

REQUEST FOR COUNCIL ACTION CITY OF SAN DIEGO				CERTIFICATE NUMBER (FOR COMPTROLLER'S USE ONLY)	
TO: CITY COUNCIL		FROM (ORIGINATING DEPARTMENT): Economic Development		DATE: 1/6/2015	
SUBJECT: San Diego Tourism Marketing District Annual Performance Report for FY2014					
PRIMARY CONTACT (NAME, PHONE): Meredith Dibden Brown,619-236-6485 MS56D			SECONDARY CONTACT (NAME, PHONE): ,		
COMPLETE FOR ACCOUNTING PURPOSES					
FUND					
FUNCTIONAL AREA					
COST CENTER					
GENERAL LEDGER ACCT					
WBS OR INTERNAL ORDER					
CAPITAL PROJECT No.					
AMOUNT	0.00	0.00	0.00	0.00	0.00
FUND					
FUNCTIONAL AREA					
COST CENTER					
GENERAL LEDGER ACCT					
WBS OR INTERNAL ORDER					
CAPITAL PROJECT No.					
AMOUNT	0.00	0.00	0.00	0.00	0.00
COST SUMMARY (IF APPLICABLE): Not applicable.					
ROUTING AND APPROVALS					
CONTRIBUTORS/REVIEWERS:		APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED	
Liaison Office		ORIG DEPT.	Moreno, Lydia	01/07/2015	
		CFO			
		DEPUTY CHIEF			
		COO			
		CITY ATTORNEY			
		COUNCIL PRESIDENTS OFFICE			
PREPARATION OF:	<input type="checkbox"/> RESOLUTIONS	<input type="checkbox"/> ORDINANCE(S)	<input type="checkbox"/> AGREEMENT(S)	<input type="checkbox"/> DEED(S)	
None – Information Item only.					
STAFF RECOMMENDATIONS: None.					
SPECIAL CONDITIONS (REFER TO A.R. 3.20 FOR INFORMATION ON COMPLETING THIS SECTION)					
COUNCIL DISTRICT(S):	All				
COMMUNITY AREA(S):	Citywide				
ENVIRONMENTAL IMPACT:	This activity will not result in a direct or reasonably foreseeable indirect physical change in the environment, and is not subject to CEQA pursuant to				

	CEQA Guidelines Section 15060(c)(2).
CITY CLERK INSTRUCTIONS:	

**COUNCIL ACTION
EXECUTIVE SUMMARY SHEET
CITY OF SAN DIEGO**

DATE: 1/6/2015

ORIGINATING DEPARTMENT: Economic Development

SUBJECT: San Diego Tourism Marketing District Annual Performance Report for FY2014

COUNCIL DISTRICT(S): All

CONTACT/PHONE NUMBER: Meredith Dibden Brown/619-236-6485 MS56D

DESCRIPTIVE SUMMARY OF ITEM:

Information only presentation by San Diego Tourism Marketing District Corporation of its Annual Performance Report for FY 2014 regarding the goals, accomplishments, return-on-investments, and expenditures.

STAFF RECOMMENDATION:

None.

EXECUTIVE SUMMARY OF ITEM BACKGROUND:

The City's Tourism Marketing District (TMD) was renewed in November 2013 effective January 1, 2013 for a period of thirty-nine and one-half (39 ½) years. As part of this TMD renewal process, Council also approved the TMD Management Plan [Plan] in September 2012, and then in March 2013, approved an initial five-year Operating Agreement with the San Diego Tourism Marketing District (SDTMD) Corporation. The SDTMD is the non-profit business association representing the assessed lodging businesses. Council then approved a First Amendment in April 2013 which was rescinded by Council in November 2013 through approval of a Second Amendment.

The Agreement and Amendments require the Corporation to prepare an Annual Performance Report summarizing the Corporation's goals, accomplishments, return-on-investments, and expenditures for the prior fiscal year. Given the recent renewal the first of these performance reports is required to cover from renewal through June 30, 2014. Due to the time taken for the agreement and amendments to be approved, there were delays in providing funding to SDTMD which impacted the TMD program activities that could be undertaken. Thus, results are being reported for the period of April 2013 through June 2014 though most of the funds were actually deployed starting December 2013 after final passage of the Second Amendment. Further, the amounts provided were reduced to allow for development of a reserve in the event of adverse legal outcomes from lawsuits filed over the TMD renewal.

San Diego Tourism Authority received TMD funds for Marketing and Sales activities. The specific categories for those activities are called out in the Tourism Marketing District Management Plan and listed here:

- A1.1 Hotel Meeting Sales
- A1.2 Event Management and Group Sales Development
- A1.3 Tourism Development including Travel & Trade
- A1.4 Group Meeting Direct Marketing
- A1.5 Consumer Direct Marketing Programs
- A1.6 Multi-Year Tourism Development

- A2 Sub-Regional Programs to Drive Sales Demand for District Lodging Businesses
- A3 Competitive Targeting
- B Destination Marketing with Specific Call to Action

Then, within these activities above, results required to be reported to SDTMD include:

- All sales, marketing, advertising and promotional programs
- Number of District lodging business room nights generated – existing and incremental
- Average daily rate
- Return on Investment (ROI) as measured in District room night revenue
- Time of year (peak, shoulder, low)
- Number of marketing impressions (where applicable)
- Cost allocation methodology

San Diego Tourism Authority received \$22,179,760 of TMD funding (updated and revised from initial amount included in the Annual Report of \$21,853,532) for April 2013 through June 2014 resulting in production of reported TMD Room Nights of 5,068,332 at an average daily rate (ADR) of \$150.67 resulting in Room Revenue of \$763,664,348 for an ROI of 34:1.

Other TMD funds of around \$1.649 million were expended for SDTMD and City administration, oversight and compliance, and for activities for the Balboa Park Centennial. The full report from SDTMD for FY2014 is attached.

FISCAL CONSIDERATIONS:

Approximately \$23,828,709 of TMD Assessments, interest and fund balance was expended in total through the end of FY2014 (actually the period of April 2013 through June 2014).

EQUAL OPPORTUNITY CONTRACTING INFORMATION (IF APPLICABLE):

Not applicable to the presentation of this Information item.

PREVIOUS COUNCIL and/or COMMITTEE ACTION:

The TMD was renewed by Council on November 26, 2012 by Resolution R-307843. Council approved a five-year TMD Agreement by Resolutions R-307844, R-308062 and then amended that Agreement by Resolutions R-308065 (April 23, 2013) and R-308588 (December 9, 2013). The FY2014 Report of Activities was heard by the Budget & Finance Committee on June 12, 2013 and approved by Council on June 24, 2013.

COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORTS:

SDTMD conducts regular Brown Act noticed meetings. The meetings are open to the public and are typically attended by representatives of lodging industry associations and other tourism-related entities. An opportunity for public comment is provided at each meeting. Budget deliberations by the board are conducted openly at the regular board meetings and applicants are invited to make presentations on funding requests.

KEY STAKEHOLDERS AND PROJECTED IMPACTS:

The key stakeholders are San Diego lodging businesses and funded contractors. Information was provided via mail, email blasts, website postings, and at open, noticed public meetings.

Moreno, Lydia
Originating Department

Deputy Chief/Chief Operating Officer

STAY

FILLING SAN DIEGO
HOTEL ROOMS

The San Diego Tourism Marketing District develops and supports economic growth through tourism promotion to stimulate hotel room nights in the City of San Diego.

PURPOSE

The San Diego Tourism Marketing District (SDTMD) provides a private, nonprofit funding vehicle to stimulate hotel room demand through tourism promotion, marketing and advertising programs.

The judicious allocation of these resources creates a positive economic, fiscal and employment impact on lodging businesses in the City of San Diego.

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A robust lodging business in San Diego is fundamental to a thriving tourism industry in the region.

Because of the persistence of our board, our partners, and the San Diego City Council, the San Diego Tourism Marketing District (SDTMD) made a challenging year a success. The SDTMD is a non-profit mutual benefit corporation designed to increase the number of visitors who stay in San Diego lodging businesses. The district is funded by hoteliers who assess their properties based on the number of guest rooms. The assessments are collected by the City of San Diego and disbursed to the SDTMD to promote local tourism through marketing and advertising.

The challenge we faced this year began with little warning in early 2013 when the newly-elected (now former) mayor of San Diego objected to the SDTMD's funding model. He blocked the implementation of the SDTMD renewal agreement, which had been approved by the City Council just before he took office. This led to funds being sequestered by the City and a partial interruption of our Fiscal Year (FY) 2014 program. Patience in seeking a beneficial solution for the City and our hotels paid off. As we worked with the City staff and the Council on the issue, the Mayor was forced to resign after nine months in office.

Through the political transition, the SDTMD continued to work with Interim Mayor Todd Gloria, Acting City Council President Sherri Lightner, and the City Council, which approved a second amendment to our operating agreement and ended the months-long impasse in November 2013. The action allowed the SDTMD to once again fund vital marketing and advertising programs beginning in January 2014.

This annual report looks at an eighteen-month time frame due to the interruption in our funding in early 2013. The assessments being collected were not released until January 2014. Because of the delay, the SDTMD was unable to contract with any independent event-based organizations in FY 2014. The San Diego Tourism Authority, the sales and marketing agency for the destination, was the only organization to deploy TMD funds into the marketplace in FY 2014.

Once the political hurdle was cleared, the SDTMD wasted no time in working with newly-elected Mayor Kevin Faulconer and our partners to ensure that SDTMD rooms were booked, San Diego was once again marketed far and wide and tourism continued to thrive in the region.

A robust lodging business in San Diego is fundamental to a thriving tourism industry in the region. This fact proved true when the SDTMD was unable to fully fund the tourism authority and market significant events due to the legal argument with the former mayor. The result for the region was a minor increase in the number of tourists and booked hotel rooms, while our competitors' numbers grew at a markedly greater rate.

It has taken almost a year to rebuild our momentum and become once again the thriving district that contributes to San Diego's stellar reputation with state, national and international visitors. As soon as the SDTMD funding was released in January of 2014, the San Diego Tourism Authority launched a multimillion dollar advertising campaign, which in part led to an increase in

the number of visitors booking TMD hotel rooms, and the amount collected by the City of San Diego for the Transient Occupancy Tax (TOT.) Now the SDTMD looks forward to the programs it has funded from the highly-competitive process for the FY 2015 marketing contracts.

Yet even as we anticipate the success of our partners, we are mindful of and continue to defend ourselves against the lawsuits and political opposition that have challenged the validity of the SDTMD's funding. We believe hoteliers have the right to self-assessment and have the city collect the funds that benefit SDTMD hotels. In the meantime, we invite you to take part in the events we support as they are just a microcosm of what makes San Diego special, one of the world's best places to visit...**and stay.**



C. Terry Brown
Chairman



Lorin Stewart
Executive Director

SDTMD GOALS

FUEL DESTINATION MARKETING

INCREASE hotel room night occupancy

COLLECT approximately \$30 million in assessments annually

ATTRACT tourism activity

OUTPERFORM competitive markets

COMPETE aggressively with major travel markets

DELIVER \$10.5 million in Transient Occupancy Tax annual savings to the City of San Diego General Fund (Total: \$63 million over six years)

market ASSESSMENT

In 2014 San Diego continued to shine brightly for visitors enamored by the region's coastal and outdoor lifestyles. The San Diego Tourism Marketing District is the agency that provides stable funding for tourism. The San Diego Tourism Authority was the only organization to deploy TMD funds into the marketplace in FY 2014 due to the months it took to work out the district's operating agreement with the City of San Diego. With that challenge and its lingering market effects behind us, the SDTMD board opened up the funding competition for FY 2015 and are excited by the variety of programs that were presented, which will increase room stays for San Diego's lodging industry.

The SDTMD Board is confident that the last five years of experience running the program has paid off and is one of the key reasons that the region's advertising and marketing programs are so successful.

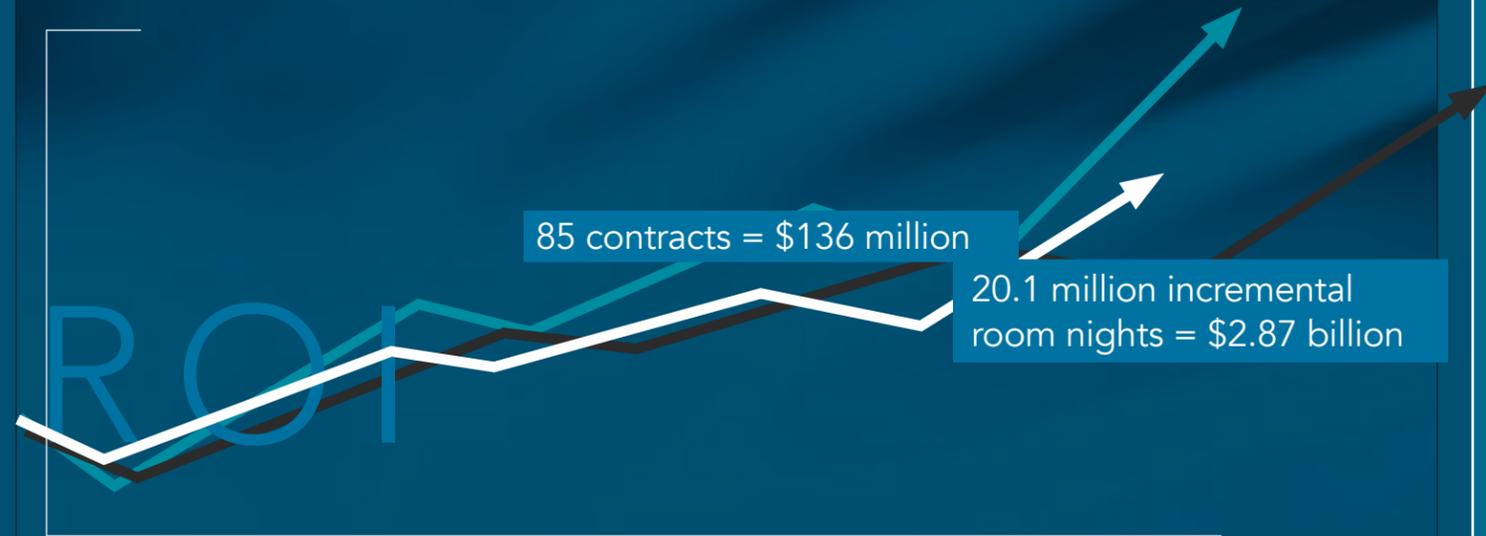
The numbers are impressive and something we believe will continue over the next few years. From January 2008 through FY 2014, the SDTMD awarded more than 85 separate contracts worth approximately \$136 million. For the assessed lodging properties, this supported the production of over 20.1 million incremental room nights valued at \$2.87 billion in revenue.

The district provides a reliable financial platform for the promotion of San Diego tourism for the benefit of its assessed lodging properties. The programs we fund fuel destination marketing.

Organizers of large-scale events and the San Diego Tourism Authority can count on annual financial support if their activities put people in our hotels and have an excellent return on investment. This kind of consistency is integral to increasing our market share in the highly-competitive tourism industry.

We must get to the people who are sitting on the fence about where to vacation. Change their minds and we score big for San Diego businesses. That's the value of the San Diego Tourism Marketing District.

San Diego City Council President Todd Gloria



San Francisco, Los Angeles, Phoenix, Las Vegas and New York City among others are competing for the same domestic and international travel market as San Diego. While our region is blessed with mountains, deserts, bays, and beaches, the SDTMD knows that silence is not golden when it comes to tourism. To influence tourism, marketing is "an essential variable to compete effectively in a competitive market."¹ Without it, San Diego could be out of sight and out of mind. That is why the SDTMD is a vital economic engine for our City. Through its programs, the SDTMD helps generate and annually increase the amount of sales and Transient Occupancy Tax (TOT) revenues that go to the City of San Diego.

A case in point is the months that the SDTMD funds were restricted and the TOT revenues only grew by 3.6 percent annualized, well below projections. Since January 2014, when the funds and activities were restored, the annualized TOT revenues have grown by 8.8 percent, well above the City's projections.

1: City of San Diego Office of the Independent Budget Analyst, IBA Report Number 13-52, Issued November 20, 2013 for San Diego City Council session of November 21, 2013, Item Number 619.





JANUARY

Collection of assessments begins on January 1, 2008

APRIL

SDTMD is approved for a five-year contract with the City of San Diego

APRIL

SDTMD Board constituted and first Board meeting held

JULY

Programs implemented

MARCH

FY2009 ROI audits completed

OCTOBER 2010 TO FEBRUARY 2011

Public Presentation of FY2011 Applications

FEBRUARY 18

FY2011 TMD Funding Recommendations made by SDTMD Board

JUNE 21

FY2011 TMD Funding Recommendations approved by City Council

JULY 1

FY2011 starts

FEBRUARY 10

FY2013 (Part 1) Allocation Recommendations determined

MAY

San Diego Budget & Finance Committee approves FY2013 (Part 1) Report of Activity

JUNE 19

San Diego City Council approves FY2013 (Part 1) Report of Activity

AUGUST 31

FY2012 Annual Performance Reports due from all contractors

DECEMBER 31

Close out of original tourism marketing district

EARLY JANUARY, 2014

Newly released TMD funds deployed back into targeted sales and marketing programs.

FEBRUARY, 2014

SDTMD recommends contractors for FY 2015

MARCH 12, 2014

SDTMD drafts "Report of Activities for FY 2015" for presentation to San Diego City Council

APRIL 16, 2014

SDTMD "Report of Activities for FY2015 is presented to San Diego's Budget & Government Efficiencies Committee and forwarded to San Diego City Council.

MAY 13, 2014

SDTMD "Report of Activities for FY2015 is presented to and approved by San Diego City Council.

JULY 1, 2014

FY 2015 Begins

2007

2008

2009

2010

2011

2012

2013

2014

DECEMBER

Hotels vote to participate in a tourism marketing district

APRIL

Studies show market share up

JUNE

FY2010 budget approved

AUGUST 31

FY2011 Annual Performance Reports due from all contractors

NOVEMBER 2

SDTMD Annual Meeting

JANUARY 23

SDTMD Annual Meeting

MARCH 28, 2013

San Diego City Council approves five-year Operating Agreement with SDTMD Corporation through November 25, 2017

MARCH 31

Conclusion of FY2013 marketing activities funded by district

NOVEMBER 21, 2013

Second amendment to five-year Operating Agreement approved by City Council

DECEMBER 2013

Funds released to SDTMD by the City of San Diego

SDTMD TIMELINE

SDTMD AND CONTRACTORS



The SDTMD is the funding conduit for our contracted partners who, through a rigorous application process, demonstrate a proven ability to develop and implement effective sales and marketing programs while driving visitors into area hotels. Over the last five years the process has been extremely successful, supporting the production of more than 20.1 million hotel room bookings. In turn, those bookings generated more assessment dollars for the SDTMD and more TOT revenues for the City of San Diego. The SDTMD plays a crucial role in generating hotel revenues.

At no time was this more evident than during the 2013 disruption in the SDTMD process, caused by a dispute with a former mayor. But the delay had a "hard-earned" silver lining. Through it we were able to measure the value of a marketing campaign and event promotion. Take money out of the marketplace and economic impacts go down, put promotion money back into the marketplace and the percentage goes up significantly.

When the money was restricted, the TOT increased by only 3%.
When the money was freed up, it increased to 9%.

While funds were restricted, we watched the number of people at area hotels drop below projections and the percent change in the TOT tax also decreased below projections.

In the first 18 month of the new district, the SDTMD contracted for \$22,463,168. The San Diego Tourism Authority, the sales and marketing agency for the destination, was the only organization to deploy TMD funds into the marketplace in FY2014.

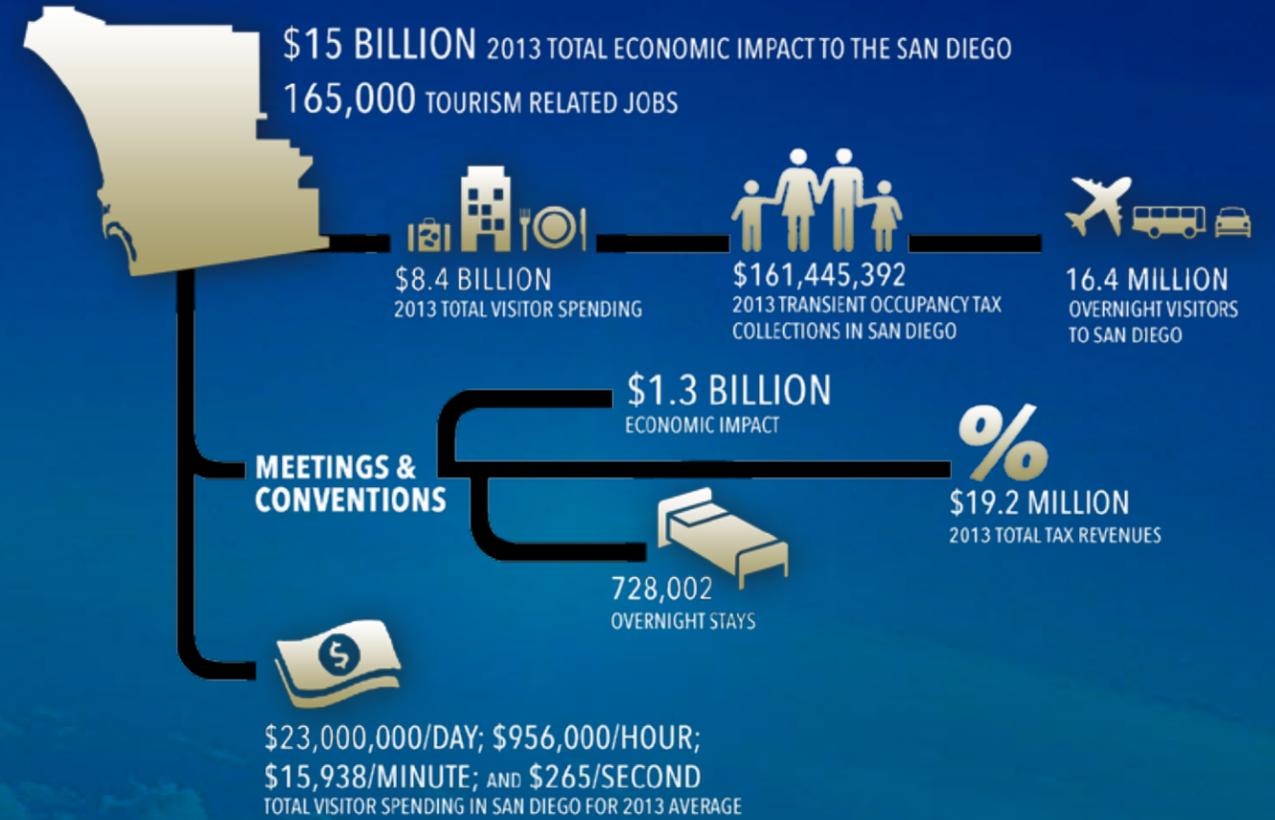
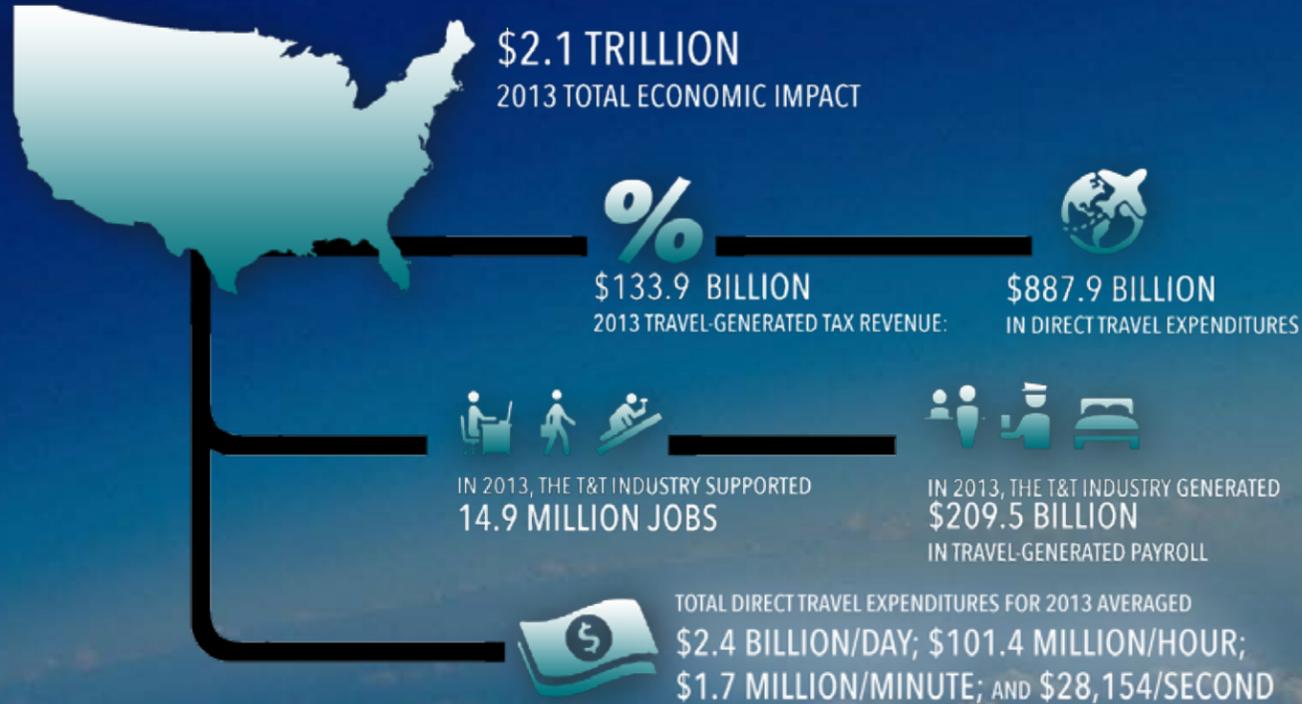
Y-O-Y Increases in SD TOT Payments (w/o int & pen)
1st 6 Months & Calendar Year Ends



This chart captures the amount of TOT during the time when the funds were restricted: January 2013 – August 2013

INNOVATION & IMPACT

TOURISM ECONOMIC IMPACT



I knew the San Diego City Council had to get the San Diego Tourism Marketing District functioning as quickly as possible after the long delay. The lack of tourism promotion was directly related to the drop in TOT revenues. Now we're back in the market telling our story to future visitors worldwide.

San Diego City Councilmember Sherri Lightner

HOTEL PERFORMANCE AND IMPACT

Tourism is one of the largest and most competitive industries in the world.

The performance of the hotel sector in the City of San Diego is instrumental to the health of the local businesses and jobs supported by the tourism industry. Stagnant growth in rooms booked can mean less sales and TOT revenues for city coffers. As an example, experts point to the dramatic loss of tourism-related revenue that occurred in Colorado in the mid-1990s when the state eliminated tourism promotion. In one year, Colorado slipped from first to seventeenth place in the summer resort category. Its share of the U.S. leisure travel market plummeted by 30%. Visitor spending fell and created an immediate loss of total revenues of \$1.4 billion, which increased to \$2.4 billion annually by the late 1990s.

A microcosm of that situation occurred in San Diego. SDTMD funding was held back by a legal disagreement, and the funds were not released until a compromise was approved by the City Council in late 2013. Because of the delay, the SDTMD cancelled the application process for FY 2014, and the San Diego Tourism Authority, the sales and marketing agency for the destination, was the only organization to deploy TMD funds into the marketplace.

Stepping out of the market for one year created an impact. While our competitors experienced growth, San Diego's hotel performance lagged.

In January 2013, the funding was released and the SDTA immediately went into the market with an advertisement that reached 43 million viewers of the National Football League playoff game featuring the San Diego Chargers and the Denver Broncos. After a year delay, we were back in business.

Stepping out of the market for one year created an impact. While our competitors experienced growth, San Diego's hotel performance lagged.

A

**TMD Meeting & Group Sales/
Consumer Direct Sales & Marketing**

**Payer Universe = Lodging
businesses in City of SD with 30
rooms or more**

Assessment @ 1.45%*

B

**Destination Marketing with
Specific Call to Action for TMD
Lodging Businesses**

**Payer Universe = All Lodging
Businesses in City of SD**

Assessment @ 0.55%*

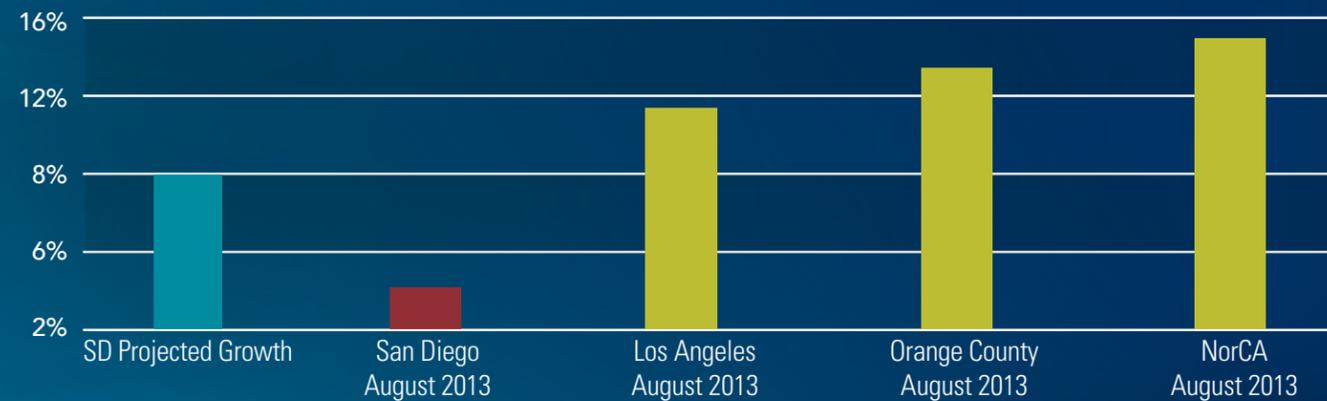
** All TMD lodging businesses of 30 or more rooms pay Categories A + B for total assessment of 2%



As Mayor, I'm proud to partner with our Tourism Marketing District to create more opportunities for San Diego families, workers and visitors. Together, we will continue to transform neighborhoods, reinvigorate our economy, and showcase our beautiful and innovative city to the world. Thank you for your continued support and contributions, which makes so much possible.

Mayor Kevin Faulconer

San Diego Projected Growth (RevPAR) vs. Actual Performance for San Diego & Comp Sets

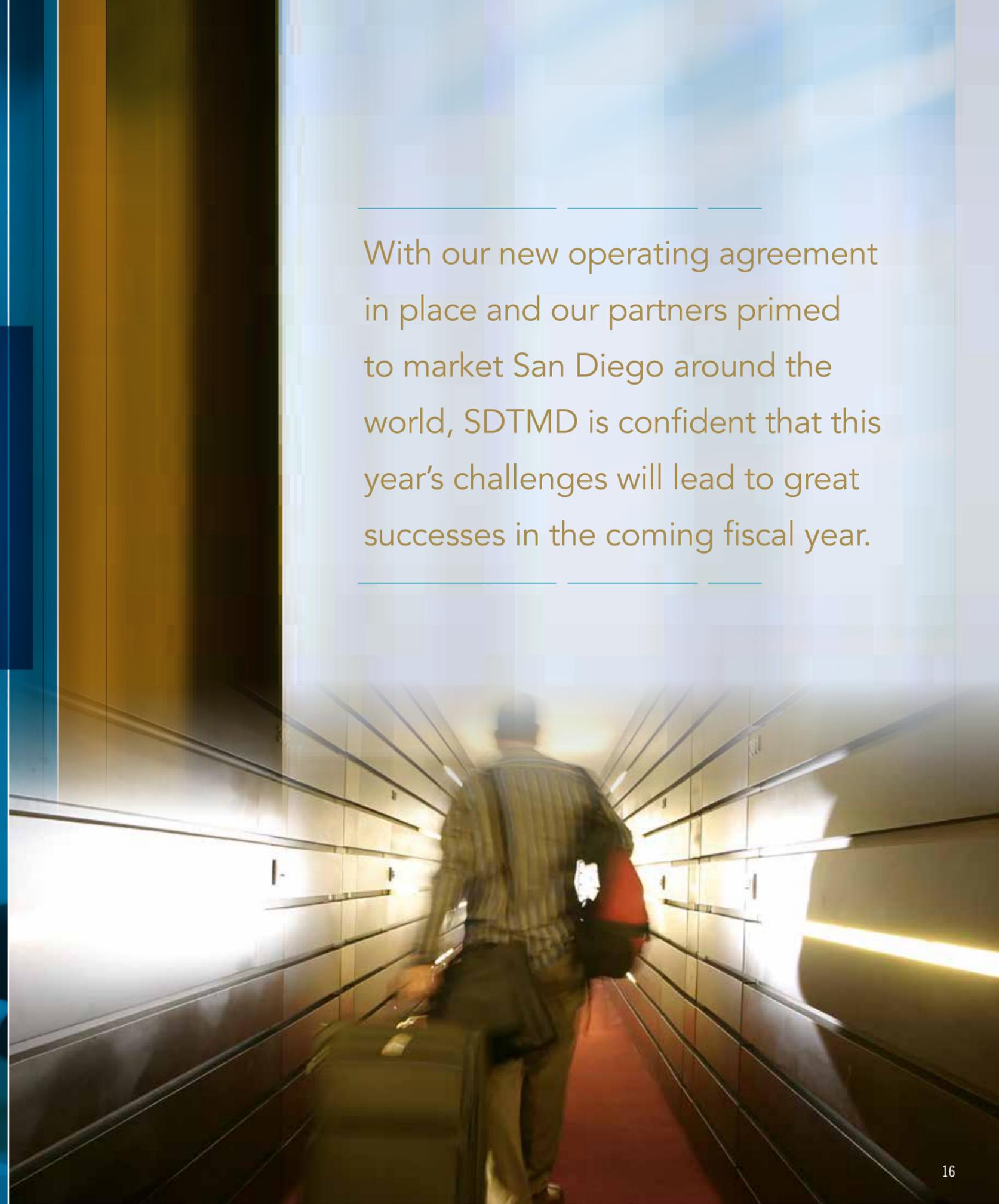


This chart captures hotel performance during the time of the restricted funds: January 2013 – August 2013

The renewal of the new district in 2013 began a new chapter for the SDTMD. The first five years were a success, recognized by the San Diego City Council in late 2012 when it unanimously agreed to renew the district for 39.5 years and approved the new district's first five-year operating plan.

When the legal dispute with the former mayor arose, the SDTMD was forced to drastically reduce its funding program throughout 2013... This resulted in losing approximately 50% of our projected growth in marketshare.

With our new operating agreement in place and our partners primed to market San Diego around the world, SDTMD is confident that this year's challenges will lead to great successes in the coming fiscal year.



San Diego Tourism Authority (SDTA)

As the SDTMD's only contractor to deploy TMD funds in FY 2014, the SDTA immediately took advantage of the opportunity to market San Diego to more than 43 million viewers of the San Diego Chargers versus the Denver Broncos NFL playoff game in January 2014. The SDTA announced that they were back in business and revved their engines as they sped into service with a marketing and advertising campaign that kicked into high gear in February 2014. The SDTA pushed their advertisement and promotions campaigns, tracked and monitored visitor volume; and participated in a variety of travel trade events in order to tout San Diego. Its strategic focus brought in millions of visitors who booked hotel rooms and contributed to San Diego's tourism occupancy revenues.

SDTA AND HOTEL PERFORMANCE

In the combined months, SDTA was responsible for supporting the production of 4,524,606 room nights and \$692,849,598 in room night revenues.

31:1 Total FY2013 Return on Investment

FY2014 Funding Amount \$21,853,532

Hotel Room Nights 4,524,606

x Average Daily Rate: ADR \$153.13

Total Room Night Revenue \$692,849,598

When tracking online travel agency reporting for SDTMD district properties only, the SDTA reported over the same time period bookings for 1,391,711 rooms with an average daily rate of \$150.53. The total revenue for the number of rooms booked was \$209,499,997.

The SDTA commissioned a Quarterly Travel Forecast from Tourism Economics, an Oxford Economics Company, based on data from 2013 and FY 2014 that compiled possible new hotel openings in order to increase the hotel room supply in San Diego. By June 2016, the region could have as many as 1,261 new rooms in the City of San Diego.



SDTA 31:1 ROI

San Diego Tourism Summary Outlook (annual % growth, unless stated)

Year	2010	2011	2012	2013	2014	2015	2016	2017
Visits	0.90%	4.30%	3.60%	2.20%	1.60%	2.10%	1.90%	1.60%
Day	-2.50%	4.00%	4.80%	2.70%	1.10%	2.50%	2.10%	1.80%
Overnight	4.50%	4.50%	2.40%	1.70%	2.10%	1.70%	1.80%	1.50%
Expenditure	1.70%	5.70%	6.60%	5.20%	5.40%	5.10%	5.10%	4.70%
Day	-4.30%	5.80%	7.90%	5.10%	3.60%	5.40%	5.10%	4.90%
Overnight	2.50%	5.70%	6.40%	5.30%	5.60%	5.10%	5.10%	4.70%

Hotel Sector								
Room supply	1.00%	0.20%	0.20%	0.90%	1.40%	0.70%	1.60%	1.40%
Room Demand	6.70%	3.70%	2.90%	2.20%	2.80%	2.30%	2.30%	2.00%
Occupancy (%)	66.40%	68.70%	70.50%	71.50%	72.40%	73.60%	74.10%	74.50%
ADR (\$)	\$121.38	\$125.59	\$131.22	\$135.02	\$140.36	\$146.38	\$151.90	\$157.26

According to the report, San Diego maintained its premium occupancy rates and prices but the margins narrowed. However, through April 2014 the ADR and RevPAR beat the state and national performance. Hotel room demand continued to climb slowly.

SAN DIEGO HOTEL PROJECT PIPELINE

2015 Projected 4-5 Star Hotels	Address	City	Zip	Potential Open Date	Number of Rooms	Potentiality Rating
Holiday Inn - Mission Valley	625 Hotel Circle South	San Diego	92108	Mar-15	87	5
Courtyard by Marriott	453 6th Avenue	San Diego	92101	Jul-15	90	5
Homewood Suites & Hilton Garden Inn	2137 Pacific Highway	San Diego	92101	Jul-15	364	5
TOTAL					541	

2016 Projected 4-5 Star Hotels	Address	City	Zip	Potential Open Date	Number of Rooms	Potentiality Rating
Lane Field North - Spring Hill Suites	Harbor Drive	San Diego	92101	Apr-16	253	5
Lane Field North - Residence Inn	Harbor Drive	San Diego	92101	Apr-16	147	5
Gaslamp Project - 4-Star to be named	J Street	San Diego	92101	Jun-16	320	5
TOTAL					720	

Board of Directors

C. Terry Brown, Chairman
President, Atlas Hotels

Jody Blackinton
Regional Director, HHM Hospitality

Richard Bartell, Vice Chairman
President, Bartell Hotels

Matt Greene
Vice President of Operations,
Evolution Hospitality

William L. Evans, Treasurer
Partner, Evans Hotels

Keri A. Robinson
Area Managing Director,
Starwood Hotels & Resorts – San Diego
Weston Gaslamp Quarter Downtown

John Schafer, Secretary
Vice President and Managing Director,
Manchester Grand Hyatt San Diego

Thomas J. Voss
President, The Grand Del Mar Resort & Spa

Luis Barrios
General Manager, Best Western
Hacienda Hotel Old Town

Lorin Stewart
Executive Director

STAY

sd|tmd
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MARKETING DISTRICT

SDTMD.ORG

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