



## SANTA CLARA TOURISM IMPROVEMENT DISTRICT REGULAR MEETING AGENDA

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February 22, 2022

10:00 A.M.

Virtual Meeting

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*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, the Santa Clara Tourism Improvement District (SCTID) has implemented methods for the public to participate remotely.*

*The public can participate remotely via Zoom: <https://zoom.us/j/97763330922>  
Meeting ID: 977 6333 0922 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 SCTID.*

### **CONSENT AGENDA**

*Matters listed in the Consent Agenda section will be considered routine by the SCTID 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 SCTID, 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.*

#### **1. Action on the Minutes of:**

- Santa Clara Tourism Improvement District – December 15, 2021
- Santa Clara Tourism Improvement District – December 16, 2021
- Santa Clara Tourism Improvement District – February 7, 2022

### **CONSENT ITEMS PULLED FOR DISCUSSION**

### **PUBLIC PRESENTATIONS**

*This item is reserved for persons to address the SCTID on any matter not on the agenda that is within the subject matter jurisdiction of the SCTID. The law does not permit action on, or extended discussion of, any item not on the agenda except under special circumstances. The SCTID 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 on the potential increase of the Santa Clara Tourism Improvement District Assessment to the maximum assessment rate of 2% for FY 2022/23.**
- 3. Review of Discover Santa Clara™'s Monthly Progress Report for January 2022.**

## **GENERAL ANNOUNCEMENTS**

### **ADJOURNMENT**

The next regular scheduled meeting is on March 22, 2022 at 10:00 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 at [peter.hart@hilton.com](mailto:peter.hart@hilton.com) 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 SCTID. The agenda provides a general description and staff recommendation; however, the SCTID 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 SCTID 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 SCTID 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 SCTID programs, services, and activities. The SCTID 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 the SCTID in an appropriate alternative format. Contact [DSCAdmin@discoversantaclara.org](mailto: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 SCTID should contact Peter Hart at [peter.hart@hilton.com](mailto:peter.hart@hilton.com) as soon as possible before the scheduled event.*

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

December 15, 2021, 11:30 a.m.

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**\*COVID-19 NOTICE\***

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**Call to Order**

Chair Hodges called the meeting to order at 11:33 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  
Sean Steenson, General Manager, Delta Silicon Valley  
Christopher Sullivan, General Manager, Marriott Santa Clara

**Absent: 5** 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  
Susan Garcia, Interim General Manager, Element Santa Clara

A quorum was met.

**In Attendance**

Ruth Mizobe Shikada, City of Santa Clara  
Nancy Thome, City of Santa Clara

**Public Comments**

*Public comment for items not on the Agenda.*

There were no public comments.

**Consent Calendar**

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**Consent Items Pulled for Discussion**

## **Public Presentations**

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There were no public presentations.

## **General Business – Items for Discussion**

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

Chair Hodges reminded the hotels that the DMO is working with Civitas on a plan of dissolution for Visit Santa Clara since it is no longer necessary or a viable factor for their current efforts. The hotels had established Visit Santa Clara, with Civitas' support, in an effort to reestablish an avenue to continue destination sales efforts. Chair Hodges added that there are tax implications that need to be resolved and the need to focus efforts on Discover Santa Clara™.

**A motion was made by Joe Eustice, seconded by Justin Hart, to move forward with the disestablishment of the corporation Visit Santa Clara. The motion passed unanimously 6-0.**

Nancy Thome added that the plan of dissolution is being developed and will be brought back to the District for discussion and action when ready.

## **General Updates**

Joe Eustice reminded the group that the TOT is going up 2% and is effective January 1. Chair Hodges added that he hoped that the hotels updated their systems for the change in the TID assessment to 1.5%.

Peter Hart asked about the status of Destination Advantage and the work that went on with Visit Santa Clara. Chair Hodges indicated that the TID does not own the rights to the site and are no longer working with Donovan. They have been working on a new site with Lotus Marketing and are currently in the branding process. Chair Hodges was hopeful that the new brand will be shared with the District in January.

Chair Hodges reported that the DMO now has two sales managers, and the initial goal is for each of them to achieve 30 prospects a month for P1s and P2s. Chair Hodges meets with the sales managers weekly to get prospect updates.

## **Adjournment**

The meeting adjourned at 11:47 a.m. The next regular scheduled meeting is on December 16, 2021 at 8:00 a.m.

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

December 16, 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: 5** Joe Eustice, General Manager, Hilton Santa Clara  
Peter Hart, General Manager, Embassy Suites  
Eron Hodges, General Manager, Hyatt Regency Santa Clara  
Sean Steenson, General Manager, Delta Silicon Valley  
Christopher Sullivan, General Manager, Marriott Santa Clara
- Absent: 6** 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 meeting at 8:07 a.m.)  
Brent Larkin, General Manager, Plaza Suites  
Alan Mass, General Manager, Hyatt House  
Susan Garcia, Interim General Manager, Element Santa Clara

**In Attendance**

Ruth Mizobe Shikada, City of Santa Clara  
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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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 21, 2021
- Santa Clara Tourism Improvement District – November 18, 2021
- Santa Clara Tourism Improvement District – December 2, 2021

Justin Hart joined the meeting at 8:07 a.m.

**A motion was made by Christopher Sullivan, seconded by Justin Hart, to approve the Consent Calendar. The motion passed unanimously 6-0.**

**Consent Items Pulled for Discussion**

**Public Presentations**

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There were no public presentations.

**General Business – Items for Discussion**

2. Introduction of Michael Baker, Sales Manager.

Chair Hodges introduced the new DMO sales manager Michael Baker. Michael Baker shared that he is a former senior events manager from the Moscone Center where he worked the majority of his career, worked at San Mateo Center for about 1.5 year, and then open his own company Michael Baker Events. Chair Hodges added that Michael is working at the Convention Center in a shared space and the sales team is currently touring the hotels.

3. Review of Discover Santa Clara™'s Monthly Progress Report for November 2021.

Dan Fenton reported that with a sales team of four, they continue to focus on prospecting efforts. There were 52 prospects added in November and the DMO sales managers have goals set for new prospects of 40-50 monthly. Chair Hodges indicated that he meets with Michael and Anthony weekly at the hotel. Chair Hodges encouraged other others to meet when they can to discuss business. Dan Fenton added they continue to study lost business and way to combat the losses.

Nancy Thome asked for clarification on page 9 as the FY 21-22 Actuals column is reporting on the number of current reservations on the books, not actual consumed events. It was recommended that the column be titled “contracted”.

4. Action on the 2022 Santa Clara Tourism Improvement District Meeting Calendar (the 4<sup>th</sup> Tuesday of the month at 10:00 a.m.)

Chair Hodges reported feedback was asked from hotels in an effort to increase participation levels at meetings. Peter Hart asked if all hotels provided feedback. Nancy Thome indicated that not all hotels provided feedback however there were at least two that did provide feedback and had conflicts with the current schedule.

**A motion was made by Christopher Sullivan, seconded by Peter Hart, to approve the 2022 Santa Clara Tourism Improvement District Meeting Calendar. The motion passed unanimously 6-0.**

**General Updates**

**Adjournment**

The meeting adjourned at 8:25 a.m. The next regular scheduled meeting is on January 25, 2022 at 10:00 a.m.

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

February 7, 2022, 1:30 p.m.

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**Call to Order**

Chair Hodges called the meeting to order at 1:35 p.m.

**Roll Call**

**Present: 5** Joe Eustice, Hilton Santa Clara  
Brent Larkin, Hyatt Centric Santa Clara Silicon Valley  
Justin Hart, AC Hotel Santa Clara  
Peter Hart, Embassy Suites  
Eron Hodges, Hyatt Regency Santa Clara  
Christopher Sullivan, Marriott Santa Clara

**Absent: 6** Miriam Arreola, Avatar Hotel  
Bridgette Burns, TownePlace Suites by Marriott  
Kevin Dominguez, Element Santa Clara  
Alan Mass, Hyatt House  
Sean Steenson, Delta Silicon Valley (joined at 1:39 p.m.)

**In Attendance**

Ruth Mizobe Shikada, City of Santa Clara  
Nancy Thome, City of Santa Clara  
Dan Fenton, JLL

**Public Comments**

*Public comment for items not on the Agenda.*

There were no public comments.

**Consent Calendar**

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**Consent Items Pulled for Discussion**



## **Public Presentations**

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There were no public presentations

## **General Business – Items for Discussion**

1. Action on a Resolution of the Board of Directors of Visit Santa Clara Electing to Wind Up and Dissolve the Corporation.

Chair Hodges indicated the Resolution was included in the agenda packet and there were two notable actions as described in the Resolution: 1) To wind up and dissolve the corporation and 2) the liquidation of assets.

Nancy Thome added that once the Resolution was approved, the members would receive a copy of the Certificate of Dissolution which will require everyone's wet signature as this is the document that gets submitted to the Secretary of State.

Sean Steenson joined the meeting at 1:39 p.m.

Nancy Thome is working with Civitas to coordinate this effort on behalf of Visit Santa Clara. She is checking to see if one wet signature per page would be acceptable for the submission and will follow up with the hotels.

**A motion was made by Brent Larkin, seconded by Justin Hart to approve the Resolution of the Board of Visit Santa Clara Electing to Wind Up and Dissolve the Corporation. Motion passed unanimously 6-0.**

## **General Updates**

Brent Larkin announced that Hyatt Centric Santa Clara Silicon Valley will be opening March 16<sup>th</sup>.

## **Adjournment**

The meeting adjourned at 1:44 p.m. The next regular scheduled meeting is on February 22, 2022 at 10:00 a.m.



# *Santa Clara Convention Center*

## **Monthly Sales Progress Report**

January 2022

Updated: 02-09-22



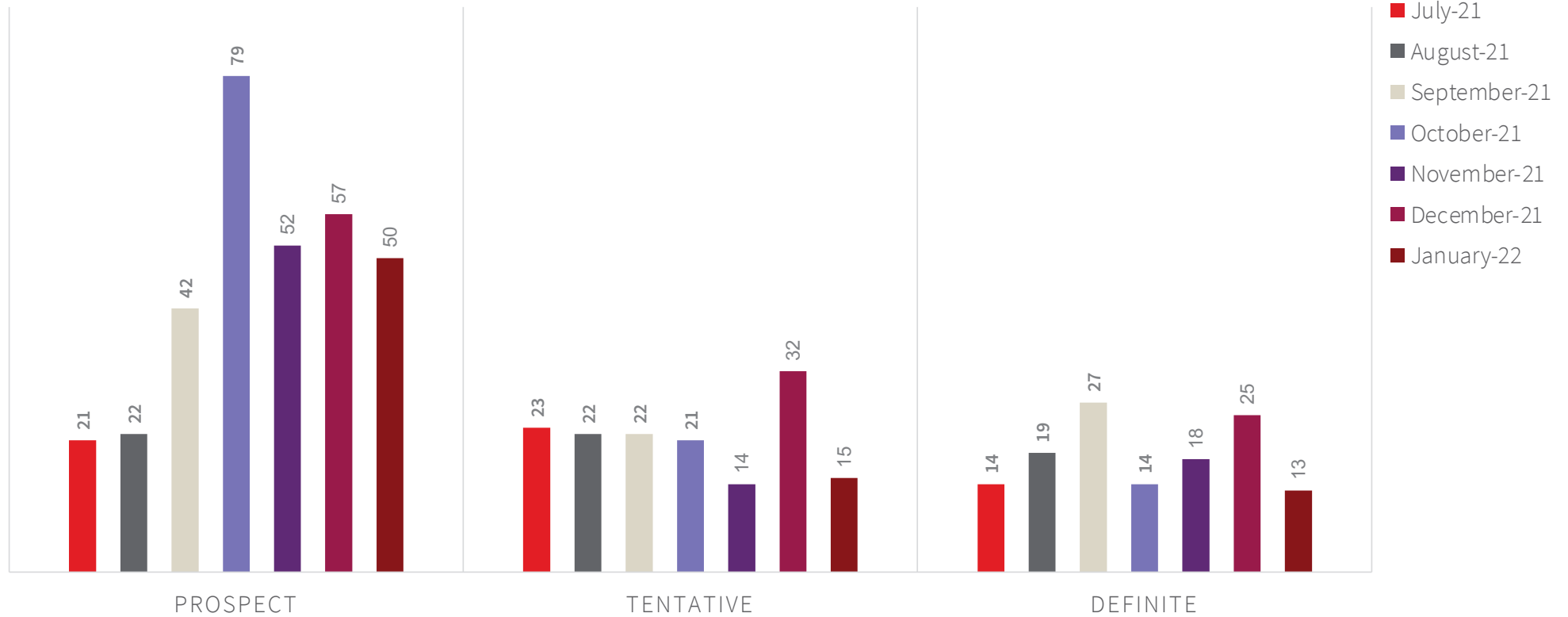
# Sales Meeting Topics



## 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



	<b>P1 - P2</b>	<b>P3 - P5</b>
Current Active Prospects	68	406

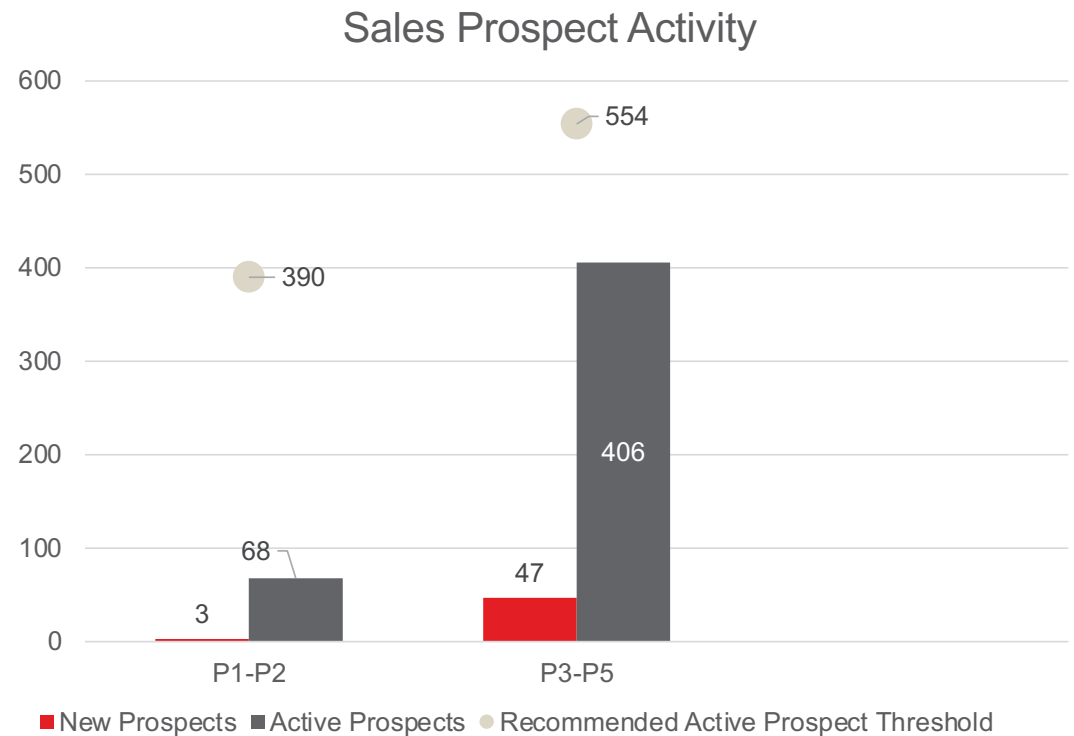
<b>January</b>	<b>P1 - P2</b>	<b>P3 - P5</b>
New Prospects	3	47
New Tentatives	2	13
New Definites	0	13

# SCCC Sales Prospects



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

- There is a goal to maintain a certain level of sales activity.
  - P1-P2 = **390 (current staffing levels)**  
*770 (proposed staffing levels)*
  - P3-P5 = **554**
- New prospects added represent:
  - 17,506 room nights and 42,295 attendees
  - \$5,164,902 in Overall Projected Building Spend
- Economic Impact
  - To be added for months going forward



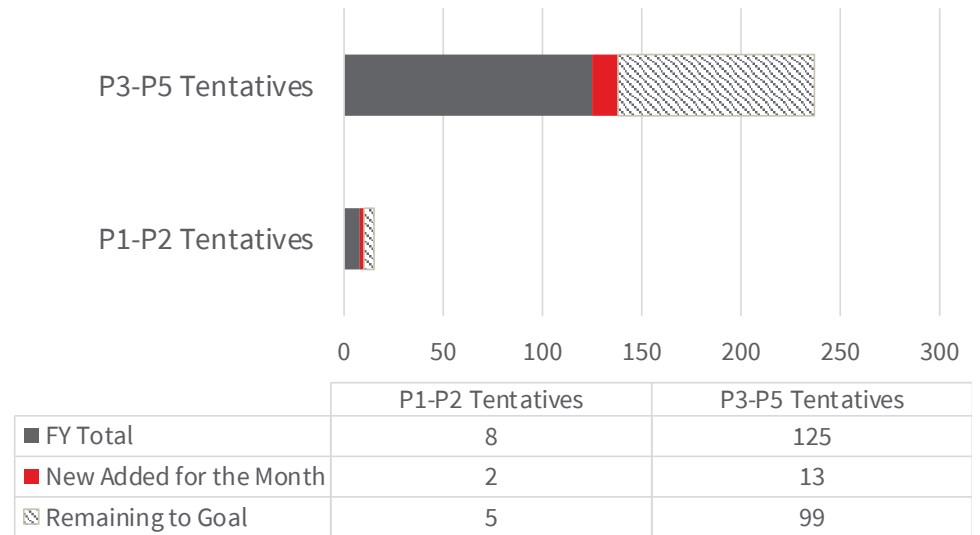
# SCCC Sales Tentative Events



The sales teams across all partners added **15** new tentative events for the SCCC in the month of January.

- There is a goal to achieve **252** tentatives annually
- The SCCC team achieved **53%** of its overall annual goal
  - Spectra achieved 69% of 119
  - Levy achieved 52% of 119
- The DMO team has achieved **67%** of its annual goal
- The conversion rate from prospect to tentative YTD is **31%**
- Economic Impact
  - To be added for months going forward

Total Tentatives Funnel



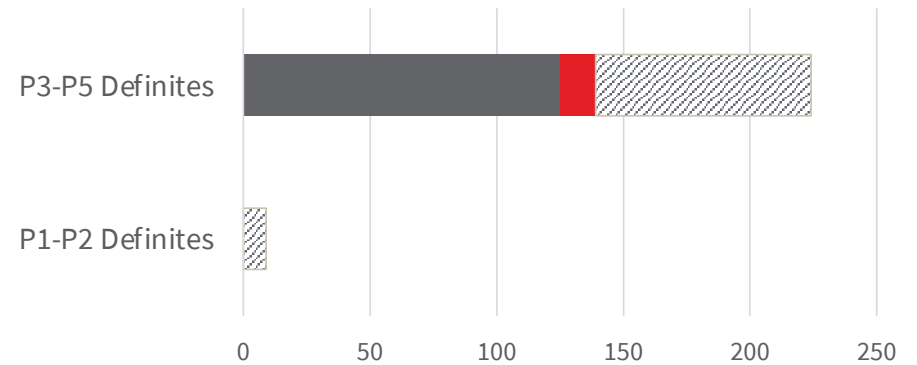
# SCCC Sales Definite Events



The sales teams across all partners added **13** new definite events for the SCCC in the month of January 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 **9%**
  - Spectra booked 10
  - Levy booked 3
- Economic Impact
  - To be added for months going forward

Total Definites Funnel



	P1-P2 Definites	P3-P5 Definites
■ FY Total	0	125
■ New Added for the Month	0	14
▨ Remaining to Goal	9	85



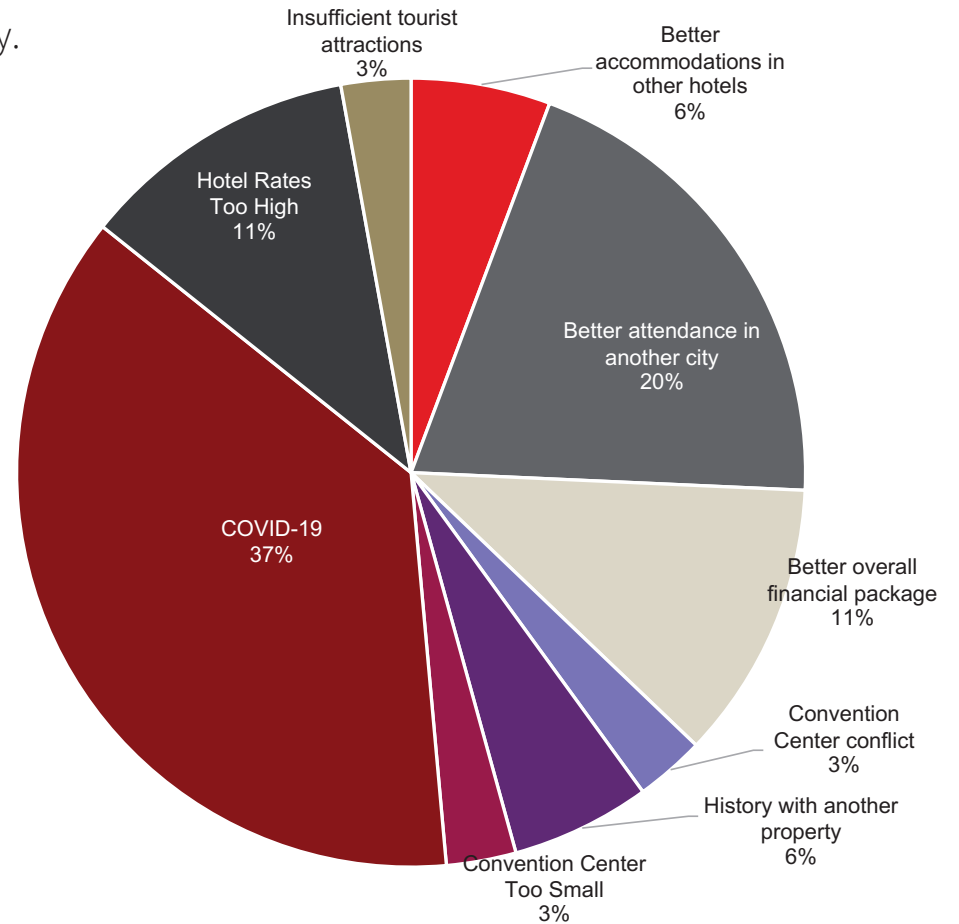
# SCCC Sales Lost Events



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

- The events represented:
  - 750 attendees
  - \$202,000 in SCCC revenue (rental + F&B)
- Economic Impact
  - To be added for months going forward

## Lost Business by Reason YTD

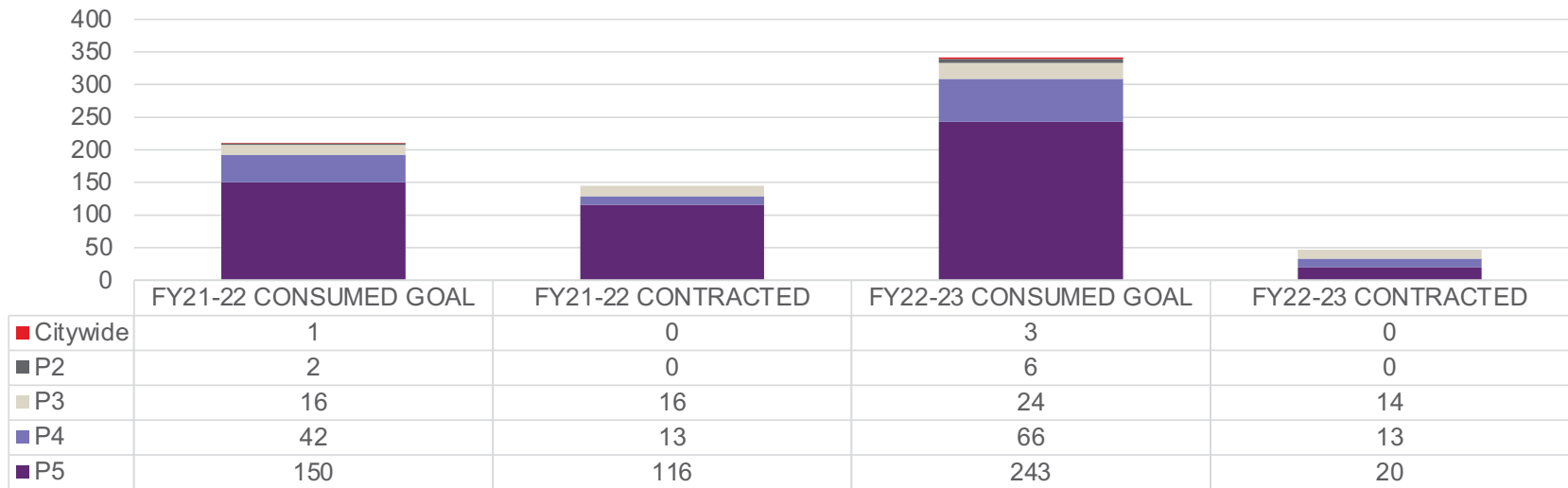


# FY Budget Events (consumed in this FY)



**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

