



DISCOVER SANTA CLARA®
BOARD OF DIRECTORS
SPECIAL MEETING AGENDA

November 16, 2023, 1:00 p.m.
Santa Clara Convention Center
5001 Great America Parkway
Santa Clara, CA 95054
Meeting Room 201

Attendees can participate remotely via Zoom: <https://us06web.zoom.us/j/83573487212>
Meeting ID: 835 7348 7212 or by phone: 1 (669) 900-6833.

CALL TO ORDER

ROLL CALL

PUBLIC COMMENT

For public comment on items on the Agenda that are 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 the 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 – August 17, 2023
- Discover Santa Clara® Board of Directors – September 27, 2023

Recommendation: Note and file the 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. Action on the Discover Santa Clara® FY2023/24 Quarter 1 Financials.

Recommendation: Action to Approve the Discover Santa Clara® FY2023/24 Quarter 1 Financials.

3. Action on Budget Amendment #2 to Support the Development of an Omnichannel Marketing System.

Recommendation: Approve Budget Amendment #2 in the amount of \$131,500 to support the development of an Omnichannel Marketing System.

4. Action on a Proposed Revision to the DMO Business Development Fund Guidelines.

Recommendation: Approve and authorize the CEO to implement the revised Business Development Funds Guidelines.

5. Chief Executive Officer Monthly Update.

- A. September Monthly Sales Report
- B. Staffing Update
- C. Monthly Accomplishments and Priorities
- D. Future Focus

6. Marketing Update

COMMITTEE UPDATES

7. Committee Updates

GENERAL ANNOUNCEMENTS

ADJOURNMENT

The next regularly scheduled meeting is on December 21, 2023.

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 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 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 as soon as possible before the scheduled event.

ATTACHMENTS



DISCOVER SANTA CLARA®
BOARD OF DIRECTORS
MEETING MINUTES

DMO Board of Directors
November 16, 2023
Agenda Item #1

August 17, 2023, 3:00 p.m.
Santa Clara Convention Center
5001 Great America Parkway
Santa Clara, CA 95054
Meeting Room 203/204

Attendees can participate remotely via Zoom: <https://us06web.zoom.us/j/85902033094>
Meeting ID: 859 0203 3094 or by phone: 1 (669) 900-6833.

CALL TO ORDER

Vice-Chair Wandling called the meeting to order at 3:25 p.m.

ROLL CALL

Present: Kelly Carr, OVG360
Lorne Ellison, Levy Restaurants
Sean Steenson, Delta Hotels Santa Clara
Fernando Vazquez, Hyatt Centric Silicon Valley
Leo Wandling, I.A.T.S.E Local Union 134
Christine Lawson, Discover Santa Clara® (Ex-Officio)
Ruth Mizobe Shikada, City of Santa Clara (Ex-Officio)

Absent: Barb Granter, California's Great America
Catherine Lentz, Forty-Niners Stadium Management Company (Joined online at 3:28 p.m.)
Nadine Nader, City of Santa Clara
Chris Sullivan, Santa Clara Marriott

A quorum of 5 was met.

Attendance: Nancy Thome, City of Santa Clara
Beverly Corriere, Discover Santa Clara®
Katelyn Studebaker, Discover Santa Clara®

Vice-Chair Wandling requested action to vote and approve Chair Lentz's remote participation in the Board of Directors meeting in compliance with the requirements of AB 2449.

Recommendation: Approve Chair Lentz to participate remotely in the Board of Directors meeting for just cause childcare.

A motion was made by Treasurer Carr, seconded by Member Steenson to approve Chair Lentz to participate remotely in the Board of Directors meeting due to just cause childcare.

Ayes: 5 Treasurer Carr, Member Ellison, Member Steenson, Member Vazquez, Vice-Chair Wandling

Absent: 4 Member Granter, Chair Lentz, Member Nader, Member Sullivan

PUBLIC COMMENT

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

There were no public comments.

SPECIAL ORDER OF BUSINESS

1. Introduction of DMO Board of Directors new member Lorne Ellison, Levy Restaurants.

Chair Lentz introduced Lorne Ellison as the newest member of the DMO Board of Directors. Member Ellison gave a summary of his career with more than twenty years in hospitality.

CONSENT AGENDA

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2. Action on the FY 2022/23 May Financials.

Recommendation: Note and File the FY 2022/23 May Financials.

A motion was made by Treasurer Carr, seconded by Chair Lentz to approve the Consent Calendar.

Ayes: 6 Treasurer Carr, Member Ellison, Chair Lentz, Member Steenson, Member Vazquez, Vice-Chair Wandling

Absent: 3 Member Granter, Member Nader, Member Sullivan

CONSENT ITEMS PULLED FOR DISCUSSION

PUBLIC PRESENTATIONS

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GENERAL BUSINESS – ITEMS FOR DISCUSSION

3. Action on the FY 2022/23 June/Year-end Financials.

Recommendation: Note and File the FY 2022/23 June/Year-end Financials.

Treasurer Carr reported on June financials. The DMO expended 67% of the total budget due to a late start to the year. Variances in June were due to three pay periods in the month and the addition of the Director of Marketing position and contracted services.

A motion was made by Member Steenson, seconded by Member Vazquez to note and file the June/Year-end FY 2022/23 financials.

Ayes: 6 Treasurer Carr, Member Ellison, Chair Lentz, Member Steenson, Member Vazquez, Vice-Chair Wandling

Absent: 3 Member Granter, Member Nader, Member Sullivan

4. Action to Change the DMO Bank from Wells Fargo to Bridge Bank, Close the Wells Fargo Checking Account, and Apply for Company Credit Cards with Bridge Bank.

4A

Recommendation: Approve and authorize Treasurer Carr to close the current DMO Wells Fargo account once all outstanding expenses have cleared and in partnership with Board Chair Lentz, open an account with Bridge Bank to be used for payroll, approved recurring expenses, debit/wire transactions, and debit card payments.

4B

Recommendation: Approve and authorize the CEO to initiate and implement a business credit card program through Bridge Bank prior to the presentation and approval of the Financial SOP Packet.

Secretary Lawson provided background on the DMO bank account currently with Wells Fargo and explained the DMO's need for credit cards as the sales team prepares for a busy travel schedule to fulfill organizational goals. The current DMO bank, Wells Fargo, requires employees to guarantee personal responsibility for the business's credit card debt if the DMO defaults on payment. The DMO researched other credit card companies, American Express and Capital One, and found they had similar credit card guarantee requirements. The DMO was referred to Bridge Bank which works with other nonprofits and DMOs and provides banking services and credit cards without requiring a personal guarantee. Secretary Lawson described that the financial policies are being developed and the process may take a few months to be finalized. The increase in business travel and client entertainment starting in October 2023 necessitates expediting the acquisition of business credit cards. Secretary Lawson described the management of the credit cards and the proposed limits for each eligible position.

\$30,000 CEO
\$15,000 Director of Sales
\$10,000 Director of Marketing
\$5,000 Sales Manager, Marketing Manager, Data & Strategy

A motion was made by Member Steenson, seconded by Member Vazquez to approve and authorize Treasurer Carr to close the current DMO Wells Fargo account once all outstanding expenses have cleared and in partnership with Board Chair Lentz, open an account with Bridge Bank to be used for payroll, approved recurring expenses, debit/wire transactions, and debit card payments.

Ayes: 6 Treasurer Carr, Member Ellison, Chair Lentz, Member Steenson, Member Vazquez, Vice-Chair Wandling

Absent: 3 Member Granter, Member Nader, Member Sullivan

A motion was made by Treasurer Carr, seconded by Member Ellison to approve and authorize the CEO to initiate and implement a business credit card program through Bridge Bank prior to the presentation and approval of the Financial SOP Packet.

Ayes: 6 Treasurer Carr, Member Ellison, Chair Lentz, Member Steenson, Member Vazquez, Vice-Chair Wandling

Absent: 3 Member Granter, Member Nader, Member Sullivan

5. Discussion and Action on a Request to Change the Board of Directors Meeting Time from 3:00 p.m. to 1:00 p.m.

Recommendation: Approve a change in the DMO Board of Directors Meeting time from 3:00 p.m. to 1:00 p.m.

Chair Lentz reported that Member Nader suggested an earlier meeting time, 1:00 p.m., for the regular Board of Directors meetings. The Board members discussed ongoing availability and the third Thursday of each month continues to be the best meeting day. Changing the meeting time to 1:00 p.m. worked for the board members present.

A motion was made by Chair Lentz, seconded by Treasurer Carr to approve a change in the DMO Board of Directors Meeting time from 3:00 p.m. to 1:00 p.m.

Ayes: 5 Treasurer Carr, Member Ellison, Chair Lentz, Member Steenson, Member Vazquez

Absent: 3 Member Granter, Member Nader, Member Sullivan

Abstain: 1 Member Wandling

No further action was taken due to technical issues.

6. Chief Executive Officer Monthly Update.

- 6A. Monthly Sales Report June
- 6B. Staffing Update
- 6C. Monthly Accomplishments and Priorities

This item was not discussed due to technical issues.

7. Marketing Update

This item was not discussed due to technical issues.

COMMITTEE UPDATES

8. Committee Updates

This item was not discussed due to technical issues.

GENERAL ANNOUNCEMENTS

ADJOURNMENT

Vice-Chair Wandling adjourned the meeting at 4:18 p.m.

The next regularly scheduled meeting is on **September 21, 2023, at 3:00 p.m.**



DISCOVER SANTA CLARA®
BOARD OF DIRECTORS
SPECIAL MEETING MINUTES

September 27, 2023, 3:00 p.m.
Santa Clara Convention Center
5001 Great America Parkway
Santa Clara, CA 95054
Meeting Room 203

Attendees can participate remotely via Zoom: <https://us06web.zoom.us/j/88192383520>
Meeting ID: 881 9238 3520 or by phone: 1 (669) 900-6833.

CALL TO ORDER

Chair Lentz called the meeting to order at 3:09 p.m.

ROLL CALL

Present: Kelly Carr, OVG360
Lorne Ellison, Levy Restaurants
Catherine Lentz, Forty-Niners Stadium Management Company (Joined online)
Sean Steenson, Delta Hotels Santa Clara
Chris Sullivan, Santa Clara Marriott
Christine Lawson, Discover Santa Clara® (Ex-Officio)
Ruth Mizobe Shikada, City of Santa Clara (Ex-Officio)

Absent: Barb Granter, California's Great America
Nadine Nader, City of Santa Clara
Fernando Vazquez, Hyatt Centric Silicon Valley
Leo Wandling, I.A.T.S.E Local Union 134

A quorum of 5 was met.

Attendance: Nancy Thome, City of Santa Clara
Luz Chatman, Discover Santa Clara®
Beverly Corriere, Discover Santa Clara®
Katelyn Studebaker, Discover Santa Clara®

Chair Lentz made an adjustment to the agenda stating items #2 and #6 are pulled from the agenda.

PUBLIC COMMENT

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

CONVENE TO CLOSED SESSION

The Chair convened to closed session at 3:15 p.m.

1. Chief Executive Officer incentive plan.

REPORTS OF ACTION TAKEN IN CLOSED SESSION MATTERS

Chair Lentz reported that the board made decisions on the Chief Executive Officer Incentive Plan. Chair Lentz will meet with the Chief Executive Officer to discuss goals.

CONSENT AGENDA

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2. Action on the minutes of Discover Santa Clara® Board of Directors – August 17, 2023

Recommendation: Note and file the Meeting Minutes.

Item 2 was pulled from the agenda.

3. Action on the FY 2023/24 July Financials.

Recommendation: Note and File the FY 2023/24 July Financials.

A motion was made by Treasurer Carr, seconded by Member Sullivan to note and file the FY2023/24 July Financials.

Ayes: 5 Treasurer Carr, Member Ellison, Chair Lentz, Member Steenson, Member Sullivan

Absent: 4 Member Granter, Member Nader, Member Vazquez, Vice–Chair Wandling

CONSENT ITEMS PULLED FOR DISCUSSION

PUBLIC PRESENTATIONS

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GENERAL BUSINESS – ITEMS FOR DISCUSSION

4. Action to Remove Board Member Fernando Vazquez.

Recommendation: Approve the removal of Board Member Fernando Vazquez due to no longer working within the SCTID boundaries.

A motion was made by Treasurer Carr, seconded by Member Sullivan to approve the removal of Board Member Fernando Vazquez due to no longer working within the SCTID boundaries.

Ayes: 5 Treasurer Carr, Member Ellison, Chair Lentz, Member Steenson, Member Sullivan

Absent: 4 Member Granter, Member Nader, Member Vazquez, Vice-Chair Wandling

5. Action on the Interim DMO Travel and Entertainment Policy.

Recommendation: Approve and authorize the CEO to implement the proposed DMO T&E Policy prior to the presentation and approval of the Financial SOP Packet.

The board members discussed that they were familiar with the proposed Travel and Entertainment (T&E) policy and were ready to make a motion.

A motion was made by Treasurer Carr, seconded by Member Steenson to approve and authorize the CEO to implement the proposed DMO T&E Policy prior to the presentation and approval of the Financial SOP Packet.

Ayes: 5 Treasurer Carr, Member Ellison, Chair Lentz, Member Steenson, Member Sullivan

Absent: 4 Member Granter, Member Nader, Member Vazquez, Vice-Chair Wandling

6. Action on a Request for Additional Marketing Funds to Hire a Marketing Agency.

Recommendation: Authorize Discover Santa Clara's® Director of Marketing additional marketing dollars from the fund for up to and not to exceed \$131,500 for FY 2023/24. These funds would be utilized to hire a marketing agency to carry out the various projects detailed in this staff report and complete the ecosystem of initiatives.

Item 6 was pulled from the agenda.

7. Discussion and Action on a Start Date of the New Board of Directors Meeting Time.

Recommendation: Approve the start date of the Board of Directors' new regular meeting time of 1:00 p.m., to begin with the November 2023 meeting.

Beverly Corriere reported that the discussion to approve the start date of the new meeting time was interrupted at the last board meeting due to technical issues. The meeting time change to 1:00 p.m. was approved and the regular board meetings will continue to meet on the third Thursday of each month.

A motion was made by Member Sullivan, seconded by Treasurer Carr to approve the start date of the Board of Directors' new regular meeting time of 1:00 p.m., to begin with the November 2023 meeting.

Ayes: 5 Treasurer Carr, Member Ellison, Chair Lentz, Member Steenson, Member Sullivan

Absent: 4 Member Granter, Member Nader, Member Vazquez, Vice-Chair Wandling

8. Chief Executive Officer Monthly Update.

Secretary Lawson provided an update referencing the board packet presentation on the following topics:

8A. Monthly Sales Report July

Secretary Lawson reviewed the sales activity for July and reviewed the KPI Dashboard.

8B. Staffing Update

Luz Chatman welcomed Sherry Bastani, Convention Sales Manager.

8C. Monthly Accomplishments and Priorities

Luz Chatman reported on the accomplishments and priorities of the sales team. Secretary Lawson summarized the accomplishments and priorities of the administration team.

9. Marketing Update

Katelyn Studebaker referenced the board packet presentation and provided an update on the following marketing topics:

- Beyonce concert
- Social Media
- Content
- Tradeshows
- Collateral and Branding

COMMITTEE UPDATES

10. Committee Updates

GENERAL ANNOUNCEMENTS

ADJOURNMENT

The meeting adjourned at 5:09 p.m.

The Annual Meeting is scheduled for **October 19, 2023, at 1:00 p.m.**

DMO Board of Directors
November 16, 2023
Agenda Item #2

Silicon Valley/Santa Clara DMO, Inc.											
Sep-23											
Report Ending Date: 09/30/2023	Sep-23				Notes	YEAR TO DATE					
	Budget	Actual	VARIANCE	%		YTD Budget	YTD ACTUAL	VARIANCE	YTD	Annual	Annual Budget
FY 2023/24 FUNDING ALLOCATION	\$295,531.19	\$131,420.82	\$164,110.37	44%		\$806,331.57	\$363,322.83	\$443,008.74	45%	12%	\$3,052,730.00
PERSONNEL											
Salary											
CEO	\$19,583.00	\$18,076.94	\$1,506.06	92%		\$58,749.00	\$53,327.02	\$5,421.98	91%	22%	\$242,828.00
DOS	\$15,000.00	\$13,846.16	\$1,153.84	92%		\$45,000.00	\$41,538.48	\$3,461.52	92%	23%	\$180,000.00
SM1	\$8,750.00	\$0.00	\$8,750.00	0%		\$26,250.00	\$9,685.71	\$16,564.29	37%	9%	\$105,000.00
SM2	\$10,000.00	\$0.00	\$10,000.00	0%		\$30,000.00	\$0.00	\$30,000.00	0%	0%	\$120,500.00
MSS&S	\$7,500.00	\$5,193.54	\$2,306.46	69%		\$7,500.00	\$5,193.54	\$2,306.46	69%	7%	\$75,000.00
Admin	\$10,000.00	\$9,230.78	\$769.22	92%		\$30,000.00	\$27,230.82	\$2,769.18	91%	22%	\$124,500.00
DOM	\$13,024.50	\$11,923.08	\$1,101.42	92%		\$39,073.50	\$35,173.09	\$3,900.41	90%	23%	\$156,294.00
MM	\$8,333.33	\$7,692.32	\$641.01	92%		\$24,999.99	\$19,230.80	\$5,769.19	77%	19%	\$100,000.00
51999 Hourly PR	\$1,350.00	\$0.00	\$1,350.00	0%		\$1,350.00	\$0.00	\$1,350.00	0%	0%	\$13,500.00
Salary	\$93,540.83	\$65,962.82	\$27,578.01	71%		\$262,922.49	\$191,379.46	\$70,193.03	73%	17%	\$1,117,622.00
Payroll Taxes											
CEO	\$3,357.30	\$552.10	\$2,805.20	16%		\$10,071.90	\$3,290.06	\$6,781.84	33%	8%	\$40,287.59
DOS	\$2,488.65	\$1,059.22	\$1,429.43	43%		\$7,465.95	\$3,465.35	\$4,000.60	46%	12%	\$29,863.80
SM1	\$1,451.71	\$0.00	\$1,451.71	0%		\$4,355.13	\$726.67	\$3,628.46	17%	4%	\$17,420.55
SM2	\$1,666.01	\$0.00	\$1,666.01	0%		\$4,998.03	\$0.00	\$4,998.03	0%	0%	\$19,992.16
MSS&S	\$1,037.04	\$750.46	\$286.58	72%		\$3,111.12	\$750.46	\$2,360.66	24%	6%	\$12,444.49
Admin	\$1,721.37	\$694.44	\$1,026.93	40%		\$5,164.11	\$2,048.02	\$3,116.09	40%	10%	\$20,656.41
DOM	\$1,382.58	\$912.12	\$470.46	66%		\$6,482.76	\$2,690.75	\$3,792.01	42%	16%	\$16,591.00
MM	\$2,160.92	\$588.46	\$1,572.46	27%		\$4,147.74	\$1,947.15	\$2,200.59	47%	8%	\$25,931.00
Payroll Taxes	\$15,265.58	\$4,556.80	\$10,708.78	30%		\$45,796.74	\$14,918.46	\$30,878.28	33%	8%	\$183,187.00
Employee Benefits											
Health											
Health - CEO	\$1,309.92	\$1,224.54	\$85.38	93%		\$3,929.76	\$3,673.62	\$256.14	93%	23%	\$15,719.00
Health - DOS	\$856.75	\$0.00	\$856.75	0%		\$2,570.25	\$0.00	\$2,570.25	0%	0%	\$10,281.00
Health - SM1	\$856.75	\$0.00	\$856.75	0%		\$2,570.25	\$1,517.68	\$1,052.57	59%	15%	\$10,281.00
Health - SM2	\$856.75	\$0.00	\$856.75	0%		\$2,570.25	\$0.00	\$2,570.25	0%	0%	\$10,281.00
Health - Admin	\$1,309.92	\$897.00	\$412.92	68%		\$3,929.76	\$2,691.00	\$1,238.76	68%	17%	\$15,719.00
Health - DOM	\$1,413.63	\$634.55	\$779.08	45%		\$4,240.89	\$1,903.65	\$2,337.24	45%	11%	\$16,963.50
Health-MSS&S	\$856.75	\$0.00	\$856.75	0%		\$2,570.25	\$0.00	\$2,570.25	0%	0%	\$10,281.00
Health-MM	\$1,413.63	\$0.00	\$1,413.63	0%		\$4,240.89	\$0.00	\$4,240.89	0%	0%	\$16,963.50
Health	\$8,874.10	\$2,756.09	\$6,118.01	31%		\$26,622.30	\$9,785.95	\$16,836.35	37%	9%	\$106,489.00
401K Fee											
401K Fee - CEO	\$873.29	\$557.30	\$315.99	64%		\$2,619.87	\$557.30	\$2,062.57	21%	5%	\$10,479.50
401K Fee - DOS	\$571.17	\$553.84	\$17.33	97%		\$1,713.51	\$553.84	\$1,159.67	32%	8%	\$6,854.00
401K Fee - SM1	\$571.17	\$0.00	\$571.17	0%		\$1,713.51	\$0.00	\$1,713.51	0%	0%	\$6,854.00
401K Fee - SM2	\$571.17	\$0.00	\$571.17	0%		\$1,713.51	\$0.00	\$1,713.51	0%	0%	\$6,854.00
51430 401K Fee - Admin	\$873.29	\$276.92	\$596.37	32%		\$2,619.87	\$276.92	\$2,342.95	11%	3%	\$10,479.50
51435 401K Fee-MM	\$942.42	\$0.00	\$942.42	0%		\$2,827.26	\$0.00	\$2,827.26	0%	0%	\$11,309.00
51440 401 K Fee DOM	\$942.42	\$357.68	\$584.74	38%		\$2,827.26	\$357.68	\$2,469.58	13%	3%	\$11,309.00
51450 401 K Fee MSS&S	\$571.17	\$0.00	\$571.17	0%		\$1,713.51	\$0.00	\$1,713.51	0%	0%	\$6,854.00
401K Fee	\$5,916.10	\$1,745.74	\$4,170.36	30%		\$17,748.30	\$1,745.74	\$16,002.56	10%	2%	\$70,993.00
Employee Benefits	\$14,790.20	\$4,501.83	\$10,288.37	30%		\$44,370.60	\$11,531.69	\$32,838.91	26%	6%	\$177,482.00
Employee Incentives											
Employee Incentive - DOM	\$3,256.17	\$0.00	\$3,256.17	0%		\$9,768.51	\$0.00	\$9,768.51	0%	0%	\$39,074.00
Employee Incentive - CEO	\$2,529.46	\$0.00	\$2,529.46	0%		\$7,588.38	\$0.00	\$7,588.38	0%	0%	\$30,353.50
Employee Incentive - DOS	\$2,111.98	\$0.00	\$2,111.98	0%		\$6,335.94	\$0.00	\$6,335.94	0%	0%	\$25,343.75
Employee Incentive - SM1	\$2,111.98	\$0.00	\$2,111.98	0%		\$6,335.94	\$0.00	\$6,335.94	0%	0%	\$25,343.75
Employee Incentive - SM2	\$2,111.98	\$0.00	\$2,111.98	0%		\$6,335.94	\$0.00	\$6,335.94	0%	0%	\$25,343.75
Employee Incentive - MSS&S	\$2,111.98	\$0.00	\$2,111.98	0%		\$6,335.94	\$0.00	\$6,335.94	0%	0%	\$25,343.75
Employee Incentive - Admin	\$2,529.46	\$0.00	\$2,529.46	0%		\$7,588.38	\$0.00	\$7,588.38	0%	0%	\$30,353.50
Employee Incentive - MM	\$0.00	\$0.00	\$0.00	0%		\$0.00	\$0.00	\$0.00	0%	0%	\$0.00
Employee Incentives	\$16,763.01	\$0.00	\$16,763.01	0%		\$50,289.03	\$0.00	\$50,289.03	0%	0%	\$201,156.00

Report Ending Date: 09/30/2023	Sep-23				Notes	YEAR TO DATE					
	Budget	Actual	VARIANCE	%		YTD Budget	YTD ACTUAL	VARIANCE	YTD	Annual	Annual Budget
FY 2023/24 FUNDING ALLOCATION	\$295,531.19	\$131,420.82	\$164,110.37	44%		\$806,331.57	\$363,322.83	\$443,008.74	45%	12%	\$3,052,730.00
Other											
Cell Phone Stipend - CEO	\$40.00	\$40.00	\$0.00	100%		\$120.00	\$120.00	\$0.00	100%	25%	\$480.00
Cell Phone Stipend - DOS	\$40.00	\$40.00	\$0.00	100%		\$120.00	\$120.00	\$0.00	100%	25%	\$480.00
Cell Phone Stipend - SM1	\$40.00	\$0.00	\$40.00	0%		\$120.00	\$40.00	\$80.00	33%	8%	\$480.00
Cell Phone Stipend - SM2	\$40.00	\$0.00	\$40.00	0%		\$120.00	\$0.00	\$120.00	0%	0%	\$480.00
Cell Phone Stipend Admin	\$40.00	\$40.00	\$0.00	100%		\$120.00	\$120.00	\$0.00	100%	25%	\$480.00
Cell Phone - DOM	\$40.00	\$40.00	\$0.00	100%		\$120.00	\$120.00	\$0.00	100%	25%	\$480.00
Cell Phone Stipend - MSS&S	\$40.00	\$0.00	\$40.00	0%		\$120.00	\$0.00	\$120.00	0%	0%	\$480.00
Cell Phone Stipend-MM	\$40.00	\$40.00	\$0.00	100%		\$120.00	\$80.00	\$40.00	67%	17%	\$480.00
Relocation Expense DOS	\$250.00	\$0.00	\$250.00	0%		\$750.00	\$0.00	\$750.00	0%	0%	\$3,000.00
Car Allowance CEO	\$500.00	\$500.00	\$0.00	100%		\$1,500.00	\$1,500.00	\$0.00	100%	25%	\$6,000.00
Other	\$1,070.00	\$700.00	\$370.00	65%		\$3,210.00	\$2,100.00	\$1,110.00	65%	16%	\$12,840.00
TOTAL PERSONNEL EXPENSE	\$141,429.62	\$75,721.45	\$65,708.17	54%		\$406,588.86	\$219,929.61	\$186,659.25	54%	13%	\$1,692,287.00
PURCHASED GOODS & SERVICES											
Contract Services											
Fiscal Services	\$5,425.00	\$13,824.18	(\$8,399.18)	255%	1	\$16,275.00	\$30,822.58	(\$14,547.58)	189%	47%	\$65,108.00
Legal Services	\$2,917.00	\$1,010.00	\$1,907.00	35%		\$8,751.00	\$1,790.00	\$6,961.00	20%	5%	\$35,000.00
Payroll Services	\$467.00	\$514.24	(\$47.24)	110%		\$1,401.00	\$899.32	\$501.68	64%	16%	\$5,600.00
Audit	\$15,000.00	\$0.00	\$15,000.00	0%		\$15,000.00	\$0.00	\$15,000.00	0%	0%	\$15,000.00
Smart City IT Services	\$465.00	\$0.00	\$465.00	0%		\$1,395.00	\$648.76	\$746.24	47%	12%	\$5,574.00
Professional Services	\$8,333.33	\$5,900.08	\$2,433.25	71%		\$24,999.99	\$26,250.68	(\$1,250.69)	105%	26%	\$100,000.00
Human Resources	\$1,666.67	\$0.00	\$1,666.67	0%		\$5,000.01	\$971.25	\$4,028.76	19%	5%	\$20,000.00
Internal Team Strategy Meetings	\$0.00	\$0.00	\$0.00	0%		\$3,000.00	\$0.00	\$3,000.00	0%	0%	\$12,000.00
Temp Staffing Services	\$6,000.00	\$5,544.00	\$456.00	92%		\$31,494.00	\$13,860.00	\$17,634.00	44%	44%	\$31,494.00
Marketing	\$66,332.66	\$1,834.84	\$64,497.82	3%		\$113,997.98	\$8,794.44	\$105,203.54	8%	3%	\$261,000.00
Website Evolution & Hosting	\$1,515.00	\$910.45	\$604.55	60%		\$21,795.00	\$2,731.35	\$19,063.65	13%	3%	\$78,683.00
Contract Services	\$108,121.66	\$29,537.79	\$78,583.87	27%		\$243,108.98	\$86,768.38	\$156,340.60	36%	14%	\$629,459.00
Operating Expenses											
Banking Fees	\$20.83	\$65.00	(\$44.17)	312%		\$62.49	\$80.00	(\$17.51)	128%	32%	\$250.00
Software Licenses	\$677.00	\$422.26	\$254.74	62%		\$2,031.00	\$1,394.69	\$636.31	69%	17%	\$8,124.00
Postage	\$208.33	\$0.00	\$208.33	0%		\$624.99	\$0.00	\$624.99	0%	0%	\$2,500.00
IT-Computer Supplies	\$0.00	\$2,507.57	(\$2,507.57)	2508%	2	\$0.00	\$2,507.57	(\$2,507.57)	2508%	2508%	\$0.00
Licenses	\$8.34	\$25.00	(\$16.66)	300%		\$25.00	\$96.50	(\$71.50)	386%	97%	\$100.00
Office Supplies	\$666.67	\$107.91	\$558.76	16%		\$2,000.01	\$1,512.01	\$488.00	76%	19%	\$8,000.00
DMO Office Rent	\$675.00	\$0.00	\$675.00	0%		\$2,025.00	\$0.00	\$2,025.00	0%	0%	\$8,100.00
Recruitment	\$41.66	\$0.00	\$41.66	0%		\$125.00	\$343.00	(\$218.00)	274%	69%	\$500.00
Operating Expenses	\$2,297.83	\$3,127.74	(\$829.91)	136%		\$6,893.49	\$5,933.77	\$959.72	86%	22%	\$27,574.00
Insurance											
Workers Compensation	\$422.00	\$151.00	\$271.00	36%		\$1,054.00	\$453.00	\$601.00	43%	9%	\$4,852.00
Business Owners Liability & Property	\$158.00	\$144.75	\$13.25	92%		\$474.00	\$434.25	\$39.75	92%	23%	\$1,897.00
Professional Liability	\$273.00	\$0.00	\$273.00	0%		\$819.00	\$0.00	\$819.00	0%	0%	\$3,283.00
Management Liability	\$245.00	\$282.92	(\$37.92)	115%		\$735.00	\$848.76	(\$113.76)	115%	29%	\$2,946.00
Insurance	\$1,098.00	\$578.67	\$519.33	53%		\$3,082.00	\$1,736.01	\$1,345.99	56%	13%	\$12,978.00
Memberships											
Destinations International	\$0.00	\$0.00	\$0.00	0%		\$0.00	\$0.00	\$0.00	0%	0%	\$3,350.00
PCMA	\$169.75	\$0.00	\$169.75	33%		\$509.25	\$0.00	\$509.25	0%	0%	\$2,037.00
MPI ACE/WEC	\$0.00	\$0.00	\$0.00	0%		\$2,025.00	\$120.00	\$1,905.00	6%	6%	\$2,025.00
CALSAE	\$0.00	\$0.00	\$0.00	0%		\$331.00	\$0.00	\$331.00	0%	0%	\$751.00
California Travel Association	\$0.00	\$0.00	\$0.00	0%		\$0.00	\$0.00	\$0.00	0%	0%	\$1,900.00
Sales & Marketing Executives International	\$0.00	\$0.00	\$0.00	0%		\$345.00	\$0.00	\$345.00	0%	0%	\$345.00
San Francisco Travel Association	\$0.00	\$0.00	\$0.00	0%		\$0.00	\$0.00	\$0.00	0%	0%	\$5,250.00
NATPE Membership	\$200.00	\$0.00	\$200.00	100%		\$200.00	\$0.00	\$200.00	0%	0%	\$200.00
Memberships	\$369.75	\$0.00	\$369.75	0%		\$3,410.25	\$120.00	\$3,290.25	4%	1%	\$15,858.00

Report Ending Date: 09/30/2023	Sep-23				Notes	YEAR TO DATE					
	Budget	Actual	VARIANCE	%		YTD Budget	YTD ACTUAL	VARIANCE	YTD	Annual	Annual Budget
FY 2023/24 FUNDING ALLOCATION	\$295,531.19	\$131,420.82	\$164,110.37	44%		\$806,331.57	\$363,322.83	\$443,008.74	45%	12%	\$3,052,730.00
Subscription Services											
Act On	\$0.00	\$0.00	\$0.00	0%		\$0.00	\$5,783.34	(\$5,783.34)	0%	120%	\$4,800.00
Knowland	\$0.00	\$1,154.00	(\$1,154.00)	0%		\$3,462.00	\$3,462.00	\$0.00	100%	25%	\$13,848.00
CoStar Realty Information	\$1,250.00	\$1,090.00	\$160.00	0%		\$3,750.00	\$1,510.00	\$2,240.00	40%	10%	\$15,000.00
Annual Subscription	\$1,150.00	\$791.67	\$358.33	69%		\$3,450.00	\$791.67	\$2,658.33	23%	6%	\$13,800.00
Additional Support Hours	\$833.33	\$0.00	\$833.33	0%		\$2,499.99	\$0.00	\$2,499.99	0%	0%	\$10,000.00
CVENT	\$0.00	\$4,922.88	(\$4,922.88)	4923%	3	\$7,209.00	\$8,670.30	(\$1,461.30)	120%	44%	\$19,836.00
Destination International EIC Subscription	\$0.00	\$0.00	\$0.00	0%		\$0.00	\$0.00	\$0.00	0%	0%	\$7,707.00
Trade Journal/Newspapers	\$208.33	\$0.00	\$208.33	0%		\$624.99	\$0.99	\$624.00	0%	0%	\$2,500.00
Subscription Services	\$3,441.66	\$7,958.55	(\$4,516.89)	231%		\$20,995.98	\$20,218.30	\$777.68	96%	23%	\$87,491.00
PURCHASED GOODS & SERVICES CONT.											
Conferences and Trade Shows											
IMEX North America	\$0.00	\$0.00	\$0.00	0%		\$0.00	\$12,390.00	(\$12,390.00)	12390%	83%	\$15,000.00
Marketing Conference	\$0.00	\$1,273.35	(\$1,273.35)	1273%	4	\$0.00	\$1,273.35	(\$1,273.35)	1273%	64%	\$2,000.00
Destination International Annual Con	\$0.00	\$0.00	\$0.00	0%		\$1,100.00	\$0.00	\$1,100.00	0%	0%	\$1,100.00
CalTravel Summit	\$1,100.00	\$1,099.00	\$1.00	100%		\$1,100.00	\$1,099.00	\$1.00	100%	100%	\$1,100.00
TEAMS Conference & Expo	\$0.00	\$0.00	\$0.00	0%		\$0.00	\$1,235.90	(\$1,235.90)	4436%	25%	\$5,000.00
CONNECT West	\$0.00	\$0.00	\$0.00	0%		\$0.00	\$0.00	\$0.00	4500%	0%	\$4,500.00
CalSAE Seasonal Spectacular	\$0.00	\$0.00	\$0.00	0%		\$0.00	\$0.00	\$0.00	0%	0%	\$600.00
PCMA Convening Leaders	\$0.00	\$0.00	\$0.00	0%		\$0.00	\$0.00	\$0.00	0%	0%	\$2,000.00
Visit Outlook Forum	\$0.00	\$0.00	\$0.00	0%		\$0.00	\$0.00	\$0.00	0%	0%	\$1,300.00
Simpleview Annual Summit	\$0.00	\$0.00	\$0.00	0%		\$0.00	\$0.00	\$0.00	0%	0%	\$3,200.00
Destinations International - CEO Summit	\$0.00	\$0.00	\$0.00	0%		\$0.00	\$0.00	\$0.00	0%	0%	\$1,400.00
Visit California Go West Sales Mission	\$0.00	\$0.00	\$0.00	0%		\$0.00	\$0.00	\$0.00	0%	0%	\$3,000.00
Helms Briscoe Conference	\$0.00	\$0.00	\$0.00	0%		\$0.00	\$0.00	\$0.00	0%	0%	\$5,500.00
MPI WEC	\$0.00	\$0.00	\$0.00	0%		\$0.00	\$0.00	\$0.00	0%	0%	\$2,000.00
Conferences and Trade Shows	\$1,100.00	\$2,372.35	(\$1,272.35)	216%		\$2,200.00	\$15,998.25	(\$13,798.25)	727%	34%	\$47,700.00
Business Development	\$12,500.00	\$0.00	\$12,500.00	0%		\$37,500.00	\$0.00	\$37,500.00	0%	0%	\$150,000.00
Advertising & Promotion	\$5,833.00	\$75.00	\$5,758.00	1%		\$17,499.00	\$219.85	\$17,279.15	1%	0%	\$70,000.00
Travel & Entertainment											
Destination International Annual Conv	\$0.00	\$1,835.95	(\$1,835.95)	1836%	5	\$2,254.00	\$1,835.95	\$418.05	81%	81%	\$2,254.00
CalTravel Summit	\$1,410.00	\$300.00	\$1,110.00	21%		\$1,410.00	\$300.00	\$1,110.00	21%	21%	\$1,410.00
MPI ACE/WEC	\$0.00	\$19.51	(\$19.51)	20%		\$0.00	\$19.51	(\$19.51)	20%	1%	\$2,435.00
TEAMS Conference + Expo	\$0.00	\$0.00	\$0.00	0%		\$0.00	\$0.00	\$0.00	796%	0%	\$5,620.00
Connect West	\$0.00	\$0.00	\$0.00	0%		\$0.00	\$0.00	\$0.00	0%	0%	\$444.00
PCMA Convening Leaders	\$0.00	\$0.00	\$0.00	0%		\$0.00	\$0.00	\$0.00	0%	0%	\$2,142.00
CalSEA Seasonal Spectacular	\$0.00	\$0.00	\$0.00	0%		\$0.00	\$0.00	\$0.00	0%	0%	\$1,055.00
IMEX North America	\$0.00	\$1,678.06	(\$1,678.06)	1678%	6	\$0.00	\$1,678.06	(\$1,678.06)	1678%	35%	\$4,749.00
Visit California Outlook Forum	\$0.00	\$0.00	\$0.00	0%		\$0.00	\$0.00	\$0.00	0%	0%	\$3,520.00
Simpleview Annual Summit	\$0.00	\$0.00	\$0.00	0%		\$0.00	\$0.00	\$0.00	0%	0%	\$4,660.00
Destination International - CEO Summit	\$0.00	\$0.00	\$0.00	0%		\$0.00	\$0.00	\$0.00	0%	0%	\$2,331.00
Visit California Go West Sales Mission	\$0.00	\$0.00	\$0.00	0%		\$0.00	\$0.00	\$0.00	0%	0%	\$2,380.00
Helms Briscoe	\$0.00	\$0.00	\$0.00	0%		\$0.00	\$0.00	\$0.00	0%	0%	\$3,960.00
Social Media Marketing World Conference	\$0.00	\$0.00	\$0.00	0%		\$0.00	\$0.00	\$0.00	0%	0%	\$2,365.00
Quarterly Sales Trips	\$1,868.00	\$0.00	\$1,868.00	0%		\$5,604.00	\$0.00	\$5,604.00	0%	0%	\$22,418.00
Client Entertainment	\$2,000.00	\$0.00	\$2,000.00	0%		\$6,000.00	\$0.00	\$6,000.00	0%	0%	\$24,000.00
Mileage Reimbursement	\$278.33	\$0.00	\$278.33	0%		\$834.99	\$0.00	\$834.99	0%	0%	\$3,340.00
Travel & Entertainment	\$5,556.33	\$3,833.52	\$1,722.81	69%		\$16,102.99	\$3,833.52	\$12,269.47	24%	4%	\$89,083.00

Report Ending Date: 09/30/2023	Sep-23				Notes	YEAR TO DATE					
	Budget	Actual	VARIANCE	%		YTD Budget	YTD ACTUAL	VARIANCE	YTD	Annual	Annual Budget
FY 2023/24 FUNDING ALLOCATION	\$295,531.19	\$131,420.82	\$164,110.37	44%		\$806,331.57	\$363,322.83	\$443,008.74	45%	12%	\$3,052,730.00
Support Services											
Client Events	\$1,666.67	\$0.00	\$1,666.67	0%		\$5,000.01	\$0.00	\$5,000.01	0%	0%	\$20,000.00
Client Activations	\$1,500.00	\$0.00	\$1,500.00	0%		\$1,500.00	\$0.00	\$1,500.00	0%	0%	\$6,000.00
Personalized Greetings	\$200.00	\$0.00	\$200.00	0%		\$600.00	\$0.00	\$600.00	0%	0%	\$2,400.00
Site Visits	\$1,250.00	\$423.53	\$826.47	34%		\$3,750.00	\$772.92	\$2,977.08	21%	5%	\$15,000.00
Familiarization Trips	\$0.00	\$0.00	\$0.00	0%		\$0.00	\$0.00	\$0.00	0%	0%	\$30,000.00
Promotional Items	\$0.00	\$7,792.22	(\$7,792.22)	7792%	7	\$10,000.00	\$7,792.22	\$2,207.78	78%	39%	\$20,000.00
Tradeshow Booth Storage	\$0.00	\$0.00	\$0.00	0%		\$600.00	\$0.00	\$600.00	0%	0%	\$2,400.00
Tradeshow Shipping, Set-Up	\$0.00	\$0.00	\$0.00	0%		\$0.00	\$0.00	\$0.00	0%	0%	\$24,500.00
Support Services	\$4,616.67	\$8,215.75	(\$3,599.08)	178%		\$21,450.01	\$8,565.14	\$12,884.87	40%	7%	\$120,300.00
TOTAL PURCHASED GOODS & SERVICES EX	\$144,934.90	\$55,699.37	\$89,235.53	38%		\$372,242.70	\$143,393.22	\$228,849.48	39%	11%	\$1,250,443.00
CONTINGENCY	\$5,500.00	\$0.00	\$5,500.00	0%		\$16,500.00	\$0.00	\$16,500.00	0%	0%	\$66,000.00
CITY ADMINISTRATIVE FEE	\$3,666.67	\$0.00	\$3,666.67	0%		\$11,000.01	\$0.00	\$11,000.01	0%	0%	\$44,000.00
TOTAL OPERATING EXPENSES	\$295,531.19	\$131,420.82	\$164,110.37	44%		\$806,331.57	\$363,322.83	\$443,008.74	45%	12%	\$3,052,730.00
SURPLUS(DEFICIT)		\$164,110.37					\$443,008.74				

Silicon Valley/Santa Clara DMO, Inc.
FY 2023/24 YEAR-TO-DATE (YTD) SUMMARY BY ORG
July 2023 - September 2023

	FY 2023/24 Budget	YTD Budget	YTD Actual	YTD Variance	YTD	Annual
FY 2023/24 FUNDING ALLOCATION	\$3,052,730	\$806,332	\$363,323	\$443,009	45%	12%
Personnel						
Salary	\$1,117,622	\$262,922	\$191,379	\$71,543	24%	17%
Payroll Taxes	\$183,187	\$45,797	\$14,918	\$30,878	33%	8%
Employee Benefits	\$177,482	\$44,371	\$11,532	\$32,839	26%	6%
Health	\$106,489	\$26,622	\$9,786	\$16,836	37%	9%
401K Fee	\$70,993	\$17,748	\$1,746	\$16,003	10%	2%
Employee Incentives	\$201,156	\$50,289	\$0	\$50,289	0%	0%
Other	\$12,840	\$3,210	\$2,100	\$1,110	65%	16%
TOTAL PERSONNEL EXPENSE	\$1,692,287	\$406,589	\$219,930	\$186,659	54%	13%
Purchased Goods and Services Expense						
Contract Services	\$629,459	\$243,109	\$86,768	\$156,341	36%	14%
Operating Supplies	\$27,574	\$6,893	\$5,934	\$960	86%	22%
Insurance	\$12,978	\$3,082	\$1,736	\$1,346	56%	13%
Memberships	\$15,858	\$3,410	\$120	\$3,290	4%	1%
Subscription Services	\$87,491	\$20,996	\$20,218	\$778	96%	23%
Conferences and Trade Shows	\$47,700	\$2,200	\$15,998	(\$13,798)	727%	34%
Business Development	\$150,000	\$37,500	\$0	\$37,500	0%	0%
Travel & Entertainment	\$89,083	\$16,103	\$3,834	\$12,269	24%	4%
Advertising & Promotion	\$70,000	\$17,499	\$220	\$17,279	1%	0%
Support Services	\$120,300	\$21,450	\$8,565	\$12,885	40%	7%
TOTAL PURCHASED GOODS & SERVICES EXPENSE	\$1,250,443	\$372,243	\$143,393	\$228,849	39%	11%
CONTINGENCY	\$66,000	\$16,500	\$0	\$16,500	0%	0%
CITY ADMINISTRATIVE FEE	\$44,000	\$11,000	\$0	\$11,000	0%	0%
TOTAL OPERATING EXPENSES	\$3,052,730	\$806,332	\$363,323	\$443,009	45%	12%

Silicon Valley/Santa Clara DMO, Inc.
FY 2023/24 YEAR-TO-DATE (YTD) SUMMARY BY PROGRAM SEPTEMBER 2023

Budget Item	FY 23/24	YTD Budget	YTD Actual	Variance	Expended	
					YTD	Annual
CONVENTION SALES, INCENTIVES & SERVICES						
Personnel	\$ 735,056.00	\$ 172,389.03	\$ 63,591.73	\$ 108,797.30	37%	9%
Salary	\$ 480,500.00	\$ 108,750.00	\$ 56,417.73	\$ 52,332.27	52%	12%
1.0 FTE Director of Sales	\$ 180,000.00	\$ 45,000.00	\$ 41,538.48	\$ 3,461.52	92%	23%
1.0 FTE Sales Manager	\$ 105,000.00	\$ 26,250.00	\$ 9,685.71	\$ 16,564.29	37%	9%
1.0 FTE Sales Manager	\$ 120,500.00	\$ 30,000.00	\$ -	\$ 30,000.00	0%	0%
1.0 MSS&S	\$ 75,000.00	\$ 7,500.00	\$ 5,193.54	\$ 2,306.46	69%	7%
Incentives	\$ 101,375.00	\$ 25,343.76	\$ -	\$ 25,343.76	0%	0%
Benefits	\$ 68,540.00	\$ 17,135.04	\$ 2,071.52	\$ 15,063.52	12%	3%
Health	\$ 41,124.00	\$ 10,281.00	\$ 1,517.68	\$ 8,763.32	15%	4%
401K Fee	\$ 27,416.00	\$ 6,854.04	\$ 553.84	\$ 6,300.20	8%	2%
Payroll Taxes	\$ 79,721.00	\$ 19,930.23	\$ 4,942.48	\$ 14,987.75	25%	6%
Other-Cell Phone Stipend	\$ 1,920.00	\$ 480.00	\$ 160.00	\$ 320.00	33%	8%
Other-relocation	\$ 3,000.00	\$ 750.00	\$ -	\$ 750.00	0%	0%
Convention Sales, Incentives & Services Expenses	\$ 453,275.00	\$ 91,334.25	\$ 40,649.21	\$ 50,685.04	45%	9%
Operating Supplies		\$ -		\$ -	0%	0%
Memberships	\$ 12,508.00	\$ 3,410.25	\$ 120.00	\$ 3,290.25	4%	1%
Professional Convention Management Association (PCMA)	\$ 2,037.00	\$ 509.25	\$ -	\$ 509.25	0%	0%
Meeting Professional International (MPI)	\$ 2,025.00	\$ 2,025.00	\$ 120.00	\$ 1,905.00	6%	6%
California Society of Association Executives (Cal SAE)	\$ 751.00	\$ 331.00	\$ -	\$ 331.00	0%	0%
California Travel Association	\$ 1,900.00	\$ -	\$ -	\$ -	0%	0%
Sales & Market Executive International	\$ 345.00	\$ 345.00	\$ -	\$ 345.00	0%	0%
San Francisco Travel Association	\$ 5,250.00	\$ -	\$ -	\$ -	0%	0%
NATPE Membership	\$ 200.00	\$ 200.00	\$ -	\$ 200.00	0%	0%
Subscription Services	\$ 33,684.00	\$ 10,671.00	\$ 12,132.30	\$ (1,461.30)	114%	36%
CVENT	\$ 19,836.00	\$ 7,209.00	\$ 8,670.30	\$ (1,461.30)	120%	44%
Knowland	\$ 13,848.00	\$ 3,462.00	\$ 3,462.00	\$ -	100%	25%
Business Development	\$ 150,000.00	\$ 37,500.00	\$ -	\$ 37,500.00	0%	0%

Budget Item	FY 23/24	YTD Budget	YTD Actual	Variance	Expended	
					YTD	Annual
Conferences and Tradeshows	\$ 47,700.00	\$ 2,200.00	\$ 15,998.25	\$ (13,798.25)	727%	34%
IMEX North America	\$ 15,000.00	\$ -	\$ 12,390.00	\$ (12,390.00)	0%	83%
Marketing Conference	\$ 2,000.00	\$ -	\$ 1,273.35	\$ (1,273.35)	0%	64%
Destination International Annual Con	\$ 1,100.00	\$ 1,100.00	\$ -	\$ 1,100.00	0%	0%
CalTravel Summit	\$ 1,100.00	\$ 1,100.00	\$ 1,099.00	\$ 1.00	100%	100%
TEAMS Conference & Expo	\$ 5,000.00	\$ -	\$ 1,235.90	\$ (1,235.90)	0%	25%
CONNECT West	\$ 4,500.00	\$ -	\$ -	\$ -	0%	0%
CalSAE Seasonal Spectacular	\$ 600.00	\$ -	\$ -	\$ -	0%	0%
PCMA Convening Leaders	\$ 2,000.00	\$ -	\$ -	\$ -	0%	0%
Visit Outlook Forum	\$ 1,300.00	\$ -	\$ -	\$ -	0%	0%
Simpleview Annual Summit	\$ 3,200.00	\$ -	\$ -	\$ -	0%	0%
Destinations International - CEO Summit	\$ 1,400.00	\$ -	\$ -	\$ -	0%	0%
Visit California Go West Sales Mission	\$ 3,000.00	\$ -	\$ -	\$ -	0%	0%
Helms Briscoe Conference	\$ 5,500.00	\$ -	\$ -	\$ -	0%	0%
MPI WEC	\$ 2,000.00	\$ -	\$ -	\$ -	0%	0%
Travel & Entertainment	\$ 89,083.00	\$ 16,102.99	\$ 3,833.52	\$ 12,269.47	24%	4%
Destination International Annual Conv	\$ 2,254.00	\$ 2,254.00	\$ 1,835.95	\$ 418.05	81%	81%
CalTravel Summit	\$ 1,410.00	\$ 1,410.00	\$ 300.00	\$ 1,110.00	21%	21%
MPI ACE/WEC	\$ 2,435.00	\$ -	\$ 19.51	\$ (19.51)	0%	1%
TEAMS Conference + Expo	\$ 5,620.00	\$ -	\$ -	\$ -	0%	0%
Connect West	\$ 444.00	\$ -	\$ -	\$ -	0%	0%
PCMA Convening Leaders	\$ 2,142.00	\$ -	\$ -	\$ -	0%	0%
CalSEA Seasonal Spectacular	\$ 1,055.00	\$ -	\$ -	\$ -	0%	0%
IMEX North America	\$ 4,749.00	\$ -	\$ 1,678.06	\$ (1,678.06)	0%	35%
Visit California Outlook Forum	\$ 3,520.00	\$ -	\$ -	\$ -	0%	0%
Simpleview Annual Summit	\$ 4,660.00	\$ -	\$ -	\$ -	0%	0%
Destination International - CEO Summit	\$ 2,331.00	\$ -	\$ -	\$ -	0%	0%
Visit California Go West Sales Mission	\$ 2,380.00	\$ -	\$ -	\$ -	0%	0%
Helms Briscoe	\$ 3,960.00	\$ -	\$ -	\$ -	0%	0%
Social Media Marketing World Conference	\$ 2,365.00	\$ -	\$ -	\$ -	0%	0%
Quarterly Sales Trips	\$ 22,418.00	\$ 5,604.00	\$ -	\$ 5,604.00	0%	0%
Client Entertainment	\$ 24,000.00	\$ 6,000.00	\$ -	\$ 6,000.00	0%	0%
Mileage Reimbursement	\$ 3,340.00	\$ 834.99	\$ -	\$ 834.99	0%	0%

Budget Item	FY 23/24	YTD Budget	YTD Actual	Variance	Expended	
					YTD	Annual
Support Services	\$ 120,300.00	\$ 21,450.01	\$ 8,565.14	\$ 12,884.87	40%	7%
Client Events	\$ 20,000.00	\$ 5,000.01	\$ -	\$ 5,000.01	0%	0%
Client Activations	\$ 6,000.00	\$ 1,500.00	\$ -	\$ 1,500.00	0%	0%
Personalized Greetings	\$ 2,400.00	\$ 600.00	\$ -	\$ 600.00	0%	0%
Site Visits	\$ 15,000.00	\$ 3,750.00	\$ 772.92	\$ 2,977.08	21%	5%
Familiarization Trips	\$ 30,000.00	\$ -	\$ -	\$ -	0%	0%
Promotional Items	\$ 20,000.00	\$ 10,000.00	\$ 7,792.22	\$ 2,207.78	78%	39%
Tradeshow Booth Storage	\$ 2,400.00	\$ 600.00	\$ -	\$ 600.00	0%	0%
Tradeshow Shipping, Set-Up	\$ 24,500.00	\$ -	\$ -	\$ -	0%	0%
TOTAL CONVENTION SALES, INCENTIVES & SERVICES	\$ 1,188,331.00	\$ 263,723.28	\$ 104,240.94	\$ 159,482.34	40%	9%
MARKETING & COMMUNICATIONS						
Personnel	\$ 408,895.00	\$ 100,198.80	\$ 61,503.12	\$ 38,695.68	61%	15%
Salary	\$ 269,794.00	\$ 65,423.49	\$ 54,403.89	\$ 11,019.60	83%	20%
1.0 FTE Director of Marketing	\$ 156,294.00	\$ 39,073.50	\$ 35,173.09	\$ 3,900.41	90%	23%
1.0 FTE Marketing Manager	\$ 100,000.00	\$ 24,999.99	\$ 19,230.80	\$ 5,769.19	77%	19%
51999 Hourly PR	\$ 13,500.00	\$ 1,350.00	\$ -	\$ 1,350.00	0%	
Incentives	\$ 39,074.00	\$ 9,768.51	\$ -	\$ 9,768.51	0%	0%
Benefits	\$ 56,545.00	\$ 14,136.30	\$ 2,261.33	\$ 11,874.97	16%	4%
Health	\$ 33,927.00	\$ 8,481.78	\$ 1,903.65	\$ 6,578.13	22%	6%
401K Fee	\$ 22,618.00	\$ 5,654.52	\$ 357.68	\$ 5,296.84	6%	2%
Payroll Taxes	\$ 42,522.00	\$ 10,630.50	\$ 4,637.90	\$ 5,992.60	44%	11%
Other-Cell Phone Stipend	\$ 960.00	\$ 240.00	\$ 200.00	\$ 40.00	83%	21%
Other-relocation	\$ -	\$ -	\$ -	\$ -	0%	0%
Marketing Expenses	\$ 409,683.00	\$ 153,291.98	\$ 14,253.21	\$ 139,038.77	9%	3%
Contract Services	\$ 339,683.00	\$ 135,792.98	\$ 11,525.79	\$ 124,267.19	8%	3%
Marketing Services	\$ 261,000.00	\$ 113,997.98	\$ 8,794.44	\$ 105,203.54	8%	3%
Website	\$ 78,683.00	\$ 21,795.00	\$ 2,731.35	\$ 19,063.65	13%	3%
Advertising & Promotions	\$ 70,000.00	\$ 17,499.00	\$ 219.85	\$ 17,279.15	1%	0%
Software Licenses	\$ -	\$ -	\$ -	\$ 177,734.45	30%	0%
Computer Supplies	\$ -	\$ -	\$ 2,507.57	\$ (2,507.57)	0%	0%
TOTAL MARKETING & COMMUNICATIONS	\$ 818,578.00	\$ 253,490.78	\$ 75,756.33	\$ 177,734.45	30%	9%

Budget Item	FY 23/24	YTD Budget	YTD Actual	Variance	Expended	
					YTD	Annual
ADMINISTRATION						
Personnel	\$ 548,336.00	\$ 134,001.03	\$ 94,834.76	\$ 39,166.27	71%	17%
Salary	\$ 367,328.00	\$ 88,749.00	\$ 80,557.84	\$ 8,191.16	91%	22%
1.0 FTE CEO	\$ 242,828.00	\$ 58,749.00	\$ 53,327.02	\$ 5,421.98	91%	22%
1.0 FTE Administrative Manager	\$ 124,500.00	\$ 30,000.00	\$ 27,230.82	\$ 2,769.18	91%	22%
Incentives	\$ 60,707.00	\$ 15,176.76	\$ -	\$ 15,176.76	0%	0%
Benefits	\$ 52,397.00	\$ 13,099.26	\$ 7,198.84	\$ 5,900.42	55%	14%
Health	\$ 31,438.00	\$ 7,859.52	\$ 6,364.62	\$ 1,494.90	81%	20%
401K Fee	\$ 20,959.00	\$ 5,239.74	\$ 834.22	\$ 4,405.52	16%	4%
Payroll Taxes	\$ 60,944.00	\$ 15,236.01	\$ 5,338.08	\$ 9,897.93	35%	9%
Other-Cell Phone Stipend	\$ 960.00	\$ 240.00	\$ 240.00	\$ -	100%	25%
Other-Car Allowance	\$ 6,000.00	\$ 1,500.00	\$ 1,500.00	\$ -	100%	25%
Other - Relocation	\$ -	\$ -	\$ -	\$ -	0%	0%
Administrative Expenses	\$ 387,485.00	\$ 127,616.47	\$ 88,490.80	\$ 39,125.67	69%	23%
Contract Services	\$ 289,776.00	\$ 107,316.00	\$ 75,242.59	\$ 32,073.41	70%	26%
Fiscal Services	\$ 65,108.00	\$ 16,275.00	\$ 30,822.58	\$ (14,547.58)	189%	47%
Legal Services	\$ 35,000.00	\$ 8,751.00	\$ 1,790.00	\$ 6,961.00	20%	5%
Human Resources	\$ 20,000.00	\$ 5,000.01	\$ 971.25	\$ 4,028.76	19%	5%
Smart IT Services	\$ 5,574.00	\$ 1,395.00	\$ 648.76	\$ 746.24	47%	12%
Payroll Services	\$ 5,600.00	\$ 1,401.00	\$ 899.32	\$ 501.68	64%	16%
Audit	\$ 15,000.00	\$ 15,000.00	\$ -	\$ 15,000.00	0%	0%
Temp Staffing Services	\$ 31,494.00	\$ 31,494.00	\$ 13,860.00	\$ 17,634.00	44%	44%
Internal Team Strategy Meeting	\$ 12,000.00	\$ 3,000.00	\$ -	\$ 3,000.00	0%	0%
Professional Services	\$ 100,000.00	\$ 24,999.99	\$ 26,250.68	\$ (1,250.69)	105%	26%
Operating Expenses	\$ 27,574.00	\$ 6,893.49	\$ 3,426.20	\$ 3,467.29	50%	12%
Bank Fees	\$ 250.00	\$ 62.49	\$ 80.00	\$ (17.51)	128%	32%
Software Licenses	\$ 8,124.00	\$ 2,031.00	\$ 1,394.69	\$ 636.31	69%	17%
Postage	\$ 2,500.00	\$ 624.99	\$ -	\$ 624.99	0%	0%
Licenses	\$ 100.00	\$ 25.00	\$ 96.50	\$ (71.50)	386%	97%
Office Supplies	\$ 8,000.00	\$ 2,000.01	\$ 1,512.01	\$ 488.00	76%	19%
DMO Office Rent	\$ 8,100.00	\$ 2,025.00	\$ -	\$ 2,025.00	0%	0%
Recruitment	\$ 500.00	\$ 125.00	\$ 343.00	\$ (218.00)	274%	69%

Budget Item	FY 23/24	YTD Budget	YTD Actual	Variance	Expended	
					YTD	Annual
Insurance	\$ 12,978.00	\$ 3,082.00	\$ 1,736.01	\$ 1,345.99	56%	13%
Workers Comp	\$ 4,852.00	\$ 1,054.00	\$ 453.00	\$ 601.00	43%	9%
Business Owners Liability & Property	\$ 1,897.00	\$ 474.00	\$ 434.25	\$ 39.75	92%	23%
Professional Liability	\$ 3,283.00	\$ 819.00	\$ -	\$ 819.00	0%	0%
Management Liability	\$ 2,946.00	\$ 735.00	\$ 848.76	\$ (113.76)	115%	29%
Memberships	\$ 3,350.00	\$ -	\$ -	\$ -	0%	0%
Destinations International	\$ 3,350.00	\$ -	\$ -	\$ -	0%	0%
Subscription Services	\$ 53,807.00	\$ 10,324.98	\$ 8,086.00	\$ 2,238.98	78%	15%
Act On	\$ 4,800.00	\$ -	\$ 5,783.34	\$ (5,783.34)	0%	120%
CoStar Realty Information	\$ 15,000.00	\$ 3,750.00	\$ 1,510.00	\$ 2,240.00	40%	10%
Annual Subscription	\$ 13,800.00	\$ 3,450.00	\$ 791.67	\$ 2,658.33	23%	6%
Additional Support Hours	\$ 10,000.00	\$ 2,499.99	\$ -	\$ 2,499.99	0%	0%
Destination International EIC Subscription	\$ 7,707.00	\$ -	\$ -	\$ -	0%	0%
Trade Journal/Newspapers	\$ 2,500.00	\$ 624.99	\$ 0.99	\$ 624.00	0%	0%
TOTAL ADMINISTRATION	\$ 935,821.00	\$ 261,617.50	\$ 183,325.56	\$ 78,291.94	70%	20%
Contingency	\$ 66,000.00	\$ 16,500.00	\$ -	\$ 16,500.00	0%	0%
City Administration Fee	\$ 44,000.00	\$ 11,000.01	\$ -	\$ 11,000.01	0%	0%
TOTAL OPERATING BUDGET	\$ 3,052,730.00	\$ 806,331.57	\$ 363,322.83	\$ 443,008.74	45%	12%

Silicon Valley/Santa Clara DMO Inc.

Budget vs. Actuals

FY 2023/2024

July 2023 - September 2023

	Annual Budget	YTD Budget	YTD ACTUAL	VARIANCE	EXP YTD	EXP Ann.
FY 2023/24 FUNDING ALLOCATION	\$3,052,730	\$806,332	\$363,323	\$443,009	45%	12%
Personnel						
Salary						
CEO	\$242,828	\$58,749	\$53,327	\$5,422	91%	22%
DOM	\$180,000	\$45,000	\$41,538	\$3,462	92%	23%
DOS	\$105,000	\$26,250	\$9,686	\$16,564	37%	9%
SM1	\$120,500	\$30,000	\$0	\$30,000	0%	0%
SM2	\$75,000	\$7,500	\$5,194	\$2,306	69%	7%
Admin	\$124,500	\$30,000	\$27,231	\$2,769	91%	22%
DOM	\$156,294	\$39,074	\$35,173	\$3,900	90%	23%
MM	\$100,000	\$25,000	\$19,231	\$5,769	77%	19%
51999 Hourly PR	\$13,500	\$1,350	\$0	\$1,350	0%	0%
Salary	\$1,117,622	\$262,922	\$191,379	\$71,543	73%	17%
Payroll Taxes						
CEO	\$40,288	\$10,072	\$3,290	\$6,782	33%	8%
DOS	\$29,864	\$7,466	\$3,465	\$4,001	46%	12%
SM1	\$17,421	\$4,355	\$727	\$3,628	17%	4%
SM2	\$19,992	\$4,998	\$0	\$4,998	0%	0%
MSS&S	\$12,444	\$3,111	\$750	\$2,361	24%	6%
Admin	\$20,656	\$5,164	\$2,048	\$3,116	40%	10%
DOM	\$16,591	\$6,483	\$2,691	\$3,792	42%	16%
MM	\$25,931	\$4,148	\$1,947	\$2,201	47%	8%
Payroll Taxes	\$183,187	\$45,797	\$14,918	\$30,878	33%	8%
Employee Benefits						
Health						
Health - CEO	\$15,719	\$3,930	\$3,674	\$256	93%	23%
Health - DOS	\$10,281	\$2,570	\$0	\$2,570	0%	0%
Health - SM1	\$10,281	\$2,570	\$1,518	\$1,053	59%	15%
Health - SM2	\$10,281	\$2,570	\$0	\$2,570	0%	0%
Health - Admin	\$15,719	\$3,930	\$2,691	\$1,239	68%	17%
Health - DOM	\$16,964	\$4,241	\$1,904	\$2,337	45%	11%
Health-MSS&S	\$10,281	\$2,570	\$0	\$2,570	0%	0%
Health -MM	\$16,964	\$4,241	\$0	\$4,241	0%	0%
Health	\$106,489	\$26,622	\$9,786	\$16,836	37%	9%
401K Fee						
401K Fee - CEO	\$10,480	\$2,620	\$557	\$2,063	21%	5%
401K Fee - DOS	\$6,854	\$1,714	\$554	\$1,160	32%	8%
401K Fee - SM1	\$6,854	\$1,714	\$0	\$1,714	0%	0%
401K Fee - SM2	\$6,854	\$1,714	\$0	\$1,714	0%	0%
51430 401K Fee - Admin	\$10,480	\$2,620	\$277	\$2,343	11%	3%
51435 401K Fee-MM	\$11,309	\$2,827	\$0	\$2,827	0%	0%
51440 401 K Fee DOM	\$11,309	\$2,827	\$358	\$2,470	13%	3%
51450 401 K Fee MSS&S	\$6,854	\$1,714	\$0	\$1,714	0%	0%
401K Fee	\$70,993	\$17,748	\$1,746	\$16,003	10%	2%
Employee Benefits	\$177,482	\$44,371	\$11,532	\$32,839	26%	6%

	Annual Budget	YTD Budget	YTD ACTUAL	VARIANCE	EXP YTD	EXP Ann.
Employee Incentives						
Employee Incentive - DOM	\$39,074	\$9,769	\$0	\$9,769	0%	0%
Employee Incentive - CEO	\$30,354	\$7,588	\$0	\$7,588	0%	0%
Employee Incentive - DOS	\$25,344	\$6,336	\$0	\$6,336	0%	0%
Employee Incentive - SM1	\$25,344	\$6,336	\$0	\$6,336	0%	0%
Employee Incentive - SM2	\$25,344	\$6,336	\$0	\$6,336	0%	0%
Employee Incentive - MSS&S	\$25,344	\$6,336	\$0	\$6,336	0%	0%
Employee Incentive - Admin	\$30,354	\$7,588	\$0	\$7,588	0%	0%
Employee Incentive - MM	\$0	\$0	\$0	\$0	0%	0%
Employee Incentives	\$201,156	\$50,289	\$0	\$50,289	0%	0%
Other						
Cell Phone Stipend - CEO	\$480	\$120	\$120	\$0	100%	25%
Cell Phone Stipend - DOS	\$480	\$120	\$120	\$0	100%	25%
Cell Phone Stipend - SM1	\$480	\$120	\$40	\$80	33%	8%
Cell Phone Stipend - SM2	\$480	\$120	\$0	\$120	0%	0%
Cell Phone Stipend Admin	\$480	\$120	\$120	\$0	100%	25%
Cell Phone - DOM	\$480	\$120	\$120	\$0	100%	25%
Cell Phone Stipend - MSS&S	\$480	\$120	\$0	\$120	0%	0%
Cell Phone Stipend-MM	\$480	\$120	\$80	\$40	67%	17%
Relocation Expense DOS	\$3,000	\$750	\$0	\$750	0%	0%
Car Allowance CEO	\$6,000	\$1,500	\$1,500	\$0	100%	25%
Other	\$12,840	\$3,210	\$2,100	\$1,110	65%	16%
TOTAL PERSONNEL EXPENSE	\$1,692,287	\$406,589	\$219,930	\$186,659	54%	13%
PURCHASED GOODS & SERVICES						
Contract Services						
Fiscal Services	\$65,108	\$16,275	\$30,823	(\$14,548)	189%	47%
Legal Services	\$35,000	\$8,751	\$1,790	\$6,961	20%	5%
Payroll Services	\$5,600	\$1,401	\$899	\$502	64%	16%
Audit	\$15,000	\$15,000	\$0	\$15,000	0%	0%
Smart City IT Services	\$5,574	\$1,395	\$649	\$746	47%	12%
Professional Services	\$100,000	\$25,000	\$26,251	(\$1,251)	105%	26%
Human Resources	\$20,000	\$5,000	\$971	\$4,029	19%	5%
Internal Team Strategy Meetings	\$12,000	\$3,000	\$0	\$3,000	0%	0%
Temp Staffing Services	\$31,494	\$31,494	\$13,860	\$17,634	44%	44%
Marketing	\$261,000	\$113,998	\$8,794	\$105,204	8%	3%
Website Evolution & Hosting	\$78,683	\$21,795	\$2,731	\$19,064	13%	3%
Contract Services	\$629,459	\$243,109	\$86,768	\$156,341	36%	14%
Operating Expenses						
Banking Fees	\$250	\$62	\$80	(\$18)	128%	32%
Software Licenses	\$8,124	\$2,031	\$1,395	\$636	69%	17%
Postage	\$2,500	\$625	\$0	\$625	0%	0%
IT-Computer Supplies	\$0	\$0	\$2,508	(\$2,508)	0%	0%
Licenses	\$100	\$25	\$97	(\$72)	386%	97%
Office Supplies	\$8,000	\$2,000	\$1,512	\$488	76%	19%
DMO Office Rent	\$8,100	\$2,025	\$0	\$2,025	0%	0%
Recruitment	\$500	\$125	\$343	(\$218)	274%	69%
Operating Expenses	\$27,574	\$6,893	\$5,934	\$960	86%	22%

	Annual Budget	YTD Budget	YTD ACTUAL	VARIANCE	EXP YTD	EXP Ann.
Insurance						
Workers Compensation	\$4,852	\$1,054	\$453	\$601	43%	9%
Business Owners Liability & Property	\$1,897	\$474	\$434	\$40	92%	23%
Professional Liability	\$3,283	\$819	\$0	\$819	0%	0%
Management Liability	\$2,946	\$735	\$849	(\$114)	115%	29%
Insurance	\$12,978	\$3,082	\$1,736	\$1,346	56%	13%
Memberships						
Destinations International	\$3,350	\$0	\$0	\$0	0%	0%
PCMA	\$2,037	\$509	\$0	\$509	0%	0%
MPI ACE/WEC	\$2,025	\$2,025	\$120	\$1,905	6%	6%
CALSAE	\$751	\$331	\$0	\$331	0%	0%
California Travel Association	\$1,900	\$0	\$0	\$0	0%	0%
Sales & Marketing Executives International	\$345	\$345	\$0	\$345	0%	0%
San Francisco Travel Association	\$5,250	\$0	\$0	\$0	0%	0%
NATPE Membership	\$200	\$200	\$0	\$200	0%	0%
Memberships	\$15,858	\$3,410	\$120	\$3,290	4%	1%
Subscription Services						
Act On	\$4,800	\$0	\$5,783	(\$5,783)	0%	120%
Knowland	\$13,848	\$3,462	\$3,462	\$0	100%	25%
CoStar Realty Information	\$15,000	\$3,750	\$1,510	\$2,240	40%	10%
Annual Subscription	\$13,800	\$3,450	\$792	\$2,658	23%	6%
Additional Support Hours	\$10,000	\$2,500	\$0	\$2,500	0%	0%
CVENT	\$19,836	\$7,209	\$8,670	(\$1,461)	120%	44%
Destination International EIC Subscription	\$7,707	\$0	\$0	\$0	0%	0%
Trade Journal/Newspapers	\$2,500	\$625	\$1	\$624	0%	0%
Subscription Services	\$87,491	\$20,996	\$20,218	\$778	96%	23%
Conferences and Trade Shows						
IMEX North America	\$15,000	\$0	\$12,390	(\$12,390)	0%	83%
Marketing Conference	\$2,000	\$0	\$1,273	(\$1,273)	0%	64%
Destination International Annual Con	\$1,100	\$1,100	\$0	\$1,100	0%	0%
CalTravel Summit	\$1,100	\$1,100	\$1,099	\$1	100%	100%
TEAMS Conference & Expo	\$5,000	\$0	\$1,236	(\$1,236)	0%	25%
CONNECT West	\$4,500	\$0	\$0	\$0	0%	0%
CalSAE Seasonal Spectacular	\$600	\$0	\$0	\$0	0%	0%
PCMA Convening Leaders	\$2,000	\$0	\$0	\$0	0%	0%
Visit Outlook Forum	\$1,300	\$0	\$0	\$0	0%	0%
Simpleview Annual Summit	\$3,200	\$0	\$0	\$0	0%	0%
Destinations International - CEO Summit	\$1,400	\$0	\$0	\$0	0%	0%
Visit California Go West Sales Mission	\$3,000	\$0	\$0	\$0	0%	0%
Helms Briscoe Conference	\$5,500	\$0	\$0	\$0	0%	0%
MPI WEC	\$2,000	\$0	\$0	\$0	0%	0%
Conferences and Trade Shows	\$47,700	\$2,200	\$15,998	(\$13,798)	727%	34%
Business Development	\$150,000	\$37,500	\$0	\$37,500	0%	0%
Advertising & Promotion	\$70,000	\$17,499	\$220	\$17,279	1%	0%

	Annual Budget	YTD Budget	YTD ACTUAL	VARIANCE	EXP YTD	EXP Ann.
Travel & Entertainment						
Destination International Annual Conv	\$2,254	\$2,254	\$1,836	\$418	81%	81%
CalTravel Summit	\$1,410	\$1,410	\$300	\$1,110	21%	21%
MPI ACE/WEC	\$2,435	\$0	\$20	(\$20)	0%	1%
TEAMS Conference + Expo	\$5,620	\$0	\$0	\$0	0%	0%
Connect West	\$444	\$0	\$0	\$0	0%	0%
PCMA Convening Leaders	\$2,142	\$0	\$0	\$0	0%	0%
CalSEA Seasonal Spectacular	\$1,055	\$0	\$0	\$0	0%	0%
IMEX North America	\$4,749	\$0	\$1,678	(\$1,678)	0%	35%
Visit California Outlook Forum	\$3,520	\$0	\$0	\$0	0%	0%
Simpleview Annual Summit	\$4,660	\$0	\$0	\$0	0%	0%
Destination International - CEO Summit	\$2,331	\$0	\$0	\$0	0%	0%
Visit California Go West Sales Mission	\$2,380	\$0	\$0	\$0	0%	0%
Helms Briscoe	\$3,960	\$0	\$0	\$0	0%	0%
Social Media Marketing World Conference	\$2,365	\$0	\$0	\$0	0%	0%
Quarterly Sales Trips	\$22,418	\$5,604	\$0	\$5,604	0%	0%
Client Entertainment	\$24,000	\$6,000	\$0	\$6,000	0%	0%
Mileage Reimbursement	\$3,340	\$835	\$0	\$835	0%	0%
Travel & Entertainment	\$89,083	\$16,103	\$3,834	\$12,269	24%	4%
Support Services						
Client Events	\$20,000	\$5,000	\$0	\$5,000	0%	0%
Client Activations	\$6,000	\$1,500	\$0	\$1,500	0%	0%
Personalized Greetings	\$2,400	\$600	\$0	\$600	0%	0%
Site Visits	\$15,000	\$3,750	\$773	\$2,977	21%	5%
Familiarization Trips	\$30,000	\$0	\$0	\$0	0%	0%
Promotional Items	\$20,000	\$10,000	\$7,792	\$2,208	78%	39%
Tradeshow Booth Storage	\$2,400	\$600	\$0	\$600	0%	0%
Tradeshow Shipping, Set-Up	\$24,500	\$0	\$0	\$0	0%	0%
Support Services	\$120,300	\$21,450	\$8,565	\$12,885	40%	7%
TOTAL PURCHASED GOODS & SERVICES EXPENSE	\$1,250,443	\$372,243	\$143,393	\$228,849	39%	11%
CONTINGENCY	\$66,000	\$16,500	\$0	\$16,500	0%	0%
CITY ADMINISTRATIVE FEE	\$44,000	\$11,000	\$0	\$11,000	0%	0%
TOTAL OPERATING EXPENSES	\$3,052,730	\$806,332	\$363,323	\$443,009	45%	12%
SURPLUS(DEFICIT)			\$443,009			

Notes to Variances:

1. Fiscal Services is up by 255% due to PP&CO tax preparation invoices for prior periods.
2. IT-Computer supplies account is not budgeted for current FY, purchased IPAD for marketing
3. CVENT is budgeted every quarter beginning, expense is a one time charge for DOS happened in September
4. Marketing conference is budgeted for March 2024, Smart women summit happened in September
5. Budgeted in July, expensed in September
6. Budgeted in Oct, expensed in September
7. Budgeted in July, expensed in September

Other Adjustments

Adjustments affected July & August 2023 reports:

- Prepaid memberships paid in FY22-23, wrongly expenses in FY23-24, adjusted retrospectively affecting July and August reports.
- Total amount expensed to FY22-23 and decreases actuals for July & August is equal to \$18797.98

Silicon Valley/Santa Clara DMO, Inc.

Balance Sheet

As of September 30, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1005 City - TID Account	2,042,922.16
1010 Checking-Operating-Wells	605,132.11
1070 Current Year Reserves	678,001.00
Total Bank Accounts	\$3,326,055.27
Accounts Receivable	
13100 TID Receivable	36,000.00
13101 Refunds	0.00
13110 Contributions Receivable	0.00
Total Accounts Receivable	\$36,000.00
Other Current Assets	
14100 Prepaid Expenses	21,512.10
14110 Prepaid Insurance	7,324.85
14120 Prepaid Annualized Software	1,008.26
14130 Prepaid Memberships	0.00
14150 Sales Tax on Purchases	0.00
14200 Employee Benefits	10,223.72
Total Other Current Assets	\$40,068.93
Total Current Assets	\$3,402,124.20
TOTAL ASSETS	\$3,402,124.20
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
30000 Accounts Payable (A/P)	54,436.01
Total Accounts Payable	\$54,436.01
Other Current Liabilities	
30100 Accrued Expenses	20,827.01
30110 Accrued Payroll Liability	0.00
Total 30100 Accrued Expenses	20,827.01
30200 Deferred Revenue	0.00
Total Other Current Liabilities	\$20,827.01
Total Current Liabilities	\$75,263.02
Total Liabilities	\$75,263.02
Equity	
30300 Change in Net Assets	3,624,184.01
Net Income	-297,322.83
Total Equity	\$3,326,861.18
TOTAL LIABILITIES AND EQUITY	\$3,402,124.20



STAFF REPORT TO THE BOARD OF DIRECTORS

DATE: October 19, 2023
TO: Board of Directors
FROM: Christine Lawson, Chief Executive Officer
SUBJECT: ACTION ON BUDGET AMEMDMENT #2 IN THE AMOUNT OF \$131,500 TO SUPPORT THE DEVELOPMENT OF AN OMNICHANNEL MARKETING SYSTEM

BACKGROUND

The Discover Santa Clara® (DMO) Marketing Department is in the process of developing a foundational marketing ecosystem comprised of multiple assets that will be utilized by our sales team for years to come. There are several key projects budgeted for FY 2023/24, including a full **Website Redesign**, a **Positioning Meeting to answer the question “Why Santa Clara,”** and **Photography** to support both marketing campaigns and direct sales efforts. In conversations with industry colleagues and vendors, it has become clear that there are additional needs that were unforeseen and thus not included in the FY 2023/24 Operating Budget. These needs include **SEO Management** of the upcoming website, and the establishment of a **Santa Clara Visitors Guide**.

While these projects span different mediums, there is a tremendous amount of overlap and synergy that are part of a broader marketing ecosystem. As we create a foundational bank of marketing assets, it is crucial that we present customers and the public with a seamless and unified brand experience.

DISCUSSION

Creation of this critical marketing ecosystem is a monumental task for a two-person marketing team. Speed to market in updating our bank of assets is crucial as we work to promote Santa Clara city and compete to win citywide groups for a positive economic impact on our partners and the destination as a whole.

For these reasons, we plan to conduct a formal procurement process to identify a firm to create these five foundational marketing assets in an expeditious and synergistic manner. By selecting a single agency to handle all projects, we can minimize communication overhead and streamline project management, thereby ensuring smoother and more cohesive execution.

To provide deeper context into this multi-faceted project, the scope is as follows.

- **Positioning Meeting:** A priority is crafting a concise elevator pitch that answers the question, “Why Santa Clara?” Not only will this influence our sales process at the DMO and partner level, but it will also influence every aspect of our marketing by distilling the broader answer to this question into a specific customer segments/relevant narrative (e.g., citywide clients and leisure visitors). The results of this positioning meeting will lay the groundwork for all projects that follow.

- **Photography for Santa Clara:** Multiple photoshoots will be required to represent the vibrant and diverse destination of Santa Clara. The photographs captured in the photoshoots will populate the website and the visitors guide content.

Utilizing the same vendor for photography, plus a website and visitor’s guide ensures that they can work with us collaboratively to assess our existing photography assets and create a comprehensive shot list to cover remaining needs. The bank of images would belong to Discover Santa Clara® to use in perpetuity for any application.

- **Website Redesign:** A content rich website is crucial for our success. It is the primary public-facing resource for tourism customers and event planners. It is also the destination for any advertising dollars spent and must be optimized to convert completed RFPs. Some of the key elements for the website redesign will include:
 - Auto-Populating Event Calendar featuring and promoting all Santa Clara events.
 - A meeting planner portal to include Convention Center floor plans, menus, hotel information sales sheets, and relevant destination information.
 - Social Media feed including our own posts and User Generated Content.
 - Listings for restaurants, hotels, and attractions with Yelp/OpenTable integrations and booking widgets.
 - Interactive and illustrated Santa Clara map, highlighting our unique neighborhoods.
 - A regularly updated Blog providing itineraries, meeting planner information and facts about Santa Clara.
- **SEO Management:** SEO Management will ensure that DiscoverSantaClara.org is highly visible when relevant queries are entered in search engines. SEO Management is intertwined in the web design process; however, agencies quote this expense separately from the design fees. Due to this, SEO Management was not accounted for in the FY 2023/24 Operating Budget.
- **Visitors Guide:** Hiring an agency to create a Santa Clara Inspiration Guide offers many advantages beyond the physical magazine.
 - **Market Research:** The agency would decide who to select for inclusion and unearth the numerous hidden treasures in Santa Clara that might remain undiscovered by us.
 - **Content Creation:** The agency would create written descriptions for each attraction, hotels, and restaurants. These descriptions will be available for us to use on our website and social media platforms in the future as needed.
 - **Relationship Building:** The agency would function as our ambassador in the market as they travel around Santa Clara building relationships with organizations that would be featured in editorials or as an advertiser in the guide. While the DMO works to build relationships within the community and educate local businesses on our mission/purpose, having additional market ambassadors would be helpful.

- **General Impression to the Community:** The DMO has been inactive in direct sales, marketing, and community outreach from 2019 – 2022. It would be beneficial for the community to see us undertaking a large project to unite the City in a cohesive message and purpose; highlighting Santa Clara as a premier destination and working to attract travelers that will support generating a positive economic impact for our partners and local businesses.
- **Magazine:** Production of 10,000 printed copies of the inspiration guide, which can be distributed at trade shows, on direct sales calls or mailed to clients as a sales tool. A digital version would also live on our website.

FINANCIAL IMPACT

Several of the projects under consideration and outlined in this report currently have funds earmarked in the FY 2023/24 Operating Budget. The total estimated cost for all five projects is **\$227,000 versus a budget of \$95,500 creating a budget shortfall of \$131,500.**

- The **Positioning Meeting** is budgeted at \$15,000 and will not incur additional expenses.
- The **Website Redesign** is budgeted as \$60,500 and will incur additional expenses of \$19,500. The original estimate from Simpleview (our preferred CRM and Marketing Platform vendor) when seeking insight on the amount of money to build in the budget did not include any of the necessary integrations and plug-ins to achieve a high value destination website. Additionally, **SEO Management** was not budgeted and will incur additional expenses of \$12,000. SEO Management was assumed to be included in the cost of the website redesign but is an additional expense and is crucial for the visibility of the DMO’s new website.
- The **Visitor Guide** was not part of the adopted FY 2023/24 budget and will incur an additional expense of \$100,000. The photography collection was budgeted at \$20,000 and will not incur any additional expenses.

Analysis of Planned Projects with Budgeted versus Estimated Cost Expenditures:

Marketing Ecosystem Project Components	FY 2023/24 Operating Budget	Estimated Cost	Variance
Positioning Meeting	\$15,000	\$15,000	-
Website Development	\$60,500	\$80,000	\$19,500
SEO Management	Not Budgeted	\$12,000	\$12,000
Visitors Guide	Not Budgeted	\$100,000	\$100,000
Photography Collection	\$20,000	\$20,000	-
Total	\$95,500	\$227,000	(\$131,500)

One-Time Additional Expenditure Request:

\$131,500

It is important to clarify that the request for an additional \$131,500 in marketing funds is a one-time ask. This substantial expenditure is primarily due to the extensive scope of projects we are initiating in the DMO's first year with a full team. In subsequent years, we anticipate the need for less extensive projects, primarily focusing on evolutionary modifications and maintenance which will be part of the future budgeting and approval process. Hence, although the initial investment is greater, we anticipate a decrease in the following years as we redirect our efforts toward maintaining and expanding upon the groundwork established in this fiscal year.

Budget Amendment #2 appropriates \$131,500 from DMO Fund Balance to the Marketing & Communications Program, thus increasing the program budget from \$818,578 to \$950,078.

ALTERNATIVES

1. Approve Budget Amendment #2 in the amount of \$131,500 for the development of an Omnichannel Marketing System.
2. Any additional action(s) as directed by the Board of Directors.

STAFF RECOMMENDATION

Alternative #1: Approve Budget Amendment #2 in the amount of \$131,500 to support the development of an Omnichannel Marketing System.

Written By: Katelyn Studebaker, Director of Marketing

Approved By: Christine Lawson, Chief Executive Officer



STAFF REPORT TO THE BOARD OF DIRECTORS

DATE: November 16, 2023
TO: Board of Directors
FROM: Christine Lawson, CEO
SUBJECT: PROPOSED REVISION OF DMO BUSINESS DEVELOPMENT FUND GUIDELINES

BACKGROUND

The Santa Clara Tourism Improvement District was initially formed in 2005 pursuant to the Parking and Business Improvement Law of 1989 and includes 11 hotels near the Santa Clara Convention Center: AC Hotel Santa Clara, Avatar Hotel, Delta Silicon Valley, Element Santa Clara, Embassy Suites, Hilton Santa Clara, Hyatt Centric Silicon Valley, Hyatt House, Hyatt Regency, Marriott Santa Clara, and TownePlace Suites by Marriott.

On May 25, 2021, at the request of the lodging businesses, Santa Clara City Council voted to establish the Santa Clara Tourism Improvement District ("SCTID") pursuant to the Property and Business Improvement District Law of 1994, Streets and Highways Code Section 36600 et seq. to fund sales and marketing efforts for convention and group business travel. The SCTID was formed for a five-year term, July 1, 2021 – June 30, 2026.

SCTID activities are funded by a 2.0% assessment on gross short-term (30 days or less) room rentals (10 rooms or more) on lodging businesses and ensures funding for Silicon Valley/Santa Clara, DMO, inc. DBA Discover Santa Clara® ("DMO"). Discover Santa Clara® serves as the SCTID's Owners Association and coordinates the SCTID's administrative, sales and marketing efforts. Discover Santa Clara® will expend SCTID funds on sales, marketing, and other programs as authorized by the SCTID's Management District Plan. All activities will be specifically designed to benefit lodging businesses paying the assessment in Santa Clara by attracting overnight visitors.

In our DMO sales process, we've been offering business development funds to work to secure P1 and P2 groups and to boost interest in the city of Santa Clara. As the DMO and Convention Center team have been working closely on larger citywide groups, we've collected valuable customer insights and learned about the strategies employed by other DMOs in utilizing these funds. To stay competitive, we're looking to expand our fund guidelines, offering more flexibility to attract additional business opportunities.

The action that the Board is being asked to consider is to approve the proposed revised Business Development Funds Guidelines document to maintain a competitive edge with both customers and other DMOs.

OVERVIEW

As business development is a common practice in the meetings/convention industry, a percentage of SCTID revenues are allocated as business development funds (“BD Funds”) intended to support a client’s ability to have a positive experience and increase Santa Clara’s competitiveness, while holding an event at the Santa Clara Convention Center.

The total dollar amount of BD Funds provided may not exceed the total amount of funds allocated each year by the DMO Board of Directors. The CEO has the strategic prerogative to engage the Board of Directors and seek supplementary funding for the fiscal year, providing compelling rationale based upon necessity, shifting market dynamics, and the ever-evolving competitive landscape. BD Funds should be viewed as funds to assist with events in the formative years and should not be viewed as a guaranteed on-going continuous source of funding. Clients will not be guaranteed funding and requests will need to be re-submitted for approval in subsequent years.

DISCUSSION

The primary points of revision are outlined per the specific sections in the guideline document as follows:

GOALS:

- In **point #1**, it is mentioned that the BD Funds are intended to generate new hotel room nights, with a preference for non-peak months. The preference phrasing has been removed, because we don't have the basis of P1 + P2 business to impose any restrictions on the use of the funds.
- **Point #4** references use of the BD Funds for groups with the potential for repeat business. Language was added to also be able to provide funds for groups willing to sign multi-year contracts.
- Addition of **point #5** speaks to providing persuasive rationale for keeping a crucial P1, P2, or pre-approved high-revenue-generating P3 segment of our business when considering a potential relocation from Santa Clara to a rival city.

CRITERIA:

Initial criteria are confirmed by the sales manager prior to submitting a BD Fund request.

- **Point #1.** In addition to the current language about the event being booked at the Santa Clara Convention Center, language has been added that the DMO CEO and Convention Center GM can allocate BD funds to P3 groups nearing P2 status or have significant Center revenue, SCTID hotel guestrooms, and event opportunities at partner venues.

- **Point #2.** Added that client events can occur at either the Santa Clara Convention Center or one of our SCTID Hotel partners, granted that the group meets the criteria of being a P1, P2, or a robust P3, subject to approval by the DMO CEO and the Convention Center GM. The objective is to allocate funds to attract and retain these groups for the benefit of the city.
- Added a note under **point #6** stating that that the Convention Center General Manager and the DMO CEO have the authority to provide BD Funds to groups that might not fully meet the current Booking Policy Guidelines, as long as these groups can bring substantial revenue to the Convention Center, the SCTID Hotels, and partner venues in Santa Clara, and SCTID Hotel partners.

BUSINESS DEVELOPMENT FUND USES:

The **current approved uses** for the BD Funds are as follows:

- Transportation assistance.
- Event enhancements.
- Packaged attraction assistance.
- Attendance building.
- Other expenditures deemed appropriate by the DMO.

The following **additional uses** have been made to the revised version of the guidelines:

- Convention Center venue rental assistance.

BUSINESS DEVELOPMENT FUND REQUESTS

- **Point #6.** The wait time has been shortened for sales managers to be notified of funding approval for completed requests. In the revised version of the guidelines, the sales manager will receive confirmation within one to three weeks, vs. the original three-week wait period ensuring a quicker response, speed-to-market, and overall smoother process.

FINANCIAL IMPACT

The implementation of the revised BD Fund Guidelines will not have notable financial impact since the total dollar amount of BD Funds provided may not exceed the total amount of funds allocated each year by the DMO Board of Directors.

RECOMMENDATIONS

Approve and authorize the CEO to implement the revised Business Development Funds Guidelines.

BACKGROUND

The Santa Clara Tourism Improvement District was initially formed in 2005 pursuant to the Parking and Business Improvement Law of 1989 and includes 11 hotels near the Santa Clara Convention Center: AC Hotel Santa Clara, Avatar Hotel, Delta Silicon Valley, Element Santa Clara, Embassy Suites, Hilton Santa Clara, Hyatt Centric Silicon Valley, Hyatt House, Hyatt Regency, Marriott Santa Clara, and TownePlace Suites by Marriott.

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SCTID activities are funded by a 2.0% assessment on gross short-term (30 days or less) room rentals (10 rooms or more) on lodging businesses and ensures funding for Silicon Valley/Santa Clara, DMO, inc. DBA Discover Santa Clara® ("DMO"). Discover Santa Clara® serves as the SCTID's Owners Association and coordinates the SCTID's administrative, sales and marketing efforts. Discover Santa Clara® will expend SCTID funds on sales, marketing, and other programs as authorized by the SCTID's Management District Plan. All activities will be specifically designed to benefit lodging businesses paying the assessment in Santa Clara by attracting overnight visitors.

More information can be found at: <https://www.santaclaraca.gov/our-city/departments-a-f/finance/tot-community-facilities-district-tax/tid-assessment>

OVERVIEW

As business development is a common practice in the meetings/convention industry, a percentage of SCTID revenues are allocated as business development funds ("BD Funds") intended to support a client's ability to have a positive experience and increase Santa Clara's competitiveness, while holding an event at the Santa Clara Convention Center.

The total dollar amount of BD Funds provided may not exceed the total amount of funds allocated each year by the DMO Board of Directors. The CEO has the strategic prerogative to engage the Board of Directors and seek supplementary funding for the fiscal year, providing compelling rationale based upon necessity, shifting market dynamics, and the ever-evolving competitive landscape. BD Funds should be viewed as funds to assist with events in the formative years and should not be viewed as a guaranteed on-going continuous source of funding. Clients will not be guaranteed funding and requests will need to be re-submitted for approval in subsequent years.

Purpose

The purpose of BD Funds is to increase competitiveness, to drive new visitation to the Santa Clara Convention Center, and to increase hotel room nights to support SCTID hotels. Other tourism partners such as retail, restaurants and attractions will also benefit from increased visitation. BD Funds can be used to secure business in the year for the year or for future years.

Goals

- 1) To fund events generating new hotel room nights.
- 2) To fund events having the potential to increase the number of visitors and/or to extend the visitors' stay.
- 3) To fund events economically benefiting the Santa Clara community and its tourism partners.
- 4) To fund events with potential for repeat business or willing to sign multi-year contracts.
- 5) To offer a compelling reason for retaining a critical P1, P2 or pre-approved P3 piece of business when contemplating a potential move away from Santa Clara to a competing city.
- 6) To increase the DMO's competitiveness through strategic investment.

Eligibility Requirements

Any request for an event that supports the purpose and goals noted above is eligible to apply for funding.

Criteria

Initial criteria are confirmed by the sales manager prior to submitting a BD Fund request.

- ✓ The DMO aims to secure P1 and P2 groups for the city. However, the DMO CEO and Convention Center GM can allocate BD funds to P3 groups that are nearing P2 status or have significant Center revenue, SCTID hotel guestrooms, and event opportunities at partner venues.
- ✓ Client events can occur at either the Santa Clara Convention Center or one of the SCTID Hotel partners, as a self-contained group granted that the group meets the criteria of being a P1, P2, or a robust P3, subject to approval by the DMO CEO and the Convention Center GM. The objective is to allocate funds to attract and retain these groups for the benefit of the city.
- ✓ Client event meets the parameters outlined in the Santa Clara Convention Center Booking Policy.
- ✓ Client event includes hotel room nights with a measurable benefit to the assessed hotels in the SCTID.
- ✓ Client event includes food and beverage services and AV and/or IT services and meets the revenue requirements in the approved Booking Policy.

NOTE: The Convention Center General Manager and the DMO CEO have the authority to provide BD Funds to groups that might not fully meet the current Booking Policy Guidelines, as long as these groups can bring substantial revenue to the Convention Center, the SCTID Hotels, and partner venues in Santa Clara.

Business Development Fund Uses

- 1) BD Funds may be used for:
 - a. Convention Center venue rental assistance,
 - b. Transportation assistance,
 - c. Event enhancements,
 - d. Packaged attraction assistance,
 - e. Attendance building, or
 - f. Other expenditures deemed appropriate by the DMO.
- 2) BD Funds are not retroactive and will not be provided for costs incurred prior to the submission and approval of a request.
- 3) BD Funds will not be given directly to the client to offset costs.

Business Development Fund Requests

- 1) A **Business Development Fund Request Form (BDRF)** is used to validate, and document information provided by the client.
- 2) Sales team members are responsible for completing the **BDRF**.
- 3) The **BDRF** must be fully completed with supporting documentation attached.
- 4) Requests are to be submitted as one complete PDF file to DSCAdmin@discoversantaclara.org.
- 5) Incomplete requests (incomplete forms, multiple individual attachments, missing documentation) will be returned to the appropriate sales team member.
- 6) Complete requests will be forwarded to the authorized individual(s) for review and approval. Applicants will be notified of funding decision within a minimum of one (1) week and no more than three (3) weeks.
- 7) BD Fund requests that require a quick turn-around (e.g., short response time to respond to an RFP) must include supporting communication with the sales team member to include the RFP due date.

Application & Evaluation Process

Sales Staff

- 1) Research and document on the **Business Development Fund Request Form**:
 - a) Past group history provided from the client or through Knowland. It is preferred to have a minimum of three-years of history including the number of room nights consumed, total event attendance, and total event spend.
If there is a lack of three years' historical data, the salesperson should provide whatever information is available. For first-time groups, historical data is not necessary, but we will assess projected revenue instead.
 - b) Potential overall fiscal impact on the Santa Clara Convention Center, other local venues in Santa Clara (if applicable), and the SCTID Hotel partners.
 - i. Including but not limited to rental revenue, food and beverage revenue and other revenue (i.e., AV and IT).
 - ii. Room night volume and revenue generated for the SCTID Hotels.
 - c) Estimated overall economic impact.
 - d) Date and time of year and potential for booking in a need period.
- 2) Assess and comment on the following:
 - i. Repeat business and/or multi-year contract potential.
 - ii. Competitive landscape.
 - iii. Recommended BD Fund amount and intended use of funds.
- 3) Attach supporting documents AND a print-out of complete LEAD report from the CRM.
- 4) Compile and submit as one complete PDF file to DSCAdmin@discoversantaclara.org.

DSCAdmin

- 1) Review **Business Development Fund Request Form** for completeness.
- 2) Confirm eligibility criteria and uses.
- 3) Confirm supporting documentation as needed is attached.
- 4) Completed requests are forwarded to the authorized individual(s) for review and approval.
- 5) Incomplete requests (unfinished forms, missing documentation, ineligible fund usage request, etc.) will be returned to the appropriate salesperson.

Authorized Approvers (i.e., Convention Center GM and DMO CEO)

- 1) Review BD Fund request and validate information provided by the salesperson.
- 2) Make determination to:
 - a) Approve recommended subsidy amount.
 - b) Recommend alternative levels of funding.
 - c) Deny with a request for more information:
 - d) Deny with a reason for denial.
- 2) Indicate decision on BD Fund request, sign, and date.

- 3) Submit completed BD Fund request to DSCAdmin@discoversantaclara.org.
- 4) DSCAdmin notifies the salesperson of decision (cc. authorized approvers).
- 5) Authorized approver(s) provide BD Fund request updates at monthly Board meetings.

BD Funds Approved in the Year for the Year

- 1) DSCAdmin logs approved BD Funds on the *BDF Tracking* sheet.
- 2) BD Funds remain in the current Operating Year budget for expenditure.
- 3) DSCAdmin ensures the appropriate invoices and back-documentation are provided.
- 4) DSCAdmin ensures an appropriate payment method is established and according to DMO Fiscal Policy.

BD Funds Approved for Future Years

- 1) DSCAdmin logs approved BD Funds on the *BDF Tracking* sheet on the appropriate FY Operating Year.
- 2) BD Funds approved for use in future years are transferred to the DMO's Event Account until ready to be expended.
- 3) BD Funds approval is documented on the client's event agreement.
- 4) DSCAdmin ensures the appropriate invoices and back-documentation are provided.
- 5) DSCAdmin ensures an appropriate payment method is established and according to DMO Fiscal Policy.

BACKGROUND

The Santa Clara Tourism Improvement District was initially formed in 2005 pursuant to the Parking and Business Improvement Law of 1989 and includes 11 hotels near the Santa Clara Convention Center: AC Hotel Santa Clara, Avatar Hotel, Delta Silicon Valley, Element Santa Clara, Embassy Suites, Hilton Santa Clara, Hyatt Centric Silicon Valley, Hyatt House, Hyatt Regency, Marriott Santa Clara, and TownePlace Suites by Marriott.

On May 25, 2021, at the request of the lodging businesses, Santa Clara City Council voted to establish the Santa Clara Tourism Improvement District (“SCTID”) pursuant to the Property and Business Improvement District Law of 1994, Streets and Highways Code Section 36600 et seq. to fund sales and marketing efforts for convention and group business travel. The SCTID was formed for a five-year term, July 1, 2021 – June 30, 2026.

SCTID activities are funded by a 2.0% assessment on gross short-term (30 days or less) room rentals (10 rooms or more) on lodging businesses and ensures funding for Silicon Valley/Santa Clara, DMO, inc. DBA Discover Santa Clara® (“DMO”). Discover Santa Clara® serves as the SCTID’s Owners Association and coordinates the SCTID’s administrative, sales and marketing efforts. Discover Santa Clara® will expend SCTID funds on sales, marketing, and other programs as authorized by the SCTID’s Management District Plan. All activities will be specifically designed to benefit lodging businesses paying the assessment in Santa Clara by attracting overnight visitors.

More information can be found at: <https://www.santaclaraca.gov/our-city/departments-a-finance/tot-community-facilities-district-tax/tid-assessment>

OVERVIEW

As business development is a common practice in the meetings/convention industry, a percentage of SCTID revenues are allocated as business development funds (“BD Funds”) intended to support a client’s ability to have a positive experience and increase Santa Clara’s competitiveness, while holding an event at the Santa Clara Convention Center.

The total dollar amount of BD Funds provided may not exceed the total amount of funds allocated each year by the DMO Board of Directors. The CEO has the strategic prerogative to engage the Board of Directors and seek supplementary funding for the fiscal year, providing compelling rationale based upon necessity, shifting market dynamics, and the ever-evolving competitive landscape. BD Funds should be viewed as funds to assist with events in the formative years and should not be viewed as a guaranteed on-going continuous source of funding. Clients will not be guaranteed funding and requests will need to be re-submitted for approval in subsequent years.

Purpose

The purpose of BD Funds is to increase competitiveness, to drive new visitation to the Santa Clara Convention Center, and to increase hotel rooms nights to support SCTID hotels. Other tourism partners such as retail, restaurants and attractions will also benefit from increased visitation. BD Funds can be used to secure business in the year for the year or for future years.

Goals

- 1) To fund events generating new hotel room nights.
- 2) To fund events having the potential to increase the number of visitors and/or to extend the visitors' stay.
- 3) To fund events economically benefiting the Santa Clara community and its tourism partners.
- 4) To fund events with potential for repeat business or willing to sign multi-year contracts.
- 5) To offer a compelling reason for retaining a critical P1, P2 or pre-approved P3 piece of business when contemplating a potential move away from Santa Clara to a competing city.
- 6) To increase the DMO's competitiveness through strategic investment.

Eligibility Requirements

Any request for an event that supports the purpose and goals noted above is eligible to apply for funding.

Criteria

Initial criteria are confirmed by the sales manager prior to submitting a BD Fund request.

- ✓ The DMO aims to secure P1 and P2 groups for the city. However, the DMO CEO and Convention Center GM can allocate BD funds to P3 groups that are nearing P2 status or have significant Center revenue, SCTID hotel guestrooms, and event opportunities at partner venues.
- ✓ Client events can occur at either the Santa Clara Convention Center or one of the SCTID Hotel partners, as a self-contained group granted that the group meets the criteria of being a P1, P2, or a robust P3, subject to approval by the DMO CEO and the Convention Center GM. The objective is to allocate funds to attract and retain these groups for the benefit of the city.
- ✓ Client event meets the parameters outlined in the Santa Clara Convention Center Booking Policy.
- ✓ Client event includes hotel room nights with a measurable benefit to the assessed hotels in the SCTID.
- ✓ Client event includes food and beverage services and AV and/or IT services and meets the revenue requirements in the approved Booking Policy.

NOTE: The Convention Center General Manager and the DMO CEO have the authority to provide BD Funds to groups that might not fully meet the current Booking Policy Guidelines, as long as these groups can bring substantial revenue to the Convention Center, the SCTID Hotels, and partner venues in Santa Clara.



Business Development Fund Uses

- 1) BD Funds may be used for:
 - a. Convention Center venue rental assistance,
 - b. Transportation assistance,
 - c. Event enhancements,
 - d. Packaged attraction assistance,
 - e. Attendance building, or
 - f. Other expenditures deemed appropriate by the DMO.
- 2) BD Funds are not retroactive and will not be provided for costs incurred prior to the submission and approval of a request.
- 3) BD Funds will not be given directly to the client to offset costs.

Business Development Fund Requests

- 1) A **Business Development Fund Request Form (BDRF)** is used to validate, and document information provided by the client.
- 2) Sales team members are responsible for completing the **BDRF**.
- 3) The **BDRF** must be fully completed with supporting documentation attached.
- 4) Requests are to be submitted as one complete PDF file to DSCAdmin@discoversantaclara.org.
- 5) Incomplete requests (incomplete forms, multiple individual attachments, missing documentation) will be returned to the appropriate sales team member.
- 6) Complete requests will be forwarded to the authorized individual(s) for review and approval. Applicants will be notified of funding decision within a minimum of one (1) week and no more than three (3) weeks.
- 7) BD Fund requests that require a quick turn-around (e.g., short response time to respond to an RFP) must include supporting communication with the sales team member to include the RFP due date.



Application & Evaluation Process

Sales Staff

- 1) Research and document on the **Business Development Fund Request Form**:
 - a) Past group history provided from the client or through Knowland. It is preferred to have a minimum of three-years of history including the number of room nights consumed, total event attendance, and total event spend.
If there is a lack of three years' historical data, the salesperson should provide whatever information is available. For first-time groups, historical data is not necessary, but we will assess projected revenue instead.
 - b) Potential overall fiscal impact on the Santa Clara Convention Center, other local venues in Santa Clara (if applicable), and the SCTID Hotel partners.
 - i. Including but not limited to rental revenue, food and beverage revenue and other revenue (i.e., AV and IT).
 - ii. Room night volume and revenue generated for the SCTID Hotels.
 - c) Estimated overall economic impact.
 - d) Date and time of year and potential for booking in a need period.
- 2) Assess and comment on the following:
 - i. Repeat business and/or multi-year contract potential.
 - ii. Competitive landscape.
 - iii. Recommended BD Fund amount and intended use of funds.
- 3) Attach supporting documents AND a print-out of complete LEAD report from the CRM.
- 4) Compile and submit as one complete PDF file to DSCAdmin@discoversantaclara.org.

DSCAdmin

- 1) Review **Business Development Fund Request Form** for completeness.
- 2) Confirm eligibility criteria and uses.
- 3) Confirm supporting documentation as needed is attached.
- 4) Completed requests are forwarded to the authorized individual(s) for review and approval.
- 5) Incomplete requests (unfinished forms, missing documentation, ineligible fund usage request, etc.) will be returned to the appropriate salesperson.

Authorized Approvers (i.e., Convention Center GM and DMO CEO)

- 1) Review BD Fund request and validate information provided by the salesperson.
- 2) Make determination to:
 - a) Approve recommended subsidy amount.
 - b) Recommend alternative levels of funding.
 - c) Deny with a request for more information:
 - d) Deny with a reason for denial.
- 2) Indicate decision on BD Fund request, sign, and date.
- 3) Submit completed BD Fund request to DSCAdmin@discoversantaclara.org.
- 4) DSCAdmin notifies the salesperson of decision (cc. authorized approvers).

- 5) Authorized approver(s) provide BD Fund request updates at monthly Board meetings.

BD Funds Approved in the Year for the Year

- 1) DSCAdmin logs approved BD Funds on the *BDF Tracking* sheet.
- 2) BD Funds remain in the current Operating Year budget for expenditure.
- 3) DSCAdmin ensures the appropriate invoices and back-documentation are provided.
- 4) DSCAdmin ensures an appropriate payment method is established and according to DMO Fiscal Policy.

BD Funds Approved for Future Years

- 1) DSCAdmin logs approved BD Funds on the *BDF Tracking* sheet on the appropriate FY Operating Year.
- 2) BD Funds approved for use in future years are transferred to the DMO's Event Account until ready to be expended.
- 3) BD Funds approval is documented on the client's event agreement.
- 4) DSCAdmin ensures the appropriate invoices and back-documentation are provided.
- 5) DSCAdmin ensures an appropriate payment method is established and according to DMO Fiscal Policy.



DMO Board Meeting

November 16, 2023

- September Sales Activity Report.
- Staffing Update.
- Monthly Accomplishments & Priorities.
- Future Focus.



Sales Activity Report

September 2023

DISCOVER
**SANTA
CLARA**®

SEPTEMBER 2023
SALES ACTIVITY RECAP

UPDATED 11-9-2023





MONTHLY TOTALS BY EVENT PRIORITY TYPE

	P 1 - P 2	P 3	P 4	P 5
Current Active Prospects	57	154	174	413
September	P 1 - P 2	P 3	P 4	P 5
Actively Researching	259	0	0	0
New Prospects	8	6	4	32
New Tentatives	3	6	2	20
New Definites	0	1	3	18



Silicon Valley/Santa Clara DMO Inc.					
Performance Measures					
	2023/24 Target	YTD	July	August	September
1. Event Mix (Consumed)					
Percent of P1 Events	0.5%	0%	0%	0%	0%
Number of P1 Events	1	0	0	0	
Percent of P2 Events	1.0%	0%	0%	0%	0%
Number of P2 Events	2	0	0	0	
2. Number of Definite Events Booked (<i>Booked in the year for future years</i>)					
Number of P1 Events	2	0	0	0	0
Number of P2 Events	4	0	0	0	0
3. Convention Center Gross Revenue (<i>P1& P2</i>)	\$800,000	\$0	\$0	\$0	\$0
4. Number of Room Nights Booked (<i>Future years</i>)	4,506	0	0	0	0
5. Number of Room Nights Consumed	2,253	0	0	0	0
6. Number of Weeks Impacted (<i>Consumed</i>)	2	-	-	-	-
7. Customer Service Survey Results (<i>Overall satisfaction</i>)	85%	-	-	-	-
8. Number of Prospects (active) (<i>Non-cumulative P1 & P2</i>)	140	54	53	53	57
9. Economic Impact (Consumed P1 and P2 events)	\$2,745,582	\$0	\$0	\$0	\$0



Discover Santa Clara Dashboard – SEPTEMBER 2023

SCCC	Beg	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total YTD	Month Avg	Annual Avg	3 Year Pace
Researching	269	0	0	0										269	0	0	269
Prospects	53	5	2	8										68	5	60	233

Meeting & Convention Sales

Incremental Booked Business*	Current Month	Year to Date	Goal	% to Goal
Priority 1 (P1)				
Number of Groups		-	1	0%
Priority 2 (P2)				
Number of Groups		-	2	0%

Convention Center Revenue from Bookings	Current Month	Year to Date	Goal	% to Goal
Overall	-	\$0	\$800,000	0%

Notable P1 & P2 Bookings for September	Projected Building Spend	F&B	Room Nights	Notes
Notable P1 & P2 Lost Leads for September	Projected Building Spend (Includes Est. F&B Spend)	F&B	Room Nights	Lost Reason
P1 Mid-Week (700+ on Peak / \$650k+)	\$640,010	\$600,000	2,985	Center Space Booked
P1 Mid-Week (700+ on Peak / \$650k+)	\$410,000	\$290,000	2,697	Hotel Room Rates Too High
P2 Mid-Week (350-699 on Peak / \$400k - \$649k)	\$435,724	\$335,724	2,102	Requirements Changed

LOST P1 & P2 LEAD REVENUE TOTALS	Lost P1 & P2 Leads = 3	Total Lost P1 & P2 Est. Building Spend (Includes Est. F&B Revenue) = \$1,485,735	Total Lost. P1 & P2 Est. F&B Revenue = \$1,225,724	Total Lost. P1 & P2 Est. Room Nights = 7,784
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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 (700+ on Peak / \$650k+)

P1 Weekend (250+ on peak / \$250k+)

P2 Mid-Week (350-699 on peak / \$400k - \$649,999k)

P2 Weekend (150-249 on peak / \$100k)

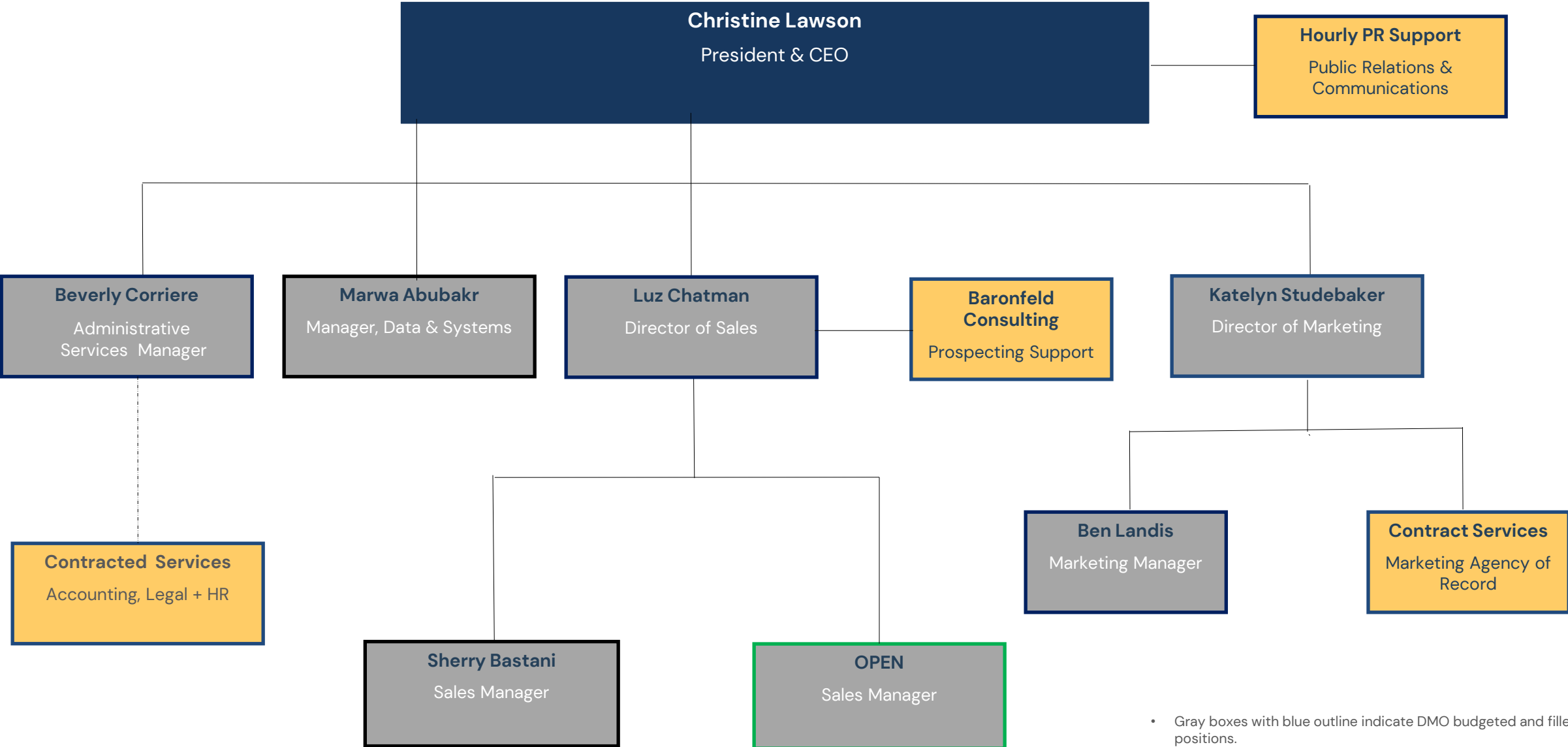


Staffing Update

- Continued onboarding of new Sales Manager, Sherry Bastani.
- Actively seeking to hire additional Sales Manager.
- Collaborating with Baronfeld Consulting Group to assist in the DMO's prospecting initiatives.
 - Initial concentration was on IMEX Meeting Planner attendee list.
 - The current priority is to reevaluate previous accounts in DMO's Simpleview CRM system.
 - 1,730 client outreach + 24 leads produced to date.
 - Plan is to retain Baronfeld until additional Sales Manager is hired, possibly throughout FY 2023/24.



FY 2023/24 ADOPTED ORGANIZATIONAL STRUCTURE



- Gray boxes with blue outline indicate DMO budgeted and filled positions.
- Gray boxes with green lines indicate DMO budgeted, but not yet filled positions.
- Gold boxes represent DSC's Agencies of Record and/or outside contractors.

Monthly Accomplishments and Priorities

- Onboarded Baronfeld Consulting Group.
 - Weekly calls to assess progress and effectiveness of outreach strategy.
- Participated in the TEAMS Conference in Florida from October 2-6, focusing on the Sports Market.
 - Distributed Post-Trip Report to SCTID Hotels.
- Participated in IMEX America to focus on the Groups and Meetings Market from October 16-19 in Las Vegas.
 - Distributed Post-Trip Report for SCTID Hotel distribution.





IMEX America 2023 DMO Booth



- Completed DMO Sales Team Deployment and Lead Management Plan.
- CEO and Catherine Lentz, Director, Levi's® Stadium Event Services conducted a joint strategic team meeting on November 8th to discuss areas of opportunity.
- Reviewing FY 2023/24 Tradeshow Calendar and making strategic adjustments as needed.
- CEO conducted initial site inspections on October 20th with the FIFA Team for 2026 Games.
 - Additional sites with FIFA Team Services took place on November 7th – 8th



- Finalized the DMO's Performance Review format and process.
- Preparing the ultimate version of the Sales Manager Incentive Program.
 - In the process of scheduling a Special Meeting with the Board of Directors for their review and approval.
 - Upon approval, the Sales Manager plan will serve as the foundation for developing the plans for the Director of Sales and Director of Marketing.
- Finalizing draft of the Financial Policies for review and approval at the December Board of Directors Meeting.



- Preparing for a Simpleview CRM Sales Audit in November.
- Finalizing the 2019 – 2021 990 tax forms for Board endorsement and submission.
 - Directly affects our ability to transfer DMO account to Bridge Bank and establish the credit card program for employee travel.
- Held DMO Board of Directors elections on October 19th.
- CEO working to schedule meetings with the City Manager and City Council Members to foster relationships.





Future Focus

- Follow-up with TEAMS and IMEX America for ongoing relationship building and lead capture.
- CEO and DOS will attend Holiday Showcase in Chicago on November 29th-30th, focusing on the Association Market.
- Participate in CalSAE Seasonal Spectacular in Sacramento on December 12th-13th.
- Plan FY 2023/24 H2 Travel and Tradeshow Schedule.
- Evolve SCTID Reporting Stack.
 - Discussed at DMO + Director of Sales Meeting on October 26th.
- Craft a DMO Ownership Template for SCTID GM Review.
- Implement DMO business card program by December 31st.
- Complete DMO Incentive Plans and Goals by December 31st



- Let's Get Social.
- Advertising.
- Content Creation.
- Collateral.
- Future Focus.



066

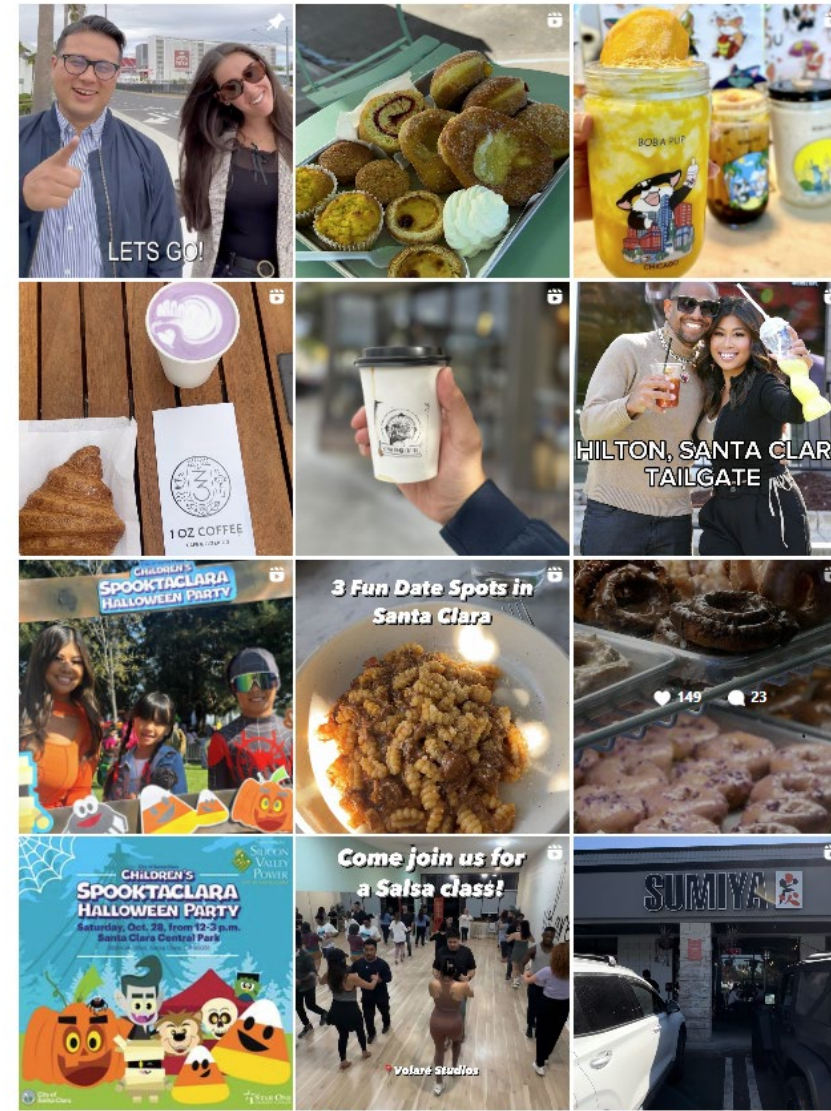




Let's Get Social!

Instagram Highlights.

- Spotlight popular/new businesses in Santa Clara.
- Showcase local events such as the Parade of Champions, Santa Clara Farmer's Market, Bubble Run 5k, and Spooktaclara Halloween Party.
- Partnered with local influencers such as @sanjosefoos, @djthickofficial, @keziahbeautyco, and @gwenlloves.





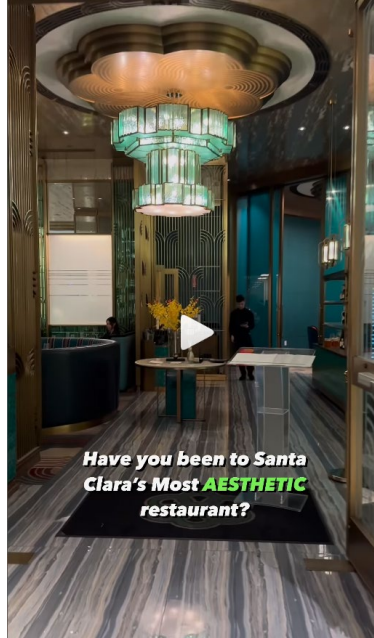
7442 363 24 65 26

Overview ⓘ

Accounts reached 4,616
Reel interactions 478

Reach ⓘ

4,616
Accounts reached



Collaborators

- discoversantaclara**
Discover Santa Clara
- westfieldvf** Westfield Valley Fair Following
- lunchingwithlandis**
Ben & Abby | Super Sibling... Following

9245 140 9 36 22

This reel reached 86% more accounts than the average of your recent reels. Create more reels like this.

Overview ⓘ

Accounts reached 5,783
Reel interactions 207



166356 5007 134 2197 1347

Overview ⓘ

Accounts reached 105,536
Reel interactions 8,678

Reach ⓘ

105,536
Accounts reached



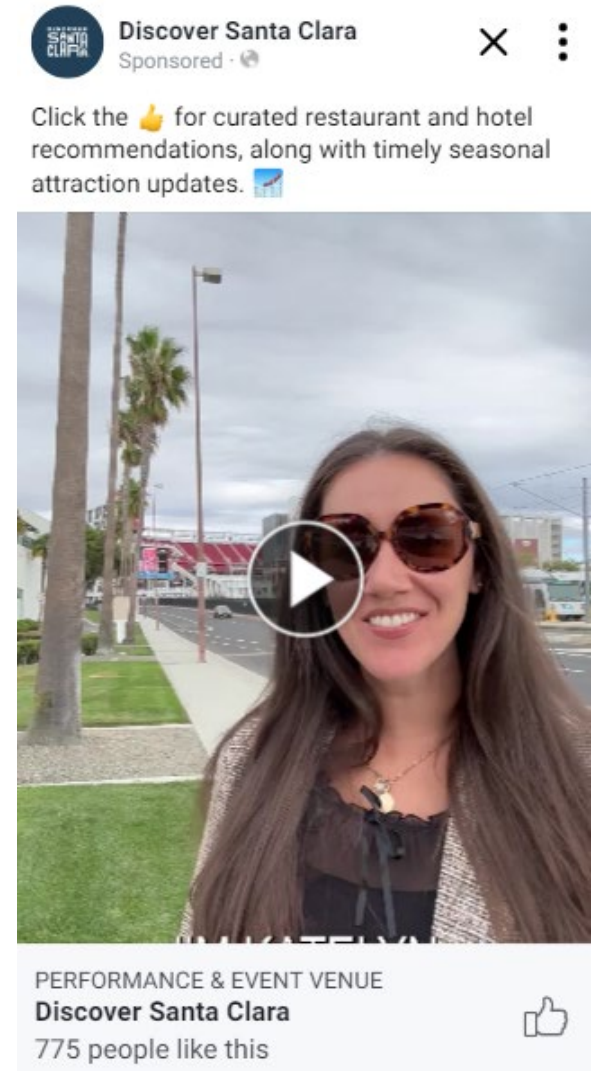
- Film hotel video walkthroughs for Hilton Santa Clara and AC Hotels Santa Clara. (Pre-planning of the shoots in process.)
- Film raw video footage to send to Santa Clara Marriott for their Social Media agency to use.
- Promote the opening of the Avatar Hotel.
- Highlight key events and local restaurant and businesses in Santa Clara.
- Continue to partner and identify social media influencers to bring more attention to Santa Clara.



Meta Advertising | Facebook Page Likes Campaign

22 Followers > 1,200 Followers

- **Campaign #1: Formal Sizzle Reel.**
 - Ran from September 27th – October 11th
 - Total Spend \$714.00.
 - Average CPF \$1.35.
 - Resulted in 529 Likes.
- **Campaign #2: AB Test with Formal Highlight Video VS Santa Clara Tour Guides Reel**
 - Ran from October 13th to present (Ends November 19th).
 - Total Budget \$2000.00
 - **Formal Video**
 - \$1.99 Average CPF.
 - Resulted in 246 likes **to date**.
 - **Santa Clara Tour Guides Reel**
 - \$1.59 Average CPF.
 - Resulted in 360 likes **to date**.





Content

TEAMS Conference Post-Tradeshows Email Automation Results

- **Sent Follow-Up Email to 276 Event Planners who attended TEAMS.**
 - Luz + Ariels Contacts.
 - Full TEAMS List.
- **3 Auto Emails Sent Every 5-Days.**
 - 1 | Save my Contact Information.
 - 2 | Santa Clara Athletic Facilities.
 - 3 | Santa Clara Convention Center.
- **Resulted in 5 Additional RFPs!**
 - Leads did not meet P1 or P2 revenue thresholds so passed to the Convention Center sales team.



Luz Chatman here, I'm reaching out to continue our discussion. Hope you've settled in and got some well-deserved rest from the hustle and bustle of TEAMS.

I wanted to share some exciting information about Santa Clara. Not only is it a fantastic destination, but it's also set to host Super Bowl LX in 2026 and will be one of the stadiums for the 2026 FIFA World Cup. But wait, there's more! Santa Clara boasts an impressive 28 regional parks spanning over 52,000 acres, and guess what? Many of them have fantastic sports facilities. *Who knew we were so sporty?*

I'd love to share an article, the Discover Santa Clara team recently wrote, "Five Athletic Facilities in Santa Clara You Might Not Know About!" [CLICK HERE](#) to read the blog.

I'd love to connect with you on how we can make sure that your event gets a home field advantage in Santa Clara. (Rest assured, being across the street from Levi's Stadium we know all about a home team advantage.) Talk Soon!



Luz Chatman
 Director of Sales
 DISCOVER SANTA CLARA
 PHONE (408) 748-7093 CELL (510) 415-3190
 EMAIL lchatman@discoversantaclara.org
 MEET www.calendly.com



SUBMIT RFP

Event Planners, Act Now!

The Reed & Grant Sports Park is a 9.75-acre park with five lighted sports fields, four synthetic turf fields and one natural grass field that can be set up in multiple regulation size configurations.

[\(408\) 748-7093](tel:(408)748-7093)

lchatman@discoversantaclara.org

What's New in Santa Clara?

Stay up-to-date with the latest news, events, and stories in this vibrant city.
Discover the best of Santa Clara right here.



October Events

The only place to see the best of this month's Santa Clara events... all in one place. October is upon us! Is it Spooky Season, Football Season, or the Season of AI? There's an event for everyone in Santa Clara this month.

[READ MORE](#)



Spooky Season in Santa Clara

So, you have tiny humans to entertain, friends to impress with your Halloween spirit, or perhaps you're seeking some festive fitness, or maybe you're feeling extra daring and ready to chase some ghosts?

Well, you're in for a treat! Santa Clara is brewing up a cauldron of delights for all you spooky enthusiasts. Let's jump right in and see what tricks and treats the city has up its sleeve.



Top 3 Things to Do Before Leaving for IMEX 2023

Welcome to the wonderful world of IMEX America – the biggest and the boldest tradeshow in the U.S. for the meetings, events, and travel industry.

It's like the Super Bowl of business meetings, minus the halftime show. Unless you count that one guy who is overly eager about doing karaoke at the hotel bar. (That goes without saying unless you have the voice of an angel or Taylor Swift, don't let that person be you).

Before you grab your badge and step onto the tradeshow floor, there are a few must-dos to prepare for IMEX 2023.



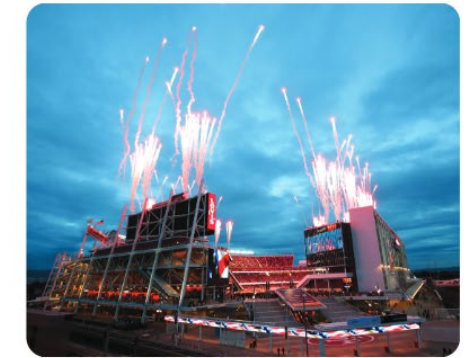
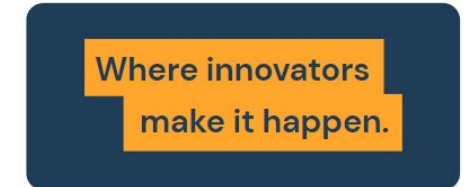
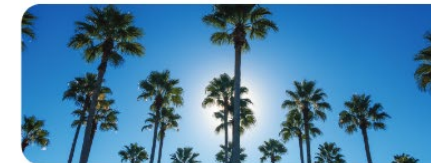
Our Top 3 Pre-Conference Game Plays

Are you gearing up for the TEAMS Conference and Expo in the Palm Beaches? Well, congratulations! You're about to embark on an exciting journey filled with networking opportunities, insightful sessions, and the chance to grab as many free pens and branded water bottles as humanly possible.



Collateral

- Pop-Up Banners Promote diverse Santa Clara offerings.
- Banners to be used at upcoming tradeshows.
 - Holiday Showcase in November.
 - CalSEA Holiday Seasonal Spectacular in December.





Future Focus

- **RFQ Process for Omnichannel Marketing Program.**
 - Website Redesign.
 - SEO Management.
 - Photography Bank.
 - Visitor's Guide.
 - Positioning Meeting.
- **Levy Teaching Kitchen.**
 - Working on collateral to support recruitment for this city funded community service initiative.
- **Marketing Team attending CalTravel's November California Connections Speaker Series and Board Meeting.**
 - Los Angeles, November 28th – 30th



THANK YOU.

For your donations to the
Mission College 5k
Silent Auction



Thank you

Appendix