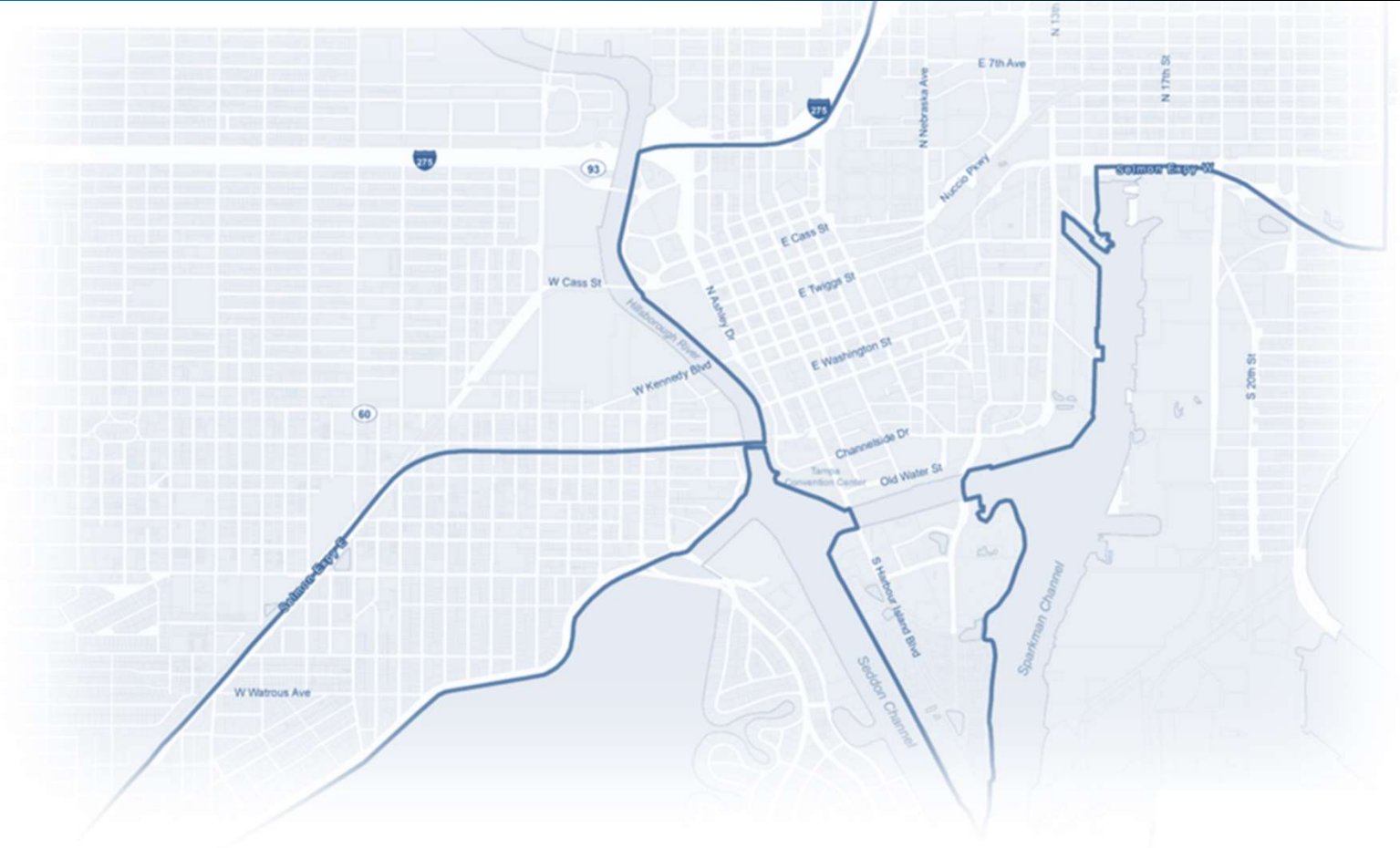




Downtown / Historic Ybor

TOURISM MARKETING SPECIAL BENEFIT DISTRICT



FY2023 ANNUAL REPORT

OCTOBER 1, 2022 – SEPTEMBER 30, 2023



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, 2022 – September 30, 2023

DATE: August 16, 2024

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, 2022 – September 30, 2023 ... my apologies for its delayed submittal.

As required, you will find the revised TMD FY2025 Proposed Budget on page 17.

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

FY2023 ANNUAL REPORT

OCTOBER 1, 2022 – SEPTEMBER 30, 2023

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.

FY2023 ANNUAL REPORT

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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
Peter Wright	Hotel Haya Ybor City, GM
Patrick Sorge	Hyatt Place & House Tampa Downtown, GM
Chris Southwick	The Tampa EDITION, GM
Ron McAnaugh	Tampa Marriott Water Street / JW Marriott Tampa Water Street, Area GM HCHMA Past President

Non-HCHMA Board Members

Michelle Hontz	Aloft Tampa Downtown, GM
Crystal Arthur	Hampton Inn & Suites – Ybor City, GM
Carlos Santana	Hilton Garden Inn Tampa Ybor, GM
Crystal Rivera	Hotel Flor Tampa Downtown, Tapestry Collection by Hilton, GM
Barry Kuhnke	Hotel Tampa Riverwalk, GM
Andrew Spicknall	Le Meridien Tampa, GM
Larry Collier	The Barrymore Hotel Tampa Riverwalk, Director of Hotel Operations

Ex-officio (non-voting)

Beverly Mogelnicki	HCHMA Secretary/Treasurer
Bob Morrison	HCHMA Executive Director

FY2023 - 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 Flor Tampa Downtown, Tapestry Collection by Hilton	905 N. Florida Avenue Tampa, FL 33602
6.	Hotel Haya	1412 E. 7 th Avenue Tampa, FL 33605
7.	Hyatt Place Hyatt House Tampa Downtown	325 N. Florida Avenue Tampa, FL 33602
8.	JW Marriott Tampa Water Street	510 Water Street Tampa, FL 33602
9.	Le Meridien Tampa	601 N. Florida Avenue Tampa, FL 33602
10.	Hotel Tampa Riverwalk Hotel	200 N. Ashley Drive Tampa, FL 33602
11.	Tampa Marriott Water Street	700 South Florida Avenue Tampa, FL 33602
12.	The Barrymore Hotel Tampa Riverwalk	111 W. Fortune Street Tampa, FL 33602
13.	The Tampa EDITION	1001 Water Street Tampa, FL 33602

PROSPECTIVE HOTEL PROPERTIES

1.	Courtyard by Marriott Tampa Downtown	102 E. Cass Street Tampa, FL 33602
2.	Embassy Suites Tampa Downtown Convention Center	513 South Florida Avenue Tampa, FL 33602
3.	Hampton Inn & Home2 Suites Tampa Downtown Channel District	1155 East Kennedy Blvd. Tampa, FL 33602
4.	Hilton Tampa Downtown	211 North Tampa Street Tampa, FL 33602
5.	The Westin Tampa Waterside	725 S. Harbour Island Blvd. Tampa, FL 33602

OPERATIONAL OR ADMINISTRATIVE ACTIVITIES

In FY23 the TMD adopted a series of operational and administrative activities to refine its internal and external operations.

First, the TMD undertook to resolve whether it should be defined as a dependent District, thus requiring an audit independent of the City of Tampa. Ultimately, all parties concluded that the TMD indeed is a dependent Special Benefit District thus required to obtain an independent audit and would not be included as part of the City of Tampa's audit schedule.

Second, as a result, the TMD Steering Committee retained the services of the audit firm of Rivero Gordimer & Company, P.A. to perform not only the FY21 but also the FY22 TMD financial audit. This required both audits to be completed and submitted to the State of Florida as part of the TMD's Annual Financial Report to the State of Florida Department of Financial Services by June 30th. Both were submitted within the target deadline.

Third, the TMD administrative staff continued 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 continued to offer 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, the TMD was not required to submit a Qualified Public Depositor Report which confirms that the net assessment fees paid to the TMD are placed in an approved banking institution with the proper designation. As long as the location of deposits and account numbers do not change, the TMD should continue to confirm that this interpretation is consistent with Florida Statutes. These funds are maintained at Fifth Third Bank who also serves as the City of Tampa's depository – thus the Qualified Public Depositor Report remains current.

Fifth, the TMD completed the launch of its required website. The website is designed to contain the documentation and information which meets its statutory requirements.

Sixth, in response to the FY21 and FY22 audits, the TMD began its collaboration with the accounting firm of Frazier & Deeter, CPAs in the build-out of several fiscal administrative policies. This included the TMD Accounting Policy, the TMD Closing Checklist for Monthly and Annual Reconciliation, and the TMD Financial Close and Reporting Policy.

Seventh, the TMD Steering Committee continued to evaluate its convention concession fund program with a particular emphasis on ensuring that an installment payment plan was sustainable and anticipated potential shifts in market condition.

Eighth, coordinated with the three new District properties their alignment with the Tax Collector's payment portal, the proper communication of the fee on guest folios, as well as to confirm continued consistency in the communication with guests, and third-party search engines of the TMD's purpose.

Ninth, initiated planning process with Visit Tampa Bay with the development of the FY24 Digital Marketing Media Plan.

TOURISM ENHANCEMENT SERVICES ACTIVITIES

**FY 23 TMD
STRATEGIC MARKETING PLAN
FINAL PERFORMANCE REPORT**



Conversion Digital Performance (Sept'23)

- Delivered 30M+ impressions and generated an estimated \$3.4M+ (observed) in booking revenue for the TMD properties for 11/21/22-9/30/23
- Observed tracks direct attribution with both Expedia and Adara. Adara observed data is based on 8 properties only and counts revenue booked through their owned websites. The enriched/projected attribution gives us a picture of what performance would be if all TMD properties were tracked regardless of where the booking is consummated
- 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)

Campaign to Date: November '22 (11/21/22) – September '23

Observed:
 (Actual)

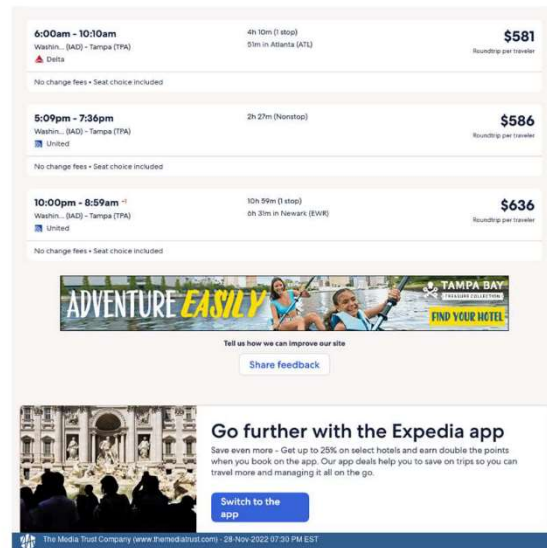
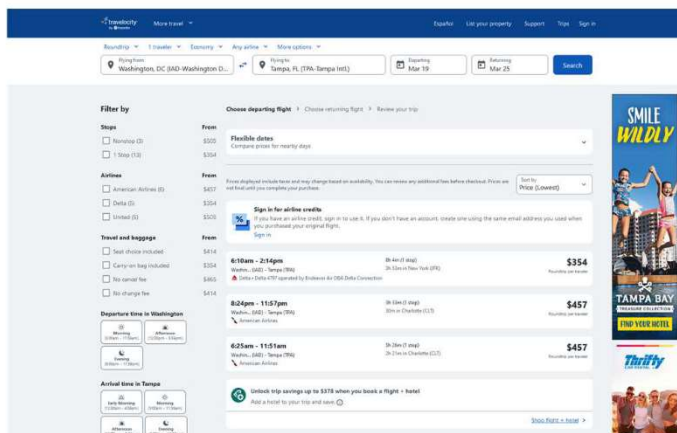
Vendor	Impressions	Clicks	Click-Through Rate (CTR)	# Room Nights Booked	ADR	Total Estimated Revenue	Spend (Gross)	Return on Ad Spend (ROAS)
Adara (Observed)	18,343,357	7,302	0.04%	917	\$ 412	\$ 378,016	\$ 166,541	2.3
Expedia	12,097,214	9,974	0.08%	10,916	\$ 280	\$ 3,053,329	\$ 318,234	9.6
Total	30,440,571	17,276	0.06%	11,833	\$ 290	\$ 3,431,345	\$ 484,774	7.1

Enriched:
 (Projected)

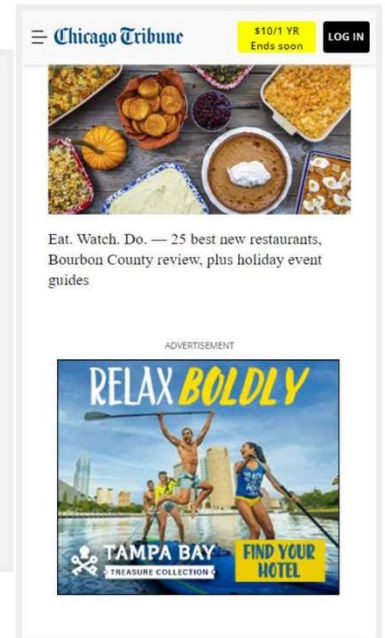
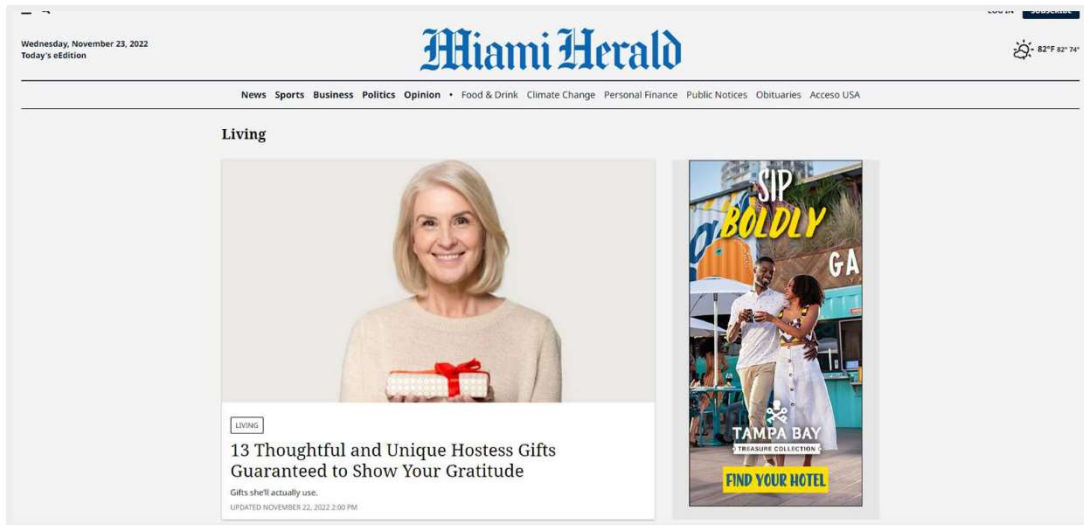
Vendor	Impressions	Clicks	Click-Through Rate (CTR)	# Room Nights Booked	ADR	Total Estimated Revenue	Spend (Gross)	Return on Ad Spend (ROAS)
Adara (Enriched)	18,343,357	7,302	0.04%	9,656	\$ 429	\$ 4,146,398	\$ 166,541	24.9
Expedia	12,097,214	9,974	0.08%	10,916	\$ 280	\$ 3,053,329	\$ 318,234	9.6
Total	30,440,571	17,276	0.06%	20,572	\$ 350	\$ 7,199,727	\$ 484,774	14.9

Note: Vendor reported revenue data. Adara includes 2 data sets – 'Observed' is direct attribution from pixel placements and is only reflective of the 8 measured properties

Expedia In-Market Examples



Adara In-Market Examples



Mid-Funnel: Paid Social

- Newer mid-funnel tier media channel on Meta (Facebook and Instagram) to drive awareness and consideration of the Treasure Collection
- Campaign launched with an objective to traffic to the Treasure Collection landing page, giving direct to partner click opportunities
- Performance to date
 - Impressions: 4.7M
 - Clicks: 33k
 - CTR: 0.71%
- Impact to total Treasure Collection landing page site traffic
 - +316% users June-September YoY
 - 9k avg/month compared to 1.5k in May (prior paid social support)
 - Paid social leads made up 77% of site traffic June-Sept'23



September: Creative with the highest volume of clicks and best CTR (0.74%)

Next Steps

- Implement the approved FY24 plan, effective October 2023
- Creative learnings show no significant difference in performance between the original and new display creative, continue to run both for additional learnings into FY24
- Analyze future key need periods to modify campaigns to provide support of those time periods, as needed



Appendix

Reporting Methodology: Expedia

- Reported by Expedia, monthly
- Based on Expedia site bookings within their platform post exposure to the TMD campaign on the Expedia site campaigns

Reporting Methodology: Adara

- Reported by Adara, monthly, collectively (not available by property)
- Based on bookings for those hotel properties with Adara pixels (8 of the 10), post exposure to the TMD campaign on the Adara buy
 - Direct measurement: Tampa Marriott Water Street, JW Marriott Tampa Water Street, Hotel Tampa Riverwalk (Sheraton Tampa Riverwalk), Aloft Tampa Downtown, Le Meridien Tampa, Epicurean Hotel Autograph Collection, The Tampa Edition, Florida Palace Hotel
 - Not measured: Barrymore, Hotel Haya, Hilton Garden Inn Ybor, Hampton Inn & Suites Tampa/Ybor, Hyatt Place & Hyatt House Tampa Downtown
- Adara to report as collective, not property specific, with a custom-built model of estimated 'enriched' data to estimate room night and ADR levels in aggregate
 - The "Observed" data reflects the travel behavior ADARA measures after users are exposed to ADARA Impact pixels and engage directly with ADARA data partners. This only reflects the measured properties (8 of the 10)
 - The "Enriched" data incorporates a machine-learning model to scale the attributed bookings based on market and booking trends for your destination. The AI algorithm that enables "Enriched" insights was designed to provide a fuller scale view of your marketing reach beyond the ADARA Consortium and normalize results to adjust for changes in the market, particularly when evaluating year-over-year
 - For TMD custom reporting, Adara has modified the algorithm to recognize only room inventory from the selected 10 hotels as our "destination". Using the same machine-learning model, Adara is able to scale the booking trends based on what they have observed from the selected hotels that we partner with, and normalize the results for this "destination"

Next Steps: FY24 Media Plan Recco

- FY24 media plan recommendation
 - Continue the funnel approach with mid-funnel for awareness/consideration and lower funnel for conversion
 - 90%+ of working media budget is focused on conversion (room bookings) campaigns
 - Strategic targets and budget allocated for seasonal needs
 - July-Sept 33%, Apr-Jun 31%, Oct-Dec 21%, Jan-Mar 16%
 - Oct-Dec will focus on bookings through Jan'24 while Jan-Mar will focus on weekday travel or future April and beyond
 - Conversion campaign benchmark ROAS: 4x+
 - Budget remains flexible with the ability to optimize and shift to meet the Treasure Collection needs and priorities

Budget: \$ 650,000													
Media Plan -	Oct23	Nov23	Dec23	Jan24	Feb24	Mar24	Apr24	May24	Jun24	Jul24	Aug24	Sep24	Total Year
Expedia (Conversion)	\$ 23,000	\$ 23,000	\$ 23,000	\$ 17,825	\$ 17,825	\$ 17,825	\$ 34,500	\$ 34,500	\$ 34,500	\$ 36,800	\$ 36,800	\$ 36,800	\$ 336,375
Adara (Conversion)	\$ 10,496	\$ 10,495	\$ 10,495	\$ 7,764	\$ 7,476	\$ 7,476	\$ 14,950	\$ 14,950	\$ 14,950	\$ 16,100	\$ 16,100	\$ 16,100	\$ 147,352
Paid Social (Mid-Funnel)	\$ 2,875	\$ 2,875	\$ 2,875	\$ 1,725	\$ 1,725	\$ 1,725	\$ 3,450	\$ 3,450	\$ 3,450	\$ 4,025	\$ 4,025	\$ 4,025	\$ 36,225
Media:	\$ 36,371	\$ 36,370	\$ 36,370	\$ 27,314	\$ 27,026	\$ 27,026	\$ 52,900	\$ 52,900	\$ 52,900	\$ 56,925	\$ 56,925	\$ 56,925	\$ 519,952
Tech Fees	\$ 350	\$ 350	\$ 350	\$ 267	\$ 264	\$ 264	\$ 516	\$ 516	\$ 516	\$ 552	\$ 552	\$ 552	\$ 5,048
Total Media Subtotal:	\$ 36,721	\$ 36,719	\$ 36,719	\$ 27,581	\$ 27,290	\$ 27,290	\$ 53,416	\$ 53,416	\$ 53,416	\$ 57,477	\$ 57,477	\$ 57,477	\$ 525,000
FKQ Creative/Production	\$ -	\$ 50,000	\$ -	\$ -	\$ -	\$ -	\$ 25,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 75,000
Total Cost:	\$ 36,721	\$ 86,719	\$ 36,719	\$ 27,581	\$ 27,290	\$ 27,290	\$ 78,416	\$ 53,416	\$ 53,416	\$ 57,477	\$ 57,477	\$ 57,477	\$ 600,000
													Reserve (VTB): \$ 50,000
													Total Budget: \$ 650,000

*Budget may shift across months and partners, based on avails and optimizations

DISTRICT ACCOMPLISHMENTS

FY23 reflected a continued maturing of the Downtown/Historic Ybor Tourism Marketing Special Benefit District (TMD) as it continued its evolving as the first District of its kind in the State of Florida. The maturation process signaled the development of additional accountability and transparency tools while expanding its digital marketing footprint.

As a result, FY23 captured a series of new accomplishments that were designed to meet not only its statutory responsibilities but also to grow its supplemental room night objective for its participating hotel partners. Those highlights are as follows:

- Completed audits for FY21 and FY22 after determination by all parties that the TMD would be required to obtain and produce an independent audit on an annual basis.
- Retained the audit firm of Rivero Gordimer & Company, P.A. and developed the required financial statements, trial balances, and journal adjustments in collaboration with the accounting firm of Frazier & Deeter, CPAs.
- Added three (3) additional hotel properties to the District – The Hotel Flor, Hyatt House Hyatt Place Tampa Downtown, and The Tampa EDITION. The process included a series of meeting with their leadership and owner’s representatives to coordinate both accounting and payment protocols.
- The TMD Digital Marketing Campaign yielded an average daily rate of \$290, and it generated 3.4 million dollars in observed revenue from November 2022 – September 2023.
- The Digital Marketing Campaign continued to deliver a return on investment which exceeded the TMD’s target. ROI was \$7 in room revenue for every \$1 in add spend.
- In mid-year the TMD Steering Committee approved a new Mid-Funnel Tier Media Channel on Meta (Facebook and Instagram) in an intentional strategy to drive additional traffic to the TMD brand “Treasure Collection” landing page. From June to September the landing page saw an increase of 316% in users versus the same period in 2022. With the launch of the new media campaign the landing page saw an average of 9,000 users per month versus 1,500 users in May, the month prior to the launch of paid social media support. This initiative was designed to give direct to partner click opportunities.
- Administratively, the TMD was able to meet the deadlines required by the State of Florida with the Annual Financial Report to the State of Florida Department of Financial Services along with the required independent audit.
- The Convention Concession Fund underwrote three significant 2023 conventions – Ancient Egyptian Arabic Order Nobles of the Mystic Shrine, the Kappa Alpha Psi Fraternity, and the 2023 Nazarene Youth Convention generated over 36,000 room nights and over 11,000 delegates in the peak months of July and August. The fund contributed over \$290,000 and the combined economic impact was over \$29 million dollars ... a return on investment of \$100,000 to \$1.

ANY REQUESTED INCREASE to the SPECIAL ASSESSMENT RATE

There is no requirement for any increase to the Special Assessment Rate in the upcoming fiscal year. It will remain at \$310.25 per room.

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 TMD is in current discussions with the owners and leadership of the Courtyard by Marriott Tampa Downtown, Hampton Inn & Home2 Suites Tampa Downtown Channel District, The Westin Tampa Waterside, Embassy Suites Tampa Downtown Convention Center and Hilton Tampa Downtown to join as participating members of the Tourism Marketing District.

TOURISM MARKETING DISTRICT – FY2023 STATEMENT OF FINANCIAL POSITION

October 1, 2022 – September 30, 2023
 Accrual

ASSETS

Current Assets	
Bank Accounts	
Checking Account	330,973.74
Reserve Account	50,011.74
Total Bank Accounts	380,985.48
Other Current Assets	
Assessments Receivable	944,500.24
Prepaid expenses	3,750.00
Uncategorized Asset	0.00
Total Other Current Assets	948,250.24
Total Current Assets	1,329,235.72
Other Assets	
Reserve	0.00
Total Other Assets	0.00
TOTAL ASSETS	1,329,235.72
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (A/P)	2,485.00
Total Accounts Payable	2,485.00
Other Current Liabilities	
Accrued Collection Fees	6,021.09
Accrued expenses	0.00
Due To HCHMA	0.00
Due To Visit Tampa Bay	0.00
Total Other Current Liabilities	6,021.09
Total Current Liabilities	8,506.09
Total Liabilities	8,506.09
Equity	
Retained Earnings	1,189,327.32
Net Income	131,402.31
Total Equity	1,320,729.63
TOTAL LIABILITIES AND EQUITY	1,329,235.72

TOURISM MARKETING DISTRICT – FY2023 STATEMENT OF REVENUE & EXPENSES

October 1, 2022 – September 30, 2023
 Accrual

	<u>Budget</u>	<u>Actual</u>
REVENUE		
TMD Revenue	1,049,266.00	1,229,354.97
Interest	0.00	6.72
Total Tourism Marketing District Revenue	1,049,266.00	1,229,361.69
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	12,150.33
Tax Collector Administrative Fee	10,493.00	12,273.06
Total for Agreement Mandated Support Costs	20,986.00	24,423.39
<u>Contractors</u>		
Total for Administrative Assistant Services	18,000.00	22,500.00
Total for Executive Director Services	48,000.00	103,200.00
Total for Contractors	66,000.00	125,700.00
<u>Legal & Professional Services</u>		
GrayRobinson TMD Legal Advisory Services	60,000.00	7,730.21
Miscellaneous Legal & Professional Services (Rivero, Gordimer, & Co.)	20,000.00	33,000.00
Frazier & Deeter	10,000.00	6,000.00
Total for Legal & Professional Services	90,000.00	46,730.21
<u>Office/General Administrative Expenses</u>		
Bank Charges & Fees	700.00	716.25
Taxes and Licenses	0.00	200.00
General Administrative Expense - QuickBooks	500.00	592.15
Miscellaneous Office/General Administrative Expenses	500.00	0.00
Total Office/General Administrative Expenses	1,700.00	1,508.40
<u>TMD Tourism Enhancement Services</u>		
TMD Tourism Enhancement Services - Digital Marketing	650,000.00	600,065.24
Concession / Convention Center Buy-Down	200,000.00	299,532.14
Total for TMD Tourism Enhancement Services	850,000.00	899,597.38
Total for Expenses	1,028,686.00	1,097,959.38
Net Income	20,580.00	131,402.31

TOURISM MARKETING DISTRICT – FY2024 BUDGET

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>		
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	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 Services	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
Steering Committee Meeting Expense	0.00	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
Net Income	3,980.00	0.00

TOURISM MARKETING DISTRICT – FY2025 PROPOSED BUDGET

October 1, 2024 – September 30, 2025

	Budget	Actual
REVENUE		
TMD Revenue	1,527,360.75	0.00
TMD Concession Commitment Reserve Transfer	350,000.00	0.00
Interest	0.00	0.00
Total Tourism Marketing District Revenue	1,877,360.75	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	15,120.87	0.00
Tax Collector Administrative Fee	15,273.61	0.00
Total Agreement Mandated Support Costs	30,394.48	0.00
<u>Contractors</u>		
Total for Administrative Assistant Services	36,000.00	0.00
Total for Executive Director Services	120,000.00	0.00
Total Contractors	156,000.00	0.00
<u>Legal & Professional Services</u>		
GrayRobinson TMD Legal Advisory Services	50,000.00	0.00
Frazier & Deeter, CPA and Advisory Firm	10,000.00	0.00
Rivero, Gordimer & Company, P.A.	20,000.00	0.00
Miscellaneous Legal & Professional Services	25,000.00	0.00
Total Legal & Professional Services	105,000.00	0.00
<u>Office/General Administrative Expenses</u>		
Bank Charges & Fees	500.00	0.00
Taxes and Licenses	300.00	0.00
Quarterly Steering Committee Meeting Support	6,000.00	0.00
General Administrative Expense - QuickBooks	500.00	0.00
Website Development & Maintenance	5,000.00	0.00
Miscellaneous Office/General Administrative Expenses	1,000.00	0.00
Total Office/General Administrative Expenses	13,300.00	0.00
<u>TMD Tourism Enhancement Services</u>		
TMD Tourism Enhancement Services - Media	1,000,000.00	0.00
TMD Advanced Commitment Payments	350,000.00	0.00
TMD Future Concessions Reserve	100,000.00	0.00
Total TMD Tourism Enhancement Services	1,450,000.00	0.00
Total Expenses	1,754,694.48	0.00
Net Income	122,666.27	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

Tourism Marketing District Funding Tracking Sheet

Tourism Marketing District Funding Tracking Sheet

Lead Name	Account Name	EI Value	Rooms	Status	Arrival	Payable Date	Amount
FY23							
Imperial Session 2023	Ancient Egyptian Arabic Order Nobles of the Mystic Shrine	9,230,138	16506	Definite	8/18/2023	2/8/2023	\$54,390
86th Grand Chapter Meeting (National Convention) 2023	Kappa Alpha Psi Fraternity, Inc.	8,658,339	8259	Definite	7/17/2023	2/8/2023	\$37,393
86th Grand Chapter Meeting (National Convention) 2023	Kappa Alpha Psi Fraternity, Inc.	8,658,339	8259	Definite	7/17/2023	5/10/2023	\$37,393
2023 AEAONMS Imperial BAL	Ancient Egyptian Arabic Order Nobles of the Mystic Shrine	9,230,138	16506	Definite	8/18/2023	6/12/2023	\$72,520
86th Grand Chapter Meeting (National Convention) 2023	Kappa Alpha Psi Fraternity, Inc.	8,658,339	8259	Definite	7/17/2023	8/21/2023	\$16,585
2023 Nazarene Youth Convention	Church Of the Nazarene	12,649,239	14248	Definite	7/5/2023	8/31/2023	\$81,250
							\$299,532
FY24							
IBEX - 2023	National Marine Manufacturers Association	\$5,544,912	9584	Definite	10/3/2023	10/1/2023	\$15,000
2024 National Convention	National Association of Free Will Baptists	\$4,231,198	4316	Definite	7/21/2024	11/27/2023	\$57,064
2024 National Convention	National Association of Free Will Baptists	\$4,231,198	4316	Definite	7/21/2024	1/22/2024	\$19,021
TESOL Annual Convention 2024	TESOL International Association	\$5,972,172	8450	Definite	3/20/2024	3/25/2024	\$15,000
IBEX - 2024	National Marine Manufacturers Association	\$5,577,962	10172	Definite	10/1/2024	8/1/2024	\$17,500
2024 National Training Institute	National Organization of Blacks In Government	\$1,731,492	4564	Definite	8/11/2024	8/1/2024	\$10,000
The American Legion National Convention 2025	American Legion	\$9,591,872	16422	Definite	8/22/2025	8/19/2024	\$58,996
JW International Special Convention (2024)	Jehovah's Witnesses	\$7,418,060	12436	Definite	8/29/2024	9/30/2024	\$80,000
							\$272,582
FY25							
2025 South Atlantic Regional Conference	Alpha Kappa Alpha Sorority, Inc.	\$9,265,160	7640	Definite	4/16/2025	1/15/2025	\$50,000
The American Legion National Convention 2025	American Legion	\$9,591,872	16422	Definite	8/22/2025	2/17/2025	\$58,996
2025 South Atlantic Regional Conference	Alpha Kappa Alpha Sorority, Inc.	\$9,265,160	7640	Definite	4/16/2025	4/1/2025	\$35,000
2026 Imperial Session	Shriners International Headquarters	\$5,368,710	9596	Definite	7/12/2026	7/1/2025	\$32,126
Imperial Session 2026	Ancient Egyptian Arabic Order Nobles of the Mystic Shrine	\$9,251,988	15600	Definite	8/14/2026	7/16/2025	\$57,112
61st Biennial Boule (International Convention)	Sigma Gamma Rho Sorority, Inc	\$5,099,572	7040	Definite	7/19/2026	7/24/2025	\$35,479
The American Legion National Convention 2025	American Legion	\$9,591,872	16422	Definite	8/22/2025	9/29/2025	\$58,996
							\$327,710
FY26							
2026 Imperial Session	Shriners International Headquarters	\$5,368,710	9596	Definite	7/12/2026	1/1/2026	\$32,126
Imperial Session 2026	Ancient Egyptian Arabic Order Nobles of the Mystic Shrine	\$9,251,988	15600	Definite	8/14/2026	1/12/2026	\$57,112
61st Biennial Boule (International Convention)	Sigma Gamma Rho Sorority, Inc	\$5,099,572	7040	Definite	7/19/2026	1/20/2026	\$35,479
2026 Imperial Session	Shriners International Headquarters	\$5,368,710	9596	Definite	7/12/2026	5/1/2026	\$32,126
Connect Marketplace 2026	Connect	\$3,067,112	6775	Definite	8/24/2026	5/22/2026	\$150,000
Imperial Session 2026	Ancient Egyptian Arabic Order Nobles of the Mystic Shrine	\$9,251,988	15600	Definite	8/14/2026	5/27/2026	\$57,112
61st Biennial Boule (International Convention)	Sigma Gamma Rho Sorority, Inc	\$5,099,572	7040	Definite	7/19/2026	6/4/2026	\$35,479
2026 Imperial Session	Shriners International Headquarters	\$5,368,710	9596	Definite	7/12/2026	7/1/2026	\$65,000
2026 Imperial Session	Shriners International Headquarters	\$5,368,710	9596	Definite	7/12/2026	7/1/2026	\$11,420
61st Biennial Boule (International Convention)	Sigma Gamma Rho Sorority, Inc	\$5,099,572	7040	Definite	7/19/2026	7/1/2026	\$17,500
Connect Marketplace 2026	Connect	\$3,067,112	6775	Definite	8/24/2026	8/1/2026	\$53,725
Connect Marketplace 2026	Connect	\$3,067,112	6775	Definite	8/24/2026	9/1/2026	\$150,000
							\$697,080

EXHIBIT 4

FY23 TMD Strategic Marketing Plan

FY 23 TMD STRATEGIC MARKETING PLAN



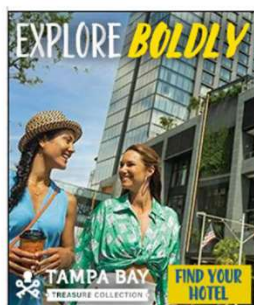
Agenda

- I. Welcome and Introductions
- II. FY 21 Annual Report
- III. Collaboration with the Hillsborough County Tax Collector's Office on new TMD Assessment Payment Portal
- IV. *NEW* Treasure Collection Creative Platform
- V. FY 22 Treasure Collection Campaign Performance Report
- VI. FY 23 TMD Convention Concession Installment Plan
- VII. GOOD OF THE ORDER



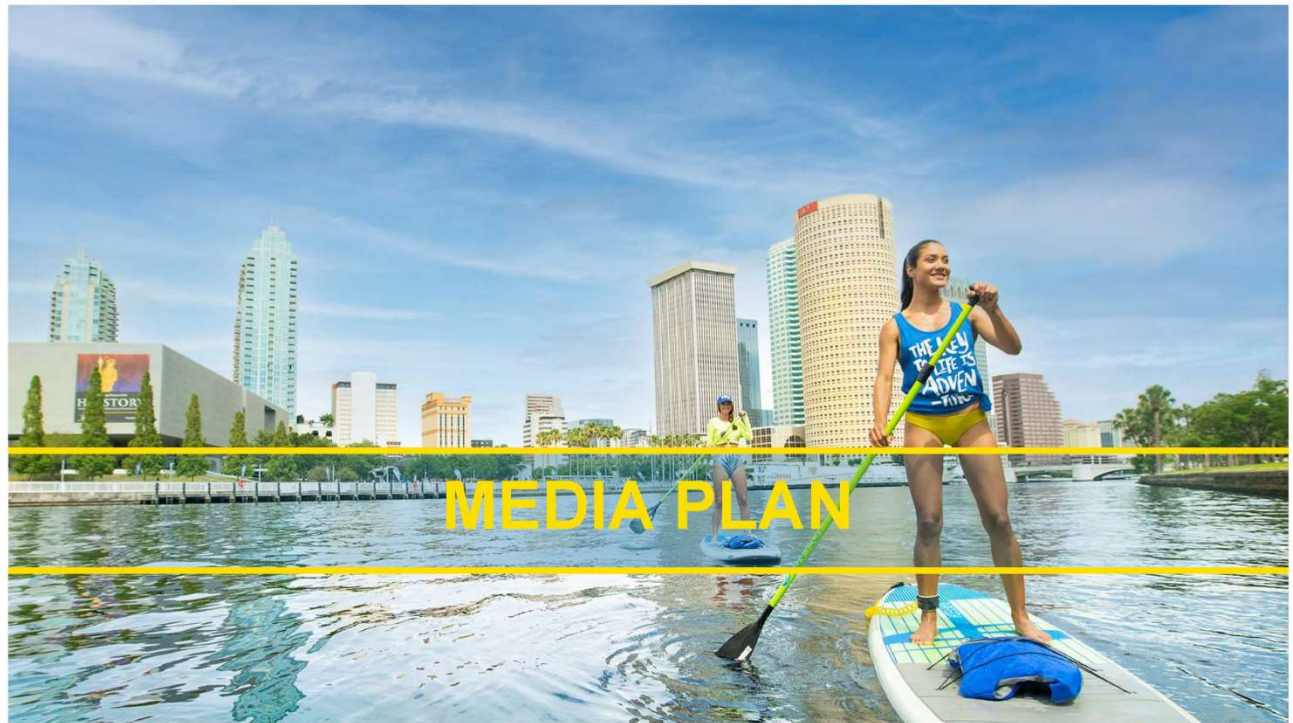
The Treasure Collection creative platform strategically aligns with Visit Tampa Bay's branding

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



Tampa Bay Treasure Collection

Introduction of a new logo mark for the Treasure Collection that integrates the branding within the Visit Tampa Bay logo.



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

7

Key Performance Indicators

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

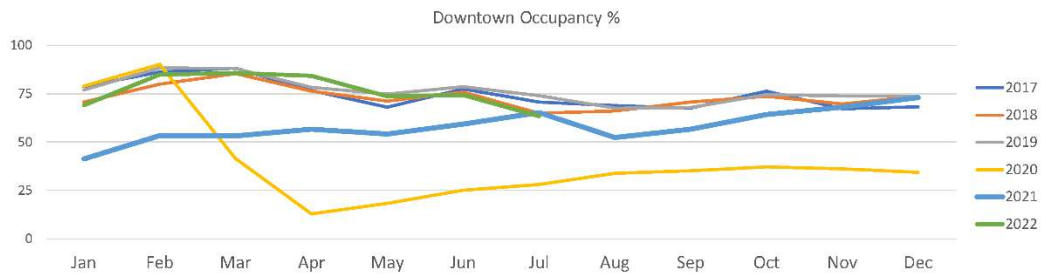
	2018	2019	2020 (Oct'19 only)	2022 (through Aug)
# Properties	13	13	13	10
Impressions	23M	52M	2.6M	20M
CTR	0.19%	0.11%	0.08%	0.10%
# Room Nights	7.8k	24k	381	6.3k
ADR	\$198	\$210	\$218	\$297
Revenue	\$1.5M	\$5.1M	\$83k	\$1.8M
Spend	\$200k	\$500k	\$21k	\$370k
ROAS <i>By Partner</i>	8x Expedia: 11x Adara: 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: 5x Adara: 5x

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

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 July 2022 Report, Downtown+

Media Partners

Select partners based on premium inventory and historically high ADR.

OTA
(Online Travel Agency)



Travel Data Partner





Drive strong booking volume and deliver high ROAS with Expedia's first-party, real-time travel behavior data across key sites within their portfolio.

- Sites: Expedia, Travelocity, Hotels.com
- Units: Display banners, including inline bundle
- Targeting: Current/Previous Shoppers for Tampa, St. Pete/Clearwater, Orlando, Daytona, Ft. Lauderdale, Miami, Fort Myers or Sarasota; layered with (shifts based on season/need)
 - Geo-targeting focused on East of the Mississippi + Texas to capture travelers in our key feeder markets unless total U.S. is needed to drive volume
 - Specific to travel month or travel day of week
- Landing Page: Customized landing page onsite that exclusively features only the Treasure Collection properties
- Total est. impressions: 10.7M
- Reporting: 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
- Platform: Offers higher ADR



Leverage Adara's data to position the Treasure Collection brand in front of potential hotel bookers, running across a variety of consumer sites.

- Sites: Various, based on target consumer behavior
- Units: Display banners
- Targeting: Intenders to downtown Tampa area — high hotel consideration to drive bookings to specific participation properties; high-value searches for travel to TPA/SW Florida, 3+ nights, competitive conquering
 - Geo-targeting focused to East of the Mississippi + Texas to capture travelers in our key feeder markets unless total U.S. is needed to drive volume
- Landing Page: www.TampaTreasureCollection.com
- Total est. impressions: 14.2M
 - Includes added value of 10% bonus impressions (1.2M, Value \$11k) and Customize Report (Value \$15k+)
- Reporting: 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 properties)
 - 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



TMD Convention Concession Installment Plan

Lead Name	Account Name	EEI Value	Status	Arrival	Expense Account Name	Payable Date	Amount
The Service World 2022 Tradeshow	Service Roundtable	\$1,547,741.42	Assist	10/18/2022	Tourism Marketing District	10/1/2022	\$6,000.00
86th Grand Chapter Meeting	Kappa Alpha Psi Fraternity, Inc.	\$8,629,960.82	Definite	7/17/2023	Tourism Marketing District	1/5/2023	\$37,812.66
Imperial Session 2023	Ancient Egyptian Arabic Order Nobles of the Mystic Shrine	\$8,594,689.75	Definite	8/18/2023	Tourism Marketing District	2/1/2023	\$55,000.20
86th Grand Chapter Meeting	Kappa Alpha Psi Fraternity, Inc.	\$8,629,960.82	Definite	7/17/2023	Tourism Marketing District	5/22/2023	\$37,812.65
Imperial Session 2023	Ancient Egyptian Arabic Order Nobles of the Mystic Shrine	\$8,594,689.75	Definite	8/18/2023	Tourism Marketing District	6/1/2023	\$55,000.20
2023 Nazarene Youth Convention	Church Of the Nazarene	\$12,649,239.12	Definite	7/5/2023	Tourism Marketing District	7/1/2023	\$82,500.00
							\$274,125.71
IBEX - 2023	National Marine Manufacturers Association	\$5,123,308.26	Definite	10/9/2023	Tourism Marketing District	10/1/2023	\$15,000.00
2024 National Convention	National Association of Free Will Baptists	\$4,231,198.19	Definite	7/21/2024	Tourism Marketing District	11/27/2023	\$57,064.17
2024 National Convention	National Association of Free Will Baptists	\$4,231,198.19	Definite	7/21/2024	Tourism Marketing District	1/22/2024	\$19,021.39
TESOL Annual Convention 2024	TESOL International Association	\$3,904,502.00	Definite	3/20/2024	Tourism Marketing District	3/25/2024	\$15,000.00
2024 National Training Institute	National Organization of Blacks In Government	\$1,751,451.54	Assist	8/11/2024	Tourism Marketing District	8/1/2024	\$10,000.00
IBEX - 2024	National Marine Manufacturers Association	\$5,224,692.80	Definite	10/1/2024	Tourism Marketing District	8/1/2024	\$17,500.00
The American Legion National Convention 2025	American Legion	\$3,591,872.41	Definite	8/22/2025	Tourism Marketing District	8/19/2024	\$53,592.84
							\$187,178.40
DOD Intelligence Conference 2025	Department of Defense	\$2,852,500.00	Tentative	8/10/2025	Tourism Marketing District	1/15/2025	\$26,667.00
The American Legion National Convention 2025	American Legion	\$3,591,872.41	Definite	8/22/2025	Tourism Marketing District	2/1/2025	\$53,592.84
DOD Intelligence Conference 2025	Department of Defense	\$2,852,500.00	Tentative	8/10/2025	Tourism Marketing District	7/1/2025	\$17,813.00
2026 Imperial Session	Shriners International Headquarters	\$5,517,100.14	Tentative	7/12/2026	Tourism Marketing District	7/1/2025	\$30,024.00
Imperial Session 2026	Ancient Egyptian Arabic Order Nobles of the Mystic Shrine	\$4,251,988.44	Definite	8/14/2026	Tourism Marketing District	7/16/2025	\$57,112.32
The American Legion National Convention 2025	American Legion	\$3,591,872.41	Definite	8/22/2025	Tourism Marketing District	9/29/2025	\$53,592.84
							\$238,802.00
2026 Imperial Session	Shriners International Headquarters	\$5,517,100.14	Tentative	7/12/2026	Tourism Marketing District	1/1/2026	\$30,024.00
Imperial Session 2026	Ancient Egyptian Arabic Order Nobles of the Mystic Shrine	\$4,251,988.44	Definite	8/14/2026	Tourism Marketing District	1/12/2026	\$57,112.32
2026 Imperial Session	Shriners International Headquarters	\$5,517,100.14	Tentative	7/12/2026	Tourism Marketing District	5/1/2026	\$30,024.00
Imperial Session 2026	Ancient Egyptian Arabic Order Nobles of the Mystic Shrine	\$4,251,988.44	Definite	8/14/2026	Tourism Marketing District	5/27/2026	\$57,112.32
2026 Imperial Session	Shriners International Headquarters	\$5,517,100.14	Tentative	7/12/2026	Tourism Marketing District	7/1/2026	\$11,420.00
2026 Imperial Session	Shriners International Headquarters	\$5,517,100.14	Tentative	7/12/2026	Tourism Marketing District	7/1/2026	\$65,000.00
							\$250,692.64





Downtown / Historic Ybor
TOURISM MARKETING SPECIAL BENEFIT DISTRICT

Downtown/Historic Ybor Tourism Marketing Special Benefit District

PO Box 3298
Tampa, FL 33601-3298
www.tbtmpd.org

Bob Morrison
Executive Director
813-833-8311
bobm@tbtmpd.org

