

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

August 19, 2021, 8:00 a.m.

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

*Pursuant to the provisions of California Governor’s Executive Order No. N-29-20, issued on March 17, 2021, to prevent the spread of COVID-19, the Santa Clara Tourism Improvement District has implemented methods for the public to participate remotely.*

*The public can participate remotely via Zoom: <https://zoom.us/j/93528615638>, Meeting ID: 935 2861 5638 or by phone: 1 (669) 900-6833.*

**Call to Order**

**Roll Call**

**Public Comments**

Public comment for items not on the Agenda.

**Consent Calendar**

*Matters listed in the Consent Calendar section will be considered routine by the Santa Clara Tourism Improvement District and will be enacted by one motion. If discussion is requested, that item will be removed from the section entitled Consent Calendar and will be considered separately.*

**Consent Items Pulled for Discussion**

**General Business – Items for Discussion**

1. Verbal Update on Discover Santa Clara Sales Activity.
2. Verbal Update on Discover Santa Clara Marketing Activity.
3. Discussion on Discover Santa Clara Monthly Reporting Packet for the Santa Clara Tourism Improvement District.

**General Updates**

**Adjournment**

The next regular scheduled meeting is on September 16, 2021 at 8:00 a.m.

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*\*Please see COVID-19 NOTICE\**

**Brown Act:**

*Government Code 54950 et seq (the Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Peter Hart, GM at [peter.hart@hilton.com](mailto:peter.hart@hilton.com) prior to the meeting.*

**Notice to the Public:**

*You are welcomed and encouraged to participate in this meeting. Public comment is taken (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"), the Santa Clara Tourism Improvement District (TID) 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 Santa Clara TID 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 the Santa Clara TID's programs, services, and activities. The Santa Clara TID will make all reasonable modifications to policies and programs to ensure that people with disabilities have an equal opportunity to enjoy all of 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 Santa Clara Tourism Improvement District in an appropriate alternative format. Contact Nancy Thome at 1-408-615-2294 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 Santa Clara TID, should contact the Peter Hart, GM at [peter.hart@hilton.com](mailto:peter.hart@hilton.com) prior as soon as possible before the scheduled event.*



# *Santa Clara Convention Center*

## **Monthly Sales Progress Report**

July 2021



# Sales Meeting Topics



## Discussion Topics:

- Review monthly sales report
  - Prospect activity
  - Tentative conversion
  - Definite conversion
  - Pace to budget
  - Pace to booking goals
  - Lost events by reason
  - SCCC rental revenue
  - SCCC F&B revenue
  - Group economic impact calculation integration

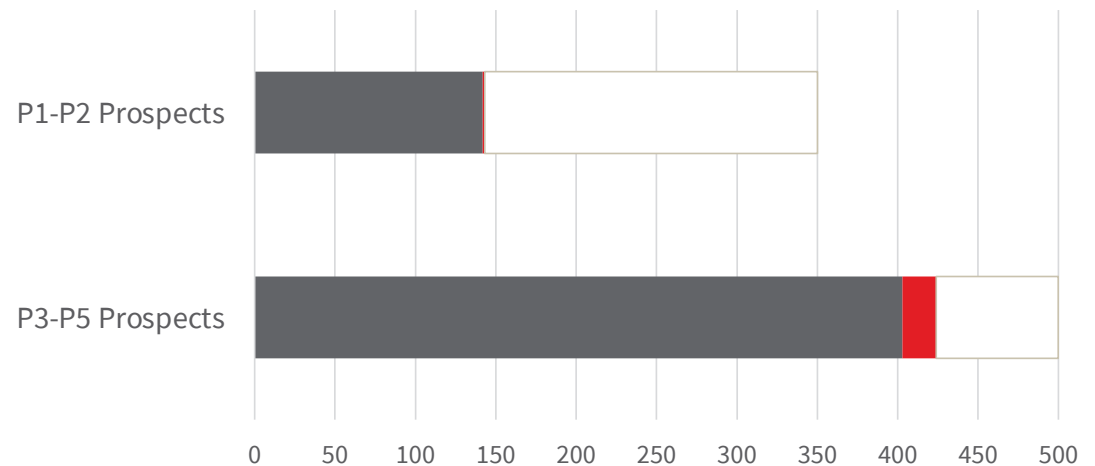
# SCCC Sales Prospects



The sales teams across all partners added **22** new prospects for the SCCC in the month of July.

- There is a goal to add prospects into the sales funnel in the fiscal year for the DMO and SCCC teams.
  - The SCCC teams FY goal is **500**
  - The DMO FY goal is **350**
- The SCCC team achieved **85%** of its annual goal
- The DMO team has achieved **41%** of its annual goal
- New prospects added represent:
  - Over 7,000 room nights and 14,000 attendees
  - \$526,589.00 in SCCC rental revenue
  - \$1,202,250.00 in SCCC F&B revenue
- Economic Impact
  - To be added for months going forward

Total Prospect Funnel



	P3-P5 Prospects	P1-P2 Prospects
Previously Added	403	142
New	21	1
Goal	76	207

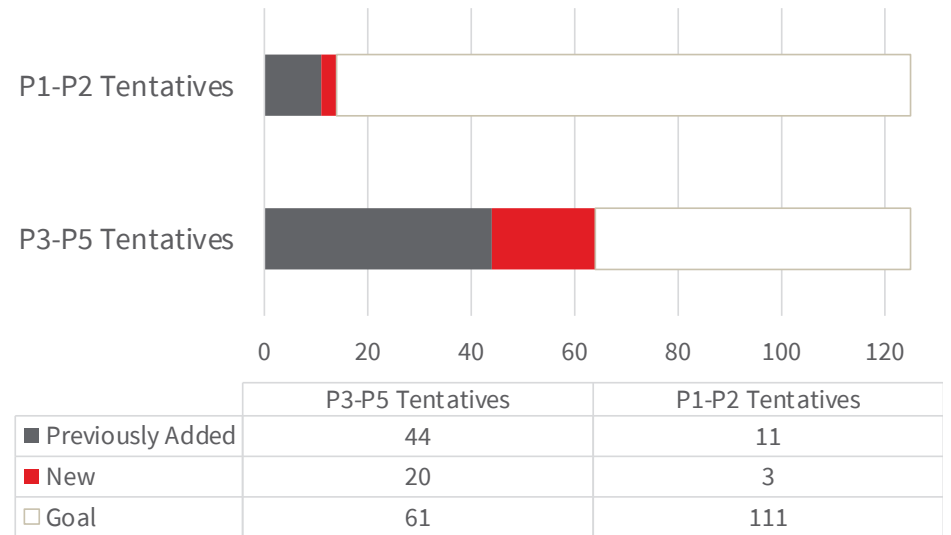
# SCCC Sales Tentative Events



The sales teams across all partners added **23** new tentative events for the SCCC in the month of July.

- There is a goal to achieve **125** tentative events in the fiscal year for each team, which equates to **10** total tentative events per month per team.
- The SCCC team achieved **51%** of its annual goal
- The DMO team has achieved **11%** of its annual goal
- The conversion rate from prospect to tentative YTD is just over **10%**.
- There was **14** new definites booked this month.
- Economic Impact
  - To be added for months going forward

Total Tentatives Funnel



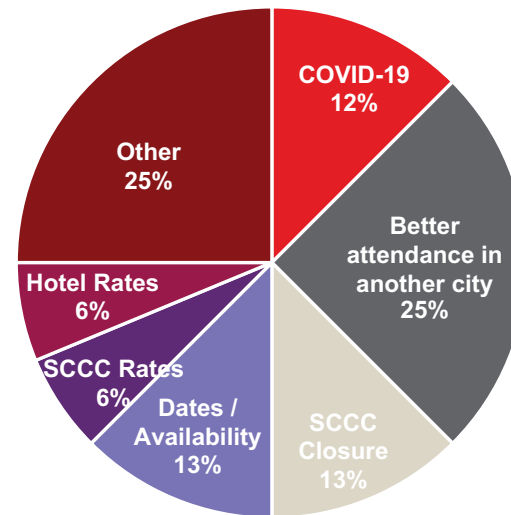
# SCCC Sales Lost Events



There were three pieces of lost business in the month of July.

- The lost business for the month were events that would have occurred in 2021 and 2022.
- The events represented:
  - Over 1,000 room nights
  - \$679,256 in SCCC revenue (rental + F&B)
  - 1,300 attendees
- Cities/Destinations lost to:
  - San Francisco
- Economic Impact
  - To be added for months going forward

Lost Business by Reason YTD





# FY Budget Events (consumed in these FY)



Notes on changes:

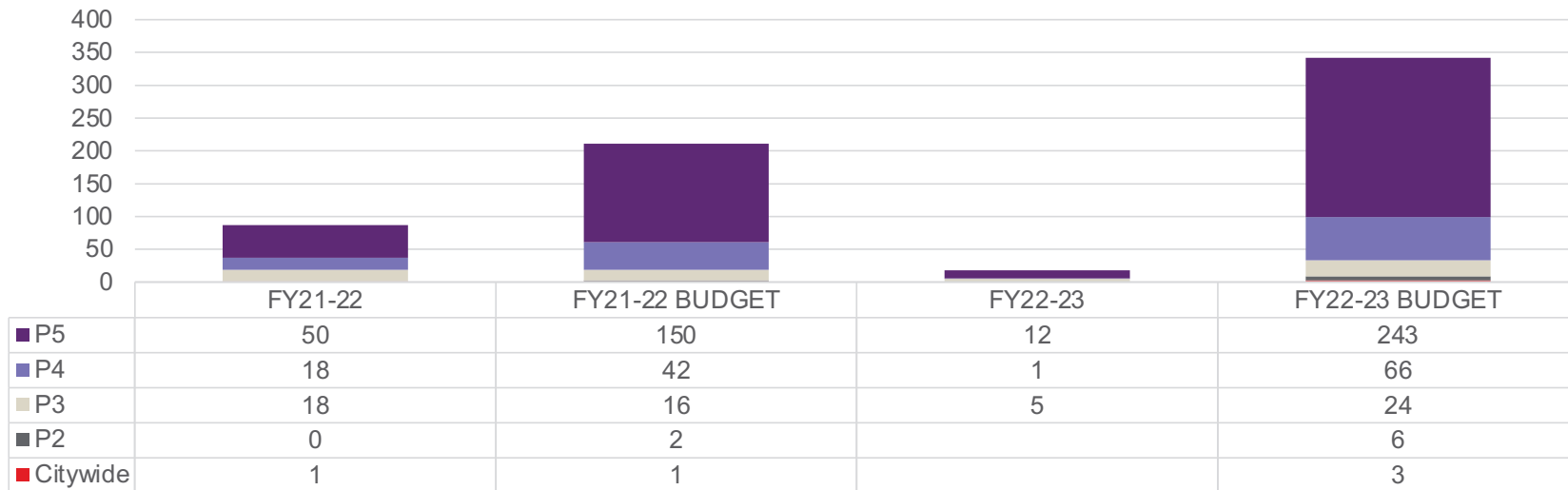
Initial goals set mid December 2020 with assumption of SCCC opening April 1, 2021.

Goals revised March 2021 with new opening date anticipated October 2021.

## Business Mix

38% room night generating events FY21-22 Budget  
38% Room nights generating events FY22-23 Budget

FY Consumed Budget Events





# Booking Goals (booked for future years)

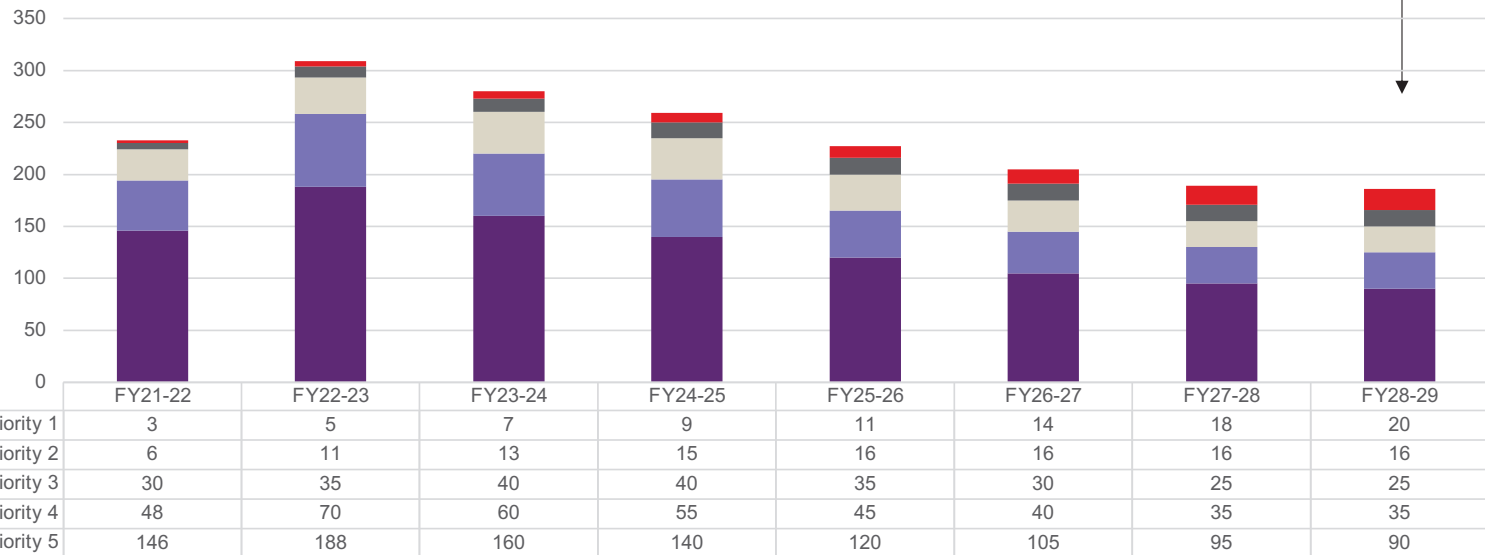


Notes on changes:

- Extended from 5 years to 8 years
- Reduced P1 & P2 booking goals in earlier years
  - Extended ramp up period to stabilize in year-7
- P3-P5 events scale down to normalize as P1-P2 events ramp up

Stabilized year  
Booked & Consumed  
annually from here  
forward

SCCC Path to Booked & Consumed Events Annually  
FY28-29 is Stabilized Year



Booking Goals