

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

February 18, 2021, 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/97957371593>. Meeting ID: 979 5737 1593 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 Santa Clara Tourism Improvement District Advisory Board
 - Regular Meeting – January 21, 2021

Consent Items Pulled for Discussion

General Business – Items for Discussion

2. Presentation - Update on Santa Clara Convention Center Refresh Project.
3. Updates from Silicon Valley/Santa Clara DMO, Inc.
4. Review of TID Conversion Timeline (Petitions).
5. Discussion on FY 2021/22 Operating Budget Planning.
6. Update on "Visit Santa Clara".
7. Action on the Tourism Improvement District Subsidy Guidelines.
8. Santa Clara Convention Center Updates and Review of Convention Center Calendar of Events.

General Updates

Adjournment

The next regular scheduled meeting is on March 18, 2021 at 8:00 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.

In accordance with the requirements of Title II of the Americans with Disabilities Act of 1990 ("ADA"), the Santa Clara Tourism Improvement District (TID) will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs, or activities, and will ensure that all existing facilities will be made accessible to the maximum extent feasible. The Santa Clara TID will generally, upon request, provide appropriate aids and services leading to effective communication for qualified persons with disabilities including those with speech, hearing, or vision impairments so they can participate equally in the Santa Clara TID's programs, services, and activities. The Santa Clara TID will make all reasonable modifications to policies and programs to ensure that people with disabilities have an equal opportunity to enjoy all of its programs, services, and activities.

Agendas and other written materials distributed during a public meeting that are public record will be made available by the Santa Clara Tourism Improvement District in an appropriate alternative format. Contact Nancy Thome at 1-408-615-2294 with your request for an alternative format copy of the agenda or other written materials.

Individuals who require an auxiliary aid or service for effective communication, or any other disability-related modification of policies or procedures, or other accommodation, in order to participate in a program, service, or activity of the Santa Clara TID, should contact the Peter Hart, GM at peter.hart@hilton.com prior as soon as possible before the scheduled event.

ATTACHMENTS

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**Santa Clara Tourism Improvement District
Advisory Board Regular Meeting – MINUTES**

January 21, 2021, 8:00 a.m.

Call to Order

Chair Hodges called the meeting to order at 8:01 a.m.

Roll Call

Present: 6 Joe Eustice, General Manager, Hilton Santa Clara
Justin Hart, General Manager, AC Hotel Santa Clara
Peter Hart, General Manager, Embassy Suites
Eron Hodges, General Manager, Hyatt Regency Santa Clara
Mark Salquist, General Manager, Avatar Hotel
Jon Siebring, General Manager, Biltmore Hotel

Absent: 5 Alan Mass, General Manager, Hyatt House
Calette Nielsen, General Manager, Marriott Santa Clara
Jean-Phillippe Rollet, General Manager, The Plaza Suites
Ryan Turner, General Manager, Element Santa Clara
Bridgette Burns, General Manager, TownePlace Suites by Marriott

A quorum was met.

In Attendance

Ruth Mizobe 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 Venue Management
Matt Stewart, CEO, Silicon Valley/Santa Clara DMO, Inc.

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:

Santa Clara Tourism Improvement District Advisory Board – December 10, 2020
Santa Clara Tourism Improvement District Advisory Board – January 8, 2021

A motion was made by Joe Eustice, seconded by Jon Siebring, to approve the Consent Calendar. Motion passed unanimously (6-0).

Consent Items Pulled for Discussion

None.

General Business – Items for Discussion

2. Review of the Financial Status Report for the 2nd Quarter ending December 31, 2020.

Nancy Thome provided an overview of the financial status report for the 2nd Quarter. Currently, expenses are low with approximately 13% of the budget expended.

Matt Stewart reported he is currently working with Fugate Business Solutions to establish a new P&L report; a copy of the initial draft was included in the agenda packet.

A motion was made by Joe Eustice, seconded by Jon Siebring, to note and file the Financial Status Report for the 2nd Quarter ending December 31, 2020. Motion passed unanimously (6-0).

3. Discussion and Action on the Extension of the Interim Booking Strategy Guidelines to be Re-Evaluated on or Before June 30, 2021.

This item was previously approved by the TID and DMO in June 2020 to be re-visited in six months' time.

A motion was made by Mark Salquist, seconded by Justin Hart, to approve the extension of the Interim Booking Strategy Guidelines to be re-evaluated on or before June 30, 2021. Motion passed unanimously (6-0).

4. Discussion of Booking Strategy and KPI Workshop for Santa Clara Tourism Improvement District Hotels.

Dan Fenton reminded the hotels that there had been previous discussion on hosting a workshop with the hotel Directors' of Sales and Managers and would like to provide in the next few weeks. Feedback from members indicated support and agreement of the effort. Nancy Thome will send out a doodle poll to determine the best date and time.

5. Discussion on Partnership Development with the DMO and the Convention Center.

Ariel Alvero, Sales Manager, Spectra Venue Management, Christopher Hamilton, General Manager, Levy Restaurants, and Elaine Rapajon, Director of Sales, Levy Restaurants joined the meeting for this part of the discussion.

Dan Fenton stressed the importance of prospecting and getting everyone involved in the process. There are bi-weekly sales meetings with Levy, Spectra and DMO where they discuss prospecting efforts and the need to demonstrate a collaborative approach whenever possible. Levy is looking at ways to enhance client experience (i.e. corporate banquets) that could lead to opportunities to capture future large client shows. The DMO has also been receiving feedback that large companies are looking for flexibility, room counts and new innovative package ideas to entice attendees.

6. Review of Updated Proposed Management District Plan.

Nancy Thome reported that the TID Conversion is scheduled to be heard at the January 26th Council Meeting. A change in the fee assessment is being proposed from \$1.00 per occupied room night to 1.5% in year one and 2% in year two of gross revenue (short-term rentals 30 days or less). In the attached Management District Plan copy, the revenue has been updated to reflect more conservative revenue estimates for future years and now included language that any TID assessment fund balance under the current district will be carried over to the newly established district.

A motion was made by Joe Eustice, seconded by Peter Hart, to approve the Management District Plan. Motion passed unanimously (6-0).

7. Update on the name "Visit Santa Clara".

Matt Stewart reported that he has had several conversations with the Chamber. The Chamber is open to partnering with the DMO and allowing the use of "Visit Santa Clara" and the redirecting of the current website to the DMO's new one. The Chamber has proposed five years of redirect access at no cost. Matt is working with the DMO attorney to draft documents to propose to the Chamber.

8. Update on the Tourism Improvement District Subsidy Guidelines.

Dan Fenton reminded the group that the guidelines were not designed to offset rental costs at the Center but to help support other activities such as transportation, etc. The final document should be ready for the TID to approve at the next meeting.

9. Update on the Implementation of Clean and Safe Certification through the American Hotel & Lodging Association (AHLA).

Hyatt, Avatar, Embassy Suites, the Biltmore, and Marriott have completed the certifications. AC Santa Clara is waiting for its certification and Hilton will follow up with its owner group.

10. Silicon Valley/Santa Clara DMO, Inc. Updates.

- a. CEO Monthly Report/Update on Sales Contractor Activities
- b. 90-Day Plan
- c. Approach on Temporary Part-time Administrative Support Position
- d. Review of Procurement Process for Marketing Services
- e. City Council 1:1 calls update

Matt Stewart provided a verbal report of DMO activities.

11. Santa Clara Convention Center Updates and Review of Convention Center Calendar of Events.

Kelly Carr reported that there are three groups interested in utilizing the Convention Center as a vaccination site with one further along in the process than the other two. Additionally, a visioning session has taken place with the design team at HOK and the schematic design will be represented the following week.

General Updates

- Virginia Scimeca retired and Bridgette Burns is the new General Manager at TownPlace Suites.
- The DMO Board added a new member, Catherine Lentz of the Forty Niners Stadium Management Company.

Adjournment

The meeting adjourned at 9:00 a.m. The next regular scheduled meeting is on February 18, 2021 at 8:00 a.m.

DRAFT

DATE: January 31, 2021

TO: Ruth Mizobe Shikada, Assistant City Manager
Nancy Thome, Assistant to the City Manager

FROM: Matt Stewart, President & CEO

SUBJECT: **Silicon Valley/Santa Clara DMO, Inc. Monthly Report – January 2021**

Financial Overview:

January 2021

- DMO's Operating Budget for 2020/2021 is \$1,244,060
- DMO Expenses were **-\$23,657** in January
 - Website/Destination Advantage **-\$2,000**
 - Destinations Int'l/Economic Impact Calculator **-\$6,590**
 - Sales Contractor **-\$4,000**
 - Office Supplies **-\$180**
 - Smart City/Computer Equipment **-\$3,863**
 - Subscriptions **-\$112**
 - Civitas **-\$6,240**
 - City Administration Fee **-\$750**
- Estimated additional expenditures for balance of 2020/2021 (Feb – June).
 - Contractor: Sales (\$30,000 estimated, \$6,000 per month)
 - Contractor: Executive Admin (\$18,000 estimated, based on 20 hrs. per week x 22 weeks beginning late Feb 2021)
 - Contractor: Marketing Agency (\$30,000 estimated, based on \$15,000 per month X 2 months beginning May 2021)

Forecast:

- The forecast will continue to fluctuate based on decreased TID Funding. Will work with fiscal agent to rebalance remainder of year (2020/2021). Lower TID revenue collections YTD: will impact Operating budget; need to dip into reserves.
- DMO will continue to monitor the development of a COVID-19 vaccine and observe the direction of the meetings industry to convey expectations of meetings and their impact for the TID Hotels and funding to the DMO.
- According to the most recent Longwoods International tracking study of American travelers, 70% state a vaccine will be an impact on their ability to travel. Travel optimism growing; improving +8% since November study.

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- Based on feedback from in-market customer calls in January, planners are still hesitant on booking meetings in 2021. Many feel the vaccine will allow them to get serious about planning in out years.

Summary of DMO Activities

a. Sales

- DMO extended Sales Contractor for an additional two months, for conducting sales & marketing research and client engagement activities specific to driving Priority 1 and Priority 2 business for Santa Clara and the Santa Clara Convention Center. In the month of January, the Sales Contractor accomplished and has conveyed with DMO/CEO the following:
 - Holding weekly Strategic Sessions with DMO CEO/JLL 3X per week to understand direction on weekly activities, targeted customer lists, market data, industry trends and feedback gained to date from targeted customer list.
- Market Immersion: Contractor researched and educated self on Related Santa Clara project and Levi Stadium events/calendar for 2021 and beyond. Contractor contacted additional 70 clients in the month. Of which, 28 live phone conversations and/or Webcasts were realized, netting one future RFP and multiple new Prospects. Competitive Analysis – Contractor monitoring other meetings destinations with their vaccine rollouts and COVID Plans post pandemic. San Jose CC not conforming groups prior to 9 months out (arrival).
- Marketing – *the* DMO will go out to bid (requests for proposals) for Marketing representation on a contract basis by mid-February. The Agency, once contracted, will focus on rebranding the DMO, lead generation, enhancing/modernizing the DMO website with appropriate SEO, rebuilding its social media platforms to be meetings' centric, building a customer database & engaging with much needed PR for the destination, DMO, its partners (Levy and the Santa Clara Convention Center)
- Administrative Assistance – The DMO will use an approved Temp Agency (Board approved) to hire an Executive Assistant for the balance of its Fiscal Year (2020/2021) to assist with setting up the DMO, data entry, SOP creation, Reporting, etc.
- Will continue to work on KPI Goals for balance for 2020/2021 and full year 2021/2022:
 - # of weeks impacted - 15% weight
 - a. reviewed past business mix
 - b. reviewed optimized business mix
 - # of definite events – 15% weight
 - a. proposed seven (7) new P1 and eight (8) new P2's for 2021/2022 and 2022/2023
 - convention center gross revenue - 15%
 - a. collaborated with Spectra on top line review projections for upcoming fiscal year.
 - # of room nights booked - 10%
 - a. Finalizing room nights based on P1/P2 goals
 - # of room nights consumed - 5%
 - a. Collaborating with Spectra to finalize
 - event mix - 10%

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- a. Reviewing new “glidepath” with JLL
 - economic impact - 5%
- a. Trained on EIC to prepare projections
 - customer service survey results - 10%
 - sales activities/prospects – 15%
- a. Submitting initial data from contractor to be used in goal setting.

High Profile Events/RFP:

- DMO Planning its first Customer Advisory Forum for last week of February; five (5) targeted customers with P1/P2 business.
- DMO will continue to engage with decision makers and influencers to bring the World Cup to Santa Clara in 2026. In receipt of RFP.
- DMO continues to engage with Silicon Valley Auto Show Leadership to share shift their annual to the SCCC in March 2022.
- DMO working with SCCC to share-shift US Fencing to Santa Clara in 2022

Stakeholder Meetings:

- DMO held one on one’s with Mayor Gilmore, 4 City Councilmembers/and Vice Mayor Hardy for introductions and to understand each other’s needs moving forward
- DMO continued to engage and hold one-on-one raps with TID Hotels
- DMO participated in TID Board Meeting/Call, in addition to one Special Meeting
- DMO participated in DMO Board Meeting/Call, in addition to one Special Meeting
- DMO had multiple meetings with Levy and SCCC Sales staff & JLL to discuss alignment in Sales Meetings, future Marketing efforts and closing on specific prospects
- DMO participated in Vision Board meeting with Santa Clara Convention Center
- DMO worked with SCCC, Levy & JLL to continue to develop preliminary 2021/2022 & 2022/2023 Budget
- DMO participated in two Hyatt Hotel / SCCC Sales Meetings in January
- DMO participated in two bi-weekly SCCC Sales Meetings in December
- DMO and City reviewed current Policies and SOP templates and discussed future SOP’s
- DMO worked with Spectra, Levy, JLL and the City to create Marketing RFP
- DMO attended and participated in City Council Meeting / TID Hotel Funding
- DMO worked with JLL on 90 Day plan
- DMO participated in Procurement workshop with the City

Vendors/Partners:

- DMO worked with Fugate to create preliminary P&L
- DMO participated in two training calls with Simple View “CRM”
- DMO participated in four meetings/calls with Destination Advantage, current Agency on record to understand SWIFT RFP, ensuring proper lead catchers set up at each hotel; in addition to changing DMO’s parameters to receive P1/P2 business (the remainder going directly to Hotels)

Silicon Valley / Santa Clara DMO, Inc.

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- DMO held two additional meetings with the Chamber of Commerce to finalize naming rights for the DMO; working with Attorney on 5-year licensing agreement to redirect and use Visit Santa Clara (Eron Hodges joined)
- DMO onboarded with Destination International on member benefits
- DMO participated in Regional DMO Peer Meetings (networking)
- DMO participated in Industry PPP call; has learned we may qualify for Employee Retention Credit/will fill out application
- DMO participated in DemandStar Intro/Training Call

Attachments:

A. Sales Contractor Report

Future Attachments

B. Dashboard Report

C. Financial Report / P&L

Michael Lynch
Sales Consultant
209 State St.
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415-902-4724

DATE: January 29, 2021
TO: Matt Stewart, President & CEO, Silicon Valley/Santa Clara DMO, Inc.
FROM: Michael Lynch, Sales Consultant
SUBJECT: Sales Contractor Monthly Report January 2021

Summary of Sales Contractor Activities

a. Activities

- *Strategic Sessions DMO CEO/JLL: Weekly calls, 3 X per week with DMO and JLL to review and share weekly activities, target customer list, customer feedback, market data, industry trends, strategies to secure P1 and P2 business.*
- *Market Immersion: Continued research to best position Santa Clara Convention Center, TID Hotels to Customers.*
 - *COVID Best Practices in other Markets*
 - *Related Santa Clara Education*
 - *Levi Stadium Events / alerts*
- *Training: Attended Simpleview CRM training #1.*
- *Services – Contacted 70 potential clients/accounts for Santa Clara & Santa Clara Convention Center. A larger part of time is taken by accessing & researching new customer lists, Simpleview Account history, contact & event research (Linkedin, Industry sites), voice contact with 28 customers (within the 70 contacts), using a pre-defined Customer Questionnaire, documented on a separate worksheet. Reached out to 43 non respondents from December. Traced out.*
- *TID Hotels/Global Sales: Established contact with Hyatt, Hilton & Marriott Global Sales Teams. Educated on Santa Clara as a destination & the Santa Clara Convention Center as a meetings destination, to leverage Global Sales relationship & to expand communication directly with Customers. Scheduled time to present Santa Clara on a Global Sales call for each brand.*
- *Identified 5-7 potential Customer Advisory Panel clients for February meeting with DMO and Center. Vetting list with Matt; CEO.*

Activities (1/1 – 1/31):	#
Contacts	70
Contacts Completed (zoom/phone)	28
New P1/P2's	1 (soft Lead)

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- **Noteworthy Feedback (below):**

- **Semicon:** Potential P2 business; Regional and Corporate Events. Loves the location of the Center. Has not seen the Center in three years. Have not heard from the Center or CVB. Will come to site when able to. DMO invited RSA to participate in a future Customer Advisory Meeting.
- **RSA:** Neighbor down the street. Has not been contacted from Santa Clara for awhile. The Center would be great for internal meetings. They bring in their own network, so need reasonable patch fees. Cellular coverage is important (has had issues in other Centers in the past).
- **Cisco:** Santa Clara is too small for Cisco Live, but would work great for smaller meetings. Needs to see Center improvements before booking a program as the building doesn't represent their corporate image. They have had issues obtaining enough rooms for their meetings in the past. We host their access points at the Center so appreciative of the B2B relationship. DMO invited RSA to participate in a future Customer Advisory Meeting. The decision to move the 49ers out of Santa Clara created a perception of risk in them booking a program this year.
- **Twitter:** Their preferred Third Party is Streamline Events). Interested in coming to see the center with their entire meetings team. Has not been to the Center for at least 5 years. Potential with P2 and P3 events. Sourcing others states that are currently open and showing confidence in staying open.
- Global Account Reps sharing that clients are sourcing other states as well.

Recommendations: Target State Association market for our destination. Their by-laws state they have to have a meeting every year (Hybrid isn't working). Looking for destinations that provide value for price paid. Look for self-contained environment for networking. Some smaller state associations are dissolving (the local chapters) due to revenue loss in the past year (memberships are down, revenue from events are down) – so the National Associations are handling communication. Recommend that we host a State Association Board of Directors meeting to showcase the destination – will work with Matt on scheduling for March. Recommend CALSAE membership.

**Santa Clara Tourism Business Improvement District
Conversion Timeline**
December 1, 2020

Action	Date	Responsible Party
Initiate project	December 1, 2020	Civitas, City
Edit Management District Plan (MDP)	Early December 2020	Civitas
Submit draft MDP and Petition to City; ongoing review	Mid-December 2020	Civitas, City
Outreach and consensus building	January – February 2021	City, Civitas
City Council meeting + presentation	January 26, 2021	City, Civitas
<i>City Council meeting + presentation (TBD)</i>	<i>February 23, 2021</i>	<i>City, Civitas</i>
Final MDP and Petition approved by City	Late February 2021	City
Petition Drive	March 2021	City
Submit Petitions totaling over 50% of assessment to City	March 2021	City
City Council – Resolution of Intention <ul style="list-style-type: none"> Action on a Resolution of Intention to Establish the Santa Clara Tourism Improvement District (SCTID) under the Property and Improvement District Law of 1994` (<i>Can be on Consent Calendar</i>) 	April 6, 2021	City
Mail <ul style="list-style-type: none"> Notice of Public Meeting/Hearing - <i>Should be mailed 1 day after ROI is adopted. Must be mailed 45 days before public hearing. Clerk certification of mailing is required.</i> 	April 7, 2021	Civitas, City
City Council – Public Meeting <ul style="list-style-type: none"> Public Meeting on the Formation of the SCTID– No action required - <i>Must be held at least 10 days after Notice of Public Meeting/Hearing is mailed and at least 7 days before Public Hearing is held.</i> 	April 20, 2021	City
City Council – Public Hearing <ul style="list-style-type: none"> Public Hearing & Adopt Resolution of Formation establishing the SCTID under the '94 law - <i>Must be held at least 45 days after Notice is mailed.</i> 	May 25, 2021	City
Old '89 district ceases to exist	June 30, 2021	
District begins collecting new assessment	July 1, 2021	Lodging

**Proposed Timeline – subject to change*

Santa Clara Tourism Improvement District (TID) Subsidy Guidelines

OVERVIEW

Subsidy funds are made available through the lodging businesses of the Santa Clara Tourism Improvement District (TID) and the City of Santa Clara pursuant to the Parking and Business Improvement Law of 1989, Sections 36500 et seq. of the California Streets and Highways Code. Lodging businesses located in the TID boundaries assess \$1.00 from lodging guests for each occupied room night. The \$1.00 allows the TID to fulfil its mission of generating additional room nights by effectively marketing the Santa Clara region as a preferred travel destination.

As subsidy requests are a common practice in the meetings/convention industry, the TID Advisory Board established a budget dedicating approximately 5% of its revenues for event subsidies, and budgets are approved annually by the Santa Clara City Council. Subsidies are intended to support a client's ability to have a positive experience while holding an event at the Santa Clara Convention Center.

There are no set number of subsidies provided in any Fiscal Year (July 1 – June 30). However, the total dollar amount of the subsidies provided may not exceed the total amount of funds allotted each year by the TID Advisory Board. Subsidies should be viewed as funds to assist with events in the formative years and should not be viewed as a guaranteed continuous source of funding. Recipients will not be guaranteed funding and requests will need to be re-submitted for approval in subsequent years.

Purpose

The purpose is to increase visitation to the Santa Clara Convention Center and support TID lodging businesses. Other tourism partners such as retail, restaurants and attractions will also benefit from increased visitation.

Goals

- 1) To fund events generating NEW hotel room nights, preferably in non-peak months.
- 2) To fund events having the potential to increase the number of visitors and/or to extend the visitors stay.
- 3) To fund events economically benefitting the Santa Clara community and its tourism partners.
- 4) To fund events with potential for repeat business.

Eligibility Requirements

Any request for an event that supports the purpose and goals noted above is eligible to apply for funding. Receiving organizations must be prepared to meet the following criteria.

Criteria

- 1) Client event is at the Santa Clara Convention Center.
- 2) Client event meets the parameters outlined in the booking policy.
- 3) Client event includes hotel room nights with a measurable benefit to the assessed lodging businesses in the TID.

- 4) Client event includes food and beverage services and AV or IT services and meets the revenue requirements in the approved booking policy.

Subsidy Uses

- 1) Subsidies are not retroactive and will not be provided for costs incurred prior to the submission and approval of a request.
- 2) Subsidies will not be provided for Convention Center venue rental assistance.
- 3) Cash subsidies will not be given directly to the client.
- 4) Subsidies may be used for transportation assistance, event enhancements, packaged attraction assistance or other expenditures deemed appropriate by the TID.

SUBSIDY REQUESTS

*Sales staff refers to DMO or Convention Center

- 1) A *Subsidy Request Form* is used to validate, and document information provided by the client.
- 2) Sales staff are responsible for completing the *Subsidy Request Form*.
- 3) The *Subsidy Request Form* must be fully completed with any supporting documentation attached.
- 4) Submissions to the TID Advisory Board without a completed *Subsidy Request Form* will not be considered.
- 5) Incomplete forms will not be reviewed by the TID Advisory Board and may be returned to the appropriate sales staff for additional information as needed.
- 6) Applications will be reviewed by the TID Advisory Board and applicants will be notified within a reasonable timeframe.
- 7) Applications may be submitted at any time. However, applications will be held until a scheduled TID Advisory Board meeting.

Verification Process

- 1) The following core data points will be researched and documented by sales staff on the *Subsidy Request Form*:
 - a) Demonstrated three-year history (minimum) including number of room nights consumed, total event attendance, and total event spend.
 - b) Potential overall fiscal impact on the Santa Clara Convention Center and other Santa Clara venues (if applicable).
 - i. Including event services including but not limited to rental revenue, food and beverage revenue and other revenue (i.e. AV and IT)
 - c) Potential overall economic Impact
 - d) Date and time of year and potential for booking in a need period.
- 2) Sales staff will also assess and comment on the following:
 - i. Repeat business potential
 - ii. Competitive landscape
 - iii. Intended use of funds
- 3) Based on completed verification process of the event, staff will provide a recommended subsidy amount.
- 4) Completed *Subsidy Request Form* will be submitted to the Convention Center GM or the DMO CEO for review at the next scheduled Sales Meeting.

Approval Process

- 1) The Convention Center GM and the DMO CEO will review subsidy requests at the biweekly sales meeting and either:
 - a) Approve recommended subsidy amount;
 - b) Recommend alternative level of funding;
 - c) Deny with a request for more information;
 - d) Deny with a reason for denial.
- 2) Approved subsidy requests will be forwarded to the TID Advisory Board for review and approval at the next scheduled TID Advisory Board Meeting.
- 3) The TID Advisory Board will either:
 - a) Approve recommended subsidy amount;
 - b) Recommend alternate level of funding;
 - c) Deny with reason for denial.
- 4) TID Advisory Board decisions are final.
- 5) Sales staff will be notified results of subsidy requests.

Convention Calendar 2.1.2021 to 6.30.2022

Event Start Date	Event Name	Total Hotel Rooms	Event Type	Attendance	Notes
3/11/2021		850	Convention	1,200	Working with client to relocate
3/27/2021		0	Special Events	600	Working with client to relocate
4/12/2021		0	Meeting	500	Working with client to relocate
4/15/2021		0	Special Events	500	Working with client to relocate
4/23/2021		0	Public Show	2,500	Working with client to relocate
4/23/2021		468	Special Events	200	Working with client to relocate
4/23/2021		650	Sporting Events	1,000	Working with client to relocate
4/25/2021		920	Convention	2,500	Working with client to relocate
4/30/2021		0	Special Events	500	Working with client to relocate
4/30/2021		750	Special Events	500	Working with client to relocate
5/6/2021		0	Meeting	150	Working with client to relocate
5/10/2021		0	Trade Show	1,500	Working with client to relocate
5/14/2021		0	Trade Show	2,000	Working with client to relocate
5/14/2021		350	Meeting	1,000	Working with client to relocate
5/20/2021		50	Banquet	1,000	Working with client to relocate
5/22/2021		0	Meeting	150	Working with client to relocate
5/27/2021		210	Convention	1,000	Working with client to relocate
6/4/2021		0	Special Events	1,000	Working with client to relocate
6/4/2021		0	Special Events	500	Working with client to relocate
6/8/2021		0	Meeting	500	Working with client to relocate
6/11/2021		0	Special Events	600	Working with client to relocate
6/12/2021		0	Meeting	1,700	Working with client to relocate
6/18/2021		50	Banquet	900	Working with client to relocate
6/21/2021		0	Meeting	500	Working with client to relocate
6/25/2021		0	Public Show	2,000	Working with client to relocate
6/26/2021		30	Banquet	800	Working with client to relocate

6/27/2021		0	Sporting Events	750	Working with client to relocate
7/2/2021		0	Public Show	1,000	Working with client to relocate
7/6/2021		2,690	Trade Show	4,000	Working with client to relocate
7/13/2021		1,000	Convention	200	Working with client to relocate
7/18/2021		600	Meeting	400	Working with client to relocate
7/22/2021		300	Convention	200	Working with client to relocate
7/25/2021		0	Public Show	1,500	Working with client to relocate
7/26/2021		940	Special Events	1,500	Working with client to relocate
7/30/2021		600	Meeting	200	Working with client to relocate
7/31/2021		0	Public Show	1,000	Working with client to relocate
8/6/2021		200	Meeting	400	Working with client to relocate
8/14/2021		0	Sporting Events	1,000	Working with client to relocate
8/14/2021		0	Public Show	600	Working with client to relocate
8/16/2021		1,000	Meeting	600	Working with client to relocate
8/22/2021		600	Convention	700	Working with client to relocate
8/31/2021		0	Meeting	900	Working with client to relocate
9/7/2021		1,500	Convention	1,200	Working with client to relocate
9/11/2021		0	Meeting	300	Working with client to relocate
9/11/2021		0	Meeting	1,300	Working with client to relocate
9/13/2021		0	Trade Show	2,500	Working with client to relocate
9/17/2021		0	Special Events	500	Working with client to relocate
9/17/2021		0	Sporting Events	1,200	Working with client to relocate
9/20/2021		500	Convention	2,500	Working with client to relocate
10/4/2021		750	Convention	200	
10/4/2021		760	Convention	800	
10/4/2021		0	Trade Show	500	
10/7/2021		0	Convention	1,300	
10/8/2021		348	Convention	200	
10/8/2021		0	Special Events	6,000	

10/11/2021		150	Trade Show	1,500	
10/11/2021		1,937	Trade Show	3,000	
10/14/2021		395	Meeting	200	
10/16/2021		0	Banquet	1,000	
10/17/2021		614	Convention	1,000	
10/19/2021		600	Convention	200	
10/21/2021		300	Public Show	1,200	
10/26/2021		50	Meeting	700	
10/29/2021		50	Trade Show	1,000	
11/5/2021		0	Special Events	145	
11/6/2021		0	Meeting	1,000	
11/8/2021		900	Convention	1	
11/12/2021		240	Special Events	800	
11/12/2021		750	Convention	1,000	
11/19/2021		100	Convention	200	
11/20/2021		0	Banquet	1,000	
12/5/2021		0	Special Events	500	
12/8/2021		0	Banquet	1,500	
12/9/2021		0	Special Events	300	
12/18/2021		600	Banquet	200	
12/25/2021		120	Meeting	200	
1/15/2022		280	Meeting	200	
1/16/2022		10	Special Events	500	
1/21/2022		0	Meeting	1,200	
1/22/2022		0	Trade Show	800	
1/24/2022		500	Convention	1,000	
1/28/2022		0	Meeting	1,000	
2/1/2022		600	Convention	1,000	
2/11/2022		0	Special Events	500	
2/11/2022		600	Meeting	200	
2/11/2022		300	Sporting Events	1,000	
2/15/2022		1,820	Convention	1,200	

2/16/2022		1,900	Convention	200	
2/25/2022		0	Meeting	100	
3/3/2022		1,400	Convention	1,500	
3/4/2022		1,447	Convention	200	
3/10/2022		2,700	Convention	3,000	
3/11/2022		0	Special Events	500	
3/18/2022		240	Special Events	400	
3/21/2022		200	Trade Show	1,000	
3/25/2022		600	Meeting	200	
4/13/2022		1,550	Convention	5,000	
4/15/2022		0	Meeting	2,000	
4/18/2022		115	Convention	600	
4/29/2022		600	Meeting	200	
5/4/2022		400	Convention	2,000	
5/13/2022		600	Meeting	200	
5/15/2022		500	Convention	2,500	
5/19/2022		300	Public Show	1,200	
5/20/2022		2,260	Special Events	300	
5/23/2022		250	Trade Show	1,000	
5/26/2022		300	Meeting	200	
5/31/2022		900	Convention	1	
6/19/2022		106	Convention	800	