	\$128.52	\$5,783.40	92101
17	8/17/2009 LAP BAND TESTIMONIAL-Spacehouse TV, Calabasa, CA	Commercial / Infomercial	4	15	\$128.52	\$1,927.80	92101
18	8/23/2009 HILTON SAN DIEGO BAYFRONT SPOT-Creative Vision Group, N Hollywood, CA	Industrial	4	20	\$128.52	\$2,570.40	92101
19	8/27/2009 VH1 TOUGH LOVE-High Noon Entertainment, Los Angeles, CA	TV (Reality)	1	11	\$128.52	\$1,413.72	92130
20	8/28/2009 UNTITLED WARREN BEATTY - SCOUT, Hollywood, CA	Feature (Studio)		4	\$128.52	\$514.08	92106
21	8/29/2009 3 OP REIS-BNN Broadcast, Hilversum, Netherlands	TV (Episode)	3	15	\$128.52	\$1,927.80	92101
22	8/31/2009 ENDGAME 2-51 Minds Entertainment LLC, Los Angeles, CA	TV (Reality)	2	50	\$128.52	\$6,426.00	92101
23	9/1/2009 PREACH MY GOSPEL-Corporation of the President of the Church of Jesus Christ of Latter Day Saints, Salt Lake City, UT	Industrial	120	1809	\$116.39	\$210,549.51	92108
24	9/1/2009 RE-MAKE MY LIFE-One Productions, San Diego, CA	TV (Reality)	8	75	\$116.39	\$8,729.25	92106
25	9/2/2009 VIZIO "LT" - 09/02/09-Three Legged Legs, Santa Monica, CA	Commercial / Infomercial	4	40	\$116.39	\$4,655.60	92101, 92108
26	9/8/2009 SONY HOW TO VIDEOS-Power Pact LLC, Midlothian, VA	Industrial	7	30	\$116.39	\$3,491.70	92101
27	9/9/2009 LIVE TO TELL 48 HRS MYSTERY-CBS News, New York, NY	TV (Reality)	11	52	\$116.39	\$6,052.28	92101
28	9/9/2009 QUALCOMM COMMERCIAL 09/09/2009-Lyon and Associates, Solana Beach, CA	Commercial / Infomercial	4	8	\$116.39	\$931.12	92101
29	9/9/2009 ULTIMATE RECIPE SHOWDOWN - COMPETITOR PROFILE HOT AND SPICY-High Noon Entertainment, Centennial, CO	TV (Reality)	1	2	\$116.39	\$232.78	92108
30	9/11/2009 BGEA LIBRARY INTERVIEWS-Billy Graham Evangelistic Association, Charlotte, NC	TV (Episode)	10	4	\$116.39	\$465.56	92108
31	9/13/2009 KAWASAKI NINJA-CAPS Association, Irvine, CA	Still Photo	4	43	\$116.39	\$5,004.77	92108
32	9/15/2009 FRI-Glefs As, Sandvika, Norway	TV (Episode)	2	4	\$116.39	\$465.56	92101
33	9/20/2009 MG-Caspar & Co., London, England	Still Photo	1	30	\$116.39	\$3,491.70	92101
34	9/21/2009 WILLOW RIDGE-San Diego Productions, San Diego, CA	Still Photo	6	40	\$116.39	\$4,655.60	92037
35	9/22/2009 QUALCOMM-Viewfinderpro, Camarillo, CA	Still Photo	3	21	\$116.39	\$2,444.19	92037
36	9/22/2009 SHAD MEDIA US-Shad Media, Los Angeles, CA	TV (Episode)	10	180	\$116.39	\$20,950.20	92108
37	9/22/2009 SHAD MEDIA US-Shad Media, Los Angeles, CA	TV (Episode)	10	180	\$116.39	\$20,950.20	92108
38	9/28/2009 BIG & TALL (REDCATS)-San Diego Productions, San Diego, CA	Still Photo	8	96	\$116.39	\$11,173.44	92101
39	9/29/2009 SWIMWEAR CATALOG-Marc Kayne, Los Angeles, CA	Still Photo	4	42	\$116.39	\$4,888.38	92037
40	9/30/2009 ALCON INDUSTRIAL-CRM Studios, Irving, TX	Industrial	9	55	\$116.39	\$6,401.45	92109
41	10/1/2009 SOT-G CIVILIAN NAVY SEAL TRAINING 2009-SOT-G, Chula Vista, CA	Industrial	6	45	\$130.81	\$5,886.45	92101

**San Diego Film Commission
City Hotel Room Night Breakdown**

Fiscal Year 2010
(July 1, 2009 - June 30, 2010)

Production Start Date	Project Title - Production Company, City, State	Type of Production	Production Days	City Hotel Room Nights	ADR used*	City Hotel Revenue	Hotel(s) Zip Code
42	10/2/2009 MONTEREY BAY CATALOG-San Diego Productions, San Diego, CA	Still Photo	1	6	\$130.81	\$784.86	92037
43	10/6/2009 DAILY NOISE-Fuse Networks LLC, New York, NY	TV (Reality)	2	9	\$130.81	\$1,177.29	92101
44	10/6/2009 POST FRAUDULENT DOCUMENTS FIRST RESPONDER TRAINING 10/06/09-Digital Outpost, Carlsbad, CA	Industrial	8	40	\$130.81	\$5,232.40	92109
45	10/8/2009 HONDA MOTORCYCLE-Fran Kuhn Photography, San Marino, CA	Still Photo	3	23	\$130.81	\$3,008.63	92101
46	10/8/2009 MONSTER QUEST-Whitewolf Entertainment, Minneapolis, MN	TV (Episode)	6	48	\$130.81	\$6,278.88	92108
47	10/9/2009 CHARLOTTE RUSSE RUNWAY VIDEO-San Diego Productions, San Diego, CA	Industrial	2	20	\$130.81	\$2,616.20	92111
48	10/9/2009 HIGHLIGHTS OF JOSEPH, SIMON, PETER AND JUDAS-Mike Price, San Diego, CA	Industrial	2	10	\$130.81	\$1,308.10	92111
49	10/12/2009 SERVICE REISEN: SOUTH CALIFORNIA-Hessischer Rundfunk, Frankfurt, Germany	TV (Episode)	3	9	\$130.81	\$1,177.29	92130
50	10/14/2009 WILLOW RIDGE-San Diego Productions, San Diego, CA	Still Photo	4	35	\$130.81	\$4,578.35	92101
51	10/20/2009 APWA "SHAPING THE WORLD"-Edge Factory, Orlando, FL	Industrial	4	24	\$130.81	\$3,139.44	92101
52	10/20/2009 REDWOOD DECK-Chad Holder, Minneapolis, MN	Still Photo	1	15	\$130.81	\$1,962.15	92106
53	10/22/2009 SAM-SDSU, San Diego, CA	Student	11	5	\$130.81	\$654.05	92037
54	10/23/2009 MASTERPIECES-Kahia Films, Jamul, CA	Feature (Short)	18	18	\$130.81	\$2,354.58	92108
55	10/23/2009 SINGLES 14 (AKA THE BACHELOR)-AND Syndicated Inc, Toluca Lake, CA	TV (Reality)	11	15	\$130.81	\$1,962.15	92109
56	10/23/2009 STEP OUT OF YOUR BOX WITH ALI-Harpo Productions, Chicago, IL	TV (Episode)	2	16	\$130.81	\$2,092.96	92101
57	10/26/2009 CALVIN KLEIN-North Six (LA), Los Angeles, CA	Still Photo	5	135	\$130.81	\$17,659.35	92037
58	10/28/2009 CAMPING WORLD-Mark DeLong Photography, Nashville, TN	Still Photo	2	4	\$130.81	\$523.24	92108
59	10/28/2009 SHIP OF FOOLS-Ship of Fools Enterprises, Inc., Los Angeles, CA	TV (Movie)	14	490	\$130.81	\$64,096.90	92110
60	10/29/2009 ROADRUNNER SPORTS-Coreyography, LLC, South Lake Tahoe, CA	Still Photo	1	2	\$130.81	\$261.62	92130
61	10/30/2009 CMT TOP 20 COUNTDOWN-Viacom Inc, Nashville, TN	TV (Reality)	1	9	\$130.81	\$1,177.29	92106
62	10/31/2009 HEWLETT PACKARD-Creative-I Advertising, Palo Alto, CA	Still Photo	5	35	\$130.81	\$4,578.35	92101
63	11/2/2009 PROPERTY VIRGINS-Cinefix Inc., Toronto, ON	TV (Episode)	23	240	\$119.12	\$28,588.80	92101
64	11/3/2009 FEETFIRST-ALDO Groupe, Montreal, QC	Still Photo	3	35	\$119.12	\$4,169.20	92101
65	11/3/2009 I AM THAT MAN PART 2-Bandito Brothers, Los Angeles, CA	Feature (Documentary)	4	127	\$119.12	\$15,128.24	92101
66	11/7/2009 FRESH MEX-HDTV, Los Angeles, CA	TV (Episode)	12	192	\$119.12	\$22,871.04	92109
67	11/10/2009 APPLESEEDS-San Diego Productions, Inc., San Diego, CA	Still Photo	5	40	\$119.12	\$4,764.80	92037
68	11/10/2009 BANG BANG-Beyond Cinema Productions, San Diego, CA	Feature (Indie)	17	10	\$119.12	\$1,191.20	92126
69	11/11/2009 ON REQUEST IMAGES: OPTICAL LENS MAKER-San Diego Productions, San Diego, CA	Still Photo	4	24	\$119.12	\$2,858.88	92101
70	11/11/2009 SONY GAMES SCEA, MAG/GNN WEBCAST-Warp 13, LLC, San Diego, CA	Commercial / Infomercial	5	12	\$119.12	\$1,429.44	92111
71	11/12/2009 BIOMET OXFORD KNEE LIVE SURGERY BROADCAST - 11/12/09-Integrated Event Management, Winter Park, FL	Industrial	3	11	\$119.12	\$1,310.32	92122
72	11/17/2009 POST: LEGAL UPDATE 2010 - 11/17/09-Digital Outpost, Carlsbad, CA	Industrial	1	30	\$119.12	\$3,573.60	92109
73	11/17/2009 VISA BLACK CARD-Digital Forces, Jackson, WY	Commercial / Infomercial	8	75	\$119.12	\$8,934.00	92101
74	11/19/2009 THREE DAY BREAST CANCER SAFETY VIDEO-Table Rock Productions Inc, Beverly Hills, CA	Industrial	1	2	\$119.12	\$238.24	92037
75	11/20/2009 BEST BUY ANDROID APPS-Yellow Tag Productions, Richfield, MN	Industrial	4	18	\$119.12	\$2,144.16	92101
76	11/21/2009 USAA COMMERCIAL-Pictures in a Row, Hollywood, CA	Commercial / Infomercial	1	8	\$119.12	\$952.96	92101
77	11/22/2009 GONE SOUTH-Chapman University, San Diego, CA	Student	5	30	\$119.12	\$3,573.60	92117
78	11/23/2009 COWARD SHOES-San Diego Productions, San Diego, CA	Still Photo	1	35	\$119.12	\$4,169.20	92101
79	11/24/2009 TAKING IT TO THE STREETS - DAVIS ELEN TOYOTA INTERVIEWS-Daviselen Advertising, Inc, Los Angeles, CA	Industrial	2	8	\$119.12	\$952.96	92101
80	11/28/2009 FORD MOTOR COMPANY-San Diego Productions, San Diego, CA	Still Photo	5	24	\$119.12	\$2,858.88	92108

**San Diego Film Commission
City Hotel Room Night Breakdown**

Fiscal Year 2010 - Final
(July 1, 2009 - June 30, 2010)

Production Start Date	Project Title - Production Company, City, State	Type of Production	Production Days	City Hotel Room Nights	ADR used*	City Hotel Revenue	Hotel(s) Zip Code
81	11/28/2009	LOPEZ TONIGHT BUS TOUR-Yardstick Marketing Partners, Taizana, CA	Industrial	2	\$119.12	\$952.96	92101
82	11/29/2009	ROBITAILLE PHOTO-San Diego Productions, San Diego, CA	Still Photo	3	\$119.12	\$1,905.92	92101
83	11/30/2009	MARK'S CATALOG-Shannon Greer Photography, Flushing, NY	Still Photo	10	\$119.12	\$10,720.80	92101
84	12/2/2009	L'AMERIQUE A VELO-Productions SWAN Inc., Montreal, Canada	TV (Episode)	3	\$99.79	\$1,197.48	92101
85	12/7/2009	MARK'S CATALOG (WATERMARK DH3)-Tallgrass Pictures, San Diego, CA	Still Photo	2	\$99.79	\$1,995.80	92101
86	12/10/2009	US NAVY - THE SHIELD-Pony Show Entertainment, Los Angeles, CA	Commercial / Infomercial	4	\$99.79	\$18,760.52	92101
87	12/14/2009	MARK'S CATALOG-Metal Monkey Productions Inc., Toronto, ON	Still Photo	5	\$99.79	\$3,991.60	92101
88	12/14/2009	WEBSENSE-Workhouse Imaging Inc., San Diego, CA	Still Photo	2	\$99.79	\$698.74	92101
89	12/21/2009	LET'S TRADE-GFT, Ada, MI	Commercial / Infomercial	2	\$99.79	\$199.58	92101
90	12/30/2009	ATTACK OF THE SHOW-G-4 Media, Los Angeles, CA	TV (Episode)	2	\$99.79	\$199.58	92101
91	1/7/2010	KIRIN COCKTAIL-Radiant Pictures Inc, Los Angeles, CA	Commercial / Infomercial	2	\$99.79	\$1,995.80	92101
92	1/8/2010	MARY KAY CONVENTION VIDEO BUMPERS-Mary Kay Inc, Addison, TX	Commercial / Infomercial	8	\$111.26	\$24,588.46	92101
93	1/10/2010	HARRIS CORPORATION-John Meyers Photography, Rochester, NY	Commercial / Infomercial	3	\$111.26	\$778.82	92101
94	1/10/2010	MY FIRST HOME 01/10/10-Authentic Entertainment, Burbank, CA	Industrial	14	\$111.26	\$3,894.10	92123
95	1/14/2010	CONTINENTAL TIRES-Mad Media, Oceanside, CA	TV (Reality)	1	\$111.26	\$778.82	92109
96	1/14/2010	MARK'S CATALOG (WATERMARK - 3 TEAMS)-San Diego Productions, San Diego, CA	Commercial / Infomercial	5	\$111.26	\$1,335.12	92101
97	1/17/2010	MY FIRST HOME 01/17/10-Authentic Entertainment, Burbank, CA	Still Photo	16	\$111.26	\$16,911.52	92101
98	1/18/2010	SAN DIEGO STATE UNIVERSITY "AZTEC FOR LIFE"-Tallgrass Pictures LLC, San Diego, CA	TV (Reality)	10	\$111.26	\$778.82	92109
99	1/18/2010	VISION ZONE-Optelec, Vista, CA	Commercial / Infomercial	2	\$111.26	\$3,226.54	92101
100	1/19/2010	MONTEREY BAY-Pazit, Inc. / Paz Productions, Coconut Grove, FL	Industrial	2	\$111.26	\$1,335.12	92101
101	1/21/2010	SARRIER LP INFOMERCIAL-Sarrier, Carlsbad, CA	Still Photo	2	\$111.26	\$1,112.60	92106
102	1/23/2010	FAMILY TIED-Krasnow Productions, Los Angeles, CA	Commercial / Infomercial	2	\$111.26	\$1,335.12	92108
103	1/26/2010	PERFORMANCE BIKES-Rod Walker Photography, Boulder, CO	Industrial	2	\$111.26	\$1,335.12	92131
104	1/27/2010	DOG WHISPERER W/ CESAR MILAN 01/27/10-MPH Entertainment, Burbank, CA	Still Photo	4	\$111.26	\$2,225.20	92130
105	1/27/2010	MYSTIC LAKE CASINO-Prin Pictures, Carlsbad, CA	TV (Reality)	1	\$111.26	\$2,002.68	92037
106	1/28/2010	TYR-TYR Sports, Huntington Beach, CA	Commercial / Infomercial	2	\$111.26	\$556.30	92103
107	2/1/2010	NINTENDO-San Diego Productions, San Diego, CA	Still Photo	1	\$111.26	\$1,223.86	92109
108	2/1/2010	REPUBLIC SOULCAL-San Diego Productions, San Diego, CA	Still Photo	3	\$120.57	\$9,042.75	92101
109	2/3/2010	TOYOTA JANUARY 2010-America Film WorksMiami, FL	Still Photo	2	\$120.57	\$1,446.84	92109
110	2/5/2010	AMERICA'S MOST WANTED - LOS PALILLOS-STF Productions, Bethesda, MD	Commercial / Infomercial	6	\$120.57	\$30,624.78	92101, 92108
111	2/5/2010	ZERO MOTORCYCLES-Maggetti Productions Inc, Laguna Hills, CA	TV (Episode)	27	\$120.57	\$9,766.17	92101, 92108
112	2/6/2010	AIRWALK SKATEBOARDING GEAR-Stephanie Morton Productions, Beverly Hills, CA	Industrial	3	\$120.57	\$1,808.55	92101
113	2/8/2010	HGTV'S BANG FOR YOUR BUCK-High Noon Productions, Centennial, CO	Still Photo	2	\$120.57	\$3,375.96	92101
114	2/9/2010	PEC CORPORATE PORTRAITS-Markow Southwest Inc., Phoenix, AZ	TV (Reality)	3	\$120.57	\$1,326.27	92128
115	2/10/2010	MONSTERS INSIDE ME-Optomen Productions, New York, NY	Still Photo	1	\$120.57	\$120.57	92106
116	2/11/2010	NBC ELLEN IN ORLANDO-Mother Industries, New York, NY	TV (Episode)	10	\$120.57	\$964.56	92108
117	2/14/2010	TRAVEL CHANNEL'S MAN VS FOOD-Sharp Entertainment, New York, NY	TV (Episode)	3	\$120.57	\$723.42	92101
118	2/17/2010	IBEX OUTDOOR CLOTHING-San Diego Productions, San Diego, CA	TV (Reality)	3	\$120.57	\$2,652.54	92108
119	2/17/2010	TERRIERS: Episodes 1 - 5 - Pacific 21 Entertainment Group, Inc, San Diego, CA	Still Photo	2	\$120.57	\$1,085.13	92101
120	2/18/2010	MARK'S CATALOG-Shannon Greer Photography, Flushing, NY	TV (Recurring)	44	\$120.57	\$265,254.00	92037, 92108
121	2/19/2010	US CELLULAR-Method Studios / Ascent Media, Hollywood, CA	Still Photo	10	\$120.57	\$5,305.08	92101
			Commercial / Infomercial	1	\$120.57	\$3,134.82	92101

**San Diego Film Commission
City Hotel Room Night Breakdown**

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Production Start Date	Project Title - Production Company, City, State	Type of Production	Production Days	City Hotel Room Nights	ADR used*	City Hotel Revenue	Hotel(s) Zip Code	
122	2/20/2010	INTERNATIONAL TRUCK-Anne Tower Productions, Los Angeles, CA	Still Photo	3	8	\$120.57	\$964.56	92130
123	2/21/2010	WHAT THEY ATE-Long Pond Media LLC, Los Angeles, CA	TV (Reality)	5	85	\$120.57	\$10,248.45	92037
124	2/24/2010	KISS-Park Pictures, Santa Monica, CA	Commercial / Infomercial	3	57	\$120.57	\$6,872.49	92101
125	2/24/2010	WOMAN WITHIN-Redcats USA, New York, NY	Still Photo	4	72	\$120.57	\$8,681.04	92101
126	2/28/2010	PROPERTY VIRGINS-Cinefix (Property 5) Inc., Toronto, Canada	TV (Episode)	25	150	\$120.57	\$18,085.50	92101
127	3/1/2010	OUR AMAZING WORLD OR WEIRD OR WHAT-CINEFLIX (AS) INC, Toronto, Canada	TV (Episode)	2	9	\$116.14	\$1,045.26	92103
128	3/5/2010	HOME SWEET HOLLYWOOD-World of Wonder, Hollywood, CA	TV (Episode)	3	57	\$116.14	\$6,619.98	92037
129	3/5/2010	THE PACIFIC PREMIERE-HBO, San Francisco, CA	TV (Episode)	1	35	\$116.14	\$4,064.90	92101
130	3/8/2010	OAKLEY-Proof Films, New York, NY	Still Photo	4	10	\$116.14	\$1,161.40	92101
131	3/8/2010	SWISHER SWEETIES CALENDAR-Athlon Sports, Nashville, TN	Still Photo	3	6	\$116.14	\$696.84	92109
132	3/10/2010	MARK'S CATALOG-Metal Monkey Productions Inc., Toronto, Canada	Still Photo	6	48	\$116.14	\$5,574.72	92,101
133	3/16/2010	BLAIR-Pazit, Inc. / Paz Productions, Coconut Grove, FL	Still Photo	6	65	\$116.14	\$7,549.10	92037
134	3/16/2010	STEALTH RIDERS-WATV, LLC, Los Angeles, CA	TV (Episode)	8	21	\$116.14	\$2,438.94	92106
135	3/19/2010	MARK'S CATALOG-Gerard Yunker Photography Inc., Calgary, Canada	Still Photo	8	42	\$116.14	\$4,877.88	92,101
136	3/20/2010	JOCKEY LAB COATS & SCRUBS-Rizzo Photography, Milwaukee, WI	Still Photo	1	4	\$116.14	\$464.56	92109
137	3/20/2010	SONY-Chris McPherson Photography, Los Angeles, CA	Still Photo	1	16	\$116.14	\$1,858.24	92101
138	3/21/2010	HOW STUFF WORKS-Jupiter Entertainment, Knoxville, TN	TV (Episode)	1	6	\$116.14	\$696.84	92110
139	3/25/2010	GSW / ULORIC-Photo Graphic Com, Cardiff, CA	Still Photo	2	1	\$116.14	\$116.14	92101
140	3/25/2010	HOME SWEET HOLLYWOOD-World of Wonder, Hollywood, CA	TV (Episode)	2	24	\$116.14	\$2,787.36	92101
141	3/28/2010	UFC MAGAZINE, ISSUE 5 EDITORIAL-American Media Inc., New York, NY	Still Photo	2	8	\$116.14	\$929.12	92108
142	3/30/2010	COWARD SHOES-Pazit, Inc. / Paz Productions, Coconut Grove, FL	Still Photo	1	6	\$116.14	\$696.84	92037
143	3/30/2010	SD COUNTY MENTAL HEALTH FOTONOVELA-Metropolitan Group, Portland, OR	Still Photo	2	8	\$116.14	\$929.12	92109
144	3/31/2010	NORDIC TRACK APPAREL-Icon Health and Fitness, Logan, UT	Still Photo	3	25	\$116.14	\$2,903.50	92108
145	4/1/2010	TERRIERS: Episodes 6-12-Pacific 21 Entertainment Group, Inc., San Diego, CA	TV (Recurring)	111	3450	\$118.42	\$408,549.00	92037, 92108
146	4/6/2010	ESMG WORLD SWIMWEAR CALENDAR-ESMG / US Tower, Woodlake, CA	Still Photo	4	25	\$118.42	\$2,960.50	92101
147	4/9/2010	VISION OF LIFE-Blue Wave Productions Inc, Boston, MA	TV (Episode)	2	14	\$118.42	\$1,657.88	92110
148	4/11/2010	CLASSIC VIEW (SUPER SECRET CAR)-Roger Grey Produces, Brooklyn, NY	Still Photo	2	2	\$118.42	\$236.84	92101
149	4/13/2010	CHEFS VS CITY-Ple Town Productions, North Hollywood, CA	TV (Reality)	10	120	\$118.42	\$14,210.40	92101
150	4/15/2010	MEXICAN MADE EASY-Hip TV Inc., Los Angeles, CA	TV (Episode)	26	540	\$118.42	\$63,946.80	92109
151	4/15/2010	WOMAN WITHIN CATALOG-San Diego Productions, San Diego, CA	Still Photo	6	108	\$118.42	\$12,789.36	92037
152	4/17/2010	FORD RUNNING FOOTAGE-Film Realite, Venice, CA	Commercial / Infomercial	7	175	\$118.42	\$20,723.50	92101
153	4/19/2010	DR. MARYANA STROIISITS AND JOHANNES HOECK-Tirol and Vienna Film Commissions,	Feature (Studio)	1	2	\$118.42	\$236.84	92123
154	4/19/2010	MTV PARKOUR / MT. DEW-Viacom Inc, New York, NY	TV (Reality)	2	24	\$118.42	\$2,842.08	92109
155	4/20/2010	DORITOS-NLP Productions Inc, New York, NY	Commercial / Infomercial	2	10	\$118.42	\$1,184.20	92108
156	4/20/2010	REALITY CHECK (WORKING TITLE)-OMG Raj Productions, LLC, Poway, CA	TV (Reality)	13	49	\$118.42	\$5,802.58	92101
157	4/22/2010	FORD MOTOR COMPANY (FUSION AND ESCAPE)-Shooterz Studio, Farmington Hills, MI	Still Photo	2	21	\$118.42	\$2,486.82	92108
158	4/23/2010	LUNCH TRUCK-Long Pond Media, Los Angeles, CA	TV (Reality)	5	330	\$118.42	\$39,078.60	92108
159	4/26/2010	HIGH ROAD LOW ROAD-Corner Box Pty Ltd, Pymont, Australia	TV (Episode)	1	18	\$118.42	\$2,131.56	92101
160	4/26/2010	LUNCH TRUCK - STILL PHOTO-The Arterio, Los Angeles, CA	Still Photo	1	7	\$118.42	\$828.94	92106
161	4/27/2010	SOBE - NATURAL JUICE DRINKS-Talgrass Pictures LLC, San Diego, CA	Commercial / Infomercial	1	10	\$118.42	\$1,184.20	92101
162	4/28/2010	HONDA SCOOTERS-Martin Brinkerhoff Associates Inc, Irvine, CA	Commercial / Infomercial	3	18	\$118.42	\$2,131.56	92101

**San Diego Franchise Commission
City Hotel Room Night Breakdown**

Fiscal Year 2009 - Final
(July 1, 2009 - June 30, 2010)

Production Start Date	Project Title - Production Company, City, State	Type of Production	Production Days	City Hotel Room Nights	ADR Used*	City Hotel Revenue	Hotel(s) Zip Code
163	4/29/2010	GREEN TEAM-Crossroads Media Marketing, LLC, Fairfield, CT	3	24	\$118.42	\$2,842.08	92130
164	4/29/2010	MILITARY INDUSTRIAL-Innocuous Media, Santa Monica, CA	10	179	\$118.42	\$21,197.18	92101
165	5/1/2010	ORGANIC - SAN DIEGO ITALIAN FILM FESTIVAL-Tallgrass Pictures LLC, San Diego, CA	2	20	\$118.83	\$2,376.60	92101
166	5/6/2010	THOR-Triple A Productions, Inc. (Marvel Studios), Manhattan Beach, NY	6	30	\$118.83	\$3,564.90	92037
167	5/8/2010	HYUNDAI 2011 MODELS-Lemonaide Media, Burbank, CA	9	278	\$118.83	\$33,034.74	92101, 92108
168	5/8/2010	SO YOU THINK YOU CAN DANCE SEASON 7-Dance Nation Productions, Los Angeles, CA	2	10	\$118.83	\$1,188.30	92101
169	5/9/2010	S9 AUTO (SECRET CAR)-Section 9, Los Angeles, CA	2	2	\$118.83	\$237.66	92130
170	5/10/2010	TESLA MOTORS-Dewhurst Photography, Pomona, CA	1	6	\$118.83	\$712.98	92101
171	5/10/2010	WALT DISNEY TRAVEL COMPANY - SAN DIEGO TRAINING VIDEO-Walt Disney Travel Company, Anaheim, CA	5	5	\$118.83	\$594.15	92108
172	5/11/2010	ROYAL ROBBINS-Kellwood Company, St. Louis, MO	2	12	\$118.83	\$1,425.96	92101
173	5/12/2010	MYSTERIES OF THE MUSEUM (TRAVEL CHANNEL)-Optomen Productions, New York, NY	3	11	\$118.83	\$1,307.13	92037
174	5/12/2010	SANDISK-Chase Jarvis Inc., Seattle, WA	3	9	\$118.83	\$1,069.47	92101
175	5/17/2010	WHAT NOT TO WEAR - 2010-BBC Worldwide Reality Productions LLC, New York, NY	20	225	\$118.83	\$26,736.75	92101
176	5/18/2010	COWARD SHOES-Pazit, Inc. / Paz Productions, Coconut Grove, FL	1	10	\$118.83	\$1,188.30	92037
177	5/19/2010	APPLESEEDS FALL-Appleseeds, Beverly, MA	3	40	\$118.83	\$4,753.20	92037
178	5/20/2010	PEPSI REFRESH PROJECT-NBC Universal - LX-TV, Burbank, CA	11	3	\$118.83	\$356.49	92037
179	5/22/2010	STRANGE SEX-Sirens Media, Silver Springs, MD	7	6	\$118.83	\$712.98	92101
180	5/24/2010	HELPING HANDS-Group 520 Productions, Santa Monica, CA	3	24	\$118.83	\$2,851.92	92037
181	5/24/2010	SMASH-Smash it Hard, LLC, Beverly, Hills, CA	35	225	\$118.83	\$26,736.75	92108, 92101
182	5/27/2010	NISSAN ROUGE-Jeff Ludes Photography, Altadena, CA	1	18	\$118.83	\$2,138.94	92101
183	5/27/2010	THE PL (WORKING TITLE)-Figure 8 Films, Carboro, NC	2	10	\$118.83	\$1,188.30	92101
184	5/31/2010	CTIC B-ROLL-Maverik Motion Pictures LTD, Brighton, UK	6	7	\$118.83	\$831.81	92101
185	6/1/2010	ECHOE'S-Stu Segall Productions, San Diego, CA	8	31	\$118.83	\$3,683.73	92123
186	6/1/2010	IMPACT-Stu Segall Productions, San Diego, CA	8	16	\$118.83	\$1,901.28	92123
187	6/1/2010	WAY TOO FAST-Stu Segall Productions, San Diego, CA	8	20	\$118.83	\$2,376.60	92123
188	6/2/2010	CLEAN BREAK-Grainey Pictures, Marina Del Rey, CA	3	36	\$118.83	\$4,277.88	92109
189	6/6/2010	LA INK-La Ink LLC, Los Angeles, CA	11	6	\$118.83	\$712.98	92101
190	6/9/2010	ARIZONA-Triple Acme Productions, Marina Del Rey, CA	4	60	\$118.83	\$7,129.80	92108
191	6/13/2010	TERRIERS PROMO AND STILLS-Firefly Creative Entertainment Group, Inc., New York, NY	12	120	\$118.83	\$14,259.60	92101
192	6/14/2010	CLARITY-Clarity Creative, Park City, UT	8	25	\$118.83	\$2,970.75	92101
193	6/16/2010	NEXT IRON CHEF AMERICA-Triage Entertainment, Los Angeles, CA	1	68	\$118.83	\$8,080.44	92037
194	6/21/2010	MDA MAKE A MUSCLE MAKE A DIFFERENCE-Karidis Productions, Tempe, AZ	4	20	\$118.83	\$2,376.60	92108
195	6/25/2010	NFL OPU 2010-Supply and Demand, Los Angeles, CA	3	50	\$118.83	\$5,941.50	92101
196	6/26/2010	LOCAL EMMY'S 2010-National Academy of Television Arts and Sciences - PSW, San Diego, CA	6	20	\$118.83	\$2,376.60	92101
197	6/28/2010	SKYBAR KARAOKE TV-Stewart Cohen Pictures, Dallas, TX	5	8	\$118.83	\$950.64	92108
198	6/30/2010	LAST MEN OUT- Los Angeles, CA	6	18	\$118.83	\$2,138.94	92101
Total:			1304	16,624		\$1,987,102.15	

* ADR was calculated using the monthly ADR from the ConVis Visitor Industry Summaries from 2009 and 2010. ROI: 3.032818

**San Diego Film Commission
FY2010 TMD Funding Performance Report
Supplemental Documents**

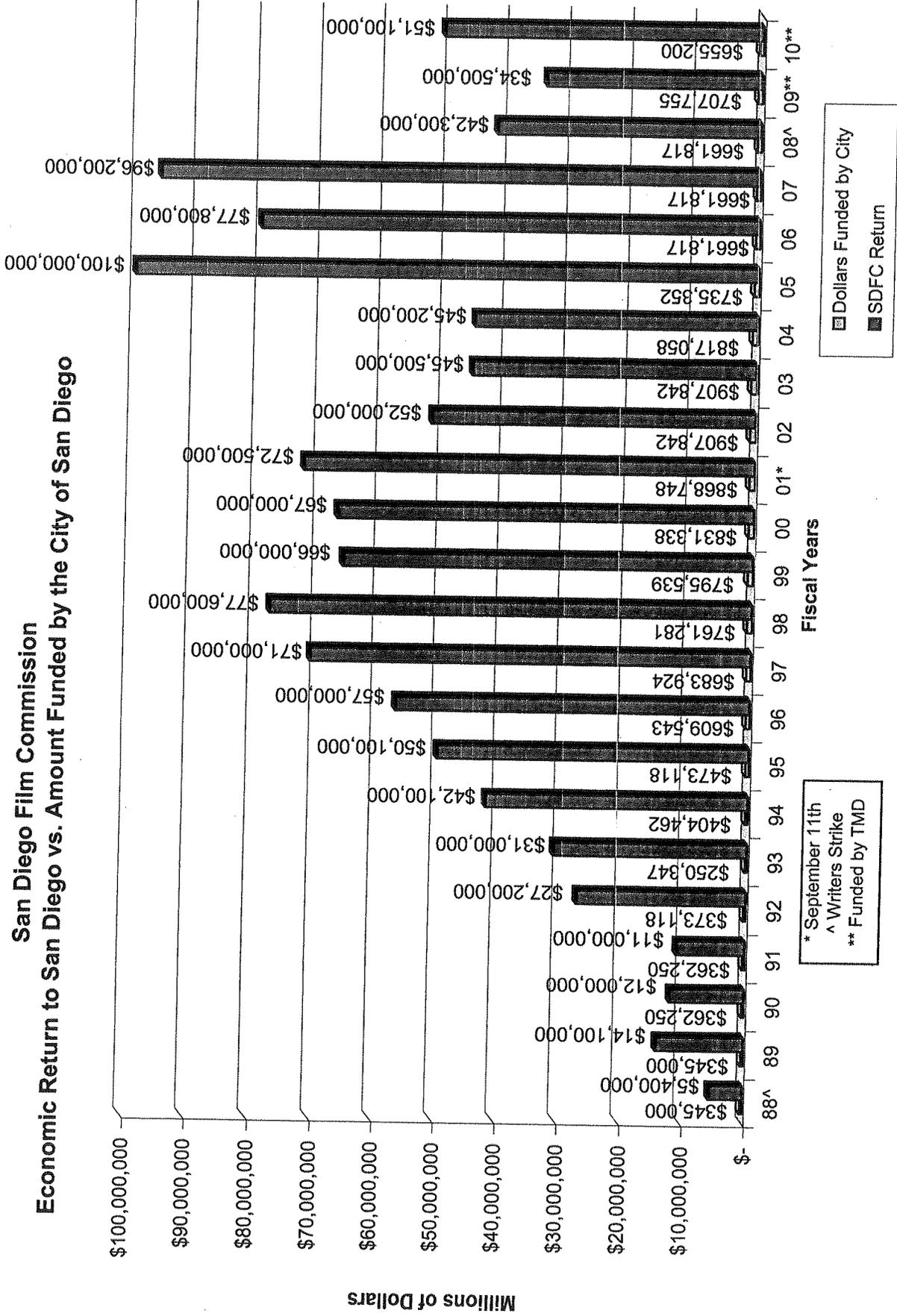
**San Diego County Visitor Industry Summary
Calendar Year 2010 (January 2010-December 2010)**

ACTUAL COUNTS	2010	2010	2010	2010	2010	YTD
	January	February	March	April	May	
Visitor and Spending Estimates						
Visitor Index (Base=1990)	221	249	242	263	221	239
Total Visitors	1,841,000	1,819,000	2,287,000	2,505,000	2,501,000	10,953,000
Overnight Visitors	1,115,000	1,049,000	1,131,000	1,192,000	1,233,000	5,720,000
All Day Visitors	726,000	770,000	1,156,000	1,313,000	1,268,000	5,233,000
Day Visitors (Excl. Mexican Day)	443,000	508,000	848,000	995,000	969,000	3,763,000
Mexican Day Visitors	283,000	262,000	308,000	318,000	299,000	1,470,000
Total Visitor Spending (Millions)	\$511	\$497	\$563	\$622	\$584	\$2,777
Total Economic Impact (Millions)	\$1,171	\$1,138	\$1,290	\$1,424	\$1,338	\$6,360
Attendance / Arrivals						
Attraction Attendance	678,855	671,142	1,030,041	1,123,418	1,105,063	4,608,519
Arts/Museum Attendance	131,051	158,964	158,417	167,152	150,575	766,159
Airport Arrivals	632,762	581,778	701,486	685,286	700,689	3,302,001
Amtrak Arrivals	48,465	43,684	56,672	42,037	59,828	250,686
Border Crossings	3,342,786	3,122,238	3,433,124	3,444,686	3,614,213	16,957,047
Southbound & Westbound Traffic Flow	4,196,297	4,010,029	4,640,087	4,553,183	4,732,591	22,132,187
Hotel/Motel Only Performance - Smith Travel Research						
County Supply-Hotel Room Nights Available	1,785,693	1,618,960	1,792,420	1,734,060	1,791,862	8,722,995
County Demand-Room Nights	961,660	1,041,102	1,244,938	1,158,327	1,172,317	5,578,344
County Average Occupancy	53.9%	64.3%	69.5%	66.8%	65.4%	63.9%
County Average Daily Rate	\$110.80	\$118.27	\$115.28	\$117.96	\$117.83	\$116.16
County Average RevPar	\$59.67	\$76.05	\$80.07	\$78.80	\$77.09	\$74.28
City Demand-Room Nights	634,035	691,957	828,957	766,344	781,318	3,702,611
City Average Occupancy	55.0%	66.0%	71.4%	68.3%	67.4%	65.6%
City Average Daily Rate	\$111.26	\$120.57	\$116.14	\$118.42	\$118.83	\$117.17
City Average RevPar	\$61.15	\$79.60	\$82.97	\$80.86	\$80.06	\$76.87
Lodging Inventory - Includes built rooms in the Hotel, Casino, B&B, Country Inn, and Health Spa segments						
County Supply-Built Room Inventory	57,672	57,889	57,889	57,889	57,935	57,855
City Supply-Built Room Inventory	40,577	40,794	40,794	40,794	40,840	40,760
County Estimated Demand of Built Rooms - Room Nights Sold	964,000	1,042,000	1,247,000	1,160,000	1,175,000	5,588,000
San Diego Convention Center						
Number of Conventions	5	7	6	6	4	28
Attendee Room Nights	12,926	46,182	33,198	32,348	24,026	148,680
Attendee Spending (Millions)	\$24.9	\$51.7	\$37.7	\$40.1	\$31.3	\$186
Restaurant Segment						
Quarterly Sales Taxes	Q1 \$6,962,513					

**SAN DIEGO FILM COMMISSION
ECONOMIC IMPACT
Fiscal Year 2010 (Cumulative through 4 Quarters)**

<u>FEATURES</u>	
Total Productions.....	22
Production Days.....	195
Labor Days.....	2,875
Hotel Room Nights.....	845
Total Amount Spent in San Diego.....	<u>\$2,727,530.00</u>
<u>TELEVISION</u>	
Total Productions.....	98
Production Days.....	734
Labor Days.....	15,113
Hotel Room Nights.....	11,283
Total Amount Spent in San Diego.....	<u>\$42,340,200.00</u>
<u>COMMERCIALS/ INFOMERCIALS</u>	
Total Productions.....	56
Production Days.....	250
Labor Days.....	1,496
Hotel Room Nights.....	2,193
Total Amount Spent in San Diego.....	<u>\$3,016,750.00</u>
<u>INDUSTRIALS/ VIDEOS</u>	
Total Productions.....	54
Production Days.....	319
Labor Days.....	1,430
Hotel Room Nights.....	2,975
Total Amount Spent in San Diego.....	<u>\$1,418,400.00</u>
<u>PRINT</u>	
Total Productions.....	127
Production Days.....	325
Labor Days.....	1,500
Hotel Room Nights.....	2,149
Total Amount Spent in San Diego.....	<u>\$1,662,050.00</u>
<u>STUDENT PROJECTS</u>	
Total Productions.....	12
Production Days.....	116
Labor Days.....	10
Hotel Room Nights.....	35
Total Amount Spent in San Diego.....	<u>\$17,695.00</u>
<u>TOTALS</u>	
Total Productions.....	369
Production Days.....	1,939
Labor Days.....	22,424
Hotel Room Nights.....	19,480
<u>TOTAL AMOUNT SPENT FOR FISCAL 2010</u>	<u>\$51,182,625.00</u>

**San Diego Film Commission
Economic Return to San Diego vs. Amount Funded by the City of San Diego**



* September 11th
^ Writers Strike
** Funded by TMD

■ Dollars Funded by City
■ SDFC Return



SAN DIEGO FILM COMMISSION
Serving the San Diego Region Since 1976.

PRODUCTION SURVEY



SAN DIEGO

Thank you for bringing your production business to the San Diego region. Completing this survey validates the economic benefit your production brings to our region. Accurate statistics on the economic impact of production are required for our funding and are crucial to our efforts to insure that film related services and staff keep pace with growing production needs.

To: _____ Date: _____

Project Name: _____

Type of Production: Feature Indie Short Student Television Telefilm
 Commercial Corporate/Industrial Documentary Music Video Print Other

Production Company: _____

Address: _____ City, State & Zip: _____

Phone: _____ Fax: _____ E-mail: _____

1. Total number of production days while in the San Diego region?

Scouting and prep days _____ Shooting days _____ Wrap days _____

Number of locally employed crew: _____ On camera talent: _____

3. Total budget for project: (Used internally for Film Commission purposes only) \$ _____

4. Estimated total amount spent in the San Diego region: \$ _____
(i.e. local crew/talent wages, equipment rental, hotel, meals, gas, lumber, wardrobe, locations)

5. Where did the cast and crew lodge?

Above the line: _____ Talent: _____ Crew: _____

6. Total Room nights?

Scouting and prep days _____ Shooting days _____ Wrap days _____

Additional comments and/or suggestions: _____

Signature: _____ Position: _____

Thank you for your participation. Please return via fax to 619-234-4631 or by mail to 1010 Second Avenue, Suite 1500, San Diego, California 92101

San Commission Use Only:

Total Production Days: _____	SDPD: \$ _____
Total Labor Days: _____	Sheriff: \$ _____
Total Talent Days: _____	CHP: \$ _____
Total Roomnights: _____	Incorp.: \$ _____



**SAN DIEGO
SPORTS COMMISSION**

September 15, 2010

Lorin Stewart
Executive Director
San Diego Tourism Marketing District
8880 Rio San Diego Drive, Suite 800
San Diego, CA 92108

Dear Lorin:

It is with great pleasure that the San Diego Sports Commission submits its Fiscal Year 2010 Year-End Compliance Report.

We appreciate the support of the SDTMD and its member hotels. It is our pledge to work hard to generate additional tourism revenues and make a positive difference to the District and the City of San Diego. It is through your continued support that we continue to improve the quality of life of San Diegans through sport.

We look forward to working together in Fiscal Year 2011.

Sincerely,

Alan R. Kidd
President
San Diego Sports Commission



Year-End Compliance Report September 2010

The San Diego Sports Commission (SDSC) has completed its second year of funding under the San Diego Tourism Marketing District strong, and is poised to continue to generate value for San Diego and its hospitality industry far into the future.

Our original projection was for a total of 14,709 room nights at an ADR of \$145 for projected total revenue of \$2,160,077. Even though two of our secured events did not occur due to economic conditions (All-American Softball Classic and the IMG San Diego Triathlon), SDSC was still able to exceed its goals for the year.

This past year, SDSC served as or in support of the Local Organizing Committee for the following events:

- Aflac All-American Baseball Classic
- UCI BMX Supercross World Cup
- NCAA Men's Soccer Regional
- Foot Locker Cross Country National Championship
- ABA/BMX US Open Nationals
- AtaHolding Field Hockey World Cup Qualifier
- NCAA Women's Water Polo Championship
- NCAA Men's Golf Regional
- Mountain West Conference Baseball Championship
- USA Water Polo Masters

Through these events, we were able to generate more than **17,000** room nights and more than **\$2.1 million** in revenue for San Diego hotels. San Diego was featured on national and international television during the Aflac All-American Baseball Classic, UCI BMX Supercross World Cup, and NCAA Women's Water Polo Championship.

SDSC also continued its work as one of six NCAA Championship Cities with its work on the NCAA Women's Water Polo Championship and NCAA Men's Golf Regional. This designation will offer San Diego a stable stream of future NCAA Championship events, furthering San Diego's image as a destination, both for tourists and events, as well as build up community support and NCAA brand equity.

SDSC exceeded its FY 2010 goal of 14,709 room nights and was able to achieve significant and on-going electronic and social media impressions for San Diego, enhancing the region's marketing profile.

San Diego Sports Commission
 FY 2010 Compliance Report

9/15/2010

Qtr	Event	Event Date	Room Nights w/ fans	ADR*	Total \$ w/ fans
1	Aflac All-American Baseball Classic	August 2009	485	\$ 156.65	\$ 75,975.25
1	UCI BMX Supercross World Cup	September 2009	5,444	\$ 116.01	\$ 631,558.44
2	NCAA Men's Soccer Regional	11/21/2009	17	\$ 105.00	\$ 1,785.00
2	Foot Locker Cross Country National Championship	12/12/2009	387	\$ 216.00	\$ 83,592.00
3	ABA/BMX US Open Nationals	February 2010	1,216	\$ 118.54	\$ 144,144.64
3	AtaHolding Field Hockey World Cup Qualifier	March 2010	584	\$ 131.00	\$ 76,504.00
4	NCAA Women's Water Polo Championship	May 2010	6,016	\$ 118.83	\$ 714,881.28
4	NCAA Men's Golf Regional	May 2010	348	\$ 118.83	\$ 41,352.84
4	Mountain West Conference Baseball Championship	May 2010	2,438	\$ 118.83	\$ 289,707.54
4	USA Water Polo Masters	June 2010	357	\$ 129.00	\$ 46,053.00
	Total		17,292		\$ 2,105,553.99

*ADR from ConVis Report unless otherwise noted

**ADR from hotel pickup report



**SAN DIEGO
SPORTS COMMISSION**

**San Diego Sports Commission
Reimbursement Summary
FY2010: July 1, 2009 – June 30, 2010**

APPLICANT ORGANIZATION: San Diego Sports Commission

TOTAL TMD FUNDS REQUESTED: \$ 382,500

**TOTAL ANNUAL OPERATING BUDGET
OF APPLYING ORGANIZATION: \$ 2,950,000**

SUMMARY OF USE OF TMD FUNDS- "BUDGET"

	Budget	Reimbursed
MARKETING	\$ 126,720	\$127,692.00
Advertising	\$ _____	
Public Relations	\$ 9,000	\$9,000.00
Personnel Wages /Salaries*	\$ 108,000	\$108,000.00
Commissions / Bonuses*	\$ _____	
Personnel Tax and Benefits	\$ 9,720	\$10,692.00
Special Promotions	\$ _____	
Other (specify)	\$ _____	
SALES	\$ 239,480	\$238,633.64
Collateral	\$ 2,760	\$190.00
Lead Generation	\$ 5,000	\$4,618.43
Technology	\$ 10,000	\$11,000.00
Personnel Wages /Salaries*	\$ 203,000	\$203,000.00
Commissions / Bonuses*	\$ _____	
Personnel Tax and Benefits	\$ 18,720	\$19,825.21
Other (specify)	\$ _____	
OPERATIONS / ADMINISTRATION	\$ 16,300	\$16,174.36
Personnel Wages /Salaries*	\$ _____	
Commissions / Bonuses*	\$ 15,000	\$15,000.00
Personnel Tax and Benefits	\$ 1,300	\$1,174.36
Other (specify)	\$ _____	
<u>TOTAL PROPOSED EXPENSES:</u>	\$ 382,500	\$382,500.00
(Must equal TMD Funds requested)		



**SAN DIEGO
SPORTS COMMISSION**

**San Diego Sports Commission
Reconciliation Report
FY2010: July 1, 2009 – June 30, 2010**

SDTPC ROI WORKSHEET July 1, 2009 – March 31, 2010 (YTD)	
Total Funding Request	\$382,500.00
Room Nights Generated	17,292
X Average Daily Rate (from ConVis or SDTPC)	\$121.76
Project \$ Total	\$2,105,553.99
ROI in Hotel Room Revenue	5.5 : 1

Account Name: Blue Ridge Sports & Entertainment Inc.
 Post As: 2009 Allac All-American High School Baseball Classic

8.8721212121212121

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday
	08/09/09	08/10/09	08/11/09	08/12/09	08/13/09	08/14/09	08/15/09	08/16/09	08/17/09
Contracted Rooms			20	62	92	116	130	126	4
8 weeks prior to cutoff									
7 weeks prior to cutoff									
6 weeks prior to cutoff									
5 weeks prior to cutoff				2	2	2	2	2	
4 weeks prior to cutoff				8	8	14	16	15	
3 weeks prior to cutoff				8	8	15	17	16	
2 weeks prior to cutoff			1	14	14	23	32	26	
1 week prior to cutoff			1	16	17	27	36	29	
Cutoff (7/27/2009)			24	70	76	105	120	107	3
1 week after cutoff	6	6	23	69	75	108	124	112	4
2 weeks after cutoff	2	8	19	66	74	106	123	111	6
3 weeks after cutoff									
4 weeks after cutoff									
Day of Arrival Reservations	2		11	33	6	13	13	3	
Arrivals	2	6	11	31	5	7	12	3	
No Show				2					
Same Day No Show/Cancellation %	0.0%	0.0%	0.0%	6.1%	0.0%	15.4%	0.0%	0.0%	0.0%
Final Pickup	2	8	19	61	72	96	117	102	8
GRIP Rooms									
Camp Room Nights (not included in final p/u)	2	8	19	61	72	96	117	102	8
Total p/u including comps	8	20	34	72	58	67	63	60	8
% Wash from Cutoff	0.0%	0.0%	20.8%	12.9%	5.0%	8.6%	2.9%	4.7%	0.0%
Walks			5	7	8	6	6	6	

= 485

122 Parents
363 Other
485

ADP
156.65



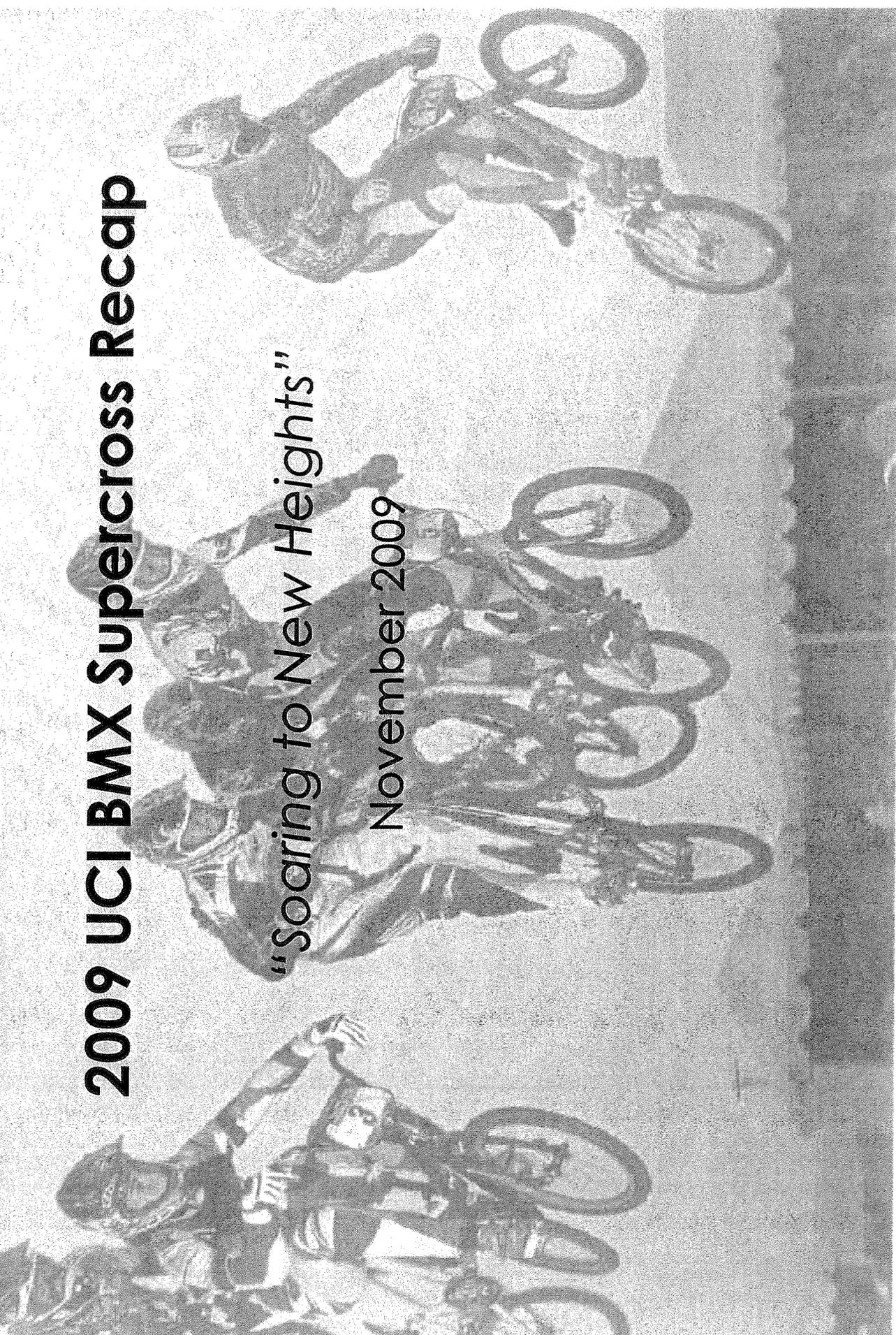
SAN DIEGO
SPORTS COMMISSION



2009 UCI BMX Supercross Recap

"Soaring to New Heights"

November 2009

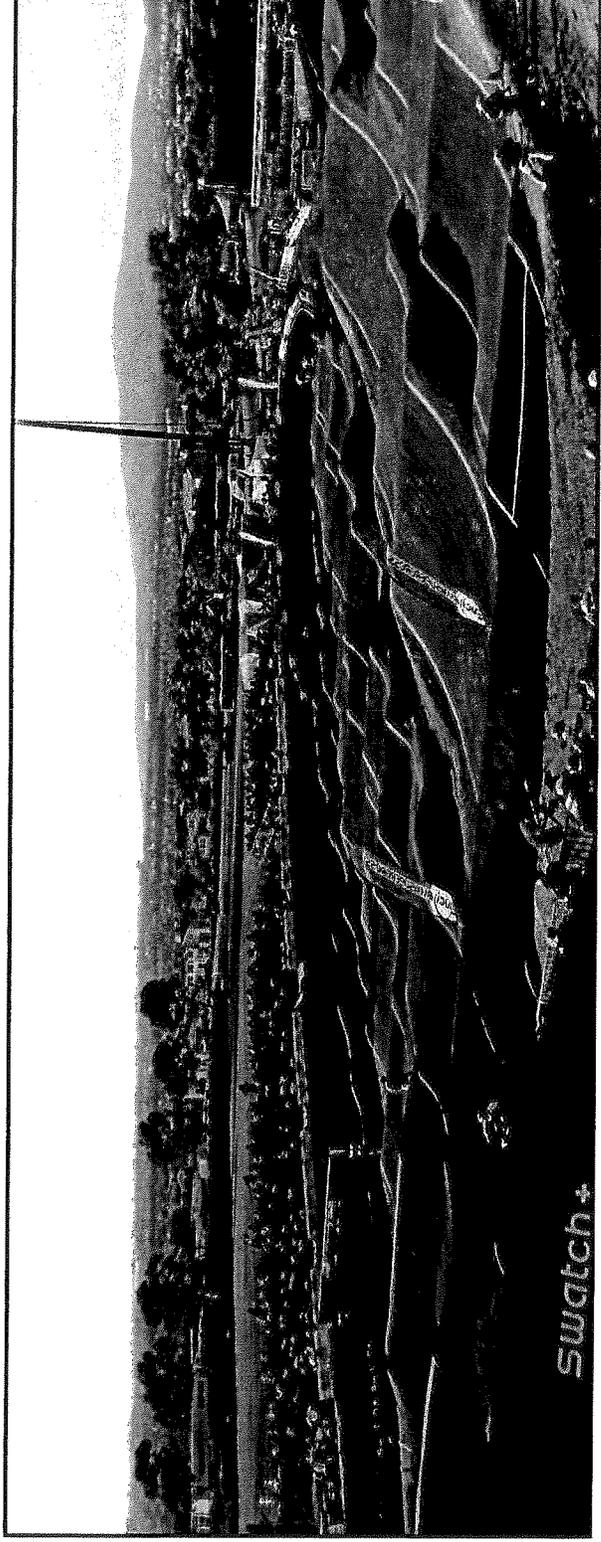


Hotels

2009 ABA BMX Supercross

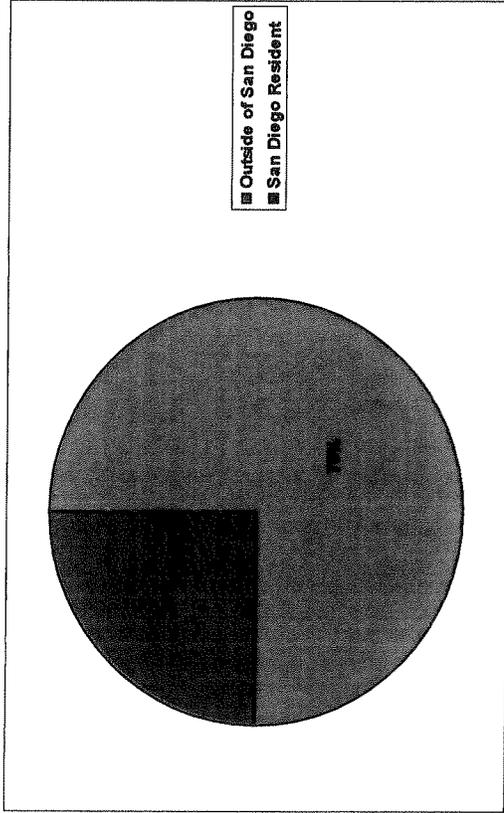
- Tickets sold during the event: 3,500
- Percentage of ticket holders that stayed in hotels: 54.8%
- Average length of stay: 2.84

TOTAL ROOM NIGHTS – 5,444

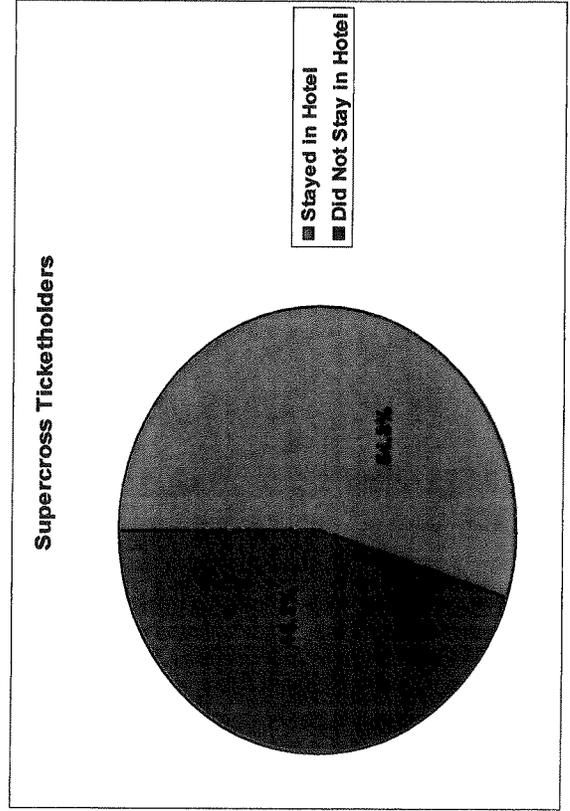


Hotels

75% of the ticketholders were from outside San Diego county.

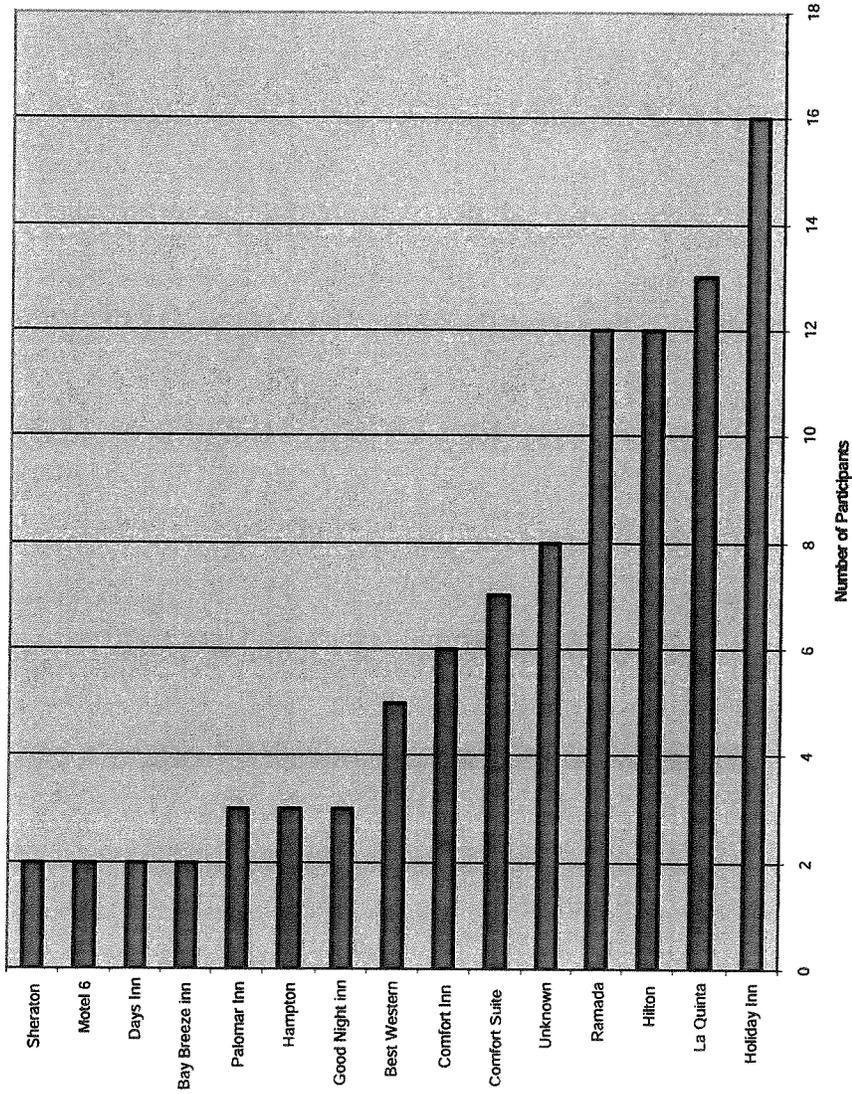


54.8% of the 3,500 ticket holders stayed in hotels.



Hotels

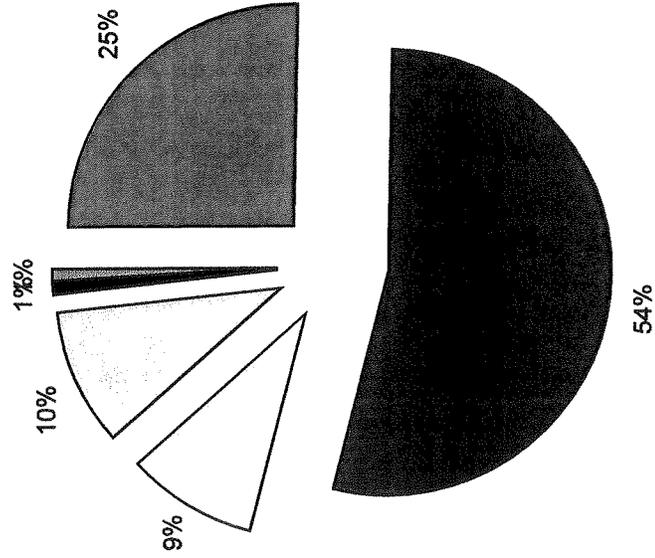
Hotel Breakdown



Of the total surveyed:
Holiday Inn, La Quinta, Hilton, and
Ramada were the most frequented
hotels, respectively.

Drive Market

Drive Market



Of the attendees who were from outside San Diego:

- 54% drove from other Southern California counties.
- 25% were from Arizona
- 10% were from Nevada
- 9% were from Northern California

Christian Deleon

From: Mike Kitts
Sent: Tuesday, February 02, 2010 12:34 PM
To: Christian Deleon
Subject: FW: Foo Locker 2009 at Hotel del Coronado
Attachments: Foot Locker Pickup.xls

Here you go.

From: Killam, Peter [mailto:PKillam@hoteldel.com]
Sent: Tuesday, February 02, 2010 12:03 PM
To: Mike Kitts
Subject: Foo Locker 2009 at Hotel del Coronado

Mike,

I am sorry I missed your call earlier today. I have attached their pickup for your records.

Can you email me your address so I can ensure that our accounting has the correct address for the commission check?

Thanks.....

Peter Killam
Director of Northeast Sales
Hotel Del Coronado
1500 Orange Avenue
Coronado, CA 92118
Ph. 619-522-8248
Fax. 619-522-8239
www.hoteldel.com
pkillam@hoteldel.com

The Del is pleased to present a new Resort Membership program that offers preferred room rates, discounts at the spa, shops and restaurants and much more. Visit www.hoteldel.com/membership for more information.

 Please consider the environment before printing this e-mail.

Foot Locker

		Pickup
12/7/2009	Monday	2
12/8/2009	Tuesday	7
12/9/2009	Wednesday	14
12/10/2009	Thursday	107
12/11/2009	Friday	123
12/12/2009	Saturday	132
12/13/2009	Sunday	2
	Total	387

Christian Deleon

From: Vanessa Polanco [Vanessa.Polanco@hilton.com]
Sent: Monday, February 08, 2010 5:39 PM
To: Christian Deleon
Subject: NCAA Men's Soccer - Round 2

Pick up NCAA Men's Soccer - Round 2

- November 21, 2009
- 17 room nights
- \$105.00 per night

Vanessa Polanco | SMERF Sales Manager
Hilton San Diego Mission Valley

901 Camino del Rio South | San Diego, CA 92108

Direct: 619.767.5560 | Main: 619.543.9000 | Fax: 619.296.9561

Vanessa.Polanco@hilton.com | www.sandiegomissionvalley.hilton.com

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April 27, 2010



Town and Country

RESORT & CONVENTION CENTER
 500 Hotel Circle North
 San Diego, CA 92108
 (800) 445-2324 www.towncountry.com

POST CONVENTION REPORT

GROUP: USA Field Hockey **FILE#:** F-2205A2
 World Cup Qualifier

DATES: March 20, 2010 – April 4, 2010

CONTACT & ADDRESS: Ms. Judy Spring **PHONE:** 561-296-1844
 World Cup Qualifier **FAX:** 561-296-0823
 JBS Destination Solutions **E-MAIL:** kidu@globaljbs.com
 Global Housing Bureau
 4047 Okeechobee Blvd., #120
 West Palm Beach, FL 33409

HOUSING HANDLED BY: TOWN & COUNTRY HOTEL **RESERVATION METHOD:** Rooming List **OVERFLOW HOUSING:** N/A

TOTAL R/N **TOTAL R/N FORECASTED:** 572 **ACTUAL R/N PICKED UP:** 584 **SUITES USED:** 0
BLOCKED: 1095 **AS OF:** 3/18/10

DAY/DATE	ROOM BLOCK	ROOM FORECAST AS OF	ACTUAL ROOMS PICKED UP	PERSONS
Sat., 3/20	15	0	0	0
Sun., 3/21	20	24	24	46
Mon., 3/22	40	25	25	48
Tues., 3/23	85	37	37	71
Wed., 3/24	85	41	41	75
Thurs., 3/25	85	43	43	78
Fri., 3/26	85	43	44	78
Sat., 3/27	85	42	45	76
Sun., 3/28	85	43	43	77
Mon., 3/29	85	43	43	76
Tues., 3/30	85	46	47	79
Wed., 3/31	85	48	49	81
Thurs., 4/1	85	46	46	79
Fri., 4/2	85	46	47	79
Sat., 4/3	85	43	48	76
Sun., 4/4	85	2	2	2
TOTALS:	1095	572	584	

CONV. SERVICES MGR: Katherine Richardson

SALES MANAGER: Nicholas Gilbert

CATERING MANAGER: Rhianna Cultrona

RESERVATIONS COORD: Kunesha Miller

April 27, 2010



Town and Country

RESORT & CONVENTION CENTER
500 Hotel Circle North
San Diego, CA 92108
(800) 445-2324 www.towncountry.com

POST CONVENTION REPORT

USA Field Hockey
World Cup Qualifier

MEETING SPACE INFORMATION

TOTAL ATTENDANCE: 80	LARGEST MEETING: Crescent and Fairfield ROOM SET: Theater AV SET:
PREFUNCTION SPACE REQUIRED: None REGISTRATION SPACE: OFFICE: LOUNGE: SPEAKER READY ROOM: OTHER:	WAS THE SPACE FOR THE LARGEST MEETING ON A 24 HOUR HOLD? Yes NUMBER OF CONCURRENT BREAKOUT SESSIONS: None

FOOD & BEVERAGE INFORMATION

LARGEST MEAL: TYPE OF MEAL: Breakfast included in Rate	NON-MASTER FUNCTIONS: None
---	-----------------------------------

COMMENTS: Thank you Judy Spring. World Cup Qualifier business was greatly appreciated

DISTRIBUTION:

Post Convention File (Original)
Sales (4 copies)

Christian Deleon

From: Christian Deleon
Sent: Tuesday, September 07, 2010 12:25 PM
To: Christian Deleon
Subject: RE: Field Hockey

From: Nicholas Gilbert [mailto:n.gilbert@towncountry.com]
Sent: Thursday, April 22, 2010 11:51 AM
To: Mike Kitts
Subject: RE: Field Hockey

Rate was \$131.00 single/double

Nicholas Gilbert

Sr. Sales Manager
500 Hotel Circle North
San Diego, CA 92108
619-297-6006 Office
619-294-5957 Fax
n.gilbert@towncountry.com
www.towncountry.com

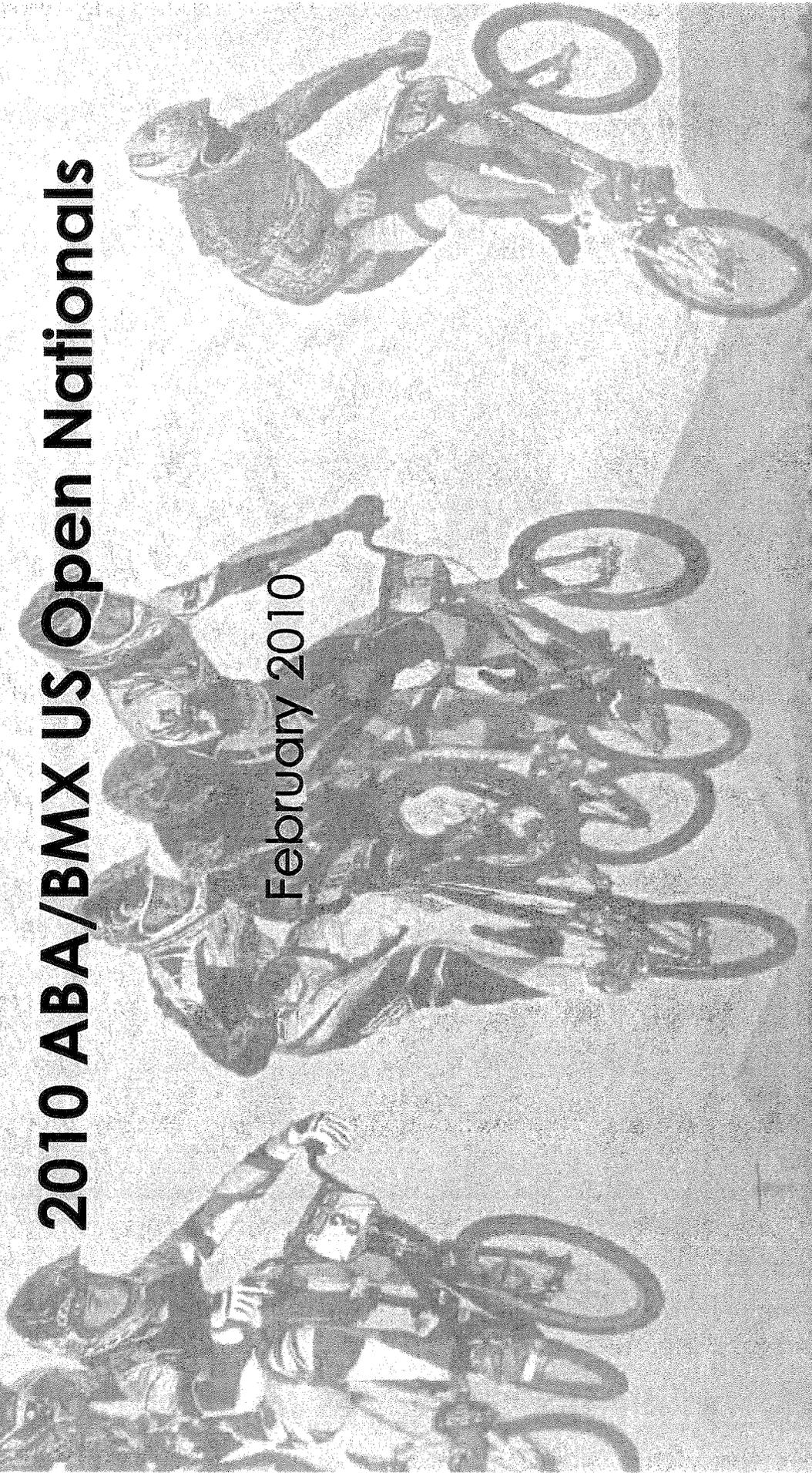


SAN DIEGO
SPORTS COMMISSION



2010 ABA/BMX US Open Nationals

February 2010



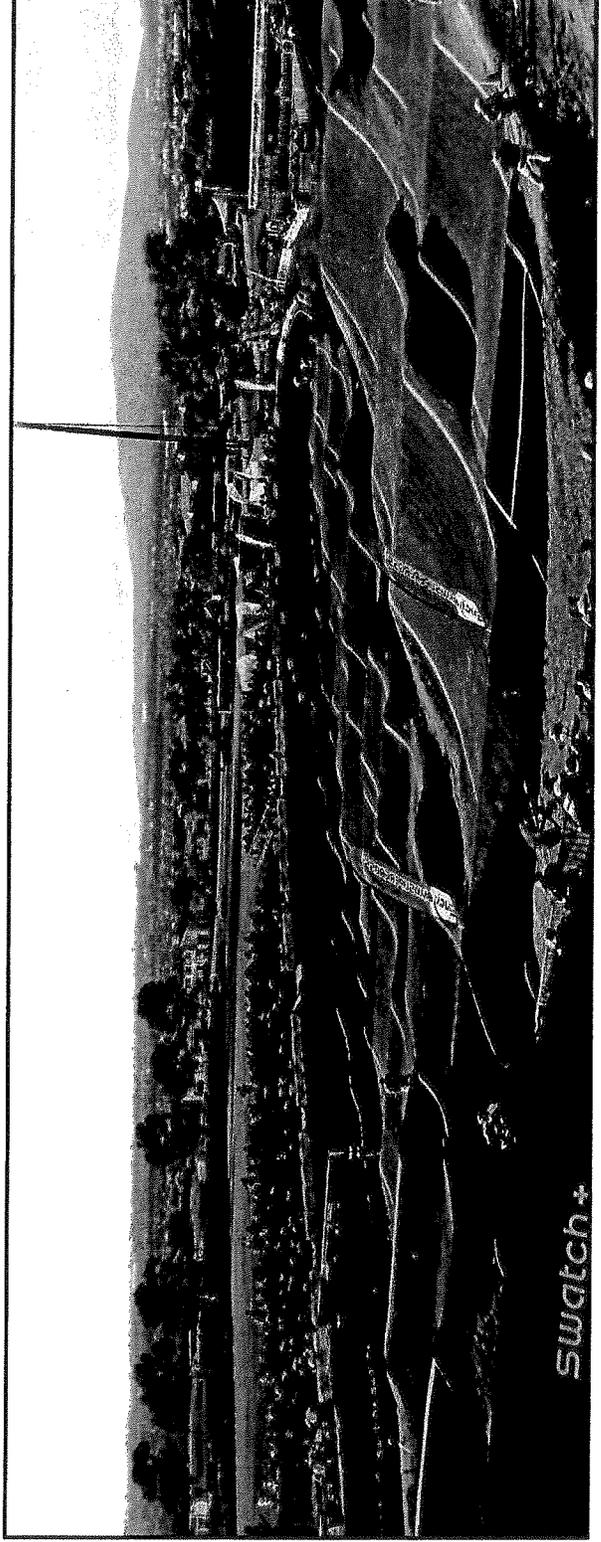
Hotels

2010 ABA BMX Supercross

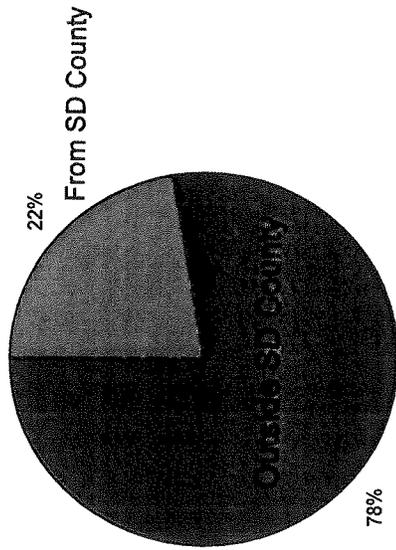
- Total Number of Racers: 900
- Percentage of racers that stayed in hotels: 52%
- Average length of stay: 2.6

TOTAL ROOM NIGHTS – 1,216

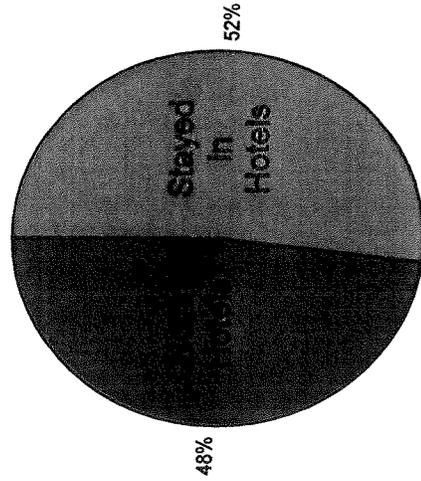
* Total Surveyed: 94



Hotels

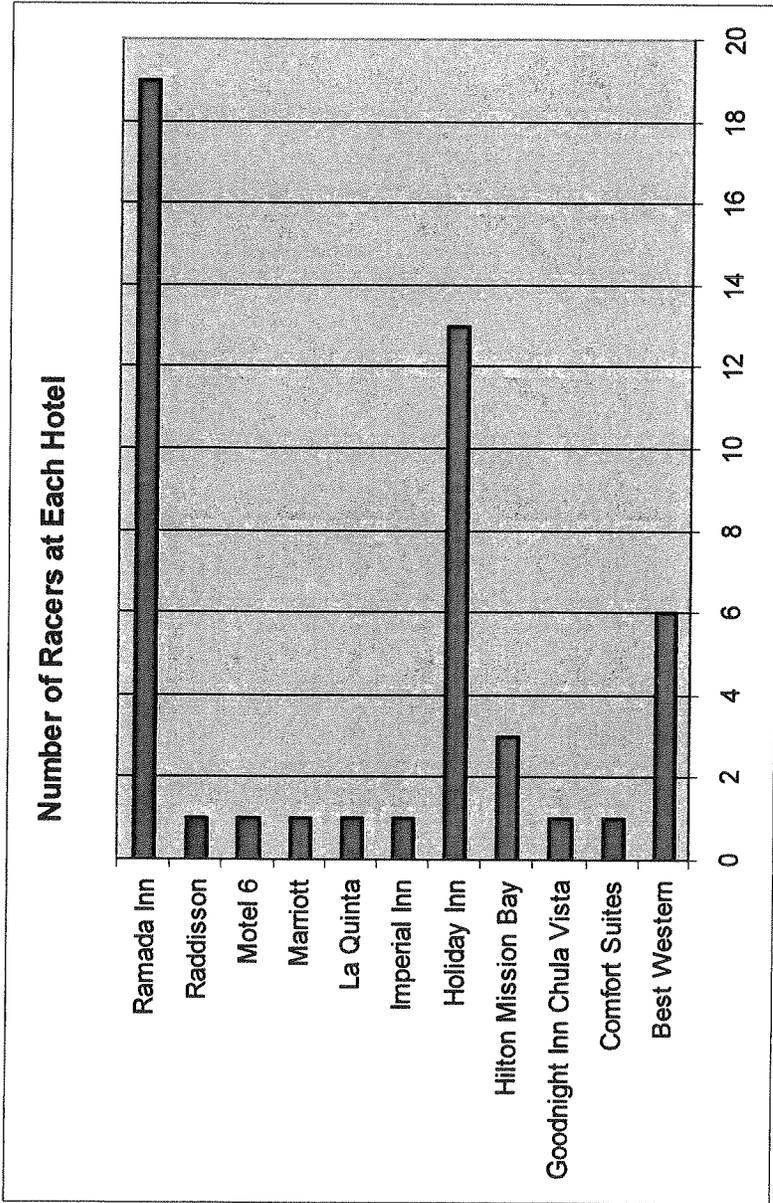


78% of the racers were from outside San Diego county.



52% of the 900 racers stayed in hotels.

Hotels



Of the total surveyed:

Ramada Inn, Holiday Inn, and Best Western were the most frequented hotels, respectively.



SAN DIEGO
SPORTS COMMISSION

NCAA Women's Water Polo:

Per the attached hotel pick-up reports, 7 of the 8 teams stayed within the room block at a total of 380 hotel room nights – an average of 54 room nights per team. Using that number, we can project that 434 room nights were used by participating teams. The headquarters hotel for the NCAA (Hilton Mission Valley) also accounted for 56 room nights for a total of **490 room nights** within our hotel blocks.

Through NCAA fan surveys, we estimated that 71.9% of fans were from out of town and stayed an average of 2.65 nights. Using an fan attendance of 2,900 (figure provided by San Diego State Athletics), we were able to project a total of **5,526 room nights** utilized by fans - making the total impact of this event a projected **6,016 room nights**



SAN DIEGO
SPORTS COMMISSION

Mountain West Conference Baseball:

Per the attached hotel pick-up reports, 3 of the 5 visiting teams stayed within the room block at a total of 281 hotel room nights – an average of 93 room nights per team. Using that number, we can project that 468 room nights were used by all participating teams. The headquarters hotel for the NCAA (Hilton Mission Valley) accounted for 28 room nights and the officials hotel (Sheraton Mission Valley) accounted for 51 room nights, for a total of **547 room nights** within our hotel blocks.

Through fan surveys, we estimated that 82.6% of fans were from out of town and stay an average of 4.36 nights. Using an average fan attendance of 525 (figure provided by San Diego State Athletics), we were able to project a total of **1,891 room nights** utilized by fans – making the total impact of this event a projected **2,438 room nights**.

**Does not include current days transactions

Profile Production

Loyola Marymount University-RMLIST (Group)

	Jan 2010	Feb 2010	Mar 2010	Apr 2010	May 2010	Total
Total Room Nights	0	0	0	0	73	73
Arrival Rooms	0	0	0	0	17	17
Cancelled Rooms	0	0	0	0	0	0
No Show Rooms	0	0	0	0	0	0
Day Use Rooms	0	0	0	0	0	0
ADR	0.00	0.00	0.00	0.00	110.85	110.85
Total Revenue	0.00	0.00	0.00	0.00	8,240.50	8,240.50
Room Revenue	0.00	0.00	0.00	0.00	8,092.00	8,092.00
F&B Revenue	0.00	0.00	0.00	0.00	78.02	78.02
Extra Revenue	0.00	0.00	0.00	0.00	70.48	70.48
Non Revenue	0.00	0.00	0.00	0.00	1,022.72	1,022.72
Adults	0	0	0	0	130	130
Children	0	0	0	0	0	0
Total Revenue per Guest	0.00	0.00	0.00	0.00	63.39	63.39
Room Revenue per Guest	0.00	0.00	0.00	0.00	62.25	62.25
F&B Revenue per Guest	0.00	0.00	0.00	0.00	0.60	0.60
Extra Revenue per Guest	0.00	0.00	0.00	0.00	0.54	0.54
Non Revenue per Guest	0.00	0.00	0.00	0.00	7.87	7.87
Reservation Nights	0	0	0	0	130	130
Reservation Arrivals	0	0	0	0	31	31
Cancelled Reservations	0	0	0	0	0	0
No Show Reservations	0	0	0	0	0	0
Day Use Reservations	0	0	0	0	0	0
Block Room Nights	0	0	0	0	73	73
Block Room Revenue	0.00	0.00	0.00	0.00	8,092.00	8,092.00
Block Room ADR	0.00	0.00	0.00	0.00	110.85	110.85
Individual Room Nights	0	0	0	0	0	0
Individual Room Revenue	0.00	0.00	0.00	0.00	0.00	0.00
Individual ADR	0.00	0.00	0.00	0.00	0.00	0.00

**Does not include current days transactions

Profile Production

NCAA Pomona Pitzer Women's Water-RMLIST (Group)						
	Jan 2010	Feb 2010	Mar 2010	Apr 2010	May 2010	Total
Total Room Nights	0	0	0	0	29	29
Arrival Rooms	0	0	0	0	9	9
Cancelled Rooms	0	0	0	0	1	1
No Show Rooms	0	0	0	0	0	0
Day Use Rooms	0	0	0	0	0	0
ADR	0.00	0.00	0.00	0.00	102.59	102.59
Total Revenue	0.00	0.00	0.00	0.00	2,975.00	2,975.00
Room Revenue	0.00	0.00	0.00	0.00	2,975.00	2,975.00
F&B Revenue	0.00	0.00	0.00	0.00	0.00	0.00
Extra Revenue	0.00	0.00	0.00	0.00	0.00	0.00
Non Revenue	0.00	0.00	0.00	0.00	376.00	376.00
Adults	0	0	0	0	61	61
Children	0	0	0	0	0	0
Total Revenue per Guest	0.00	0.00	0.00	0.00	48.77	48.77
Room Revenue per Guest	0.00	0.00	0.00	0.00	48.77	48.77
F&B Revenue per Guest	0.00	0.00	0.00	0.00	0.00	0.00
Extra Revenue per Guest	0.00	0.00	0.00	0.00	0.00	0.00
Non Revenue per Guest	0.00	0.00	0.00	0.00	6.16	6.16
Reservation Nights	0	0	0	0	61	61
Reservation Arrivals	0	0	0	0	19	19
Cancelled Reservations	0	0	0	0	1	1
No Show Reservations	0	0	0	0	0	0
Day Use Reservations	0	0	0	0	0	0
Block Room Nights	0	0	0	0	29	29
Block Room Revenue	0.00	0.00	0.00	0.00	2,975.00	2,975.00
Block Room ADR	0.00	0.00	0.00	0.00	102.59	102.59
Individual Room Nights	0	0	0	0	0	0
Individual Room Revenue	0.00	0.00	0.00	0.00	0.00	0.00
Individual ADR	0.00	0.00	0.00	0.00	0.00	0.00

**Does not include current days transactions

Profile Production

NCAA UCLA Women's Water Polo-RMLIST (Group)

	Jan 2010	Feb 2010	Mar 2010	Apr 2010	May 2010	Total
Total Room Nights	0	0	0	0	44	44
Arrival Rooms	0	0	0	0	15	15
Cancelled Rooms	0	0	0	0	0	0
No Show Rooms	0	0	0	0	0	0
Day Use Rooms	0	0	0	0	0	0
ADR	0.00	0.00	0.00	0.00	110.89	110.89
Total Revenue	0.00	0.00	0.00	0.00	4,922.19	4,922.19
Room Revenue	0.00	0.00	0.00	0.00	4,879.00	4,879.00
:&B Revenue	0.00	0.00	0.00	0.00	33.24	33.24
:Xtra Revenue	0.00	0.00	0.00	0.00	9.95	9.95
Non Revenue	0.00	0.00	0.00	0.00	616.64	616.64
Adults	0	0	0	0	71	71
Children	0	0	0	0	0	0
Total Revenue per Guest	0.00	0.00	0.00	0.00	69.33	69.33
Room Revenue per Guest	0.00	0.00	0.00	0.00	68.72	68.72
:&B Revenue per Guest	0.00	0.00	0.00	0.00	0.47	0.47
:Xtra Revenue per Guest	0.00	0.00	0.00	0.00	0.14	0.14
Non Revenue per Guest	0.00	0.00	0.00	0.00	8.69	8.69
Reservation Nights	0	0	0	0	71	71
Reservation Arrivals	0	0	0	0	24	24
Cancelled Reservations	0	0	0	0	0	0
No Show Reservations	0	0	0	0	0	0
Day Use Reservations	0	0	0	0	0	0
Block Room Nights	0	0	0	0	44	44
Block Room Revenue	0.00	0.00	0.00	0.00	4,879.00	4,879.00
Block Room ADR	0.00	0.00	0.00	0.00	110.89	110.89
Individual Room Nights	0	0	0	0	0	0
Individual Room Revenue	0.00	0.00	0.00	0.00	0.00	0.00
Individual ADR	0.00	0.00	0.00	0.00	0.00	0.00

**Does not include current days transactions

Profile Production

Stanford Women's Water Polo-RMLIST (Group)

	Jan 2010	Feb 2010	Mar 2010	Apr 2010	May 2010	Total
Total Room Nights	0	0	0	0	51	51
Arrival Rooms	0	0	0	0	13	13
Cancelled Rooms	0	0	0	0	0	0
No Show Rooms	0	0	0	0	0	0
Day Use Rooms	0	0	0	0	0	0
ADR	0.00	0.00	0.00	0.00	109.67	109.67
Total Revenue	0.00	0.00	0.00	0.00	6,292.34	6,292.34
Room Revenue	0.00	0.00	0.00	0.00	5,593.00	5,593.00
F&B Revenue	0.00	0.00	0.00	0.00	688.10	688.10
Extra Revenue	0.00	0.00	0.00	0.00	11.24	11.24
Non Revenue	0.00	0.00	0.00	0.00	706.88	706.88
Adults	0	0	0	0	91	91
Children	0	0	0	0	0	0
Total Revenue per Guest	0.00	0.00	0.00	0.00	69.15	69.15
Room Revenue per Guest	0.00	0.00	0.00	0.00	61.46	61.46
F&B Revenue per Guest	0.00	0.00	0.00	0.00	7.56	7.56
Extra Revenue per Guest	0.00	0.00	0.00	0.00	0.12	0.12
Non Revenue per Guest	0.00	0.00	0.00	0.00	7.77	7.77
Reservation Nights	0	0	0	0	91	91
Reservation Arrivals	0	0	0	0	23	23
Cancelled Reservations	0	0	0	0	0	0
No Show Reservations	0	0	0	0	0	0
Day Use Reservations	0	0	0	0	0	0
Block Room Nights	0	0	0	0	51	51
Block Room Revenue	0.00	0.00	0.00	0.00	5,593.00	5,593.00
Block Room ADR	0.00	0.00	0.00	0.00	109.67	109.67
Individual Room Nights	0	0	0	0	0	0
Individual Room Revenue	0.00	0.00	0.00	0.00	0.00	0.00
Individual ADR	0.00	0.00	0.00	0.00	0.00	0.00

**Does not include current days transactions

Profile Production

Grand Total		Potential Room Revenue: Potential Room Nights:						Total
		Jan 2010	Feb 2010	Mar 2010	Apr 2010	May 2010		
Total Room Nights		0	0	0	0	197	197	
Arrival Rooms		0	0	0	0	54	54	
Cancelled Rooms		0	0	0	0	1	1	
No Show Rooms		0	0	0	0	0	0	
Day Use Rooms		0	0	0	0	0	0	
ADR		0.00	0.00	0.00	0.00	109.34	109.34	
Total Revenue		0.00	0.00	0.00	0.00	22,430.03	22,430.03	
Room Revenue		0.00	0.00	0.00	0.00	21,539.00	21,539.00	
F&B Revenue		0.00	0.00	0.00	0.00	799.36	799.36	
Extra Revenue		0.00	0.00	0.00	0.00	91.67	91.67	
Non Revenue		0.00	0.00	0.00	0.00	2,722.24	2,722.24	
Adults		0	0	0	0	353	353	
Children		0	0	0	0	0	0	
Total Revenue per Guest		0.00	0.00	0.00	0.00	63.54	63.54	
Room Revenue per Guest		0.00	0.00	0.00	0.00	61.02	61.02	
F&B Revenue per Guest		0.00	0.00	0.00	0.00	2.26	2.26	
Extra Revenue per Guest		0.00	0.00	0.00	0.00	0.26	0.26	
Non Revenue per Guest		0.00	0.00	0.00	0.00	7.71	7.71	
Reservation Nights		0	0	0	0	353	353	
Cancelled Arrivals		0	0	0	0	97	97	
Cancelled Reservations		0	0	0	0	1	1	
No Show Reservations		0	0	0	0	0	0	
Day Use Reservations		0	0	0	0	0	0	
Block Room Nights		0	0	0	0	197	197	
Block Room Revenue		0.00	0.00	0.00	0.00	21,539.00	21,539.00	
Block Room ADR		0.00	0.00	0.00	0.00	109.34	109.34	
Individual Room Nights		0	0	0	0	0	0	
Individual Room Revenue		0.00	0.00	0.00	0.00	0.00	0.00	
Individual ADR		0.00	0.00	0.00	0.00	0.00	0.00	

Christian Deleon

From: Vanessa Polanco [Vanessa.Polanco@hilton.com]
Sent: Monday, June 14, 2010 10:55 AM
To: Christian Deleon
Subject: Group Pick up

Hello ~

Here's the total pick up for May groups...

- Water polo - 56 room nights
- MWC - 28 room nights

Vanessa

Vanessa Polanco | SMERF Sales Manager
Hilton San Diego Mission Valley
901 Camino del Rio South | San Diego, CA 92108
Direct: 619.767.5560 | Main: 619.543.9000 | Fax: 619.296.9561
Vanessa.Polanco@hilton.com | www.sandiegomissionvalley.hilton.com

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Christian Deleon

From: Kyle Jones [KyleJ@cy-libertystation.com]
Sent: Friday, June 04, 2010 4:10 PM
To: Christian Deleon
Subject: NCAA & MWC Room Update

Hey Christian,

Here are the totals:

			5/12	5/13	5/14	5/15	5/16
NCAA Wn Water Polo Championships	Kyle	\$119	0	0	0	0	
Univ of Michigan Water Polo	Kyle	\$119	13	13	13	13	13
Marist College Water Polo	Kyle	\$119	15	15	16	16	1
UC Berkeley Wn Water Polo	Kyle	\$119	13	14	14	14	

Total= 183 room nights

			5/17	5/18	5/19	5/20	5/21	5/22
NCAA Men's Golf Regional Tournament	Kyle	\$119	9	61	74	74	74	23

Total= 315 room nights

			5/23	5/24	5/25	5/26	5/27	5/28
Mountain West Conference Block	Kyle	\$109		0	0	0	0	0
UNLV Baseball	Kyle	\$99	17	18	18	18	17	15
University of UTAH Baseball	Kyle	\$109		18	18	18	17	0
University of New Mexico Baseball	Kyle	\$99	14	14	14	16	16	15

Total= 281

Have a good weekend!

Best Regards,

Kyle Jones
Sr. Sales Manager
P: (858) 633-9015 x702
E: kylej@cy-libertystation.com
F: (877) 898-2820
Courtyard Marriott- San Diego Central
Courtyard Marriott- Liberty Station/Airport
Springhill Suites by Marriott- Scripps Poway
Courtyard by Marriott- Carlsbad



Group Pickup Report

Block Name	MAY							MAY Total
	17 Mon	18 Tue	19 Wed	20 Thu	21 Fri	22 Sat	23 Sun	
VCAA Golf Championships Headquarter	0	8	8	8	8	8	0	32
Block Cod NCA	2	2	8	8	7	6	6	33
Src GD	2	2	8	8	7	6	6	33
Mkt X	0	0	0	0	0	0	0	0
Origin	Cutoff Days / Da 0 / 04-27-10							
Grand Total	0	8	8	8	8	8	0	32
	2	2	8	8	7	6	0	33
	2	2	8	8	7	6	0	33
	0	0	0	0	0	0	0	0

From: Steve Schell [mailto:schell@sdcvb.org]
Sent: Tuesday, July 06, 2010 2:37 PM
To: Mike Kitts
Subject: Water Polo Masters - Hotel Used

Doubletree Hotel Del Mar San Diego

Definite Booking Notice Transmitted: 07/02/10 01:18 PM

Preferred Dates: **06/11/10 - 06/14/10**

Signed Contract Date: **07/02/10**

Room Type	Total	11Jun10 Friday	12Jun10 Saturday	13Jun10 Sunday				
Double/Double	157	75	75	7				
Suites	0	0	0	0				

Comments:

San Diego Marriott Del Mar

Definite Booking Notice Transmitted: 03/26/10 09:12 AM

Preferred Dates: **06/11/10 - 06/14/10**

Signed Contract Date: **03/26/10**

Room Type	Total	11Jun10 Friday	12Jun10 Saturday	13Jun10 Sunday				
ROH	200	100	100	0				

Comments: **Rate \$129.00**

Steve Schell
 Vice President of Sales & Services
 San Diego Convention & Visitors Bureau
 2215 India Street, San Diego, CA 92101
 619-557-2822
www.sandiego.org

FY 2010 QUARTERLY REPORT
(Quarter FOUR: April 2010-June 2010)

PART ONE: SCOPE OF WORK RESULTS

The San Diego Bowl Game Association produces two college football bowl games, the Holiday Bowl and the Poinsettia Bowl. The Poinsettia Bowl was played on Wednesday, December 23rd featuring the Utah Utes from the Mountain West Conference and the Cal Bears from the Pacific-10 Conference. The Holiday Bowl was played on Wednesday, December 30th and featured the Nebraska Cornhuskers from the Big 12 Conference and the Arizona Wildcats from the Pacific-10 Conference.

The Holiday Bowl will be celebrating its 33rd annual game in 2010. The Holiday Bowl is able to attract major college football programs because of its team payout. In 2010, the combined team payout was \$5,142,978.

The Poinsettia Bowl will play its sixth annual game in 2010. The Poinsettia Bowl's combined team payout in 2010 was \$1,298,358.

For the Poinsettia Bowl and Holiday Bowl to maintain their current selection status, meeting and exceeding the current payout numbers is critical. Therefore, the requested funding amount went directly to team payout.

Since 2002, the Holiday Bowl has generated an average of 34,432 room nights the week after Christmas, another historically slow period for the local tourism industry. The Holiday Bowl and Poinsettia Bowl worked closely with the participating schools to maximize promotion of the tickets they are required to sell. In addition, both games worked with the San Diego Convention and Visitors Bureau to promote San Diego as a travel destination. The Holiday Bowl and Poinsettia Bowl are also partnered with Accessible San Diego to promote travel to San Diego to seniors and fans with disabilities.

Last December the Poinsettia Bowl generated 11,543 room nights the week before Christmas and the Holiday Bowl generated 43,951 room nights for a combined total of 55,494 room nights. Based on 55,494 room nights at an average room rate of \$108, the projected direct lodging revenue is over \$5.9 million and ROI of 13.32:1.

In addition to the influx of room nights from the fans of the participating teams, both games were televised nationally on ESPN. During the telecasts, along with various mentions of San Diego by the on-air talent, the network featured a minimum of seven San Diego "beauty shots" to the approximately 8 million plus viewing audience combined for both games, showcasing San Diego as a "destination city."

PART TWO: BUDGET RESULTS

We were reimbursed for 100% of our YE 2010 TMD funding amount in the 3rd quarter, all of which was used toward our proposed Marketing budget (team payout).

Copy of our original Attachment A attached.

PART THREE: FINAL ROI RESULTS

SDTPC ROI WORKSHEET Annualized Funding FY 2010Funding	
Total Funding Request	\$450,000
Total Room Nights Generated	55,494
X Average Daily Rate (from ConVis or SDTPC)	\$108.00
Total \$	\$5,993,352
ROI in Hotel Room Revenue for FY 2010 Funding	13.32 : 1

Results provided from our 2009 Economic Impact Study. If requested, a copy of this report may be provided.

Copy of our original Attachment B attached.

ATTACHMENT A

San Diego Tourism Promotion Corporation
FY 2010 Budget for Proposed Scope of Work

APPLICANT ORGANIZATION: San Diego Bowl Game Association
dba Holiday Bowl and Poinsettia Bowl

TOTAL TMD FUNDS REQUESTED: \$450,000.00

TOTAL ANNUAL OPERATING BUDGET
OF APPLYING ORGANIZATION: Approx. \$9.9 Million

SUMMARY OF PROPOSED USE OF TMD FUNDS- "BUDGET"

MARKETING		\$150,000.00
Advertising	\$ _____	
Public Relations	\$ _____	
Personnel Wages /Salaries*	\$ _____	
Commissions / Bonuses*	\$ _____	
Personnel Tax and Benefits	\$ _____	
Special Promotions	\$ _____	
Other (FEAM PAYOUTS)	\$150,000.00	
SALES		\$ _____
Collateral	\$ _____	
Lead Generation	\$ _____	
Technology	\$ _____	
Personnel Wages /Salaries*	\$ _____	
Commissions / Bonuses*	\$ _____	
Personnel Tax and Benefits	\$ _____	
Other (specify)	\$ _____	
OPERATIONS / ADMINISTRATION		\$ _____
Personnel Wages /Salaries*	\$ _____	
Commissions / Bonuses*	\$ _____	
Personnel Tax and Benefits	\$ _____	
Other (specify)	\$ _____	
<u>TOTAL PROPOSED EXPENSES:</u>		\$150,000.00
(Must equal TMD Funds requested)		

* Must include "Attachment C": Personnel Schedule-FY2010 for all positions being claimed against San Diego Tourism Marketing District Funds.

ATTACHMENT B
San Diego Tourism Promotion Corporation
Targeted Return on Investment (ROI) in Hotel Room Night Revenue

Minimum Hotel Room Revenue Threshold for Application Consideration: In order to be considered for funding, a minimum threshold of 5:1 in Peak Periods and 3:1 in the Off Peak Periods is required. In other words, for every dollar of funding granted, a minimum threshold of five dollars in (peak periods) and three dollars (off peak periods) in hotel room night revenue must be shown. Peak Periods are determined by surveying the majority of the hotel properties that are affected by your initiative or event. The current Average Daily Rate (ADR) for San Diego City Hotels will be used as the factor to determine the ROI. The current / projected ADR determined by Smith Travel Research (STR) can be accessed through CONVIS. **Attach any letters of intent for hotel room blocks and / or tentative agreements with hotels that will provide the necessary back up to support the above projections and estimates to this attachment "B".**

Available Upon Request

The 5:1 / 3:1 thresholds are required as minimums to be considered for funding; however, meeting these thresholds does not guarantee funding. Depending on the number of funding requests received, the SDTPC Board may be required to raise the minimum ROI threshold for application consideration. This action would require a formal vote of the SDTPC Board of Directors at a public meeting.

SDTPC ROI WORKSHEET Annualized Funding

Total Funding Request	\$450,000.00
Projected Total Room Nights Generated Per Year	39,771
X Average Daily Rate (from ConVis or SDTPC)	\$145.00
Project \$ Total	\$5,766,795.00

ROI in Hotel Room Revenue 12.8:1

SDTPC ROI WORKSHEET Initiative / Event Promotion

- Total Funding Request**
- Total Households Targeted or Total Event Attendees**
- % Ad: Seen & Visited or % likely to stay in hotels**
- # People : Seen and Visited based on %**
- Projected Total Room Nights**
- X Average Daily Rate (from ConVis or SDTPC)**
- Project \$ Total**

ROI in Hotel Room Revenue



CALIFORNIA STATE GAMES
ANNUAL REPORT (FY July 1, 2009 – June 30, 2010)
Prepared August 2010
For SAN DIEGO TOURISM PROMOTION CORPORATION

PART ONE: NARRATIVE

The 2009 California State Games hosted 9,153 athletes competing in 20 sports July 16-19. The 2010 California Winter Games hosted 1,445 athletes in 3 sports. These athletes came from all over the state to compete in this premier amateur event and vie for the Gold, Silver and Bronze medals. The sports venues were located throughout San Diego, while Opening Ceremonies was held at Qualcomm Stadium.

The 2009 summer sports included Archery, Badminton, Baseball, Basketball, Gymnastics, Judo, Jr. Lifeguards, Powerlifting, Roller Skating, Skateboarding, Soccer, Softball, Surfing, Swimming, Synchronized Swimming, Table Tennis, Team Handball, Track & Field, Water Polo, and Wrestling. We added two new sports this year, which we hope will help to increase the number of athletes. The Winter Games include Ice Hockey, Figure Skating & Roller Skating. Since we have a very small staff, we rely on high qualified and nationally recognized Sports Directors to oversee the competition. We have a very well trained group of volunteers managing each sport. We also use top officials and venues. Coaches that have been to the Games before know to expect a very well managed and high quality competition.

California State Games is unique to other programs funded by the Tourism Marketing District Funds in many ways. It is the only statewide Olympic Style event held each year. It has become a very prestigious event on many coaches' calendars. Since it is a youth event, it appeals to athletes and their families. Many take a family vacation in conjunction with the Games. Our two largest sports, Softball and Basketball, have Regional Qualifying Tournaments in various locations around the state. Teams enter these regional events in hopes of coming to San Diego for the Games. Because of these regional events, it guarantees that teams will be traveling from all parts of the state to come to San Diego. Both of these sports have expanded to a 3 day tournament, thus increasing their stay by an extra day.

To keep the Games thriving during these tough economic times, we worked hard to keep our athlete numbers up. With the Tourism Marketing funds, we were able to hire a part-time Marketing Manager. This Marketing Manager worked with each individual sport in determining the best ways to inform and entice coaches and athletes to attend the Games. Every sport is very unique with its individual marketing plan. A big push was directed toward Northern California this year. We distributed more printed collateral to events in



Northern California along with attending coaches meetings in various sports. One unexpected benefit to the down economy was that we found out that several teams from Northern California decided to come to the Games in San Diego instead of traveling back East to Nationals.

We once again handled the hotel room blocks within our office. Because of the uniqueness of the event with individual and team sports and a variety of venue locations, we have found that we can offer a better service in-house than sports travel agencies. Our staff worked diligently to establish the housing management plan. We worked closely with the hotels to accomplish our goal of providing more convenient and affordable hotel rooms for the athletes.

Another unique feature of the Games is that we blocked and booked hotel rooms in all parts of the Assessment District. On our website, we advertise hotels by regions that are close to an athlete's specific venue. This made it much easier for attendees to locate a convenient hotel. It also spread out the event to hotels in North County, many different parts of Central San Diego and the South Bay. We have also switched hotels that we used in the South Bay from Chula Vista hotels to San Diego TMD hotels. We have documentation in our office supporting the room blocks in the various areas and a database of athletes that shows where they are traveling from and in what sport they competed which relates to the part of town they were housed.

The Games relies on the TMD/SDTPC funding to support our marketing program and the housing program. The 2009 California State Games generated an estimated 14,080 room nights. Based on an average room rate of \$131, the housing revenue was over \$1.8 million. The 2010 Winter Games generated an estimated 2,557 room nights. Based on an average room rate of \$120, the housing revenue was \$306,840. With housing revenue totaling \$2,151,320 for the fiscal year, and our funding support totaling \$50,000, the **ROI for the fiscal year is 43:1.**



PART TWO: BUDGET

ATTACHMENT A

San Diego Tourism Promotion Corporation
FY 2010 Budget for Proposed Scope of Work

APPLICANT ORGANIZATION: California State Games

TOTAL TMD FUNDS REQUESTED: \$ 50,000

TOTAL ANNUAL OPERATING BUDGET
OF APPLYING ORGANIZATION: \$ 550,000

SUMMARY OF PROPOSED USE OF TMD FUNDS- "BUDGET"

MARKETING		\$ <u>20,000</u>
Advertising	\$ _____	
Public Relations	\$ _____	
Personnel Wages /Salaries*	\$ <u>20,000</u>	
Commissions / Bonuses*	\$ _____	
Personnel Tax and Benefits	\$ _____	
Special Promotions	\$ _____	
Other (specify)	\$ _____	
SALES		\$ <u>30,000</u>
Collateral	\$ <u>15,000</u>	
Lead Generation	\$ _____	
Technology	\$ _____	
Personnel Wages /Salaries*	\$ <u>15,000</u>	
Commissions / Bonuses*	\$ _____	
Personnel Tax and Benefits	\$ _____	
Other (specify)	\$ _____	
OPERATIONS / ADMINISTRATION		\$ _____
Personnel Wages /Salaries*	\$ _____	
Commissions / Bonuses*	\$ _____	
Personnel Tax and Benefits	\$ _____	
Other (specify)	\$ _____	
<u>TOTAL PROPOSED EXPENSES:</u>		\$ <u>50,000</u>
(Must equal TMD Funds requested)		



The following detailed amounts have been reimbursed for a total of \$50,000.00 as stated in Attachment A of the San Diego Tourism Promotion Corporation agreement for purposes of the California State Games:

1. Marketing Wages totaling \$ 20,000.00:

3129	3/31/2009	\$1,666.67	Lauren Brosamer
3142	4/30/2009	\$1,666.67	Lauren Brosamer
3160	5/28/2009	\$1,666.67	Lauren Brosamer
3174	6/25/2009	\$1,666.67	Lauren Brosamer
3271	7/25/2009	\$1,666.67	Lauren Brosamer
3311	8/31/2009	\$1,666.67	Lauren Brosamer
3320	9/24/2009	\$1,666.67	Lauren Brosamer
3336	10/29/2009	\$1,473.75	Lauren Brosamer
3163	5/28/2009	\$500.00	Toni Pierce
3177	6/25/2009	\$500.00	Toni Pierce
3236	7/19/2009	\$500.00	Toni Pierce
3178	6/25/2009	\$500.00	Melissa Tambasco
3274	7/24/2009	\$500.00	Melissa Tambasco
3314	8/31/2009	\$500.00	Melissa Tambasco
3319	9/24/2009	\$500.00	Melissa Tambasco
3176	6/24/2009	\$692.50	Giuseppe Basile
3265	7/24/2009	\$1,503.44	Giuseppe Basile
3260	7/22/2009	\$1,088.00	Sadie Gimber
2428	9/5/2009	\$526.25	Talia Hill

2. Sales Collateral totaling \$15,000.00 :

3124	2/24/2009	\$1,672.00	Diego & Son Printing	promotional postcards
3158	5/27/2009	\$1,958.59	Diego & Son Printing	promotional postcards
3297	8/4/2009	\$4,829.59	Diego & Son Printing	promotional programs
3123	2/24/2009	\$1,596.35	US Postmaster	shipping postcards
3284	7/27/2009	\$2,174.50	Sign It	promotional banners
3156	5/13/2009	\$1,352.86	Chase Card Services	postage-shipping Gymnastics packets
3168	6/15/2009	\$2,467.01	Chase Card Services	Caravan Canopies-Promotional tents
3168	6/15/2009	\$2,467.01	Chase Card Services	USPS-shipping postcards & banners
3119	2/16/2009	\$1,805.00	Vincent Hines design	Design-posters, postcards

3. Sales Wages totaling \$15,000.00 :

3109	1/30/2009	\$2,333.33	Stacy Sopher
2403	2/28/2009	\$2,333.33	Stacy Sopher
3131	3/31/2009	\$2,333.33	Stacy Sopher
3144	4/30/2009	\$2,333.33	Stacy Sopher
3161	5/28/2009	\$2,333.33	Stacy Sopher
3175	6/25/2009	\$2,333.33	Stacy Sopher
3273	7/25/2009	\$2,333.33	Stacy Sopher



PART THREE: RETURN ON INVESTMENT (ROI) IN HOTEL ROOM REVENUE

ATTACHMENT B

San Diego Tourism Promotion Corporation

Targeted Return on Investment (ROI) in Hotel Room Night Revenue

Minimum Hotel Room Revenue Threshold for Application Consideration: In order to be considered for funding, a minimum threshold of 5:1 in Peak Periods and 3:1 in the Off Peak Periods is required. In other words, for every dollar of funding granted, a minimum threshold of five dollars in (peak periods) and three dollars (off peak periods) in hotel room night revenue must be shown. Peak Periods are determined by surveying the majority of the hotel properties that are affected by your initiative or event. The current Average Daily Rate (ADR) for San Diego City Hotels will be used as the factor to determine the ROI. The current / projected ADR determined by Smith Travel Research (STR) can be accessed through CONVIS. **Attach any letters of intent for hotel room blocks and / or tentative agreements with hotels that will provide the necessary back up to support the above projections and estimates to this attachment "B".** Available upon Request

The 5:1 / 3:1 thresholds are required as minimums to be considered for funding; however, meeting these thresholds does not guarantee funding. Depending on the number of funding requests received, the SDTPC Board may be required to raise the minimum ROI threshold for application consideration. This action would require a formal vote of the SDTPC Board of Directors at a public meeting.

SDTPC ROI WORKSHEET Annualized Funding	
Total Funding Request	
Projected Total Room Nights Generated Per Year	
X Average Daily Rate (from ConVis or SDTPC)	
Project \$ Total	
ROI in Hotel Room Revenue	

SDTPC ROI WORKSHEET Initiative / Event Promotion	
Total Funding Request	\$50,000
Total Households Targeted or Total Event Attendees	37,000
% Ad: Seen & Visited or % likely to stay in hotels	80%
# People : Seen and Visited based on %	29,600
Projected Total Room Nights	21,000
X Average Daily Rate (from ConVis or SDTPC)	\$145
Project \$ Total	\$3,045,000
ROI in Hotel Room Revenue	61:1



The 2009 California State Games generated an estimated 14,080 room nights. Based on an average room rate of \$131, the housing revenue was over \$1.8 million. The 2010 Winter Games generated an estimated 2,557 room nights. Based on an average room rate of \$120, the housing revenue was \$306,840.

The California State Games for 2010 Fiscal Year (June 30, 2009 – July 1, 2010) generated an estimated **16,637 room nights**. The number of room nights was determined through our actual room block pick-up reports from each of the participating hotels along with the number of teams in our database who were from out of town that chose to stay at different hotels.

Based on an average room rate of \$129.30, the housing revenue was \$2,151,164 resulting in a **ROI of 43:1**.



**San Diego Crew Classic®
Quarter Four Performance Report**

Prepared for
Lorin Stewart, Executive Director, San Diego Tourism and Promotion Corporation
Tourism Marketing District Board of Directors
City of San Diego

August 31, 2010

Quarter Four Report (April 2010-June 2010)
FY2010
Prepared for the San Diego Tourism Promotion Corporation
August 31, 2010

Part One: Narrative

Background The funding we have received from the San Diego Tourism Marketing District has allowed us to pursue initiatives and programming that are transforming our regatta into a “must attend” competition for rowing programs across the country and into a signature springtime event for the city of San Diego.

In FY 2010, we expanded on the programs that were begun (or enhanced) with 2009 funding. A cornerstone of our growth plans is the continuation of our team payout policy. Now three years’ strong, this policy has allowed us to draw the top collegiate crews in the country to participate in the Copley Cup (men) and the Jessop-Whittier Cup (women).

We also continued to enhance our video programming, resulting in an explosive rise in media impressions. And, we launched our first-ever national ad campaign that met with great success. In a year of economic distress for virtually all rowing programs, at all levels, the San Diego Crew Classic actually enjoyed an increase in participation in 2010, which resulted in more hotel room nights. We attribute these numbers to those activities we employed with our TMD funding.

Results and Progress As stated in our FY 2010 Application, we identified four major initiatives that we intended to implement with funding: team payout, video production, advertising, and website development. During Quarter Four all reimbursable funds were spent in the following ways.

Team Payout (Original Budget \$90k, Revised Budget \$74,500): In recent years the team payout budget has ranged from \$90k to \$100k. As stated above, this payout goes to the top-tier collegiate crews who participate in our premier, invitational races—a competitive field for these races is paramount to the overall success of the regatta. In 2010, Easter fell on our traditional dates, the first weekend in April, so we moved the regatta to March. An unanticipated consequence of the date change was that some crews, most notably the University of Washington, were unable to accept the invitation due to long-standing commitments. The TMD board approved our request to reallocate \$15,500 to our video production budget.

Even without the University of Washington, the Copley Cup and Jessop-Whittier Cup races enjoyed top fields, whose winners went on to finish the year as NCAA and IRA champions. This created a great deal of buzz in the rowing world, which is already having a positive effect on the 2011 field.

Video Production Budget (Original Budget \$27k, Revised Budget, \$43,000): The TMD funding that we have received in the past for video production has been used to offset the total cost of about \$95k. We believe that as a tool for promoting the city of San Diego, our video production is money well spent. In 2009 and 2010, a one-hour feature of the premier races was shown seven times on ESPNU. Each year the broadcast has prominently featured the city, and we have been able to provide ConVis two free commercial spots in each airing. ESPN is so pleased with the results, that for 2011, they would like to air not only the seven one-hour broadcasts that are shown after the races, but they also want to broadcast the races live, on both Saturday and Sunday, for a total of two to three

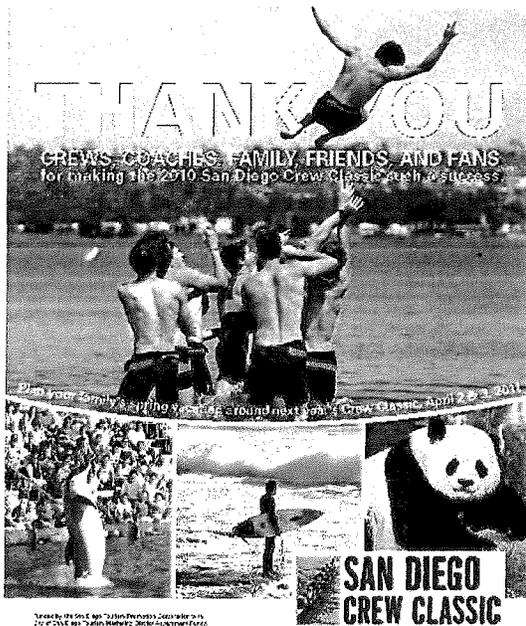
additional hours. Details still have to be solidified, but this live broadcast may appear on other ESPN channels (and not just on ESPNU). As such, in three short years the video's exposure has grown by leaps and bounds, and is unprecedented in the sport.

In addition, the video, which showcases Mission Bay and the city skyline, is also streamed live on our website during the event and is viewed in more than 80 countries.

Advertising (\$13,500) For the first time in SDCC history, we ran national ads in Rowing News Magazine, as well as in the Head of the Charles Regatta program. We have anecdotal evidence that it was successful. For example, registration opened on November 1st, at midnight. By 7:00 A.M. the next morning, some of the masters races were already full. Throughout registration, we had the longest wait

list ever—we are certain that this is a result of the ad campaign. The ads exposed the regatta to rowers and coaches who weren't familiar with us before. One coach from Canada emailed our Executive Director to say that she'd never considered coming to the Crew Classic before, but was intrigued after seeing the ad and wanted more information.

We worked with ConVis to make the ads San Diego-centric. They provided royalty-free images of pandas, whales, and surfers. The tag lines said things such as "Don't miss out on your place in the sun," and "Sunny San Diego awaits you as a reward for winter training," with beautiful images of San Diego in the background. The last ad's call



to action was "Plan your family's spring vacation around next year's regatta," with an announcement of the 2011 dates. We believe this message reached parents for 2010, because we had an unprecedented growth in friends and family room nights (reported below).

Website Development (\$4,500): We continued the work that we began with 2009 funding, making the website more functional and interactive. We highlighted things to do and see while staying in San Diego for the regatta. We were able to offer tickets for sale on the website for a tour to the Olympic Training Center (transportation provided) on the Thursday before the races started. Many of the participants stated that they extended their stay in order to take the tour. Based on what we learned was popular with visitors this year, we will continue to add more San Diego information to the website, now that we have a workable structure in place.

In our application we outlined four growth areas, and have planned accordingly to expand our competitor capacity, expand our spectator attendance, expand our reach (through media impressions), and expand our partnerships with other San Diego venues. We saw growth in all four areas, and are already at work to keep up the momentum.

Note: We have learned of one side benefit of the regatta that is affecting room nights. Many crews from colder climes who have been introduced to San Diego, and the waters of Mission Bay, by the Crew Classic are now coming here in January for training. Rowing is expanding rapidly in Oklahoma. Many Oklahoma crews came to San Diego for the first time in 2009, and are now coming here for training for at least a week. The University of Minnesota also spends a week to 10 days at a Mission Bay hotel. We plan to learn more about these training trips and to facilitate more of them, if possible.

Process to Determine ROI While we do not require our rowers to stay at hotels that have given us courtesy blocks as a condition of registration, we did require each crew to tell us the following:

- What hotel they were staying in
- How many room nights they stayed
- Whether or not friends and family traveled with them (See Rowers Questionnaire.)

Because this information wasn't always complete, we cross referenced the numbers to the data we gleaned from our registration provider, Regatta Central. From those numbers, we could know for certain how many boats a crew had registered. (See 2010 Hotel Room Night Tracking chart.)

Next, we extrapolated how many spectators might have been attached to a crew, based on a number of factors such as the crews' age range. We know that juniors (ages 14-18), for example, will have many chaperones with them. We called some of the coaches for estimates of parent visitors. And we learned during registration that some crews brought many fans. A junior crew from Baja California had 100 parents in attendance (this for just 8 rowers and 1 coxswain), and even USD had 100 parents and alumni in for the weekend. Even though we actually "counted noses" to determine our room nights, a simple formula for determining room nights has emerged since we've been tracking numbers that is surprisingly close to the actual number.

Number of rowers/coaches times two (nights), divided by two (two to a room)= Participants
30% of participants = Parents/friends

Finally, we compared these numbers to the pickup reports that the hotels provide us. Some hotels' information is more complete than others, so we couldn't solely rely on their numbers. In 2010, especially, it was very difficult to get accurate pick up reports because so many of our hotel partners were bank owned or managed. Many of the sales managers we worked with were laid off or moved to other properties. Based on the 2009 data, however, and factoring in our increased numbers for 2010, we are quite certain that the numbers are accurate, if not conservative.

Rate Used The average rate among all of the hotels that give us courtesy room blocks was \$129 for the weekend of the regatta.

Part Two: Budget

For FY 2010 funding the Crew Classic used the \$135,000 for team payout, for supplementing our video budget, for a national ad campaign, and for a continued upgrade of our website.

a. Marketing \$135,000

See Contract Exhibit B

Part Three: ROI in Hotel Room Night Revenue

See Contract Exhibit B Continued.

When we prepared our application for 2010, we projected 5,000 room nights. In reality, we had a room night total of 5842, for an increase of 1276 rooms over 2009.

A number of contributing factors could explain this increase, including the renewed prominence of the collegiate races (top collegiate crews bring four times as many spectators as rowers with them), but most likely the increase is due to the success of the ad campaign, advising readers to make a little vacation out of coming to San Diego for the regatta. The publisher of Rowing News tells us that his subscribers include many parents. Apparently, the pitch worked, because our parent room nights virtually doubled since 2009. We see great opportunity for further growth in this area, as we believe we are currently attracting just 30 percent of the parents.

Hotel revenue:	\$753,618
Total funding in 2009:	\$135,000
ROI:	5.6:1

Martha,

*A quick note of thanks to you and
all your volunteers on another
successful Crew Classic!
Being from Syracuse we truly
appreciate the chance to get some
sunshine and good racing
in to start off our spring season.
Also, thanks once again for the
travel stipend—we wouldn't
be able to do this trip without it!*

Thanks again!

Dave Reischman

Head Coach, Syracuse Men's Crew

**Accessible San Diego Events- Room Nights
Targeted Return on Investment (ROI) in Hotel Room Night Revenue**

FY2010 Annual Summary

	Room Nights	Revenue (\$120/night)
Accessible Room Nights by Individual Travelers and Groups	1,727	\$207,240
Accessible Room Nights by CSUN Conference	3,261	Revenue: \$189/Night \$616,329
TOTAL		\$823,569

Reimbursement	Amount
Q1 (July-Sept, 2009)	\$26,070.16
Q2 (Oct-Dec, 2009)	\$27,016.27
Q3 (Jan-Mar, 2010)	\$26,435.99
Q4 (Apr-June, 2010)	\$14,977.58
Total Reimbursement in FY2010	\$94,500.00
Return on Investment (ROI)	9:1

***ROI Calculation Method:**

Average room rate during FY2010 (July 09-June 10) was estimated based on the City Average Rate provided by Smith Travel Research in the ConVis Visitor Industry Summary (http://www.sandiego.org/downloads/1283390374.56502200_a5d3c92911/May2010_VISCY2010.pdf) - Sum of Monthly City Average Rate / 11 = \$120.10/night (It is divided by 11 because June 2010 ADR is not listed.)

***For CSUN Conference, it is calculated at \$189/night.**

ROI = (# of room nights x \$120.10 + # of CSUN Conference room nights x \$189) / \$ reimbursed

***The room nights by guests w/disabilities have been provided by the partner hotels.**

**Accessible San Diego
FY2010 4th Quarter Performance Report and Annual Summary**

Period Covered: July 1 2009 to June 30, 2010

Part 1. Narrative

The sole purpose of Accessible San Diego is promote San Diego tourism to the untapped market of people with disabilities and generate increased hotel room nights and revenue. This is done through the following:

- **Telephone Information Hotline**
- **Informational Website, www.asd.travel**
- **Access Guide**
- **ADA Consultation for major events, hotels and attractions**

After the excitement of CSUN Conference in March, the 4th quarter (Apr-June 2010) started rather calmly. However it did not stop Accessible San Diego from promoting San Diego to travelers and seniors with disabilities.

- In April, ASD participated in the Abilities Expo Southern California, one of the largest consumer shows for people with all disabilities, held at the Los Angeles Convention Center. We handed out Access Guide 2010 along with the brochures of Access Gold partners such as the Hornblower Cruises and Events to approx. 5,000 attendees. Our informational materials were very well received as San Diego has been one of the top destinations where people want to visit.
- Access Guide 2010 has been on high demand both from groups and individual travelers this year; we are running out of the 15,000 Guides as of June 30, 2010. Currently, we are searching for funds to print additional Guides.
- ASD/ConVis partnership: We have been in communication with ConVis to determine the best approach that benefits both organizations and San Diego tourism. The progress in this quarter was establishing Accessible Travel section on the ConVis website, featuring articles on latest accessible happenings with a direct link to Accessible San Diego website.
- In preparation for upcoming Comic-Con 2010, ASD has been working with Comic-Con Disability Services to prevent any access issues that may arise.

In Summary, FY2010 was still a tough year for Accessible San Diego and tourism in general. However, there are some good news that may indicate a better future:

- Access Guide is popular than ever this year among individual travelers and groups. We have distributed most of the 2010 Guides as of the end of June 2010
- Large disability-related conferences are choosing San Diego as a venue; we are pleased to play an important role in bringing CSUN Technology Conference for Persons with Disabilities to one of our Access Gold partner hotels, Manchester Grand Hyatt. This group is schedule to return in March 2011.
- ASD is gaining presence in social media. This is a great way to get the words out and interact with people real time.
- ASD is building a stronger teamwork with ConVis to promote San Diego to travelers with disabilities in the most efficient ways.

Our goal for FY2011 is to establish even stronger teamwork with local partners and key players in tourism such as Access Gold members and San Diego ConVis to reach out and capture the market of travelers with disabilities to San Diego.

Part 2. Budget (Q4)

FY2010 Budget: \$94,500.00 for Operations (Core Program)

a) Operations – \$14,977.58

Part 3. Q4 ROI in Hotel Room Night Revenue

*ROI Calculation Method:

Average room rate during the fourth quarter of FY2010 (April-June 2010) was estimated based on the City Average Rate provided by Smith Travel Research in the ConVis Visitor Industry Summary

(http://www.sandiego.org/downloads/1283369679.79826600_a5d3c92911/May2010_VI_SCY2010.pdf) - Sum of Monthly City Average Rate / 2 = \$118.63/night (June 2010 ADR not available)

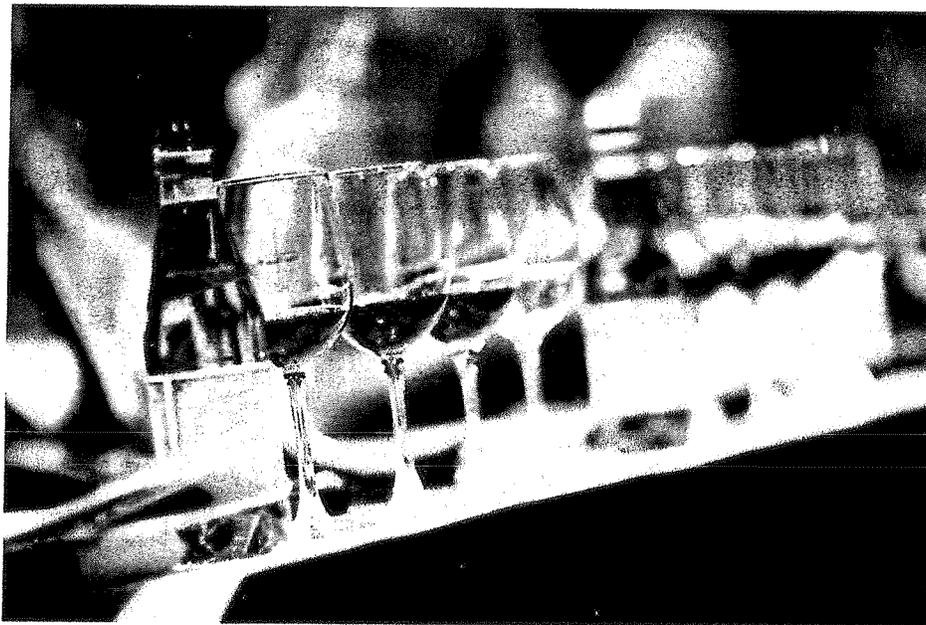
ROI = # of room nights x \$118.63 / \$ reimbursed

*Accessible room night data were provided directly from our partner hotels.

(See below.)

	Room nights Apr-June	Revenue (\$118.63/ Night)
Evans Hotels	109	\$12,930.67
Manchester Grand Hyatt	117	\$13,879.71
Town and Country	9	\$1,067.67
Hotel Total	235	\$27,878.05
Hendrickson Wheelchair Tennis Tournament	100	\$11,863.00
TOTAL		\$39,741.05
Reimbursed this Period		\$14,977.58
ROI		3:1

SAN DIEGO BAY
Wine & Food
FESTIVAL



Supporting Documents From The
2009 Festival

Hotel Pickup Summary

2009 Conference Housing Pickup:	239
2009 Complete Ticket Solutions Pickup:	636
2009 Exhibitor Survey Pickup:	408
Total Room Nights	1283
2008 Total Hotel Pickup	256
Increase in Hotel Room Pickup	500%
2008 Hotel Properties Contracted	2
2009 Hotel Properties Contracted	8
2009 Hotel Properties Utilized for Festival	47

Conference	Housing	San Diego Bay Wine & Food Festival							
	November 18-22, 2009	San Diego, CA							
Hotel Pick Up Report									
San Diego Bay Wine & Food Festival									
		11/17	11/18	11/19	11/20	11/21	11/22	11/23	Room Nite
		Tues	Wed	Thur	Fri	Sat	Sun	Mon	
Marriott Marina									
\$189 Exhibitor									
Original Block		0	8	18	60	40	2	0	128
Adjusted Block		0	8	18	60	40	2	0	128
Pick Up*	\$189	0	4	13	25	22	3	0	67
*Note one of these rooms is complimentary for World of Wine Events 11/19 - 11/22									
Marriott Marina									
\$209 General									
Original Block		0	1	6	31	26	1	0	65
Adjusted Block		0	1	6	31	26	1	0	65
Pick Up	\$209	0	0	7	35	37	4	0	83
Hilton Bayfront	\$189	0	0	3	9	10	3	0	25
Hard Rock	\$179	0	0	0	4	4	0	0	8
Hyatt Manchester	\$179	2	2	3	11	11	0	0	29
Se	\$169	0	1	2	2	1	0	0	6
Omni	\$169	0	0	2	4	3	0	0	9
Holiday Inn	\$120	0	0	0	3	4	0	0	7
Marriott Gaslamp		0	0	1	2	2	0	0	5
Total Pick Up		2	7	31	95	94	10	0	239



complete
TICKET SOLUTIONS

Complete Ticket Solutions Box Office Report

SDBWFF 2009 Question Data

	ANSWERS	# Of Responses	Total Nights
Please tell us your household income?	under \$50,000	98	
	\$50,000 - \$100,000	288	
	\$100,000 - \$200,000	368	
	Over \$200,000	271	
Please tell us your Gender?	Male	357	
	Female	668	
Please tell us your age?	21 - 30	154	
	31 - 40	298	
	41 - 50	288	
	51 - 60	234	
	61 and older	51	
Are you staying at a hotel during the festival?	Yes	313	
	No	712	
How many nights will you be staying?	1	132	132
	2	98	196
	3	48	144
	4	21	84
	5	4	20
	more than 5	10	60
(Total in hotels)		313	636
	Not staying at a hotel	712	
How did you hear about the festival?	Advertisement	233	
	Attended In The Past	329	
	Friend	305	
	Mailing	58	
	Radio	4	
	Other	96	

Complete Ticket Solutions Box Office Report

SDBWFF 2009 Question Data

	ANSWERS	# of Responses
Please provide the name of the hotel.	Alta Condo	1
	American Padre Trail Inn	1
	Bayfront Hilton	7
	Bayside Inn	1
	Best Western Blue Sea Lodge	1
	City Front Terrace	1
	Comfort Inn	1
	Coronado Island Marriott Resort	1
	Days Inn	1
	del Mar Inn	1
	Doubletree Downtown	1
	Embassy Suites	5
	Gaslamp Plaza	1
	Grand Horton	3
	Hampton Inn	4
	Hard Rock San Diego	5
	Harrah's	1
	Hilton	36
	Holiday Inn	6
	Hotel Del Coronado	1
	Hyatt	34
	Indigo	6
	Island Palms Hotel	1
	Ivy Hotel	4
	King Solomar	3
	La Jolla Shores	1
	La Valencia	1
	Lowes Cornado	1
	Manchester Hyatt	16
	Marriott	83
	Omni	4
	Porta Vista	2
	Rancho Valencia	2
	Ritz Carlton	1
	SE Hotel	5
	Sheraton	8
	Sofia	6
	The Legends Condos	1
	The Venetian	1
	Tower 23	1
	Town & Country Resort	5
	US Grant	7
	W San Diego	19
	Welk Resort	1
	Westgate	7
	Westin	10
	WorldMark	4
	Total	313
	Not in Hotel	712

2009 Post-Event Exhibitor Survey			
Hotel Information			
Total Exhibitors & Sponsors Surveyed			87
Total Exhibitors & Sponsors at Festival			271
Percentage of Exhibitors/Sponsors Surveyed			32.10%
Total Number of Exhibitors at Festival	1,235		

1. Did you stay at a hotel during the Festival?

	Number of Response(s)	Response Ratio
Yes	45	51.72%
No	42	48.28%
Total	87	100.00%

32% of the Exhibitors accounted for 136 rooms outside our block, netting 136 Rooms (1/3 of exhibitor pool)

3X 136 = 408 rooms outside block

2. If you stayed at a hotel, which hotel did you stay at and for how many nights?

Hotel	# of Nights	# of Rooms	Total Nights
Best Western	1	1	1
Bristol	2	1	2
Courtyard	2	1	2
Days Inn	1	1	1
Grand Hyatt San Diego	2	3	6
Grand Hyatt San Diego	2	4	8
Hard Rock Hotel	2	1	2
Hard Rock Hotel	2	1	2
Hard Rock Hotel	2	3	6
Hilton	1	1	1
Hilton	2	1	2
Hilton Bay Front	2	1	2
Hilton Bay Front	2	1	2
Hilton Bay Front	2	1	2
Hilton Bay Front	2	1	2
Hilton Bay Front	1	1	1
Holiday Inn Express	5	5	25
Holiday Inn Express	2	1	2
Horton Grand Hotel	2	1	2
Hotel Solamar	7	1	7
Hotel Solamar	3	2	6
Hotel Solamar	1	1	1
Humphrey's	1	1	1
Hyatt	2	2	4
Marriott	1	1	1
Marriott	3	1	3
Marriott	2	2	4
Marriott	2	1	2
Marriott	1	3	3
Marriott			10
Marriott	4	1	4
Ocean Villa Inn	3	1	3
Omni	1	1	1
Residence Inn	2	1	2
Sheraton	3	1	3
The Sofia Hotel	4	1	4
The Sofia Hotel	3	1	3
The US Grant Hotel	2	1	2
The US Grant Hotel	3	1	3
The US Grant Hotel	2	1	2
The W Hotel	2	1	2
The W Hotel	1	1	1
The W Hotel	2	1	2
The W Hotel	2	1	2
Westin San Diego	4	1	4
Total Hotel Nights			151
<i>Duplicate Rooms booked through Festival (Conference Housing)</i>			15
Total Exhibitor Hotel Nights			136

MCCSN: FY 2010 Summary

MCCSN Direct Bookings:				
Contract	Year	Rooms	ADR Revenue	
NAAAS	2011	1,522	\$119	\$181,118
	2012	625	\$119	\$74,375
	2013	626	\$119	\$74,494
Bear Arts	2010	135	\$119	\$16,065
BIG	2010	27	\$119	\$3,213
NAAPR	2011	170	\$119	\$20,230
NOA	2010	225	\$119	\$26,775
MCCSN Total		3,330		\$396,270

Indirect Bookings:				
NBA : Hilton	2009	5,100	\$128	\$652,800
NABE: SDCCC	2014	2,079	\$128	\$266,112
Indirect Total		7,179		\$918,912

ROI:	TMD Funds Received	Hotel Rev Generated	ROI	:1
MCCSN Alone	\$88,200	\$396,270	4	:1
Blended	same	\$1,315,182	15	:1

PERFORMANCE REPORT FORMAT:

PART ONE: NARRATIVE

- 1) Referring back to your proposed “**Scope of Work**” Narrative from your **FY 2010 Contract**, detail the current results and progress (covering the Quarter period in question).

Detail current Results: 4th Quarter, April - June, 2010

- Outreach to **380** multicultural meeting planners/executives via electronic FAM email messages, internet and phone calls
 - 138 African American Associations
 - 153 Hispanic Associations
 - 30 Asian Associations
 - 28 Native American Associations
 - 13 Religious
 - 18 Other
- Research efforts consisted of internet research of associations, national trade professional resource book, referrals from planners and Social media outreach
- **April 9-11, 2010**, MCCSN FAM Tour Producer and FAM Tour planner attended, at the request of Dr. Marin, the NALIP conference in Santa Monica Beach to get an ideal of the type of conference NALIP produces and how it would fit into San Diego. Very nicely attended, upbeat and younger audience, which would be a good fit for San Diego.
- Site Tours
 - 1 site tour conducted this quarter by MCCSN
 - Nat’l Association of Latino Independent Producers, Executive Director, Dr. Octavio Marin
 - Site dates: April 30-May 2, 2010
 - MCCSN planned and organized the site tour w/key hotels, including AMTRAK pickup of guest.
 - Hilton Bayfront hosted client’s overnight stay during the site visit
 - Conference dates: April 13-17, 2011 (firm on dates)
 - Total Est. Room Nights: 418
 - **Estimated Room Night revenue: (ADR \$128) \$53,504**
 - 5 hotels were included on the site tours:
 - San Diego Marriott Hotel & Marina
 - Hilton San Diego Bayfront
 - Manchester Grand Hyatt
 - Westin Gaslamp Quarter
 - Hard Rock Hotel
 - Client and NALIP Board made decision not to book in San Diego for 2011 meeting, due to the fact that the Hilton Bayfront (their #1 choice hotel) were unable to accommodate their 1st choice of dates

due to prior hotel commitments the Hilton had with other client. **Dr. Marin said they will consider San Diego for 2012.**

Pending Bookings:

- **National Association of Asian American Professionals (NAAAP)- Retreat**
February 21-28, 2011
Room nights = 170
Total Est. Room Nights: (ADR \$119) = \$20,230
- **National Optometric Association**
July 26-30, 2011
Room nights = 225
Total Est. Room Nights: (ADR \$119) = \$28,800
- **National Association of Postal Supervisors - California Chapter**
May 16-21, 2011
Room nights = 180
Total Est. Room Nights: (ADR \$119) = \$21,420
- **Delta Sigma Theta Sorority**
2015 National Citywide Convention
Room nights = 20,000
Total Est. Room Nights: (ADR \$119) = \$2,380,000

Sponsorship:

FAM Tour Sponsorship - We secured the **Hilton San Diego Mission Valley** hotel as our Host hotel to provide accommodations for our FAM guests. The host hotel will also sponsor the Welcome Reception for Thursday, Sept. 16th.

Financial sponsorship was secured and received from the following:

- San Diego Convention Center Corporation - \$5,000
- San Diego Convention & Visitor Bureau - \$1,000

See listing of in-kind sponsors (attached):

We continue to experience challenging times with securing sponsorship funds to further our marketing reach and production of the FAM. In addition, many of our in-kind sponsors have declined to participate in this year's program, due to economic hard times.

Just as everyone else is experiencing tough economic times, so has MCCSN. We've had to scale down the FAM Tour tremendously due to the 40% decrease in TMD funding, and lack of financial sponsorship.

Marketing Campaign

- MCCSN has done a great job in branding the San Diego Multicultural FAM Tour using the existing theme: “San Diego Heart and Soul”, as our signature brand for the FAM Tour.
- Social Media Marketing – we increased our presence and guest lists on the social medial websites in 4 months to:
 - Linked In - 305
 - Facebook – over 600 friends
 - MCCSN FAN page – over 400
 - Twitter,
- Website updates (see attachments)
 - FAM Tour page, Sponsor page and Why San Diego page updates

Media Press:

- 1st FAM Tour press release went out June 28th (see attachment)
- 2nd press release scheduled to go out in August.

Advertisements: (Attached)

MCCSN’s Marketing/Graphics consultant, designed and placed the following ad to reach our target ethnic demographic market:

- Black Meetings and Tourism magazine – (Attached)
 - **May/June** (full page color ad – placement, inside back of magazine)

2) Describe the methods / process that you have used to determine the ROI in Hotel Room Night Revenue. (check ROI tracking in FY2010 application binder)

Methods/process used – ROI:

- Use of Quickbooks program to track all spending and income related to the FAM Tour.
 - Created sub categories to track FAM income and expenses
- **Use of the current industry ADR (\$119) calculations to determine the ROI in projected room nights**
- Use of excel spreadsheet with current ADR calculations to generate the total projected room night revenue
- Use of Rev. spreadsheet to track client proposals and bookings (total room nights)
- Sorting leads by category A (Hot), B (Warm) and C (Cold)
 - A - Representing the hot leads – Past FAM Tour planner participates. Follow up and request RFP’s and meetings specs to start hotel search or ask if San Diego is on their short list.

PERSONAL WAGES/SALARIES (cont'd)

FAM Tour production. In addition to the Independent Admin. Sales consultant, I also hired a meeting planner to further assist with the FAM Tour and outreach sales calls.

d. OPERATIONS/ ADMIN

Other – \$425.00 – Liability Insurance

PART THREE: RETURN ON INVESTMENT (ROI) IN HOTEL ROOM NIGHT REVENUE

- 1) Include a copy of your original ***“ATTACHMENT B-Targeted ROI in Hotel Room Right Revenue”*** from your FY 2010 Contract.
- 2) Referring back to your ***“ATTACHMENT B-Targeted ROI in Hotel Room Right Revenue”*** from your FY 2010 Contract, detail the progress results of your targeted ROI.

1. MCCSN successfully secured 8 contracted meeting conferences and 3 “hot” potential leads.

2. Listed below are the progress results and ROI:

- a). Nat’l Assoc. of African American Studies & Affiliates (NAAAS)

3 year contract booking

2011 – 271 Total Room Nights x ADR \$119 = \$32,249 Hotel Revenue

2012 – 625 Total Room Nights x ADR \$119 = \$74,375 Hotel Revenue

2013 – 626 Total Room Nights x ADR \$119 = \$74,494 Hotel Revenue

1,522 Sub Total Room Nights x ADR \$119 = \$181,118 Hotel Revenue

ROI in Hotel Room Revenue = 2.1

- b). The Bear Arts Foundation – June 6-8, 2010

135 Total Room Nights x ADR \$119 = \$16,065 Hotel Revenue

ROI in Hotel Room Revenue = 0.2

- c). **Blacks in Government (BIG)** - Booked April 23-25, 2010

Courtyard by Marriott – Central

27 Total Room Nights x ADR \$119 = \$3,213

ROI in Hotel Room Revenue = 0.0

d). National Association of Asian Professional Retreat 2011
Courtyard by Marriott Liberty Station
170 Total Room Nights x ADR \$119 = \$20,230
ROI in Hotel Room Revenue = 0.2

e). The National Optometric Association – booked June 17, 2010,
Rec'd signed contract on July 10, 2010
Host Hotel - Manchester Grand Hyatt
225 Total Room Nights x ADR \$119 = \$26,775
ROI in Hotel Room Revenue = 0.3

2,079 Sub Total Room Nights x ADR \$119 = \$ 247,401
ROI in Hotel Room Revenue = 2.8

“Hot Leads”

- 1. Delta Sigma Theta – Citywide Conference, 2015 - 20,000 room nights**
- 2. NAPS – State Conference, 2011 – 180 room nights**
- 3. Omega Psi Phi Leadership Conference, 2012 – 300 room nights**

Note:

Business booked as result of FAM Tour – MCCSN rec'd no commission or room night credit due to situation beyond our control, however, the city benefited and the hotels. (supporting letters attached)

***National Bar Association – July/Aug. 2009**
Host Hotel – Hilton Bayfront
5,100 Total Room nights x ADR \$128 = \$652,800 Room Night Revenue
ROI in Hotel Room Revenue = 7.4

***National Association of Bilingual Educators (booked citywide) 2014**
Host Hotel – Marriott Marina Hotel
2,079 Total Room Nights x ADR \$128 = \$266,112
ROI in Hotel Room Revenue = 3.0
Booked meeting as a result of attending the Multicultural FAM Tour – MCCSN will not receive the commission on the rooms, due to 3rd party partner (see letter from President attached) booked through Convention Center and host hotel at Marriott Marina.

Total Room Nights not credited to MCCSN = 7,179 x ADR \$119 = 854,301

***Supporting documents attached – see “Support Docs” tab.**

**Multi-Cultural Convention Services Network
4th Quarter Report – April – June 2010**

**CONTRACT EXHIBIT B
San Diego Tourism Promotion Corporation
Targeted Return on Investment (ROI) in Hotel Room Night Revenue**

SDTPC ROI WORKSHEET Annualized Funding

Total Funding Request

X Average Daily Rate (from ConVis or SDTPC)

Project \$ Total

ROI in Hotel Room Revenue

SDTPC ROI WORKSHEET Initiative / Event Promotion

Total Funding Request

\$88,200

Total Households Targeted or Total Event Attendees

% Ad: Seen & Visited or % likely to stay in hotels

People : Seen and Visited based on %

Projected Total Room Nights

13,000

X Average Daily Rate (from ConVis or SDTPC)

\$ 139

Project \$ Total

\$1,807,000

ROI in Hotel Room Revenue

20.5



FY 2010 Tourism Marketing District Funds - Final Report

Contract Period: July 1 2009 - June 30, 2010

PART ONE: NARRATIVE

- 1) Referring back to your proposed “**Scope of Work**” Narrative from your **FY 2010 Contract**, detail the current results and progress (covering the Quarter period in question).

The Old Globe’s incremental grant from TMD funds was used to promote four theatrical productions that ran in two of the theatre’s Balboa Park venues during the “Off Peak Periods” from September through November 2009 and January through February 2010:

- *Sammy*, a World-Premiere musical by Leslie Bricusse. Produced in The Old Globe Theatre (600 seats available per show), with an extended run of 60 public performances running September 19 – November 8, 2009.
- *The Savannah Disputation*, by Evan Smith. Produced in the Globe’s Arena Stage at the San Diego Museum of Art / Copley Auditorium (225 seats), with 42 public performances running September 26 – November 1, 2009.
- *Whisper House*, a World-Premiere musical with music and lyrics by Duncan Sheik, book and lyrics by Kyle Jarrow. Produced in The Old Globe Theatre (588 seats available per show), with 45 public performances running January 13 – February 21, 2010.
- *Lost in Yonkers*, by Neil Simon. Produced in the Globe’s new Sheryl and Harvey White Theatre (250 seats), with an extended run of 50 public performances running January 23 – March. Extended

Results and progress

The Globe’s goal was to sell a total of **36,745** tickets for the four productions included in this campaign, including **3,859** tickets purchased by out-of-town visitors. (This projection represented a 15% increase in out-of-town attendees.)

The Globe sold a total of **59,017** tickets for the four productions in the campaign, including **6,585** tickets purchased by out-of-town visitors. There were 278 attendees

The Globe was able to survey 1,262 of the out-of-town attendees who saw *Sammy, The Savannah Disputation, Whisper House* or *Lost in Yonkers*. This brief online survey (three questions) yielded an 18% response rate (225 completed surveys) and found that 57% of San Diego visitors stayed in hotels. Those who stayed in hotels were also asked how many nights they had stayed in San Diego, with 24% of these respondents stating that they had stayed 1 night, 20% stayed two nights and 17.5% stayed 3 nights. The third survey question asked which hotel, and those listed included the following:

500 West	Holiday Inn Express	Paradise Point Resort
The Bahia Resort	Holiday Inn on the Bay	Park Manor Suites
Balboa Park Inn	Holiday Inn, National City	Rancho Valencia
Best Western	Holiday Inn, SD Harbor	Se San Diego
Best Western, Old Town	Hotel La Jolla	Sheraton Harbor
Best Western, National City	Hotel L'Auberge, Del Mar	Sheraton, Symphony Hall
The Britt Scripps Inn	Hyatt Gaslamp,	Sheraton, La Jolla
Catamaran Resort	Hyatt Bayfront	Solamar
Colonial La Jolla	Hyatt Regency, Mission Bay	Sommerset Suites, Hillcrest
Coronado Hotel	La Quinta	Super 8, Hotel Circle
Doubletree	Loews Coronado Bay	The DEL
Embassy Suites, La Jolla	Marriott, Bay	The Park
Estancia, La Jolla	Marriott, Gaslamp	The Sofia Hotel
Four Seasons Aviara	Marriott, Marina	US Grant
Hampton Inn San Diego	Marriott, Mission Valley	W San Diego
Hilton Bayfront	Marriot, Seaport Village	Westgate
Hilton Gaslamp	Marriot, Sorrento Mesa	Westin Horton Plaza
Hilton Torrey Pines	Motel 6	
Holiday Inn	Omni	

Describe the methods / process that you have used to determine the ROI in Hotel Room Night Revenue.

Whenever possible, the ROI in Hotel Room Night Revenue is based on actual room night revenue:

- The Globe can track ARES bookings directly from their website;
- The Finance Department has receipts for all rooms booked by the Globe for artists and their friends/family members.

Estimated Hotel Room Night Revenue was based on the projection that 35% of all out-of-town patrons would stay in a hotel (rather than with friends or family) and assumes that there would be two patrons per room.

PART THREE: RETURN ON INVESTMENT (ROI) IN HOTEL ROOM NIGHT REVENUE

- 1) Include a copy of your original "***ATTACHMENT B-Targeted ROI in Hotel Room Right Revenue***" from your FY 2010 Contract.
See attached.

- 2) Referring back to your "***ATTACHMENT B-Targeted ROI in Hotel Room Right Revenue***" from your FY 2010 Contract, detail the progress results of your targeted ROI.

	Targets, as of 7/1/09	Results, as of 5/31/10
Total Funding: \$21,967		
Projected Total Room Nights Generated during Contract Period	1,091	1,152 (estimated) 84 (actual, ARES) 1,748 (actual, Globe) TOTAL: 2,984
x Average Daily Rate	\$145	\$145
Project \$Total	\$158,195	\$167,040 (estimated) \$12,180 (actual, ARES) \$168,586 (actual, Globe) TOTAL: \$347,806
ROI in Hotel Room Revenue	7:1	15.8:1

- 3) *These reports may / will be audited by a 3rd party; therefore, the process that you use to validate the Return on Investment in your Progress Reports must be detailed.*

FY 10

San Diego Beer Week 2009 Performance Report

Part One: Narrative

- 1.) The first annual San Diego Beer Week has proven a great success. We recorded over 300 events throughout the ten days with several testimonials of record profits for those who participated. In sticking with our campaign strategy we were able to successfully use our SDTMD funding to market strategic drive and out of state markets through various forms of national online, print, and radio advertising; all without the aid of a PR firm. Because of the success of SDBW 09 we have been able to expand our SDBW '10 capstone events two fold, create allied partnerships with hotel booking and transportation providers, and with the addition of a PR agency reach many more out of market consumers all for the purpose of enhancing hotel room night revenue. Through the efforts of SDBW 09 we have cemented SD as the "Napa Valley of Beer" and a true beer tourist destination.
- 2.) We used physical and digital surveys, social media questionnaires, and online tracking through ticket sales and hotel bookings.

Part Two: Budget

- 1.) See Attachment
- 2.) Below reflects our amended budget of \$22,320, a 10% decrease from the original \$24,800. We have been reimbursed 100% of our total budget.
 - a. Marketing- Our total Budget for Marketing was \$18,623. \$15,773 went to Advertising and \$2,850 went to Public Relations.
 - b. Sales- We budgeted \$ 3,697 to technology
 - c. Operations/Admin- No funds we're used for Operations/ Admin

Part Three: ROI in Hotel Room Night Revenue

- 1.) See Attachment
- 2.) For SDBW 09 we worked directly with SDTMD hotels to offer exclusive rates via our SDBW.ORG website giving SDBW attendees a central location for accommodations and event details. This also allowed the hotels to track our ROI from those bookings. At events we distributed surveys that were collected and information from those surveys were used to determine ROI. We also created online surveys that were distributed via e-mail and using social media outlets such as our Facebook page. Ticketing was another way we tracked our ROI. Also by using the contact information from ticket sales we were able to survey those who attended events for information regarding hotel stays.

CONTRACT EXHIBIT B

San Diego Tourism Promotion Corporation
FY 2010 Budget for Proposed Scope of Work

APPLICANT ORGANIZATION: San Diego Beer Week

TOTAL TMD FUNDS REQUESTED: \$ 22,320

TOTAL ANNUAL OPERATING BUDGET
OF APPLYING ORGANIZATION: \$ 15,000

SUMMARY OF USE OF TMD FUNDS- "BUDGET"

MARKETING		\$ <u>18,623</u>
Advertising	\$ <u>15,773</u>	
Public Relations	\$ <u>2,850</u>	
Personnel Wages /Salaries*	\$ _____	
Commissions / Bonuses*	\$ _____	
Personnel Tax and Benefits	\$ _____	
Special Promotions	\$ _____	
Other (specify)	\$ _____	
 SALES		\$ <u>3,697</u>
Collateral	\$ _____	
Lead Generation	\$ _____	
Technology	\$ <u>3,697</u>	
Personnel Wages /Salaries*	\$ _____	
Commissions / Bonuses*	\$ _____	
Personnel Tax and Benefits	\$ _____	
Other (specify)	\$ _____	
 OPERATIONS / ADMINISTRATION		\$ _____
Personnel Wages /Salaries*	\$ _____	
Commissions / Bonuses*	\$ _____	
Personnel Tax and Benefits	\$ _____	
Other (specify)	\$ _____	
 <u>TOTAL PROPOSED EXPENSES:</u>		\$ <u>22,320</u>
(Must equal TMD Funds requested)		

* Must include Personnel Schedule-FY2010 for all positions being claimed against San Diego Tourism Marketing District Funds.

SDBW 2009

Advertising

Vendor Name	Invoice #	Check Amount	Ad size	Check #	Paid
Celebrator Beer News		\$ 1,965.00	1/2 page, 1 full page, editorial (\$1k discount)		
Southwest Brewing News		\$ 1,275.00	1/4 page, 1/2 page, editorial (6x rate)		
All About Beer Magazine		\$ 1,043.00	1/3 page (30% off)		
Beer Advocate Magazine		\$ 1,490.00	1/2 page (12x rate)		
Mutineer Magazine		\$ -	1 full page, editorial (no charge)		
Draft Magazine		\$ 2,000.00	1/2 page, editorial (\$8k discount)		
Beer Magazine		-	1 full page, editorial (no charge)		
OC Weekly		\$ 2,675.00	4 weeks of print ads (1/4 page each)		
LA Weekly		\$3,350.00	4 weeks of print ads (1/4 page each)		
SF Weekly		\$ 1,975.00	3 weeks of print ads (1/4 page each)		
San Diego Reader		-	1/2 page color ad (no charge, Karl Strauss donation)		
		\$ 15,773.00			
Banners (to be used at GABF in Denver, CO, and beer related events in OC/LA)		\$ 350.00			
10,000 postcard fliers (to mail to beer bars, restaurants, hip places in LA, OC, SF, AZ)		\$ 1,000.00			
Postage for out of region mailings		\$ 700.00			
Stickers (to mail out with Press packs)		\$ 300.00			
Viral Video		\$ -			
		\$ 2,350.00			
SDBW.org website buildout		\$ 1,000.00			
Ratebeer.com		\$ 690.00	2 email blasts to all members in the LA/OC/San Diego areas. Front page event listing in five metros, designated states, or national. 3 once per week tweets.		
TheFullpint.com		\$ 1,000.00	Main web banner July-November; editorial		

Public Relations

Technology and Social Media

Facebook ads		\$	807.00	targeted social media ads		
CityBeat Riverside/Inland Empire online ads		\$	700.00			
		\$	4,197.00			

TOTAL		\$	22,320.00			
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allocated: \$22,320
Total remaining \$0.00

CONTRACT EXHIBIT B
CONTINUED

San Diego Tourism Promotion Corporation
Targeted Return on Investment (ROI) in Hotel Room Night Revenue

Minimum Hotel Room Revenue Threshold for Application Consideration: In order to be considered for funding, a minimum threshold of 5:1 in Peak Periods and 3:1 in the Off Peak Periods is required. In other words, for every dollar of funding granted, a minimum threshold of five dollars in (peak periods) and three dollars (off peak periods) in hotel room night revenue must be shown. Peak Periods are determined by surveying the majority of the hotel properties that are affected by your initiative or event. The current Average Daily Rate (ADR) for San Diego City Hotels will be used as the factor to determine the ROI. The current / projected ADR determined by Smith Travel Research (STR) can be accessed through CONVIS. **Attach any letters of intent for hotel room blocks and / or tentative agreements with hotels that will provide the necessary back up to support the above projections and estimates to this attachment "B".**

The 5:1 / 3:1 thresholds are required as minimums to be considered for funding; however, meeting these thresholds does not guarantee funding. Depending on the number of funding requests received, the SDTPC Board may be required to raise the minimum ROI threshold for application consideration. This action would require a formal vote of the SDTPC Board of Directors at a public meeting.

SDTPC ROI WORKSHEET Annualized Funding

Total Funding Request	\$22,320
Projected Total Room Nights Generated Per Year	1050
X Average Daily Rate (from ConVis or SDTPC)	\$110
Project \$ Total	\$115,500

ROI in Hotel Room Revenue