



SANTA CLARA TOURISM IMPROVEMENT DISTRICT  
REGULAR MEETING AGENDA

March 22, 2022

10:00 A.M.

Virtual Meeting

*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/94286454233>  
Meeting ID: 942 8645 4233 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 – February 22, 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 2% for FY 2022/23.
3. Review of Discover Santa Clara™’s Monthly Progress Report for February 2022.

**GENERAL ANNOUNCEMENTS**

**ADJOURNMENT**

The next regular scheduled meeting is on April 26, 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.*

## **ATTACHMENTS**



SANTA CLARA TOURISM IMPROVEMENT DISTRICT  
REGULAR MEETING MINUTES

February 22, 2022

10:00 A.M.

Virtual Meeting

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Meeting ID: 977 6333 0922 or by phone: 1 (669) 900-6833.*

**CALL TO ORDER**

Chair Hodges called the meeting to order at 10:02 a.m.

**ROLL CALL**

- Present: 5** Kevin Dominguez, Element Santa Clara  
Justin Hart, AC Hotel Santa Clara  
Peter Hart, Embassy Suites  
Eron Hodges, Hyatt Regency Santa Clara  
Sean Steenson, Delta Silicon Valley
- Absent: 6** Miriam Arreola, Avatar Hotel  
Bridgette Burns, TownePlace Suites by Marriott  
Joe Eustice, Hilton Santa Clara  
Brent Larkin, Hyatt Centric Santa Clara Silicon Valley  
Kevin Hurley, Hyatt House  
Christopher Sullivan, Marriott Santa Clara (joined at 10:19 a.m.)

**In Attendance**

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

**PUBLIC COMMENT**

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

There were no public comments.

**CONSENT AGENDA**

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*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

Action was taken on this item after Agenda Item #3.

**A motion was made by Peter Hart, seconded by Chris Sullivan to approve the Consent Calendar. Motion passed unanimously 6-0.**

**CONSENT ITEMS PULLED FOR DISCUSSION**

**PUBLIC PRESENTATIONS**

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**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.**

Chair Hodges reminded the members that effective July 2021, the TID assessment changed from \$1.00 per occupied room night to 1.5% of gross revenues, and there is an opportunity to increase to 2% in FY 2022/23.

Ruth Shikada reminded the group to consider that the City recently increased the TOT to 11.5% and that the hotels in north Santa Clara pay an additional 2% as part of the Community Facilities District bringing the total to 13.5%; this would be in addition to the 1.5% assessment. Ruth added that the City does have the ability to increase the TOT an additional 2% (for the maximum of up to 4%) but will not be doing that at this time, and the City is looking at other ballot opportunities in June and November for additional revenue. The first being a change in business tax as it hasn't been changed in years. Something else to consider that Council needs to approve the budget and there will be questions around how the TID hotels feel about this increase.

Chair Hodges stated that this has been discussed with the DMO Board. Sean Steenson expressed some concern that they are competing with other locations and asked how Santa Clara taxes/assessments compare to other locations. Dan Fenton indicated that they could do a quick update comparison with Sacramento, San Jose, San Francisco, San Diego, and Los

Angeles). Justin Hart agreed with Sean and stated that it would be a benefit to be less than the other cities. Peter Hart would like to see the budgetary projections. Dan Fenton added that it will take time to ramp up marketing dollars. Peter Hart stated that if the DMO can be funded at 1.5%, the increase could be done next fiscal year. Nancy Thome reported that the DMO is currently underbudget.

Chris Sullivan joined the meeting at 10:19 a.m.

Ruth Shikada added that they are looking at the April timeframe to have the Board approve so that the budget can also be brought forward to Council before the end of the fiscal year. Eron indicated that they can call a special meeting to further discuss if needed.

### 3. Review of Discover Santa Clara™'s Monthly Progress Report for January 2022.

Dan Fenton reported on the DMO's progress in January:

- The DMO was able to add three P1/P2 prospects in January.
- There were no conversions to definites in the month and they continue to focus on how to increase prospects in the P1 and P2 space.
- From an activity standpoint, there are P3 bookings that do have hotel nights and they anticipate there will be a ramp-up in P3 events in the latter half of the fiscal year which includes hotel nights.
- The DMO has revisited the prospecting goals and with the current staffing adjusted the goal to 390 active prospects.
- There was one P1 contracted but the event cancelled due to the anxiety with COVID.

Eron Hodges added that from the hotel perspective, he meets with the sales managers weekly, and they should be meeting with all the hotels here. Eron added that the DMO now has a logo and are working on branding strategies.

## **GENERAL ANNOUNCEMENTS**

### **ADJOURNMENT**

The meeting adjourned at 10:32 a.m. The next regular scheduled meeting is on March 22, 2022 at 10:00 a.m.

# Transient Occupancy Tax Comparisons

Comparing California cities & Santa Clara with a 2% TID Assessment

City Name	Base TOT	District Assessment	Other Taxes/ Assessments	Total on \$100 Hotel Room Rate
San Diego	10.50%	2%		\$12.50
Sacramento	12%	1%	1-3%	\$14-16
Santa Clara	11.50%	1.50%	2%	\$15
Los Angeles	14.20%	1.50%		\$15.80
San Francisco	14%	1.0625%-2.25%	0.3125%-1.25%	\$15.38-\$17.50
San Jose	10%	\$1.00-\$3.00/room	4%	\$15-\$17

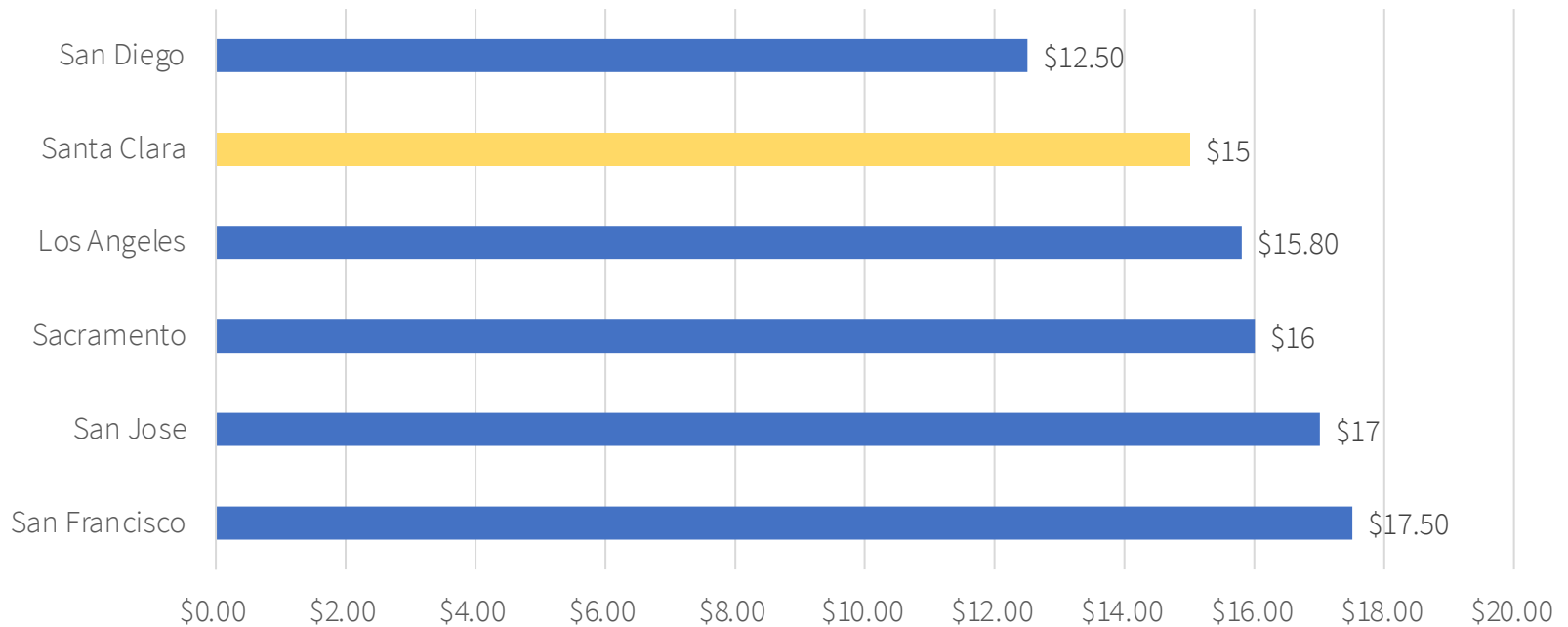
California does not charge a state occupancy tax

Source: City websites, Civitas

# Transient Occupancy Tax Comparisons

Comparing California cities & Santa Clara with a 2% TID Assessment

Total on \$100 Hotel Room Rate



California does not charge a state occupancy tax

Source: City websites, Civitas





*Achieve  
Ambitions*

SCTID MEETING  
MARCH 22, 2022  
AGENDA ITEM #3

*Santa Clara  
Convention Center*

Monthly Sales  
Progress Report

February 2022

Updated: 03-07-22

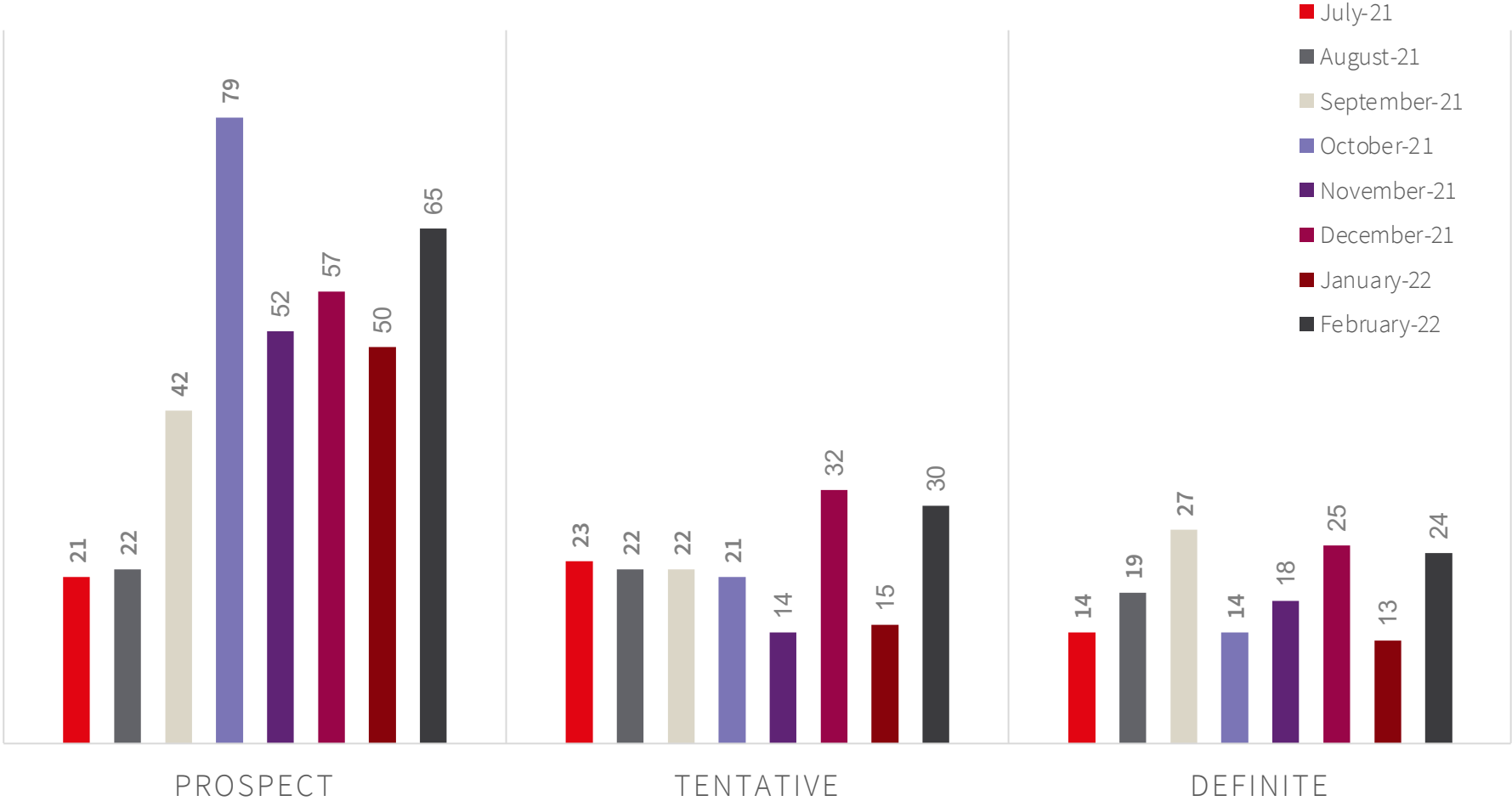


# Sales Meeting Topics

## 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



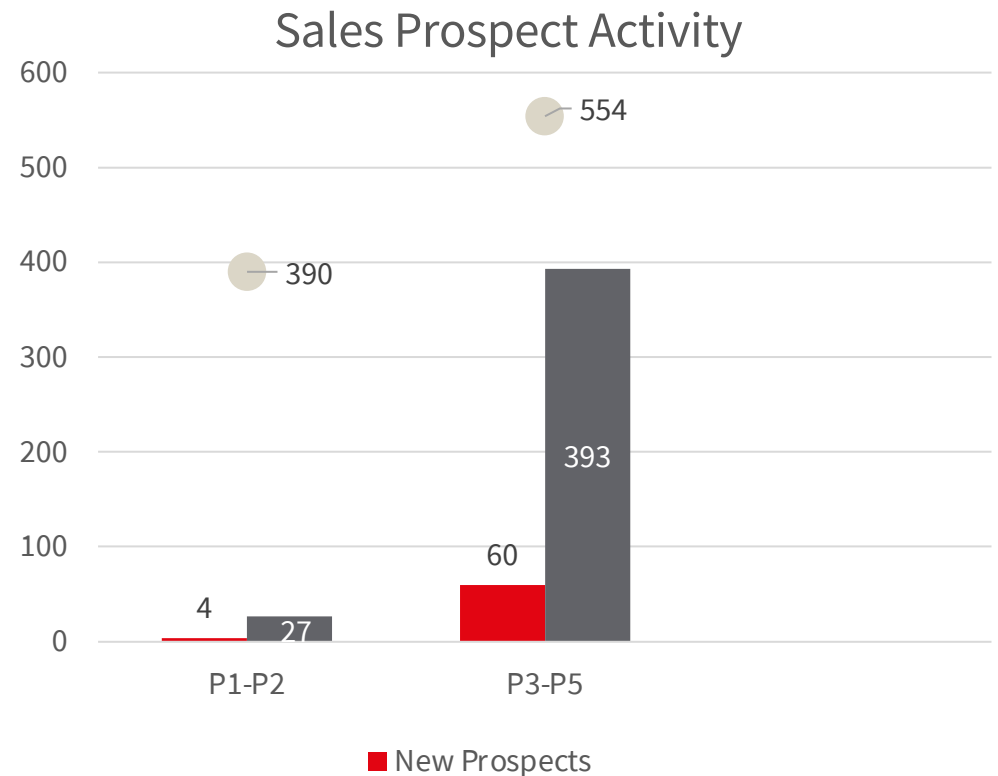
## Monthly Totals by Event Type

	<b>P 1 - P 2</b>	<b>P 3 - P 5</b>
Current Active Prospects	27	393
<b>February</b>	<b>P 1 - P 2</b>	<b>P 3 - P 5</b>
New Prospects	4	60
New Tentatives	0	30
New Definites	0	24

# SCCC Sales Prospects

The sales teams across all partners added **64** new prospects for the SCCC in the month of February, with an additional 48 being researched.

- Research Activity
  - Total: 133
  - New Added for the month: 49
- 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:
  - 37,760 room nights and 55,902 attendees
  - \$5,253,753.00 in Overall Projected Building Spend
- Economic Impact
  - To be added for months going forward

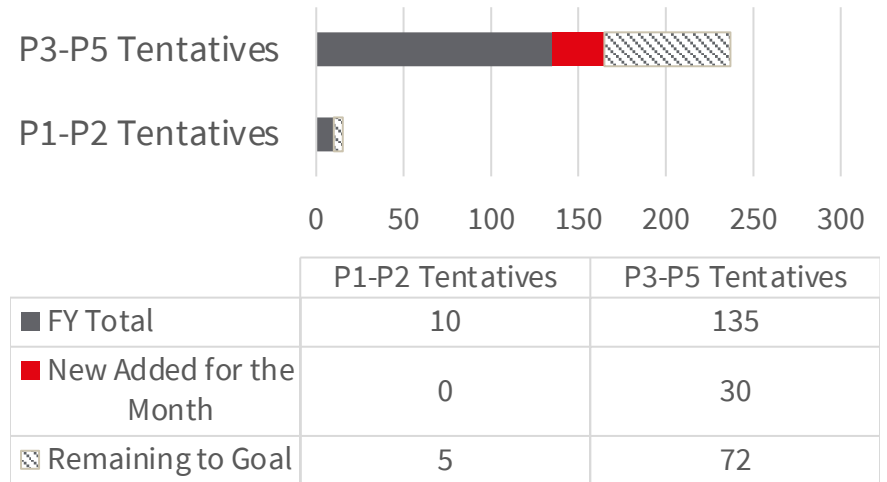


# SCCC Sales Tentative Events

The sales teams across all partners added **30** new tentative events for the SCCC in the month of February.

- There is a goal to achieve **252** tentatives annually
- The SCCC team achieved **70%** of its overall annual goal
  - Spectra achieved 89% of 119
  - Levy achieved 57% of 119
- The DMO team has achieved **67%** of its annual goal
- The conversion rate from prospect to tentative YTD is **42%**
- Economic Impact
  - To be added for months going forward

## Total Tentatives Funnel

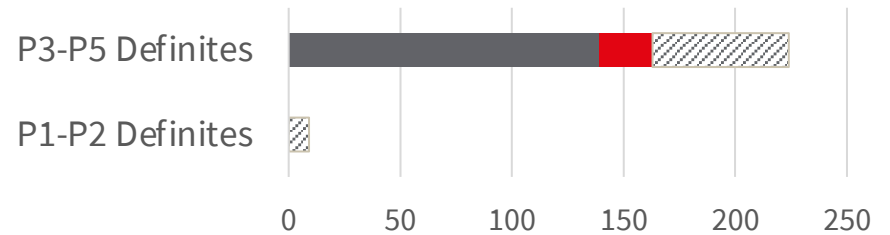


# SCCC Sales Definite Events

The sales teams across all partners added **24** new definite events for the SCCC in the month of February 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 **14%**
  - Spectra booked 19
  - Levy booked 5
- Economic Impact
  - To be added for months going forward

## Total Definites Funnel

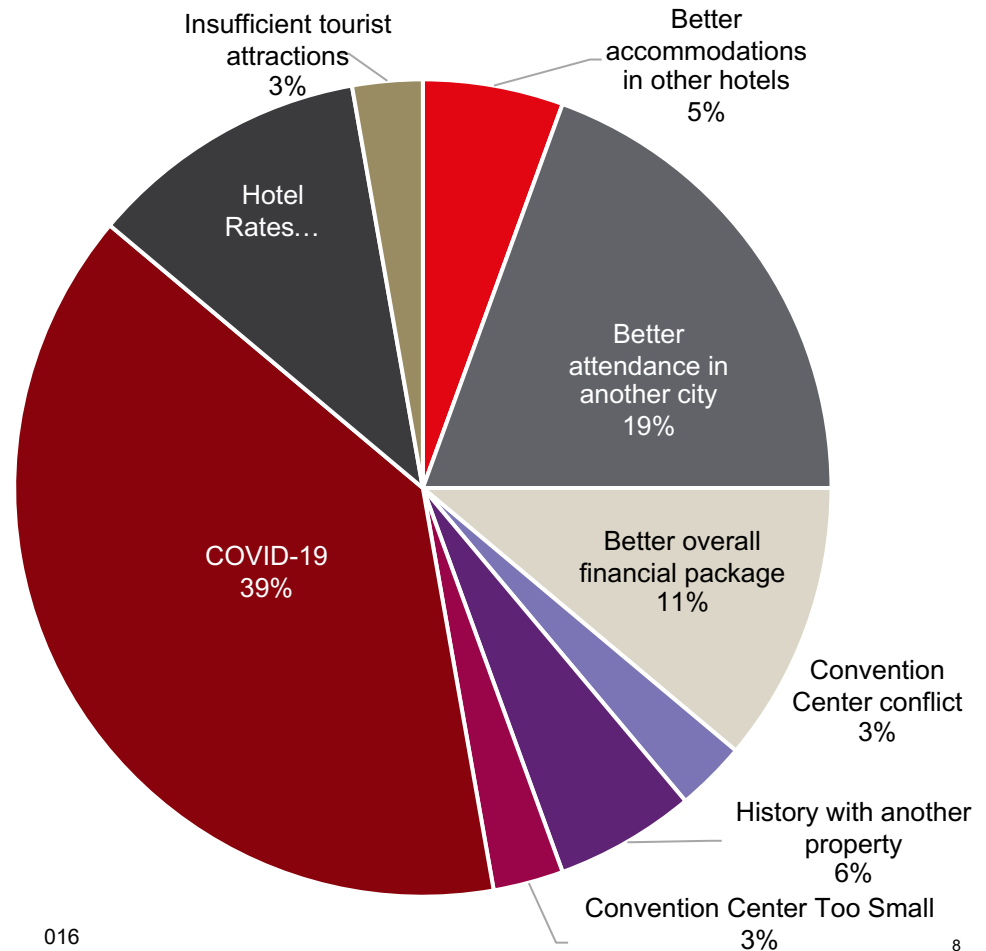


# SCCC Sales Lost Events

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

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

## Lost Business by Reason YTD

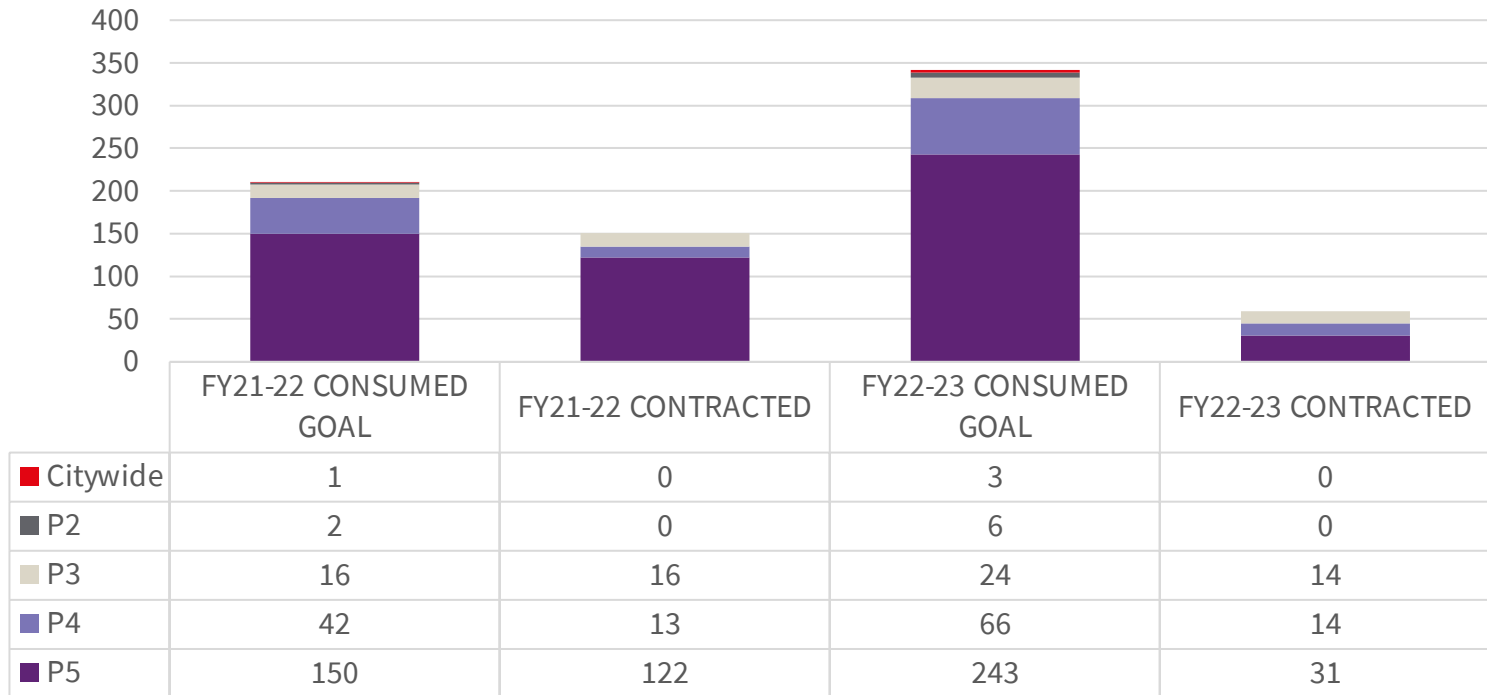




# FY Budget Events (consumed in this FY)

**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

