



DISCOVER SANTA CLARA™
BOARD OF DIRECTORS
REGULAR MEETING AGENDA

July 21, 2022, 3:00 p.m.
Santa Clara Convention Center
5001 Great America Parkway, Room 209, Santa Clara, 95054

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.

1. Action on the Minutes of:
 - Discover Santa Clara™ Board of Directors – June 16, 2022

Recommendation: Approve Meeting Minutes and note and file.

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

2. Review of Preliminary Monthly Financial Report for June 2022.
3. Discussion and Action on Instagram Account and Handle #discoversantaclara.

Recommendation: Provide direction on the Instagram account and handle #discoversantaclara.

4. Review of Monthly Progress Report for June 2022.

Recommendation: Note and file the Monthly Progress Report for June 2022.

5. Marketing Activity Updates.

GENERAL ANNOUNCEMENTS

ADJOURNMENT

The next regular scheduled meeting is on August 18, 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



DISCOVER SANTA CLARA™
BOARD OF DIRECTORS
REGULAR MEETING MINUTES

DMO BOARD OF DIRECTORS
JULY 21, 2022
AGENDA ITEM #1

June 16, 2022

3:00 p.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, Discover Santa Clara™ has implemented methods for the public to participate remotely.

*The public can participate remotely via Zoom: <https://us06web.zoom.us/j/81070171260>
Meeting ID: 810 7017 1260 or by phone: 1 (669) 900-6833.*

CALL TO ORDER

Chair Hodges called the meeting to order at 3:04 p.m.

ROLL CALL

Present: Kelly Carr, OVG360
Christopher Hamilton, Levy Restaurants
Eron Hodges, Hyatt Santa Clara
Catherine Lentz, Forty-Niners Stadium Management Company
Nadine Nader, City of Santa Clara
Ruth Mizobe Shikada, City of Santa Clara (Ex-Officio)

Absent: Pablo Barrera, I.B.T Local Union 853 (joined meeting at 3:36 p.m.)
Barb Granter, Great America
Leo Wandling, I.A.T.S.E Local Union 134 (joined meeting at 3:05 p.m.)

A quorum of 5 was met.

Attendance: Nancy Thome, City of Santa Clara
Dan Fenton, Jones Lang LaSalle

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.

1. Action on the Minutes of:

- Discover Santa Clara™ Board of Directors – May 20, 2022

Recommendation: Approve Meeting Minutes and note and file.

Member Wandling joined the meeting at 3:05 p.m. A quorum of 6 was met.

A motion was made by Member Nader, seconded by Treasurer Carr, to approve the Consent Agenda.

Aye:6 Treasurer Carr, Secretary Hamilton, Chair Hodges, Vice-Chair Lentz, Member Nader, Member Wandling

Absent:2 Member Barrera, Member Granter

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

2. Accounting Transition and Budget Update.

Treasurer Carr reported that they have meeting regularly with ArightCo and are getting the books situated for the year. Treasurer Carr will provide the annual financial report next month. He also acknowledged Nancy Thome for her work helping with AR.

3. Update on the Santa Clara Tourism Improvement District Assessment.

Chair Hodges reported that Nancy Thome sent out an email to everyone. The TID percent was on the Council Consent Calendar. Effective July 1, the TID assessment will move up to 2% and stay there.

Dan Fenton added that it was important to publicly thank Nancy and Ruth as there was a lot of behind the scenes work there in providing additional information to Council.

4. Action on an Engagement Letter with Petrinovich Pugh & Co LLP to prepare the Federal and Requested State Corporate Income Tax Returns for Silicon Valley/Santa Clara DMO, Inc. for Tax Years 2019-2021.

Recommendation: Approve and authorize the Chair to negotiate and execute an Engagement Letter with Petrinovich Pugh & Co LLP to prepare the Federal and requested State corporate income tax returns for Silicon Valley/Santa Clara DMO, Inc. for tax years

2019-2021.

Nancy Thome reported that Petrinovich Pugh & Co LLP is the same tax firm that completed the returns for Visit Santa Clara and the DMO is engaging them to complete the returns for the DMO. There was no letter in the packet as she did not receive in time however it would be very similar to the one that the Board had approved for the Visit Santa Clara returns.

A motion was made by Vice-Chair Lentz, seconded by Member Nader, to approve and authorize the Chair to negotiate and execute an Engagement Letter with Petrinovich Pugh & Co LLP to prepare the Federal and requested State corporate income tax returns for Silicon Valley/Santa Clara DMO, Inc. for tax years 2019-2021.

Aye:6 Treasurer Carr, Secretary Hamilton, Chair Hodges, Vice-Chair Lentz, Member Nader, Member Wandling

Absent:2 Member Barrera, Member Granter

5. Action on Amendment No. 2 to extend Agreement with California People Search Through December 31, 2022 and to Authorize Chair to Negotiate and Execute Subsequent Amendments to Extend as Needed.

Recommendation: Approve and authorize the Chair to negotiate and execute Amendment No. 2 to extend Agreement with California People Search through December 31, 2022 and authorize the Chair to negotiate and execute subsequent amendments to extend as needed.

Chair Hodges indicated that the DMO has been supported by Marwa and this action is to extend and amend the agreement to keep her on part-time.

A motion was made by Member Nader, seconded by Treasurer Carr, to approve and authorise the Chair to negotiate and execute Amendment No. 2 to extend Agreement with California People Search through December 31, 2022 and authorize the Chair to negotiate and execute subsequent amendments to extend as needed.

Aye:6 Treasurer Carr, Secretary Hamilton, Chair Hodges, Vice-Chair Lentz, Member Nader, Member Wandling

Absent:2 Member Barrera, Member Granter

6. Discussion and Action on the FY 2022/23 Sales and Marketing Plan.

Recommendation: Approve the FY 2022/23 Sales and Marketing Plan.

Dan Fenton reported they have made updates to the plan and there were no other significant changes. The plan lays out the program of work for the next fiscal year and they

will work with the marketing firm to implement including the determination to attend three trade shows and send eblasts. The first task is to work through the sales deck, and the firm has come back with their first suggestions on it. Treasurer Carr added that the firm is also helping with identifying the platform for social media. The firm is very strategic in their initial suggestions. For example, uses for LinkedIn version Instagram.

Chair Hodges asked if there is funding for 3D online touring capabilities of the Center. Dan Fenton indicated that there is none right now, but they can plan to include in the future. Nancy Thome indicated there was line-item funding included for marketing collateral in the FY 2022/23 Operating Budget that the Board approved.

A motion was made by Treasurer Carr, seconded by Vice-Chair Lentz, to approve the FY 2022/23 Sales and Marketing Plan.

Aye:6 Treasurer Carr, Secretary Hamilton, Chair Hodges, Vice-Chair Lentz, Member Nader, Member Wandling

Absent:2 Member Barrera, Member Granter

Ruth Mizobe Shikada indicated a copy of the approved Plan will be forwarded to the City Council as it had been requested by a Councilmember.

7. Review of Monthly Progress Report for May 2022.

Recommendation: Note and file the Monthly Progress Report for May 2022.

Dan Fenton reported an executive summary has been added to the report. The sales team submitted a P1 proposal and was short-listed. They have had a chance to submit and are now going through the next steps. Dan Fenton added there is opportunity to submit something to the review panel that represents Santa Clara. Secretary Hamilton added that they are trying to brainstorm a package which includes something to represent Santa Clara's agricultural and historical background with a technology perspective. Dan Fenton added that the Board will start seeing economic impact data moving forward reported monthly. They also continue to increase the number of groups in the research phase as found using the Knowland system.

A motion was made by Member Nader, seconded by Treasurer Carr, to note and file the Monthly Progress Report for May 2022.

Aye:6 Treasurer Carr, Secretary Hamilton, Chair Hodges, Vice-Chair Lentz, Member Nader, Member Wandling

Absent:2 Member Barrera, Member Granter

8. Marketing Activity Updates.

Member Barrera joined the meeting at 3:36 p.m.

Nancy Thome referenced the website activity report which was requested by the Board at the last meeting. The report was for the period January through May 31. Nancy indicated one RFP came in which was a marketing/design inquiry. Of the 50 referring domains, most referrals were from search gateways and from Searchwide. There were also referrals from the City of Santa Clara website and three from CVENT. Of the social network views, 96 were from LinkedIn and one was from Yelp. The top feeder market locations that viewed the webpage were from San José, Santa Clara, San Francisco, LA, and Chicago. Nancy also indicated that more detail data can be gathered depending on what the Board would like to see reported and how often. The Board agreed that a quarterly report on website activity would be sufficient.

9. Action on the Group Sales & Marketing Incentive and Performance Plan & Goal Setting Process.

There was no additional discussion on the performance plan.

Recommendation: Approve the Group Sales & Marketing Incentive and Performance Plan & Goal Setting Process.

A motion was made by Member Nader, seconded by Member Wandling, to approve the Group Sales & Marketing Incentive and Performance Plan & Goal Setting Process.

Aye:7 Member Barrera, Treasurer Carr, Secretary Hamilton, Chair Hodges, Vice-Chair Lentz, Member Nader, Member Wandling

Absent:1 Member Granter

GENERAL ANNOUNCEMENTS

Member Wandling announced congratulations on the FIFA 2026 selection.

Chair Hodges indicated that the Council case counts have decreased in the last week. Additionally, international travel no longer requires testing to return to the U.S.

Nancy Thome reminded the Board that next month's meeting is in person.

ADJOURNMENT

The meeting adjourned at 3:40 p.m. The next regular scheduled meeting is on July 21, 2022 at 3:00 p.m.

FY 2021/22 YEAR-TO-DATE (YTD) SUMMARY BY ORG					
	FY 2021/22 Budget	YTD Budget	Actual YTD Exp	Exp vs. YTD	Expended
FY 2021/22 FUNDING ALLOCATION	\$1,356,002	\$1,130,002	\$1,130,002	\$0	100%
Personnel					
Salary	\$562,500	\$562,500	\$186,291	\$376,209	33%
Payroll Taxes	\$43,606	\$43,606	\$14,200	\$29,406	33%
Health	\$46,766	\$46,766	\$2,041	\$44,725	4%
401K Fee	\$1,100	\$1,100	\$0	\$1,100	0%
Employee Benefits	\$47,866	\$47,866	\$2,041	\$45,825	4%
Employee Incentives	\$69,375	\$69,375	\$0	\$69,375	0%
Other	\$2,280	\$2,280	\$3,560	(\$1,280)	156%
TOTAL PERSONNEL EXPENSE	\$725,627	\$725,627	\$208,132	\$517,495	29%
Purchased Goods and Services Expense					
Contract Services	\$371,876	\$371,876	\$364,000	\$7,876	98%
Operating Supplies	\$24,400	\$24,400	\$11,958	\$12,442	49%
Insurance	\$8,610	\$8,610	\$6,385	\$2,225	74%
Memberships	\$3,872	\$3,872	\$1,846	\$2,026	48%
Subscription Services	\$47,998	\$47,998	\$15,330	\$32,668	32%
Conferences and Trade Shows	\$8,900	\$8,900	\$545	\$8,355	6%
Business Development	\$50,000	\$50,000	\$13,158	\$36,843	26%
Travel & Entertainment	\$20,000	\$20,000	\$0	\$20,000	0%
Advertising & Promotion	\$25,000	\$25,000	\$390	\$24,610	2%
Support Services	\$42,500	\$42,500	\$518	\$41,982	1%
TOTAL PURCHASED GOODS & SERVICES EXPENSE	\$537,156	\$537,156	\$384,225	\$152,931	72%
CONTINGENCY	\$15,000	\$15,000	\$9,532	\$5,468	64%
CITY ADMINISTRATIVE FEE	\$12,219	\$12,219	\$12,866	(\$647)	105%
TOTAL OPERATING EXPENSES	\$1,356,002	\$1,356,002	\$612,714	\$743,288	45%

Silicon Valley/Santa Clara DMO, Inc.
June Report

Report Date: 4/6/2021

FY 2021/22 FUNDING ALLOCATION

	June 2022			YEAR TO DATE			Annual Budget
	Budget	Actual	VARIANCE	YTD Budget	YTD ACTUAL	VARIANCE	
	\$113,000.17	\$65,046.98	\$47,953.19	\$1,356,002.00	\$612,713.95	\$743,288.05	\$1,356,002.00
PERSONNEL							
Salary							
CEO	\$17,917	\$0	\$17,917	\$215,000	\$71,667	\$143,333	\$215,000
DOS	\$8,125	\$0	\$8,125	\$97,500	\$0	\$97,500	\$97,500
SM1	\$7,500	\$0	\$7,500	\$90,000	\$62,701	\$27,299	\$90,000
SM2	\$7,500	\$10,385	(\$2,885)	\$90,000	\$51,923	\$38,077	\$90,000
Admin	\$5,833	\$0	\$5,833	\$70,000	\$0	\$70,000	\$70,000
Salary	\$46,875.00	\$10,384.62	\$36,490.38	\$562,500.00	\$186,290.72	\$376,209.28	\$562,500.00
Payroll Taxes							
CEO	\$1,330	\$0	\$1,330	\$15,964	\$4,057	\$11,907	\$15,964
DOS	\$558	\$0	\$558	\$6,700	\$0	\$6,700	\$6,700
SM1	\$638	\$0	\$638	\$7,650	\$5,600	\$2,050	\$7,650
SM2	\$638	\$794	(\$157)	\$7,650	\$4,543	\$3,107	\$7,650
Admin	\$470	\$0	\$470	\$5,642	\$0	\$5,642	\$5,642
Payroll Taxes	\$3,633.83	\$794.43	\$2,839.40	\$43,606.00	\$14,199.98	\$29,406.02	\$43,606.00
Employee Benefits							
Health							
Health - CEO	\$849	\$0	\$849	\$10,183	\$0	\$10,183	\$10,183
Health - DOS	\$600	\$0	\$600	\$7,200	\$0	\$7,200	\$7,200
Health - SM1	\$800	\$0	\$800	\$9,600	\$0	\$9,600	\$9,600
Health - SM2	\$800	\$0	\$800	\$9,600	\$2,041	\$7,559	\$9,600
Health - Admin	\$849	\$0	\$849	\$10,183	\$0	\$10,183	\$10,183
Health	\$3,897.17	\$0.00	\$3,897.17	\$46,766.00	\$2,040.52	\$44,725.48	\$46,766.00
401K Fee							
401K Fee - CEO	\$18	\$0	\$18	\$220	\$0	\$220	\$220
401K Fee - DOS	\$18	\$0	\$18	\$220	\$0	\$220	\$220
401K Fee - SM1	\$18	\$0	\$18	\$220	\$0	\$220	\$220
401K Fee - SM2	\$18	\$0	\$18	\$220	\$0	\$220	\$220
401K Fee - Admin	\$18	\$0	\$18	\$220	\$0	\$220	\$220
401K Fee	\$91.67	\$0.00	\$91.67	\$1,100.00	\$0.00	\$1,100.00	\$1,100.00
Employee Benefits	\$3,988.83	\$0.00	\$3,988.83	\$47,866.00	\$2,040.52	\$45,825.48	\$47,866.00
Employee Incentives							
Employee Incentive DOS	\$2,031	\$0	\$2,031	\$24,375	\$0	\$24,375	\$24,375
Employee Incentive SM1	\$1,875	\$0	\$1,875	\$22,500	\$0	\$22,500	\$22,500
Employee Incentive SM2	\$1,875	\$0	\$1,875	\$22,500	\$0	\$22,500	\$22,500
Employee Incentives	\$5,781.25	\$0.00	\$5,781.25	\$69,375.00	\$0.00	\$69,375.00	\$69,375.00
Other							
Cell Phone Stipend - CEO	\$40	\$0	\$40	\$480	\$0	\$480	\$480
Cell Phone Stipend - DOS	\$30	\$0	\$30	\$360	\$0	\$360	\$360
Cell Phone Stipend - SM1	\$40	\$0	\$40	\$480	\$320	\$160	\$480
Cell Phone Stipend - SM2	\$40	\$0	\$40	\$480	\$240	\$240	\$480
Cell Phone Stipend - Admin	\$40	\$0	\$40	\$480	\$0	\$480	\$480
Relocation Expense				\$0	\$3,000	(\$3,000)	\$0
Other	\$190.00	\$0.00	\$190.00	\$2,280.00	\$3,560.00	(\$1,280.00)	\$2,280.00
TOTAL PERSONNEL EXPENSE	\$60,468.92	\$11,179.05	\$49,289.87	\$0.18	\$725,627.00	\$206,091.22	\$519,535.78

PURCHASED GOODS & SERVICES

Contract Services

Fiscal Services	\$1,417	\$2,919	(\$1,502)	\$17,000	\$26,759	(\$9,759)	\$ 17,000
Legal Services	\$2,000	\$1,800	\$200	\$24,000	\$24,212	(\$212)	\$ 24,000
Payroll Services	\$375	\$114	\$261	\$4,500	\$2,677	\$1,823	\$ 4,500
Audit	\$1,250	\$0	\$1,250	\$15,000	\$0	\$15,000	\$ 15,000
IT	\$448	\$264	\$184	\$5,376	\$3,168	\$2,208	\$ 5,376
Professional Services	\$5,000	\$15,044	(\$10,044)	\$60,000	\$71,944	(\$11,944)	\$ 60,000
HR Services	\$2,500	\$320	\$2,180	\$30,000	\$6,040	\$23,960	\$ 30,000
Staffing	\$0	\$12,705	(\$12,705)	\$0	\$76,128	(\$76,128)	\$ -
Marketing	\$13,833	\$0	\$13,833	\$166,000	\$93,756	\$72,244	\$ 166,000
Website	\$1,833	\$910	\$923	\$22,000	\$31,315	(\$9,315)	\$ 22,000
Branding	\$2,333	\$0	\$2,333	\$28,000	\$28,000	\$0	\$ 28,000

Contract Services	\$30,989.67	\$34,076.67	(\$3,087.00)	\$371,876.00	\$364,000.20	\$7,875.80	\$371,876.00
Operating Supplies							
Banking Fees				\$0	\$45	(\$45)	\$ -
Software Licenses	\$292	\$73	\$219	\$3,500	\$1,338	\$2,162	\$ 3,500
Postage	\$25	\$0	\$25	\$300	\$8	\$292	\$ 300
IT	\$1,300	\$0	\$1,300	\$15,600	\$10,415	\$5,185	\$ 15,600
Licenses	\$0	\$0	\$0	\$0	\$49	(\$49)	\$ -
Office Supplies	\$417	\$0	\$417	\$5,000	\$104	\$4,896	\$ 5,000
Operating Supplies	\$2,033.33	\$73.05	\$1,960.28	\$24,400.00	\$11,958.32	\$12,441.68	\$24,400.00
Recruitment	\$0	\$250	\$0	\$0.00	\$1,897.00	(\$1,897.00)	\$0.00
Insurance							
Workers Compensation	\$257	\$148	\$108	\$3,078	\$1,780	\$1,298	\$ 3,078
Business Owners Liability & Property	\$133	\$144	(\$11)	\$1,597	\$1,730	(\$133)	\$ 1,597
Professional Cyber Liability	\$153	\$250	(\$96)	\$1,839	\$2,247	(\$408)	\$ 1,839
Management Liability	\$175	\$175	\$0	\$2,096	\$1,170	\$926	\$ 2,096
Insurance	\$717.50	\$716.83	\$0.67	\$8,610.00	\$6,385.12	\$2,224.88	\$8,610.00
Memberships							
Destinations International	\$87	\$133	(\$46)	\$1,047	\$667	\$380	\$ 1,047
PCMA	\$83	\$40	\$43	\$1,000	\$485	\$515	\$ 1,000
MPI ACE/WEC	\$94	\$46	\$48	\$1,125	\$503	\$622	\$ 1,125
CALSAE	\$58	\$21	\$37	\$700	\$253	\$447	\$ 700
	\$0	\$0	\$0				
Memberships	\$322.67	\$240.55	\$82.12	\$3,872.00	\$1,846.07	\$2,025.93	\$3,872.00
Subscription Services							
CRM	\$683	\$200	\$483	\$8,200	\$5,800	\$2,400	\$ 8,200
CVENT	\$2,623	\$100	\$2,523	\$31,473	\$2,801	\$28,672	\$ 31,473
DMAI Event Impact Calendar	\$0	\$442	\$0	\$0	\$900	\$0	\$ -
Destination International	\$644	\$612	\$32	\$7,725	\$5,804	\$1,921	\$ 7,725
Trade Journal/Newspapers	\$50	\$0	\$50	\$600	\$25	\$575	\$ 600
Subscription Services	\$3,999.83	\$1,353.33	\$2,646.50	\$47,998.00	\$15,329.81	\$32,668.19	\$47,998.00
Conferences and Trade Shows							
MPI ACE/WEC	\$125	\$0	\$125	\$1,500	\$545	\$955	\$ 1,500
CALSAE	\$200	\$0	\$200	\$2,400	\$0	\$2,400	\$ 2,400
CONNECT	\$417	\$0	\$417	\$5,000	\$0	\$5,000	\$ 5,000
Conferences and Trade Shows	\$741.67	\$0.00	\$741.67	\$8,900.00	\$545.00	\$8,355.00	\$8,900.00
Business Development	\$4,166.67	\$13,157.50	(\$8,990.83)	\$50,000.00	\$13,157.50	\$36,842.50	\$50,000.00
Travel & Entertainment	\$1,666.67	\$0.00	\$1,666.67	\$20,000.00	\$0.00	\$20,000.00	\$20,000.00
Advertising & Promotion	\$2,083.33	\$0.00	\$2,083.33	\$25,000.00	\$390.00	\$24,610.00	\$25,000.00
Support Services							
Client Events	\$1,458	\$0	\$1,458	\$17,500	\$518	\$16,982	\$ 17,500
Site Visits	\$417	\$0	\$417	\$5,000	\$0	\$5,000	\$ 5,000
Familiarization Trips	\$1,667	\$0	\$1,667	\$20,000	\$0	\$20,000	\$ 20,000
Support Services	\$3,541.67	\$0.00	\$3,541.67	\$42,500.00	\$517.96	\$41,982.04	\$42,500.00
TOTAL PURCHASED GOODS & SERVICES EXPENSE	\$44,763.00	\$49,867.93	(\$5,104.93)	\$537,156.00	\$384,224.64	\$152,931.36	\$537,156.00
CONTINGENCY	\$1,250.00	\$0.00	\$1,250.00	\$15,000.00	\$9,532.15	\$5,467.85	\$15,000.00
CITY ADMINISTRATIVE FEE	\$1,018.25	\$4,000.00	(\$2,981.75)	\$12,219.00	\$12,865.94	(\$646.94)	\$12,219.00
TOTAL OPERATING EXPENSES	\$113,000.17	\$65,046.98	\$47,953.19	\$1,356,002.00	\$612,713.95	\$743,288.05	\$1,356,002.00
FUND SURPLUS(DEFICIT)	\$0.00	\$47,953.19	\$0.00		\$743,288.09		\$0.00

07/12/22- Preliminary Report

Budget vs. Actuals

FY 2021/2022

June 30 2022

	Annual Budget	YTD Budget	YTD ACTUAL	VARIANCE	Expended
TID Collection FY21/22			\$ 876,049.94		
Other Contributions			\$ 66,000.00		
Total Contributions			\$ 942,049.94		
FY 2021/22 FUNDING ALLOCATION	\$1,356,002.00	\$1,356,002.00	\$612,713.95	\$743,288.05	45%
Personnel					
Salary					
CEO	\$215,000.00	\$215,000.00	\$71,666.67	\$143,333.33	33%
DOS	\$97,500.00	\$97,500.00	\$0.00	\$97,500.00	0%
SM1	\$90,000.00	\$90,000.00	\$62,700.95	\$27,299.05	70%
SM2	\$90,000.00	\$90,000.00	\$51,923.10	\$38,076.90	58%
Admin	\$70,000.00	\$70,000.00	\$0.00	\$70,000.00	0%
Salary	\$562,500.00	\$562,500.00	\$186,290.72	\$376,209.28	33%
Payroll Taxes					
CEO	\$15,964.00	\$15,964.00	\$4,056.80	\$11,907.20	25%
DOS	\$6,700.00	\$6,700.00	\$0.00	\$6,700.00	0%
SM1	\$7,650.00	\$7,650.00	\$5,600.20	\$2,049.80	73%
SM2	\$7,650.00	\$7,650.00	\$4,542.98	\$3,107.02	59%
Admin	\$5,642.00	\$5,642.00	\$0.00	\$5,642.00	0%
Payroll Taxes	\$43,606.00	\$43,606.00	\$14,199.98	\$29,406.02	33%
Employee Benefits					
Health					
Health - CEO	\$10,183.00	\$10,183.00	\$0.00	\$10,183.00	0%
Health - DOS	\$7,200.00	\$7,200.00	\$0.00	\$7,200.00	0%
Health - SM1	\$9,600.00	\$9,600.00	\$0.00	\$9,600.00	0%
Health - SM2	\$9,600.00	\$9,600.00	\$2,040.52	\$7,559.48	21%
Health - Admin	\$10,183.00	\$10,183.00	\$0.00	\$10,183.00	0%
Health	\$46,766.00	\$46,766.00	\$2,040.52	\$44,725.48	4%
401K Fee					
401K Fee - CEO	\$220.00	\$220.00	\$0.00	\$220.00	0%
401K Fee - DOS	\$220.00	\$220.00	\$0.00	\$220.00	0%
401K Fee - SM1	\$220.00	\$220.00	\$0.00	\$220.00	0%
401K Fee - SM2	\$220.00	\$220.00	\$0.00	\$220.00	0%
401K Fee - Admin	\$220.00	\$220.00	\$0.00	\$220.00	0%
401K Fee	\$1,100.00	\$1,100.00	\$0.00	\$1,100.00	0%
		\$0.00			

07/12/22 - Preliminary Report

Employee Benefits	\$47,866.00	\$47,866.00	\$2,040.52	\$45,825.48	4%
		\$0.00			
Employee Incentives		\$0.00			
Employee Incentive DOS	\$24,375.00	\$24,375.00	\$0.00	\$24,375.00	0%
Employee Incentive SM1	\$22,500.00	\$22,500.00	\$0.00	\$22,500.00	0%
Employee Incentive SM2	\$22,500.00	\$22,500.00	\$0.00	\$22,500.00	0%
Employee Incentives	\$69,375.00	\$69,375.00	\$0.00	\$69,375.00	0%
		\$0.00			
Other		\$0.00			
		\$0.00			
Cell Phone Stipend - CEO	\$480.00	\$480.00	\$0.00	\$480.00	0%
Cell Phone Stipend - DOS	\$360.00	\$360.00	\$0.00	\$360.00	0%
Cell Phone Stipend - SM1	\$480.00	\$480.00	\$320.00	\$160.00	67%
Cell Phone Stipend - SM2	\$480.00	\$480.00	\$240.00	\$240.00	50%
Cell Phone Stipend - Admin	\$480.00	\$480.00	\$0.00	\$480.00	0%
		\$0.00			
Relocation Expense		\$0.00	\$3,000.00	(\$3,000.00)	
		\$0.00			
Other	\$2,280.00	\$2,280.00	\$3,560.00	(\$1,280.00)	156%
		\$0.00			
TOTAL PERSONNEL EXPENSE	\$725,627.00	\$725,627.00	\$206,091.22	\$519,535.78	28%
		\$0.00			
PURCHASED GOODS & SERVICES		\$0.00			
		\$0.00			
Contract Services		\$0.00			
Fiscal Services	\$17,000.00	\$17,000.00	\$26,759.11	(\$9,759.11)	157%
Legal Services	\$24,000.00	\$24,000.00	\$24,212.47	(\$212.47)	101%
Payroll Services	\$4,500.00	\$4,500.00	\$2,676.75	\$1,823.25	59%
Audit	\$15,000.00	\$15,000.00	\$0.00	\$15,000.00	0%
IT	\$5,376.00	\$5,376.00	\$3,168.00	\$2,208.00	59%
Professional Services	\$60,000.00	\$60,000.00	\$71,944.29	(\$11,944.29)	120%
HR Services	\$30,000.00	\$30,000.00	\$6,040.00	\$23,960.00	20%
Staffing	\$0.00	\$0.00	\$76,128.42	(\$76,128.42)	
Marketing	\$166,000.00	\$166,000.00	\$93,755.83	\$72,244.17	56%
Website	\$22,000.00	\$22,000.00	\$31,315.33	(\$9,315.33)	142%
Branding	\$28,000.00	\$28,000.00	\$28,000.00	\$0.00	100%
Contract Services	\$371,876.00	\$371,876.00	\$364,000.20	\$7,875.80	98%
Operating Supplies					
Banking Fees	\$0.00	\$0.00	\$45.00	(\$45.00)	
Software Licenses	\$3,500.00	\$3,500.00	\$1,337.99	\$2,162.01	38%
Postage	\$300.00	\$300.00	\$7.68	\$292.32	3%
IT	\$15,600.00	\$15,600.00	\$10,414.98	\$5,185.02	67%
Licenses		\$0.00	\$49.00	(\$49.00)	
Office Supplies	\$5,000.00	\$5,000.00	\$103.67	\$4,896.33	2%
Operating Supplies	\$24,400.00	\$24,400.00	\$11,958.32	\$12,441.68	49%
Recruitment		\$0.00	\$1,897.00	(\$1,897.00)	
Insurance					

07/12/22- Preliminary Report

Workers Compensation	\$3,078.00	\$3,078.00	\$1,779.96	\$1,298.04	58%
Business Owners Liability & Property	\$1,597.00	\$1,597.00	\$1,730.04	(\$133.04)	108%
Professional Cyber Liability	\$1,839.00	\$1,839.00	\$2,247.03	(\$408.03)	122%
Management Liability	\$2,096.00	\$2,096.00	\$1,170.26	\$925.74	56%
Insurance	\$8,610.00	\$8,610.00	\$6,385.12	\$2,224.88	74%
Memberships					
Destinations International	\$1,047.00	\$1,047.00	\$666.65	\$380.35	64%
PCMA	\$1,000.00	\$1,000.00	\$485.04	\$514.96	49%
MPI ACE/WEC	\$1,125.00	\$1,125.00	\$503.25	\$621.75	45%
CALSAE	\$700.00	\$700.00	\$252.60	\$447.40	36%
Memberships	\$3,872.00	\$3,872.00	\$1,846.07	\$2,025.93	48%
Subscription Services					
CRM	\$8,200.00	\$8,200.00	\$5,800.00	\$2,400.00	71%
CVENT	\$31,473.00	\$31,473.00	\$2,800.66	\$28,672.34	9%
DMAI Event Impact Calendar			\$900.04		
Destination International	\$7,725.00	\$7,725.00	\$5,804.11	\$1,920.89	75%
Trade Journal/Newspapers	\$600.00	\$600.00	\$25.00	\$575.00	4%
Subscription Services	\$47,998.00	\$47,998.00	\$15,329.81	\$32,668.19	32%
Conferences and Trade Shows					
MPI ACE/WEC	\$1,500.00	\$1,500.00	\$545.00	\$955.00	36%
CALSAE	\$2,400.00	\$2,400.00	\$0.00	\$2,400.00	0%
CONNECT	\$5,000.00	\$5,000.00	\$0.00	\$5,000.00	0%
Conferences and Trade Shows	\$8,900.00	\$8,900.00	\$545.00	\$8,355.00	6%
Business Development	\$50,000.00	\$50,000.00	\$13,157.50	\$36,842.50	26%
Travel & Entertainment	\$20,000.00	\$20,000.00	\$0.00	\$20,000.00	0%
Advertising & Promotion	\$25,000.00	\$25,000.00	\$390.00	\$24,610.00	2%
Support Services					
Client Events	\$17,500.00	\$17,500.00	\$517.96	\$16,982.04	3%
Site Visits	\$5,000.00	\$5,000.00	\$0.00	\$5,000.00	0%
Familiarization Trips	\$20,000.00	\$20,000.00	\$0.00	\$20,000.00	0%
Support Services	\$42,500.00	\$42,500.00	\$517.96	\$41,982.04	1%
TOTAL PURCHASED GOODS & SERVICES EXPENSE	\$537,156.00	\$537,156.00	\$384,224.64	\$152,931.36	72%
CONTINGENCY	\$15,000.00	\$15,000.00	\$9,532.15	\$5,467.85	64%
CITY ADMINISTRATIVE FEE	\$12,219.00	\$12,219.00	\$12,865.94	(\$646.94)	105%
TOTAL OPERATING EXPENSES	\$1,356,002.00	\$1,356,002.00	\$612,713.95	\$743,288.05	45%
FUND SURPLUS(DEFICIT)			\$743,288.09		

07/12/22 - Preliminary Report

FY 2021/22 YEAR-TO-DATE (YTD) SUMMARY BY PROGRAM

Budget Item	FY 2021/22 Budget	YTD Budget	Actual YTD Exp	Variance	Expended
CONVENTION SALES, INCENTIVES & SERVICES					
Personnel	\$397,255.00	\$397,255.00	\$130,367.75	\$266,887.25	32.82%
Salary	\$277,500.00	\$277,500.00	\$114,624.05	\$162,875.95	41.31%
1.0 FTE Director of Sales	\$97,500.00	\$97,500.00	\$0.00	\$97,500.00	0.00%
1.0 FTE Sales Manager	\$90,000.00	\$90,000.00	\$62,700.95	\$27,299.05	69.67%
1.0 FTE Sales Manager	\$90,000.00	\$90,000.00	\$51,923.10	\$38,076.90	57.69%
Incentives	\$69,375.00	\$69,375.00	\$0.00	\$69,375.00	0.00%
Benefits	\$27,060.00	\$27,060.00	\$2,040.52	\$25,019.48	7.54%
Health	\$26,400.00	\$26,400.00	\$2,040.52	\$24,359.48	7.73%
401K Fee	\$660.00	\$660.00	\$0.00	\$660.00	0.00%
Payroll Taxes	\$22,000.00	\$22,000.00	\$10,143.18	\$11,856.82	46.11%
Other-Cell Phone Stipend	\$1,320.00	\$1,320.00	\$560.00	\$760.00	42.42%
Other	\$0.00	\$0.00	\$3,000.00	(\$3,000.00)	0.00%
Convention Sales, Incentives & Services Expenses	\$155,698.00	\$155,698.00	\$18,262.01	\$137,435.99	11.73%
Memberships	\$2,825.00	\$2,825.00	\$1,240.89	\$1,584.11	43.93%
Professional Convention Management Association (PCMA)	\$1,000.00	\$1,000.00	\$485.04	\$514.96	48.50%
Meeting Professional International (MPI)	\$1,125.00	\$1,125.00	\$503.25	\$621.75	44.73%
California Society of Association Executives (Cal SAE)	\$700.00	\$700.00	\$252.60	\$447.40	36.09%
Subscription Services	\$31,473.00	\$31,473.00	\$2,800.66	\$28,672.34	8.90%
CVENT	\$31,473.00	\$31,473.00	\$2,800.66	\$28,672.34	8.90%
Business Development	\$50,000.00	\$50,000.00	\$13,157.50	\$36,842.50	26.32%
Conferences and Tradeshows	\$8,900.00	\$8,900.00	\$545.00	\$8,355.00	6.12%
MPI ACE/WEC	\$1,500.00	\$1,500.00	\$545.00	\$955.00	36.33%
CALSAE	\$2,400.00	\$2,400.00	\$0.00	\$2,400.00	0.00%
CONNECT	\$5,000.00	\$5,000.00	\$0.00	\$5,000.00	0.00%
Support Services	\$42,500.00	\$42,500.00	\$517.96	\$41,982.04	1.22%
Site Tours	\$5,000.00	\$5,000.00	\$0.00	\$5,000.00	0.00%
Familiarization Trips	\$20,000.00	\$20,000.00	\$0.00	\$20,000.00	0.00%
Client Events	\$17,500.00	\$17,500.00	\$517.96	\$16,982.04	2.96%
Travel & Entertainment	\$20,000.00	\$20,000.00	\$0.00	\$20,000.00	0.00%
TOTAL CONVENTION SALES, INCENTIVES & SERVICES	\$552,953.00	\$552,953.00	\$148,629.76	\$404,323.24	26.88%
MARKETING & COMMUNICATIONS					
Marketing Expenses	\$241,000.00	\$241,000.00	\$153,461.16	\$87,538.84	63.68%
Contract Services	\$216,000.00	\$216,000.00	\$153,071.16	\$62,928.84	70.87%
Marketing Services	\$166,000.00	\$166,000.00	\$93,755.83	\$72,244.17	56.48%
Branding	\$28,000.00	\$28,000.00	\$28,000.00	\$0.00	100.00%
Website	\$22,000.00	\$22,000.00	\$31,315.33	(\$9,315.33)	142.34%
Advertising & Promotions	\$25,000.00	\$25,000.00	\$390.00	\$24,610.00	1.56%
TOTAL MARKETING & COMMUNICATIONS	\$241,000.00	\$241,000.00	\$153,461.16	\$87,538.84	63.68%
ADMINISTRATION					
Personnel	\$328,372.00	\$328,372.00	\$75,723.47	\$252,648.53	23.06%
Salary	\$285,000.00	\$285,000.00	\$71,666.67	\$213,333.33	25.15%
1.0 FTE CEO	\$215,000.00	\$215,000.00	\$71,666.67	\$143,333.33	33.33%
1.0 FTE Administrative Assistant	\$70,000.00	\$70,000.00	\$0.00	\$70,000.00	0.00%
Benefits	\$20,806.00	\$20,806.00	\$0.00	\$20,806.00	0.00%
Health	\$20,366.00	\$20,366.00	\$0.00	\$20,366.00	0.00%
401K Fee	\$440.00	\$440.00	\$0.00	\$440.00	0.00%
Payroll Taxes	\$21,606.00	\$21,606.00	\$4,056.80	\$17,549.20	18.78%
Other-Cell Phone Stipend	\$960.00	\$960.00	\$0.00	\$960.00	0.00%
Administrative Expenses	\$206,458.00	\$206,458.00	\$244,907.45	(\$38,449.45)	118.62%
Contract Services	\$155,876.00	\$155,876.00	\$210,929.04	(\$55,053.04)	135.32%
Human Resources	\$30,000.00	\$30,000.00	\$6,040.00	\$23,960.00	20.13%
Fiscal	\$17,000.00	\$17,000.00	\$26,759.11	(\$9,759.11)	157.41%
Legal	\$24,000.00	\$24,000.00	\$24,212.47	(\$212.47)	100.89%
Payroll	\$4,500.00	\$4,500.00	\$2,676.75	\$1,823.25	59.48%
Professional Services	\$60,000.00	\$60,000.00	\$71,944.29	(\$11,944.29)	119.91%
IT	\$5,376.00	\$5,376.00	\$3,168.00	\$2,208.00	58.93%
Audit	\$15,000.00	\$15,000.00	\$0.00	\$15,000.00	0.00%
Staffing Services	\$0.00	\$0.00	\$76,128.42	(\$76,128.42)	0.00%
Operating Supplies	\$24,400.00	\$24,400.00	\$11,958.32	\$12,441.68	49.01%
Licenses/Bank Fees	\$0.00	\$0.00	\$94.00	(\$94.00)	0.00%
Office supplies	\$5,000.00	\$5,000.00	\$103.67	\$4,896.33	2.07%
Software Licenses	\$3,500.00	\$3,500.00	\$1,337.99	\$2,162.01	38.23%
Postage	\$300.00	\$300.00	\$7.68	\$292.32	2.56%
IT (Computers and Hardware)	\$15,600.00	\$15,600.00	\$10,414.98	\$5,185.02	66.76%
Insurance	\$8,610.00	\$8,610.00	\$6,927.29	\$1,682.71	80.46%
Workers Comp	\$3,078.00	\$3,078.00	\$1,779.96	\$1,298.04	57.83%
Business Owners Liability & Property	\$1,597.00	\$1,597.00	\$1,730.04	(\$133.04)	108.33%
Professional Cyber Liability	\$1,839.00	\$1,839.00	\$2,247.03	(\$408.03)	122.19%
Management Liability	\$2,096.00	\$2,096.00	\$1,170.26	\$925.74	55.83%
Memberships	\$1,047.00	\$1,047.00	\$666.65	\$380.35	63.67%
Destinations International	\$1,047.00	\$1,047.00	\$666.65	\$380.35	63.67%
Recruitment	\$0.00	\$0.00	\$1,897.00	(\$1,897.00)	0.00%

Subscription Services	\$16,525.00	\$16,525.00	\$12,529.15	\$3,995.85	75.82%
CRM System (Simpleview)	\$8,200.00	\$8,200.00	\$5,800.00	\$2,400.00	70.73%
Annual Subscription	\$0.00	\$0.00	\$0.00	\$0.00	0.00%
DMAI	\$0.00	\$0.00	\$900.04	(\$900.04)	0.00%
			\$0.00	\$0.00	0.00%
Destinations International	\$7,725.00	\$7,725.00	\$5,804.11	\$1,920.89	75.13%
Trade Journals/Newspapers	\$600.00	\$600.00	\$25.00	\$575.00	4.17%
TOTAL ADMINISTRATION	\$534,830.00	\$534,830.00	\$320,630.92	\$214,199.08	59.95%
Contingency	\$15,000.00	\$15,000.00	\$9,532.15	\$5,467.85	63.55%
City Administration Fee	\$12,219.00	\$12,219.00	\$12,865.94	(\$646.94)	105.29%
TOTAL OPERATING BUDGET	\$1,356,002.00	\$1,356,002.00	\$645,119.93	\$710,882.07	47.58%

07/12/22 - Preliminary Report



Santa Clara Convention Center Monthly Sales Progress Report

June 2022

Updated: 07-11-22



Executive Summary

- P1 Definite Contracted → AirBNB Employee Summit
- The SCCC team has reached the recommended level of prospects to maintain consistent sales activity to build the pipeline for P3-P5 events
- Exceeded Tentative goals for tentative leads for P1-P5
- Recruitment on-going for DMO Sales Manager

Monthly Totals by Event Type

	P 1 - P 2	P 3 - P 5
Current Active Prospects	43	539
June	P 1 - P 2	P 3 - P 5
New Prospects	5	59
New Tentatives	2	37
New Definites	1	31



Silicon Valley/Santa Clara DMO Inc.			
Performance Measures			
	2021/22 Target	June	NOTES
1. Event Mix (Consumed)			
Percent of P1 Events	1%	0%	
Number of P1 Events	1	0	
Percent of P2 Events	2%	0%	
Number of P2 Events	2	0	
2. Number of Definite Events Booked (booked in the year for future years)			
Number of P1 Events	3	1	
Number of P2 Events	6	0	
3. Convention Center Gross Revenue (P1& P2)	\$876,000	\$0	
4. Number of Room Nights Booked (for future years)	9,375	2,100	
5. Number of Room Nights Consumed	3,125	0	
6. Number of Weeks Impacted (Consumed)	3	-	Reported at year-end
7. Customer Service Survey Results (overall satisfaction)	85%	-	Reported at year-end
8. Number of Prospects (active) (non-cumulative P1 & P2)	770	43	FY 2021/22 goal was based on full year staffing of two sales manager and DOS
9. Economic Impact (Consumed P1 and P2 events)	\$2,010,649	\$0	

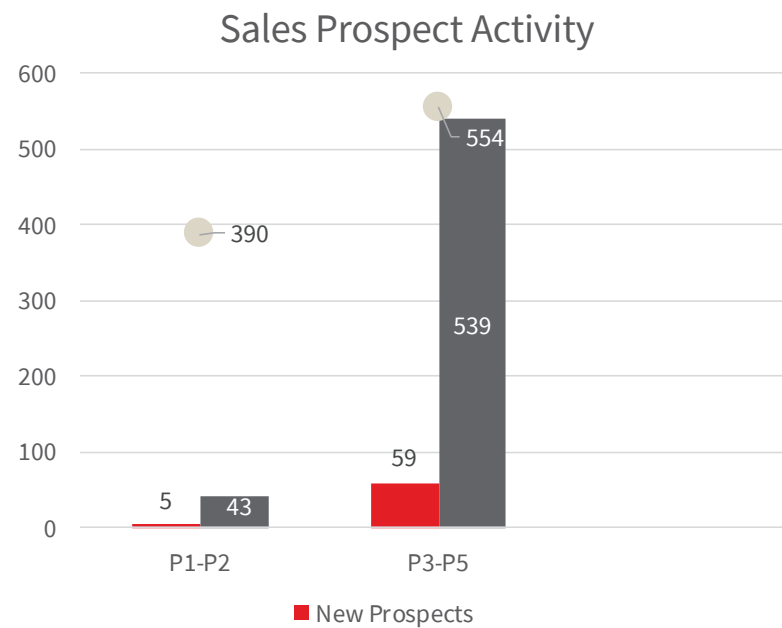
Michael Baker	2021/22 Target	June	NOTES
Prospecting Goal - Number of new prospects	180	20	
Actual	17	5	

Prospect Conversion Rate	1.17%	0%	
--------------------------	-------	----	--

SCCC Sales Prospects

The sales teams across all partners added **64** new prospects for the SCCC in the month of June, with an additional 52 being researched.

- Research Activity
 - Total: 322
 - 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:
 - 24,488 room nights and 61,700 attendees
 - \$5,507,578 in Overall Projected Building Spend
- Economic Impact: To be added

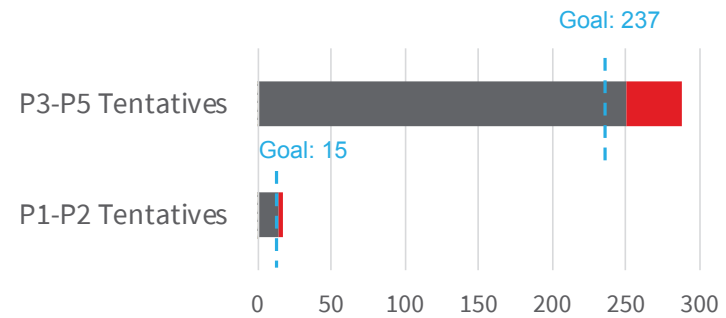


SCCC Sales Tentative Events

The sales teams across all partners added **39** new tentative events for the SCCC in the month of June.

- There is a goal to achieve **252** tentatives annually
- The SCCC & DMO teams have exceeded their annual tentative goals
- The conversion rate from prospect to tentative YTD is **52%**
- Economic Impact: To be added

Total Tentatives Funnel



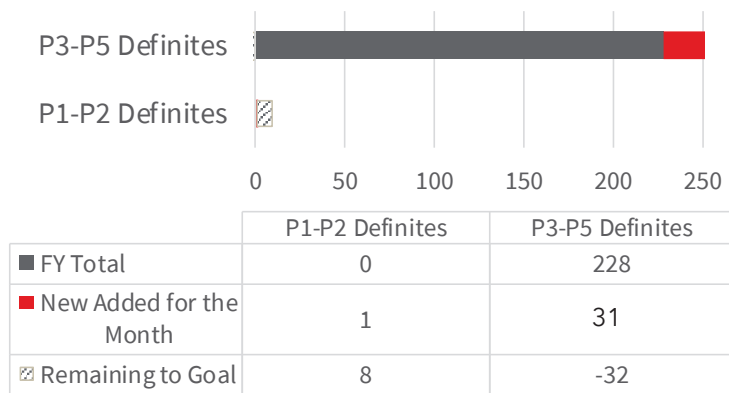
	P1-P2 Tentatives	P3-P5 Tentatives
■ FY Total	15	251
■ New Added for the Month	2	37
⊠ Remaining to Goal	-2	-51

SCCC Sales Definite Events

The sales teams across all partners added **32** new definite events for the SCCC in the month of June 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 **10%**
- Economic Impact: To be added

Total Definites Funnel

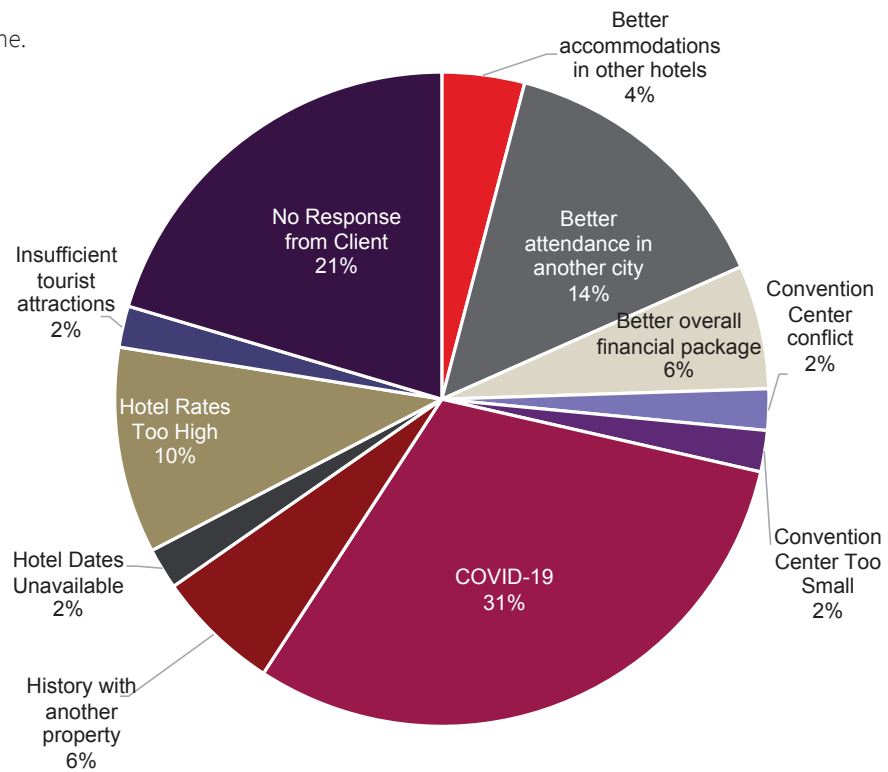


SCCC Sales Lost Events

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

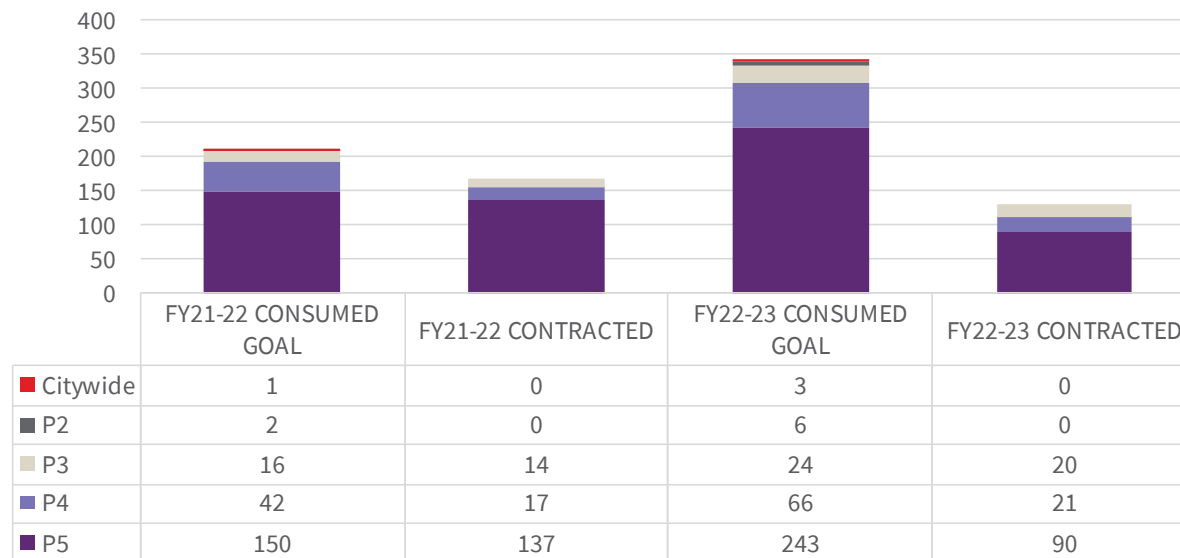
- The events represented:
 - 1,500 attendees
 - 1,190 room nights
 - \$200,000 in SCCC revenue (rental + F&B)
- Economic Impact
 - \$808,839.74

Lost Business by Reason YTD



FY Budget Events (consumed in this FY)

FY Consumed Goals



Event Mix Goal to Full Optimization

