

City Council Agenda Item #32

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



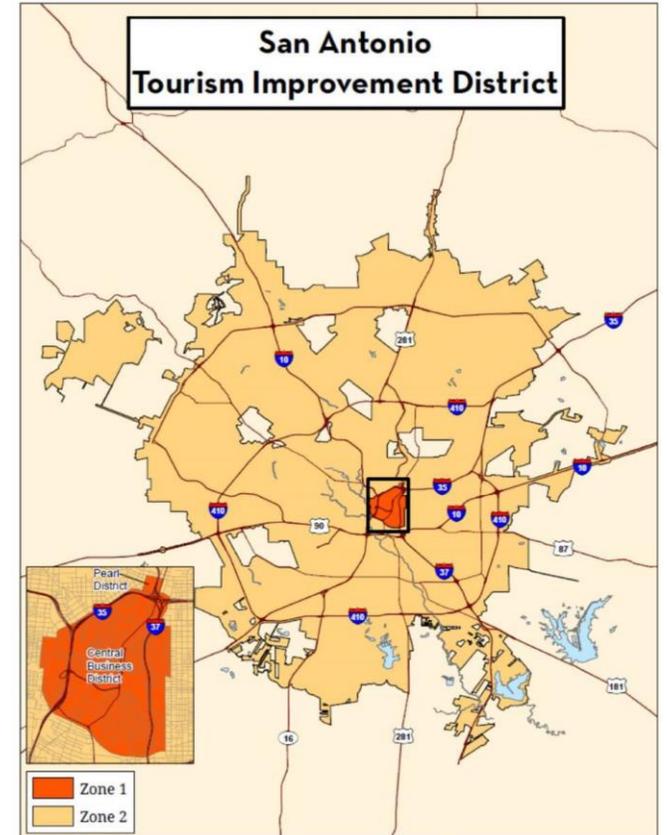
Avinash Bhakta
Immediate Past Chair
 President
 ABH Hospitality
 Management
 Zone 2



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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