

ORDINANCE 2022-12-01-0899

A PUBLIC HEARING AND CONSIDERATION OF AN ORDINANCE APPROVING THE FISCAL YEAR 2023 SERVICE AND ASSESSMENT PLAN, THE FISCAL YEAR 2023 ASSESSMENT ROLL, APPROVING THE LEVYING OF A SPECIAL ASSESSMENT AND MAINTAINING THE ASSESSMENT RATE FOR FISCAL YEAR 2023 AT 1.25% OF THE GROSS HOTEL ROOM REVENUE SUBJECT TO LOCAL HOTEL TAX THAT IS DERIVED FROM AN INDIVIDUAL ROOM RENTAL OF QUALIFIED ROOMS, FOR THE SAN ANTONIO TOURISM PUBLIC IMPROVEMENT DISTRICT.

* * * * *

WHEREAS, a public improvement district is a mechanism authorized by Chapter 372 of the Local Government Code, known as the Public Improvement District Assessment Act (“Act”), that permits the City to levy an additional assessment on property owners within specified boundaries that may be used for capital improvements or services which supplement those provided by city government; and

WHEREAS, the visitor industry is a key economic generator for the City of San Antonio with a \$16.2 billion economic impact and accounting for more than 128,000 local jobs in 2021, as the City welcomed nearly 32 million visitors, and while the turbulence caused by the pandemic and accompanying economic uncertainty was felt in Fiscal Year 2022, San Antonio is still in the midst of a remarkable rebound for the tourism and hospitality industry; and

WHEREAS, in order to help advance San Antonio as a premier U.S. destination, various industry and community partners including the City of San Antonio, San Antonio Hotel & Lodging Association, Texas Hotel & Lodging Association and Visit San Antonio worked together to propose and implement a San Antonio Public Improvement District (“SATPID”), through which hotels in the San Antonio city limits with 100 rooms or more, pay a 1.25% assessment on taxable occupied rooms for the purpose of generating funds to market and promote San Antonio as a convention and tourism destination; and

WHEREAS, on December 6, 2018, the San Antonio City Council approved the creation of the District, for an eight-year period, that went into effect beginning January 1, 2019 and ending on September 30, 2026; and

WHEREAS, in accordance with Texas law, hotels with 100 rooms or more within the City limits of San Antonio can participate in the district and the TPID assessment only applies to hotel stays that are also subject to City hotel occupancy tax and the TPID Properties Assessment Roll for Fiscal Year 2023 (“Assessment Roll”) is attached to this Ordinance as **Attachment A**; and

WHEREAS, the TPID fees are remitted to the City under the same schedule and process now in place for payment of the hotel occupancy tax and the purpose of the SATPID is to utilize the TPID assessment fees to drive increased hotel business demand for participating properties through

strategic sales and marketing initiatives; and

WHEREAS, the SATPID has two zones: Zone 1 consists of properties primarily within the San Antonio Central Business District (CBD) and Zone 2 consists of properties outside the CBD, but within the City limits of San Antonio, the SATPID Corporation (SATPIDC) maintains a Board of Directors comprised proportionally of members of the two zones and a SATPID map depicting the boundaries is attached to this Ordinance as **Attachment B**; and

WHEREAS, the SATPID is a mechanism for funding additional tourism promotion activities. Visit San Antonio is charged to help administer and manage the investments of these funds towards various sales and marketing initiatives at the direction of the SATPIDC Board of Directors, with a minimum of 90% of all assessments being invested in sales and marketing programming; and

WHEREAS, the SATPID has developed and is recommending the Service and Assessment Plan for Fiscal Year 2023 (“Plan”) that is attached to this Ordinance as **Attachment C** and the Plan, which was approved by the SATPIDC Board on July 25, 2022, reflects a total annual budget of \$10,250,000 million for program services; and

WHEREAS, the Act requires that all property owners in the proposed PID be notified in writing of the petitioned action and public hearing; that notice of an annual public hearing be advertised in a newspaper of general circulation at least ten days before the public hearing to consider oral and written objections to the levying of a special assessment to fund services and improvements for the PID in the downtown area; and

WHEREAS, notices were mailed to individual property owners on November 16, 2022 and the required public notice appeared in the Express News on Sunday, November 20, 2022; and

WHEREAS, following public notice as required by the Act, a public hearing was held and closed on Thursday, December 1, 2022, at 9:00 a.m., or as soon thereafter as possible, in the San Antonio City Council Chambers, to consider the levy of a special assessment to fund services for the PID; levying an assessment rate for Fiscal Year 2023 at 1.25% on taxable occupied rooms of hotels with more than 100 rooms in the PID; and approval of the Fiscal Year 2023 Service and Assessment Plan for the PID; and

WHEREAS, following the public hearing, staff requested the levy of the special assessment, approval of the special assessment rate, and approval of the Fiscal Year 2023 Service and Assessment Plan for the PID; and

WHEREAS, City Council heard and passed on any objections to the levying of the special assessment; and **NOW THEREFORE:**

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SAN ANTONIO:

SECTION 1. A public hearing was held on December 1, 2022 at 9:00 a.m., or as soon after that time as possible, in the San Antonio City Council Chambers in accordance with Chapter 372, Texas Local Government Code to consider the levy of a Special Assessment to fund services for

the Public Improvement District.

SECTION 2. A special assessment rate of 1.25% of the gross hotel room revenue subject to local hotel tax that is derived from an individual room rental of qualified rooms at hotels in the San Antonio City limits with 100 rooms or more in the San Antonio Tourist Public Improvement District for Fiscal Year 2023 is levied to fund improvements and services in the PID and the Assessment Roll, attached to this Ordinance as **Attachment A**, is approved.

SECTION 3. The Fiscal Year 2023 Service and Assessment Plan for the Downtown Public Improvement District, attached to this Ordinance as **Attachment C**, is approved is approved.

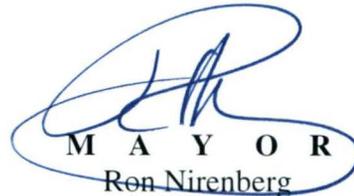
SECTION 4. Funds received for this Ordinance from the SATPID assessment shall be deposited in Fund 69024000, Internal Order 207000000296 and General Ledger 4103100.

SECTION 5. The financial allocations in this Ordinance are subject to approval by the Deputy Chief Financial Officer, City of San Antonio. The Deputy Chief Financial Officer may, subject to concurrence by the City Manager or the City Manager's designee, correct allocations to specific Cost Centers, WBS Elements, Internal Orders, General Ledger Accounts, and Fund Numbers as necessary to carry out the purpose of this Ordinance.

SECTION 6. The statements set forth in the recitals of this Ordinance are true and correct and are incorporated as a part of this Ordinance.

SECTION 7. This Ordinance is effective immediately upon the receipt of eight affirmative votes; otherwise, it is effective ten days after passage.

PASSED AND APPROVED this 1st day of December, 2022.



M A Y O R
Ron Nirenberg

ATTEST:



Debbie Racca-Sittre, City Clerk

APPROVED AS TO FORM:



Andrew Segovia, City Attorney



City of San Antonio

City Council Meeting December 1, 2022

21.

2022-12-01-0899

Public hearing and ordinance approving the Fiscal Year 2023 Service and Assessment Plan, the Fiscal Year 2023 Assessment Roll, approving the levying of a special assessment and maintaining the Assessment Rate for Fiscal Year 2023 at 1.25% of the gross hotel room revenue subject to local hotel tax that is derived from an individual room rental of qualified rooms, for the San Antonio Tourism Public Improvement District. [Alejandra Lopez, Assistant City Manager; Patricia Muzquiz Cantor, Executive Director, Convention & Sports Facilities Department]

Councilmember Courage moved to Approve on the Consent Agenda. Councilmember Viagran seconded the motion. The motion carried by the following vote:

Aye: Nirenberg, Bravo, McKee-Rodriguez, Viagran, Rocha Garcia, Castillo, Cabello Havrda, Sandoval, Pelaez, Courage

Absent: Perry

ATTACHMENT A

TPID Properties Assessment Roll

Owner Name	Owner Address	Owner City	State	Owner Zip
AIGGRE TX HOTEL SAN ANTONIO OWNER LLC	32 OLD SLIP FL 28	NEW YORK	NY	10005
CAI UNIVERSITY VILLAGE HOTEL LLC	1722 ROUTH ST, STE 800	DALLAS	TX	78501
LIU FAMILY TRUST & COZYREST HOLDINGS LLC	2034 SHIRE MEADOWS	NEW BRAUNFELS	TX	78130
SUNPLACE INVESTMENT ASSOCIATES LP	4640 S EASTERN AVE	LAS VEGAS	NV	89119
155 E COMMERCE HOTEL LLC	5111 BROADWAY ST	SAN ANTONIO	TX	78209
TXH INC	107 MUSIC CITY CIR STE 100	NASHVILLE	TN	37214
MRC HOSPITALITY LLC	549 WOLF HILL RD	DIX HILLS	NY	11746
RIVERWALK CY LLC	1065 KANE CONCOURSE STE 200	BAY HARBOR ISLAN	FL	33154
ARA CY SAN ANTONIO RIM LLC	5800 GRANITE PARKWAY STE 290	PLANO	TX	75024
CY SAN ANTONIO AIRPORT LLC	225 BUSH ST #1470	SAN FRANCISCO	CA	94104
LEGACY LODGING LTD PARTNERSHIP	2390 TOWER DR	MONROE	LA	71201
CASTLEBLACK SAN ANTONIO OWNER II LLC	3106 W BAY TO BAY BLVD	TAMPA	FL	33629
CY SAN ANTONIO MEDICAL CENTER LLC	225 BUSH ST #1470	SAN FRANCISCO	CA	94104
C2 LAND LP	1717 MCKINNEY AVE STE 1900	DALLAS	TX	75202
1859-HISTORIC HOTELS LTD	2302 POST OFFICE ST STE 500	GALVESTON	TX	77550
T3 CAPITAL SA LP	730 N POST OAK ROAD SUITE 311	HOUSTON	TX	77024
SHIV KRUPA HOSPITALITY LLC	3443 N PANAM EXPY	SAN ANTONIO	TX	78219
LMDN SA LP	9000 TESORO DR #300	SAN ANTONIO	TX	78217
AMGREEN-KARENA HOTEL PRTRSH	502 W CESAR E CHAVEZ BLVD	SAN ANTONIO	TX	78207
AUBURN HOTELS LLC	101 S FARRAR DR	CAPE GIRARDEAU	MO	63701
DRURY SOUTHWEST INC	101 S FARRAR DR	CAPE GIRARDEAU	MO	63701
DRURY SOUTHWEST INC	101 S FARRAR DR	CAPE GIRARDEAU	MO	63701
DSW INVESTORS I LLC	101 S FARRAR DR	CAPE GIRARDEAU	MO	63701
AUBURN INVESTMENTS INC	101 S FARRAR DR	CAPE GIRARDEAU	MO	63701
DRURY SOUTHWEST INC	101 S FARRAR DR	CAPE GIRARDEAU	MO	63701
ALAMO NATIONAL BUILDING	101 S FARRAR DR	CAPE GIRARDEAU	MO	63701
BLUEGREEN VACATIONS UNLIMITED INC	4960 CONFERENCE WAY N STE 100	BOCA RATON	FL	33431
EL TROPICANO HOTEL LLC	110 LEXINGTON AVE	SAN ANTONIO	TX	78205
ZH LANDMARK CENTER HOTEL LLC	2330 N LOOP 1604 W	SAN ANTONIO	TX	78248
ZH AIRPORT HOTEL LLC	2330 N LOOP 1604 W	SAN ANTONIO	TX	78248
HOTEL CAPITAL SAN ANTONIO LLC	133 W MARKET ST	INDIANAPOLIS	IN	46204
BROOKS DEVELOPMENT AUTHORITY	3201 SIDNEY BROOKS ST	SAN ANTONIO	TX	78235
BLANCO RIO LTD	153 TRELLINE PARK STE 300	SAN ANTONIO	TX	78209
EMILY MORGAN LLC	5847 SAN FELIPE ST STE 4600	HOUSTON	TX	77057
PHT 35 LLC	4934 NW LOOP 410	SAN ANTONIO	TX	78229
BRE/TX PROPERTIES LLC	PO BOX 49550	CHARLOTTE	NC	28277
SAN ANTONIO ES LLC	10210 N CENTRAL EXPY STE 300	DALLAS	TX	75231
BCORE SELECT RAVEN TX LP	PO Box A3956	CHICAGO	IL	60690
HAAR LODGING LLC	25042 W INTERSTATE 10	SAN ANTONIO	TX	78257
SSH TX M PROPERTY LP	30 MONTGOMERY ST STE 320	JERSEY CITY	NJ	7302
PHT Wurzbach	4934 NW Loop 410	SAN ANTONIO	TX	78229
AUBURN INVESTMENTS INC	101 S FARRAR DR	CAPE GIRARDEAU	MO	63701
CFC -SA LLC	600 E MARKET ST	SAN ANTONIO	TX	78205
205 EAST HOUSTON STREET LLC	12400 WILSHIRE BLVD STE 1450	LOS ANGELES	CA	90025
SAT LIVE OAK LLC	7300 BLANCO RD STE 701	SAN ANTONIO	TX	78216
KRISHNA SAN ANTONIO LLC	7118 CRESTA BULVAR	SAN ANTONIO	TX	78256
SAT WEST ENTERPRISES INC	7300 BLANCO RD STE 701	SAN ANTONIO	TX	78216
EAST CVH SAN ANTONIO LLC	10370 RICHMOND AVE STE 150	HOUSTON	TX	77042
ACE FLORES LLC	7300 BLANCO RD STE 701	SAN ANTONIO	TX	78216
SAT AIRPORT INC	7300 BLANCO RD STE 701	SAN ANTONIO	TX	78216
HPTN BROOKS CITY BASE LC	1810 SETTLERS CT	SAN ANTONIO	TX	78258
HC San Antonio Hotel LLC	812 Gravier ST#200	New Orleans	LA	70112
SAT PARTNERS LP	9000 TESORO DR #300	SAN ANTONIO	TX	78217
Sonoran San Antonio LLC	30 Rowes Wharf Ste 5300	Boston	MA	2110
12828 SAN PEDRO SAN ANTONIO LLC	PO BOX 56607	ATLANTA	GA	30343
PRSALL LLC	7300 BLANCO RD STE 701	SAN ANTONIO	TX	78216
RIM HOSPITALITY LP	9301 SOUTHWEST FWY	HOUSTON	TX	77074
PALACIO DEL RIO INC	2330 N LOOP 1604 W	SAN ANTONIO	TX	78248
SCA HIES Six Flags LLC	3305 Northland Dr Ste 400	Austin	TX	78731
AUBURN HOTELS LLC	101 S FARRAR DR	CAPE GIRARDEAU	MO	63701
Northwest Heights Hotel LLC	5090 Richmond Ste #10	Houston	TX	77056
LYMARCO	9000 TESORO STE 122	SAN ANTONIO	TX	78217
PACIFICA SAN ANTONIO NW HOTEL LLC	1775 HANCOCK ST STE 200	SAN DIEGO	CA	92110
NIX BIRDIE L TR #2364 ETAL	PO BOX 56607	ATLANTA	GA	30343
STONE OAK HOSPITALITY LLC	5090 Richmond Ste #130	Houston	TX	77056
PHT 410 LLC	4934 NW LOOP 410	SAN ANTONIO	TX	78229
DCI SAT LLC	133 E SAINT JOSEPH STREET	ARCADIA	CA	91006
DRE TXCO LLC	1290 AVENUE OF THE AMERICAS	NEW YORK	NY	10104
PRSALL LLC	7300 BLANCO RD STE 701	SAN ANTONIO	TX	78216
PHG STONE OAK LLC	3500 LENOX RD NE STE 625	ATLANTA	GA	30326

TPID Properties Assessment Roll

Owner Name	Owner Address	Owner City	State	Owner Zip
KAL HOTELS LLC	4403 INTERSTATE 10 E	SAN ANTONIO	TX	78219
CHATHAM SAN ANTONIO LLC	222 LAKEVIEW AVE STE 200	WEST PALM BEACH	FL	33401
ARC HOSPITALITY PORTFOLIO I NTC OWNER LP	11325 RANDOM HILLS ROAD SUITE 360	FAIRFAX	VA	22030
HHG STONE OAK HOTEL LLC	125 N LOOP 1604 W	SAN ANTONIO	TX	78232
GOOD DAYS PROPERTIES LLC	6827 CAMP BULLIS RD STE 206	SAN ANTONIO	TX	78256
TMP BELL DR LLC	7300 BLANCO RD STE 701	SAN ANTONIO	TX	78216
WS HC SAN ANTONIO OWNER LLC	660 STEAMVOAT RD 3RD FLOOR	GREENWICH	CT	6830
PEARL BH HOSPITALITY LLC	303 PEARL PKWY STE 300	SAN ANTONIO	TX	78215
830 N ST MARYS HOTEL LTD	635 FM 474	BOERNE	TX	78006
HOTEL VALENCIA SAN ANTONIO	4400 POST OAK PKWY STE 1640	HOUSTON	TX	77027
SAHY JM REAL ESTATE LLC	900 CONCORD PL	SAN ANTONIO	TX	78216
RS 4303 HOSPITALITY LLC & CYBER GOLD OM LLC	3050 POST OAK BLVD #550	HOUSTON	TX	77056
HPT SUITE PROPERTIES TRUST	PO BOX 2196	CHICAGO	IL	60690
SONTERRA HOTEL INVESTORS LLC	PO BOX 2186	MONROE	LA	71207
SARLP-RESORT OWNER LLC	1900 N AKARD ST STE 3000	DALLAS	TX	75201
H E SAN ANTONIO I L L C	PO BOX 2196	CHICAGO	IL	60690
HTS SAN ANTONIO LP	PO BOX 2196	CHICAGO	IL	60690
INTOWN SUITES HIGHWAY 2252	980 HAMMOND DR STE 1400	ATLANTA	GA	30328
INTOWN SUITES CULEBRA ROAD	980 HAMMOND DR STE 1400	ATLANTA	GA	30328
INTOWN SUITES SAN PEDRO L P	980 HAMMOND DR STE 1400	ATLANTA	GA	30328
INTOWN SUITES PERRIN ROAD LP	980 HAMMOND DR STE 1400	ATLANTA	GA	30328
BRIGHTWOOD HOSPITALITY LLC	5530 INTERSTATE 10 E	SAN ANTONIO	TX	78219
RIVERWALK HOSPITALITY INC	120 RUSTLEAF DR	SAN ANTONIO	TX	78242
LCR Hotel LLC	1991 Broadway St Ste 100	Redwood City	CA	94063
OMNI LA MANSION CORPORATION	4001 MAPLE AVE STE 500	DALLAS	TX	75219
BRE/LQ TX PROPERTIES L P	909 HIDDEN RDG STE 600	IRVING	TX	75038
Cavalier Texas LP	545 E. John Carpenter FRWY	IRVING	TX	75062
RPR HOSPITALITY LLC	17306 DAYLAMANI DR	RICHMOND	TX	77407
Cavalier Texas LP	545 E. John Carpenter FRWY	IRVING	TX	75062
BRE/LQ TX PROPERTIES L P	909 HIDDEN RDG STE 600	IRVING	TX	75038
SAN ANTONIO HOTELS LLC	7701 LAS COLLINAS RIDGE STE 250	IRVING	TX	75063
JAID HOSPITALITY DEVELOPMENT LLC	10620 EMMETT F LOWRY EXPRESSWAY	TEXAS CITY	TX	77591
Cavalier Texas LP	545 E. John Carpenter FRWY	IRVING	TX	75062
LQ MEDICAL CENTER HOTEL SA LP	19115 W BIRDSONG	SAN ANTONIO	TX	78258
Cavalier Texas LP	545 E. John Carpenter FRWY	IRVING	TX	75062
EVERYOUNG HOSPITALITY	3180 GOLIAD ROAD	SAN ANTONIO	TX	78223
BCL ST ANTHONY ML LP	420 BALTIMORE STE 1	SAN ANTONIO	TX	78215
3233 ALAMO LLC	6572 DONNBERG DR	FRISCO	TX	755035
SAUTO HOTEL LLC	E 83RD AVE	MERRILLVILLE	IN	46410
MARRIOTT HOTEL PROP II LTD	PO BOX 4900	SCOTTSDALE	AZ	85261
HMH RIVERS INC	889 E. Market	San Antonio	TX	78205
LA-BG San Antonio LLC	1250 Feehanville Dr Ste 200	Mt. Prospect	IL	60056
TESH LLC	4614 S. BUSINESS HWY 281	EDINBURG	TX	78539
1859-HISTORIC HOTELS LTD	2302 POST OFFICE ST STE 500	GALVESTON	TX	77550
VINAYAK HOTELS LLC	10009 LINEN HALL DRIVE	SUGARLAND	TX	78261
NORTHWEST LAXMI LLC	3402 PUESTA DE SOL	SAN ANTONIO	TX	78257
ALAMO LAXMI LLC	16500 W INTERSTATE 10	SAN ANTONIO	TX	78261
LICHI MCR LLC	3402 PUESTA DE SOL	SAN ANTONIO	TX	77591
ADKP HOSPITALITY LLC	10620 EMMETT F LOWRY EXPRESSWAY	TEXAS CITY	TX	78218
SWAMI LLC	4621 RITTIMAN RD	SAN ANTONIO	TX	78218
AADHYASHIVANSH HOSPITALITY LLC	522 N. Interstate 35	San Antonio	TX	78212
MNS HOTEL PARTNERS LLC	900 N. MAIN AVE	SAN ANTONIO	TX	63701
DRURY SOUTHWEST INC	101 S FARRAR DR	CAPE GIRARDEAU	MO	37214
F T INNS INC	107 MUSIC CITY CIR STE 100	NASHVILLE	TN	89169
3855 SAN ANTONIO HOLDINGS LLC	3790 PARADISE RD STE 250	LAS VEGAS	NV	77057
BW RRI III LLC	5847 SAN FELIPE ST STE 4600	HOUSTON	TX	78216
SA AIRPORT HOTEL LLC	333 WOLFE RD	SAN ANTONIO	TX	78238
PLANTINUM SAPPHIRE HOSPITALITY LLC	6880 NW LOOP 410	SAN ANTONIO	TX	77498
PHT RITTIMAN LLC	4934 NW LOOP 410	SAN ANTONIO	TX	78229
ARA RI SAN ANTONIO RIM LLC	5800 GRANITE PARKWAY STE 290	PLANO	TX	75024
DR TXCO LLC	1290 AVENUE OF THE AMERICAS	NEW YORK	NY	10104
JWMFE SAN ANTONIO LP	540 GAITHER RD STE 100	ROCKVILLE	MD	20850
HPTMI CORP	PO BOX 579	LOUISVILLE	TN	37777
WARWICK PRESTIGE HOTELS LLC	100 VILLITA ST	SAN ANTONIO	TX	78205
HPT CW PROPERTIES TRUST	PO BOX 56607	ATLANTA	GA	30343
DRE TXCO LLC	1290 AVENUE OF THE AMERICAS	NEW YORK	NY	10104
B9 COWBOY SAN SPRING LP	PO BOX A-3956	CHICAGO	IL	60690

TPID Properties Assessment Roll

Owner Name	Owner Address	Owner City	State	Owner Zip
DRE NON-CORE LLC	1290 AVENUE OF THE AMERICAS	NEW YORK	NY	10104
HGP SAN ANTONIO CORP	411 BOWIE ST	SAN ANTONIO	TX	78205
RIM SHM TENANT LLC	777 E SONTERRA BLVD BLDG 4 STE 100	SAN ANTONIO	TX	78258
125 HOEFGEN LLC	9000 TESORO	SAN ANTONIO	TX	78217
SAT MCCULLOUGH LLC	7300 BLANCO RD STE 701	SAN ANTONIO	TX	78216
HPT IHG PROPERTIES TRUST	PO BOX 56607	ATLANTA	GA	30343
MC OSLO-SAN ANTONIO LLC	461 EAST 200 STE 102	SALT LAKE CITY	UT	84111
MONTEX REAL ESTATE CO LLC	7272 WURZBACH RD STE 901	SAN ANTONIO	TX	78240
HARE KRISHNA SEA WORLD HOTEL LLC	285 COUNTRY CLUB DRIVE	STOCKBRIDGE	GA	30281
HARE KRISHNA SEA WORLD HOTEL LLC	285 COUNTRY CLUB DRIVE	STOCKBRIDGE	GA	30281
YOGIJKRUPA HOSPITALITY A LLC	11221 SAN PEDRO AVE	SAN ANTONIO	TX	78216
BECK EDMUND S & JUTTA A	518 EVEREST AVE	SAN ANTONIO	TX	78209
DRE TXCO LLC	1290 AVENUE OF THE AMERICAS	NEW YORK	NY	10104
APPLE SEVEN HOSPITALITY TEXAS LP	814 E MAIN ST	RICHMOND	VA	23219
MCRT3 SAN ANTONIO LP	1503 LYNDON B JOHNSON FWY STE 200	DALLAS	TX	75234
LENNOX FORT SAM LLC	3889 MAPLE AVE ST 125	DALLAS	TX	75219
DC GUEST-ZARZAMORA LLC	30 MAIDEN LN	BOUND BROOK	NJ	8805
GPIF W SAN RIVERWALK HOTEL LLC	777 MAIN ST #2260	FORT WORTH	TX	76102
LR SATX LLC	185 W BROADWAY AVE STE 101 PO BOX	JACKSON	WY	83001
NEW ERA SA LLC	PO BOX 487	WICHITA	KS	67201
NEW ERA SA LLC	PO BOX 487	WICHITA	KS	67201
WORKFORCE LODGE LLC	4629 MACRO DR	SAN ANTONIO	TX	78218
T&J CANTERA HOTEL LLC	1422 E GRAYSON ST STE 500	SAN ANTONIO	TX	78208
PARADIGM HOTEL SA RIVER WALK	1422 E GRAYSON ST STE 500	SAN ANTONIO	TX	78208

ATTACHMENT B

Notice of Public Hearing

Tourism Public Improvement District Authorized by City Council Ordinance No. 2018-12-06-0955

The City of San Antonio City Council will hold a Public Hearing to begin at 9:00 am (or soon thereafter) on December 1, 2022, in the City Council Chambers, Municipal Plaza Building, 114 West Commerce Street, to consider and take action on the following items:

- Tourism Public Improvement District Updated Service Plan
- Maintaining the 1.25% assessment rate on the sale of a taxable room for properties with 100 rooms or more within the District
- Updated Assessment Roll to reflect all active qualified properties with 100 rooms or more

GENERAL NATURE AND PURPOSE OF THE TPID

Ordinance No. 2018-12-06-0955 established the San Antonio Tourism Public Improvement District; specified the nature and cost of the Proposed Improvements; established the District Boundaries; specified the method of assessment; and the levying of a 1.25% assessment rate on the sale of a taxable room within the District for properties with 100 rooms or more

The primary purpose of the TPID is to provide enhanced sales and marketing strategies to assist in driving additional room demand for properties within the District and the San Antonio destination overall.

ESTIMATED COST

The sum of assessments collected for FY 2023 is estimated at approximately \$10.25 million. These funds will be invested in various sales and marketing strategies to assist driving additional demand.

ASSESSMENT RATE AND METHOD OF PAYMENT

The overall assessment rate is proposed to maintain at 1.25% on the sale of a taxable room within the District for properties with 100 rooms or more and will be remitted to the City by individual property in accordance with the same remittance scheduled established for the submission of Hotel Occupancy Tax.

TPID BOUNDARIES

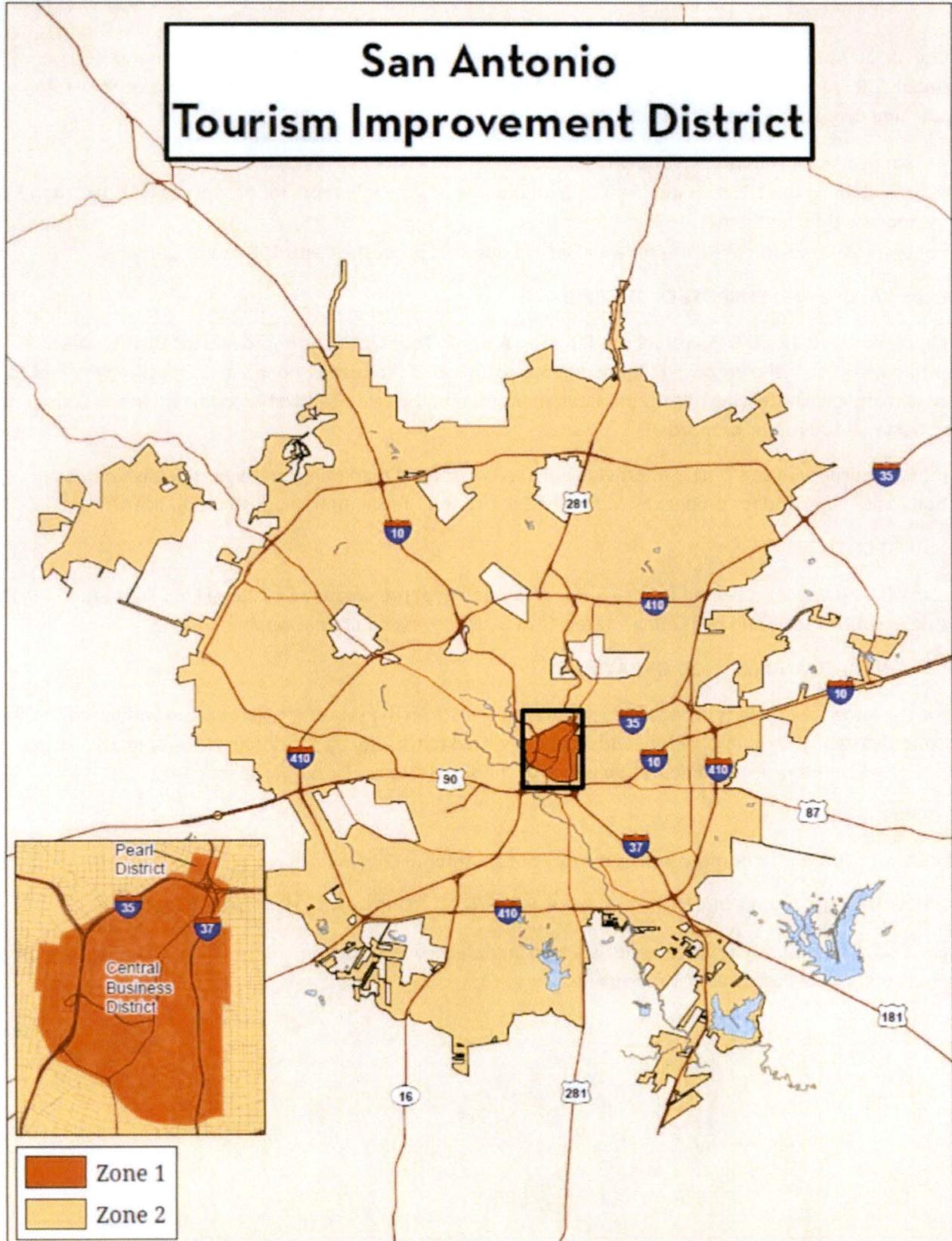
All hotels with 100 rooms or more within the City of San Antonio City limits.

APPORTIONMENT OF COST BETWEEN THE IMPROVEMENT DISTRICT AND THE MUNICIPALITY

The costs for the proposed improvements will be completely covered by the Improvement District and there is no apportionment of costs to the Municipality.

SATPID Map (Boundaries Zone 1 and Zone 2):

The map below illustrates the SATPID boundaries. The SATPID boundaries includes two (2) zones (central business district - Zone 1 and outside of central business district - Zone 2)



ATTACHMENT C

FY 2023 VSA BUSINESS PLAN

SAN ANTONIO TOURISM PUBLIC IMPROVEMENT DISTRICT SERVICES

The SATPIDC Board has the authority to make adjustments of up to ten percent (10%) of the funds between approved budget categories of the adopted service plan. For FY 2023, the SATPIDC Board elected to exercise these adjustments and increased the assigned budget for marketing from 45.0% to 49.5% and correspondingly adjusted the assigned budget for sales from 45.0% to 40.5%. These adjustments were strategically employed to help positively influence leisure travel in FY 2023.

Marketing Initiatives

FY 2023 - Marketing: 49.5% - \$5,073,750

Forty-nine and a half percent (49.5%) of the annual budget shall be targeted for increased marketing initiatives to drive more hotel activity to San Antonio. The Marketing program will promote San Antonio hotels within the District for increased leisure, meeting, and event business at District hotels. The program will set out to increase room night sales and may include but is not limited to the following activities.

Programs to increase demand at assessed hotels within the District through:

- Increased internet marketing efforts to grow awareness and optimize internet presence to drive higher overnight visitation and room sales to assessed hotels within the District;
- Additional print ads in magazines targeted at potential visitors to drive increased overnight visitation and room sales to assessed hotels within the District;
- Increased television ads and online video allowing San Antonio's messaging to increase to 30 TV markets;
- Additional radio and streaming radio ads targeted at potential visitors to drive increased overnight visitation and room sales to assessed hotel properties within the District;
- Preparation and production of new collateral and promotional materials such as brochures, flyers and maps featuring assessed hotels within the District;
- Development and implementation of an enhanced and new public relations and communications strategies, inclusive of social media outlets and press release distribution designed to increase overnight visitation at assessed hotels within the District;
- Development of Return on Investment (ROI) analysis on the effectiveness of SATPID expenditures and programs to increase overnight visitation at assessed hotels within the District.
- Marketing initiatives will result in minimum ROI threshold of 7:1 in collective consumer spending versus total marketing investment. The marketing initiatives will be overseen by the SATPIDC Board, the oversight entity composed of stakeholder hotels within the district. The SATPIDC Board will review applicable metrics for the 7:1 ROI measurement for all SATPID marketing initiatives.

Sales Initiatives

FY 2023 - Sales: 40.5% - \$4,151,250

Forty and a half percent (40.5%) of the annual budget shall be targeted for Sales initiatives. The Sales initiatives will be designed to increase room night sales for assessed hotel properties within the District and may include but are not limited to the following activities:

- Provide additional financial incentives to maintain and attract new meetings, conventions and events that will have a significant impact on demand for hotel activity for assessed hotels within the District;
- Hotel Incentive program that provides resources for district member hotels to attract self-contained groups or meetings that attract overnight visitors.

- Increased sales and strategy staff and re-deployment in key regions to supplement the selling of San Antonio as a premier destination;
- Increased attendance at professional industry conferences and affiliation events to promote increased business for assessed hotels within the District;
- Additional lead generation efforts designed to attract increased tourist and group events to assessed hotels within the District;
- Attendance of additional trade shows to promote increased leads for assessed hotels within the District under 500 rooms;
- Additional sales blitzes featuring assessed hotels within the District; and
- Additional key market specific familiarization tours showcasing assessed hotels within the District.
- Sales initiatives will result in a minimum ROI threshold of 7:1 in collective hotel revenue versus total sales investment. The ROI for all Sales initiatives will be measured based on increased room revenue production. The SATPIDC Board will review the applicable metrics for the 7:1 ROI measurement for all SATPID sales initiatives.

Industry Partnerships

FY 2023 – Industry Partnerships: 5% - \$512,500

The Industry Partnerships program is geared to protect the flow of existing and new hotel business and a positive business environment for hotels at the local and state level. It includes coverage for various services by key industry organizations that work with the local hotel industry, which may include but is not limited to the following: 1) San Antonio Hotel & Lodging Association; 2) Texas Hotel & Lodging Association; and 3) Visit San Antonio member services.

Research and Administration

FY 2023 – Research & Admin: 3% - \$307,500

Research and Administration includes the costs for research initiatives that will help to assess the effectiveness and ROI of SATPID funded sales and marketing initiatives. This category also funds the costs for any supplemental administrative staffing of SATPID programs and other general administrative SATPID costs such as insurance, legal, and accounting fees. It is the intent of the stakeholders within the District that the SATPID funds be used to maximize the provision of service that generate demand for incremental additional room nights. SATPID funds may be used as provided in this service plan to pay for actual direct administrative costs associated with providing the SATPID services.

Contingency Sales/Marketing Costs Reserve Fund

FY 2023 – Contingency: 2% - \$205,000

These funds may be used to supplement the marketing, sales, or the other budget categories outlined within the service plan, with any such funding allocations to be approved annually by the SATPIDC Board.