

ORDINANCE 2019-12-05-0992

APPROVING THE SAN ANTONIO TOURISM PUBLIC IMPROVEMENT DISTRICT FINAL 2020 SERVICE AND ASSESSMENT PLAN, THE FINAL 2020 ASSESSMENT ROLL, AND MAINTAINING THE ASSESSMENT RATE FOR 2020 AT 1.25% OF THE GROSS HOTEL ROOM REVENUE SUBJECT TO LOCAL HOTEL TAX DERIVED FROM AN INDIVIDUAL ROOM RENTAL OF QUALIFIED ROOMS.

* * * * *

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 (the 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, 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 for the purpose of generating funds to market and promote San Antonio as a premier U.S. convention and tourism destination; 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. The TPID assessment only applies to hotel stays that are also subject to City hotel occupancy tax. TPID Properties Assessment Roll FY 2020 as **Attachment A**; 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 primary driver of the recognition of two zones is to facilitate board composition and better inform marketing and sales strategies that are impactful to hotels within each of the participating zones. The SATPID Corporation (SATPIDC) maintains a Board of Directors comprised proportionally of members of the two zones. SATPID map of the PID boundary 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. As part of the service plan commitment, a minimum of 90% of all assessments must be invested in sales and marketing programming. Those initiatives have been incorporated into the multiple sales and marketing strategies within the 2020 Visit San Antonio Marketing Plan; and

WHEREAS, 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 2020, the SATPIDC Board elected to exercise these adjustments and increased the assigned

budget for marketing from 45% to 49.5% and correspondingly adjusted the assigned budget for sales from 45% to 40.5%. These adjustments were strategically employed to help positively influence leisure travel in FY 2020 to help offset an anticipated softer group business outlook for the coming year; and

WHEREAS, the SATPID has developed and is recommending the attached Service and Assessment Plan for 2020 (**Attachment C**). The Plan reflects a total annual budget of \$10,949,800 for program services. The Service and Assessment Plan was approved by the SATPIDC Board on Monday, September 16, 2019. The Act requires the Plan to be approved by City Council; and

WHEREAS, this plan details the levels of services and improvements for each program during the coming year, sets the assessment rate, includes financial plan/program budget, and provides a five-year forecast. The SATPID has developed and is recommending the attached Service and Assessment Plan for 2020 (**Attachment C**); 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 18, 2019 and the required public notice appeared in the Express News on Sunday, November 24, 2019; and

WHEREAS, following public notice as required by the Act, a public hearing was held and closed on Thursday, December 5th, 2019, 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 FY 2020 at 1.25% on taxable occupied rooms of hotels with more than 100 rooms in the PID; and approval of the FY 2020 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 FY 2020 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 5th, 2019 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. The City Manager or designee, or the Director of the Convention & Sports Facilities or designee, is authorized to execute a levy of a special assessment to fund services for the San Antonio Tourist Public Improvement District; levying an assessment rate for Fiscal Year 2020 at 1.25% assessment on taxable occupied rooms at hotels in the San Antonio city limits with 100 rooms or more in the San Antonio Tourist Public Improvement District; and approving the Fiscal Year 2020 Service and Assessment Plan for the San Antonio Tourist Public Improvement District.

SECTION 3. No fiscal ordinance language is required.

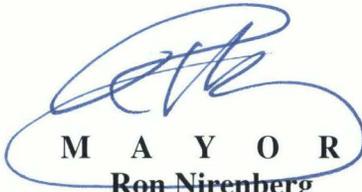
SECTION 4. The financial allocations in this Ordinance are subject to approval by the Deputy Chief Financial Officer, City of San Antonio. The Deputy Chief Financial Officer may, subject to concurrence by the City Manager or the City Manager's designee, correct allocations to specific Cost Centers, WBS Elements, Internal Orders, General Ledger Accounts, and Fund Numbers as necessary to carry out the purpose of this Ordinance.

SECTION 5. The FY 2020 Service and Assessment Plan attached to this Ordinance as Attachment B is approved.

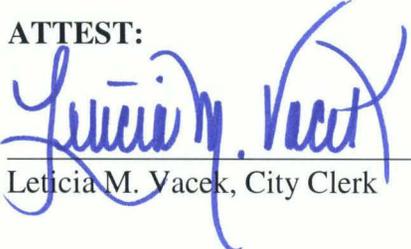
SECTION 6. The statements set forth in the recitals of this Ordinance are true and correct, and are incorporated as a part of this Ordinance.

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, 2019.


M A Y O R
Ron Nirenberg

ATTEST:



Leticia M. Vacek, City Clerk

APPROVED AS TO FORM:



Andrew Segovia, City Attorney

Agenda Item:	24
Date:	12/05/2019
Time:	11:26:09 AM
Vote Type:	Motion to Approve
Description:	Ordinance approving the San Antonio Tourism Public Improvement District Final 2020 Service and Assessment Plan, the Final 2020 Assessment Roll, and maintaining the Assessment Rate for 2020 at 1.25% of the gross hotel room revenue subject to local hotel tax derived from an individual room rental of qualified rooms. [Carlos Contreras, Assistant City Manager; Patricia Muzquiz Cantor, Director, Convention and Sports Facilities]
Result:	Passed

Voter	Group	Not Present	Yea	Nay	Abstain	Motion	Second
Ron Nirenberg	Mayor		x				
Roberto C. Treviño	District 1		x				
Jada Andrews-Sullivan	District 2		x				
Rebecca Viagran	District 3		x			x	
Adriana Rocha Garcia	District 4		x				x
Shirley Gonzales	District 5		x				
Melissa Cabello Havrda	District 6		x				
Ana E. Sandoval	District 7		x				
Manny Pelaez	District 8				x		
John Courage	District 9		x				
Clayton H. Perry	District 10		x				

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ATTACHMENT A

SAN ANTONIO TOURISM PUBLIC IMPROVEMENT DISTRICT
FY 2020 ASSESSMENT ROLL

Count	Property Name	Zone	Property Address	Property City	Property State	Property Zip	Room Count
1	BEST WESTERN PLUS	2	4803 MANITOU	SAN ANTONIO	TX	78228	123
2	CANDLEWOOD SUITES	2	9350 W INTERSTATE 10	SAN ANTONIO	TX	78230	112
3	CANDLEWOOD SUITES	2	21103 ENCINO COMMONS	SAN ANTONIO	TX	78259	113
4	COMFORT INN & SUITES- AIRPORT	2	8640 CROWNHILL BLVD	SAN ANTONIO	TX	78209	100
5	COURTYARD BY MARRIOTT	1	207 N SAINT MARYS ST	SAN ANTONIO	TX	78205	220
6	COURTYARD MARRIOTT	2	11605 STATE HIGHWAY 151	SAN ANTONIO	TX	78251	180
7	COURTYARD BY MARRIOTT	2	8615 BROADWAY ST	SAN ANTONIO	TX	78217	144
8	COURTYARD MARRIOTT- MED CENTER	2	8585 MARRIOTT DR	SAN ANTONIO	TX	78229	148
9	CROCKETT HOTEL	1	320 BONHAM	SAN ANTONIO	TX	78205	138
10	CROWNE PLAZA (DOWN UNITS)	2	1111 NE LOOP 410	SAN ANTONIO	TX	78209	224
11	DOUBLETREE MARKET SQUARE	1	502 W CESAR E CHAVEZ BLVD	SAN ANTONIO	TX	78207	250
12	DRURY INN & SUITES NW MEDICAL CENTER	2	9806 W INTERSTATE 10	SAN ANTONIO	TX	78230	210
13	DRURY INN & SUITES (AIRPORT)	2	95 NE LOOP 410	SAN ANTONIO	TX	78216	273
14	HOLIDAY INN EXPRESS (AIRPORT)	2	91 NE LOOP 410	SAN ANTONIO	TX	78216	150
15	DRURY INN & SUITES NORTH STONE OAK	2	801 N LOOP 1604 E	SAN ANTONIO	TX	78232	122
16	DRURY INN & SUITES-RIVERWALK	1	201 N SAINT MARYS ST	SAN ANTONIO	TX	78205	150
17	DRURY PLAZA RIVERWALK	1	105 S SAINT MARYS ST	SAN ANTONIO	TX	78205	370
18	DRURY PLAZA HOTEL SAN ANTONIO NORTH STONE OAK	2	823 N LOOP 1604 E	SAN ANTONIO	TX	78232	194
19	DRURY INN & SUITES (near La Cantera)	2	15806 W INTERSTATE 10	SAN ANTONIO	TX	78249	227
20	EL TROPICANO	1	110 LEXINGTON AVE	SAN ANTONIO	TX	78205	324
21	EMBASSY SUITES	2	5615 LANDMARK PKWY	SAN ANTONIO	TX	78249	203
22	EMBASSY SUITES	2	10110 N US HIGHWAY 281	SAN ANTONIO	TX	78216	261
23	EMBASSY SUITES	2	7750 BRIARIDGE DR	SAN ANTONIO	TX	78230	217
24	EMBASSY SUITES BY HILTON SAN ANTONIO RW DOWNTOWN	1	125 E HOUSTON	SAN ANTONIO	TX	78205	285
25	EMBASSY SUITES BROOKS	2	7610 S NEW BRAUNFELS	SAN ANTONIO	TX	78235	156
26	EMILY MORGAN DOUBLETREE	1	705 E HOUSTON ST	SAN ANTONIO	TX	78205	177
27	FAIRFIELD INN & SUITES -MARKET SQUARE	1	620 S SANTA ROSA AVE	SAN ANTONIO	TX	78204	110
28	FAIRFIELD INN & SUITES-AIRPORT	2	88 NE LOOP 410	SAN ANTONIO	TX	78216	120
29	GRAND HYATT	1	600 E MARKET ST	SAN ANTONIO	TX	78205	1003
30	HAMPTON INN	1	414 BOWIE ST	SAN ANTONIO	TX	78205	169
31	HAMPTON INN	2	1719 CABLE RANCH RD	SAN ANTONIO	TX	78245	105
32	HAMPTON INN CITY BASE	2	8202 CITYBASE LANDING	SAN ANTONIO	TX	78235	100
33	HAMPTON INN & SUITES	2	11426 W INTERSTATE 10	SAN ANTONIO	TX	78230	109
34	HAMPTON INN & SUITES SAN ANTONIO DOWNTOWN	1	411 S FLORES ST	SAN ANTONIO	TX	78204	108
35	HAMPTON INN & SUITES-AIRPORT	2	8902 JONES MALTSBERGER RD	SAN ANTONIO	TX	78216	103
36	HILTON AIRPORT	2	611 NW LOOP 410	SAN ANTONIO	TX	78216	384
37	HILTON GARDEN INN	2	12828 SAN PEDRO AVE	SAN ANTONIO	TX	78216	125
38	HILTON GARDEN INN	1	408 E HOUSTON ST	SAN ANTONIO	TX	78205	126
39	HILTON GARDEN INN (BROADWAY)	2	8505 BROADWAY ST	SAN ANTONIO	TX	78217	126
40	HILTON PALACIO DEL RIO	1	200 S ALAMO ST	SAN ANTONIO	TX	78205	485
41	HOLIDAY INN HOTEL & SUITES NW	2	5535 UNIVERSITY HEIGHTS BLVD	SAN ANTONIO	TX	78249	122
42	HOLIDAY INN RIVERWALK	1	217 N SAINT MARYS ST	SAN ANTONIO	TX	78205	313
43	HOLIDAY INN SAN ANTONIO N -STONE OAK AREA	2	19280 REDLAND RD	SAN ANTONIO	TX	78259	111
44	HOME2 SUITES SAN ANTONIO DOWNTOWN RIVERWALK	1	603 NAVARRO ST	SAN ANTONIO	TX	78205	128
45	HOME2 SUITES AIRPORT (HILTON)	2	94 NE LOOP 410	SAN ANTONIO	TX	78216	111
46	HOMEWOOD SUITES	2	125 N LOOP 1604 W	SAN ANTONIO	TX	78232	106
47	HOMEWOOD SUITES	1	432 W MARKET ST	SAN ANTONIO	TX	78205	146
48	HOMEWOOD SUITES SAN ANTONIO AIRPORT	2	8531 BROADWAY	SAN ANTONIO	TX	78217	112
49	HOTEL CONTESSA	1	306 W MARKET ST	SAN ANTONIO	TX	78205	265
50	HOTEL EMMA	1	312 PEARL PKWY	SAN ANTONIO	TX	78215	146
51	HOTEL INDIGO	1	830 N SAINT MARYS ST	SAN ANTONIO	TX	78205	149
52	HOTEL VALENCIA RIVERWALK	1	150 E HOUSTON ST	SAN ANTONIO	TX	78205	213
53	HYATT PLACE	2	7615 JONES MALTSBERGER RD	SAN ANTONIO	TX	78216	126
54	HYATT PLACE RIVERWALK	1	601 S SAINT MARYS ST	SAN ANTONIO	TX	78205	132
55	HYATT REGENCY HOTEL	1	123 LOSOYA ST	SAN ANTONIO	TX	78205	632
56	LA MANSION DEL RIO HOTEL	1	112 COLLEGE ST	SAN ANTONIO	TX	78205	338
57	LA QUINTA #523	2	6511 W MILITARY DR	SAN ANTONIO	TX	78227	176
58	LA QUINTA INN #567	1	900 DOLOROSA	SAN ANTONIO	TX	78207	124

SAN ANTONIO TOURISM PUBLIC IMPROVEMENT DISTRICT
FY 2020 ASSESSMENT ROLL

59	LA QUINTA INN	2	6410 N INTERSTATE 35	SAN ANTONIO	TX	78218	130
60	LA QUINTA INN #510	2	7202 INTERSTATE 35 S	SAN ANTONIO	TX	78224	122
61	LA QUINTA INN #589	2	7134 NW LOOP 410	SAN ANTONIO	TX	78238	195
62	LA QUINTA INN & SUITES #921	2	850 HALM BLVD	SAN ANTONIO	TX	78216	276
63	LA QUINTA CONVENTION CENTER	1	303 BLUM ST	SAN ANTONIO	TX	78205	350
64	LA QUINTA INN & SUITES	1	100 W CESAR E CHAVEZ BLVD	SAN ANTONIO	TX	78204	151
65	LA QUINTA INN & SUITES	2	4431 HORIZON HILL BLVD	SAN ANTONIO	TX	78229	168
66	LA QUINTA INN-ALAMO DOME SOUTH	2	3180 GOLIAD RD	SAN ANTONIO	TX	78223	115
67	LA QUINTA INN #710	1	5922 W INTERSTATE 10	SAN ANTONIO	TX	78201	111
68	MARRIOTT NORTHWEST	2	3233 NW LOOP 410	SAN ANTONIO	TX	78230	296
69	MARRIOTT PLAZA	1	555 S ALAMO ST	SAN ANTONIO	TX	78205	252
70	MARRIOTT RIVERCENTER	1	101 BOWIE ST	SAN ANTONIO	TX	78205	1001
71	MARRIOTT RIVERWALK	1	889 E MARKET ST	SAN ANTONIO	TX	78205	512
72	MENGER HOTEL	1	204 ALAMO PLZ	SAN ANTONIO	TX	78205	318
73	MOTEL 6 #1123	2	9400 WURZBACH RD	SAN ANTONIO	TX	78240	118
74	MOTEL 6 #1122	1	211 N PECOS LA TRINIDAD	SAN ANTONIO	TX	78207	120
75	MOTEL 6 #1208	2	16500 W INTERSTATE 10	SAN ANTONIO	TX	78257	123
76	MOTEL 6 #651	2	2185 SW LOOP 410	SAN ANTONIO	TX	78227	122
77	MOTEL 6 #1350	2	5522 N INTERSTATE 35	SAN ANTONIO	TX	78218	155
78	OMNI COLONNADE	2	9821 COLONNADE BLVD	SAN ANTONIO	TX	78230	326
79	PEAR TREE INN BY DRURY (Airport)	2	143 NE LOOP 410	SAN ANTONIO	TX	78216	125
80	QUALITY INN	2	6755 N LOOP 1604 W	SAN ANTONIO	TX	78249	124
81	RED ROOF INN	1	1011 E HOUSTON ST	SAN ANTONIO	TX	78205	215
82	RED ROOF INN	2	333 WOLFE RD	SAN ANTONIO	TX	78216	135
83	RESIDENCE INN BY MARRIOTT	2	2838 CINEMA RDG	SAN ANTONIO	TX	78238	109
84	RESIDENCE INN BY MARRIOTT AIRPORT	2	1014 NE LOOP 410	SAN ANTONIO	TX	78209	120
85	RESIDENCE INN BY MARRIOTT- ALAMO PLAZA	1	425 BONHAM	SAN ANTONIO	TX	78205	220
86	RIVERWALK PLAZA	1	100 VILLITA ST	SAN ANTONIO	TX	78205	130
87	FOUR POINTS SAN ANTONIO - AIRPORT	2	8818 JONES MALTSBERGER RD	SAN ANTONIO	TX	78216	122
88	SPRINGHILL SUITES	2	138 RICHLAND HILLS DR	SAN ANTONIO	TX	78245	116
89	SPRINGHILL SUITES- AIRPORT	2	514 NE LOOP 410	SAN ANTONIO	TX	78216	116
90	STAYBRIDGE SUITES	1	123 HOEFGEN AVE	SAN ANTONIO	TX	78205	138
91	STAYBRIDGE SUITES AIRPORT	2	66 NE LOOP 410	SAN ANTONIO	TX	78216	136
92	STAYBRIDGE SUITES COLONNADE	2	4320 SPECTRUM ONE	SAN ANTONIO	TX	78230	118
93	STAYBRIDGE SUITES HOTEL	2	6919 N LOOP 1604 W	SAN ANTONIO	TX	78249	120
94	STAYBRIDGE SUITES-STONE OAK	2	808 N LOOP 1604 E	SAN ANTONIO	TX	78232	135
95	STUDIO 6 #6046	2	11802 W INTERSTATE 10	SAN ANTONIO	TX	78230	131
96	STUDIO 6 #6047	2	7719 PASTEUR CT	SAN ANTONIO	TX	78229	129
97	TOWNEPLACE SUITES (NEISNER BLDG)	1	409 E HOUSTON ST	SAN ANTONIO	TX	78205	117
98	WESTIN RIVERWALK	1	420 W MARKET ST	SAN ANTONIO	TX	78205	473
99	WYNDHAM SAN ANTONIO RIVERWALK	1	111 E PECAN	SAN ANTONIO	TX	78205	410
100	WYNDHAM GARDEN	2	6809 N LOOP 1604 W	SAN ANTONIO	TX	78249	130
101	WYNDHAM GARDEN HOTEL RIVER WALK	1	103 9TH ST	SAN ANTONIO	TX	78215	131
102	WYNDHAM ST ANTHONY/ST ANTHONY	1	300 E TRAVIS ST	SAN ANTONIO	TX	78205	277
103	ALOFT HOTEL	2	838 BLANCO	SAN ANTONIO	TX	78216	141
104	BUDGET LODGE	2	2635 NE LOOP 410	SAN ANTONIO	TX	78217	138
105	BUDGET SUITES OF AMERICA	2	7888 FREDERICKSBURG RD	SAN ANTONIO	TX	78229	360
106	COMFORT SUITES/Quality Inn & Suites	2	6350 N INTERSTATE 35	SAN ANTONIO	TX	78218	105
107	COURTYARD BY MARRIOTT	2	5731 RIM PASS	SAN ANTONIO	TX	78257	124
108	COURTYARD MARRIOTT-DOWNTOWN	1	600 S SANTA ROSA AVE	SAN ANTONIO	TX	78204	148
109	COURTYARD BY MARRIOTT	2	1803 E SONTERRA BLVD	SAN ANTONIO	TX	78259	107
110	DAY INN COLISEUM	2	3443 N PANAM EXPY	SAN ANTONIO	TX	78219	122
111	DOUBLETREE AIRPORT	2	37 NE LOOP 410	SAN ANTONIO	TX	78216	290
112	EILAN HOTEL RESORT & SPA (MARRIOTT)	2	17103 LA CANTERA PKWY	SAN ANTONIO	TX	78256	100
113	EXTEND-A-SUITES w/RESTAURANT	2	9735 N INTERSTATE 35	SAN ANTONIO	TX	78233	161
114	EXTENDED STAY AMERICA	2	1015 CENTRAL PKWY N	SAN ANTONIO	TX	78232	153
115	FIESTA INN & SUITES	2	4934 NW LOOP 410	SAN ANTONIO	TX	78229	201
116	GUNTER HOTEL	1	205 E HOUSTON ST	SAN ANTONIO	TX	78205	322
117	HILTON GARDEN RIM PASS WAY	2	5730 RIM PASS	SAN ANTONIO	TX	78257	137
118	HILTON (SPA DOWN)	2	9800 WESTOVER HILLS BLVD	SAN ANTONIO	TX	78251	227

SAN ANTONIO TOURISM PUBLIC IMPROVEMENT DISTRICT
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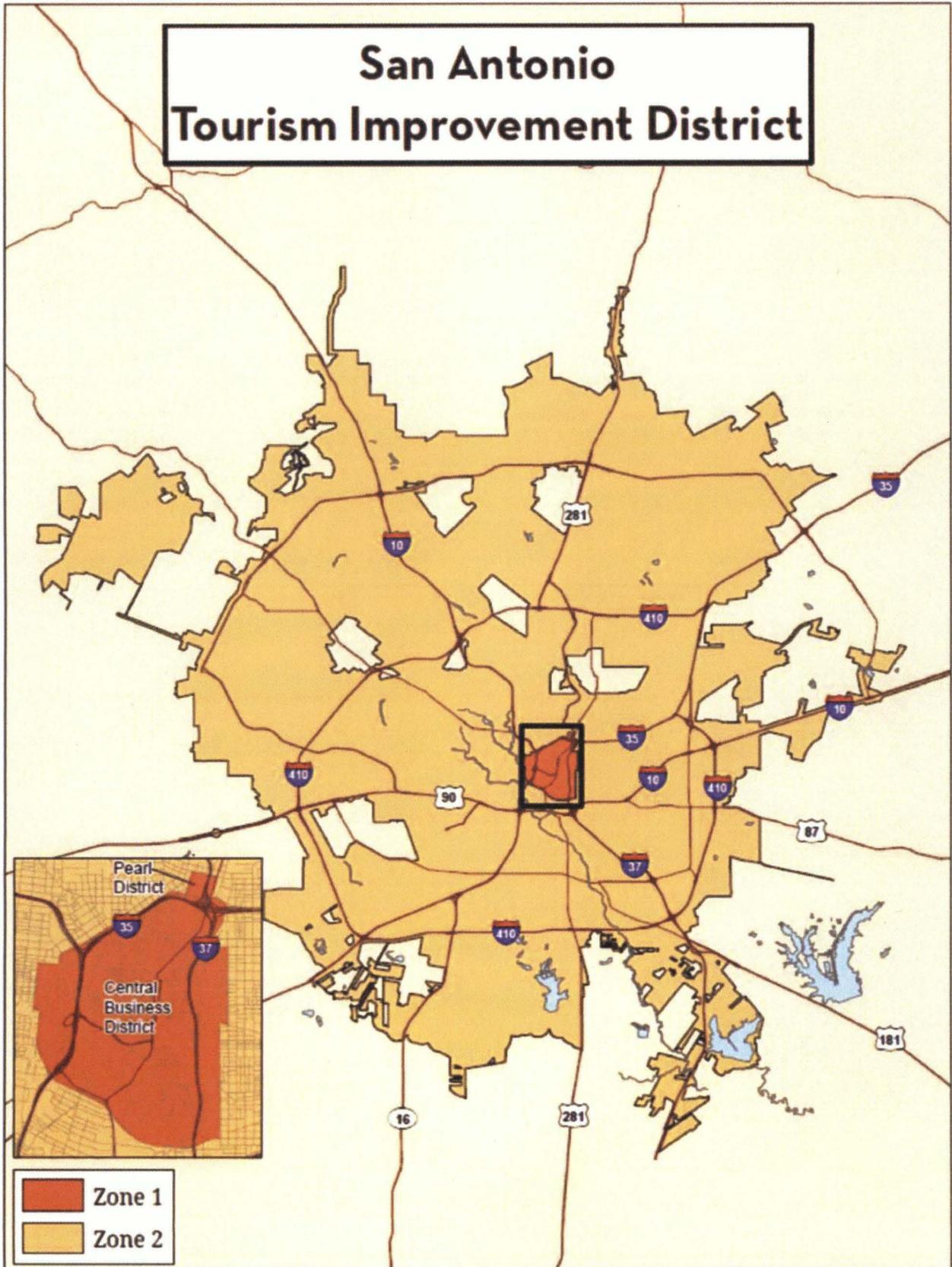
119	HOLIDAY INN EXPRESS	2	11010 W INTERSTATE 10	SAN ANTONIO	TX	78230	120
120	HOLIDAY INN MARKET SQUARE	1	318 W CESAR E CHAVEZ BLVD	SAN ANTONIO	TX	78204	315
121	HOLIDAY INN NW SEA WORLD	2	10135 STATE HIGHWAY 151	SAN ANTONIO	TX	78251	194
122	HOMEWOOD SUITES	2	4323 SPECTRUM ONE	SAN ANTONIO	TX	78230	123
123	HOMEWOOD SUITES (HILTON)	2	215 RICHLAND HILLS DR	SAN ANTONIO	TX	78245	109
124	HYATT PLACE NORTHWEST	2	4303 HYATT PLACE DR	SAN ANTONIO	TX	78230	126
125	HYATT PLACE SAN ANTONIO NORTH STONE OAK	2	1610 E Sonterra Blvd	SAN ANTONIO	TX	78258	126
126	HYATT REGENCY HILL COUNTRY RESORT	2	9800 HYATT RESORT DR	SAN ANTONIO	TX	78251	500
127	HYATT WILD OAK RANCH	2	9700 W MILITARY DR	SAN ANTONIO	TX	78251	100
128	INTOWN SUITES	2	13220 NACOGDOCHES RD	SAN ANTONIO	TX	78217	121
129	INTOWN SUITES	2	7490 CULEBRA RD	SAN ANTONIO	TX	78251	121
130	INTOWN SUITES	2	6923 SAN PEDRO AVE	SAN ANTONIO	TX	78216	137
131	INTOWN SUITES	2	9530 PERRIN BEITEL RD	SAN ANTONIO	TX	78217	138
132	KNIGHTS INN	2	5530 INTERSTATE 10 E	SAN ANTONIO	TX	78219	135
133	KNIGHTS INN	2	4039 E HOUSTON ST	SAN ANTONIO	TX	78220	122
134	LA CANTERA RESORT	2	16641 LA CANTERA PKWY	SAN ANTONIO	TX	78256	539
135	MOTEL 6/Americas Best Value Inn	2	900 N MAIN AVE	SAN ANTONIO	TX	78212	125
136	MOTEL 6 #1188/Red Roof Inn	2	4621 RITTIMAN RD	SAN ANTONIO	TX	78218	112
137	MOTEL 6 #183/Super 7 - ATT Center	2	138 N WW WHITE RD	SAN ANTONIO	TX	78219	101
138	RED ROOF INN	2	4403 INTERSTATE 10 E	SAN ANTONIO	TX	78219	120
139	RED ROOF INN #240	2	6880 NW LOOP 410	SAN ANTONIO	TX	78238	123
140	RED ROOF INN & Q LODGING	2	6861 W US HIGHWAY 90	SAN ANTONIO	TX	78227	156
141	RESIDENCE INN BY MARRIOTT	2	5707 RIM PASS	SAN ANTONIO	TX	78257	131
142	SIEGEL SUITES	2	3855 N PANAM EXPY	SAN ANTONIO	TX	78219	183
143	SPRINGHILL SUITES	1	524 S SAINT MARYS ST	SAN ANTONIO	TX	78205	116
144	SPRINGHILL SUITES SAN ANTONIO DOWNTOWN	1	411 BOWIE ST	SAN ANTONIO	TX	78205	118
145	SPRINGHILL SUITES SAN ANTONIO NW	2	18119 TALAVERA RIDGE	SAN ANTONIO	TX	78257	128
146	STUDIO 6 SAN ANTONIO AIRPORT	2	11221 SAN PEDRO AVE	SAN ANTONIO	TX	78216	115
147	TOWNEPLACE SUITES-MARRIOTT	2	214 NE LOOP 410	SAN ANTONIO	TX	78216	106
148	TOWNEPLACE SUITES-MARRIOTT	2	5014 PRUE RD	SAN ANTONIO	TX	78240	123
149	VALUE PLACE HOTEL/WOODSPRING SUITES	2	6922 N INTERSTATE 35	SAN ANTONIO	TX	78218	121
150	VALUE PLACE HOTEL/Woodspring Suites	2	7958 INTERSTATE 35 S	SAN ANTONIO	TX	78224	121
151	WOODSPRING SUITES SAN ANTONIO STONE OAK	2	2619 N LOOP 1604 W	SAN ANTONIO	TX	78232	123
152	HOME2SUITES BY HILTON - STONE OAK	2	1807 N LOOP 1604 E	SAN ANTONIO	TX	78232	106
153	HAMPTON (DUAL PROPERTY W/HOME2SUITES SAME A	1	118 Soledad	SAN ANTONIO	TX	78205	122
154	HOME2SUITES BY HILTON - SEAWORLD	2	9911 INGRAM RD, SUITE B	SAN ANTONIO	TX	78245	110
155	WOODSPRING SUITES SAN ANTONIO LACKLAND	2	7335 NW LOOP 410	SAN ANTONIO	TX	78245	123

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ATTACHMENT B

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)



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ATTACHMENT C

San Antonio Tourism Public Improvement District (SATPID) Updated FY 2020 Service Plan

PROJECTED EXPENDITURES FY 2020

The SATPID budget will be allocated as shown in the table below.

SERVICE	%	\$
Marketing	49.5%	\$5,420,151
Sales	40.5%	\$4,434,669
Industry Partnerships	5%	\$547,490
Research and Administration	3%	\$328,494
Contingency Marketing/Sales Funds	2%	\$218,996
TOTAL	100%	\$10,949,800

PROJECTED EXPENDITURES – 8 Year Term

The estimated eight (8) year projection is shown in the table below.

Fiscal Year	Marketing	%	Sales	%	Industry Partnerships	%	Research & Admin	%	Contingency Sales/Mktg Funds	%	Total
2019	4,010,231	49.5%	3,281,209	40.5%	405,080	5.0%	243,048	3.0%	162,032	2.0%	8,101,600
2020	5,420,151	49.5%	4,434,669	40.5%	547,490	5.0%	328,494	3.0%	218,996	2.0%	10,949,800
2021	5,173,591	45.0%	5,173,591	45.0%	574,843	5.0%	344,906	3.0%	229,937	2.0%	11,496,869
2022	5,432,271	45.0%	5,432,271	45.0%	603,586	5.0%	362,151	3.0%	241,434	2.0%	12,071,713
2023	5,703,884	45.0%	5,703,884	45.0%	633,765	5.0%	380,259	3.0%	253,506	2.0%	12,675,298
2024	5,989,078	45.0%	5,989,078	45.0%	665,453	5.0%	399,272	3.0%	266,181	2.0%	13,309,062
2025	6,288,531	45.0%	6,288,531	45.0%	698,726	5.0%	419,235	3.0%	279,490	2.0%	13,974,513
2026	6,602,958	45.0%	6,602,958	45.0%	733,662	5.0%	440,197	3.0%	293,465	2.0%	14,673,240
Total	44,620,695		42,906,191		4,862,605		2,917,562		1,945,041		97,252,095

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 2020, the SATPIDC Board elected to exercise these adjustments and increased the assigned budget for marketing from 45% to 49.5% and correspondingly adjusted the assigned budget for sales from 45% to 40.5%. These adjustments were strategically employed to help positively influence leisure travel in FY 2020 to help offset an anticipated softer group business outlook for the coming year.

Increased Marketing Initiatives

FY 2020 - Increased Marketing: 49.5% - \$5,420,151

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 from 14 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 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.

Increased Sales Initiatives

FY 2020 - Increased Sales: 40.5% - \$4,434,669

Forty and a half percent (40.5%) 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;
- 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

5% - \$547,490

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

3% - \$328,494

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. However, such costs shall not include existing staff costs or existing overhead costs that are already fully covered by the current Visit San Antonio budget, unless specific SATPID duties for a Visit San Antonio staff member are identified and approved to be performed by the SATPIDC Board.

Contingency Sales/Marketing Costs Reserve Fund

2% - \$218,996

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.