

CITY COUNCIL
WORKSESSION

FY24 PROPOSED BUDGET

MARC ANDERSON





REAL GROWTH.
TRUE IMPACT.

PRESENTATION OVERVIEW

- FY24 Proposed Budget
- FY24 Organizational Goals
- FY24 Strategic Plan Briefing
- IPW Success/Measuring ROI

FY24 Proposed Budget (in millions)



REVENUE	FY23 ADOPTED	FY24 PROPOSED	VARIANCE	
HOT	\$25.9	\$27.6	\$1.7	7%
Other	\$2.8	\$2.5	-\$0.3	-11%
TOTAL	\$28.7	\$30.1	\$1.4	5%
EXPENSES	FY23 ADOPTED	FY24 PROPOSED	VARIANCE	
Storytelling	\$13.3	\$14.7	\$1.4	11%
Sales & Experience	\$9.3	\$9.8	\$0.5	5%
Visitor Information Center	\$1.0	\$0.0	-\$1.0	-100%
Partner & Comm. Relations	\$1.1	\$1.2	\$0.1	9%
River Walk	\$1.1	\$1.5	\$0.4	37%
Administration	\$2.9	\$2.9	\$0	0%
TOTAL	\$28.7	\$30.1	\$1.4	5%

- HOT funding comprises **92%** of revenue
- **82%** of funding dedicated to sales and marketing efforts
- VSA oversees independent SATPID Corporation budget of **\$10.9** million

FY 2024 Goals (Preliminary*)



GOAL	FY 2023 ADOPTED	FY 2023 FORECAST	FY 2024 PROPOSED	VARIANCE
Sales: Event Bookings	530	639	670	5%
Sales: Leads Generated	2,750	3,300	3,600	9%
Marketing: Online Engagement	55 million	100 million	110 million	10%
Communications: Placements/ Earned Media Value	525 / \$22 million	800 / \$22.5 million	880 / \$24.75 million	10% / 10%
Membership: Partner Revenue Earned	\$550,000	\$550,000	\$600,000	9%

* Please note: FY23 Forecast and FY24 Adopted are preliminary numbers

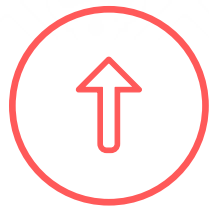
FY24 Strategic Plan Briefing



- Developed based on community and Board of Directors input
- Solidifies mission of bringing the world to San Antonio and leading through recovery
- Final year of three-year, short-term recovery plan
- Focuses efforts under five (5) strategic priority areas:



Storytelling



**Strategic
Sales**



Partnerships



Advocacy



Diversity

Priority: Storytelling



Position San Antonio as a premier domestic and international leisure destination

- Continued development of San Antonio as global brand
- Leverage Real & True campaign to drive demand
- Expand Global Development Plan to include Germany and China
- Introduce new Social Media and Digital tools
- Partner with San Antonio International Airport and greater:SATX to increase flight service



Increase domestic and international media attention

- Emphasis on History, Culinary, Outdoor, Fun, Meetings & Conventions, Arts and Culture
- Secure national television show from key international market
- Engage social media influencers from focus international markets
- Solidify status with media as Culinary Capital of Texas
- Establish San Antonio as the top destination to celebrate Hispanic Heritage Month



Priority: Storytelling



Drive Demand to local businesses by reaching travelers and local audiences

- Increase STR occupancy ranking by one (1) position in FY24
- Engage with local military to tell the story of San Antonio as "Military City U.S.A."
- Expanded partnership with key trade platforms
- Continue to grow partnership with Department of Arts & Culture and World Heritage Office
- Work with COSA, Centro and Alamo Trust to increase traffic during Holidays and 4th of July



Leverage wonderful River Walk (RW) in all marketing priorities and objectives



- Engage TV network conversations to drive significant exposure
- Develop new brand guidelines, launch new website offering unique experience and information to locals and visitors
- Develop Co-Op opportunities dedicated to RW businesses
- Event marketing support to all RW department-organized events
- Event data intelligence acquisition and tracking to evaluate results

Priority: Strategic Sales



Drive groups to hold meetings, conventions, and tradeshow while enhancing the uniqueness of the one-and-only San Antonio

- Continued emphasis on short term business and need dates
- Focus on Corporate Citywide Events
- Leverage TPID funding to increase short-term demand
- Confirm 89 Events at the Henry B. Gonzalez Convention Center
 - Including 56 New Citywide Events
- Coordinate an expansive, multi-city roadshow across the country



Priority: Advocacy, Partnerships, Diversity



Advocacy

- Hire Chief of Staff / Head of DEI
- Support any initiatives that support a thriving San Antonio tourism industry
- Protect against expanded use of Hotel Occupancy Tax during 88th Legislative Session

Partnerships

- Grow membership program
 - Re-brand and launch of San Antonio Tourism Ambassador Program
 - Continued emphasis on increased diversity of membership
- Fundraise for 501c3 to support local educational scholarships
- Continue to elevate and improve River Walk events
- Increase programming for small businesses

Diversity

- Activate Diversity Action Plan
- Chief of Staff / Head of DEI to increase number of members listed as MWOBs
- Highlight SA as a leader in DEI through industry involvement



IPW San Antonio 2023



IPW is the country's largest travel trade show driving international tourism to the U.S. Held for the first time in San Antonio May 20-24, 2023



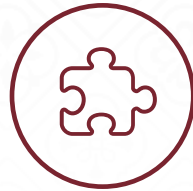
Generated **\$13.56M** economic impact in 2023



Visit San Antonio and City of San Antonio **legacy elements benefit future visitors, delegates and residents**



470 appointments with buyers and media



More than 300 local business partners and organizations collaborated with Visit San Antonio to curate experiences and highlight the city's most treasured assets



Economic generator for years to come:

- **395K new international visitors**
- **\$614M in international visitor spending**

in the three (3) years following hosting



Immersion tours for **730 international media and buyers showcased citywide** – all districts included



Over 602 volunteers (684 shifts, 2,400 hours of volunteer time)



Rockport Analytics to **analyze international visitation and the economic impact** for the next 3.5 years



All IPW 2023 events were certified gold as "Green Events" through the City of San Antonio's Office of Sustainability

"Few (host cities) hold the title of best all-around, and well, San Antonio is wearing that crown."

Malcolm Smith, Senior Vice President of Business Development & General Manager, IPW, U.S. Travel Association

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