

**Santa Clara Tourism Improvement District
Advisory Board Meeting – AGENDA**

Hyatt Regency
5101 Great America Parkway
Santa Clara, CA 95054

December 10, 2019, 9:00 a.m.

Call to Order

Roll Call

Public Comments

Public comment for items not on the Agenda.

Consent Calendar

Matters listed in the Consent Calendar section will be considered routine by the Advisory Board and will be enacted by one motion. If discussion is requested, that item will be removed from the section entitled Consent Calendar and will be considered separately.

1. Action on the Minutes of the November 18, 2019 Santa Clara Tourism Improvement District Advisory Board Special Meeting.

Consent Items Pulled for Discussion

General Business – Items for Discussion

2. Update on Website Management Agreement with Destination Advantage.
3. Review of Convention Center Calendar of Events for the Period 11/29/2019 – 11/18/2021.
4. Review and discussion on the Proposed Santa Clara Convention Center Booking Strategy.
5. Review and discussion on potential Santa Clara Tourism Improvement District (TID) Assessment Formulas.

General Updates

Adjournment

The next regular scheduled meeting is on Thursday, January 9, 2020, 9:00 a.m. at the Hyatt Regency Santa Clara.

Brown Act:

Government Code 54950 et seq (the Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Peter Hart, GM at peter.hart@hilton.com prior to the meeting.

Notice to Public:

You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda will be heard at the meeting as noted on the agenda. Public comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The agenda provides a general description and staff recommendation; however, the Board of Directors may take action other than what is recommended.

ATTACHMENTS

**Santa Clara Tourism Improvement District
Advisory Board Special Meeting – MINUTES**
Hyatt Regency
5101 Great America Parkway
Santa Clara, CA 95054

**SCTID MEETING:
Dec. 10, 2019**

AGENDA ITEM: 1

November 18, 2019, 9:00 a.m.

Call to Order

Eron Hodges, Chair, called the meeting to order at 9:07 a.m.

Roll Call

Present: 9 Jordan Austin, General Manager, Element Santa Clara
Joe Eustice, General Manager, Hilton Santa Clara
Peter Hart, General Manager, Embassy Suites
Eron Hodges, General Manager, Hyatt Regency Santa Clara
Mike Lerman, General Manager, AC Hotel Santa Clara
Alan Mass, General Manager, Hyatt House (call-in)
Jean-Phillippe Rollet, General Manager, The Plaza Suites
Mark Salquist, General Manager, Avatar Hotel
Jon Siebring, General Manager, Biltmore Hotel

Absent: 2 Callette Nielsen, General Manager, Marriott Santa Clara
Virginia Scimeca, General Manager, TownePlace Suites by Marriott

A quorum was met.

In Attendance

Dan Fenton, Executive Vice President, JLL
Kelly Carr, General Manager, Santa Clara Convention Center
Nancy Thome, Assistant to the City Manager, City of Santa Clara
Mark Evans, Director of Sales, Marriott Santa Clara
Ruth Shikada, Assistant City Manager, City of Santa Clara
Tina Walters, Director of Sales, AC Hotel Santa Clara
Mary Lynn Brubaker, Director of Sales, Hyatt House
Michelle Knipe, Director of Sales, Hilton Santa Clara

Public Comments

Jon Siebring announced the Biltmore will be starting renovations in March 2020 to convert to a Marriott. It is anticipated the renovations will take one year.

Consent Calendar

Matters listed in the Consent Calendar section will be considered routine by the Advisory Board and will be enacted by one motion. If discussion is requested, that item will be removed from the section entitled Consent Calendar and will be considered separately.

1. Action on the Minutes of the August 9, 2019, September 10, 2019 and October 10, 2019 Santa Clara Tourism Improvement District Advisory Board Regular Meetings and the Minutes of the October 18, 2019 Santa Clara Tourism Improve District Advisory Board Special Meeting.
2. Action on the Santa Clara Convention Center request for subsidy payment in the amount of \$33,900 for the Christian Congregations of Jehovah's Witness Events July 4-7, 2019 and July 11-14, 2019.

A motion was made by Mike Lerman, seconded by Mark Salquist to approve the Consent Calendar. Motion passed unanimously (9-0).

Consent Items Pulled for Discussion

General Business – Items for Discussion

3. Discussion on the Development of a Funding Agreement to Allow for the Transfer of TID Funds from the City TID Account to the DMO When Needed.

City staff is working with the City Attorney's Office to develop a funding agreement so that the City can serve as the fiduciary agent for the DMO. TID funds are currently held in City account and a mechanism needs to be put in place so that the City can release TID funds as needed on behalf of the DMO.

4. Action on the One-year Destinations International Event Impact Calculator License to be purchased by the Santa Clara Convention Center; and To Reimburse the Santa Clara Convention Center up to \$11,100 upon Completion of Purchase and Submission of Reimbursement Request to the City.

The Destinations International Event Impact Calculator is typically used by about 80% of convention bureaus and is the industry used platform to measure economic impact. This item was included in the TID's FY 19/20 budget and was used by the CVB. This request is for the Convention Center to purchase the license so that they can begin tracking economic impact for events and meetings. The purchase of this license directly relates to a KPI for the Center and Levy and is localized by entering information specific to the Santa Clara area.

A motion was made by Jean-Phillipe Rollet, seconded by Mike Lerman, to approve the purchase of a one-year Destinations International Event Impact Calendar License by the Santa Clara Convention Center and to reimburse the Santa Clara Convention Center up to \$11,100 upon completion of the purchase and submission of reimbursement request to the City. Motion passed unanimously (9-0).

5. Discussion on the Establishment of a Santa Clara Tourism Improvement District Subsidy Policy and Subcommittee.

This was a follow-up item from the TID Advisory Board meeting that took place on October 10. The Board will work to establish criteria so that any subsidy requests (TID funds) would

be evaluated based on the criteria. There could also be some room for flexibility to allow for the evaluation of exemptions from the established criteria. It was recommended that a subcommittee be established to develop guidelines in conjunction to the booking policy, for the subcommittee to be comprised of representatives of different sized hotels, and for the subcommittee to have a draft ready to present at the first TID Advisory Board meeting in January.

A motion was made by Jean-Phillipe Rollet, seconded by Jordan Austin, to establish a TID subcommittee to develop funding subsidy guidelines in conjunction with the development of the booking policy and to assign Mike Lerman, Callette Nielson and Joe Eustice to the subcommittee. Motion passed unanimously (9-0).

6. Review of Convention Center Calendar of Events for the Period 11/01/2019 – 12/31/2021.

The report provided by the Center includes a list of all confirmed events. The report is updated monthly and as the event date gets closer; the number of attendees may fluctuate as the event gets closer. The booking policy is still in progress and the goal is to have the policy applied to booking in the future. Kelly Carr indicated that he is currently looking at business and booking events within 6 months and without room nights. Hotels liked the report, would eventually like to see a pace report and would like to receive an updated report monthly.

7. Update on Website Management Agreement with Destination Advantage.

Eron Hodges and Joe Eustice met with Destination Advantage over the phone. Mike Lerman was unable to make the call due to preparations for the AC hotel's grand opening event. Eron and Joe reviewed the City's criteria with Destination Advantage who was mostly agreeable except for the rights of the website. Destination Advantage is still retaining ownership of the rights as outlined in the proposed agreement. The proposed term is 12 months with monthly invoicing. Eron will request updated agreement language regarding strategic partnerships with the goal for all partners to promote each other and the destination. The contract will be between Destination Advantage and the DMO should be focused on maintaining and keeping content current and accurate; not for Destination Advantage to do anything proactive. The City is also reviewing the proposed agreement and recommends the DMO and their legal counsel to review.

Kelly made the request for the RFP link to go directly to the Center as having two different pages/links is creating confusion. In a few instances, the Center did not receive any information that was submitted to the Destination Advantage managed site.

8. Update on the TID Conversion Process.

City staff presented the TID Conversion to Council at the meeting on November 12. Joe Eustice attended the meeting to represent the hotels. City Council approved the establishment of a new district however would like more information on the potential effect of changing to a percentage assessment formula. City Council is currently in the process of evaluating overall General Fund revenue opportunities in which an increase in the TOT was identified as a potential strategy. If the TID percentage changed to 2% and the City

increased the TOT percentage, the total percentage collected in the TID could potentially become one of the highest in the area. Currently, in the TID, the General Fund TOT is 9.5% and the Community Facility District Assessment is 2%. City staff will advise the Board of the next Council date once confirmed.

9. JLL Presentation on the Results of the Hotel Room Block Survey.

General Updates

Adjournment

The meeting adjourned at 10:14 a.m.

The next regular scheduled meeting is on Tuesday, December 10, 2019, 9:00 a.m. at the Hyatt Regency Santa Clara.

December 2019 TID Monthly Convention Calendar

CONFIDENTIAL

SCTID MEETING:

Dec. 10, 2019

AGENDA ITEM: 3

Event Date	Event Name	Nature of Event	Attendance Per Session	Hotel Rooms Required
11/29/2019		Meeting	200	300
11/29/2019		Sporting Events	400	0
12/1/2019		Special Events	600	0
12/4/2019		Meeting	100	0
12/5/2019		Banquet	1500	0
12/5/2019		Banquet	600	0
12/5/2019		Meeting	500	0
12/5/2019		Special Events	1000	0
12/5/2019		Meeting	60	0
12/6/2019		Banquet	1000	0
12/6/2019		Special Events	500	0
12/6/2019		Banquet	600	0
12/7/2019		Banquet	1500	0
12/7/2019		Meeting	800	0
12/7/2019		Special Events	500	0
12/7/2019		Banquet	850	0
12/7/2019		Meeting	250	0
12/8/2019		Sporting Events	80	0
12/9/2019		Convention	1200	600
12/9/2019		Trade Show	700	190
12/13/2019		Banquet	1800	0
12/14/2019		Special Events	400	0
12/14/2019		Meeting	200	0
12/14/2019		Meeting	300	0
12/14/2019		Special Events	200	0
12/14/2019		Meeting	250	0
12/14/2019		Special Events	50	0
12/15/2019		Meeting	1300	0
12/15/2019		Sporting Events	175	0
12/17/2019		Meeting	100	0
12/20/2019		Sporting Events	1000	288
12/21/2019		Special Events	500	0
12/28/2019		Public Show	600	0
12/29/2019		Meeting	200	0
12/31/2019		Banquet	250	0
1/3/2020		Sporting Events	200	0
1/4/2020		Public Show	500	0
1/4/2020		Meeting	600	0
1/5/2020		Public Show	1500	0
1/5/2020		Special Events	500	0
1/8/2020		Meeting	800	0
1/11/2020		Meeting	200	280
1/11/2020		Convention	1600	500
1/11/2020		Meeting	1000	0
1/11/2020		Sporting Events	320	0
1/11/2020		Meeting	500	0
1/12/2020		Meeting	2000	0
1/17/2020		Meeting	100	0
1/18/2020		Sporting Events	1200	150
1/18/2020		Special Events	500	0

December 2019 TID Monthly Convention Calendar

CONFIDENTIAL

Event Date	Event Name	Nature of Event	Attendance Per Session	Hotel Rooms Required
1/18/2020		Meeting	40	0
1/19/2020		Public Show	1000	0
1/21/2020		Meeting	500	0
1/22/2020		Convention	1500	1,000
1/24/2020		Meeting	200	250
1/24/2020		Banquet	1000	460
1/24/2020		Meeting	800	0
1/25/2020		Trade Show	1000	0
1/26/2020		Meeting	600	650
1/29/2020		Trade Show	7000	1,400
2/1/2020		Special Events	500	0
2/1/2020		Meeting	2000	0
2/1/2020		Sporting Events	200	0
2/2/2020		Banquet	1000	0
2/3/2020		Convention	1200	435
2/4/2020		Meeting	300	0
2/6/2020		Convention	3000	1,280
2/6/2020		Meeting	350	0
2/7/2020		Trade Show	2500	305
2/7/2020		Meeting	1000	0
2/8/2020		Banquet	600	0
2/8/2020		Meeting	300	0
2/8/2020		Sporting Events	80	0
2/10/2020		Meeting	900	0
2/11/2020		Meeting	85	0
2/11/2020		Meeting	400	0
2/14/2020		Special Events	500	800
2/14/2020		Public Show	500	0
2/15/2020		Convention	1200	1,000
2/18/2020		Public Show	7000	2,145
2/24/2020		Meeting	200	150
2/25/2020		Banquet	500	0
2/28/2020		Convention	2100	2,500
2/28/2020		Sporting Events	5000	630
2/29/2020		Meeting	500	0
3/2/2020		Meeting	150	0
3/3/2020		Meeting	1200	250
3/6/2020		Convention	2000	1,035
3/7/2020		Sporting Events	80	0
3/7/2020		Banquet	350	0
3/7/2020		Public Show	1000	0
3/8/2020		Convention	1500	750
3/10/2020		Meeting	45	0
3/12/2020		Special Events	500	0
3/13/2020		Banquet	700	0
3/13/2020		Meeting	300	180
3/14/2020		Meeting	600	0
3/14/2020		Meeting	1500	0
3/14/2020		Meeting	300	0
3/14/2020		Meeting	600	0

December 2019 TID Monthly Convention Calendar

CONFIDENTIAL

Event Date	Event Name	Nature of Event	Attendance Per Session	Hotel Rooms Required
3/14/2020		Meeting	300	0
3/14/2020		Special Events	500	0
3/15/2020		Public Show	300	0
3/18/2020		Convention	2000	200
3/20/2020		Meeting	200	300
3/20/2020		Public Show	1200	300
3/20/2020		Banquet	1000	0
3/21/2020		Meeting	1600	0
3/21/2020		Special Events	450	0
3/22/2020		Meeting	200	300
3/23/2020		Convention	300	1,115
3/23/2020		Meeting	800	0
3/25/2020		Meeting	200	0
3/27/2020		Meeting	200	300
3/27/2020		Sporting Events	3000	1,000
3/27/2020		Special Events	500	800
3/29/2020		Meeting	600	0
3/31/2020		Banquet	900	0
4/1/2020		Trade Show	350	24
4/3/2020		Banquet	800	0
4/3/2020		Special Events	600	0
4/3/2020		Meeting	700	0
4/4/2020		Sporting Events	2000	0
4/4/2020		Sporting Events	80	0
4/6/2020		Convention	600	115
4/7/2020		Special Events	600	0
4/8/2020		Convention	1000	1,500
4/15/2020		Meeting	200	0
4/17/2020		Special Events	500	0
4/18/2020		Banquet	500	0
4/18/2020		Meeting	200	0
4/21/2020		Trade Show	1200	0
4/24/2020		Special Events	500	0
4/25/2020		Special Events	500	800
4/25/2020		Trade Show	1500	0
4/25/2020		Special Events	475	0
4/29/2020		Convention	2500	0
5/1/2020		Meeting	400	200
5/1/2020		Special Events	500	0
5/2/2020		Banquet	650	150
5/2/2020		Trade Show	2500	0
5/4/2020		Convention	2500	0
5/4/2020		Meeting	1000	250
5/8/2020		Convention	2000	600
5/10/2020		Meeting	500	0
5/11/2020		Meeting	1000	700
5/11/2020		Meeting	500	0
5/14/2020		Banquet	830	0
5/15/2020		Meeting	200	318
5/17/2020		Convention	1500	600

December 2019 TID Monthly Convention Calendar

CONFIDENTIAL

Event Date	Event Name	Nature of Event	Attendance Per Session	Hotel Rooms Required
5/17/2020		Special Events	500	0
5/21/2020		Meeting	400	0
5/21/2020		Special Events	2500	0
5/22/2020		Special Events	1000	210
5/22/2020		Special Events	1500	0
5/23/2020		Convention	700	250
5/23/2020		Special Events	500	0
5/26/2020		Convention	800	700
5/31/2020		Special Events	400	0
6/3/2020		Trade Show	800	106
6/3/2020		Convention	1000	800
6/4/2020		Special Events	350	0
6/6/2020		Meeting	750	0
6/6/2020		Meeting	1000	0
6/7/2020		Special Events	500	0
6/10/2020		Trade Show	1000	250
6/12/2020		Banquet	700	50
6/13/2020		Trade Show	1000	40
6/14/2020		Convention	5000	1,500
6/20/2020		Meeting	1600	0
6/20/2020		Special Events	500	0
6/22/2020		Trade Show	1500	0
6/26/2020		Special Events	5000	1,300
7/10/2020		Meeting	400	0
7/17/2020		Meeting	200	0
7/18/2020		Public Show	1000	0
7/24/2020		Meeting	200	595
7/25/2020		Special Events	500	0
7/28/2020		Convention	2000	1,200
7/30/2020		Meeting	600	0
7/31/2020		Meeting	200	0
8/1/2020		Banquet	300	0
8/1/2020		Public Show	600	0
8/4/2020		Convention	1000	750
8/15/2020		Special Events	500	0
8/18/2020		Meeting	600	1,000
8/29/2020		Trade Show	1000	0
9/1/2020		Convention	200	989
9/3/2020		Meeting	700	50
9/7/2020		Trade Show	1000	400
9/12/2020		Trade Show	1500	0
9/15/2020		Trade Show	800	800
9/16/2020		Trade Show	2500	0
9/18/2020		Special Events	500	0
9/25/2020		Trade Show	2000	0
9/30/2020		Trade Show	4000	0
9/30/2020		Meeting	350	0
10/5/2020		Convention	1500	900
10/8/2020		Convention	2000	0
10/9/2020		Meeting	1200	335

December 2019 TID Monthly Convention Calendar

CONFIDENTIAL

Event Date	Event Name	Nature of Event	Attendance Per Session	Hotel Rooms Required
10/12/2020		Meeting	600	0
10/14/2020		Public Show	3000	1,937
10/21/2020		Convention	1000	600
10/23/2020		Meeting	200	0
10/27/2020		Meeting	400	547
11/6/2020		Meeting	400	0
11/9/2020		Convention	1200	4,405
11/18/2020		Convention	2000	800
11/26/2020		Meeting	200	0
11/30/2020		Convention	2000	2,820
12/3/2020		Meeting	1000	0
12/12/2020		Meeting	800	0
12/19/2020		Banquet	200	0
1/8/2021		Meeting	200	315
1/16/2021		Meeting	200	280
1/22/2021		Meeting	200	418
2/4/2021		Meeting	600	0
2/5/2021		Meeting	1000	0
2/8/2021		Meeting	500	0
2/9/2021		Convention	2500	950
2/12/2021		Meeting	1000	0
2/16/2021		Public Show	7000	2,145
2/22/2021		Convention	2500	200
2/22/2021		Meeting	500	0
2/26/2021		Meeting	1	0
3/6/2021		Convention	2100	2,500
3/11/2021		Convention	1200	850
3/11/2021		Meeting	1000	0
3/19/2021		Meeting	325	0
3/22/2021		Meeting	1000	0
3/26/2021		Meeting	200	326
4/8/2021		Convention	1500	1,543
4/13/2021		Convention	2500	1,170
4/23/2021		Meeting	200	468
5/21/2021		Meeting	200	318
6/1/2021		Convention	0	900
6/13/2021		Meeting	5000	1,500
6/30/2021		Meeting	1000	1,265
7/2/2021		Convention	800	1,505
7/6/2021		Trade Show	4000	2,690
7/18/2021		Meeting	400	600
8/6/2021		Meeting	400	200
8/31/2021		Meeting	900	0
9/11/2021		Meeting	300	0
9/15/2021		Meeting	800	1,010
10/14/2021		Meeting	200	395
10/31/2021		Trade Show	3000	1,937
11/5/2021		Meeting	145	0
11/12/2021		Meeting	800	240
11/18/2021		Convention	2000	800



Proposed Booking Strategy

Santa Clara TID Meeting

December 10, 2019

Key Considerations – Booking Policy



Key considerations in the development of the Proposed Booking Policy

1. Results of the Hotel Room Block indicated that 1,100 rooms on peak was achievable
2. Short Term Nature of Santa Clara Market considered in 18 month window for “priority one” bookings
 - Priority two window 13 – 18 months
3. Revenue considerations are factored into the policy – will be incorporated in future prospecting efforts
4. Most Priority One bookings will require all space based on history
5. In 2019 there were no “priority one” groups
6. The alignment with Economic Impact, Convention Center Impact and Community Impact is important to consider.
7. Introduces the concept of an event type that wouldn’t qualify for space

DRAFT

Key Considerations – Booking Policy



Key considerations in the development of the Proposed Booking Policy

1. Results of the Hotel Room Block indicated that 1,100 rooms on peak was achievable
2. Short Term Nature of Santa Clara Market considered in 18 month window for “priority one” bookings
 - Priority two window 13 – 18 months
3. Revenue considerations are factored into the policy – will be incorporated in future prospecting efforts
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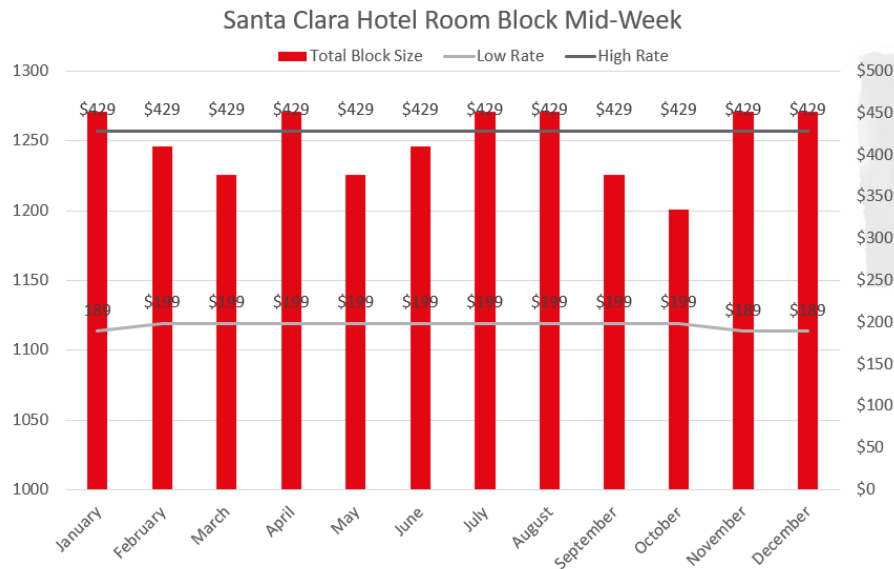
SCCC Criteria for Future Booking “Policy”



Priority	Peak Room Nights	Combined Building Spend	Economic Impact	Convention Center Impact	Community Impact	Booking Window
Priority 1 (full center user)	1,100 rooms on peak or greater	\$1,000,000+	High	High	Medium	18+ months
Priority 2	600-1,099 rooms on peak	\$750,000-\$1,000,000	High	Medium	Low	13-18 months
Priority 3	100-599 rooms on peak	\$500,000-\$750,000	Medium	Medium	Medium	0-13 months
Priority 4	< 100 rooms on peak	\$200,000-\$500,000	Medium	High	Low	0-13 months
Priority 5 (social events)	Non room night generating	\$90,000 - \$199,000	Low	High	High	0-12 months
Priority 6	Non room night generating	\$10,000 – \$89,0000	Low	Medium	Medium	Within six months
Grandfathered			Low	Low	High	Annual
Non-Eligible Events	Non room generating	<\$10,000	Low	Low	Low	Not eligible

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Mid-Week Considerations

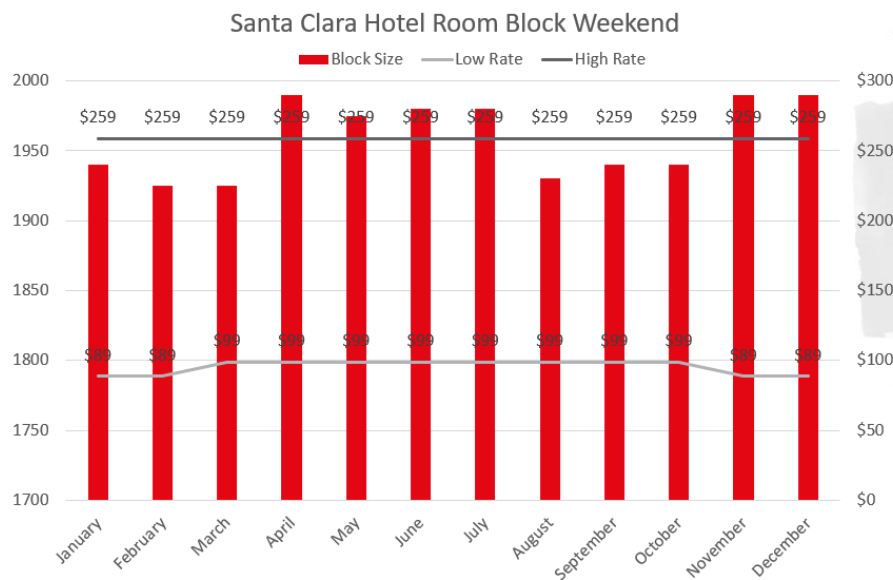


Takeaways

Block is stable at 1,200 rooms
 Max participation is 1,270
 Max participation months are
 January, April, July, August,
 November and December
 Room rates range from \$189-\$429

4

Weekend Considerations



Takeaways

Block is stable at 1,900 rooms
 Max participation is 1,990
 Max participation months are:
 April-July and November-
 December
 Room rates range from \$89-\$259

5

Event Types



Event Types

Tradeshows: *An exhibition of products and/or services held for members of a common or related industry. Not open to the general public.*

Conventions: *An event where the primary activity of the attendees is to attend educational sessions, participate in meetings/discussions, socialize or attend other organized events of which the attendees are primarily from out of town. Sometimes there is a secondary exhibit component.*

Consumer Shows: *An exhibition that is open to the public, usually requiring an entrance fee. Common examples of consumer shows include auto shows, bridal shows, boat shows, flower and gardens shows, craft shows and festivals.*

Banquets/Social Event: *Formal, often ceremonial, dinner for a select group of people, often in honor of a particular person. The meal is the primary component of the event, consisting of a sit-down breakfast, lunch or dinner.*

Meetings & Seminars: *An event where the primary activity of the attendees is to attend educational sessions, participate in meetings/discussions, socialize, or attend other organized events. There is no exhibit component to this event.*

Sporting Events: *An event where athletes or individuals compete, and spectators view the event activities and/or ceremonies.*

Special Events: *Any event that does not meet the criteria for the other categories. This may include: church services, dance recitals, concerts, dances/balls and other social events, examinations, fashion shows, graduations and job fairs.*

Community Based Event: *An event that has been designed to encourage community participation at the SCCC. These could be in conjunction with the City or designated non-profit organizations.*

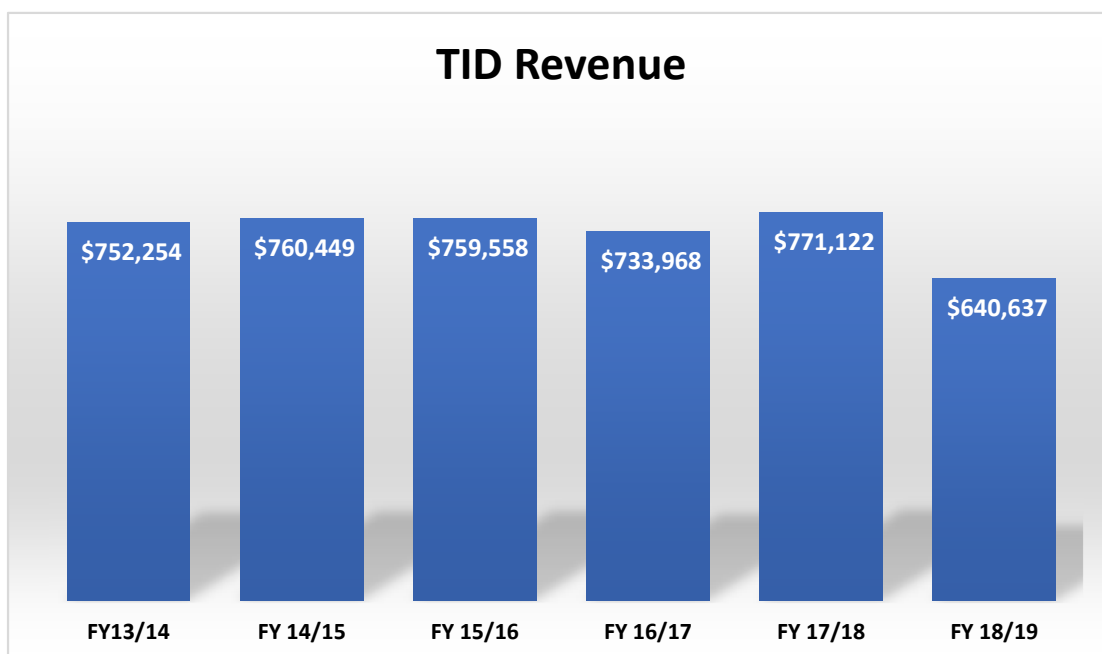
TID Assessment	\$1/N	2.00%	1.75%	1.50%	1.25%	1.00%
TID Revenue ^(a)	\$ 800,000	\$ 3,750,000	\$ 3,281,250	\$ 2,812,500	\$ 2,343,750	\$ 1,875,000
General Fund	\$ 1,500,000	\$ -		\$ -	\$ -	\$ -
Total CVB/DMO Funding	\$ 2,300,000	\$ 3,750,000	\$ 3,281,250	\$ 2,812,500	\$ 2,343,750	\$ 1,875,000

DMO PROGRAM & SERVICES BUDGET		2.00%	1.75%	1.50%	1.25%	1.00%
Convention Sales, Incentives & Svc.	50%	\$ 1,875,000	\$ 1,640,625	\$ 1,406,250	\$ 1,171,875	\$ 937,500
Marketing & Communications	30%	\$ 1,125,000	\$ 984,375	\$ 843,750	\$ 703,125	\$ 562,500
Administration	15%	\$ 562,500	\$ 492,188	\$ 421,875	\$ 351,563	\$ 281,250
Contingency / Reserve	3%	\$ 112,500	\$ 98,438	\$ 84,375	\$ 70,313	\$ 56,250
City Collection Fee	2%	\$ 75,000	\$ 65,625	\$ 56,250	\$ 46,875	\$ 37,500
TOTAL	100%	\$ 3,750,000	\$ 3,281,250	\$ 2,812,500	\$ 2,343,750	\$ 1,875,000

	Option 1	Option 2	Option 3	Option 4	Option 5
<i>Potential General TOT Increase</i> ^{TBD}	2.00%	2.00%	2.00%	2.00%	2.00%
General TOT	9.50%	9.50%	9.50%	9.50%	9.50%
CFD Assessment ^(b)	2.00%	2.00%	2.00%	2.00%	2.00%
TOTAL	13.50%	13.50%	13.50%	13.50%	13.50%
<i>Proposed TID Assessment</i>	<i>2.00%</i>	<i>1.75%</i>	<i>1.50%</i>	<i>1.25%</i>	<i>1.00%</i>
	15.50%	15.25%	15.00%	14.75%	14.50%

^(a) TID Revenue

TID revenue over 5 years (FY 13/14 - FY 17/18) has remained steady (9 hotels). There was a decline in TID revenue in FY 18/19 which can be attributed to the closure of the CVB. The total number of hotels is currently at 11 with two new hotels that opened in August 2019.



^(b) Stadium Authority Community Facilities District (hotel tax effective October 1, 2014)

On May 11, 2010 Council approved moving forward with the formation of a Community Facilities District (CFD) as part of the Levi's Stadium project. A CFD is a special district that can issue debt for the planning, design, acquisition, construction, and/or operation of public facilities, as well as provide public services. Special tax assessments levied by the district are used to repay the debt. A CFD can be formed only if approved by a majority of affected property owners.

This CFD includes hotel properties in the vicinity of Levi's Stadium. These hotel property owners voted unanimously to place a special tax on hotel room nights equivalent to a 2% transient occupancy tax (TOT). This special tax is pledged to finance portions of the publicly owned infrastructure for the stadium project, up to a cap of \$35 million (excluding debt service and other financing costs), and the City was authorized to issue and sell bonds or incur other forms of debt to finance these improvements. The debt is secured by and payable solely from the special taxes to be levied on the hotel properties within the community facilities district, and does not represent an obligation or debt of the City or the General Fund.