



City of Santa Clara
MARKETING COMMITTEE MEETING
Wednesday, February 19, 2014, 4 p.m.
Central Park Library

Attendees

Organization	Name
City of Santa Clara	Debi Davis, Chair Lisa Gillmor Teresa O'Neill Julio Fuentes Sheila Tucker Ruth Shikada Dan Beerman Gaurav Garg Larry Owens
Santa Clara Chamber of Commerce	Steve Van Dorn
Santa Clara Convention Center	Lisa Moreno
Santa Clara Convention-Visitors Bureau	David Andre
Santa Clara Convention-Visitors Bureau	Debbie Keller
Santa Clara Chamber of Commerce & Convention-Visitors Bureau	Annette Manhart
Santa Clara University	Butch Coyne
Mission College	Daniel Peck
California's Great America	Kent Russell
San Francisco 49ers	Ali Towle
San Francisco 49ers	Hannah Gordon
The Plaza Suites	JP Rollet
Hilton Santa Clara	Erich Smith
HBR Community Partners	Chris Greene
Santa Clara Sports Group (Santa Clara Swim Club)	Jaime Benes

1. **Introductions and Welcome**

Meeting called to order at 4:09 p.m. by Chair Davis. Chair Davis asked attendees to introduce themselves and the organization they represent.

2. **Marketing Committee Purpose/Objective**

Chair Davis introduced Assistant City Manager Sheila Tucker. Assistant City Manager Tucker noted the enthusiasm expressed by the committee members to participate in the City Council's newly engaged Marketing Committee. Assistant City Manager Tucker has been assigned as staff to assist the Council Committee in developing its recommendations for a new branding and marketing strategy for the City.

City Manager Fuentes stated Santa Clara is unique in that it has incredible residential development, the business section is established and renowned in the region and known internationally. The City of Santa Clara (City) has been established as the technological center for the region. The Marketing Committee will assist in tying together all aspects of the City with a marketing strategy and a brand which will provide opportunities for growth.

Assistant City Manager Tucker informed the Marketing Committee that the Harvard Business School Community Partners (HBSCP) had selected the City to complete a pro-bono community project. A team of HBSCP Alumni will conduct market research that will serve as the foundation for a new marketing and branding strategy. HBSCP was established in 1986 to provide alumni in Northern California with opportunities to volunteer their management and business skills for the betterment of community. Mr. Chris Green of HBSCP gave a brief presentation about the HBSCP and the proposed engagement with the City. Our team of volunteers come from prominent businesses like Cisco, Skype, Nowmap, Vormetric, etc., and will be working with city staff to conduct research on the perspective of community members and what the City's key strategic assets are. The engagement will involve a 4 to 6 month project commitment which incorporates 4 to 8 volunteers, each providing 2 to 10 hours per week.

3. **Santa Clara's Branding Strategy**

Silicon Valley Power (SVP) representative Larry Owens, Manager, Customer Services, gave an overview of SVP's former efforts to establish a new branding strategy for the City's Utility. Mr. Owens gave a presentation highlighting SVP's branding efforts. As a part of SVP's brand development, SVP worked to identify who it is to its customers. Market research identified customers' top priorities as: power reliability, cost competitive, responsive service, environmental responsibility. SVP's brand positioning is that its: 1) world-class utility - a reflection of its customers, 2) strong, bold, competitive - alignment with region, 3) not government/institutional - flexible, responsive, 4) competitive, not bureaucratic – speed to market, 5) to employees – not business as usual. SVP uses the tagline, "Giving You the Power to Change the World." Mr. Owens passed out a "Welcome" packet which is given to new and prospective customers. SVP uses online newsletters, direct mail, email, and their website among others vehicles for their outreach.

4. **Stakeholder Presentations** (10 minutes each)

Mr. Erich Smith, Hilton Santa Clara, representing the Tourism and Improvement District (TID) Board, gave an overview of the TID. The TID was established eight years ago, and currently has eight hotels. Each of the hotels collects a \$1 per night per room assessment. Currently, the TID has collected \$800,000. The TID does no direct marketing or promotions as the Santa Clara Convention and Visitors Bureau (SCCVB) is tasked with the execution of marketing recommendations. Funding is funneled through the SCCVB with the TID Board working with the SCCVB to approve expenditures.

The TID does not have a tag line at this time. The TID funds significant activities and subsidizes marketing and advertising for the TID area. The TID covers 65% of staffing costs for day-to-day activities, transportation subsidies and subsidizes larger pieces of businesses to come to Santa Clara, i.e., meeting space rentals and incentive programs. Council Member Gillmor asked how decisions are made as to how the money is used. It was stated that half of the funds cover the Chamber staffing costs, and a quorum of the TID Board approves the overall budget.

Ms. Ali Towle, 49ers Director of Marketing for Levi's Stadium, presented a PowerPoint presentation to the Committee. The stadium marketing strategy is to have the stadium in use 365 days of the year once it opens. An awareness campaign to establish Levi's Stadium as a year-round entertainment destination in Santa Clara is targeted to kick off in the May/June timeframe. Secondary and more tactical advertising will follow on the 49ers Museum, 49ers Team Store, event rentals, tours of the stadium, and restaurant opening of Bourbon Steak & Pub. The 49ers are currently tackling fall tour business which is anticipated to fill the hotels on the weekend. Stadium tours will be launched in mid-August that will hit several different tracks,

such as developing an art collection comprised of 700 original pieces of art primarily from Bay Area artists. Tours will also highlight the environmental, architectural and artistic features of the building and promote the opportunity to hold corporate meetings, conferences, trade shows, and consumer events at the stadium. Stadium events booked at the stadium start August 2014, Earthquakes game; October 2014 Oregon vs. Cal CFB; and March 2014 WWE Wrestlemania XXXI. The 49ers are also currently working to secure concerts, NCAA Football games, and international soccer events. It is anticipated that Levi's Strauss will also be developing a marketing strategy to tie into the stadium.

Mr. Kent Russell of California's Great America presented a PowerPoint presentation to the Committee. Great America (GA) is owned by Cedar Fair, a parent company. Mr. Russell highlighted the demographics of visitors to the theme park stating that the majority of its visitors travel between 50 to 100 miles to attend, with an average annual attendance of 1.7 million. GA is expecting its 75-millionth park visitor in the upcoming 2014 season that will promote the opening of the new "Gold Striker" rollercoaster. Under the tag line "Thrills Connect", GA spends roughly four million dollars on its direct and indirect marketing, including advertising on TV, radio, and social media focusing on the region throughout Monterey and Sacramento. GA also participates in a co-op marketing program with Santa Clara hotels that offers combo packages including hotel stay and park admission. GA promotes events through social media, industry publications, a digital billboard near Highway 101, and mobile applications ("apps"). Sales representatives schedule high profile events throughout the theme park's season from late March through late October. Some major events hosted are Coaster Con (an industry event), Island Reggae, Fiesta Hispana, and Pride.

Newly appointed President of Mission College Daniel Peck spoke to the Committee about his seven years with Mission College, which is currently in transition with the departure of its Marketing Director. Due to difficult budget years, the college has had to cut costs and the marketing budget has been affected. The college had completed a four to five year marketing study that stated the College does not have a bad reputation, but its reputation is not known outside the local area. The college is working on brand awareness and a new logo was designed that prominently states "Santa Clara". Typically, the college advertises in high school newspapers in the region. Printed collateral is a hybrid of old and new and needs to be updated. The college is open to all partnerships within Silicon Valley and is preparing to open a new building on May 1, 2014. This will be the first new replacement building for the college campus and will help to develop a modern campus.

City Manager Fuentes stated that Santa Clara has outstanding K-12 schools and that cross promotion and rebranding of websites would help to link the excellent upper educational opportunities in Santa Clara. Council Member Gillmor stated that businesses are a great venue to promote Mission College and help find its future employees.

President and CEO of the Santa Clara Chamber of Commerce & Convention-Visitors Bureau Steve Van Dorn showed a PowerPoint presentation to the Committee. The Convention-Visitors Bureau uses the tag line of "Silicon Valley Central." The Chamber has used the logo of three mountain peaks for 15 years and the logo needs updating. The Chamber has created three websites with *SantaClara.org* as the primary website used to welcome visitors to the Chamber, encourage businesses to join, and highlight events the Chamber supports. This website has also been enhanced with a mobile friendly format. The TID funded the creation of *SiliconValleyMeetings.com* where event planners can get information specific to their industry. The Chamber and Bureau hosts two mobile applications ("apps") funded by the TID, *Visit Santa Clara* and *Save Now Local*, that encourage people to stay local, spend their time and money at

local businesses, and give information of events happening in the local area. Advertising, email marketing, and especially social media outlets are heavily used by the Chamber and Bureau with over 10,000 Facebook likes and emails about Superbowl 50 reaching over 103,000 people. City Manager Fuentes encouraged the Chamber/Bureau to highlight companies that are here to help hook the next business to come. Mr. Smith from the TID Board stated that the goal is to link to and tie everything together that is happening in the City.

Mr. Van Dorn introduced Ms. Jaime Benes of the Santa Clara Sports Group as the next presenter. Ms. Benes stated the Santa Clara Sports Group (SCSG) was founded in 2011 and is a division of the Chamber and Bureau. Ms. Benes gave a PowerPoint presentation to the Committee highlighting the importance of hosting more sporting events City-wide to increase the economic impact for the City and its hotels. SCSG promotes the City through its website (*SantaClaraSportsGroup.com*), social media, and by making connections to stakeholders in the area, such as California's Great America, the City of Santa Clara and its Parks and Recreation programs, Mission College Athletics, Santa Clara University Athletics, and the San Francisco 49ers. SCSG partners with the City to promote local venues to youth groups that sponsor large athletic competitions.

5. **Challenges and Opportunities**

Chair Davis wrapped up the presentations and the Committee spoke about their enthusiasm for the opportunity to develop a cohesive message from many different businesses in the local area. The challenge will be to develop a natural cohesive media message that will make Santa Clara stand out.

City Manager Fuentes noted that the City has incredible assets and needs to be sensitive to the past with respect for the City's history. Providing an overview of "Then" and "Now" would showcase the City's progression.

6. **Wrap Up/Next Steps**

Harvard Business School Community Partners (HBSCP) will be completing its recommendations to the stakeholders within a 3 to 4 month period. HBSCP will be holding its first internal meeting on Monday, February 24, 2014, and reaching out to stakeholders at a later date. The project will run parallel to a request for qualifications for the City to hire a branding and marketing firm. Assistant City Manager Tucker stated that it would take the City 6 to 9 months to develop a branding effort with a consultant.

7. **Public Presentations**

Guest Lidia Blaire made the suggestion that the City promote a Santa Clara magazine that would highlight businesses in Santa Clara.

8. The next meeting will be held Wednesday, March 19th, at the Central Park Library, 2635 Homestead Road, Santa Clara at 4:00 p.m. Meeting adjourned at 6 p.m.