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2024-12-05-0976

Ordinance approving the levy of a special assessment, levying an assessment and maintaining the assessment rate for Fiscal Year 2025 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, approving the Fiscal Year 2025 assessment roll, and approving the Fiscal Year 2025 Service and Assessment Plan for the San Antonio Tourism Public Improvement District.
[Alejandra Lopez, Assistant City Manager; Patricia Muzquiz Cantor, Executive Director, Convention & Sports Facilities]



City of San Antonio

Agenda Memorandum

File Number:

Agenda Item Number: 32

Agenda Date: December 5, 2024

In Control: City Council A Session

DEPARTMENT: Convention and Sports Facilities

DEPARTMENT HEAD: Patricia Muzquiz Cantor

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

San Antonio Tourism Public Improvement District Service and Assessment Plan, Assessment Roll, and Assessment Rate for 2025

SUMMARY:

This item will consider an Ordinance approving the 2025 Service and Assessment Plan, the 2025 Assessment Roll which includes existing and new hotel properties and maintaining the Assessment Rate for 2025 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 Corporation (SATPID). Members of the public may appear before City Council to speak for or against this item consistent with state law.

BACKGROUND INFORMATION:

To 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 Tourism Public Improvement District (TPID). On December 6, 2018, the San Antonio City Council approved the creation of the district, for an eight (8) year period, that went into effect beginning January 1, 2019, and ending on September 30, 2026. The Assessment Roll consists of

hotels in the San Antonio city limits with 100 rooms or more that 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.

The SATPID Corporation is governed by a Board of Directors representing two primary zones. Zone 1 includes participating properties within the San Antonio Central Business District (CBD). Zone 2 includes properties outside the CBD but within the City limits of San Antonio. Revenue generated through the SATPID assessment fee is leveraged to compliment Visit San Antonio's sales and marketing efforts. These efforts include increased communications, marketing and preparatory sales efforts that target future business and post-covid recovery efforts.

In FY 2024, TPID and Visit San Antonio funding was combined to leverage \$1.4 billion in economic impact. The resulting 33:1 return on investment was generated through joint strategic sales, marketing, and public relations/ communications efforts, including:

- \$697 million impact through total event bookings.
 - 752 total events booked.
 - 896,000 room nights booked.
 - 674,000 total attendees.
- \$732 million impact resulting from marketing and public relations.
 - 1.5 million trips resulting from trackable digital ads.
 - \$32.5 million earned media value.

The FY 2025 TPID Assessment Plan includes 163 hotel properties that will pay a 1.25% rate on taxable occupied rooms, which is estimated to generate \$11 million.

Below is the FY 2025 Service Plan and recommended program services developed by SATPIDC:

SERVICE PLAN CATEGORY	%	\$ million
Marketing	45%	\$4,950,000
Sales	45%	\$4,950,000
Other		
<i>Industry Partnerships</i>	5%	\$550,000
<i>Research and Administration</i>	3%	\$330,000
<i>Contingency for Marketing & Sales</i>	2%	\$220,000
TOTAL	100%	\$11,000,000

Marketing Initiatives:

- Will result in a minimum ROI threshold of 7:1 in collective consumer spending versus total marketing investment.
- Will be targeted towards the leisure visitor to provide expanded reach, enhance destination awareness and drive greater overnight visitation including but are not limited to:
 - Increased domestic and global marketing efforts.
 - Enhanced digital and social media content.
 - Increased sponsorship and partnership opportunities.

- Enhanced public relations and communications strategies, inclusive of social media outlets and press release distribution.
- Increased consumer engagement and signature events.

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 on increased room revenue production.
- Will be targeted towards groups to maintain and attract new meetings, conventions and events that will have a significant impact on demand and include but not limited to:
 - Increased financial incentives:
 - Hosting Obligations to provide resources for contractual obligations to support major conventions, meetings and/or events, including rental expenses paid to the City of San Antonio Convention and Sports Facilities.
 - Hotel Incentives to provide resources for district member hotels to attract self-contained groups or meetings that attract overnight visitors.
 - Group Incentives to attract business in key short-term dates including rental expenses paid to the City of San Antonio Convention and Sports Facilities.
 - Increased support for staff that allows for re-deployment in key regions to supplement sales and prioritize revenue management in the course of booking future business.
 - Additional lead generation efforts.
 - Increased attendance and/or exhibition at professional industry conferences, affiliation events and trade shows.
 - Increased client site visit and attendance building initiatives.

Other Initiatives:

- Industry Partnerships - Program geared to assist District properties with advocacy at the state and local level, resources, and communication efforts to assist in business development and relationship building, including coverage for various membership services with key industry organizations that work with the local hotel industry including the San Antonio Hotel & Lodging Association, Texas Hotel & Lodging Association, and Visit San Antonio member services.
- General Administrative Costs - Operating costs including but not limited to audit, legal and financial services, insurance, initiatives to assess the effectiveness of funded activities initiatives.
- Contingency - Supplemental funds to support categories outlined within the service plan.

ISSUE:

The SATPID is a mechanism for funding additional tourism promotion activities. VSA is charged to administer and manage the investments of these funds towards various sales and marketing initiatives at the direction of the SATPID Corporation Board of Directors. As part of the Service and Assessment Plan commitment, a minimum of 90% of all assessments must be invested in sales and marketing programming. The FY 2025 budget based on the 2025 Service and Assessment

Plan was approved by the SATPIDC Board on September 25, 2024. The Public Improvement District Assessment Act requires the Service and Assessment Plan to be approved by the City Council on an annual basis.

ALTERNATIVES:

If the City Council does not approve the Plan, the SATPID Corporation may not implement supplemental services within the PID. This lost opportunity to enhance the marketing of San Antonio as a destination would result in a lessened economic impact for the affected property owners, the City of San Antonio, and the San Antonio community as a whole, as well as negatively impact San Antonio's continued recovery efforts.

FISCAL IMPACT:

The SATPID assessment only applies to properties with 100 rooms or more in the district and are assessed to hotel stays that are also subject to City hotel occupancy tax. The SATPID Corporation is recommending maintaining the assessment levy against the hotel at 1.25% on each taxable room night folio. The SATPID assessment is remitted to the City under the same schedule and process in place for payment of the hotel occupancy tax.

For FY 2025, TPID assessments are estimated to total \$11,000,000. The increased visitation resulting from the SATPID sales and marketing efforts are expected to positively impact the City's sales tax, alcoholic beverage tax, and property tax receipts due to the enhanced economic activity.

There are no additional costs to the City of San Antonio. Administrative costs incurred by the City for the collection and disbursement of the assessment fees are reimbursed to the City from the SATPIDC. There are no General Fund Costs associated with this initiative.

RECOMMENDATION:

Staff recommends approval of the 2025 TPID Service and Assessment Plan to fund services and improvements for the San Antonio Tourism Public Improvement District.

FY 2025 Service Plan

SAN ANTONIO TOURISM PUBLIC IMPROVEMENT DISTRICT SERVICES

Marketing Initiatives - \$4,950,000 (45%)

Forty-five (45%) 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.

- Increased domestic and global marketing efforts to grow awareness and optimize internet presence to drive higher overnight visitation and room sales to assessed hotels within the District.
- Enhanced digital and social media content to enhance destination awareness.
- Increased sponsorship and partnership opportunities to promote San Antonio as a premier destination.
- Enhanced public relations and communications strategies, inclusive of social media outlets and press release distribution to enhance destination awareness.
- Increased consumer engagement and signature events to promote San Antonio as a premier destination.
- Marketing initiatives will result in a minimum ROI threshold of 7:1 in collective consumer spending versus total marketing investment. The marketing initiatives will be overseen by the San Antonio Tourism Public Improvement District Corporation (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 - \$4,950,000 (45%)

Forty-five (45%) of the annual budget shall be targeted for increased 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.
 - Hosting Obligation program to provide resources for contractual obligations to support major conventions, meetings and/or events, including rental expenses paid to the City of San Antonio Convention and Sports Facilities.
 - Hotel Incentive program to provide resources for district member hotels to attract self-contained groups or meetings that attract overnight visitors.
 - Group Incentive program to attract business in key short term need dates including rental expenses paid to the City of San Antonio Convention and Sports Facilities.
- Increased sales and strategy staff and re-deployment in key regions to supplement the selling of San Antonio as a premier destination and prioritize revenue management in the course of booking future business.
- Additional lead generation efforts designed to attract increased tourist and group events to assessed hotels within the District.
- Increased attendance at professional industry conferences and affiliation events to promote increased business for assessed hotels within the District.
- Increased attendance at trade shows to promote increased leads for assessed hotels within the District under 500 rooms.
- Increased San Antonio trade show booth support to enhance destination awareness.

- Increased client site visit and attendance building initiatives aimed at increasing participation and enhancing the experience for booked events.
- 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 - \$550,000 (5%)

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.

Administration - \$330,000 (3%)

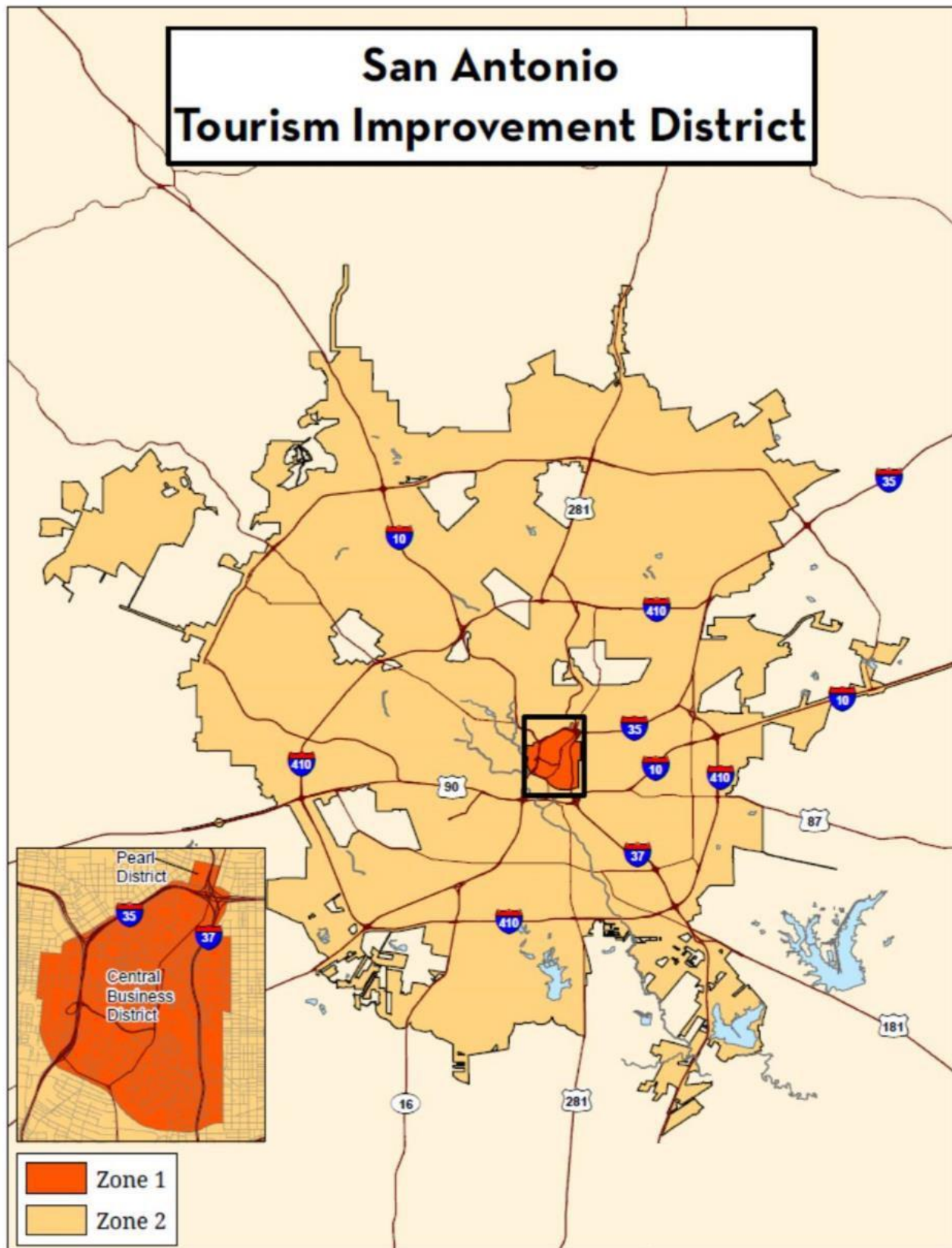
Research and Administration includes the costs for initiatives that will help to assess the effectiveness and ROI of SATPID funded sales and marketing initiatives. This category also funds the costs for any supplemental administrative staffing of SATPID programs and other general administrative SATPID costs such as insurance, legal services, and audit and accounting fees. It is the intent of the stakeholders within the district that the SATPID funds be used to maximize the provision of services 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 Reserve - \$220,000 (2%)

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.

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)



COUNT	OWNER NAME	OWNER ADDRESS	OWNER CITY	OWNER STATE	OWNER ZIP
1	WARWICK PRESTIGE HOTELS LLC	100 VILLITA ST	SAN ANTONIO	TX	78205-2798
2	BRE/LQ TX PROPERTIES L P	909 HIDDEN RDG STE 600	IRVING	TX	75038
3	MARRIOTT HOTEL PROP II LTD	PO BOX 4900	SCOTTSDALE	AZ	85261-4900
4	THOMPSON SAN ANTONIO	115 LEXINGTON AVE	SAN ANTONIO	TX	78205
5	BW RRI III LLC	5847 SAN FELIPE ST STE 4600	HOUSTON	TX	77057-3426
6	ZH AIRPORT HOTEL LLC	2330 N LOOP 1604 W	SAN ANTONIO	TX	78248-4512
7	PACIFICA SAN ANTONIO NW HOTEL LLC	1775 HANCOCK ST STE 200	SAN DIEGO	CA	92110-2036
8	JWMFE SAN ANTONIO LP	540 GAITHER RD STE 100	ROCKVILLE	MD	20850-6715
9	JADE REAL PROPERTIES LLC	8165 WHISPER OAK	SAN ANTONIO	TX	78266-4411
10	PARADIGM HOTEL SA RIVER WALK LP	1422 E GRAYSON ST STE 500	SAN ANTONIO	TX	78208-1428
11	ALAMO NATIONAL BUILDING	101 S FARRAR DR	CAPE GIRARDEAU	MO	63701-4905
12	ERF INTERSTATE LLC	701 N BRAND BLVD STE 810	GLENDALE	CA	91203
13	SCARLET HOTEL GROUP	807 WAUKEGAN ROAD	DEERFIELD	IL	60015
14	TX SAN ANTONIO LLC	4140 PARKLANE AVE STE 525	RALEIGH	NC	27612
15	CP SAT HOTEL LLC	5090 RICHMOND AVE 130	HOUSTON	TX	77056
16	OMNI LA MANSION CORPORATION	4001 MAPLE AVE STE 500	DALLAS	TX	75219-3241
17	YOGIJKRUPA HOSPITALITY A LLC	11221 SAN PEDRO AVE	SAN ANTONIO	TX	78216-3119
18	SAT WEST ENTERPRISES INC	7300 BLANCO RD SUITE 701	SAN ANTONIO	TX	78216
19	SAN ANTONIO CY HOSPITALITY LLC	3905 NW 107TH AVE SUITE 501	DORAL	FL	33178
20	EAST CVH SAN ANTONIO LLC	10370 RICHMOND AVE STE 150	HOUSTON	TX	77042-4123
21	HARE KRISHNA SEA WORLD HOTEL LLC	285 COUNTRY CLUB DR	STOCKBRIDGE	GA	30281
22	123 HOEFGEN LLC	9000 TESORO DR #300	SAN ANTONIO	TX	78217
23	H E SAN ANTONIO I L L C	PO BOX 2196	CHICAGO	IL	60690-2196
24	155 E COMMERCE HOTEL LLC	5111 BROADWAY ST	SAN ANTONIO	TX	78209
25	BLANCO RIO LTD	153 TREELINE PARK STE 300	SAN ANTONIO	TX	78209-1880
26	HHG STONE OAK HOTEL LLC	125 N LOOP 1604 W			78232
27	12828 SAN PEDRO SAN ANTONIO LLC	PO BOX 56607	ATLANTA	GA	30343-0607
28	INTOWN SUITES HIGHWAY 2252	980 HAMMOND DR STE 1400	ATLANTA	GA	30328-8144
29	DRE TXCO LLC	1290 AVENUE OF THE AMERICAS	NEW YORK	NY	10104
30	DRURY SOUTHWEST INC	101 S FARRAR DR	CAPE GIRARDEAU	MO	63701-4905
31	EAST HOUSTON GROUND OWNER LLC	1114 AVENUE OF THE AMERICAS	NEW YORK	NY	10036-7703
32	DRURY SOUTHWEST INC	101 S FARRAR DR	CAPE GIRARDEAU	MO	63701
33	SONTERRA HOTEL INVESTORS LLC	PO BOX 2186	MONROE	LA	71207-2186
34	LICHI MCR LLC	16500 WEST INTERSTATE 10	SAN ANTONIO	TX	78257
35	LCR HOTEL LLC	1991 BROADWAY ST STE 100	REDWOOD CITY	CA	94063

36	BLUEGREEN VACATIONS UNLIMITED INC	4960 CONFERENCE WAY N STE 100	BOCA RATON	FL	33431-3311
37	SAT LIVE OAK LLC	7300 BLANCO RD STE 701	SAN ANTONIO	TX	78216-4942
38	TESH LLC	4614 S BUSINESS HIGHWAY 281	EDINBURG	TX	78539-7279
39	LEGACY LODGING LTD PARTNERSHIP	2390 TOWER DR	MONROE	LA	71201-5760
40	PHG STONE OAK LLC	3500 LENOX RD NE STE 625	ATLANTA	GA	30326-4232
41	RIM SHM TENANT LLC	777 E SONTERRA BLVD BLDG 4 STE 100	SAN ANTONIO	TX	78258
42	STONE OAK HOTEL LLC	5090 RICHMOND AVE #130	HOUSTON	TX	77056
43	PALACIO DEL RIO INC	2330 N LOOP 1604 W	SAN ANTONIO	TX	78248-4512
44	AUBURN INVESTMENTS INC	101 S FARRAR DR	CAPE GIRARDEAU	MO	63701-4905
45	1859-HISTORIC HOTELS LTD	2302 POST OFFICE ST STE 500	GALVESTON	TX	77550
46	205 EAST HOUSTON STREET LLC	312 PEARL PARKWAY SUITE 4502	SAN ANTONIO	TX	78215
47	RIVERWALK CY LLC	2727 LBJ FREEWAY STE 806	DALLAS	TX	75234-7334
48	ALAMO LAXMI LLC	16500 W INTERSTATE 10	SAN ANTONIO	TX	78257-2503
49	SAN ANTONIO ES LLC	10210 N CENTRAL EXPY STE 300	DALLAS	TX	75231
50	APPLE SEVEN HOSPITALITY TEXAS LP	814 E MAIN ST	RICHMOND	VA	23219-3306
51	GOOD DAYS PROPERTIES LLC	6827 CAMP BULLIS RD STE 206	SAN ANTONIO	TX	78256-1729
52	NIX BIRDIE L TR #2364 ETAL	PO BOX 20197	ATLANTA	GA	30325-0197
53	ADKP HOSPITALITY LLC	10620 EMMETT F LOWRY EXPRESSWAY	TEXAS CITY	TX	77591
54	NEW ERA SA LLC	PO BOX 487	WICHITA	KS	67201-0487
55	WORKFORCE LODGE LLC	4629 MACRO DR	SAN ANTONIO	TX	78218
56	DR TXCO LLC	1290 AVENUE OF THE AMERICAS	NEW YORK	NY	10104
57	BCL ST ANTHONY ML LP	420 BALTIMORE STE 1	SAN ANTONIO	TX	78215-1944
58	CAVALIER TEXAS LP	545 E JOHN CARPENTER FRWY	IRVING	TX	75062
59	WS HC SAN ANTONIO OWNER LLC	660 STEAMBOAT RD 3RD FLOOR	GREENWICH	CT	06830
60	SILVER VENTURES	303 Pearl Pkwy #300	SAN ANTONIO	TX	78215
61	LYMARCO	9000 TESORO STE 122	SAN ANTONIO	TX	78217
62	EVERYOUNG HOSPITALITY	3180 GOLIAD RD	SAN ANTONIO	TX	78223
63	1859-HISTORIC HOTELS LTD	2302 POST OFFICE ST STE 500	GALVESTON	TX	77550-1936
64	3233 ALAMO LLC	6301 CAMPUS CIRCLE DR E, STE 100	IRVING	TX	75063
65	VOLTRON HOSPITALITY INC	333 WOLFE RD	SAN ANTONIO	TX	78216
66	SHIV KRUPA HOSPITALITY LLC	3443 N PANAM EXPY	SAN ANTONIO	TX	78219-2315
67	LMDN SA LP	9000 TESORO DR STE 300	SAN ANTONIO	TX	78217
68	3855 SAN ANTONIO HOLDINGS LLC	3790 PARADISE RD STE 250	LAS VEGAS	NV	89169-4640
69	RIVERWALK HOSPITALITY INC	120 RUSTLEAF DR	SAN ANTONIO	TX	78242-1215
70	SONORAN SAN ANTONIO LLC	30 ROWES WHARF SUITE 5300	BOSTON	MA	2110
71	DRE TXCO LLC	1290 AVENUE OF THE AMERICAS	NEW YORK	NY	10104

72	HGP SAN ANTONIO CORP	411 BOWIE ST	SAN ANTONIO	TX	78205-2040
73	ACE FLORES LLC	7300 BLANCO RD STE 701	SAN ANTONIO	TX	78216-4942
74	KRISHNA SAN ANTONIO LLC	7118 CRESTA BULIVAR	SAN ANTONIO	TX	78256
75	GPIF WSAN RIVERWALK HOTEL LLC	777 MAIN ST #2260	FORT WORTH	TX	76102
76	IHG HOTELS & RESORTS	Three Ravinia Drive Ste 100	ATLANTA	GA	30346
77	HPTMI CORP	PO BOX 579	LOUISVILLE	TN	37777-0579
78	RS 4303 HOSPITALITY LLC & CYBER GOLD OM LLC	3050 POST OAK BLVD #550	HOUSTON	TX	77056
79	CHATHAM SAN ANTONIO LLC	222 LAKEVIEW AVE STE 200	WEST PALM BEACH	FL	33401-6146
80	HPT IHG PROPERTIES TRUST	PO BOX 56607	ATLANTA	GA	30343-0607
81	ARC HOSPITALITY PORTFOLIO I NTC OWNER LP	11325 RANDOM HILLS ROAD SUITE 360	FAIRFAX	VA	22030-2566
82	KAL HOTELS LLC	4403 INTERSTATE 10 E	SAN ANTONIO	TX	78219
83	LQ MEDICAL CENTER HOTEL SA LP	19115 W BIRDSONG	SAN ANTONIO	TX	78258-4110
84	PRIVCAP BOYMED LLC	7300 W CAMINO REAL STE 203	BOCA RATON	FL	33433
85	LIU FAMILY TRUST & COZYREST HOLDINGS LLC	2034 SHIRE MDWS	NEW BRAUNFELS	TX	78130-4296
86	PHT 410 LLC	4934 NW LOOP 410	SAN ANTONIO	TX	78229-5312
87	MCRT3 SAN ANTONIO LP	1503 LYNDON B JOHNSON FWY STE 300	DALLAS	TX	75234-6011
88	AMGREEN-KARENA HOTEL PRTNRSH	502 W CESAR E CHAVEZ BLVD	SAN ANTONIO	TX	78207-4408
89	DRE NON-CORE LLC	1290 AVENUE OF THE AMERICAS	NEW YORK	NY	10104
90	B9 COWBOY SAN SPRING LP	PO BOX A-3956	CHICAGO	IL	60690
91	AADHYASHIVANSH HOSPITALITY LLC	5522 N INTERSTATE 35	SAN ANTONIO	TX	78218
92	PHT ACKERMAN LLC	4934 NW LOOP 410	SAN ANTONIO	TX	78229
93	NORTHWEST HEIGHTS HOTEL LLC	5090 RICHMOND AVE #130	HOUSTON	TX	77056
94	SAUTO HOTEL LLC	E 83RD AVE	MERRILLVILLE	IN	46410
95	ZH LANDMARK CENTER HOTEL LLC	2330 N LOOP 1604 W	SAN ANTONIO	TX	78248-4512
96	CAI UNIVERSITY VILLAGE HOTEL LLC	1722 ROUTH ST STE 800	DALLAS	TX	78501
97	ARA RI SAN ANTONIO RIM LLC	5800 GRANITE PARKWAY STE 290	PLANO	TX	75024
98	RIM HOSPITALITY LP	9301 SOUTHWEST FWY	HOUSTON	TX	77074-1510
99	ARA CY SAN ANTONIO RIM LLC	5800 GRANITE PARKWAY STE 290	PLANO	TX	75024
100	JAID HOSPITALITY DEVELOPMENT LLC	10620 EMMETT F LOWRY EXPWY	TEXAS CITY	TX	77591
101	CFC-SA LLC	600 E MARKET ST	SAN ANTONIO	TX	78205
102	C2 LAND LP	1717 MCKINNEY AVE STE 1900	DALLAS	TX	75202-1253
103	HPT SUITE PROPERTIES TRUST	PO BOX 2196	CHICAGO	IL	60690-2196
104	DRE TXCO LLC	1290 AVENUE OF THE AMERICAS	NEW YORK	NY	10104
105	SAT PARTNERS LP	9000 TESORO DR #300	SAN ANTONIO	TX	78217
106	NEXGEN HOSPITALITY IV LLC	5837 JORDAN WAY	FRISCO	TX	75034
107	TAK HOSPITALITY LLC	6350 N INTERSTATE 35	SAN ANTONIO	TX	78218

108	SARIT HOTELS LLC	6511 W MILITARY DR	SAN ANTONIO	TX	78227
109	SAN ANTONIO LACKLAND HOTELS LLC	6511 W MILITARY DR	SAN ANTONIO	TX	78227
110	SAT MCCULLOUGH LLC	7300 BLANCO RD #701	SAN ANTONIO	TX	78216
111	PRSALL LLC	7300 BLANCO RD STE 701	SAN ANTONIO	TX	78216-4942
112	T&J CANTERA HOTEL LLC	1422 E GRAYSON ST STE 500	SAN ANTONIO	TX	78208-1428
113	VINAYAK HOTELS LLC	10009 LINEN HALL DRIVE	SUGARLAND	TX	77498
114	PLATINUM SAPPHIRE HOSPITALITY LLC	6880 NW LOOP 420	SAN ANTONIO	TX	78238
115	LENNOX FORT SAM LLC	3889 MAPLE AVE ST 125	DALLAS	TX	75219
116	INTOWN SUITES SAN PEDRO L P	980 HAMMOND DR STE 1400	ATLANTA	GA	30328-8144
117	EMILY MORGAN LLC	5847 SAN FELIPE ST STE 4600	HOUSTON	TX	77057-3426
118	SAN ANTONIO HOTELS LLC	7701 LAS COLINAS RIDGE STE 250	IRVING	TX	75063
119	BRE/LQ TX PROPERTIES L P	909 HIDDEN RDG STE 600	IRVING	TX	75038-3822
120	HAAR LODGING LLC	25042 W INTERSTATE 10	SAN ANTONIO	TX	78257-9522
121	INTOWN SUITES CULEBRA ROAD	980 HAMMOND DR STE 1400	ATLANTA	GA	30328-8144
122	BROOKS DEVELOPMENT AUTHORTIY	3201 SIDNEY BROOKS ST	SAN ANTONIO	TX	78235
123	SAHY JM REAL ESTATE LLC	900 CONCORD PL	SAN ANTONIO	TX	78216
124	LA-BG SAN ANTONIO LLC	1250 FEEHANVILLE DR STE 200	MT PROSPECT	IL	60056
125	HARE KRISHNA SA HOTEL LLC	285 COUNTRY CLUB DR	STOCKBRIDGE	GA	30281
126	SUNPLACE INVESTMENT ASSOCIATES LP	4640 S EASTERN AVE	LAS VEGAS	NV	89119-6135
127	DC GUEST-ZARZAMORA LLC	30 MAIDEN LN	BOUND BROOK	NJ	08805-2024
128	DRURY SOUTHWEST INC	101 S FARRAR DR	CAPE GIRARDEAU	MO	63701-4905
129	MONTEX REAL ESTATE CO LLC	7272 WURZBACH RD STE 901	SAN ANTONIO	TX	78240-4804
130	HPTN BROOKS CITY BASE LC	1810 SETTLERS CT	SAN ANTONIO	TX	78258
131	DRURY SOUTHWEST INC	101 S FARRAR DR	CAPE GIRARDEAU	MO	63701-4905
132	830 N ST MARYS HOTEL LTD	635 FM 474	BOERNE	TX	78006-7811
133	MARRIOTT INTERNATIONAL, INC	7750 WISCONSIN AVE	BETHESDA	MD	20814
134	RPR HOSPITALITY LLC	17306 DAYLAMANI DR	RICHMOND	TX	77407
135	PRSALL LLC	7300 BLANCO RD STE 701	SAN ANTONIO	TX	78216
136	TMP BELL DR LLC	7300 BLANCO RD STE 701	SAN ANTONIO	TX	78216-4942
137	CY SAN ANTONIO MEDICAL CENTER LLC	225 BUSH ST #1470	SAN FRANCISCO	CA	94104
138	CY SAN ANTONIO AIRPORT LLC	225 BUSH ST #1470	SAN FRANCISCO	CA	94104
139	PRSALL LLC	7300 BLANCO RD STE 701	SAN ANTONIO	TX	78216-4942
140	CS17 TEXAS HOTELS LLC	3500 LENOX RD SUITE G-1	ATLANTA	GA	30326
141	AUBURN INVESTMENTS INC	101 S FARRAR DR	CAPE GIRARDEAU	MO	63701-4905
142	HMH RIVERS INC	889 E MARKET ST	SAN ANTONIO	TX	78205-2602
143	SAT AIRPORT INC	7300 BLANCO RD STE 701	SAN ANTONIO	TX	78216-4942

144	NEXT TO DENNY'S LP	112 E PECAN STE 175	SAN ANTONIO	TX	78205
145	AMERICAN GI FORUM-NATIONAL VETERANS OUTREACH PROGRAM INC	611 NORTH FLORES ST STE 200	SAN ANTONIO	TX	78205
146	AUBURN HOTELS LLC	101 S FARRAR DR	CAPE GIRARDEAU	MO	63701
147	DCI SAT LLC	133 E SAINT JOSEPH ST	ARCADIA	CA	91006-2852
148	NORTHWEST LAXMI LLC	3402 PUESTA DE SOL	SAN ANTONIO	TX	78261
149	INTOWN SUITES PERRIN ROAD LP	P O BOX 96714	HOUSTON	TX	77213
150	HTS SAN ANTONIO LP	PO BOX 2196	CHICAGO	IL	60690-2196
151	PHT 35 LLC	4934 NW LOOP 410	SAN ANTONIO	TX	78229
152	SARLP-RESORT OWNER LLC	1900 N AKARD ST STE 3000	DALLAS	TX	75201-2300
153	HC SAN ANTONIO HOTEL LLC	812 GRAVIER ST #200	NEW ORLEANS	LA	70112
154	DSW INVESTORS I LLC	101 S FARRAR DR	CAPE GIRARDEAU	MO	63701
155	LR SATX LLC	PO BOX 320177	TAMPA	FL	33679
156	PRSALL LLC	7300 BLANCO RD STE 701	SAN ANTONIO	TX	78216-4942
157	ICONICOZ ARTISTA FUND LLC	51 ESSEX ST	SAN ANTONIO	TX	78210
158	HERITAGE INN OF SAN ANTONIO LLC	4520 36TH AVE S	FARGO	ND	58104
159	HPT IHG PROPERTIES TRUST	PO BOX 56607	ATLANTA	GA	30343-0607
160	HILL COUNTRY HOTEL LP	2209 N PADRE ISLAND STE U	CORPUS CHRISTI	TX	78408
161	DRURY HOTEL COMPANY, LLC	100 DRURY LANE	ST LOUIS	MO	63102
162	NEW ERA SA LLC	PO BOX 487	WICHITA	KS	67201-0487
163	TEN WEST SAN ANTONIO HOLDINGS LLC	3790 PARADISE RD STE 250	LAS VEGAS	NV	89169

THIS IS A DRAFT AND WILL BE REPLACED BY THE FINAL, SIGNED ORDINANCE OR RESOLUTION ADOPTED BY THE CITY COUNCIL.

ORDINANCE

APPROVING THE LEVY OF A SPECIAL ASSESSMENT, LEVYING AN ASSESSMENT AND MAINTAINING THE ASSESSMENT RATE FOR FISCAL YEAR 2025 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, APPROVING THE FISCAL YEAR 2025 ASSESSMENT ROLL, AND APPROVING THE FISCAL YEAR 2025 SERVICE AND ASSESSMENT AN 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, 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 SATPID 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 Ordinance No. 2018-12-06-0955, authorizing the creation of the SATPID, for an eight-year period, that went into effect beginning January 1, 2019 and ends on September 30, 2026; and

WHEREAS, in accordance with Texas law, hotels with 100 rooms or more within the City limits of San Antonio participate in the district and the SATPID assessment only applies to hotel stays that are also subject to City hotel occupancy tax and the SATPID Properties Assessment Roll for Fiscal Year 2025 (“Assessment Roll”) is attached to this Ordinance as **Exhibit A**; and

WHEREAS, the SATPID 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 consisting of properties primarily within the San Antonio

Central Business District (“CBD”) and properties outside the CBD, but within the City limits of San Antonio, and 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 **Exhibit B**; and

WHEREAS, the SATPID is a mechanism for funding additional tourism promotion activities and Visit San Antonio is charged to 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 2025 (“Plan”) that is attached to this Ordinance as **Exhibit C** and the Plan, which was approved by the SATPIDC Board on September 25, 2024, reflects an estimated total annual budget of \$11,000,000 for program services; and

WHEREAS, the Act requires that all property owners in the SATPID be notified in writing of the public hearing and 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 SATPID; and

WHEREAS, notices were mailed to individual property owners on November 18, 2024, and the required public notice appeared in the Express News on November 24, 2024; and

WHEREAS, following public notice as required by the Act, a public hearing was held and closed on Thursday, December 5, 2024, 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 SATPID; levying an assessment rate for Fiscal Year 2025 at 1.25% on taxable occupied rooms of hotels with more than 100 rooms in the SATPID; and approval of the Fiscal Year 2025 Service and Assessment Plan for the SATPID; 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 2025 Service and Assessment Plan for the SATPID; and

WHEREAS, City Council heard and passed on any objections to the levying of the special assessment and approving the FY 2025 Service and Assessment Plan for the SATPID; **NOW THEREFORE:**

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

SECTION 1. A public hearing was held on December 5, 2024, 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 San Antonio Tourism 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 2025 is levied to fund improvements and services in the SATPID and the Assessment Roll, attached to this Ordinance as **Exhibit A**, is approved. Invoices shall be mailed to and paid by affected property owners in the same manner as ad valorem taxes are mailed.

SECTION 3. The Fiscal Year 2025 Service and Assessment Plan for the SATPID, attached to this Ordinance as **Exhibit C**, is approved.

SECTION 4. Funds received for this Ordinance for the SATPID assessment shall be deposited in Fund 69024000, Internal Order 207000000296 and General Ledger 4101300.

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 5th day of December, 2024.

M A Y O R
Ron Nirenberg

ATTEST:

APPROVED AS TO FORM:

Debbie Racca-Sittre, City Clerk

Andrew Segovia, City Attorney

EXHIBIT A

Draft

EXHIBIT B

Draft

EXHIBIT C

Draft