

December 1, 2022

2023 San Antonio Tourism Public Improvement District (SATPID)

Presented by: Patricia Muzquiz Cantor

Executive Director

Convention & Sports Facilities



SATPID Background

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



BOARD OF DIRECTORS –



Avinash Bhakta
Chair
President
ABH Hospitality
Management
Zone 2



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



Loris Menfi
General Manager
Marriott Rivercenter
& Riverwalk
Zone 1



Steve Smith
General Manager
Hyatt Regency
Hill Country
Zone 2



Maria Martinez
Vice-Chair
General Manager
The Westin
Riverwalk
Zone 1



Marc Anderson
Ex Officio
President & CEO
Visit San Antonio



Ted Knighton
Managing Director
Thompson Hotels
Zone 1



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



Charles Stallcup
Executive Vice President
Phoenix Hospitality
Group
Zone 1



Andy Hearon
Director of Sales &
Marketing
DoubleTree by
Hilton Airport
Zone 2



Henry Feldman
**Immediate Past
Chair**
President
Martin Feldman
Hospitality
Management
Zone 2



Benito Villarreal
Regional Director
Drury Hotels
Zone 1



Rupal Dolly Patel
VP of Finance
Dominion Hotel
Management
Zone 2



FY 2023 SATPID Service Plan

SERVICE CATEGORY	FY 23 Service Plan %	\$
Marketing	49.5%	\$5.07M
Sales	40.5%	\$4.15M
Industry Partnerships	5%	\$513k
Research and Administration	3%	\$308k
Contingency Marketing/Sales	2%	\$205k
TOTAL	100%	\$10.25M





TPID Marketing Initiatives



Digital & Internet



Print Ads



Television & Online Video



Radio & Streaming Radio Ads

TPID Sales Initiatives



Hotel Incentive Program



Hosting Obligations



Group Business Development



Attendance Building

Action Requested

- December 1, 2022 – **Approval of 2023 SATPID Service Plan & Rate Assessment**
 - **1.25%** District Assessment applicable to hotels 100+ rooms
 - **Tax Assessment Roll** – 161 Hotels in the District
 - **90%+** of all funds must be designated for sales & marketing



RECOMMENDATION

Staff recommends approval of the 2023 TPID Service and Assessment Plan to Fund Services and Improvements for the San Antonio Tourism Improvement District.



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