



SANTA CLARA TOURISM IMPROVEMENT DISTRICT  
REGULAR MEETING AGENDA  
Hilton Santa Clara  
4949 Great America Parkway, Santa Clara 95054

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MAY 24, 2022

10:00 A.M.

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**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 – March 22, 2022
- Santa Clara Tourism Improvement District – April 26, 2022

**CONSENT ITEMS PULLED FOR DISCUSSION**

**PUBLIC PRESENTATIONS**

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**GENERAL BUSINESS – ITEMS FOR DISCUSSION**

- 2. Santa Clara Tourism Improvement District Assessment Revenue Update.**
- 3. Review of Discover Santa Clara™'s Monthly Progress Report for April 2022.**
- 4. Follow-up Discussion on the FIFA 2026 Room Allotment Request and FIFA Hotel Agreements.**
- 5. Update on Related Santa Clara Project.**

**GENERAL ANNOUNCEMENTS**

**ADJOURNMENT**

The next regular scheduled meeting is on June 21, 2022 at 10:00 a.m.

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**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 Eron Hodges at [eron.hodges@hyatt.com](mailto:eron.hodges@hyatt.com) 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 Eron Hodges at [eron.hodges@hyatt.com](mailto:eron.hodges@hyatt.com) as soon as possible before the scheduled event.*

## ATTACHMENTS



SANTA CLARA TOURISM IMPROVEMENT DISTRICT  
REGULAR MEETING MINUTES

SCTID MEETING  
MAY 24, 2022  
AGENDA ITEM #1

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**

Chair Hodges called the meeting to order at 10:01 a.m.

**ROLL CALL**

**Present: 6** Justin Hart, AC Hotel Santa Clara  
Peter Hart, Embassy Suites  
Eron Hodges, Hyatt Regency Santa Clara  
Margie Johnston, Hilton Santa Clara  
Sean Steenson, Delta Silicon Valley  
Christopher Sullivan, Marriott Santa Clara

**Absent: 5** Miriam Arreola, Avatar Hotel  
Bridgette Burns, TownePlace Suites by Marriott  
Kevin Dominguez, Element Santa Clara  
Kevin Hurley, Hyatt House  
Brent Larkin, Hyatt Centric Santa Clara Silicon Valley

**In Attendance**

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

**PUBLIC COMMENT**

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1. Action on the Minutes of:

- Santa Clara Tourism Improvement District – February 22, 2022

**A motion was made by Chris Sullivan, seconded by Peter Hart 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 2% for FY 2022/23.

Chair Hodges reported that the current assessment is 1.5% and moving to 2% will get the TID to about \$15 on every \$100 hotel room rate which is at the middle of the pack of the comparable cities; Santa Clara will be just below LA and Sacramento. Chair Hodges added that the DMO looked at the impact to move up 0.5% and the financial impact is relatively small. Dan Fenton added that the graph comparison shows the out-the-door total which is what the planner usually asks for.

Chris Sullivan indicated that it is not showing the long-term stays and TOT on rooms for 30 days or more. He added that they are not competitive to receive airline contract stays because Santa Clara does not have a policy that allows for 'discount' of TOT for airline related stays. Chair Hodges indicated this was a different topic that can be reviewed and evaluation on a future agenda.

Chair Hodges clarified that historically when the TID was at a fixed \$1 per occupied room night assessment, since 2005, they only collected about \$700,00 annually and the City was subsidizing the difference. There has been an uptick as business continues to come back. Additionally, the recommendation was made to the DMO to go to 2% to catch up on the balance of funds. Moving to 2% will not be a material impact and the 0.5% increase will help to build funds to keep up with competitors.

Ruth Mizobe Shikada shared that last year, the City had a ballot measure where the voters approved to move the base TOT percentage up to 4%. Council proceeded with 2% and could raise an additional 2% but are not considering at this time. In November, there will be the option to renew the business tax structure for additional revenue.

Peter Hart indicated that it seemed to be the time to make the increase and have funds to support the effort to put back into marketing the destination.

Chair Hodges indicated that the DMO has been conservative with the budget but eventually will want to increase spend and resources for the destination. Chair Hodges shared they should move forward with the increase.

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

Dan Fenton reported there are a couple of P1s and P2s prospects and they continue to work daily with the sales teams and their activity and how they can best be supported. Dan referenced slide 5 where they added research activity to demonstrate there is activity prior to it becoming a prospect. The DMO has also invested into additional resources and now have access to Knowland. Additionally, they will be upgrading their relationship with CVENT. Dan added that going back 5-10 years, there were no P1s on the calendar, and this effort is about uncovering new business. At the next meeting, JLL will have the marketing plan to share and would love to get feedback.

Chair Hodges shared that starting next week, they will have weekly meetings to review detailed weekly activity reports to increase accountability and support to sales team.

### **GENERAL ANNOUNCEMENTS**

Chair Hodges announced that Margie Johnston is joining the group. Margie is the current acting general manager for the Hilton and that she has supported the Hilton before, prior to Joe Eustice. Margie added that she was at the Hilton in 2018 for two months and her company helps with staffing needs.

Peter Hart announced that he is transferring with Hilton back to San Francisco. It is his last week in Santa Clara and there will be an interim manager assigned. Peter added that he has been in Santa Clara for four years and the TID has come a long way in the effort, and he has enjoyed his time working with the City and the Dan.

### **ADJOURNMENT**

The meeting adjourned at 10:28 a.m. The next regular scheduled meeting is on April 26, 2022 at 10:00 a.m.



SANTA CLARA TOURISM IMPROVEMENT DISTRICT  
REGULAR MEETING AGENDA

APRIL 26, 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://us06web.zoom.us/j/83788310365>. Meeting ID: 837 8831 0365 or by phone: 1 (669) 900-6833.*

**CALL TO ORDER**

Eron Hodges called the meeting to order at 10:03 a.m.

**ROLL CALL**

**Present: 5** Justin Hart, AC Hotel Santa Clara  
Eron Hodges, Hyatt Regency Santa Clara  
Margie Johnston, Hilton Santa Clara  
Sean Steenson, Delta Silicon Valley  
Christopher Sullivan, Marriott Santa Clara

**Absent: 6** Miriam Arreola, Avatar Hotel  
Bridgette Burns, TownePlace Suites by Marriott  
Kevin Dominguez, Element Santa Clara  
Nicole Hausner, Embassy Suites  
Kevin Hurley, Hyatt House  
Brent Larkin, Hyatt Centric Santa Clara Silicon Valley

**In Attendance**

Ruth Mizobe Shikada, City of Santa Clara (joined meeting at 10:22 a.m.)  
Nancy Thome, City of Santa Clara  
Dan Fenton, JLL

**PUBLIC COMMENT**

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1. Action on the Minutes of:

- Santa Clara Tourism Improvement District – March 22, 2022

There was no quorum.

**CONSENT ITEMS PULLED FOR DISCUSSION**

**PUBLIC PRESENTATIONS**

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**GENERAL BUSINESS – ITEMS FOR DISCUSSION**

2. Review of Discover Santa Clara™'s Proposed FY 2022/23 Operating Budget.

Eron Hodges reported that the DMO Board has reviewed and approved the Proposed FY 2022/23 Operating Budget. Nancy Thome provided an overview of the Proposed FY 2022/23 Operating Budget:

- The estimated FY 2021/22 fund balance is approx. \$1.7 million.
- Per the DMO agreement with the City, the DMO must allocate six months of the most recently approved budget which is \$678,001. This was not done for the current fiscal year.
- The projected revenue for FY 2022/23 is \$1.24 million. With the allocation to reserves and the FY 2021/22 fund balance, there would be \$2.27 million available in the fund.
- The updated proposed budget is \$1.7 million and includes fully loaded CEO and administrative services manager positions, increase in salary ranges for the DOS (starting October 2022) and sales manager positions.

Chris Sullivan asked if there was the ability to onboard the DOS position sooner. Eron Hodges indicated that they need to provide the CEO the opportunity to onboard and select the DOS. Nancy Thome added that the Proposed Budget is tentatively scheduled for the City Council's June 7<sup>th</sup> meeting and encouraged hotels to attend to provide public comments.

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

Dan Fenton report that they continue to add prospects with all event types. There were five new P1 and P2 prospects and four proposals were sent out for tentative P1s and P2s. There was added research activity and in March there were 128 that the sales managers identified as meeting P1 and P2 criteria. The addition of the Knowland database as a tool has shown to be beneficial. Dan added that they are still significantly below in terms of the level of active prospects and are working on conversions to tentatives.



**4. Follow-up Discussion on the FIFA 2026 Room Allotment Request and FIFA Hotel Agreement.**

Eron Hodges stated that he hoped that most were on the call with the FIFA representative and wanted to follow-up on the call to action for hotel room allotments. Eron indicated that everyone should have submitted their room allotments to FIFA by now. Margie Johnson, Justin Hart, and Sean Steenson indicated they all needed to re-confirm. Eron added that the due date was April 23<sup>rd</sup>, and the announcement of host cities is a moving target. The preliminary announcement is tentatively planned for mid-May.

**5. Discussion on Resuming In-Person Public Meetings.**

Eron Hodges announced that it was time to consider resuming in-person meetings. Nancy Thome indicated that she will be reaching out to hotels for availability to host already scheduled meetings. Nancy added there is a posting requirement at their location when they host to meet the requirements of the Brown Act.

**GENERAL ANNOUNCEMENTS**

It was announced that Brent Larkin has moved on from the Hyatt Centric. There will be a new acting general manager announced.

**ADJOURNMENT**

The meeting adjourned at 10:37 a.m. The next regular scheduled meeting is on May 24, 2022 at 10:00 a.m.



*Santa Clara  
Convention Center*

Monthly Sales  
Progress Report

April 2022

Updated: 05-10-22

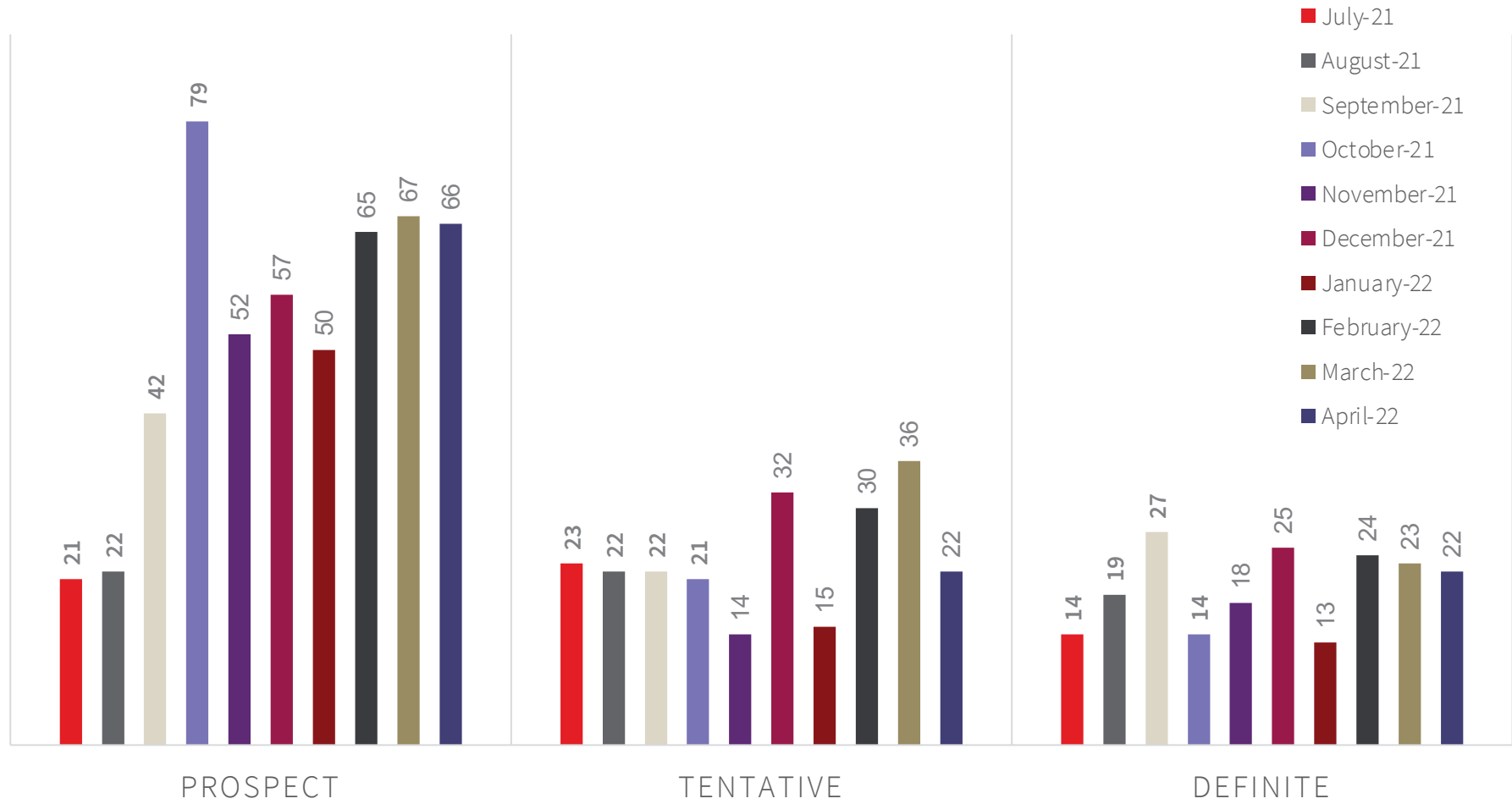


# Sales Meeting Topics

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



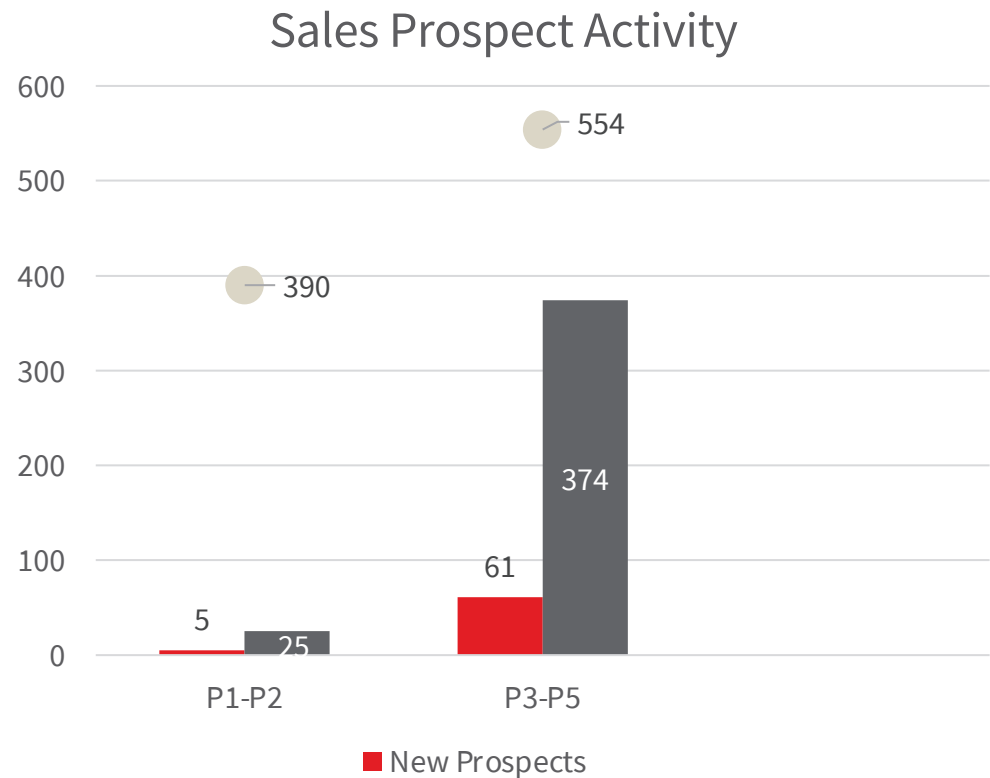
## Monthly Totals by Event Type

	P 1 - P 2	P 3 - P 5
Current Active Prospects	25	374
April	P 1 - P 2	P 3 - P 5
New Prospects	5	61
New Tentatives	1	21
New Definites	0	22

# SCCC Sales Prospects

The sales teams across all partners added 66 new prospects for the SCCC in the month of April, with an additional 52 being researched.

- Research Activity
  - Total: 176
  - New Added for the month: 52
- 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:
  - 29,707 room nights and 64,027 attendees
  - \$6,272,371.00 in Overall Projected Building Spend
- Economic Impact
  - \$30,621,027.64

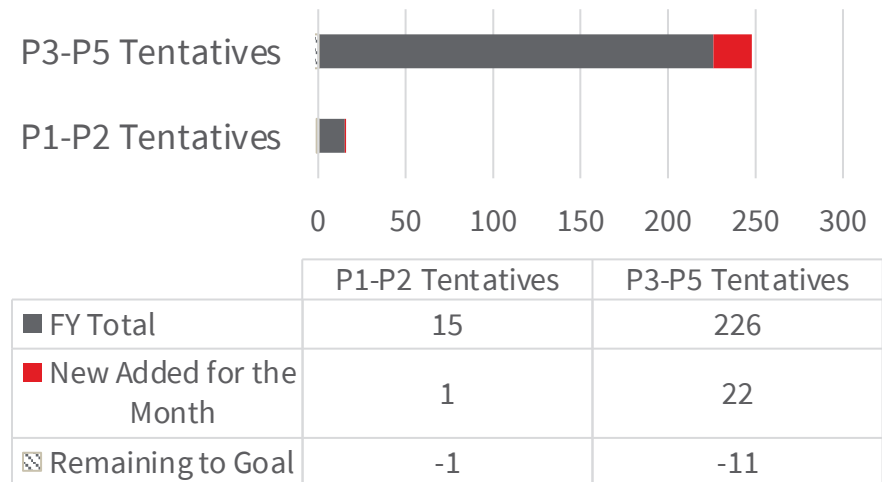


# SCCC Sales Tentative Events

The sales teams across all partners added **22** new tentative events for the SCCC in the month of April.

- There is a goal to achieve **252** tentatives annually
- The SCCC team achieved **95%** of its overall annual goal
  - Spectra achieved 124% of 119
  - Levy achieved 66% of 119
- The DMO team has achieved **106%** of its annual goal
- The conversion rate from prospect to tentative YTD is **40%**
- Economic Impact
  - \$6,831,626.90

## Total Tentatives Funnel

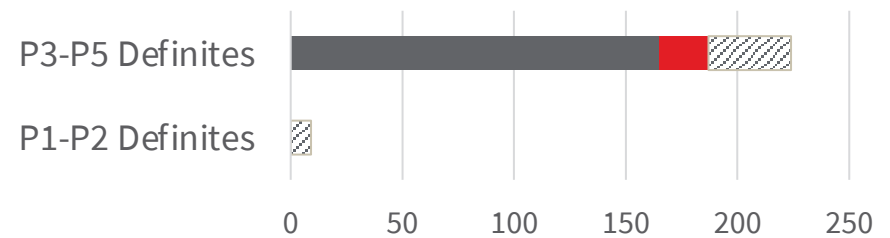


# SCCC Sales Definite Events

The sales teams across all partners added **22** new definite events for the SCCC in the month of April 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 **8%**
  - Spectra booked 17
  - Levy booked 5
- Economic Impact
  - \$6,268,534.20

## Total Definites Funnel



	P1-P2 Definites	P3-P5 Definites
■ FY Total	0	165
■ New Added for the Month	0	22
▨ Remaining to Goal	9	37

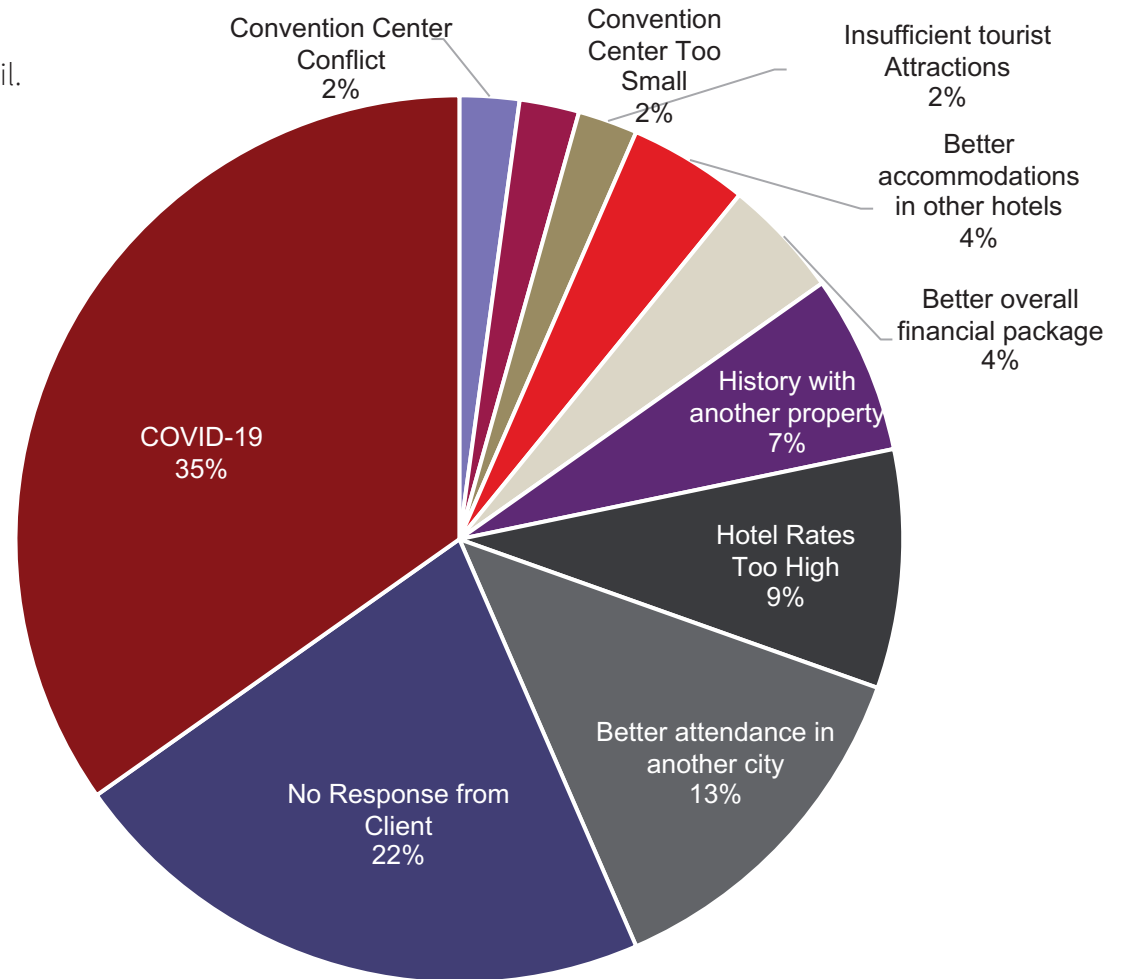


# SCCC Sales Lost Events

There were 1 piece of lost business in the month of April.

- The events represented:
  - 250 requested rooms
  - P5 Weekend: (0 on peak + \$10k - \$49k)
- Economic Impact
  - \$357,744.15

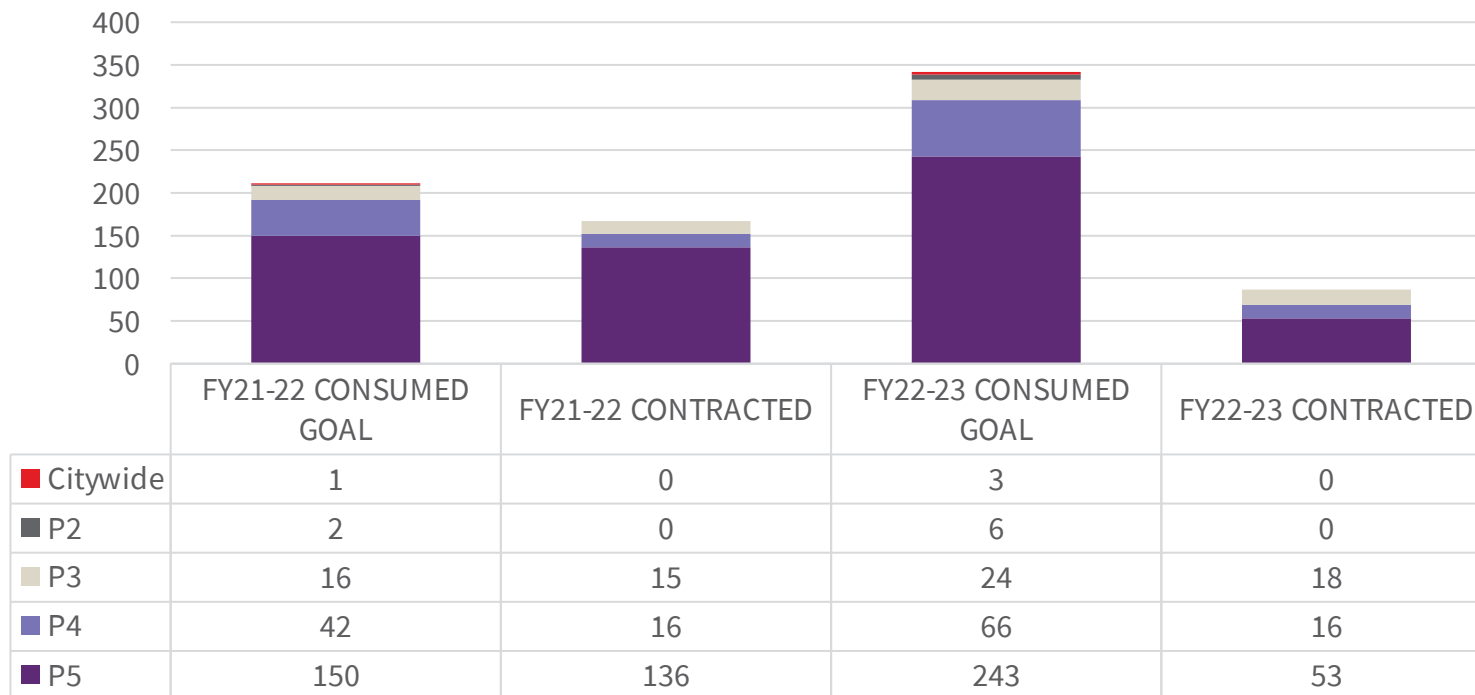
# Lost Business by Reason YTD



# 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

