



Downtown / Historic Ybor **TOURISM MARKETING DISTRICT**

TMD STEERING COMMITTEE MEETING **AGENDA**

TMD STEERING COMMITTEE MEETING

DATE: Tuesday, May 20, 2025

TIME: 3:30pm – 5:00pm

LOCATION:

JW Marriott Tampa Water Street
510 Water Street | Tampa, FL 33602
Columbus Room (3rd Floor)
Valet Parking (comped by TMD)

2024 November Steering Committee Meeting Summary

- In the absence of a quorum, the committee will be presented the November 2024 TMD Steering Committee Discussion Summary for its review and files.

FY2025 Assessment Roll Amendment Completion

- The Courtyard by Marriott Downtown has asked to be removed from the FY25 Assessment Roll considering the inability of the Residence Inn to proceed with joining the district and the accounting issues that are presented because of their physical and accounting alignment.
- The budget adjustment for FY2025 will be \$43,725.25 out of an overall budget of \$1.5M. No action was required.
- In January 2025, the Tampa City Council unanimously approved the removal of the Courtyard by Marriott Downtown from the FY25 Assessment Roll.

TMD REQUEST LETTER TO CITY OF TAMPA FOR ASSESSMENT FUND RELEASE

- The TMD has formally submitted a request letter and legal opinion supporting the release of funds that were collected from October of 2019 thru March of 2020, in connection with the lawsuit of the City of Tampa vs. the Speaker of the House. The amount held is more than \$500,000. Committee is requested to ratify the submittal of the request letter.
- In January of 2025 the TMD received \$537,638.02 from the City of Tampa in satisfaction of its request letter and legal opinion.

TMD SUPPORT REQUEST - NORTH AMERICA TOP 50 BEST - Status

- The TMD has formally submitted a request letter and legal opinion supporting the release of funds that were collected from October of 2019 thru March of 2020, in connection with the lawsuit of the City of Tampa vs. the Speaker of the House. The amount held is more than \$500,000. Committee is requested to ratify the submittal of the request letter.
- This convention item has been removed from the TMD Convention Concession Fund Request list.

TMD FISCAL QUARTERLY SUMMARY

- The committee will be presented a quarterly overview of the assessment income and reserves received during the FY25 year to date as well as a summary of the FY25 and FY26 Convention Concession Commitments.

TMD MEDIA PLAN UPDATE

- Visit Tampa Bay and FKQ have requested the opportunity to review the FY25 Media Plan.

Highlights:

- Delivered **12M+ impressions** and generated an **estimated \$2.7M+ (observed) in booking revenue** for the TMD properties for 10/21/24-3/31/25 (campaign launched 10/21 after pause due to hurricane)
- ADR (observed) for the Treasure Collection is at \$345** for campaign to date, pacing ahead of FY24 H1 \$325
- Direct attribution **ROAS is at 13.1x (observed)** against the measured hotels properties, above the 4x benchmark goal
- In addition to these conversion campaign (lower funnel) performance results, mid-funnel support on paid social provided additional exposure and consideration. The Meta (Facebook/Instagram) campaign drove over **16k clicks** to the Treasure Collection landing page and contributed over 68% of the traffic acquisition

Recommendation for Approval – Media Campaign

- Recommend investment of unallocated media funds for additional support in upcoming months that support need periods
- Revised Media Budget: \$595,975 (original \$575,000)
 - Budget revision includes allocation of:
 - FY25 reserve media: \$50,000
 - FY22-24 ad credits: \$20,975
 - Ad credits are refunds due to underspent media from prior fiscal years
- Media Strategy:
 - Boost lower funnel partners to secure additional room nights during future need periods
 - Increase spend on Expedia based on high ROAS, Adara based on high ADR potential and extend Booking.com to cover September based on initial Q1 performance with ability to deliver at benchmark ROAS
- Media plan/update on slide 7

Recommendation for Approval – Convention Concession Fund

(Convention Concessions in yellow are submitted for approval)

National Association of Landscape Professionals	\$2,044,155	3825	11/6/26	11/30/26	\$15,000
Marine Retailers Association of the Americas	\$1,982,033	2267	12/7/26	12/15/26	\$5,000
Church of God in Christ	\$6,007,861	6600	7/2/27	6/1/27	\$142,157
Meeting Professionals International	\$2,259,180	7640	6/28/27	6/1/27	\$750,000
National Retail Federation	\$2,252,039	4048	6/14/27	6/15/27	\$30,500
Avid Center	\$2,297,733	4497	6/21/27	6/25/27	\$10,000
					\$952,657
Avid Center	\$2,350,257	4497	6/26/28	6/30/28	\$10,000
United States Geospatial Intelligence Foundation (USGIF)	\$4,517,012	8310	6/3/28	6/30/28	\$20,000
National Technical Investigators Association	\$2,193,042	6357	8/7/28	8/15/28	\$15,000
					\$45,000
Church of God in Christ	\$6,303,106	6600	7/5/30	6/1/30	\$148,915
					\$148,915
Gerontological Society of America	\$1,825,600	8720	10/30/30	11/30/30	\$20,000
The Consortium of Multiple Sclerosis Centers	\$3,028,891	4399	5/26/31	6/6/31	\$15,000
National Technical Investigators Association	\$2,894,355	6357	8/4/31	8/15/31	\$17,500
					\$52,500

GOOD OF THE ORDER

ADJOURNMENT