

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

Hyatt Regency
5101 Great America Parkway
Santa Clara, CA 95054

February 14, 2020, 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 January 9, 2020 Santa Clara Tourism Improvement District Advisory Board Regular Meeting.
2. Receive and file Convention Center Calendar of Events for the Period 02/01/2020 – 01/28/2022.

Consent Items Pulled for Discussion

General Business – Items for Discussion

3. Action on the Tourism Improvement District FY 19/20 Quarter 2 Financial Report.
4. Update on the Tourism Improvement District Assessment and Conversion Timeline.
5. Update on Silicon Valley/Santa Clara DMO, Inc.'s Fiscal Sponsorship Agreement with the City of Santa Clara.
6. Update on Silicon Valley/Santa Clara DMO, Inc.'s Website Management Agreement with Destination Advantage and Action on Invoice #337 in the Amount of \$14,000 for Visit Santa Clara and SantaClara.org program support provided from July 2020 – January 2020.
7. Update on the Silicon Valley/Santa Clara DMO, Inc.'s CEO Recruitment Efforts.
8. Discussion on the Establishment of a Temporary Convention Sales Manager Position.
9. Update from the Tourism Improvement District Subcommittee on the Progress of the Funding Subsidy Guidelines.

10. Update on the Convention Center Booking Policy.

General Updates

Adjournment

The next regular scheduled meeting is on Thursday, March 12, 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 Regular Meeting – MINUTES**
Hyatt Regency
5101 Great America Parkway
Santa Clara, CA 95054

**SCTID MEETING:
Feb. 14, 2020
AGENDA ITEM: 1**

January 9, 2020, 9:00 a.m.

Call to Order

Eron Hodges, Chair, called the meeting to order at 9:12 a.m.

Roll Call

Present: 8 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 (call-in)
Jean-Phillippe Rollet, General Manager, The Plaza Suites
Mark Salquist, General Manager, Avatar Hotel
Jon Siebring, General Manager, Biltmore Hotel

Absent: 3 Alan Mass, General Manager, Hyatt House
Calette Nielsen, General Manager, Marriott Santa Clara
Virginia Scimeca, General Manager, TownePlace Suites by Marriott

A quorum was met.

In Attendance

Melissa Belluomini, Director of Sales, Hyatt Regency Santa Clara
Kelly Carr, General Manager, Santa Clara Convention Center
Dan Fenton, Executive Vice President, JLL (call-in)
Michelle Knipe, Director of Sales, Hilton Santa Clara
Joyce Leveston, Sr. Vice President, Spectra
Nancy Thome, Assistant to the City Manager, City of Santa Clara

Public Comments

There were no public comments.

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 December 10, 2019 Santa Clara Tourism Improvement District Advisory Board Regular Meeting.

2. Receive and file Convention Center Calendar of Events for the Period 1/4/2020-11/12/2021.

A motion was made by Jean-Phillippe Rollet, seconded by Jon Siebring to approve the Consent Calendar. Motion passed unanimously (8-0).

Consent Items Pulled for Discussion

None.

General Business – Items for Discussion

3. Update on Website Management Agreement with Destination Advantage.

Eron Hodges reported that all the language in the draft agreement has been modified and is currently under review by the City and will also be reviewed by the Destination Marketing Organization (DMO) Board. Destination Advantage included language in the agreement to relinquish their rights of Visit Santa Clara and the website to the DMO. Appreciation was given to Joe Eustice, Dan Fenton and Kelly Carr for participating in the review of the contract.

4. Update from the TID Subcommittee on the progress of the TID funding subsidy guidelines.

Joe Eustice provided an update on behalf of the Subcommittee – Joe Eustice, Callette Nielsen and Mike Lerman. The Subcommittee was not able to meet due to the holidays and will have an update at the February meeting.

5. Review and discussion of TID reimbursement to hotels for initial work completed by Civitas to establish the TID Corporation Visit Santa Clara.

Eron Hodges reported that when the TID corporation, Visit Santa Clara, was established, the TID had enlisted the help of Civitas Advisors. Each hotel paid \$500 with the understanding that they would be reimbursed with TID funds. Nancy Thome indicated that this specific expenditure was not included in the TID's FY 19/20 Budget that was approved by Council. This action would require the TID to bring forth a budget amendment. An alternative would be for the TID to include it in the FY 20/21 Budget when presented to Council in April for future reimbursement. Nancy requested that the hotels start compiling relevant back-up documentation such as invoices and receipt of payments to Civitas.

6. Status of TID reimbursement requests to the Chamber of Commerce.

Nancy Thome reported that any reimbursement requests to the Chamber would have been included in the final close out audit report by TAP International. The report was presented to City Council in November and is available on the City website. The final reconciliation of funds still to be determined between the City and the Chamber.

7. Nominations and election of new TID Treasurer.

Eron Hodges opened meeting for Treasurer nominations. Mike Lerman declined his nomination by Jean-Phillippe Rollet as he will be involved in the opening of another hotel. With no other nominations, Eron Hodges requested a volunteer. There were no volunteers. Jean-Phillippe Rollet agreed to stay on as the treasurer until a replacement was identified. It was noted that the role of the TID Treasurer will change once the TID is established under the 1994 Law and the current TID is due to expire June 30, 2020.

General Updates

- The follow-up discussion on the TID Assessment is tentatively scheduled for the January 28 Council Meeting. Joe Eustice reported that he and Eron Hodges will be meeting with individual Council members in the next few weeks to discuss the importance of a dedicated funding stream for the TID/DMO. They are looking to meet individually with Mayor Gilmore, and Councilmembers O'Neill, Davis and Watanabe.

The general feeling is that the TID Hotels have been looking to change the assessment for two years now and feel that a 2% assessment would put the DMO in the position to be competitive. Additionally, the TID Hotels feel that Santa Clara has never been able to properly market themselves and the budget as presented (estimated \$3.7M) is needed to be able to do so. The TID Hotels agreed to advocate for the full 2% assessment.

- Jon Siebring reported that renovations at the Biltmore will start next month and will take about one year for the full renovations to be completed.
- Mark Salquist inquired as to whether the TID has ever had an acknowledgement day. He stated that there are opportunities to partner with the San Jose Giants and possibly have the TID cover \$1 per ticket. It was suggested that a partnership may serve a better value if a hotel were to partner with the Giants on their own.

Adjournment

The meeting adjourned at 10:01 a.m. The next regular scheduled meeting is on Thursday, February 13, 2020, 9:00 a.m. at the Hyatt Regency Santa Clara.

February 2020 TID Monthly Convention Calendar

CONFIDENTIAL

SCTID MEETING:

Feb. 14, 2020

AGENDA ITEM: 2

Event Date	Event Name	Nature of Event	Attendance Per Session	Hotel Rooms Required
2/ 1/2020		Special Events	500	0
2/ 1/2020		Sporting Events	200	0
2/ 2/2020		Banquet	1000	0
2/ 1/2020		Meeting	2000	0
2/ 4/2020		Meeting	300	0
2/ 3/2020		Meeting	80	0
2/ 6/2020		Meeting	350	0
2/ 3/2020		Convention	1200	435
2/ 8/2020		Banquet	600	0
2/ 7/2020		Trade Show	2500	305
2/ 8/2020		Special Events	1500	0
2/ 9/2020		Special Events	500	0
2/ 7/2020		Meeting	1000	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
2/10/2020		Meeting	400	0
2/12/2020		Meeting	100	0
2/11/2020		Convention	3000	1,280
2/12/2020		Meeting	500	0
2/13/2020		Banquet	12	0
2/14/2020		Meeting	1000	0
2/14/2020		Special Events	500	800
2/14/2020		Public Show	500	0
2/15/2020		Convention	1200	1,000
2/19/2020		Meeting	500	0
2/18/2020		Public Show	7000	2,145
2/25/2020		Banquet	500	0
2/24/2020		Meeting	200	150
2/26/2020		Meeting	500	0
2/29/2020		Meeting	500	0
2/28/2020		Sporting Events	5000	630
2/28/2020		Convention	2100	2,500
3/ 2/2020		Meeting	150	0
3/ 3/2020		Meeting	1200	250
3/ 7/2020		Banquet	350	0
3/ 7/2020		Sporting Events	80	0
3/ 6/2020		Convention	2000	1,035
3/ 7/2020		Public Show	1000	0
3/ 8/2020		Special Events	500	0
3/ 9/2020		Meeting	500	0
3/10/2020		Meeting	45	0
3/ 8/2020		Convention	1500	750
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

February 2020 TID Monthly Convention Calendar

CONFIDENTIAL

Event Date	Event Name	Nature of Event	Attendance Per Session	Hotel Rooms Required
3/14/2020		Meeting	600	0
3/15/2020		Public Show	300	0
3/14/2020		Meeting	300	0
3/13/2020		Convention	1000	0
3/14/2020		Meeting	1700	0
3/14/2020		Special Events	500	0
3/18/2020		Convention	2000	200
3/20/2020		Banquet	1000	0
3/20/2020		Meeting	200	300
3/21/2020		Meeting	1600	0
3/21/2020		Special Events	450	0
3/22/2020		Meeting	200	300
3/20/2020		Public Show	1200	300
3/23/2020		Trade Show	800	200
3/23/2020		Convention	300	1,115
3/23/2020		Meeting	800	0
3/25/2020		Meeting	200	0
3/27/2020		Special Events	500	800
3/28/2020		Meeting	500	0
3/27/2020		Meeting	700	0
3/27/2020		Meeting	200	300
3/27/2020		Sporting Events	3000	1,000
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/ 4/2020		Sporting Events	2000	0
4/ 4/2020		Sporting Events	80	0
4/ 7/2020		Special Events	600	0
4/ 6/2020		Convention	600	115
4/ 8/2020		Convention	1000	1,500
4/12/2020		Special Events	500	0
4/15/2020		Meeting	200	0
4/18/2020		Banquet	500	0
4/17/2020		Special Events	500	0
4/18/2020		Meeting	200	0
4/19/2020		Public Show	600	0
4/21/2020		Trade Show	1200	0
4/24/2020		Special Events	500	0
4/25/2020		Trade Show	1500	0
4/25/2020		Special Events	475	0
4/25/2020		Special Events	500	800
4/25/2020		Meeting	400	0
4/29/2020		Convention	2500	0
4/30/2020		Meeting	700	0
5/ 2/2020		Banquet	650	150
5/ 2/2020		Public Show	2500	0
5/ 1/2020		Special Events	500	0
5/ 1/2020		Meeting	400	200

February 2020 TID Monthly Convention Calendar

CONFIDENTIAL

Event Date	Event Name	Nature of Event	Attendance Per Session	Hotel Rooms Required
5/ 4/2020		Convention	2500	0
5/ 4/2020		Meeting	900	250
5/ 8/2020		Convention	2000	600
5/10/2020		Meeting	500	0
5/10/2020		Special Events	500	0
5/14/2020		Banquet	830	0
5/11/2020		Meeting	500	0
5/11/2020		Meeting	1000	700
5/16/2020		Special Events	500	0
5/15/2020		Meeting	200	318
5/17/2020		Special Events	500	0
5/17/2020		Convention	1500	600
5/21/2020		Special Events	2500	0
5/22/2020		Special Events	1500	0
5/22/2020		Special Events	1000	210
5/23/2020		Convention	700	250
5/21/2020		Meeting	400	0
5/23/2020		Special Events	500	0
5/23/2020		Sporting Events	300	0
5/26/2020		Convention	800	700
5/31/2020		Special Events	400	0
5/30/2020		Special Events	500	0
6/ 3/2020		Trade Show	800	106
6/ 4/2020		Special Events	350	0
6/ 3/2020		Convention	1000	800
6/ 6/2020		Meeting	750	0
6/ 6/2020		Meeting	1000	0
6/ 5/2020		Convention	1000	700
6/ 7/2020		Special Events	500	0
6/ 6/2020		Sporting Events	200	0
6/10/2020		Trade Show	1000	250
6/12/2020		Banquet	700	50
6/13/2020		Trade Show	1000	40
6/12/2020		Meeting	500	0
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
6/27/2020		Banquet	800	30
6/28/2020		Special Events	500	0
7/10/2020		Meeting	400	0
7/18/2020		Public Show	1000	0
6/26/2020		Special Events	5000	1,300
7/17/2020		Meeting	200	0
7/25/2020		Special Events	500	0
7/24/2020		Meeting	200	595
7/28/2020		Convention	2000	1,200
7/30/2020		Meeting	600	0
8/ 1/2020		Banquet	300	0
7/31/2020		Meeting	200	0

February 2020 TID Monthly Convention Calendar

CONFIDENTIAL

Event Date	Event Name	Nature of Event	Attendance Per Session	Hotel Rooms Required
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
8/30/2020		Public Show	600	0
9/ 3/2020		Meeting	700	50
9/ 1/2020		Convention	200	989
9/ 7/2020		Trade Show	1000	400
9/12/2020		Trade Show	1500	0
9/12/2020		Meeting	1700	0
9/16/2020		Trade Show	2500	0
9/18/2020		Special Events	500	0
9/20/2020		Special Events	600	0
9/24/2020		Meeting	500	0
9/25/2020		Trade Show	2000	0
9/27/2020		Public Show	2500	0
9/30/2020		Trade Show	4000	0
9/30/2020		Meeting	350	0
10/3/2020		Public Show	2500	0
10/5/2020		Convention	1500	900
10/8/2020		Convention	2000	0
10/10/2020		Public Show	2500	0
10/9/2020		Meeting	1200	335
10/11/2020		Public Show	1000	0
10/12/2020		Meeting	600	0
10/12/2020		Trade Show	1500	150
10/14/2020		Public Show	3000	1,937
10/21/2020		Convention	1000	600
10/24/2020		Meeting	2500	0
10/23/2020		Meeting	200	0
10/27/2020		Meeting	400	547
10/26/2020		Meeting	600	650
10/30/2020		Public Show	2500	0
10/30/2020		Banquet	1300	0
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
12/3/2020		Meeting	1000	0
11/30/2020		Convention	2000	2,820
12/10/2020		Special Events	300	0
12/12/2020		Meeting	800	0
12/19/2020		Banquet	200	0
12/26/2020		Meeting	300	120
1/ 8/2021		Meeting	200	315
1/10/2021		Sporting Events	1000	0
1/16/2021		Meeting	200	280
1/22/2021		Meeting	200	418
2/ 4/2021		Meeting	600	0
2/ 5/2021		Meeting	1000	0

February 2020 TID Monthly Convention Calendar

CONFIDENTIAL

Event Date	Event Name	Nature of Event	Attendance Per Session	Hotel Rooms Required
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		Meeting	500	0
2/22/2021		Convention	2500	200
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
5/14/2021		Meeting	1000	350
6/ 1/2021		Convention	0	900
6/13/2021		Meeting	5000	1,500
7/ 2/2021		Convention	800	1,505
6/30/2021		Meeting	1000	1,265
7/ 6/2021		Trade Show	4000	2,690
7/13/2021		Convention	200	1,000
7/18/2021		Meeting	400	600
8/ 6/2021		Meeting	400	200
8/31/2021		Meeting	900	0
9/ 7/2021		Convention	1200	1,500
9/11/2021		Meeting	300	0
9/15/2021		Convention	800	1,100
9/15/2021		Meeting	800	1,010
10/14/2021		Meeting	200	395
10/13/2021		Trade Show	3000	1,937
11/5/2021		Meeting	145	0
11/12/2021		Meeting	800	240
11/18/2021		Convention	2000	800
1/15/2022		Meeting	200	280
1/21/2022		Meeting	1200	0
1/28/2022		Meeting	1000	0

**SANTA CLARA TOURISM IMPROVEMENT DISTRICT
FY 2019/20 QUARTER 2 FINANCIAL REPORT**

Date: 2/10/2020
Prepared by: NThome

Beginning FY 19/20 TID Assessment Balance	\$ 1,076,426
TID Revenue through 12/31/2019	\$ 402,349
Total TID Revenue	\$ 1,478,775

FY 19/20 YTD Expenditures \$ 83,764
TID Revenue Balance **\$1,395,011**

**SCTID MEETING:
Feb. 14, 2020
AGENDA ITEM: 3**

SANTA CLARA TOURISM IMPROVEMENT DISTRICT BUDGET FISCAL YEAR 2019/20	FY 19/20 Budget	FY 19/20 YTD Expenditures	FY 19/20 Balance	FY 19/20 Q1 Actuals	FY 19/20 Q2 Actuals
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Staff Subsidy					
Employee Salaries & Taxes	\$ 227,460	\$ -	\$ 227,460	\$ -	\$ -
Employee Benefits	\$ 113,311	\$ -	\$ 113,311	\$ -	\$ -
Mileage/expenses	\$ 3,483	\$ -	\$ 3,483	\$ -	\$ -
Membership Dues	\$ 3,020	\$ -	\$ 3,020	\$ -	\$ -
ADP Fees	\$ 2,100	\$ -	\$ 2,100	\$ -	\$ -
Workers Compensation Insurance	\$ 1,325	\$ -	\$ 1,325	\$ -	\$ -
Total Staff Subsidy	\$ 350,699	\$ -	\$ 350,699	\$ -	\$ -

Agreements					
Civitas Agreement	\$ 54,000	\$ 29,012	\$ 24,988	\$ 3,900	\$ 25,112
Thoits Law (City of Santa Clara)	\$ 9,000	\$ 9,000	\$ -	\$ 3,853	\$ 5,148
Thoits Law (Silicon Valley/Santa Clara DMO, Inc.)	\$ -	\$ -	\$ -	\$ -	\$ -
Total Agreements	\$ 63,000	\$ 38,012	\$ 24,988	\$ 7,753	\$ 30,259

Research					
Prospecting & Research Materials	\$ 5,000	\$ -	\$ 5,000	\$ -	\$ -
DMAI Event Impact Calculator Annual License	\$ 5,600	\$ -	\$ 5,600	\$ -	\$ -
Simpleview Cvent Integration Annual Fee	\$ 2,000	\$ -	\$ 2,000	\$ -	\$ -
Total Research	\$ 12,600	\$ -	\$ 12,600	\$ -	\$ -

Advertising: Conference Media					
Media Management	\$ 36,000	\$ -	\$ 36,000	\$ -	\$ -
MPI Sacramento Newsletter	\$ 1,200	\$ -	\$ 1,200	\$ -	\$ -
CalSAE (Naylor) Executive Online Showcase	\$ 2,475	\$ -	\$ 2,475	\$ -	\$ -
Smart Meetings eBlasts & Web Banner	\$ 6,000	\$ -	\$ 6,000	\$ -	\$ -
CalSAE (Naylor) Web Tile	\$ 2,750	\$ -	\$ 2,750	\$ -	\$ -
ASAE Directory - Web listing	\$ 595	\$ -	\$ 595	\$ -	\$ -
NCCMPI Member Directory & Newsletter Ad	\$ 1,413	\$ -	\$ 1,413	\$ -	\$ -
Convention Calendar (ind. Promo. for ea. Hotel)	\$ 6,900	\$ -	\$ 6,900	\$ -	\$ -
Cvent	\$ 14,494	\$ -	\$ 14,494	\$ -	\$ -
Total Advertising: Conference Media	\$ 71,827	\$ -	\$ 71,827	\$ -	\$ -

Leisure Marketing & Advertising					
Leisure PPC	\$ 3,000	\$ -	\$ 3,000	\$ -	\$ -
Sacramento & Fresno Bee (print & online)	\$ 18,250	\$ -	\$ 18,250	\$ -	\$ -
CA Visitors Guide (print & online)	\$ 7,950	\$ -	\$ 7,950	\$ -	\$ -
Website Maintenance	\$ 5,000	\$ -	\$ 5,000	\$ -	\$ -
Leisure eBlasts (3x)	\$ 1,000	\$ -	\$ 1,000	\$ -	\$ -
U.S. Travel Association Int'l Pow Wow	\$ 10,500	\$ -	\$ 10,500	\$ -	\$ -
Social Media Marketing	\$ 12,000	\$ -	\$ 12,000	\$ -	\$ -
Pacific Rim Reception	\$ 6,750	\$ -	\$ 6,750	\$ -	\$ -
AAA Multimedia Marketing	\$ 4,800	\$ -	\$ 4,800	\$ -	\$ -
Utrip Itinerary Builder (Year-round visitor itinerarie)	\$ 5,000	\$ -	\$ 5,000	\$ -	\$ -
Total Leisure Marketing & Advertising	\$ 74,250	\$ -	\$ 74,250	\$ -	\$ -

SANTA CLARA TOURISM IMPROVEMENT DISTRICT BUDGET FISCAL YEAR 2019/20	FY 19/20 Budget	FY 19/20 YTD Expenditures	FY 19/20 Balance	FY 19/20 Q1 Actuals	FY 19/20 Q2 Actuals
Internet Marketing					
Website Hosting	\$ 4,800	\$ -	\$ 4,800	\$ -	\$ -
Marketing PPC	\$ 14,000	\$ -	\$ 14,000	\$ -	\$ -
Sports eMarketing	\$ 8,500	\$ -	\$ 8,500	\$ -	\$ -
Video Marketing	\$ 7,500	\$ -	\$ 7,500	\$ -	\$ -
Convention & Meetings eBlasts	\$ 6,000	\$ -	\$ 6,000	\$ -	\$ -
PR Newswire	\$ 4,500	\$ -	\$ 4,500	\$ -	\$ -
Search Engine Optimization (SEO)	\$ 12,000	\$ -	\$ 12,000	\$ -	\$ -
VisitSiliconValley.org	\$ 6,900	\$ -	\$ 6,900	\$ -	\$ -
Total Internet Marketing	\$ 64,200	\$ -	\$ 64,200	\$ -	\$ -
Direct Sales					
MPI Events	\$ 5,500	\$ -	\$ 5,500	\$ -	\$ -
CalSAE - Seasonal Spectacular	\$ 3,500	\$ 1,465	\$ 2,035	\$ -	\$ 1,465
Northern CA Sales Calls/Trips	\$ 7,000	\$ -	\$ 7,000	\$ -	\$ -
Marketing Opportunities	\$ 3,000	\$ -	\$ 3,000	\$ -	\$ -
Connect Sports	\$ 6,000	\$ -	\$ 6,000	\$ -	\$ -
National Assn. Sports Commission Symposium	\$ 5,360	\$ -	\$ 5,360	\$ -	\$ -
Client Special Event	\$ 7,500	\$ -	\$ 7,500	\$ -	\$ -
Connect California	\$ 5,500	\$ -	\$ 5,500	\$ -	\$ -
Client Sales Presentations	\$ 5,000	\$ -	\$ 5,000	\$ -	\$ -
RCMA	\$ 5,500	\$ -	\$ 5,500	\$ -	\$ -
Smart Meetings Tradeshow	\$ 5,810	\$ -	\$ 5,810	\$ -	\$ -
Sales Calls - All Markets	\$ 4,700	\$ -	\$ 4,700	\$ -	\$ -
Destination CA	\$ 7,050	\$ -	\$ 7,050	\$ -	\$ -
Connect Corporate (Collaborate Marketplace)	\$ 6,000	\$ -	\$ 6,000	\$ -	\$ -
Connect Association Tradeshow	\$ 6,000	\$ -	\$ 6,000	\$ -	\$ -
IMEX	\$ 18,530	\$ -	\$ 18,530	\$ -	\$ -
IAEE	\$ 5,850	\$ -	\$ 5,850	\$ -	\$ -
CVENT TRADESHOW	\$ 13,575	\$ -	\$ 13,575	\$ -	\$ -
INTL. ASSOC. OF ADMIN. PROFESSIONALS	\$ 650	\$ -	\$ 650	\$ -	\$ -
CONNECT CHICAGO	\$ 5,950	\$ -	\$ 5,950	\$ -	\$ -
MEETINGS TODAY LIVE	\$ 5,425	\$ -	\$ 5,425	\$ -	\$ -
ASAE TRADESHOW	\$ 7,750	\$ -	\$ 7,750	\$ -	\$ -
CONNECT DC	\$ 6,000	\$ -	\$ 6,000	\$ -	\$ -
Total Direct Sales	\$ 147,150	\$ 1,465	\$ 145,685	\$ -	\$ 1,465
Operational Expenses & Fees					
AR Correction	\$ -	\$ 6,231	\$ (6,231)	\$ 6,231	\$ -
Regis (Virtual Office)	\$ 890	\$ 586	\$ 304	\$ 230	\$ 356
Subsidy Liability	\$ 81,644	\$ 35,970	\$ 45,674	\$ 2,070	\$ 33,900
Technology Systems	\$ 4,000	\$ -	\$ 4,000	\$ -	\$ -
Total Operational Expenses & Fees	\$ 86,534	\$ 42,787	\$ 43,747	\$ 8,531	\$ 34,256
Overhead					
City Accounting Fee	\$ 3,000	\$ 1,500	\$ 1,500	\$ 750	\$ 750
Insurance (Directors & Officers Liability)	\$ 2,822	\$ -	\$ 2,822	\$ -	\$ -
Audit	\$ 8,550	\$ -	\$ 8,550	\$ -	\$ -
Administrative Meetings	\$ 300	\$ -	\$ 300	\$ -	\$ -
Check Printing	\$ 200	\$ -	\$ 200	\$ -	\$ -
Total Overhead	\$ 14,872	\$ 1,500	\$ 13,372	\$ 750	\$ 750
TOTAL EXPENDITURES	\$ 885,132	\$ 83,764	\$ 801,368	\$ 17,033	\$ 66,731

Year	2020	
Row Labels	Expenditure	
1		\$ 2,070.00
CA ASSOC FOR EDUCATION OF YOUNG CHILDREN		\$ 2,070.00
TID ROOM NIGHT SUBSIDY		\$ 2,070.00
2		\$ 3,900.00
CIVITAS ADVISORS		\$ 3,900.00
IMPLEMENTATION OF SANTA CLARA		\$ 3,900.00
3		\$ 4,082.44
BANK OF AMERICA PROCUREMENT		\$ 229.94
RMG REGUS - Purchase		\$ 229.94
THOITS LAW		\$ 3,852.50
Legal Services Engagement Agre		\$ 3,852.50
4		\$ 7,794.10
BANK OF AMERICA PROCUREMENT		\$ 89.10
RMG REGUS - Purchase		\$ 89.10
CIVITAS ADVISORS		\$ 6,240.00
IMPLEMENTATION OF SANTA CLARA		\$ 6,240.00
HYATT REGENCY SANTA CLARA		\$ 1,465.00
2019 CALSEA EXHIBIT REIMB		\$ 1,465.00
5		\$ 11,565.70
BANK OF AMERICA PROCUREMENT		\$ 178.20
RMG REGUS - Purchase		\$ 178.20
CIVITAS ADVISORS		\$ 6,240.00
IMPLEMENTATION OF SANTA CLARA		\$ 6,240.00
THOITS LAW		\$ 5,147.50
Legal Services Engagement Agre		\$ 5,147.50
6		\$ 46,620.93
BANK OF AMERICA PROCUREMENT		\$ 89.10
RMG REGUS - Purchase		\$ 89.10
CIVITAS ADVISORS		\$ 12,631.83
IMPLEMENTATION OF SANTA CLARA		\$ 12,631.83
SANTA CLARA CONVENTION CENTER		\$ 33,900.00
Subsidy JW Convntn 07/4 -07/7		\$ 33,900.00
Grand Total		\$ 76,033.17
	Q1 Correction:	\$ 6,231.00
	City Accounting Fee:	\$ 1,500.00
	TOTAL	\$ 83,764.17

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

Invoice

SCTID MEETING:
Feb. 14, 2020

AGENDA ITEM: 6

BILL TO
 Santa Clara Tourism Improvement
 District
 Attn: Chair Eron Hodges
 5201 Great America Parkway
 Suite 320
 Santa Clara, CA 95054

SHIP TO
 Santa Clara Tourism Improvement
 District
 Attn: Chair Eron Hodges
 5201 Great America Parkway
 Suite 320
 Santa Clara, CA 95054

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
337	01/07/2020	\$14,000.00	02/06/2020	Net 30	

DESCRIPTION	QTY	RATE	AMOUNT
Services July - January 2020 Visit Santa Clara and SantaClara.org program support	7	2,000.00	14,000.00

BALANCE DUE **\$14,000.00**



SCTID MEETING:
Feb. 14, 2020
AGENDA ITEM: 8

Job Title: Convention Sales Manager - DRAFT	Venue: Santa Clara Convention Center
Company: Spectra	Department: Sales and Marketing
Reports To: Director of Sales and General Manager	Supervises People (Y or N): N
Exempt or Non-exempt: Non-Exempt/Temporary	Duration of Position: 6-9 Months
Rate: \$45/hour not to exceed 30 hours/week	Location: Santa Clara Convention Center & Remotely

Overview:

Santa Clara is in the process of restructuring all aspects of their approach to attracting and servicing conventions and meetings. In this effort there has been a re-focus on developing a strategically focused sales effect. The primary goal of the new Convention Sales Manager position is to promote and sell Santa Clara to strategic clients and organizations in an effort to increase visitor business – while maximizing the economic impact and targeted opportunities for the Santa Clara Convention Center (SCCC) and its related partners. This position will report to the Director of Sales and General Manager, and all duties assigned will be based on the direction and goals of the Silicon Valley/Santa Clara DMO, Inc., and its Board of Directors. The Silicon Valley/Santa Clara DMO is a new non-profit corporation whose mission is to promote, and drive economic impact to Santa Clara as the Silicon Valley destination of choice for meetings, business and leisure travel; and vision is to be a work class destination for innovation, collaboration and exchange of ideas in Silicon Valley.

Job Summary:

The Convention Sales Manager is an energetic, innovative, knowledgeable, economic impact and revenue driven Sales individual, with a strong background in hospitality, accountable for long term sales for the Santa Clara Convention Center (SCCC) and overall destination. Experience with venue or destination marketing sales is a plus. This position reports to Spectra’s Director of Sales and General Manager. Duties and direction of the Convention Sales Manager position will be based on the direction and goals of the DMO’s Board of Directors and the Convention Sales Manager will provide weekly and monthly reports to the DMO Board. The Convention Sales Manager will implement recently developed booking strategies as a basis to establish lists of targeted business and events which will meet or exceed economic impact goals and objectives, as well as, build venue and destination brand awareness.

The Convention Sales Manager will assertively prospect and pursue sales opportunities (known as priority one and two groups) that are a fit for the SCCC to maintain, nurture, and grow SCCC bookings with the desired impacts for all partners in the destination. This position will be responsible for prospecting, developing leads and closing business at the SCCC.

The ideal candidate has a passion for sales and customer development, a self-starter who is persistent and professional; strong relationship building and interpersonal skills, with the ability to interact effectively with internal and external clients at various levels of applicable organizations; is highly self-motivated with strong work ethic, results oriented ability to thrive and excel in fast-paced environment, ability to work independently, and has excellent communication, presentation, and time management, attention to detail.

Company Information:

Spectra, an industry leader in sports, entertainment and venue management, is dedicated to recruiting and developing individuals with the skills, experience, desire, and values to contribute to the continued growth and success of our organization, with our 250+ Spectra managed sports & entertainment venue partners, which includes Santa Clara, Spectra transform events into experiences! These experiences create excitement, turn heads, and make memories. Come join Spectra and the newly created DMO in collaboration with the Santa Clara hotel industry. Learn more about Spectra at www.spectraexperiences.com/.

Please visit these websites for more information on the SCCC and the Santa Clara destination:

- <https://www.santaclaraconventioncenter.com/>
- <https://www.santaclara.org/>

Essential Job Functions (including to but not limited to):

- Collaborates with Spectra's Director of Sales and General Manager, the City of Santa Clara, the DMO Board of Directors, and the Tourism Improvement District (TID) lodging business, to fulfill all sales initiatives.
- Assists in the implementation of sales strategies and marketing plans to effectively promote and sell Santa Clara for all targeted markets.
- Prospect the appropriate market for new and emerging business for new accounts that could convert as definite (priority one and two) future business for the SCCC and the destination.
- Communicates with the sales leaders of the TID and other key hospitality partners, such as Levy (SCCC Food and Beverage Operator), to understand their sales strategies and needs while communicating Santa Clara's opportunities.
- Opportunity to work remotely, as needed, to be in better contact with potential clients. Must be able to work evenings, weekends, as required.
- Travels to and represents Santa Clara at industry trade shows such as PMCA, IAEEI, Connect, etc.
- Lead sales missions for the DMO and the SCCC in outside locations.
- Implements and oversees the destination's sales and marketing efforts to include, but not limited to, conventions, trade shows, meetings and special events which generate room nights and provide revenue to the SCCC or overall destination.
- Executes all aspects of the destination sales plan and strategy, including sales goals/objectives, which include meeting annual sales goals and objectives.
- In conjunction with the newly formed DMO, facilitates a consistent and unified selling front and approach for all long-term business.
- Works with Spectra's Director of Sales and General Manager to negotiate contract terms with clients according to adopted policies/guidelines.
- Prepares proposals; reevaluates potential rental and sponsorship value of sales inventory; initiates contractual arrangement; prepares contracts.
- Conducts meetings and site visits with potential customers interested in the venue and destination.
- Represents the DMO in developing and maintaining relationships with current and potential clients.
- Works with show managers and meeting planners in facilitating site visits and appointments.
- Monitors market conditions and maintain a strategic planning approach, which optimizes Santa Clara's position relative to competition and market forces.
- Manages the long-term (priority one and two groups) sales effort in a manner designed to maximize venue occupancy while supporting the overall strategy related to revenue quality and economic impact.
- Works with the Director of Events in providing the Event Planning Guide to clients and implementing efficient information flow between the venue rental, clients, and Spectra operation departments.
- Prepares weekly and monthly statistical reports, which includes documenting sales activities and prospecting efforts and results; provides regular updates to the DMO Board of Directors, Spectra Director of Sales and General Manger.
- Works cooperatively with the hotel and hospitality community and other members of the city's visitor industry in enhancing its position as a convention, meeting and events venue.
- Maintains communication and contact on a regular basis with selected business, professional, and social groups that may host or provide leads for conventions, meetings, events and tourism markets.
- Gains a full understanding of the unique food and beverage approach at SCCC and incorporates this in the sales efforts.
- Maintains exemplary product knowledge of the Santa Clara market area, attractions, recreation, services, and amenities. Actively conducts outside sales calls for potential event/meeting planners.
- Develops, enhances and maintains relationships within the meetings, convention and trade show industries.
- Attends appropriate sales and industry related meetings as needed or directed.
- Develops, augments and maintains industry best practices, rules, policies and procedures.
- Other duties as assigned.

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Experience:

- Three to Five (3-5) years of increasingly responsible experience in a professional convention center sales and or hospitality sales role.

Education / Training:

- Bachelor's Degree from an accredited college or university in public assembly facility management, hospitality management, business administration or a related field.
- Other combinations of experience and education that meet these requirements may be substituted.

Knowledge Of:

- Operational characteristics of public assembly venue, hotel or hospitality management.
- Experience working with or in destination marketing organizations, convention and visitors bureaus or hotels.
- Modern management methods, long-range planning, principles of budgeting and supervisory techniques.
- Should possess a working knowledge of each area of direct and indirect supervision including sales and marketing, event services, audio-visual, telecommunications and food and beverage operations.
- Contract development and negotiations for venue event license agreements.
- Modern and effective customer service practices.
- Interpersonal techniques in dealing with unique groups and sensitive circumstances.
- Terminology used in convention, meetings, events and entertainment settings.
- The main convention markets domestically and internationally.

SKILLS AND ABILITIES:

- Self-starter with an entrepreneurial spirit who can produce results without daily supervision.
- Manage multiple clients simultaneously.
- Work under high pressure in meeting urgent deadlines.
- Recognize, analyze and resolve challenges.
- Establish and maintain effective working relationships with staff, key sales partners, venue stakeholders and users.
- Communicate clearly and concisely in the English language, both orally and in writing.
- Work a flexible schedule including early mornings, evenings, weekends, holidays, and extended numbers of days.

COMPUTER SKILLS:

To perform this job successfully, an individual must have good computer skills; knowledge of Microsoft Office, Customer Relationship Management (CRM) software programs. Concentrics event management software a plus.

CERTIFICATES, LICENSES, REGISTRATIONS:

Possession of a valid California Class C driver's license is required at time of appointment and for the duration of employment.

PHYSICAL DEMANDS:

These physical demands are representative of the physical requirements necessary for an employee to successfully perform the essential functions of the Convention Sales Manager Job. Reasonable accommodation can be made to enable people with disabilities to perform the described essential functions of the Convention Sales Manager Job.

While performing the responsibilities of the Convention Sales Manager Job, the employee is required to talk and hear. The employee is often required to sit and use their hands and fingers, to handle or feel. The employee is occasionally required to stand, walk, reach with arms and hands, climb or balance, and to stoop, kneel, crouch or crawl. Vision abilities required by this job include close vision.

WORKING CONDITIONS:

While performing the responsibilities of the Convention Sales Manager Job, these work environment characteristics are representative of the environment the Convention Sales Manager will encounter. Reasonable accommodations may be made to enable people with disabilities to perform the essential functions of the Convention Sales Manager Job.

Incumbent works in an office setting with minimal adverse exposure to environmental hazards. The noise level in the work environment is usually quiet to moderate.

SPECTRA IS AN EQUAL OPPORTUNITY EMPLOYMENT EMPLOYER.

Spectra is an equal opportunity employer and our employment decisions are made without regard to race, color, religion, age, sex, sexual orientation, gender identity, national origin, disability, handicap, marital status, or any other status or condition protected by Federal and/or State laws, except where bona fide occupational qualifications apply.

This job description is subject to change.

EOE.DFWP



Santa Clara Booking Strategy

January 12, 2020

Overview

A primary objective and high priority of the Santa Clara Convention Center (SCCC) is to host multi-day National/Regional Conventions, Conferences, Meetings and Events that will generate the greatest economic impact for the TBID. These conventions will bring attendees primarily from out of town and generate a positive impact for the SCCC and Santa Clara businesses.

The following guidelines give priority to Events, (Conventions, Conferences, Meetings, etc.) that will generate the greatest hotel room usage, economic benefit through direct spending as well as revenue for Santa Clara. These guidelines are general in nature and are intended to serve as a consistent basis for decision making. Consideration of events not conforming to the stated schedule can be made on a group-by-group basis to determine the extent to which they concur with the Convention Center's primary objectives. This approach also lays the groundwork for developing sales and marketing strategies to focus on attracting the highest priority groups to Santa Clara.

Booking Priorities

Priority One: Priority 1 (P1) events would have a peak (highest number of rooms per day) of 1,100 rooms at hotels located within the Santa Clara TBID. These events would typically include conventions and/or trade shows that are regional, national, or international in scope. P1 events may book space at SCCC including all ballrooms at any time. The calendar would essentially be held exclusively for P1 events 18 months and out. Only P1 events will be issued license agreements more than 18 months in advance of the event unless approved by the City of Santa Clara (City), the DMO & Spectra. P1 events are expected to produce significant revenue for SCCC. The target is \$1,000,000 in overall gross revenue to SCCC.

Priority Two: Priority 2 (P2) events would have a peak of 600-1099 room nights at hotels located within the Santa Clara TBID. These events would typically include regional multiple-day corporate meetings, trade shows, etc. P2 events may book space between 13-18 months. P2 events can only book space beyond 18 months on a "1st Option" basis and only with approval from the DMO/CVB & Spectra. License agreements for P2 events will only be issued within the 13-18-month window. P2 events are expected to generate \$750,000 - \$1,000,000 in overall gross revenue to SCCC.

Priority Three: Priority 3 (P3) events would have a peak of 100-599 Room Nights at hotels located within Santa Clara. These events would typically include local or regional meetings or trade shows. P3 events may book space within 0-13 months. P3 events may book space beyond 13 months on a "1st Option" basis and only with approval from the DMO & Spectra. License agreements for P3 events will only be issued within the 0-13-month window. P3 events are expected to generate \$500,000 - \$750,000 in overall gross revenue to SCCC.

Priority Four: Priority 4 (P4) events would have a peak of less than 100 room nights. These events typically include consumer shows, one day meetings and larger social events. P4 events can only book space within 13 months. P4 events may book space beyond 13 months on a "1st Option" basis and only



with approval from the DMO/CVB & Spectra. P4 events are expected to deliver \$200,000 - \$500,000 in overall gross revenue to SCCC. License agreements for P4 events will only be issued within the 0-13 month window.

Priority Five: Priority 5 (P5) events would have no room night requirements. These events typically include social events and day meetings. P5 events can only book space within 12 months. P5 events may book space beyond 12 months on a “1st Option” basis and only with approval from the DMO/CVB & Spectra. License agreements for P5 events will only be issued within the 0-12-month window. P5 events are expected to generate \$90,000 – \$199,000 in overall gross revenue

Priority Six: Priority 6 (P6) events would have no room night restrictions. These events typically include smaller social events and day meetings. P6 events can only book space within 6 months. P6 events may book space beyond 6 months on a “1st Option” basis and only with approval from the DMO/CVB & Spectra. License agreements for P6 events will only be issued within the 6-month window. P6 events are expected to generate \$10,000 – \$99,000 in overall gross revenue

Ineligible Events: In keeping with the three overarching measurements of success, an event will be deemed ineligible for SCCC if it does not produce sufficient economic impact, SCCC revenue (less than \$10,000) or have a meaningful impact on the Santa Clara community.

Overview

Priority	Booking Window	Minimum Room Nights on peak
P1	18-months +	1,100
P2	13-18 months	600-1099
P3	0-13 months	100-599
P4	0-13 months	0-99
P5	0-12 months	N/A
P6	0-6 months	N/A

In reference to the criteria established within in each Booking Priority category, the Operator and DMO have discretion to consider the following factors when booking an event. These factors may support an event’s case for flexibility in the booking policy based on recommendation from the Operator’s GM, the DMO and ultimately approval of the City of Santa Clara:

- Economic impact on the City of Santa Clara
- Hotel room utilization
- Revenue to the city owned facility
- Time of year (peak vs. non-peak seasons and what year)
- How short term it is, and does it fill a slow period



- Number of days of use
- Potential for repeat booking
- Applicant's event history and experience
- Legality and public safety
- Compatibility with concurrent facility users
- Community Impact

Events are booked on a first-come, first-serve basis within the criteria established in the Booking Priority categories noted above. Event bookings are not considered "Definite" until both Spectra and the Licensee have executed the license agreement.

Gross Revenue Variances – Upgrading Priorities

Events listed as P2, P3 or P4 may be upgraded to a higher priority based on estimated Gross Revenue with a lesser room block commitment to the Center.

Events that are estimated to generate:

- \$1M or more to the Center may be upgraded to P2 and may be booked 13-18 months in advance of the event start date.
- \$750k-\$1M may be upgraded to P3/P4 and may be booked 0-13 months in advance of the event start date.
- \$500k-\$749k may be upgraded to P5 and may be booked 0-12 months in advance of the event start date

***Overview Chart – Included as Attachment A**

Event Type - Definitions

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 Events: 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.

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.

DRAFT

Attachment A – Overview Chart

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	Medium	0-12 months
Priority 6	Non room night generating	\$10,000 – \$89,0000	Low	Medium	Medium	Within six months
Community	Non room night generating	N/A	Low	Low	High	0-6
Non-Eligible Events	Non room night generating	<\$10,000	Low	Low	Low	Not eligible