

# Overview

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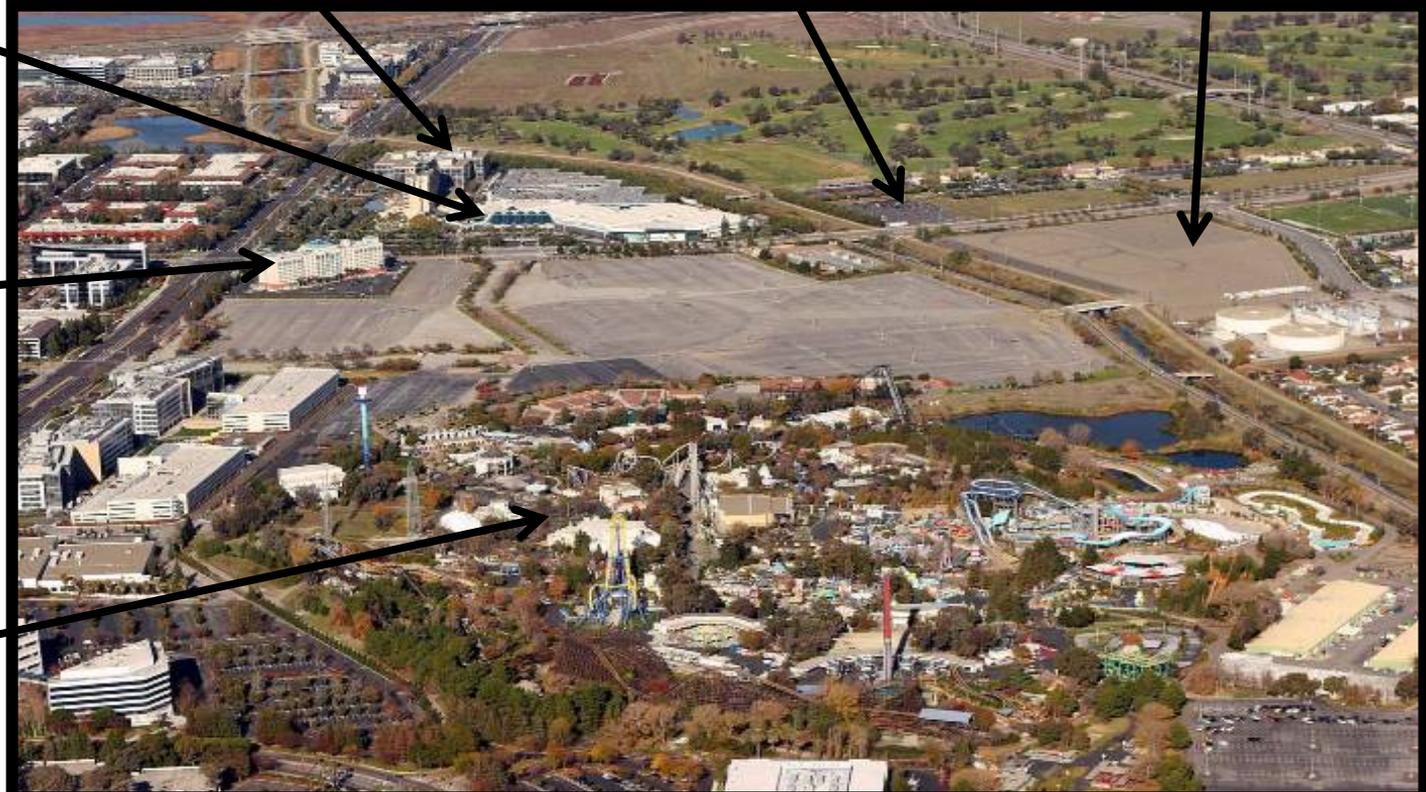
Conventions, Sports & Leisure International (CSL) worked with the 49ers and the Santa Clara Convention Center (SCCC) to examine synergies between the SCCC and a new stadium



Study results are additive to CSL's 2007 economic impact study, and Cini-Little's 2003 study examining the impact of a new SCCC ballroom



# Synergy



# Description of Club Space at New Stadium

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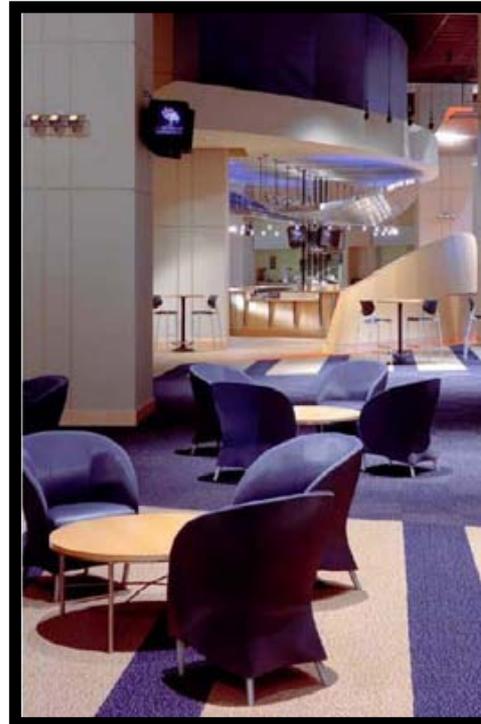
Stadium will have nearly **110,000** square feet of meeting space in club areas

Available to City and SCCC for meetings, banquets and special events

Club areas will have look and feel of premium hotel / convention center meeting space

Club areas could be partitioned based on event size

Club areas will be served by kitchens, and most will have nicely appointed bars and food service locations



# CSL Survey

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**53** past, current and potential SCCC clients were interviewed:

- § Asked about their impression of the existing SCCC product
- § Given description of stadium and amenities
- § Asked if availability of amenities would increase the potential of hosting an event at the SCCC
- § Asked if they would incorporate stadium amenities into their events



# CSL Findings: Increased Interest in SCCC

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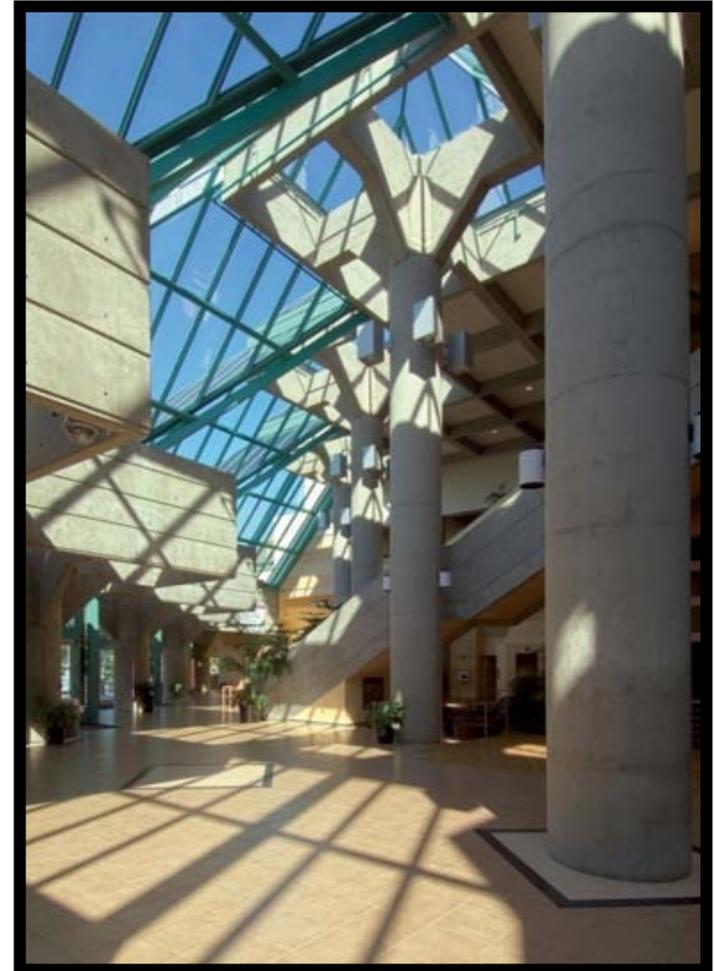


Results:

**32%** would “possibly” increase their usage of SCCC

**16%** would either “likely” or “definitely” increase their usage of SCCC

To be conservative, CSL assumed that only **8% - 10%** would follow through and book an event at SCCC



# CSL Findings: Increased Interest in Stadium

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## Results:

**40%** would “possibly” use space at stadium as part of their event at the SCCC

**15%** would either “likely” or “definitely” use space at stadium as part of their event at the SCCC

To be conservative, CSL assumed that only **15% - 20%** would follow through and book an event



# CSL Study Findings



Study indicates that synergy between stadium and SCCC would result in:

**12** new convention/trade show event days and **8** new meeting/banquet event day at the SCCC, resulting in **\$157,200** in new annual net revenue

**80** meeting/banquet event days at stadium, resulting in **\$490,000** in annual net revenue to the stadium (already included in “Non-NFL Events” revenue data from 6/2 agenda report)

Events at SCCC and stadium will create **13,030** new room nights at hotels in Santa Clara, generating **\$175,770** in new annual TOT revenue



# Potential Synergies

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- § Hosting sports-themed conventions at the SCCC on the weekend of a game at the stadium
- § Use of premium amenity areas to entertain potential SCCC clients
- § Shared catering companies
- § Private stadium tours
- § Special events at stadium club areas during conventions at the SCCC

