



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

## **TMD STEERING COMMITTEE MEETING**

## **MINUTES**

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

**Attendees:** Ron McAnagh; Chris Southwick; Joe Collier; Andrew Spicknall; Crystal Rivera; Patrick Sorge; Peter Wright; Bob Morrison; Adam DePiro

## **2024 MEETING CALENDAR**

**Findings/Recommendation: Three Meetings - 1st Thursday of March, June, September**

**Discussion:** The Committee sought to identify and confirm whether a three meeting a year cycle aligned with the District's needs. The Committee assessed the logistics associated with not only coordinating schedules but also the need for establishing a targeted meeting calendar.

**Action Taken by the Committee:** Upon the motion of Member McAnagh and second by Member Southwick, the Committee unanimously approved adding a Committee meeting to the first Thursday in December, so that the Committee has now established a quarterly meeting cycle.

## **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

**Discussion:** The Committee received a presentation by Visit Tampa Bay Chief Sales Officer Adam DePiro on the impact of the addition of four (4) new conventions in 2025 & 2026. In total, the convention prospects met the TMD's minimum threshold for peak room nights, participating hotels and need period. In total, the TMD was requested to consider committing an additional \$641,937 in TMD assessment funding to facilitate adding to the market's convention calendar.

The Committee reviewed the presentation and the alignment of the conventions on current and future attraction of convention group business. In part, the Committee confirmed that the proposed meetings had been fully vetted by Visit Tampa Bay and that a funding commitment equal to the TMD had been VTB approved.

**Action Taken by The Committee:** Upon the motion of Member Sorge and second by Member Spicknall, the Committee unanimously approved adding the four (4) proposed conventions to the TMD Convention Concession Fund in the amount of \$641,937.

## **FY 2024 TMD BUDGET**

### **Finding/Recommendation: Overview of Budget Highlights**

**Discussion:** The Committee reviewed the FY 2024 Budget, and the expense categories associated the TMD's two funding categories ... the TMD Digital Marketing Campaign and the TMD Convention Concession Fund. The Committee analysis highlighted three key issues:

First, the need to begin to plan for the addition of the four new Concession Fund conventions and the significant funding addition in the next two fiscal years.

Second, the desirability of the TMD administrative team shifting from part time to full time, based upon the growing TMD administrative responsibility.

Third, the status of the assessment proceeds held by the City of Tampa that was collected between October of 2019 and March of 2020, which is currently reflected on the TMD balance sheet as part of its assessment receivables.

**Action Taken by The Committee:** Upon the motion of Member Collier and second of Member Rivera, the TMD unanimous agreed to ratify the FY 2024 Budget, with the understanding that budget amendments to address the new Convention Concession funding candidates and staff status will be required.

## **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.**

**Discussion:** The Committee discussed the issues associated with development of a Youth Amateur Athletic Facility and the impact on recession proofing of the market dynamics, not only in Westshore, but the entire market, as demonstrated by the performance of the Hillsborough County Tournament Sportsplex.

Additionally, the overview briefing outlined that the TMD does not allow for capital improvements under its enabling ordinance, so a new TMD will be required to facilitate the development of the facility outlined by Tampa Sports Authority CEO Eric Hart at the February HCHMA Membership Luncheon.

The Executive Director outlined the scope of services that would be obtained by national subject matter expert Civitas Advisors of Sacramento and the value of preparation of support documentation to outline the impact of the proposed district and examples of the use of assessment fees for capital improvements.

**Action Taken by The Committee:** Upon the motion of Member Collier and second by Member McAnagh, the Committee unanimously approved a budget amendment to establish an addition to its Legal / Professional Services budget line item of \$25,000, to facilitating entering a not to exceed consulting services agreement with Civitas Advisors of Sacramento, Ca.

**ADJOURNMENT** - The meeting was adjourned at 10:00am.