



Santa Clara Convention Center Survey

January 28, 2019, 2:04 PM

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Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

Introduction

Dear Stakeholder:

The City of Santa Clara recently issued a Request for Proposals (RFP) to seek proposals from firms to operate the Santa Clara Convention Center. We are seeking your input on key parameters that will help guide the selection of the next operator of the Convention Center. Your feedback will be made available to potential proposers, the panel that will review the proposals to operate the Santa Clara Convention Center, and the City Council that will award a contract.

Thank you for taking the time to provide your valuable feedback!

Summary Of Responses

As of January 28, 2019, 2:04 PM, this forum had:	Topic Start
Attendees: 181	October 24, 2018, 1:07 PM
Responses: 38	
Hours of Public Comment: 1.9	

QUESTION 1

Top three strengths:

Answered	36
Skipped	2

QUESTION 2

Top three weaknesses:

Answered	36
Skipped	2

QUESTION 3

Top three opportunities:

Answered	31
Skipped	7

QUESTION 4

Top three obstacles:

Answered	28
Skipped	10

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QUESTION 5

2. Which meetings and convention markets does the Santa Clara Convention Center currently attract? (Examples: finance, home & garden, medical, pharmaceutical, tech, etc.)

Answered	32
Skipped	6

QUESTION 6

3. Based on your perception, please prioritize the importance of each of the following visitor markets for Santa Clara. (Click the options below to prioritize the visitor markets and provide suggestions in the Comments section below)

1. Conventions and meetings
 2. Business travelers
 3. Sports & tournament travelers
 4. University-related
 5. International travelers
 6. Leisure overnight
 7. Leisure day trips
 8. Airport related
 9. Passing through to another primary destination
-

QUESTION 7

Other/comments:

Answered	7
Skipped	31

QUESTION 8

4. What meetings and convention markets should be explored as high potential for Santa Clara? (Examples include medical, pharmaceutical, tech, finance, etc.)

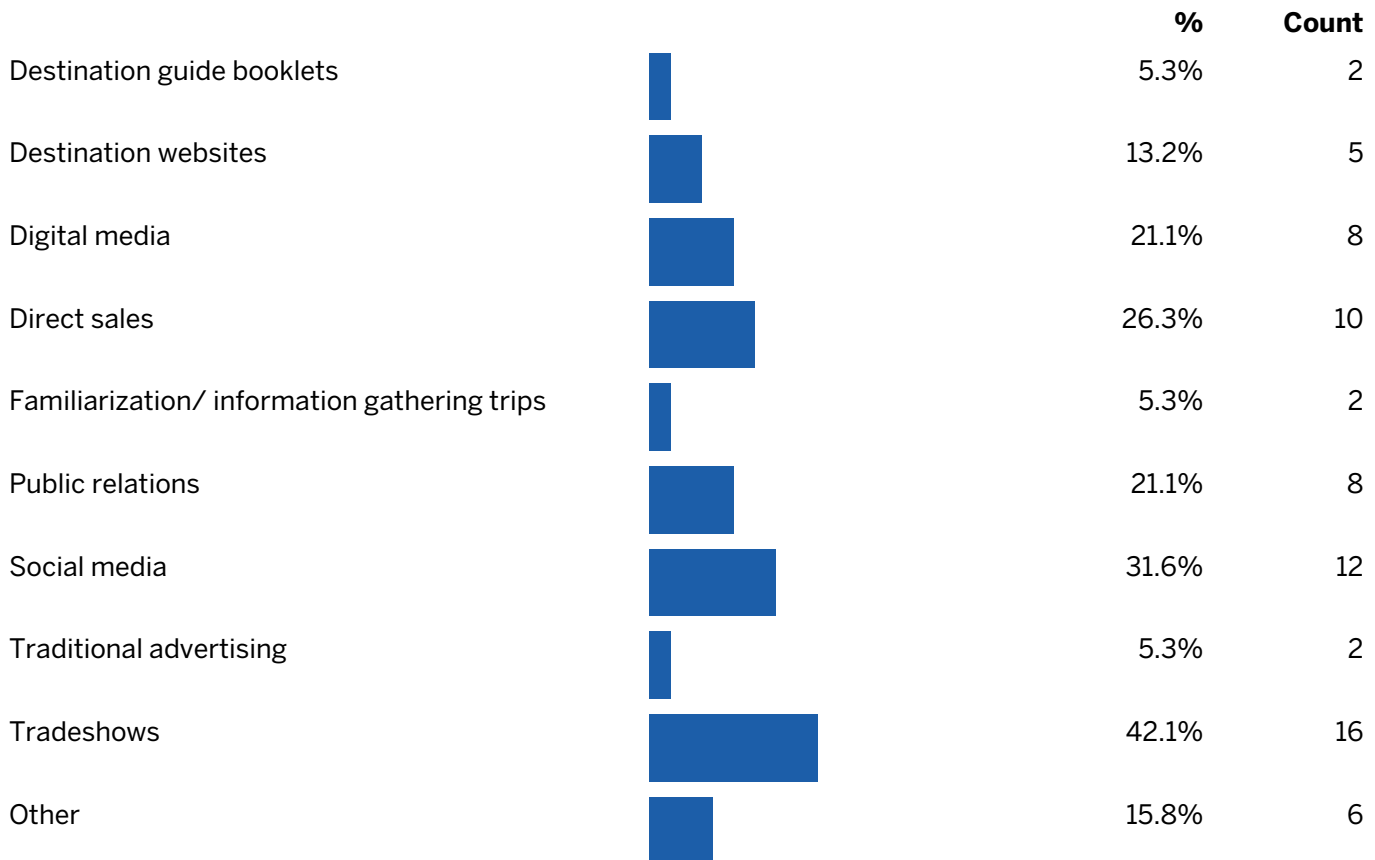
Answered	32
Skipped	6

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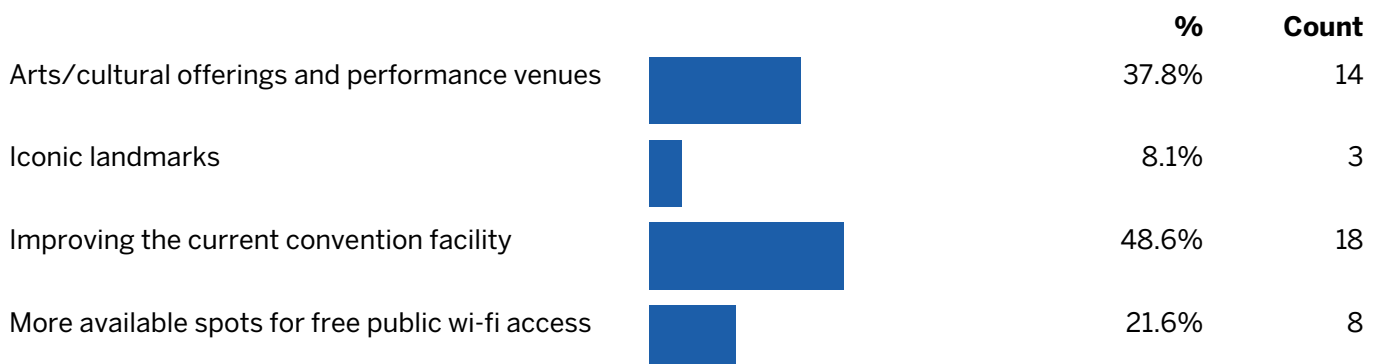
QUESTION 9

5. What do you think are the most effective marketing vehicles for increasing Santa Clara's meeting and convention activity? (Please select only two marketing vehicles)













QUESTION 10

6. What do you feel should be Santa Clara's future investment priorities for attracting more convention and overall visitors? (Please select your top five priorities)



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		%	Count
More entertainment and performance options		64.9%	24
More open green space or natural parkland		27.0%	10
New development of hotels of various brands, service levels and offerings		32.4%	12
New international air access		5.4%	2
New or expanded attractions and museums		24.3%	9
New transportation options for ease of travel within the region		64.9%	24
Weaving universities and education more thoroughly into the travel experience		2.7%	1
Welcome signage and directional wayfinding in a variety of language options		10.8%	4
Workforce/talent development and retention		35.1%	13
Other		27.0%	10

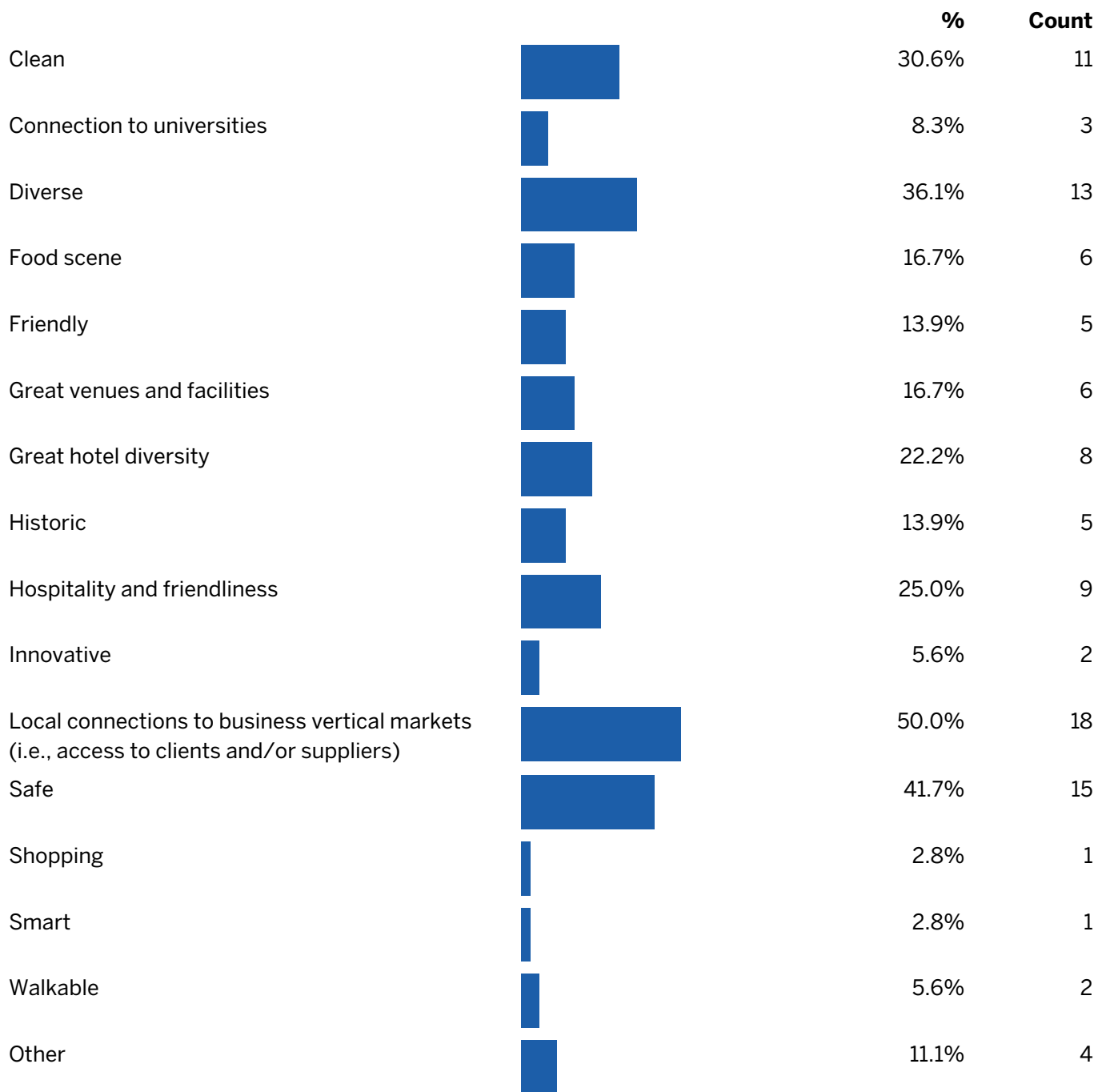
QUESTION 11

7. What are the attributes of Santa Clara as a meetings and conventions destination that make it a good place for convention and meeting attendees? (Please select your top five attributes)

		%	Count
Accessible		55.6%	20
Active		5.6%	2
Affordability		22.2%	8
Arts & culture		2.8%	1
Beautiful		5.6%	2

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QUESTION 12

8. In your opinion, what are the issues (real or perceived) that make Santa Clara less appealing for potential attendees of meetings and conventions? (Please select your top two issues)

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		%	Count
Airport access		11.4%	4
Amenities/things to do		57.1%	20
Hotel package		22.9%	8
Transportation-ease of access		54.3%	19
Other		37.1%	13

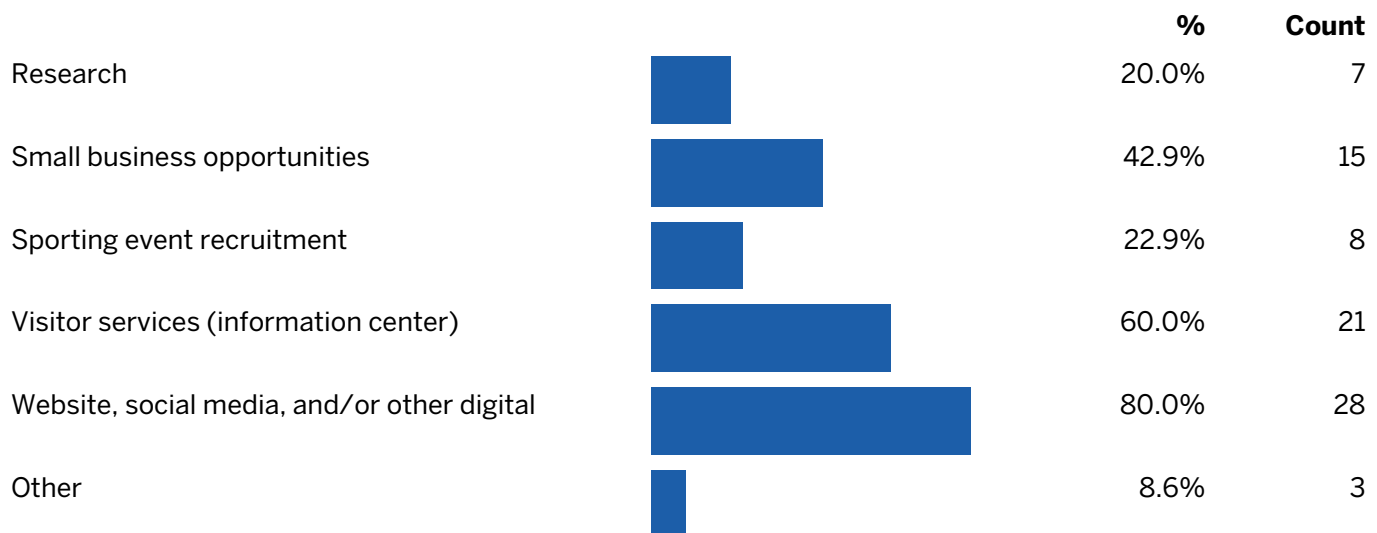
QUESTION 13

9. What services should a typical Convention-Visitors Bureau (CVB) program offer that can support businesses or local organizations? (Please select all that apply)

		%	Count
Convention sales and marketing		77.1%	27
Economic development		37.1%	13
Human resource development		14.3%	5
Industry advocacy		31.4%	11
International travel development		28.6%	10
Leisure travel marketing		42.9%	15
Media relations		37.1%	13
Paid advertising		22.9%	8
Printed marketing materials		34.3%	12
Product development		8.6%	3

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QUESTION 14

10. Please prioritize the following goal statements for the Santa Clara Convention Center (SCCC). (Click on any statement identified below and follow the instructions to rank the statements and provide suggestions in the Comments section below)

1. Maintaining the Convention Center in first class condition
2. Generating economic impact for Santa Clara
3. Hosting conventions and meetings from out of the area
4. Incentivizing large conventions to choose Santa Clara
5. Delivering high-level service for all attendees
6. Creating hotel tax and sales tax revenue
7. Hosting consumer shows (e.g., home and garden shows)
8. Hosting community-based events
9. Maximizing revenue/profits to SCCC
10. Hosting sporting events (e.g. tournaments)

QUESTION 15

Other/comments:

Answered	8
Skipped	30

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QUESTION 16

11. The SCCC can deliver various community benefits such as free or discounted rentals for local businesses. What do you feel are priorities for community benefits? (Please select all that apply and provide suggestions in the comments section below)

		%	Count
Delivering high level of service and value for local businesses		62.5%	20
Giving local businesses preference when procuring services for the SCCC		46.9%	15
Leveraging opportunities to raise awareness of local businesses (materials to meeting planners for vendors, business kiosks within SCCC, other)		50.0%	16
Providing local business preference for booking space in SCCC		43.8%	14
Raising awareness through marketing local businesses (destination guide book, marketing materials, etc. directed to meeting attendees)		53.1%	17
Showcasing local businesses through creation of temporary venues such as a food court with food trucks; pop up/temporary business kiosks; etc.		46.9%	15
SCCC should not engage in a community benefit program		6.3%	2

QUESTION 17

Other/comments:

Answered	8
Skipped	30

QUESTION 18

12. How can the SCCC and Convention-Visitors Bureau (CVB) promote, market, and help grow your business? (Click on any item identified below and follow the instructions to rank them and provide suggestions in the Comments section below)

1. Free/discount booths at SCCC/CVB tradeshows to promote your business
2. Cooperative advertisement plans to meeting planners and convention attendees that feature local business
3. Advertising on the SCCC website, TV prompts, banner space, etc.

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4. Destination guidebook of Santa Clara businesses to hand out at events with map
5. Local business coupon books for attendees for SCCC

QUESTION 19

Other/comments:

Answered	7
Skipped	31

QUESTION 20

13. Please add any additional comments regarding the Santa Clara Convention Center and/or the Convention-Visitors Bureau in the section below.

Answered	10
Skipped	28

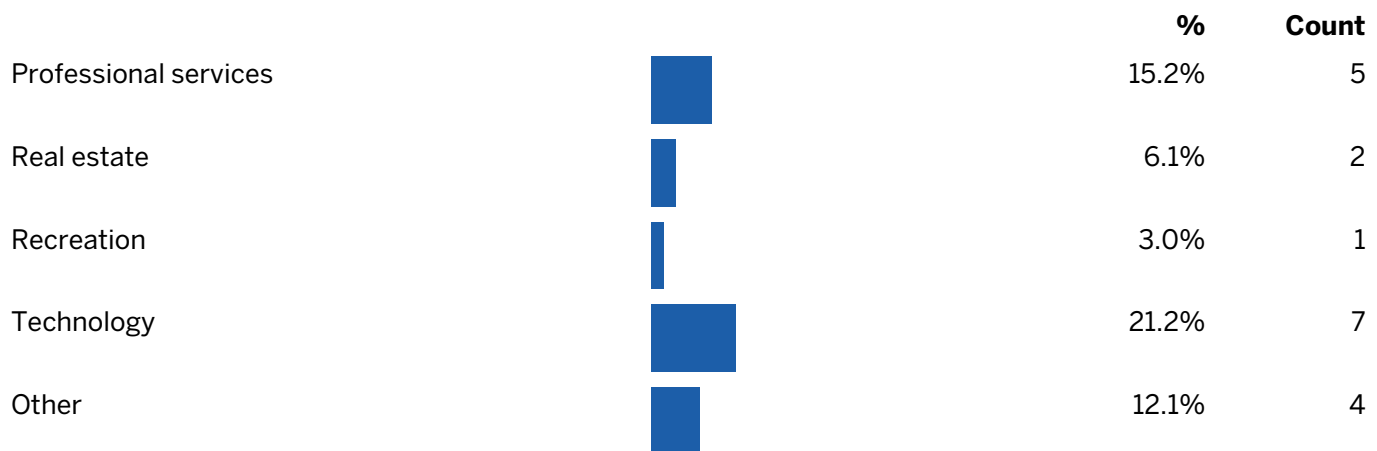
QUESTION 21

14. Please select the industry that best matches your business. Please choose only one.

	%	Count
Attractions	3.0%	1
Convention/exhibits services	6.1%	2
Education	3.0%	1
Finance/banking	3.0%	1
Healthcare	9.1%	3
Hotels	9.1%	3
Nonprofit or community organization	9.1%	3

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QUESTION 22

15. Please click the circle which best describes you.



QUESTION 23

16. Do you live or work in Santa Clara?



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		%	Count
I work in another city		11.8%	4

Survey Questions

QUESTION 1

Top three strengths:

QUESTION 2

Top three weaknesses:

QUESTION 3

Top three opportunities:

QUESTION 4

Top three obstacles:

QUESTION 5

2. Which meetings and convention markets does the Santa Clara Convention Center currently attract? (Examples: finance, home & garden, medical, pharmaceutical, tech, etc.)

QUESTION 6

3. Based on your perception, please prioritize the importance of each of the following visitor markets for Santa Clara. (Click the options below to prioritize the visitor markets and provide suggestions in the Comments section below)

- Airport related
- Business travelers
- Conventions and meetings
- International travelers
- Leisure day trips
- Leisure overnight
- Passing through to another primary destination
- Sports & tournament travelers
- University-related

QUESTION 7

Other/comments:

QUESTION 8

4. What meetings and convention markets should be explored as

high potential for Santa Clara? (Examples include medical, pharmaceutical, tech, finance, etc.)

QUESTION 9

5. What do you think are the most effective marketing vehicles for increasing Santa Clara's meeting and convention activity? (Please select only two marketing vehicles)

- Destination guide booklets
- Destination websites
- Digital media
- Direct sales
- Familiarization/ information gathering trips
- Public relations
- Social media
- Traditional advertising
- Tradeshows
- Other

QUESTION 10

6. What do you feel should be Santa Clara's future investment priorities for attracting more convention and overall visitors? (Please select your top five priorities)

- Arts/cultural offerings and performance venues
- Iconic landmarks
- Improving the current convention facility
- More available spots for free public wi-fi access
- More entertainment and performance options
- More open green space or natural parkland
- New development of hotels of various brands, service levels and offerings
- New international air access
- New or expanded attractions and museums
- New transportation options for ease of travel within the region
- Weaving universities and education more thoroughly into the travel experience
- Welcome signage and directional wayfinding in a variety of language options
- Workforce/talent development and retention
- Unsure
- Other

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QUESTION 11

7. What are the attributes of Santa Clara as a meetings and conventions destination that make it a good place for convention and meeting attendees? (Please select your top five attributes)

- Accessible
- Active
- Affordability
- Arts & culture
- Beautiful
- Clean
- Connection to universities
- Diverse
- Food scene
- Friendly
- Great venues and facilities
- Great hotel diversity
- Historic
- Hospitality and friendliness
- Innovative
- Local connections to business vertical markets (i.e., access to clients and/or suppliers)
- Safe
- Shopping
- Smart
- Walkable
- Other

QUESTION 12

8. In your opinion, what are the issues (real or perceived) that make Santa Clara less appealing for potential attendees of meetings and conventions? (Please select your top two issues)

- Airport access
- Amenities/things to do
- Hotel package
- Transportation-ease of access
- Other

QUESTION 13

9. What services should a typical Convention-Visitors Bureau (CVB) program offer that can support businesses or local organizations? (Please select all that apply)

- Convention sales and marketing

- Economic development
- Human resource development
- Industry advocacy
- International travel development
- Leisure travel marketing
- Media relations
- Paid advertising
- Printed marketing materials
- Product development
- Research
- Small business opportunities
- Sporting event recruitment
- Visitor services (information center)
- Website, social media, and/or other digital
- Not applicable
- Other

QUESTION 14

10. Please prioritize the following goal statements for the Santa Clara Convention Center (SCCC). (Click on any statement identified below and follow the instructions to rank the statements and provide suggestions in the Comments section below)

- Hosting conventions and meetings from out of the area
- Maximizing revenue/profits to SCCC
- Creating hotel tax and sales tax revenue
- Hosting community-based events
- Generating economic impact for Santa Clara
- Hosting sporting events (e.g. tournaments)
- Hosting consumer shows (e.g., home and garden shows)
- Incentivizing large conventions to choose Santa Clara
- Maintaining the Convention Center in first class condition
- Delivering high-level service for all attendees

QUESTION 15

Other/comments:

QUESTION 16

11. The SCCC can deliver various community benefits such as free or discounted rentals for local businesses. What do you feel are priorities for community benefits? (Please select all that apply and provide suggestions in the comments section below)

- Delivering high level of service and value for local businesses

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- Giving local businesses preference when procuring services for the SCCC
- Leveraging opportunities to raise awareness of local businesses (materials to meeting planners for vendors, business kiosks within SCCC, other)
- Providing local business preference for booking space in SCCC
- Raising awareness through marketing local businesses (destination guide book, marketing materials, etc. directed to meeting attendees)
- Showcasing local businesses through creation of temporary venues such as a food court with food trucks; pop up/temporary business kiosks; etc.
- SCCC should not engage in a community benefit program

QUESTION 17

Other/comments:

QUESTION 18

12. How can the SCCC and Convention-Visitors Bureau (CVB) promote, market, and help grow your business? (Click on any item identified below and follow the instructions to rank them and provide suggestions in the Comments section below)

- Cooperative advertisement plans to meeting planners and convention attendees that feature local business
- Free/discount booths at SCCC/CVB tradeshows to promote your business
- Local business coupon books for attendees for SCCC
- Destination guidebook of Santa Clara businesses to hand out at events with map
- Advertising on the SCCC website, TV prompts, banner space, etc.

QUESTION 19

Other/comments:

QUESTION 20

13. Please add any additional comments regarding the Santa Clara Convention Center and/or the Convention-Visitors Bureau in the section below.

QUESTION 21

14. Please select the industry that best matches your business. Please choose only one.

- Attractions
- Construction
- Convention/exhibits services
- Convention, meeting, or event venue
- Developer
- Education
- Entertainment
- Event or sports planner
- Event production
- Finance/banking
- Healthcare
- Hotels
- Local, regional or state government
- Museum or cultural institution
- Nonprofit or community organization
- Professional services
- Real estate
- Recreation
- Restaurants
- Retail
- Sports venue operator
- Technology
- Transportation
- Winery/brewery/distillery
- Other

QUESTION 22

15. Please click the circle which best describes you.

- Business owner
- Community member
- Organization leader
- Senior executive/management
- Other

QUESTION 23

16. Do you live or work in Santa Clara?

- I live in Santa Clara
- I work in Santa Clara
- I live in another city
- I work in another city

Individual Responses

Edward Strine

inside Santa Clara

October 26, 2018, 6:21 PM

Question 1

Great America Theme Park, Low/Median Income Housing meetings and Whole Life Exposition

Question 2

Marketing, Parking and Restaurant options

Question 3

Alternative Energy Vehicle Exposition, Alternative Housing Exposition and Living Off The Grid Expositions

Question 4

Money, Management and Politics

Question 5

Home & Garden, UFO Mufon Meetings and Shoes.

Question 6

1. Business travelers
2. University-related
3. Sports & tournament travelers
4. Conventions and meetings
5. International travelers
6. Leisure day trips
7. Leisure overnight
8. Passing through to another primary destination
9. Airport related

Question 7

We should hire Elon Musk to add a Hyperloop to Santa Clara and the surrounding areas.

Question 8

New Science Discoveries, Alternative Energy Vehicles, Living off the Grid Conventions and Housing Alternatives

Question 9

- Destination guide booklets
- Social media

Question 10

- More entertainment and performance options
- New or expanded attractions and museums
- New transportation options for ease of travel within the region
- Workforce/talent development and retention
- Other - A Holistic Alternative Healing Convention/ Whole Life Expo

Question 11

- Accessible
- Food scene
- Innovative
- Safe
- Walkable

Question 12

- Hotel package
- Transportation-ease of access

Question 13

- Convention sales and marketing
- Economic development
- Human resource development
- Product development
- Research
- Small business opportunities
- Website, social media, and/or other digital

Question 14

1. Maintaining the Convention Center in first class condition
2. Delivering high-level service for all attendees
3. Incentivizing large conventions to choose Santa Clara
4. Hosting conventions and meetings from out of the area
5. Maximizing revenue/profits to SCCC
6. Generating economic impact for Santa Clara
7. Hosting sporting events (e.g. tournaments)
8. Hosting community-based events

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- 9. Hosting consumer shows (e.g., home and garden shows)
- 10. Creating hotel tax and sales tax revenue

Question 15

No response

Question 16

- Delivering high level of service and value for local businesses
- Leveraging opportunities to raise awareness of local businesses (materials to meeting planners for vendors, business kiosks within SCCC, other)
- Raising awareness through marketing local businesses (destination guide book, marketing materials, etc. directed to meeting attendees)
- Showcasing local businesses through creation of temporary venues such as a food court with food trucks; pop up/temporary business kiosks; etc.

Question 17

No response

Question 18

No response

Question 19

No response

Question 20

Can you also bring Alien Con and Comic Con to the Santa Clara Convention.

Question 21

No response

Question 22

- Community member

Question 23

- I live in Santa Clara

Name not shown

inside Santa Clara

October 27, 2018, 12:14 PM

Question 1

Hotel tax revenues, Silicon Valley location, free parking and garage, access in south bay with major highways and light rail,

Question 2

Missed multiple opportunities because past Did NOT hire nor utilize/hire other local suppliers (like event/tour companies) to assist with major conventions because of the local Chamber member agreement (should be Santa Clara resident- should not to pay membership fees to get business, Old Chamber Board of Directors management did not let Center shine,

Question 3

under utilization - outstanding staff and facility and may be used locally with our trending non profits, opportunity to bring in a Santa Clara resident to manage for firm that is contracted with, if positioned correctly reach out to local tour and event companies in Santa Clara to assist with major conventions

Question 4

Rising cost of Silicon Valley is prohibitive of people coming to conventions and conferences to the Bay Area (organizations are simply choosing other USA regions that are more affordable), traffic jams already on Great America Pkwy - I worked a Convention Center when Levi's had an event and listened and attendees complaints first hand. There has been no precise plan offered for the Great America Pkwy/Tasman district thus developments there now are chaotic!!!

Question 5

Technology and Engineers, Medical devices (tech), local non profits, sports ---has been under utilized for the others mentioned - home and garden might be huge. Family History/Genealogist is trending and needs a smaller convention center right now (call me)

Question 6

1. Conventions and meetings
2. Business travelers
3. International travelers
4. Sports & tournament travelers
5. Airport related
6. Passing through to another primary destination
7. University-related
8. Leisure overnight
9. Leisure day trips

Question 7

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Of course conventions, conferences, and meetings for business travelers is priority right now. AND bringing our new Historic Downtown Santa Clara will provide unique opportunities and City Revenues to our city that we have never had. It is neighborhood history-infused area for people to gather and mix with locals residents. The leisure travel focus may have opportunity and brought into light more with the correct management and third party suppliers (tours) now because we have San Francisco and Monterey/Carmel to go to after the conferences. This is our new insight to spread out and use all of our local business resources - suppliers in Santa Clara.

Question 8

Pharmaceutical, family history (genealogy) is trending on twitter now, garden and home shows, University - Education

Question 9

- Direct sales
- Other - Digital media and Destination Website goes together with direct sales. Most conference planners no longer use booklets nor trips, nor traditional advertising

Question 10

- Arts/cultural offerings and performance venues
- Improving the current convention facility
- New transportation options for ease of travel within the region
- Workforce/talent development and retention
- Other - Historic Downtown Santa Clara Franklin & Main Street to be the iconic attraction now, Subcatergoies like wi-fi may be under Improvements

Question 11

- Accessible
- Active
- Hospitality and friendliness
- Local connections to business vertical markets (i.e., access to clients and/or suppliers)
- Safe

Question 12

- Transportation-ease of access
- Other - High cost - affordability in Silicon Valley now. Organizations are choosing other USA regions now

Question 13

- Convention sales and marketing
- Industry advocacy
- International travel development
- Leisure travel marketing
- Small business opportunities
- Visitor services (information center)
- Website, social media, and/or other digital

Question 14

1. Creating hotel tax and sales tax revenue
2. Maintaining the Convention Center in first class condition
3. Generating economic impact for Santa Clara
4. Maximizing revenue/profits to SCCC
5. Hosting conventions and meetings from out of the area
6. Hosting sporting events (e.g. tournaments)
7. Hosting community-based events
8. Hosting consumer shows (e.g., home and garden shows)
9. Delivering high-level service for all attendees
10. Incentivizing large conventions to choose Santa Clara

Question 15

Revenue and economic impact will focus with other items like employment, workers in our city. We need to target medium size shows that Levi's cannot offer services for and San Francisco conventions do not have the time for. And our Convention Center is already known for its highest quality of service without saying.

Question 16

- Delivering high level of service and value for local businesses
- Giving local businesses preference when procuring services for the SCCC
- Leveraging opportunities to raise awareness of local businesses (materials to meeting planners for vendors, business kiosks within SCCC, other)
- Providing local business preference for booking space in SCCC

Question 17

Key word - local businesses should not have to pay for membership to be used as referrals.

Question 18

1. Free/discount booths at SCCC/CVB tradeshow to promote your business

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2. Cooperative advertisement plans to meeting planners and convention attendees that feature local business

Question 19

As a past user of most of these arrangements, and even a Super Bowl preferred vendor, the ROI was not received from most of the choices above. Ask non-Chamber members.

Question 20

Historic Downtown Santa Clara is a new collaboration now with the Center. (comment from someone who works with the attendees and asked where to go after the Convention. Downtown Mountain View and Campbell are priority. Not Santa Clara Square nor City Place.

Question 21

- Other - Coach and Consultant - Retreats/Reunions supplier

Question 22

- Business owner

Question 23

- I live in Santa Clara

Name not shown

inside Santa Clara

October 27, 2018, 4:03 PM

Question 1

Smaller venue, lots of amenities around, can coordinate with San Jose

Question 2

Little known

Question 3

Pricing and additional local attractions price better than Muscone and allow for weekend SF trips

Question 4

City management gets in its own way

Question 5

I only know about the home and garden show used to have bridal shows

Question 6

1. Business travelers
2. Conventions and meetings
3. Sports & tournament travelers
4. University-related
5. Leisure day trips
6. Airport related
7. Passing through to another primary destination
8. International travelers
9. Leisure overnight

Question 7

No response

Question 8

Medical device, tech based, home and consumer

Question 9

- Familiarization/ information gathering trips
- Tradeshows

Question 10

- Arts/cultural offerings and performance venues
- More available spots for free public wi-fi access
- New or expanded attractions and museums
- Workforce/talent development and retention
- Other - General pick up around the community

Question 11

- Affordability
- Diverse
- Great hotel diversity
- Hospitality and friendliness
- Safe

Question 12

- Amenities/things to do
- Other - Don't know the region

Question 13

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- Convention sales and marketing
- Economic development
- Small business opportunities
- Sporting event recruitment

Question 14

1. Generating economic impact for Santa Clara
2. Creating hotel tax and sales tax revenue
3. Hosting conventions and meetings from out of the area
4. Maintaining the Convention Center in first class condition
5. Hosting community-based events
6. Delivering high-level service for all attendees
7. Hosting consumer shows (e.g., home and garden shows)
8. Hosting sporting events (e.g. tournaments)
9. Maximizing revenue/profits to SCCC
10. Incentivizing large conventions to choose Santa Clara

Question 15

No response

Question 16

- Delivering high level of service and value for local businesses
- Leveraging opportunities to raise awareness of local businesses (materials to meeting planners for vendors, business kiosks within SCCC, other)
- Raising awareness through marketing local businesses (destination guide book, marketing materials, etc. directed to meeting attendees)

Question 17

No response

Question 18

No response

Question 19

No response

Question 20

No response

Question 21

- Healthcare

Question 22

- Community member

Question 23

- I live in Santa Clara

Haoning Richter inside Santa Clara

October 29, 2018, 3:20 PM

Question 1

(1) Important to keep the momentum and "business-as-usual" to run both the CVB and Convention Center operations (2) Both City and the Chamber must continue to act in good faith given the current and the only available legal document is 34 years old (signed in 1984). (3). Hate generates anger. Anger generates suffering. Some people have lost jobs and public lost confidence in both the City and the Chamber

Question 2

Same as above

Question 3

The urgency is to figure out how to work together to build stronger collaboration and re-build trust and respect relationship

Question 4

The City has the money (our taxpayers' money) and resources to bring down Chamber and all of the current members of the Chamber will suffer as part of the collateral damage. It is up to the City to decide whether to continue to lead by fear and threat or to lead by forward-looking and collaboration.

Question 5

Approximately 50% of the events (based on Diana, CEO of Ding Ding TV who spoke at Council meeting on 6/26/2018) at Convention Center were from the Asian Communities. Asian people enjoy working in harmony (not in hate or anger). The current situation has created a very bad "fengshui" which cause damages and bad luck to all businesses at or near Convention Center, the City of Santa Clara or even the Chamber of Commerce.

Question 6

No response

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Question 7

No response

Question 8

Do not re-invent the wheel. Figure out how to leverage the market and network which the Chamber has already created over the past 34 years in managing the convention center.

Question 9

- Other - Positive, trust, and respect relationships are the key to any business. The City of Santa Clara is in urgent need of restoring the peace and respect.

Question 10

- Other - The blaming, the audit, the accusations won't help the City and won't help any businesses including convention center.

Question 11

- Other - The current tension between the City and the Chamber will NOT help a successful nor effective transition. Nobody would enjoy doing business in such bad/angry situation.

Question 12

- Other - Stop wasting taxpayers' money in fighting each other internally. Focus on building a ethical, respectful, fair community and collaborate all residents/citizens to re-build our City.

Question 13

- Other - An ethical organization whose heart is in the right place = putting the Santa Clara residents' interest ahead of personal or political gain.

Question 14

No response

Question 15

No response

Question 16

- Delivering high level of service and value for local businesses
- Leveraging opportunities to raise awareness of local businesses (materials to meeting planners for vendors, business kiosks within SCCC, other)

Question 17

I used to host events at Convention Center and enjoyed working with the staff there. Given the current state of how the City handles the situation with its business partner the Chamber of Commerce, I don't think I'd like to use nor to suggest anyone to use Convention Center for any events.

Question 18

No response

Question 19

The Chamber of Commerce has already expressed the commitment and willingness to work with the City. It is up to the City to act and to demonstrate its leadership to unite our community and all residents to build this city together

Question 20

The current situation between the City and the Chamber is an embarrassing and heart-broken event. It is a classic MBA study case and it is also a classic Audit case for many businesses to study and learn: what happened, how it happened, and why it happened. I have read all the news-release articles, studied the entire TAP International Audit report on the Chamber's operation, the only legal document signed by the City and the Chamber in 1984, and all the Council meeting recordings in 2018. I have discovered gaps and discrepancies...On October 27th., 2018, I approached Ms. Lisa Gilmore (our current Mayor) via email for a 10 minutes in-person meeting to review those gaps before the election deadline of November 6. I hope my meeting request will be granted as I'd like to support our City and the leadership team. It is everyone's wish that our City is still committed to create an open, transparent, and accountable environment where residents shall feel safe to speak up without fearing any retaliation or repercussion.

Question 21

- Finance/banking

Question 22

- Business owner

Question 23

- I live in Santa Clara

Diane Harrison

inside Santa Clara

October 30, 2018, 1:58 PM

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

Question 1

Near public transit

Question 2

Lots of traffic congestion in that area, especially since the stadium was built

Question 3

Good for temporary housing in an emergency

Question 4

No response

Question 5

You're asking us? Don't you know? I've been to the travel show several times, and one time I went to a vegetarian conference.

Question 6

1. Conventions and meetings
2. Leisure day trips

Question 7

No response

Question 8

This being Santa Clara, I'd assume high tech is the most likely draw. I personally wouldn't mind another vegetarian event.

Question 9

- Familiarization/ information gathering trips
- Tradeshows

Question 10

- Arts/cultural offerings and performance venues
- More entertainment and performance options
- New or expanded attractions and museums
- New transportation options for ease of travel within the region
- Other - Extend BART from Santa Clara university station to near the convention center.

Question 11

- Diverse
- Innovative
- Local connections to business vertical markets (i.e., access to clients and/or suppliers)
- Other - Lots of parking, great weather

Question 12

- Amenities/things to do
- Transportation-ease of access

Question 13

- Convention sales and marketing
- Leisure travel marketing
- Visitor services (information center)
- Website, social media, and/or other digital

Question 14

1. Hosting community-based events
2. Hosting consumer shows (e.g., home and garden shows)
3. Maintaining the Convention Center in first class condition
4. Hosting conventions and meetings from out of the area
5. Delivering high-level service for all attendees
6. Generating economic impact for Santa Clara
7. Creating hotel tax and sales tax revenue
8. Incentivizing large conventions to choose Santa Clara
9. Maximizing revenue/profits to SCCC

Question 15

If any preparations need to be done to house local refugees in case of a natural disaster (and a major earthquake is a matter of when, not if), they should be.

Question 16

- Delivering high level of service and value for local businesses
- Giving local businesses preference when procuring services for the SCCC
- Providing local business preference for booking space in SCCC
- Raising awareness through marketing local businesses (destination guide book, marketing materials, etc. directed to meeting attendees)
- Showcasing local businesses through creation of temporary venues such as a food court with food trucks; pop up/temporary business kiosks; etc.

Question 17

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

No response

Question 18

No response

Question 19

I no longer have a business.

Question 20

No response

Question 21

- Other - Travel agent, not retired

Question 22

- Community member

Question 23

- I live in Santa Clara

Name not available

October 30, 2018, 7:07 PM

Question 1

Good location

Question 2

Dependence on Hi-Tech companies for revenue

Question 3

Maximize profits to SCCC

Question 4

No response

Question 5

No response

Question 6

1. Conventions and meetings

Question 7

No response

Question 8

Medical, Finance, Pharmaceutical

Question 9

- Destination websites

Question 10

- Workforce/talent development and retention

Question 11

- Great venues and facilities
- Shopping

Question 12

- Hotel package
- Transportation-ease of access

Question 13

No response

Question 14

1. Maximizing revenue/profits to SCCC
2. Creating hotel tax and sales tax revenue
3. Generating economic impact for Santa Clara
4. Hosting consumer shows (e.g., home and garden shows)
5. Incentivizing large conventions to choose Santa Clara
6. Hosting conventions and meetings from out of the area

Question 15

No response

Question 16

No response

Question 17

No response

Question 18

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

No response

Question 19

No response

Question 20

No response

Question 21

No response

Question 22

No response

Question 23

No response

Name not available

October 31, 2018, 1:10 PM

Question 1

hub of silicon valley, wide range of businesses, easy access to SJC,

Question 2

traffic, hotel costs, parking

Question 3

convention revenue, corporate meeting revenue

Question 4

what type of conventions and meetings are considered appropriate

Question 5

machine tool shows,
home and garden
corporate meeting space

Question 6

1. Conventions and meetings
2. Business travelers
3. Sports & tournament travelers

4. University-related
5. International travelers
6. Airport related
7. Leisure day trips
8. Leisure overnight
9. Passing through to another primary destination

Question 7

No response

Question 8

tech

Question 9

- Traditional advertising
- Tradeshows

Question 10

- New transportation options for ease of travel within the region
- Workforce/talent development and retention

Question 11

- Clean
- Friendly
- Local connections to business vertical markets (i.e., access to clients and/or suppliers)
- Safe

Question 12

- Hotel package

Question 13

- Convention sales and marketing
- Human resource development
- Industry advocacy
- Small business opportunities
- Sporting event recruitment

Question 14

1. Generating economic impact for Santa Clara
2. Hosting conventions and meetings from out of the area

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

3. Hosting consumer shows (e.g., home and garden shows)
4. Creating hotel tax and sales tax revenue
5. Incentivizing large conventions to choose Santa Clara
6. Maximizing revenue/profits to SCCC
7. Maintaining the Convention Center in first class condition
8. Delivering high-level service for all attendees
9. Hosting sporting events (e.g. tournaments)
10. Hosting community-based events

Question 15

No response

Question 16

- Providing local business preference for booking space in SCCC

Question 17

No response

Question 18

No response

Question 19

No response

Question 20

No response

Question 21

- Technology

Question 22

- Business owner

Question 23

- I work in Santa Clara
- I live in another city

Name not available

October 31, 2018, 2:15 PM

Question 1

Neighborhood communities, small town atmosphere - still -, community spirit

Question 2

Traffic, tremendous population growth without attempts to bring new residents into community

Question 3

Use of renewable power sources - solar, wind, Educational system, lots of places to bring kids on field trips

Question 4

Pressure to allow too much growth too fast, unrestrained traffic increases,

Question 5

No idea.

Question 6

1. University-related
2. Airport related

Question 7

Not much open space left in Santa Clara.

Question 8

No response

Question 9

- Other - At the expense of people living in Santa Clara? Why abandon residents?

Question 10

No response

Question 11

No response

Question 12

No response

Question 13

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

No response

Question 14

No response

Question 15

No response

Question 16

No response

Question 17

No response

Question 18

No response

Question 19

No response

Question 20

No response

Question 21

No response

Question 22

No response

Question 23

No response

Name not available

October 31, 2018, 6:42 PM

Question 1

No response

Question 2

No response

Question 3

No response

Question 4

No response

Question 5

Tech and associations

Question 6

1. Conventions and meetings
2. Business travelers
3. Leisure overnight
4. Sports & tournament travelers
5. International travelers
6. Passing through to another primary destination
7. University-related
8. Leisure day trips
9. Airport related

Question 7

No response

Question 8

Tech and associations

Question 9

- Social media
- Tradeshows

Question 10

- Improving the current convention facility
- New development of hotels of various brands, service levels and offerings
- Welcome signage and directional wayfinding in a variety of language options
- Workforce/talent development and retention

Question 11

- Diverse
- Great venues and facilities
- Great hotel diversity

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

- Hospitality and friendliness
- Local connections to business vertical markets (i.e., access to clients and/or suppliers)

Question 12

- Amenities/things to do
- Transportation-ease of access

Question 13

- Convention sales and marketing
- Economic development
- Industry advocacy
- International travel development
- Leisure travel marketing
- Media relations
- Paid advertising
- Research
- Visitor services (information center)
- Website, social media, and/or other digital

Question 14

1. Hosting conventions and meetings from out of the area
2. Creating hotel tax and sales tax revenue
3. Generating economic impact for Santa Clara
4. Maintaining the Convention Center in first class condition
5. Hosting consumer shows (e.g., home and garden shows)
6. Incentivizing large conventions to choose Santa Clara
7. Delivering high-level service for all attendees
8. Hosting sporting events (e.g. tournaments)
9. Maximizing revenue/profits to SCCC

Question 15

No response

Question 16

- Delivering high level of service and value for local businesses

Question 17

No response

Question 18

1. Destination guidebook of Santa Clara businesses to hand out at events with map
2. Cooperative advertisement plans to meeting planners and convention attendees that feature local business

Question 19

No response

Question 20

No response

Question 21

- Convention/exhibits services

Question 22

- Community member

Question 23

- I live in Santa Clara

Name not available

November 1, 2018, 10:51 AM

Question 1

Located in the heart of Silicon Valley, Affluent area, Hotels within walking distance

Question 2

Suburban and not urban, lack of tourist attractions, local and not international

Question 3

Large concentration of Silicon Valley tech companies, same city as our business, cheaper than larger venues

Question 4

San Francisco more popular international destination for large conventions, Santa Clara has little brand awareness (not famous)

Question 5

Software, local community events (arts and culture, faith, library)

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

services)

Question 6

1. Business travelers
2. Conventions and meetings
3. University-related
4. International travelers
5. Sports & tournament travelers
6. Leisure day trips
7. Leisure overnight
8. Airport related
9. Passing through to another primary destination

Question 7

No response

Question 8

Fiber Optic
Components/Defense/Biomedical/Telecommunications/Hardware/Tech

Question 9

- Direct sales
- Tradeshows

Question 10

- Improving the current convention facility
- More available spots for free public wi-fi access
- More entertainment and performance options
- New development of hotels of various brands, service levels and offerings
- New transportation options for ease of travel within the region

Question 11

- Accessible
- Clean
- Friendly
- Local connections to business vertical markets (i.e., access to clients and/or suppliers)
- Safe

Question 12

- Airport access
- Amenities/things to do

Question 13

- Convention sales and marketing
- Economic development
- Human resource development
- Industry advocacy
- Paid advertising
- Printed marketing materials
- Visitor services (information center)
- Website, social media, and/or other digital

Question 14

1. Incentivizing large conventions to choose Santa Clara
2. Hosting conventions and meetings from out of the area
3. Maintaining the Convention Center in first class condition
4. Delivering high-level service for all attendees
5. Maximizing revenue/profits to SCCC
6. Generating economic impact for Santa Clara
7. Creating hotel tax and sales tax revenue
8. Hosting community-based events
9. Hosting consumer shows (e.g., home and garden shows)
10. Hosting sporting events (e.g. tournaments)

Question 15

No response

Question 16

- Delivering high level of service and value for local businesses
- Giving local businesses preference when procuring services for the SCCC
- Leveraging opportunities to raise awareness of local businesses (materials to meeting planners for vendors, business kiosks within SCCC, other)
- Providing local business preference for booking space in SCCC
- Raising awareness through marketing local businesses (destination guide book, marketing materials, etc. directed to meeting attendees)

Question 17

No response

Question 18

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

1. Free/discount booths at SCCC/CVB tradeshows to promote your business
2. Cooperative advertisement plans to meeting planners and convention attendees that feature local business
3. Local business coupon books for attendees for SCCC
4. Destination guidebook of Santa Clara businesses to hand out at events with map
5. Advertising on the SCCC website, TV prompters, banner space, etc.

Question 19

No response

Question 20

Please host some tradeshows for the Fiber Optics/Defense/Biomedical/Telecommunications/Tech industries

Question 21

- Technology

Question 22

- Other - Sales Account Manager/Marketing/Tradeshow Coordinator

Question 23

- I work in Santa Clara
- I live in another city

Name not available

November 1, 2018, 11:14 AM

Question 1

Close to major transportation routes, airport,

Question 2

Expense, lack of in-city entertainment options, city street traffic

Question 3

City Place -entertainment and food hub

Question 4

Expense; Difficult development environment, both red-tape and local residents

Question 5

No response

Question 6

1. Sports & tournament travelers
2. Conventions and meetings
3. Business travelers
4. University-related

Question 7

No response

Question 8

medical/pharmaceutical, tech/gaming industry, non-profits

Question 9

- Social media
- Tradeshows

Question 10

- Iconic landmarks
- More available spots for free public wi-fi access
- More entertainment and performance options
- New development of hotels of various brands, service levels and offerings
- New transportation options for ease of travel within the region

Question 11

- Accessible
- Connection to universities
- Diverse
- Local connections to business vertical markets (i.e., access to clients and/or suppliers)

Question 12

- Amenities/things to do
- Hotel package

Question 13

- Convention sales and marketing
- Printed marketing materials

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

- Small business opportunities
- Website, social media, and/or other digital

Question 14

1. Hosting sporting events (e.g. tournaments)
2. Incentivizing large conventions to choose Santa Clara
3. Hosting community-based events
4. Delivering high-level service for all attendees
5. Hosting conventions and meetings from out of the area
6. Hosting consumer shows (e.g., home and garden shows)

Question 15

People traveling for sports and tournaments spend money, many having large recreational budgets that could be spent here in Santa Clara; Target 2-3 large conventions per year to incentivize (limit allowed annual subsidy); be a good neighbor and offer big discounts to local non-profits (schools, churches, youth organizations) - get them with discount and they will spend money once there for food/services/rooms/swag. Most non-profits have large local followers/supporters that are loyal and will recommend the SCCC to their friends/companies/boards that they are a part of if they had a good experience. Bring in more revenue with the larger corporate events, but expand your local market by being the good neighbor with great service at discounted rates.

Question 16

- Giving local businesses preference when procuring services for the SCCC
- Leveraging opportunities to raise awareness of local businesses (materials to meeting planners for vendors, business kiosks within SCCC, other)
- Raising awareness through marketing local businesses (destination guide book, marketing materials, etc. directed to meeting attendees)
- Showcasing local businesses through creation of temporary venues such as a food court with food trucks; pop up/temporary business kiosks; etc.

Question 17

No response

Question 18

1. Destination guidebook of Santa Clara businesses to hand out at events with map
2. Cooperative advertisement plans to meeting planners and convention attendees that feature local business
3. Advertising on the SCCC website, TV prompters, banner space, etc.

Question 19

No response

Question 20

No response

Question 21

- Nonprofit or community organization

Question 22

- Organization leader

Question 23

- I live in Santa Clara
- I work in Santa Clara

Name not available

November 1, 2018, 6:07 PM

Question 1

No response

Question 2

No response

Question 3

No response

Question 4

No response

Question 5

No response

Question 6

1. Airport related
2. Leisure overnight
3. Sports & tournament travelers
4. International travelers
5. Conventions and meetings

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

6. University-related
7. Leisure day trips
8. Passing through to another primary destination
9. Business travelers

Question 7

No response

Question 8

No response

Question 9

- Destination guide booklets
- Tradeshows

Question 10

- Arts/cultural offerings and performance venues
- More entertainment and performance options
- More open green space or natural parkland
- New transportation options for ease of travel within the region
- Workforce/talent development and retention

Question 11

- Active
- Beautiful
- Diverse
- Local connections to business vertical markets (i.e., access to clients and/or suppliers)
- Smart

Question 12

- Amenities/things to do
- Transportation-ease of access

Question 13

- Convention sales and marketing
- Human resource development
- International travel development
- Paid advertising
- Printed marketing materials
- Research
- Small business opportunities

- Visitor services (information center)
- Website, social media, and/or other digital

Question 14

1. Delivering high-level service for all attendees
2. Hosting community-based events
3. Creating hotel tax and sales tax revenue
4. Generating economic impact for Santa Clara
5. Maximizing revenue/profits to SCCC
6. Hosting consumer shows (e.g., home and garden shows)
7. Maintaining the Convention Center in first class condition
8. Incentivizing large conventions to choose Santa Clara
9. Hosting conventions and meetings from out of the area
10. Hosting sporting events (e.g. tournaments)

Question 15

No response

Question 16

No response

Question 17

No response

Question 18

No response

Question 19

No response

Question 20

No response

Question 21

No response

Question 22

No response

Question 23

No response

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

Name not shown

inside Santa Clara

November 1, 2018, 7:04 PM

Question 1

Great America, Levi's Stadium, Mission Santa Clara

Question 2

Road conditions, Traffic, Graffiti

Question 3

Road repairs, EV charging stations, Graffiti abatement

Question 4

Money, Resources (employees), Commitment

Question 5

Home & Garden, Tech

Question 6

1. Leisure overnight
2. Leisure day trips
3. Passing through to another primary destination
4. Conventions and meetings
5. Sports & tournament travelers
6. Business travelers
7. International travelers
8. University-related
9. Airport related

Question 7

No response

Question 8

Auto shows, ComicCon, Outdoor recreation, Sports memorabilia

Question 9

- Public relations
- Social media

Question 10

- Arts/cultural offerings and performance venues
- More entertainment and performance options
- More open green space or natural parkland
- New transportation options for ease of travel within the region
- Other - EV charging stations

Question 11

- Accessible
- Clean
- Friendly
- Great venues and facilities
- Hospitality and friendliness

Question 12

- Transportation-ease of access
- Other - Graffiti, Litter

Question 13

- Convention sales and marketing
- Media relations
- Printed marketing materials
- Sporting event recruitment
- Visitor services (information center)
- Website, social media, and/or other digital

Question 14

1. Generating economic impact for Santa Clara
2. Creating hotel tax and sales tax revenue
3. Maintaining the Convention Center in first class condition
4. Delivering high-level service for all attendees
5. Hosting conventions and meetings from out of the area
6. Hosting sporting events (e.g. tournaments)
7. Hosting consumer shows (e.g., home and garden shows)
8. Incentivizing large conventions to choose Santa Clara
9. Hosting community-based events
10. Maximizing revenue/profits to SCCC

Question 15

No response

Question 16

- Delivering high level of service and value for local businesses

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

- Leveraging opportunities to raise awareness of local businesses (materials to meeting planners for vendors, business kiosks within SCCC, other)
- Raising awareness through marketing local businesses (destination guide book, marketing materials, etc. directed to meeting attendees)
- Showcasing local businesses through creation of temporary venues such as a food court with food trucks; pop up/temporary business kiosks; etc.

Question 17

No response

Question 18

1. Cooperative advertisement plans to meeting planners and convention attendees that feature local business
2. Destination guidebook of Santa Clara businesses to hand out at events with map
3. Advertising on the SCCC website, TV prompters, banner space, etc.
4. Local business coupon books for attendees for SCCC
5. Free/discount booths at SCCC/CVB tradeshows to promote your business

Question 19

No response

Question 20

Urban blight (vs. delight) is a very important issue in regards to whether out-of-town visitors decide to return to Santa Clara. The City of Santa Clara should be more proactive (via code enforcement) to alleviate this blight (i.e., abandoned vehicles, graffiti, litter, potholes, weed abatement, etc.). Best example...have all code enforcement officers drive through the city on a daily basis, block by block, looking for violations (even if just 1 hour per day)...instead of waiting to receive complaints from residents (a.k.a., being "reactive"). Another example?...look at San Jose's mobile app...just take a pic and click "send" (photo automatically geo-tags)...whereas Santa Clara's mobile app?...need extra steps to report blight (sender ID, location, etc.).

Question 21

- Professional services

Question 22

- Business owner

Question 23

- I live in Santa Clara
- I work in Santa Clara

Name not shown

inside Santa Clara

November 2, 2018, 12:02 PM

Question 1

Location, local companies,

Question 2

Traffic, city govt, planning

Question 3

Traffic, city govt, lower density community

Question 4

City leaders, developers, regional directives

Question 5

Ones that are more close nit than work in San Jose

Question 6

1. Conventions and meetings
2. Business travelers
3. Airport related
4. Sports & tournament travelers
5. Leisure day trips
6. University-related
7. Leisure overnight
8. Passing through to another primary destination
9. International travelers

Question 7

No response

Question 8

Medical and tech

Question 9

- Public relations

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

- Tradeshows

Question 10

- Arts/cultural offerings and performance venues
- Iconic landmarks
- Improving the current convention facility
- More available spots for free public wi-fi access
- More open green space or natural parkland

Question 11

- Accessible
- Historic

Question 12

- Amenities/things to do
- Other - Car breakins

Question 13

- Convention sales and marketing
- Economic development
- Leisure travel marketing
- Visitor services (information center)

Question 14

1. Maintaining the Convention Center in first class condition
2. Hosting conventions and meetings from out of the area
3. Hosting community-based events
4. Delivering high-level service for all attendees
5. Incentivizing large conventions to choose Santa Clara
6. Hosting consumer shows (e.g., home and garden shows)
7. Creating hotel tax and sales tax revenue
8. Generating economic impact for Santa Clara
9. Hosting sporting events (e.g. tournaments)
10. Maximizing revenue/profits to SCCC

Question 15

No response

Question 16

- Delivering high level of service and value for local businesses
- Giving local businesses preference when procuring services for the SCCC

- Leveraging opportunities to raise awareness of local businesses (materials to meeting planners for vendors, business kiosks within SCCC, other)
- Providing local business preference for booking space in SCCC
- Showcasing local businesses through creation of temporary venues such as a food court with food trucks; pop up/temporary business kiosks; etc.

Question 17

No response

Question 18

1. Destination guidebook of Santa Clara businesses to hand out at events with map
2. Advertising on the SCCC website, TV prompters, banner space, etc.
3. Free/discount booths at SCCC/CVB tradeshows to promote your business
4. Local business coupon books for attendees for SCCC
5. Cooperative advertisement plans to meeting planners and convention attendees that feature local business

Question 19

No response

Question 20

No response

Question 21

- Technology

Question 22

- Community member

Question 23

- I live in Santa Clara
- I work in another city

Name not available

November 2, 2018, 2:42 PM

Question 1

Near Silicon Valley companies

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

Question 2

Nothing around

Question 3

No response

Question 4

Nothing around

Question 5

No response

Question 6

1. Business travelers
2. Conventions and meetings

Question 7

No response

Question 8

No response

Question 9

- Tradeshows

Question 10

- More entertainment and performance options
- Other - Better food

Question 11

- Local connections to business vertical markets (i.e., access to clients and/or suppliers)

Question 12

- Amenities/things to do
- Transportation-ease of access

Question 13

- Convention sales and marketing
- Industry advocacy

- Media relations
- Website, social media, and/or other digital

Question 14

1. Generating economic impact for Santa Clara
2. Maintaining the Convention Center in first class condition

Question 15

No response

Question 16

- Leveraging opportunities to raise awareness of local businesses (materials to meeting planners for vendors, business kiosks within SCCC, other)
- Raising awareness through marketing local businesses (destination guide book, marketing materials, etc. directed to meeting attendees)

Question 17

No response

Question 18

1. Free/discount booths at SCCC/CVB tradeshows to promote your business

Question 19

No response

Question 20

No response

Question 21

- Technology

Question 22

- Senior executive/management

Question 23

- I live in Santa Clara
- I work in Santa Clara

Name not available

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

November 2, 2018, 4:03 PM

Question 1

near SJC, transit, 101, 237, 880

Question 2

levi stadium

Question 3

No response

Question 4

No response

Question 5

tech

Question 6

1. Conventions and meetings
2. Sports & tournament travelers
3. Passing through to another primary destination

Question 7

No response

Question 8

tech

Question 9

- Direct sales
- Public relations

Question 10

- Improving the current convention facility
- More entertainment and performance options
- More open green space or natural parkland
- New transportation options for ease of travel within the region
- Workforce/talent development and retention

Question 11

- Clean
- Diverse
- Hospitality and friendliness
- Safe

Question 12

- Airport access
- Transportation-ease of access

Question 13

- Convention sales and marketing
- Industry advocacy
- Leisure travel marketing
- Media relations
- Paid advertising
- Printed marketing materials
- Research
- Small business opportunities
- Visitor services (information center)
- Website, social media, and/or other digital

Question 14

1. Maintaining the Convention Center in first class condition
2. Delivering high-level service for all attendees
3. Incentivizing large conventions to choose Santa Clara

Question 15

No response

Question 16

- Delivering high level of service and value for local businesses
- Leveraging opportunities to raise awareness of local businesses (materials to meeting planners for vendors, business kiosks within SCCC, other)
- Raising awareness through marketing local businesses (destination guide book, marketing materials, etc. directed to meeting attendees)
- Showcasing local businesses through creation of temporary venues such as a food court with food trucks; pop up/temporary business kiosks; etc.

Question 17

No response

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

Question 18

1. Free/discount booths at SCCC/CVB tradeshows to promote your business
2. Local business coupon books for attendees for SCCC

Question 19

No response

Question 20

No response

Question 21

- Professional services

Question 22

- Business owner

Question 23

- I live in Santa Clara
- I work in Santa Clara

Name not shown

inside Santa Clara

November 2, 2018, 5:54 PM

Question 1

Location,weather

Question 2

Traffic,urban sprawl,transit

Question 3

Accessibility to wider bay area

Question 4

Local politics

Question 5

No idea,isn't obvious what is scheduled

Question 6

1. Business travelers
2. Conventions and meetings
3. University-related
4. Sports & tournament travelers

Question 7

No response

Question 8

No response

Question 9

- Social media
- Tradeshows

Question 10

- Arts/cultural offerings and performance venues
- More entertainment and performance options
- More open green space or natural parkland
- New or expanded attractions and museums
- New transportation options for ease of travel within the region

Question 11

- Accessible
- Diverse
- Food scene
- Local connections to business vertical markets (i.e., access to clients and/or suppliers)

Question 12

- Amenities/things to do
- Other - Cost

Question 13

- Convention sales and marketing
- Leisure travel marketing
- Printed marketing materials
- Website, social media, and/or other digital

Question 14

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

1. Maintaining the Convention Center in first class condition
2. Incentivizing large conventions to choose Santa Clara
3. Hosting community-based events
4. Hosting consumer shows (e.g., home and garden shows)
5. Creating hotel tax and sales tax revenue
6. Generating economic impact for Santa Clara

Question 15

No response

Question 16

- Leveraging opportunities to raise awareness of local businesses (materials to meeting planners for vendors, business kiosks within SCCC, other)
- Providing local business preference for booking space in SCCC
- Raising awareness through marketing local businesses (destination guide book, marketing materials, etc. directed to meeting attendees)

Question 17

No response

Question 18

1. Local business coupon books for attendees for SCCC
2. Destination guidebook of Santa Clara businesses to hand out at events with map

Question 19

No response

Question 20

No response

Question 21

- Recreation

Question 22

- Community member

Question 23

- I live in Santa Clara
- I work in Santa Clara

Name not available

November 3, 2018, 6:15 AM

Question 1

Location, weather,

Question 2

Transportation, parking,

Question 3

Update facility,

Question 4

Getting more crowded

Question 5

Job fairs, tech

Question 6

1. Business travelers
2. Conventions and meetings
3. University-related
4. Sports & tournament travelers
5. Leisure day trips
6. Leisure overnight
7. Passing through to another primary destination
8. Airport related
9. International travelers

Question 7

No response

Question 8

Tech used to have a better presence in the convention market- bring them back

Question 9

- Public relations
- Tradeshow

Question 10

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

- Improving the current convention facility
- Workforce/talent development and retention

Question 11

- Accessible
- Local connections to business vertical markets (i.e., access to clients and/or suppliers)

Question 12

- Amenities/things to do
- Transportation-ease of access

Question 13

- Convention sales and marketing
- Leisure travel marketing
- Visitor services (information center)
- Website, social media, and/or other digital

Question 14

1. Incentivizing large conventions to choose Santa Clara
2. Maintaining the Convention Center in first class condition
3. Hosting consumer shows (e.g., home and garden shows)
4. Hosting community-based events
5. Maximizing revenue/profits to SCCC
6. Generating economic impact for Santa Clara
7. Hosting conventions and meetings from out of the area
8. Delivering high-level service for all attendees
9. Hosting sporting events (e.g. tournaments)
10. Creating hotel tax and sales tax revenue

Question 15

No response

Question 16

- Giving local businesses preference when procuring services for the SCCC
- Raising awareness through marketing local businesses (destination guide book, marketing materials, etc. directed to meeting attendees)

Question 17

No response

Question 18

1. Destination guidebook of Santa Clara businesses to hand out at events with map
2. Local business coupon books for attendees for SCCC
3. Advertising on the SCCC website, TV prompts, banner space, etc.
4. Cooperative advertisement plans to meeting planners and convention attendees that feature local business
5. Free/discount booths at SCCC/CVB tradeshows to promote your business

Question 19

No response

Question 20

No response

Question 21

- Technology

Question 22

- Community member

Question 23

- I live in Santa Clara
- I work in Santa Clara

Kevin Krave

inside Santa Clara

November 3, 2018, 9:19 AM

Question 1

1) Accessibility by auto to South Bay, East Bay and Peninsula, 2) A safe environment, 3) Attractive mix of residential and low density office/industrial properties.

Question 2

1) Public transit is limited to a few major corridors and 2) is not time efficient for riders.

Question 3

1) A growing population and economic center draws commercial and industrial business travel, 2) tech industry, itself, has become a tourist

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

draw, 3) both of these opportunities would suggest benefits from joint civic and industry collaborative efforts.

Question 4

1) Population and business growth is making travel difficult, 2) dismal public transportation, fragmented planning by many small neighboring cities and lengthy lead time on public works projects bodes poorly for dealing successfully with the growth.

Question 5

No response

Question 6

1. Business travelers
2. Conventions and meetings
3. Sports & tournament travelers
4. University-related
5. Passing through to another primary destination
6. Leisure day trips
7. Leisure overnight
8. International travelers
9. Airport related

Question 7

No response

Question 8

Local marketing of smaller meeting rooms to businesses and community functions may supplement larger scale events.

Question 9

- Destination websites
- Social media

Question 10

- Arts/cultural offerings and performance venues
- More entertainment and performance options
- More open green space or natural parkland
- New or expanded attractions and museums
- New transportation options for ease of travel within the region

Question 11

- Accessible
- Local connections to business vertical markets (i.e., access to clients and/or suppliers)
- Safe

Question 12

- Amenities/things to do
- Transportation-ease of access

Question 13

- Visitor services (information center)
- Website, social media, and/or other digital

Question 14

1. Maximizing revenue/profits to SCCC
2. Creating hotel tax and sales tax revenue
3. Generating economic impact for Santa Clara
4. Maintaining the Convention Center in first class condition
5. Delivering high-level service for all attendees
6. Incentivizing large conventions to choose Santa Clara
7. Hosting community-based events
8. Hosting conventions and meetings from out of the area
9. Hosting consumer shows (e.g., home and garden shows)
10. Hosting sporting events (e.g. tournaments)

Question 15

No response

Question 16

- Delivering high level of service and value for local businesses
- Showcasing local businesses through creation of temporary venues such as a food court with food trucks; pop up/temporary business kiosks; etc.

Question 17

Extend service to community and non-profit groups in the South Bay.

Question 18

No response

Question 19

No response

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

Question 20

No response

Question 21

- Healthcare

Question 22

- Community member

Question 23

- I live in Santa Clara

Name not shown

inside Santa Clara

November 3, 2018, 12:03 PM

Question 1

Central venue in the bay area, The infrastructure and Intellectually high caliber population.

Question 2

Mass/Public transportation within Santa Clara city. Transport from the Airports. Traffic back up during game days and events at Great America Parkway.

Question 3

Proximity to San Francisco and the whole Bay area, Home of 49's and the Great Weather

Question 4

No response

Question 5

Tech, Finance , Travel and Home & Garden

Question 6

1. Business travelers
2. Sports & tournament travelers
3. Conventions and meetings

Question 7

No response

Question 8

Pharmaceutical and Tech

Question 9

- Digital media
- Social media

Question 10

- Arts/cultural offerings and performance venues
- More available spots for free public wi-fi access
- More entertainment and performance options
- More open green space or natural parkland

Question 11

- Accessible
- Beautiful
- Clean
- Diverse
- Food scene

Question 12

- Airport access
- Transportation-ease of access

Question 13

- Economic development
- International travel development
- Leisure travel marketing
- Small business opportunities

Question 14

1. Generating economic impact for Santa Clara
2. Maximizing revenue/profits to SCCC
3. Maintaining the Convention Center in first class condition
4. Creating hotel tax and sales tax revenue
5. Incentivizing large conventions to choose Santa Clara
6. Hosting community-based events
7. Hosting conventions and meetings from out of the area
8. Delivering high-level service for all attendees
9. Hosting consumer shows (e.g., home and garden shows)

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

10. Hosting sporting events (e.g. tournaments)

Question 15

No response

Question 16

- Delivering high level of service and value for local businesses
- Giving local businesses preference when procuring services for the SCCC
- Leveraging opportunities to raise awareness of local businesses (materials to meeting planners for vendors, business kiosks within SCCC, other)
- Providing local business preference for booking space in SCCC
- Raising awareness through marketing local businesses (destination guide book, marketing materials, etc. directed to meeting attendees)

Question 17

No response

Question 18

1. Advertising on the SCCC website, TV prompters, banner space, etc.
2. Free/discount booths at SCCC/CVB tradeshows to promote your business
3. Cooperative advertisement plans to meeting planners and convention attendees that feature local business
4. Destination guidebook of Santa Clara businesses to hand out at events with map
5. Local business coupon books for attendees for SCCC

Question 19

No response

Question 20

No response

Question 21

- Education

Question 22

- Business owner

Question 23

- I live in Santa Clara
- I work in Santa Clara

Name not shown

inside Santa Clara

November 3, 2018, 4:48 PM

Question 1

City should not be in the convention business.

Question 2

City should not be in the convention business.

Question 3

City should not be in the convention business.

Question 4

City should not be in the convention business.

Question 5

City should not be in the convention business.

Question 6

No response

Question 7

City should not be in the convention business.

Question 8

City should not be in the convention business.

Question 9

- Other - City should not be in the convention business.

Question 10

- Other - City should not be in the convention business.

Question 11

- Great hotel diversity
- Other - City should not be in the convention business.

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

Question 12

- Other - City should not be in the convention business.

Question 13

- Other - City should not be in the convention business.

Question 14

No response

Question 15

City should not be in the convention business.

Question 16

- SCCC should not engage in a community benefit program

Question 17

City should not be in the convention business.

Question 18

No response

Question 19

City should not be in the convention business.

Question 20

City should not be in the convention business.

Question 21

- Professional services

Question 22

- Community member

Question 23

- I live in Santa Clara
- I work in another city

Name not available

November 4, 2018, 1:47 PM

Question 1

Santa Clara University, Great America, Levi's Stadium

Question 2

Traffic Congestion, bad public transportation infrastructure, reduced amount of businesses along El Camino Real

Question 3

More parks and open air for public, revitalizing City Hall Area, Revitalizing Downtown

Question 4

Increased High Density Housing Building all over the city, Infrastructure, letting developers take over ää

Question 5

Tech for sure

Question 6

1. Business travelers
2. University-related
3. Sports & tournament travelers
4. Conventions and meetings
5. Airport related
6. Leisure overnight
7. International travelers
8. Passing through to another primary destination
9. Leisure day trips

Question 7

No response

Question 8

Running/Race expos, Healthcare field conferences, tech conferences

Question 9

- Public relations
- Social media

Question 10

- Iconic landmarks
- More entertainment and performance options

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

- More open green space or natural parkland
- New or expanded attractions and museums
- New transportation options for ease of travel within the region

Question 11

- Connection to universities
- Great venues and facilities
- Great hotel diversity
- Historic
- Other - Central location to major freeways

Question 12

- Other - High cost

Question 13

- Industry advocacy
- Media relations
- Small business opportunities
- Sporting event recruitment
- Visitor services (information center)
- Website, social media, and/or other digital

Question 14

1. Hosting community-based events
2. Maintaining the Convention Center in first class condition
3. Delivering high-level service for all attendees
4. Generating economic impact for Santa Clara
5. Hosting consumer shows (e.g., home and garden shows)
6. Maximizing revenue/profits to SCCC
7. Creating hotel tax and sales tax revenue
8. Hosting sporting events (e.g. tournaments)
9. Incentivizing large conventions to choose Santa Clara
10. Hosting conventions and meetings from out of the area

Question 15

No response

Question 16

- Delivering high level of service and value for local businesses
- Giving local businesses preference when procuring services for the SCCC

- Leveraging opportunities to raise awareness of local businesses (materials to meeting planners for vendors, business kiosks within SCCC, other)
- Providing local business preference for booking space in SCCC
- Showcasing local businesses through creation of temporary venues such as a food court with food trucks; pop up/temporary business kiosks; etc.

Question 17

No response

Question 18

1. Cooperative advertisement plans to meeting planners and convention attendees that feature local business
2. Local business coupon books for attendees for SCCC
3. Free/discount booths at SCCC/CVB tradeshows to promote your business
4. Destination guidebook of Santa Clara businesses to hand out at events with map
5. Advertising on the SCCC website, TV prompters, banner space, etc.

Question 19

No response

Question 20

No response

Question 21

- Healthcare

Question 22

- Community member

Question 23

- I live in Santa Clara
- I work in Santa Clara

Name not available

November 4, 2018, 3:08 PM

Question 1

size, near to hotel, near to entertainment

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

Question 2

no nearby retail, no nearby housing for employees, infrequent transit

Question 3

integrated housing, integrated retail, frequent electric bus service

Question 4

stadium noise, stadium lawlessness, lack of well maintained public green-space

Question 5

information technology

Question 6

1. Business travelers
2. Conventions and meetings
3. University-related
4. International travelers
5. Leisure day trips
6. Leisure overnight
7. Sports & tournament travelers

Question 7

No response

Question 8

Whatever the south bay area has a competitive advantage in: software, electronics, clean energy, electric vehicles, asian immigrants...

Question 9

- Digital media
- Social media

Question 10

- More entertainment and performance options
- More open green space or natural parkland
- New development of hotels of various brands, service levels and offerings
- New transportation options for ease of travel within the region
- Other - tourist retail

Question 11

- Affordability
- Local connections to business vertical markets (i.e., access to clients and/or suppliers)

Question 12

- Amenities/things to do
- Other - It is not a fun convention destination, because it is in a swamp without entertainment

Question 13

- Small business opportunities
- Website, social media, and/or other digital
- Other - Redesign the convention center to host more local entertainment and retail

Question 14

1. Hosting conventions and meetings from out of the area
2. Delivering high-level service for all attendees
3. Maintaining the Convention Center in first class condition

Question 15

Mainly, allow people who work here to attend conferences here, instead of spending more time / money / fuel traveling elsewhere.
Secondly, make multiple uses of the convention space, to provide entertainment for locals when conventions are not occurring.

Question 16

- Giving local businesses preference when procuring services for the SCCC
- Providing local business preference for booking space in SCCC
- Showcasing local businesses through creation of temporary venues such as a food court with food trucks; pop up/temporary business kiosks; etc.

Question 17

Local flavor makes the convention center more interesting for convention attendees.

Question 18

No response

Question 19

Provide rentable space inside the convention center.

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

Question 20

The goals of the convention center mostly conflict with the quality of life interests of city residents.

Question 21

- Technology

Question 22

No response

Question 23

- I live in Santa Clara
- I work in Santa Clara

Name not available

November 5, 2018, 11:43 AM

Question 1

Location, climate, cultural diversity

Question 2

overcrowded/traffic, taxes really high, old outdated attractions - Great America , museums,

Question 3

high tech businesses growing, city open to change , NFL/stadium/concert events

Question 4

can't expand territory, no recognition for Levi's stadium Ads TV saying San Francisco not Santa Clara,

Question 5

tech shows

Question 6

No response

Question 7

No response

Question 8

High Tech

Question 9

- Public relations
- Social media

Question 10

- Arts/cultural offerings and performance venues
- More available spots for free public wi-fi access
- New international air access
- New transportation options for ease of travel within the region
- Welcome signage and directional wayfinding in a variety of language options

Question 11

- Clean
- Diverse
- Food scene
- Great hotel diversity
- Local connections to business vertical markets (i.e., access to clients and/or suppliers)

Question 12

- Transportation-ease of access
- Other - not affordable accomodations, very high prices for lodging

Question 13

- Convention sales and marketing
- International travel development
- Media relations
- Visitor services (information center)
- Website, social media, and/or other digital

Question 14

1. Hosting sporting events (e.g. tournaments)
2. Hosting consumer shows (e.g., home and garden shows)
3. Incentivizing large conventions to choose Santa Clara
4. Hosting conventions and meetings from out of the area

Question 15

No response

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

Question 16

- Delivering high level of service and value for local businesses
- Giving local businesses preference when procuring services for the SCCC
- Providing local business preference for booking space in SCCC

Question 17

recognitions of new products or achievements in technology, being the first to showcase the new products here

Question 18

1. Free/discount booths at SCCC/CVB tradeshows to promote your business
2. Advertising on the SCCC website, TV prompters, banner space, etc.

Question 19

offer package deals to business so their attendees have places to stay and eat while in Santa Clara for sure like tour buses/guides of the city

Question 20

No response

Question 21

- Other - engineering office help customer's design our products into their builds

Question 22

- Other - Admin support

Question 23

- I work in Santa Clara

Name not available

November 5, 2018, 3:51 PM

Question 1

Convenience, free parking, excellent management

Question 2

Too little parking available, very (to me) restricted food offerings during events, overcrowded aisles with too many people dragging a rolling bag,

and occasionally children in their strollers.

Question 3

No response

Question 4

Not enough apparent space to build extra parking

Question 5

I only attend one event, Pacific International Quilt Festival.

Question 6

1. Conventions and meetings

Question 7

No response

Question 8

Tech, primarily, although medical/pharmaceutical markets are important.

Question 9

- Direct sales
- Tradeshows

Question 10

- Arts/cultural offerings and performance venues
- More available spots for free public wi-fi access
- More entertainment and performance options
- New development of hotels of various brands, service levels and offerings
- New transportation options for ease of travel within the region

Question 11

- Accessible
- Affordability
- Clean
- Diverse
- Food scene

Question 12

No response

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

Question 13

No response

Question 14

No response

Question 15

No response

Question 16

No response

Question 17

No response

Question 18

No response

Question 19

No response

Question 20

No response

Question 21

- Professional services

Question 22

- Community member

Question 23

- I live in Santa Clara

Name not available

November 5, 2018, 9:06 PM

Question 1

easy to get to

Question 2

old facilities, not very high capacity

Question 3

showcase latest tech innovations, get public transportation right

Question 4

politics, corruption

Question 5

tech, travel

Question 6

1. Business travelers
2. Sports & tournament travelers
3. Conventions and meetings
4. International travelers
5. University-related
6. Airport related
7. Leisure overnight
8. Leisure day trips
9. Passing through to another primary destination

Question 7

No response

Question 8

biotech, gaming, pharma

Question 9

- Destination websites
- Digital media

Question 10

- Improving the current convention facility
- More entertainment and performance options
- New or expanded attractions and museums
- New transportation options for ease of travel within the region

Question 11

- Historic
- Safe

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

Question 12

- Amenities/things to do

Question 13

- Convention sales and marketing
- Industry advocacy
- Small business opportunities

Question 14

1. Generating economic impact for Santa Clara
2. Maximizing revenue/profits to SCCC
3. Delivering high-level service for all attendees
4. Maintaining the Convention Center in first class condition
5. Hosting conventions and meetings from out of the area
6. Hosting community-based events
7. Incentivizing large conventions to choose Santa Clara
8. Hosting sporting events (e.g. tournaments)
9. Hosting consumer shows (e.g., home and garden shows)
10. Creating hotel tax and sales tax revenue

Question 15

No response

Question 16

- Delivering high level of service and value for local businesses
- Giving local businesses preference when procuring services for the SCCC
- Providing local business preference for booking space in SCCC
- Raising awareness through marketing local businesses (destination guide book, marketing materials, etc. directed to meeting attendees)
- Showcasing local businesses through creation of temporary venues such as a food court with food trucks; pop up/temporary business kiosks; etc.

Question 17

No response

Question 18

1. Cooperative advertisement plans to meeting planners and convention attendees that feature local business
2. Local business coupon books for attendees for SCCC
3. Advertising on the SCCC website, TV prompts, banner space, etc.

4. Destination guidebook of Santa Clara businesses to hand out at events with map
5. Free/discount booths at SCCC/CVB tradeshows to promote your business

Question 19

No response

Question 20

No response

Question 21

- Other - photographer

Question 22

- Business owner

Question 23

- I live in Santa Clara
- I work in another city

Name not available

November 8, 2018, 8:21 PM

Question 1

Central to large corporations, near the beaches/SF, good access from the airport

Question 2

Parking, large venue, publishing of events

Question 3

No response

Question 4

No response

Question 5

Corporations, high school reunions, garden and home shows, large events

Question 6

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

1. Conventions and meetings
2. Business travelers
3. International travelers
4. Leisure overnight
5. Leisure day trips
6. Sports & tournament travelers
7. Passing through to another primary destination
8. Airport related
9. University-related

Question 7

No response

Question 8

Pharmaceutical, company all hands, all markets

Question 9

- Public relations
- Social media

Question 10

- Improving the current convention facility
- More available spots for free public wi-fi access
- More open green space or natural parkland
- New development of hotels of various brands, service levels and offerings
- New transportation options for ease of travel within the region

Question 11

- Accessible
- Clean
- Historic
- Local connections to business vertical markets (i.e., access to clients and/or suppliers)
- Safe

Question 12

- Hotel package
- Transportation-ease of access

Question 13

- Convention sales and marketing

- Economic development
- Human resource development
- Media relations
- Research
- Visitor services (information center)
- Website, social media, and/or other digital

Question 14

1. Maintaining the Convention Center in first class condition
2. Generating economic impact for Santa Clara
3. Hosting conventions and meetings from out of the area
4. Delivering high-level service for all attendees
5. Hosting consumer shows (e.g., home and garden shows)
6. Hosting community-based events
7. Hosting sporting events (e.g. tournaments)
8. Incentivizing large conventions to choose Santa Clara
9. Maximizing revenue/profits to SCCC
10. Creating hotel tax and sales tax revenue

Question 15

No response

Question 16

- Delivering high level of service and value for local businesses
- Raising awareness through marketing local businesses (destination guide book, marketing materials, etc. directed to meeting attendees)
- Showcasing local businesses through creation of temporary venues such as a food court with food trucks; pop up/temporary business kiosks; etc.

Question 17

No response

Question 18

1. Cooperative advertisement plans to meeting planners and convention attendees that feature local business
2. Advertising on the SCCC website, TV prompts, banner space, etc.
3. Local business coupon books for attendees for SCCC
4. Destination guidebook of Santa Clara businesses to hand out at events with map
5. Free/discount booths at SCCC/CVB tradeshows to promote your business

Question 19

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

No response

Question 20

No response

Question 21

- Nonprofit or community organization

Question 22

- Community member

Question 23

- I live in Santa Clara

Name not shown

inside Santa Clara

November 9, 2018, 8:01 AM

Question 1

Location, Location, Location -- Silicon Valley Location, World Class Entertainment, and headquarters for some of the Fastest Growing Companies in the World!

Question 2

1. Lack of tourism related business 2. High Cost 3. Outdated Convention Center that need upgrading

Question 3

1. Economic Development based on a Tourism Master Plan 2. Motivated Hotel Community that understands the value of Destination Marketing 3. Opportunity to update and expand the Convention Center

Question 4

1. City Staff that doesn't understand the competitive business of Destination Sales and Marketing 2. Lack of comprehensive Tourism Master Plan 3. Lack of Regional Destination Marketing Organization to leverage Silicon Valley brand

Question 5

All the above

Question 6

1. Conventions and meetings
2. Sports & tournament travelers
3. Business travelers
4. International travelers
5. Airport related
6. Leisure overnight
7. University-related
8. Passing through to another primary destination
9. Leisure day trips

Question 7

Prioritization should be based on events that maximize economic impact from Hotel Occupancy taxes! Hotel Occupancy tax flow directly to the General fund and pay for City services that local residents do not have to.

Question 8

Meeting and Conventions that have the highest potential to generate Hotel Occupancy which = Big Bucks for the City of Santa Clara

Question 9

- Destination websites
- Digital media

Question 10

- Improving the current convention facility
- More entertainment and performance options
- New development of hotels of various brands, service levels and offerings
- New transportation options for ease of travel within the region
- Welcome signage and directional wayfinding in a variety of language options

Question 11

No response

Question 12

- Amenities/things to do
- Hotel package

Question 13

- Convention sales and marketing
- Economic development

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

- Industry advocacy
- International travel development
- Leisure travel marketing
- Media relations
- Paid advertising
- Printed marketing materials
- Product development
- Research
- Small business opportunities
- Sporting event recruitment
- Visitor services (information center)
- Website, social media, and/or other digital

Question 14

1. Generating economic impact for Santa Clara
2. Creating hotel tax and sales tax revenue
3. Maintaining the Convention Center in first class condition
4. Delivering high-level service for all attendees
5. Hosting conventions and meetings from out of the area
6. Incentivizing large conventions to choose Santa Clara

Question 15

The Convention Center should be expanded to maximize the economic impact from hotel occupancy. The City needs revenue and hotel occupancy is a great source and the convention center should be utilized for this goal.

Question 16

No response

Question 17

No response

Question 18

1. Advertising on the SCCC website, TV prompts, banner space, etc.
2. Cooperative advertisement plans to meeting planners and convention attendees that feature local business

Question 19

No response

Question 20

The Santa Clara Convention Center should be operated separate from the

Destination Marketing Organization. It is the Destination Marketing organization that should oversee the contract for the management of the center. This based on the premise of maximizing Convention Center bookings based on the priority of generating overnight hotel business. The folks that are responsible for selling and marketing the Convention Center (Visit Santa Clara) should be the same ones that oversee the contract for operations at the convention center. Look at other Destinations that have adopted this type of booking policy - San Francisco, Irving, TX, Orlando, etc...

Question 21

- Professional services

Question 22

- Business owner

Question 23

- I work in Santa Clara
- I live in another city

Name not available

November 9, 2018, 10:05 AM

Question 1

Easier to park free. Less expensive than other nearby convention centers.

Question 2

The food from the concessions is terrible and overpriced! Parking can get difficult at times. The box lunches from the concessions needs to be improved.

Question 3

Eliminate the union chokehold. Hire a different kitchen and concession operation.

Question 4

Remove all union contracts.

Question 5

IoT and technical trade shows.

Question 6

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

1. Conventions and meetings

Question 7

Lower the prices and eliminate the union, and more business will come.

Question 8

Technical in the broadest sense.

Question 9

- Digital media
- Tradeshows

Question 10

- Improving the current convention facility
- New development of hotels of various brands, service levels and offerings
- New transportation options for ease of travel within the region

Question 11

- Accessible
- Affordability
- Great hotel diversity

Question 12

- Amenities/things to do
- Transportation-ease of access

Question 13

- Convention sales and marketing
- Economic development
- Media relations
- Product development
- Small business opportunities
- Visitor services (information center)
- Website, social media, and/or other digital

Question 14

1. Incentivizing large conventions to choose Santa Clara
2. Maintaining the Convention Center in first class condition
3. Hosting conventions and meetings from out of the area
4. Delivering high-level service for all attendees

Question 15

No response

Question 16

- Giving local businesses preference when procuring services for the SCCC
- Raising awareness through marketing local businesses (destination guide book, marketing materials, etc. directed to meeting attendees)
- Showcasing local businesses through creation of temporary venues such as a food court with food trucks; pop up/temporary business kiosks; etc.

Question 17

No response

Question 18

1. Advertising on the SCCC website, TV prompters, banner space, etc.
2. Free/discount booths at SCCC/CVB tradeshows to promote your business

Question 19

No response

Question 20

No response

Question 21

- Technology

Question 22

- Other - Engineer

Question 23

- I live in Santa Clara

Name not shown

inside Santa Clara

November 12, 2018, 12:49 PM

Question 1

Close proximity to most major technology companies in the world

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

conducting business here. Santa Clara has an emerging hospitality industry with TOT revenues to the City's general fund increasing sizeably over the past 8 years with much more growth potential. The existing convention center although needing capital improvements is perfectly situated in location to the new City Place downtown expansion.

Convention-goers will be within walking distance of shopping, restaurants and entertainment in the near future inclusive of Great America and Lev's Stadium.

Question 2

Santa Clara has been largely overshadowed as a destination by San Jose and San Francisco for decades. To make matters worse Santa Clara is absent of an operating convention and visitors bureau to market the destination. The infrastructure of the new downtown for Santa Clara will take several years to complete and the city struggles with limited dining and entertainment options for visitors currently.

Question 3

Improve the collaborative efforts of both the business community and the City. Understanding the financial impacts at play here, the City seriously needs to invest time and energy into the hospitality community and start taking the financial impact of that industry more seriously. Investing in the marketing efforts of the destination is a significant opportunity and the budgeting toward marketing Santa Clara to groups and leisure travelers is grossly under funded in comparison to most every competitor and with no visitor's bureau actively selling now.

Question 4

Same as the three opportunities.

Question 5

They attract large corporate meetings, large associations and special interest groups. The convention center needs to continue to book large groups to bring business to the community for multiple days. This helps the restaurants, the hotels, the City, transportation services, etc.

Question 6

1. Conventions and meetings
2. Business travelers
3. Leisure overnight
4. Sports & tournament travelers
5. International travelers
6. Passing through to another primary destination
7. Leisure day trips
8. University-related
9. Airport related

Question 7

No response

Question 8

Santa Clara needs to grow its corporate convention business. As a leading destination within the tech industry Santa Clara should continue to build and explore new meeting opportunities.

Question 9

- Digital media
- Direct sales

Question 10

- Improving the current convention facility
- More entertainment and performance options
- New development of hotels of various brands, service levels and offerings
- New transportation options for ease of travel within the region
- Workforce/talent development and retention

Question 11

- Accessible
- Diverse
- Great venues and facilities
- Local connections to business vertical markets (i.e., access to clients and/or suppliers)
- Safe

Question 12

- Amenities/things to do
- Transportation-ease of access

Question 13

- Convention sales and marketing
- International travel development
- Leisure travel marketing
- Media relations
- Paid advertising
- Printed marketing materials
- Research
- Sporting event recruitment
- Visitor services (information center)

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

- Website, social media, and/or other digital

Question 14

1. Generating economic impact for Santa Clara
2. Maintaining the Convention Center in first class condition
3. Delivering high-level service for all attendees
4. Incentivizing large conventions to choose Santa Clara
5. Creating hotel tax and sales tax revenue
6. Hosting conventions and meetings from out of the area
7. Hosting sporting events (e.g. tournaments)
8. Hosting consumer shows (e.g., home and garden shows)
9. Maximizing revenue/profits to SCCC
10. Hosting community-based events

Question 15

The convention center needs to create an economic impact to the City. Historically the convention center in Santa Clara has been hyper-focused on its own profit & loss statement, but success convention center to best support the City's interests are focused on driving large programs with travelers coming to the destination for several days generating tax revenues and utilizing a number of businesses and services that help grow the economy there.

Question 16

- Delivering high level of service and value for local businesses
- Leveraging opportunities to raise awareness of local businesses (materials to meeting planners for vendors, business kiosks within SCCC, other)
- Raising awareness through marketing local businesses (destination guide book, marketing materials, etc. directed to meeting attendees)

Question 17

Giving space and preferential treatment to local businesses would be prohibitive in many instances. That said, providing value to local businesses with concession and incentives during "need periods" would provide benefit to locals without causing larger financial impact concerns with something implemented year-round.

Question 18

1. Destination guidebook of Santa Clara businesses to hand out at events with map
2. Cooperative advertisement plans to meeting planners and convention attendees that feature local business
3. Advertising on the SCCC website, TV prompts, banner space, etc.
4. Local business coupon books for attendees for SCCC

5. Free/discount booths at SCCC/CVB tradeshows to promote your business

Question 19

No response

Question 20

We need to the City and the new Convention Center management to work together in creating a strong future Visitors Bureau that is formed from the businesses in Santa Clara. Not being sure who the parties are that have expressed interest in running the Convention Center, most do not favor running a CVB since they rely heavily on the business and hospitality sectors to support these interests anyway. It would seem the hotel people should be the ones heavily involved in the visitors bureau since they are the ones significantly invested in bringing new meetings and conventions to the area.

Question 21

- Attractions

Question 22

- Community member

Question 23

- I live in Santa Clara
- I work in Santa Clara

Margaret Hardy

inside Santa Clara

November 12, 2018, 3:18 PM

Question 1

Great location near light rail; plenty of parking; large facility with adjacent hotel - seamless coordination;

Question 2

Building is old and in need of update/repairs; Levi events can impact the CC; entering and exiting by vehicle can have delays;

Question 3

High school events (graduations, parties, dances); smaller concerts; Health activities (blood drive, other med testing, etc.); Larger car show;

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

Question 4

Parking - ingress & egress; legal liability (medical events; minors on campus); Use is booked so far in advance - requires long term planning to have an event there.

Question 5

Home/garden; Hobbies (crafts, quilting, knitting, etc.); Weddings and church events; Trade shows; Prayer breakfast; Tournaments (dance, gymnastics, cheer, etc.); Special interest (specialty car shows, etc.); Business conventions; Speaker presentations.

Question 6

1. Conventions and meetings
2. Leisure day trips
3. Business travelers
4. Sports & tournament travelers
5. International travelers
6. Passing through to another primary destination
7. Airport related
8. University-related
9. Leisure overnight

Question 7

The convention center is known as an event venue, not a "visitors" destination (i.e. Great America).

Question 8

Have events that serve / appeal to the local citizens, especially events that can be visited in a single day out of several (home show, hobbies, etc.) Find a way to make it more appealing to local community groups to choose the CC (HS graduations, weddings).

Question 9

- Digital media
- Other - Have a vibrant, up-to-date detailed and information packed SCCC website.

Question 10

- Improving the current convention facility
- More entertainment and performance options
- New transportation options for ease of travel within the region
- Welcome signage and directional wayfinding in a variety of language options
- Workforce/talent development and retention

Question 11

- Accessible
- Clean
- Diverse
- Great venues and facilities
- Hospitality and friendliness

Question 12

- Airport access
- Other - High cost

Question 13

- Convention sales and marketing
- Leisure travel marketing
- Paid advertising
- Small business opportunities
- Visitor services (information center)
- Website, social media, and/or other digital

Question 14

1. Maintaining the Convention Center in first class condition
2. Hosting community-based events
3. Delivering high-level service for all attendees
4. Hosting consumer shows (e.g., home and garden shows)
5. Hosting sporting events (e.g. tournaments)
6. Maximizing revenue/profits to SCCC
7. Generating economic impact for Santa Clara
8. Hosting conventions and meetings from out of the area
9. Incentivizing large conventions to choose Santa Clara
10. Creating hotel tax and sales tax revenue

Question 15

The facility is in poor shape and needs some love (attention and \$).

Question 16

- Delivering high level of service and value for local businesses
- Giving local businesses preference when procuring services for the SCCC
- Providing local business preference for booking space in SCCC
- Showcasing local businesses through creation of temporary venues such as a food court with food trucks; pop up/temporary business kiosks; etc.

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

Question 17

Get the word out to the county-wide community that this is a good and available, affordable venue.

Question 18

1. Advertising on the SCCC website, TV prompters, banner space, etc.
2. Free/discount booths at SCCC/CVB tradeshows to promote your business
3. Cooperative advertisement plans to meeting planners and convention attendees that feature local business

Question 19

No response

Question 20

The staff are great: friendly, helpful. The interior signage is good, exterior signage is somewhat dated/inaccurate. The food service is excellent.

Question 21

- Real estate

Question 22

- Senior executive/management

Question 23

- I work in Santa Clara
- I live in another city

Name not available

November 12, 2018, 3:31 PM

Question 1

Location in the heart of all of the most current development of AI, Cloud, Autonomous vehicles, Affordable hotels for the area,

Question 2

Promotion of the destination, community support, leadership of the promotion process

Question 3

No response

Question 4

No response

Question 5

Tech, community, pharma, medical

Question 6

1. Conventions and meetings
2. Sports & tournament travelers
3. Leisure overnight
4. International travelers
5. Business travelers
6. University-related
7. Airport related
8. Leisure day trips
9. Passing through to another primary destination

Question 7

No response

Question 8

Those mentioned above

Question 9

- Direct sales
- Tradeshows

Question 10

- Arts/cultural offerings and performance venues
- Improving the current convention facility
- More entertainment and performance options
- New international air access
- Weaving universities and education more thoroughly into the travel experience

Question 11

- Affordability
- Connection to universities
- Great hotel diversity
- Historic
- Safe

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

Question 12

- Amenities/things to do
- Transportation-ease of access

Question 13

- Convention sales and marketing
- Economic development
- Industry advocacy
- International travel development
- Leisure travel marketing
- Website, social media, and/or other digital

Question 14

1. Incentivizing large conventions to choose Santa Clara
2. Creating hotel tax and sales tax revenue
3. Maintaining the Convention Center in first class condition
4. Delivering high-level service for all attendees
5. Generating economic impact for Santa Clara
6. Hosting conventions and meetings from out of the area
7. Maximizing revenue/profits to SCCC
8. Hosting sporting events (e.g. tournaments)
9. Hosting community-based events
10. Hosting consumer shows (e.g., home and garden shows)

Question 15

No response

Question 16

- Delivering high level of service and value for local businesses
- Leveraging opportunities to raise awareness of local businesses (materials to meeting planners for vendors, business kiosks within SCCC, other)
- Raising awareness through marketing local businesses (destination guide book, marketing materials, etc. directed to meeting attendees)

Question 17

No response

Question 18

1. Advertising on the SCCC website, TV prompts, banner space, etc.
2. Cooperative advertisement plans to meeting planners and convention attendees that feature local business

3. Destination guidebook of Santa Clara businesses to hand out at events with map
4. Local business coupon books for attendees for SCCC
5. Free/discount booths at SCCC/CVB tradeshows to promote your business

Question 19

No response

Question 20

No response

Question 21

- Hotels

Question 22

- Senior executive/management

Question 23

- I live in Santa Clara
- I work in Santa Clara

Name not shown

inside Santa Clara

November 13, 2018, 5:16 PM

Question 1

Location

Question 2

Convention Center in need of remodel, lack of selling strategy, lack of funds to sell the destination

Question 3

Location to top Tech Companies, Levi's Stadium, and future Related project

Question 4

No response

Question 5

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

Tech Groups, Sales Groups, Dance Groups, Hobby Groups, Sporting Groups and Events

Question 6

1. Conventions and meetings
2. Business travelers
3. Sports & tournament travelers
4. Leisure overnight
5. International travelers
6. Airport related
7. Passing through to another primary destination
8. Leisure day trips
9. University-related

Question 7

No response

Question 8

Tech, Pharmaceutical, all weekend groups, sports

Question 9

- Destination websites
- Direct sales

Question 10

- Improving the current convention facility
- More entertainment and performance options
- New development of hotels of various brands, service levels and offerings
- New transportation options for ease of travel within the region
- Workforce/talent development and retention

Question 11

- Accessible
- Clean
- Friendly
- Hospitality and friendliness
- Local connections to business vertical markets (i.e., access to clients and/or suppliers)

Question 12

- Hotel package

- Other - Location to top Tech area

Question 13

- Convention sales and marketing
- International travel development
- Leisure travel marketing
- Printed marketing materials
- Sporting event recruitment
- Visitor services (information center)
- Website, social media, and/or other digital

Question 14

1. Incentivizing large conventions to choose Santa Clara
2. Hosting conventions and meetings from out of the area
3. Creating hotel tax and sales tax revenue
4. Maintaining the Convention Center in first class condition
5. Hosting sporting events (e.g. tournaments)
6. Delivering high-level service for all attendees
7. Generating economic impact for Santa Clara
8. Hosting consumer shows (e.g., home and garden shows)
9. Hosting community-based events
10. Maximizing revenue/profits to SCCC

Question 15

No response

Question 16

- SCCC should not engage in a community benefit program

Question 17

No response

Question 18

1. Cooperative advertisement plans to meeting planners and convention attendees that feature local business
2. Advertising on the SCCC website, TV prompters, banner space, etc.
3. Destination guidebook of Santa Clara businesses to hand out at events with map
4. Free/discount booths at SCCC/CVB tradeshows to promote your business
5. Local business coupon books for attendees for SCCC

Question 19

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

No response

Question 20

No response

Question 21

- Hotels

Question 22

- Senior executive/management

Question 23

- I work in Santa Clara

Name not shown

inside Santa Clara

November 14, 2018, 8:53 PM

Question 1

weather, tech, cultural diversity

Question 2

cost, homelessness, traffic

Question 3

youth, education, diversity

Question 4

income inequality, traffic, housing

Question 5

not sure

Question 6

1. Conventions and meetings
2. Business travelers
3. Sports & tournament travelers
4. International travelers
5. Passing through to another primary destination
6. University-related

7. Airport related
8. Leisure day trips
9. Leisure overnight

Question 7

No response

Question 8

tech, sports, business,

Question 9

- Digital media
- Tradeshows

Question 10

- Arts/cultural offerings and performance venues
- Improving the current convention facility
- More entertainment and performance options
- New development of hotels of various brands, service levels and offerings
- New or expanded attractions and museums

Question 11

- Accessible
- Affordability
- Arts & culture
- Clean
- Safe

Question 12

- Amenities/things to do
- Hotel package

Question 13

- Economic development
- Media relations
- Printed marketing materials
- Small business opportunities
- Website, social media, and/or other digital

Question 14

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

1. Incentivizing large conventions to choose Santa Clara
2. Hosting consumer shows (e.g., home and garden shows)
3. Delivering high-level service for all attendees
4. Hosting conventions and meetings from out of the area
5. Maintaining the Convention Center in first class condition
6. Hosting community-based events
7. Generating economic impact for Santa Clara
8. Creating hotel tax and sales tax revenue
9. Hosting sporting events (e.g. tournaments)
10. Maximizing revenue/profits to SCCC

Question 15

No response

Question 16

- Giving local businesses preference when procuring services for the SCCC
- Raising awareness through marketing local businesses (destination guide book, marketing materials, etc. directed to meeting attendees)
- Showcasing local businesses through creation of temporary venues such as a food court with food trucks; pop up/temporary business kiosks; etc.

Question 17

No response

Question 18

1. Local business coupon books for attendees for SCCC
2. Advertising on the SCCC website, TV prompts, banner space, etc.
3. Destination guidebook of Santa Clara businesses to hand out at events with map
4. Free/discount booths at SCCC/CVB tradeshows to promote your business
5. Cooperative advertisement plans to meeting planners and convention attendees that feature local business

Question 19

No response

Question 20

No response

Question 21

- Nonprofit or community organization

Question 22

- Community member

Question 23

- I live in Santa Clara
- I work in Santa Clara

Name not available

November 15, 2018, 11:21 AM

Question 1

Hotel Partners are willing to work with convention center. There is opportunity in Santa Clara to better brand itself.

Question 2

Convention center booking policies of booking catering only no hotel room events too far out. This takes space away from possible city wide events. Very little joint involvement from 49er organization on events that impact hotels partners.

Question 3

City wide hotel room night bench mark is too low for Santa Clara at 600. Santa Clara needs to better brand itself with in Silicon Valley to attract more city wises.

Question 4

Convention center needs updates and reformatted to be competitive going forward with other local cities like San Jose. Parking at convention center. A CVB that is more aggressive in booking new business.

Question 5

High Tech and social

Question 6

1. Business travelers
2. Conventions and meetings
3. Sports & tournament travelers
4. Leisure overnight
5. International travelers

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

Question 7

No response

Question 8

This is tough with out updating the convention center

Question 9

- Direct sales
- Tradeshows

Question 10

- Arts/cultural offerings and performance venues
- Improving the current convention facility
- More entertainment and performance options
- New transportation options for ease of travel within the region

Question 11

- Affordability
- Great hotel diversity
- Hospitality and friendliness
- Walkable

Question 12

- Amenities/things to do
- Transportation-ease of access

Question 13

- Convention sales and marketing
- Economic development
- Industry advocacy
- Leisure travel marketing
- Media relations
- Printed marketing materials
- Website, social media, and/or other digital

Question 14

1. Maintaining the Convention Center in first class condition
2. Creating hotel tax and sales tax revenue
3. Generating economic impact for Santa Clara
4. Maximizing revenue/profits to SCCC
5. Hosting conventions and meetings from out of the area

6. Incentivizing large conventions to choose Santa Clara

Question 15

No response

Question 16

- Leveraging opportunities to raise awareness of local businesses (materials to meeting planners for vendors, business kiosks within SCCC, other)

Question 17

No response

Question 18

1. Free/discount booths at SCCC/CVB tradeshows to promote your business

Question 19

No response

Question 20

No response

Question 21

- Hotels

Question 22

- Senior executive/management

Question 23

- I work in Santa Clara

Name not available

November 16, 2018, 2:09 PM

Question 1

Small town feel in a growing city, growing amenities like restaurants and shops, nearness of specialty attractions and freeways.

Question 2

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

Leadership (staff and elected) often in the news with concerning topics, City staff are often rude and dismissive to businesses and the public, the "look" of El Camino is not attractive (old/tired and disjointed).

Question 3

Work with area businesses to create individualized marketing packages for tourism, meetings, and conventions.

Question 4

Expense, traffic, and nearness of larger destination locations (SF, Santa Cruz, Monterey, Carmel).

Question 5

Never been to a convention here. All California conventions I've attended have been in San Francisco, Sacramento, LA, and San Diego area.

Question 6

1. Leisure day trips
2. Leisure overnight
3. Sports & tournament travelers
4. University-related
5. Conventions and meetings
6. Business travelers
7. Passing through to another primary destination
8. International travelers
9. Airport related

Question 7

No response

Question 8

education

Question 9

- Public relations
- Other - Great relationship with the local Chamber. They are the go-to people for conference and convention planners.

Question 10

- More entertainment and performance options
- Other - Cohesive, attractive, updated main streets

Question 11

- Accessible
- Diverse
- Food scene
- Local connections to business vertical markets (i.e., access to clients and/or suppliers)
- Safe

Question 12

- Transportation-ease of access
- Other - Amenities are not walkable from convention center.

Question 13

- Convention sales and marketing
- International travel development
- Leisure travel marketing
- Media relations
- Sporting event recruitment
- Visitor services (information center)
- Website, social media, and/or other digital

Question 14

No response

Question 15

No response

Question 16

No response

Question 17

No response

Question 18

No response

Question 19

No response

Question 20

No response

Question 21

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

No response

Question 22

No response

Question 23

No response

Name not available

November 21, 2018, 11:05 AM

Question 1

Location in silicon valley, amenities (free parking, mass transit),

Question 2

Convention center needing refurbishment

Question 3

A convention center that was updated could provide

Question 4

No response

Question 5

No response

Question 6

1. Conventions and meetings
2. Sports & tournament travelers
3. Business travelers

Question 7

No response

Question 8

No response

Question 9

- Direct sales
- Traditional advertising

Question 10

- Improving the current convention facility
- Workforce/talent development and retention

Question 11

- Accessible
- Affordability
- Friendly
- Hospitality and friendliness
- Safe

Question 12

No response

Question 13

- Convention sales and marketing
- Paid advertising
- Printed marketing materials
- Visitor services (information center)
- Website, social media, and/or other digital

Question 14

1. Maintaining the Convention Center in first class condition
2. Delivering high-level service for all attendees

Question 15

No response

Question 16

- Delivering high level of service and value for local businesses
- Providing local business preference for booking space in SCCC
- Showcasing local businesses through creation of temporary venues such as a food court with food trucks; pop up/temporary business kiosks; etc.

Question 17

No response

Question 18

1. Free/discount booths at SCCC/CVB tradeshows to promote your business

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

2. Destination guidebook of Santa Clara businesses to hand out at events with map
3. Local business coupon books for attendees for SCCC

Question 19

No response

Question 20

No response

Question 21

- Convention/exhibits services

Question 22

- Senior executive/management

Question 23

- I work in Santa Clara

Keith Stattenfield

inside Santa Clara

November 24, 2018, 2:34 PM

Question 1

Close & home to tech centers; pleasant weather;

Question 2

High cost; traffic / poor transit options ; not many local attractions

Question 3

Growing, economically well off area ; diverse and smart residents

Question 4

Costs ; perception of scandal ; we

Question 5

Smaller technology conferences? Home & garden things? I really don't know much about what use the convention center currently gets

Question 6

1. Conventions and meetings
2. Sports & tournament travelers
3. Business travelers
4. University-related
5. International travelers
6. Airport related
7. Leisure overnight
8. Leisure day trips
9. Passing through to another primary destination

Question 7

No response

Question 8

No response

Question 9

- Direct sales
- Social media

Question 10

- Improving the current convention facility
- More entertainment and performance options
- New development of hotels of various brands, service levels and offerings
- New or expanded attractions and museums
- New transportation options for ease of travel within the region

Question 11

- Accessible
- Local connections to business vertical markets (i.e., access to clients and/or suppliers)
- Safe

Question 12

- Amenities/things to do

Question 13

- Economic development
- Visitor services (information center)
- Website, social media, and/or other digital

Santa Clara Convention Center Survey

Santa Clara Convention Center Survey

Question 14

1. Hosting conventions and meetings from out of the area
2. Generating economic impact for Santa Clara
3. Hosting community-based events
4. Maximizing revenue/profits to SCCC
5. Creating hotel tax and sales tax revenue
6. Incentivizing large conventions to choose Santa Clara
7. Hosting sporting events (e.g. tournaments)
8. Hosting consumer shows (e.g., home and garden shows)

Question 15

No response

Question 16

- Giving local businesses preference when procuring services for the SCCC
- Providing local business preference for booking space in SCCC

Question 17

No response

Question 18

No response

Question 19

I don't have a local business that would benefit from any of these.

Question 20

No response

Question 21

- Real estate

Question 22

- Community member

Question 23

- I live in Santa Clara
- I work in another city

Santa Clara Convention Survey - Postcard survey results as of Jan. 29, 2019

56 total surveys responses received by mail

Rank the following in terms of their relative importance as a goal for the Santa Clara Convention Center (1 most important, 10 being least important)

Survey Respondent No.	Describe your industry	Hosting conventions and meetings from out of the area	Maximizing revenue/profits to SCCC	Creating hotel tax and sales tax revenue	Hosting community-based events	Generating economic impact for Santa Clara	Hosting consumer shows (i.e. home and garden shows)	Incentivizing large conventions to choose Santa Clara	Maintaining the SCCC in first-class condition	Delivering high-level service for all attendees	Hosting sporting events (e.g. tournaments)	In a few words, please describe the attributes of Santa Clara as a meetings and conventions destination that make it a good place for attendees.	In a few words, please describe how the SCCC and Convention-Visitors Bureau can promote, market and help grow	NOTES
1	Human Resources/Business Mgmt. Consulting	6	1	7	2	3	9	4	5	8	10	Well maintained, clean and ease of use, accessible	Collaborate with small business to increase visibility to growth opportunities	
2	Immigration Services	8	5	8	7	5	7	10	10	7	5	Several venues, associates of tech companies, close to airport, fair number of hotels, public transportation not great	advertise and small articles on business sites, magazines. Review online information for advertising the industrial companies.	Ranked incorrectly
3	Financial services - Edward Jones	4	10	9	7	8	6	3	2	1	5	Being in the service industry, I do believe that if the SCCCC can achieve 1-7, then 8-10 will follow	The City of Santa Clara is the "Center of What's Possible". If the City is willing to commit to 1-3, above, this will help drive 8-10. But the City needs to commit to this and politicize the SCCCC.	
4	Sales, Independent contractor	3	9	5	10	6	4	8	1	2	7	Location, weather, new facilities, hotel, etc.	Get the Council squared away, too much aggravation and BS.	
5		10	10	10	10	10	10	10	10	10	10			Ranked incorrectly
6	Manufacturing - Construction	10	9	2	5	3	8	6	4	1	7			
7	Fence Company	10	1	2	3	5	8	9	6	4	7			

Santa Clara Convention Survey - Postcard survey results as of Jan. 29, 2019

56 total surveys responses received by mail

Rank the following in terms of their relative importance as a goal for the Santa Clara Convention Center (1 most important, 10 being least important)

Survey Respondent No.	Describe your industry	Hosting conventions and meetings from out of the area	Maximizing revenue/pro fits to SCCC	Creating hotel tax and sales tax revenue	Hosting community-based events	Generating economic impact for Santa Clara	Hosting consumer shows (i.e. home and garden shows)	Incentivizing large conventions to choose Santa Clara	Maintaining the SCCC in first-class condition	Delivering high-level service for all attendees	Hosting sporting events (e.g. tournaments)	In a few words, please describe the attributes of Santa Clara as a meetings and conventions destination that make it a good place for attendees.	In a few words, please describe how the SCCC and Convention-Visitors Bureau can promote, market and help grow	NOTES
8	Caregiver for seniors	10	7	6	3	5	1	9	4	2	8			
9	Counseling	9	2	1	3	5	4	10	8	6	7	In the heart of Silicon Valley. Convenient location.	Bring new visitors to Santa Clara to boost economy.	
10	Retail full sales	2	10	9	8	3	7	5	1	4	6	It's cleaner and safer than San Jose.	Address homeless situation, keep it clean, fix roads	
11	Semiconductor	1	5	9	6	2	7	8	3	4	10	Santa Clara is in the middle of Silicon Valley, which is very important	More international investment will get generated if we keep SCCC	
12		1								2				
13	Powder coating	10	8	10	10	10	10	5	10	10	10			Ranked incorrectly
14	Retail Food	4	10	5	9	1	7	6	3	2	8	Location in Silicon Valley	allow us to showcase products, sell at conventions. Food service is more interested in profits than giving attendees a chance to sample our local culture. Psycho Donuts has contributed 30% of sales at SJCC for a total of \$17K this year. Pure profit for CC and interest for attendees	

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15	Automotive Repair	8	6	7	4	1	9	5	2	3	10	Beautiful weather, lots of local attractions, safe city to visit, close to the airport, heart of silicon valley	Offer a beautiful, first class convention center that attracts business conventions and meetings to Santa Clara from the bay area and the rest of the world		
16	Insurance services	5	5	5	5	4	6	5	4	5	6	Ok keep up your good work		Ranked incorrectly	
17	Non profit	10	1	3	7	2	5	4	6	8	9	Great location and epic center of Silicon Valley	Easy access, heart of Silicon Valley and tech companies		
18	Commerical Real estate management	4	8	10	6	7	5	3	1	2	9	Free parking, connected with hotel, easy to find and park, lots of helpful staff	Continue, but with transparency , all current things		
19	Automotive Roadside Assistance	2	2	3	1	1	5	1	1	1	7	It's a new state of the art facility. Available for all types of venues	Free advertising during events		
20	Manufacturing Light Measurement Meters	1	7	10	2	8	5	6	3	4	9	Easy access, good parking, nice facility	Provide a list of hotels and eating places for attendees.		
21	Independent Pharmacy	1	10	8	3	9	2	7	6	5	4	Safety. Affordable housing, supports veterans, criminal justice reforms. Address homelessness	Take care of the most vulnerable in society (wink, wink)		

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22	Commerical Landlord				X		X			X	X	Very attractive building	Garden shows (Our City Forest in San Jose) have here.	Ranked incorrectly
23	Law office	6	1	2	10	3	5	4	7	8	9			
24	Welding supplies				X				X	X				Ranked incorrectly
25	Mfg	1	7	10	6	8	2	3	4	5	7	easy access		
26	Real estate and mortgage	7	10	8	5	9	2	1	3	4	6			
27					1		2		3	4		Santa Clara is a family oriented City or at least it used to be. Why can't that be our goal and let other local cities be trashed out by noise and pollution cased by huge events.	Make Santa Clara a warm and friendly place and cut down on huge expenditures for functions we don't want.	
28	Non - Profit/Humanitarian	2	8	9	1	5	10	3	6	4	7	Location, quality, professionalism, plenty of free parking	Sent out coupons. Gorupons, emails, ads to make incentives, packages, etc. Deals on meetings.	

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29	Wholesale packaging	1			1		1		1		1	Center of Silicon Valley. Close by entertainment venue. Safety	SCCC must select local businesses for its supply chain instead of national board or out of City vendors. That way locals are invested in their City's Success. City of Santa Clara has never done so and kept the process private.	
30	Fiber Optics Component Manufacturing	4	5	7	8	6	9	1	3	2	10	Heart of Silicon Valley, can attract local tech businesses, clean, affluent	Host conventions at SCCC related to our industry: photonics, lasers, fiber optics, telecommunications, biomedical, defense, etc.	
31	Financiell services, tax accounting, education/training	1	5	10	3	4	8	2	6	7	9	Centralized location in northern part of South bay, easily accessible to Hwy 101, 237, 85, 880, 680. Multiple sized rooms available	More prominent banners around Santa Clara, incentives for frequent business renters	
32	Human Services and Financial	5	10	8	6	1	7	9	4	2	3	Safe place, heart of Silicon Valley, near to other plaes, near to different		
33	Health Care Field	1	1	2	1	2	1	1	2	1	1	Its well pleasing		Ranked incorrectly

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34		2	9	10	1	7	3	5	8	4	6	Fun, quiet area to explore and vисти nice places to eat or hang out	Magazines or booklet fo attendess to grab	
35	Real Estate sales	3	1	7	8	2	4	5	9	10	6	Located away from major shopping areas to limit traffic problems but accessible to major highways	I feel the prior organization was doing a great job. Why were they fired? Politics - Gillmor	
36	Graphic Design	1	9	8	2	4	3	10	5	6	7	close to freeways, hotels, employers		
37	Tech Mfg. and Construction	10	10	10	10	10	10	10	10	10	10			
38	Tech Mfg. and Construction	10	10	10	10	10	10	10	10	10	10			
39	Accounting	7	10	1	4	8	6	9	2	3	5	Centrally located to globally significant economic center	Not sure. Getting people connected to their target demographic, maybe.	
40	Electronic Component Manufacturing	1	2	3	2	1	2	2	1	1	2	Ideal lcoation for business in Silicon valley	You are doing an outstanding job with this. But will not be an active participant due to advancing age.	
41	Enterprise software	6	10	9	5	1	8	4	3	2	7	Accesible central Silicon Valley location. Good parking and spacious halls.		
42	Insurance	5	2	2	1	1	1	10	1	1	10			Ranked incorrectly
43	Semiconductor	5	3	9	4	2	7	1	6	8	10		More ad in magazine	
44														Entire card left blank

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45	Consulting	1			2				3	4		Heart of Silicon Valley		
46	Legal services	3	5	1	8	2	6	9	4	7	10	Close to SJ airport and large SV corporations, convenient also to SFO. Should provide better value than Moscone Center	Site more hotels/restaurants around Convention Center and provide creek access like San Antonio riverwalk	
47	Semiconductor	4	10	9	1	8	2	3	6	5	7	Good location. Very convenient to reach. Lots of choices for different volume of events.	Acutally I hae no idea about this.	
48	Technology	X				X			X			Close to my work. Relatively easy parking.	Help small companies and women in business and minority businesses.	Ranked incorrectly
49	education/Tech	10	7	8	1	6	2	4	3	5	9	central, accessible, less hassle than SF		
50	Chef - private	2	1	7	3	4	5	9	6	8	10	It's not very relative to my business	Stop bonus payouts. Keep it making moves	
51	Collectibles				X							Free parking, easy access	better advertising of events, more room site selections, more reliable room reservations	ranked incorrectly
52	Retail	5	10	8	10	10	6	8	9	5	9	need a traffic control system to make attendees more attractive	use internet media, billboard on 101 freeway	ranked incorrectly

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53	Woodworking / Cabineting	5	6	9	3	8	7	4	2	1	10	Easy access to all types of venues of events - something for every taste and style	Bring home and garden shows, so that small businesses have an opportunity to attract members/customers	
54	tax preparation	4	9	8	7	3	5	10	2	1	6			
55		5	1	1	3	1	4	1	1	1	5			ranked incorrectly
56	chiropractic healthcare	7	9	10	4	8	1	6	2	3	5	Close to airport, close to freeways and hotels and amenities such as sports events, restaurants	eg: home shows - use more local vendors	