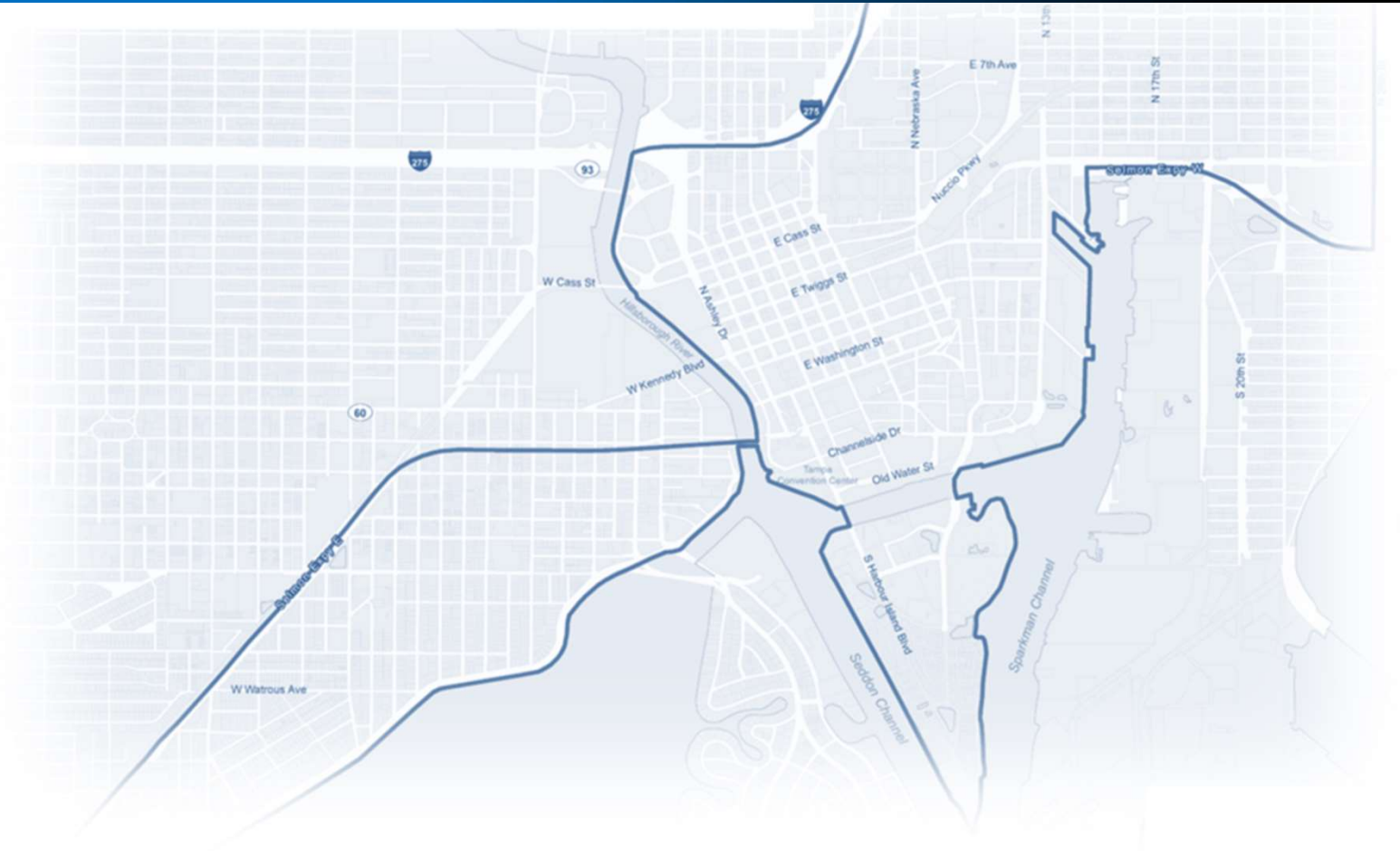




Downtown / Historic Ybor
TOURISM MARKETING DISTRICT



FY2024
ANNUAL REPORT

OCTOBER 1, 2023 – SEPTEMBER 30, 2024



Downtown / Historic Ybor **TOURISM MARKETING DISTRICT**

Dennis Rogero
Chief Financial Officer
City of Tampa
306 E. Jackson St.
8th Floor
Tampa, FL 33602

SUBJECT: Transmittal of Downtown/Historic Ybor Tourism Marketing District
Governing Committee Annual Report - October 1, 2023 – September 30, 2024

DATE: December 30, 2024

Dear Mr. Rogero:

You will find attached the Downtown/Historic Ybor Tourism Marketing District Governing Committee Annual Report for the period of October 1, 2023 – September 30, 2024.

Please let our team know if there's any additional information we can provide for your review and/or assessment.

Best regards,

Bob Morrison
Executive Director
Downtown/Historic Ybor Tourism Marketing District



Downtown / Historic Ybor **TOURISM MARKETING DISTRICT**

FY2024 ANNUAL REPORT

OCTOBER 1, 2023 – SEPTEMBER 30, 2024

PREAMBLE

Pursuant to Sections 170.03 and 170.201, Florida Statutes, and Sections 24.5-8, 24.5-11, and 24.5-12 of the Code of Ordinances of the City of Tampa, the City of Tampa City Council adopted Resolution No. 2020-714 on October 15, 2020, to create the “Downtown/Historic Ybor Tourism Marketing District”.

Section 24.5-6, entitled Management of Funds for the District, directs that each year the Owner’s Association shall submit a report of activities and expenditures to the City.

Section 24.5-7, entitled Services for the District, directs that services to be provided within the District shall consist of any destination marketing or promotion-related activities, advertisements, or services to promote and advertise tourism and the availability of accommodations, so long as the message and focus of the activities, advertisements, or services is targeted primarily to attract customers from areas at least seventy-five (75) miles distant from the boundaries of the District.

The following report is submitted to ensure compliance with the Ordinance’s requirements.

Downtown / Historic Ybor **TOURISM MARKETING DISTRICT**

FY2024 ANNUAL REPORT

TABLE OF CONTENTS

Governance Structure	1
FY2024 Participating Hotel Properties	2
FY25 New Hotel Properties	3
FY25 Assessments Breakout	4
Administrative Activities and Accomplishments	5-7
Tourism Enhancement Services Activities	8,9
Any Requested Increase to the Special Assessment Rate / TMD New Hotel Addition(s)	10
Tourism Marketing District – FY2024 Statement of Financial Position	11
Tourism Marketing District – FY2024 Statement of Activities	12
Tourism Marketing District – FY2025 Budget	13
Tourism Marketing District – FY2026 Proposed Budget	14
Exhibit 1	Approval of Sole Source Marketing Services Partner
Exhibit 2	Visit Tampa Bay: TMD Funds Booking Criteria
Exhibit 3	FY24 Final Performance / FY25 Marketing Plan

GOVERNANCE STRUCTURE

A HCHMA Board Tourism Marketing District (TMD) Governance Structure has been established to provide a two-step assessment and approval structure. All marketing campaigns and related budgets will require the approval of the TMD Governance Sub-committee. This committee will be empowered to oversee any and all digital marketing campaigns as well as evaluation of any prospective conventions that are eligible for support through the convention concession program.

Governance Sub-committee Membership:

Downtown/Ybor City HCHMA Board Members

Joe Collier	Mainsail Development (Epicurean) Managing Partner, HCHMA Past President
Patrick Sorge	Hyatt Place & House Tampa Downtown, GM
Chris Southwick	The Tampa EDITION, GM
Ron McAnagh	Tampa Marriott Water Street / JW Marriott Tampa Water Street, Area GM HCHMA Past President

Non-HCHMA Board Members

Michelle Hontz	Aloft Tampa Downtown, GM
Crystal Arthur	Hampton Inn & Suites – Ybor City, GM
Carlos Santana	Hilton Garden Inn Tampa Ybor, GM
Crystal Rivera	Hotel Flor Tampa Downtown, Tapestry Collection by Hilton, GM
Laura Maldonado	Hotel Haya Ybor City, GM
Barry Kuhnke	Hotel Tampa Riverwalk, GM
Andrew Spicknall	Le Meridien Tampa, GM
Larry Collier	The Barrymore Hotel Tampa Riverwalk, Director of Hotel Operations

Ex-officio (non-voting)

Beverly Mogelnicki	HCHMA Secretary/Treasurer
Bob Morrison	HCHMA Executive Director

FY2024 - PARTICIPATING HOTEL PROPERTIES

1.	Aloft Tampa Downtown	100 West Kennedy Blvd. Tampa, FL 33602
2.	Epicurean Hotel	1207 South Howard Tampa, FL 33606
3.	Hampton Inn & Suites Ybor	1301 E. 7th Avenue Tampa, FL 33605
4.	Hilton Garden Inn Tampa Ybor	1700 E. 9 th Avenue Tampa, FL 33605
5.	Hotel Flor Tampa Downtown, Tapestry Collection by Hilton	905 N. Florida Avenue Tampa, FL 33602
6.	Hotel Haya Ybor City	1412 E. 7 th Avenue Tampa, FL 33605
7.	Hotel Tampa Riverwalk Hotel	200 N. Ashley Drive Tampa, FL 33602
8.	Hyatt Place Hyatt House Tampa Downtown	325 N. Florida Avenue Tampa, FL 33602
9.	JW Marriott Tampa Water Street	510 Water Street Tampa, FL 33602
10.	Le Meridien Tampa	601 N. Florida Avenue Tampa, FL 33602
11.	Tampa Marriott Water Street	700 South Florida Avenue Tampa, FL 33602
12.	The Barrymore Hotel Tampa Riverwalk	111 W. Fortune Street Tampa, FL 33602
13.	The Tampa EDITION	1001 Water Street Tampa, FL 33602

FY25 NEW HOTEL PROPERTIES

1.	Embassy Suites Tampa Downtown Convention Center	513 South Florida Avenue Tampa, FL 33602
2.	Hampton Inn & Home2 Suites Tampa Downtown Channel District	1155 East Kennedy Blvd. Tampa, FL 33602
3.	Hilton Tampa Downtown	211 North Tampa Street Tampa, FL 33602
4.	The Westin Tampa Waterside	725 S. Harbour Island Blvd. Tampa, FL 33602

FY25 ASSESSMENTS BREAKOUT

Participating Hotels		Rooms	Rate	Annual Assessment	Monthly Assessment
1.	Aloft Tampa Downtown	130	310.25	40,332.50	3,361.04
2.	Epicurean Hotel	137	310.25	42,504.25	3,542.02
3.	Hampton Inn & Suites Ybor	138	310.25	42,814.50	3,567.88
4.	Hilton Garden Inn Ybor	95	310.25	29,473.75	2,456.15
5.	Hotel Flor Tampa Downtown	210	310.25	65,152.50	5,429.38
6.	Hotel Haya Ybor City	178	310.25	55,224.50	4,602.04
7.	Hotel Tampa Riverwalk	277	310.25	85,939.25	7,161.60
8.	Hyatt Place & Hyatt House Tampa Downtown	345	310.25	107,036.25	8,919.69
9.	JW Marriott Tampa Water Street	519	310.25	161,019.75	13,418.31
10.	Le Meridien Tampa	130	310.25	40,332.50	3,361.04
11.	Tampa Marriott Water Street	727	310.25	225,551.75	18,795.98
12.	The Barrymore Hotel Tampa Riverwalk	331	310.25	102,692.75	8,557.73
13.	The Tampa EDITION	172	310.25	53,363.00	4,446.92
New Hotels					
14.	Embassy Suites by Hilton Tampa Downtown Convention Center	360	310.25	111,690.00	9,307.50
15.	Hampton Inn & Home2 Suites Tampa Downtown Channel District	213	310.25	66,083.25	5,506.94
16.	Hilton Tampa Downtown	521	310.25	161,640.25	13,470.02
17.	The Westin Tampa Waterside	299	310.25	92,764.75	7,730.40
Total FY25 Rooms / Assessments		4782		1,483,615.50	123,634.64

ADMINISTRATIVE ACTIVITIES AND ACCOMPLISHMENTS

AUDIT for FY23

Each year, the State of Florida requires special districts with revenue over \$500,000 to have an audit conducted and filed as a part of its State of Florida Annual Report. The report, due by June 30th of each year, is designed to confirm that the fiscal affairs of the District align with best business practices and to highlight any areas of potential improvement. The audit performed, by Rivero, Gordimer CPAs, was submitted in a timely manner and in accordance with State of Florida requirements.

COORDINATING WITH CITY OF TAMPA TMD-RELATED STRUCTURAL CHANGES

As a dependent special district, it is important to ensure that the TMD's practices and procedures align with the City's fiscal requirements. The TMD staff and legal team outlined several operational refinements with the City's Finance Department to ensure that the two entities are responsive to each other's operational requirements:

- Development of a Monthly Tracking Spreadsheet with the Hillsborough County Tax Collector's Office which captures monthly payments and whether payments were over or under the monthly assessment installment invoice.
- TMD request for release of over \$500,000 in assessment fees that were collected between October of 2019 and March of 2020 and were in escrow pending resolution of the litigation in 2020 between the City of Tampa and the Speaker of the Florida House of Representatives.
- Confirmation to City Finance of the adoption of new TMD Policies and Practices that were responsive to the TMD's annual audit recommendations

DISTRICT EXPANSION

The TMD continued to demonstrate the ability to develop supplemental room nights at Average Daily Rates higher than the overall market in every quarter in FY23. As a result, the TMD Steering Committee believed the District offered an attractive bottom-line basis to build an argument for continued Downtown/Ybor hotel recruitment.

Another factor led to the viability of District expansion – the number of significant summer and need period conventions that were secured by the contributions of the TMD Convention Concession Fund. This companion component delivered unexpected growth in occupancy and room revenue among the participating hotels, that had gone unrealized before the Fund's existence, in partnership with Visit Tampa Bay.

As a result, the Hyatt Place/Hyatt House, the Tampa Edition, and the Hotel Flor Tampa Downtown joined the TMD, as testimony to the growing impact of the TMD with its delivery of documented verifiable return on investment for the participating properties.

ESTABLISHING A MONTHLY /QUARTERLY FINANCIAL RECORDS CLOSE AND REPORTING POLICY

In response to the TMD Auditor's recommendation, TMD Steering Committee adopted its support staff team recommendation for a new policy that memorialize the TMD monthly and quarterly bank reconciliation procedure. Although the former reconciliation procedure was in accordance with generally accepted accounting principles, a formal policy was created to adopt internal and external accountability best practice tests.

ADMINISTRATIVE ACTIVITIES AND ACCOMPLISHMENTS

ONBOARDING OF ACCOUNTING SUPPORT SERVICES

As part of an enhanced fiscal management strategy, the TMD expanded its bookkeeping and accounting support by entering a support services engagement with Frazier & Deeter CPAs. The additional support includes aligning the TMD accounting software reporting with reconciliation best practices that are required in concert with accepted government accounting standards, monthly and quarterly.

ANNUAL REPORT (STATE)

On June 30th of each year, the State of Florida requires of Dependent Special Districts who are not included in the Audit of the creating government entity to obtain their own independent audit. The District filed its report as required in a timely fashion as part of its administrative menu of services.

ANNUAL REPORT (CITY OF TAMPA)

The enabling ordinance of the Downtown/Historic Ybor Tourism Marketing District requires an Annual Report detailing the structure, program accomplishments, financial performance, and metrics that guide the District's overall performance.

TMD CONVENTION CONCESSION FUNDING GROWTH

One of the foundational purposes of the Downtown/Historic Ybor Tourism Marketing District was to create a strategic platform to attract and retain convention group business. The TMD assessment was designed in part to facilitate the capture of loss convention business and to compete with destinations that were providing their convention venue at no cost, (which is not an option for Tampa Convention Center), or other related convention-related operational costs.

In response, the TMD has established a threshold formula for event eligibility. The criteria include peak room night projection, minimum number of participating hotels and traditional need periods.

In FY24, the TMD Convention Concession Fund invested over \$305K to secure seven (7) convention groups that met at the Tampa Convention Center. These groups were responsible for over 81,000 delegate-related room nights and an estimated economic impact of \$62M.

Moreover, the TMD Steering Committee approved in FY24 a minimum of nine (9) conventions for TMD Convention Concession Fund commitments for over \$970K to take place between FY25 – FY2031. This commitment reflects not only multi-year convention commitments, but also several first – time Tampa Convention Center bookings.

EXPANSION OF DIGITAL MARKETING AND CAMPAIGN MEDIA PLAN

The TMD Steering Committee has been an advocate of marketing efficiency while using state of the art hospitality and marketing-related technology. At the TMD's inception, the Steering Committee recognized the unique expertise that Visit Tampa Bay offered in destination marketing and the use of data to drive marketing decisions and performance metrics.

FY24 offered a shift in the Steering Committee's Media Plan structure. Along with customizing of a landing page exclusively featuring TMD hotel properties on Expedia and Adara, the Committee authorized for the first-time instituting a Mid-Funnel Channel strategy to utilize paid social media Meta campaign to drive traffic to the previously referenced Treasure Collection brand landing page.

The outcome: The Meta Campaign contributed over 50% of traffic acquisition, while overall traffic to the landing page increased 25% year over year.

ADMINISTRATIVE ACTIVITIES AND ACCOMPLISHMENTS

TMD WEBSITE LAUNCH

Part of the Administrative responsibility of every Florida special benefit district is the establishment of a district website.

In FY24, the TMD created and launched its required website and maintains all relevant District notices and records on the site.

RESEARCH – NEW WESTSHORE/ROCKY POINT TOURISM IMPROVEMENT DISTRICT (TID)

The TMD Steering Committee has determined that a similar special benefit district in the Westshore/Rocky Point geographic area is required to meet a long-standing weakness on non – Raymond James event weekends and the summer.

In 2012, the HCHMA, the Westshore Alliance, and the Tampa Sports Authority authorized the development of a feasibility study to explore the viability of a Youth Amateur Athletic Indoor Facility. The conclusion was that the facility might serve as a recession proof solution to the occupancy challenge faced by Westshore/Rocky Point hoteliers. A convocation or conference center was deemed inconsistent with the business model of the area hoteliers, thus withdrawn as a design option.

The study was updated in 2023. The conclusion - the market viability of a Youth Amateur Athletic Indoor Facility was still sustained. Moreover, in years three and four, the facility was projected to attract events for up to 38 weekends out of each year.

The administrative and operational structure was projected as follows:

- Tampa Sports Authority would serve as facility manager.
- Tampa Bay Sports Commission would serve as event bid coordinator.
- Visit Tampa Bay would provide destination marketing not only for group related opportunities but also for leisure travel to the Westshore/Rocky Point district area.
- The TID Steering Committee would be responsible to oversee approval of bid submissions, concession fund eligibility, approval and co-funding with the Tampa Bay Sports Commission, along with performance evaluation reporting of the three operational partners.

TOURISM ENHANCEMENT SERVICES ACTIVITIES



Tourism Marketing District FY24 Final Performance Report

This performance report is prepared for the Downtown/Historic Ybor Tourism Marketing District (TMD) Steering Committee to highlight the outcomes and accomplishments of the TMD's FY24 marketing campaign and assess the future funding impact of the Convention Concession Fund.

The Treasure Collection marketing and sales strategy integrates a targeted marketing approach with strategic concessions to drive both immediate and long-term economic benefits. In FY24, the Treasure Collection brand encompassed 13 hotels within the designated district, with the campaign specifically designed and approved to generate supplemental room nights for these properties. Both the marketing campaign and the Convention Concession Fund were developed and executed following the review and approval of the TMD Steering Committee.

Marketing Campaign Recap

Visit Tampa Bay aimed to increase room nights and booking revenue for Treasure Collection hotels through a lower-funnel conversion strategy, complemented by mid-funnel efforts to drive consideration with click-to-site support.

Targeting Strategies

- Focus on travel intenders at the decision-making stage of the booking journey.
- Geo-target high-potential feeder markets east of the Mississippi and Texas.
- Target searchers for Tampa, competitive destinations, Florida, and previous Hillsborough County visitors.

Media Partners

- **Expedia**
 - **Sites:** Expedia, Hotels.com
 - **Units:** Display banners, including inline bundles, result listing/native marquee cards.
 - **Targeting:** Current/previous shoppers for Tampa, St. Pete/Clearwater, Orlando, Daytona, Ft. Lauderdale, Miami, Fort Myers, or Sarasota; layered with shifts based on season/need.
 - **Geo-targeting:** Focus on east of the Mississippi and Texas unless total U.S. is needed to drive volume.
 - **Landing Page:** Customized landing page exclusively featuring Treasure Collection properties.
 - **Reporting:** Booking and revenue data provided by Expedia post-exposure on campaigns.
- **Adara**
 - **Sites:** Various, based on target consumer behavior.
 - **Units:** Display banners.
 - **Targeting:** Prospecting in-market travelers and competitive conquering in drive and fly markets using ADARA's artificial intelligence audiences.
 - **Geo-targeting:** Focused east of the Mississippi and Texas.
 - **Landing Page:** www.TampaTreasureCollection.com

TOURISM ENHANCEMENT SERVICES ACTIVITIES

- **Added Value:** 10% bonus impressions and a customized report.
- **Mid-Funnel: Paid Social (Meta)**
 - Channels: Facebook and Instagram.
 - Objective: Drive traffic to the Treasure Collection landing page for direct-to-partner click opportunities.

Campaign Performance (FY24: October 2023 – September 2024)

- Delivered **30M+ impressions** and generated an estimated **\$2.4M+ in booking revenue** (paused September 2024 due to hurricane impact).
- Observed ADR for the Treasure Collection was **\$290**, matching FY23.
- Direct attribution ROAS was **5x**, exceeding the 4x benchmark.
- The Meta campaign drove **37K+ clicks** to the Treasure Collection landing page, contributing to over 50% of traffic acquisition.
- Overall traffic to the landing page increased **25%+ YoY**, boosting awareness and direct clickable opportunities.

Convention Concession Program Recap

- Invested **\$303,257** in FY24 to secure conventions with an estimated economic impact of **\$62M**.

Lead Name	Account Name	EI Value	Room Nights	Arrival	Amount
IBEX	National Marine Manufacturers Association	\$5,544,912.03	9584	10/3/2023	\$15,000
2024 National Convention	National Association of Free Will Baptists	\$4,231,198.19	4316	7/21/2024	\$76,086
TESOL Annual Convention 2024	TESOL International Association	\$5,972,172.17	8450	3/20/2024	\$15,000
2024 International Conclave	Omega Psi Phi Fraternity, Inc.	\$17,679,341.10	11981	6/29/2024	\$30,675
IBEX - 2024	National Marine Manufacturers Association	\$5,577,962.14	10172	10/1/2024	\$17,500
2024 National Training Institute	National Organization of Blacks In Government	\$2,128,639.67	5479	8/11/2024	\$10,000
The American Legion National Convention 2025	American Legion	\$9,591,872.41	16422	8/22/2025	\$58,996
JW International Special Convention (2024)	Christian Congregation of the Jehovah's Witnesses (CCJW)	\$11,215,678.08	18345	8/29/2024	\$80,000
					\$303,257

- Approved **\$971,909** in support for future conventions through 2031, including:
 - Phi Beta Sigma – July 2025
 - Alpha Kappa Alpha – April 2025
 - Sigma Gamma Rho – July 2026
 - Connect Marketplace – August 2026
 - National Association of Landscape Professionals – November 2026
 - COGIC AIM – July 2027 and July 2030
 - National Technical Investigators Association – August 2028 and August 2031

This integrated approach not only delivered impressive immediate results but also established a foundation for continued success by attracting high-value meetings, events, and individual travelers to the destination.

ANY REQUESTED INCREASE to the SPECIAL ASSESSMENT RATE

There is no requirement for any increase to the Special Assessment Rate in the upcoming fiscal year. It will remain at \$310.25 per room.

TMD NEW HOTEL ADDITION(S)

Consistent with the current Ordinance, the Owner's Association has the capacity to request that the City add additional hotel properties within the boundaries of the City of Tampa Downtown/Historic Ybor Tourism Marketing District.

In FY24, the Hillsborough County Hotel & Motel Association, in its capacity as the District's Owners Association, sought approval from Tampa City Council to add four (4) hotel properties to the Downtown/Historic Ybor Tourism Marketing District:

- Embassy Suites by Hilton Tampa Downtown Convention Center
- Hilton Downtown Tampa
- The Westin Tampa Waterside
- Hampton Inn & Home2 Suites Tampa Downtown Channel District

The four properties were unanimously approved by City Council to join the District roster of participating hotel members.

The new hotel additions participation will formally begin on January 1, 2025.

TOURISM MARKETING DISTRICT – FY2024 STATEMENT OF FINANCIAL POSITION

As of September 30, 2024
Accrual

	Total
ASSETS	
Current Assets	
Bank Accounts	
Checking Account	562,456.99
Reserve Account	50,021.70
Total Bank Accounts	\$612,478.69
Other Current Assets	
Assessments Receivable	1,053,593.41
Prepaid expenses	0.00
Uncategorized Asset	0.00
Total Other Current Assets	\$1,053,593.41
Total Current Assets	\$1,666,072.10
Other Assets	
Reserve	0.00
Total Other Assets	\$0.00
TOTAL ASSETS	\$1,666,072.10
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (A/P)	40,675.00
Total Accounts Payable	\$40,675.00
Other Current Liabilities	
Accrued Collection Fees	8,192.05
Accrued expenses	1,045.50
Due To HCHMA	0.00
Due To Visit Tampa Bay	0.00
Total Other Current Liabilities	\$9,237.55
Total Current Liabilities	\$49,912.55
Total Liabilities	\$49,912.55
Equity	
Retained Earnings	1,320,729.63
Net Income	295,429.92
Total Equity	\$1,616,159.55
TOTAL LIABILITIES AND EQUITY	\$1,666,072.10

TOURISM MARKETING DISTRICT – FY2024 STATEMENT OF ACTIVITIES

October 1, 2023 – September 30, 2024
Accrual

	Budget	Actual
REVENUE		
TMD Revenue	1,049,266.00	1,328,005.26
Interest	0.00	9.96
Total Tourism Marketing District Revenue	1,049,266.00	1,328,015.22
TMD EXPENSES		
<u>Agreement Mandated Support Costs</u>		
GrayRobinson (Tri-Party Agreement Litigation Costs)	0.00	0.00
City of Tampa Administrative Fee	10,493.00	13,147.25
Tax Collector Administrative Fee	10,493.00	13,280.06
Total for Agreement Mandated Support Costs	20,986.00	26,427.31
<u>Contractors</u>		
Total for Administrative Assistant Services	18,000.00	19,500.00
Total for Executive Director Services	48,000.00	77,600.00
Total for Contractors	66,000.00	97,100.00
<u>Legal & Professional Services</u>		
GrayRobinson TMD Legal Advisory Services	20,000.00	30,030.00
Frazier & Deeter, CPA and Advisory Firm	10,000.00	12,500.00
Rivero, Gordimer & Company, P.A.	15,000.00	16,000.00
Future TID Research Analysis – Legal & Professional Services	10,000.00	20,820.00
Total for Legal & Professional Services	55,000.00	79,350.00
<u>Office/General Administrative Expenses</u>		
Bank Charges & Fees	500.00	649.75
Taxes and Licenses	300.00	267.81
General Administrative Expense - QuickBooks	500.00	544.50
Website Development & Maintenance	1,000.00	9,505.00
Miscellaneous Office/General Administrative Expenses	1,000.00	505.81
Steering Committee Meeting Expense	0.00	2,477.29
Total Office/General Administrative Expenses	3,300.00	13,950.16
<u>TMD Tourism Enhancement Services</u>		
TMD Tourism Enhancement Services - Media	700,000.00	625,000.99
Concession / Convention Center Buy-Down	200,000.00	190,756.84
Total for TMD Tourism Enhancement Services	900,000.00	815,757.83
Total for Expenses	1,045,286.00	1,032,585.30
Net Income	3,980.00	295,429.92

TOURISM MARKETING DISTRICT – FY2025 BUDGET

October 1, 2024 – September 30, 2025

	Budget	Actual
REVENUE		
TMD Revenue	1,483,615.50	0.00
TMD Concession Commitment Reserve Transfer	350,000.00	0.00
Interest	0.00	0.00
Total Tourism Marketing District Revenue	1,833,615.50	0.00
TMD EXPENSES		
<u>Agreement Mandated Support Costs</u>		
GrayRobinson (Tri-Party Agreement Litigation Costs)	0.00	0.00
City of Tampa Administrative Fee	14,687.79	0.00
Tax Collector Administrative Fee	14,836.16	0.00
Total Agreement Mandated Support Costs	29,523.95	0.00
<u>Contractors</u>		
Total for Administrative Assistant Services	36,000.00	0.00
Total for Executive Director Services	120,000.00	0.00
Total Contractors	156,000.00	0.00
<u>Legal & Professional Services</u>		
GrayRobinson TMD Legal Advisory Services	50,000.00	0.00
Frazier & Deeter, CPA and Advisory Firm	10,000.00	0.00
Rivero, Gordimer & Company, P.A.	20,000.00	0.00
Miscellaneous Legal & Professional Services	25,000.00	0.00
Total Legal & Professional Services	105,000.00	0.00
<u>Office/General Administrative Expenses</u>		
Bank Charges & Fees	500.00	0.00
Taxes and Licenses	300.00	0.00
Quarterly Steering Committee Meeting Support	6,000.00	0.00
General Administrative Expense - QuickBooks	500.00	0.00
Website Development & Maintenance	5,000.00	0.00
Miscellaneous Office/General Administrative Expenses	1,000.00	0.00
Total Office/General Administrative Expenses	13,300.00	0.00
<u>TMD Tourism Enhancement Services</u>		
TMD Tourism Enhancement Services - Media	1,000,000.00	0.00
TMD Advanced Commitment Payments	350,000.00	0.00
TMD Future Concessions Reserve	100,000.00	0.00
Total TMD Tourism Enhancement Services	1,450,000.00	0.00
Total Expenses	1,753,823.95	0.00
Net Income	79,791.55	0.00

TOURISM MARKETING DISTRICT – FY2026 PROPOSED BUDGET

October 1, 2025 – September 30, 2026

	Budget	Actual
REVENUE		
TMD Revenue	1,483,615.50	0.00
TMD Assessment Receivable Transfer	900,000.00	0.00
Interest	0.00	0.00
Total Tourism Marketing District Revenue	2,383,615.50	0.00
TMD EXPENSES		
<u>Agreement Mandated Support Costs</u>		
GrayRobinson (Tri-Party Agreement Litigation Costs)	0.00	0.00
City of Tampa Administrative Fee	14,687.79	0.00
Tax Collector Administrative Fee	14,836.16	0.00
Total Agreement Mandated Support Costs	29,523.95	0.00
<u>Contractors</u>		
Total for Administrative Assistant Services	36,000.00	0.00
Total for Executive Director Services	120,000.00	0.00
Total Contractors	156,000.00	0.00
<u>Legal & Professional Services</u>		
GrayRobinson TMD Legal Advisory Services	50,000.00	0.00
Frazier & Deeter, CPA and Advisory Firm	10,000.00	0.00
Rivero, Gordimer & Company, P.A.	20,000.00	0.00
Future TID Research Analysis – Legal & Professional Services	25,000.00	0.00
Total Legal & Professional Services	105,000.00	0.00
<u>Office/General Administrative Expenses</u>		
Bank Charges & Fees	500.00	0.00
Taxes and Licenses	300.00	0.00
Quarterly Steering Committee Meeting Support	6,000.00	0.00
General Administrative Expense - QuickBooks	500.00	0.00
Website Development & Maintenance	5,000.00	0.00
Miscellaneous Office/General Administrative Expenses	1,000.00	0.00
Total Office/General Administrative Expenses	13,300.00	0.00
<u>TMD Tourism Enhancement Services</u>		
TMD Tourism Enhancement Services - Media	1,000,000.00	0.00
TMD Advanced Commitment Payments	900,000.00	0.00
TMD Future Concessions Reserve	100,000.00	0.00
Total TMD Tourism Enhancement Services	2,000,000.00	0.00
Total Expenses	2,303,823.95	0.00
Net Income	79,791.55	0.00

EXHIBIT 1

Approval of Sole Source Marketing Services Partner

**SINGLE SOURCE
CERTIFICATE OF CONDITIONS AND CIRCUMSTANCES**

Instructions: The purpose of this form is to certify conditions and circumstances for the purchase of goods and services based upon a single source proposal. This request is to be executed by the Downtown/Historic Ybor Tampa Tourism Marketing District Owners' Association staff and submitted to the Owners' Association Board of Directors for consideration and approval/disapproval.

Item or Services Required: Tourism Enhancement Services (TES)

Name of Company considered Single Source: Visit Tampa Bay (VTB)

Conditions and special circumstances for the Single Source. Please be specific:

Staff analysis has determined that the provision of the TES requires an organization with specific marketing and sales skills. VTB is recommended as uniquely qualified in that it:

(1) has experience developing KPIs and measuring direct Return on Investment to ensure benefit to all participating hotels;

(2) has experience developing multi-hotel marketing campaigns;

(3) has experience developing Tampa Bay marketing campaigns such that they will be in a position to create new campaigns that will supplement, not supplant, existing efforts;

(4) has the staff resources and external assets (including uniquely qualified vendors) to be able to create initiatives that are customized to provide direct benefit to the participating hotels through supplemental room nights; and

(5) it has experience leveraging existing marketing campaigns and an understanding of the broad marketing efforts in Tampa to help it design campaigns that will deliver specific benefit to participating hotels.

In closing, using a different vendor would lead to inefficiencies and a duplication of efforts—wasting critically important marketing funds.

Robert B. Morrison, Jr.
Owners' Association Staff Signature

7/6/2017
Date of Request

Requisition Number

Buyer Name

Approved by Owners' Association Board of Directors:

Nabil Salloum

[Signature]
Signature

7/6/17
Date

☐ Quotation/Documentation attached

EXHIBIT 2

Visit Tampa Bay: TMD Funds Booking Criteria

Tourism Marketing District Downtown/Ybor City

Convention Concession Sales Funding Guidelines

Tourism Marketing District Funding can be applied towards booking meetings and conventions based on the following criteria:

- Outside of 18 months leads should have a minimum peak night of 1,200 rooms
- Within 18 months of arrival a peak night of 800 rooms will apply
- Leads should affect a minimum of 4 contributing TMD hotels

Exceptions to the above qualifying criteria will be considered with approval by TMD steering committee:

- Booked short term
- Lead fills an identified need date or an existing hole between groups
- Lead falls over holiday, or chronically challenging dates

Additional considerations:

- Funds should only be applied to secure new business
- Visit Tampa Bay must source the lead
- Leads should be otherwise cost prohibitive
- Tourism Marketing District participating hotels shall have first priority on any TMD funded leads
- It is understood that any eligible convention sales concession agreement must be approved by the TMD Steering Committee.
- A budget for each program year shall be established by the TMD Steering Committee. Any unspent allocation shall be carried over to the next fiscal year, unless otherwise modified by action of the Steering Committee.
- In order to properly account for Convention Sales Concessions obligation for meetings scheduled in future years, the Steering Committee has created a budgetary funding formula that allocates a portion of the commitment to a Concessions Reserve Account each year guided by the number of years away the event is scheduled (if three years away = to 1/3 of the obligation per year, if four years away = to ¼ of the obligation per year etc.)

EXHIBIT 3

**Visit Tampa Bay
FY24 Final Performance / FY25 Marketing Plan**

TOURISM ENHANCEMENT SERVICES ACTIVITIES



Campaign Overview

Objective

Increase room nights and booking revenue for Treasure Collection hotels with a lower-funnel conversion campaign

Drive consideration of the Treasure Collection hotels with mid-funnel (click to site) support

Targeting Strategies

Focus on travel intenders at the decision time of the booking journey

Geo-target high potential feeder markets East of the Mississippi + Texas

Target searchers to Tampa, competitive destinations, Florida and previous Hillsborough County visitors

FY25 Conversion Media Partners

1) Select partners based on premium inventory and historically high ADR

Online Travel Agency



Travel Data Partner



2) Add new partner to enhance conversion buy against the Treasure Collection properties

Online Travel Agency



FY25 Conversion ROAS Methodology

Online Travel Agency



- Direct attribution, reported by each platform, by property
- Revenue based on their direct site bookings within their platform post exposure to the TMD campaign on their dedicated landing page

Travel Data Partner



- Direct attribution for 8 of the 19 properties, reported by Adara, as a collective
- Revenue on 'observed' based on the 8 tracked properties, 'enriched' is projected revenue based on all properties, as a collective
- **Direct Attribution Measurement**
(Observed Data) – Properties (8):
 - Aloft Tampa Downtown
 - Epicurean Hotel, Autograph Collection
 - JW Marriott Tampa Water Street
 - Le Méridien Tampa, The Courthouse
 - Tampa Marriott Water Street
 - The Tampa EDITION
 - **Courtyard by Marriott**
 - **Westin Tampa Waterside**
- **No Direct Attribution Measurement** – Properties (11):
 - Hampton Inn & Suites Tampa/Ybor City/Downtown
 - Hilton Garden Inn Tampa Ybor Historic District
 - Hotel Flor Tampa Downtown, Tapestry Collection by Hilton
 - Hotel Haya
 - Hotel Tampa Riverwalk
 - Hyatt House Tampa Downtown
 - Hyatt Place Tampa Downtown
 - The Barrymore Hotel Tampa Riverwalk
 - **Hilton Tampa Downtown**
 - **Embassy Suites Convention Center Downtown**
 - **Hampton Inn & Home 2 Suites**

Denotes new properties added in FY25

FY24 Campaign Performance

- Delivered 30M+ impressions and generated an estimated \$2.4M+ (observed) in booking revenue for the TMD properties for 10/1/23-9/24/24 (paused in September due to hurricane impact to market)
- Observed tracks direct attribution with both Expedia and Adara. Adara observed data is based on 6 properties only and counts revenue booked through their owned websites. The enriched/projected attribution gives us a picture of what performance would be if all TMD properties were tracked regardless of where the booking is consummated
- ADR (observed) for the Treasure Collection is at \$290 for campaign to date (matching FY23 \$290 avg)
- Direct attribution ROAS is at 5x (observed) against the measured hotels properties, above the 4x benchmark goal

Campaign to Date: October '23 – September '24

Observed:
 (Actual)

Vendor	Impressions	Clicks	Click-Through Rate (CTR)	# Room Nights Booked	ADR	Total Estimated Revenue	Spend (Gross)	Return on Ad Spend (ROAS)
Adara (Observed)	19,313,171	8,970	0.05%	986	\$ 343	\$ 338,926	\$ 155,838	2.2
Expedia	11,429,918	16,325	0.14%	7,424	\$ 282	\$ 2,096,419	\$ 316,024	6.6
Total	30,743,089	25,295	0.08%	8,410	\$ 290	\$ 2,435,345	\$ 471,863	5.2

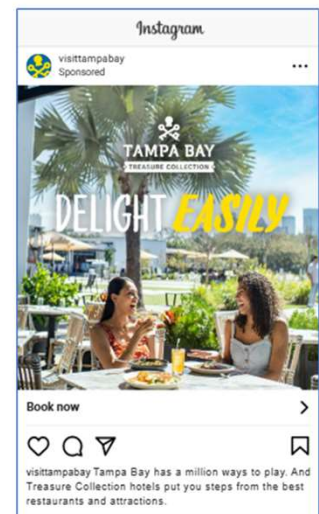
Enriched:
 (Projected)

Vendor	Impressions	Clicks	Click-Through Rate (CTR)	# Room Nights Booked	ADR	Total Estimated Revenue	Spend (Gross)	Return on Ad Spend (ROAS)
Adara (Enriched)	19,313,171	8,970	0.05%	14,463	\$ 343	\$ 4,966,161	\$ 155,838	31.9
Expedia	11,429,918	16,325	0.14%	7,424	\$ 282	\$ 2,096,419	\$ 316,024	6.6
Total	30,743,089	25,295	0.08%	21,887	\$ 323	\$ 7,062,580	\$ 471,863	15.0

Note: Vendor reported revenue data. Adara includes 2 data sets – ‘Observed’ is direct attribution from pixel placements and is only reflective of the 6 measured properties.

FY24 Mid-Funnel (Paid Social) Performance

- Campaign strategically layers on a mid-funnel tier media channel on Meta (Facebook and Instagram) to drive awareness and consideration of the Treasure Collection
- The objective is to drive traffic to the Treasure Collection landing page, giving direct to partner click opportunities
- Performance to date (Oct'23-Sep'24)
 - Impressions: 3.9M
 - Clicks: 37k
 - CTR: 0.95%
 - Sep'24 CTR at 1.38%, highest CTR in FY24
- Impact to total Treasure Collection landing page site traffic
 - +25% users YoY, contributed to addition of paid social
 - Paid social leads made up 54% of site traffic YTD



September: Creative with the highest volume of clicks and healthy CTR (2.6%)

FY25 Media Plan Recommendation

- Media allocation built around strategic targets and seasonal needs
 - July-Sept 31%, Apr-Jun 29%, Oct-Dec 27%, Jan-Mar 13%
 - Oct-Dec will focus on bookings through Jan'25 while Jan-Mar will focus on weekday travel or future April and beyond
- Budget remains flexible with the ability to optimize and shift to meet the Treasure Collection needs and priorities
 - Flexibility between partners based on performance, potential to shift budget from Expedia to Booking.com later in year based on performance
- Conversion campaign benchmark ROAS: 4x+

Media Plan -	Oct24	Nov24	Dec24	Jan25	Feb25	Mar25	Apr25	May25	Jun25	Jul25	Aug25	Sep25	Total Year
Expedia (Conversion)	\$ 23,000	\$ 23,000	\$ 23,000	\$ 14,950	\$ 14,950	\$ 14,950	\$ 17,250	\$ 17,250	\$ 17,250	\$ 23,000	\$ 23,000	\$ 23,000	\$ 234,600
Adara (Conversion)	\$ 13,800	\$ 13,800	\$ 13,800	\$ 7,682	\$ 7,475	\$ 7,475	\$ 15,000	\$ 15,000	\$ 15,000	\$ 16,100	\$ 16,100	\$ 16,100	\$ 157,332
Booking.com (Conversion)	\$ 11,500	\$ 11,500	\$ 11,500	\$ -	\$ -	\$ -	\$ 11,500	\$ 11,500	\$ 11,500	\$ 11,500	\$ 11,500	\$ -	\$ 92,000
Paid Social (Mid-Funnel)	\$ 2,875	\$ 2,875	\$ 2,875	\$ 1,725	\$ 1,725	\$ 1,725	\$ 3,450	\$ 3,450	\$ 3,450	\$ 4,025	\$ 4,025	\$ 4,025	\$ 36,225
Reserve (Mid-Funnel)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 8,341	\$ 8,332	\$ 8,332	\$ 8,332	\$ 8,332	\$ 8,332	\$ 50,000
Media:	\$ 51,175	\$ 51,175	\$ 51,175	\$ 24,357	\$ 24,150	\$ 24,150	\$ 55,541	\$ 55,532	\$ 55,532	\$ 62,957	\$ 62,957	\$ 51,457	\$ 570,157
Tech Fees	\$ 487	\$ 483	\$ 483	\$ 226	\$ 224	\$ 224	\$ 438	\$ 438	\$ 438	\$ 506	\$ 506	\$ 391	\$ 4,843
Total Media Subtotal:	\$ 51,662	\$ 51,658	\$ 51,658	\$ 24,583	\$ 24,374	\$ 24,374	\$ 55,978	\$ 55,969	\$ 55,969	\$ 63,463	\$ 63,463	\$ 51,848	\$ 575,000
FKQ Creative/Production	\$ -	\$ 50,000	\$ -	\$ -	\$ -	\$ -	\$ 25,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 75,000
Total Cost:	\$ 51,662	\$ 101,658	\$ 51,658	\$ 24,583	\$ 24,374	\$ 24,374	\$ 80,978	\$ 55,969	\$ 55,969	\$ 63,463	\$ 63,463	\$ 51,848	\$ 650,000

*Budget will be optimized throughout campaign, dollars to shift across months and partners

Creative Refresh - Tampa Bay is Ready

Refresh Treasure Collection creative to align with the Recovery Campaign messaging.



Next Steps

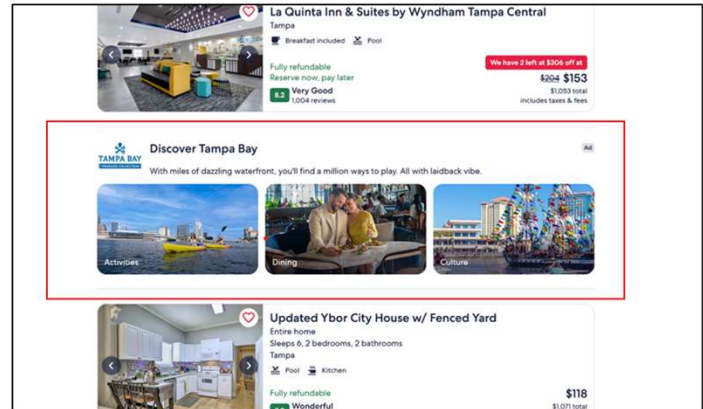
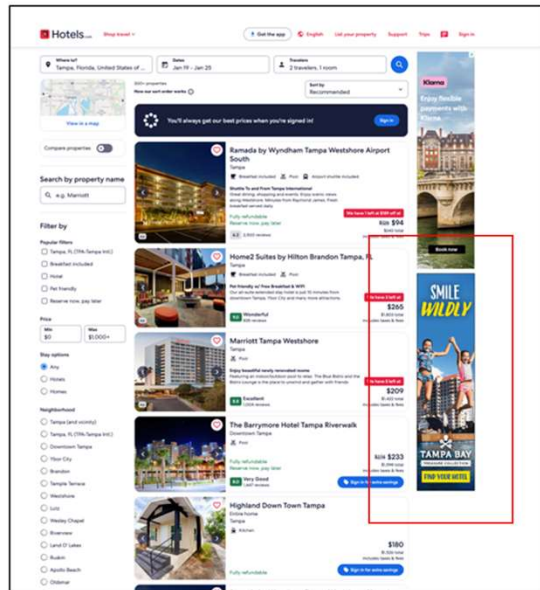
- Reactive campaigns for FY25 on 10/7 as campaign were paused as of 9/24 due to Hurricane Helene.
- Implement the FY25 approved media plan, with new properties, and with optimizations:
 - Media Partner Expansion
 - Reserve media allocation to support future need periods (April-September)
 - Creative Refresh
 - Update creative with new imagery
 - Optimizations with testing creative to drive strong performance



Appendix

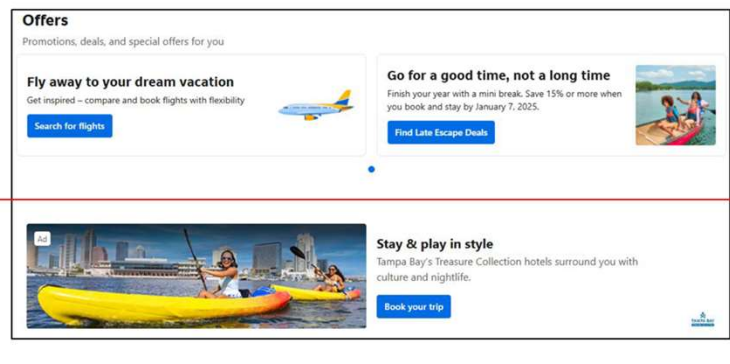
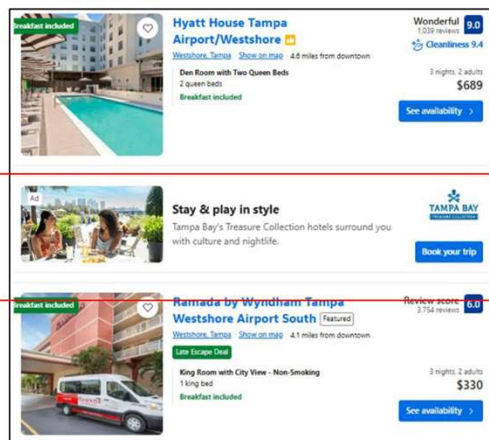
Expedia In-Market Examples

- Display banners & native in-line units



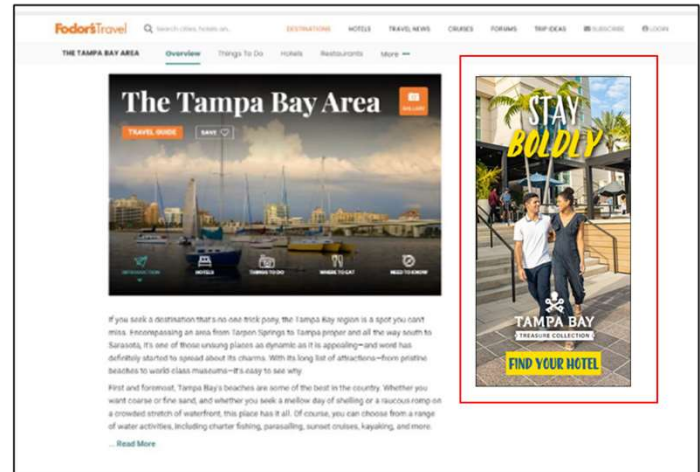
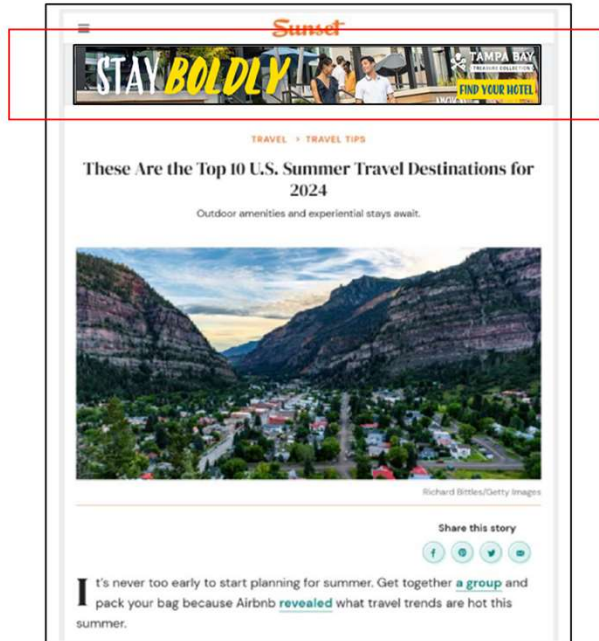
Booking.com In-Market Examples

- Native in-line units



Adara In-Market Examples

- Display banners



FY25



Drive strong booking volume and deliver higher ROAS with Expedia's first-party, real-time travel behavior data across key sites within their portfolio.

- Sites: Expedia, Hotels.com
- Units: Display banners, including inline placements and native experience gallery
- Targeting: Current/Previous Shoppers for Tampa, St. Pete/Clearwater, Orlando, Daytona, Ft. Lauderdale, Miami, Fort Myers or Sarasota; layered with (shifts based on season/need)
 - Geo-targeting focused on East of the Mississippi + Texas to capture travelers in our key feeder markets unless total U.S. is needed to drive volume
 - Specific to travel month or travel day of week
- Landing Page: Customized landing page onsite that exclusively features only the Treasure Collection properties
- Total est. impressions: 5.6M
- Reporting: Expedia to provide booking and revenue data by property based on Expedia site bookings within their platform post exposure to the TMD campaign on the Expedia site campaigns

FY25

Reporting Methodology: Expedia



- Reported by Expedia, monthly
- Based on Expedia site bookings within their platform post exposure to the TMD campaign on the Expedia site campaigns

FY25

NEW!

Booking.com

Extend conversion opportunity to Booking.com, whose large OTA presence and strong index in booking power on more affluent guest (more likely to have higher HHI, 4 and 5 star bookings, etc. vs other sites).

- Sites: Various, based on target consumer behavior
- Units: Native placements (inline, carousel, search results)
- Targeting: Tampa and competitive destination searchers; Florida searchers who are foodies, outdoor adventures, etc.
 - Geo-targeting focused to East of the Mississippi + Texas to capture travelers in our key feeder markets unless total U.S. is needed to drive volume
- Landing Page: Customized landing page to be built, featuring logo, description, images, custom content, all TMD properties listed
- Total est. impressions: 4.2M
 - Includes added value search results banner and custom landing page and reporting
- Reporting: Booking.com to provide booking and revenue data by property based on Booking.com site bookings within their platform post exposure to the TMD campaign on the booking.com site campaign

FY25

Reporting Methodology: Booking.com

- Reported by Booking.com, monthly
- Based on Booking.com site bookings within their platform post exposure to the TMD campaign on the TMD site campaigns

FY25



Leverage Adara's data to position the Treasure Collection brand in front of potential hotel bookers, running across a variety of consumer sites.

- Sites: Various, based on target consumer behavior
- Units: Display banners
- Targeting: Prospecting In-Market Travelers via the custom TPA intenders and competitive conquensing in its core drive and fly markets utilizing ADARA's artificial intelligence audiences. Focus on high-value searchers for travel to Tampa Bay or Southwest Florida (Sarasota, Manatee, Pinellas, Lee, Charlotte and Collier County), 3+ night searchers, competitive conquensing
 - Geo-targeting focused to East of the Mississippi + Texas to capture travelers in our key feeder markets unless total U.S. is needed to drive volume
- Landing Page: <https://www.visittampabay.com/tmd/> (www.TampaTreasureCollection.com)
- Total est. impressions: 18M
 - Includes added value of 10% bonus impressions (1.7M, Value \$13k+) and Customize Report (Value \$15k+)
- Reporting: Customized, direct attribution report for all Adara measured TMD properties (6 of the 14) plus enriched reporting (enhanced, projection against any booking source across all proprieties)
 - Reporting will be all-in, not available by property
 - The only trackable media to guarantee true ROAS

FY25

Reporting Methodology: Adara



- Reported by Adara, monthly, collectively (not available by property)
- Based on bookings for those hotel properties with Adara pixels (8 of the 19), post exposure to the TMD campaign on the Adara buy
 - Direct measurement (8): Tampa Marriott Water Street, JW Marriott Tampa Water Street, Aloft Tampa Downtown, Le Meridien Tampa, Epicurean Hotel Autograph Collection, The Tampa Edition, **Westin, Courtyard**
 - Not measured (11): Barrymore, Hotel Haya, Hilton Garden Inn Ybor, Hampton Inn & Suites Tampa/Ybor, Hyatt Place & Hyatt House Tampa Downtown, Hotel Flor (*previously measured as Floridan*), Hotel Tampa Riverwalk (Sheraton Tampa Riverwalk), Hilton Tampa Downtown, **Embassy Suites Convention Center Downtown, Hampton Inn & Home 2 Suites**
- Adara to report as collective, not property specific, with a custom-built model of estimated 'enriched' data to estimate room night and ADR levels in aggregate
 - The "Observed" data reflects the travel behavior ADARA measures after users are exposed to ADARA Impact pixels and engage directly with ADARA data partners. This only reflects the measured properties (6 of the 14)
 - The "Enriched" data incorporates a machine-learning model to scale the attributed bookings based on market and booking trends for your destination. The AI algorithm that enables "Enriched" insights was designed to provide a fuller scale view of your marketing reach beyond the ADARA Consortium and normalize results to adjust for changes in the market, particularly when evaluating year-over-year
 - For TMD custom reporting, Adara has modified the algorithm to recognize only room inventory from the selected 14 hotels as our "destination". Using the same machine-learning model, Adara is able to scale the booking trends based on what they have observed from the selected hotels that we partner with, and normalize the results for this "destination"

FY25 Media Plan Optimizations

- Funnel/Budget Allocation
 - Continue the funnel approach with mid-funnel for awareness/consideration and lower funnel for conversion
 - 85%+ of working media budget is focused on conversion (room bookings) campaigns
 - Mid-funnel support drove an increase in monthly site traffic by 275% YoY, providing more awareness and consideration building opportunities for the Treasure Collection
 - FY25 plan includes \$50k in reserve for new opportunities in mid-funnel which will give stronger support in April-September need periods
- Media Partner Expansion
 - Expand conversion partners to include booking.com to add reach and enhance current campaign potential
 - Expedia avails are limited and performance is flattening; rate increase YoY which will negatively impact ROAS potential
 - Booking.com is one of the largest OTAs in the United States and can customize media placements, landing page and reporting to the Treasure Collection properties
- Creative Refresh
 - Update creative with new imagery
 - Optimizations with testing creative to drive strong performance

**Budget will be optimized throughout campaign, dollars to shift across months and partners*

FY24

FY24 Media Plan

- Continue the funnel approach with mid-funnel for awareness/consideration and lower funnel for conversion
 - 90%+ of working media budget is focused on conversion (room bookings) campaigns
- Strategic targets and budget allocated for seasonal needs
 - July-Sept 33%, Apr-Jun 31%, Oct-Dec 21%, Jan-Mar 16%
 - Oct-Dec will focus on bookings through Jan'24 while Jan-Mar will focus on weekday travel or future April and beyond
- Conversion campaign benchmark ROAS: 4x+
- Budget remains flexible with the ability to optimize and shift to meet the Treasure Collection needs and priorities

	Budget: \$ 650,000												
Media Plan -	Oct23	Nov23	Dec23	Jan24	Feb24	Mar24	Apr24	May24	Jun24	Jul24	Aug24	Sep24	Total Year
Expedia (Conversion)	\$ 23,000	\$ 23,000	\$ 23,000	\$ 17,825	\$ 17,825	\$ 17,825	\$ 34,500	\$ 34,500	\$ 34,500	\$ 36,800	\$ 36,800	\$ 36,800	\$ 336,375
Adara (Conversion)	\$ 10,496	\$ 10,495	\$ 10,495	\$ 7,764	\$ 7,476	\$ 7,476	\$ 14,950	\$ 14,950	\$ 14,950	\$ 16,100	\$ 16,100	\$ 16,100	\$ 147,352
Paid Social (Mid-Funnel)	\$ 2,875	\$ 2,875	\$ 2,875	\$ 1,725	\$ 1,725	\$ 1,725	\$ 3,450	\$ 3,450	\$ 3,450	\$ 4,025	\$ 4,025	\$ 4,025	\$ 36,225
Media:	\$ 36,371	\$ 36,370	\$ 36,370	\$ 27,314	\$ 27,026	\$ 27,026	\$ 52,900	\$ 52,900	\$ 52,900	\$ 56,925	\$ 56,925	\$ 56,925	\$ 519,952
Tech Fees	\$ 350	\$ 350	\$ 350	\$ 267	\$ 264	\$ 264	\$ 516	\$ 516	\$ 516	\$ 552	\$ 552	\$ 552	\$ 5,048
Total Media Subtotal:	\$ 36,721	\$ 36,719	\$ 36,719	\$ 27,581	\$ 27,290	\$ 27,290	\$ 53,416	\$ 53,416	\$ 53,416	\$ 57,477	\$ 57,477	\$ 57,477	\$ 525,000
FKQ Creative/Production	\$ -	\$ 50,000	\$ -	\$ -	\$ -	\$ -	\$ 25,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 75,000
Total Cost:	\$ 36,721	\$ 86,719	\$ 36,719	\$ 27,581	\$ 27,290	\$ 27,290	\$ 78,416	\$ 53,416	\$ 53,416	\$ 57,477	\$ 57,477	\$ 57,477	\$ 600,000
												Reserve (VTB):	\$ 50,000
												Total Budget:	\$ 650,000

**Budget may shift across months and partners, based on avails and optimizations*

FY24



Drive strong booking volume and deliver high ROAS with Expedia's first-party, real-time travel behavior data across key sites within their portfolio.

- Sites: Expedia, Hotels.com
- Units: Display banners, including inline bundle, result listing/native marquee cards
- Targeting: Current/Previous Shoppers for Tampa, St. Pete/Clearwater, Orlando, Daytona, Ft. Lauderdale, Miami, Fort Myers or Sarasota; layered with (shifts based on season/need)
 - Geo-targeting focused on East of the Mississippi + Texas to capture travelers in our key feeder markets unless total U.S. is needed to drive volume
 - Specific to travel month or travel day of week
- Landing Page: Customized landing page onsite that exclusively features only the Treasure Collection properties
- Total est. impressions: 13.2M
- Reporting: Expedia to provide booking and revenue data by property based on Expedia site bookings within their platform post exposure to the TMD campaign on the Expedia site campaigns
- Platform: Offers higher ADR

FY24



Leverage Adara's data to position the Treasure Collection brand in front of potential hotel bookers, running across a variety of consumer sites.

- Sites: Various, based on target consumer behavior
- Units: Display banners
- Targeting: Prospecting In-Market Travelers via the custom TPA intenders and competitive conquering in its core drive and fly markets utilizing ADARA's artificial intelligence audiences. Focus on high-value searchers for travel to Tampa Bay or Southwest Florida (Sarasota, Manatee, Pinellas, Lee, Charlotte and Collier County), 3+ night searchers, competitive conquering
 - Geo-targeting focused to East of the Mississippi + Texas to capture travelers in our key feeder markets unless total U.S. is needed to drive volume
- Landing Page: <https://www.visittampabay.com/tmd/> (www.TampaTreasureCollection.com)
- Total est. impressions: 17M
 - Includes added value of 10% bonus impressions (1.6M, Value \$13k+) and Customize Report (Value \$15k+)
- Reporting: Customized, direct attribution report for all Adara measured TMD properties (7 of the 14) plus enriched reporting (enhanced, projection against any booking source across all properties)
 - Reporting will be all-in, not available by property
 - The only trackable media to guarantee true ROAS



Downtown / Historic Ybor **TOURISM MARKETING DISTRICT**

Downtown/Historic Ybor Tourism Marketing District

PO Box 3298
Tampa, FL 33601-3298
www.tbtmpd.org

Bob Morrison
Executive Director
813-833-8311
bobm@tbtmpd.org

