



DISCOVER SANTA CLARA®  
BOARD OF DIRECTORS  
SPECIAL MEETING AGENDA

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November 17, 2022

3:00 p.m.

Virtual Meeting

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The public can participate remotely via Zoom: <https://us06web.zoom.us/j/85401987696>.  
Meeting ID: 854 0198 7696 or by phone: 1 (669) 900-6833.

**CALL TO ORDER**

**ROLL CALL**

**PUBLIC COMMENT**

*For public comment on items on the Agenda that is within the subject matter jurisdiction of the Board.*

**CONSENT AGENDA**

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

- Discover Santa Clara® Board of Directors – October 20, 2022
- Discover Santa Clara® Board of Directors – November 2, 2022

Recommendation: Note and file Meeting Minutes.

**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. Results of the Board of Directors Elections and Appointments from the Board of Directors' Annual Meeting Held on October 20, 2022.**

**3. Review of the FY 2022/23 Q1 Financial Report.**

Recommendation: Note and file the FY 2022/23 Q1 Financial Report.

**4. Discussion on the Board of Directors Meeting Schedule for Calendar Year 2023.**

Recommendation: Action on the Board of Directors Meeting Schedule for Calendar Year 2023.

5. Action on a Work Order in the Amount of \$10,000.00 to Add 100 CRM Support Hours to Support the Licensing Contract with Simpleview.

Recommendation: Approve and authorize the Chief Executive Officer to execute a work order in the amount of \$10,000.00 to add 100 CRM support hours to support the licensing contract with Simpleview.

6. Review and Action on the September 2022 Activity Report.

Recommendation: Note and file the September 2022 Activity Report.

7. Marketing Updates.

## **ADJOURNMENT**

The next regular scheduled meeting is on December 15, 2022 at 3:00 p.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 Beverly Corriere, [BCorriere@discoversantaclara.org](mailto:BCorriere@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 Beverly Corriere, [BCorriere@discoversantaclara.org](mailto:BCorriere@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 Beverly Corriere, [BCorriere@discoversantaclara.org](mailto:BCorriere@discoversantaclara.org) as soon as possible before the scheduled event.*

## ATTACHMENTS

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**October 20, 2022, 3:00 p.m.  
Santa Clara Convention Center  
5001 Great America Parkway, Great America Ballroom J  
Santa Clara, CA 95054**

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**CALL TO ORDER**

Chair Hodges called the meeting to order at 3:05 p.m.

**ROLL CALL**

Present: Kelly Carr, OVG360  
Christopher Hamilton, Levy Restaurants  
Eron Hodges, Hyatt Santa Clara

Absent: Pablo Barrera, I.B.T Local Union 853 (joined at 3:14 p.m.)  
Barb Granter, Great America  
Catherine Lentz, Forty-Niners Stadium Management Company  
Nadine Nader, City of Santa Clara  
Leo Wandling, I.A.T.S.E Local Union 134 (joined at 3:40 p.m.)  
Ruth Mizobe Shikada, City of Santa Clara (Ex-Officio)

There was no quorum.

Attendance: Nancy Thome, City of Santa Clara  
Dan Fenton, Jones Lang LaSalle  
Beverly Corriere, Discover Santa Clara®

**PUBLIC COMMENT**

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

There were no public comments.

**SPECIAL ORDER OF BUSINESS**

**1. Introduction of Chief Executive Officer, Christine Lawson.**

Chair Hodges introduced the new Chief Executive Officer, Christine Lawson. Christine shared that she has over 30 years of experience on the hotel side. Her first week has been great with the team being incredibly helpful. Christine is excited to be with the organization. She

has reached out to the Board, the hotel GMs and DOS' and plans to meet with the revenue directors.

## **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.*

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

- Discover Santa Clara® Board of Directors – August 18, 2022 (Revised)
- Discover Santa Clara® Board of Directors – September 15, 2022
- Discover Santa Clara® Board of Directors – October 12, 2022

**Recommendation:** Note and file Meeting Minutes.

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

**Aye:**5 Member Barrera, Treasurer Carr, Secretary Hamilton, Chair Hodges, Member Wandling

**Absent:**3 Member Granter, Vice-Chair Lentz, Member Nader

## **CONSENT ITEMS PULLED FOR DISCUSSION**

### **PUBLIC PRESENTATIONS**

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### **GENERAL BUSINESS – ITEMS FOR DISCUSSION**

Member Barrera joined the meeting at 3:14 p.m.

Member Wandling joined the meeting at 3:40 p.m.

A quorum of 5 was met.

### **3. Action on Amendment No. 1 to the Agreement for Services Between Silicon Valley/Santa Clara DMO, Inc. and ArightCo, Inc. Increasing Compensation to a Not-to Exceed Amount of \$36,371.00.**

**Recommendation:** Authorize the Chair to execute Amendment No. 1 to the Agreement for Services Between Silicon Valley/Santa Clara DMO, Inc. and ArightCo, Inc. increasing

compensation to a not-to-exceed amount of \$36,371.00.

**A motion was made by Member Wandling, seconded by Member Barrera to authorize the Chair to execute Amendment No. 1 to the Agreement for Services Between Silicon Valley/Santa Clara DMO, Inc. and ArightCo, Inc. increasing compensation to a not-to-exceed amount of \$36,371.00.**

**Aye:**5 Member Barrera, Treasurer Carr, Secretary Hamilton, Chair Hodges, Member Wandling

**Absent:**3 Member Granter, Vice-Chair Lentz, Member Nader

4. Action on Amendment No. 1 to the Agreement for Services Between Silicon Valley/Santa Clara DMO, Inc. and Civitas Advisors, Inc. Extending the Term of the Agreement to April 30, 2023.

Recommendation: Authorize the Chair to execute Amendment No. 1 to the Agreement for Services Between Silicon Valley/Santa Clara DMO, Inc. and Civitas Advisors, Inc. extending the Term of the Agreement to April 30, 2023.

**A motion was made by Treasurer Carr, seconded by Member Barrera to authorize the Chair to execute Amendment No. 1 to the Agreement for Services Between Silicon Valley/Santa Clara DMO, Inc. and Civitas Advisors, Inc. extending the Term of the Agreement to April 30, 2023.**

**Aye:**5 Member Barrera, Treasurer Carr, Secretary Hamilton, Chair Hodges, Member Wandling

**Absent:**3 Member Granter, Vice-Chair Lentz, Member Nader

5. Action on the First Amendment to Consulting Services Agreement with CPS HR Consulting Extending the Term of the Agreement Through November 30, 2023.

Recommendation: Authorize the Chair to execute the First Amendment to Consulting Services Agreement with CPS HR Consulting Extending the Term of the Agreement Through November 30, 2023.

Dan Fenton indicated that the HR firm has been a really good resource.

**A motion was made by Treasurer Carr, seconded by Member Barrera to authorize the Chair to execute the First Amendment to Consulting Services Agreement with CPS HR Consulting Extending the Term of the Agreement Through November 30, 2023.**

**Aye:**5 Member Barrera, Treasurer Carr, Secretary Hamilton, Chair Hodges, Member Wandling

**Absent:**3 Member Granter, Vice-Chair Lentz, Member Nader

**6. Review and Action on the August 2022 Activity Report.**

Recommendation: Note and file the August 2022 Activity Report.

Dan Fenton provided an overview of August activity:

- There was a sales manager that transitioned out.
- There were three new prospects for P1/P2; none moved to definites.
- There are 80 now in P3-P5.
- There are 49 prospects that are active.
- The report shows that there are groups in research status – staff haven't talked to them yet but have researched them.
- Eddie has completed a project where he looked at other location calendars and contacted them and received some successful responses. The key is to now move them to prospects.

**A motion was made by Member Wandling, seconded by Treasurer Carr to note and file the August 2022 Activity Report.**

**Aye:**5 Member Barrera, Treasurer Carr, Secretary Hamilton, Chair Hodges, Member Wandling

**Absent:**3 Member Granter, Vice-Chair Lentz, Member Nader

**7. Website Performance Dashboard Report for FY 2022/23 Q1.**

Nancy Thome provided an overview of the website's quarterly performance. There has been an increase in website visits and most of the website visitors are local to California.

**8. Marketing Updates.**

Dan Fenton shared the completed brochure and indicated progress on other marketing materials continue.

**GENERAL ANNOUNCEMENTS**

Member Wandling expressed his thanks to everyone's work throughout the year through COVID.



## **ADJOURNMENT**

The meeting adjourned at 3:49 p.m. The next regular scheduled meeting is on November 17, 2022 at 3:00 p.m.



DISCOVER SANTA CLARA®  
BOARD OF DIRECTORS  
SPECIAL MEETING MINUTES

November 2, 2022

11:30 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, Discover Santa Clara® has implemented methods for the public to participate remotely.*

*The public can participate remotely via Zoom: <https://us06web.zoom.us/j/82955932525>  
Meeting ID: 829 5593 2525 or by phone: 1 (669) 900-6833.*

**CALL TO ORDER**

Chair Hodges called the meeting to order at 11:32 a.m.

**ROLL CALL**

Present: Treasurer Kelly Carr, OVG360  
Member Pablo Barrera, I.B.T Local Union 853  
Member Barb Granter, Great America  
Chair Eron Hodges, Hyatt Santa Clara  
Vice-Chair Catherine Lentz, Forty-Niners Stadium Management Company  
Member Nadine Nader, City of Santa Clara  
Member Leo Wandling, I.A.T.S.E Local Union 134  
Secretary Christine Lawson, Discover Santa Clara® (Ex-Officio)  
Member Ruth Mizobe Shikada, City of Santa Clara (Ex-Officio)

Absent: Member Christopher Hamilton, Levy Restaurants

A quorum of 7 was met.

Attendance: Beverly Corriere, Discover Santa Clara®  
Nancy Thome, City of Santa Clara  
Dan Fenton, Jones Lang LaSalle

**PUBLIC COMMENT**

*For public comment on items on the Agenda that is within the subject matter jurisdiction of the Board.*

There were no public comments.

**CONVENE TO CLOSED SESSION**

1. Discussion and Action on Employee Matter.

## **REPORTS OF ACTION TAKEN IN CLOSED SESSION MATTERS**

There was unanimous action taken to delegate authority to the Chief Executive Officer to provide employee settlement and authority to execute an agreement.

## **PUBLIC PRESENTATIONS**

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## **ADJOURNMENT**

The meeting adjourned at 12:05 p.m. The next regular scheduled meeting is on November 17, 2022 at 3:00 p.m.

**DMO BOARD OF DIRECTORS  
NOVEMBER 17, 2022  
AGENDA ITEM #3**

Silicon Valley/Santa Clara DMO, Inc. September 2022 Report							
Report Date: 09/30/2022	Sept 2022			YEAR TO DATE			Annual Budget
	Budget	Actual	VARIANCE	YTD Budget	YTD ACTUAL	VARIANCE	
<b>FY 2022/23 FUNDING ALLOCATION</b>	<b>\$140,965.23</b>	<b>\$140,965.23</b>	<b>\$0.00</b>	<b>\$422,895.75</b>	<b>\$422,895.75</b>	<b>\$0.00</b>	<b>\$1,691,583.00</b>
<b>PERSONNEL</b>							
<b>Salary</b>							
CEO	\$17,500.00	\$0.00	\$17,500.00	\$52,500.00	\$0.00	\$52,500.00	\$210,000.00
DOS	\$9,375.00	\$0.00	\$9,375.00	\$28,125.00	\$0.00	\$28,125.00	\$112,500.00
SM1	\$8,125.00	\$0.00	\$8,125.00	\$24,375.00	\$0.00	\$24,375.00	\$97,500.00
SM2	\$7,500.00	\$6,923.08	\$576.92	\$22,500.00	\$20,769.24	\$1,730.76	\$90,000.00
Admin	\$10,416.66	\$4,615.39	\$5,801.27	\$31,250.00	\$4,615.39	\$26,634.61	\$125,000.00
<b>Salary</b>	<b>\$52,916.66</b>	<b>\$11,538.47</b>	<b>\$41,378.19</b>	<b>\$158,750.00</b>	<b>\$25,384.63</b>	<b>\$133,365.37</b>	<b>\$635,000.00</b>
<b>Payroll Taxes</b>							
CEO	\$2,619.29	\$0.00	\$2,619.29	\$7,857.87	\$0.00	\$7,857.87	\$31,431.48
DOS	\$1,406.32	\$0.00	\$1,406.32	\$4,218.97	\$0.00	\$4,218.97	\$16,875.88
SM1	\$1,193.36	\$0.00	\$1,193.36	\$3,580.09	\$0.00	\$3,580.09	\$14,320.36
SM2	\$1,101.57	\$529.62	\$571.95	\$3,304.69	\$1,588.86	\$1,715.83	\$13,218.76
Admin	\$1,223.96	\$542.30	\$681.66	\$3,671.88	\$542.30	\$3,129.58	\$14,687.52
<b>Payroll Taxes</b>	<b>\$7,544.50</b>	<b>\$1,071.92</b>	<b>\$6,472.58</b>	<b>\$22,633.50</b>	<b>\$2,131.16</b>	<b>\$20,502.34</b>	<b>\$90,534.00</b>
<b>Employee Benefits</b>							
<b>Health</b>							
Health - CEO	\$573.75	\$0.00	\$573.75	\$1,721.25	\$0.00	\$1,721.25	\$6,885.00
Health - DOS	\$430.34	\$0.00	\$430.34	\$1,291.00	\$0.00	\$1,291.00	\$5,164.00
Health - SM1	\$573.75	\$0.00	\$573.75	\$1,721.25	\$0.00	\$1,721.25	\$6,885.00
Health - SM2	\$573.75	\$0.00	\$573.75	\$1,721.25	\$0.00	\$1,721.25	\$6,885.00
Health - Admin	\$573.75	\$0.00	\$573.75	\$1,721.25	\$0.00	\$1,721.25	\$6,885.00
<b>Health</b>	<b>\$2,725.34</b>	<b>\$0.00</b>	<b>\$2,725.34</b>	<b>\$8,176.00</b>	<b>\$0.00</b>	<b>\$8,176.00</b>	<b>\$32,704.00</b>
<b>401K Fee</b>							
			\$0.00				
401K Fee - CEO	\$959.41	\$0.00	\$959.41	\$2,878.25	\$0.00	\$2,878.25	\$11,513.00
401K Fee - DOS	\$416.66	\$0.00	\$416.66	\$1,250.00	\$0.00	\$1,250.00	\$5,000.00
401K Fee - SM1	\$416.66	\$0.00	\$416.66	\$1,250.00	\$0.00	\$1,250.00	\$5,000.00
401K Fee - SM2	\$416.66	\$0.00	\$416.66	\$1,250.00	\$0.00	\$1,250.00	\$5,000.00
401K Fee - Admin	\$959.41	\$0.00	\$959.41	\$2,878.25	\$0.00	\$2,878.25	\$11,513.00
<b>401K Fee</b>	<b>\$3,168.80</b>	<b>\$0.00</b>	<b>\$3,168.80</b>	<b>\$9,506.50</b>	<b>\$0.00</b>	<b>\$9,506.50</b>	<b>\$38,026.00</b>
<b>Employee Benefits</b>	<b>\$5,894.14</b>	<b>\$0.00</b>	<b>\$5,894.14</b>	<b>\$17,682.50</b>	<b>\$0.00</b>	<b>\$17,682.50</b>	<b>\$70,730.00</b>
<b>Employee Incentives</b>							
Employee Incentive CEO	\$4,375.00	\$0.00	\$4,375.00	\$13,125.00	\$0.00	\$13,125.00	\$52,500.00
Employee Incentive DOS	\$2,343.75	\$0.00	\$2,343.75	\$7,031.25	\$0.00	\$7,031.25	\$28,125.00
Employee Incentive SM1	\$2,031.25	\$0.00	\$2,031.25	\$6,093.75	\$0.00	\$6,093.75	\$24,375.00
Employee Incentive SM2	\$1,875.00	\$0.00	\$1,875.00	\$5,625.00	\$0.00	\$5,625.00	\$22,500.00
Employee Incentive Admin	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Employee Incentives</b>	<b>\$10,625.00</b>	<b>\$0.00</b>	<b>\$10,625.00</b>	<b>\$31,875.00</b>	<b>\$0.00</b>	<b>\$31,875.00</b>	<b>\$127,500.00</b>

Report Date: 09/30/2022	Sept 2022			YEAR TO DATE			Annual Budget
	Budget	Actual	VARIANCE	YTD Budget	YTD ACTUAL	VARIANCE	
<b>FY 2022/23 FUNDING ALLOCATION</b>	<b>\$140,965.23</b>	<b>\$140,965.23</b>	<b>\$0.00</b>	<b>\$422,895.75</b>	<b>\$422,895.75</b>	<b>\$0.00</b>	<b>\$1,691,583.00</b>
<b>Other</b>							
Cell Phone Stipend - CEO	\$40.00	\$0.00	\$40.00	\$120.00	\$0.00	\$120.00	\$480.00
Cell Phone Stipend - DOS	\$30.00	\$0.00	\$30.00	\$90.00	\$0.00	\$90.00	\$360.00
Cell Phone Stipend - SM1	\$40.00	\$0.00	\$40.00	\$120.00	\$0.00	\$120.00	\$480.00
Cell Phone Stipend - SM2	\$40.00	\$40.00	\$0.00	\$120.00	\$120.00	\$0.00	\$480.00
Cell Phone Stipend - Admin	\$40.00	\$40.00	\$0.00	\$120.00	\$40.00	\$80.00	\$480.00
Relocation Expense	\$666.66	\$0.00	\$666.66	\$2,000.00	\$0.00	\$2,000.00	\$8,000.00
<b>Other</b>	<b>\$856.66</b>	<b>\$80.00</b>	<b>\$776.66</b>	<b>\$2,570.00</b>	<b>\$160.00</b>	<b>\$2,410.00</b>	<b>\$10,280.00</b>
<b>TOTAL PERSONNEL EXPENSE</b>	<b>\$77,836.96</b>	<b>\$12,690.39</b>	<b>\$65,146.57</b>	<b>\$233,511.00</b>	<b>\$27,675.79</b>	<b>\$205,835.21</b>	<b>\$934,044.00</b>
<b>PURCHASED GOODS &amp; SERVICES</b>							
<b>Contract Services</b>							
Fiscal Services	\$2,575.34	\$2,875.00	-\$299.66	\$7,726.00	\$11,693.55	-\$3,967.55	\$30,904.00
Legal Services	\$2,000.00	\$735.00	\$1,265.00	\$6,000.00	\$3,202.50	\$2,797.50	\$24,000.00
Payroll Services	\$500.00	\$170.85	\$329.15	\$1,500.00	\$398.65	\$1,101.35	\$6,000.00
Audit	\$833.34	\$0.00	\$833.34	\$2,500.00	\$0.00	\$2,500.00	\$10,000.00
IT	\$333.34	\$368.43	-\$35.09	\$1,000.00	\$896.43	\$103.57	\$4,000.00
Professional Services	\$11,250.00	\$17,537.19	-\$6,287.19	\$33,750.00	\$43,054.38	-\$9,304.38	\$135,000.00
HR Services	\$2,500.00	\$471.25	\$2,028.75	\$7,500.00	\$1,142.50	\$6,357.50	\$30,000.00
Staffing	\$5,005.00	\$2,310.00	\$2,695.00	\$15,015.00	\$11,550.00	\$3,465.00	\$60,060.00
Marketing	\$9,166.66	\$5,500.00	\$3,666.66	\$27,500.00	\$17,087.50	\$10,412.50	\$110,000.00
Website	\$1,205.00	\$910.45	\$294.55	\$3,615.00	\$2,731.35	\$883.65	\$14,460.00
<b>Contract Services</b>	<b>\$35,368.68</b>	<b>\$30,878.17</b>	<b>\$4,490.51</b>	<b>\$106,106.00</b>	<b>\$91,756.86</b>	<b>\$14,349.14</b>	<b>\$424,424.00</b>
<b>Operating Supplies</b>							
Banking Fees	\$41.66	\$0.00	\$41.66	\$125.00	\$0.00	\$125.00	\$500.00
Software Licenses	\$622.09	\$242.56	\$379.53	\$1,866.25	\$1,180.05	\$686.20	\$7,465.00
Postage	\$25.00	\$0.00	\$25.00	\$75.00	\$0.00	\$75.00	\$300.00
IT	\$416.66	\$1,039.96	-\$623.30	\$1,250.00	\$1,039.96	\$210.04	\$5,000.00
Licenses	\$8.34	\$0.00	\$8.34	\$25.00	\$0.00	\$25.00	\$5,000.00
Office Supplies	\$416.66	\$90.64	\$326.02	\$1,250.00	\$90.64	\$1,159.36	\$5,000.00
<b>Operating Supplies</b>	<b>\$1,530.41</b>	<b>\$1,373.16</b>	<b>\$157.25</b>	<b>\$4,591.25</b>	<b>\$2,310.65</b>	<b>\$2,280.60</b>	<b>\$18,365.00</b>
<b>Recruitment</b>	<b>\$41.66</b>	<b>\$338.35</b>	<b>-\$296.69</b>	<b>\$125.00</b>	<b>\$338.35</b>	<b>-\$213.35</b>	<b>\$500.00</b>
<b>Mileage Reimbursement</b>	<b>\$83.32</b>	<b>\$0.00</b>	<b>\$83.32</b>	<b>\$250.00</b>	<b>\$0.00</b>	<b>\$250.00</b>	<b>\$1,000.00</b>
<b>Insurance</b>							
Workers Compensation	\$154.34	\$151.17	\$3.17	\$463.00	\$453.50	\$9.50	\$1,852.00
Business Owners Liability & Property	\$150.00	\$152.00	-\$2.00	\$450.00	\$456.00	-\$6.00	\$1,800.00
Professional Cyber Liability	\$257.09	\$174.67	\$82.42	\$771.25	\$524.10	\$247.15	\$3,085.00
Management Liability	\$416.66	\$197.50	\$219.16	\$1,250.00	\$901.18	\$348.82	\$5,000.00
<b>Insurance</b>	<b>\$978.09</b>	<b>\$675.34</b>	<b>\$302.75</b>	<b>\$2,934.25</b>	<b>\$2,334.78</b>	<b>\$599.47</b>	<b>\$11,737.00</b>

Report Date: 09/30/2022	Sept 2022			YEAR TO DATE			Annual Budget
	Budget	Actual	VARIANCE	YTD Budget	YTD ACTUAL	VARIANCE	
<b>FY 2022/23 FUNDING ALLOCATION</b>	<b>\$140,965.23</b>	<b>\$140,965.23</b>	<b>\$0.00</b>	<b>\$422,895.75</b>	<b>\$422,895.75</b>	<b>\$0.00</b>	<b>\$1,691,583.00</b>
<b>Memberships</b>							
Destinations International	\$133.34	\$133.33	\$0.01	\$400.00	\$399.99	\$0.01	\$1,600.00
PCMA	\$83.34	\$80.84	\$2.50	\$250.00	\$202.10	\$47.90	\$1,000.00
MPI ACE/WEC	\$138.75	\$88.34	\$50.41	\$416.25	\$222.42	\$193.83	\$1,665.00
CALSAE	\$29.16	-\$21.05	\$50.21	\$87.50	\$21.05	\$66.45	\$350.00
<b>Memberships</b>	<b>\$384.59</b>	<b>\$281.46</b>	<b>\$103.13</b>	<b>\$1,153.75</b>	<b>\$845.56</b>	<b>\$308.19</b>	<b>\$4,615.00</b>
<b>Subscription Services</b>							
CRM	\$816.67	\$741.64	\$75.03	\$2,450.00	\$2,966.62	-\$516.62	\$9,800.00
Knowland	\$1,099.00	\$1,099.00	\$0.00	\$3,297.00	\$6,593.50	-\$3,296.50	\$19,202.00
CVENT	\$1,600.17	\$1,600.17	\$0.00	\$4,800.50	\$8,001.50	-\$3,201.00	\$13,188.00
Destination International	\$611.67	\$611.67	\$0.00	\$1,835.00	\$3,604.29	-\$1,769.29	\$7,340.00
<b>Subscription Services</b>	<b>\$4,127.51</b>	<b>\$4,052.48</b>	<b>\$75.03</b>	<b>\$12,382.50</b>	<b>\$21,165.91</b>	<b>-\$8,783.41</b>	<b>\$49,530.00</b>
<b>Conferences and Trade Shows</b>							
IMEX North America	\$983.34	\$0.00	\$983.34	\$2,950.00	\$0.00	\$2,950.00	\$11,800.00
CONNECT Marketplace	\$370.84	\$0.00	\$370.84	\$1,112.50	\$0.00	\$1,112.50	\$4,450.00
CONNECT Medical/Tech	\$370.84	\$0.00	\$370.84	\$1,112.50	\$0.00	\$1,112.50	\$4,450.00
<b>Conferences and Trade Shows</b>	<b>\$1,725.02</b>	<b>\$0.00</b>	<b>\$1,725.02</b>	<b>\$5,175.00</b>	<b>\$0.00</b>	<b>\$5,175.00</b>	<b>\$20,700.00</b>
<b>Business Development</b>	<b>\$4,166.66</b>	<b>\$0.00</b>	<b>\$4,166.66</b>	<b>\$12,500.00</b>	<b>\$0.00</b>	<b>\$12,500.00</b>	<b>\$50,000.00</b>
<b>Travel &amp; Entertainment</b>							
CONNECT Medical/Tech	\$233.34	\$0.00	\$233.34	\$700.00	\$0.00	\$466.67	\$2,800.00
IMEX North America	\$158.34	\$0.00	\$158.34	\$475.00	\$0.00	\$316.67	\$1,900.00
CONNECT Marketplace	\$191.66	\$0.00	\$191.66	\$575.00	\$0.00	\$383.33	\$2,300.00
<b>Travel &amp; Entertainment</b>	<b>\$583.34</b>	<b>\$0.00</b>	<b>\$583.34</b>	<b>\$1,750.00</b>	<b>\$0.00</b>	<b>\$1,750.00</b>	<b>\$7,000.00</b>
<b>Advertising &amp; Promotion</b>	<b>\$6,250.00</b>	<b>\$1,500.00</b>	<b>\$4,750.00</b>	<b>\$18,750.00</b>	<b>\$1,500.00</b>	<b>\$17,250.00</b>	<b>\$75,000.00</b>
<b>Support Services</b>							
Client Events	\$2,333.34	\$0.00	\$2,333.34	\$7,000.00	\$0.00	\$4,666.67	\$28,000.00
Virutal Happy Hour	\$166.66	\$0.00	\$166.66	\$500.00	\$0.00	\$333.33	\$2,000.00
Client Activations	\$333.34	\$0.00	\$333.34	\$1,000.00	\$0.00	\$666.67	\$4,000.00
Personalized greetings	\$166.66	\$0.00	\$166.66	\$500.00	\$0.00	\$333.25	\$2,000.00
<b>Support Services</b>	<b>\$3,000.00</b>	<b>\$0.00</b>	<b>\$3,000.00</b>	<b>\$9,000.00</b>	<b>\$0.00</b>	<b>\$9,000.00</b>	<b>\$36,000.00</b>
<b>TOTAL PURCHASED GOODS &amp; SERVICES EXPENSE</b>	<b>\$58,239.28</b>	<b>\$39,098.96</b>	<b>\$19,140.32</b>	<b>\$174,717.75</b>	<b>\$120,252.11</b>	<b>\$54,465.64</b>	<b>\$698,871.00</b>
<b>CONTINGENCY</b>	<b>\$2,936.59</b>	<b>\$0.00</b>	<b>\$2,936.59</b>	<b>\$8,809.75</b>	<b>\$0.00</b>	<b>\$8,809.75</b>	<b>\$35,239.00</b>
<b>CITY ADMINISTRATIVE FEE</b>	<b>\$1,952.42</b>	<b>\$1,952.42</b>	<b>\$0.00</b>	<b>\$5,857.26</b>	<b>\$5,857.26</b>	<b>\$0.00</b>	<b>\$23,429.00</b>
<b>TOTAL OPERATING EXPENSES</b>	<b>\$140,965.25</b>	<b>\$53,741.77</b>	<b>\$87,223.48</b>	<b>\$422,895.76</b>	<b>\$153,785.16</b>	<b>\$269,110.60</b>	<b>\$1,691,583.00</b>
<b>FUND SURPLUS(DEFICIT)</b>		<b>\$87,223.48</b>			<b>\$269,110.60</b>		

**Silicon Valley/Santa Clara DMO, Inc.**  
**FY 2022/23 YEAR-TO-DATE (YTD) SUMMARY BY ORG**  
**AS OF 09/30/22**

	FY 2022/23 Budget	YTD Budget	Actual YTD Exp	EXP vs. YTD	Expended
<b>FY 2022/23 FUNDING ALLOCATION</b>	<b>\$1,691,583</b>	<b>\$422,896</b>	<b>\$153,785</b>	<b>\$269,111</b>	<b>36%</b>
<b>Personnel</b>					
Salary	\$635,000	\$158,750	\$25,385	\$133,365	25%
Payroll Taxes	\$90,534	\$22,634	\$2,131	\$20,502	9%
Employee Benefits	\$70,730	\$17,683	\$0	\$17,683	0%
Health	\$32,704	\$8,176	\$0	\$8,176	0%
401K Fee	\$38,027	\$9,507	\$0	\$9,507	0%
Employee Incentives	\$127,500	\$31,875	\$0	\$31,875	0%
Other	\$10,280	\$2,570	\$160	\$2,410	6%
<b>TOTAL PERSONNEL EXPENSE</b>	<b>\$934,044</b>	<b>\$233,511</b>	<b>\$27,676</b>	<b>\$205,835</b>	<b>12%</b>
<b>Purchased Goods and Services Expense</b>					
Contract Services	\$424,424	\$106,106	\$91,757	\$14,349	86%
Operating Supplies	\$18,365	\$4,591	\$2,311	\$2,281	50%
Mileage Reimbursement	\$1,000	\$250	\$0	\$250	0%
Recruitment	\$500	\$125	\$338	(\$213)	271%
Insurance	\$11,737	\$2,934	\$2,335	\$599	80%
Memberships	\$4,615	\$1,154	\$846	\$308	73%
Subscription Services	\$49,530	\$12,383	\$21,166	(\$8,783)	171%
Conferences and Trade Shows	\$20,700	\$5,175	\$0	\$5,175	0%
Business Development	\$50,000	\$12,500	\$0	\$12,500	0%
Travel & Entertainment	\$7,000	\$1,750	\$0	\$1,750	0%
Advertising & Promotion	\$75,000	\$18,750	\$1,500	\$17,250	8%
Support Services	\$36,000	\$9,000	\$0	\$9,000	0%
<b>TOTAL PURCHASED GOODS &amp; SERVICES EXPENSE</b>	<b>\$698,871</b>	<b>\$174,718</b>	<b>\$120,252</b>	<b>\$54,466</b>	<b>69%</b>
<b>CONTINGENCY</b>	<b>\$35,239</b>	<b>\$8,810</b>	<b>\$0</b>	<b>\$8,810</b>	<b>0%</b>
<b>CITY ADMINISTRATIVE FEE</b>	<b>\$23,429</b>	<b>\$5,857</b>	<b>\$5,857</b>	<b>\$0.00</b>	<b>100%</b>
<b>TOTAL OPERATING EXPENSES</b>	<b>\$1,691,583</b>	<b>\$422,896</b>	<b>\$153,785</b>	<b>\$269,111</b>	<b>36%</b>

**Silicon Valley/Santa Clara DMO, Inc.**  
**FY 2022/23 YEAR-TO-DATE (YTD) SUMMARY BY PROGRAM Q1 2022**

Budget Item	FY 22/23 Budget	YTD Budget	Actual YTD Exp	Variance	Expended
<b>CONVENTION SALES, INCENTIVES &amp; SERVICES</b>					
<b>Personnel</b>	<b>\$ 457,669.00</b>	<b>\$ 114,417.25</b>	<b>\$ 22,478.10</b>	<b>\$ 91,939.15</b>	<b>19.65%</b>
Salary	\$ 300,000.00	\$ 75,000.00	\$ 20,769.24	\$ 54,230.76	27.69%
1.0 FTE Director of Sales	\$ 112,500.00	\$ 28,125.00	\$ -	\$ 28,125.00	0.00%
1.0 FTE Sales Manager	\$ 97,500.00	\$ 24,375.00	\$ -	\$ 24,375.00	0.00%
1.0 FTE Sales Manager	\$ 90,000.00	\$ 22,500.00	\$ 20,769.24	\$ 1,730.76	92.31%
Incentives	\$ 75,000.00	\$ 18,750.00	\$ -	\$ 18,750.00	0.00%
Benefits	\$ 33,934.00	\$ 8,483.50	\$ -	\$ 8,483.50	0.00%
Health	\$ 18,934.00	\$ 4,733.50	\$ -	\$ 4,733.50	0.00%
401K Fee	\$ 15,000.00	\$ 3,750.00	\$ -	\$ 3,750.00	0.00%
Payroll Taxes	\$ 44,415.00	\$ 11,103.75	\$ 1,588.86	\$ 9,514.89	14.31%
Other-Cell Phone Stipend	\$ 1,320.00	\$ 330.00	\$ 120.00	\$ 210.00	36.36%
Other-relocation	\$ 3,000.00	\$ 750.00	\$ -	\$ 750.00	0.00%
<b>Convention Sales, Incentives &amp; Services Expenses</b>	<b>\$ 149,605.00</b>	<b>\$ 37,401.25</b>	<b>\$ 14,952.23</b>	<b>\$ 22,449.02</b>	<b>39.98%</b>
Memberships	\$ 3,015.00	\$ 753.75	\$ 357.23	\$ 396.52	47.39%
Professional Convention Management Association (PCMA)	\$ 1,000.00	\$ 250.00	\$ 202.10	\$ 47.90	80.84%
Meeting Professional International (MPI)	\$ 1,665.00	\$ 416.25	\$ 134.08	\$ 282.17	32.21%
California Society of Association Executives (Cal SAE)	\$ 350.00	\$ 87.50	\$ 21.05	\$ 66.45	24.06%
Mileage Reimbursement	\$ 500.00	\$ 125.00	\$ -	\$ 125.00	0.00%
Subscription Services	\$ 32,390.00	\$ 8,097.50	\$ 14,595.00	\$ (6,497.50)	180.24%
CVENT	\$ 19,202.00	\$ 4,800.50	\$ 8,001.50	\$ (3,201.00)	166.68%
Knowland	\$ 13,188.00	\$ 3,297.00	\$ 6,593.50	\$ (3,296.50)	199.98%
Business Development	\$ 50,000.00	\$ 12,500.00	\$ -	\$ 12,500.00	0.00%
Conferences and Tradeshows	\$ 20,700.00	\$ 5,175.00	\$ -	\$ 5,175.00	0.00%
CONNECT Marketplace	\$ 4,450.00	\$ 1,112.50	\$ -	\$ 1,112.50	0.00%
CONNECT Medical Tech	\$ 4,450.00	\$ 1,112.50	\$ -	\$ 1,112.50	0.00%
IMEX North America	\$ 11,800.00	\$ 2,950.00	\$ -	\$ 2,950.00	0.00%
Support Services	\$ 36,000.00	\$ 9,000.00	\$ -	\$ 9,000.00	0.00%
Virutal Happy Hour	\$ 2,000.00	\$ 500.00	\$ -	\$ 500.00	0.00%
Client Activations	\$ 4,000.00	\$ 1,000.00	\$ -	\$ 1,000.00	0.00%
Personalized Greetings	\$ 2,000.00	\$ 500.00	\$ -	\$ 500.00	0.00%
Client Events	\$ 28,000.00	\$ 7,000.00	\$ -	\$ 7,000.00	0.00%
Travel & Entertainment	\$ 7,000.00	\$ 1,750.00	\$ -	\$ 1,750.00	0.00%
CONNECT Marketplace	\$ 2,300.00	\$ 575.00	\$ -	\$ 575.00	0.00%
IMEX North America	\$ 1,900.00	\$ 475.00	\$ -	\$ 475.00	0.00%
CONNECT Medical Tech	\$ 2,800.00	\$ 700.00	\$ -	\$ 700.00	0.00%
<b>TOTAL CONVENTION SALES, INCENTIVES &amp; SERVICES</b>	<b>\$ 607,274.00</b>	<b>\$ 151,818.50</b>	<b>\$ 37,430.33</b>	<b>\$ 114,388.17</b>	<b>24.65%</b>



Budget Item	FY 22/23 Budget	YTD Budget	Actual YTD Exp	Variance	Expended
<b>MARKETING &amp; COMMUNICATIONS</b>					
<b>Marketing Expenses</b>	\$ 203,048.00	\$ 50,762.00	\$ 21,773.98	\$ 28,988.02	42.89%
Contract Services	\$ -	\$ 31,115.00	\$ 19,818.85	\$ 11,296.15	63.70%
Marketing Services	\$ -	\$ 27,500.00	\$ 17,087.50	\$ 10,412.50	62.14%
Website	\$ -	\$ 3,615.00	\$ 2,731.35	\$ 883.65	75.56%
Advertising & Promotions	\$ 203,048.00	\$ 18,750.00	\$ 1,500.00	\$ 17,250.00	8.00%
Software Licenses	\$ -	\$ 897.00	\$ 455.13	\$ 441.87	50.74%
<b>TOTAL MARKETING &amp; COMMUNICATIONS</b>	<b>\$ 203,048.00</b>	<b>\$ 50,762.00</b>	<b>\$ 21,773.98</b>	<b>\$ 28,988.02</b>	<b>42.89%</b>
<b>ADMINISTRATION</b>					
<b>Personnel</b>	\$ 476,375.00	\$ 119,093.75	\$ 5,197.69	\$ 113,896.06	4.36%
Salary	\$ 335,000.00	\$ 83,750.00	\$ 4,615.39	\$ 79,134.61	5.51%
1.0 FTE CEO	\$ 210,000.00	\$ 52,500.00	\$ -	\$ 52,500.00	0.00%
1.0 FTE Administrative Assistant	\$ 125,000.00	\$ 31,250.00	\$ 4,615.39	\$ 26,634.61	14.77%
Incentives	\$ 52,500.00	\$ 13,125.00	\$ -	\$ 13,125.00	0.00%
Benefits	\$ 36,796.00	\$ 9,199.00	\$ -	\$ 9,199.00	0.00%
Health	\$ 13,770.00	\$ 3,442.50	\$ -	\$ 3,442.50	0.00%
401K Fee	\$ 23,026.00	\$ 5,756.50	\$ -	\$ 5,756.50	0.00%
Payroll Taxes	\$ 46,119.00	\$ 11,529.75	\$ 542.30	\$ 10,987.45	4.70%
Other-Cell Phone Stipend	\$ 960.00	\$ 240.00	\$ 40.00	\$ 200.00	16.67%
Other - Relocation	\$ 5,000.00	\$ 1,250.00	\$ -	\$ 1,250.00	0.00%
<b>Administrative Expenses</b>	<b>\$ 346,218.00</b>	<b>\$ 86,554.50</b>	<b>\$ 83,525.90</b>	<b>\$ 3,028.60</b>	<b>96.50%</b>
Contract Services	\$ 299,964.00	\$ 74,991.00	\$ 71,938.01	\$ 3,052.99	95.93%
Human Resources	\$ 30,000.00	\$ 7,500.00	\$ 1,142.50	\$ 6,357.50	15.23%
Fiscal	\$ 30,904.00	\$ 7,726.00	\$ 11,693.55	\$ (3,967.55)	151.35%
Legal	\$ 24,000.00	\$ 6,000.00	\$ 3,202.50	\$ 2,797.50	53.38%
Payroll	\$ 6,000.00	\$ 1,500.00	\$ 398.65	\$ 1,101.35	26.58%
Professional Services	\$ 135,000.00	\$ 33,750.00	\$ 43,054.38	\$ (9,304.38)	127.57%
IT	\$ 4,000.00	\$ 1,000.00	\$ 896.43	\$ 103.57	89.64%
Audit	\$ 10,000.00	\$ 2,500.00	\$ -	\$ 2,500.00	0.00%
Staffing Services	\$ 60,060.00	\$ 15,015.00	\$ 11,550.00	\$ 3,465.00	76.92%
Operating Supplies	\$ 14,777.00	\$ 3,694.25	\$ 1,855.52	\$ 1,838.73	50.23%
Bank Fees	\$ 500.00	\$ 125.00	\$ -	\$ 125.00	0.00%
Office supplies	\$ 5,000.00	\$ 1,250.00	\$ 90.64	\$ 1,159.36	7.25%
Licenses	\$ 100.00	\$ 25.00	\$ -	\$ 25.00	0.00%
Software Licenses	\$ 3,877.00	\$ 969.25	\$ 724.92	\$ 244.33	74.79%
Postage	\$ 300.00	\$ 75.00	\$ -	\$ 75.00	0.00%
IT (Computers and Hardware)	\$ 5,000.00	\$ 1,250.00	\$ 1,039.96	\$ 210.04	83.20%

Budget Item	FY 22/23 Budget	YTD Budget	Actual YTD Exp	Variance	Expended
Insurance	\$ 11,737.00	\$ 2,934.25	\$ 2,334.78	\$ 599.47	79.57%
Workers Comp	\$ 1,852.00	\$ 463.00	\$ 453.50	\$ 9.50	97.95%
Business Owners Liability & Property	\$ 1,800.00	\$ 450.00	\$ 456.00	\$ (6.00)	101.33%
Professional Cyber Liability	\$ 3,085.00	\$ 771.25	\$ 524.10	\$ 247.15	67.95%
Management Liability	\$ 5,000.00	\$ 1,250.00	\$ 901.18	\$ 348.82	72.09%
Memberships	\$ 1,600.00	\$ 400.00	\$ 488.33	\$ (88.33)	122.08%
Destinations International	\$ 1,600.00	\$ 400.00	\$ 488.33	\$ (88.33)	122.08%
Mileage Reimbursement	\$ 500.00	\$ 125.00	\$ -	\$ 125.00	0.00%
Recruitment	\$ 500.00	\$ 125.00	\$ 338.35	\$ (213.35)	270.68%
Subscription Services	\$ 17,140.00	\$ 4,285.00	\$ 6,570.91	\$ (2,285.91)	153.35%
CRM System (Simpleview)	\$ 9,800.00	\$ 2,450.00	\$ 2,966.62	\$ (516.62)	121.09%
Annual Subscription	\$ 9,800.00	\$ 2,450.00	\$ 2,966.62	\$ (516.62)	121.09%
Destinations International	\$ 7,340.00	\$ 1,835.00	\$ 3,604.29	\$ (1,769.29)	196.42%
<b>TOTAL ADMINISTRATION</b>	<b>\$ 822,593.00</b>	<b>\$ 205,648.25</b>	<b>\$ 88,723.59</b>	<b>\$ 116,924.66</b>	<b>43.14%</b>
<b>Contingency</b>	<b>\$ 35,239.00</b>	<b>\$ 8,809.75</b>	<b>\$ -</b>	<b>\$ 8,809.75</b>	<b>0.00%</b>
<b>City Administration Fee</b>	<b>\$ 23,429.00</b>	<b>\$ 5,857.26</b>	<b>\$ 5,857.26</b>	<b>\$ -</b>	<b>100.00%</b>
<b>TOTAL OPERATING BUDGET</b>	<b>\$ 1,691,583.00</b>	<b>\$ 422,895.76</b>	<b>\$ 153,785.16</b>	<b>\$ 269,110.60</b>	<b>36.36%</b>

**Silicon Valley/Santa Clara DMO Inc.**

Budget vs. Actuals

FY 2022/2023

September 30 2022

	Annual Budget	YTD Budget	YTD ACTUAL	VARIANCE	Expended
<b>FY 2022/23 FUNDING ALLOCATION</b>	<b>\$1,691,583</b>	<b>\$422,896</b>	<b>\$422,896</b>	<b>\$0</b>	<b>25%</b>
<b>Personnel</b>					
<b>Salary</b>					
CEO	\$210,000	\$52,500	\$0	\$52,500	0%
DOS	\$112,500	\$28,125	\$0	\$28,125	0%
SM1	\$97,500	\$24,375	\$0	\$24,375	0%
SM2	\$90,000	\$22,500	\$20,769	\$1,731	92%
Admin	\$125,000	\$31,250	\$4,615	\$26,635	15%
<b>Salary</b>	<b>\$635,000</b>	<b>\$158,750</b>	<b>\$25,385</b>	<b>\$133,365</b>	<b>16%</b>
<b>Payroll Taxes</b>					
CEO	\$31,431	\$7,858	\$0	\$7,858	0%
DOS	\$16,876	\$4,219	\$0	\$4,219	0%
SM1	\$14,320	\$3,580	\$0	\$3,580	0%
SM2	\$13,219	\$3,305	\$1,589	\$1,716	48%
Admin	\$14,688	\$3,672	\$542	\$3,130	15%
<b>Payroll Taxes</b>	<b>\$90,534</b>	<b>\$22,634</b>	<b>\$2,131</b>	<b>\$20,502</b>	<b>9%</b>
<b>Employee Benefits</b>					
<b>Health</b>					
Health - CEO	\$6,885	\$1,721	\$0	\$1,721	0%
Health - DOS	\$5,164	\$1,291	\$0	\$1,291	0%
Health - SM1	\$6,885	\$1,721	\$0	\$1,721	0%
Health - SM2	\$6,885	\$1,721	\$0	\$1,721	0%
Health - Admin	\$6,885	\$1,721	\$0	\$1,721	0%
<b>Health</b>	<b>\$32,704</b>	<b>\$8,176</b>	<b>\$0</b>	<b>\$8,176</b>	<b>0%</b>
<b>401K Fee</b>					
401K Fee - CEO	\$11,513	\$2,878	\$0	\$2,878	0%
401K Fee - DOS	\$5,000	\$1,250	\$0	\$1,250	0%
401K Fee - SM1	\$5,000	\$1,250	\$0	\$1,250	0%
401K Fee - SM2	\$5,000	\$1,250	\$0	\$1,250	0%
401K Fee - Admin	\$11,513	\$2,878	\$0	\$2,878	0%
<b>401K Fee</b>	<b>\$38,026</b>	<b>\$9,507</b>	<b>\$0</b>	<b>\$9,507</b>	<b>0%</b>
<b>Employee Benefits</b>	<b>\$70,730</b>	<b>\$17,683</b>	<b>\$0</b>	<b>\$17,683</b>	<b>0%</b>
<b>Employee Incentives</b>					
Employee Incentive CEO	\$52,500	\$13,125	\$0	\$13,125	0%
Employee Incentive DOS	\$28,125	\$7,031	\$0	\$7,031	0%
Employee Incentive SM1	\$24,375	\$6,094	\$0	\$6,094	0%
Employee Incentive SM2	\$22,500	\$5,625	\$0	\$5,625	0%
Employee Incentive Admin	\$0		\$0	\$0	0%
<b>Employee Incentives</b>	<b>\$127,500</b>	<b>\$31,875</b>	<b>\$0</b>	<b>\$31,875</b>	<b>0%</b>

	Annual Budget	YTD Budget	YTD ACTUAL	VARIANCE	Expended
<b>Other</b>					
Cell Phone Stipend - CEO	\$480	\$120	\$0	\$120	0%
Cell Phone Stipend - DOS	\$360	\$90	\$0	\$90	0%
Cell Phone Stipend - SM1	\$480	\$120	\$0	\$120	0%
Cell Phone Stipend - SM2	\$480	\$120	\$120	\$0	100%
Cell Phone Stipend - Admin	\$480	\$120	\$40	\$80	33%
Relocation Expense - CSIS	\$3,000	\$750	\$0	\$750	0%
Relocation Expense - ADMIN	\$5,000	\$1,250	\$0	\$1,250	0%
<b>Other</b>	<b>\$10,280</b>	<b>\$2,570</b>	<b>\$160</b>	<b>\$2,410</b>	<b>6%</b>
<b>TOTAL PERSONNEL EXPENSE</b>	<b>\$934,044</b>	<b>\$233,511</b>	<b>\$27,676</b>	<b>\$205,835</b>	<b>12%</b>
<b>PURCHASED GOODS &amp; SERVICES</b>					
<b>Contract Services</b>					
Fiscal Services	\$30,904	\$7,726	\$11,694	(\$3,968)	151%
Legal Services	\$24,000	\$6,000	\$3,203	\$2,798	53%
Payroll Services	\$6,000	\$1,500	\$399	\$1,101	27%
Audit	\$10,000	\$2,500	\$0	\$2,500	0%
IT	\$4,000	\$1,000	\$896	\$104	90%
Professional Services	\$135,000	\$33,750	\$43,054	(\$9,304)	0%
HR Services	\$30,000	\$7,500	\$1,143	\$6,358	15%
Staffing	\$60,060	\$15,015	\$11,550	\$3,465	77%
Marketing	\$110,000	\$27,500	\$17,088	\$10,413	62%
Website	\$14,460	\$3,615	\$2,731	\$884	76%
<b>Contract Services</b>	<b>\$424,424</b>	<b>\$106,106</b>	<b>\$91,757</b>	<b>\$14,349</b>	<b>86%</b>
<b>Operating Supplies</b>					
Banking Fees	\$500	\$125	\$0	\$125	0%
Software Licenses	\$7,465	\$1,866	\$1,180	\$686	63%
Postage	\$300	\$75	\$0	\$75	0%
IT	\$5,000	\$1,250	\$1,040	\$210	83%
Licenses	\$100	\$25	\$0	\$25	0%
Office Supplies	\$5,000	\$1,250	\$91	\$1,159	7%
<b>Operating Supplies</b>	<b>\$18,365</b>	<b>\$4,591</b>	<b>\$2,311</b>	<b>\$2,281</b>	<b>50%</b>
<b>Recruitment</b>	<b>\$500</b>	<b>\$125</b>	<b>\$338</b>	<b>(\$213)</b>	<b>271%</b>
<b>Insurance</b>					
Workers Compensation	\$1,852	\$463	\$454	\$10	98%
Business Owners Liability & Property	\$1,800	\$450	\$456	(\$6)	101%
Professional Cyber Liability	\$3,085	\$771	\$524	\$247	68%
Management Liability	\$5,000	\$1,250	\$901	\$349	72%
<b>Insurance</b>	<b>\$11,737</b>	<b>\$2,934</b>	<b>\$2,335</b>	<b>\$599</b>	<b>80%</b>
<b>Memberships</b>					
Destinations International	\$1,600	\$400	\$400	\$0	100%
PCMA	\$1,000	\$250	\$202	\$48	81%
MPI ACE/WEC	\$1,665	\$416	\$222	\$194	53%
CALSAE	\$350	\$88	\$21	\$66	24%
<b>Memberships</b>	<b>\$4,615</b>	<b>\$1,154</b>	<b>\$846</b>	<b>\$308</b>	<b>73%</b>

	Annual Budget	YTD Budget	YTD ACTUAL	VARIANCE	Expended
<b>Mileage Reimbursement</b>	\$1,000	\$250	\$0	\$250	0%
<b>Subscription Services</b>					
CRM	\$9,800	\$2,450	\$2,967	(\$517)	121%
CVENT	\$13,188	\$3,297	\$6,594	(\$3,297)	200%
Knowland	\$19,202	\$4,801	\$8,002	(\$3,201)	167%
Destination International	\$7,340	\$1,835	\$3,604	(\$1,769)	0%
<b>Subscription Services</b>	<b>\$49,530</b>	<b>\$12,383</b>	<b>\$21,166</b>	<b>(\$8,783)</b>	<b>171%</b>
<b>Conferences and Trade Shows</b>					
IMEX North America	\$11,800	\$2,950	\$0	\$2,950	0%
CONNECT Marketplace	\$4,450	\$1,113	\$0	\$1,113	0%
CONNECT Medical/Tech	\$4,450	\$1,113	\$0	\$1,113	0%
<b>Conferences and Trade Shows</b>	<b>\$20,700</b>	<b>\$5,175</b>	<b>\$0</b>	<b>\$5,175</b>	<b>0%</b>
<b>Business Development</b>	<b>\$50,000</b>	<b>\$12,500</b>	<b>\$0</b>	<b>\$12,500</b>	<b>0%</b>
<b>Travel &amp; Entertainment</b>					
CONNECT Medical/Tech	\$2,800	\$700	\$0	\$700	0%
IMEX North America	\$1,900	\$475	\$0	\$475	0%
CONNECT Marketplace	\$2,300	\$575	\$0	\$575	0%
<b>Travel &amp; Entertainment</b>	<b>\$7,000</b>	<b>\$1,750</b>	<b>\$0</b>	<b>\$1,750</b>	<b>0%</b>
<b>Advertising &amp; Promotion</b>	<b>\$75,000</b>	<b>\$18,750</b>	<b>\$1,500</b>	<b>\$17,250</b>	<b>8%</b>
<b>Support Services</b>					
Client Events	\$28,000	\$7,000	\$0	\$7,000	0%
Virutal Happy Hour	\$2,000	\$500	\$0	\$500	0%
Client Activations	\$4,000	\$1,000	\$0	\$1,000	0%
Personalized greetings	\$2,000	\$500	\$0	\$500	0%
<b>Support Services</b>	<b>\$36,000</b>	<b>\$9,000</b>	<b>\$0</b>	<b>\$9,000</b>	<b>0%</b>
<b>TOTAL PURCHASED GOODS &amp; SERVICES EXPENSE</b>	<b>\$698,871</b>	<b>\$174,718</b>	<b>\$120,252</b>	<b>\$54,466</b>	<b>69%</b>
<b>CONTINGENCY</b>	<b>\$35,239</b>	<b>\$8,810</b>	<b>\$0</b>	<b>\$8,810</b>	<b>0%</b>
<b>CITY ADMINISTRATIVE FEE</b>	<b>\$23,429</b>	<b>\$5,857</b>	<b>\$5,857</b>	<b>(\$0)</b>	<b>100%</b>
<b>TOTAL OPERATING EXPENSES</b>	<b>\$1,691,583</b>	<b>\$422,896</b>	<b>\$153,785</b>	<b>\$269,111</b>	<b>36%</b>
<b>FUND SURPLUS(DEFICIT)</b>			<b>\$269,111</b>		

# Silicon Valley/Santa Clara DMO, Inc.

## Balance Sheet

As of September 30, 2022

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1005 City - TID Account	1,071,031.33
1010 Checking-Operating-Wells	153,894.28
1070 Current Year Reserves	678,001.00
<b>Total Bank Accounts</b>	<b>\$1,902,926.61</b>
Accounts Receivable	
13100 TID Receivable	293,655.75
13101 Refunds	0.00
13110 Contributions Receivable	66,000.00
<b>Total Accounts Receivable</b>	<b>\$359,655.75</b>
Other Current Assets	
14110 Prepaid Insurance	4,855.33
14120 Prepaid Annualized Software	988.35
14130 Prepaid Memberships	1,742.08
14150 Sales Tax on Purchases	0.00
<b>Total Other Current Assets</b>	<b>\$7,585.76</b>
<b>Total Current Assets</b>	<b>\$2,270,168.12</b>
<b>TOTAL ASSETS</b>	<b>\$2,270,168.12</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
30000 Accounts Payable (A/P)	13,595.32
<b>Total Accounts Payable</b>	<b>\$13,595.32</b>
Other Current Liabilities	
30100 Accrued Expenses	35,517.25
30200 Deferred Revenue	0.00
<b>Total Other Current Liabilities</b>	<b>\$35,517.25</b>
<b>Total Current Liabilities</b>	<b>\$49,112.57</b>
<b>Total Liabilities</b>	<b>\$49,112.57</b>
Equity	
30300 Change in Net Assets	2,015,184.95
Net Income	205,870.60
<b>Total Equity</b>	<b>\$2,221,055.55</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$2,270,168.12</b>



CRM Support Hours Bundle

Date: September 29, 2022

Customer Success Rep: Christina Day [Christina.Day@simpleviewinc.com](mailto:Christina.Day@simpleviewinc.com)

## Objective

Silicon Valley/ Santa Clara DMO, Inc. dba Discover Santa Clara will purchase a block of 100 CRM Support hours. CRM Support hours can be used for technical support, updates, report building, and template creation.

## Specifications

The Bundle of 100 CRM Support Hours includes:

- 100 CRM Support Hours at a cost of \$10,000.00
- These hours can be used at any time within a given contract term
- This bundle cannot carry forward from one term to the next
- Note that Silicon Valley/ Santa Clara DMO, Inc. dba Discover Santa Clara's current CRM licensing contract ends on 1/31/2024

## Cost Summary

The quote is valid for thirty days. Any change or addition to the above scope of work will result in the creation of a new work order.

100 CRM Support Hours	\$10,000.00 USD
<b>Total One-Time Cost</b>	<b>\$10,000.00 USD</b>

## Moving Forward

In order for Simpleview to proceed with the project execution, we will need your signature accepting the project and budget.

\_\_\_\_\_  
Authorized Signature (required to begin work)

\_\_\_\_\_  
Today's Date

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Organization



Please email the completed form to [Colleen.McIntyre@simpleviewinc.com](mailto:Colleen.McIntyre@simpleviewinc.com)

DISCOVER  
**SANTA  
CLARA**®

SEPTEMBER 2022  
SALES ACTIVITY

UPDATED: 10-10-22







## MONTHLY TOTALS BY EVENT TYPE

	P 1 - P 2	P 3 - P 5
Current Active Prospects	48	579

September	P 1 - P 2	P 3 - P 5
Actively Researching	260	1
New Prospects	6	58
New Tentatives	5	28
New Definites	0	17

<b>Silicon Valley/Santa Clara DMO Inc.</b>					
<b>Performance Measures</b>					
	2022/23 Target	YTD	July	August	September
1. Event Mix (Consumed)					
Percent of P1 Events	2%				
Number of P1 Events	3	0	0	0	0
Percent of P2 Events	4%				
Number of P2 Events	6	0	0	0	0
2. Number of Definite Events Booked (booked in the year for future years)					
Number of P1 Events	5	0	0	0	0
Number of P2 Events	11	0	0	0	0
3. Convention Center Gross Revenue (P1 & P2)	\$2,580,000	\$0	\$0	\$0	\$0
4. Number of Room Nights Booked (for future years)	16,438	0	0	0	0
5. Number of Room Nights Consumed	9,375	0	0	0	0
6. Number of Weeks Impacted (Consumed)	9	0	0	0	0
7. Customer Service Survey Results (overall satisfaction)	85%		-	-	-
8. Number of Prospects (active) (non-cumulative P1 & P2)	300	124	35	38	51
9. Economic Impact (Consumed P1 and P2 events)	\$6,031,943	\$0	\$0	\$0	\$0

**Revised Prospecting Goals**

CSM #1 - Michael Baker	2022/23 Target		July	August	September
Prospecting Goal - Number of new prospects	60		5	5	5
Actual	19		7	7	5

CSM #2 - Eddie Ryan	2022/23 Target		July	August	September
Prospecting Goal - Number of new prospects	50				5
Actual	0				0

DOS	2022/23 Target		July	August	September
Prospecting Goal - Number of new prospects	36				
Actual	0				

FY 2022/23 Number of Prospects 146



Discover Santa Clara Dashboard  
SEPTEMBER 2022

SCCC	Beg	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total YTD	Month Avg	Annual Avg	3 Year Pace
Researching	151	39	57	20										267	38.667	464	1543
Prospects	31	7	7	6										51	7	80	271

**Meeting & Convention Sales**

Incremental Booked Business*	Current Month	Year to Date	Goal	% to Goal
<b>Priority 1 (P1) 400+ hotel rooms at peak / \$400K+</b>				
Number of Groups	-	-	2	0%
<b>Priority 2 (P2) 150-800 hotel rooms at peak / \$200K-599K</b>				
Number of Groups	-	-	4	0%

Convention Center Revenue from Bookings	Current Month	Year to Date	Goal	% to Goal
Overall	-	\$0	\$2,580,000	0%

Notable P1/P2 Bookings for September	Rent	F&B	Total Room Nights
Notable P1/P2 Lost Leads for September	Rent	F&B	Total Room Nights

**Glossary of Terms & Definitions:**

Prospect: A group who will fit in the SCCC, fit the overall parameters of the SCCC.

Tentative: A group who has agreed to the overall parameters required and space is being held at SCCC.

Booking: A group who has agreed to the overall parameters required and has a signed contract with the SCCC.

P1 Mid-Week (800+ on Peak / \$600k+)

P1 Weekend (400+ on peak / \$400k+)

P2 Mid-Week (500-799 on peak / \$250k - \$599k)

P2 Weekend (150-399 on peak / \$200k-\$399k)