



Agenda Report

18-410

Agenda Date: 5/22/2018

REPORT TO COUNCIL

SUBJECT

Santa Clara Convention Center and Convention-Visitors Bureau (SCCC-CVB) 3rd Quarter Financial Status Report

BACKGROUND

The SCCC-CVB Financial Status Report for Third Quarter Ended March 31, 2018 provides current information on the business activities of the Santa Clara Convention Center and Convention-Visitors Bureau.

DISCUSSION

Submitted for City Council review and acceptance is the SCCC-CVB Financial Status Report for Third Quarter Ended March 31, 2018, as submitted by the Santa Clara Chamber of Commerce and Convention-Visitors Bureau. Submission of the report is required under the management agreement for the operation of the Santa Clara Convention Center and the agreement for convention and visitor services. This report is unaudited and therefore, subject to change.

ENVIRONMENTAL REVIEW

The action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378(b)(4) in that it is a fiscal activity that does not involve any commitment to any specific project which may result in a potential significant impact on the environment.

FISCAL IMPACT

Year-end positive net operating results could be a revenue source to the General Fund, while net operating losses may be subsidized by the General Fund. The third quarter year-to-date 2017-18 financial results of the Santa Clara Convention Center operations show a net profit of \$808,299, compared to a net profit of \$947,848 for third quarter YTD 2016-17.

The financial status of the Convention Center operation as captured in the attached quarterly report is one of several aspects of the City's overall financial obligation related to the Convention Center. In addition to the general management and day-to-day operation of the Convention Center as captured in the quarterly report, in FY 2017-18 the City has budgeted funds for the Convention Center's current Capital Improvement Program (CIP) in the amount of \$304,000; an annual contribution of \$1,461,601 for the Convention-Visitors Bureau (CVB); a contribution of \$669,941 into Maintenance District 183 (an agreement between the Convention Center, TechMart, and Hyatt for maintenance of shared spaces); and funds of \$145,291 for an annual management fee. The budgeted General Fund subsidy for the Convention Center overall is \$2,317,825 for FY 2017-18. Based on the final net operating results and capital expenditures for the remainder of the fiscal year, the actual General Fund subsidy for FY 2017-18 is expected to change.

PUBLIC CONTACT

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email clerk@santaclaraca.gov <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

RECOMMENDATION

Note and file the Santa Clara Convention Center and Convention-Visitors Bureau Financial Status Report for Third Quarter Ended March 31, 2018, as submitted by the Santa Clara Chamber of Commerce and Convention-Visitors Bureau.

Reviewed by: Angela Kraetsch, Director of Finance

Approved by: Deanna J. Santana, City Manager

ATTACHMENTS

1. SCCC-CVB Activity Report for Fiscal Year 2017-18 Third Quarter



**SANTA CLARA
CONVENTION CENTER
AND
CONVENTION - VISITORS BUREAU
FINANCIAL STATUS REPORT
(Unaudited)
Quarter Ending March 31, 2018**



April 26, 2018

Overview

The Santa Clara Convention Center (SCCC) is strategically located in the heart of Silicon Valley, a prime location for conventions, trade shows, and exhibitions. The SCCC is minutes from hotels, restaurants, Levi's Stadium, Great America Theme Park, and many of the largest and most influential technology companies in the world, with easy access to freeways and Norman Y. Mineta San Jose International Airport and only 45 miles south of San Francisco.

The Convention Center features 100,000 square feet of exhibit space, a 22,400 square foot ballroom, 31 breakout rooms and a 607-seat theater and attracts over 350,000 visitors annually. The facility is an integral economic component to Santa Clara, generating economic benefits through attendee direct and indirect spending and sustaining over 500 local jobs. For more information, please visit santaclaraconventioncenter.org.



**Santa Clara Convention Center
 Fiscal Year 2017-18
 3rd Quarter**

87,335
 Total Attendance

119
 Total Events

\$1,682,638
 Total Revenue

\$3,136,876
 Direct Economic
 Impact generated from
 SCCC Events

Gross Estimated Economic Impact Third Quarter 2017-18				
Event Category	# of Events	Avg Event Days	Attendees	Estimated Total Revenue*
Banquet	4	1	2,000	\$ 92,329
City Wides	2	2	16,000	424,909
Conventions	16	3	10,400	1,213,795
Meetings	78	1	29,855	847,379
Public Shows	14	1	18,080	241,196
Trade Shows	5	2	11,000	317,268
TOTAL	119	2	87,335	\$ 3,136,876

* Includes space rental, food/beverage, audio visual and telecommunications

4th Quarter Projection

- Currently, 115 events with a total potential attendance of 86,625 are scheduled for the 4th Quarter.

4th Quarter 2017-18 Projection	
Events	115
Attendees	86,625

Financial Results

Revenue

Revenue through the third quarter of 2017-18 was \$5,720,798, representing 79% of the overall annual budget for revenue. This is a decrease in revenue of \$150,573, when compared to the prior year due primarily to lower catering and telecommunications revenues.

Expenses

Total expenses through the third quarter totaled \$4,912,500, representing 69% of the annual budget for expenses. This is a decrease of \$11,023 when compared to the prior year due primarily to a decrease in maintenance & supplies and utility costs.

Net Income

The Convention Center ended the third quarter with a YTD profit of \$808,299.

SANTA CLARA CONVENTION CENTER and CONVENTION-VISITORS BUREAU FINANCIAL STATUS REPORT

Quarter Ending March 31, 2018

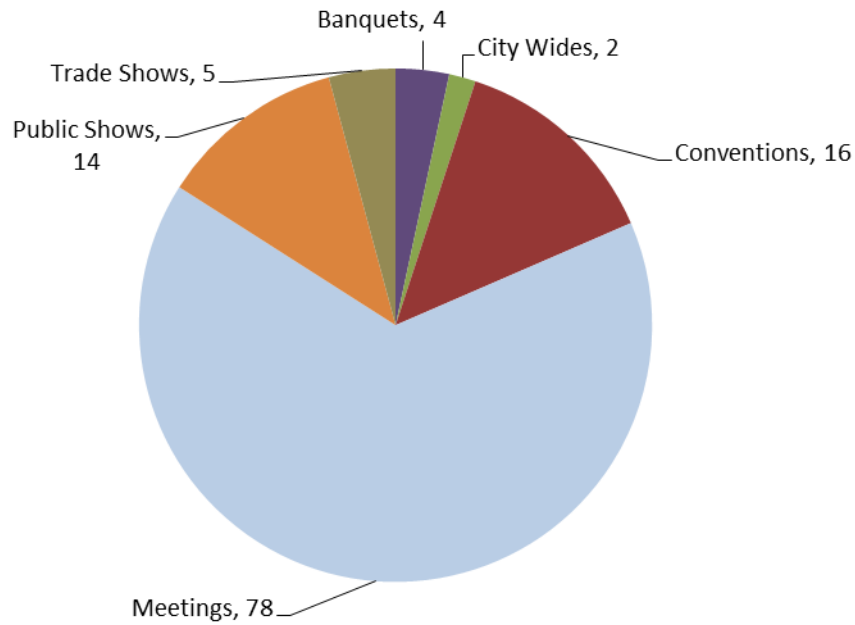
Santa Clara Convention Center								
Income Statement Comparisons								
	YTD for Quarter Ending March 31, 2018				YTD for Quarter Ending March 31, 2017			
	Annual Budget	YTD Actuals	Remaining Balance	% Used	Annual Budget	YTD Actuals	Remaining Balance	% Used
Revenues								
Space Rental	\$ 2,800,000	\$ 2,643,923	\$ 156,077	94%	\$ 2,600,000	\$ 2,397,128	\$ 202,872	92%
Event Revenue	455,575	405,826	49,749	89%	474,000	326,379	147,621	69%
Audio-Visual	927,052	521,666	405,387	56%	758,734	532,746	225,988	70%
Catering	2,647,923	1,560,800	1,087,124	59%	2,600,000	2,083,903	516,097	80%
Telecommunications	330,000	329,479	521	100%	333,039	467,175	(134,136)	140%
Other	104,000	259,104	(155,104)	249%	69,200	64,038	5,162	93%
Total Revenues	7,264,551	5,720,798	1,543,752	79%	6,834,973	5,871,371	963,602	86%
Labor & Operating Expenses								
Employee Related Expenses								
Wages, Taxes & Insurance	4,156,776	2,953,273	1,203,503	71%	3,897,353	2,915,937	981,415	75%
Benefits	1,204,751	735,685	469,066	61%	1,200,873	799,137	401,736	67%
Operating Expenses								
Insurance	197,376	128,594	68,782	65%	190,443	123,549	66,894	65%
JLL Evaluation	-	55,000	(55,000)		-	-	-	
Maintenance & Supplies	229,721	134,203	95,518	58%	219,665	188,310	31,355	86%
Management Fee	145,291	108,968	36,323	75%	136,399	102,519	33,880	75%
Monthly Service Contracts	146,923	109,767	37,156	75%	138,884	107,819	31,065	78%
Office & Legal	229,930	131,162	98,768	57%	120,200	107,097	13,103	89%
Parking Fees & Rentals	30,000	4,000	26,000	13%	60,000	6,550	53,450	11%
Utilities	806,065	551,847	254,218	68%	759,108	572,605	186,503	75%
Total Labor & Operating Exp.	7,146,833	4,912,500	2,234,333	69%	6,722,925	4,923,523	1,799,402	73%
Net Income/(Loss)	\$ 117,718	\$ 808,299			\$ 112,048	\$ 947,848		

NOTE: Totals may not add due to rounding

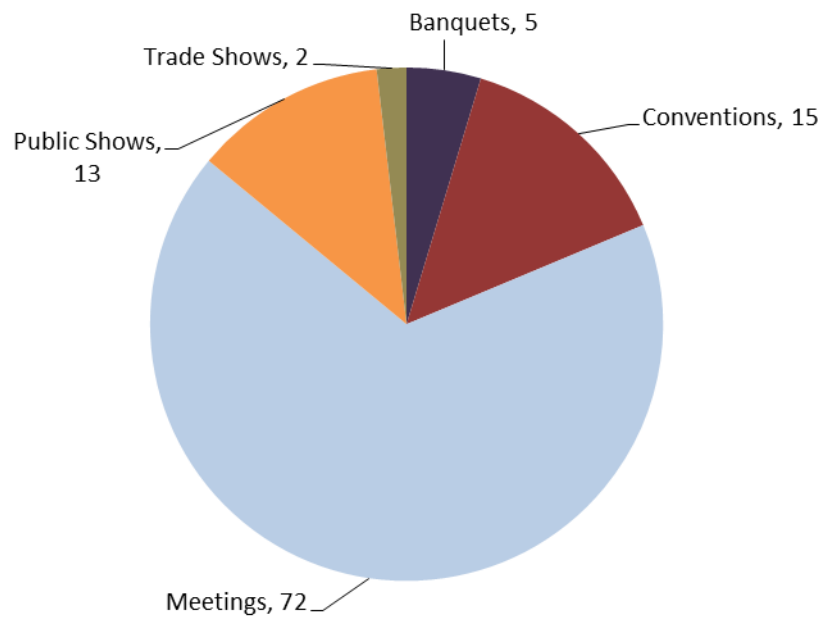
Event Mix Statistics

Results	Q3 2017-18	Q3 2016-17
Number of Events	119	107
Number of Event Days	206	186
Attendance	87,335	89,990

2017-2018



2016-2017



Other Revenue

Increased General Fund sales tax and transient occupancy tax (TOT) collections result from the direct and indirect economic activity related to Convention Center events.

Sales taxes generated from food and beverage, audio-visual, and telecommunication sales are taxable, resulting in significant sales tax revenue for the City. The 3rd Quarter 2017-18 sales tax collections indicate that sales transactions at the Convention Center generated \$237,731 of sales tax revenue, with \$26,415 benefitting the General Fund. In addition, other businesses in Santa Clara benefit from the influx of people coming into town to attend various events, resulting in additional sales tax collections for the General Fund.

Many Convention Center events bring travelers into the region resulting in hotel stays. In 3rd Quarter 2017-18, Convention Center events generated an estimated \$371,461 in TOT (based on an Average Daily Rate (ADR) of \$205) which benefits the City's General Fund.



2017-18 Capital Improvement Program Budget

The Convention Center capital improvement program budget for fiscal year 2017-18 totals \$304,000. The following table provides a breakdown of the budget as of 3rd Quarter 2017-18.

Santa Clara Convention Center Capital Improvement Projects 2017-18				
Description	QTY	Annual Budget	Actual to Date	Budget Remaining
Exhibit Hall floor combo sweeper & scrubber	1	\$ 67,000	\$ -	\$ 67,000
Podium	5	27,000	-	27,000
Roll n Set Stage Units	4	68,000	68,000	-
72 inch Round tables - no carts	60	32,000	-	32,000
Floor Boxes (Exhibit Halls A-D)	N/A	20,000	-	20,000
Switchgear Labeling (OSHA)	N/A	40,000	-	40,000
Repair Makeup Air Unit for Mission Ball Room Kitchen	N/A	50,000	-	50,000
TOTAL		\$ 304,000	\$ 68,000	\$ 236,000

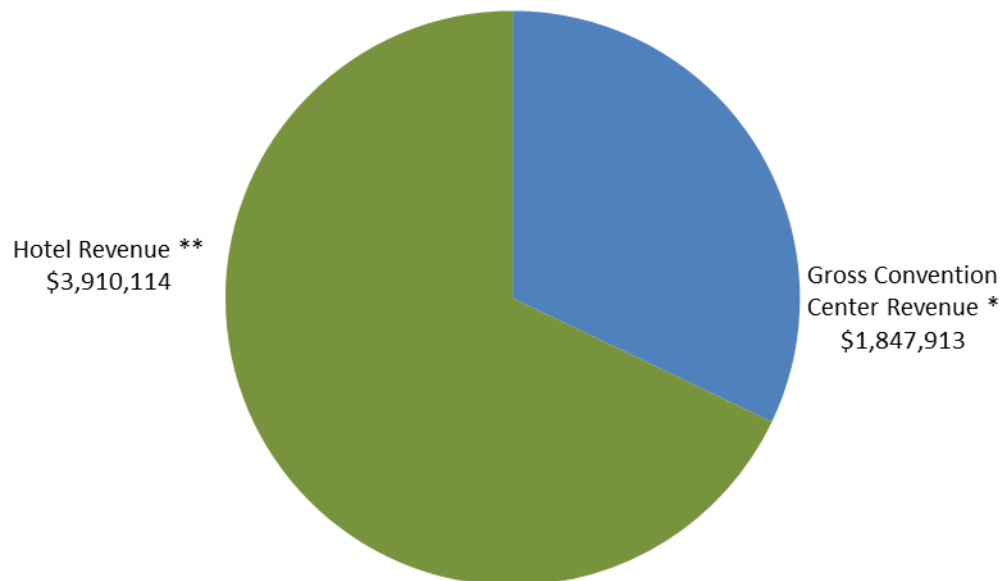
Santa Clara Convention-Visitors Bureau Fiscal Year 2017-18 3rd Quarter

48
Group Bookings

79,282
Attendees

29,076
Room Nights

Gross Estimated Revenue

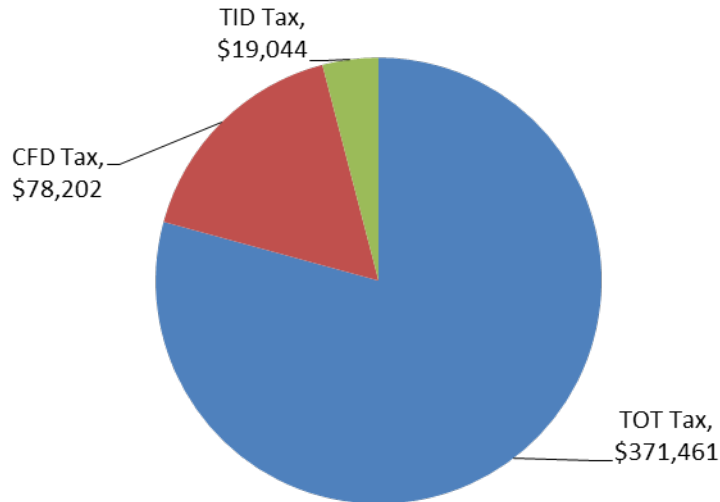


* Gross Convention Center Revenue includes revenue from Convention Center Rental, Audio Visual, Food/Beverage, Telecommunications, Digital Display Advertising and Event Equipment/Services

**Hotel Revenue is based on Actualized Hotel Room Nights x Average Daily Rate (ADR) (ADR is based on average daily rate for the respective quarter)

Hotel Tax Revenue

Hotel Tax Revenue includes the Tourism Improvement District Tax (TID), Community Facilities District Tax (CFD), and Transient Occupancy Tax (TOT). Total Hotel Tax Revenue for the quarter was \$468,707 and is based on 19,044 actualized room nights.



4th Quarter Projection

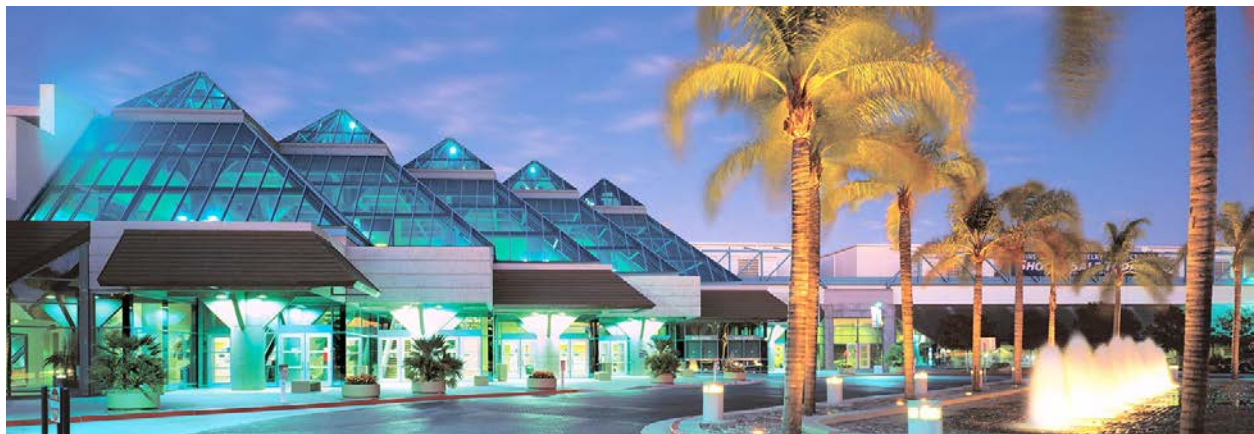
Currently, 21 group bookings with a total potential attendance of 26,000 and 15,100 hotel room nights are scheduled for the 4th Quarter.

4th Quarter 2017-18 Projection	
Bookings	21
Attendees	26,000
Room Nights	15,100

**Santa Clara Convention and Visitors Bureau
 Cost Comparison**

	Year to Date Quarter Ending March 31, 2018			
	Annual Budget	YTD Actuals	Remaining Balance	% Used
Group Marketing & Sales	\$ 1,090,874	\$ 621,459	\$ 469,416	57%
Convention Services	156,143	100,578	55,565	64%
Visitor Marketing and Communications	420,985	289,256	131,729	69%
Total	\$ 1,668,002	\$ 1,011,293	\$ 656,709	61%

	Year to Date Quarter Ending March 31, 2017			
	Annual Budget	YTD Actuals	Remaining Balance	% Used
Group Marketing & Sales	\$ 1,060,626	\$ 832,794	\$ 227,832	79%
Convention Services	134,042	89,462	44,580	67%
Visitor Marketing and Communications	514,060	332,204	181,856	65%
Total	\$ 1,708,728	\$ 1,254,460	\$ 454,268	73%



Visitor Marketing & Communications Department Highlights

- Managed *Visit Santa Clara* destination websites saw 51,122 user sessions for the quarter, influencing direct visitor spending in the City.
- Managed *Visit Santa Clara* social media gained 2,914 new followers. Total number of opt-in followers is 55,223.
- Managed *Visit Santa Clara's* destination videos. Views grew 5,903.
- Began print and electronic ad campaign in Greater Sacramento and San Joaquin Valley marketing Santa Clara hotel/theme park packages.
- Represented Santa Clara hospitality businesses at RTO Summit West, meeting with 20+ Japanese and Chinese receptive tour operators.
- Began event planning for National Travel & Tourism Week Luncheon on May 7, bringing hospitality businesses together to celebrate the economic impact of travel and tourism.
- Fulfilled 254 visitor requests for destination Santa Clara information.
- Produced monthly CVB eNews to stakeholders.
- Managed listings for over 100 visitor and convention calendar of events.



Santa Clara Convention Center

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santaclaraconventioncenter.org