



Downtown / Historic Ybor

TOURISM MARKETING SPECIAL BENEFIT DISTRICT

FY2022 ANNUAL REPORT

OCTOBER 1, 2021 – SEPTEMBER 30, 2022



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

Dennis Rogero
Chief Financial Officer
City of Tampa
306 E. Jackson St.
8th Floor
Tampa, FL 33602

SUBJECT: Transmittal of Downtown/Historic Ybor Tourism Marketing Special Benefit District
Governing Committee Annual Report - October 1, 2021 – September 30, 2022

DATE: June 30, 2023

Dear Mr. Rogero:

You will find attached the Downtown/Historic Ybor Tourism Marketing Special Benefit District Governing Committee Annual Report for the period of October 1, 2021 – September 30, 2022.

As required, you will find the TMD FY2024 Proposed Budget on page 14.

Please let our team know if there's any additional information we can provide for your review and/or assessment.

Best regards,

Bob Morrison
Executive Director
Downtown/Historic Ybor Tourism Marketing Special Benefit District



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

FY 2022 ANNUAL REPORT

OCTOBER 1, 2021 – SEPTEMBER 30, 2022

PREAMBLE

Pursuant to Sections 170.03 and 170.201, Florida Statutes, and Sections 24.5-8, 24.5-11, and 24.5-12 of the Code of Ordinances of the City of Tampa, the City of Tampa City Council adopted Resolution No. 2020-714 on October 15, 2020, to create the “Downtown/Historic Ybor Tourism Marketing Special Benefit District”.

Section 24.5-6, entitled Management of Funds for the District, directs that each year the Owner’s Association shall submit a report of activities and expenditures to the City.

Section 24.5-7, entitled Services for the District, directs that services to be provided within the District shall consist of any destination marketing or promotion-related activities, advertisements, or services to promote and advertise tourism and the availability of accommodations, so long as the message and focus of the activities, advertisements, or services is targeted primarily to attract customers from areas at least seventy-five (75) miles distant from the boundaries of the District.

The following report is submitted to ensure compliance with the Ordinance’s requirements.

FY2022 ANNUAL REPORT

TABLE OF CONTENTS

Governance Structure	Page 1
FY2022 Participating Hotel Properties / Prospective Hotel Properties	Page 2
Operational or Administrative Activities	Page 3
Tourism Enhancement Services Activities	Pages 4-8
District Accomplishments	Page 9
Any Requested Increase to the Special Assessment Rate / TMD New Hotel Addition(s)	Page 10
Tourism Marketing District – FY2022 Statement of Financial Position	Page 11
Tourism Marketing District – FY2022 Statement of Revenue and Expenses	Page 12
Tourism Marketing District – FY2023 Budget	Page 13
Tourism Marketing District – FY2024 Proposed Budget	Page 14
Exhibit 1	Approval of Sole Source Marketing Services Partner
Exhibit 2	Visit Tampa Bay: TMD Funds Booking Criteria
Exhibit 3	TMD Convention Concession Tracking Sheet
Exhibit 4	Leadership Tampa 2022 TMD Slide Presentation
Exhibit 5	TMD Strategy – FY22

In creation of the first Tourism Marketing District in Florida, the HCHMA has developed and/or identified a number of components to implement the required management structure of the Downtown/Historic Ybor Tourism Marketing Special Benefit District:

GOVERNANCE STRUCTURE

A HCHMA Board Tourism Marketing Special Benefit District (TMD) Governance Structure has been established to provide a two-step assessment and approval structure. All marketing campaigns and related budgets will require the approval of the TMD Governance Sub-committee. This committee will be empowered to oversee any and all digital marketing campaigns as well as evaluation of any prospective conventions that are eligible for support through the convention concession program.

Governance Sub-committee Membership:

Downtown/Ybor City HCHMA Board Members

Joe Collier	Mainsail Development (Epicurean) Managing Partner HCHMA Past President
Ron McAnaugh	Tampa Marriott Water Street / JW Marriott Tampa Water Street, GM HCHMA President
Peter Wright	Hotel Haya

Non-HCHMA Board Members

Mike Hurley	Aloft Tampa Downtown, GM
Ben Walters	Hampton Inn & Suites – Ybor City, GM
Carlos Santana	Hilton Garden Inn Tampa Ybor, GM
Andrew Spicknall	Le Meridien, GM
Lauren Favre	Sheraton Tampa Riverwalk Hotel, Interim GM
Larry Collier	The Barrymore Hotel Tampa Riverwalk, Director of Hotel Operations

Ex-officio (non-voting)

Pat Ciaccio	HCHMA Secretary/Treasurer
Bob Morrison	HCHMA Executive Director

FY2022 - PARTICIPATING HOTEL PROPERTIES

1.	Aloft Tampa Downtown	100 West Kennedy Blvd. Tampa, FL 33602
2.	Epicurean Hotel	1207 South Howard Tampa, FL 33606
3.	Hampton Inn & Suites Ybor	1301 E. 7th Avenue Tampa, FL 33605
4.	Hilton Garden Inn Tampa Ybor	1700 E. 9 th Avenue Tampa, FL 33605
5.	Hotel Haya	1412 E. 7 th Avenue Tampa, FL 33605
6.	JW Marriott Tampa Water Street	510 Water Street Tampa, FL 33602
7.	Le Meridien Tampa	601 N. Florida Avenue Tampa, FL 33602
8.	Sheraton Tampa Riverwalk Hotel	200 N. Ashley Drive Tampa, FL 33602
9.	Tampa Marriott Water Street	700 South Florida Avenue Tampa, FL 33602
10.	The Barrymore Hotel Tampa Riverwalk	111 W. Fortune Street Tampa, FL 33602

PROSPECTIVE HOTEL PROPERTIES

1.	Embassy Suites Tampa Downtown Convention Center	513 South Florida Avenue Tampa, FL 33602
2.	Floridan Palace Hotel	905 N. Florida Avenue Tampa, FL 33602
3.	Hilton Tampa Downtown	211 North Tampa Street Tampa, FL 33602
4.	Hyatt Place & Hyatt House Tampa Downtown	325 N. Florida Avenue Tampa, FL 33602
5.	The Tampa EDITION	1001 Water Street Tampa, FL 33602
6.	The Westin Tampa Waterside	725 S. Harbour Island Blvd. Tampa, FL 33602

OPERATIONAL OR ADMINISTRATIVE ACTIVITIES

In the fiscal year 2022, the Downtown/Historic Ybor Tourism Marketing Special Benefit District faced a series of unique challenges.

First, in October 2020, Tampa City Council passed a revised ordinance that converted the TMD into a dependent Special Benefit District. This changed, to some degree, the reporting requirements directed by the State of Florida, which left a series of questions unanswered in the absence of any similar hospitality-centric District in the State of Florida.

Second, the ordinance provided a new platform for assessment calculation. The underlying denominator in this formula was to focus upon the economic activity of room ownership versus the foundation of the former ordinance - guest bookings. Stated in another way, the ordinance required assessment is based upon the number of guest rooms owned by the hotel ownership.

Third, the TMD administrative staff began a quarterly collaboration with the VTB marketing team to explore and confirm how the Tourism Enhancement Services and the Convention Concession Reserve budget were being deployed. Considering the original vision of the District to be able to anticipate market trends and needs, the two-tiered deployment strategy allows for not only a short-term reactive tool, but also a proactive longer term means to anticipate convention recruitment and retention as well as real time market soft periods.

Fourth, this transition was also framed by this being the first full operational fiscal year under the revised ordinance. The ability to move beyond simply projecting available budget resources in the absence of historical data moved the development and execution of the media plan to allow for creative exploration of digital campaign capabilities with the knowledge of a stable funding foundation.

Fifth, the new Treasure Collection properties received several inquiries from third-party travel, search engines who require proof that the assessment fee was government directed and not hotel optional. As a result, a standard letter was revised to satisfy the inquiring third-party search engines that indeed the TMD Assessment was, in fact, ordinance directed.

Sixth, the TMD, as a dependent Special Benefit District, initiated the filing of its Annual Financial Report (AFR) documentation with the State of Florida Department of Financial Services. This filing is a requirement of all dependent Special Benefit Districts.

Seventh, the TMD team met with participating hotel properties, as requested, to review overall District performance as well as how their specific hotel was impacted by the digital marketing efforts under the Tourism Enhancement Services umbrella.

Eighth, the development of the FY 2021 HCHMA Annual Report to the City of Tampa.

TOURISM ENHANCEMENT SERVICES ACTIVITIES



1

Campaign Overview

Objective

Increase room nights and booking revenue for Treasure Collection hotels with a lower-funnel conversion campaign

Strategies

Focus on travel intenders at the decision time of the booking journey

Geo-target high potential feeder markets East of the Mississippi + Texas

Target searcher to Tampa, competitive destinations, Florida and previous Hillsborough County visitors

2

2

Media Partners

Select partners based on premium inventory and historically high ADR.

OTA
 (Online Travel Agency)



- Drive strong booking volume and deliver high ROAS with Expedia's first-party, real-time travel behavior data across key sites within their portfolio.
- Expedia to provide booking and revenue data by property based on Expedia site bookings within their platform post exposure to the TMD campaign on the Expedia site campaigns
- Offers higher ADR

Travel Data Partner



- Leverage Adara's data to position the Treasure Collection brand in front of potential hotel bookers, running across a variety of consumer sites.
- Customized, direct attribution report for all Adara measured TMD properties (8 of the 13) plus enriched reporting (enhanced, projection against any booking source across all proprieties)
 - Reporting will be all-in, not available by property
 - Option to add Adara pixel to the unmeasured properties
 - The only trackable media to guarantee true ROAS

3

The Treasure Collection creative platform strategically aligns with Visit Tampa Bay's branding

TMD's lower-funnel campaign leverages mass awareness generated through VTB's leisure and meetings campaigns.



4

Expedia In-Market Examples

The screenshot displays the Expedia website interface. On the left, there's a sidebar with filters for 'From' (listing various cities like Washington, DC), 'To' (listing Tampa, FL), and 'Dates' (listing Nov 19 and Nov 20). The main content area shows flight search results for the route 'Washington, DC (DCA) to Tampa, FL (TPA)'. It lists several flight options with details like departure time, arrival time, and price. For example, one option is '6:00am - 10:10am' for \$581. Below the flight results, there are promotional banners for 'SMILE WILDLY' and 'TAMPA BAY TREASURE COLLECTION'. At the bottom, there's a section titled 'Go further with the Expedia app' with a 'Switch to the app' button.

5

Adara In-Market Examples

The screenshot shows two website examples. On the left is 'The Washington Post' website, specifically the 'HOME & GARDEN' section. It features several articles with headlines like 'The climate-friendly way to furnish your home' and 'She has 13 cats in a two-bedroom condo. Here's her litter-box advice.' On the right is the 'Chicago Tribune' website, showing a 'Eat, Watch, Do...' section with a headline '25 best new restaurants, Bourbon County review, plus holiday event guides'. Below this is an advertisement for 'RELAX BOLDLY' featuring a beach scene and the text 'TAMPA BAY TREASURE COLLECTION FIND YOUR HOTEL'.

6

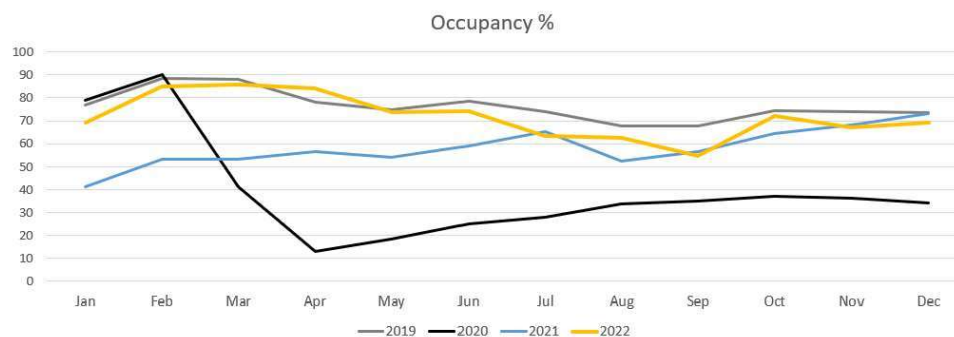
Plan Learnings and Optimizations

- Strategic shift in targeting and budget for January-March based on seasonality
 - Target weekday bookings and future travel (April forward) to help fill need time periods
 - Monthly digital media spend approx. 50% lower, compared to April-September spend, to maximize effectiveness and drive demand in lower occupancy months
- Post February 2023 data report, review need periods for incremental spend with reserve funds to maximize ROAS potential for the highest need time periods for the downtown district

7

Seasonality

Align media allocation and target based on need periods and opportunities



Historic need periods in order of priority: July-September; April-June; October-December, January-March
 High occupancy periods need to focus on weekday bookings and future months

Source: STR December 2022 Report, Downtown+

8

Key Performance Indicators

Return on Ad Spend (ROAS) – Direct attribution of booking nights and revenue

	FY 2018	FY 2019	FY 2020 (Oct'19 only)	FY 2022* (through Oct'22)
# Properties	13	13	13	10
Impressions	23M	52M	2.6M	24M
CTR	0.19%	0.11%	0.08%	0.10%
# Room Nights	7.8k	24k	381	8.4k
ADR	\$198	\$210	\$218	\$302
Spend	\$200k	\$500k	\$21k	\$447k
Revenue	\$1.5M	\$5.1M	\$83k	\$2.5M
ROAS By Partner	8x Expedia: 11x Adara: 6x Sojern: 2x	10x Expedia: 18x Adara: 3x Kayak: 2x Sojern: 1x	4x Expedia: 8x Adara: 7x Kayak: 2x Sojern: 1.5x	5x (Goal: 4:1) Expedia: 5.6x Adara: 5.9x <small>*FY22 includes Oct'22 due to special extension due to Hurricane pause in Sept'22</small>

ROAS shift from 2019 contributed to:

- Less property participation, limiting the opportunity for contributing additional room nights and revenue
- 2022 did not include some of the top 2019 revenue contributors: Hilton Tampa Downtown, Embassy Suites Tampa Downtown, Floridan Palace Hotel
- Expedia drop in performance, yet higher demand and ADR in marketplace, limiting consumer options and may impact conversion

9



10

DISTRICT ACCOMPLISHMENTS

Fiscal year 2022 position of the Downtown/Historic Ybor Tourism Marketing Special Benefit District in a unique but significant change of strategy and legal positioning. The change ... the lawsuit of Corcoran vs. the City of Tampa determines that if the TMD was going to legally exist, the City did not have the power to levy an assessment based on the economic activity of “booking a room”.

Thus, FY22 reflects a new business model for the Downtown\Historic Ybor Tourism Marketing Special Benefit District. The following highlights the TMD’s accomplishments associated with the launch of this new model:

ACCOMPLISHMENTS

- Creation of a new District assessment model based upon the economic activity of the number of rooms, not the economic activity of booking a room ... that the State argued was preempted from City use by the already existing state Tourist Development Tax.
- Renaming of the TMD to the Downtown/Historic Ybor Tourism Marketing Special Benefit District.
- Re-engaging with the Hillsborough County Tax Collector’s Office in the development of an electronic payment portal at no expense to the newly revived TMD.
- For the first time, key performance indicators offered an insight into the market recovery that the Treasure Collection experienced.
- The return on advertising spend was five dollars in room revenue for every dollar of advertising, which exceeded the TMD stated goal of 4 to 1.
- For the first time in Market history, average daily rate (ADR) for the participating properties was \$302. Exceeding the \$300 mark was in contrast to the traditional belief that digital marketing was a source of “low-yield” room rates.
- Room Revenue through October was \$2.5 million, less than the FY2019 revenue total, but also took into account the loss of two of the highest room producing properties from the original Treasure Collection.
- Maintaining a monthly invoice protocol, which allowed the District to remain responsive to the existing payment timelines, desired by the participating hotels.
- The Convention Concession reserve fund was a catalyst in the recruitment of one of the largest room night producing conventions in the City of Tampa in Tampa Bay history – The American Legion in August of 2025.

ANY REQUESTED INCREASE to the SPECIAL ASSESSMENT RATE

With the recent approval of the TMD ordinance and the concurrent establishment of the Special Assessment Rate, there is no requirement for any increase to the Special Assessment Rate in the upcoming fiscal year.

TMD NEW HOTEL ADDITION(S)

Consistent with the current Ordinance, the Owner's Association has the capacity to request that the City add additional hotel properties within the boundaries of the City of Tampa Downtown/Historic Ybor Tourism Marketing Special Benefit District.

The property owners of the Floridan Palace Hotel, Hyatt Place Hyatt House Tampa Downtown, and The Tampa EDITION have indicated their desire to join the participating members of the Tourism Marketing District. The necessary process for adding these new participating members will be initiated within the next sixty (60) days.

TOURISM MARKETING DISTRICT – FY2022 STATEMENT OF FINANCIAL POSITION

Downtown/Historic Ybor Tourism Marketing Special Benefit District
Statement of Financial Position
As of September 30, 2022

ASSETS

Cash		393,637.00
Assessments Receivable		877,698.00
Total Assets	\$	1,271,335.00

LIABILITIES and FUND BALANCE

Accounts Payable and Accrued Expenses		82,007.00
Total Liabilities	\$	82,007.00
Fund Balance		1,189,328.00
Total Liabilities and Fund Balance	\$	1,271,335.00

TOURISM MARKETING DISTRICT – FY2022 STATEMENT OF REVENUE and EXPENSES

Downtown/Historic Ybor Tourism Marketing Special Benefit District

Statement of Revenue and Expenses

October 1, 2021 - September 30, 2022

	Budget	Actual
REVENUE		
TMD Revenue	880,000.00	1,038,805.00
Interest	0.00	0.00
Total Tourism Marketing District Revenue	880,000.00	1,038,805.00
TMD EXPENSES		
<u>Agreement Mandated Support Costs</u>		
GrayRobinson (Tri-Party Agreement Litigation Costs)	0.00	0.00
City of Tampa Administrative Fee	10,200.00	10,371.98
Tax Collector Administrative Fee	10,200.00	10,268.03
Total for Agreement Mandated Support Costs	20,400.00	20,640.01
<u>Contractors</u>		
Total for Administrative Assistant Services	18,000.00	19,500.00
Total for Executive Director Services	48,000.00	88,000.00
Total for Contractors	66,000.00	107,500.00
<u>Legal & Professional Services</u>		
GrayRobinson TMD Legal Advisory Services	60,000.00	27,926.50
Miscellaneous Legal & Professional Services	20,000.00	0.00
Frazier & Deeter	10,000.00	6,000.00
Total for Legal & Professional Services	90,000.00	33,926.50
<u>Office/General Administrative Expenses</u>		
Bank Charges & Fees	700.00	376.25
Taxes and Licenses	0.00	225.00
General Administrative Expense - QuickBooks	500.00	480.00
Miscellaneous Office/General Administrative Expenses	500.00	9,822.75
Total Office/General Administrative Expenses	1,700.00	10,904.00
<u>TMD Tourism Enhancement Services</u>		
TMD Tourism Enhancement Services - Digital Marketing	550,000.00	499,995.87
Concession / Convention Center Buy-Down	150,000.00	178,919.66
Total for TMD Tourism Enhancement Services	700,000.00	678,915.53
Total for Expenses	878,100.00	851,886.04
Net Income	1,900.00	186,918.96

Accrual Basis

TOURISM MARKETING DISTRICT – FY2023 BUDGET

Downtown/Historic Ybor Tourism Marketing Special Benefit District

October 1, 2022 - September 30, 2023

	Budget	Actual
REVENUE		
TMD Revenue	1,049,266.00	0.00
Interest	0.00	0.00
Total Tourism Marketing District Revenue	1,049,266.00	0.00
TMD EXPENSES		
<u>Agreement Mandated Support Costs</u>		
GrayRobinson (Tri-Party Agreement Litigation Costs)	0.00	0.00
City of Tampa Administrative Fee	10,493.00	0.00
Tax Collector Administrative Fee	10,493.00	0.00
Total for Agreement Mandated Support Costs	20,986.00	0.00
<u>Contractors</u>		
Total for Administrative Assistant Services	18,000.00	0.00
Total for Executive Director Services	48,000.00	0.00
Total for Contractors	66,000.00	0.00
<u>Legal & Professional Services</u>		
GrayRobinson TMD Legal Advisory Services	60,000.00	0.00
Miscellaneous Legal & Professional Services	20,000.00	0.00
Frazier & Deeter	10,000.00	0.00
Total for Legal & Professional Services	90,000.00	0.00
<u>Office/General Administrative Expenses</u>		
Bank Charges & Fees	700.00	0.00
Taxes and Licenses	0.00	0.00
General Administrative Expense - QuickBooks	500.00	0.00
Miscellaneous Office/General Administrative Expenses	500.00	0.00
Total Office/General Administrative Expenses	1,700.00	0.00
<u>TMD Tourism Enhancement Services</u>		
TMD Tourism Enhancement Services - Digital Marketing	650,000.00	0.00
Concession / Convention Center Buy-Down	200,000.00	0.00
Total for TMD Tourism Enhancement Services	850,000.00	0.00
Total for Expenses	1,028,686.00	0.00
Net Income	20,580.00	0.00

Accrual Basis

TOURISM MARKETING DISTRICT – FY2024 PROPOSED BUDGET

For the period of October 1, 2023 - September 30, 2024

	Budget	Actual
REVENUE		
TMD Revenue	1,049,266.00	0.00
Interest	0.00	0.00
Total Tourism Marketing District Revenue	1,049,266.00	0.00
 TMD EXPENSES		
<u>Agreement Mandated Support Costs</u>		
GrayRobinson (Tri-Party Agreement Litigation Costs)	0.00	0.00
City of Tampa Administrative Fee	10,493.00	0.00
Tax Collector Administrative Fee	10,493.00	0.00
Total for Agreement Mandated Support Costs	20,986.00	0.00
 <u>Contractors</u>		
Administrative Assistant Services	18,000.00	0.00
Executive Director Services	48,000.00	0.00
Total for Contractors	66,000.00	0.00
 <u>Legal & Professional Services</u>		
GrayRobinson TMD Legal Advisory Services	20,000.00	0.00
Frazier & Deeter, CPA and Advisory Firm	10,000.00	0.00
Rivero, Gordimer & Company, P.A.	15,000.00	0.00
Miscellaneous Legal & Professional	10,000.00	0.00
Total for Legal & Professional Services	55,000.00	0.00
 <u>Office/General Administrative Expenses</u>		
Bank Charges & Fees	500.00	0.00
Taxes and Licenses	300.00	0.00
General Administrative Expense - QuickBooks	500.00	0.00
Website Development & Maintenance	1,000.00	0.00
Miscellaneous Office/General Administrative Expenses	1,000.00	0.00
Total Office/General Administrative Expenses	3,300.00	0.00
 <u>TMD Tourism Enhancement Services</u>		
TMD Tourism Enhancement Services - Media	700,000.00	0.00
Concession / Convention Center Buy-Down	200,000.00	0.00
Total for TMD Tourism Enhancement Services	900,000.00	0.00
 Total for Expenses	1,045,286.00	0.00
 SURPLUS	3,980.00	0.00

EXHIBIT 1

Approval of Sole Source Marketing Services Partner

**SINGLE SOURCE
CERTIFICATE OF CONDITIONS AND CIRCUMSTANCES**

Instructions: The purpose of this form is to certify conditions and circumstances for the purchase of goods and services based upon a single source proposal. This request is to be executed by the Downtown/Historic Ybor Tampa Tourism Marketing District Owners' Association staff and submitted to the Owners' Association Board of Directors for consideration and approval/disapproval.

Item or Services Required: Tourism Enhancement Services (TES)

Name of Company considered Single Source: Visit Tampa Bay (VTB)

Conditions and special circumstances for the Single Source. Please be specific:

Staff analysis has determined that the provision of the TES requires an organization with specific marketing and sales skills. VTB is recommended as uniquely qualified in that it:

(1) has experience developing KPIs and measuring direct Return on Investment to ensure benefit to all participating hotels;

(2) has experience developing multi-hotel marketing campaigns;

(3) has experience developing Tampa Bay marketing campaigns such that they will be in a position to create new campaigns that will supplement, not supplant, existing efforts;

(4) has the staff resources and external assets (including uniquely qualified vendors) to be able to create initiatives that are customized to provide direct benefit to the participating hotels through supplemental room nights; and

(5) it has experience leveraging existing marketing campaigns and an understanding of the broad marketing efforts in Tampa to help it design campaigns that will deliver specific benefit to participating hotels.

In closing, using a different vendor would lead to inefficiencies and a duplication of efforts—wasting critically important marketing funds.

Robert B. Morrison, Jr.
Owners' Association Staff Signature

7/6/2017
Date of Request

Requisition Number

Buyer Name

Approved by Owners' Association Board of Directors:

Nabil Salloum

[Signature]
Signature

7/6/17
Date

☐ Quotation/Documentation attached

EXHIBIT 2

Visit Tampa Bay: TMD Funds Booking Criteria

Tourism Marketing District Downtown/Ybor City

Convention Concession Sales Funding Guidelines

Tourism Marketing District Funding can be applied towards booking meetings and conventions based on the following criteria:

- Outside of 18 months leads should have a minimum peak night of 1,200 rooms
- Within 18 months of arrival a peak night of 800 rooms will apply
- Leads should affect a minimum of 4 contributing TMD hotels

Exceptions to the above qualifying criteria will be considered with approval by TMD steering committee:

- Booked short term
- Lead fills an identified need date or an existing hole between groups
- Lead falls over holiday, or chronically challenging dates

Additional considerations:

- Funds should only be applied to secure new business
- Visit Tampa Bay must source the lead
- Leads should be otherwise cost prohibitive
- Tourism Marketing District participating hotels shall have first priority on any TMD funded leads
- It is understood that any eligible convention sales concession agreement must be approved by the TMD Steering Committee.
- A budget for each program year shall be established by the TMD Steering Committee. Any unspent allocation shall be carried over to the next fiscal year, unless otherwise modified by action of the Steering Committee.
- In order to properly account for Convention Sales Concessions obligation for meetings scheduled in future years, the Steering Committee has created a budgetary funding formula that allocates a portion of the commitment to a Concessions Reserve Account each year guided by the number of years away the event is scheduled (if three years away = to 1/3 of the obligation per year, if four years away = to ¼ of the obligation per year etc.)

EXHIBIT 3

TMD Convention Concession Tracking Sheet

Group Name	Lead ID	Event Date	Peak Block	Room Nights	Total Attendance	VTB Rebate	Group Rebate	Total TMD Contribution	VTB Funds	Econ Impact	Comments
2019											
Int'l Pastors & Leadership Conference	55632	4/24/19-4/27/19	1,564	5,201	9,000		\$41,608	\$30,000	\$28,586	\$5,588,164	Short term, need period dates
IBEX 2019	49252	10/1-3/19	2,198	8,076	6,500		\$80,760	\$5,000	\$15,000	\$3,971,330	Attendance will go higher as we always add overflow rooms close to meeting dates. This was added as an incentive to help keep IBEX here from 2019-2020 (due to changes at TCC) and to help book 2021.
DOD Intelligence Conference 2019	55967	8/18- 20/19	1,577	5,788	2,500		\$0	\$30,000	\$31,180	\$2,517,717	Short term, need period dates
2020											
IBEX 2020	49867	9/29-10/1/20	2,030	7,414	6,500		\$74,140	\$5,000	\$16,500	\$4,656,966	2020 event cancelled Attendance will go higher as we always add overflow rooms close to meeting dates. This was added as an incentive to help keep IBEX here from 2019-2020 (due to changes at TCC) and to help book 2021.
Blacks In Government	55988	8/23- 9/3/20	850	4,505	1,200		\$60,240	\$10,000	\$10,000	\$1,389,300	2020 rescheduled to 2024 due to COVID-19 Chronic need period dates
Service Roundtable	59910	9/20-24/20	925	3,026	1,800		\$10	\$6,000	\$6,000	\$1,592,647	2020 rescheduled to 2022 due to COVID-19 Event is 4 years old and have always been in a single hotel in Vegas and have never paid rental. TCC is giving 50% off rental, Hotels \$10 rebate and VTB of \$6000 & TIDS of \$12,000 to achieve comp center.
2021											
IBEX 2021	49868	9/27-29/21	2,345	8,783	6,500		\$87,830	\$20,000	\$18,000	\$4,564,000	Attendance will go higher as we always add overflow rooms close to meeting dates. This was added as an incentive to help keep IBEX here from 2019-2020 (due to changes at TCC) and to help book 2021.
American College of Medical Genetics and Genomics	52993	03/2-5/21	1,750	5,835	3,300		\$58,000	\$15,000	\$15,000	\$2,995,125	Attempting to find specifics as to why group selected Los Angeles, we are told they had a better package.
Financial Planning Association 2021	55762	9/20-22/21	1,200	3,867	1,800	13.50	\$52,205	\$30,045	\$17,000	\$1,912,795	Needed to move GS into West Hall - planner will not consider unless we add pipe/drape & carpeting. This is the type of group we want for summer business (financial planners) and September is always a need period.
2022											
National Wood Flooring Association	54850	4/12-14/22	1,260	4,014	1,300		\$60,210	\$12,500	\$12,500	\$1,751,806	We are offering this incentive as client needs comp center. They will utilize 6 hotels in downtown Tampa.
IAFE	58242	11/27-30/22	1,900	7,935	3,500	\$5	\$39,675	\$20,000	\$20,000	\$3,180,127	Need comp center. Trying to use a three year deal (\$40,000 total) to incent group to book right after Thanksgiving for 3 years. Traditionally a need period time.
IBEX	49869	9/22-10/1/22	2,610	10,023	6,500		\$12	\$12,500	\$21,060	\$4,564,000	BDF has exhibitor gift included. Requires comp center and help try to keep group in Tampa as they continue to outgrow exhibit space. Need period dates.
Service Roundtable	63351	10/18/22-10/20/22	925	3,026	1,800		\$10	\$6,000	\$6,000	\$1,592,647	Event rescheduled from 2020 due to COVID-19 Event is 4 years old and have always been in a single hotel in Vegas and have never paid rental. TCC is giving 50% off rental, Hotels \$10 rebate and VTB of \$6000 & TIDS of \$12,000 to achieve comp center.
2023											
Natl. Council of Teachers of English	57385	11/16-19/2023	2,500	8,846	3,000		\$176,920	\$47,300	\$47,300	\$3,936,450	Client requires a comp center (always have had this) and a \$20 rebate that goes towards other convention expenses (not rental). We are offering this to help get group to choose Tampa - using all hotels in Downtown, Epicurean & Hampton Inn in Ybor (Hilton Garden Inn Ybor chose not to bid).
AEAONMS	52971	8/16-26, 2023	2,500	15,556	4,000	\$155,560	\$77,780	\$183,340	\$75,500	\$8,594,689	Requires comp center (used to apply for summer business program) \$15 rebate (\$10 goes to VTB to offset costs in hosting Parade as required by client and \$5 goes back to AEAONMS) TCC charging \$183,334 for meeting room rental Tampa Convention Center deposit schedule: 08/10/18 - \$18,333 02/21/22 - \$55,000 02/15/23 - \$55,000 06/30/23 - \$55,000
Kappa Alpha Psi Fraternity	57383	7/17-22, 2023	1,600	7,350	5,000		\$114,315	\$126,042	\$135,000	\$8,629,961	INCREASE OF TCC RENTAL TCC rental increased as a result of additional move-out day. Revised deposit schedule is as follows: 4/22/19 \$11,458.38 1/24/22 \$38,958.49 1/17/23 \$37,812.66 6/1/23 \$37,812.65 Requires comp center. \$15 rebate goes back to Kappa Alpha Psi. VTB contributing \$100K as financial incentive, \$5K to sponsor key cards, \$25K for opening reception and an additional \$2K to sponsor a breakfast at a board meeting. TCC charged \$211,800 for daily operating costs which will need to be covered.
IAFE	58578	11/26-29/23	1,900	7,935	3,500	\$5	\$39,675	\$20,000	\$20,000	\$3,180,127	Need comp center. Trying to use a three year deal (\$40,000 total) to incent group to book right after Thanksgiving for 3 years. Traditionally a need period time.
IBEX	60390	9/29-10/8/23	2,610	10,023	6,500		\$12	\$15,000	\$23,560	\$4,564,000	BDF has exhibitor gift included. Requires comp center and help try to keep group in Tampa as they continue to outgrow exhibit space. Need period dates.
2024											
National Assoc of Free Will Baptists	55456	7/19-27/2024	1,000	4,316	5,000		\$0	\$95,107	\$95,107	\$4,231,198	No rebate as we had to provide amazing rates to be awarded the business. Chronic need period dates. 1/1/918 - \$19,021.30 1/2/923 - \$57,064.17 1/2/924 - \$19,021.39
TESOL	57540	3/20-22/2024	2,100	8,450	2,850		\$160,000	\$15,000	\$15,000	\$3,904,502	Boston comp center, preferred pattern and F&B credit, our pattern is not their preferred.
IAFE	58579	12/1-4/2024	1,900	7,935	3,500	\$5	\$39,675	\$20,000	\$20,000	\$3,180,127	Need comp center. Trying to use a three year deal (\$40,000 total) to incent group to book right after Thanksgiving for 3 years. Traditionally a need period time.
IBEX	60391	9/27-10/5/24	2,610	10,023	6,500		\$12	\$17,500	\$26,060	\$4,564,000	BDF has exhibitor gift included. Requires comp center and help try to keep group in Tampa as they continue to outgrow exhibit space. Need period dates.
Blacks In Government	63354	8/11-8/15/2024	788	4,564	1,200		\$45,640	\$10,000	\$12,600	\$1,731,491	COVID-19 Reschedule from 2020 to 2024 Chronic need period dates
2025											

Lead ID	Lead Name	Account Name	Status	Arrival	Expense Account	Created	Amount	Payable Date
2018								
55632	International Pastors & Leadership Conference	T.D. Jakes Ministries- The Potter's House	Definite	4/24/2019	Tourism Marketing District	4/24/2018	\$30,000.00	7/6/2018
2019								
55456	2024 National Convention	National Association of Free Will Baptists	Definite	7/21/2024	Tourism Marketing District	10/31/2018	\$19,021.39	11/9/2018
55967	DOD Intelligence Conference 2019	Department of Defense	Definite	8/18/2019	Tourism Marketing District	8/7/2018	\$30,000.00	2/1/2019
57383	86th Grand chapter Meeting (National Convention) 2023	Kappa Alpha Psi Fraternity Inc.	Definite	7/17/2023	Tourism Marketing District	12/20/2018	\$11,458.38	4/22/2019
52971	Imperial Session 2023	Ancient Egyptian Arabic Order Nobles of the Mystic	Definite	8/18/2023	Tourism Marketing District	12/20/2018	\$18,333.41	7/1/2019
49252	IBEX - 2019	National Marine Manufacturers Association	Definite	10/1/2019	Tourism Marketing District	9/14/2018	\$5,000.00	8/1/2019
2020								
2021								
49868	IBEX - 2021	National Marine Manufacturers Association	Definite	9/28/2021	Tourism Marketing District	9/14/2018	\$20,000.00	9/1/2021
2022								
57383	86th Grand chapter Meeting (National Convention) 2023	Kappa Alpha Psi Fraternity Inc.	Definite	7/17/2023	Tourism Marketing District	12/20/2018	\$38,958.49	1/1/2022
52971	Imperial Session 2023	Ancient Egyptian Arabic Order Nobles of the Mystic	Definite	8/18/2023	Tourism Marketing District	12/20/2018	\$55,000.20	2/15/2022
54850	2022 NWFA Wood Flooring Expo	National Wood Flooring Association	Definite	4/12/2022	Tourism Marketing District	10/4/2018	\$12,500.00	3/1/2022
49869	IBEX - 2022	National Marine Manufacturers Association	Definite	9/22/2022	Tourism Marketing District	5/8/2021	\$12,500.00	8/1/2022
2023								
63351	The Service World 2022 Tradeshow	Service Roundtable	Tentative	10/18/2022	Tourism Marketing District	5/8/2021	\$6,000.00	10/1/2022
57383	86th Grand chapter Meeting (National Convention) 2023	Kappa Alpha Psi Fraternity Inc.	Definite	7/17/2023	Tourism Marketing District	12/20/2018	\$37,812.66	1/1/2023
55456	2024 National Convention	National Association of Free Will Baptists	Definite	7/21/2024	Tourism Marketing District	10/31/2018	\$57,064.17	1/26/2023
52971	Imperial Session 2023	Ancient Egyptian Arabic Order Nobles of the Mystic	Definite	8/18/2023	Tourism Marketing District	12/20/2018	\$55,000.20	2/1/2023
57383	86th Grand chapter Meeting (National Convention) 2023	Kappa Alpha Psi Fraternity Inc.	Definite	7/17/2023	Tourism Marketing District	12/20/2018	\$37,812.65	5/22/2023
52971	Imperial Session 2023	Ancient Egyptian Arabic Order Nobles of the Mystic	Definite	8/18/2023	Tourism Marketing District	12/20/2018	\$55,000.20	6/1/2023
60390	IBEX - 2023	National Marine Manufacturers Association	Tentative	10/3/2023	Tourism Marketing District	7/26/2019	\$15,000.00	8/1/2023
2024								
55456	2024 National Convention	National Association of Free Will Baptists	Definite	7/21/2024	Tourism Marketing District	12/27/2018	\$19,021.39	1/22/2024
57540	TESOL Annual Convention 2024	TESOL International Association	Definite	3/20/2024	Tourism Marketing District	2/21/2019	\$15,000.00	3/25/2024
60391	IBEX - 2024	National Marine Manufacturers Association	Tentative	10/1/2024	Tourism Marketing District	7/26/2019	\$17,500.00	8/1/2024
63354	2024 National Training Institute	National Organization of Blacks In Government	Assist	8/1/2024	Tourism Marketing District	7/20/2020	\$10,000.00	8/1/2024
60333	The American Legion National Convention 2025	The American Legion	Tentative	8/22/2025	Tourism Marketing District	3/26/2021	\$53,592.84	8/19/2024
2025								
60333	The American Legion National Convention 2025	The American Legion	Tentative	8/22/2025	Tourism Marketing District	3/26/2021	\$53,592.84	2/17/2025
60333	The American Legion National Convention 2025	The American Legion	Tentative	8/22/2025	Tourism Marketing District	3/26/2021	\$53,592.84	9/29/2025

EXHIBIT 4

Leadership Tampa 2022 TMD Slide Presentation



1

TMD Downtown Tampa / Historic Ybor City Tourism Marketing District

Groundbreaking

- ✓ 90+ TMDs or Tourism Improvement Districts in California
- ✓ First in Florida
- ✓ Purpose: Incremental Room Nights

2

- ✓ Created in Collaboration with Visit Tampa Bay
- ✓ Each Digital Campaign Uses Brand as a Link to Participating Hotels
- ✓ Customized in Coordination with Visit Tampa Bay's Overall Market Theme



TMD Downtown Tampa / Historic Ybor City
Tourism Marketing District

Why the Brand Name?

3



TMD Downtown Tampa / Historic Ybor City
Tourism Marketing District

Marketing Accountability

- ✓ Technology Allows Tracking Booking Data and Rate from Benefiting Hotel
- ✓ Each of the Ten (10) Hotels Are Assessed a Fee Based upon the Number of Rooms
- ✓ Each Market GM is a member of the TMD Steering Committee that approves annual Marketing Plan

4




TMD Downtown Tampa / Historic Ybor City
Tourism Marketing District

Return on Investment

IN FIRST FULL YEAR

- ✓ For every \$1 of marketing, \$10 in Room Revenue
- ✓ For every \$1 collected from guest as an assessment fee, \$5 in Room Revenue

5





TMD Downtown Tampa / Historic Ybor City
Tourism Marketing District

Return on Investment

IN FIRST FULL YEAR

- ✓ According to Fishkind & Associates, the **\$5,000,000** increase in incremental room revenue in our first year translated into at least **\$3,000,000** in profit



6



Return on Investment **IN FIRST FULL YEAR**

- ✓ Established a Convention Concession Fund, that if a convention opportunity meets certain minimum room night and participating hotels, the TMD may assist in bridging competitive funding gap, without requiring hotel rebate

7



Return on Investment **IN FIRST FULL YEAR**

- ✓ 10 convention beneficiaries of Concession Funding through 2024 at an investment of over \$600,000

8



EXHIBIT 5

TMD Strategy – FY22

FY22 TMD Strategy



1

Planning Parameters

- Objective
 - Increase room nights and booking revenue for the 10 Treasure Collection hotels by converting active travel intenders
- KPI
 - Booking nights, Revenue, Return on ad spend (ROAS)
- Timing
 - October 2021 – September 2022
- TMD Brand Platform
 - Florida's Most Hotel Hotspots
- CTA to TampaTreasureCollection.com
- Planning Budget: \$500k
 - \$425k – Digital display
 - \$50k – Reserve for special opportunity
 - \$25k – Creative development



2

2

Strategy – Digital Display

- Extend reach across high potential markets efficiently by focusing on travel intenders at decision time of the booking journey through top OTA and travel data partners
- Optimize campaign towards driving hotel bookings for the Treasure Collection hotels by targeting travel intenders and searchers to Tampa, competitive destinations, Florida and previous Hillsborough County visitors
- Geo-targeting focused to East of the Mississippi + Texas to capture travelers in our key feeder markets
- Partners selected based on premium inventory and historically high ADR

Recommended Media Partners



3

3

Projected Revenue

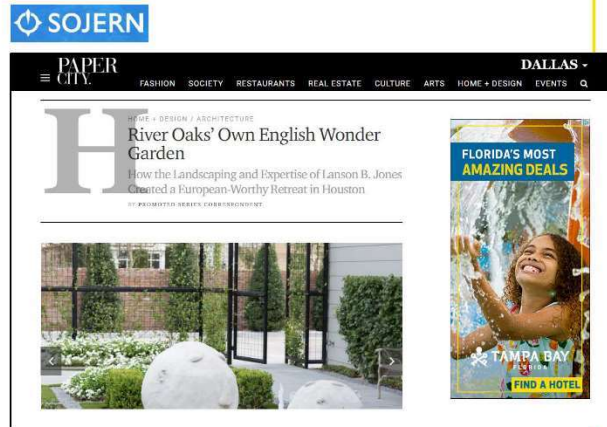
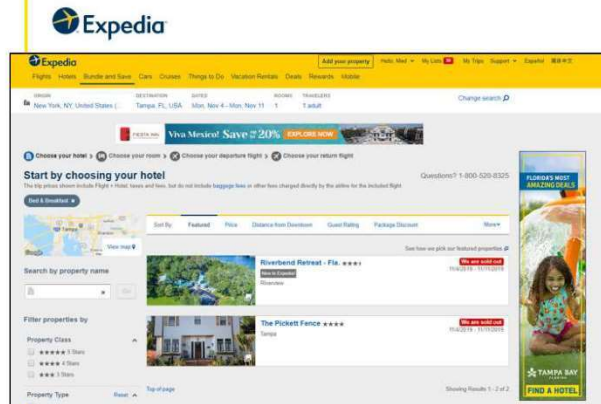
- Total media investment: \$425k
- Total projected revenue: \$1M+
 - Projected revenue is based off a 2.5:1 return on ad spend (ROAS) goal
 - Campaign to be optimized on an ongoing basis based on return on ad spend (ROAS) performance
 - Previous TMD campaigns generated return on ad spend (ROAS) of 4:1 to 12:1



4

4

Creative Examples





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

Downtown/Historic Ybor Tourism Marketing Special Benefit District

P.O. Box 3298
Tampa, FL 33601-3298

Bob Morrison
Executive Director
813-833-8311
Director@HCHMA.org

