



**SANTA CLARA TOURISM IMPROVEMENT DISTRICT
MEETING AGENDA [REVISED]**

**February 23, 2023, 3:00 PM
Santa Clara Convention Center, Meeting Rooms 203/204
5001 Great America Parkway
Santa Clara, CA 95054**

CALL TO ORDER

ROLL CALL

PUBLIC COMMENT

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

CONSENT AGENDA

Matters listed in the Consent Agenda section will be considered routine by the Board and will be enacted by one motion. There will be no separate discussion of the items on the Consent Calendar unless discussion is requested by a member of the Board, staff or public. If discussion is requested, that item will be removed from the section entitled Consent Agenda and will be considered under Consent Items Pulled for Discussion.

1. Action on the Minutes of:

Santa Clara Tourism Improvement District – January 26, 2023

Recommendation: Note and file the Minutes of the Santa Clara Tourism Improvement District – January 26, 2023.

CONSENT ITEMS PULLED FOR DISCUSSION

PUBLIC PRESENTATIONS

This item is reserved for persons to address the Board on any matter not on the agenda that is within the subject matter jurisdiction of the Board. The law does not permit action on, or extended discussion of, any item not on the agenda except under special circumstances. The Board or staff may briefly respond to statements made or questions posed and may request staff to report back at a subsequent meeting.

GENERAL BUSINESS – ITEMS FOR DISCUSSION

2. Review of Discover Santa Clara® December 2022 Financial Report
3. Review of Discover Santa Clara® Sales Reports for December 2022 and January 2023
4. Staffing Update

5. Update on Current Marketing Efforts
-Website Traffic Report

6. Confirm the Hotel Host Schedule of the Santa Clara Tourism Improvement District Meetings for the Calendar Year 2023.

GENERAL ANNOUNCEMENTS

ADJOURNMENT

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 SCTID. The agenda provides a general description and staff recommendation; however, the SCTID may take action other than what is recommended.

In accordance with the requirements of Title II of the Americans with Disabilities Act of 1990 ("ADA"), SCTID will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs, or activities, and will ensure that all existing facilities will be made accessible to the maximum extent feasible. SCTID will generally, upon request, provide appropriate aids and services leading to effective communication for qualified persons with disabilities including those with speech, hearing, or vision impairments so they can participate equally in SCTID programs, services, and activities. SCTID will make all reasonable modifications to policies and programs to ensure that people with disabilities have an equal opportunity to enjoy all its programs, services, and activities.

Agendas and other written materials distributed during a public meeting that are public record will be made available by SCTID 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 the SCTID, should contact Beverly Corriere, BCorriere@discoversantaclara.org as soon as possible before the scheduled event.

ATTACHMENTS



SANTA CLARA TOURISM IMPROVEMENT DISTRICT
SPECIAL MEETING MINUTES

January 26, 2023, 9:00 AM
Marriott Santa Clara, Grand Ballroom A&B
2700 Mission College Blvd., Santa Clara, CA 95054

CALL TO ORDER

Chair Hodges called the meeting to order at 9:09 am

ROLL CALL

Present: 7

- Miriam Arreola, Avatar Hotel Santa Clara
- Sean Steenson, Delta Hotel by Marriott Santa Clara Silicon Valley
- Kevin Dominguez, Element Santa Clara
- Kevin Hurley, Hyatt House Santa Clara
- Eron Hodges, Hyatt Regency
- Christopher Sullivan, Marriott Santa Clara
- Fernando Vasquez, Hyatt Centric Silicon Valley

Absent: 4

- Justin Hart, AC Hotel Santa Clara
- Nicole Hausner, Embassy Suites Santa Clara-Silicon Valley
- Farshad Mayelzadeh, Hilton Santa Clara
- Bridgette Burns, TownePlace by Marriott

Quorum Met: 6

In Attendance:

- Christine Lawson, Discover Santa Clara®
- Beverly Corriere, Discover Santa Clara®
- Dan Fenton, JLL
- Christopher Hamilton, Levy
- Kelly Carr, OVG

PUBLIC COMMENT

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

None

CONSENT AGENDA

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1. Action on the Minutes of:

- Santa Clara Tourism Improvement District – March 22, 2022
- Santa Clara Tourism Improvement District – April 26, 2022
- Santa Clara Tourism Improvement District – May 24, 2022
- Santa Clara Tourism Improvement District – June 28, 2022
- Santa Clara Tourism Improvement District – August 23, 2022
- Santa Clara Tourism Improvement District – September 27, 2022
- Santa Clara Tourism Improvement District – October 25, 2022
- Santa Clara Tourism Improvement District – November 29, 2022

A motion was made by Member Sullivan and seconded by Member Steenson to approve the Consent Calendar. Motion passed 7 – 0.

Ayes: 7 Member Arreola, Member Steenson, Member Dominguez, Member Hurley, Chair Hodges, Member Sullivan, Member Vasquez

Absent: 4 Member Hart, Member Hausner, Member Mayelzadeh, Member Burns

CONSENT ITEMS PULLED FOR DISCUSSION

PUBLIC PRESENTATIONS

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GENERAL BUSINESS – ITEMS FOR DISCUSSION

2. Review of Discover Santa Clara® November 2022 Financial Report

Kelly Carr reported on the November 2022 Financials. The DMO is under budget at 37% of the budgeted expenses. The DMO is over on payroll due to three pay periods. Overages for items not originally budgeted, taxes for prior years, and prepaid expenses carried over to this year. The TID numbers are higher than expected.

Member Sullivan asked if there was attendance at tradeshow. He would like a list of tradeshow we will be attending. Chief Executive Officer Lawson reported that we did not attend in 2022, and we are putting together a tradeshow booth and a list of tradeshow.

3. Review of Discover Santa Clara® Sales Report for November

Chief Executive Officer Lawson reported 50 current active P1P2s, Actively Researching 272, New Prospects 2 P1P2s, 4 P3s, 8 P4s, 31 P5s, New Tentatives are 2 P1,P2s, 2 P3s, 2 P4s and 12 P5s. New Definites 0 P1P2s, 0 p3s, 4 P4s, 11 P5s.

Member Sullivan asked how one sales manager can handle 500 leads. Chief Executive Officer Lawson commented that Ariel and Elaine handle P3s, P4s, and P5s. Eddie handles P1, and P2s. The DMO needs more staff and currently, she assists with sales. The DMO is working on some big clients. At the November 8 meeting there was a request for more information and a request for lost business. The DMO lost business to Arizona and Moscone. The DMO is adding this information to the reports. The DMO would like to hear back from the General Managers to make sure everyone is getting what they need.

Member Sullivan asked if the DMO needs help from the sales organization. Chief Executive Officer Lawson said the DMO has not needed that yet but will utilize this more. Member Sullivan said much of the information is already public. Chief Executive Officer Lawson agreed that there is the same information in CVENT.

4. Staffing Update

Chief Executive Officer Lawson reported that the FY 2022/23 budget supports a Director of Sales and another Sales Manager. The DMO Board approved the use of a recruiting firm to assist with hiring a Director of Sales. Chief Executive Officer Lawson will continue to interview candidates for Sales Manager. Chief Executive Officer Lawson has drafted two versions of an organizational structure and she is currently handling the marketing role.

Chair Hodges asked if there is any feedback from the Santa Clara Tourism Improvement District. If anyone has any recommendations please put them forth.

Dan Fenton asked if there were material changes in salary. Member Sullivan reported yes. There was a discussion about the competitive market for sales staff.

5. Update on Current Marketing Efforts and ACT-On Contract

Chief Executive Officer Lawson reported that Act-On is our marketing email platform after using Mailchimp. Simpleview is our CRM which has an integrated email platform which is Act-On. In February the DMO will begin testing with Google Ads and will include eight posts, with branded tag lines to see what kind of feedback is received by the DMO. After testing, and Once Act-On is running the DMO will start the ad campaign in March.

Chief Executive Officer Lawson reported that eight posts are going to hit all areas to test. The DMO will be building out more of the destination. Member Sullivan asked if the DMO will address Silicon Valley to reduce confusion between Santa Clara and Santa Clarita. Chief

Executive Officer Lawson reports that the DMO is not addressing Silicon Valley at this point, but can explore and expand on Silicon Valley addition.

6. Update on January 20th Sales Offsite with DSC, OVG, and Levy

Chief Executive Officer Lawson reported that the goal of the meeting was that there is an overlap with OVG, Levy, and the DMO. The group met as a team and talked about processes, the lifecycle of a lead, and how are we utilizing the talent that we have. This was foundational in terms of all of us being clear and aligned with how we are approaching business. Christopher Hamilton commented we discussed how we are aligned and how we are going to showcase our business and how we position Santa Clara as a destination. Kelly Carr commented on the process and how we can improve by understanding the hotel side. Dan Fenton said that OVG, DMO, and Levy all have common metrics used to determine success.

7. February 2nd Booking Strategy and Group Threshold Follow-Up Meeting

Chief Executive Officer Lawson reported that we did not get to the priority and booking strategy from our previous meeting and that we need more information. The DMO will present ideas and then have a discussion. We will have some "What if" scenarios and how we will manage them.

8. Discuss and Approve the Santa Clara Tourism Improvement District Meeting Schedule for Calendar Year 2023.

Chair Hodges said we need six hotels out of the 11 to vote and have a Quorum. Member Sullivan asked if we could change the bylaws to allow a designated staff member to vote on the GM's behalf. Dan Fenton reported that the SCTID could change the bylaws. The original contemplation was that the General Managers vote and provide input on big items. Chair Hodges commented that the City of Santa Clara represents the DMO as its fiscal agent. Dan Fenton commented that the flow chart shows that changes go through the DMO board.

Beverly Corriere commented on the schedule change to Thursday for the Special Meeting in hopes of getting more participation. The Santa Clara Tourism Improvement District was successful in reaching a Quorum. If Thursday is a better day for the SCTID meetings then we should consider that as a regular meeting day.

The Santa Clara Tourism Improvement District members discussed and agreed that Thursday is a better day to meet. The group agreed that an afternoon meeting is preferred. The 4th Thursday at 3:00 pm is what the SCTID recommended.

A motion was made by Member Steenson and seconded by Member Hurley to approve the calendar schedule, meeting monthly on the 4th Thursday of each month at 3:00 p.m. Motion passed 7 – 0.

Ayes: 7 Member Arreola, Member Steenson, Member Dominguez, Member Hurley, Chair Hodges, Member Sullivan, Member Vasquez

Absent: 4 Member Hart, Member Hausner, Member Mayelzadeh, Member Burns

GENERAL ANNOUNCEMENTS

- Update on World Cup 2026

Chair Hodges reported on the hosting of World Cup 2026 along with Mexico and Canada. The planning process will start in March. Starting mid-May of 2026 to mid-July 2026 there will be 4 to 6 competitive matches at Levi's Stadium. Chair Hodges will have conversations with the City of Santa Clara for the Related SC timeline to see how it lines up with the World Cup 2026.

ADJOURNMENT

Adjourn at 10:15 a.m. The next regularly scheduled meeting is March 23, 2023, at 3:00 p.m.

Silicon Valley/Santa Clara DMO, Inc. December 2022											
Report Date: 12/31/2022	December 2022				YEAR TO DATE						
	Budget	Actual	VARIANCE	%	YTD Budget	YTD ACTUAL	VARIANCE	YTD	Annual	Annual Budget	
FY 2022/23 FUNDING ALLOCATION	\$140,965.23	\$97,053.11	\$43,912.12		\$845,791.50	\$422,939.11	\$422,852.39			\$1,691,583.00	
PERSONNEL											
Salary											
CEO	\$17,500.00	\$27,000.52	-\$9,500.52	154%	\$105,000.00	\$48,692.82	\$56,307.18	46%	23%	\$210,000.00	
DOS	\$9,375.00	\$0.00	\$9,375.00	0%	\$56,250.00	\$0.00	\$56,250.00	0%	0%	\$112,500.00	
SM1	\$8,125.00	\$10,961.55	-\$2,836.55	135%	\$48,750.00	\$25,576.95	\$23,173.05	52%	26%	\$97,500.00	
SM2	\$7,500.00	\$0.00	\$7,500.00	0%	\$45,000.00	\$32,355.02	\$12,644.98	72%	36%	\$90,000.00	
Admin	\$10,416.66	\$13,846.17	-\$3,429.51	133%	\$62,500.00	\$36,923.12	\$25,576.88	59%	30%	\$125,000.00	
Salary	\$52,916.66	\$51,808.24	\$1,108.42	98%	\$317,500.00	\$143,547.91	\$173,952.09	45%	23%	\$635,000.00	
Payroll Taxes											
CEO	\$2,619.29	\$2,218.69	\$400.60	85%	\$15,715.74	\$4,203.41	\$11,512.33	27%	13%	\$31,431.48	
DOS	\$1,406.32	\$0.00	\$1,406.32	0%	\$8,437.94	\$0.00	\$8,437.94	0%	0%	\$16,875.88	
SM1	\$1,193.36	\$832.73	\$360.63	70%	\$7,160.18	\$2,237.81	\$4,922.37	31%	16%	\$14,320.36	
SM2	\$1,101.57	\$0.00	\$1,101.57	0%	\$6,609.38	\$2,475.17	\$4,134.21	37%	19%	\$13,218.76	
Admin	\$1,223.96	\$1,053.36	\$170.60	86%	\$7,343.76	\$3,105.71	\$4,238.05	42%	21%	\$14,687.52	
Payroll Taxes	\$7,544.50	\$4,104.78	\$3,439.72	54%	\$45,267.00	\$12,022.10	\$33,244.90	27%	13%	\$90,534.00	
Employee Benefits											
Health											
Health - CEO	\$573.75	\$897.00	-\$323.25	156%	\$3,442.50	\$897.00	\$2,545.50	26%	13%	\$6,885.00	
Health - DOS	\$430.34	\$0.00	\$430.34	0%	\$2,582.00	\$0.00	\$2,582.00	0%	0%	\$5,164.00	
Health - SM1	\$573.75	\$758.84	-\$185.09	132%	\$3,442.50	\$758.84	\$2,683.66	22%	11%	\$6,885.00	
Health - SM2	\$573.75	\$0.00	\$573.75	0%	\$3,442.50	\$0.00	\$3,442.50	0%	0%	\$6,885.00	
Health - Admin	\$573.75	\$1,224.54	-\$650.79	213%	\$3,442.50	\$1,224.54	\$2,217.96	36%	18%	\$6,885.00	
Health	\$2,725.34	\$2,880.38	-\$155.04	106%	\$16,352.00	\$2,880.38	\$13,471.62	18%	9%	\$32,704.00	
401K Fee											
401K Fee - CEO	\$959.42	\$0.00	\$959.42	0%	\$5,756.50	\$0.00	\$5,756.50	0%	0%	\$11,513.00	
401K Fee - DOS	\$416.66	\$0.00	\$416.66	0%	\$2,500.00	\$0.00	\$2,500.00	0%	0%	\$5,000.00	
401K Fee - SM1	\$416.66	\$0.00	\$416.66	0%	\$2,500.00	\$0.00	\$2,500.00	0%	0%	\$5,000.00	
401K Fee - SM2	\$416.66	\$0.00	\$416.66	0%	\$2,500.00	\$0.00	\$2,500.00	0%	0%	\$5,000.00	
401K Fee - Admin	\$959.42	\$0.00	\$959.42	0%	\$5,756.50	\$0.00	\$5,756.50	0%	0%	\$11,513.00	
401K Fee	\$3,168.82	\$0.00	\$3,168.82	0%	\$19,013.00	\$0.00	\$19,013.00	0%	0%	\$38,026.00	
Employee Benefits	\$5,894.16	\$2,880.38	\$3,013.78	49%	\$35,365.00	\$2,880.38	\$32,484.62	8%	4%	\$70,730.00	
Employee Incentives											
Employee Incentive CEO	\$4,375.00	\$500.00	\$3,875.00	11%	\$26,250.00	\$1,000.00	\$25,250.00	4%	2%	\$52,500.00	
Employee Incentive DOS	\$2,343.75	\$0.00	\$2,343.75	0%	\$14,062.50	\$0.00	\$14,062.50	0%	0%	\$28,125.00	
Employee Incentive SM1	\$2,031.25	\$0.00	\$2,031.25	0%	\$12,187.50	\$0.00	\$12,187.50	0%	0%	\$24,375.00	
Employee Incentive SM2	\$1,875.00	\$0.00	\$1,875.00	0%	\$11,250.00	\$0.00	\$11,250.00	0%	0%	\$22,500.00	
Employee Incentives	\$10,625.00	\$500.00	\$10,125.00	5%	\$63,750.00	\$1,000.00	\$62,750.00	2%	1%	\$127,500.00	
Other											
Cell Phone Stipend - CEO	\$40.00	\$40.00	\$0.00	100%	\$240.00	\$80.00	\$160.00	33%	17%	\$480.00	
Cell Phone Stipend - DOS	\$30.00	\$0.00	\$30.00	0%	\$180.00	\$0.00	\$180.00	0%	0%	\$360.00	
Cell Phone Stipend - SM1	\$40.00	\$40.00	\$0.00	100%	\$240.00	\$120.00	\$120.00	50%	25%	\$480.00	
Cell Phone Stipend - SM2	\$40.00	\$0.00	\$40.00	0%	\$240.00	\$160.00	\$80.00	67%	33%	\$480.00	
Cell Phone Stipend - Admin	\$40.00	\$40.00	\$0.00	100%	\$240.00	\$160.00	\$80.00	67%	33%	\$480.00	
Relocation Expense	\$666.66	\$0.00	\$666.66	0%	\$4,000.00	\$0.00	\$4,000.00	0%	0%	\$8,000.00	
Other	\$856.66	\$120.00	\$736.66	14%	\$5,140.00	\$520.00	\$4,620.00	10%	5%	\$10,280.00	
TOTAL PERSONNEL EXPENSE	\$77,836.98	\$59,413.40	\$18,423.58	76%	\$467,022.00	\$159,970.39	\$307,051.61	34%	17%	\$934,044.00	

Report Date: 12/31/2022	December 2022				YEAR TO DATE					
	Budget	Actual	VARIANCE	%	YTD Budget	YTD ACTUAL	VARIANCE	YTD	Annual	Annual Budget
FY 2022/23 FUNDING ALLOCATION	\$140,965.23	\$97,053.11	\$43,912.12		\$845,791.50	\$422,939.11	\$422,852.39			\$1,691,583.00
PURCHASED GOODS & SERVICES										
Contract Services										
Fiscal Services	\$2,575.34	\$4,574.00	-\$1,998.66	178%	\$15,452.00	\$28,704.95	-\$13,252.95	186%	93%	\$30,904.00
Legal Services	\$2,000.00	\$5,717.50	-\$3,717.50	286%	\$12,000.00	\$17,175.00	-\$5,175.00	143%	72%	\$24,000.00
Payroll Services	\$500.00	\$148.90	\$351.10	30%	\$3,000.00	\$790.35	\$2,209.65	26%	13%	\$6,000.00
Audit	\$833.34	\$0.00	\$833.34	0%	\$5,000.00	\$0.00	\$5,000.00	0%	0%	\$10,000.00
IT	\$333.34	\$278.00	\$55.34	83%	\$2,000.00	\$1,730.43	\$269.57	87%	43%	\$4,000.00
Professional Services	\$11,250.00	\$6,248.44	\$5,001.56	56%	\$67,500.00	\$76,676.26	-\$9,176.26	114%	57%	\$135,000.00
HR Services	\$2,500.00	\$466.25	\$2,033.75	19%	\$15,000.00	\$1,830.00	\$13,170.00	12%	6%	\$30,000.00
Staffing	\$5,005.00	\$4,620.00	\$385.00	92%	\$30,030.00	\$26,565.00	\$3,465.00	88%	44%	\$60,060.00
Marketing	\$9,166.66	\$2,200.00	\$6,966.66	24%	\$55,000.00	\$28,677.50	\$26,322.50	52%	26%	\$110,000.00
Website	\$1,205.00	\$1,610.45	-\$405.45	134%	\$7,230.00	\$6,162.70	\$1,067.30	85%	43%	\$14,460.00
Contract Services	\$35,368.68	\$25,863.54	\$9,505.14	73%	\$212,212.00	\$188,312.19	\$23,899.81	89%	44%	\$424,424.00
Operating Supplies										
Banking Fees	\$41.66	\$0.00	\$41.66	0%	\$250.00	\$15.00	\$235.00	6%	3%	\$500.00
Software Licenses	\$622.09	\$339.64	\$282.45	55%	\$3,732.50	\$2,186.99	\$1,545.51	59%	29%	\$7,465.00
Postage	\$25.00	\$0.00	\$25.00	0%	\$150.00	\$0.00	\$150.00	0%	0%	\$300.00
IT	\$416.66	\$0.00	\$416.66	0%	\$2,500.00	\$1,039.96	\$1,460.04	42%	21%	\$5,000.00
Licenses	\$8.34	\$25.00	-\$16.66	300%	\$50.00	\$218.00	-\$168.00	436%	4%	\$5,000.00
Office Supplies	\$416.66	\$0.00	\$416.66	0%	\$2,500.00	\$1,655.16	\$844.84	66%	33%	\$5,000.00
Operating Supplies	\$1,530.41	\$364.64	\$1,165.77	24%	\$9,182.50	\$5,115.11	\$4,067.39	56%	28%	\$18,365.00
Recruitment	\$41.66	\$250.00	-\$208.34	600%	\$250.00	\$1,995.41	-\$1,745.41	798%	399%	\$500.00
Mileage Reimbursement	\$83.32	\$54.88	\$28.44	66%	\$500.00	\$54.88	\$445.12	11%	5%	\$1,000.00
Insurance										
Workers Compensation	\$154.34	\$151.16	\$3.18	98%	\$926.00	\$906.98	\$19.02	98%	49%	\$1,852.00
Business Owners Liability & Property	\$150.00	\$152.00	-\$2.00	101%	\$900.00	\$912.00	-\$12.00	101%	51%	\$1,800.00
Professional Cyber Liability	\$257.09	\$246.22	\$10.87	96%	\$1,542.50	\$1,612.11	-\$69.61	105%	52%	\$3,085.00
Management Liability	\$416.66	\$197.50	\$219.16	47%	\$2,500.00	\$1,493.68	\$1,006.32	60%	30%	\$5,000.00
Insurance	\$978.09	\$746.88	\$231.21	76%	\$5,868.50	\$4,924.77	\$943.73	84%	42%	\$11,737.00
Memberships										
Destinations Internationa	\$133.34	\$133.33	\$0.01	100%	\$800.00	\$799.98	\$0.02	100%	50%	\$1,600.00
PCMA	\$83.34	\$40.42	\$42.92	49%	\$500.00	\$363.78	\$136.22	73%	36%	\$1,000.00
MPI ACE/WEC	\$138.75	\$88.32	\$50.43	64%	\$832.50	\$487.40	\$345.10	59%	29%	\$1,665.00
CALSAE	\$29.16	\$0.00	\$29.16	0%	\$175.00	\$21.05	\$153.95	12%	6%	\$350.00
Memberships	\$384.59	\$262.07	\$122.52	68%	\$2,307.50	\$1,672.21	\$635.29	72%	36%	\$4,615.00
Subscription Services										
CRM	\$816.66	\$741.67	\$74.99	91%	\$4,900.00	\$5,191.63	-\$291.63	106%	53%	\$9,800.00
Knowland	\$1,099.00	\$1,099.00	\$0.00	100%	\$6,594.00	\$9,890.50	-\$3,296.50	150%	52%	\$19,202.00
CoStar Realty Information	\$0.00	\$960.00	-\$960.00		\$0.00	\$1,380.00	-\$1,380.00			
CVENT	\$1,600.16	\$1,600.17	-\$0.01	100%	\$9,601.00	\$12,802.00	-\$3,201.00	133%	97%	\$13,188.00
Destination International	\$611.66	\$850.59	-\$238.93	139%	\$3,670.00	\$5,917.13	-\$2,247.13	161%	81%	\$7,340.00
Subscription Services	\$4,127.48	\$5,251.43	-\$1,123.95	127%	\$24,765.00	\$35,181.26	-\$10,416.26	142%	71%	\$49,530.00
Conferences and Trade Shows										
IMEX North America	\$983.34	\$0.00	\$983.34	0%	\$5,900.00	\$0.00	\$5,900.00	0%	0%	\$11,800.00
CONNECT Marketplace	\$370.84	\$0.00	\$370.84	0%	\$2,225.00	\$0.00	\$2,225.00	0%	0%	\$4,450.00
CONNECT Medical/Tech	\$370.84	\$0.00	\$370.84	0%	\$2,225.00	\$0.00	\$2,225.00	0%	0%	\$4,450.00
Conferences and Trade Shows	\$1,725.02	\$0.00	\$1,725.02	0%	\$10,350.00	\$0.00	\$10,350.00	0%	0%	\$20,700.00

Report Date: 12/31/2022	December 2022				YEAR TO DATE					
	Budget	Actual	VARIANCE	%	YTD Budget	YTD ACTUAL	VARIANCE	YTD	Annual	Annual Budget
FY 2022/23 FUNDING ALLOCATION	\$140,965.23	\$97,053.11	\$43,912.12		\$845,791.50	\$422,939.11	\$422,852.39			\$1,691,583.00
Business Development	\$4,166.66	\$1,138.50	\$3,028.16	27%	\$25,000.00	\$1,138.50	\$23,861.50	5%	2%	\$50,000.00
Travel & Entertainment										
CONNECT Medical/Tech	\$233.34	\$0.00	\$233.34	0%	\$1,400.00	\$0.00	\$1,400.00	0%	0%	\$2,800.00
IMEX North America	\$158.34	\$0.00	\$158.34	0%	\$950.00	\$0.00	\$950.00	0%	0%	\$1,900.00
CONNECT Marketplace	\$191.66	\$0.00	\$191.66	0%	\$1,150.00	\$0.00	\$1,150.00	0%	0%	\$2,300.00
Other Expense	\$0.00	\$74.00	-\$74.00		\$0.00	\$74.00	-\$74.00			
Travel & Entertainment	\$583.34	\$74.00	\$509.34	13%	\$3,500.00	\$74.00	\$3,426.00	2%	1%	\$7,000.00
Advertising & Promotion	\$6,250.00	\$0.00	\$6,250.00	0%	\$37,500.00	\$1,500.00	\$36,000.00	4%	2%	\$75,000.00
Support Services										
Client Events	\$2,333.34	\$0.00	\$2,333.34	0%	\$14,000.00	\$0.00	\$14,000.00	0%	0%	\$28,000.00
Virutal Happy Hour	\$166.66	\$0.00	\$166.66	0%	\$1,000.00	\$0.00	\$1,000.00	0%	0%	\$2,000.00
Client Activations	\$333.34	\$0.00	\$333.34	0%	\$2,000.00	\$0.00	\$2,000.00	0%	0%	\$4,000.00
Personalized greetings	\$166.66	\$0.00	\$166.66	0%	\$1,000.00	\$0.00	\$1,000.00	0%	0%	\$2,000.00
Support Services	\$3,000.00	\$0.00	\$3,000.00	0%	\$18,000.00	\$0.00	\$18,000.00	0%	0%	\$36,000.00
TOTAL PURCHASED GOODS & SERVICES EXPENSE	\$58,239.25	\$34,005.94	\$24,233.31	58%	\$349,435.50	\$239,968.33	\$109,467.17	69%	34%	\$698,871.00
CONTINGENCY	\$2,936.59	\$0.00	\$2,936.59	0%	\$17,619.50	\$0.00	\$17,619.50	0%	0%	\$35,239.00
CITY ADMINISTRATIVE FEE	\$1,952.41	\$3,633.77	-\$1,681.36	186%	\$11,714.50	\$23,000.39	-\$11,285.89	196%	98%	\$23,429.00
TOTAL OPERATING EXPENSES	\$140,965.23	\$97,053.11	\$43,912.12	69%	\$845,791.50	\$422,939.11	\$422,852.39	50%	25%	\$1,691,583.00
SURPLUS(DEFICIT)		\$43,912.12				\$422,852.39				

SCTID MEETING
FEBRUARY 23, 2023
AGENDA ITEM #3

DISCOVER
**SANTA
CLARA**®

DECEMBER 2022
SALES ACTIVITY RECAP

UPDATED: 01-25-22





MONTHLY TOTALS BY EVENT PRIORITY TYPE

	P 1 - P 2	P 3	P 4	P 5
Current Active Prospects	49	148	158	289
December	P 1 - P 2	P 3	P 4	P 5
Actively Researching	271	0	0	0
New Prospects	1	1	11	25
New Tentatives	4	2	7	24
New Definites	0	0	5	22



Silicon Valley/Santa Clara DMO Inc.

P1 + P2 Performance Measures

	2022/23 Target	YTD	July	August	September	October	November	December
1. Consumed Event Mix								
Percent of P1 Events	1%							
Number of P1 Events	3	0	0	0	0	0	0	0
Percent of P2 Events	2%							
Number of P2 Events	6	0	0	0	0	0	0	0
2. Number of Definite Events Booked in the Year for Future Years								
Number of P1 Events	5	0	0	0	0	0	0	0
Number of P2 Events	11	0	0	0	0	0		0
3. Convention Center Gross Revenue	\$2,580,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0
4. Number of Room Night Booked for Future Years	16,438	0	0	0	0	0	0	0
5. Number of Room Nights Consumed	9,375	0	0	0	0	0	0	0
6. Number of Consumed Weeks Impacted	9	0	0	0	0	0	0	0
7. Customer Service Survey Results	85%		-	-	-	-	-	-
8. Number of Active Prospects	300	274	35	38	51	51	50	49
9. Economic Impact of Consumed P1 & P2 Events	\$6,031,943	\$0	\$0	\$0	\$0	\$0	\$0	\$0

Prospecting Goals

CSM #1 - Eddie Ryan	2022/23 Target	YTD	July	August	September	October	November	December
Prospecting Goal - Number of new prospects	50				5	5	5	5
Actual	10	10				7	2	1

CSM #2 - Open Role	2022/23 Target	YTD	July	August	September	October	November	December
Prospecting Goal - Number of new prospects	60		5	5	5	5	5	5
Actual	19	19	7	7	5			

DOS - Open Role	2022/23 Target	YTD	July	August	September	October	November	December
Prospecting Goal - Number of new prospects	36					4	4	4
Actual	0	0						

014



SCCC	Beg	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total YTD	Month Avg	Annual Avg	3 Year Pace
Researching	151	39	57	20	23	0	0							290	23.167	278	985
Prospects	31	7	7	6	7	2	1							61	5	60	211

Meeting & Convention Sales

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

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

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

Glossary of Terms & Definitions:

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

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

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

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

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

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

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



Prepared On: 02/17/2023
 Prepared By: Marwa Abubakr

REDACTED DSC REPORT 1 - NEW PROSPECT LEADS

Size	Total Leads	Requested Rooms	Overall Projected Building Spend	Total SCCC Rental Cost	Total SCCC Internet Cost	Total F/B Cost	Total Audio Visual	Total Misc Revenue	Show Attendees	EEI Value
P2 Mid-Week (500-799 on peak / \$250k - \$599k)	1	2100	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	600	\$842,208.89
P3 Mid-Week: (100-599 on peak / \$150k-\$249k)	1	525	\$237,500.00	\$30,000.00	\$2,500.00	\$200,000.00	\$5,000.00	\$0.00	450	\$497,398.40
P4 Mid-Week: (<100 on peak + \$50k-\$149K)	8	969	\$742,079.00	\$133,079.00	\$49,500.00	\$500,000.00	\$59,500.00	\$0.00	5250	\$1,626,192.61
P4 Social: (<50 on peak+ \$50k - \$99k)	1	40	\$192,000.00	\$10,000.00	\$0.00	\$180,000.00	\$2,000.00	\$0.00	900	\$271,724.68
P4 Weekend: (<50 on peak + \$50k-\$99K)	2	410	\$122,907.00	\$64,907.00	\$2,500.00	\$55,000.00	\$500.00	\$0.00	3600	\$737,793.62
P5 Mid-Week: (0 on peak + \$15k-\$49K)	5	1901	\$124,848.00	\$49,848.00	\$2,500.00	\$70,000.00	\$2,500.00	\$0.00	2260	\$785,948.43
P5 Weekend: (0 on peak + \$10k - \$49k)	20	2817	\$224,501.00	\$149,416.00	\$3,000.00	\$61,635.00	\$10,450.80	\$0.00	14780	\$2,964,838.44
Grand Totals	38	8762	\$1,643,835.00	\$437,250.00	\$60,000.00	\$1,066,635.00	\$79,950.80	\$0.00	27840	\$7,726,105.07

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

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Prospect Date	Size	Market Segment	EEI Type	EEI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue	Organization Credit
7994	13598	01/06/2024	600	2100	600	12/13/2022	P2 Mid-Week (500-799 on peak / \$250k - \$599k)		EIC Tag: Tentative	\$842,208.89	\$0.00						DMO

Size: P2 Mid-Week (500-799 on peak / \$250k - \$599k) - Subtotal: Total Leads = 1, Requested Rooms = 2100, Overall Projected Building Spend = \$0.00, Total SCCC Rental Cost = \$0.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$0.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$0.00, Show Attendees = 600, EEI Value = \$842,208.89

Size: P3 Mid-Week: (100-599 on peak / \$150k-\$249k)

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Prospect Date	Size	Market Segment	EEI Type	EEI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue	Organization Credit
2172	13609	03/13/2023	300	525	450	12/21/2022	P3 Mid-Week: (100-599 on peak / \$150k-\$249k)	ASSOCIATION	EIC Tag: Tentative	\$497,398.40	\$237,500.00	\$200,000.00	\$30,000.00	\$2,500.00	\$5,000.00		Spectra

Size: P3 Mid-Week: (100-599 on peak / \$150k-\$249k) - Subtotal: Total Leads = 1, Requested Rooms = 525, Overall Projected Building Spend = \$237,500.00, Total SCCC Rental Cost = \$30,000.00, Total SCCC Internet Cost = \$2,500.00, Total F/B Cost = \$200,000.00, Total Audio Visual = \$5,000.00, Total Misc Revenue = \$0.00, Show Attendees = 450, EEI Value = \$497,398.40

Size: P4 Mid-Week: (<100 on peak + \$50k-\$149K)

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Prospect Date	Size	Market Segment	EEI Type	EEI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue	Organization Credit
7985	13585	04/03/2023	63	99	350	12/05/2022	P4 Mid-Week: (<100)	CORPORATE	EIC Tag: Tentative	\$133,365.35	\$65,000.00	\$40,000.00	\$20,000.00	\$2,500.00	\$2,500.00		Spectra

1669	13589	09/14/2023	50	50	900	12/12/2022	on peak + \$50k-\$149K) P4 Mid-Week: (<100 on peak + \$50k-\$149K)	SE - SMERF/EDUCATIONAL	EIC Tag: Tentative	\$239,603.85	\$112,267.00	\$100,000.00	\$2,267.00	\$5,000.00	\$5,000.00		Spectra
7979	13599	06/16/2023	30	30	1000	12/13/2022	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	CORPORATE	EIC Tag: Booked	\$248,534.76	\$91,000.00	\$30,000.00	\$11,000.00	\$20,000.00	\$30,000.00		Levy
1329	13601	10/23/2023	75	300	1000	12/14/2022	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	CORPORATE	EIC Tag: Tentative	\$311,813.65	\$134,000.00	\$100,000.00	\$24,000.00	\$5,000.00	\$5,000.00		Levy
2725	13602	03/22/2023	100	100	700	12/14/2022	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	CORPORATE	EIC Tag: Tentative	\$212,771.73	\$83,988.00	\$50,000.00	\$23,988.00	\$5,000.00	\$5,000.00		Levy
6855	13604	02/20/2024	25	50	300	12/15/2022	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	CORPORATE	EIC Tag: Tentative	\$114,738.50	\$75,824.00	\$50,000.00	\$21,824.00	\$2,000.00	\$2,000.00		Levy
1617	13610	09/04/2023	50	160	800	12/21/2022	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	CORPORATE	EIC Tag: Tentative	\$224,634.49	\$110,000.00	\$80,000.00	\$20,000.00	\$5,000.00	\$5,000.00		Levy
7997	13611	10/19/2023	75	180	200	12/21/2022	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	ASSOCIATION	EIC Tag: Tentative	\$140,730.28	\$70,000.00	\$50,000.00	\$10,000.00	\$5,000.00	\$5,000.00		Levy

Size: P4 Mid-Week: (<100 on peak + \$50k-\$149K) - Subtotal: Total Leads = 8, Requested Rooms = 969, Overall Projected Building Spend = \$742,079.00, Total SCCC Rental Cost = \$133,079.00, Total SCCC Internet Cost = \$49,500.00, Total F/B Cost = \$500,000.00, Total Audio Visual = \$59,500.00, Total Misc Revenue = \$0.00, Show Attendees = 5250, EEI Value = \$1,626,192.61

Size: P4 Social: (<50 on peak+ \$50k - \$99k)

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Prospect Date	Size	Market Segment	EEI Type	EEI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue	Organization Credit
6467	13582	10/20/2023	20	40	900	12/04/2022	P4 Social: (<50 on peak+ \$50k - \$99k)	ASSOCIATION	EIC Tag: Booked	\$271,724.68	\$192,000.00	\$180,000.00	\$10,000.00	\$0.00	\$2,000.00		Levy

Size: P4 Social: (<50 on peak+ \$50k - \$99k) - Subtotal: Total Leads = 1, Requested Rooms = 40, Overall Projected Building Spend = \$192,000.00, Total SCCC Rental Cost = \$10,000.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$180,000.00, Total Audio Visual = \$2,000.00, Total Misc Revenue = \$0.00, Show Attendees = 900, EEI Value = \$271,724.68

Size: P4 Weekend: (<50 on peak + \$50k-\$99K)

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Prospect Date	Size	Market Segment	EEI Type	EEI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue	Organization Credit
7998	13612	07/13/2023	135	360	3000	12/22/2022	P4 Weekend: (<50 on peak + \$50k-\$99K)	SPORTS & ATHLETICS	EIC Tag: Tentative	\$623,296.23	\$68,291.00	\$5,000.00	\$60,291.00	\$2,500.00	\$500.00		Spectra
5355	13613	08/04/2023	50	50	600	12/22/2022	P4 Weekend: (<50 on peak + \$50k-\$99K)	SOCIAL EVENT	EIC Tag: Tentative	\$114,497.39	\$54,616.00	\$50,000.00	\$4,616.00	\$0.00	\$0.00		Levy

Size: P4 Weekend: (<50 on peak + \$50k-\$99K) - Subtotal: Total Leads = 2, Requested Rooms = 410, Overall Projected Building Spend = \$122,907.00, Total SCCC Rental Cost = \$64,907.00, Total SCCC Internet Cost = \$2,500.00, Total F/B Cost = \$55,000.00, Total Audio Visual = \$500.00, Total Misc Revenue = \$0.00, Show Attendees = 3600, EEI Value = \$737,793.62

Size: P5 Mid-Week: (0 on peak + \$15k-\$49K)

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Prospect Date	Size	Market Segment	EEI Type	EEI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue	Organization Credit
5246	13579	07/23/2023	100	160	300	12/01/2022	P5 Mid-Week: (0 on peak + \$15k-\$49K)		EIC Tag: Booked	\$191,405.78	\$7,952.00		\$7,952.00				Spectra
7988	13592	06/06/2023	0	0	1000	12/12/2022	P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	EIC Tag: Tentative	\$162,535.91	\$81,827.00	\$50,000.00	\$30,827.00	\$500.00	\$500.00		Spectra
5246	13600	03/20/2023	301	1501	700	12/14/2022	P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	EIC Tag: Booked	\$299,111.10	\$7,218.00	\$0.00	\$7,218.00	\$0.00	\$0.00		Spectra
3963	13603	04/30/2024	60	240	200	12/14/2022	P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	EIC Tag: Tentative	\$127,684.79	\$27,268.00	\$20,000.00	\$3,268.00	\$2,000.00	\$2,000.00		Levy
7995	13605	04/18/2023	0	0	60	12/19/2022	P5 Mid-Week: (0 on peak + \$15k-\$49K)	NONPROFIT	EIC Tag: Booked	\$5,210.85	\$583.00	\$0.00	\$583.00	\$0.00	\$0.00		Spectra

Size: P5 Mid-Week: (0 on peak + \$15k-\$49K) - Subtotal: Total Leads = 5, Requested Rooms = 1901, Overall Projected Building Spend = \$124,848.00, Total SCCC Rental Cost = \$49,848.00, Total SCCC Internet Cost = \$2,500.00, Total F/B Cost = \$70,000.00, Total Audio Visual = \$2,500.00, Total Misc Revenue = \$0.00, Show Attendees = 2260, EEI Value = \$785,948.43

Size: P5 Weekend: (0 on peak + \$10k - \$49k)

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Prospect Date	Size	Market Segment	EEI Type	EEI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue	Organization Credit
5246	13580	07/20/2023	150	473	750	12/01/2022	P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	EIC Tag: Booked	\$280,276.17	\$3,976.00		\$3,976.00				Spectra
5246	13581	08/04/2023	100	160	300	12/01/2022	P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	EIC Tag: Booked	\$144,006.23	\$5,964.00		\$5,964.00				Spectra
5329	13586	03/10/2023	15	45	650	12/06/2022	P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	EIC Tag: Booked	\$123,109.68	\$30,790.00	\$0.00	\$23,340.00	\$0.00	\$7,450.80		Spectra
5265	13587	03/04/2023	0	0	850	12/06/2022	P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	EIC Tag: Booked	\$72,197.31	\$6,635.00	\$500.00	\$5,135.00	\$500.00	\$500.00		Spectra
5358	13588	01/14/2023	0	0	100	12/07/2022	P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	EIC Tag: Booked	\$8,325.74	\$613.00	\$0.00	\$613.00	\$0.00	\$0.00		Spectra

7986	13590	05/26/2023	0	0	1000	12/12/2022	\$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	RELIGIOUS	EIC Tag: Tentative	\$130,052.41	\$11,270.00	\$5,135.00	\$5,135.00	\$500.00	\$500.00	Spectra
7987	13591	01/29/2023	0	0	30	12/12/2022	\$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	EIC Tag: Booked	\$3,481.42	\$1,167.00	\$0.00	\$1,167.00	\$0.00	\$0.00	Spectra
7989	13593	04/01/2023	0	0	1000	12/12/2022	\$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	SOCIAL EVENT	EIC Tag: Tentative	\$105,005.45	\$10,836.00	\$500.00	\$9,336.00	\$500.00	\$500.00	Spectra
5354	13594	01/29/2023	0	0	500	12/12/2022	\$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	GOVERNMENT	EIC Tag: Tentative	\$57,127.01	\$2,334.00	\$0.00	\$2,334.00	\$0.00	\$0.00	Spectra
7990	13595	09/02/2023	0	0	2000	12/12/2022	\$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	SOCIAL EVENT	EIC Tag: Tentative	\$253,181.82	\$15,616.00	\$5,000.00	\$9,616.00	\$500.00	\$500.00	Spectra
7991	13596	03/25/2023	0	0	800	12/12/2022	\$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	SOCIAL EVENT	EIC Tag: Tentative	\$96,346.56	\$21,012.00	\$500.00	\$19,512.00	\$500.00	\$500.00	Spectra
7992	13597	03/05/2023	0	0	2000	12/12/2022	\$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	EDUCATIONAL	EIC Tag: Tentative	\$279,507.04	\$60,336.00	\$50,000.00	\$9,336.00	\$500.00	\$500.00	Spectra
5282	13606	01/21/2023	0	0	50	12/19/2022	\$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	ASSOCIATION	EIC Tag: Booked	\$4,470.37	\$613.00	\$0.00	\$613.00	\$0.00	\$0.00	Spectra
5384	13608	01/15/2023	0	0	0	12/20/2022	\$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	EIC Tag: Booked	\$313,303.09	\$5,135.00	\$0.00	\$5,135.00	\$0.00	\$0.00	Spectra
5246	13614	11/03/2023	150	300	500	12/22/2022	\$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)		EIC Tag: Booked	\$132,530.81	\$7,578.00	\$0.00	\$7,578.00	\$0.00	\$0.00	Spectra
5246	13615	07/15/2023	150	473	750	12/22/2022	\$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)		EIC Tag: Booked	\$180,165.53	\$7,952.00	\$0.00	\$7,952.00	\$0.00	\$0.00	Spectra
5246	13616	04/19/2024	158	350	1000	12/22/2022	P5 Weekend: (0 on		EIC Tag: Booked	\$181,710.45	\$7,578.00	\$0.00	\$7,578.00	\$0.00	\$0.00	Spectra

5246	13617	03/22/2024	158	358	1000	12/22/2022	peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	EIC Tag: Booked	\$181,710.45	\$7,578.00	\$0.00	\$7,578.00	\$0.00	\$0.00	Spectra
5246	13618	02/09/2024	158	358	1000	12/22/2022	peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	EIC Tag: Booked	\$181,710.45	\$7,578.00	\$0.00	\$7,578.00	\$0.00	\$0.00	Spectra
5246	13619	08/18/2023	150	300	500	12/22/2022	peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)		EIC Tag: Booked	\$236,620.45	\$9,940.00	\$0.00	\$9,940.00	\$0.00	\$0.00	Spectra

Size: P5 Weekend: (0 on peak + \$10k - \$49k) - Subtotal: Total Leads = 20, Requested Rooms = 2817, Overall Projected Building Spend = \$224,501.00, Total SCCC Rental Cost = \$149,416.00, Total SCCC Internet Cost = \$3,000.00, Total F/B Cost = \$61,635.00, Total Audio Visual = \$10,450.80, Total Misc Revenue = \$0.00, Show Attendees = 14780, EEI Value = \$2,964,838.44

Grand Total: Total Leads = 38, Requested Rooms = 8762, Overall Projected Building Spend = \$1,643,835.00, Total SCCC Rental Cost = \$437,250.00, Total SCCC Internet Cost = \$60,000.00, Total F/B Cost = \$1,066,635.00, Total Audio Visual = \$79,950.80, Total Misc Revenue = \$0.00, Show Attendees = 27840, EEI Value = \$7,726,105.07



Prepared On: 02/17/2023

Prepared By: Marwa Abubakr

REDACTED DSC REPORT 3 - NEW TENTATIVE LEADS

Year: Request Room Block Begin	Size	Total Leads	Requested Rooms	Total SCCC Rental Cost	Total SCCC Internet Cost	Total F/B Cost	Total Audio Visual	Total Misc Revenue	Show Attendees	EEI Value
2023	P2 Mid-Week (500-799 on peak / \$250k - \$599k)	1	1590	\$67,000.00	\$20,000.00	\$250,000.00	\$25,000.00	\$0.00	500	\$893,801.58
	P2 Weekend (150-399 on peak / \$200k-\$399k)	1	750	\$50,000.00	\$20,000.00	\$150,000.00	\$50,000.00	\$0.00	1000	\$695,258.13
	P3 Mid-Week: (100-599 on peak / \$150k-\$249k)	1	525	\$30,000.00	\$2,500.00	\$200,000.00	\$5,000.00	\$0.00	450	\$497,398.40
	P3 Weekend: (50-149 on peak+ \$100k-\$199k)	1	1640	\$73,113.00	\$2,500.00	\$35,000.00	\$2,500.00	\$5,000.00	3500	\$1,168,042.62
	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	5	579	\$69,859.00	\$32,500.00	\$420,000.00	\$42,500.00	\$0.00	3550	\$1,191,104.28
	P4 Weekend: (<50 on peak + \$50k-\$99K)	2	410	\$70,747.10	\$2,500.00	\$59,167.48	\$500.00	\$1,630.00	4000	\$786,344.37
	P5 Mid-Week: (0 on peak + \$15k-\$49K)	4	1661	\$32,542.50	\$2,500.00	\$50,000.00	\$500.00	\$0.00	1860	\$630,085.16
	P5 Weekend: (0 on peak + \$10k - \$49k)	17	2101	\$135,954.00	\$3,500.00	\$31,000.00	\$17,450.80	\$1,000.00	22280	\$3,626,693.26
Subtotal for 2023-01-01 00:00:00.0		32	9256	\$529,215.60	\$86,000.00	\$1,195,167.48	\$143,450.80	\$7,630.00	37140	\$9,488,727.80
2024	P2 Mid-Week (500-799 on peak / \$250k - \$599k)	1	2100	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	600	\$842,208.89
	P5 Weekend: (0 on peak + \$10k - \$49k)	3	1066	\$22,734.00	\$0.00	\$0.00	\$0.00	\$0.00	3000	\$545,131.35
Subtotal for 2024-01-01 00:00:00.0		4	3166	\$22,734.00	\$0.00	\$0.00	\$0.00	\$0.00	3600	\$1,387,340.24
2026	P2 Mid-Week (500-799 on peak / \$250k - \$599k)	1	3097	\$150,000.00	\$20,000.00	\$350,000.00	\$100,000.00	\$0.00	1400	\$1,416,114.44
Subtotal for 2026-01-01 00:00:00.0		1	3097	\$150,000.00	\$20,000.00	\$350,000.00	\$100,000.00	\$0.00	1400	\$1,416,114.44
Grand Totals		37	15519	\$701,949.60	\$106,000.00	\$1,545,167.48	\$243,450.80	\$7,630.00	42140	\$12,292,182.48

Year: Request Room Block Begin: 2023

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

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Tentative Date	Size	Market Segment	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
1946	13583	10/07/2023	525	1590	500	12/05/2022	P2 Mid-Week (500-799 on peak / \$250k - \$599k)		\$893,801.58	\$250,000.00	\$67,000.00	\$20,000.00	\$25,000.00	

Size: P2 Mid-Week (500-799 on peak / \$250k - \$599k) - Subtotal: Total Leads = 1, Requested Rooms = 1590, Total SCCC Rental Cost = \$67,000.00, Total SCCC Internet Cost = \$20,000.00, Total F/B Cost = \$250,000.00, Total Audio Visual = \$25,000.00, Total Misc Revenue = \$0.00, Show Attendees = 500, EEI Value = \$893,801.58

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

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Tentative Date	Size	Market Segment	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
7996	13607	03/03/2023	750	750	1000	12/19/2022	P2 Weekend (150-399 on peak / \$200k-\$399k)	CORPORATE	\$695,258.13	\$150,000.00	\$50,000.00	\$20,000.00	\$50,000.00	

Size: P2 Weekend (150-399 on peak / \$200k-\$399k) - Subtotal: Total Leads = 1, Requested Rooms = 750, Total SCCC Rental Cost = \$50,000.00, Total SCCC Internet Cost = \$20,000.00, Total F/B Cost = \$150,000.00, Total Audio Visual = \$50,000.00, Total Misc Revenue = \$0.00, Show Attendees = 1000, EEI Value = \$695,258.13

Size: P3 Mid-Week: (100-599 on peak / \$150k-\$249k)

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Tentative Date	Size	Market Segment	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
2172	13609	03/13/2023	300	525	450	12/21/2022	P3 Mid-Week: (100-599 on peak / \$150k-\$249k)	ASSOCIATION	\$497,398.40	\$200,000.00	\$30,000.00	\$2,500.00	\$5,000.00	

Size: P3 Mid-Week: (100-599 on peak / \$150k-\$249k) - Subtotal: Total Leads = 1, Requested Rooms = 525, Total SCCC Rental Cost = \$30,000.00, Total SCCC Internet Cost = \$2,500.00, Total F/B Cost = \$200,000.00, Total Audio Visual = \$5,000.00, Total Misc Revenue = \$0.00, Show Attendees = 450, EEI Value = \$497,398.40

Size: P3 Weekend: (50-149 on peak+ \$100k-\$199K)

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Tentative Date	Size	Market Segment	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
5264	13553	10/05/2023	579	1640	3500	12/07/2022	P3 Weekend: (50-149 on peak+ \$100k-\$199K)	SPORTS & ATHLETICS	\$1,168,042.62	\$35,000.00	\$73,113.00	\$2,500.00	\$2,500.00	\$5,000.00

Size: P3 Weekend: (50-149 on peak+ \$100k-\$199K) - Subtotal: Total Leads = 1, Requested Rooms = 1640, Total SCCC Rental Cost = \$73,113.00, Total SCCC Internet Cost = \$2,500.00, Total F/B Cost = \$35,000.00, Total Audio Visual = \$2,500.00, Total Misc Revenue = \$5,000.00, Show Attendees = 3500, EEI Value = \$1,168,042.62

Size: P4 Mid-Week: (<100 on peak + \$50k-\$149K)

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Tentative Date	Size	Market Segment	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
5444	13555	04/23/2023	150	300	600	12/16/2022	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	NONPROFIT	\$356,828.59	\$200,000.00	\$12,604.00	\$0.00	\$0.00	
7985	13585	04/03/2023	63	99	350	12/05/2022	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	CORPORATE	\$133,365.35	\$40,000.00	\$20,000.00	\$2,500.00	\$2,500.00	
1669	13589	09/14/2023	50	50	900	12/19/2022	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	SE - SMERF/EDUCATIONAL	\$239,603.85	\$100,000.00	\$2,267.00	\$5,000.00	\$5,000.00	

7979	13599	06/16/2023	30	30	1000	12/13/2022	on peak + \$50k-\$149K) P4 Mid- Week: (<100 on peak + \$50k-\$149K)	CORPORATE	\$248,534.76	\$30,000.00	\$11,000.00	\$20,000.00	\$30,000.00
2725	13602	03/22/2023	100	100	700	12/14/2022	on peak + \$50k-\$149K) P4 Mid- Week: (<100 on peak + \$50k-\$149K)	CORPORATE	\$212,771.73	\$50,000.00	\$23,988.00	\$5,000.00	\$5,000.00

Size: P4 Mid-Week: (<100 on peak + \$50k-\$149K) - Subtotal: Total Leads = 5, Requested Rooms = 579, Total SCCC Rental Cost = \$69,859.00, Total SCCC Internet Cost = \$32,500.00, Total F/B Cost = \$420,000.00, Total Audio Visual = \$42,500.00, Total Misc Revenue = \$0.00, Show Attendees = 3550, EEI Value = \$1,191,104.28

Size: P4 Weekend: (<50 on peak + \$50k-\$99K)

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Tentative Date	Size	Market Segment	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
5095	13578	09/15/2023	50	50	1000	12/07/2022	P4 Weekend: (<50 on peak + \$50k-\$99K)	SOCIAL EVENT	\$163,048.14	\$54,167.48	\$10,456.10	\$0.00	\$0.00	\$1,630.00
7998	13612	07/13/2023	135	360	3000	12/22/2022	P4 Weekend: (<50 on peak + \$50k-\$99K)	SPORTS & ATHLETICS	\$623,296.23	\$5,000.00	\$60,291.00	\$2,500.00	\$500.00	

Size: P4 Weekend: (<50 on peak + \$50k-\$99K) - Subtotal: Total Leads = 2, Requested Rooms = 410, Total SCCC Rental Cost = \$70,747.10, Total SCCC Internet Cost = \$2,500.00, Total F/B Cost = \$59,167.48, Total Audio Visual = \$500.00, Total Misc Revenue = \$1,630.00, Show Attendees = 4000, EEI Value = \$786,344.37

Size: P5 Mid-Week: (0 on peak + \$15k-\$49K)

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Tentative Date	Size	Market Segment	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
5143	13516	11/01/2023	0	0	800	12/15/2022	P5 Mid- Week: (0 on peak + \$15k-\$49K)	NONPROFIT	\$134,357.43	\$50,000.00	\$16,789.50	\$2,500.00	\$500.00	
5246	13579	07/23/2023	100	160	300	12/01/2022	P5 Mid- Week: (0 on peak + \$15k-\$49K)		\$191,405.78		\$7,952.00			
5246	13600	03/20/2023	301	1501	700	12/14/2022	P5 Mid- Week: (0 on peak + \$15k-\$49K)	CORPORATE	\$299,111.10	\$0.00	\$7,218.00	\$0.00	\$0.00	
7995	13605	04/18/2023	0	0	60	12/19/2022	P5 Mid- Week: (0 on peak + \$15k-\$49K)	NONPROFIT	\$5,210.85	\$0.00	\$583.00	\$0.00	\$0.00	

Size: P5 Mid-Week: (0 on peak + \$15k-\$49K) - Subtotal: Total Leads = 4, Requested Rooms = 1661, Total SCCC Rental Cost = \$32,542.50, Total SCCC Internet Cost = \$2,500.00, Total F/B Cost = \$50,000.00, Total Audio Visual = \$500.00, Total Misc Revenue = \$0.00, Show Attendees = 1860, EEI Value = \$630,085.16

Size: P5 Weekend: (0 on peak + \$10k - \$49k)

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Tentative Date	Size	Market Segment	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
235	9447	02/09/2023	0	0	0	12/12/2022	P5 Weekend: (0 on peak + \$10k - \$49k)	AB - ASSN/ATHLETIC/SPORTS/RECREATION	\$97,427.54	\$0.00	\$699.00	\$0.00	\$0.00	
2092	12432	01/21/2023	0	0	400	12/15/2022	P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	\$38,819.96	\$0.00	\$6,536.00	\$0.00	\$0.00	
5290	13493	11/22/2023	0	0	15000	12/07/2022	P5 Weekend: (0 on peak + \$10k - \$49k)	SOCIAL EVENT	\$1,578,040.81	\$25,000.00	\$40,194.00	\$0.00	\$1,500.00	\$1,000.00
7957	13515	05/13/2023	0	0	1000	12/06/2022	P5 Weekend: (0 on peak + \$10k - \$49k)	EDUCATIONAL	\$92,908.91	\$5,000.00	\$4,200.00	\$500.00	\$2,500.00	
3579	13558	08/18/2023	150	350	800	12/16/2022	P5 Weekend: (0 on peak + \$10k - \$49k)	ASSOCIATION	\$254,173.57	\$0.00	\$10,578.00	\$0.00	\$500.00	
7977	13561	03/05/2023	0	0	600	12/16/2022	P5 Weekend: (0 on peak + \$10k - \$49k)	SOCIAL EVENT	\$66,835.67	\$500.00	\$2,334.00	\$2,500.00	\$5,000.00	
5246	13580	07/20/2023	150	473	750	12/01/2022	P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	\$280,276.17		\$3,976.00			
5246	13581	08/04/2023	100	160	300	12/01/2022	P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	\$144,006.23		\$5,964.00			
5329	13586	03/10/2023	15	45	650	12/06/2022	P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	\$123,109.68	\$0.00	\$23,340.00	\$0.00	\$7,450.80	
5265	13587	03/04/2023	0	0	850	12/06/2022	P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	\$72,197.31	\$500.00	\$5,135.00	\$500.00	\$500.00	

5358	13588	01/14/2023	0	0	100	12/07/2022	P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	\$8,325.74	\$0.00	\$613.00	\$0.00	\$0.00
7987	13591	01/29/2023	0	0	30	12/20/2022	P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	\$3,481.42	\$0.00	\$1,167.00	\$0.00	\$0.00
5282	13606	01/21/2023	0	0	50	12/19/2022	P5 Weekend: (0 on peak + \$10k - \$49k)	ASSOCIATION	\$4,470.37	\$0.00	\$613.00	\$0.00	\$0.00
5384	13608	01/15/2023	0	0	0	12/20/2022	P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	\$313,303.09	\$0.00	\$5,135.00	\$0.00	\$0.00
5246	13614	11/03/2023	150	300	500	12/22/2022	P5 Weekend: (0 on peak + \$10k - \$49k)		\$132,530.81	\$0.00	\$7,578.00	\$0.00	\$0.00
5246	13615	07/15/2023	150	473	750	12/22/2022	P5 Weekend: (0 on peak + \$10k - \$49k)		\$180,165.53	\$0.00	\$7,952.00	\$0.00	\$0.00
5246	13619	08/18/2023	150	300	500	12/22/2022	P5 Weekend: (0 on peak + \$10k - \$49k)		\$236,620.45	\$0.00	\$9,940.00	\$0.00	\$0.00

Size: P5 Weekend: (0 on peak + \$10k - \$49k) - Subtotal: Total Leads = 17, Requested Rooms = 2101, Total SCCC Rental Cost = \$135,954.00, Total SCCC Internet Cost = \$3,500.00, Total F/B Cost = \$31,000.00, Total Audio Visual = \$17,450.80, Total Misc Revenue = \$1,000.00, Show Attendees = 22280, EEI Value = \$3,626,693.26

Year: Request Room Block Begin: 2023 - Subtotal: Total Leads = 32, Requested Rooms = 9256, Total SCCC Rental Cost = \$529,215.60, Total SCCC Internet Cost = \$86,000.00, Total F/B Cost = \$1,195,167.48, Total Audio Visual = \$143,450.80, Total Misc Revenue = \$7,630.00, Show Attendees = 37140, EEI Value = \$9,488,727.80

Year: Request Room Block Begin: 2024

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

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Tentative Date	Size	Market Segment	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
7994	13598	01/06/2024	600	2100	600	12/13/2022	P2 Mid-Week (500-799 on peak / \$250k - \$599k)		\$842,208.89					

Size: P2 Mid-Week (500-799 on peak / \$250k - \$599k) - Subtotal: Total Leads = 1, Requested Rooms = 2100, Total SCCC Rental Cost = \$0.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$0.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$0.00, Show Attendees = 600, EEI Value = \$842,208.89

Size: P5 Weekend: (0 on peak + \$10k - \$49k)

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Tentative Date	Size	Market Segment	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
5246	13616	04/19/2024	158	350	1000	12/22/2022	P5 Weekend: (0 on peak + \$10k - \$49k)		\$181,710.45	\$0.00	\$7,578.00	\$0.00	\$0.00	
5246	13617	03/22/2024	158	358	1000	12/22/2022	P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	\$181,710.45	\$0.00	\$7,578.00	\$0.00	\$0.00	
5246	13618	02/09/2024	158	358	1000	12/22/2022	P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	\$181,710.45	\$0.00	\$7,578.00	\$0.00	\$0.00	

Size: P5 Weekend: (0 on peak + \$10k - \$49k) - Subtotal: Total Leads = 3, Requested Rooms = 1066, Total SCCC Rental Cost = \$22,734.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$0.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$0.00, Show Attendees = 3000, EEI Value = \$545,131.35

Year: Request Room Block Begin: 2024 - Subtotal: Total Leads = 4, Requested Rooms = 3166, Total SCCC Rental Cost = \$22,734.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$0.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$0.00, Show Attendees = 3600, EEI Value = \$1,387,340.24

Year: Request Room Block Begin: 2026

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

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Tentative Date	Size	Market Segment	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
7984	13584	07/15/2026	546	3097	1400	12/07/2022	P2 Mid-Week (500-799 on peak / \$250k - \$599k)	CORPORATE	\$1,416,114.44	\$350,000.00	\$150,000.00	\$20,000.00	\$100,000.00	

Size: P2 Mid-Week (500-799 on peak / \$250k - \$599k) - Subtotal: Total Leads = 1, Requested Rooms = 3097, Total SCCC Rental Cost = \$150,000.00, Total SCCC Internet Cost = \$20,000.00, Total F/B Cost = \$350,000.00, Total Audio Visual = \$100,000.00, Total Misc Revenue = \$0.00, Show Attendees = 1400, EEI Value = \$1,416,114.44

Year: Request Room Block Begin: 2026 - Subtotal: Total Leads = 1, Requested Rooms = 3097, Total SCCC Rental Cost = \$150,000.00, Total SCCC Internet Cost = \$20,000.00, Total F/B Cost = \$350,000.00, Total Audio Visual = \$100,000.00, Total Misc Revenue = \$0.00, Show Attendees = 1400, EEI Value = \$1,416,114.44

Grand Total: Total Leads = 37, Requested Rooms = 15519, Total SCCC Rental Cost = \$701,949.60, Total SCCC Internet Cost = \$106,000.00, Total F/B Cost = \$1,545,167.48, Total Audio Visual = \$243,450.80, Total Misc Revenue = \$7,630.00, Show Attendees = 42140, EEI Value = \$12,292,182.48



Prepared On: 02/17/2023
 Prepared By: Marwa Abubakr

REDACTED DSC REPORT 5 - NEW DEFINITE LEADS

Year: Request Room Block Begin	Size	Total Leads	Requested Rooms	Total SCCC Rental Cost	Total SCCC Internet Cost	Total F/B Cost	Total Audio Visual	Total Misc Revenue	Show Attendees	EEI Value
2023	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	2	76	\$32,138.00	\$30,000.00	\$160,000.00	\$80,000.00	\$0.00	1800	\$572,827.72
	P4 Weekend: (<50 on peak + \$50k-\$99K)	3	280	\$77,555.00	\$8,773.00	\$199,436.47	\$21,350.00	\$3,500.00	5700	\$932,768.94
	P5 Mid-Week: (0 on peak + \$15k-\$49K)	3	1661	\$15,753.00	\$0.00	\$0.00	\$0.00	\$0.00	1060	\$495,727.73
	P5 Weekend: (0 on peak + \$10k - \$49k)	16	1791	\$134,293.00	\$3,500.00	\$31,500.00	\$16,950.80	\$1,000.00	21730	\$3,319,548.68
Subtotal for 2023-01-01 00:00:00.0		24	3808	\$259,739.00	\$42,273.00	\$390,936.47	\$118,300.80	\$4,500.00	30290	\$5,320,873.07
2024	P5 Weekend: (0 on peak + \$10k - \$49k)	3	1066	\$22,734.00	\$0.00	\$0.00	\$0.00	\$0.00	3000	\$545,131.35
Subtotal for 2024-01-01 00:00:00.0		3	1066	\$22,734.00	\$0.00	\$0.00	\$0.00	\$0.00	3000	\$545,131.35
Grand Totals		27	4874	\$282,473.00	\$42,273.00	\$390,936.47	\$118,300.80	\$4,500.00	33290	\$5,866,004.42

Year: Request Room Block Begin: 2023

Size: P4 Mid-Week: (<100 on peak + \$50k-\$149K)

Account ID	Lead ID	Requested Room Block Begin	Requested Peak Rms	Requested Rms	Contract Room Block Begin	Contract Peak Rms	Contract Rms	Attendees	Size	Market Segment	Definite Date	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
2645	11211	10/05/2023	23	46	10/05/2023	0	0	800	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	EDUCATIONAL	12/15/2022	\$324,292.96	\$130,000.00	\$21,138.00	\$10,000.00	\$50,000.00	
7979	13599	06/16/2023	30	30	06/16/2023	0	0	1000	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	CORPORATE	12/13/2022	\$248,534.76	\$30,000.00	\$11,000.00	\$20,000.00	\$30,000.00	

Size: P4 Mid-Week: (<100 on peak + \$50k-\$149K) - Subtotal: Total Leads = 2, Requested Rooms = 76, Total SCCC Rental Cost = \$32,138.00, Total SCCC Internet Cost = \$30,000.00, Total F/B Cost = \$160,000.00, Total Audio Visual = \$80,000.00, Total Misc Revenue = \$0.00, Show Attendees = 1800, EEI Value = \$572,827.72

Size: P4 Weekend: (<50 on peak + \$50k-\$99K)

Account ID	Lead ID	Requested Room Block Begin	Requested Peak Rms	Requested Rms	Contract Room Block Begin	Contract Peak Rms	Contract Rms	Attendees	Size	Market Segment	Definite Date	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
5253	9169	11/11/2023	10	10	11/11/2023	0	0	1000	P4 Weekend: (<50 on peak + \$50k-\$99K)	NONPROFIT	12/12/2022	\$166,322.81	\$80,000.00	\$6,471.00	\$0.00	\$0.00	
2092	12384	04/13/2023	50	120	04/13/2023	0	0	700	P4 Weekend: (<50 on peak + \$50k-\$99K)	CORPORATE	12/21/2022	\$276,254.20	\$69,436.47	\$42,158.00	\$8,273.00	\$20,850.00	\$3,500.00

7959	13522	08/17/2023	50	150	08/17/2023	0	0	4000	P4 Weekend: (<50 on peak + \$50k-\$99K)	SOCIAL EVENT	12/06/2022	\$490,191.93	\$50,000.00	\$28,926.00	\$500.00	\$500.00
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Size: P4 Weekend: (<50 on peak + \$50k-\$99K) - Subtotal: Total Leads = 3, Requested Rooms = 280, Total SCCC Rental Cost = \$77,555.00, Total SCCC Internet Cost = \$8,773.00, Total F/B Cost = \$199,436.47, Total Audio Visual = \$21,350.00, Total Misc Revenue = \$3,500.00, Show Attendees = 5700, EEI Value = \$932,768.94

Size: P5 Mid-Week: (0 on peak + \$15k-\$49K)

Account ID	Lead ID	Requested Room Block Begin	Requested Peak Rms	Requested Rms	Contract Room Block Begin	Contract Peak Rms	Contract Rms	Attendees	Size	Market Segment	Definite Date	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
5246	13579	07/23/2023	100	160	07/23/2023	0	0	300	P5 Mid-Week: (0 on peak + \$15k-\$49K)		12/01/2022	\$191,405.78		\$7,952.00			
5246	13600	03/20/2023	301	1501	03/20/2023	0	0	700	P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	12/14/2022	\$299,111.10	\$0.00	\$7,218.00	\$0.00	\$0.00	
7995	13605	04/18/2023	0	0	04/18/2023	0	0	60	P5 Mid-Week: (0 on peak + \$15k-\$49K)	NONPROFIT	12/19/2022	\$5,210.85	\$0.00	\$583.00	\$0.00	\$0.00	

Size: P5 Mid-Week: (0 on peak + \$15k-\$49K) - Subtotal: Total Leads = 3, Requested Rooms = 1661, Total SCCC Rental Cost = \$15,753.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$0.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$0.00, Show Attendees = 1060, EEI Value = \$495,727.73

Size: P5 Weekend: (0 on peak + \$10k - \$49k)

Account ID	Lead ID	Requested Room Block Begin	Requested Peak Rms	Requested Rms	Contract Room Block Begin	Contract Peak Rms	Contract Rms	Attendees	Size	Market Segment	Definite Date	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
2092	12432	01/21/2023	0	0	01/21/2023	0	0	400	P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	12/21/2022	\$38,819.96	\$0.00	\$6,536.00	\$0.00	\$0.00	
5290	13493	11/22/2023	0	0	11/22/2023	0	0	15000	P5 Weekend: (0 on peak + \$10k - \$49k)	SOCIAL EVENT	12/08/2022	\$1,578,040.81	\$25,000.00	\$40,194.00	\$0.00	\$1,500.00	\$1,000.00
7957	13515	05/13/2023	0	0	05/13/2023	0	0	1000	P5 Weekend: (0 on peak + \$10k - \$49k)	EDUCATIONAL	12/07/2022	\$92,908.91	\$5,000.00	\$4,200.00	\$500.00	\$2,500.00	
3242	13537	09/15/2023	30	40	09/16/2023	0	0	250	P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	12/05/2022	\$44,456.53	\$500.00	\$9,616.00	\$0.00	\$0.00	
7977	13561	03/05/2023	0	0	03/05/2023	0	0	600	P5 Weekend: (0 on peak + \$10k - \$49k)	SOCIAL EVENT	12/19/2022	\$66,835.67	\$500.00	\$2,334.00	\$2,500.00	\$5,000.00	
5246	13580	07/20/2023	150	473	07/21/2023	0	0	750	P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	12/01/2022	\$280,276.17		\$3,976.00			

5246	13581	08/04/2023	100	160	08/04/2023	0	0	300	(0 on peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	12/01/2022	\$144,006.23		\$5,964.00		
5329	13586	03/10/2023	15	45	03/10/2023	0	0	650	(0 on peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	12/07/2022	\$123,109.68	\$0.00	\$23,340.00	\$0.00	\$7,450.80
5265	13587	03/04/2023	0	0	03/04/2023	0	0	850	(0 on peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	12/07/2022	\$72,197.31	\$500.00	\$5,135.00	\$500.00	\$500.00
5358	13588	01/14/2023	0	0	01/14/2023	0	0	100	(0 on peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	12/12/2022	\$8,325.74	\$0.00	\$613.00	\$0.00	\$0.00
7987	13591	01/29/2023	0	0	01/29/2023	0	0	30	(0 on peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	12/20/2022	\$3,481.42	\$0.00	\$1,167.00	\$0.00	\$0.00
5282	13606	01/21/2023	0	0	01/21/2023	0	0	50	(0 on peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	ASSOCIATION	12/19/2022	\$4,470.37	\$0.00	\$613.00	\$0.00	\$0.00
5384	13608	01/15/2023	0	0	01/15/2023	0	0	0	(0 on peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	12/20/2022	\$313,303.09	\$0.00	\$5,135.00	\$0.00	\$0.00
5246	13614	11/03/2023	150	300	11/03/2023	0	0	500	(0 on peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)		12/22/2022	\$132,530.81	\$0.00	\$7,578.00	\$0.00	\$0.00
5246	13615	07/15/2023	150	473	07/15/2023	0	0	750	(0 on peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)		12/22/2022	\$180,165.53	\$0.00	\$7,952.00	\$0.00	\$0.00
5246	13619	08/18/2023	150	300	08/18/2023	0	0	500	(0 on peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)		12/22/2022	\$236,620.45	\$0.00	\$9,940.00	\$0.00	\$0.00

Size: P5 Weekend: (0 on peak + \$10k - \$49k) - Subtotal: Total Leads = 16, Requested Rooms = 1791, Total SCCC Rental Cost = \$134,293.00, Total SCCC Internet Cost = \$3,500.00, Total F/B Cost = \$31,500.00, Total Audio Visual = \$16,950.80, Total Misc Revenue = \$1,000.00, Show Attendees = 21730, EEI Value = \$3,319,548.68

Year: Request Room Block Begin: 2023 - Subtotal: Total Leads = 24, Requested Rooms = 3808, Total SCCC Rental Cost = \$259,739.00, Total SCCC Internet Cost = \$42,273.00, Total F/B Cost = \$390,936.47, Total Audio Visual = \$118,300.80, Total Misc Revenue = \$4,500.00, Show Attendees = 30290, EEI Value = \$5,320,873.07

Year: Request Room Block Begin: 2024

Size: P5 Weekend: (0 on peak + \$10k - \$49k)

Account ID	Lead ID	Requested Room Block Begin	Requested Peak Rms	Requested Rms	Contract Room Block Begin	Contract Peak Rms	Contract Rms	Attendees	Size	Market Segment	Definite Date	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
5246	13616	04/19/2024	158	350	04/19/2024	0	0	1000	P5 Weekend: (0 on peak + \$10k - \$49k)		12/22/2022	\$181,710.45	\$0.00	\$7,578.00	\$0.00	\$0.00	
5246	13617	03/22/2024	158	358	03/22/2024	0	0	1000	P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	12/22/2022	\$181,710.45	\$0.00	\$7,578.00	\$0.00	\$0.00	
5246	13618	02/09/2024	158	358	02/09/2024	0	0	1000	P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	12/22/2022	\$181,710.45	\$0.00	\$7,578.00	\$0.00	\$0.00	

Size: P5 Weekend: (0 on peak + \$10k - \$49k) - Subtotal: Total Leads = 3, Requested Rooms = 1066, Total SCCC Rental Cost = \$22,734.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$0.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$0.00, Show Attendees = 3000, EEI Value = \$545,131.35

Year: Request Room Block Begin: 2024 - Subtotal: Total Leads = 3, Requested Rooms = 1066, Total SCCC Rental Cost = \$22,734.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$0.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$0.00, Show Attendees = 3000, EEI Value = \$545,131.35

Grand Total: Total Leads = 27, Requested Rooms = 4874, Total SCCC Rental Cost = \$282,473.00, Total SCCC Internet Cost = \$42,273.00, Total F/B Cost = \$390,936.47, Total Audio Visual = \$118,300.80, Total Misc Revenue = \$4,500.00, Show Attendees = 33290, EEI Value = \$5,866,004.42



REDACTED DSC REPORT 7 - NEW LOST LEADS

Year: Request Room Block Begin	Size	Total Leads	Requested Rooms	SUM: Overall Projected Building Spend	Total SCCC Rental Cost	Total SCCC Internet Cost	Total F/B Cost	Total Audio Visual	Total Misc Revenue	Show Attendees	EEI Value
2023	P4 Weekend: (<50 on peak + \$50k-\$99K)	1	300	\$86,554.00	\$44,054.00	\$1,000.00	\$11,500.00	\$30,000.00	\$0.00	2000	\$464,898.73
Subtotal for 2023-01-01 00:00:00.0		1	300	\$86,554.00	\$44,054.00	\$1,000.00	\$11,500.00	\$30,000.00	\$0.00	2000	\$464,898.73
Grand Totals		1	300	\$86,554.00	\$44,054.00	\$1,000.00	\$11,500.00	\$30,000.00	\$0.00	2000	\$464,898.73

Year: Request Room Block Begin: 2023

Size: P4 Weekend: (<50 on peak + \$50k-\$99K)

Account ID	Lead ID	Requested Room Block Begin	Requested Peak Rms	Requested Rms	Attendees	Lost Date	Lost Size	Market Segment	Lost Reason	Lost Code(s)	Lost Date	EEI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
2152	8878	03/02/2023	100	300	2000		P4 Weekend: (<50 on peak + \$50k-\$99K)	SO - SMERF/HOBBY/VOCATIONAL	client cancelling 2023 event and being charged 75% cancellation fees. for any space resold, we will take the value of the rent for those given days and spaces and move that from their 2023 cancellation fees towards a 2024 deposit, we will book 2024 in feb. 2023 when we are within 30 days of their originally contracted dates and we no longer can resell any space for events.	COVID-19 - Health Concerns		\$464,898.73	\$86,554.00	\$11,500.00	\$44,054.00	\$1,000.00	\$30,000.00	

Size: P4 Weekend: (<50 on peak + \$50k-\$99K) - Subtotal: Total Leads = 1, Requested Rooms = 300, SUM: Overall Projected Building Spend = \$86,554.00, Total SCCC Rental Cost = \$44,054.00, Total SCCC Internet Cost = \$1,000.00, Total F/B Cost = \$11,500.00, Total Audio Visual = \$30,000.00, Total Misc Revenue = \$0.00, Show Attendees = 2000, EEI Value = \$464,898.73

Year: Request Room Block Begin: 2023 - Subtotal: Total Leads = 1, Requested Rooms = 300, SUM: Overall Projected Building Spend = \$86,554.00, Total SCCC Rental Cost = \$44,054.00, Total SCCC Internet Cost = \$1,000.00, Total F/B Cost = \$11,500.00, Total Audio Visual = \$30,000.00, Total Misc Revenue = \$0.00, Show Attendees = 2000, EEI Value = \$464,898.73

DISCOVER
**SANTA
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JANUARY 2023
SALES ACTIVITY RECAP

UPDATED: 02-17-23





MONTHLY TOTALS BY EVENT PRIORITY TYPE

	P 1 - P 2	P 3	P 4	P 5
Current Active Prospects	50	147	157	301
December	P 1 - P 2	P 3	P 4	P 5
Actively Researching	272	0	0	0
New Prospects	2	4	8	40
New Tentatives	2	2	4	22
New Definites	1	0	5	17



Silicon Valley/Santa Clara DMO Inc.

P1 + P2 Performance Measures

	2022/23 Target	YTD	July	August	September	October	November	December	January
1. Consumed Event Mix									
Percent of P1 Events	1%								
Number of P1 Events	3	0	0	0	0	0	0	0	0
Percent of P2 Events	2%								
Number of P2 Events	6	0	0	0	0	0	0	0	0
2. Number of Definite Events Booked in the Year for Future Years									
Number of P1 Events	5	0	0	0	0	0	0	0	0
Number of P2 Events	11	0	0	0	0	0	0	0	0
3. Convention Center Gross Revenue	\$2,580,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
4. Number of Room Night Booked for Future Years	16,438	0	0	0	0	0	0	0	0
5. Number of Room Nights Consumed	9,375	0	0	0	0	0	0	0	0
6. Number of Consumed Weeks Impacted	9	0	0	0	0	0	0	0	0
7. Customer Service Survey Results	85%		-	-	-	-	-	-	-
8. Number of Active Prospects	300	324	35	38	51	51	50	49	50
9. Economic Impact of Consumed P1 & P2 Events	\$6,031,943	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

Prospecting Goals

CSM #1 - Eddie Ryan	2022/23 Target	YTD	July	August	September	October	November	December	January
Prospecting Goal - Number of new prospects	50				5	5	5	5	5
Actual	12	12				7	2	1	2

CSM #2 - Open Role	2022/23 Target	YTD	July	August	September	October	November	December	January
Prospecting Goal - Number of new prospects	60		5	5	5	5	5	5	5
Actual	19	19	7	7	5				

DOS - Open Role	2022/23 Target	YTD	July	August	September	October	November	December	January
Prospecting Goal - Number of new prospects	36					4	4	4	4
Actual	0	0							



SCCC	Beg	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total YTD	Month Avg	Annual Avg	3 Year Pace
Researching	151	39	57	20	23	0	0	0						290	19.857	238.286	865.86
Prospects	31	7	7	6	7	2	1	2						63	5	54.8571	196

Meeting & Convention Sales

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

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

Notable P1/P2 Bookings for January	Rent	F&B	Total Room Nights
[REDACTED]	\$50,000.00	\$150,000.00	750
Notable P1/P2 Lost Leads for January	Rent	F&B	Total Room Nights

Glossary of Terms & Definitions:

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

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

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

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

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

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

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



REDACTED DSC REPORT 1 - NEW PROSPECT LEADS

Size	Total Leads	Requested Rooms	Overall Projected Building Spend	Total SCCC Rental Cost	Total SCCC Internet Cost	Total F/B Cost	Total Audio Visual	Total Misc Revenue	Show Attendees	EEI Value
P1 M d-Week (800+ on Peak / \$600k+)	1	3100	\$1,741,000.00	\$150,000.00	\$25,000.00	\$1,416,000.00	\$150,000.00	\$0.00	5000	\$3,378,628.29
P2 Weekend (150-399 on peak / \$200k-\$399k)	1	1100	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	1200	\$716,161.83
P3 M d-Week: (100-599 on peak / \$150k-\$249k)	3	4119	\$677,360.00	\$144,360.00	\$40,000.00	\$375,000.00	\$118,000.00	\$0.00	3800	\$2,746,163.97
P3 Weekend: (50-149 on peak+ \$100k-\$199k)	1	1252	\$165,000.00	\$65,000.00	\$0.00	\$100,000.00	\$0.00	\$0.00	2000	\$1,058,685.11
P4 M d-Week: (<100 on peak + \$50k-\$149k)	5	562	\$371,277.00	\$68,777.00	\$14,000.00	\$280,000.00	\$8,500.00	\$0.00	2300	\$780,855.55
P4 Weekend: (<50 on peak + \$50k-\$99k)	3	0	\$162,232.00	\$141,232.80	\$500.00	\$15,000.00	\$5,500.00	\$0.00	5000	\$957,824.78
P5 M d-Week: (0 on peak + \$15k-\$49k)	14	3209	\$368,384.00	\$100,805.00	\$14,272.00	\$242,249.49	\$10,383.56	\$675.00	8360	\$2,096,612.83
P5 Social: (0 on peak+ \$10k - \$49k)	4	100	\$132,129.00	\$14,929.60	\$0.00	\$114,200.00	\$3,000.00	\$0.00	2200	\$330,487.04
P5 Weekend: (0 on peak + \$10k - \$49k)	22	1309	\$327,802.00	\$231,312.90	\$14,500.00	\$63,970.80	\$17,000.00	\$1,020.00	24050	\$3,363,871.30
Grand Totals	54	14751	\$3,945,184.00	\$916,417.30	\$108,272.00	\$2,606,420.29	\$312,383.56	\$1,695.00	53910	\$15,429,290.70

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

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Prospect Date	Size	Market Segment	EEI Type	EEI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue	Organization Credit
7999	13627	05/04/2025	1000	3100	5000	01/05/2023	P1 M d-Week (800+ on Peak / \$600k+)	CORPORATE	EIC Tag: Tentative	\$3,378,628.29	\$1,741,000.00	\$1,416,000.00	\$150,000.00	\$25,000.00	\$150,000.00		DMO

Size: P1 Mid-Week (800+ on Peak / \$600k+) - Subtotal: Total Leads = 1, Requested Rooms = 3100, Overall Projected Building Spend = \$1,741,000.00, Total SCCC Rental Cost = \$150,000.00, Total SCCC Internet Cost = \$25,000.00, Total F/B Cost = \$1,416,000.00, Total Audio Visual = \$150,000.00, Total Misc Revenue = \$0.00, Show Attendees = 5000, EEI Value = \$3,378,628.29

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

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Prospect Date	Size	Market Segment	EEI Type	EEI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue	Organization Credit
4035	13676	01/18/2024	600	1100	1200	01/26/2023	P2 Weekend (150-399 on peak / \$200k-\$399k)		EIC Tag: Tentative	\$716,161.83	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		

Size: P2 Weekend (150-399 on peak / \$200k-\$399k) - Subtotal: Total Leads = 1, Requested Rooms = 1100, Overall Projected Building Spend = \$0.00, Total SCCC Rental Cost = \$0.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$0.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$0.00, Show Attendees = 1200, EEI Value = \$716,161.83

Size: P3 Mid-Week: (100-599 on peak / \$150k-\$249k)

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Prospect Date	Size	Market Segment	EIC Type	EIC Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue	Organization Credit
4715	13633	09/14/2027	450	1356	500	01/06/2023	P3 Mid-Week: (100-599 on peak / \$150k-\$249k)	ASSOCIATION	EIC Tag: Tentative	\$768,370.58	\$160,000.00	\$100,000.00	\$40,000.00	\$10,000.00	\$10,000.00		Levy
3949	13638	05/06/2024	500	1930	800	01/13/2023	P3 Mid-Week: (100-599 on peak / \$150k-\$249k)	CORPORATE	EIC Tag: Tentative	\$973,911.95	\$220,000.00	\$150,000.00	\$50,000.00	\$10,000.00	\$10,000.00		Levy
4178	13663	01/20/2024	301	833	2500	01/26/2023	P3 Mid-Week: (100-599 on peak / \$150k-\$249k)	ASSOCIATION	EIC Tag: Tentative	\$1,003,881.44	\$297,360.00	\$125,000.00	\$54,360.00	\$20,000.00	\$98,000.00		Spectra

Size: P3 Mid-Week: (100-599 on peak / \$150k-\$249k) - Subtotal: Total Leads = 3, Requested Rooms = 4119, Overall Projected Building Spend = \$677,360.00, Total SCCC Rental Cost = \$144,360.00, Total SCCC Internet Cost = \$40,000.00, Total F/B Cost = \$375,000.00, Total Audio Visual = \$118,000.00, Total Misc Revenue = \$0.00, Show Attendees = 3800, EIC Value = \$2,746,163.97

Size: P3 Weekend: (50-149 on peak+ \$100k-\$199K)

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Prospect Date	Size	Market Segment	EIC Type	EIC Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue	Organization Credit
620	13646	03/31/2025	500	1252	2000	01/17/2023	P3 Weekend: (50-149 on peak+ \$100k-\$199K)	AE - ASSN/EDUCATIONAL	EIC Tag: Tentative	\$1,058,685.11	\$165,000.00	\$100,000.00	\$65,000.00	\$0.00	\$0.00		Spectra

Size: P3 Weekend: (50-149 on peak+ \$100k-\$199K) - Subtotal: Total Leads = 1, Requested Rooms = 1252, Overall Projected Building Spend = \$165,000.00, Total SCCC Rental Cost = \$65,000.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$100,000.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$0.00, Show Attendees = 2000, EIC Value = \$1,058,685.11

Size: P4 Mid-Week: (<100 on peak + \$50k-\$149K)

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Prospect Date	Size	Market Segment	EIC Type	EIC Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue	Organization Credit
4198	13632	10/22/2023	50	130	450	01/04/2023	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	CORPORATE	EIC Tag: Tentative	\$171,589.94	\$74,000.00	\$50,000.00	\$13,000.00	\$10,000.00	\$1,000.00		Levy
3954	13640	03/18/2024	30	70	300	01/17/2023	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	ASSOCIATION	EIC Tag: Tentative	\$180,470.88	\$119,512.00	\$100,000.00	\$19,512.00	\$0.00	\$0.00		Spectra
1008	13645	09/13/2023	30	40	300	01/17/2023	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	EDUCATIONAL	EIC Tag: Tentative	\$98,605.11	\$60,062.00	\$50,000.00	\$9,562.00	\$0.00	\$500.00		Spectra
1302	13656	10/07/2023	100	320	400	01/23/2023	P4 Mid-Week: (<100 on peak + \$50k-\$149K)		EIC Tag: Tentative	\$201,085.50	\$58,000.00	\$30,000.00	\$24,000.00	\$2,000.00	\$2,000.00		Levy
1703	13658	09/25/2023	2	2	850	01/24/2023	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	CORPORATE	EIC Tag: Tentative	\$129,104.12	\$59,703.00	\$50,000.00	\$2,703.00	\$2,000.00	\$5,000.00		Levy

Size: P4 Mid-Week: (<100 on peak + \$50k-\$149K) - Subtotal: Total Leads = 5, Requested Rooms = 562, Overall Projected Building Spend = \$371,277.00, Total SCCC Rental Cost = \$68,777.00, Total SCCC Internet Cost = \$14,000.00, Total F/B Cost = \$280,000.00, Total Audio Visual = \$8,500.00, Total Misc Revenue = \$0.00, Show Attendees = 2300, EIC Value = \$780,855.55

Size: P4 Weekend: (<50 on peak + \$50k-\$99K)

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Prospect Date	Size	Market Segment	EI Type	EI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue	Organization Credit
8006	13661	03/01/2024	0	0	1500	01/26/2023	P4 Weekend: (<50 on peak + \$50k-\$99K)	CORPORATE	EIC Tag: Tentative	\$362,102.66	\$53,000.00	\$5,000.00	\$45,000.00	\$500.00	\$2,500.00		Spectra
3765	13666	09/01/2023	0	0	1000	01/26/2023	P4 Weekend: (<50 on peak + \$50k-\$99K)		EIC Tag: Tentative	\$187,568.24	\$53,500.00	\$5,000.00	\$48,000.00	\$0.00	\$500.00		Spectra
8008	13668	04/05/2024	0	0	2500	01/26/2023	P4 Weekend: (<50 on peak + \$50k-\$99K)	SPORTS & ATHLETICS	EIC Tag: Tentative	\$408,153.88	\$55,732.00	\$5,000.00	\$48,232.80	\$0.00	\$2,500.00		Spectra

Size: P4 Weekend: (<50 on peak + \$50k-\$99K) - Subtotal: Total Leads = 3, Requested Rooms = 0, Overall Projected Building Spend = \$162,232.00, Total SCCC Rental Cost = \$141,232.80, Total SCCC Internet Cost = \$500.00, Total F/B Cost = \$15,000.00, Total Audio Visual = \$5,500.00, Total Misc Revenue = \$0.00, Show Attendees = 5000, EEI Value = \$957,824.78

Size: P5 Mid-Week: (0 on peak + \$15k-\$49K)

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Prospect Date	Size	Market Segment	EI Type	EI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue	Organization Credit
5246	13620	06/26/2023	160	272	400	01/02/2023	P5 M d-Week: (0 on peak + \$15k-\$49K)	CORPORATE	EIC Tag: Booked	\$81,953.40	\$1,808.00	\$0.00	\$1,808.00	\$0.00	\$0.00		Spectra
5246	13621	02/26/2024	160	615	550	01/02/2023	P5 M d-Week: (0 on peak + \$15k-\$49K)	CORPORATE	EIC Tag: Booked	\$186,944.76	\$10,104.00	\$0.00	\$10,104.00	\$0.00	\$0.00		Spectra
5246	13622	07/09/2024	300	1152	600	01/02/2023	P5 M d-Week: (0 on peak + \$15k-\$49K)	CORPORATE	EIC Tag: Booked	\$301,243.54	\$8,352.00	\$0.00	\$8,352.00	\$0.00	\$0.00		Spectra
8000	13635	01/26/2023	0	0	140	01/10/2023	P5 M d-Week: (0 on peak + \$15k-\$49K)	CORPORATE	EIC Tag: Tentative	\$20,848.64	\$10,050.00	\$8,000.00	\$1,050.00	\$500.00	\$500.00		Levy
8001	13637	06/06/2023	0	0	300	01/11/2023	P5 M d-Week: (0 on peak + \$15k-\$49K)	CORPORATE	EIC Tag: Tentative	\$49,285.72	\$24,000.00	\$20,000.00	\$3,000.00	\$500.00	\$500.00		Levy
1347	13641	04/21/2023	0	0	500	01/17/2023	P5 M d-Week: (0 on peak + \$15k-\$49K)		EIC Tag: Tentative	\$123,181.71	\$84,616.00	\$75,000.00	\$9,616.00	\$0.00	\$0.00		Spectra
6519	13653	09/15/2023	0	0	650	01/19/2023	P5 M d-Week: (0 on peak + \$15k-\$49K)	CORPORATE	EIC Tag: Tentative	\$75,826.61	\$21,714.00	\$10,749.49	\$5,135.00	\$2,772.00	\$2,383.56	\$675.00	Levy
3480	13654	06/13/2023	0	0	300	01/23/2023	P5 M d-Week: (0 on peak + \$15k-\$49K)	CORPORATE	EIC Tag: Tentative	\$69,212.47	\$45,000.00	\$30,000.00	\$11,000.00	\$2,000.00	\$2,000.00		Levy
6615	13655	10/09/2023	0	0	500	01/23/2023	P5 M d-Week: (0 on peak + \$15k-\$49K)	ASSOCIATION	EIC Tag: Tentative	\$80,373.71	\$41,808.00	\$40,000.00	\$808.00	\$0.00	\$1,000.00		Levy
5103	13662	04/11/2023	0	0	200	01/26/2023	P5 M d-Week: (0 on	CORPORATE	EIC Tag: Tentative	\$32,357.48	\$15,500.00	\$3,500.00	\$4,500.00	\$7,000.00	\$500.00		Spectra

8007	13667	06/26/2023	0	0	2000	01/26/2023	peak + \$15k-\$49K) P5 M d-Week: (0 on peak + \$15k-\$49K)	ASSOCIATION	EIC Tag: Tentative	\$203,593.82	\$42,174.00	\$30,000.00	\$12,174.00	\$0.00	\$0.00		Levy
1042	13670	06/03/2024	0	0	800	01/26/2023	peak + \$15k-\$49K) P5 M d-Week: (0 on peak + \$15k-\$49K)	ASSOCIATION	EIC Tag: Tentative	\$213,285.12	\$28,097.00	\$5,000.00	\$20,097.00	\$500.00	\$2,500.00		Spectra
4950	13674	09/06/2023	0	0	250	01/26/2023	peak + \$15k-\$49K) P5 M d-Week: (0 on peak + \$15k-\$49K)	CORPORATE	EIC Tag: Tentative	\$46,492.86	\$27,209.00	\$20,000.00	\$5,209.00	\$1,000.00	\$1,000.00		Levy
5246	13677	06/17/2024	411	1170	1170	01/31/2023	peak + \$15k-\$49K) P5 M d-Week: (0 on peak + \$15k-\$49K)		EIC Tag: Booked	\$612,012.99	\$7,952.00	\$0.00	\$7,952.00	\$0.00	\$0.00		Spectra

Size: P5 Mid-Week: (0 on peak + \$15k-\$49K) - Subtotal: Total Leads = 14, Requested Rooms = 3209, Overall Projected Building Spend = \$368,384.00, Total SCCC Rental Cost = \$100,805.00, Total SCCC Internet Cost = \$14,272.00, Total F/B Cost = \$242,249.49, Total Audio Visual = \$10,383.56, Total Misc Revenue = \$675.00, Show Attendees = 8360, EEI Value = \$2,096,612.83

Size: P5 Social: (0 on peak+ \$10k - \$49k)

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Prospect Date	Size	Market Segment	EEI Type	EEI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue	Organization Credit
5355	13634	12/23/2023	50	50	400	01/09/2023	P5 Social: (0 on peak+ \$10k - \$49k)	SOCIAL EVENT	EIC Tag: Tentative	\$76,262.90	\$31,808.00	\$30,000.00	\$1,808.00	\$0.00	\$0.00		Levy
1743	13636	03/15/2024	0	0	900	01/10/2023	P5 Social: (0 on peak+ \$10k - \$49k)	NONPROFIT	EIC Tag: Tentative	\$114,631.93	\$43,750.00	\$35,000.00	\$6,250.00	\$0.00	\$2,500.00		Levy
5355	13652	06/10/2023	50	50	400	01/19/2023	P5 Social: (0 on peak+ \$10k - \$49k)	SOCIAL EVENT	EIC Tag: Tentative	\$66,402.90	\$21,948.00	\$19,200.00	\$2,748.00	\$0.00	\$0.00		Levy
5394	13657	05/19/2023	0	0	500	01/24/2023	P5 Social: (0 on peak+ \$10k - \$49k)	NONPROFIT	EIC Tag: Tentative	\$73,189.31	\$34,623.00	\$30,000.00	\$4,123.60	\$0.00	\$500.00		Levy

Size: P5 Social: (0 on peak+ \$10k - \$49k) - Subtotal: Total Leads = 4, Requested Rooms = 100, Overall Projected Building Spend = \$132,129.00, Total SCCC Rental Cost = \$14,929.60, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$114,200.00, Total Audio Visual = \$3,000.00, Total Misc Revenue = \$0.00, Show Attendees = 2200, EEI Value = \$330,487.04

Size: P5 Weekend: (0 on peak + \$10k - \$49k)

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Prospect Date	Size	Market Segment	EEI Type	EEI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue	Organization Credit
5246	13623	02/02/2024	150	300	500	01/02/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	EIC Tag: Booked	\$134,222.72	\$7,578.00	\$0.00	\$7,578.00	\$0.00	\$0.00		Spectra
5246	13624	01/31/2025	150	300	500	01/02/2023	P5 Weekend: (0 on	SPORTS & ATHLETICS	EIC Tag: Booked	\$136,345.47	\$7,956.00	\$0.00	\$7,956.00	\$0.00	\$0.00		Spectra

5246	13625	11/01/2024	100	176	500	01/02/2023	peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	EIC Tag: Booked	\$106,727.89	\$7,956.00	\$0.00	\$7,956.00	\$0.00	\$0.00	Spectra	
5061	13626	05/20/2023	0	0	200	01/03/2023	peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	EIC Tag: Booked	\$33,166.46	\$6,520.00	\$470.80	\$5,030.00	\$0.00	\$0.00	\$1,020.00	Levy
1595	13628	12/15/2023	75	175	1000	01/04/2023	peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	EIC Tag: Tentative	\$165,119.56	\$39,232.00	\$4,500.00	\$31,732.00	\$500.00	\$2,500.00	Spectra	
5335	13629	04/01/2023	0	0	500	01/04/2023	peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	SOCIAL EVENT	EIC Tag: Tentative	\$51,918.23	\$4,834.00	\$0.00	\$2,334.00	\$0.00	\$2,500.00	Spectra	
2092	13630	02/12/2023	0	0	450	01/04/2023	peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	EIC Tag: Booked	\$37,044.34	\$2,334.00	\$0.00	\$2,334.00	\$0.00	\$0.00	Spectra	
2092	13631	03/05/2023	0	0	450	01/04/2023	peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	EIC Tag: Booked	\$39,378.34	\$4,668.00	\$0.00	\$4,668.00	\$0.00	\$0.00	Spectra	
5246	13639	05/17/2024	150	358	1000	01/17/2023	peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)		EIC Tag: Booked	\$185,670.81	\$5,964.00	\$0.00	\$5,964.00	\$0.00	\$0.00	Spectra	
5248	13642	10/20/2023	0	0	5000	01/17/2023	peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	SOCIAL EVENT	EIC Tag: Tentative	\$526,078.76	\$47,000.00	\$5,000.00	\$41,000.00	\$500.00	\$500.00	Spectra	
8002	13643	03/25/2023	0	0	500	01/17/2023	peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	NONPROFIT	EIC Tag: Booked	\$44,322.45	\$3,968.00	\$0.00	\$3,968.00	\$0.00	\$0.00	Spectra	
8003	13644	02/10/2023	0	0	1500	01/17/2023	peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	EIC Tag: Tentative	\$169,514.03	\$5,135.00	\$0.00	\$5,135.00	\$0.00	\$0.00	Spectra	
5371	13650	05/20/2023	0	0	600	01/17/2023	peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	EIC Tag: Tentative	\$48,613.45	\$2,334.00	\$0.00	\$2,334.00	\$0.00	\$0.00	Spectra	

8004	13659	09/23/2023	0	0	800	01/25/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	ASSOCIATION	EIC Tag: Tentative	\$130,027.13	\$35,000.00	\$30,000.00	\$5,000.00	\$0.00	\$0.00	Levy
8005	13660	02/11/2024	0	0	500	01/26/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	ASSOCIATION	EIC Tag: Tentative	\$199,964.37	\$2,904.00	\$0.00	\$2,404.00		\$500.00	Spectra
1595	13664	02/01/2024	0	0	1000	01/26/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	EIC Tag: Tentative	\$212,927.74	\$39,232.00	\$4,500.00	\$31,732.00	\$500.00	\$2,500.00	Spectra
1595	13665	04/11/2024	0	0	1000	01/26/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	EIC Tag: Tentative	\$323,658.65	\$39,232.00	\$4,500.00	\$31,732.00	\$500.00	\$2,500.00	Spectra
8009	13669	03/04/2023	0	0	1600	01/26/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	EIC Tag: Tentative	\$175,805.12	\$25,135.00	\$5,000.00	\$5,135.00	\$10,000.00	\$5,000.00	Spectra
8010	13671	04/06/2024	0	0	5000	01/26/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	EIC Tag: Tentative	\$522,011.38	\$33,097.00	\$10,000.00	\$20,097.00	\$2,500.00	\$500.00	Spectra
8011	13672	05/19/2023	0	0	500	01/26/2023	P5 Weekend: (0 on peak + \$10k - \$49k)		EIC Tag: Booked	\$40,899.71	\$2,334.00	\$0.00	\$2,334.00	\$0.00	\$0.00	Spectra
5398	13673	03/19/2023	0	0	450	01/26/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	EIC Tag: Booked	\$36,099.24	\$1,388.00	\$0.00	\$1,388.90	\$0.00	\$0.00	Spectra
491	13675	05/04/2023	0	0	500	01/26/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	EDUCATIONAL	EIC Tag: Booked	\$44,355.45	\$4,001.00	\$0.00	\$3,501.00	\$0.00	\$500.00	Spectra

Size: P5 Weekend: (0 on peak + \$10k - \$49k) - Subtotal: Total Leads = 22, Requested Rooms = 1309, Overall Projected Building Spend = \$327,802.00, Total SCCC Rental Cost = \$231,312.90, Total SCCC Internet Cost = \$14,500.00, Total F/B Cost = \$63,970.80, Total Audio Visual = \$17,000.00, Total Misc Revenue = \$1,020.00, Show Attendees = 24050, EEI Value = \$3,363,871.30

Grand Total: Total Leads = 54, Requested Rooms = 14751, Overall Projected Building Spend = \$3,945,184.00, Total SCCC Rental Cost = \$916,417.30, Total SCCC Internet Cost = \$108,272.00, Total F/B Cost = \$2,606,420.29, Total Audio Visual = \$312,383.56, Total Misc Revenue = \$1,695.00, Show Attendees = 53910, EEI Value = \$15,429,290.70



Prepared On: 02/17/2023
 Prepared By: Marwa Abubakr

REDACTED DSC REPORT 3 - NEW TENTATIVE LEADS

Year: Request Room Block Begin	Size	Total Leads	Requested Rooms	Total SCCC Rental Cost	Total SCCC Internet Cost	Total F/B Cost	Total Audio Visual	Total Misc Revenue	Show Attendees	EEI Value
2023	P3 Mid-Week: (100-599 on peak / \$150k-\$249k)	1	330	\$40,000.00	\$20,000.00	\$300,000.00	\$20,000.00	\$0.00	2000	\$699,387.02
	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	2	22	\$9,640.00	\$7,000.00	\$150,000.00	\$10,000.00	\$0.00	1650	\$314,595.80
	P4 Social: (<50 on peak+ \$50k - \$99k)	1	40	\$10,000.00	\$0.00	\$180,000.00	\$2,000.00	\$0.00	900	\$271,724.68
	P4 Weekend: (<50 on peak + \$50k-\$99k)	1	115	\$40,194.00	\$0.00	\$0.00	\$0.00	\$0.00	10000	\$1,053,523.86
	P5 Mid-Week: (0 on peak + \$15k-\$49K)	2	314	\$72,006.00	\$500.00	\$5,000.00	\$500.00	\$0.00	1200	\$233,403.82
	P5 Weekend: (0 on peak + \$10k - \$49k)	12	715	\$94,327.90	\$9,000.00	\$87,970.80	\$10,000.00	\$1,020.00	8550	\$1,161,018.30
Subtotal for 2023-01-01 00:00:00.0		19	1536	\$266,167.90	\$36,500.00	\$722,970.80	\$42,500.00	\$1,020.00	24300	\$3,733,653.48
2024	P1 Mid-Week (800+ on Peak / \$600k+)	1	4265	\$150,000.00	\$25,000.00	\$500,000.00	\$50,000.00	\$0.00	1300	\$2,437,088.70
	P5 Mid-Week: (0 on peak + \$15k-\$49K)	3	2937	\$26,408.00	\$0.00	\$0.00	\$0.00	\$0.00	2320	\$1,100,201.29
	P5 Weekend: (0 on peak + \$10k - \$49k)	4	848	\$32,975.00	\$0.00	\$0.00	\$0.00	\$1,100.00	2500	\$504,500.43
Subtotal for 2024-01-01 00:00:00.0		8	8050	\$209,383.00	\$25,000.00	\$500,000.00	\$50,000.00	\$1,100.00	6120	\$4,041,790.42
2025	P1 Mid-Week (800+ on Peak / \$600k+)	1	3100	\$150,000.00	\$25,000.00	\$1,416,000.00	\$150,000.00	\$0.00	5000	\$3,378,628.29
	P3 Weekend: (50-149 on peak+ \$100k-\$199K)	1	1252	\$65,000.00	\$0.00	\$100,000.00	\$0.00	\$0.00	2000	\$1,058,685.11
	P5 Weekend: (0 on peak + \$10k - \$49k)	1	300	\$7,956.00	\$0.00	\$0.00	\$0.00	\$0.00	500	\$136,345.47
Subtotal for 2025-01-01 00:00:00.0		3	4652	\$222,956.00	\$25,000.00	\$1,516,000.00	\$150,000.00	\$0.00	7500	\$4,573,658.87
Grand Totals		30	14238	\$698,506.90	\$86,500.00	\$2,738,970.80	\$242,500.00	\$2,120.00	37920	\$12,349,102.77

Year: Request Room Block Begin: 2023

Size: P3 Mid-Week: (100-599 on peak / \$150k-\$249k)

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Tentative Date	Size	Market Segment	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
1617	9575	11/04/2023	100	330	2000	01/19/2023	P3 Mid-Week: (100-599 on peak / \$150k-\$249k)	ASSOCIATION	\$699,387.02	\$300,000.00	\$40,000.00	\$20,000.00	\$20,000.00	

Size: P3 Mid-Week: (100-599 on peak / \$150k-\$249k) - Subtotal: Total Leads = 1, Requested Rooms = 330, Total SCCC Rental Cost = \$40,000.00, Total SCCC Internet Cost = \$20,000.00, Total F/B Cost = \$300,000.00, Total Audio Visual = \$20,000.00, Total Misc Revenue = \$0.00, Show Attendees = 2000, EEI Value = \$699,387.02

Size: P4 Mid-Week: (<100 on peak + \$50k-\$149K)

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Tentative Date	Size	Market Segment	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
5123	9328	04/04/2023	10	20	800	01/19/2023	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	CORPORATE	\$185,491.68	\$100,000.00	\$6,937.00	\$5,000.00	\$5,000.00	
1703	13658	09/25/2023	2	2	850	01/24/2023	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	CORPORATE	\$129,104.12	\$50,000.00	\$2,703.00	\$2,000.00	\$5,000.00	

Size: P4 Mid-Week: (<100 on peak + \$50k-\$149K) - Subtotal: Total Leads = 2, Requested Rooms = 22, Total SCCC Rental Cost = \$9,640.00, Total SCCC Internet Cost = \$7,000.00, Total F/B Cost = \$150,000.00, Total Audio Visual = \$10,000.00, Total Misc Revenue = \$0.00, Show Attendees = 1650, EEI Value = \$314,595.80

Size: P4 Social: (<50 on peak+ \$50k - \$99k)

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Tentative Date	Size	Market Segment	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
6467	13582	10/20/2023	20	40	900	01/17/2023	P4 Social: (<50 on peak+ \$50k - \$99k)	ASSOCIATION	\$271,724.68	\$180,000.00	\$10,000.00	\$0.00	\$2,000.00	

Size: P4 Social: (<50 on peak+ \$50k - \$99k) - Subtotal: Total Leads = 1, Requested Rooms = 40, Total SCCC Rental Cost = \$10,000.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$180,000.00, Total Audio Visual = \$2,000.00, Total Misc Revenue = \$0.00, Show Attendees = 900, EEI Value = \$271,724.68

Size: P4 Weekend: (<50 on peak + \$50k-\$99K)

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Tentative Date	Size	Market Segment	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
5366	11131	07/14/2023	41	115	10000	01/10/2023	P4 Weekend: (<50 on 043)	ASSOCIATION	\$1,053,523.86	\$0.00	\$40,194.00	\$0.00	\$0.00	

peak +
\$50k-\$99K)

Size: P4 Weekend: (<50 on peak + \$50k-\$99K) - Subtotal: Total Leads = 1, Requested Rooms = 115, Total SCCC Rental Cost = \$40,194.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$0.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$0.00, Show Attendees = 10000, EEI Value = \$1,053,523.86

Size: P5 Mid-Week: (0 on peak + \$15k-\$49K)

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Tentative Date	Size	Market Segment	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
4738	11210	11/25/2023	7	42	800	01/19/2023	P5 Mid-Week: (0 on peak + \$15k-\$49K)	ASSOCIATION	\$151,450.42	\$5,000.00	\$70,198.00	\$500.00	\$500.00	
5246	13620	06/26/2023	160	272	400	01/02/2023	P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	\$81,953.40	\$0.00	\$1,808.00	\$0.00	\$0.00	

Size: P5 Mid-Week: (0 on peak + \$15k-\$49K) - Subtotal: Total Leads = 2, Requested Rooms = 314, Total SCCC Rental Cost = \$72,006.00, Total SCCC Internet Cost = \$500.00, Total F/B Cost = \$5,000.00, Total Audio Visual = \$500.00, Total Misc Revenue = \$0.00, Show Attendees = 1200, EEI Value = \$233,403.82

Size: P5 Weekend: (0 on peak + \$10k - \$49k)

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Tentative Date	Size	Market Segment	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
5134	8876	03/04/2023	250	500	500	01/09/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	\$167,079.61	\$0.00	\$5,530.00	\$0.00	\$0.00	
1595	9623	11/17/2023	30	40	2000	01/04/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	\$280,138.81	\$3,000.00	\$15,866.00	\$7,500.00	\$2,500.00	
896	11213	06/24/2023	0	0	500	01/04/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	\$43,330.45	\$0.00	\$2,976.00	\$0.00	\$0.00	
5089	13573	11/03/2023	0	0	1500	01/04/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	ASSOCIATION	\$219,065.36	\$80,000.00	\$15,000.00	\$1,000.00	\$2,000.00	
5061	13626	05/20/2023	0	0	200	01/03/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	\$33,166.46	\$470.80	\$5,030.00	\$0.00	\$0.00	\$1,020.00

1595	13628	12/15/2023	75	175	1000	01/09/2023	(0 on peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	\$165,119.56	\$4,500.00	\$31,732.00	\$500.00	\$2,500.00
5335	13629	04/01/2023	0	0	500	01/04/2023	(0 on peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	SOCIAL EVENT	\$51,918.23	\$0.00	\$2,334.00	\$0.00	\$2,500.00
2092	13630	02/12/2023	0	0	450	01/04/2023	(0 on peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	\$37,044.34	\$0.00	\$2,334.00	\$0.00	\$0.00
2092	13631	03/05/2023	0	0	450	01/13/2023	(0 on peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	\$39,378.34	\$0.00	\$4,668.00	\$0.00	\$0.00
8002	13643	03/25/2023	0	0	500	01/26/2023	(0 on peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	NONPROFIT	\$44,322.45	\$0.00	\$3,968.00	\$0.00	\$0.00
5398	13673	03/19/2023	0	0	450	01/26/2023	(0 on peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	\$36,099.24	\$0.00	\$1,388.90	\$0.00	\$0.00
491	13675	05/04/2023	0	0	500	01/26/2023	(0 on peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	EDUCATIONAL	\$44,355.45	\$0.00	\$3,501.00	\$0.00	\$500.00

Size: P5 Weekend: (0 on peak + \$10k - \$49k) - Subtotal: Total Leads = 12, Requested Rooms = 715, Total SCCC Rental Cost = \$94,327.90, Total SCCC Internet Cost = \$9,000.00, Total F/B Cost = \$87,970.80, Total Audio Visual = \$10,000.00, Total Misc Revenue = \$1,020.00, Show Attendees = 8550, EEI Value = \$1,161,018.30

Year: Request Room Block Begin: 2023 - Subtotal: Total Leads = 19, Requested Rooms = 1536, Total SCCC Rental Cost = \$266,167.90, Total SCCC Internet Cost = \$36,500.00, Total F/B Cost = \$722,970.80, Total Audio Visual = \$42,500.00, Total Misc Revenue = \$1,020.00, Show Attendees = 24300, EEI Value = \$3,733,653.48

Year: Request Room Block Begin: 2024

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

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Tentative Date	Size	Market Segment	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
220	13651	04/05/2024	1310	4265	1300	01/17/2023	P1 Mid-Week (800+ on Peak / \$600k+)		\$2,437,088.70	\$500,000.00	\$150,000.00	\$25,000.00	\$50,000.00	

Size: P1 Mid-Week (800+ on Peak / \$600k+) - Subtotal: Total Leads = 1, Requested Rooms = 4265, Total SCCC Rental Cost = \$150,000.00, Total SCCC Internet Cost = \$25,000.00, Total F/B Cost = \$500,000.00, Total Audio Visual = \$50,000.00, Total Misc Revenue = \$0.00, Show Attendees = 1300, EEI Value = \$2,437,088.70

Size: P5 Mid-Week: (0 on peak + \$15k-\$49K)

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Tentative Date	Size	Market Segment	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
5246	13621	02/26/2024	160	615	550	01/02/2023	P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	\$186,944.76	\$0.00	\$10,104.00	\$0.00	\$0.00	
5246	13622	07/09/2024	300	1152	600	01/02/2023	P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	\$301,243.54	\$0.00	\$8,352.00	\$0.00	\$0.00	
5246	13677	06/17/2024	411	1170	1170	01/31/2023	P5 Mid-Week: (0 on peak + \$15k-\$49K)		\$612,012.99	\$0.00	\$7,952.00	\$0.00	\$0.00	

Size: P5 Mid-Week: (0 on peak + \$15k-\$49K) - Subtotal: Total Leads = 3, Requested Rooms = 2937, Total SCCC Rental Cost = \$26,408.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$0.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$0.00, Show Attendees = 2320, EEI Value = \$1,100,201.29

Size: P5 Weekend: (0 on peak + \$10k - \$49k)

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Tentative Date	Size	Market Segment	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
5255	13556	01/13/2024	14	14	500	01/04/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	\$77,879.01	\$0.00	\$11,477.00	\$0.00	\$0.00	\$1,100.00
5246	13623	02/02/2024	150	300	500	01/02/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	\$134,222.72	\$0.00	\$7,578.00	\$0.00	\$0.00	
5246	13625	11/01/2024	100	176	500	01/02/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	\$106,727.89	\$0.00	\$7,956.00	\$0.00	\$0.00	

5246	13639	05/17/2024	150	358	1000	01/17/2023	peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)			\$185,670.81	\$0.00	\$5,964.00	\$0.00	\$0.00
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Size: P5 Weekend: (0 on peak + \$10k - \$49k) - Subtotal: Total Leads = 4, Requested Rooms = 848, Total SCCC Rental Cost = \$32,975.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$0.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$1,100.00, Show Attendees = 2500, EEI Value = \$504,500.43

Year: Request Room Block Begin: 2024 - Subtotal: Total Leads = 8, Requested Rooms = 8050, Total SCCC Rental Cost = \$209,383.00, Total SCCC Internet Cost = \$25,000.00, Total F/B Cost = \$500,000.00, Total Audio Visual = \$50,000.00, Total Misc Revenue = \$1,100.00, Show Attendees = 6120, EEI Value = \$4,041,790.42

Year: Request Room Block Begin: 2025

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

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Tentative Date	Size	Market Segment	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
7999	13627	05/04/2025	1000	3100	5000	01/06/2023	P1 Mid-Week (800+ on Peak / \$600k+)	CORPORATE	\$3,378,628.29	\$1,416,000.00	\$150,000.00	\$25,000.00	\$150,000.00	

Size: P1 Mid-Week (800+ on Peak / \$600k+) - Subtotal: Total Leads = 1, Requested Rooms = 3100, Total SCCC Rental Cost = \$150,000.00, Total SCCC Internet Cost = \$25,000.00, Total F/B Cost = \$1,416,000.00, Total Audio Visual = \$150,000.00, Total Misc Revenue = \$0.00, Show Attendees = 5000, EEI Value = \$3,378,628.29

Size: P3 Weekend: (50-149 on peak+ \$100k-\$199K)

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Tentative Date	Size	Market Segment	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
620	13646	03/31/2025	500	1252	2000	01/30/2023	P3 Weekend: (50-149 on peak+ \$100k-\$199K)	AE - ASSN/EDUCATIONAL	\$1,058,685.11	\$100,000.00	\$65,000.00	\$0.00	\$0.00	

Size: P3 Weekend: (50-149 on peak+ \$100k-\$199K) - Subtotal: Total Leads = 1, Requested Rooms = 1252, Total SCCC Rental Cost = \$65,000.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$100,000.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$0.00, Show Attendees = 2000, EEI Value = \$1,058,685.11

Size: P5 Weekend: (0 on peak + \$10k - \$49k)

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Tentative Date	Size	Market Segment	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
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5246	13624	01/31/2025	150	300	500	01/02/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	\$136,345.47	\$0.00	\$7,956.00	\$0.00	\$0.00
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Size: P5 Weekend: (0 on peak + \$10k - \$49k) - Subtotal: Total Leads = 1, Requested Rooms = 300, Total SCCC Rental Cost = \$7,956.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$0.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$0.00, Show Attendees = 500, EEI Value = \$136,345.47

Year: Request Room Block Begin: 2025 - Subtotal: Total Leads = 3, Requested Rooms = 4652, Total SCCC Rental Cost = \$222,956.00, Total SCCC Internet Cost = \$25,000.00, Total F/B Cost = \$1,516,000.00, Total Audio Visual = \$150,000.00, Total Misc Revenue = \$0.00, Show Attendees = 7500, EEI Value = \$4,573,658.87

Grand Total: Total Leads = 30, Requested Rooms = 14238, Total SCCC Rental Cost = \$698,506.90, Total SCCC Internet Cost = \$86,500.00, Total F/B Cost = \$2,738,970.80, Total Audio Visual = \$242,500.00, Total Misc Revenue = \$2,120.00, Show Attendees = 37920, EEI Value = \$12,349,102.77



Prepared On: 02/17/2023
Prepared By: Marwa Abubakr

REDACTED DSC REPORT 5 - NEW DEFINITE LEADS

Year: Request Room Block Begin	Size	Total Leads	Requested Rooms	Total SCCC Rental Cost	Total SCCC Internet Cost	Total F/B Cost	Total Audio Visual	Total Misc Revenue	Show Attendees	EEI Value
2023	P2 Weekend (150-399 on peak / \$200k-\$399k)	1	750	\$50,000.00	\$20,000.00	\$150,000.00	\$50,000.00	\$0.00	1000	\$695,258.13
	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	2	305	\$12,940.00	\$50,000.00	\$290,000.00	\$10,000.00	\$0.00	1600	\$587,016.40
	P4 Social: (<50 on peak+ \$50k - \$99k)	1	40	\$10,000.00	\$0.00	\$180,000.00	\$2,000.00	\$0.00	900	\$271,724.68
	P4 Weekend: (<50 on peak + \$50k-\$99K)	2	165	\$50,650.10	\$0.00	\$54,167.48	\$0.00	\$1,630.00	11000	\$1,216,572.00
	P5 Mid-Week: (0 on peak + \$15k-\$49K)	2	272	\$18,597.50	\$2,500.00	\$50,000.00	\$500.00	\$0.00	1200	\$216,310.83
	P5 Weekend: (0 on peak + \$10k - \$49k)	7	925	\$35,084.00	\$0.00	\$5,470.80	\$3,500.00	\$1,020.00	3450	\$663,866.69
Subtotal for 2023-01-01 00:00:00.0		15	2457	\$177,271.60	\$72,500.00	\$729,638.28	\$66,000.00	\$2,650.00	19150	\$3,650,748.73
2024	P5 Mid-Week: (0 on peak + \$15k-\$49K)	3	2937	\$26,408.00	\$0.00	\$0.00	\$0.00	\$0.00	2320	\$1,100,201.29
	P5 Weekend: (0 on peak + \$10k - \$49k)	4	848	\$32,975.00	\$0.00	\$0.00	\$0.00	\$1,100.00	2500	\$504,500.43
Subtotal for 2024-01-01 00:00:00.0		7	3785	\$59,383.00	\$0.00	\$0.00	\$0.00	\$1,100.00	4820	\$1,604,701.72
2025	P5 Weekend: (0 on peak + \$10k - \$49k)	1	300	\$7,956.00	\$0.00	\$0.00	\$0.00	\$0.00	500	\$136,345.47
Subtotal for 2025-01-01 00:00:00.0		1	300	\$7,956.00	\$0.00	\$0.00	\$0.00	\$0.00	500	\$136,345.47
Grand Totals		23	6542	\$244,610.60	\$72,500.00	\$729,638.28	\$66,000.00	\$3,750.00	24470	\$5,391,795.92

Year: Request Room Block Begin: 2023

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

Account ID	Lead ID	Requested Room Block Begin	Requested Peak Rms	Requested Rms	Contract Room Block Begin	Contract Peak Rms	Contract Rms	Attendees	Size	Market Segment	Definite Date	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
7996	13607	03/03/2023	750	750	05/12/2023	0	0	1000	P2 Weekend (150-399 on peak / \$200k-\$399k)	CORPORATE	01/18/2023	\$695,258.13	\$150,000.00	\$50,000.00	\$20,000.00	\$50,000.00	

Size: P2 Weekend (150-399 on peak / \$200k-\$399k) - Subtotal: Total Leads = 1, Requested Rooms = 750, Total SCCC Rental Cost = \$50,000.00, Total SCCC Internet Cost = \$20,000.00, Total F/B Cost = \$150,000.00, Total Audio Visual = \$50,000.00, Total Misc Revenue = \$0.00, Show Attendees = 1000, EEI Value = \$695,258.13

Size: P4 Mid-Week: (<100 on peak + \$50k-\$149K)

Account ID	Lead ID	Requested Room Block Begin	Requested Peak Rms	Requested Rms	Contract Room Block Begin	Contract Peak Rms	Contract Rms	Attendees	Size	Market Segment	Definite Date	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
383	8792	06/06/2023	5	5	06/06/2023	0	0	1000	P4 M d-Week: (<100 on peak + \$50k-\$149K)	CORPORATE	01/17/2023	\$230,187.81	\$90,000.00	\$336.00	\$50,000.00	\$10,000.00	
5444	13555	04/23/2023	150	300	04/23/2023	0	0	600	P4 M d-Week: (<100 on peak + \$50k-\$149K)	NONPROFIT	01/23/2023	\$356,828.59	\$200,000.00	\$12,604.00	\$0.00	\$0.00	

on peak +
\$50k-\$149k)

Size: P4 Mid-Week: (<100 on peak + \$50k-\$149K) - Subtotal: Total Leads = 2, Requested Rooms = 305, Total SCCC Rental Cost = \$12,940.00, Total SCCC Internet Cost = \$50,000.00, Total F/B Cost = \$290,000.00, Total Audio Visual = \$10,000.00, Total Misc Revenue = \$0.00, Show Attendees = 1600, EEI Value = \$587,016.40

Size: P4 Social: (<50 on peak+ \$50k - \$99k)

Account ID	Lead ID	Requested Room Block Begin	Requested Peak Rms	Requested Rms	Contract Room Block Begin	Contract Peak Rms	Contract Rms	Attendees	Size	Market Segment	Definite Date	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
6467	13582	10/20/2023	20	40	10/20/2023	0	0	900	P4 Social: (<50 on peak+ \$50k - \$99k)	ASSOCIATION	01/18/2023	\$271,724.68	\$180,000.00	\$10,000.00	\$0.00	\$2,000.00	

Size: P4 Social: (<50 on peak+ \$50k - \$99k) - Subtotal: Total Leads = 1, Requested Rooms = 40, Total SCCC Rental Cost = \$10,000.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$180,000.00, Total Audio Visual = \$2,000.00, Total Misc Revenue = \$0.00, Show Attendees = 900, EEI Value = \$271,724.68

Size: P4 Weekend: (<50 on peak + \$50k-\$99K)

Account ID	Lead ID	Requested Room Block Begin	Requested Peak Rms	Requested Rms	Contract Room Block Begin	Contract Peak Rms	Contract Rms	Attendees	Size	Market Segment	Definite Date	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
5366	11131	07/14/2023	41	115	10/27/2023	0	0	10000	P4 Weekend: (<50 on peak + \$50k-\$99K)	ASSOCIATION	01/18/2023	\$1,053,523.86	\$0.00	\$40,194.00	\$0.00	\$0.00	
5095	13578	09/15/2023	50	50	09/15/2023	0	0	1000	P4 Weekend: (<50 on peak + \$50k-\$99K)	SOCIAL EVENT	01/03/2023	\$163,048.14	\$54,167.48	\$10,456.10	\$0.00	\$0.00	\$1,630.00

Size: P4 Weekend: (<50 on peak + \$50k-\$99K) - Subtotal: Total Leads = 2, Requested Rooms = 165, Total SCCC Rental Cost = \$50,650.10, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$54,167.48, Total Audio Visual = \$0.00, Total Misc Revenue = \$1,630.00, Show Attendees = 11000, EEI Value = \$1,216,572.00

Size: P5 Mid-Week: (0 on peak + \$15k-\$49K)

Account ID	Lead ID	Requested Room Block Begin	Requested Peak Rms	Requested Rms	Contract Room Block Begin	Contract Peak Rms	Contract Rms	Attendees	Size	Market Segment	Definite Date	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
5143	13516	11/01/2023	0	0	11/01/2023	0	0	800	P5 Mid-Week: (0 on peak + \$15k-\$49K)	NONPROFIT	01/18/2023	\$134,357.43	\$50,000.00	\$16,789.50	\$2,500.00	\$500.00	
5246	13620	06/26/2023	160	272	06/26/2023	0	0	400	P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	01/02/2023	\$81,953.40	\$0.00	\$1,808.00	\$0.00	\$0.00	

Size: P5 Mid-Week: (0 on peak + \$15k-\$49K) - Subtotal: Total Leads = 2, Requested Rooms = 272, Total SCCC Rental Cost = \$18,597.50, Total SCCC Internet Cost = \$2,500.00, Total F/B Cost = \$50,000.00, Total Audio Visual = \$500.00, Total Misc Revenue = \$0.00, Show Attendees = 1200, EEI Value = \$216,310.83

Size: P5 Weekend: (0 on peak + \$10k - \$49k)

Account ID	Lead ID	Requested Room Block Begin	Requested Peak Rms	Requested Rms	Contract Room Block Begin	Contract Peak Rms	Contract Rms	Attendees	Size	Market Segment	Definite Date	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
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5134	8876	03/04/2023	250	500	04/30/2023	0	0	500	P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	01/13/2023	\$167,079.61	\$0.00	\$5,530.00	\$0.00	\$0.00	
896	11213	06/24/2023	0	0	06/24/2023	0	0	500	P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	01/10/2023	\$43,330.45	\$0.00	\$2,976.00	\$0.00	\$0.00	
3579	13558	08/18/2023	150	350	08/18/2023	0	0	800	P5 Weekend: (0 on peak + \$10k - \$49k)	ASSOCIATION	01/05/2023	\$254,173.57	\$0.00	\$10,578.00	\$0.00	\$500.00	
7978	13562	05/06/2023	50	75	05/06/2023	0	0	500	P5 Weekend: (0 on peak + \$10k - \$49k)	SOCIAL EVENT	01/02/2023	\$84,716.81	\$5,000.00	\$5,135.00	\$0.00	\$2,500.00	
5061	13626	05/20/2023	0	0	05/20/2023	0	0	200	P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	01/11/2023	\$33,166.46	\$470.80	\$5,030.00	\$0.00	\$0.00	\$1,020.00
2092	13630	02/12/2023	0	0	02/12/2023	0	0	450	P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	01/13/2023	\$37,044.34	\$0.00	\$2,334.00	\$0.00	\$0.00	
491	13675	05/04/2023	0	0	05/04/2023	0	0	500	P5 Weekend: (0 on peak + \$10k - \$49k)	EDUCATIONAL	01/30/2023	\$44,355.45	\$0.00	\$3,501.00	\$0.00	\$500.00	

Size: P5 Weekend: (0 on peak + \$10k - \$49k) - Subtotal: Total Leads = 7, Requested Rooms = 925, Total SCCC Rental Cost = \$35,084.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$5,470.80, Total Audio Visual = \$3,500.00, Total Misc Revenue = \$1,020.00, Show Attendees = 3450, EEI Value = \$663,866.69

Year: Request Room Block Begin: 2023 - Subtotal: Total Leads = 15, Requested Rooms = 2457, Total SCCC Rental Cost = \$177,271.60, Total SCCC Internet Cost = \$72,500.00, Total F/B Cost = \$729,638.28, Total Audio Visual = \$66,000.00, Total Misc Revenue = \$2,650.00, Show Attendees = 19150, EEI Value = \$3,650,748.73

Year: Request Room Block Begin: 2024

Size: P5 Mid-Week: (0 on peak + \$15k-\$49K)

Account ID	Lead ID	Requested Room Block Begin	Requested Peak Rms	Requested Rms	Contract Room Block Begin	Contract Peak Rms	Contract Rms	Attendees	Size	Market Segment	Definite Date	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
5246	13621	02/26/2024	160	615	02/26/2024	0	0	550	P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	01/02/2023	\$186,944.76	\$0.00	\$10,104.00	\$0.00	\$0.00	
5246	13622	07/09/2024	300	1152	07/09/2024	0	0	600	P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	01/02/2023	\$301,243.54	\$0.00	\$8,352.00	\$0.00	\$0.00	
5246	13677	06/17/2024	411	1170	06/17/2024	0	0	1170	P5 Mid-Week: (0 on peak + \$15k-\$49K)		01/31/2023	\$612,012.99	\$0.00	\$7,952.00	\$0.00	\$0.00	

Size: P5 Mid-Week: (0 on peak + \$15k-\$49k) - Subtotal: Total Leads = 3, Requested Rooms = 2937, Total SCCC Rental Cost = \$26,408.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$0.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$0.00, Show Attendees = 2320, EEI Value = \$1,100,201.29

Size: P5 Weekend: (0 on peak + \$10k - \$49k)

Account ID	Lead ID	Requested Room Block Begin	Requested Peak Rms	Requested Rms	Contract Room Block Begin	Contract Peak Rms	Contract Rms	Attendees	Size	Market Segment	Definite Date	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
5255	13556	01/13/2024	14	14	01/13/2024	0	0	500	P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	01/30/2023	\$77,879.01	\$0.00	\$11,477.00	\$0.00	\$0.00	\$1,100.00
5246	13623	02/02/2024	150	300	02/02/2024	0	0	500	P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	01/02/2023	\$134,222.72	\$0.00	\$7,578.00	\$0.00	\$0.00	
5246	13625	11/01/2024	100	176	11/01/2024	0	0	500	P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	01/02/2023	\$106,727.89	\$0.00	\$7,956.00	\$0.00	\$0.00	
5246	13639	05/17/2024	150	358	05/17/2024	0	0	1000	P5 Weekend: (0 on peak + \$10k - \$49k)		01/17/2023	\$185,670.81	\$0.00	\$5,964.00	\$0.00	\$0.00	

Size: P5 Weekend: (0 on peak + \$10k - \$49k) - Subtotal: Total Leads = 4, Requested Rooms = 848, Total SCCC Rental Cost = \$32,975.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$0.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$1,100.00, Show Attendees = 2500, EEI Value = \$504,500.43

Year: Request Room Block Begin: 2024 - Subtotal: Total Leads = 7, Requested Rooms = 3785, Total SCCC Rental Cost = \$59,383.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$0.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$1,100.00, Show Attendees = 4820, EEI Value = \$1,604,701.72

Year: Request Room Block Begin: 2025

Size: P5 Weekend: (0 on peak + \$10k - \$49k)

Account ID	Lead ID	Requested Room Block Begin	Requested Peak Rms	Requested Rms	Contract Room Block Begin	Contract Peak Rms	Contract Rms	Attendees	Size	Market Segment	Definite Date	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
5246	13624	01/31/2025	150	300	01/31/2025	0	0	500	P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	01/02/2023	\$136,345.47	\$0.00	\$7,956.00	\$0.00	\$0.00	

Size: P5 Weekend: (0 on peak + \$10k - \$49k) - Subtotal: Total Leads = 1, Requested Rooms = 300, Total SCCC Rental Cost = \$7,956.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$0.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$0.00, Show Attendees = 500, EEI Value = \$136,345.47

Year: Request Room Block Begin: 2025 - Subtotal: Total Leads = 1, Requested Rooms = 300, Total SCCC Rental Cost = \$7,956.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$0.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$0.00, Show Attendees = 500, EEI Value = \$136,345.47

Grand Total: Total Leads = 23, Requested Rooms = 6542, Total SCCC Rental Cost = \$244,610.60, Total SCCC Internet Cost = \$72,500.00, Total F/B Cost = \$729,638.28, Total Audio Visual = \$66,000.00, Total Misc Revenue = \$3,750.00, Show Attendees = 24470, EEI Value = \$5,391,795.92



REDACTED DSC REPORT 7 - NEW LOST LEADS

Year: Request Room Block Begin	Size	Total Leads	Requested Rooms	SUM: Overall Projected Building Spend	Total SCCC Rental Cost	Total SCCC Internet Cost	Total F/B Cost	Total Audio Visual	Total Misc Revenue	Show Attendees	EEI Value
2023	P3 M d-Week: (100-599 on peak / \$150k-\$249k)	1	485	\$154,000.00	\$14,000.00	\$10,000.00	\$120,000.00	\$10,000.00	\$0.00	504	\$320,537.40
	P4 M d-Week: (<100 on peak + \$50k-\$149K)	1	100	\$83,988.00	\$23,988.00	\$5,000.00	\$50,000.00	\$5,000.00	\$0.00	700	\$212,771.73
	P4 Weekend: (<50 on peak + \$50k-\$99K)	1	100	\$90,836.00	\$336.00	\$0.00	\$90,000.00	\$500.00	\$0.00	450	\$152,750.21
	P5 Weekend: (0 on peak + \$10k-\$49k)	1	60	\$27,840.00	\$19,840.00	\$2,500.00	\$5,000.00	\$500.00	\$0.00	1000	\$121,835.96
Subtotal for 2023-01-01 00:00:00.0		4	745	\$356,664.00	\$58,164.00	\$17,500.00	\$265,000.00	\$16,000.00	\$0.00	2654	\$807,895.30
Grand Totals		4	745	\$356,664.00	\$58,164.00	\$17,500.00	\$265,000.00	\$16,000.00	\$0.00	2654	\$807,895.30

Year: Request Room Block Begin: 2023

Size: P3 Mid-Week: (100-599 on peak / \$150k-\$249k)

Account ID	Lead ID	Requested Room Block Begin	Requested Peak Rms	Requested Rms	Attendees	Lost Date	Size	Market Segment	Lost Reason	Lost Code(s)	Lost Date	EEI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
5119	10650	03/06/2023	130	485	504		P3 Mid-Week: (100-599 on peak / \$150k-\$249k)	CORPORATE	██████ is going through financial difficulties and won't afford to do in-person meeting in March. They are considering moving this event to March 2024 (TBD) - ER			\$320,537.40	\$154,000.00	\$120,000.00	\$14,000.00	\$10,000.00	\$10,000.00	

Size: P3 Mid-Week: (100-599 on peak / \$150k-\$249k) - Subtotal: Total Leads = 1, Requested Rooms = 485, SUM: Overall Projected Building Spend = \$154,000.00, Total SCCC Rental Cost = \$14,000.00, Total SCCC Internet Cost = \$10,000.00, Total F/B Cost = \$120,000.00, Total Audio Visual = \$10,000.00, Total Misc Revenue = \$0.00, Show Attendees = 504, EEI Value = \$320,537.40


Size: P4 Mid-Week: (<100 on peak + \$50k-\$149K)

Account ID	Lead ID	Requested Room Block Begin	Requested Peak Rms	Requested Rms	Attendees	Lost Date	Size	Market Segment	Lost Reason	Lost Code(s)	Lost Date	EEI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
2725	13602	03/22/2023	100	100	700	01/24/2023	P4 M d-Week: (<100 on peak + \$50k-\$149K)	CORPORATE	Hi Elaine - Happy New Year. Better accommodat ons in other hotels		01/24/2023	\$212,771.73	\$83,988.00	\$50,000.00	\$23,988.00	\$5,000.00	\$5,000.00	
									We were concerned about making them walk back									

and forth
and also
needed
more
space, so
we've
decided
on
another
venue for
this year.

Size: P4 Mid-Week: (<100 on peak + \$50k-\$149K) - Subtotal: Total Leads = 1, Requested Rooms = 100, SUM: Overall Projected Building Spend = \$83,988.00, Total SCCC Rental Cost = \$23,988.00, Total SCCC Internet Cost = \$5,000.00, Total F/B Cost = \$50,000.00, Total Audio Visual = \$5,000.00, Total Misc Revenue = \$0.00, Show Attendees = 700, EEI Value = \$212,771.73

Size: P4 Weekend: (<50 on peak + \$50k-\$99K)

Account ID	Lead ID	Requested Room Block Begin	Requested Peak Rms	Requested Rms	Attendees	Lost Date	Size	Market Segment	Lost Reason	Lost Code(s)	Lost Date	EEI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
5344	10802	04/29/2023	100	100	450		P4 Weekend: (<50 on peak + \$50k-\$99K)	SOCIAL EVENT	<p>Hello Elaine,</p> <p>Due to some personnel issues I am canceling the reservation and booking of the convent on center which was scheduled for April 29, 2023 . Sorry for the inconveniences. Please do the necessary paper work to cancel the booking and let me know , if I need to sign something to release me .</p> <p>Again sorry for the inconveniences. Merry Xmas and happy new year .</p> <p>Please let me know.</p> <p>Thanks,</p> 			\$152,750.21	\$90,836.00	\$90,000.00	\$336.00	\$0.00	\$500.00	

Size: P4 Weekend: (<50 on peak + \$50k-\$99K) - Subtotal: Total Leads = 1, Requested Rooms = 100, SUM: Overall Projected Building Spend = \$90,836.00, Total SCCC Rental Cost = \$336.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$90,000.00, Total Audio Visual = \$500.00, Total Misc Revenue = \$0.00, Show Attendees = 450, EEI Value = \$152,750.21

Size: P5 Weekend: (0 on peak + \$10k - \$49k)

Account ID	Lead ID	Requested Room Block Begin	Requested Peak Rms	Requested Rms	Attendees	Lost Date	Size	Market Segment	Lost Reason	Lost Code(s)	Lost Date	EEI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
6508	10759	03/01/2023	30	60	1000		P5 Weekend: (0 on peak + \$10k - \$49k)	NONPROFIT	event cancelled due to lack of interest and internal team	COVID-19 - Health Concerns		\$121,835.96	\$27,840.00	\$5,000.00	\$19,840.00	\$2,500.00	\$500.00	

dysfunction.
originally
booked in
July 2022,
then moved
to 3.2 -
3.4.2023,
client
responsible
for 100%
cancellation
fees but will
reduce fees
by value of
any space
resold,
ability to
apply any
fees
recuperated
from the
resale to
future date
that takes
place by
4.1.2023
AA
1.11.2023

Size: P5 Weekend: (0 on peak + \$10k - \$49k) - Subtotal: Total Leads = 1, Requested Rooms = 60, SUM: Overall Projected Building Spend = \$27,840.00, Total SCCC Rental Cost = \$19,840.00, Total SCCC Internet Cost = \$2,500.00, Total F/B Cost = \$5,000.00, Total Audio Visual = \$500.00, Total Misc Revenue = \$0.00, Show Attendees = 1000, EEI Value = \$121,835.96

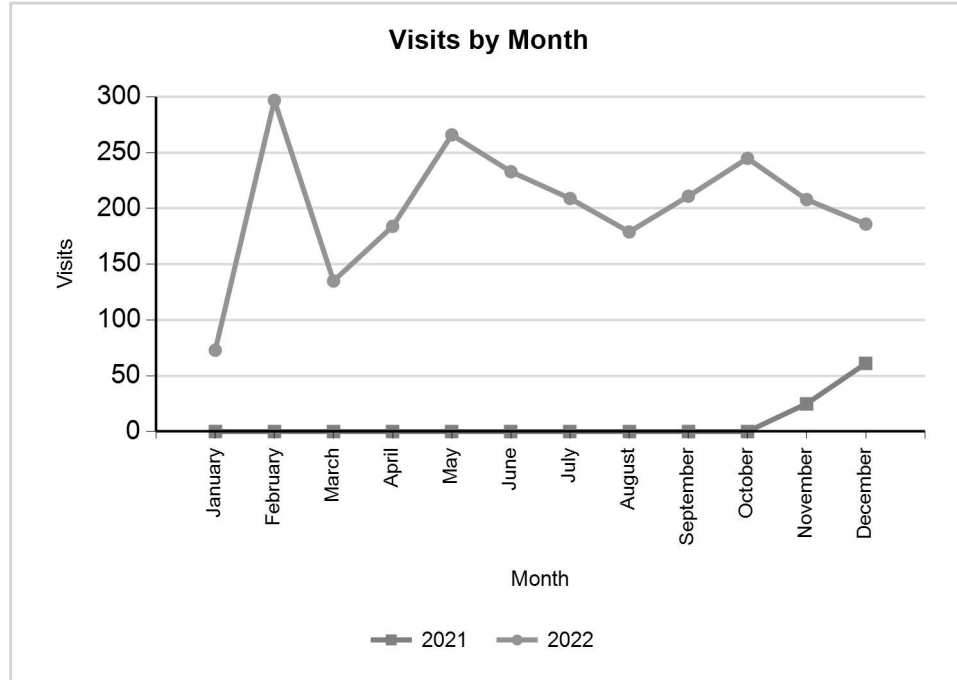
Year: Request Room Block Begin: 2023 - Subtotal: Total Leads = 4, Requested Rooms = 745, SUM: Overall Projected Building Spend = \$356,664.00, Total SCCC Rental Cost = \$58,164.00, Total SCCC Internet Cost = \$17,500.00, Total F/B Cost = \$265,000.00, Total Audio Visual = \$16,000.00, Total Misc Revenue = \$0.00, Show Attendees = 2654, EEI Value = \$807,895.30

Grand Total: Total Leads = 4, Requested Rooms = 745, SUM: Overall Projected Building Spend = \$356,664.00, Total SCCC Rental Cost = \$58,164.00, Total SCCC Internet Cost = \$17,500.00, Total F/B Cost = \$265,000.00, Total Audio Visual = \$16,000.00, Total Misc Revenue = \$0.00, Show Attendees = 2654, EEI Value = \$807,895.30

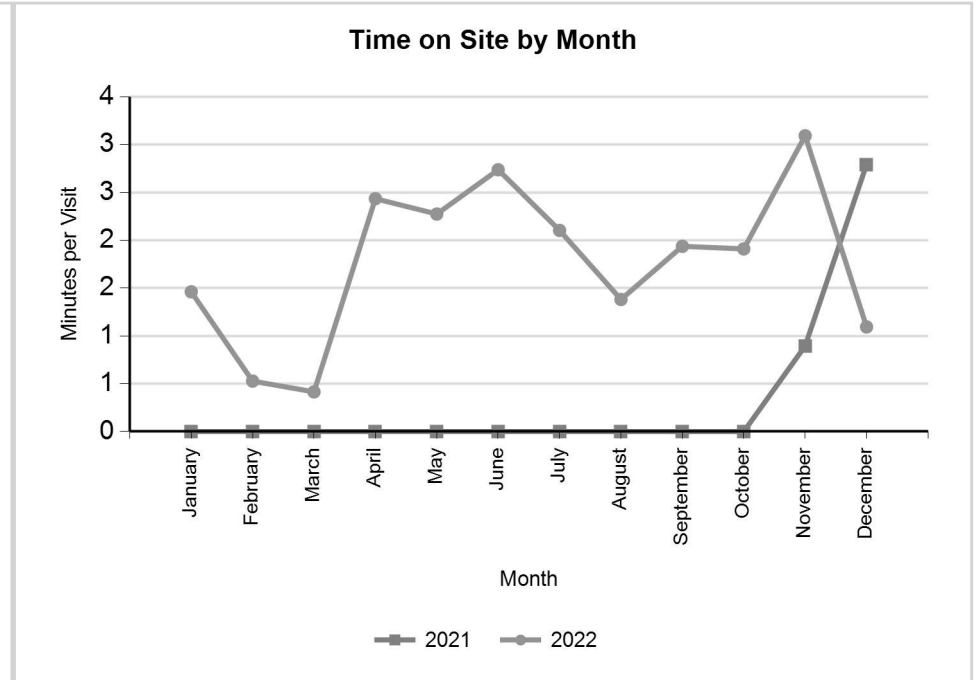
Traffic

Discover Santa Clara > All

	YTD			December		
	2022	2021	% Chg	2022	2021	% Chg
Visits	2,426	86	2720.93%	186	61	204.92%
Page Views per Visit	1.83	1.67	9.18%	1.69	1.77	-4.35%
Time On Site	1.82	2.24	-18.66%	1.09	2.79	-60.79%



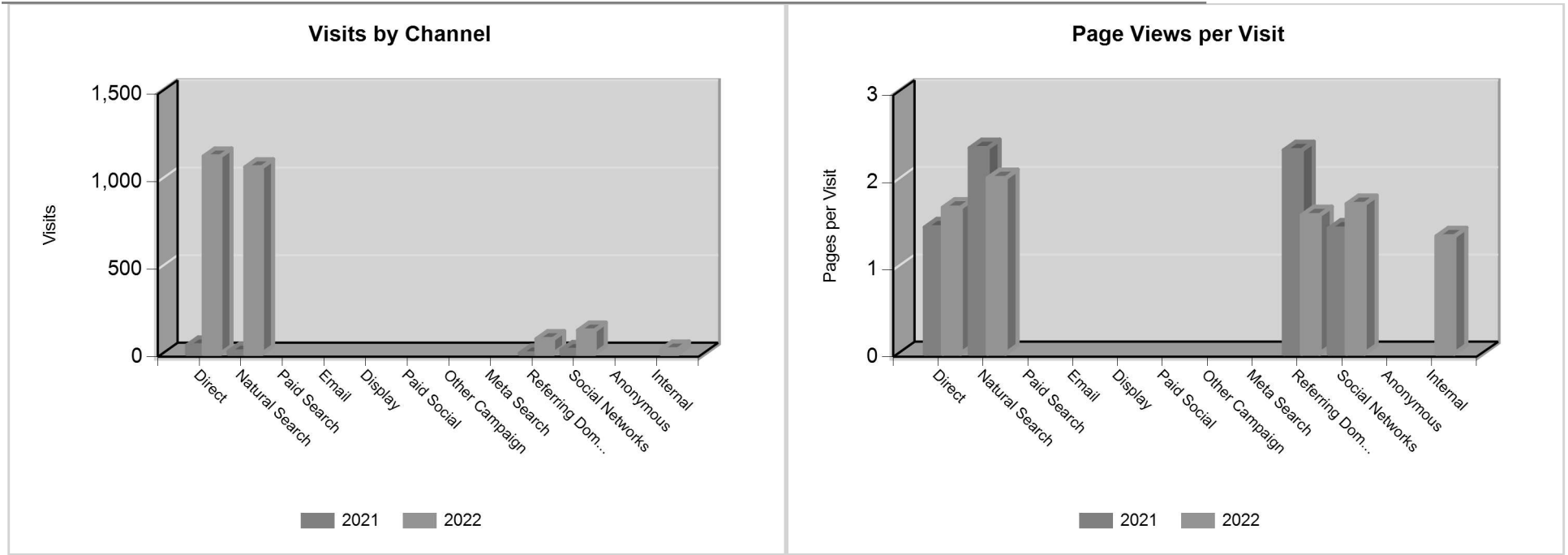
Graph shows the visits to your website broken down by month for the selected calendar year.



Graph shows the average time spent per visit to your website in minutes broken down by month for the selected calendar year.

Traffic

Discover Santa Clara > All



Graph shows the visits to your website by marketing channel broken down by the selected calendar year.

Graph shows the page views per visit to your website by marketing channel broken down by the selected calendar year.

Website Performance

Discover Santa Clara > All

YTD 2022									
	Traffic		E-Commerce Goals				Online Advertising		
	Visits	% of Visits	CDRS	Click-to-Calls	RFPs Started	RFP's Completed	Media Spend	PPC Cost per Visit	PPC Cost per Lead
Website	2,426		17	12	133	1	\$0	\$0.00	\$0.00
Previous Year	86		0	0	10	0	\$0	\$0.00	\$0.00
Difference to PY	2,340		17	12	123	1	\$0	\$0.00	\$0.00
Change %	2720.9%		0.0%	0.0%	1230.0%	0.0%	0.0%		
<u>Google My Business</u>	0			0					
Previous Year	0			0					
Difference to PY	0			0					
Change %	0.0%			0.0%					
<u>Channels</u>									
Direct	1,128	46.50%	1	0	86	1			
<u>Natural Search</u>	1,066	43.94%	16	7	43	0			
<u>Paid Search</u>	0	0.00%	0	0	0	0			
<u>Email</u>	0	0.00%	0	0	0	0			
<u>Display</u>	0	0.00%	0	0	0	0			
<u>Paid Social</u>	0	0.00%	0	0	0	0			
<u>Other Campaign</u>	0	0.00%	0	0	0	0			
<u>Meta Search</u>	0	0.00%	0	0	0	0			
<u>Referring Domains</u>	85	3.50%	0	1	2	0			
<u>Social Networks</u>	134	5.52%	0	3	2	0			
Anonymous	0	0.00%	0	0	0	0			
Internal	26	1.07%	0	1	0	0			

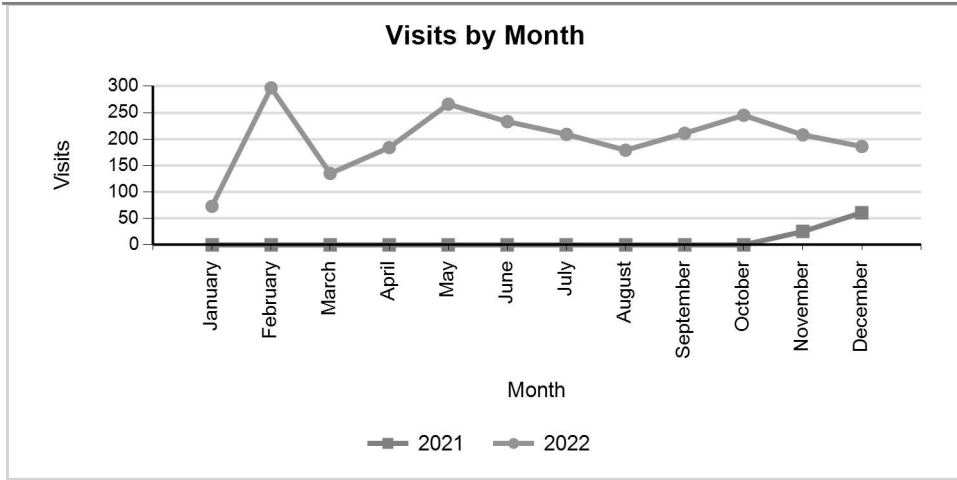
Website Performance

Discover Santa Clara > All

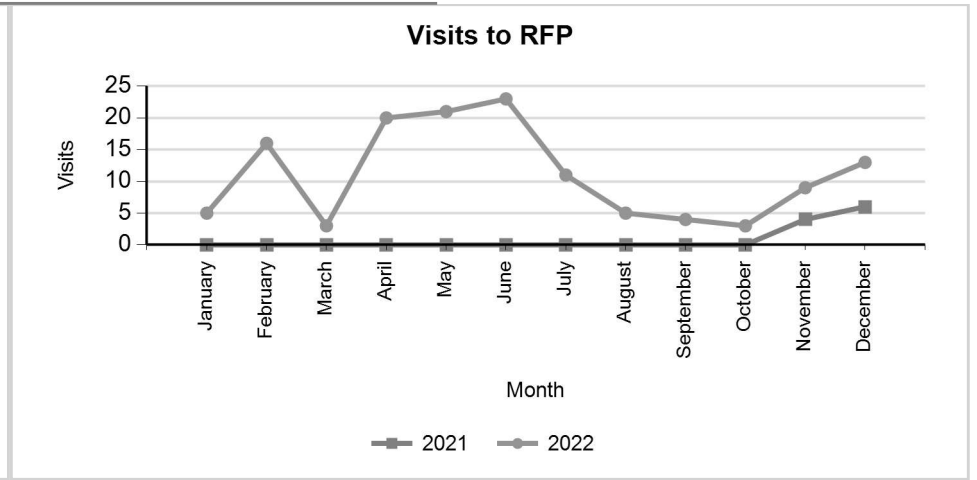
December 2022									
	Traffic		E-Commerce Goals				Online Advertising		
	Visits	% of Visits	CDRS	Click-to-Calls	RFPs Started	RFP's Completed	Media Spend	PPC Cost per Visit	PPC Cost per Lead
Website	186		6	3	13	0	\$0	\$0.00	\$0.00
Previous Year	61		0	0	6	0	\$0	\$0.00	\$0.00
Difference to PY	125		6	3	7	0	\$0	\$0.00	\$0.00
Change %	204.9%		0.0%	0.0%	116.7%	0.0%	0.0%		
<u>Google My Business</u>	0			0					
Previous Year	0			0					
Difference to PY	0			0					
Change %	0.0%			0.0%					
Channels									
Direct	47	25.27%	0	0	8	0			
<u>Natural Search</u>	125	67.20%	6	2	4	0			
<u>Paid Search</u>	0	0.00%	0	0	0	0			
<u>Email</u>	0	0.00%	0	0	0	0			
<u>Display</u>	0	0.00%	0	0	0	0			
<u>Paid Social</u>	0	0.00%	0	0	0	0			
<u>Other Campaign</u>	0	0.00%	0	0	0	0			
<u>Meta Search</u>	0	0.00%	0	0	0	0			
<u>Referring Domains</u>	5	2.69%	0	1	1	0			
<u>Social Networks</u>	3	1.61%	0	0	0	0			
Anonymous	0	0.00%	0	0	0	0			
Internal	6	3.23%	0	0	0	0			

Website Performance

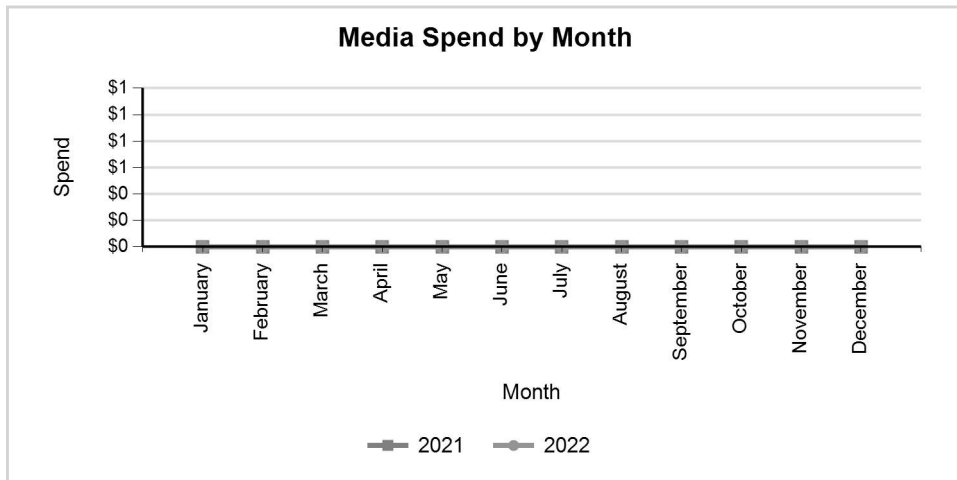
Discover Santa Clara > All



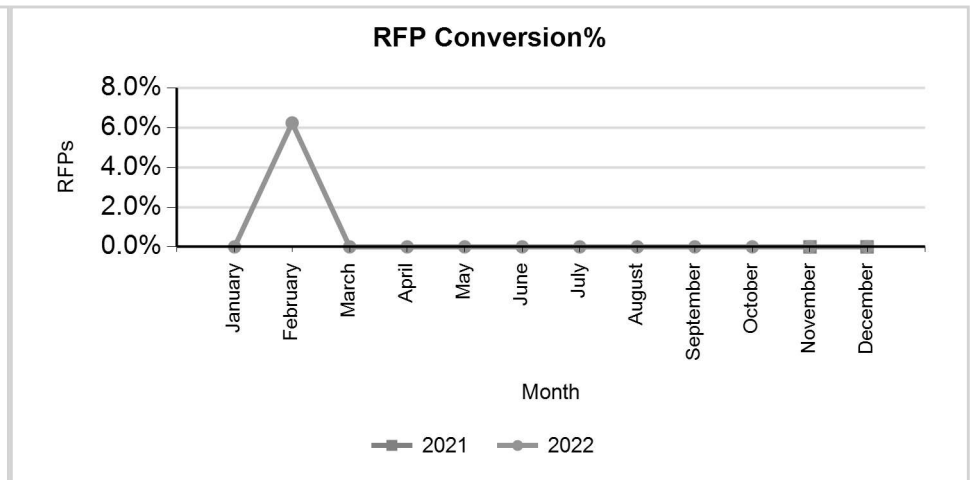
Graph breaks down the visits to your website by the months selected and compares the current YTD value to the previous year.



Graph breaks down the visits to your RFPs by the months selected and compares the current YTD value to the previous year.



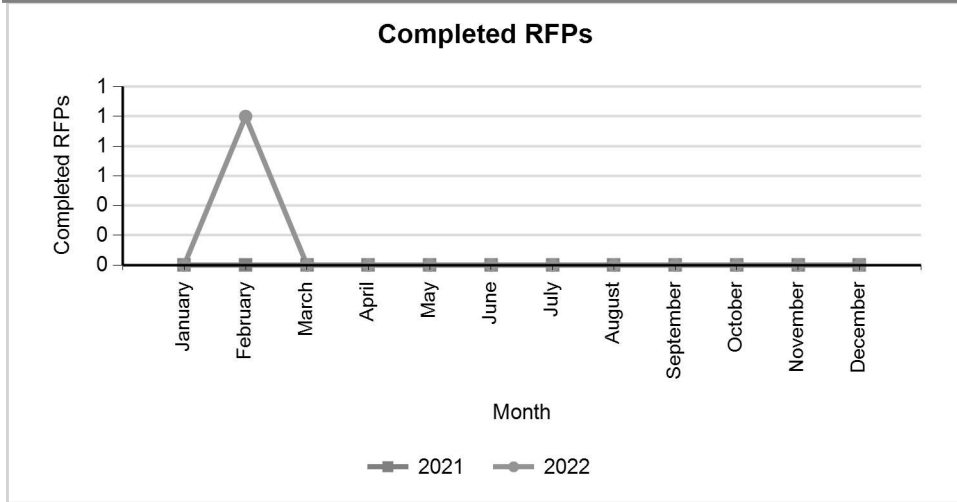
Graph breaks down the media spend for your website by the months selected and compares the current YTD value to the previous year.



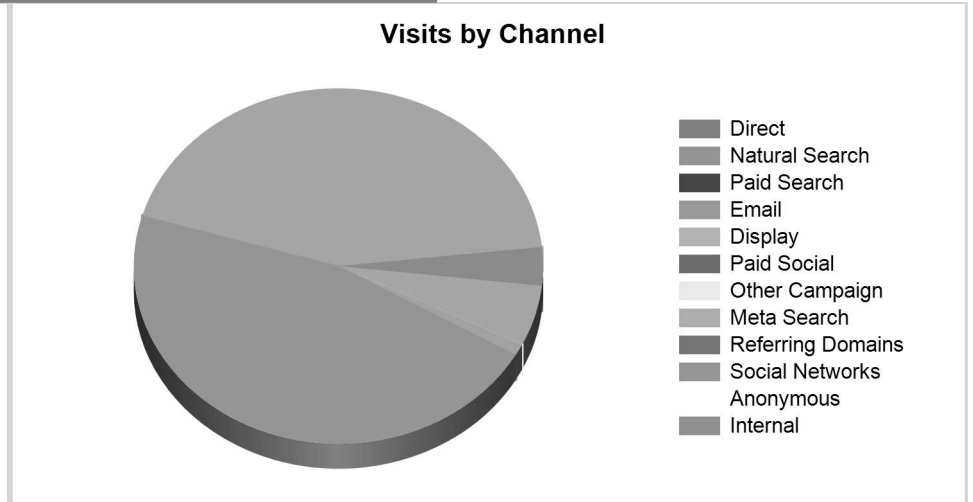
Graph breaks down the conversion percentage for your RFPs by the months selected and compares the current YTD value to the previous year.

Website Performance

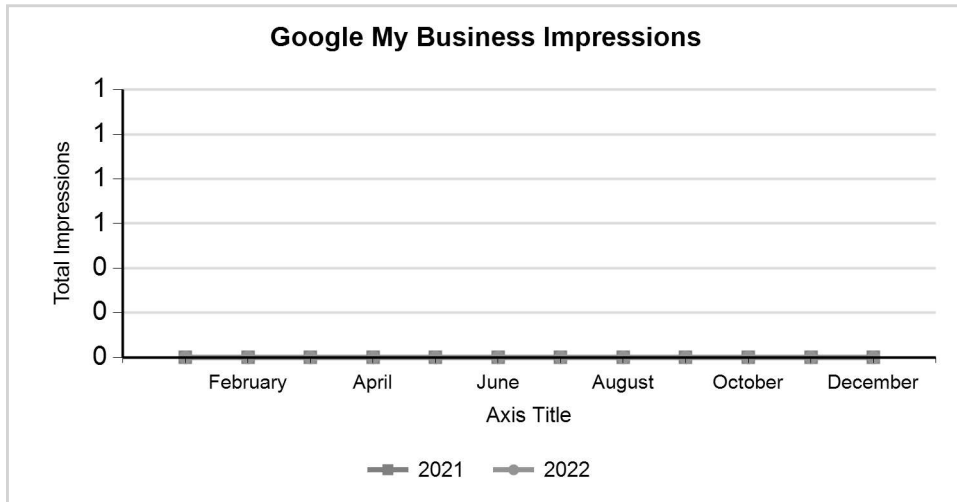
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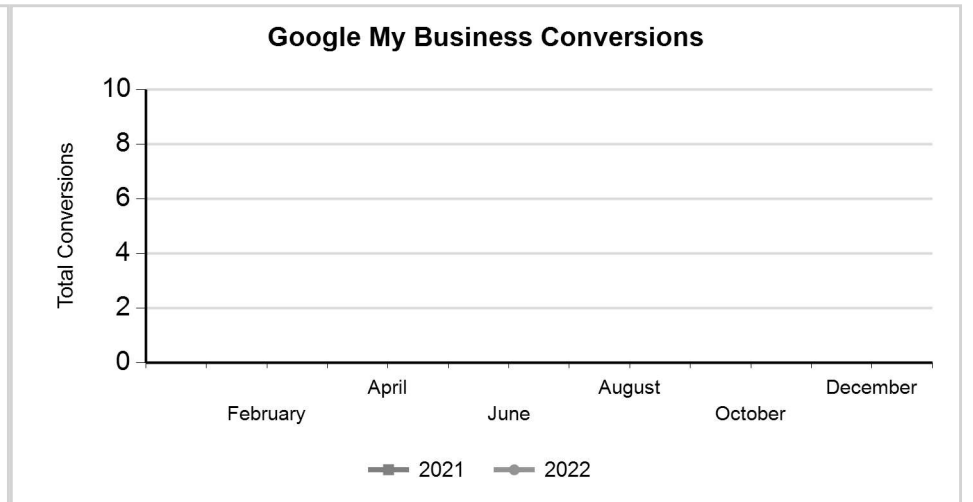
Graph breaks down the total completed RFPs for your website by the months selected and compares the current YTD value to the previous year.



Graph breaks down the visits to your website by channel.



Graph breaks down the GMB total impressions or views from the Google search result listings or map listings (Direct brand search or Discovery search result).



Graph breaks down the total conversions or actions from your GMB listings. Direct traffic to your site, a phone call (directly from GMB listing) or a click to get directions.

Website Performance

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