CITY OF SAN ANTONIO
OFFICE OF MANAGEMENT & BUDGET

TO: Sheryl Sculley, City Manager

FROM: Maria Villagómez, Director, Office of Management & Budget

COPY: Mayor and City Council; Executive Leadership Team; John Dugan, Planning Director; Felix Padron, Culture & Creative Development Director, Casandra Matej, Convention & Visitors Bureau Director; Lori Houston, Center City Development & Operations Director; Rene Dominguez, Economic Development Director

DATE: September 9, 2014

SUBJECT: REQUESTED INFORMATION FROM CITY COUNCIL BUDGET WORKSESSIONS

This memorandum addresses requests for information from City Councilmembers during the worksessions held on Tuesday, September 2 and Wednesday, September 3. It also addresses outstanding items from the work session held on August 12.

Planning & Community Development

REnewSA Target Areas Status Update

Mayor Taylor requested an update on the status of each of the five REnewSA target areas. REnewSA is a multi-department, multi-agency initiative seeking to organize and strategically deploy community development tools to create value from vacant, neglected, and underutilized properties in commercial corridors and neighborhoods. The FY 2014 Budget included $700,000 in REnewSA funding to focus on five target areas within the Inner City Reinvestment Infill Policy (ICRIP) area including Edgewood, Harlandale, University Park/West Blueridge, Wheatley, and Collins Gardens. The status of the program is summarized in **Attachment I.**

Staff has scheduled a briefing with the Mayor on September 24, 2014 regarding the five target areas. Additionally, at the request of Councilmember Toney, Staff has scheduled a meeting with the councilmember on September 16, 2014 to discuss the Wheatley target area.

Major Citywide Growth & Development Plans & Initiatives

Councilmember Nirenberg requested the status of each of the major plans and initiatives impacting the City of San Antonio's growth and development that are currently in progress or underway. San Antonio's population is projected to grow by 1.1 million in the metropolitan area by 2040. Planning and Community Development is developing or assisting in the development of five strategic plans that will help guide how San Antonio addresses short and long-term challenges associated with a growing population.

The five plans being developed include PlanSA2040 Comprehensive Plan, Annexation 360, Strategic Multi-Modal Transportation Plan, Sustainability Plan, and REnewSA Study. In addition, the department is studying how to assure San Antonio's water security. Each of these five strategic, overarching plans will provide a vision of how challenges will be met in a

proactive, comprehensive manner. A list of the major plans, timelines, and statuses are listed in **Attachment II**.

Department of Culture & Creative Development

San Antonio Symphony

Councilmember Krier requested information regarding the status of the current 3-year Collective Bargaining Agreement between Symphony Society of San Antonio and the Musicians' Society of San Antonio/ AFM Local 23, which outlines employment terms for orchestra employees. The agreement assures that the City will continue to benefit from the Symphony's vision by providing outstanding performances, extensive educational programs and other community concerts that entertain, educate and inspire. Established in September 2012, the agreement will expire in August 2015. Negotiations of a new agreement will begin in Spring of 2015.

Convention and Visitors Bureau

Performance Measures

Councilman Krier requested information on how the Convention and Visitors Bureau measures its performance and success. The Monthly Measure Report measures recent performance activity from the Convention & Visitors Bureau, as well as some local and national industry barometers. This report and its information is reviewed and shared with the Convention and Visitors Commission throughout the year. The August 21, 2014 report can be found in **Attachment IV.**

History and Preservation Support

Councilmember Viagran requested information regarding the Hotel Occupancy Tax (HOT) Funds that support History and Preservation efforts via a transfer to the General Fund. According to the State Tax Code, Hotel Occupancy Tax Funds can be transferred for historical restoration and preservation projects or activities or advertising to encourage tourists to visit preserved historic sites or museums. The funding for History and Preservation programs in the General Fund is equivalent to 15% of the HOT revenue collections net of debt service payments related to the Convention Center Expansion. The FY 2015 Proposed Budget amount for the History and Preservation transfer from the HOT Fund is $8,679,105.

Activities supported by History and Preservation funds in the General Fund include the historic River Walk area; downtown parks like HemisFair Park, Alamo Plaza, and Main Plaza; historical sites La Villita and Spanish Governor's Palace; and the operations of the Office of Historic Preservation. The History and Preservation transfer from the HOT Fund does not completely fund the $16,057,986 in eligible expenses in the General Fund. Activities and programs to be funded by the Hotel Occupancy Tax Fund's History and Preservation transfer are provided in **Attachment III**.

Economic Development

Economic Development Activity

Councilmember Krier and Councilmember Saldaña requested information comparing the City's Economic Development department and activities to those of other cities. A table comparing major cities is included in **Attachment V**.

Center City Development & Operations

Councilmember Krier requested information regarding City's total operating cost per parking space and how it compares to other cities. The table below includes the cost per parking space for San Jose and Phoenix compared to the City of San Antonio. These are the cities that have this information readily available. The maintenance and operating cost include the personnel, contract services, supplies and tools, and utilities that are directly assigned to the parking facilities.

Average O&M Cost Per Space

	San Antonio	San Jose	Phoenix
Meters	$ 349	$ 368	$ 318
Garages	$ 1,129	$ 1,139	$ 1,075

ATTACHMENTS

Attachment I

Attachment I

REnewSA Status Update – September 2014

Area	Revitalization Plan	Code Enforcement Activities	Housing Revitalization & Owner-Occupied Rehab Projects	Commercial Revitalization Programs	Façade Improvement projects	Sidewalks & Ramps leading to Schools and Parks	Brownfields Projects
Edgewood	Approved by Council in June 2014	8-member Neighborhood Enhancement Team (NET) conducting inspections and abatements	**Housing Revitalization:** (1) Minor Repair project and (1) Green & Healthy Homes project underway **Owner Occupied:** 4 projects underway: 230 Joe Blanks; 319 Estrella; 431 Estrella; 847 SW 39th St	Identified 30 potential sites for commercial revitalization/ façade improvements (primarily along W. Old Hwy 90, Castroville Rd, S Acme, and W Commerce)	n/a	**Projects recommended along following streets:** • 36th St (Eldridge to Castroville): West side only. Replace existing sidewalks with 6' sidewalk married to curb. Est length = 2,925 ft • 36th St (Commerce to Fridell): Install ADA ramps on sidewalks leading to the school • Could use the following two IMP projects (only recommended if additional projects are needed to fully utilize CDBG funds) o Arnaz (Acme to Laverne), Both Sides, 1116 ft o Laverne (Eldridge to Bemis), Both Sides, 1036 ft • Total feet of proposed projects: 5,077	**Identified Sites:** 910 W Old Hwy 90 858 S Acme Rd 843 40th St 1060 S Acme Rd 1130 S Acme Rd 2611 Castroville Rd
Harlandale	Approved by Council in June 2014	8-member Neighborhood Enhancement Team (NET) conducting inspections and abatements	**Housing Revitalization:** (1) Green & Healthy Homes project underway **Owner Occupied:** 2 projects underway: 143 W Young; 514 Fitch	Identified 38 potential sites for commercial revitalization/ façade improvements (primarily along S Flores and Pleasanton)	(4) Façade Improvement projects underway	**Projects recommended along following streets:** • Dickson (Pleasanton to Endicott). Both Sides. Replace existing sidewalk. Est. length = 1,353 ft • Dickson (Boswell to Harold). Both Sides. Fill in sidewalk gaps (There is new curb, walkways, and driveways but no sidewalk). Est. length = 2,012 ft • Total feet of proposed projects: 3,365	**Identified Sites:** 5501 S Flores 5720 S Flores 5718 S Flores 5716 S Flores 1603 Pleasanton Rd
University Park West/ Blueridge	Approved by Council in June 2014	8-member Neighborhood Enhancement Team (NET) conducting inspections and abatements	**Housing Revitalization:** (4) Green & Healthy Homes projects underway **Owner Occupied:** 6 projects underway: 723 Micklejohn; 1314 Rivas; 2052 W Laurel; 2526 Leal; 3103 Morales; 3142 W Laurel	Identified 56 potential sites for commercial revitalization/façade improvements (primarily along Bandera, Culebra, Zarzamora, and Ruiz)	(2) Façade Improvement projects underway	**Projects recommended along following streets:** • Cincinnati (Bandera to Wilson): South side only. Replace existing sidewalks with 4' sidewalk to include curbs. Est length = 2,323 ft • Poplar (233' east of 28th to 113' east of 26th street): South side only. Fill in sidewalk gaps. Most sections have curbs. Est length = 1,554 ft • 20th (Delgado to Morales): West side only. Replace existing sidewalks with 4' sidewalks. Currently no curb but properties are higher than street so new sidewalks should not cause a drainage issue. Est length = 1,319 ft • Total feet of proposed projects: 5,196	**Identified Sites:** 1818 Cincinnati Ave 703 E Bandera Rd 2530 Culebra Rd 1242 Culebra Rd 1106 Lombrano 1425 N Zarzamora 2052 W Poplar St 1201 N Zarzamora 903 N Hamilton Ave 410 N Zarzamora 412 N Zarzamora 424 N Zarzamora

Attachment I

REnewSA Status Update – September 2014

Area	Revitalization Plan	Code Enforcement Activities	Housing Revitalization & Owner-Occupied Rehab Projects	Commercial Revitalization Programs	Façade Improvement projects	Sidewalks & Ramps leading to Schools and Parks	Brownfields Projects
Wheatley	Approved by Council in June 2013 as an amendment to the Arena District/ Eastside Community Plan	8-member Neighborhood Enhancement Team (NET) conducting inspections and abatements	**Housing Revitalization:** (2) Minor Repair projects and (2) Green & Healthy Homes projects underway **Owner Occupied:** 1 project underway: 2663 Burnet	Identified 30 potential sites for commercial revitalization/façade improvements (primarily along E Houston and N New Braunfels)	n/a	Street, curb, gutter, and sidewalk improvements proposed for all streets within the EastPoint footprint.	**Identified Sites:** 2353 E Houston St 2911 E Houston St 1301 Lamar 622 N New Braunfels 435 Seguin St 2353 E Houston St 2911 E Houston St 1301 Lamar 622 N New Braunfels 435 Seguin St
Collins Gardens	Approved by Council in June 2014	8-member Neighborhood Enhancement Team (NET) conducting inspections and abatements	**Owner Occupied:** 4 projects underway: 114 Finch; 118 Finch; 426 Floyd; 506 Drake	Identified 6 potential sites for commercial revitalization/ façade improvements (primarily along Nogalitos)	n/a	**Projects recommended along following streets:** • Park (Brazos to HEB property). South Side only. Replacing existing sidewalk. Est. length = 460 ft • Roslyn (Brazos to Nogalitos). Both Sides (north side 1st if limited funds). Replace existing sidewalks. Est. length = 1,212 ft • Gaynor (Park to Harriman Place). West Side. Replace existing and fill gap. Est. length = 457 ft • Harriman Place (Gaynor to last house before city property). North Side. Replace existing sidewalks. Est. length = 2,235 ft • Total feet of proposed projects: 4,364 • Note: If additional money is available, can improve sidewalks in poor condition along Drake and/or Cumberland	n/a

Attachment II

Attachment II

Major Planning Efforts Managed or Co-Managed by the Planning & Community Development Department

<u>PlanSA2040 Comprehensive Plan</u>

1. Purpose – An update to the current *1999 Master Plan Policies*. A Comprehensive Plan is a City's primary policy guide that coordinates the City's resources and programs to improve the overall built environment; recommends improvements to the transportation system; identifies where to make capital investments such as utilities, sidewalks, and parks/open space; and allocates land efficiently for the appropriate location of new jobs/amenities/residences to serve the projected influx of 1.1 million residences in the metropolitan area by 2040. **PlanSA2040** is the framework for San Antonio's "big-picture" decisions on how to grow while preserving, and improving, our neighborhoods. The horizon of the plan is through the year 2040.

2. Start and finish dates – The supportive background studies were initiated in the Fall of 2013; studies will be completed by December 2014. Pursuant to the most recent RFP for the Phase II consultants, the formal planning process, i.e. initial public involvement; policy "white paper" development; drafting the plan document, will begin late-Fall of 2014. The overall planning process is expected to be complete by December 2015, with the adoption phase to begin early 2016. Public participation will be prevalent and will begin in late 2014 through early 2016.

3. Current status – A consultant was selected to be recommended to the City Council. Staff recommendation is scheduled for City Council consideration on October 2, 2014. Staff is currently collaborating with the Mayor's Office and the Comprehensive Planning Committee on the initial stakeholder participation and initial policy discussions. The first Comprehensive Planning Committee occurred on August 28, 2014.

4. How it relates to others (relativity) – The Comprehensive Plan is the City's primary policy guide. All other City plans should conform to the updated Comprehensive Plan. Updates and modifications to the City's many functional (i.e. Parks Master Plan) and geographic plans (i.e. Downtown Neighborhoods Plan) and to the plans of the many community institutions (i.e. school districts) will likely be recommended in the future in order to ensure plan implementation.

<u>Annexation 360</u>

1. Purpose – develop a 10 year annexation program identifying priority annexation areas
2. Start and finish dates – April 2014, September 2014. However, new timeline to be developed for implementation
3. Current status – presented to City Council Executive Session on August 21, 2014. Staff developing implementation recommendation by for City Council consideration.
4. How it relates to others (relativity) – once finalized may be adopted as a component of the City's Annexation Policy and serve as the basis for future annexations

Attachment II

Strategic Multi-Modal Transportation Plan Managed by Transportation & Capital Improvements Department)

1. Purpose – The Strategic Multi-Modal Transportation Plan will articulate the City's transportation strategy and project prioritization method. The Plan will serve as a tool that may be utilized in subsequent years by San Antonio departments and policy makers to analyze annual transportation priorities to best meet overall community short-term and long-term goals.
2. Start and finish dates – October 2014, March 2016
3. Current status – The final consultant selection contract award scheduled for Council consideration on October 2, 2014.
4. How it relates to others (relativity) –

    - Fulfill a critical component of the San Antonio Comprehensive Plan
    - Implement the goals of SA 2020
    - Complement the MPO 2040 Long Range Regional Transportation Plan
    - Connect land use, development, redevelopment, and transportation
    - Accommodate projected growth of approximately one million additional people by 2040
    - Maximize infrastructure investments from local, state and federal sources
    - Reconcile existing plans, policies and assumptions will update the Major Thoroughfare Plan, be a key component of the Comprehensive Master Plan

Sustainability Plan (Managed by Office of Sustainability)

1. Purpose: A strategic action framework for both the community and municipal operations that establishes community driven priorities and key measurable indicators defining what it means for San Antonio to be a "sustainable community".

2. Start and finish dates: January 2015 - September 2015 (Will begin preliminary outreach and engagement and work on Sustainability White Paper Fall 2014 as part of Comprehensive Plan 2040).
3. Current status: Researching best practices on Sustainability Planning and developing scope of work.
4. How it relates to others (relativity): Will be integrated within and provide a framework for concurrent planning activities including the Comprehensive Plan 2040, Office of Emergency Management's Hazard Mitigation Action Plan, Air Quality Action Plan, and TCI's Strategic Multimodal Transportation Plan. The Sustainability Plan may be adopted as a component of the City's Comprehensive Plan.
5. Unique Focal Areas: Air Quality, Water, Food, Energy, Health, Resiliency, and GHG Inventory

Attachment II

REnewSA Study

1. Purpose – Create value from vacant, neglected, and underutilized properties in targeted neighborhoods through organizing and strategically deploying community development tools and resources.
2. Start and finish dates – March 2014 - September 2014. Study is complete. However, implementation will take many years.
3. Current status – On Schedule
4. How it relates to others (relativity) – May be adopted as a component of the Strategic Plan for Community Development (policy document for REnewSA). Will inform Tax Increment Financing Program Policy and the HUD Consolidated Plan. Scenario planning and development feasibility model will be utilized by multiple departments to prepare and test development proposals.

Water Policy Study

1. Purpose – comprehensive report that assesses San Antonio's water security including the provision of adequate and affordable water supplies through the year 2060
2. Start and finish dates – June 2014, March 2015
3. Current status – professional services agreement scheduled for Council consideration on October 2, 2014
4. How it relates to others (relativity) – may be adopted as a component of the Comprehensive Master Plan and may lead to city water and development code amendments

Attachment III

Attachment III

Use of 15% HOT Transfer for FY 2015 to General Fund for History and Preservation

Proposed FY 2015 Total HOT Revenue Collections	**$ 60,529,453**
Less Debt Service for Convention Center Expansion	**2,668,751**
Net HOT Revenue Collections	**$ 57,860,702**
15% of Net HOT Revenue Allocation	**$ 8,679,105**

Transfer of History and Preservation as stated in the State Tax Code:

"[The History & Preservation transfer is limited to] historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums:

(A) at or in the immediate vicinity of convention center facilities or visitor information centers; or

(B) located elsewhere in the municipality or its vicinity that would be frequented by tourists and convention delegates."

GENERAL FUND ELIGIBLE ACTIVITIES

Funds for preservation/maintenance services and activities of Tourist & Historic Sites	Proposed FY 2015 Budget
Historic River Walk Area (Does not include Museum Reach Expansion) -Sidewalk and stairway cleaning -Sanitation collection and power washing -Landscape enhancement	$ 3,932,493
Downtown Parks -Parks include but not limited to: HemisFair, Alamo Plaza, Main Plaza, Travis, Milam -Sanitation collection and power washing -Lawn maintenance and landscape enhancement -Budget includes other downtown park space	916,623
Municipal Parks -Parks include but not limited to: Brackenridge, Friedrich, San Pedro -Sanitation collection and power washing -Lawn maintenance and landscape enhancement	1,863,233
San Antonio Botanical Gardens -Horticultural displays and botanical education programs -Plant conservation for endangered species -Texas Native/Trail Area maintenance	1,664,285
Japanese Tea Gardens -Sanitation services -Landscape enhancement & horticultural maintenance	54,641
Tower of the Americas -Landscape enhancement -Utilities & Cleaning Services	75,239
La Villita/Spanish Governor's Palace -Building Utilities -Maintenance/sanitation services -Sanitation services -Museum display -Landscape enhancement	855,984

(continued on back)

Attachment III

Other Tourist & Historic Sites Potentially Eligible under History & Preservation	Proposed FY 2015 Budget
Office of Historic Preservation -Day-to-day Operations related to identifying and preserving historic landmarks	$ 1,589,871
River Walk Park Police Expense -Security patrols along historic River Walk area	3,920,444
Sunken Gardens Theater -Sanitation & collection services -Landscape maintenance	233,408
La Villita - Maverick Wall -Demolition & removal of wall separating Maverick Plaza and La Villita from South Alamo Street	200,000
Contract Oversight & Management -Day-to-day oversight and management of downtown contracts	357,815
Special Events -Pedestrian and traffic management	393,950
Total FY 2015 General Fund Eligible Activities	***$ 16,057,986***

Attachment IV

CITY OF SAN ANTONIO
CONVENTION & VISITORS BUREAU
Interdepartmental Correspondence

TO: Sheryl Sculley, City Manager

FROM: Casandra Matej, Executive Director

COPY: Mayor and Council; Ed Belmares, Assistant City Manager

SUBJECT: 2015 Convention & Visitors Bureau Budget Work Session: Follow-Up Question to Councilman Krier's Question.

DATE: September 5, 2014

During the Convention & Visitors Bureau (CVB) Budget Work session on September 3, 2014, Councilman Krier asked how the CVB measures success. The following attachment is one of several reports the CVB uses to track various metrics. The attached Monthly Measure Report measures recent performance activity from the CVB as well as some local and national industry barometers. It is important to note this report is reviewed and shared with the Convention and Visitors Commission throughout the year.

If you have any additional questions, please feel free to call me at 210-207-6723.

Thank you,

Casandra Matej
Director Convention and Visitors Bureau

Monthly Measure

A Compilation of Statistics Affecting our Industry

August 2014

OUR MISSION:

To promote and market San Antonio as a premier visitor and convention/meeting destination for the purpose of positively affecting the city's economy.

Below is an Executive Summary of recent performance activity from the San Antonio Convention and Visitors Bureau as well as some local and national industry barometers. See the following pages for more detailed information.

- **Smith Travel Research:** In the metro area for July 2014, Demand growth was up at 6.2%, Revenue was up at 13.3% and Supply was flat at 0.9%. Monthly overall market occupancy was up at 5.2%. Also, ADR was up 6.7% and RevPAR was up at 12.3%. (See page 2)

- **Hotel Occupancy Tax:** For the first ten months of FY 2014 (Oct 2013 – Jul 2014), year-to-date actual collections were up at 2.6% ($1,268,430) compared to the FY 2014 adopted budget amount for the same period. (See page 3)

- **Online Engagement:** Interaction with visitors through all online customer engagement properties including VisitSanAntonio.com website visits and Facebook (post likes, shares, comments, photo and video views.) For July 2014, our online engagement totaled to 639,242. (page 4)

- **Communications**: Media value for July totaled $2,270,338, and included hits in USA Today, Que Rica Vida, Smart Meetings, PR Newswire, Sydney Morning Herald, Houston Chronicle, WFAA-TV (Dallas), KRIV-TV (Houston), WFAA.com and Daily Beast. (See page 4)

- **Convention Sales:** For July 2014, we secured 64 bookings that represent 100,382 room nights, 16 of these will occur in CY 2014 and represent 6,114 group room nights. Also for July 2014, we had 150 group leads representing 246,495 room nights. (see page 9)

- **TAP Report (Historical Model & Convention Center Model):** In July 2014, a (Historical Model) Trend Analysis Projection (TAP) report represented CVB booking pace at 119% for 2014, 120% for 2015, 103% for 2016, and 114% for 2017. The TAP report helps to outline the overall pace of future convention room nights for San Antonio. (See pages 10-11)

Industry Data (July 2014)

Lodging Report	July 2014							Calendar-Year-to-Date								
City of San Antonio	**Occ**	**% Ch Occ**	**% Ch ADR**	**% Ch REVPAR**	**% Ch Rm Sup**	**% Ch RNS**	**% Ch Rev.**	**Occ**	**% Ch Occ**	**% Ch ADR**	**% Ch REVPAR**	**% Ch Rm Sup**	**% Ch RNS**	**% Ch Rev.**	**Census # of Hotels**	**Census # of Rooms**
San Antonio (City)	78.3	4.9	7.2	12.5	0.6	5.5	13.2	67.5	1.1	2.9	4.1	0.6	1.7	4.7	320	37,440
San Antonio Market Areas																
San Antonio (Market)	78.6	5.2	6.7	12.3	0.9	6.2	13.3	67.1	1.2	2.6	3.7	1.1	2.3	4.9	410	44,743
Downtown	79.0	6.4	10.2	17.2	1.2	7.7	18.6	71.6	0.0	3.7	3.7	0.9	1.0	4.7	79	13,955
Northeast	72.3	4.3	6.2	10.7	-0.1	4.2	10.7	58.2	0.4	1.7	2.1	0.7	1.1	2.8	117	9,487
Northwest	81.9	3.9	4.2	8.3	-1.1	2.7	7.1	66.6	2.5	2.8	5.3	-0.2	2.3	5.2	90	10,368
Airport	82.9	6.0	4.0	10.2	1.5	7.6	11.9	73.0	3.4	2.4	5.8	0.1	3.4	5.9	62	7,364
South	75.5	4.9	4.5	9.6	8.3	13.6	18.7	62.1	-0.4	1.7	1.2	9.4	9.0	10.8	62	3,569
Overall Market																
Top 25 US Markets	78.7	3.3	5.8	9.3	1.3	4.6	10.7	73.5	3.5	4.3	8.0	1.0	4.6	9.1	NA	NA
United States	73.6	3.9	4.8	8.8	0.9	4.7	9.7	65.1	3.4	4.3	7.8	0.8	4.2	8.6	NA	NA

Source: Smith Travel Research (ADR is average daily rate; REVPAR is revenue per available room; and RNS is room nights sold)
San Antonio City information is restricted to properties within the City limits.
San Antonio Market information is comprised of City limits and surrounding areas and is consistent with reporting standards for all top 25 markets.

COSA Hotel Tax Collections – FY 2014

7% Hotel Occupancy Tax Collections			
	2014 FYTD Adopted Budget	2014 FYTD Actual	FYTD % Variance
7% Hotel Occupancy Tax (HOT) Collections	$49,101,112	$50,369,542	2.6%

Note: The FYTD % Variance of 2.6% represents 1,268,430.

COSA Hotel Tax Pace Summary

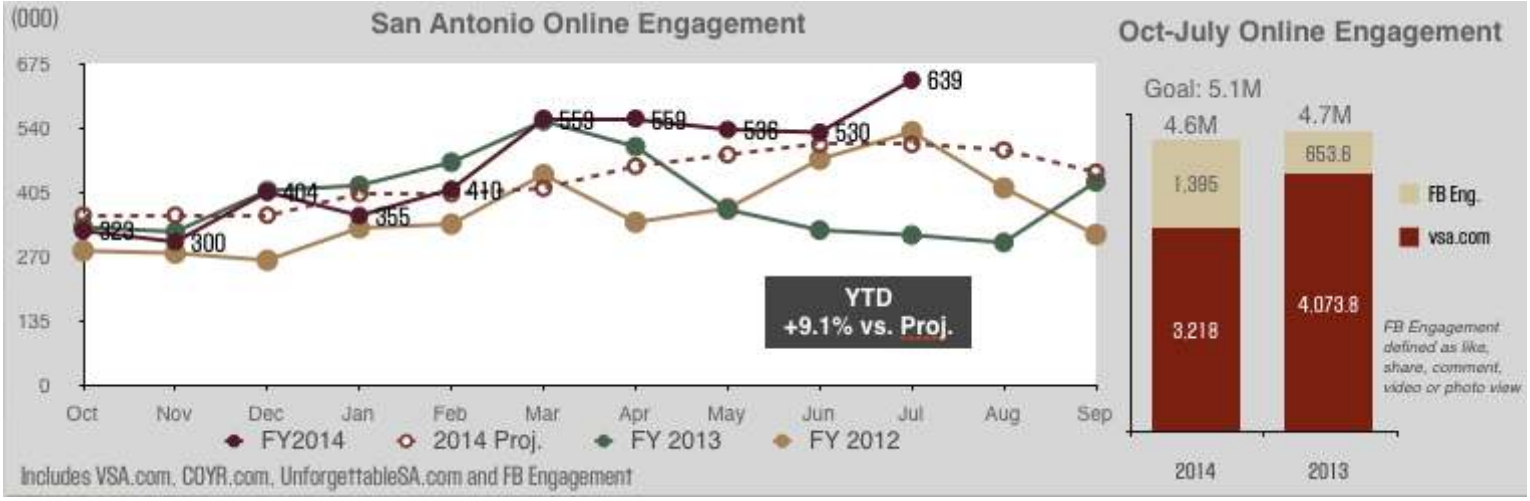
Month	FY 2014 Adopted Budget	FY 2014 Actual Amount	Difference		FY 2013 Actual Amount	Difference (2014 vs 2013)
Oct	$4,604,326	$4,349,912	(254,414)		$5,018,312	$(668,400)
Nov	4,056,750	4,371,430	314,680		2,856,787	1,514,643
Dec	3,902,745	4,046,236	143,490		4,287,051	(240,815)
Jan	3,680,797	3,939,026	258,229		3,490,171	448,855
Feb	4,576,762	4,946,234	369,472		4,329,877	616,357
Mar	6,478,484	6,566,325	87,842		6,258,810	307,516
Apr	5,290,124	5,537,268	247,144		5,741,919	(204,651)
May	4,794,863	4,889,067	94,204		4,772,294	116,773
Jun	5,809,669	6,010,940	201,271		5,206,441	804,499
Jul	5,906,590	5,713,103	(193,487)		6,709,332	(996,229)
Aug	4,795,366				4,295,946	
Sep	3,879,700				3,658,490	
FY Total	**$57,776,178**	**$50,369,542**	**1,268,430**		**$56,625,430**	**$1,698,548**

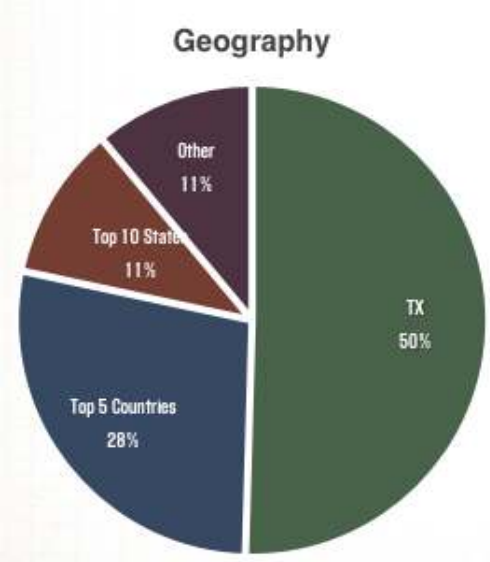
Note: Hotel collections are remitted to City the month following the reporting period they were incurred. For the most recent month, the City records a revenue accrual for that month's anticipated revenue. FY14 Actual Collections are pending Finance audit.
Source: City of San Antonio

Visitor Statistics

Online Engagement (In Thousands)						
	July 2014	July 2013	% Ch	FYTD 14	FYTD 13	FYTD % Ch
Online Engagement	639.2	314.1	103.5%	4,614.3	4,003.3	15.3%

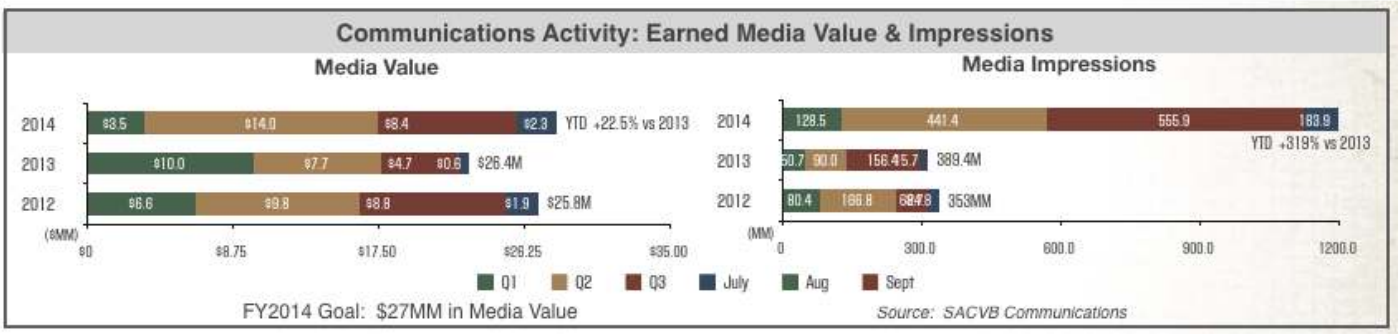
Note: FY14 Goal for online engagement is 5.1 million.





Top Countries		
Mexico	126,490	26.5%
Canada	2,926	0.6%
Indonesia	2,090	0.4%
UK	1,223	0.3%
Australia	573	0.1%

Top States		
Texas	241,152	50.5%
California	10,262	2.1%
Florida	5,410	1.1%
Louisiana	5,356	1.1%
Georgia	5,152	1.1%
Oklahoma	5,078	1.1%
Kansas	4,579	1.0%
Illinois	4,533	0.9%
New York	4,041	0.8%
Colorado	3,210	0.7%
Virginia	3,109	0.7%



Visitor Statistics (Con't)

Communications						
	July 2014	July 2013	%Ch	FYTD 14	FYTD 13	% Ch
National & International Media Value	$2,270,338	$584,298	288.6%	$28,196,185	$23,010,883	22.5%
Highlights:						
Houston Chronicle - $492,696		ThingsToDo.Viator.com - $378,587				
Sydney Morning Herald - $405,398		PR News Wire - $268,560				

Note: July 2014 media value due to Houston Chronicle ($492,696) and Sydney Morning Herald ($405,398).

Visitor Information Center						
	July 14	June 13	% Ch	FYTD 14	FYTD 13	FYTD % Ch
Walk-in Traffic	38,826	41,829	-7.2%	257,776	297,205	-13.3%

FY 2014 TOP 100 Account Bookings (as of July 2014)

Start	End	Account	Meeting	Peak	Room Nights	Attendance
		Total of 14 Meetings			194,236	83,100
11/10/2015	11/14/2015	Center to Advance Palliative Care	2015 - Fall Seminar	550	2,106	800
6/20/2016	6/26/2016	American Association of Nurse Practitioners	2016 National Conference	3,800	19,165	5,700
5/7/2017	5/10/2017	Tyler Technologies, Inc.	Tyler Connect 2017	2,000	6,220	3,000
3/11/2018	3/15/2018	Society of Toxicology	2018 Annual Meeting	3,700	18,260	4,500
5/6/2018	5/9/2018	National Postal Forum	2018 National Convention	2,000	8,110	4,000
10/3/2018	10/11/2018	American College of Chest Physicians	CHEST 2018	2,500	12,325	5,500
3/10/2019	3/14/2019	TMS The Minerals, Metals & Materials Society	2019 Annual Meeting & Exposition	2,500	11,220	4,300
5/19/2019	5/22/2019	American Association of Petroleum Geologists	2019 Annual Conference & Exhibits	2,200	9,570	6,000
6/26/2019	7/3/2019	Future Business Leaders of America - Phi Beta Lambda	2019 Annual July Future Business Leaders Convention	3,550	26,235	10,000
2/1/2021	2/4/2021	Golf Course Superintendents Association of America	2021 Golf Industry Show	5,000	19,800	1,800
1/21/2022	1/25/2022	American Library Association	2022 Annual Midwinter Meeting	4,500	20,510	10,000
2/2/2022	2/5/2022	American Physical Therapy Association	2022 Annual Combined Sections Meeting	3,400	13,320	8,500
6/12/2022	6/16/2022	American Water Works Association	2022 Annual Conference	4,000	14,320	12,000
5/2/2026	5/6/2026	American Association of Neurological Surgeons	2026 Annual Meeting	3,200	13,075	7,000

Citywide Conventions (Calendar Year)

As of July 2014 - Citywide Meetings Report less than 1,000 Peak Room Nights

Year	# of Definite Groups	Attendance	Room Nights	# of Tentative Groups	Attendance	Room Nights
2009	509	202,358	257,689			
2010	526	235,318	280,496			
2011	505	291,591	287,678			
2012	556	225,260	282,860			
2013	489	400,696	270,279			
2014	455	306,352	270,138	69	26,630	24,963
2015	218	263,023	219,218	289	167,679	170,635
2016	57	114,216	89,593	123	93,661	102,156
2017	22	87,305	39,495	52	60,165	80,214
2018	12	74,250	21,125	26	38,432	40,605
2019	6	69,000	13,649	15	9,765	23,971

As of July 2014 - Citywide Meetings Report 1,000 – 1,999 Peak Room Nights

Year	# of Definite Groups	Attendance	Room Nights	# of Tentative Groups	Attendance	Room Nights
2009	18	95,715	92,282			
2010	19	56,718	93,189			
2011	28	134,212	128,167			
2012	23	91,272	131,152			
2013	18	64,478	75,189			
2014	32	116,018	161,362	1	1,100	5,150
2015	22	71,302	107,960	4	6,200	16,719
2016	20	75,870	97,644	10	49,425	48,947
2017	15	64,610	67,626	16	54,727	81,587
2018	15	67,375	79,696	15	42,800	80,588
2019	6	23,900	29,591	9	27,300	35,473

As of July 2014 - Citywide Meetings Report 2,000 – 2,999 Peak Room Nights

Year	# of Definite Groups	Attendance	Room Nights	# of Tentative Groups	Attendance	Room Nights
2009	20	287,427	337,909			
2010	16	139,384	164,641			
2011	14	167,749	192,607			
2012	10	86,645	118,220			
2013	15	167,220	186,993			
2014	15	133,195	133,548	-	-	-
2015	9	48,650	78,122	1	8,000	6,000
2016	7	45,100	58,817	2	6,800	14,399
2017	11	57,100	97,697	1	2,500	10,700
2018	6	35,100	55,060	9	49,584	92,232
2019	11	59,750	106,729	9	48,700	91,093

As of July 2014 - Citywide Meetings Report 3,000 and Greater Peak Room Nights

Year	# of Definite Groups	Attendance	Room Nights	# of Tentative Groups	Attendance	Room Nights
2009	4	47,902	53,485			
2010	6	122,576	135,978			
2011	4	51,092	59,915			
2012	6	82,760	87,857			
2013	8	103,450	181,422			
2014	6	101,325	130,258	4	84,000	52,540
2015	10	216,300	194,797	1	40,000	12,800
2016	11	138,900	178,429	4	31,300	73,805
2017	9	146,000	171,678	6	129,000	144,421
2018	8	103,500	179,505	7	154,872	169,311
2019	4	53,500	70,213	4	84,000	52,540

Citywide Meetings (2,000 + Peak Room Nights for the Next 18 Months)

Meeting Account Name	Start Date	End Date	Estimated Peak Rooms	Estimated Room Nights	Estimated Attendance
American Dental Association	10/09/14	10/14/14	9,900	54,060	22,000
American Society for Radiation Oncology	10/16/15	10/20/15	6,250	31,750	11,000
Texas Music Educators Association	02/11/15	02/14/15	5,000	16,600	26,000
Golf Course Superintendents Association of America	02/21/15	02/26/15	5,000	19,758	18,000
General Conference of Seventh-day Adventist Church	07/02/15	07/11/15	4,990	57,492	65,000
San Antonio Breast Cancer Symposium	12/09/14	12/13/14	4,800	16,810	8,000
San Antonio Breast Cancer Symposium	12/08/15	12/12/15	4,800	16,810	8,000
Competitor Group, Inc.	12/05/14	12/07/14	4,500	6,830	30,000
Competitor Group, Inc.	12/04/15	12/06/15	4,500	6,830	30,000
American Academy of Audiology	03/25/15	03/28/15	3,600	14,472	7,000
Austin Sports Center	01/17/15	01/19/15	3,500	9,000	8,000
American Fuel & Petrochemical Manufacturers	03/29/15	03/31/15	3,300	11,735	3,300
Family, Career & Community Leaders of America	07/06/14	07/10/14	3,202	21,103	7,300
Texas High School Coaches Association	07/20/14	07/23/14	2,703	7,783	13,000
American Football Coaches Association	01/10/16	01/13/16	2,700	9,495	8,000
Texas Dental Association	05/07/15	05/10/15	2,600	8,010	12,300
American Mathematical Society	01/10/15	01/13/15	2,600	12,916	4,500
American Council on the Teaching of Foreign Languages	11/21/14	11/23/14	2,575	9,171	6,900
National Cattlemen's Beef Association	02/04/15	02/07/15	2,500	9,712	7,000
American Association for Laboratory Animal Science	10/19/14	10/23/14	2,400	11,556	4,500
American Physical Society	03/02/15	03/06/15	2,375	11,166	7,600
AIG/Advisor Group	09/26/15	10/01/15	2,301	10,220	3,500
American Society for Microbiology	11/12/14	11/15/14	2,250	9,389	2,900
Texas Association of School Boards	06/11/15	06/13/15	2,250	6,265	2,250
Texas Municipal League	09/22/15	09/25/15	2,200	5,710	4,500
American Health Care Association	10/04/15	10/06/15	2,200	8,104	3,000
TEKS Resource System	07/28/15	07/30/15	2,060	6,019	4,000
Time Inc. Live Events - Festival People en Español	08/30/14	08/31/14	2,000	5,325	40,000
National Collegiate Athletic Association	01/13/16	01/16/16	2,000	6,896	2,300

Conventions Utilizing Space at the Convention Center
(Calendar Year)

As of July 2014 – Meetings at Convention Center less than 1,000 Peak Room Nights			
Year	**# of Definite Groups**	**Attendance**	**Room Nights**
2009	56	87,520	90,988
2010	40	76,802	67,857
2011	53	98,638	98,029
2012	67	106,428	102,988
2013	51	144,803	78,942
2014	53	91,561	88,740
2015	40	62,877	68,306
2016	16	22,400	31,549
2017	4	7,100	9,892
2018	3	3,550	8,838
2019	0	0	0

As of July 2014 – Meetings at Convention Center 1,000 to 1,999 Peak Room Nights			
Year	**# of Definite Groups**	**Attendance**	**Room Nights**
2009	17	53,418	86,773
2010	24	96,841	113,610
2011	21	87,777	124,216
2012	17	56,478	73,129
2013	22	95,542	105,688
2014	23	76,368	114,427
2015	20	68,402	99,040
2016	19	73,370	92,142
2017	13	61,710	59,665
2018	15	67,375	79,696
2019	5	22,200	25,781

As of July 2014 – Meetings at Convention Center 2,000 – 2,999 Peak Room Nights			
Year	**# of Definite Groups**	**Attendance**	**Room Nights**
2009	11	89,282	94,180
2010	8	45,173	74,565
2011	6	35,777	48,160
2012	8	54,044	75,327
2013	5	23,252	45,170
2014	14	125,195	127,998
2015	8	46,400	71,857
2016	6	42,600	52,552
2017	10	54,600	91,432
2018	5	32,600	48,795
2019	10	57,500	100,464

As of July 2014 – Meetings at Convention Center 3,000 and Greater Peak Room Nights			
Year	**# of Definite Groups**	**Attendance**	**Room Nights**
2009	4	47,902	64,717
2010	6	122,576	118,041
2011	4	51,092	70,060
2012	6	82,760	104,836
2013	8	103,450	171,880
2014	5	71,325	123,428
2015	9	186,300	187,967
2016	11	138,900	178,429
2017	9	146,000	171,678
2018	8	103,500	179,505
2019	4	53,500	70,213

As of July 2014 – Meetings at Convention Center Total – All Groups				
Year	**# of Definite Groups**	**Prior Month Change**	**Attendance**	**Room Nights**
2009	88	0	278,122	336,658
2010	78	0	341,392	374,073
2011	82	0	271,681	334,928
2012	99	0	330,675	356,674
2013	87	0	369,780	399,941
2014	95	0	364,449	454,593
2015	77	5	363,979	427,170
2016	52	2	277,270	354,672
2017	36	0	269,410	332,667
2018	31	0	207,025	316,834
2019	19	1	133,200	196,458

Calendar and Fiscal Year Reporting
Sales Production

CVB Definite Future Meetings Bookings												
	14-Jul	13-Jul	% Ch	CYTD 14	CYTD 13	% Ch	FYTD 14	FYTD 13	% Ch	FYTD Goal	FYTD 14	% Ch
Number of Definite Bookings	64	48	33.3%	346	336	3.0%	447	483	-7.5%	494	447	-9.5%
Total Room Night Production	100,382	51,552	94.7%	441,361	419,669	5.2%	598,859	612,882	-2.3%	623,287	598,859	-3.9%
Total Attendance	57,690	44,131	30.7%	521,511	399,925	30.4%	599,471	495,836	20.9%	483,753	599,471	23.9%

Note: ***June 2014 (FY14) room night production was high due to multi-year booking of the Valero Alamo Bowl (2014 – 2019) with over 3,000 room nights per year.***

Meetings Lead Production												
	14-Jul	13-Jul	% Ch	CYTD 14	CYTD 13	% Ch	FYTD 14	FYTD 13	% Ch	FYTD Goal	FYTD 14	%Ch
Number of Leads	150	134	11.9%	1,083	959	12.9%	1,431	1,301	10.0%	1,319	1,431	8.5%
Total Room Night Production	246,495	230,461	7.0%	2,190,670	1,694,102	29.3%	2,845,741	2,291,694	24.2%	2,042,465	2,845,741	39.3%
Total Attendance	148,163	521,852	-71.6%	1,347,371	2,208,320	-39.0%	1,991,054	2,673,378	-25.5%	1,806,259	1,991,054	10.2%

Actual Meetings Held - CVB Booked												
	14-Jul	13-Jul	% Ch	CYTD 14	CYTD 13	% Ch	FYTD 14	FYTD 13	% Ch	FYTD Goal	FYTD 14	% Ch
Number of Definite Bookings	47	38	23.7%	330	361	-8.6%	454	485	6.8%	487	454	-6.8%
Total Room Night Production	90,790	82,973	9.4%	460,115	484,962	-5.1%	635,454	615,038	3.3%	556,874	635,454	14.1%
Total Attendance	78,067	83,655	-6.7%	390,755	407,246	-4.0%	577,567	512,298	12.7%	478,986	577,567	20.6%

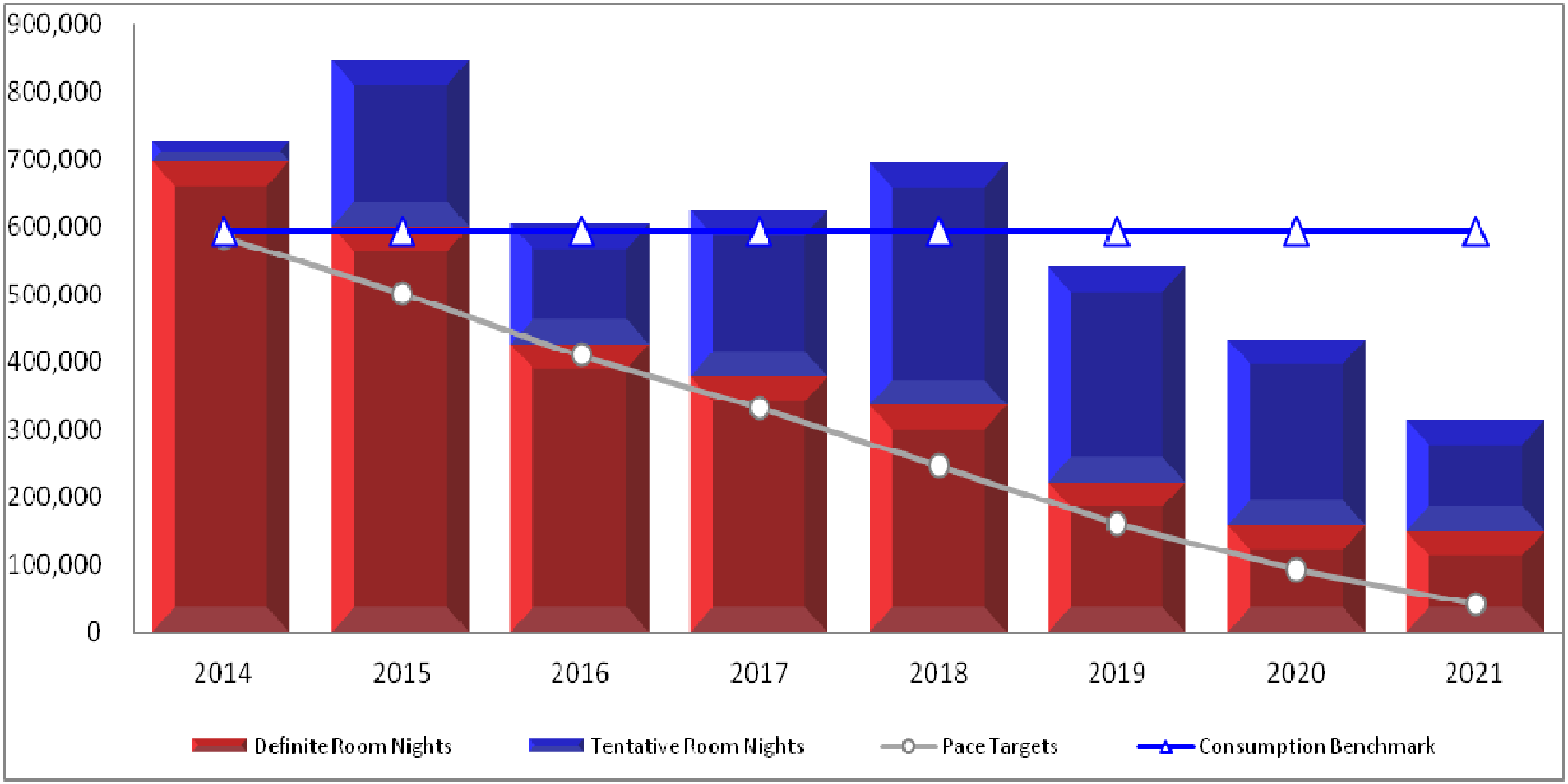
** City of San Antonio Fiscal Year is from October 1 through September 30.*

Report City: San Antonio

Period Ending: July 31, 2014

Report Date: August 11, 2014

San Antonio Room Nights	2014	2015	2016	2017	2018	2019	2020	2021	Total
Definite Room Nights	695,306	600,097	424,483	376,496	335,386	220,182	156,810	147,882	2,956,642
Pace Targets	585,645	501,982	410,136	331,358	246,537	161,009	92,900	41,572	2,371,139
Variance	109,661	98,115	14,347	45,138	88,849	59,173	63,910	106,310	585,503
Consumption Benchmark	594,245	594,245	594,245	594,245	594,245	594,245	594,245	594,245	4,753,960
Pace Percentage	119%	120%	103%	114%	136%	137%	169%	356%	125%
Tentative Room Nights	30,113	245,894	178,302	246,306	357,846	319,848	274,293	166,672	1,819,274



THE TAP REPORT

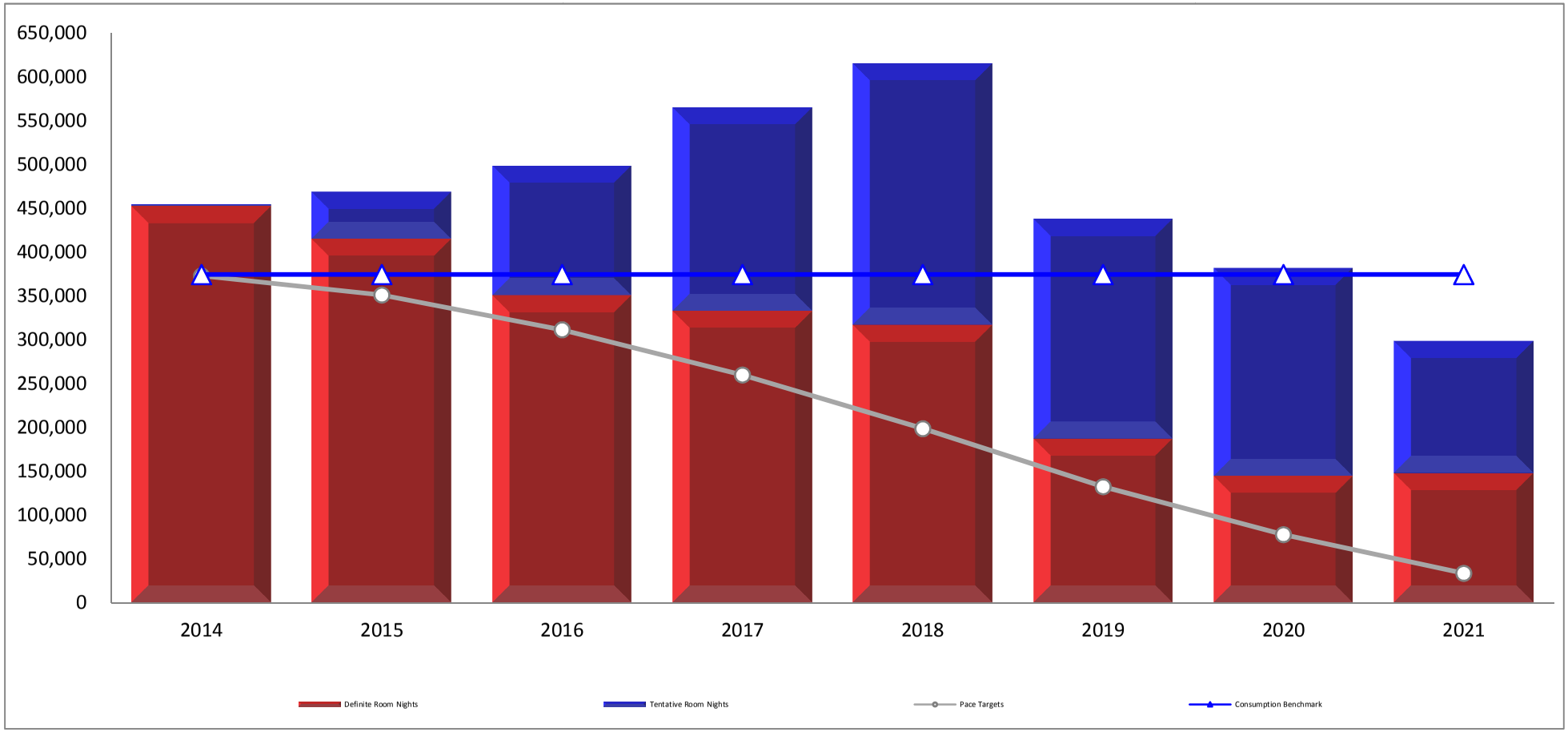
Report City: San Antonio

Convention Center

Period Ending: July 31, 2014

Report Date: August 11, 2014

San Antonio R/N	2014	2015	2016	2017	2018	2019	2020	2021	TOTAL
Definite Room Nights	454,593	427,170	354,672	332,667	316,834	196,458	144,314	147,882	2,374,590
Pace Targets	388,426	367,109	326,311	273,917	211,608	142,646	84,180	38,194	1,832,391
Variance	66,167	60,061	28,361	58,750	105,226	53,812	60,134	109,688	542,199
Consumption Benchmark	389,460	389,460	389,460	389,460	389,460	389,460	389,460	389,460	3,115,680
Pace Percentage	117%	116%	109%	121%	150%	138%	171%	387%	130%
Tentative Room Nights	779	46,336	90,012	193,249	311,965	249,442	222,381	156,918	1,271,082



Attachment V

Attachment V

Comparison of Economic Development Activity

City	Budget Category/Partner Organization		Budget[1]	FTEs[2]	Areas Served	Target Industries	Programmatic Areas
Austin, TX	Industry Development / International / BRE	$	1,327,959	11	Austin-Round Rock MSA, Travis county (Population: 1.8M)	• Clean Energy • Biotechnology • Digital Media • Finance • Wireless Industry Sectors • Music Industry • Film Industry • Technology Incubators & Technology Council	^ Small Business Development Program (SBDP): fosters job creation and economic growth by providing education, one-on-one technical assistance, annual informational events on special-topics, and innovative technology resources to help Austin's small businesses grow and prosper. ^ Global Business Recruitment and Expansion Division: manages the City's economic development policies and programs and promotes and facilitates sustainable growth in the Desired Development Zone in partnership with the community, project developers and the City of Austin. These efforts enhance the livability and economic viability in a manner that preserves the character of Austin and its environment.
	Small Business Office (SBDP)		2,087,620	12.5			
	Support (Director's Office, Admin)		1,661,813	8			
	Economic Development Incentive Fund		3,402,327	0			
	TOTAL	**$**	**8,479,719**	**31.5**			
Dallas, TX	Industry Development / International / BRE	$	1,705,180	14.5	Dallas, surrounding communities, Dallas county (Population: 2.4M)	• Company Headquarters • IT Services • Logistics • Creative Media (Film, Music, Arts) • Telecommunications • Wireless • Manufacturing • Transportation Equipment • Aviation	^ Dallas Economic Development supports small businesses through direct assistance to encourage startup and expansion resulting in job creation/retention and improve access to resources, especially in underserved areas. ^ The Industry/BRE unit facilitates business development by recruiting new businesses and retention/expansion of existing companies. The mission is job creation, leveraging private investment in the tax base, and expansion of retail opportunities in Southern Dallas. Provides marketing, communication, and incentive strategies to support these efforts. ^ The "Public Private Partnership" program provides a funding source for qualified business related projects to facilitate private investment and job creation and real estate development in the City of Dallas. Funds are primarily targeted for business and other development projects occurring in Southern Dallas, the City's Enterprise Zones, targeted industries and transit oriented development. Eligible expenditures include economic development grants to offset infrastructure costs, development fees and other associated development costs for certain qualifying projects through special programmatic provisions. ($10.6M)
	Small Business Office		2,171,920	9.2			
	Support (Director's Office, Admin, Research)		1,374,325	12			
	Economic Development Incentive Fund	$	10,600,000	0			
	TOTAL	**$**	**15,851,425**	**35.7**			

Attachment V

Comparison of Economic Development Activity

City	Budget Category/Partner Organization		Budget[1]	FTEs[2]	Areas Served	Target Industries	Programmatic Areas
Houston, TX	Industry Development / International / BRE	$	1,459,741	12.6	Houston MSA, Harris County, Fort Bend county (Population: 6.2M)	• Energy • Advanced Manufacturing • Life Sciences • Global Trading & Logistics	^ Houston's Economic Development Department develops, implements, and manages citywide policies and procedures for economic development programs such as Tax Increment Reinvestment Zones (TIRZ) and tax abatements in addition to other innovative incentive programs. ^ Houston uses outside partner Greater Houston Partnership (GHP) to do a large part of their Business Retention & Expansion and International activities. GHP also handles public policy and legislative issues for the City. ^ Staff was unable to identify a grant program for Houston. EDD staff called members of Houston's Economic Development numerous times, but was unable to obtain any return calls. No "EDIF" or similar fund identified in Department's budget book.
	Small Business Office Support (Director's Office, Fiscal & Contracts)	$	- 450,000.00	4			
	Economic Development Incentive Fund	$	-	0			
	TOTAL	**$**	**1,909,741**	**16.6**			
Seattle, WA	Industry Dev (Economic Leadership Program)	$	514,478	4	Seattle MSA, King county (Population 3.5M)	• Information Technology • Manufacturing & Maritime Industries • Film and Music • Healthcare • Life Sciences • Clean Technology • Fashion • Global Trade & Investment	^ TheBusiness Services Program provides direct services to businesses and supports a healthy business environment that empowers businesses to develop, grow, and succeed. This program provides assistance navigating government services, facilities access to capital and building management expertise, and invests in workforce development services focused on building skills that benefit individual job-seekers and support employers in key industry sectors. ^ The Economic Development Leadership Program leads the creation of the City of Seattle's economic agenda. The program develops targeted areas of focus for the Office of Economic Development and relevant City and community partners; convenes a broad range of the businesses in the community to make informed decisions on economic policies; and strengthens the alignment of city, regional, and state economic development activities. ^ EDD staff spoke with the finance representative for the City of Seattle's Office of Economic Development, who said that the State of Washington does not allow cities to use general fund dollars for economic development grants.
	Business Services Program		5,733,752	20			
	Support (Director's Office, Admin)		725,751	1.5			
	Economic Development Incentive Fund	$	-	0			
	TOTAL	**$**	**6,973,981**	**25.5**			

Attachment V

Comparison of Economic Development Activity

City	Budget Category/Partner Organization		Budget[1]	FTEs[2]	Areas Served	Target Industries	Programmatic Areas
San Antonio, TX	Industry Development / International / BRE	$	1,206,002	10	City of San Antonio (Population: 1.4M)	• Helathcare • Biomedical • Information Technology • Cybersecurity • Aerospace • New Energy	^ San Antonio's Economic Development Department focuses on the SA2020 targeted industries, FDI attraction, export assistance, and business retention and expansion efforts through its Industry and International divisions. The Small Business Office manages the SBEDA program and oversees Café Commerce.
	Small Business Office (SBEDA)		1,221,157	11			
	Support (Director's Office, Admin)		1,142,097	6			
	Economic Development Incentive Fund		1,750,000	0			
	TOTAL	**$**	**5,319,256**	**27**			

NOTES

Information above was obtainrf from budget documents and other public documents and reflect 2014 budget amounts

1 Budget includes only the City Economic Development Office and NOT outside partner organizations.

2 FTEs includes City Economic Development personnel and NOT personnel from outside organizations.