

December 5, 2024

**2025 TPID Service and Assessment
Plan to Fund Services and
Improvements for the San Antonio
Tourism Improvement District**

Presented by: Patricia Muzquiz Cantor

Executive Director

Convention & Sports Facilities



SATPID Background

- Established on December 6, 2018
- Effective January 1, 2019 – September 30, 2026
- Annual Public Hearing and Approval of Service and Assessment Plan
 - Notices sent to all hotel property owners in the District (at least 10 days prior to hearing)



BOARD OF DIRECTORS –



Maria Martinez
Chair
General Manager
The Westin
Riverwalk
Zone 1



Loris Menfi
General Manager
Marriott Rivercenter
& Riverwalk
Zone 1



Steve Smith
General Manager
Hyatt Regency
Hill Country
Zone 2



Andy Hearon
Vice Chair
Director of Sales &
Marketing
DoubleTree SA Airport
Zone 2



Eugene Mardell
General Manager
Thompson San
Antonio Riverwalk
Zone 1



Rupal Dolly Patel
VP of Finance
Dominion Hotel
Management
Zone 2



Philip Stamm
Secretary
Area Vice President
& General Manager
Grand Hyatt
Zone 1



Charles Stallcup
Executive Vice President
Phoenix Hospitality
Group
Zone 1



Henry Feldman
President
Martin Feldman
Hospitality
Management
Zone 2



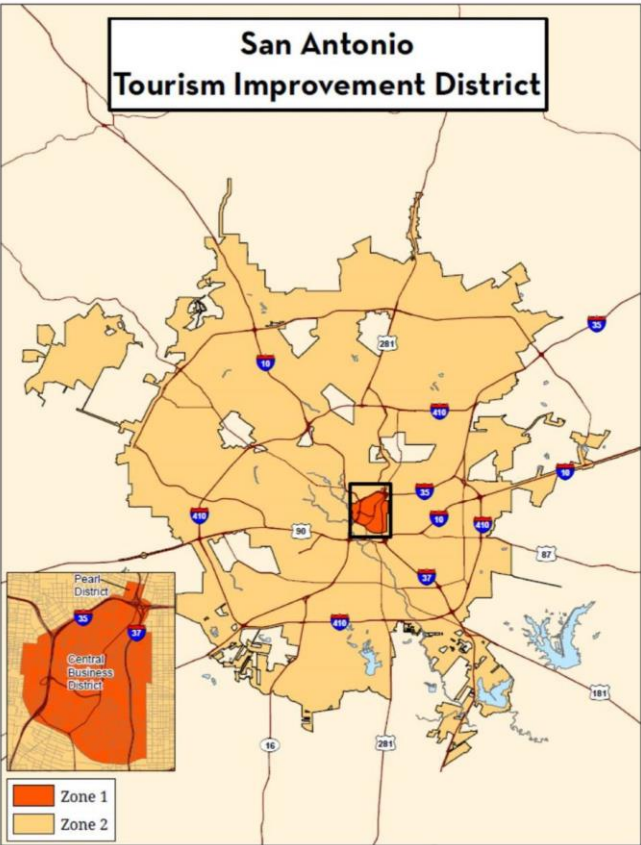
Avinash Bhakta
Immediate Past Chair
President
ABH Hospitality
Management
Zone 2



Benito Villarreal
Regional Director
Drury Hotels
Zone 1



Michelle Madson
Ex Officio
President & CEO
San Antonio Hotel
& Lodging
Association



Marc Anderson
Ex Officio
President & CEO
Visit San Antonio



FY 2025 SATPID Service Plan

| SERVICE CATEGORY | FY 25 Service Plan % | \$ |
|-----------------------------|-------------------------|--------------|
| Marketing | 45% | \$4,950,000 |
| Sales | 45% | \$4,950,000 |
| Industry Partnerships | 5% | \$550,000 |
| Administration | 3% | \$330,000 |
| Contingency Marketing/Sales | 2% | \$220,000 |
| TOTAL | 100% | \$11,000,000 |



TPID Initiatives

Marketing

- **Domestic and Global Digital & Internet Leisure Advertising**
- **Sponsorship and Partnership Opportunities**
- **Public Relations and Communication Efforts**
- **Consumer Engagement and Signature Events**

Sales

- **Hosting Obligation Program**
- **Hotel Incentive Program**
- **Short Term Group Incentive Program**
- **In Market Customer Events**
- **Secondary Trade Events**
- **Tradeshow Booth**
- **Attendance Building Activities**



Action Requested

- Approval of 2025 SATPID Service and Assessment Plan & Rate Assessment
 - 1.25% District Assessment applicable to hotels 100+ rooms
 - Tax Assessment Roll – 163 Hotels in the District
 - 90%+ of all funds must be designated for sales & marketing

RECOMMENDATION

Staff recommends approval of the 2025 TPID Service and Assessment Plan to Fund Services and Improvements for the San Antonio Tourism Improvement District.



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