

# FY 2016 PROPOSED OPERATING AND CAPITAL BUDGET

Presented by CVB Director Casandra Matej  
August 26



City of San Antonio, Texas

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City of San Antonio, Texas

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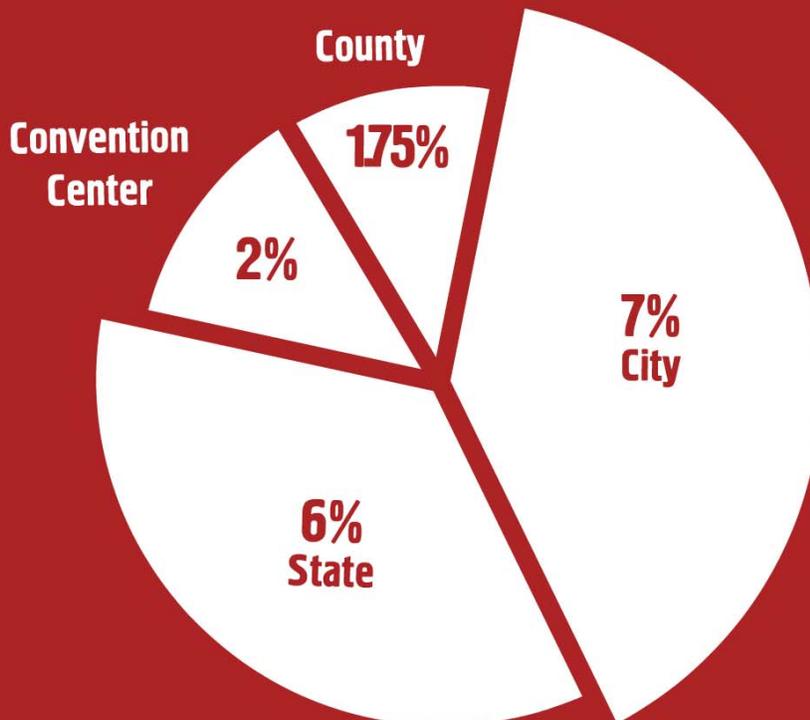




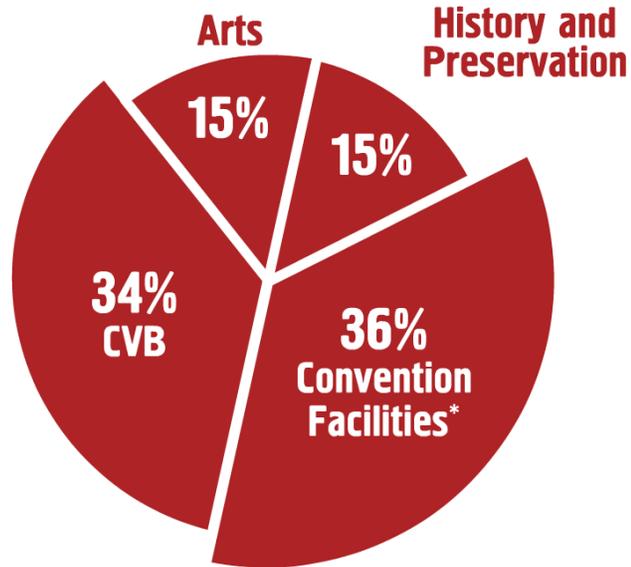


## Hotel Occupancy Tax Rate & Allocation

**HOTEL  
OCCUPANCY  
TAX (HOT) RATE  
(16.75%)**  
.....



# ALLOCATION OF HOT RATE TO CITY (7.0%)



\* Department supported by Alamodome and Convention Center Revenues

# HOTEL OCCUPANCY TAX COLLECTION HISTORY

.....



\$ in the millions



# DEPARTMENT MISSION

YEARS OF INDUSTRY EXPERIENCE  
**1,106**



REPRESENTED ON THE  
FOLLOWING BOARDS:



CONVENTION  
& VISITORS  
BUREAU

MARKETING

SALES

SERVICES

\*  
Promote and market  
San Antonio as a premier leisure  
visitor and convention/meeting destination  
for the purpose of positively affecting  
the City's economy.



**Promote and market**

**San Antonio as a premier leisure  
visitor and convention/meeting destination  
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the City's economy.**

**CONVENTION  
& VISITORS  
BUREAU**

**MARKETING**

**SALES**

**SERVICES**

**YEARS OF INDUSTRY EXPERIENCE**

**1,106**



**Certified Tourism Ambassador (CTA): 135**

**Certified Meeting Professional (CMP): 11**

**Certified Destination Marketing Executive (CDME): 1**

**Certified Association Sales Executive (CASE): 1**

**Certified in Exhibits Management (CEM): 1**

**Certified Tourism Executive (CTE): 1**

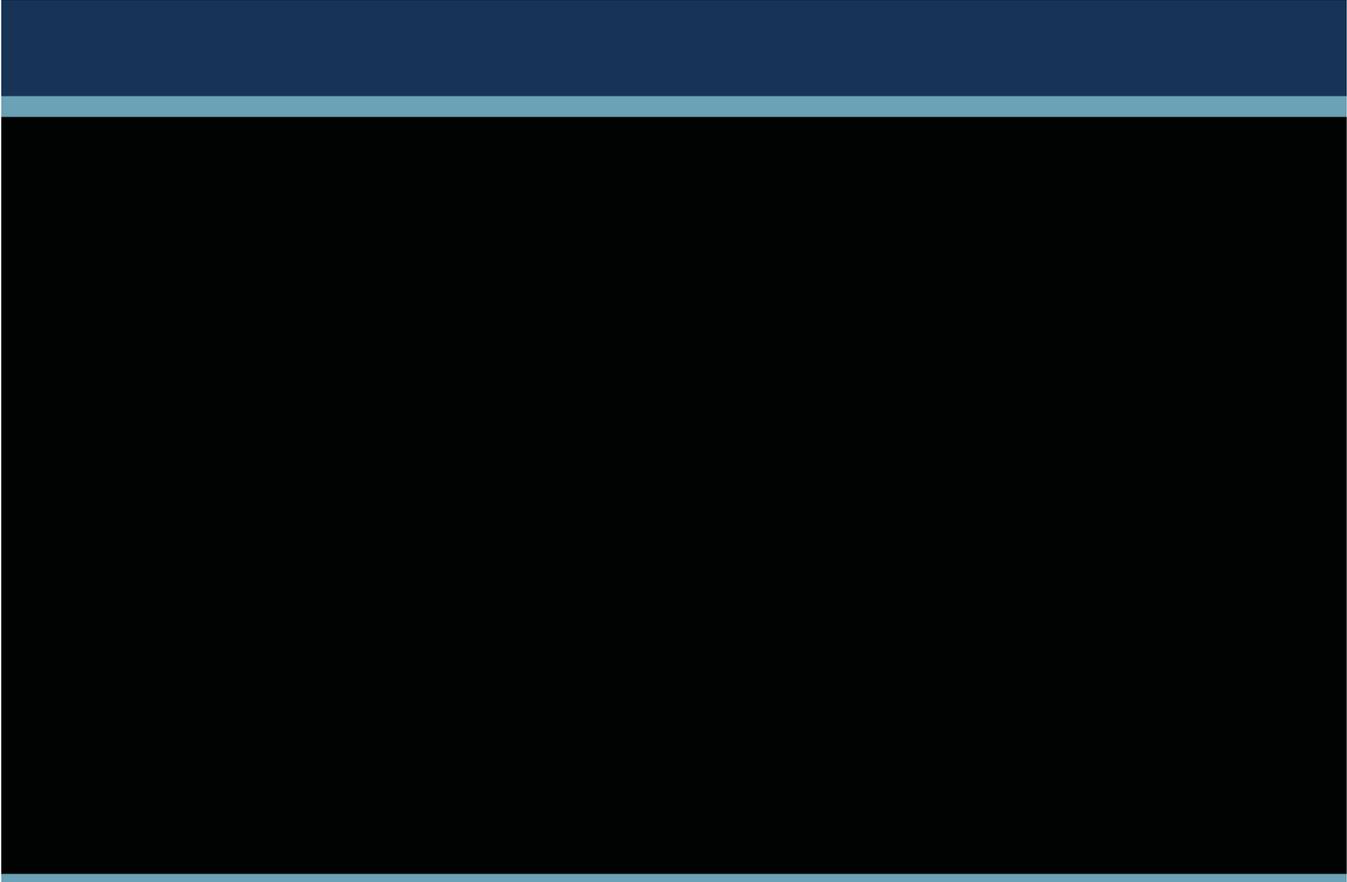
## **REPRESENTED ON THE FOLLOWING BOARDS**

**U.S. TRAVEL**  
ASSOCIATION

 **Destination  
Marketing**  
Association International

 **TTIA**  
*Life's Better in a State of Travel*





# CVB FY 2016 BUDGET



# CVB HISTORY

.....

## Adopted Budget



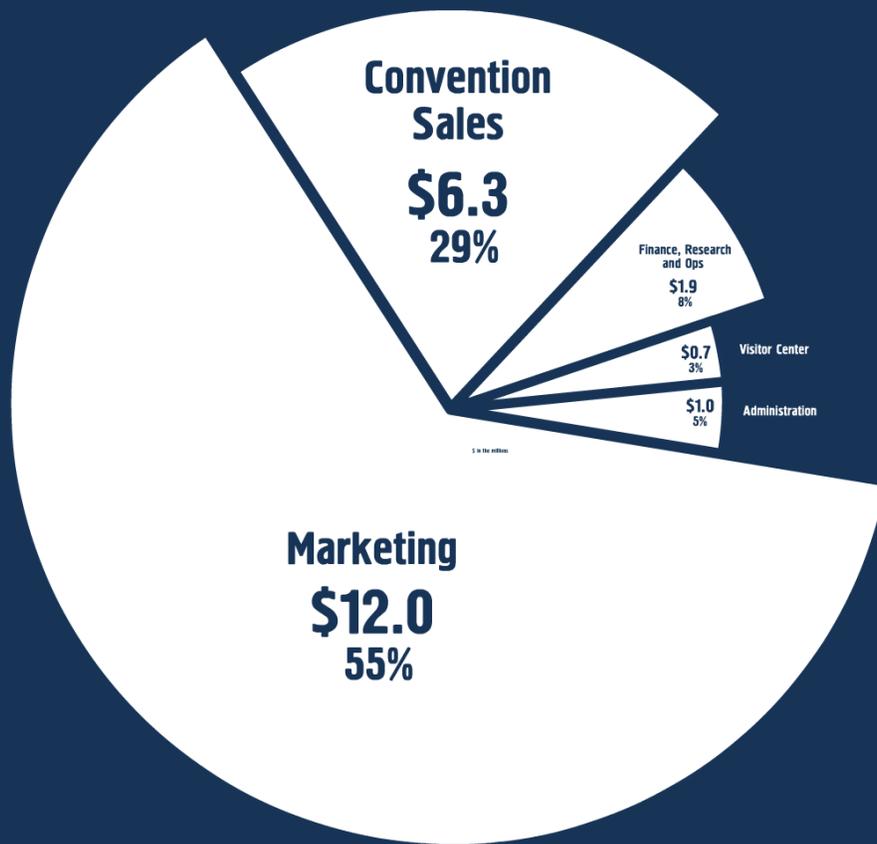
★ \$ in the millions

## Position History

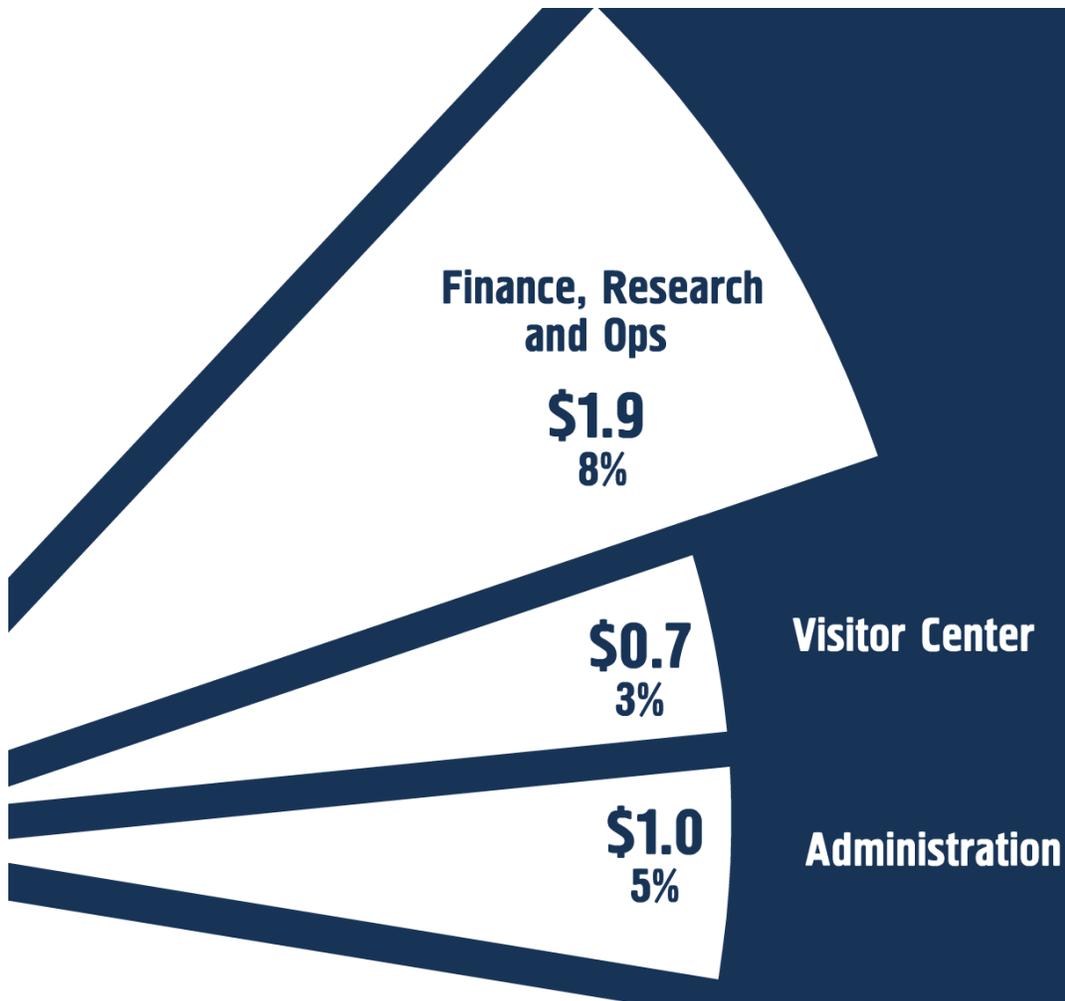


★ Position History does not include seasonal employees.

FY 2016  
**PROPOSED BUDGET**



\$ in the millions



FUND	FY 2015	FY 2016	\$ CHANGE
<b>All Funds</b>	<b>\$20.7</b>	<b>\$21.9</b>	<b>\$1.2</b>
-----			
<b>Positions</b>	<b>91</b>	<b>91</b>	<b>0</b>

\$ in the millions

**Note: Visitor Center is supported by \$379K in operations budget and an additional \$307K within the Visitor Information Center fund.**





Convention Center  
Transformation  
Grand Opening

**\$300K**



Convention Center  
Transformation  
Marketing

**\$200K**



Cultural Heritage  
Programming

**\$250K**



B-cycle  
Program  
Match

**\$25K**



# COMPETITIVE LANDSCAPE



## DALLAS





Opinion > Editorials

## Editorials

# Editorial: Tourism improvement district would be boon for Dallas

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# AUSTIN



Marriott Ma  
Business Travel

## New Austin–London Nonstop Paves the Way for More International Flights

November 25, 2014



British Airways has used the Boeing 787-8 for its daily nonstop London–Austin flight since March 2014. Photo by Pinar Istek/Reporting Texas

By Rachel Phua  
For Reporting Texas

Austin's airport is flying high this year.

In March, British Airways launched a daily Austin–London nonstop flight — the first transatlantic flight for Austin–Bergstrom International Airport. Monthly passenger traffic on the flight jumped from 7,170 in March to more than 10,000 in August.

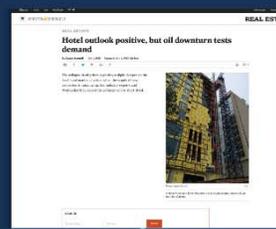
Through August, international air cargo is up 84 percent over the same period last year, with British Airways providing much of the increase, according to the most recent airport figures. The passenger jets carry freight in their bellies.

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**HOUSTON**



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ECONOMY

# Tourism board unveils aggressive agenda for drawing visitors

Push includes major marketing to Mexico visitors

By Erin Mulvaney and L.M. Sixel | April 28, 2015 | Updated: April 28, 2015 9:44pm



15



Photo: Bill Montgomery

# COMPETITIVE LANDSCAPE





# INDUSTRY TRENDS



**Mobile Usage  
on the Rise**



**Rise of Visuals in  
Travel Influence**



**Mobile Usage  
on the Rise**



**Rise of Visuals in  
Travel Influence**



**Experiential  
Travel**



**Hotels:  
Reduced Room  
Block Commitments**



**Experiential  
Travel**



**Hotels:  
Reduced Room  
Block Commitments**



**Shorter  
Time Frames**

**RESEARCH**

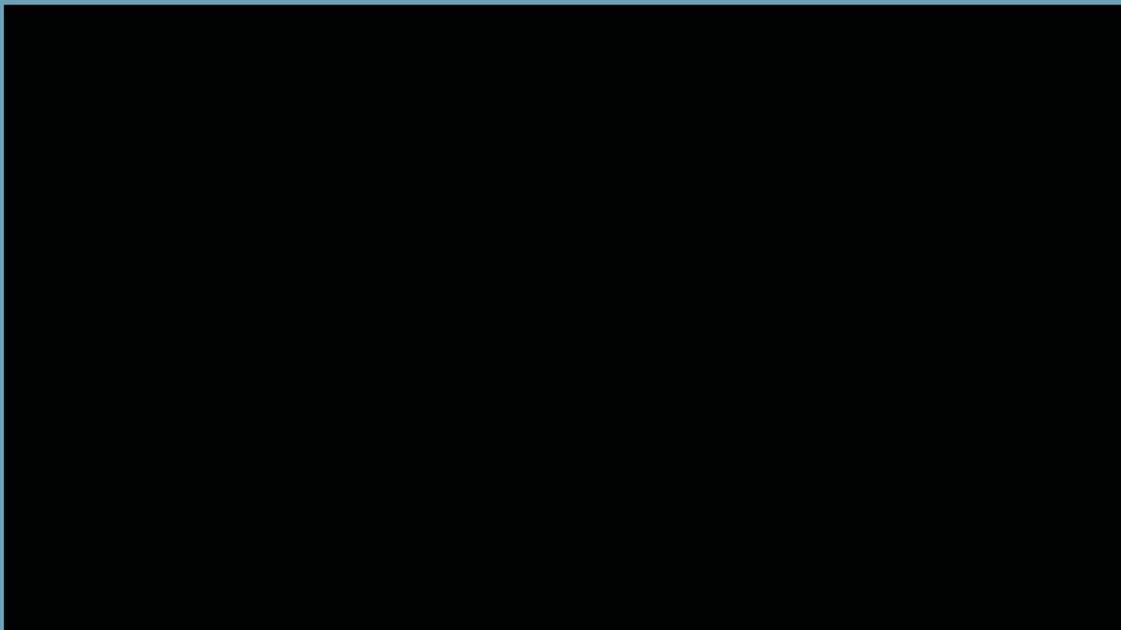


**San Antonio is a unique, experiential city  
you can visit again and again.**

**“You can go by yourself, with friends  
or with your family, and it’s a  
different experience every time.”**

**“Looks like there is a lot to do  
for any age group.”**

**“It looks exciting...something different from  
Vegas or LA...a different culture.”**

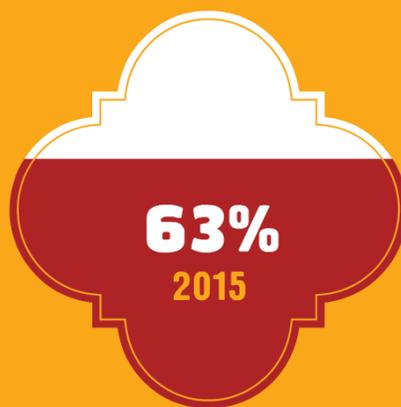




# UNFORGETTABLE CAMPAIGN

◆ RESULTS ◆

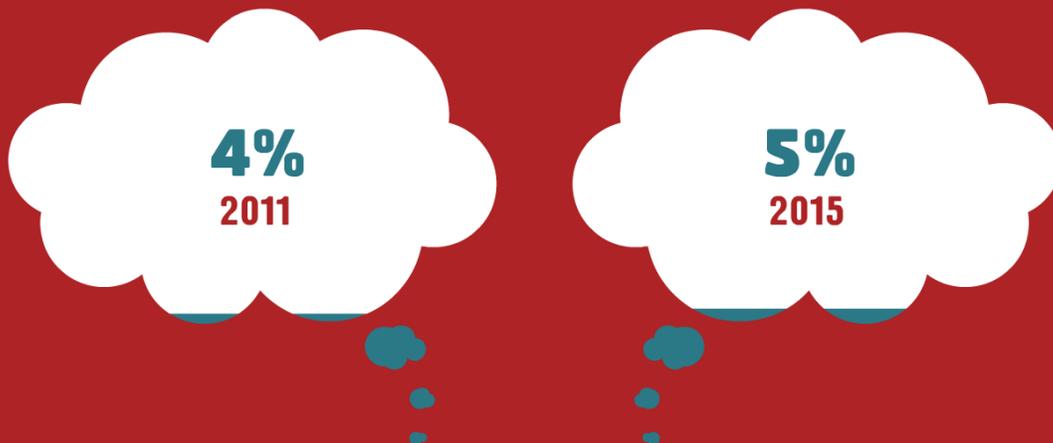
## FAMILIARITY



# APPEAL



# UNAIDED AWARENESS





## City of San Antonio, Texas



# ◆◆ CVB ◆◆ 2016 KEY PRIORITIES ◆◆

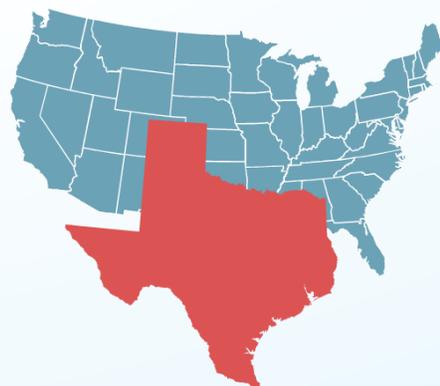
# 1

## Maximize Opportunities for the Convention Center Transformation



# 2

## Maximize Short-Term Business Opportunities through Sales Strategies and Tourism Sales



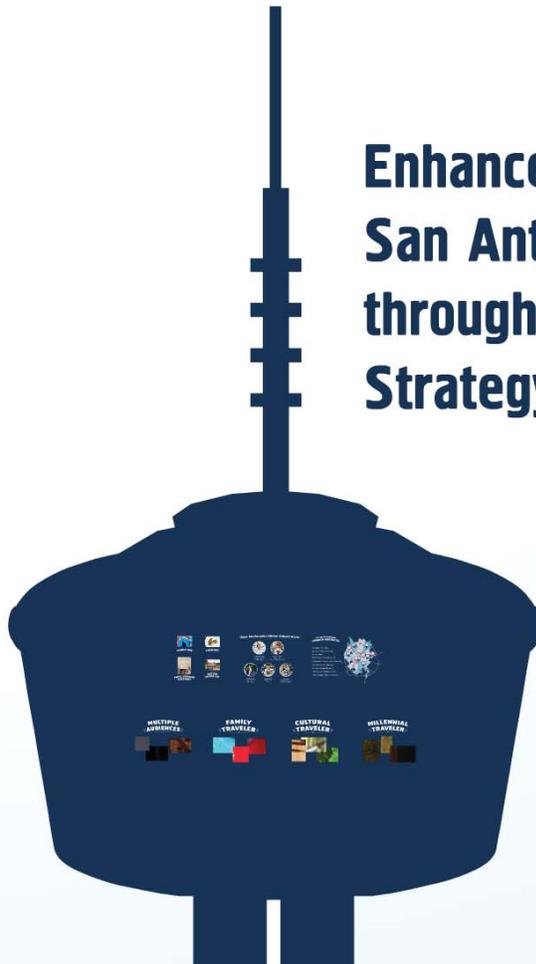
# ◆◆ 3 ◆◆

## Activate Long-Term Strategic Plan



# ◆◆ 4 ◆◆

## Enhance and Broaden San Antonio Awareness through Mix-It-Up Strategy





## FAMILY FUN



## CULINARY



## ARTS, CULTURE & HISTORY



## ACTIVE LIFESTYLE

# Enjoy San Antonio's Vibrant Culinary Scene



**Johnny Hernandez**  
president and founder  
La Gloria Capital



**Diego Fernandez**  
owner / chef  
Starfish Restaurant Group



**Jeff Magatagan**  
senior VP / chef  
The RK Group



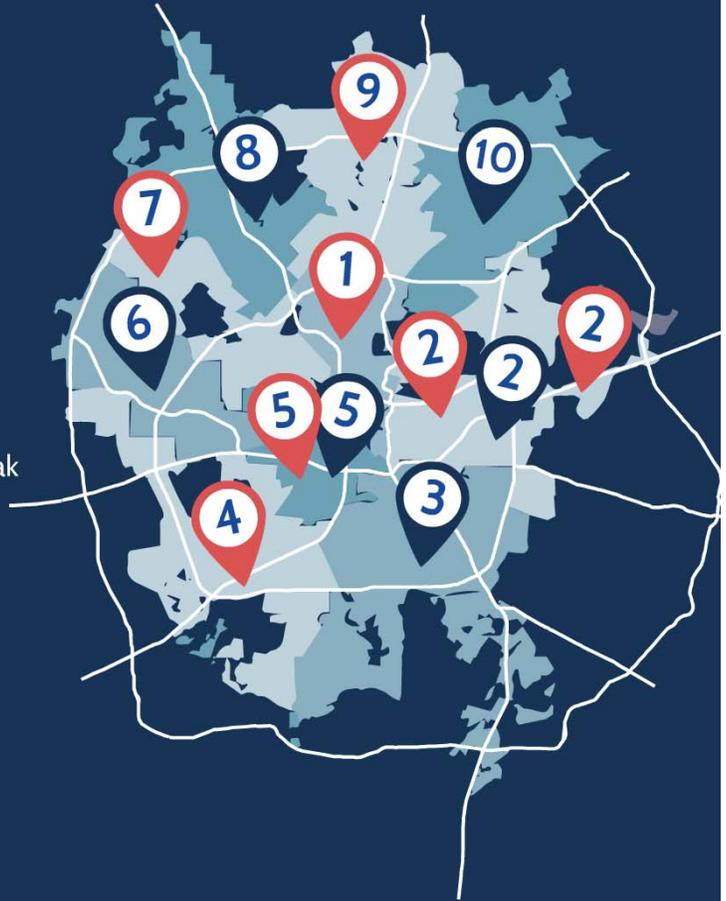
**Diego Galicia**  
owner / chef  
Mixtli



**Jeret Pena**  
head barman / CEO  
Boulevardier Group

# CITY OF SAN ANTONIO COUNCIL DISTRICTS

- Pearl/SoBro/River North
- Southtown/King William/SoFlo
- Missions/South
- Monte Vista/Alta Vista/Olmos Park
- Six Flags Fiesta Texas/La Cantera/Stone Oak
- West/Deco District/ Monticello
- East/Sunset Station/Dignowity
- Northwest/SeaWorld/Alamo Ranch
- Northeast/Airport/Morgan's Wonderland



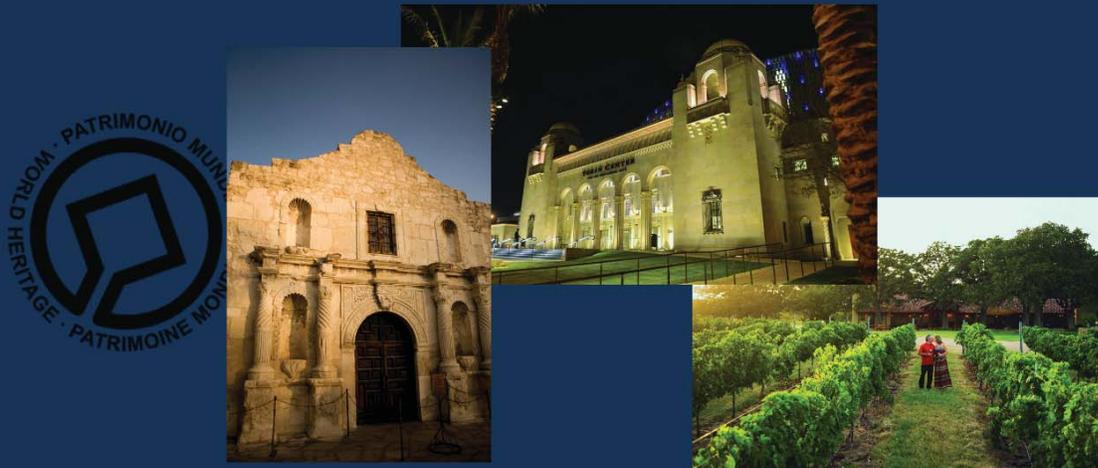
# MULTIPLE AUDIENCES



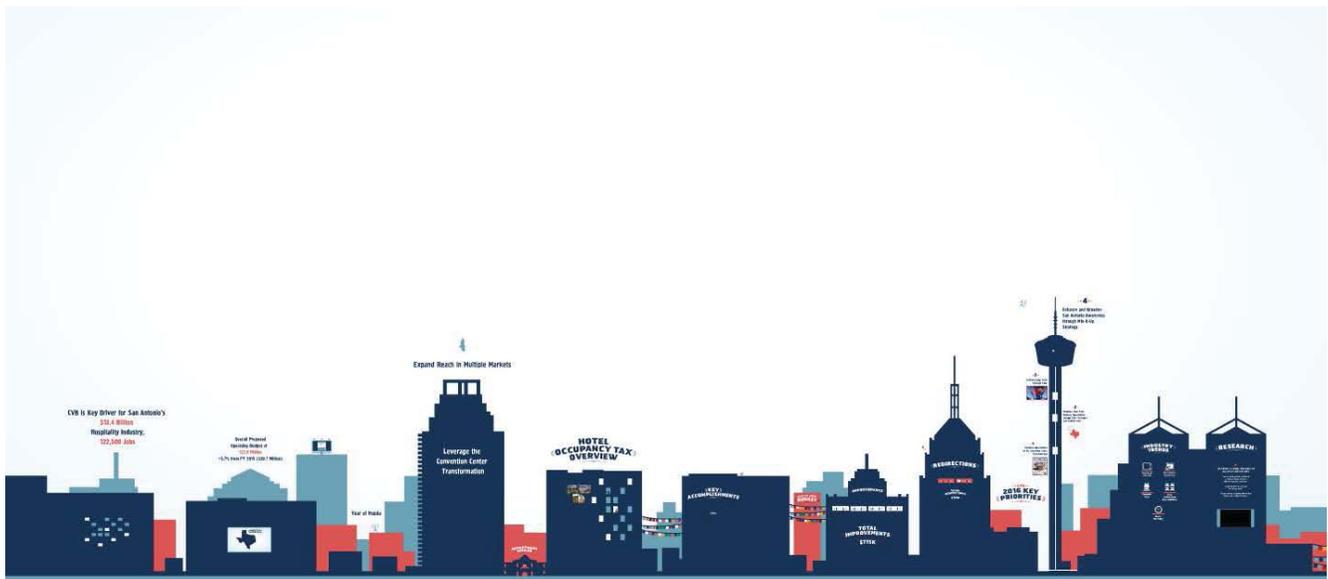
# FAMILY TRAVELER



# CULTURAL TRAVELER



# MILLENNIAL TRAVELER



City of San Antonio, Texas

# SUMMARY

**The Travel Sector is  
Key Driver for San Antonio's**

**\$13.4 Billion**

**Hospitality Industry,**

**122,500 Jobs**



**Overall Proposed  
Operating Budget of**

**\$21.9 Million**

**+5.7% from FY 2015 (\$20.7 Million)**



# Year of Mobile



**Leverage the  
Convention Center  
Transformation**



# Expand Reach in Multiple Markets



# THANK YOU



City of San Antonio, Texas