



# *Downtown / Historic Ybor* **TOURISM MARKETING SPECIAL BENEFIT DISTRICT**

## **TMD STEERING COMMITTEE MEETING**

Thursday, March 7, 2024 | 8:30am – 10:00am

Hotel Flor Tampa Downtown

905 N. Florida Avenue | Tampa, FL 33602 | Mezzanine Hall (2nd Floor)

Complimentary Valet Parking

## **AGENDA**

### **2024 Meeting Calendar**

- Findings / Recommendation: Three Meetings - 1<sup>st</sup> Thursday of March, June, September

### **FY 2023 TMD Performance Report - Direct Marketing Campaign Overview**

- Finding / Recommendation:
  - Delivered 30M+ impressions and generated an estimated \$3.4M+ (observed) in booking revenue for the TMD properties for 11/21/22-9/30/23.
  - ADR for the Treasure Collection is at \$290 for campaign to date.
  - Direct attribution ROAS is at 7x (observed) against the measured hotels properties, with Expedia stronger (9.6x) compared to Adara (2.3x).
  - In addition to these conversion campaign (lower funnel) performance results, mid-funnel support added in June with paid social for additional exposure and consideration. The Meta (Facebook/Instagram) campaign drove over 33k clicks to the Treasure Collection landing page since launching in June, growing Treasure Collect site traffic by an estimated 316%+.
  - Room Nights: 11,833.
  - FY 2023 Assessment Revenue: \$1.1M.

### **FY 2023 TMD Performance Report – Convention Concession Presentation**

- Finding / Recommendation:
  - Review of Convention Concession Commitment Spreadsheet
  - Consider Business Case for Convention Concessions:  
Jehovah's Witnesses | Alpha Kappa Alpha | Connect Marketplace | Sigma Gamma Rho

### **FY 2024 TMD Budget**

- Finding / Recommendation: Overview of Budget Highlights

### **Westshore Tourism Marketing Special Benefit District Concept**

- Overview of Tampa Sports Authority Presentation – Youth Amateur Athletic Facility.
- Authorization to Retain Services of Civitas Consultants of Sacramento, Ca. to not exceed \$25,000.

**Good of the Order**

**Adjournment**