

**SANTA CLARA TOURISM IMPROVEMENT DISTRICT  
MEETING – AGENDA**

July 15, 2021, 8:00 a.m.

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**\*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 Regular Meeting will not be physically open to the public and TID members will be teleconferencing from remote locations.*

*The public can participate remotely via Zoom: <https://zoom.us/j/98549377067>  
Meeting ID: 985 4937 7067 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 – May 20, 2021
  - Regular Meeting – June 17, 2021

**Consent Items Pulled for Discussion**

**General Business – Items for Discussion**

2. Introduction of Discover Santa Clara Administrative Assistant Jasmine Suchoski.
3. Review of Discover Santa Clara Monthly Sales Progress Report for June 2021.
4. Review of Lost Business and Future Bookings at the Santa Clara Convention Center.
5. Update on the Santa Clara Convention Center Refresh Project

**General Updates**

**Adjournment**

The next regular scheduled meeting is on August 19, 2021 at 8:00 a.m.

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*\*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.*

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

**SCTID Meeting  
July 15, 2021  
Agenda Item #1**

May 20, 2021, 8:00 a.m.

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**Call to Order**

Chair Hodges called the meeting to order at 8:05 a.m.

**Roll Call**

**Present: 5** Vince Buonocore, Interim General Manager, Marriott Santa Clara  
John D’Agostino, Interim General Manager, Avatar Hotel  
Peter Hart, General Manager, Embassy Suites  
Eron Hodges, General Manager, Hyatt Regency Santa Clara  
Jon Siebring, General Manager, Biltmore Hotel

**Absent: 6** Bridgette Burns, General Manager, TownePlace Suites by Marriott  
Joe Eustice, General Manager, Hilton Santa Clara (joined at 8:10 a.m.)  
Justin Hart, General Manager, AC Hotel Santa Clara (joined at 8:10 a.m.)  
Alan Mass, General Manager, Hyatt House  
Jean-Phillippe Rollet, General Manager, The Plaza Suites  
Ryan Turner, General Manager, Element Santa Clara

A quorum was not 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  
Bethanie DeRose, Senior Vice President, JLL  
Kelly Carr, General Manager, Spectra Venue Management  
Christopher Hamilton, General Manager, Levy

**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.*

Joe Eustice joined the meeting at 8:10 a.m.

Justin Hart joined the meeting at 8:10 a.m.

1. Action on the Minutes of the Santa Clara Tourism Improvement District Advisory Board.
  - Special Meeting – April 30, 2021

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

**Consent Items Pulled for Discussion**

**General Business – Items for Discussion**

2. Review of the Financial Status Report ending April 28, 2021.

Nancy Thome reviewed the Financial Status Report ending April 28, 2021 with the members. The report provided to the Advisory Board included four months instead of three: January, February, March, and April as a third quarter report was not completed and provided. The DMO year-to-date expenses are \$284,097. A balance of \$1.4 million is anticipated at the end of the Fiscal Year.

**A motion was made by Vince Buonocore, seconded by Peter Hart, to note and file the Financial Status Report ending April 28, 2021. Motion passed unanimously (7-0).**

3. Silicon Valley/Santa Clara DMO, Inc. Updates.
- a. Sales Activity
  - b. Marketing RFP Process
  - c. Contract Services: Sales Manager and Part-time Administrative Assistant

Dan Fenton reported that there is an internal sales meeting every two weeks including the DMO, Spectra and Levy. He put up slides which will be included in report packets to the hotels in the future. The slides demonstrate the number of new prospects compared to the prospect goals. It is the intention of the DMO to keep the hotels update on progress for bookings.

Christopher Hamilton added that Levy has a KPI for P1 and P2 business and for room night generation which is uncommon for a food and beverage provider. The chef has been on calls for potential P1s and P2s and they send out tasting baskets to potential clients as a strategy to differentiate Santa Clara from other destinations.

Member Eustice requested that the reports also include what clients are new, what business is repeat and lost business.

Nancy Thome reported that the DMO is working with Lotus Marketing on a marketing contract. The Notice of Intent to negotiate an agreement with this contractor has been released.

Chair Hodges expressed concern that some business is being turned away that could potentially be good business for the hotels. He recommended regular dialogue with all groups regarding lost business and business that was turned down.

Dan Fenton reported that there has been a turn-over in contract sales staff and efforts will continue as the DMO transitions to hiring full-time sales managers. In the interim, Kelly Carr and team will keep the sales efforts moving forward.

**General Updates**

Nancy Thome reported that the public hearing, which is the final step for the TID Conversion, is scheduled for May 25. If approved, the new assessment of 1.5% will be effective July 1. There is a section in the Management District Plan that outlines penalties and interest for late assessment

submission – where there has been none in the past. Feedback from the hotels indicated that a quarterly submission of the assessment with the TOT, for the first year of implementation is reasonable and frequency can be revisited for year 2. Any of the hotels who wish to submit monthly or more frequent than quarterly can do so.

Jon Siebring reported that they have not completed renovations yet. September 1<sup>st</sup> is the expected opening.

Peter Hart asked if the DMO has any involvement with Visit California. Dan Fenton indicated he would do some research on potential DMO involvement.

Joe Eustice reported the Hilton is targeting a September 1<sup>st</sup> reopening date and is still currently helping out in Florida.

### **Adjournment**

The meeting adjourned at 9:05 a.m. The next regular scheduled meeting is on June 17, 2021 at 8:00 a.m.

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

June 17, 2021, 8:00 a.m.

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**Call to Order**

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

**Roll Call**

**Present: 4** Vince Buonocore, Interim General Manager, Marriott Santa Clara  
Joe Eustice, General Manager, Hilton Santa Clara  
Eron Hodges, General Manager, Hyatt Regency Santa Clara  
Jon Siebring, General Manager, Biltmore Hotel

**Absent: 7** Bridgette Burns, General Manager, TownePlace Suites by Marriott  
John D’Agostino, Interim General Manager, Avatar Hotel  
Peter Hart, General Manager, Embassy Suites  
Justin Hart, General Manager, AC Hotel Santa Clara  
Alan Mass, General Manager, Hyatt House  
Jean-Phillippe Rollet, General Manager, The Plaza Suites  
Ryan Turner, General Manager, Element Santa Clara

A quorum was not 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  
Bethanie DeRose, Senior Vice President, JLL  
Kelly Carr, General Manager, Spectra Venue Management  
Christopher Hamilton, General Manager, Levy

**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 Santa Clara Tourism Improvement District Advisory Board.
  - Regular Meeting – May 20, 2021

There was no action as a quorum was not met.

**Consent Items Pulled for Discussion**

**General Business – Items for Discussion**

## 2. Update on the TID Conversion and the New District Effective July 1, 2021.

Eron Hodges noted that the TID had been working towards the conversion and the percentage assessment for three years. Eron added that the hotels should have all received a letter from the City regarding the new 1.5% assessment effective July 1 and that submissions would be due to the City on a quarterly basis. Nancy Thome added that under the current structure there are no penalties for late submissions to the City but under the new district, there will be. Additionally, Nancy reminded the members that as of July 1, the TID would no longer function as an advisory board however meeting monthly will most likely continue. Eron stressed the importance of the TID hotels remaining actively involved in the discussions and the activities of the DMO as the TID assessment fees support the DMO. The TID hotels currently have two seats on the DMO Board and will continue to have representation at the Board level.

Eron added that with the new TID, renewal of the district is only needed every five years rather than annually and there is potential to increase to 2% for the next fiscal year. Joe Eustice stressed the importance of the hotels sharing this information with the ownership and asset manager group so they too can continue to support the efforts. Eron expressed his thanks to everyone involved in the TID conversion process.

## 3. Discussion on Lost Business and Future Bookings at the Convention Center.

Ariel Alvero (Spectra) and Elaine Rapajon (Levy) shared three examples of lost business and the feedback they received from the meeting planners on why they decided not to book at the Santa Clara Convention Center. Eron Hodges requested to have additional information such as potential revenue and economic impact of these events.

Peter Hart joined the meeting at 8:23 a.m.

## 4. Silicon Valley/Santa Clara DMO, Inc. Updates.

- a. Sales Activity
  - b. Marketing Agreement
  - c. Contract Services: Sales Manager and Part-time Administrative Assistant
  - d. Update on Potential DMO Involvement with Visit California
- Bethanie DeRose reported there were 37 new prospects added, no new P1s or P2s and four new definites booked in the month of May.
  - Dan Fenton reported that negotiations are still ongoing with Lotus Marketing, Inc.
  - Dan Fenton reported that administrative assistant interviews have been taking place and an interview with a sales manager is forthcoming.
  - Dan Fenton reported that he learned that there are co-op advertising opportunities available from Visit California, but they are not really granting to DMOs and are primarily leisure focused.

### **General Updates**

- Jon Siebring reported a September 8 opening of the Biltmore – conversion to a Marriott
- Vince Buonocore reported the new Marriott Santa Clara General Manager Christopher Sullivan will be onsite on the new property effective June 21.

### **Adjournment**

The meeting adjourned at 8:59 a.m. The next regular scheduled meeting is on July 15, 2021 at 8:00 a.m.

DRAFT





# *Santa Clara Convention Center*

## **Monthly Sales Progress Report**

**June 2021**



# Monthly Sales Meeting Agenda



## Discussion Topics:

- Simpleview reporting status
  - Data transfer complete
  - All reports coming out of Simpleview going forward
- Review monthly sales report
  - Prospect activity
  - Tentative conversion
  - Definite conversion
  - Pace to budget
  - Pace to booking goals
- New Reporting Features
  - Lost events by reason
  - SCCC rental revenue
  - SCCC F&B revenue
  - Group economic impact calculation integration

# SCCC Sales Prospects



The sales teams across all partners added **50** new prospects for the SCCC in the month of June.

- There is a goal to add prospects into the sales funnel in the fiscal year for the DMO and SCCC teams.
  - The SCCC teams FY goal is **500**
  - The DMO FY goal is **350**
- The SCCC team achieved **81%** of its annual goal
- The DMO team has achieved **41%** of its annual goal
- New prospects added represent:
  - Over 27,000 room nights and 62,000 attendees
  - \$1.1M in SCCC rental revenue
  - \$3.5M in SCCC F&B revenue
  - \$1.4M in economic impact

Total Prospect Funnel



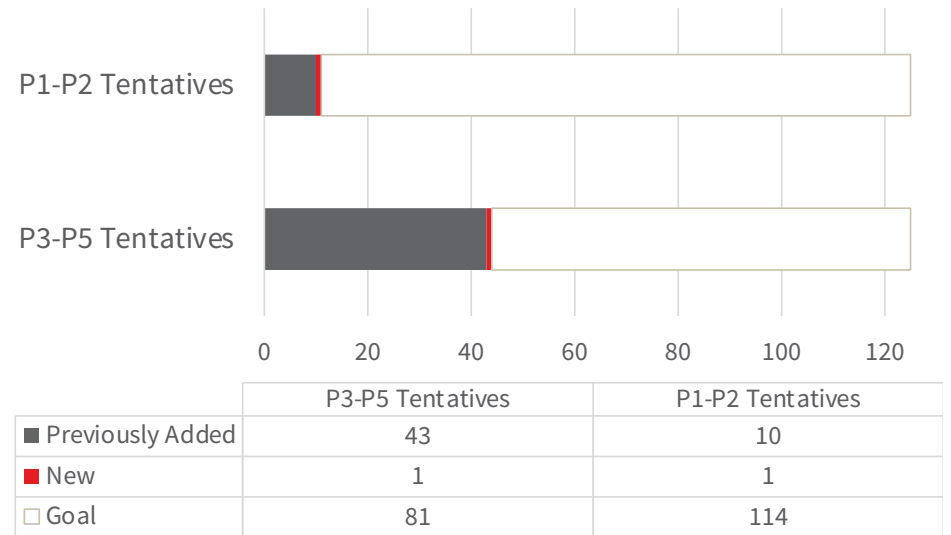
# SCCC Sales Tentative Events



The sales teams across all partners added **34** new tentative events for the SCCC in the month of June.

- There is a goal to achieve **125** tentative events in the fiscal year for each team, which equates to **10** total tentative events per month per team.
- The SCCC team achieved **35%** of its annual goal
- The DMO team has achieved **10%** of its annual goal
- The conversion rate from prospect to tentative YTD is just over **10%**.
- There was **4** new definites booked this month.

Total Tentatives Funnel



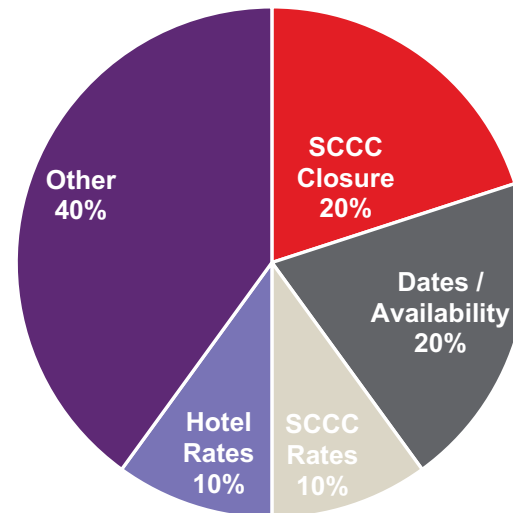
# SCCC Sales Lost Events



There were five pieces of lost business in the month of June.

- The lost business for the month were events that would have occurred in 2021 and 2022.
- The events represented:
  - Over 5,000 room nights
  - \$1.2M in SCCC revenue (rental + F&B)
  - 4,000 attendees and
  - \$400,000 in economic impact
- Cities/Destinations lost to:
  - San Jose
  - San Diego
  - Los Angeles
  - Las Vegas (in-house)

Lost Business by Reason



# FY Budget Events (consumed in these FY)



Notes on changes:

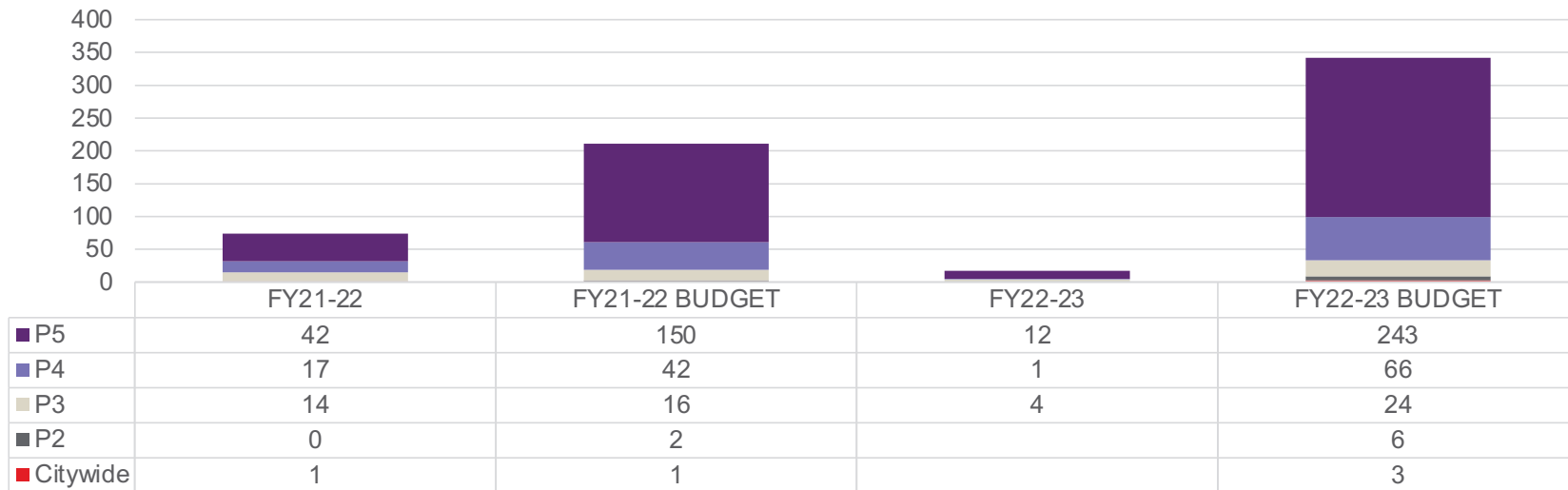
Initial goals set mid December 2020 with assumption of SCCC opening April 1, 2021.

Goals revised March 2021 with new opening date anticipated October 2021.

## *Business Mix*

*38% room night generating events FY21-22 Budget*  
*38% Room nights generating events FY22-23 Budget*

FY Consumed Budget Events



# Booking Goals (booked for future years)



Notes on changes:

- Extended from 5 years to 8 years
- Reduced P1 & P2 booking goals in earlier years
  - Extended ramp up period to stabilize in year-7
- P3-P5 events scale down to normalize as P1-P2 events ramp up

Stabilized year  
Booked & Consumed  
annually from here  
forward

SCCC Path to Booked & Consumed Events Annually  
FY28-29 is Stabilized Year

Booking Goals

