



Date: November 17, 2015

To: City Manager for Council Action

From: Director of Finance/Assistant City Manager

Subject: Santa Clara Convention Center and Convention-Visitor's Bureau (SCCC-CVB) Activity Report for Fiscal Year 2015-16 First Quarter, as Submitted by the Santa Clara Chamber of Commerce and Convention-Visitor's Bureau

EXECUTIVE SUMMARY

Submitted for City Council review and acceptance in a combined format is the SCCC-CVB Activity Report for Fiscal Year 2015-16 First Quarter, as submitted by the Santa Clara Chamber of Commerce and Convention-Visitor's 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.

As mentioned in the attached report, the First Quarter Financial Results (the "Results") of the Santa Clara Convention Center (SCCC) show a first quarter net loss of \$1,068. The Results show revenues at \$1,622,135, or \$891,528 greater than budget. Revenues were favorable in the Audio-Visual, Catering, Space Rental and Telecommunications categories, but below budget in the Event Revenue and Other Income categories. The Results also show first quarter expenses at \$1,623,204, or \$15,045 less than budget. Of the \$15,045 expense variance, \$47,060 was attributable to labor related expenses being below budget and \$32,015 was attributable to operating expenses being over budget. The above revenue and expense variances combined for a first quarter SCCC positive budget variance of \$906,573 as of September 30, 2015.

ADVANTAGES AND DISADVANTAGES OF ISSUE

The SCCC-CVB Activity Report for Fiscal Year 2015-16 First Quarter provides current information on the business activities of the Santa Clara Convention Center and Convention-Visitor's Bureau.

ECONOMIC/FISCAL IMPACT

Acceptance of this report will have no fiscal impact to the City other than administrative staff time and expense.

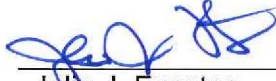
RECOMMENDATION

That the Council accept the Santa Clara Convention Center and Convention-Visitor's Bureau Activity Report for Fiscal Year 2015-16 First Quarter, as submitted by the Santa Clara Chamber of Commerce and Convention-Visitor's Bureau.



Gary Ameling
Director of Finance/
Assistant City Manager

APPROVED:



Julio J. Fuentes
City Manager

Documents Related to this Report:

- 1) *SCCC-CVB Activity Report for Fiscal Year 2015-16 First Quarter*



SANTA CLARA
SILICON VALLEY CENTRAL
CHAMBER OF COMMERCE & CONVENTION-VISITORS BUREAU

October 31, 2015

The Honorable Mayor and City Council
City of Santa Clara
1500 Warburton Avenue
Santa Clara, CA 95050

Dear Mayor and Council:

The following is the Santa Clara Convention Center and Convention-Visitor's Bureau Activity Report for Fiscal Year 2015-16 First Quarter, encompassing the months of July, August and September.

SANTA CLARA CONVENTION CENTER				
Activity Summary for the First Quarter				
TYPE	15/16	14/15	ATTENDEES	EVENTS HELD
Conventions	20	10	49,560	Christian Congregation of Jehovah's Witnesses {5 events} State Bar of California, TMC Connect, IDG World Expo, Hyatt hotel/LUSO, IIT GLC, Hyatt Hotel/California Extreme, Citrix, Bay Area Christian Church, Conference Concepts Flash Memory Summit, Hyatt Hotel/Apostolic, Bricks by the Bay, GM Compass Tour, American Contract Bridge, DataStax and DataWeek.
Trade Shows	3	1	3,800	Northern California Facilities Expo, Santa Clara County Association of Realtors and PCB.
Public Shows	16	7	17,100	Dance Arts Academy, Youth Focus, Federation of Indo American Association, Multiple Financial Advising Services, Scrapbook Expo, Hula Halau'O Piilan, Lokahi Polynesian, Valley Medical Center Foundation, Premiere Productions {2 events} Home Show, Palmer College, SEG Eventos, South India Fine Arts, VN Help and Superstars of Sports.
Meetings	62	79	31,636	
Banquets	3	5	1,650	
Totals	104	102	103,746	

SANTA CLARA CONVENTION CENTER			
Revenue Summary for the First Quarter			
15/16	14/15	Budget	Over (Under) Budget
\$1,622,135.29	\$890,690.44	\$730,607.49	\$891,527.80

Year to date catering revenue is above budget by \$496,396.76. Audio-visual revenues are above budget by \$74,486.81, Telecommunications is above budget by \$69,772.14 and Space Rental is above budget by \$285,510.49. Event revenue is below budget by \$29,587.00. Other income revenue is below budget by \$5,051.40.

SANTA CLARA CONVENTION CENTER			
Expenses Summary for the First Quarter			
Labor Expenses			
15/16	14/15	Budget	Over (Under) Budget
\$1,200,922.56	\$1,146,853.61	\$1,247,982.40	(\$47,059.84)
Operating Expenses			
15/16	14/15	Budget	Over (Under) Budget
\$422,281.02	\$377,753.51	\$390,266.40	\$32,014.62
Total Labor and Operating Expenses			
15/16	14/15	Budget	Over (Under) Budget
\$1,623,203.58	\$1,524,607.12	\$1,638,248.80	(\$15,045.22)
Net Income (Loss)			
15/16	14/15	Budget	Over (Under) Budget
(\$1,068.29)	(\$633,916.98)	(\$907,641.31)	\$906,573.02

First Quarter, Year-to-Date revenues of \$1,622,135.29 and expenses of \$1,623,203.58 have produced a net loss of \$1,068.29 or \$906,573.02 **less than** the budgeted loss of (\$907,641.31).

Projects: Reconfigured and made repairs to fire alarm system, repaired holes in the plenums of air handlers and repainted upper lobby and repaired damaged walls.

Fiscal Year 2015-16 Second Quarter Projections

TYPE	NUMBER	ATTENDEES	EVENTS SCHEDULED
Conventions	12	11,705	Localization World, Meckler Media, Sankara Eye Foundation {2 events} Hyatt Hotel/IEEE, ISHA Foundation, Printed Electronics, Hyatt Hotel/Assemblies of God, Faith Formation, Jabil TC119, Yahoo Tech Pulse and BZ Media.
Trade Shows	7	8,500	Pacific International Quilt Festival, Gizworld, Arm TechCon, Event California, IMS, Evolve Digital Publishing and Conference Concepts Open Server Summit
Public Shows	16	13,100	Northern California Academy of Performing Arts, H&L Productions {2 events}, Mystique Events, Thanh Tuyen Group, South India Fine Arts, Niosha Dance Academy, Roya Foundation, Sterling Dance, American Bully Kennel Club, Arise, Kalalaya, Best India Properties, Cloud of Joy Entertainment, Bay Area Christian Church and Montage Dance Productions.
Meetings	53	25,965	
Banquets	22	16,900	
Total	110	76,170	



Average Spending Per Event

1st Quarter 2014/2015

Events	102
Revenue	\$890,690.44
Total	\$8,732.25

Average Spending Per Event

1st Quarter 2015/2016

Events	104
Revenue	\$1,622,135.29
Total	\$15,597.45

Occupancy Ratio

1st Quarter 2014/2015

Exhibit Halls	53.6%
Other Locations	40.3%

Occupancy Ratio

1st Quarter 2015/2016

Exhibit Halls	58.3
Other Locations	39.6



CONVENTION AND VISITORS BUREAU

	1st Qtr 15/16	1st Qtr 14/15	% Difference
Leads	88	93	-5%
Attendees	98,116	64,644	52%
Room Nights*	72,889	49,776	46%
Hotel Room Night Revenue	\$16M @ ADR \$220	\$9.2M @ ADR \$185	
EEl Value:	\$81.1M	\$58.8M	
	1st Qtr 15/16	1st Qtr 14/15	% Difference
Bookings	18	39	-54%
Attendees	18,610	37,060	-50%
Room Nights*	4,859	18,931	-74%
Hotel Room Night Revenue	\$1.06M @ ADR \$220	\$3.5M @\$185 ADR	
EEl Value	\$11.3M	\$25.7M	

Note: In the first quarter, the Convention Sales and Service's staff made approximately 317 sales calls and conducted 16 site inspections with meeting planners considering Santa Clara as a future site for their convention/meeting.

Visitor Marketing & Communications – 1st Quarter

In the 1st quarter, the Visitor Marketing & Communications department was a significant influencer in generating travel in and around Santa Clara.

As such, in the 1st quarter, the department:

- Estimated economic impact to the Santa Clara economy for the 1st quarter is over \$762,000. This includes media generated, website, blog, social media, and destination video views.
- Increased its Visit Santa Clara social media following by 3.1% obtaining 1,000 new followers. Total followers are 34,000 + - a significant opt-in following.
- Grew the Visit Santa Clara blog “50 Awesome Things to Do in Santa Clara” by 26%, ending the quarter at 16,304 views of this top 50 list of Santa Clara visitor attractions and events.
- Grew Santa Clara destination video Views by 37% for the quarter. The Santa Clara video is now up to 1,034 + views in just over three months.
- Managed a 24% increase in user sessions over previous year at the most comprehensive source for Santa Clara visitor information – SantaClara.org
- Continued contribution on two City of Santa Clara Super Bowl 50 event planning committees: Super Community Celebration and Super Community Concert & Fireworks.
- Continued partnership with City of Santa Clara in producing a 32 page Super Bowl 50 Visitor Insert in Discover Magazine.