

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

November 18, 2021, 8:00 a.m.

COVID-19 NOTICE

Pursuant to the provisions of California Governor’s Executive Order No. N-29-20, issued on March 17, 2021, to prevent the spread of COVID-19, the Santa Clara Tourism Improvement District has implemented methods for the public to participate remotely.

The public can participate remotely via Zoom: <https://zoom.us/j/94067809556>, Meeting ID: 940 6780 9556 or by phone: 1 (669) 900-6833.

Call to Order

Roll Call

Public Comments

Public comment for items not on the Agenda.

Consent Calendar

Items listed in the Consent Calendar section are considered routine by the Santa Clara Tourism Improvement District (TID) and will be adopted by one motion. There will be no separate discussion of the items on the Consent Calendar unless discussion is requested by a member of the TID, staff or public. If discussion is requested, that item will be removed from the section entitled Consent Calendar and will be considered under Consent Items Pulled for Discussion.

1. Action on the Minutes of:

- Santa Clara Tourism Improvement District – July 15, 2021
- Santa Clara Tourism Improvement District – August 19, 2021
- Santa Clara Tourism Improvement District – September 16, 2021
- Santa Clara Tourism Improvement District – October 18, 2021

Consent Items Pulled for Discussion

Public Presentations

This item is reserved for persons to address the TID on any matter not on the agenda that is within the subject matter jurisdiction of the TID. The law does not permit action on, or extended discussion of, any item not on the agenda except under special circumstances. The TID or staff may briefly respond to statements made or questions posed and may request staff to report back at a subsequent meeting.

General Business – Items for Discussion

- 2. Discussion and Action on the Dissolution of the Santa Clara Tourism Improvement District’s Corporation “Visit Santa Clara”.**
- 3. Review of Discover Santa Clara’s Monthly Progress Report for October 2021.**
- 4. Discussion and Action on the 2022 Santa Clara Tourism Improvement District Meeting Calendar.**

General Updates

Adjournment

The next regular scheduled meeting is on November 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 the 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 Contact DSCAdmin@discoversantaclara.org 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
MEETING – MINUTES

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

Call to Order

Chair Hodges called the meeting to order at 8:02 a.m.

Roll Call

Present: 4 Peter Hart, General Manager, Embassy Suites
Eron Hodges, General Manager, Hyatt Regency Santa Clara
Brent Larkin, General Manager, Plaza Suites
Jon Siebring, General Manager, Biltmore Hotel

Absent: 7 Bridgette Burns, General Manager, TownePlace Suites by Marriott
John D’Agostino, Interim General Manager, Avatar Hotel
Joe Eustice, General Manager, Hilton Santa Clara (joined at 8:11 a.m.)
Justin Hart, General Manager, AC Hotel Santa Clara (joined at 8:09 a.m.)
Alan Mass, General Manager, Hyatt House
Christopher Sullivan, General Manager, Marriott Santa Clara (joined at 8:09 a.m.)
Ryan Turner, General Manager, Element Santa Clara

A quorum was not met.

Brent Larkin was introduced as the new general manager at the Plaza Suites. The Plaza Suites is hoping to open in October under a new national brand.

In Attendance

Ruth Mizobe Shikada, City of Santa Clara
Nancy Thome, City of Santa Clara
Dan Fenton, JLL
Bethanie DeRose, JLL
Kelly Carr, Spectra
Christopher Hamilton, Levy
Ariel Alvero, Spectra
Elaine Rapajon, Levy
Jasmine Suchoski, Discover Santa Clara
Mark Evans, Marriott 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 Santa Clara Tourism Improvement District Advisory Board.
 - Regular Meeting – May 20, 2021
 - Regular Meeting – June 17, 2021

There was no action as a quorum was not met.

Consent Items Pulled for Discussion

None

General Business – Items for Discussion

2. Introduction of Discover Santa Clara Administrative Assistant Jasmine Suchoski.

Eron Hodges introduced Jasmine Suchoski. Jasmine recently joined Discover Santa Clara to provide part-time administrative support. Her duties will primarily focus on assisting with updating the CRM database system.

Justin Hart joined the meeting at 8:09 a.m.

Christopher Sullivan joined the meeting at 8:09 a.m.

Joe Eustice joined the meeting at 8:11 a.m.

A quorum was met.

The group took action on the Consent Calendar.

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

3. Review of Discover Santa Clara Monthly Sales Progress Report for June 2021.

Dan Fenton provided an overview of the June progress report. The sales team has been working on consolidating information for reporting in the CRM, 50 new prospects were added and for P3-P5's, the team is almost at 80% of the goal for the number of prospects they want to be working on.

Joe Eustice indicated he would like to see the percent of prospect-to-tentative-to-definite month to month; the movement towards booking definites. Christopher Sullivan requested more information on whether prospects are reactive or proactive. Eron Hodges suggested a summary page be added to display the compilation of data on one slide.

Dan Fenton indicated that a new slide was added to the report to show lost business and more work will be done to categorize the reasons the business was lost. Joe Eustice and Eron Hodges indicated they would like to also know the amount of the potential TID and TOT contribution was on lost events.

4. Review of Lost Business and Future Bookings at the Santa Clara Convention Center.

Ariel Alvero and Elaine Rapajon shared a couple of examples of recently lost business. Attendees

discussed strategies to prevent lost event and ways to improve communication between the hotels and the Convention Center staff. The hotels also shared their desire to host the CCJW events in the future.

5. Update on the Santa Clara Convention Center Refresh Project

Kelly Carr reported the glass replacement project will be completed next week, the notice to proceed was issued to the paint contractor, the PO was issued for flooring, and a request for bid for the construction contractor was released.

General Updates

Eron Hodges reported the DMO will be working on hiring sales staff and the DMO is currently in contract negotiations with the marketing contractor.

Adjournment

The meeting adjourned at 9:25 a.m. The next regular scheduled meeting is on August 19, 2021 at 8:00 a.m.

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**SANTA CLARA TOURISM IMPROVEMENT DISTRICT
REGULAR MEETING – MINUTES**

August 19, 2021, 8:00 a.m.

Call to Order

Chair Hodges called the meeting to order at 8:02 a.m.

Roll Call

Present: 4 Joe Eustice, General Manager, Hilton Santa Clara
Peter Hart, General Manager, Embassy Suites
Eron Hodges, General Manager, Hyatt Regency Santa Clara
Christopher Sullivan, General Manager, Marriott Santa Clara

Absent: 7 Bridgette Burns, General Manager, TownePlace Suites by Marriott
John D’Agostino, Interim General Manager, Avatar Hotel
Justin Hart, General Manager, AC Hotel Santa Clara (joined at 8:09 a.m.)
Brent Larkin, General Manager, Plaza Suites (joined at 8:04 a.m.)
Alan Mass, General Manager, Hyatt House
Jon Siebring, General Manager, Delta by Marriott
Ryan Turner, General Manager, Element Santa Clara

A quorum was not met.

In Attendance

Ruth Mizobe Shikada, City of Santa Clara
Nancy Thome, City of Santa Clara
Dan Fenton, JLL
Bethanie DeRose, JLL
Juliet Vasquez, JLL
Kelly Carr, Spectra
Christopher Hamilton, Levy
Ariel Alvero, Spectra
Elaine Rapajon, Levy
Jasmine Suchoski, Discover Santa Clara
Melissa Belluomini, Hyatt Santa Clara

Public Comments

There were no public comments.

Brent Larkin joined the meeting at 8:04 a.m.

Consent Calendar

Matters listed in the Consent Calendar section will be considered routine by the Santa Clara Tourism Improvement District 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.

Consent Items Pulled for Discussion

General Business – Items for Discussion

1. Verbal Update on Discover Santa Clara Sales Activity.

Dan Fenton provided an overview of the July progress report. The sales team continues to build the prospected database and 22 new prospects, 23 new tentatives and 14 new definites were added.

Joe Eustice reported he attended the Economic Development, Communications and Marketing Committee Meeting yesterday where council members asked for the return on investment and for more information on the definites. Eron Hodges asked if it was possible to get more of a breakdown for the definites; how many are P1, P2, etc. and a comparison of hotel versus Center impact. Dan Fenton indicated he will have a sample reporting packet to share that will have some of this information included and the team is still working on developing the report. Dan Fenton added they continue to look at business mix and the goal is to see growth in the P1 and P2 areas. Currently there are no P1 or P2 definites.

Eron Hodges asked what reasons were included in the 25% of lost business. Bethanie DeRose indicated that more categories were added so 'other' will decrease. One usual reason it is placed in 'other' category is because the client did not disclose a reason.

Eron Hodges asked the sales team if they are seeing a slow down in events or interest due to the Delta variant. Kelly Carr indicate they are not seeing a slow down at the Convention Center; however, anticipate that they may see a few groups drop off the calendar. Elaine Rapajon shared she is seeing that corporate groups are decreasing in size but are still moving forward with events and they are still seeing good leads.

Eron Hodges reported that in his communication with sister hotels, they are seeing cancellations for September and October and stated that more than ever, the teams need to be more aggressive and competitive; the challenge is ADR and not just overall occupancy.

Dan Fenton reported there is an active recruitment process for sales managers that will focus on strictly on P1 and P2 business. Additionally, there will be opportunity for hotel DOS to participate in the interview process.

2. Verbal Update on Discover Santa Clara Marketing Activity.

Dan Fenton reported the DMO has formally secured a marketing firm.

Jon Siebring joined the meeting at 8:29 a.m.

Dan Fenton added that he hopes to have the marketing firm come to a future meeting and present. He reiterated the marketing firm will be focused on group decision makers.

Eron Hodges reported the DMO will also develop a new platform for Discover Santa Clara. This is a new website platform as they move away from Visit Santa Clara.

Jon Siebring reported the Delta by Marriott will be opening September 15 and that he will be retiring towards the end of October.

3. Discussion on Discover Santa Clara Monthly Reporting Packet for the Santa Clara Tourism Improvement District.

Juliet Vasquez reported a draft monthly reporting packet has been put together for the TID to review. The reporting packet will consist of 1) Monthly Summary Report (as seen earlier with prospect, tentative and definite numbers); 2) Lost Business Report; 3) Lead Production Report; 4) Pace Report (this will help to identify how the Center is pacing with historical data); and 5) Convention Center Calendar.

It was agreed upon by the group that monthly reporting packets would be distributed the first Friday of the month with follow-up discussion at the internal monthly meetings.

General Updates

Brent Larkin reported his hotel is still working on the brand and are looking at opening in Q1 of calendar year 2022.

Joe Eustice reported the Hilton has been back open for one week. They are seeing about the same occupancy. The Hilton was closed for a total of 571 days.

Kelly Carr reported they are in the process of carpeting and painting project. There have been some challenges they are working through. The first event at the Center is October 4.

Assistant City Manager Shikada thanked Joe Eustice for attending the Economic Development, Communications and Marketing Committee Meeting where he represented both the TID and the DMO. The Convention Center sales activity was presented to the council members and was well received by the Committee.

Adjournment

The meeting adjourned at 8:54 a.m. The next regular scheduled meeting is on September 16, 2021 at 8:00 a.m.

**SANTA CLARA TOURISM IMPROVEMENT DISTRICT
REGULAR MEETING – MINUTES**

September 16, 2021, 8:00 a.m.

COVID-19 NOTICE

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Call to Order

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

Roll Call

Present: 4 Joe Eustice, General Manager, Hilton Santa Clara
Peter Hart, General Manager, Embassy Suites
Eron Hodges, General Manager, Hyatt Regency Santa Clara
Christopher Sullivan, General Manager, Marriott Santa Clara

Absent: 7 Bridgette Burns, General Manager, TownePlace Suites by Marriott
John D'Agostino, Interim General Manager, Avatar Hotel
Justin Hart, General Manager, AC Hotel Santa Clara (joined at 8:09 a.m.)
Brent Larkin, General Manager, Plaza Suites
Alan Mass, General Manager, Hyatt House
Jon Siebring, General Manager, Delta by Marriott
Ryan Turner, General Manager, Element Santa Clara

A quorum was not met.

In Attendance

Ruth Mizobe Shikada City of Santa Clara
Nancy Thome, City of Santa Clara
Dan Fenton, JLL
Juliet Vasquez, JLL
Kelly Carr, Spectra
Michelle Knipe, Hilton
Melissa Belluomini, Hyatt Santa Clara

Public Comments

There were no public comments.

Consent Calendar

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Calendar unless discussion is requested by a member of the TID, staff or public. If discussion is requested, that item will be removed from the section entitled Consent Calendar and will be considered under Consent Items Pulled for Discussion.

1. Action on the Minutes of:

- Santa Clara Tourism Improvement District – July 15, 2021
- Santa Clara Tourism Improvement District – August 19, 2021

There was no action taken as there was no quorum.

Consent Items Pulled for Discussion

Public Presentations

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There were no public presentations.

General Business – Items for Discussion

2. Update and Discussion on the City of Santa Clara Proposed Transient Occupancy Tax Increase.

Chair Hodges introduced Kenn Lee, City of Santa Clara Director of Finance.

Kenn Lee stated that Ballot Measure E passed in November 2020 which included up to 4% in TOT at approximately 74% voter approval. This was presented to City Council in June as part of the budget process with a recommendation of an increase of 2%. Council directed implementation of the increase for January 2022. A letter was recently sent to the hotels with this update and with next steps. The first reading of the Ordinance will take place at the September 28 Council meeting. Kenn welcomed and encouraged all to attend, comment and participate. Approximately 30 days after the first reading is the second reading – sometime in early November. Assuming both readings pass, official notices would be sent to the hotels of the effective date of January 1, 2022 or another date if Council decides. The remittance process for the TOT will remain the same. The current TOT rate of 9.5% would increase to 11.5%, not including the TID assessment,

Justin Hart joined the meeting at 8:09 a.m.

Chair Hodges asked if there was any opposition and if there had been any thoughts of increasing the TOT more than 2%. Kenn indicated he had not heard of any opposition. The proposed TOT increase was presented at three different meetings and there was no feedback received at those times. Currently there is no direction given by the Council to increase more than 2% as the City is exercising a cautious measured approach at this time.

Member Eustice asked that the Chair speak on behalf of the group at the September 28 meeting and encouraged all that can, to show support for the City and continue with the measured approach.

Member Sullivan asked if there was any way for Santa Clara to consider exemptions for 30-day contractors such as crew who stays at hotels beyond 30 days in the year. Kenn indicated that it was not part of the ballot and this type of change would have to be a ballot change as it is part of the City charter. Kenn will take the feedback back as it is the first time he has heard this comment. Chair Hodges stated the hotels can help to provide some tertiary data.

3. Introduction of Lotus Marketing Team and Update on the Discover Santa Clara's Destination Branding Process.

Chair Hodges introduced Kenny Chouinard with Lotus Marketing.

Kenny Chouinard stated he is the main point of contact for the Lotus Marketing team and is working with Discover Santa Clara on developing messages focused on the P1 and P2 market. Lotus is currently in the discovery phase and will be reaching out to each of the general managers for a 30-minute meeting to get more information on hotel viewpoints. Lotus will be in the area in October and may tour the hotels.

Dan Fenton reiterated that Lotus will be focused on branding as it relates to the group meeting planner.

4. Review of Discover Santa Clara's Monthly Progress Report for August 2021.

Dan Fenton provided the monthly update:

- The team continues to add prospects to P1, P2, P3, P4 and P5
- The annual goal is to get prospects up to 350
- The conversion rate is about 10%
- There were 19 new definites, primarily P3 to P5.

General Updates

Adjournment

The meeting adjourned at 8:45 a.m. The next regular scheduled meeting is on October 21, 2021 at 8:00 a.m.

**SANTA CLARA TOURISM IMPROVEMENT DISTRICT
REGULAR MEETING – MINUTES**

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

COVID-19 NOTICE

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Call to Order

Chair Hodges called the meeting to order at 8:08 a.m.

Roll Call

Present: 5 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
Sean Steenson, General Manager, Delta Silicon Valley

Absent: 6 Bridgette Burns, General Manager, TownePlace Suites by Marriott
John D’Agostino, Interim General Manager, Avatar Hotel
Brent Larkin, General Manager, Plaza Suites
Alan Mass, General Manager, Hyatt House
Christopher Sullivan, General Manager, Marriott Santa Clara
Ryan Turner, General Manager, Element Santa Clara

A quorum was not met.

In Attendance

Nancy Thome, City of Santa Clara
Dan Fenton, JLL
Juliet Vasquez, JLL

Public Comments

Public comment for items not on the Agenda.

There were no public comments.

Consent Calendar

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 - Santa Clara Tourism Improvement District – August 19, 2021
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There was no action taken as there was no quorum.

Consent Items Pulled for Discussion

Public Presentations

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There were no public presentations.

General Business – Items for Discussion

2. Introduction of Anthony Mancuso, Discover Santa Clara Sales Manager.

Chair Hodges introduced the new convention sales manager Anthony Mancuso. Chair Hodges also announced that the DMO hired Marwa Abubakr part-time to assist with data analytics.

3. Discussion and Action on the Dissolution of the Santa Clara Tourism Improvement District's Corporation "Visit Santa Clara".

Chair Hodges reported that in 2018, the TID Board worked with Civitas to establish its own corporation when the Chamber decided that they would no longer provide convention and visitors bureau services. The purpose of Visit Santa Clara was for the same purpose as the DMO today. With the establishment of the current DMO, there is no longer a need for the corporation Visit Santa Clara, there is a process to dissolve Visit Santa Clara, and Nancy Thome will be working with Civitas on the process. It will cost approximately \$4,000 with Civitas, and filings will need to occur with the California Franchise Tax Board and IRS. Nancy Thome clarified that a plan of dissolution will be developed and presented to the TID hotels to take a vote. It was recommended a Special Meeting be scheduled to allow more time to discuss the dissolution.

4. Review of Discover Santa Clara's Monthly Progress Report for September 2021.

Dan Fenton reported on the sales activity for the month of September. Nancy Thome added that the July and August reports were updated to reflect the updates to prospect reporting and are included in the packet.

General Updates

Adjournment

The meeting adjourned at 8:44 a.m. The next regular scheduled meeting is on November 18, 2021 at 8:00 a.m.



Santa Clara Convention Center

Monthly Sales Progress Report

October 2021

Created: 11.09.21



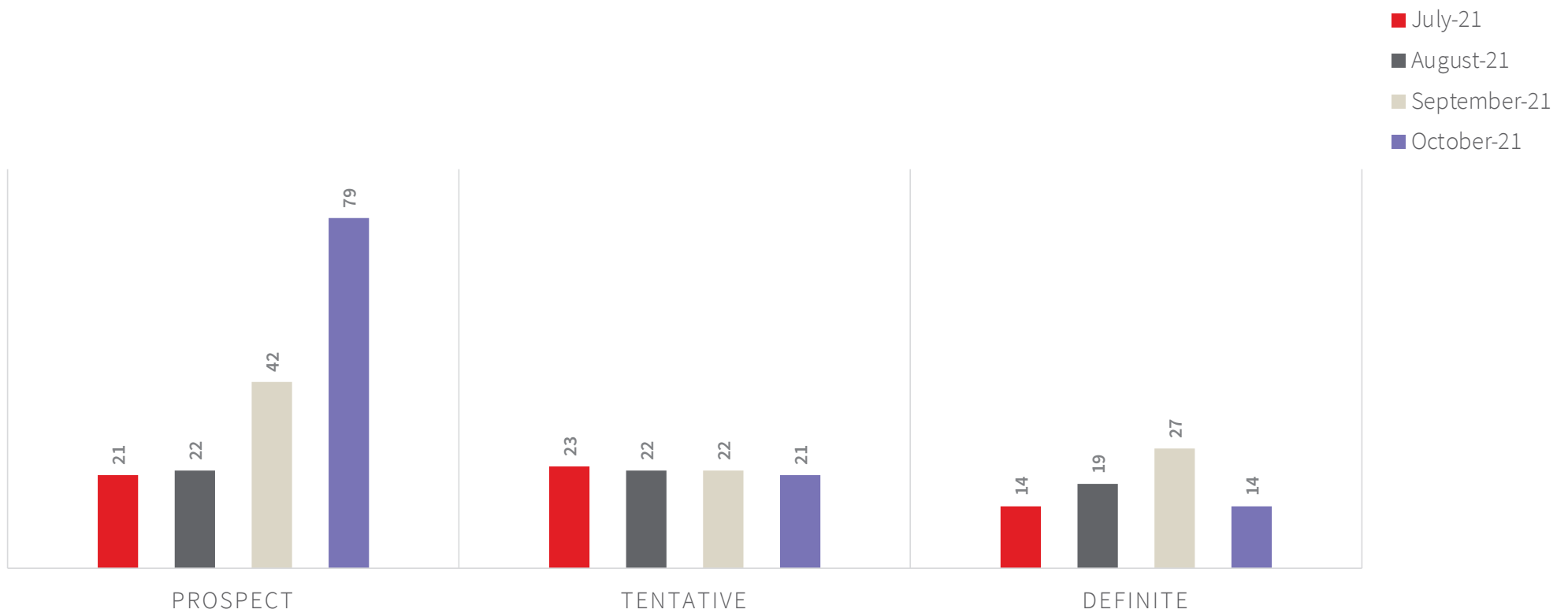
Sales Meeting Topics



Discussion Topics:

- Review monthly sales report
 - Prospect activity
 - Tentative conversion
 - Definite conversion
 - Pace to budget
 - Pace to booking goals
 - Lost events by reason
 - SCCC rental revenue
 - SCCC F&B revenue
 - Group economic impact calculation integration

Monthly Lead Trends | FY 21-22



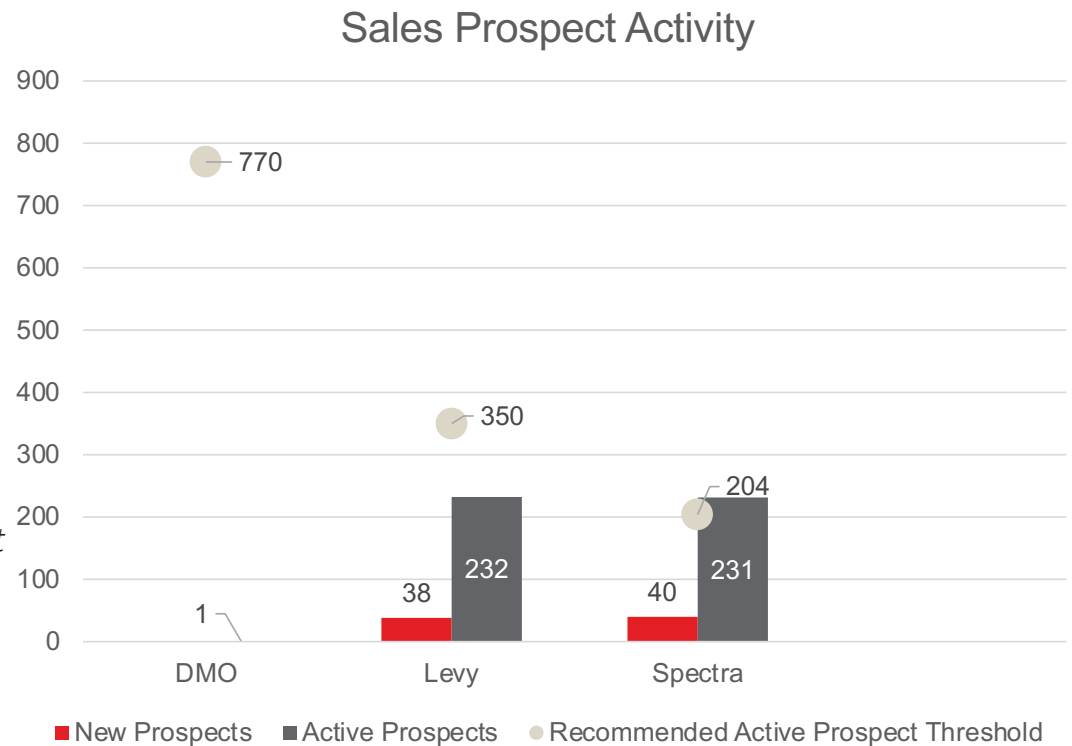
SCCC Sales Prospects



The sales teams across all partners added **79** new prospects for the SCCC in the month of October.

- There is a goal to maintain a certain level of sales activity.
 - Spectra = 204
 - Levy = 350
 - DMO = 770
- New prospects added represent:
 - Over 67,700 room nights and 69,910 attendees
 - \$2,402,391.00 in SCCC rental revenue
 - \$7,397,009.00 in SCCC F&B revenue
- Economic Impact
 - To be added for months going forward

** Note: DMO Activity is based on newly hired Sales Manager, that started in October 2021.*



SCCC Sales Tentative Events

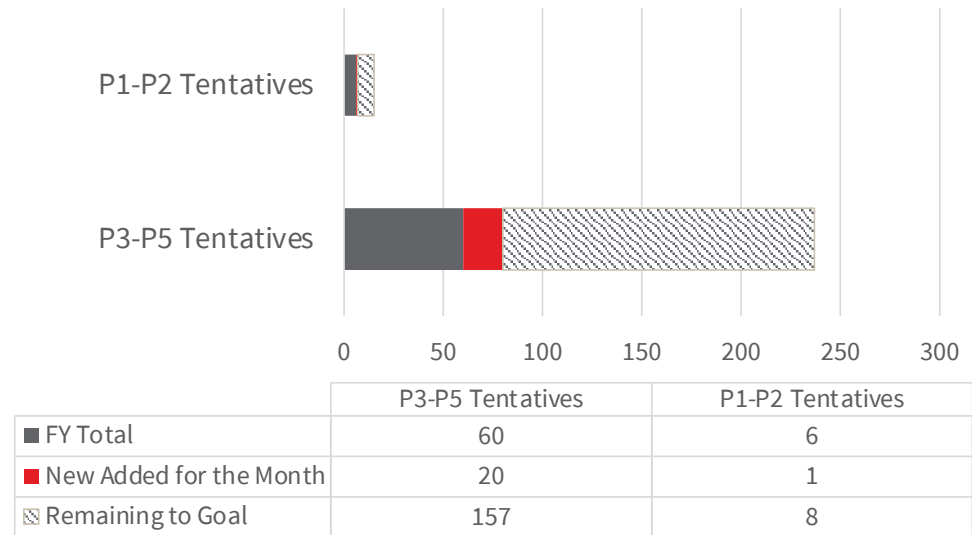


The sales teams across all partners added **21** new tentative events for the SCCC in the month of October.

- There is a goal to achieve **252** tentatives annually
- The SCCC team achieved **34%** of its overall annual goal
 - Spectra achieved 29% of 119
 - Levy achieved 44% of 119
- The DMO team has achieved **47%** of its annual goal
- The conversion rate from prospect to tentative YTD is **19%**
- Economic Impact
 - To be added for months going forward

** Note: DMO Activity is based on newly hired Sales Manager, that started in October 2021.*

Total Tentatives Funnel



SCCC Sales Definite Events

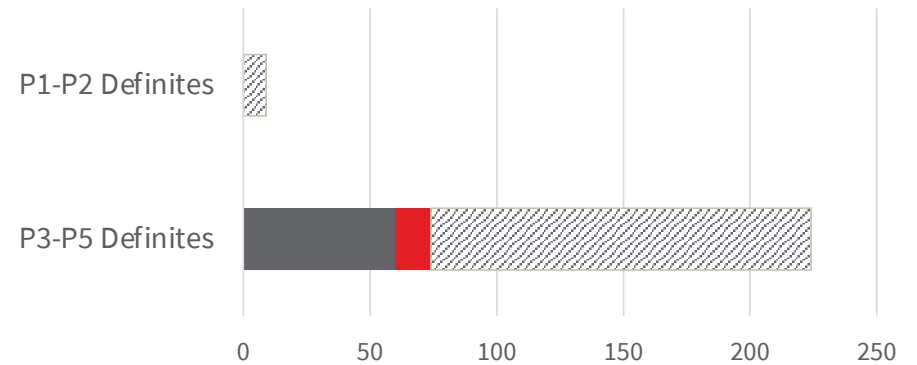


The sales teams across all partners added **14** new definite events for the SCCC in the month of October for future dates.

- The SCCC teams FY definite booking goal is **224**
 - Spectra’s goal is 30
 - Levy’s goal is 194
- The DMO FY definite booking goal is **9**
- The conversion rate from tentative to definite YTD is just over **16%**
 - Spectra booked 10
 - Levy booked 4
- Economic Impact
 - To be added for months going forward

* Note: DMO Activity is based on newly hired Sales Manager, that started in October 2021.

Total Definites Funnel



	P3-P5 Definites	P1-P2 Definites
■ FY Total	60	0
■ New Added for the Month	14	0
▨ Remaining to Goal	150	9

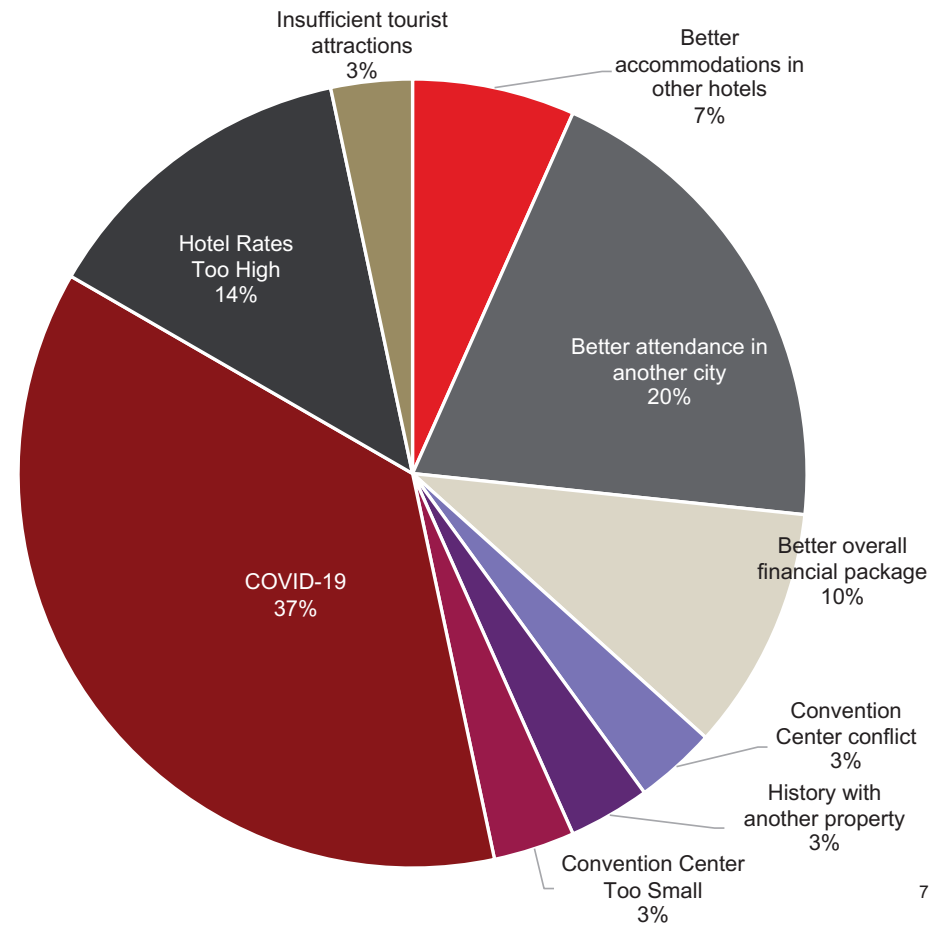
SCCC Sales Lost Events



There was 1 piece of lost business in the month of October.

- The events represented:
 - 20 room nights
 - \$69,985 in SCCC revenue (rental + F&B)
- Economic Impact
 - To be added for months going forward

Lost Business by Reason YTD

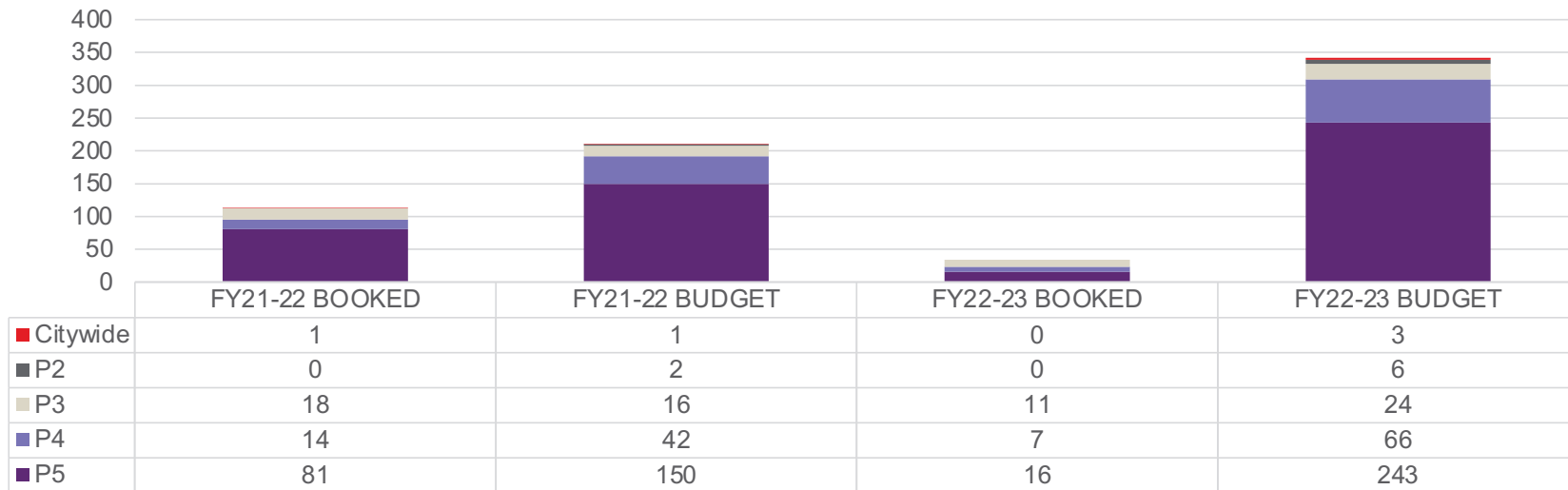


FY Budget Events (consumed in these FY)



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

FY Consumed Budget Events

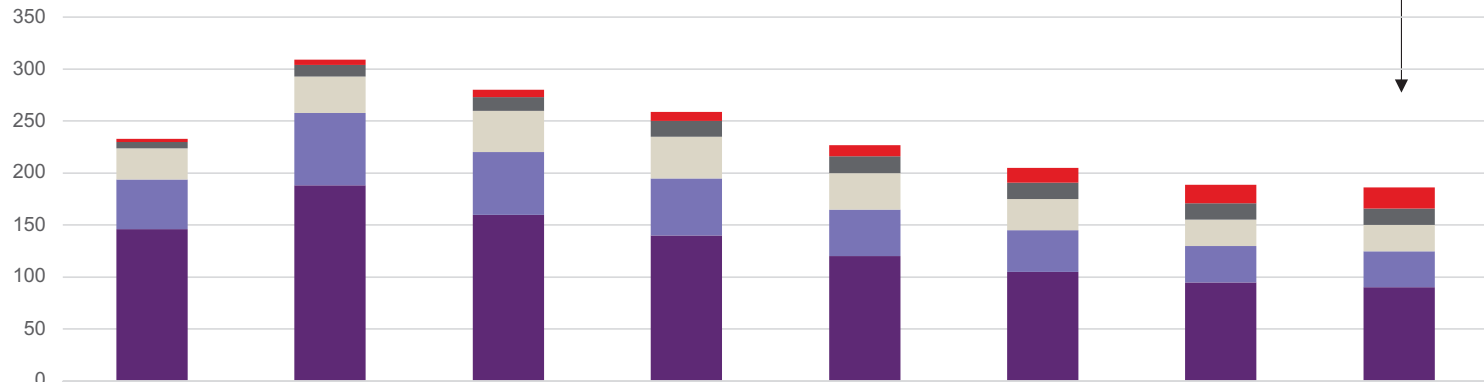


Booking Goals (booked for future years)



Stabilized year
Booked & Consumed
annually from here
forward

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



	FY21-22	FY22-23	FY23-24	FY24-25	FY25-26	FY26-27	FY27-28	FY28-29
■ Priority 1	3	5	7	9	11	14	18	20
■ Priority 2	6	11	13	15	16	16	16	16
■ Priority 3	30	35	40	40	35	30	25	25
■ Priority 4	48	70	60	55	45	40	35	35
■ Priority 5	146	188	160	140	120	105	95	90

Booking Goals