



**BOARD OF DIRECTORS REGULAR MEETING
AGENDA
January 20, 2022, 3:00 p.m.**

Pursuant to the provisions of the California Governor's Executive Order N-29-20, issued on March 17, 2020, to prevent the spread of COVID-19, Discover Santa Clara has implemented methods for the public to participate remotely.

*The public can participate remotely via Zoom: <https://zoom.us/j/94782127530>
Meeting ID: 947 8212 7530 or by phone: 1 (669) 900-6833.*

CALL TO ORDER

ROLL CALL

PUBLIC COMMENT

For public comment on items not on the Agenda that is within the subject matter jurisdiction of the Board.

CONSENT AGENDA

Matters listed in the Consent Agenda section will be considered routine by the Board and will be enacted 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 Board, staff or public. If discussion is requested, that item will be removed from the section entitled Consent Agenda and will be considered under Consent Items Pulled for Discussion.

CONSENT ITEMS PULLED FOR DISCUSSION

PUBLIC PRESENTATIONS

This item is reserved for persons to address the Board on any matter not on the agenda that is within the subject matter jurisdiction of the Board. The law does not permit action on, or extended discussion of, any item not on the agenda except under special circumstances. The Board 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

1. Action on the Delegation of Signing Authority to the Treasurer for Agreements, Amendments and Documents related to Employee Benefits Package not to exceed the Employee Benefits Package as previously approved by the Board.

Recommendation: Approve and delegate signing authority to the Treasurer for Agreements, Amendments and Documents related to Employee Benefits Package not to exceed the Employee Benefits Package as previously approved by the Board.

2. Action on Amendment No. 1 to the Amended and Restated Fiscal Sponsorship Agreement with the City of Santa Clara.

Recommendation: Approve and authorize the Chair to execute Amendment No. 1 to the

Amended and Restated Fiscal Sponsorship Agreement with the City of Santa Clara to extend the term through January 31, 2023.

3. Action on the Engagement Letter with Petrinovich Pugh & CO LLP to Prepare the Federal and Requested State Corporate Income Tax Returns for Visit Santa Clara for Tax Years 2018-2021.

Recommendation: Approve and authorize the Chair to execute the Engagement Letter with Petrinovich Pugh & CO LLP to prepare the Federal and requested State corporate income tax returns for Visit Santa Clara for tax years 2018-2021.

4. Review of Monthly Progress Report for December 2021.

Recommendation: Note and file Monthly Progress Report for December 2021.

GENERAL ANNOUNCEMENTS

ADJOURNMENT

The next regular scheduled meeting is on February 17, 2022 at 3:00 p.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 Kelly Carr, KCarr@discoversantaclara.org prior to the meeting.

Notice to Public:

The public is welcomed and encouraged to participate in this meeting. Public comment (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"), Silicon Valley/Santa Clara DMO, Inc. 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. Silicon Valley/Santa Clara DMO, Inc. 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 Silicon Valley/Santa Clara DMO, Inc. programs, services, and activities. Silicon Valley/Santa Clara DMO, Inc. will make all reasonable modifications to policies and programs to ensure that people with disabilities have an equal opportunity to enjoy all its programs, services, and activities.

Agendas and other written materials distributed during a public meeting that are public record will be made available by Silicon Valley/Santa Clara DMO, Inc. in an appropriate alternative format. 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 Silicon Valley/Santa Clara DMO, Inc., should contact Kelly Carr, KCarr@discoversantaclara.org as soon as possible before the scheduled event.

ATTACHMENTS

**AMENDMENT NO. 1
TO THE AMENDED AND RESTATED FISCAL SPONSORSHIP AGREEMENT
BETWEEN THE
CITY OF SANTA CLARA, CALIFORNIA,
AND
SILICON VALLEY/SANTA CLARA DMO, INC.
PREAMBLE**

This Agreement (“Amendment No. 1”) is entered into between the **City of Santa Clara**, California, a chartered California municipal corporation (“City”) and **Silicon Valley/Santa Clara DMO, Inc.**, a California non-profit mutual benefit corporation (the “DMO”). City and DMO may be referred to individually as a “Party” or collectively as the “Parties” in this Agreement.”

RECITALS

- A. The Parties previous entered into an agreement entitled “Amended and Restated Fiscal Sponsorship Agreement between the City of Santa Clara, California, and Silicon Valley/Santa Clara DMO, Inc.” dated February 12, 2021 (the “Original Agreement”); and
- B. The Parties entered into the Original Agreement for the purpose of having the City act as the DMO’s fiscal sponsor for the purpose of receiving and maintaining TID funds and distributing such funds to be used exclusively to support activities and costs related to the establishment and operation of the organization including but not limited to legal services, insurance, hiring staff and related administrative and program costs.
- C. The Parties now wish to amend the Original Agreement to extend the term of the Agreement.

NOW, THEREFORE, the Parties agree as follows:

AMENDMENT TERMS AND CONDITIONS

- 1. Section 1 of the Original Agreement, entitled “Term of Agreement” is hereby amended by deleting the existing Section 1 in its entirety and replacing it with the following:

Unless otherwise set forth in this Agreement or unless this paragraph is subsequently modified by a written amendment to this Agreement, the term of this Agreement shall begin on February 10, 2020 and terminate on January 31, 2023.

- 2. Except as set forth herein, all other terms and conditions of the Original Agreement shall remain in full force and effect. In case of a conflict in the terms of the Original Agreement and this Amendment No. 1, the provisions of this

The Parties acknowledge and accept the terms and conditions of this Amendment No. 1 as evidenced by the following signatures of their duly authorized representatives.

CITY OF SANTA CLARA, CALIFORNIA
a chartered California municipal corporation

Approved as to Form:

Dated: _____

Office of the City Attorney

DEANNA J. SANTANA
City Manager
1500 Warburton Avenue
Santa Clara, CA 95050
Telephone: (408) 615-2210
Fax: (408) 241-6771

“CITY”

SILICON VALLEY/SANTA CLARA DMO, INC.
a California non-profit mutual benefit corporation

Dated: _____

By (Signature): _____

Name: Eron Hodges

Title: Chair

Principal Place of Business Address: 5001 Great America Parkway
Santa Clara, CA 95054

Email Address: ehodges@discoversantaclara.org

Telephone: (408) 748-7095

“DMO”

January 7, 2022

Mr. Eron Hodges, Chair
Silicon Valley/Santa Clara DMO, Inc.
5001 Great America Parkway
Santa Clara, CA 95054

Dear Mr. Hodges,

We will prepare the federal and requested state corporate income tax returns for Visit Santa Clara for tax years 2018 – 2021 (no activity returns) and will advise you on income tax matters as to which you specifically request our advice in writing. This firm is responsible for preparing only the returns listed above. All other returns and forms are to be prepared by you or under separate written engagement letters.

With respect to income tax preparation work, we will not audit or verify the data you submit, although we may ask you to clarify it, or provide us with additional information. Our work in connection with the preparation of your income tax returns does not include any procedures designed to discover fraud, defalcations, or other irregularities, should any exist. We will render such accounting and bookkeeping assistance as we find necessary for preparing the income tax returns.

You are confirming to us that unless we are otherwise advised, the travel, entertainment, gifts, and related expenses are supported by the necessary records required under Section 274 of the Internal Revenue Code. If you have any questions as to the type of records required, please ask our advice in that regard. You are also confirming that you will furnish us with all the information required for preparing the returns. You should retain all the documents, books, and records that form the basis of your income and deductions. The documents may be necessary to prove the accuracy and completeness of the returns to a taxing authority. You have the final responsibility for the income tax returns and, therefore, you should review them carefully before you sign them.

The law provides for a penalty to be imposed where taxpayers make a substantial understatement of their tax liability. For corporate taxpayers (other than an S-corporation or a personal holding company), there is a substantial understatement of income tax for any taxable year if the amount of the understatement for the taxable year exceeds the lesser of: (i) 10 percent of the tax required to be shown on the return for the taxable year (or, if greater, \$10,000), or (ii) \$10,000,000. The penalty is 20 percent of the tax underpayment. Taxpayers may seek to avoid all or part of the penalty by showing (1) that they acted in good faith and there was reasonable cause for the understatement, (2) that the understatement was based on substantial authority, or (3) that the relevant facts affecting the item's tax treatment were adequately disclosed on the return. You agree to advise us if you wish disclosure to be made in your returns or if you desire us to identify or perform further research with respect to any material tax issues for the purposes of ascertaining whether, in our opinion, there is "substantial authority" for the position proposed to be taken on such issues in your returns.

Our policy is to electronically file all federal and California corporate income tax returns ("e-filing") for those returns that can be e-filed (2018 returns will likely need to be paper filed). However, you do have the right to "opt out" of the e-filing program. Please notify our firm immediately should you desire not to have your returns e-filed. Please note that unless you notify us of your desire to not e-file your returns, we will prepare your returns to be e-filed unless there are technical issues that preclude e-filing.

Although e-filing requires both you and our firm to complete additional steps, the same filing deadlines will apply. You must therefore ensure that you complete the additional requirements well before the due dates in order for our firm to be able to timely transmit your return. We will provide you with a paper or electronic copy of the income tax returns for your review prior to electronic transmission. After you have reviewed the returns, you must provide us with signed authorizations indicating that you have reviewed the returns and that, to the best of your knowledge, you feel they are correct. We cannot transmit the returns to the taxing authorities until we have the signed authorizations. Please note that you will be responsible for ensuring that any payments due are timely submitted to the appropriate taxing authorities. Finally, please note that although our firm will use our best efforts to ensure that your returns are successfully transmitted to the appropriate taxing authorities, we will not be financially responsible for electronic transmission or other errors arising after your return has been successfully submitted from our office.

We will use our professional judgment in preparing your returns. Whenever we are aware that a possibly applicable tax law is unclear or that there are conflicting interpretations of the law by authorities (e.g., tax agencies and courts), we will explain the possible positions that may be taken on your return. In accordance with our professional standards, we will follow whatever position you request, as long as it is consistent with the codes, regulations, and interpretations that have been promulgated. If the Internal Revenue Service, Franchise Tax Board, or other tax authority should later contest the position taken, there may be an assessment of additional tax plus interest and penalties. We assume no liability for any such additional penalties or assessments. In the event, however, that you ask us to take a tax position that in our professional judgment will not meet the applicable laws and standards as promulgated, we reserve the right to stop work and shall not be liable to you for any damages that occur as a result of ceasing to render services.

Please note that any person or entity subject to the jurisdiction of the United States (includes individuals, corporations, partnerships, trusts, and estates) having a financial interest in, or signature or other authority over, bank accounts, securities, or other financial accounts having an aggregate value exceeding \$10,000 at any time during the calendar year in a foreign country, shall report such a relationship. Although there are some limited exceptions, filing requirements also apply to taxpayers that have direct or indirect control over a foreign or domestic entity with foreign financial accounts, even if the taxpayer does not have foreign account(s). For example, a corporate-owned foreign account would require filings by the corporation, by the individual corporate officers with signature authorities, and by shareholders who have controlling ownership in the corporation. Failure to disclose the required information to the U.S. Department of the Treasury may result in substantial civil and/or criminal penalties.

If you and/or your entity have a financial interest in, or signature authority over, any foreign accounts, you are responsible for providing our firm with all the information necessary to prepare the Report of Foreign Bank and Financial Accounts (FBAR) required by the U.S. Department of the Treasury in order for the FBAR to be received by the Department on or before the due date. The FBAR filing deadline is April 15th and follows the federal income tax due date guidance, which notes that if the tax due date falls on a weekend or legal holiday, the form is considered timely filed if filed on the next business day. An automatic 6-month extension will be granted to October 15th of each tax year.

Electronic filing of the FBAR is mandatory using the Bank Secrecy Act (BSA) e-filing system located on the Financial Crimes Enforcement Network (FinCEN). If you would like our firm to submit your electronic FBAR (FinCEN Form 114) on your behalf, we must

receive a signed consent form (FinCEN Form 114a) from you prior to submitting the foreign reporting form. If you do not provide our firm with information regarding all interests you have in a foreign account, or if we do not timely receive your signed authorization to file your foreign reporting form, we will not be able to prepare and file the required disclosure statements.

Additionally, the IRS also requires information reporting on foreign interests or activities under applicable Internal Revenue Code sections and related regulations, and the respective IRS tax forms are due when your income tax return is due, including extensions. The IRS reporting requirements are in addition to the U.S. Department of the Treasury reporting requirements stated above. Therefore, if you have any direct or indirect foreign interests that require disclosures to the IRS, you must provide us with the information necessary to prepare the applicable IRS forms:

Form 8938 – Individuals or entities with ownership of foreign financial assets and that meet specified criteria; **Form 5471** – Officers, directors, or shareholders with respect to certain foreign corporations; **Form 5472** – Foreign-owned U.S. corporations or foreign corporations engaged in U.S. trade or businesses; **Form 926** – U.S. transferors of property to foreign corporations; **Forms 3520 or 3520-A** – U.S. persons with interests in foreign trusts and receipt of certain foreign gifts or inheritance; **Form 8865** – U.S. persons with interests in foreign partnerships; **Form 8858** – U.S. persons that are tax owners of foreign disregarded entities; **Form 1042-S**, **Form 1042** – For the purposes of FATCA, a U.S. withholding agent required to withhold on payments of certain U.S. source income made to a foreign entity; the form must be filed by March 15, 2021, at the latest. Any required withholdings will have separate payment due dates depending on the facts and circumstances; **Form 8621** - Shareholder of a Passive Foreign Investment Company or Qualified Electing Fund.

The above list of applicable IRS forms is not an all-inclusive list and should not be relied upon for disclosure of all foreign activities. There are additional forms relating to foreign activities that are not included in our list but depending on the facts and circumstances would be required by the IRS to file. Any potential foreign matters should be disclosed to us to help ensure compliance with the IRS' filing requirements.

Failure to timely file the appropriate forms with the U.S. Department of the Treasury and the IRS may result in substantial monetary penalties and in certain circumstances may result in criminal penalties. You accept responsibility for informing us if you believe that you may have foreign reporting requirements with the U.S. Department of the Treasury and/or IRS, and you agree to timely provide us with the information necessary to prepare the appropriate form(s). We understand that the foreign reporting requirements are very complex, so if you have any questions regarding the application of the U.S. Department of the Treasury and/or the IRS reporting requirements to your foreign interests or activities, please ask us for advice in that regard. We assume no liability for penalties associated with the failure or untimely filing of any of these forms. **We will provide you with a Foreign Matters Checklist to aid you in identifying potential reporting issues.**

If the corporation derived income from a foreign country, you must provide this information to us so that we may use the foreign country information to calculate any applicable foreign tax credits or any other tax implications that affect your tax returns identified above. However, we will not prepare any foreign country tax filings and you are responsible for meeting all foreign country tax filing requirements.

The Affordable Care Act (ACA) added various new health insurance mandates, penalties, and credits. Our services in connection with this engagement are not designed to address the legal or regulatory aspects of your compliance with the Affordable Care Act. In preparing your tax returns, we will rely solely on the information you provide us regarding the ACA mandates and you agree to accept full responsibility for the accuracy and completeness of this information, as well as your compliance with the ACA. As such, we will not be responsible for any taxes, penalties, or interest that may be assessed.

You agree that we are not responsible for preparing any required Forms 1099 and will assume that you have taken care of the information reporting requirement that you may have for the year. We can assist you with this if you request in writing that we do so.

Federal law has extended the attorney-client privilege to some, but not all, communications between a client and the client's CPA. The privilege applies only to non-criminal tax matters that are before the IRS or brought by or against the U.S. government in a federal court. The communications must be made in connection with tax advice. Communications solely concerning the preparation of a tax return will not be privileged. In addition, the confidentiality privilege can be inadvertently waived if the contents of any privileged communication are discussed with a third party, such as a lending institution, a friend, or a business associate. We recommend that you contact us before releasing any privileged information to a third party. As a corporation, you need to be especially careful about privileged communications. If a communication is made in the presence of a corporate employee who is not authorized to act or speak for the corporation in relation to the communication's subject matter, then the communication will be deemed to be made in the presence of a third party and any privilege will be waived.

If we are asked to disclose any privileged communication, unless we are required to disclose the communication by law, we will not provide such disclosure until you have had an opportunity to argue that the communication is privileged. You agree to pay any and all reasonable expenses that we incur, including legal fees, that are a result of attempts to protect any communication as privileged.

You acknowledge that you are responsible for management decisions and functions. That responsibility includes designating qualified individuals with the necessary expertise to be responsible and accountable for overseeing all the specific services we perform as part of this engagement, as well as evaluating the adequacy and results of the services performed. You are responsible for establishing and maintaining internal controls, including monitoring ongoing activities.

Fees for our services are determined primarily by the time required by the individuals on each matter, plus direct expenses. We estimate the fee for the preparation of each corporate income tax return to be \$750 - \$1,000 per return. Additionally, we may, however, adjust fees to appropriately reflect the value of the services rendered. Individual hourly rates vary according to the degree of responsibility involved and the skill required. Payment for service is due and payable upon receipt of invoice. Interim billings may be submitted as work progresses and expenses are incurred. We reserve the right to stop work on any account that is 30 days past due, in accordance with our firm's stated collection policy. Amounts not paid within 30 days from the invoice date are past due and will be subject to a late payment charge of 1.5% per month. In addition, in the event our firm or any of its employees or agents is called as a witness or requested to provide any information whether oral, written or electronic in any judicial, quasi-judicial, or administrative hearing or trial regarding information or communications that you have provided to this firm, or any documents and workpapers prepared by us in accordance with the terms of this

agreement, you agree to pay any and all reasonable expenses including fees and costs for our time at the rates then in effect, as well as any legal or other fees that we incur as a result of such appearance or production of documents.

For your information, our current hourly rates are as follows:

Partner	\$440 - \$540
Professional Staff	\$160 - \$440
Clerical	\$130

We will also respond to any tax notices (as necessary) at our standard hourly rates. The estimated tax fees noted above does not include responding to inquiries from tax authorities. Our firm is also not responsible for a tax authority's disallowance of doubtful deductions or deductions that are not supported by you with adequate documentation, nor for resulting taxes, penalties, and interest.

In connection with this engagement, we may communicate with you or others via email transmission. We take reasonable measures to secure your confidential information in our email transmissions. However, as email can be intercepted and read, disclosed, or otherwise used or communicated by an unintended third party, or may not be delivered to each of the parties to whom it is directed and only to such parties, we cannot guarantee or warrant that email from us will be properly delivered and read only by the addressee. Therefore, we specifically disclaim and waive any liability or responsibility whatsoever for interception or unintentional disclosure or communication of email transmissions, or for the unauthorized use or failed delivery of email transmitted by us in connection with the performance of this engagement. In that regard, you agree that we shall have no liability for any loss or damage to any person or entity resulting from the use of email transmissions, including any consequential, incidental, direct, indirect, or special damages, such as loss of sales or anticipated profits, or disclosure or communication of confidential or proprietary information.

It is our policy to keep records related to this engagement for seven years. However, we do not keep any original client records, and will return those to you at the completion of the services rendered under this engagement. When records are returned to you, it is your responsibility to retain and protect your records for possible future use, including potential examination by any government or regulatory agencies. You acknowledge and agree that upon the expiration of the seven-year period we shall be free to destroy our records related to this engagement.

If any dispute arises among the parties hereto, the parties agree to first try in good faith to settle the dispute by mediation administered by the American Arbitration Association under its Rules for Professional Accounting and Related Services Disputes before resorting to litigation. Costs of any mediation proceeding shall be shared equally by all parties. Client and accountant both agree that any dispute over fees charged by the accountant to the client will be submitted for resolution by arbitration in accordance with the Rules for Professional Accounting and Related Services Disputes of the American Arbitration Association, except that under all circumstances the arbitrator must follow the rules of the state of California. Such arbitration shall be binding and final. IN AGREEING TO ARBITRATION, WE BOTH ACKNOWLEDGE THAT, IN THE EVENT OF A DISPUTE OVER FEES CHARGED BY THE ACCOUNTANT, EACH OF US IS GIVING UP THE RIGHT TO HAVE THE DISPUTE DECIDED IN A COURT OF LAW BEFORE A JUDGE OR JURY AND INSTEAD WE ARE ACCEPTING THE USE OF ARBITRATION FOR RESOLUTION. The prevailing party shall be entitled to an award of reasonable attorneys' fees and costs incurred in connection with the arbitration of the dispute in an amount to be determined by the arbitrator.

If the above fairly sets forth your understanding, please sign this letter and return it to us. Please note that you are affirming to Petrinovich Pugh & Company, LLP, your understanding of, and agreement to, the terms and conditions of this engagement letter by any one of the following actions: returning your signed engagement letter to our firm, returning your income tax information to us for use in the preparation of your returns, the submission of the tax returns we have prepared for you to the taxing authorities, or the payment of our return preparation fees.

We appreciate the opportunity to be of service to you and believe this letter accurately summarizes the significant terms of our engagement. If you have any questions, please let us know.

Very truly yours,



Petrinovich Pugh & Company, LLP

To minimize printed materials and preserve the integrity of client information – **tax returns will be provided to you electronically, unless otherwise requested.** You will be able to access the returns in electronic format and can download and save them for future use. Please indicate below if you would like to receive paper copies of the tax returns, and note that an additional charge may apply:

Yes, please provide paper copies of the income tax returns.

Please indicate below the method by which you wish to receive paper copies of original documents (and, if applicable, income tax returns). Note that there will be an additional charge for express delivery service:

Please send via U.S. Postal Service regular mail.

Please send via express delivery service with no signature requirement.

Please send via express delivery service **with signature required.**

I will pick up the tax returns and/or original documents.

Accepted:

Visit Santa Clara

Eron Hodges, Chair

Date



Santa Clara Convention Center

Monthly Sales Progress Report

December 2021

Updated: 01-09-21



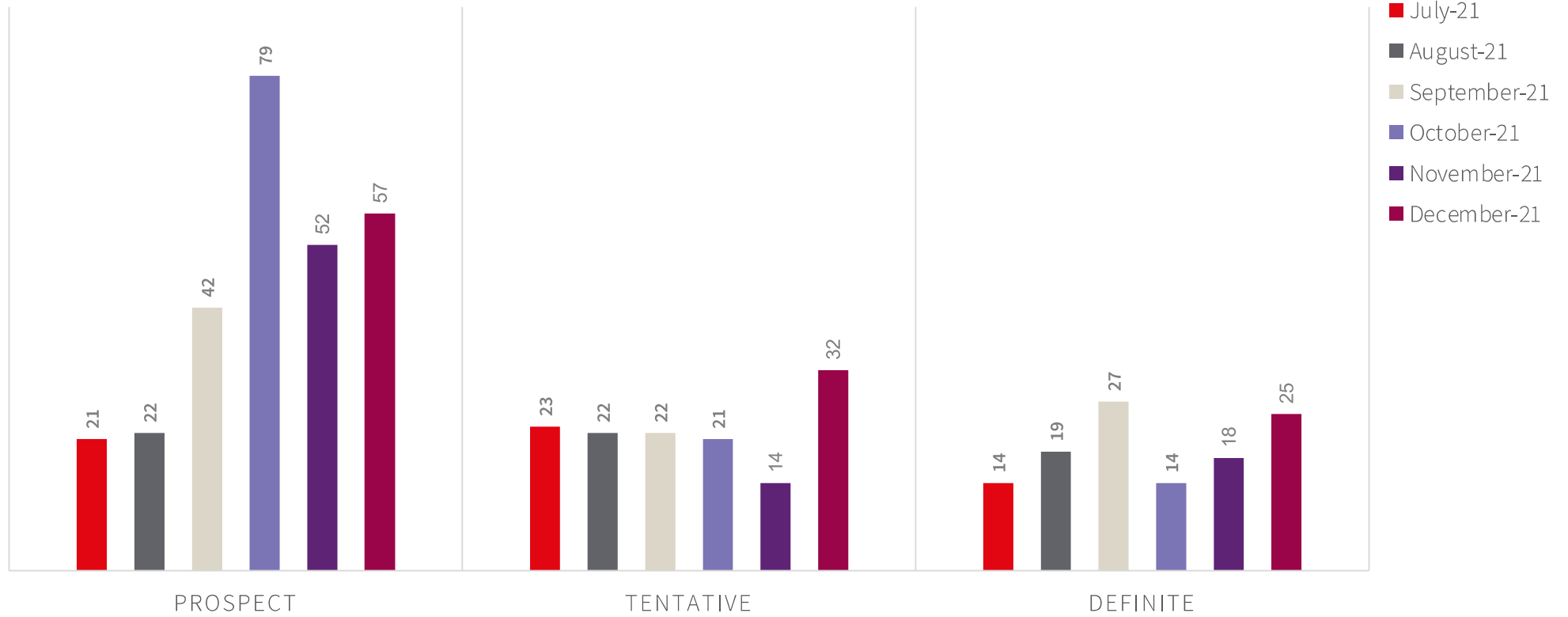
Sales Meeting Topics



Discussion Topics:

- Review monthly sales report
 - Monthly Lead Trends
 - Prospect activity
 - Tentative conversion
 - Definite conversion
 - Lost events by reason
 - Pace to budget
 - Pace to booking goals

Monthly Lead Trends | FY 21-22



Monthly Totals by Event Type



	P 1 - P 2	P 3 - P 5
Current Active Prospects	69	444

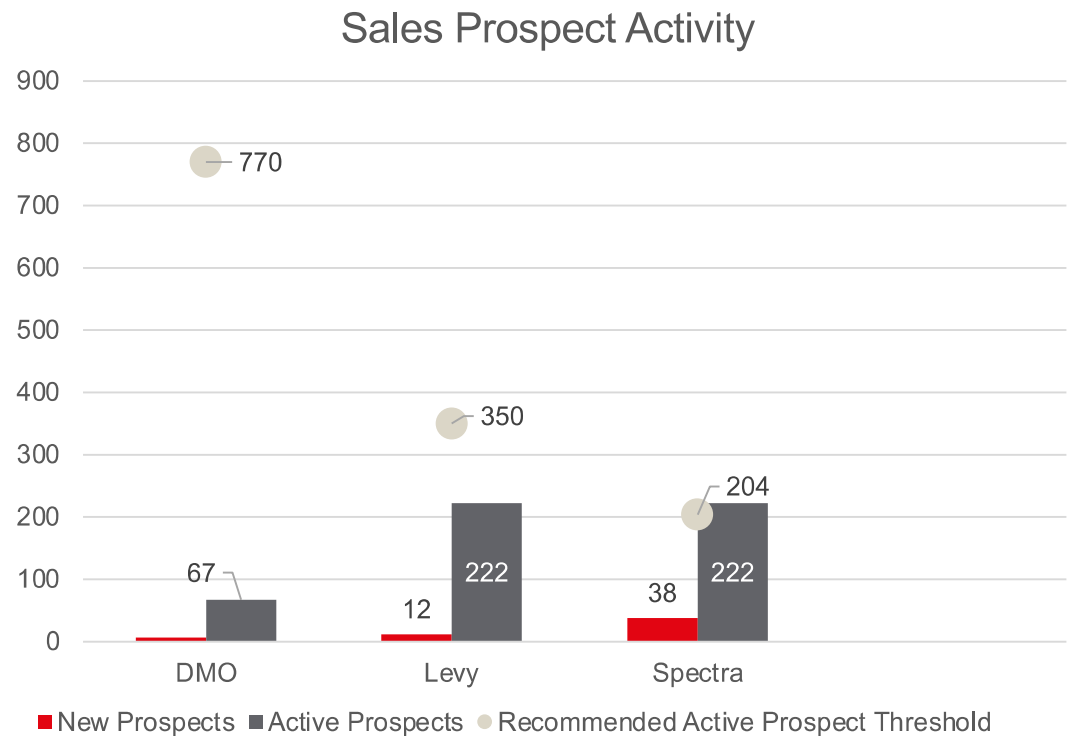
December	P 1 - P 2	P 3 - P 5
New Prospects	7	50
New Tentatives	1	31
New Definites	0	25

SCCC Sales Prospects



The sales teams across all partners added **57** new prospects for the SCCC in the month of December.

- There is a goal to maintain a certain level of sales activity.
 - Spectra = 204
 - Levy = 350
 - DMO = 770
- New prospects added represent:
 - Over 23,048 room nights and 55,320 attendees
 - \$993,648.90 in SCCC rental revenue
 - \$2,568,958.00 in SCCC F&B revenue
- Economic Impact
 - To be added for months going forward



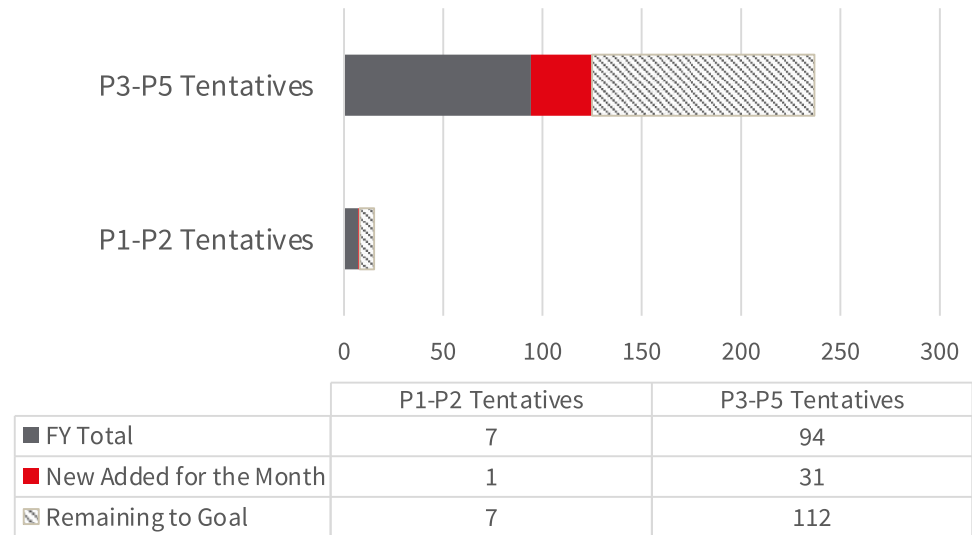
SCCC Sales Tentative Events



The sales teams across all partners added **32** new tentative events for the SCCC in the month of December.

- There is a goal to achieve **252** tentatives annually
- The SCCC team achieved **53%** of its overall annual goal
 - Spectra achieved 60% of 119
 - Levy achieved 50% of 119
- The DMO team has achieved **53%** of its annual goal
- The conversion rate from prospect to tentative YTD is **26%**
- Economic Impact
 - To be added for months going forward

Total Tentatives Funnel



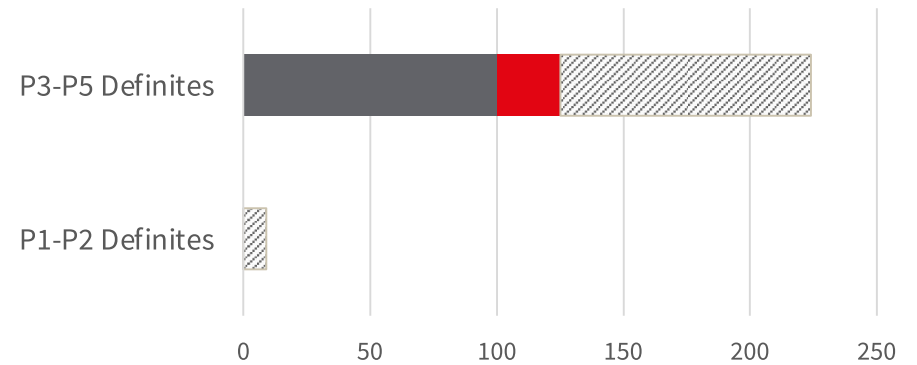
SCCC Sales Definite Events



The sales teams across all partners added **25** new definite events for the SCCC in the month of December 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 **19%**
 - Spectra booked 22
 - Levy booked 3
- Economic Impact
 - To be added for months going forward

Total Definites Funnel



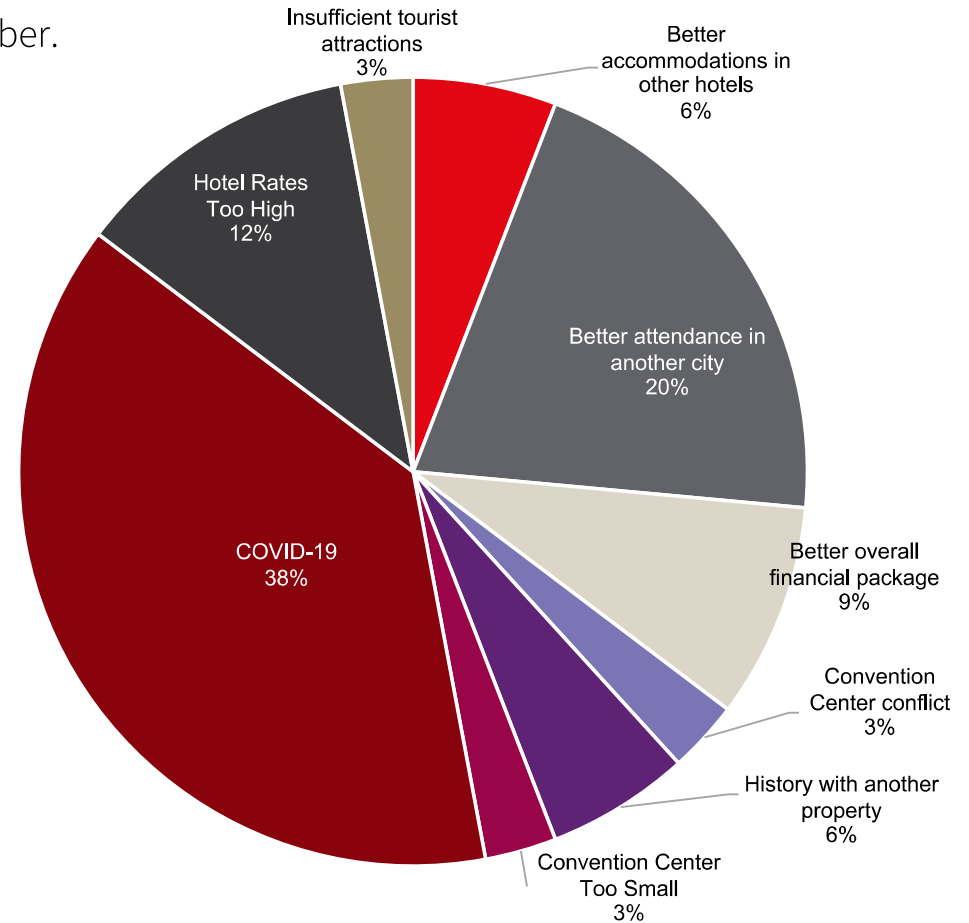
SCCC Sales Lost Events



Lost Business by Reason YTD

There were 1 pieces of lost business in the month of December.

- The events represented:
 - 300 attendees
 - \$50,000 in SCCC revenue (rental + F&B)
- Economic Impact
 - To be added for months going forward

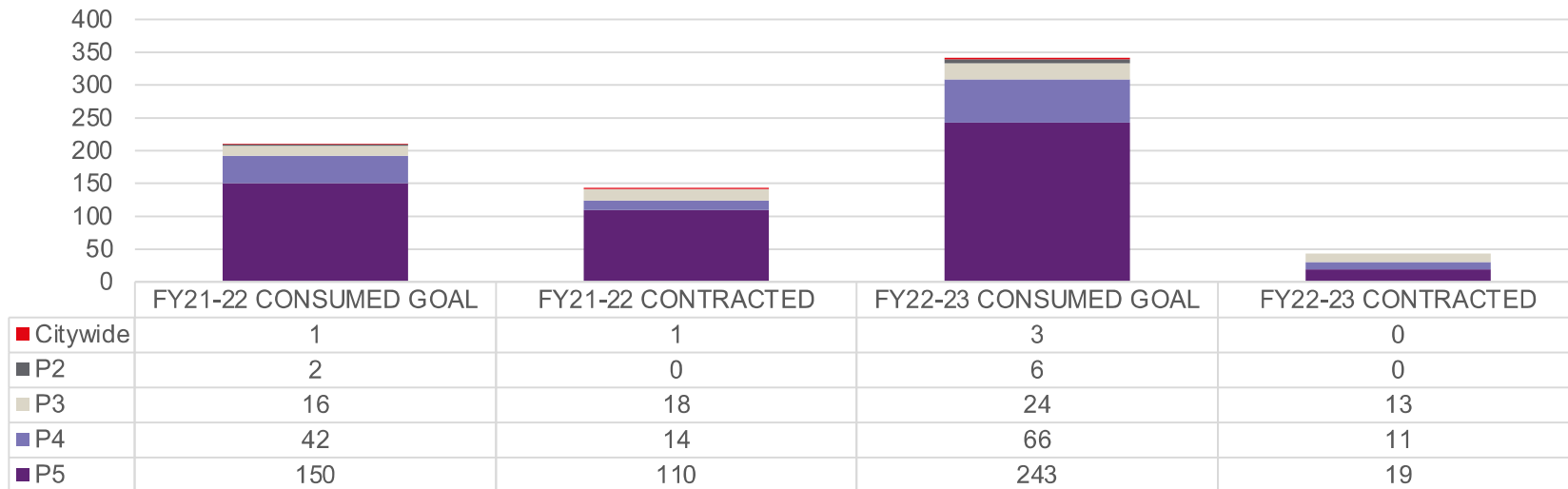


FY Budget Events (consumed in this FY)



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

FY Consumed Goals



Event Mix Goal to Full Optimization



SCCC Event Mix Goal to Full Optimization

Full Optimization from here forward

