

**DESTINATION ADVANTAGE - INVOICES - 05/31/19**

<b>Invoice</b>	<b>Invoice Date</b>	<b>Vendor</b>	<b>Amount</b>	<b>Pd</b>	<b>Outstanding</b>	<b>Description</b>
#311	9/21/2018	Destination Advantage	\$ 9,000	\$ 9,000	\$ -	Q1 July - September 2018 Internet Destination Sales and Marketing
#315	2/18/2019	Destination Advantage	\$ 9,000	\$ -	9,000	Q2 October - December 2018 Internet Destination Sales and Marketing
#316	3/14/2019	Destination Advantage	\$ 56,747	\$ -	56,747	July 2018 - March 2019 Marketing & Management Services (9 months)
#318	5/29/2019	Destination Advantage	\$ 9,000	\$ -	9,000	Q3 January - March 2019 Internet Destination Sales and Marketing
					<b>\$ 74,747</b>	

**Destination Advantage, LLC**  
 14493 SPID, Suite A PMB 452  
 Corpus Christi, TX 78418 US  
 (361) 548-5113  
 dshia@destinationadvantage.com  
 www.destinationadvantage.com

# Invoice

**BILL TO**

Lisa Moreno  
 Santa Clara Convention Center  
 5001 Great America Parkway  
 Santa Clara, CA 95054

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
311	09/21/2018	\$9,000.00	10/21/2018	Net 30	

ACTIVITY	QTY	RATE	AMOUNT
<b>Monthly Internet Destination Sales and Marketing Program</b> July-September 2018: - Internet Marketing Services - SEO, SEM, PPC, content marketing - eMail hosting - ConventionCalendar.com subscription - Swift RFP lead generation program has produced nearly 60 new booking requests for first quarter - Online Public Relations and attendance boosting at featured events	1	9,000.00	9,000.00

BALANCE DUE

**\$9,000.00**

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**BILL TO**

Santa Clara Convention Center/Santa  
 Clara Tourism Improvement  
 District/City of Santa Clara  
 5001 Great America Parkway  
 Santa Clara, CA 95054

**SHIP TO**

Santa Clara Convention Center/Santa  
 Clara Tourism Improvement  
 District/City of Santa Clara  
 5001 Great America Parkway  
 Santa Clara, CA 95054

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
315	02/18/2019	\$9,000.00	03/20/2019	Net 30	

ACTIVITY	QTY	RATE	AMOUNT
<b>Services</b> Quarterly Internet Destination Sales and Marketing October - December 2018: SantaClaraConventionCenter.org - Internet Marketing Services - Website hosting and maintenance - SwiftRFP Lead Generation and Lead Management Services - Convention Center online Public Relations and attendance boosting at featured events	1	9,000.00	9,000.00

BALANCE DUE

**\$9,000.00**

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BILL TO
Santa Clara Tourism Improvement District/City of Santa Clara 5001 Great America Parkway Santa Clara, CA 95054

SHIP TO
Santa Clara Tourism Improvement District/City of Santa Clara 5001 Great America Parkway Santa Clara, CA 95054

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
316	03/14/2019	\$56,747.00	04/13/2019	Net 30	

ACTIVITY	QTY	RATE	AMOUNT
<b>Services</b> \$45,747 Marketing & Management: 9 months July 2018 - March 2019 @ \$5,083/month - Visit Santa Clara Visitor Marketing & Advertising - Including content design and development for business travelers, individuals, groups, reunions, weddings, tour operators. - Online Public Relations - Including popular Social Media Channel Management with over 30,000 engaged followers of the Visit Santa Clara Brand - New Visit Santa Clara Branding and Theme Line Development - "The Entertainment Capital of Silicon Valley!" Debuted in December 2018 at Sacramento Exhibition. - College Football Playoff Championship Game Promotion - WinterFest Hotel Packages Promotion - Internet Marketing - Approx. 13,000 Sleeping Room Nights Requested - Lead Generation - Over 161 new corporate meetings and group booking requests	9	5,083.00	45,747.00
<b>Services</b> \$11,000 Direct Sales: - December 13, 2018 Sacramento CalSAE Seasonal Spectacular - Visit Santa Clara Exposition and Direct Sales in partnership with 5 TID Hotel Partners. 111 new Sales Leads Generated - January 7-9, 2019 Pittsburgh, PA PCMA Convening Leaders - Visit Santa Clara Sales Representation	2	5,500.00	11,000.00

BALANCE DUE

**\$56,747.00**

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INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
318	05/29/2019	\$9,000.00	06/28/2019	Net 30	

ACTIVITY	QTY	RATE	AMOUNT
<b>Services</b> Quarterly Internet Destination Sales and Marketing January - March 2019: SantaClaraConventionCenter.org - Internet Marketing Services - Website hosting and maintenance - SwiftRFP Lead Generation and Lead Management Services - Convention Center online Public Relations and attendance boosting at featured events	1	9,000.00	9,000.00

BALANCE DUE

**\$9,000.00**

# Destination Advantage

## Santa Clara CVB/TID/ Convention Center Budget Recommendations

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### **Budgeted Scope of Work for FY 17/18**

*List of budgeted programs managed by Destination Advantage LLC*

**Destination Advantage Account Management & Consulting Fees: Existing Budget #6241 \$36,000/annually, invoiced quarterly. (Does not include Travel Expenses)**

Destination Advantage LLC is a trusted partner viewed as an extension of the CVB/Convention Center staff. Fee for Budget Item #6241 Media Management includes:

- Campaign Design and Development
- Account Management and Stakeholder relations
- Media Budget Management
- Best Practices Recommendations
- Strategic Alliance Development
- Strategic Planning
- Lead Management
- Performance Tracking & Reporting

**Website Design and Development Consolidated: Existing Budget #6681 \$15,000/annually (\$7,500 increase over last year). \$7,500 invoiced beginning of new fiscal year and \$7,500 invoiced on approved maintenance requests.**

Increase to cover new SantaClaraConventionCenter.org website. Fees include annual lease, design, development, content management, and maintenance.

**Website Hosting: Budget #6401 \$3,000 Annual Fee (\$1,800 increase over last year) invoiced beginning of new fiscal year.**

- Increase in budget covers addition of new sites including SantaClara.org and SantaClaraConventionCenter.org and continued hosting for SiliconValleyMeetings.com
- Server Management, Security, Back-ups and maintenance

**Search Engine Pay Per Click (PPC) Marketing & Management: Budget #6403 \$14,000/annually, invoiced quarterly (Same as last year).**

- Research and Set-up PPC campaigns across all viable PPC channels including but not limited to Google, Bing, and Facebook.
- Develop and manage keywords and phrase strategy
- Design and Develop text and display ads
- Quarterly Tracking and Reporting including impressions and click thrus

# Destination Advantage

- 6288 NCCMPI \$1,350 (Same as Last Year)
- 6411 LinkedIn \$5,000 (Same as Last Year)
- 6405 Sports eMarketing (NASC) \$4,500
- 6289 ConventionCalendar.com (Same as Last Year) Display Ad for each TID Hotel \$6,900/annually invoiced by Destination Advantage LLC and paid out of TID Budget (\$766.66 per TID Hotel for individual hotel sponsorship)

## Proposed New Programs

### **VisitSiliconValley.org – Santa Clara Featured Destination and Hotel Promotion: \$6,900/annually (New)**

- Featured Hotel Listings for all TID Hotel Partners including images and direct booking links
- Promotion across Visit Silicon Valley Social Media Channels
- Santa Clara Featured Destination promotion to highlight Santa Clara on Silicon Valley map

### **Automated Convention Sales Assistant (Meeting Planner Joy): \$36,000/annually (New) invoiced quarterly.**

- Bridge Sales and Marketing departments by quickly and efficiently following up on new leads
- Optimize Lead Management by automating the engagement and follow up process
- Focus valuable Salespeople time on qualified leads
- New RFP's submitted would be engaged by Joy to verify contact info. Once verified, Joy will introduce assigned Sales Manager. Finally, Joy will follow up to be sure customer received requested information.
- Program includes expanded Lead management dashboard to monitor lead status.

### **eCommerce Partner Marketing and Revenue generating programs**

- Manage Sales of Display advertising on Destination Advantage managed websites and eMail campaigns
- 30% Revenue share to CVB.
- Destination Advantage responsibilities include:
  - Media Kit development
  - Direct Sales Management and invoicing. Including hiring contract sales person.
  - Ad design and development
  - Customer tracking and reporting
- CVB Responsibility include:
  - Forwarding all leads for follow up
  - Timely approval of all advertising agreements

**From:** Roy Truitt <[royrjtruitt@cs.com](mailto:royrjtruitt@cs.com)>  
**Sent:** Sunday, September 9, 2018 11:51 AM  
**To:** Donovan Shia  
**Subject:** Santa Clara Chamber of Commerce

To Whom it May Concern:

As the Interim President and CEO of the Santa Clara Chamber of Commerce and Convention-Visitors Bureau, I can attest to the facts with the full Board approval regarding the partnership with Destination Advantage LLC and the transfer of CVB digital assets including the website SantaClara.org and other related domain names.

As it became clear the CVB funding would not provide for the recommended expansion of the destination and venue digital Marketing efforts we developed a partnership with Destination Advantage LLC to provide the with full access and control of CVB digital assets for the express purpose of allowing them to implement any content, domain usage, and other services at their complete discretion offset additional development and marketing fees that the CVB was unavailable to provide. In return for the transfer of digital assets to Destination Advantage,they would proceed with the development of new websites to promote the destination and Convention Center and generate new booking requests.

The transfer was approved by the Chamber Board of Directors and was documented in the minutes.The partnership has been a success for both the Chamber of Commerce and the Convention Center and has provided for a robust destination marketing and sales program.

Best Regards  
Roy Truitt  
Past Interim President and CEO of the Santa Clara Chamber of Commerce  
408 24 1710



## Visit Santa Clara Key Performance Points:

- **256 Total New Group Booking Requests**
- **19,301 Group Sleeping Room Nights Requested**
- **169,561 Total Santa Clara event attendees**
- **12 Definite Bookings (Definite bookings don't reflect leads sent directly to hotels for booking)**

## Destination Sales Efforts

- CalSAE Seasonal Spectacular Sales Exhibition in Sacramento. Designed and coordinated trade show booth featuring new destination theme line *The Entertainment Capital of Silicon Valley!* in partnership with 5 TID Hotel Partners, generating over **111 new sales leads** for TID Hotel Partners.

## Santa Clara Convention Center

- **51,124 Convention Center website visitors**, viewing 128,823 pages of information.
- Santa Clara Convention Calendar is one of the most popular and effective programs with over 5,000 subscribing local business and visitors.
- 550 Direct Links to TID Featured Hotel Partners from the Santa Clara Convention Calendar

## Destination Marketing Effort Raising Awareness with Visitors, Meeting Planners, and Local Stakeholders

Destination Advantage has continued promotion of the city's hospitality assets, including:

- **92,152 SantaClara.org website visitors** -- Raising Awareness of Santa Clara
- Online Public Relations and Communications highlighting Santa Clara and TID hotels and branding the destination as the "Entertainment Capitol of Silicon Valley!"

- **16,000 followers on social** channels: Facebook, Instagram, and Twitter have been used to focus on keeping the city/region on both the consumer and travel trade's radar.
- Marketing effort was focused on highlighting both the College Football Playoff Championship Game as well as WinterFest packages.

## Partnership Marketing

- Partnership Marketing dialog with Levi's Stadium Sales Team – providing additional destination sales support and working with Sales and Marketing committee on Partnership Proposal.
- Regional hotel, attraction, and destination partner communications to develop support for a new sponsorship/membership model.
- Viral social media support from hotel partners such as the Avatar and AC Hotel Santa Clara tagging our "Entertainment Capitol of Silicon Valley" theme line.

### TID Hotel Statistics

- Avatar Hotel: 317 tracked links to hotel website
- Biltmore Hotel & Suites: 527 tracked links to hotel website
- Embassy Suites Hotel: 781 tracked links to hotel website
- Hilton Santa Clara: 773 tracked links to hotel website
- Hyatt House Santa Clara: 131 tracked links to hotel website
- Hyatt Regency: 962 tracked links to hotel website
- Marriott Santa Clara: 604 tracked links to hotel website
- The Plaza Suites: 165 tracked links to hotel website
- TownePlace Suites: 71 tracked links to hotel website