

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

September 10, 2020, 8:00 a.m.

COVID-19 NOTICE

Consistent with the California Governor’s Executive Order No. N-29-20 and the Santa Clara County Health Officer’s March 16, 2020 Shelter in Place Order, the Santa Clara Tourism Improvement District (TID) Advisory Board Regular Meeting will not be physically open to the public and the TID Advisory Board members will be teleconferencing from remote locations.

The public can participate remotely via Zoom: <https://santaclaraca.zoom.us/j/97964374966>. Meeting ID: 979 6437 4966 or by phone: 1 (669) 900-6833.

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 August 13, 2020 Santa Clara Tourism Improvement District Advisory Board Special Meeting.

Consent Items Pulled for Discussion

General Business – Items for Discussion

2. Update on the Development the Tourism Improvement District’s Subsidy Guidelines.
3. Update on the Development of Cleaning and Safety Best Practices Guidelines for Tourism Improvement District Hotels.
4. Additional Input from the Tourism Improvement District Advisory Board on previously discussed Key Performance Indicators. (JLL)
5. Discussion with the City Manager on Tourism Improvement District Communication Strategies in Preparation for the Transient Occupancy Tax (TOT) Ballot Measure.
6. Discussion on Re-Engaging Civitas Advisors to Assist with TID Conversion Process.
7. Discussion and Action on the Tourism Improvement District FY 19/20 Quarter 4 (ending June 30, 2020) Financial Report.
8. Update on the Visit Santa Clara Trademark.

9. Update on Tourism Improvement District Hotel Re-Openings.
10. Update on Silicon Valley/Santa Clara DMO, Inc.'s CEO recruitment. (JLL)
11. Review Draft of Convention Center Booking Process. (JLL)
12. Update on the Santa Clara Convention Center Calendar and Strategy for Reopening (Future Revenue Analysis). (Spectra)
13. Santa Clara Convention Center Sales Planning Update.

General Updates

Adjournment

The next regular scheduled meeting is on October 8, 2020, 9:00 a.m.

Please see COVID-19 NOTICE

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

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

**TID Meeting
Sept. 10, 2020
Agenda Item #1**

August 13, 2020, 8:00 a.m.

Call to Order

Eron Hodges, Chair, called the meeting to order at 8:03 a.m.

Roll Call

Present: 4: Joe Eustice, General Manager, Hilton Santa Clara
Justin Hart, General Manager, AC Hotel Santa Clara
Eron Hodges, General Manager, Hyatt Regency Santa Clara
Jon Siebring, General Manager, Biltmore Hotel

Absent:7 Jordan Austin, General Manager, Element Santa Clara
Peter Hart, General Manager, Embassy Suites
Alan Mass, General Manager, Hyatt House
Callette Nielsen, General Manager, Marriott Santa Clara
Jean-Phillippe Rollet, General Manager, The Plaza Suites
Mark Salquist, General Manager, Avatar Hotel
Virginia Scimeca, General Manager, TownePlace Suites by Marriott

A quorum was not met.

In Attendance

Ruth Shikada, Assistant City Manager, City of Santa Clara
Nancy Thome, Assistant to the City Manager, City of Santa Clara
Dan Fenton, Executive Vice President, JLL
Kelly Carr, General Manager, Spectra

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 July 7, 2020 Santa Clara Tourism Improvement District Advisory Board Special Meeting and the Minutes of the July 9, 2020 Santa Clara Tourism Improvement District Advisory Board Regular Meeting.

A motion on the Consent Calendar was made at 8:41 a.m. after a quorum was confirmed.

A motion was made by Joe Eustice, seconded by Jon Siebring, to approve the Consent Calendar. Motion passed unanimously (7-0).

Consent Items Pulled for Discussion

None.

General Business – Items for Discussion

2. Tourism Improvement District Input and Preparation for the Transient Occupancy Tax (TOT) Ballot Measure for the November Election.

There was brief discussion on how the hotels can best prepare and support the November ballot measure. Ruth Shikada indicated that the City will be involved in educating the community on the ballot measure but cannot advocate.

Jean-Phillippe Rollet and Peter Hart joined the meeting at 8:08 a.m.
Callette Nielsen joined the meeting at 8:10 a.m.

Eron Hodges indicated that he is communicating with other business groups regarding the measure and the other TID hotels can reach out to him for additional information. They are in support of advocating for up to 2% as the DMO funding is dependent on this effort.

3. Review of Recent STR Data and Market and Tech Industry Business Travel Updates.

Eron Hodges reported that the tech industry is extending work from home for employees; the most recent being Uber, Google and Facebook. Businesses are providing employees stipends to assist with the purchase of home office equipment. Some of the hotels indicated they are exploring creating workspaces in hotels.

STR Data indicated a marginal change, month over month. Since July, transient occupancy has been at 10% with a 1% increase in growth for the last month.

Overall, hotel rates have declined and there has been a small uptick in group business. One of the TID hotels currently has a football team staying at their hotel. Thirty-four percent of TID hotel inventory is closed and the 0.7% growth is due to contracts with airlines. It was suggested that more research could be done on the work/hotel concept and perhaps an area the DMO could focus on.

4. Update on the Santa Clara Convention Center Calendar and Capital Projects. (Spectra)

Kelly Carr reported that the Convention Center has been focusing on moving the remaining 2020 events into 2021 and they will not be hosting events for the remainder of the calendar year. For the remaining months, they are focusing efforts on capital improvement projects. Spectra has a signed agreement for the glass pyramid resealant project, are working on the bid documents for the carpet/paint project and developing the scope of work for internal digital signage.

5. Update on California's Great America.

Nancy Thome reported that California's Great America had announced its closure for the remainder of the year.

6. Update on the Silicon Valley/Santa Clara DMO, Inc.'s CEO recruitment. (JLL)

Dan Fenton reported that the DMO Board of Directors met the new candidate. JLL is currently working on coordinating an in-person meeting.

7. Attendee Feedback from Key Performance Indicators Workshop Held on June 29, 2020. (JLL)

JLL received positive feedback on the workshop. Eron Hodges indicated that the percentage allocated for room nights needs to be revisited. Additional input will be gathered at the next TID meeting.

8. Continued Efforts to Develop the Tourism Improvement District's Subsidy Guidelines.

Dan Fenton and Joe Eustice reported that they have met and looked at some examples. They will have recommendations ready for the next meeting.

9. Update on the Development of Cleaning and Safety Best Practices Guidelines for Tourism Improvement District Hotels.

Calette Nielson reported that she had no new updates. Callette has reviewed some guidelines from SF travel and will get the small group together to discuss. An update will be provided at the next TID meeting. It was suggested that Callette reach out to the Chamber to see how they are working with businesses in this area.

General Updates

Jon Siebring reported that the hotel renovations (Biltmore) should be completed by the end of the year.

Adjournment

The meeting adjourned at 8.42 a.m. The next regular scheduled meeting is on September 10, 2020, 9:00 a.m.

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Santa Clara

Subsidy Strategy & Policy Discussion

Overview

1. Requests for financial support or other resources is a competitive factor in the decision-making process.
2. Common practice in the meetings/convention industry
3. A process and guidelines must be developed with criterion to be adopted by the TID and DMO boards.
4. Input today to determine the most efficient, fiscally responsible approach to determining subsidies for groups deciding on SCCC or Santa Clara as a destination

Proposed Request Process

- The DMO and SCCC can request financial support on behalf of clients. These requests will be presented to the TID and DMO (or designated committee for expediency) for formal approval.
- If possible, the review and approvals would occur at board meetings
- An expedited process must be developed, when needed.
 - Subcommittee created and able to meet with short notice
 - An Executive Summary form will be created that outlines the core requirements, e.g. event history, "Direct" financial impact to the City, competition, PR value, etc.

Core Requirements

- Room Nights
 - Three years history (minimum)
- Fiscal impact on SCCC
 - Rental Revenue
 - F and B Revenue
 - Other revenue (includes AV and IT)
- Economic Impact
 - Determine “quality” of group in terms of direct spending when possible

Additional Considerations

- Community Benefit
 - Does the event have an impact into the community beyond economic value?
 - Examples
 - Volunteering/community activity
 - Donate food
 - Scholarship programs
 - PR Value
- Repeat business potential
 - Positive repeat business – is it a new event contracting for multiple years? Or could it become a repeat event?
- Where and what are the other offers?
 - What are the terms of the competition?
- What will the dollars be used for?
 - Funds can be an offset to an expense the group will incur, or a “cash offer” or SCCC offset.

Sample Incentive Calculation

Sample: TID & Occupied Rooms Revenue

Estimated TID/Occupancy Revenue

Type	Room Nights on Peak	Est. Avg. Total Rooms	Est. Daily Rate	Total Hotel Revenue	TID @ \$1/per room	Occupancy Tax @ 9.5%	Stadium Tax @ 2%
P1 Midweek	900 LOS 2.5-days	2,250	\$175.00	\$393,750	\$2,250	\$37,406	\$7,875
P1 Weekend	400 LOS 1.5-days	600	\$150.00	\$90,000	\$600	\$8,550	\$1,800
P2 Midweek	600-899 LOS 2.5-days	1,873	\$175.00	\$327,688	\$1,873	\$31,130	\$6,554
P2 Weekend	100-399 LOS 1.5-days	375	\$150.00	\$56,175	\$375	\$5,337	\$1,124
P3 Midweek	150-599 LOS 2.5-days	987	\$175.00	\$172,725	\$987	\$16,409	\$3,455
P3 Weekend	50-99 LOS 1.5-days	113	\$150.00	\$16,875	\$113	\$1,603	\$338

Sample: Economic Impact

Estimated Economic Impact

Type	Est. Daily Attendance	# of Show Days	Est. Total Attendance	Est. Daily Spend per person	Est. Economic Impact per Event*
P1 Midweek	1,200	2	2,400	\$1,183	\$1,419,352
P1 Weekend	600	2	1,200	\$1,242	\$745,465
P2 Midweek	950	2	1,900	\$1,076	\$1,021,782
P2 Weekend	350	2	700	\$1,315	\$460,377
P3 Midweek	525	2	1,050	\$1,086	\$570,268
P3 Weekend	150	2	300	\$1,367	\$204,975

*Based on DI Event Impact Calculator amounts, includes both outside and Center/Hotel economic impact

Sample: Sales Tax

Estimated Sales Tax Collection

Type	Est. Daily Attendance	# of Days	Est. Total Attendance	Est. Daily Spend per person	Est. Outside Facility Revenue per Event	Est. Sales City SC Sales Tax	City Share of Sales Tax
P1 Midweek	1,200	2.5	2,400	\$280	\$336,515	\$30,286	\$3,029
P1 Weekend	600	1.5	1,200	\$210	\$126,128	\$11,352	\$1,135
P2 Midweek	950	2.5	1,900	\$238	\$225,702	\$20,313	\$2,031
P2 Weekend	350	1.5	700	\$220	\$77,289	\$6,956	\$696
P3 Midweek	525	2.5	1,050	\$270	\$141,756	\$12,758	\$1,276
P3 Weekend	150	1.5	300	\$173	\$25,961	\$2,336	\$234

*Based on DI Event Impact Calculator amounts, includes both outside and Center/Hotel economic impact

Sample: Direct Revenue to City of Santa Clara

Estimated Direct Revenue to the City

P1 Midweek	
Revenue Stream	Amount
TID	\$2,250
Occupancy Tax	\$37,406
Stadium Tax	\$7,875
Sales Tax	\$3,029
Est. Total	\$50,560

P1 Weekend	
Revenue Stream	Amount
TID	\$600
Occupancy Tax	\$8,550
Stadium Tax	\$1,800
Sales Tax	\$1,135
Est. Total	\$12,085

P2 Midweek	
Revenue Stream	Amount
TID	\$1,873
Occupancy Tax	\$31,130
Stadium Tax	\$6,554
Sales Tax	\$2,031
Est. Total	\$41,588

Estimated Direct Revenue to the City

P2 Weekend	
Revenue Stream	Amount
TID	\$375
Occupancy Tax	\$5,337
Stadium Tax	\$1,124
Sales Tax	\$696
Est. Total	\$7,530

P3 Midweek	
Revenue Stream	Amount
TID	\$987
Occupancy Tax	\$16,409
Stadium Tax	\$3,455
Sales Tax	\$1,276
Est. Total	\$22,126

P3 Weekend	
Revenue Stream	Amount
TID	\$113
Occupancy Tax	\$1,603
Stadium Tax	\$338
Sales Tax	\$234
Est. Total	\$2,287

Proposed Methodology

- Subsidies should not exceed estimated "Direct Revenue" to the City.
- Adjustment factor needed for weekend business (2X)
- All event qualifications must have SCCC revenue thresholds included
- Committee should be formed to accommodate short term requests
- Annual budget will be developed and monitored
 - Future subsidies will be treated as liabilities and budgets established for future years.
 - Multiple year subsidies could be awarded however the group would have to "perform" as anticipated
- Citywide groups could use other Santa Clara venues and potentially be eligible for subsidy

Sample

Sample DMO Executive Summary

Name of the Event	ABC Event
Date of the Event	7/11-14/2021

Previous Locations

Location	Year	Room Nights Generated
Ft. Lauderdale, FL	2014	1340
Des Moines, IA	2013	1260
Salem, OR	2015	1315
Average Room Nights		1305

Estimated TOT

Estimated Room Nights	Room Rate	TOT Tax	Total
1300	\$175	9.50%	\$21,612.50

Estimated Sales Tax

Estimated Attendees	Daily Spending	Number of Days	Salex Tax	Total
500	\$116 (Average spending P1-P3)	3	9.00%	\$15,660.00

Direct Revenue Totals

Estimated TOT	\$21,612.50
Estimated Sales Tax	\$15,660.00
TID Assessment @ \$1/per room	\$1,300.00
Total TOT-Sales Tax-TID	\$38,572.50

Subsidy Evaluation

Estimated Total Direct Revenue	\$38,572.50
Requested Subsidy	(\$25,000.00)
Estimated Event P&L	\$13,572.00
Other Benefits	
Committee Recommendation	YES / NO

Next Steps

- Gain feedback from TID and DMO Board
- Finalize and detail approach and methodology
- Create Forms
- Present at next meeting for final approval

Thank You

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**SANTA CLARA TOURISM IMPROVEMENT DISTRICT
FY 2019/20 FINANCIAL REPORT (YTD 06/30/2020)**

Date: 9/3/2020
Prepared by: Nancy M. Thome

Beginning FY 19/20 TID Assessment Balance	\$ 1,101,658	(Adjusted)
TID Revenue through 06/30/2020	\$ 718,616	
Total TID Revenue	\$ 1,820,275	
FY 19/20 YTD Expenditures	\$ 155,716	
TID Revenue Balance	\$ 1,664,558	(Unaudited)

**TID Meeting
Sept. 10, 2020
Agenda Item #7**

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 Q4 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 (\$57,720)	\$ -	\$ 56,312	\$ (56,312)	\$ 8,580
Thoits Law (City of Santa Clara \$9,000)	\$ -	\$ 9,000	\$ (9,000)	\$ -
Thoits Law (Silicon Valley/Santa Clara DMO, Inc.)	\$ -	\$ 12,658	\$ (12,658)	\$ -
Total Agreements	\$ -	\$ 77,969	\$ (77,969)	\$ 8,580

Research				
Prospecting & Research Materials	\$ 5,000	\$ -	\$ 5,000	\$ -
DMAI Event Impact Calculator Annual License	\$ 5,600	\$ 11,100	\$ (5,500)	\$ -
Simpleview Cvent Integration Annual Fee	\$ 2,000	\$ -	\$ 2,000	\$ -
Total Research	\$ 12,600	\$ 11,100	\$ 1,500	\$ -

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 itineraries)	\$ 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 Q4 Actuals
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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	\$ -
Destination Advantage	\$ -	\$ 20,000	\$ (20,000)	\$ 6,000
Total Internet Marketing	\$ 64,200	\$ 20,000	\$ 44,200	\$ 6,000

Direct Sales				
MPI Events	\$ 5,500	\$ -	\$ 5,500	\$ -
CalSAE - Seasonal Spectacular	\$ 3,500	\$ 1,465	\$ 2,035	\$ -
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	\$ -

Operational Expenses & Fees				
AR Correction	\$ -	\$ (89)	\$ 89	\$ -
Santa Clara Weekly	\$ -	\$ 5,040	\$ (5,040)	\$ 5,040
CA Franchise Tax Board	\$ -	\$ 51	\$ (51)	\$ 51
Regis (Virtual Office \$890)	\$ -	\$ 1,210	\$ (1,210)	\$ 356

Subsidy Liability	\$ 81,644	\$ 35,970	\$ 45,674	\$ -
Technology Systems	\$ 4,000	\$ -	\$ 4,000	\$ -
Total Operational Expenses & Fees	\$ 85,644	\$ 42,182	\$ 43,462	\$ 5,448

Overhead				
Insurance (Directors & Officers Liability)	\$ 2,822	\$ -	\$ 2,822	\$ -
Audit	\$ 8,550	\$ -	\$ 8,550	\$ -
Administrative Meetings	\$ 300	\$ -	\$ 300	\$ -
Check Printing	\$ 200	\$ -	\$ 200	\$ -
Total Overhead	\$ 11,872	\$ -	\$ 11,872	\$ -

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 Q4 Actuals
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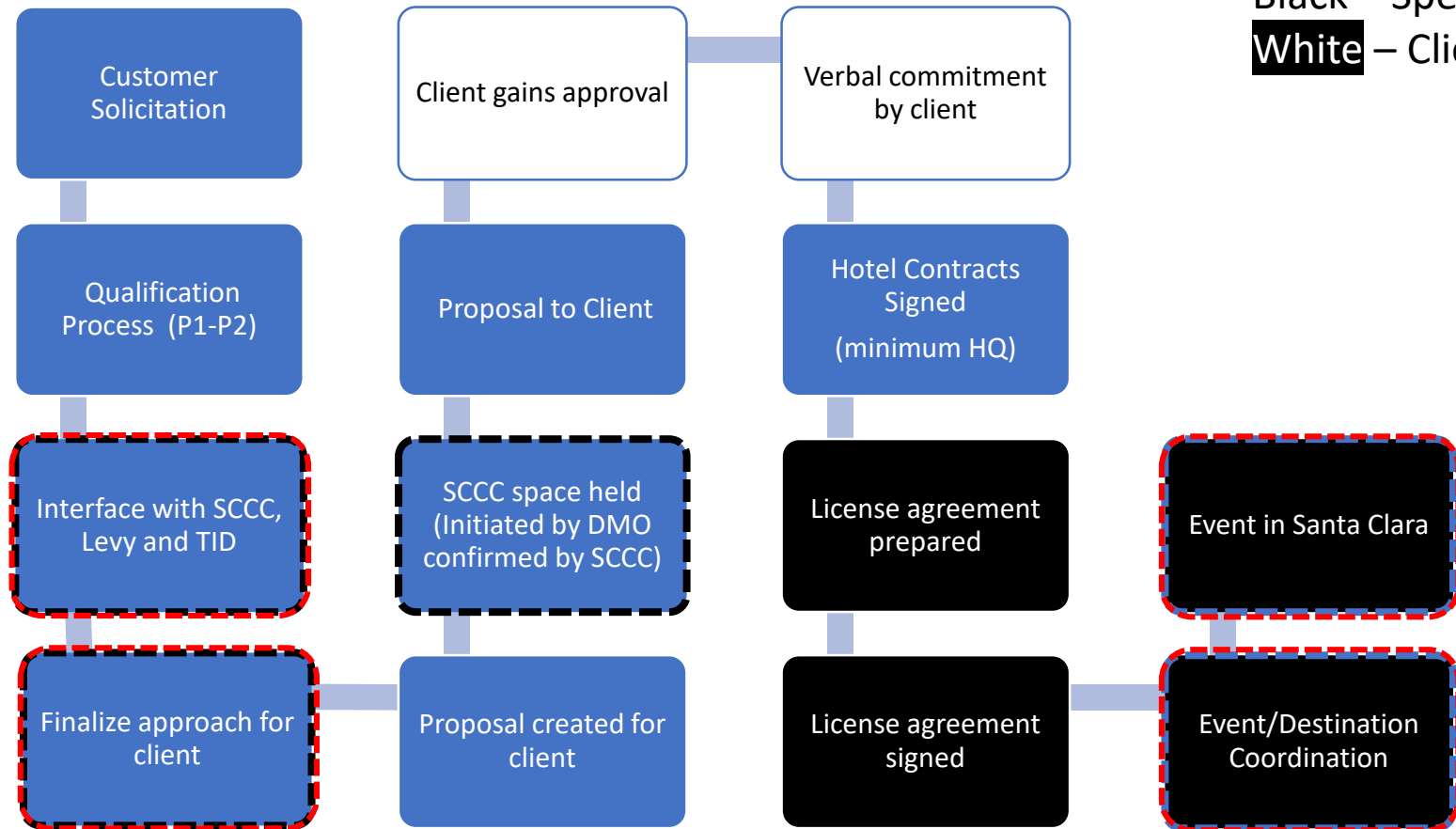
TOTALS	\$ 818,242	\$ 152,716	\$ 665,526	\$ 20,028
Percent Expended	18.66%			
City Accounting Fee	\$ 3,000	\$ 3,000	\$ -	\$ 750
GRAND TOTAL	\$ 821,242	\$ 155,716	\$ 665,526	\$ 20,778

Year	2020
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Sum of Total Merch Amt +Frght+STx+UTx Row Labels	Column Labels			Grand Total
	10	11	12	
BANK OF AMERICA PROCUREMENT	89.1	140.25	178.2	407.55
CAFRNCHISTXBRD BUS TAX - Purch		1.15		1.15
CAFRNCHISTXBRDBUENTYT - Purch		50		50
RMG REGUS - Purchase	89.1	89.1	178.2	356.4
CIVITAS ADVISORS	6240	2340		8580
CHANGE ORDER: ADDITIONAL ENCUM	6240	2340		8580
DESTINATION ADVANTAGE LLC	4000	2000		6000
APRIL WEBSITE PROGRAM SUPPORT		2000		2000
FEB2020 WEBSITE PROGRM SUPPORT	2000			2000
MAR2020 WEBSITE PROGRM SUPPORT	2000			2000
SANTA CLARA WEEKLY	4440		600	5040
INCORRECT ACCOUNT NUMBER	2304			2304
INCORRECT ACCOUNT STRING	2136			2136
PUBL - TID 2020-2021			600	600
Grand Total	14769.1	4480.25	778.2	20027.55

DMO/SCCC Future Booking Process DRAFT

Blue – DMO
Red – Levy
Black – Spectra
White – Client



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Event Date	Event Name	Nature of Event	Attendance Per Session	Hotel Rooms Required
1/8/2021		Special Events	200	315
1/10/2021		Special Events	1000	0
1/10/2021		Public Show	1500	0
1/16/2021		Meeting	200	280
1/16/2021		Sporting Events	1200	0
1/16/2021		Special Events	500	0
1/22/2021		Sporting Events	200	418
2/1/2021		Meeting	290	0
2/2/2021		Convention	1000	600
2/4/2021		Meeting	600	0
2/5/2021		Special Events	1000	0
2/6/2021		Trade Show	800	0
2/12/2021		Sporting Events	1000	300
2/12/2021		Special Events	1000	0
2/12/2021		Sporting Events	500	0
2/13/2021		Sporting Events	1200	0
2/16/2021		Public Show	7000	2,145
2/22/2021		Meeting	500	0
2/26/2021		Special Events	1	0
2/27/2021		Sporting Events	1000	0
3/6/2021		Convention	2100	2,500
3/6/2021		Meeting	1300	0
3/11/2021		Convention	1200	850
3/11/2021		Meeting	1000	0
3/11/2021		Special Events	500	0
3/12/2021		Special Events	1000	0
3/13/2021		Banquet	1000	0
3/16/2021		Trade Show	1000	200
3/19/2021		Sporting Events	3000	2,700
3/19/2021		Special Events	325	0
3/20/2021		Special Events	1600	0
3/22/2021		Meeting	2000	1,150
3/22/2021		Meeting	1000	0
3/26/2021		Public Show	1200	300
3/26/2021		Special Events	200	326
3/27/2021		Special Events	600	0
4/8/2021		Convention	1500	1,543
4/12/2021		Meeting	600	0
4/13/2021		Convention	2500	1,170
4/16/2021		Special Events	500	0
4/23/2021		Sporting Events	1000	650

4/23/2021		Special Events	200	468
4/24/2021		Public Show	2500	0
4/25/2021		Convention	3000	920
4/30/2021		Special Events	500	0
4/30/2021		Special Events	300	2,260
4/30/2021		Special Events	500	750
5/4/2021		Trade Show	1700	0
5/6/2021		Meeting	150	0
5/7/2021		Convention	2000	400
5/11/2021		Trade Show	1500	0
5/12/2021		Trade Show	800	760
5/14/2021		Meeting	1000	350
5/14/2021		Trade Show	2000	0
5/16/2021		Convention	2500	500
5/20/2021		Banquet	1000	0
5/23/2021		Special Events	500	0
5/25/2021		Convention	800	106
5/27/2021		Meeting	200	300
5/28/2021		Convention	1000	210
5/28/2021		Special Events	1500	0
6/1/2021		Convention	0	900
6/8/2021		Convention	600	115
6/9/2021		Trade Show	1000	250
6/9/2021		Meeting	500	0
6/11/2021		Special Events	600	0
6/12/2021		Meeting	1000	0
6/12/2021		Trade Show	1000	0
6/12/2021		Meeting	1700	0
6/12/2021		Special Events	500	0
6/14/2021		Convention	2500	200
6/17/2021		Meeting	200	400
6/18/2021		Banquet	900	50
6/21/2021		Meeting	500	0
6/21/2021		Convention	2500	950
6/26/2021		Public Show	2000	0
6/26/2021		Banquet	800	30
6/26/2021		Public Show	1000	0
6/27/2021		Sporting Events	750	0
6/30/2021		Meeting	1000	1,265
7/2/2021		Convention	800	1,505
7/6/2021		Trade Show	4000	2,690
7/13/2021		Convention	200	1,000
7/18/2021		Meeting	400	600
7/22/2021		Convention	200	300

7/27/2021		Special Events	1500	940
8/3/2021		Convention	1000	750
8/6/2021		Meeting	400	200
8/17/2021		Meeting	600	1,000
8/31/2021		Meeting	900	0
8/31/2021		Trade Show	500	0
9/11/2021		Meeting	300	0
9/15/2021		Convention	800	1,100
9/15/2021		Meeting	800	1,010
9/15/2021		Trade Show	2500	0
9/17/2021		Special Events	500	0
9/22/2021		Convention	2500	500
10/7/2021		Convention	1300	0
10/8/2021		Convention	200	348
10/12/2021		Trade Show	1500	150
10/13/2021		Trade Show	3000	1,937
10/14/2021		Meeting	200	395
10/18/2021		Convention	600	614
10/28/2021		Meeting	700	50
11/5/2021		Special Events	145	0
11/12/2021		Special Events	800	240
11/17/2021		Meeting	800	0
11/18/2021		Convention	2000	800
11/20/2021		Banquet	1000	0
12/9/2021		Special Events	300	0
12/25/2021		Meeting	200	120
1/15/2022		Meeting	200	280
1/21/2022		Meeting	1200	0
1/28/2022		Meeting	1000	0
2/11/2022		Meeting	200	600
2/25/2022		Meeting	100	0
3/3/2022		Convention	1500	1,400
3/4/2022		Convention	200	1,447
3/25/2022		Meeting	200	600
4/13/2022		Convention	5000	1,550
4/15/2022		Meeting	2000	0
4/29/2022		Meeting	200	600
5/13/2022		Meeting	200	600
7/9/2022		Meeting	500	500
8/29/2022		Special Events	1500	1,000
9/10/2022		Meeting	300	326
9/ 7/2021		Convention	1200	1,500

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Month	Projected Revenue
January	Jan
Total Projected Revenue:	\$95,615
February	FEB
Total Projected Revenue:	\$538,630
March	Mar
Total Projected Revenue:	\$866,050
April	APR
Total Projected Revenue:	\$804,920
May	MAY
Total Projected Revenue:	\$1,154,205
June	JUN
Total Projected Revenue:	\$1,420,970
FY 2021 TOTALS:	\$4,880,390