



DISCOVER SANTA CLARA®  
BOARD OF DIRECTORS  
MEETING AGENDA

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March 16, 2023, 3:00 p.m.  
Santa Clara City Hall  
1500 Warburton Avenue  
Santa Clara, CA 95050  
City Manager's Office Staff Conference Room

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**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.

**CONVENE TO CLOSED SESSION**

1. Discussion on Employee Goals for Evaluation

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

**CONSENT AGENDA**

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

2. Action on the Minutes of:
  - Discover Santa Clara® Board of Directors – February 16, 2023

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

3. Action on the FY2022/23 January and Q2 Financial Reports.

**Recommendation:** Note and file January and Q2 Financial Reports.

4. Action on the FY2022/23 Q2 Report

**Recommendation:** Note and file Q2 Report.

## **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**

5. Discussion and Appointment of a New Chair and Vice Chair.

**Recommendation:** Appointment of Officers to serve the remainder of terms until the election of new Officers to the Board of Directors in October 2023.

6. Action on an invoice to Authorize the Chief Executive Officer to Become a Member of San Francisco Travel.

**Recommendation:** Approve and authorize the Chief Executive Officer to execute an invoice to join San Francisco Travel's Inclusive Annual Membership Program pro-rated for 9 months which will initiate once the invoice is signed; April – December 2023.

7. Action to Approve the Revised Booking Policy.

**Recommendation:** Approve the Revised Booking Policy so that the DMO can implement the updated lead strategy.

8. Action to Approve Resolution 2023-002 to Hold Hybrid DMO Board of Directors Meetings.

**Recommendation:** Approve Resolution 2023-002 to Hold Hybrid DMO Board of Directors Meetings as needed and in compliance with AB 2249.

9. Chief Executive Officer Monthly Update.

- 9A. February Activity Report
- 9B. Staffing
- 9C. Marketing
- 9D. Trade Show Booth and Tools
- 9E. Visit California Conference

### **COMMITTEE UPDATES**

10. Nominating Committee Update

## **GENERAL ANNOUNCEMENTS**

11. Board Changes

## **ADJOURNMENT**

The next regularly scheduled meeting is on **April 20, 2023, at 3:00 p.m.**

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### **Brown Act:**

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

### **Notice to Public:**

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

Agendas and other written materials distributed during a public meeting that are public record will be made available by Silicon Valley/Santa Clara DMO, Inc. in an appropriate alternative format. Contact Beverly Corriere, [BCorriere@discoversantaclara.org](mailto:BCorriere@discoversantaclara.org) with your request for an alternative format copy of the agenda or other written materials.

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## **ATTACHMENTS**



DISCOVER SANTA CLARA®  
BOARD OF DIRECTORS  
MEETING MINUTES

DMO BOARD OF DIRECTORS  
MARCH 16, 2023  
AGENDA ITEM #2

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February 16, 2023

3:00 p.m.

Virtual Meeting

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**CALL TO ORDER**

Vice Chair Lentz called the meeting to order at 3:03 p.m.

**ROLL CALL**

Kelly Carr, OVG360  
Christopher Hamilton, Levy Restaurants  
Catherine Lentz, Forty-Niners Stadium Management Company  
Leo Wandling, I.A.T.S.E Local Union 134  
Christine Lawson, Discover Santa Clara® (Ex-Officio)  
Ruth Mizobe Shikada, City of Santa Clara (Ex-Officio)

**Absent**

Eron Hodges, Hyatt Santa Clara  
Barb Granter, Great America  
Nadine Nader, City of Santa Clara

Quorum Met: 4

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

**PUBLIC COMMENT**

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

No Public Comments

**CONSENT AGENDA**

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1. Action on the Minutes of:
  - Discover Santa Clara® Board of Directors – January 19, 2023

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

A motion was made by Treasurer Carr and seconded by Vice Chair Lentz to note and file the meeting minutes.

Ayes: 4      Treasurer Carr, Member Hamilton, Vice Chair Lentz, Member Wandling

Absent:      Member Granter, Chair Hodges, Member Nader

## **CONSENT ITEMS PULLED FOR DISCUSSION**

### **PUBLIC PRESENTATIONS**

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

### **2. Action on the FY2022/23 Q2 Financial Report.**

**Recommendation:** Note and file the FY 2022/23 Q2 Financial Report.

Treasurer Carr reported that the report is for the December 2022 Financials and that the Q2 Report would be provided at a later date. Payroll is higher in December due to three payroll periods in the month. Prepaid expenses caused a greater increase in expenses. Santa Clara Tourism Improvement District expenses are higher because the was higher revenue.

A motion was made by Member Wandling and seconded by Member Hamilton to amend on the floor to note and file the December 2022 Financial Report.

Ayes: 4      Treasurer Carr, Member Hamilton, Vice Chair Lentz, Member Wandling

Absent:      Member Granter, Chair Hodges, Member Nader

### **3. Action to Approve and Authorize the Chief Executive Officer to Negotiate and Execute an Agreement with Maze & Associates for the Development of Financial Policies and Standard Operating Procedures.**

**Recommendation:** Approve and Authorize the Chief Executive Officer to Negotiate and Execute an Agreement with Maze & Associates for the Development of Financial Policies and Standard Operating Procedures in an Amount not to Exceed \$10000.00.

Treasurer Carr reported on the proposal from Maze & Associates to draft Financial Standard Operating Procedures (SOPs), internal controls, and financial policies for the DMO to obtain compliance with the Bylaws. Considering the growing demands from business and operations the DMO needs to expedite the development of the SOPs. The timeline to begin the work with Maze is at the end of March. Vice Chair Lentz asked about the process and timeline for the City of Santa Clara to review the completed SOPs. Nancy Thome commented that a timeline cannot be given. The City will review and provide comments.

A motion was made by Member Wandling and seconded by Member Lentz to Authorize the Chief Executive Officer to Negotiate and Execute an Agreement with Maze & Associates for the Development of Financial Policies and Standard Operating Procedures to begin in March in an Amount not to Exceed \$10000.00.

Ayes: 4 Treasurer Carr, Member Hamilton, Vice Chair Lentz, Member Wandling

Absent: Member Granter, Chair Hodges, Member Nader

#### 4. Action on the Proposed Director of Marketing Job Description and Salary Range.

**Recommendation:** Approve the Proposed Director of Marketing Job Description and Salary Range for hiring in FY 2022/23.

Chief Executive Officer Lawson reported on the collaboration with the DMO's marketing agency, We the Creative, to launch initial social media, Google Ad, and email test campaigns. However, it has become evident that this is a full-time role that requires dedicated attention to develop a compelling marketing presence through ongoing content that will increase interest, drive website traffic, and generate leads. Chief Executive Officer Lawson has devoted a significant amount of time to developing the DMO's marketing strategy and now needs a dedicated marketing leader. The DMO has the funds now and the cost will be absorbed in the FY2022/23 budget. The job description was reviewed and approved by CPS HR. Data was gathered to determine the annual current market salary range between \$150,000.00 to \$170,000.00.

Dan Fenton described that data from Destination International, Searchwide Global, and regional DMOs were used to determine the ranges.

Chief Executive Lawson mentioned that the DMO would still use We The Creative, the DMO's outside marketing firm because there is content to be written and a lot of actions associated with their work.

A motion was made by Treasurer Carr and seconded by Member Hamilton to Authorize

the Chief Executive Officer to Negotiate and Hire a Director of Marketing in FY2022/23 with base salary compensation not to exceed \$170,000.00.

Ayes: 4 Treasurer Carr, Member Hamilton, Vice Chair Lentz, Member Wandling

Absent: Member Granter, Chair Hodges, Member Nader

5. Action on the Adjustment in Salary Ranges for the Director of Sales and Convention Sales Manager Positions.

**Recommendation:** Approve an Adjustment of Salary Ranges for the Director of Sales and Convention Sales Manager positions based on current market pay.

Chief Executive Officer Lawson reported that JLL reviewed the salary ranges for the Director of Sales (DOS) and Convention Sales Manager (CSM). The current market ranges are \$160,000.00 to \$180,000.00 for the DOS and \$105,000.00 to \$120,000.00 for the CSM. The DMO retained Searchwide Global to recruit a DOS and the DMO would like to adjust the salary ranges for FY2022/23 so the DMO is competitive.

A motion was made by Member Hamilton and seconded by Vice Chair Lentz to Approve an Adjustment of Salary Ranges for the Director of Sales and Convention Sales Manager positions in FY2022/23 based on current market salaries.

Ayes: 4 Treasurer Carr, Member Hamilton, Vice Chair Lentz, Member Wandling

Absent: Member Granter, Chair Hodges, Member Nader

6. Action and Discussion to Continue Holding Board of Directors Hybrid Public Meetings.

**Recommendation:** Provide Direction to continue to hold Hybrid Public Meetings.

Beverly Corriere reported that the Governor's Emergency Order for remote meetings will end on February 28, 2023. The DMO Board may continue to have hybrid meetings but must meet certain requirements. The DMO is asking for direction regarding the need for a Resolution at the next Board meeting.

Dan Fenton said the Board would want flexibility. Vice Chair Lentz agreed that the Board should have the flexibility to hold hybrid meetings and the direction is to prepare a Resolution for the next Board meeting.

7. Chief Executive Officer Monthly Update.

7A. Engaged SearchWide Global to Hire a Director of Sales

7B. Renewing Contracts with CVENT and Knowland



- 7C. Conducted follow-up Booking Strategy Meeting and proposed revised thresholds. Currently gathering feedback from SCTID for finalization.
- 7D. Website Traffic Report

## **COMMITTEE UPDATES**

### 8. Nominating Committee Update

Member Hamilton reported meeting with Nancy Thome, Beverly Corriere, and a candidate to discuss the open Board role vacated by Pablo Barrera. The Nominating Committee will reach out to others to increase the diversity of the Board.

## **GENERAL ANNOUNCEMENTS**

### **ADJOURNMENT**

Vice Chair Lentz adjourned the meeting at 4:24 p.m.

The next regularly scheduled meeting is on **March 16, 2023, at 3:00 p.m.**

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Silicon Valley/Santa Clara DMO, Inc. January 2023											
Report Date: 1/31/2023 FY 2022/23 FUNDING ALLOCATION	January 2023				YEAR TO DATE						
	Budget	Actual	VARIANCE	%	YTD Budget	YTD ACTUAL	VARIANCE	YTD	Annual	Annual Budget	
	\$140,965.26	\$81,235.62	\$59,729.64		\$986,756.76	\$505,624.73	\$481,132.03			\$1,691,583.00	
<b>PERSONNEL</b>											
<b>Salary</b>											
CEO	\$17,500.00	\$18,076.94	-\$576.94	103%	\$122,500.00	\$66,769.76	\$55,730.24	55%	32%	\$210,000.00	
DOS	\$9,375.00	\$0.00	\$9,375.00	0%	\$65,625.00	\$0.00	\$65,625.00	0%	0%	\$112,500.00	
SM1	\$8,125.00	\$7,307.70	\$817.30	90%	\$56,875.00	\$32,884.65	\$23,990.35	58%	34%	\$97,500.00	
SM2	\$7,500.00	\$0.00	\$7,500.00	0%	\$52,500.00	\$32,355.02	\$20,144.98	62%	36%	\$90,000.00	
Admin	\$10,416.67	\$9,230.78	\$1,185.89	89%	\$72,916.67	\$46,153.90	\$26,762.77	63%	37%	\$125,000.00	
<b>Salary</b>	<b>\$52,916.67</b>	<b>\$34,615.42</b>	<b>\$18,301.25</b>	<b>65%</b>	<b>\$370,416.67</b>	<b>\$178,163.33</b>	<b>\$192,253.34</b>	<b>48%</b>	<b>28%</b>	<b>\$635,000.00</b>	
<b>Payroll Taxes</b>											
CEO	\$2,619.29	\$1,786.77	\$832.52	68%	\$18,335.03	\$5,990.18	\$12,344.85	33%	19%	\$31,431.48	
DOS	\$1,406.33	\$0.00	\$1,406.33	0%	\$9,844.27	\$0.00	\$9,844.27	0%	0%	\$16,875.88	
SM1	\$1,193.36	\$828.55	\$364.81	69%	\$8,353.54	\$3,066.36	\$5,287.18	37%	21%	\$14,320.36	
SM2	\$1,101.56	\$0.00	\$1,101.56	0%	\$7,710.94	\$2,475.17	\$5,235.77	32%	19%	\$13,218.76	
Admin	\$1,223.96	\$975.58	\$248.38	80%	\$8,567.72	\$4,081.29	\$4,486.43	48%	28%	\$14,687.52	
<b>Payroll Taxes</b>	<b>\$7,544.50</b>	<b>\$3,590.90</b>	<b>\$3,953.60</b>	<b>48%</b>	<b>\$52,811.50</b>	<b>\$15,613.00</b>	<b>\$37,198.50</b>	<b>30%</b>	<b>17%</b>	<b>\$90,534.00</b>	
<b>Employee Benefits</b>											
<b>Health</b>											
Health - CEO	\$573.75	\$897.00	-\$323.25	156%	\$4,016.25	\$1,794.00	\$2,222.25	45%	26%	\$6,885.00	
Health - DOS	\$430.33	\$0.00	\$430.33	0%	\$3,012.33	\$0.00	\$3,012.33	0%	0%	\$5,164.00	
Health - SM1	\$573.75	\$758.84	-\$185.09	132%	\$4,016.25	\$1,517.68	\$2,498.57	38%	22%	\$6,885.00	
Health - SM2	\$573.75	\$0.00	\$573.75	0%	\$4,016.25	\$0.00	\$4,016.25	0%	0%	\$6,885.00	
Health - Admin	\$573.75	\$1,224.54	-\$650.79	213%	\$4,016.25	\$2,449.08	\$1,567.17	61%	36%	\$6,885.00	
<b>Health</b>	<b>\$2,725.33</b>	<b>\$2,880.38</b>	<b>-\$155.05</b>	<b>106%</b>	<b>\$19,077.33</b>	<b>\$5,760.76</b>	<b>\$13,316.57</b>	<b>30%</b>	<b>18%</b>	<b>\$32,704.00</b>	
<b>401K Fee</b>											
401K Fee - CEO	\$959.41	\$0.00	\$959.41	0%	\$6,715.91	\$0.00	\$6,715.91	0%	0%	\$11,513.00	
401K Fee - DOS	\$416.67	\$0.00	\$416.67	0%	\$2,916.67	\$0.00	\$2,916.67	0%	0%	\$5,000.00	
401K Fee - SM1	\$416.67	\$0.00	\$416.67	0%	\$2,916.67	\$0.00	\$2,916.67	0%	0%	\$5,000.00	
401K Fee - SM2	\$416.67	\$0.00	\$416.67	0%	\$2,916.67	\$0.00	\$2,916.67	0%	0%	\$5,000.00	
401K Fee - Admin	\$959.42	\$0.00	\$959.42	0%	\$6,715.92	\$0.00	\$6,715.92	0%	0%	\$11,513.00	
<b>401K Fee</b>	<b>\$3,168.84</b>	<b>\$0.00</b>	<b>\$3,168.84</b>	<b>0%</b>	<b>\$22,181.84</b>	<b>\$0.00</b>	<b>\$22,181.84</b>	<b>0%</b>	<b>0%</b>	<b>\$38,026.00</b>	
<b>Employee Benefits</b>	<b>\$5,894.17</b>	<b>\$2,880.38</b>	<b>\$3,013.79</b>	<b>49%</b>	<b>\$41,259.17</b>	<b>\$5,760.76</b>	<b>\$35,498.41</b>	<b>14%</b>	<b>8%</b>	<b>\$70,730.00</b>	
<b>Employee Incentives</b>											
Employee Incentive CEO	\$4,375.00	-\$1,000.00	\$5,375.00	-23%	\$30,625.00	\$0.00	\$30,625.00	0%	0%	\$52,500.00	
Employee Incentive DOS	\$2,343.75	\$0.00	\$2,343.75	0%	\$16,406.25	\$0.00	\$16,406.25	0%	0%	\$28,125.00	
Employee Incentive SM1	\$2,031.25	\$0.00	\$2,031.25	0%	\$14,218.75	\$0.00	\$14,218.75	0%	0%	\$24,375.00	
Employee Incentive SM2	\$1,875.00	\$0.00	\$1,875.00	0%	\$13,125.00	\$0.00	\$13,125.00	0%	0%	\$22,500.00	
<b>Employee Incentives</b>	<b>\$10,625.00</b>	<b>-\$1,000.00</b>	<b>\$11,625.00</b>	<b>-9%</b>	<b>\$74,375.00</b>	<b>\$0.00</b>	<b>\$74,375.00</b>	<b>0%</b>	<b>0%</b>	<b>\$127,500.00</b>	
<b>Other</b>											
Cell Phone Stipend - CEO	\$40.00	\$40.00	\$0.00	100%	\$280.00	\$120.00	\$160.00	43%	25%	\$480.00	
Cell Phone Stipend - DOS	\$30.00	\$0.00	\$30.00	0%	\$210.00	\$0.00	\$210.00	0%	0%	\$360.00	
Cell Phone Stipend - SM1	\$40.00	\$40.00	\$0.00	100%	\$280.00	\$160.00	\$120.00	57%	33%	\$480.00	
Cell Phone Stipend - SM2	\$40.00	\$0.00	\$40.00	0%	\$280.00	\$160.00	\$120.00	57%	33%	\$480.00	
Cell Phone Stipend - Admin	\$40.00	\$40.00	\$0.00	100%	\$280.00	\$200.00	\$80.00	71%	42%	\$480.00	
Relocation Expense	\$666.67	\$0.00	\$666.67	0%	\$4,666.67	\$0.00	\$4,666.67	0%	0%	\$8,000.00	
Car Allowance - CEO	\$0.00	\$1,500.00	-\$1,500.00	0%	\$0.00	\$1,500.00	-\$1,500.00	0%	0%	\$0.00	
<b>Other</b>	<b>\$856.67</b>	<b>\$1,620.00</b>	<b>-\$763.33</b>	<b>189%</b>	<b>\$5,996.67</b>	<b>\$2,140.00</b>	<b>\$3,856.67</b>	<b>36%</b>	<b>21%</b>	<b>\$10,280.00</b>	
<b>TOTAL PERSONNEL EXPENSE</b>	<b>\$77,837.01</b>	<b>\$41,706.70</b>	<b>\$36,130.31</b>	<b>54%</b>	<b>\$544,859.01</b>	<b>\$201,677.09</b>	<b>\$343,181.92</b>	<b>37%</b>	<b>22%</b>	<b>\$934,044.00</b>	

Report Date: 1/31/2023 FY 2022/23 FUNDING ALLOCATION	January 2023				YEAR TO DATE					
	Budget	Actual	VARIANCE	%	YTD Budget	YTD ACTUAL	VARIANCE	YTD	Annual	Annual Budget
	\$140,965.26	\$81,235.62	\$59,729.64		\$986,756.76	\$505,624.73	\$481,132.03			\$1,691,583.00
<b>PURCHASED GOODS &amp; SERVICES</b>										
<b>Contract Services</b>										
Fiscal Services	\$2,575.33	\$2,887.30	-\$311.97	112%	\$18,027.33	\$33,042.25	-\$15,014.92	183%	107%	\$30,904.00
Legal Services	\$2,000.00	\$1,931.50	\$68.50	97%	\$14,000.00	\$19,106.50	-\$5,106.50	136%	80%	\$24,000.00
Payroll Services	\$500.00	\$148.90	\$351.10	30%	\$3,500.00	\$939.25	\$2,560.75	27%	16%	\$6,000.00
Audit	\$833.33	\$0.00	\$833.33	0%	\$5,833.33	\$0.00	\$5,833.33	0%	0%	\$10,000.00
IT	\$333.33	\$278.00	\$55.33	83%	\$2,333.33	\$2,008.43	\$324.90	86%	50%	\$4,000.00
Professional Services	\$11,250.00	\$6,994.06	\$4,255.94	62%	\$78,750.00	\$83,670.32	-\$4,920.32	106%	62%	\$135,000.00
HR Services	\$2,500.00	\$62.50	\$2,437.50	3%	\$17,500.00	\$1,892.50	\$15,607.50	11%	6%	\$30,000.00
Staffing	\$5,005.00	\$5,775.00	-\$770.00	115%	\$35,035.00	\$32,340.00	\$2,695.00	92%	54%	\$60,060.00
Marketing	\$9,166.67	\$3,125.00	\$6,041.67	34%	\$64,166.67	\$31,802.50	\$32,364.17	50%	29%	\$110,000.00
Website	\$1,205.00	\$910.45	\$294.55	76%	\$8,435.00	\$7,073.15	\$1,361.85	84%	49%	\$14,460.00
<b>Contract Services</b>	<b>\$35,368.66</b>	<b>\$22,112.71</b>	<b>\$13,255.95</b>	<b>63%</b>	<b>\$247,580.66</b>	<b>\$211,874.90</b>	<b>\$35,705.76</b>	<b>86%</b>	<b>50%</b>	<b>\$424,424.00</b>
<b>Operating Supplies</b>										
Banking Fees	\$41.67	\$15.00	\$26.67	36%	\$291.67	\$30.00	\$261.67	10%	6%	\$500.00
Software Licenses	\$622.08	\$364.65	\$257.43	59%	\$4,354.58	\$2,626.64	\$1,727.94	60%	35%	\$7,465.00
Postage	\$25.00	\$0.00	\$25.00	0%	\$175.00	\$0.00	\$175.00	0%	0%	\$300.00
IT	\$416.67	\$0.00	\$416.67	0%	\$2,916.67	\$1,039.96	\$1,876.71	36%	21%	\$5,000.00
Licenses	\$8.33	-\$71.50	\$79.83	-858%	\$58.33	\$71.50	-\$13.17	123%	1%	\$5,000.00
Office Supplies	\$416.67	\$290.23	\$126.44	70%	\$2,916.67	\$1,945.39	\$971.28	67%	39%	\$5,000.00
<b>Operating Supplies</b>	<b>\$1,530.42</b>	<b>\$598.38</b>	<b>\$932.04</b>	<b>39%</b>	<b>\$10,712.92</b>	<b>\$5,713.49</b>	<b>\$4,999.43</b>	<b>53%</b>	<b>31%</b>	<b>\$18,365.00</b>
<b>Recruitment</b>	<b>\$41.67</b>	<b>\$0.00</b>	<b>\$41.67</b>	<b>0%</b>	<b>\$291.67</b>	<b>\$1,995.41</b>	<b>-\$1,703.74</b>	<b>684%</b>	<b>399%</b>	<b>\$500.00</b>
<b>Mileage Reimbursement</b>	<b>\$83.34</b>	<b>\$0.00</b>	<b>\$83.34</b>	<b>0%</b>	<b>\$583.34</b>	<b>\$54.88</b>	<b>\$528.46</b>	<b>9%</b>	<b>5%</b>	<b>\$1,000.00</b>
<b>Insurance</b>										
Workers Compensation	\$154.33	-\$415.27	\$569.60	-269%	\$1,080.33	\$491.71	\$588.62	46%	27%	\$1,852.00
Business Owners Liability & Property	\$150.00	\$152.00	-\$2.00	101%	\$1,050.00	\$1,064.00	-\$14.00	101%	59%	\$1,800.00
Professional Cyber Liability	\$257.08	\$246.22	\$10.86	96%	\$1,799.58	\$1,858.33	-\$58.75	103%	60%	\$3,085.00
Management Liability	\$416.67	\$197.50	\$219.17	47%	\$2,916.67	\$1,691.18	\$1,225.49	58%	34%	\$5,000.00
<b>Insurance</b>	<b>\$978.08</b>	<b>\$180.45</b>	<b>\$797.63</b>	<b>18%</b>	<b>\$6,846.58</b>	<b>\$5,105.22</b>	<b>\$1,741.36</b>	<b>75%</b>	<b>43%</b>	<b>\$11,737.00</b>
<b>Memberships</b>										
Destinations International	\$133.33	\$265.84	-\$132.51	199%	\$933.33	\$1,065.82	-\$132.49	114%	67%	\$1,600.00
PCMA	\$83.33	\$40.42	\$42.91	49%	\$583.33	\$404.20	\$179.13	69%	40%	\$1,000.00
MPI ACE/WEC	\$138.75	\$88.33	\$50.42	64%	\$971.25	\$575.73	\$395.52	59%	35%	\$1,665.00
CALSAE	\$29.17	\$399.00	-\$369.83	1368%	\$204.17	\$420.05	-\$215.88	206%	120%	\$350.00
<b>Memberships</b>	<b>\$384.58</b>	<b>\$793.59</b>	<b>-\$409.01</b>	<b>206%</b>	<b>\$2,692.08</b>	<b>\$2,465.80</b>	<b>\$226.28</b>	<b>92%</b>	<b>53%</b>	<b>\$4,615.00</b>
<b>Subscription Services</b>										
CRM	\$816.67	\$6,241.67	-\$5,425.00	764%	\$5,716.67	\$11,433.30	-\$5,716.63	200%	117%	\$9,800.00
Knowland	\$1,099.00	\$1,099.00	\$0.00	100%	\$7,693.00	\$10,989.50	-\$3,296.50	143%	57%	\$19,202.00
CoStar Realty Information	\$0.00	\$210.00	-\$210.00	0%	\$0.00	\$1,590.00	-\$1,590.00			
CVENT	\$1,600.17	\$1,600.17	\$0.00	100%	\$11,201.17	\$14,402.17	-\$3,201.00	129%	109%	\$13,188.00
Destination International EIC Subscription	\$611.67	\$584.75	\$26.92	96%	\$4,281.67	\$6,501.88	-\$2,220.21	152%	89%	\$7,340.00
<b>Subscription Services</b>	<b>\$4,127.51</b>	<b>\$9,735.59</b>	<b>-\$5,608.08</b>	<b>236%</b>	<b>\$28,892.51</b>	<b>\$44,916.85</b>	<b>-\$16,024.34</b>	<b>155%</b>	<b>91%</b>	<b>\$49,530.00</b>
<b>Conferences and Trade Shows</b>										
IMEX North America	\$983.33	\$0.00	\$983.33	0%	\$6,883.33	\$0.00	\$6,883.33	0%	0%	\$11,800.00
CONNECT Marketplace	\$370.83	\$0.00	\$370.83	0%	\$2,595.83	\$0.00	\$2,595.83	0%	0%	\$4,450.00
CONNECT Medical/Tech	\$370.83	\$0.00	\$370.83	0%	\$2,595.83	\$0.00	\$2,595.83	0%	0%	\$4,450.00
<b>Conferences and Trade Shows</b>	<b>\$1,724.99</b>	<b>\$0.00</b>	<b>\$1,724.99</b>	<b>0%</b>	<b>\$12,074.99</b>	<b>\$0.00</b>	<b>\$12,074.99</b>	<b>0%</b>	<b>0%</b>	<b>\$20,700.00</b>

Report Date: 1/31/2023 FY 2022/23 FUNDING ALLOCATION	January 2023				YEAR TO DATE					
	Budget	Actual	VARIANCE	%	YTD Budget	YTD ACTUAL	VARIANCE	YTD	Annual	Annual Budget
	\$140,965.26	\$81,235.62	\$59,729.64		\$986,756.76	\$505,624.73	\$481,132.03			\$1,691,583.00
<b>Business Development</b>	<b>\$4,166.67</b>	<b>\$0.00</b>	<b>\$4,166.67</b>	0%	<b>\$29,166.67</b>	<b>\$1,138.50</b>	<b>\$28,028.17</b>	4%	2%	<b>\$50,000.00</b>
<b>Travel &amp; Entertainment</b>										
CONNECT Medical/Tech	\$233.33	\$0.00	\$233.33	0%	\$1,633.33	\$0.00	\$1,633.33	0%	0%	\$2,800.00
IMEX North America	\$158.33	\$0.00	\$158.33	0%	\$1,108.33	\$0.00	\$1,108.33	0%	0%	\$1,900.00
CONNECT Marketplace	\$191.67	\$0.00	\$191.67	0%	\$1,341.67	\$0.00	\$1,341.67	0%	0%	\$2,300.00
Other Expense	\$0.00	\$722.55	-\$722.55		\$0.00	\$796.55	-\$796.55			
<b>Travel &amp; Entertainment</b>	<b>\$583.33</b>	<b>\$722.55</b>	<b>-\$139.22</b>	124%	<b>\$4,083.33</b>	<b>\$796.55</b>	<b>\$3,286.78</b>	20%	11%	<b>\$7,000.00</b>
<b>Advertising &amp; Promotion</b>	<b>\$6,250.00</b>	<b>\$0.00</b>	<b>\$6,250.00</b>	0%	<b>\$43,750.00</b>	<b>\$1,500.00</b>	<b>\$42,250.00</b>	3%	2%	<b>\$75,000.00</b>
<b>Support Services</b>										
Client Events	\$2,333.33	\$0.00	\$2,333.33	0%	\$16,333.33	\$0.00	\$16,333.33	0%	0%	\$28,000.00
Virutal Happy Hour	\$166.67	\$0.00	\$166.67	0%	\$1,166.67	\$0.00	\$1,166.67	0%	0%	\$2,000.00
Client Activations	\$333.33	\$0.00	\$333.33	0%	\$2,333.33	\$0.00	\$2,333.33	0%	0%	\$4,000.00
Personalized greetings	\$166.67	\$0.00	\$166.67	0%	\$1,166.67	\$0.00	\$1,166.67	0%	0%	\$2,000.00
Site Visits	\$0.00	\$618.00	-\$618.00		\$0.00	\$618.00	-\$618.00			
<b>Support Services</b>	<b>\$3,000.00</b>	<b>\$618.00</b>	<b>\$2,382.00</b>	21%	<b>\$21,000.00</b>	<b>\$618.00</b>	<b>\$20,382.00</b>	3%	2%	<b>\$36,000.00</b>
<b>TOTAL PURCHASED GOODS &amp; SERVICES EXPENSE</b>	<b>\$58,239.25</b>	<b>\$34,761.27</b>	<b>\$23,477.98</b>	60%	<b>\$407,674.75</b>	<b>\$276,179.60</b>	<b>\$131,495.15</b>	68%	40%	<b>\$698,871.00</b>
<b>CONTINGENCY</b>	<b>\$2,936.58</b>	<b>\$0.00</b>	<b>\$2,936.58</b>	0%	<b>\$20,556.08</b>	<b>\$0.00</b>	<b>\$20,556.08</b>	0%	0%	<b>\$35,239.00</b>
<b>CITY ADMINISTRATIVE FEE</b>	<b>\$1,952.42</b>	<b>\$4,767.65</b>	<b>-\$2,815.23</b>	244%	<b>\$13,666.92</b>	<b>\$27,768.04</b>	<b>-\$14,101.12</b>	203%	119%	<b>\$23,429.00</b>
<b>TOTAL OPERATING EXPENSES</b>	<b>\$140,965.26</b>	<b>\$81,235.62</b>	<b>\$59,729.64</b>	58%	<b>\$986,756.76</b>	<b>\$505,624.73</b>	<b>\$481,132.03</b>	51%	30%	<b>\$1,691,583.00</b>
<b>SURPLUS(DEFICIT)</b>		<b>\$59,729.64</b>				<b>\$481,132.03</b>				

**Silicon Valley/Santa Clara DMO, Inc.**  
**October - December, 2022**

Report Date: 12/31/2022	October - December, 2022				YEAR TO DATE					Annual Budget
	Budget	Actual	VARIANCE	%	YTD Budget	YTD ACTUAL	VARIANCE	YTD	Annual	
<b>FY 2022/23 FUNDING ALLOCATION</b>	<b>\$422,895.75</b>	<b>\$269,228.35</b>	<b>\$153,667.40</b>		<b>\$845,791.50</b>	<b>\$422,939.11</b>	<b>\$422,852.39</b>			<b>\$1,691,583.00</b>
<b>PERSONNEL</b>										
<b>Salary</b>										
CEO	\$52,500.00	\$48,692.82	\$3,807.18	93%	\$105,000.00	\$48,692.82	\$56,307.18	46%	23%	\$210,000.00
DOS	\$28,125.00	\$0.00	\$28,125.00	0%	\$56,250.00	\$0.00	\$56,250.00	0%	0%	\$112,500.00
SM1	\$24,375.00	\$25,576.95	-\$1,201.95	105%	\$48,750.00	\$25,576.95	\$23,173.05	52%	26%	\$97,500.00
SM2	\$22,500.00	\$11,585.78	\$10,914.22	51%	\$45,000.00	\$32,355.02	\$12,644.98	72%	36%	\$90,000.00
Admin	\$31,250.00	\$32,307.73	-\$1,057.73	103%	\$62,500.00	\$36,923.12	\$25,576.88	59%	30%	\$125,000.00
<b>Salary</b>	<b>\$158,750.00</b>	<b>\$118,163.28</b>	<b>\$40,586.72</b>	<b>74%</b>	<b>\$317,500.00</b>	<b>\$143,547.91</b>	<b>\$173,952.09</b>	<b>45%</b>	<b>23%</b>	<b>\$635,000.00</b>
<b>Payroll Taxes</b>										
CEO	\$7,857.87	\$4,203.41	\$3,654.46	53%	\$15,715.74	\$4,203.41	\$11,512.33	27%	13%	\$31,431.48
DOS	\$4,218.97	\$0.00	\$4,218.97	0%	\$8,437.94	\$0.00	\$8,437.94	0%	0%	\$16,875.88
SM1	\$3,580.09	\$2,237.81	\$1,342.28	63%	\$7,160.18	\$2,237.81	\$4,922.37	31%	16%	\$14,320.36
SM2	\$3,304.69	\$886.31	\$2,418.38	27%	\$6,609.38	\$2,475.17	\$4,134.21	37%	19%	\$13,218.76
Admin	\$3,671.88	\$2,563.41	\$1,108.47	70%	\$7,343.76	\$3,105.71	\$4,238.05	42%	21%	\$14,687.52
<b>Payroll Taxes</b>	<b>\$22,633.50</b>	<b>\$9,890.94</b>	<b>\$12,742.56</b>	<b>44%</b>	<b>\$45,267.00</b>	<b>\$12,022.10</b>	<b>\$33,244.90</b>	<b>27%</b>	<b>13%</b>	<b>\$90,534.00</b>
<b>Employee Benefits</b>										
<b>Health</b>										
Health - CEO	\$1,721.25	\$897.00	\$824.25	52%	\$3,442.50	\$897.00	\$2,545.50	26%	13%	\$6,885.00
Health - DOS	\$1,291.00	\$0.00	\$1,291.00	0%	\$2,582.00	\$0.00	\$2,582.00	0%	0%	\$5,164.00
Health - SM1	\$1,721.25	\$758.84	\$962.41	44%	\$3,442.50	\$758.84	\$2,683.66	22%	11%	\$6,885.00
Health - SM2	\$1,721.25	\$0.00	\$1,721.25	0%	\$3,442.50	\$0.00	\$3,442.50	0%	0%	\$6,885.00
Health - Admin	\$1,721.25	\$1,224.54	\$496.71	71%	\$3,442.50	\$1,224.54	\$2,217.96	36%	18%	\$6,885.00
<b>Health</b>	<b>\$8,176.00</b>	<b>\$2,880.38</b>	<b>\$5,295.62</b>	<b>35%</b>	<b>\$16,352.00</b>	<b>\$2,880.38</b>	<b>\$13,471.62</b>	<b>18%</b>	<b>9%</b>	<b>\$32,704.00</b>
<b>401K Fee</b>										
401K Fee - CEO	\$2,878.25	\$0.00	\$2,878.25	0%	\$5,756.50	\$0.00	\$5,756.50	0%	0%	\$11,513.00
401K Fee - DOS	\$1,250.00	\$0.00	\$1,250.00	0%	\$2,500.00	\$0.00	\$2,500.00	0%	0%	\$5,000.00
401K Fee - SM1	\$1,250.00	\$0.00	\$1,250.00	0%	\$2,500.00	\$0.00	\$2,500.00	0%	0%	\$5,000.00
401K Fee - SM2	\$1,250.00	\$0.00	\$1,250.00	0%	\$2,500.00	\$0.00	\$2,500.00	0%	0%	\$5,000.00
401K Fee - Admin	\$2,878.25	\$0.00	\$2,878.25	0%	\$5,756.50	\$0.00	\$5,756.50	0%	0%	\$11,513.00
<b>401K Fee</b>	<b>\$9,506.50</b>	<b>\$0.00</b>	<b>\$9,506.50</b>	<b>0%</b>	<b>\$19,013.00</b>	<b>\$0.00</b>	<b>\$19,013.00</b>	<b>0%</b>	<b>0%</b>	<b>\$38,026.00</b>
<b>Employee Benefits</b>	<b>\$17,682.50</b>	<b>\$2,880.38</b>	<b>\$14,802.12</b>	<b>16%</b>	<b>\$35,365.00</b>	<b>\$2,880.38</b>	<b>\$32,484.62</b>	<b>8%</b>	<b>4%</b>	<b>\$70,730.00</b>
<b>Employee Incentives</b>										
Employee Incentive CEO	\$13,125.00	\$1,000.00	\$12,125.00	8%	\$26,250.00	\$1,000.00	\$25,250.00	4%	2%	\$52,500.00
Employee Incentive DOS	\$7,031.25	\$0.00	\$7,031.25	0%	\$14,062.50	\$0.00	\$14,062.50	0%	0%	\$28,125.00
Employee Incentive SM1	\$6,093.75	\$0.00	\$6,093.75	0%	\$12,187.50	\$0.00	\$12,187.50	0%	0%	\$24,375.00
Employee Incentive SM2	\$5,625.00	\$0.00	\$5,625.00	0%	\$11,250.00	\$0.00	\$11,250.00	0%	0%	\$22,500.00
<b>Employee Incentives</b>	<b>\$31,875.00</b>	<b>\$1,000.00</b>	<b>\$30,875.00</b>	<b>3%</b>	<b>\$63,750.00</b>	<b>\$1,000.00</b>	<b>\$62,750.00</b>	<b>2%</b>	<b>1%</b>	<b>\$127,500.00</b>
<b>Other</b>										
Cell Phone Stipend - CEO	\$120.00	\$80.00	\$40.00	67%	\$240.00	\$80.00	\$160.00	33%	17%	\$480.00
Cell Phone Stipend - DOS	\$90.00	\$0.00	\$90.00	0%	\$180.00	\$0.00	\$180.00	0%	0%	\$360.00
Cell Phone Stipend - SM1	\$120.00	\$120.00	\$0.00	100%	\$240.00	\$120.00	\$120.00	50%	25%	\$480.00
Cell Phone Stipend - SM2	\$120.00	\$40.00	\$80.00	33%	\$240.00	\$160.00	\$80.00	67%	33%	\$480.00
Cell Phone Stipend - Admin	\$120.00	\$120.00	\$0.00	100%	\$240.00	\$160.00	\$80.00	67%	33%	\$480.00
Relocation Expense	\$2,000.00	\$0.00	\$2,000.00	0%	\$4,000.00	\$0.00	\$4,000.00	0%	0%	\$8,000.00
<b>Other</b>	<b>\$2,570.00</b>	<b>\$360.00</b>	<b>\$2,210.00</b>	<b>14%</b>	<b>\$5,140.00</b>	<b>\$520.00</b>	<b>\$4,620.00</b>	<b>10%</b>	<b>5%</b>	<b>\$10,280.00</b>
<b>TOTAL PERSONNEL EXPENSE</b>	<b>\$233,511.00</b>	<b>\$132,294.60</b>	<b>\$101,216.40</b>	<b>57%</b>	<b>\$467,022.00</b>	<b>\$159,970.39</b>	<b>\$307,051.61</b>	<b>34%</b>	<b>17%</b>	<b>\$934,044.00</b>

Report Date: 12/31/2022	October - December, 2022				YEAR TO DATE					
	Budget	Actual	VARIANCE	%	YTD Budget	YTD ACTUAL	VARIANCE	YTD	Annual	Annual Budget
<b>FY 2022/23 FUNDING ALLOCATION</b>	<b>\$422,895.75</b>	<b>\$269,228.35</b>	<b>\$153,667.40</b>		<b>\$845,791.50</b>	<b>\$422,939.11</b>	<b>\$422,852.39</b>			<b>\$1,691,583.00</b>
<b>PURCHASED GOODS &amp; SERVICES</b>										
<b>Contract Services</b>										
Fiscal Services	\$7,726.00	\$17,011.40	-\$9,285.40	220%	\$15,452.00	\$28,704.95	-\$13,252.95	186%	93%	\$30,904.00
Legal Services	\$6,000.00	\$13,972.50	-\$7,972.50	233%	\$12,000.00	\$17,175.00	-\$5,175.00	143%	72%	\$24,000.00
Payroll Services	\$1,500.00	\$391.70	\$1,108.30	26%	\$3,000.00	\$790.35	\$2,209.65	26%	13%	\$6,000.00
Audit	\$2,500.00	\$0.00	\$2,500.00	0%	\$5,000.00	\$0.00	\$5,000.00	0%	0%	\$10,000.00
IT	\$1,000.00	\$834.00	\$166.00	83%	\$2,000.00	\$1,730.43	\$269.57	87%	43%	\$4,000.00
Professional Services	\$33,750.00	\$33,621.88	\$128.12	100%	\$67,500.00	\$76,676.26	-\$9,176.26	114%	57%	\$135,000.00
HR Services	\$7,500.00	\$687.50	\$6,812.50	9%	\$15,000.00	\$1,830.00	\$13,170.00	12%	6%	\$30,000.00
Staffing	\$15,015.00	\$15,015.00	\$0.00	100%	\$30,030.00	\$26,565.00	\$3,465.00	88%	44%	\$60,060.00
Marketing	\$27,500.00	\$11,590.00	\$15,910.00	42%	\$55,000.00	\$28,677.50	\$26,322.50	52%	26%	\$110,000.00
Website	\$3,615.00	\$3,431.35	\$183.65	95%	\$7,230.00	\$6,162.70	\$1,067.30	85%	43%	\$14,460.00
<b>Contract Services</b>	<b>\$106,106.00</b>	<b>\$96,555.33</b>	<b>\$9,550.67</b>	<b>91%</b>	<b>\$212,212.00</b>	<b>\$188,312.19</b>	<b>\$23,899.81</b>	<b>89%</b>	<b>44%</b>	<b>\$424,424.00</b>
<b>Operating Supplies</b>										
Banking Fees	\$125.00	\$15.00	\$110.00	12%	\$250.00	\$15.00	\$235.00	6%	3%	\$500.00
Software Licenses	\$1,866.25	\$1,080.89	\$785.36	58%	\$3,732.50	\$2,186.99	\$1,545.51	59%	29%	\$7,465.00
Postage	\$75.00	\$0.00	\$75.00	0%	\$150.00	\$0.00	\$150.00	0%	0%	\$300.00
IT	\$1,250.00	\$0.00	\$1,250.00	0%	\$2,500.00	\$1,039.96	\$1,460.04	42%	21%	\$5,000.00
Licenses	\$25.00	\$218.00	-\$193.00	872%	\$50.00	\$218.00	-\$168.00	436%	4%	\$5,000.00
Office Supplies	\$1,250.00	\$1,564.96	-\$314.96	125%	\$2,500.00	\$1,655.16	\$844.84	66%	33%	\$5,000.00
<b>Operating Supplies</b>	<b>\$4,591.25</b>	<b>\$2,878.85</b>	<b>\$1,712.40</b>	<b>63%</b>	<b>\$9,182.50</b>	<b>\$5,115.11</b>	<b>\$4,067.39</b>	<b>56%</b>	<b>28%</b>	<b>\$18,365.00</b>
<b>Recruitment</b>	<b>\$125.00</b>	<b>\$1,657.06</b>	<b>-\$1,532.06</b>	<b>1326%</b>	<b>\$250.00</b>	<b>\$1,995.41</b>	<b>-\$1,745.41</b>	<b>798%</b>	<b>399%</b>	<b>\$500.00</b>
<b>Mileage Reimbursement</b>	<b>\$250.00</b>	<b>\$54.88</b>	<b>\$195.12</b>	<b>22%</b>	<b>\$500.00</b>	<b>\$54.88</b>	<b>\$445.12</b>	<b>11%</b>	<b>5%</b>	<b>\$1,000.00</b>
<b>Insurance</b>										
Workers Compensation	\$463.00	\$453.48	\$9.52	98%	\$926.00	\$906.98	\$19.02	98%	49%	\$1,852.00
Business Owners Liability & Property	\$450.00	\$456.00	-\$6.00	101%	\$900.00	\$912.00	-\$12.00	101%	51%	\$1,800.00
Professional Cyber Liability	\$771.25	\$1,088.01	-\$316.76	141%	\$1,542.50	\$1,612.11	-\$69.61	105%	52%	\$3,085.00
Management Liability	\$1,250.00	\$592.50	\$657.50	47%	\$2,500.00	\$1,493.68	\$1,006.32	60%	30%	\$5,000.00
<b>Insurance</b>	<b>\$2,934.25</b>	<b>\$2,589.99</b>	<b>\$344.26</b>	<b>88%</b>	<b>\$5,868.50</b>	<b>\$4,924.77</b>	<b>\$943.73</b>	<b>84%</b>	<b>42%</b>	<b>\$11,737.00</b>
<b>Memberships</b>										
Destinations International	\$400.00	\$399.99	\$0.01	100%	\$800.00	\$799.98	\$0.02	100%	50%	\$1,600.00
PCMA	\$250.00	\$161.68	\$88.32	65%	\$500.00	\$363.78	\$136.22	73%	36%	\$1,000.00
MPI ACE/WEC	\$416.25	\$264.98	\$151.27	64%	\$832.50	\$487.40	\$345.10	59%	29%	\$1,665.00
CALSAE	\$87.50	\$0.00	\$87.50	0%	\$175.00	\$21.05	\$153.95	12%	6%	\$350.00
<b>Memberships</b>	<b>\$1,153.75</b>	<b>\$826.65</b>	<b>\$327.10</b>	<b>72%</b>	<b>\$2,307.50</b>	<b>\$1,672.21</b>	<b>\$635.29</b>	<b>72%</b>	<b>36%</b>	<b>\$4,615.00</b>
<b>Subscription Services</b>										
CRM	\$2,450.00	\$2,225.01	\$224.99	91%	\$4,900.00	\$5,191.63	-\$291.63	106%	53%	\$9,800.00
Knowland	\$3,297.00	\$3,297.00	\$0.00	100%	\$6,594.00	\$9,890.50	-\$3,296.50	150%	52%	\$19,202.00
CoStar Realty Information	\$0.00	\$1,380.00	-\$1,380.00		\$0.00	\$1,380.00	-\$1,380.00			
CVENT	\$4,800.50	\$4,800.50	\$0.00	100%	\$9,601.00	\$12,802.00	-\$3,201.00	133%	97%	\$13,188.00
Destination International	\$1,835.00	\$2,312.84	-\$477.84	126%	\$3,670.00	\$5,917.13	-\$2,247.13	161%	81%	\$7,340.00
<b>Subscription Services</b>	<b>\$12,382.50</b>	<b>\$14,015.35</b>	<b>-\$1,632.85</b>	<b>113%</b>	<b>\$24,765.00</b>	<b>\$35,181.26</b>	<b>-\$10,416.26</b>	<b>142%</b>	<b>71%</b>	<b>\$49,530.00</b>
<b>Conferences and Trade Shows</b>										
IMEX North America	\$2,950.00	\$0.00	\$2,950.00	0%	\$5,900.00	\$0.00	\$5,900.00	0%	0%	\$11,800.00
CONNECT Marketplace	\$1,112.50	\$0.00	\$1,112.50	0%	\$2,225.00	\$0.00	\$2,225.00	0%	0%	\$4,450.00
CONNECT Medical/Tech	\$1,112.50	\$0.00	\$1,112.50	0%	\$2,225.00	\$0.00	\$2,225.00	0%	0%	\$4,450.00
<b>Conferences and Trade Shows</b>	<b>\$5,175.00</b>	<b>\$0.00</b>	<b>\$5,175.00</b>	<b>0%</b>	<b>\$10,350.00</b>	<b>\$0.00</b>	<b>\$10,350.00</b>	<b>0%</b>	<b>0%</b>	<b>\$20,700.00</b>

Report Date: 12/31/2022	October - December, 2022				YEAR TO DATE					
	Budget	Actual	VARIANCE	%	YTD Budget	YTD ACTUAL	VARIANCE	YTD	Annual	Annual Budget
<b>FY 2022/23 FUNDING ALLOCATION</b>	<b>\$422,895.75</b>	<b>\$269,228.35</b>	<b>\$153,667.40</b>		<b>\$845,791.50</b>	<b>\$422,939.11</b>	<b>\$422,852.39</b>			<b>\$1,691,583.00</b>
<b>Business Development</b>	<b>\$12,500.00</b>	<b>\$1,138.50</b>	<b>\$11,361.50</b>	9%	<b>\$25,000.00</b>	<b>\$1,138.50</b>	<b>\$23,861.50</b>	5%	2%	<b>\$50,000.00</b>
<b>Travel &amp; Entertainment</b>										
CONNECT Medical/Tech	\$700.00	\$0.00	\$700.00	0%	\$1,400.00	\$0.00	\$1,400.00	0%	0%	\$2,800.00
IMEX North America	\$475.00	\$0.00	\$475.00	0%	\$950.00	\$0.00	\$950.00	0%	0%	\$1,900.00
CONNECT Marketplace	\$575.00	\$0.00	\$575.00	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			
<b>Travel &amp; Entertainment</b>	<b>\$1,750.00</b>	<b>\$74.00</b>	<b>\$1,676.00</b>	4%	<b>\$3,500.00</b>	<b>\$74.00</b>	<b>\$3,426.00</b>	2%	1%	<b>\$7,000.00</b>
<b>Advertising &amp; Promotion</b>	<b>\$18,750.00</b>	<b>\$0.00</b>	<b>\$18,750.00</b>	0%	<b>\$37,500.00</b>	<b>\$1,500.00</b>	<b>\$36,000.00</b>	4%	2%	<b>\$75,000.00</b>
<b>Support Services</b>										
Client Events	\$7,000.00	\$0.00	\$7,000.00	0%	\$14,000.00	\$0.00	\$14,000.00	0%	0%	\$28,000.00
Virtual Happy Hour	\$500.00	\$0.00	\$500.00	0%	\$1,000.00	\$0.00	\$1,000.00	0%	0%	\$2,000.00
Client Activations	\$1,000.00	\$0.00	\$1,000.00	0%	\$2,000.00	\$0.00	\$2,000.00	0%	0%	\$4,000.00
Personalized greetings	\$500.00	\$0.00	\$500.00	0%	\$1,000.00	\$0.00	\$1,000.00	0%	0%	\$2,000.00
<b>Support Services</b>	<b>\$9,000.00</b>	<b>\$0.00</b>	<b>\$9,000.00</b>	0%	<b>\$18,000.00</b>	<b>\$0.00</b>	<b>\$18,000.00</b>	0%	0%	<b>\$36,000.00</b>
<b>TOTAL PURCHASED GOODS &amp; SERVICES EXPENSE</b>	<b>\$174,717.75</b>	<b>\$119,790.61</b>	<b>\$54,927.14</b>	69%	<b>\$349,435.50</b>	<b>\$239,968.33</b>	<b>\$109,467.17</b>	69%	34%	<b>\$698,871.00</b>
<b>CONTINGENCY</b>	<b>\$8,809.75</b>	<b>\$0.00</b>	<b>\$8,809.75</b>	0%	<b>\$17,619.50</b>	<b>\$0.00</b>	<b>\$17,619.50</b>	0%	0%	<b>\$35,239.00</b>
<b>CITY ADMINISTRATIVE FEE</b>	<b>\$5,857.25</b>	<b>\$17,143.14</b>	<b>-\$11,285.89</b>	293%	<b>\$11,714.50</b>	<b>\$23,000.39</b>	<b>-\$11,285.89</b>	196%	98%	<b>\$23,429.00</b>
<b>TOTAL OPERATING EXPENSES</b>	<b>\$422,895.75</b>	<b>\$269,228.35</b>	<b>\$153,667.40</b>	64%	<b>\$845,791.50</b>	<b>\$422,939.11</b>	<b>\$422,852.39</b>	50%	25%	<b>\$1,691,583.00</b>
<b>SURPLUS(DEFICIT)</b>		<b>\$153,667.40</b>				<b>\$422,852.39</b>				



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

	FY 2022/23 Budget	Q2 Oct - Dec Budget	Q2 Oct - Dec Actual Exp	Exp vs. YTD	Expended YTD	Expended Annual
<b>FY 2022/23 FUNDING ALLOCATION</b>	<b>\$1,691,583</b>	<b>\$422,896</b>	<b>\$269,228</b>	<b>\$153,667</b>	<b>64%</b>	<b>16%</b>
<b>Personnel</b>						
Salary	\$635,000	\$158,750	\$118,163	\$40,587	25%	19%
Payroll Taxes	\$90,534	\$22,634	\$9,891	\$12,743	44%	11%
Employee Benefits	\$70,730	\$17,683	\$2,880	\$14,802	16%	4%
Health	\$32,704	\$8,176	\$2,880	\$5,296	35%	9%
401K Fee	\$38,027	\$9,507	\$0	\$9,507	0%	0%
Employee Incentives	\$127,500	\$31,875	\$1,000	\$30,875	3%	1%
Other	\$10,280	\$2,570	\$360	\$2,210	14%	4%
<b>TOTAL PERSONNEL EXPENSE</b>	<b>\$934,044</b>	<b>\$233,511</b>	<b>\$132,295</b>	<b>\$101,216</b>	<b>57%</b>	<b>14%</b>
<b>Purchased Goods and Services Expense</b>						
Contract Services	\$424,424	\$106,106	\$96,555	\$9,551	91%	23%
Operating Supplies	\$18,365	\$4,591	\$2,879	\$1,712	63%	16%
Mileage Reimbursement	\$1,000	\$250	\$55	\$195	22%	5%
Recruitment	\$500	\$125	\$1,657	(\$1,532)	1326%	331%
Insurance	\$11,737	\$2,934	\$2,590	\$344	88%	22%
Memberships	\$4,615	\$1,154	\$827	\$327	72%	18%
Subscription Services	\$49,530	\$12,383	\$14,015	(\$1,633)	113%	28%
Conferences and Trade Shows	\$20,700	\$5,175	\$0	\$5,175	0%	0%
Business Development	\$50,000	\$12,500	\$1,139	\$11,362	9%	2%
Travel & Entertainment	\$7,000	\$1,750	\$74	\$1,676	4%	1%
Advertising & Promotion	\$75,000	\$18,750	\$0	\$18,750	0%	0%
Support Services	\$36,000	\$9,000	\$0	\$9,000	0%	0%
<b>TOTAL PURCHASED GOODS &amp; SERVICES EXPENSE</b>	<b>\$698,871</b>	<b>\$174,718</b>	<b>\$119,791</b>	<b>\$54,927</b>	<b>69%</b>	<b>17%</b>
<b>CONTINGENCY</b>	<b>\$35,239</b>	<b>\$8,810</b>	<b>\$0</b>	<b>\$8,810</b>	<b>0%</b>	<b>0%</b>
<b>CITY ADMINISTRATIVE FEE</b>	<b>\$23,429</b>	<b>\$5,857</b>	<b>\$17,143</b>	<b>-\$11,285.88</b>	<b>293%</b>	<b>73%</b>
<b>TOTAL OPERATING EXPENSES</b>	<b>\$1,691,583</b>	<b>\$422,896</b>	<b>\$269,228</b>	<b>\$153,667</b>	<b>64%</b>	<b>16%</b>

**Silicon Valley/Santa Clara DMO, Inc.**  
**FY 2022/23 YEAR-TO-DATE (YTD) SUMMARY BY PROGRAM Q2 OCT - DEC 2022**

Budget Item	FY 22/23 Budget	Q2 Budget	Actual Q2 Exp	Variance	Expended	
					Q2	Annual
<b>CONVENTION SALES, INCENTIVES &amp; SERVICES</b>						
<b>Personnel</b>	<b>\$ 457,669.00</b>	<b>\$ 114,417.25</b>	<b>\$ 41,205.69</b>	<b>\$ 73,211.56</b>	<b>36%</b>	<b>9%</b>
Salary	\$ 300,000.00	\$ 75,000.00	\$ 37,162.73	\$ 37,837.27	50%	12%
1.0 FTE Director of Sales	\$ 112,500.00	\$ 28,125.00	\$ -	\$ 28,125.00	0%	0%
1.0 FTE Sales Manager	\$ 97,500.00	\$ 24,375.00	\$ 25,576.95	\$ (1,201.95)	105%	26%
1.0 FTE Sales Manager	\$ 90,000.00	\$ 22,500.00	\$ 11,585.78	\$ 10,914.22	51%	13%
Incentives	\$ 75,000.00	\$ 18,750.00	\$ -	\$ 18,750.00	0%	0%
Benefits	\$ 33,934.00	\$ 8,483.50	\$ 758.84	\$ 7,724.66	9%	2%
Health	\$ 18,934.00	\$ 4,733.50	\$ 758.84	\$ 3,974.66	16%	4%
401K Fee	\$ 15,000.00	\$ 3,750.00	\$ -	\$ 3,750.00	0%	0%
Payroll Taxes	\$ 44,415.00	\$ 11,103.75	\$ 3,124.12	\$ 7,979.63	28%	7%
Other-Cell Phone Stipend	\$ 1,320.00	\$ 330.00	\$ 160.00	\$ 170.00	48%	12%
Other-relocation	\$ 3,000.00	\$ 750.00	\$ -	\$ 750.00	0%	0%
<b>Convention Sales, Incentives &amp; Services Expenses</b>	<b>\$ 149,605.00</b>	<b>\$ 37,401.25</b>	<b>\$ 9,526.56</b>	<b>\$ 27,874.69</b>	<b>25%</b>	<b>6%</b>
Memberships	\$ 3,015.00	\$ 753.75	\$ 161.68	\$ 592.07	21%	5%
Professional Convention Management Association (PCMA)	\$ 1,000.00	\$ 250.00	\$ 161.68	\$ 88.32	65%	16%
Meeting Professional International (MPI)	\$ 1,665.00	\$ 416.25	\$ -	\$ 416.25	0%	0%
California Society of Association Executives (Cal SAE)	\$ 350.00	\$ 87.50	\$ -	\$ 87.50	0%	0%
Mileage Reimbursement	\$ 500.00	\$ 125.00	\$ 54.88	\$ 70.12	44%	11%
Subscription Services	\$ 32,390.00	\$ 8,097.50	\$ 8,097.50	\$ -	100%	25%
CVENT	\$ 19,202.00	\$ 4,800.50	\$ 4,800.50	\$ -	100%	25%
Knowland	\$ 13,188.00	\$ 3,297.00	\$ 3,297.00	\$ -	100%	25%
Business Development	\$ 50,000.00	\$ 12,500.00	\$ 1,138.50	\$ 11,361.50	9%	2%
Conferences and Tradeshows	\$ 20,700.00	\$ 5,175.00	\$ -	\$ 5,175.00	0%	0%
CONNECT Marketplace	\$ 4,450.00	\$ 1,112.50	\$ -	\$ 1,112.50	0%	0%
CONNECT Medical Tech	\$ 4,450.00	\$ 1,112.50	\$ -	\$ 1,112.50	0%	0%
IMEX North America	\$ 11,800.00	\$ 2,950.00	\$ -	\$ 2,950.00	0%	0%
Support Services	\$ 36,000.00	\$ 9,000.00	\$ -	\$ 9,000.00	0%	0%
Virutal Happy Hour	\$ 2,000.00	\$ 500.00	\$ -	\$ 500.00	0%	0%
Client Activations	\$ 4,000.00	\$ 1,000.00	\$ -	\$ 1,000.00	0%	0%
Personalized Greetings	\$ 2,000.00	\$ 500.00	\$ -	\$ 500.00	0%	0%
Client Events	\$ 28,000.00	\$ 7,000.00	\$ -	\$ 7,000.00	0%	0%
Travel & Entertainment	\$ 7,000.00	\$ 1,750.00	\$ 74.00	\$ 1,676.00	4%	1%
CONNECT Marketplace	\$ 2,300.00	\$ 575.00	\$ -	\$ 575.00	0%	0%
IMEX North America	\$ 1,900.00	\$ 475.00	\$ -	\$ 475.00	0%	0%
CONNECT Medical Tech	\$ 2,800.00	\$ 700.00	\$ -	\$ 700.00	0%	0%
Other Expense	\$ -	\$ -	\$ 74.00	\$ (74.00)	0%	0%
<b>TOTAL CONVENTION SALES, INCENTIVES &amp; SERVICES</b>	<b>\$ 607,274.00</b>	<b>\$ 151,818.50</b>	<b>\$ 50,732.25</b>	<b>\$ 101,086.25</b>	<b>33%</b>	<b>8%</b>

Budget Item	FY 22/23 Budget	Q2 Budget	Actual Q2 Exp	Variance	Expended	
<b>MARKETING &amp; COMMUNICATIONS</b>						
<b>Marketing Expenses</b>	<b>\$ 203,048.00</b>	<b>\$ 50,762.00</b>	<b>\$ 15,095.30</b>	<b>\$ 35,666.70</b>	<b>30%</b>	<b>7%</b>
Contract Services	\$ 124,460.00	\$ 31,115.00	\$ 15,021.35	\$ 16,093.65	48%	12%
Marketing Services	\$ 110,000.00	\$ 27,500.00	\$ 11,590.00	\$ 15,910.00	42%	11%
Website	\$ 14,460.00	\$ 3,615.00	\$ 3,431.35	\$ 183.65	95%	24%
Advertising & Promotions	\$ 75,000.00	\$ 18,750.00	\$ -	\$ 18,750.00	0%	0%
Software Licenses	\$ 3,588.00	\$ 897.00	\$ 73.95	\$ 35,666.70	30%	2%
<b>TOTAL MARKETING &amp; COMMUNICATIONS</b>	<b>\$ 203,048.00</b>	<b>\$ 50,762.00</b>	<b>\$ 15,095.30</b>	<b>\$ 35,666.70</b>	<b>30%</b>	<b>7%</b>
<b>ADMINISTRATION</b>						
<b>Personnel</b>	<b>\$ 476,375.00</b>	<b>\$ 119,093.75</b>	<b>\$ 91,088.91</b>	<b>\$ 28,004.84</b>	<b>76%</b>	<b>19%</b>
Salary	\$ 335,000.00	\$ 83,750.00	\$ 81,000.55	\$ 2,749.45	97%	24%
1.0 FTE CEO	\$ 210,000.00	\$ 52,500.00	\$ 48,692.82	\$ 3,807.18	93%	23%
1.0 FTE Administrative Assistant	\$ 125,000.00	\$ 31,250.00	\$ 32,307.73	\$ (1,057.73)	103%	26%
Incentives	\$ 52,500.00	\$ 13,125.00	\$ 1,000.00	\$ 12,125.00	8%	2%
Benefits	\$ 36,796.00	\$ 9,199.00	\$ 2,121.54	\$ 7,077.46	23%	6%
Health	\$ 13,770.00	\$ 3,442.50	\$ 2,121.54	\$ 1,320.96	62%	15%
401K Fee	\$ 23,026.00	\$ 5,756.50	\$ -	\$ 5,756.50	0%	0%
Payroll Taxes	\$ 46,119.00	\$ 11,529.75	\$ 6,766.82	\$ 4,762.93	59%	15%
Other-Cell Phone Stipend	\$ 960.00	\$ 240.00	\$ 200.00	\$ 40.00	83%	21%
Other - Relocation	\$ 5,000.00	\$ 1,250.00	\$ -	\$ 1,250.00	0%	0%
<b>Administrative Expenses</b>	<b>\$ 346,218.00</b>	<b>\$ 86,554.50</b>	<b>\$ 95,168.75</b>	<b>\$ (8,614.25)</b>	<b>110%</b>	<b>27%</b>
Contract Services	\$ 299,964.00	\$ 74,991.00	\$ 81,533.98	\$ (6,542.98)	109%	27%
Human Resources	\$ 30,000.00	\$ 7,500.00	\$ 687.50	\$ 6,812.50	9%	2%
Fiscal	\$ 30,904.00	\$ 7,726.00	\$ 17,011.40	\$ (9,285.40)	220%	55%
Legal	\$ 24,000.00	\$ 6,000.00	\$ 13,972.50	\$ (7,972.50)	233%	58%
Payroll	\$ 6,000.00	\$ 1,500.00	\$ 391.70	\$ 1,108.30	26%	7%
Professional Services	\$ 135,000.00	\$ 33,750.00	\$ 33,621.88	\$ 128.12	100%	25%
IT	\$ 4,000.00	\$ 1,000.00	\$ 834.00	\$ 166.00	83%	21%
Audit	\$ 10,000.00	\$ 2,500.00	\$ -	\$ 2,500.00	0%	0%
Staffing Services	\$ 60,060.00	\$ 15,015.00	\$ 15,015.00	\$ -	100%	25%
Operating Supplies	\$ 14,777.00	\$ 3,694.25	\$ 2,804.90	\$ 889.35	76%	19%
Bank Fees	\$ 500.00	\$ 125.00	\$ 15.00	\$ 110.00	12%	3%
Office supplies	\$ 5,000.00	\$ 1,250.00	\$ 1,564.96	\$ (314.96)	125%	31%
Licenses	\$ 100.00	\$ 25.00	\$ 218.00	\$ (193.00)	872%	218%
Software Licenses	\$ 3,877.00	\$ 969.25	\$ 1,006.94	\$ (37.69)	104%	26%
Postage	\$ 300.00	\$ 75.00	\$ -	\$ 75.00	0%	0%
IT (Computers and Hardware)	\$ 5,000.00	\$ 1,250.00	\$ -	\$ 1,250.00	0%	0%

Budget Item	FY 22/23 Budget	Q2 Budget	Actual Q2 Exp	Variance	Expended	
Insurance	\$ 11,737.00	\$ 2,934.25	\$ 2,589.99	\$ 344.26	88%	22%
Workers Comp	\$ 1,852.00	\$ 463.00	\$ 453.48	\$ 9.52	98%	24%
Business Owners Liability & Property	\$ 1,800.00	\$ 450.00	\$ 456.00	\$ (6.00)	101%	25%
Professional Cyber Liability	\$ 3,085.00	\$ 771.25	\$ 1,088.01	\$ (316.76)	141%	35%
Management Liability	\$ 5,000.00	\$ 1,250.00	\$ 592.50	\$ 657.50	47%	12%
Memberships	\$ 1,600.00	\$ 400.00	\$ 664.97	\$ (264.97)	166%	42%
Destinations International	\$ 1,600.00	\$ 400.00	\$ 664.97	\$ (264.97)	166%	42%
Mileage Reimbursement	\$ 500.00	\$ 125.00	\$ -	\$ 125.00	0%	0%
Recruitment	\$ 500.00	\$ 125.00	\$ 1,657.06	\$ (1,532.06)	1326%	331%
Subscription Services	\$ 17,140.00	\$ 4,285.00	\$ 5,917.85	\$ (1,632.85)	138%	35%
CRM System (Simpleview)	\$ 9,800.00	\$ 2,450.00	\$ 2,225.01	\$ 224.99	91%	23%
CoStar Realty Information	\$ -	\$ -	\$ 1,380.00	\$ (1,380.00)	0%	0%
Annual Subscription	\$ 9,800.00	\$ 2,450.00	\$ 2,225.01	\$ 224.99	91%	23%
Destinations International	\$ 7,340.00	\$ 1,835.00	\$ 2,312.84	\$ (477.84)	126%	32%
<b>TOTAL ADMINISTRATION</b>	<b>\$ 822,593.00</b>	<b>\$ 205,648.25</b>	<b>\$ 186,257.66</b>	<b>\$ 19,390.59</b>	<b>91%</b>	<b>23%</b>
Contingency	\$ 35,239.00	\$ 8,809.75	\$ -	\$ 8,809.75	0%	0%
City Administration Fee	\$ 23,429.00	\$ 5,857.25	\$ 17,143.14	\$ (11,285.89)	293%	73%
<b>TOTAL OPERATING BUDGET</b>	<b>\$ 1,691,583.00</b>	<b>\$ 422,895.75</b>	<b>\$ 269,228.35</b>	<b>\$ 153,667.40</b>	<b>64%</b>	<b>16%</b>

Silicon Valley/Santa Clara DMO Inc.

Budget vs. Actuals

FY 2022/2023

October - December, 2022

	Annual Budget	Q2 Budget	Q2 ACTUAL	VARIANCE	Expended Annual	Q2
<b>FY 2022/23 FUNDING ALLOCATION</b>	<b>\$1,691,583</b>	<b>\$422,896</b>	<b>\$269,228</b>	<b>\$153,667</b>	<b>64%</b>	<b>16%</b>
<b>Personnel</b>						
<b>Salary</b>						
CEO	\$210,000	\$52,500	\$48,693	\$3,807	93%	23%
DOS	\$112,500	\$28,125	\$0	\$28,125	0%	0%
SM1	\$97,500	\$24,375	\$25,577	(\$1,202)	105%	26%
SM2	\$90,000	\$22,500	\$11,586	\$10,914	51%	13%
Admin	\$125,000	\$31,250	\$32,308	(\$1,058)	103%	26%
<b>Salary</b>	<b>\$635,000</b>	<b>\$158,750</b>	<b>\$118,163</b>	<b>\$40,587</b>	<b>74%</b>	<b>19%</b>
<b>Payroll Taxes</b>						
CEO	\$31,431	\$7,858	\$4,203	\$3,654	53%	13%
DOS	\$16,876	\$4,219	\$0	\$4,219	0%	0%
SM1	\$14,320	\$3,580	\$2,238	\$1,342	63%	16%
SM2	\$13,219	\$3,305	\$886	\$2,418	27%	7%
Admin	\$14,688	\$3,672	\$2,563	\$1,108	70%	17%
<b>Payroll Taxes</b>	<b>\$90,534</b>	<b>\$22,634</b>	<b>\$9,891</b>	<b>\$12,743</b>	<b>44%</b>	<b>11%</b>
<b>Employee Benefits</b>						
<b>Health</b>						
Health - CEO	\$6,885	\$1,721	\$897	\$824	0%	13%
Health - DOS	\$5,164	\$1,291	\$0	\$1,291	0%	0%
Health - SM1	\$6,885	\$1,721	\$759	\$962	44%	11%
Health - SM2	\$6,885	\$1,721	\$0	\$1,721	0%	0%
Health - Admin	\$6,885	\$1,721	\$1,225	\$497	71%	18%
<b>Health</b>	<b>\$32,704</b>	<b>\$8,176</b>	<b>\$2,880</b>	<b>\$5,296</b>	<b>35%</b>	<b>9%</b>
<b>401K Fee</b>						
401K Fee - CEO	\$11,513	\$2,878	\$0	\$2,878	0%	0%
401K Fee - DOS	\$5,000	\$1,250	\$0	\$1,250	0%	0%
401K Fee - SM1	\$5,000	\$1,250	\$0	\$1,250	0%	0%
401K Fee - SM2	\$5,000	\$1,250	\$0	\$1,250	0%	0%
401K Fee - Admin	\$11,513	\$2,878	\$0	\$2,878	0%	0%
<b>401K Fee</b>	<b>\$38,026</b>	<b>\$9,507</b>	<b>\$0</b>	<b>\$9,507</b>	<b>0%</b>	<b>0%</b>
<b>Employee Benefits</b>	<b>\$70,730</b>	<b>\$17,683</b>	<b>\$2,880</b>	<b>\$14,802</b>	<b>16%</b>	<b>4%</b>
<b>Employee Incentives</b>						
Employee Incentive CEO	\$52,500	\$13,125	\$1,000	\$12,125	8%	2%
Employee Incentive DOS	\$28,125	\$7,031	\$0	\$7,031	0%	0%
Employee Incentive SM1	\$24,375	\$6,094	\$0	\$6,094	0%	0%
Employee Incentive SM2	\$22,500	\$5,625	\$0	\$5,625	0%	0%
Employee Incentive Admin	\$0	\$0	\$0	\$0	0%	0%
<b>Employee Incentives</b>	<b>\$127,500</b>	<b>\$31,875</b>	<b>\$1,000</b>	<b>\$30,875</b>	<b>3%</b>	<b>1%</b>

	Annual Budget	Q2 Budget	Q2 ACTUAL	VARIANCE	Expended Annual	Q2
<b>Other</b>						
Cell Phone Stipend - CEO	\$480	\$120	\$80	\$40	0%	17%
Cell Phone Stipend - DOS	\$360	\$90	\$0	\$90	0%	0%
Cell Phone Stipend - SM1	\$480	\$120	\$120	\$0	100%	25%
Cell Phone Stipend - SM2	\$480	\$120	\$40	\$80	33%	8%
Cell Phone Stipend - Admin	\$480	\$120	\$120	\$0	100%	25%
Relocation Expense - CSIS	\$3,000	\$750	\$0	\$750	0%	0%
Relocation Expense - ADMIN	\$5,000	\$1,250	\$0	\$1,250	0%	0%
<b>Other</b>	<b>\$10,280</b>	<b>\$2,570</b>	<b>\$360</b>	<b>\$2,210</b>	<b>14%</b>	<b>4%</b>
<b>TOTAL PERSONNEL EXPENSE</b>	<b>\$934,044</b>	<b>\$233,511</b>	<b>\$132,295</b>	<b>\$101,216</b>	<b>57%</b>	<b>14%</b>
<b>PURCHASED GOODS &amp; SERVICES</b>						
<b>Contract Services</b>						
Fiscal Services	\$30,904	\$7,726	\$17,011	(\$9,285)	220%	55%
Legal Services	\$24,000	\$6,000	\$13,973	(\$7,973)	233%	58%
Payroll Services	\$6,000	\$1,500	\$392	\$1,108	26%	7%
Audit	\$10,000	\$2,500	\$0	\$2,500	0%	0%
IT	\$4,000	\$1,000	\$834	\$166	83%	21%
Professional Services	\$135,000	\$33,750	\$33,622	\$128	0%	25%
HR Services	\$30,000	\$7,500	\$688	\$6,813	9%	2%
Staffing	\$60,060	\$15,015	\$15,015	\$0	100%	25%
Marketing	\$110,000	\$27,500	\$11,590	\$15,910	42%	11%
Website	\$14,460	\$3,615	\$3,431	\$184	95%	24%
<b>Contract Services</b>	<b>\$424,424</b>	<b>\$106,106</b>	<b>\$96,555</b>	<b>\$9,551</b>	<b>91%</b>	<b>23%</b>
<b>Operating Supplies</b>						
Banking Fees	\$500	\$125	\$15	\$110	12%	3%
Software Licenses	\$7,465	\$1,866	\$1,081	\$785	58%	14%
Postage	\$300	\$75	\$0	\$75	0%	0%
IT	\$5,000	\$1,250	\$0	\$1,250	0%	0%
Licenses	\$100	\$25	\$218	(\$193)	872%	218%
Office Supplies	\$5,000	\$1,250	\$1,565	(\$315)	125%	31%
<b>Operating Supplies</b>	<b>\$18,365</b>	<b>\$4,591</b>	<b>\$2,879</b>	<b>\$1,712</b>	<b>63%</b>	<b>16%</b>
<b>Recruitment</b>	<b>\$500</b>	<b>\$125</b>	<b>\$1,657</b>	<b>(\$1,532)</b>	<b>1326%</b>	<b>331%</b>
<b>Insurance</b>						
Workers Compensation	\$1,852	\$463	\$453	\$10	98%	24%
Business Owners Liability & Property	\$1,800	\$450	\$456	(\$6)	101%	25%
Professional Cyber Liability	\$3,085	\$771	\$1,088	(\$317)	141%	35%
Management Liability	\$5,000	\$1,250	\$593	\$658	47%	12%
<b>Insurance</b>	<b>\$11,737</b>	<b>\$2,934</b>	<b>\$2,590</b>	<b>\$344</b>	<b>88%</b>	<b>22%</b>
<b>Memberships</b>						
Destinations International	\$1,600	\$400	\$400	\$0	100%	25%
PCMA	\$1,000	\$250	\$162	\$88	65%	16%
MPI ACE/WEC	\$1,665	\$416	\$265	\$151	64%	16%
CALSAE	\$350	\$88	\$0	\$88	0%	0%
<b>Memberships</b>	<b>\$4,615</b>	<b>\$1,154</b>	<b>\$827</b>	<b>\$327</b>	<b>72%</b>	<b>18%</b>

	Annual Budget	Q2 Budget	Q2 ACTUAL	VARIANCE	Expended Annual	Q2
<b>Mileage Reimbursement</b>	<b>\$1,000</b>	<b>\$250</b>	<b>\$55</b>	<b>\$195</b>	<b>22%</b>	<b>5%</b>
<b>Subscription Services</b>						
CRM	\$9,800	\$2,450	\$2,225	\$225	91%	23%
CVENT	\$13,188	\$4,801	\$4,801	\$0	100%	36%
Knowland	\$19,202	\$3,297	\$3,297	\$0	100%	17%
CoStar Realty Information		\$0	\$1,380	(\$1,380)	0%	0%
Destination International	\$7,340	\$1,835	\$2,313	(\$478)	0%	32%
<b>Subscription Services</b>	<b>\$49,530</b>	<b>\$12,383</b>	<b>\$14,015</b>	<b>(\$1,633)</b>	<b>113%</b>	<b>28%</b>
<b>Conferences and Trade Shows</b>						
IMEX North America	\$11,800	\$2,950	\$0	\$2,950	0%	0%
CONNECT Marketplace	\$4,450	\$1,113	\$0	\$1,113	0%	0%
CONNECT Medical/Tech	\$4,450	\$1,113	\$0	\$1,113	0%	0%
<b>Conferences and Trade Shows</b>	<b>\$20,700</b>	<b>\$5,175</b>	<b>\$0</b>	<b>\$5,175</b>	<b>0%</b>	<b>0%</b>
<b>Business Development</b>	<b>\$50,000</b>	<b>\$12,500</b>	<b>\$1,139</b>	<b>\$11,362</b>	<b>9%</b>	<b>2%</b>
<b>Travel &amp; Entertainment</b>						
CONNECT Medical/Tech	\$2,800	\$700	\$0	\$700	0%	0%
IMEX North America	\$1,900	\$475	\$0	\$475	0%	0%
CONNECT Marketplace	\$2,300	\$575	\$0	\$575	0%	0%
Travel & Entertainment other		\$0	\$74	(\$74)		0%
<b>Travel &amp; Entertainment</b>	<b>\$7,000</b>	<b>\$1,750</b>	<b>\$74</b>	<b>\$1,676</b>	<b>4%</b>	<b>1%</b>
<b>Advertising &amp; Promotion</b>	<b>\$75,000</b>	<b>\$18,750</b>	<b>\$0</b>	<b>\$18,750</b>	<b>0%</b>	<b>0%</b>
<b>Support Services</b>						
Client Events	\$28,000	\$7,000	\$0	\$7,000	0%	0%
Virutal Happy Hour	\$2,000	\$500	\$0	\$500	0%	0%
Client Activations	\$4,000	\$1,000	\$0	\$1,000	0%	0%
Personalized greetings	\$2,000	\$500	\$0	\$500	0%	0%
<b>Support Services</b>	<b>\$36,000</b>	<b>\$9,000</b>	<b>\$0</b>	<b>\$9,000</b>	<b>0%</b>	<b>0%</b>
<b>TOTAL PURCHASED GOODS &amp; SERVICES EXPENSE</b>	<b>\$698,871</b>	<b>\$174,718</b>	<b>\$119,791</b>	<b>\$54,927</b>	<b>69%</b>	<b>17%</b>
<b>CONTINGENCY</b>	<b>\$35,239</b>	<b>\$8,810</b>	<b>\$0</b>	<b>\$8,810</b>	<b>0%</b>	<b>0%</b>
<b>CITY ADMINISTRATIVE FEE</b>	<b>\$23,429</b>	<b>\$5,857</b>	<b>\$17,143</b>	<b>(\$11,286)</b>	<b>293%</b>	<b>73%</b>
<b>TOTAL OPERATING EXPENSES</b>	<b>\$1,691,583</b>	<b>\$422,896</b>	<b>\$269,228</b>	<b>\$153,667</b>	<b>64%</b>	<b>16%</b>
<b>SURPLUS(DEFICIT)</b>			<b>\$153,667</b>			

## Variations

<b>Personnel</b>	<b>Q2</b>	<b>57%</b>	<b>YTD</b>	<b>34%</b>	<b>Annual</b>	<b>17%</b>
SM1 Salary -overage of 5% Q2 due to expense incurred upon termination of employee - 52% YTD 33% Annual						
Admin- Salary 3% overage Q2 slightly higher than expected expense. 59%YTD 30% annual						
<b>Contract Services</b>	<b>Q2</b>	<b>91%</b>	<b>YTD</b>	<b>89%</b>	<b>Annual</b>	<b>44%</b>
Fiscal Services - 120% overage for Q2 Higher than anticipated expense (tax filing, accounting) 186% YTD 93% Annual						
Legal Services - 123% Q2 Overage higher than anticipated legal expense in Q2 143% YTD 72% Annual						
Professional Services - 14% YTD Overage 7% annual overage due to higher than anticipated city staffing expenses.						
<b>Operating Supplies</b>	<b>Q2</b>	<b>63%</b>	<b>YTD</b>	<b>56%</b>	<b>Annual</b>	<b>28%</b>
Licenses - overage of 872% QTR 2 - FY22/23 license double charged by city. Expensed Q2						
Office Supplies - 25% overage for Q2 due to large supply purchase in Q2. 66% YTD 33% Annual						
<b>Recruitment</b>	<b>Q2</b>	<b>1326%</b>	<b>YTD</b>	<b>798%</b>	<b>Annual</b>	<b>399%</b>
Recruitment - 1326% overage Q2 due to annual budget of \$500 and recruitmnt expenses of \$1657. 798% YTD 399%Annual						
<b>Insurance</b>	<b>Q2</b>	<b>88%</b>	<b>YTD</b>	<b>84%</b>	<b>Annual</b>	<b>42%</b>
Workers compensation negative expense result of the refund after WC audit - applied 7 mos to expense and 5 to prepaid dropping prepaid asset and reducing WC expense changes made to schedule to match.						
BO Liability Ins - 1%overage Q2 Slightly higher thn anticipated expense. 101% YTD 51% Annual						
Professional Cyber Liability - 41% Q2 overage higher than expected renewal 105% YTD 52% Annual						
<b>Subscription Services</b>	<b>Q2</b>	<b>113%</b>	<b>YTD</b>	<b>142%</b>	<b>Annual</b>	<b>71%</b>
CoStar Realty Info -not included in 22/23 budget						
Destination International - 26% overage due to higher than anticipated annual renewal. 161% YTD 81% Annual						
YTD and Annual budget variance for Sub Services is due to Adjusting Journal Entry in Aug 2022 based on prepaid expense reconciliation.						
<b>Travel</b>	<b>Q2</b>	<b>4%</b>	<b>YTD</b>	<b>2%</b>	<b>Annual</b>	<b>1%</b>
No Budget for 22/23 Travel Other						
<b>City Admin Fee</b>	<b>Q2</b>	<b>293%</b>	<b>YTD</b>	<b>196%</b>	<b>Annual</b>	<b>98%</b>
Over budget due to higher than anticipated TID receipts.						



# Silicon Valley/Santa Clara DMO, Inc.

## Balance Sheet

As of December 31, 2022

	OCT 2022	NOV 2022	DEC 2022
<b>ASSETS</b>			
Current Assets			
Bank Accounts			
1005 City - TID Account	1,626,142.24	1,584,697.19	1,584,697.19
1010 Checking-Operating-Wells	162,068.41	150,069.34	85,365.55
1070 Current Year Reserves	678,001.00	678,001.00	678,001.00
<b>Total Bank Accounts</b>	<b>\$2,466,211.65</b>	<b>\$2,412,767.53</b>	<b>\$2,348,063.74</b>
Accounts Receivable			
13100 TID Receivable	181,688.33	363,376.66	545,064.99
13101 Refunds	0.00	0.00	0.00
13110 Contributions Receivable	36,000.00	0.00	0.00
<b>Total Accounts Receivable</b>	<b>\$217,688.33</b>	<b>\$363,376.66</b>	<b>\$545,064.99</b>
Other Current Assets			
14110 Prepaid Insurance	6,324.45	5,228.22	7,970.38
14120 Prepaid Annualized Software	8,830.01	5,754.16	7,478.82
14130 Prepaid Memberships	3,752.09	9,922.25	8,809.59
14150 Sales Tax on Purchases	0.00	0.00	0.00
14200 Employee Benefits			315.98
<b>Total Other Current Assets</b>	<b>\$18,906.55</b>	<b>\$20,904.63</b>	<b>\$24,574.77</b>
<b>Total Current Assets</b>	<b>\$2,702,806.53</b>	<b>\$2,797,048.82</b>	<b>\$2,917,703.50</b>
<b>TOTAL ASSETS</b>	<b>\$2,702,806.53</b>	<b>\$2,797,048.82</b>	<b>\$2,917,703.50</b>
<b>LIABILITIES AND EQUITY</b>			
Liabilities			
Current Liabilities			
Accounts Payable			
30000 Accounts Payable (A/P)	34,923.93	33,141.85	64,937.09
<b>Total Accounts Payable</b>	<b>\$34,923.93</b>	<b>\$33,141.85</b>	<b>\$64,937.09</b>
Other Current Liabilities			
30100 Accrued Expenses	31,143.77	40,277.54	44,501.76
30200 Deferred Revenue	0.00	0.00	0.00
<b>Total Other Current Liabilities</b>	<b>\$31,143.77</b>	<b>\$40,277.54</b>	<b>\$44,501.76</b>
<b>Total Current Liabilities</b>	<b>\$66,067.70</b>	<b>\$73,419.39</b>	<b>\$109,438.85</b>
<b>Total Liabilities</b>	<b>\$66,067.70</b>	<b>\$73,419.39</b>	<b>\$109,438.85</b>
Equity			
30300 Change in Net Assets	2,015,184.95	2,015,184.95	2,015,184.95
Net Income	621,553.88	708,444.48	793,079.70
<b>Total Equity</b>	<b>\$2,636,738.83</b>	<b>\$2,723,629.43</b>	<b>\$2,808,264.65</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$2,702,806.53</b>	<b>\$2,797,048.82</b>	<b>\$2,917,703.50</b>

**DISCOVER  
SANTA  
CLARA®**

**FY 2022/23**

**Quarterly Report**

**2<sup>nd</sup> Quarter Ended December 31, 2022**

Updated: 1.31.23

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## Executive Summary

The second quarter marked the beginning of a new era for Discover Santa Clara®. On October 17<sup>th</sup>, Christine Lawson joined as the new CEO bringing 30 years of travel industry experience, including executive and senior vice president positions with Aparium Hotel Group, Cvent, Loews Hotels and more than 25 years with Kimpton Hotels & Restaurants. The current structure now consists of the CEO, Convention Sales Manager, Eddie Ryan and our Administrative Services Manager, Beverly Corriere, both having started in September. The FY 2022/23 budget supports the addition of a Director of Sales and another Convention Sales Manager which will be vital in intensifying our direct sales outreach efforts and ability to attend client facing tradeshows to build our lead base across multiple market segments and begin to convert on the larger P1 and P2 groups.

During the quarter, the focus was on ensuring a comprehensive onboarding process centered around understanding high-level DMO strategy, systems, KPI's, contracts/ resources, governance, and spending quality time with the Santa Clara Convention Center (Convention Center) and the Santa Clara Tourism Improvement District (SCTID) Hotel sales and operations teams.

At the close of the second quarter, the DMO has not yet secured a citywide piece of business for the Convention Center. While we continue to navigate a market that is still recovering from post Covid challenges, Tech layoffs, companies focused on booking smaller groups, and with intense competition among other destinations working to rebuild business, the team continues to maintain focus on uncovering leads for larger citywide pieces of business. This quarter, the team has actively been researching and prospecting potential new P1 and P2 customers, with 50 active prospects and 271 still being researched. This commitment to consistent outreach is critical to both expose and educate meeting planners on the unique benefits of the City and to securing inclusion in future RFP/bid processes for Santa Clara.

With the current team, we have had the opportunity to begin to prioritize and execute on high-impact initiatives that had been on hold while efforts were focused on securing talent. Moving-forward, we will continue to evaluate and concentrate on ruthless prioritization of those actions that will garner the greatest exposure and ROI for the City and partners.

\*This report is unaudited and, therefore, subject to change.

## KEY ACCOMPLISHMENTS

### Administration and Operations

- DMO orientation meetings with the City, JLL and the Convention Center teams to support CEO and team onboarding including weekly meetings with Kelly Carr, GM of the Convention Center and Dan Fenton of JLL.
- Board Chair, Eron Hodges and CEO commenced a cadence of weekly meetings to provide on-going mentorship.
- CEO conducted nine introductory meetings with the DMO Board Members and the SCTID Hotel General Managers and Directors of Sales to understand business needs and develop rapport.
- CEO participated in the Silicon Valley Business Travel Association (SVBTA) panel discussion addressing how DMO's are responding to trends for conventions and large meetings. Other panelists represented Team San Jose and The San Francisco Peninsula Convention & Visitors Bureaus. This was great exposure for Santa Clara.
- Began introductions to key vendor partners.
- Met with the CEO of the CalTravel organization to understand available opportunities and resources for the DMO.
- On-going on-boarding meetings with City representative Nancy Thome and our Administrative Services Manager, Beverly Corriere.
- Engaged with current accounting firm to understand current reporting processes and evaluate ongoing efforts.

### Convention Sales, Incentives and Services

- Organized and facilitated November 8<sup>th</sup> meeting that included the Convention Center and the SCTID Hotels to review and discuss the current Booking Policy, and ways that we can work together more effectively to represent the City. We captured feedback through a **"Keep, Stop, Start"** exercise which the DMO will continue to review and address action items for follow-up to evolve process and communication.
- Conducted training call with Cvent and reviewed the DMO profile page to identify areas where we can strengthen our presence and exposure to meeting planners. Implemented a daily morning sales line-up to include DMO, Convention Center and Levy sales to review time sensitive leads and collaborate on resources/actions necessary to close the business.

- DMO, Convention Center, Levy, Great America, and Levi’s® Stadium teams collaborated to develop a unique preparation/client delivery approach for a high-profile, non-profit group proposal, a P1 event looking to book for 2026 – 2030. The goal is to have further conversations to develop a standard practice by which we deliver proposals to stand out from the crowd.
- Partnered with the Hyatt and Levy sales teams to start conversations with a meeting planner who is considering moving their group to Santa Clara for 2025 – 2028. This is a P3 group, however, has significant room nights for the SCTID Hotels and falls over Memorial Day Weekend which is a need period for the city. We will be working on this lead into Q3.
- Implemented both weekly one-on-one meetings with Convention Sales Manager Eddie Ryan and Administrative Services Manager, Beverly Corriere in addition to evolving the bi-weekly DMO team meetings.

### Marketing and Communications

Partnered with our marketing agency of record, We the Creative on strategy, imagery, and narrative for outreach efforts all to be launched in Q3. These initial campaigns will be diverse in content, as a means of testing open rate, identifying unique client attributes, and tracking customer behavior, such as visiting our website. Specific efforts outlined below.

- Implemented Monthly Marketing Calls with our Agency of Record to include the DMO, Convention Center and Levy leadership to manage projects and discuss future strategy.
- Identified Email Marketing Platform, **ACT-ON** to enable the DMO to effectively execute, automate and retarget clients with on-going targeted Email campaigns.
- Developed social media campaign of (8) diverse posts highlighting the SCCC space, our innovative food experience, our partners, and the City. These posts will be brought to life through imagery and our branded taglines including #discoversantaclara #santaclara #conventioncenter #ThinkBigLookForward #MakeItYours #trailblazers #events #innovation @legendaryevents.
- Began initial preparations for Google Ad campaign that will target meeting planners, weddings, and groups/events based upon our customer personas. Responses will allow us to identify commonalities across the groups which will enhance future ad strategy.

- Began discussions around desired content for our Email campaign to be sent to the 5,000 meeting planner contacts in our Simpleview CRM database. The goal is to reacquaint them with our new brand and how we are differentiating ourselves through unique events/experiences, collaboration, and culinary excellence. Responses to these emails will provide the sales team with the opportunity to reconnect and requalify clients.
- Created a Discover Santa Clara® website landing page to support our Q3 marketing efforts by directing clients responding to our campaigns and seeking additional information. This will allow us to track content reviewed, RFPs submitted and requests to speak to our sales department.

## KPI PROGRESS UPDATE

Having not closed any definite P1 and P2 citywide groups to date, we are not on pace to meet our annual combined target of closing 15 definite P1 and P2 citywide events into the convention center before the end of FY 2022/23. *We continue to stay focused on prospecting for business and the DMO is enthusiastically working towards achieving a threshold of 300 or more active prospects per month.*

Currently, the DMO is operating with one active seller, Eddie Ryan, who started just before the close of Q1. The priority is to build our bench with the addition of a Director of Sales and second Convention Sales Manager so that we can increase the volume of account solicitation of targeted meeting planners and companies with the ability to drive citywide business, revenue, and positive economic impact to the city of Santa Clara while assisting in meeting our P1 and P2 goaled performance measures.

Silicon Valley/Santa Clara DMO Inc.					
Performance Measures					
	2022/23 Target	YTD	October	November	December
<b>1. Event Mix (Consumed)</b>					
Percent of P1 Events	1%	0%	0%	0%	0%
Number of P1 Events	3	0	0	0	0
Percent of P2 Events	2%	0%	0%	0%	0%
Number of P2 Events	6	0	0	0	0
<b>2. Number of Definite Events Booked (booked in the year for future years)</b>					
Number of P1 Events	5	0	0	0	0
Number of P2 Events	11	0	0	0	0
3. Convention Center Gross Revenue (P1 & P2)	\$2,580,000	\$0	\$0	\$0	\$0
4. Number of Room Nights Booked (for future years)	16,438	0	0	0	0
5. Number of Room Nights Consumed	9,375	0	0	0	0
6. Number of Weeks Impacted (Consumed)	9		-	-	-
7. Customer Service Survey Results (overall satisfaction)	85%		-	-	-
8. Number of Prospects (active) (non-cumulative P1 & P2)	300	148	53	52	50
9. Economic Impact (Consumed P1 and P2 events)	\$6,031,943	\$0	\$0	\$0	\$0

### Revised Prospecting Goals (Internal)

CSM #2 - Eddie Ryan	2022/23 Target	October	November	December
Prospecting Goal - Number of new P1 & P2 prospects	45	5	5	5
Actual	10	7	2	1

CSM #1 - Vacant	2022/23 Target	October	November	December
Prospecting Goal - Number of new P1 & P2 prospects	60	5	5	5
Actual	7	0	0	0

DOS (Nov.)	2022/23 Target	October	November	December
Prospecting Goal - Number of new P1 & P2 prospects	32		4	4
Actual	0		0	0

FY 2022/23 Number of Prospects 137



## BUDGET SUMMARY

At the closing of the second quarter for the fiscal year, we are currently under budget by \$422,852.39 year-to-date. This is driven primarily through the savings in salaries and wages with the recent hiring of our sales manager in mid-September, the CEO not joining until mid-October, in addition to our open roles for Director of Sales and second convention sales manager. While we have made headway with the current team, securing strong candidates for open roles will allow for attendance to high-profile tradeshows supporting exposure, customer engagement and lead generation. To date, we have not spent monies towards this effort.

We will continue to evaluate priorities and strategically reallocate unutilized funds to those areas with the greatest impact in exposing and securing business to the City.

### FY 2022/23 Operating Budget Summary

PROGRAM	FY 2022/23
CONVENTION SALES, INCENTIVES & SERVICES	\$ 607,274
MARKETING & COMMUNICATIONS	\$ 203,048
ADMINISTRATION	\$ 822,593
CONTINGENCY	\$ 35,239
CITY ADMINISTRATION FEE	\$ 23,429
<b>TOTAL OPERATING BUDGET</b>	<b>\$ 1,691,583</b>

### Q2 Budget Variance

Report Date: 12/31/2022	Q2 Budget	Q2 Actual	Variance
TOTAL OPERATING EXPENSES	\$422,896	\$269,228	\$153,667
FUND SURPLUS(DEFICIT)		\$153,667	

### YTD Budget Variance

Report Date: 12/31/2022	YTD Budget	YTD Actual	Variance
TOTAL OPERATING EXPENSES	\$845,792	\$422,939	\$422,852
FUND SURPLUS (DEFICIT)		\$422,852	

The detailed line-item budget is included as Attachment A.

## DSC PROGRAM AND ACTIVITY HIGHLIGHTS

### Convention Sales, Incentives and Services

During the second quarter of FY 2022/23, as noted above, the team welcomed Christine Lawson as the new CEO for the DMO. Christine began in October 2022, and we continue recruitment efforts to expand the DMO sales team. Specific to the Director of Sales position, we are currently exploring retaining a recruitment firm with a strong experience in the DMO space and a strong database of potential candidates. The hiring landscape is extremely competitive, and the goal is to identify and hire this critical leadership role in Q3.

The reduced resources limited the level of direct sales, and services efforts intended to be supported and executed by the DMO in Q2. Specifically, these efforts are focused on prospecting, direct sales calls/interaction with potential clients, targeted tradeshows/conferences, and hosting familiarization trips for influential meeting planners that can drive business to Santa Clara. Plans are underway to enhance these efforts in upcoming quarters.

While there were continued efforts on utilizing our prospecting tool, Knowland, to identify and contact potential meeting/event planners with future business needs, the lack of a full staff prevented the DMO team from participating in prominent industry shows/events or in organizing visits to highlight the city. With the CEO's arrival, we are reviewing and targeting prominent networking events to attend based on bandwidth. We are working to modify the DMO tradeshow calendar for the remainder of this fiscal year and into FY 2023/24.

	FY 2022/23 BUDGET	Q2 BUDGET	Q2 ACTUAL EXPENDITURE	VARIANCE	EXPENDED
<b>TOTAL CONVENTION SALES, INCENTIVES &amp; SERVICE</b>	\$607,274	\$151,819	\$50,732	\$101,086	33%

### Marketing and Communications

As referenced before, we started laying the foundation for the DMO's social media, Google Ads and Email marketing campaigns with the intent of launching in Q3. Data gathered from these campaigns will help us refine strategy and amplify marketing efforts moving-forward.

	FY 2022/23 BUDGET	Q2 BUDGET	ACTUAL Q2 EXPENDITURE	VARIANCE	EXPENDED
<b>TOTAL MARKETING &amp; COMMUNICATIONS</b>	\$203,048	\$50,762	\$15,095	\$35,667	30%

### Administration and Operations

The administration and operations portion of the budget shall be utilized for administrative staffing costs, office costs, advocacy, and other general administrative costs such as insurance, legal, and accounting fees. Efforts are underway to engage with the current accounting firm to finalize the monthly and quarterly accounting processes and reporting.

During this quarter, the DMO both initiated and extended contracts based upon needs of the business and moving initiatives forward. Specific contracts include the following:

- Executed a new contract with Simpleview, our CRM provider, to purchase their Email Marketing Automation tool, **ACT-ON**. This tool will be fully integrated with our CRM, providing us with the opportunity to automate email communications, support lead nurturing and scoring, targeted messaging, and social engagement, with the goal to have a higher customer lifetime value.
- Extended the term of the Amended and Restated **Fiscal Sponsorship Agreement** between the City of Santa Clara and the Silicon Valley/Santa Clara DMO, Inc.. The City will act as the fiscal sponsor through the remainder of the fiscal year, and it will be determined at that time if an additional extension will be needed.
- Extended the **California People Search** contract to support our current Data Analyst position for an additional 26 Weeks.
- Due to additional support services required, additional funds were added to the agreement with **ArightCo** for DMO Accounting Services.
- Extended HR consulting services with **CPS HR** for an additional one year term through November 30, 2023.

	FY 2022/23 BUDGET	Q2 BUDGET	ACTUAL Q2 EXPENDITURE	VARIANCE	EXPENDED
<b>TOTAL ADMINISTRATION</b>	\$822,593	\$205,648	\$186,258	\$ 19,391	91%

### Contingency

The budget includes a contingency line item to account for uncollected assessments, if

any. If there are contingency funds collected, they may be held in a reserve fund or utilized for other program, administration, or renewal costs at the discretion of the DMO Board of Directors. Policies relating to contributions to the reserve fund, the target amount of the reserve fund, and expenditure of monies from the reserve fund shall be set by the Board of Directors.

	FY 2022/23 BUDGET	Q2 BUDGET	ACTUAL Q2 EXPENDITURE	VARIANCE	EXPENDED
<b>CONTINGENCY</b>	\$35,239	\$8,810	\$0	\$8,810	0%

### City Administration Fee

The City of Santa Clara shall be paid a fee equal to 2% of the amount of assessment collected to cover the costs of collection and administration which may include but are not limited to: staffing costs, legal services, and operational costs for rent, telephone, supplies, postage, and other general office expenses.

While we have not yet received SCTID income for Q2 at the closing of the quarter, to date, this income has been coming in higher than anticipated and compared to budget, resulting in a higher accrual of the City Administration Fee (CAF). These additional monies have been accrued in the "Actual YTD Expenditure" line to cover the higher CAF fee and both the SCTID income and CAF will be reconciled in Q3, and proper adjusting entries will be made to the financials.

	FY 2022/23 BUDGET	Q2 BUDGET	ACTUAL Q2 EXPENDITURE	VARIANCE	EXPENDED
<b>CITY ADMINISTRATION FEE</b>	\$23,429.00	\$5,857	\$17,143	(\$11,286)	293%

### THIRD QUARTER FOCUS

- Hire a Director of Sales and additional Convention Sales Manager to both maximize resources and intensify outbound sales efforts.
- Begin FY 2023/24 Operating Budget process to include proposed revised DMO organizational structure and KPI's.
- Develop short-term revised Booking Revenue Threshold Strategy for P1-P5 events to present to SCTID Hotel sales and operation leadership teams as a follow-up to the November 8<sup>th</sup> meeting.
- Conduct a Team Offsite session to discuss/evolve process and strategy across the DMO, Convention Center and Levy.
- Kick-Off the ACT-ON email direct marketing platform implementation project.
- Work with our marketing partner, We The Creative, to finalize and launch social media, Google Ads and Email Marketing test campaigns.
- Identify and select company to develop DMO tradeshow exhibit tools.
- CEO to implement monthly strategy meetings with the SCTID Hotel Directors of Sales to include sales representation from both the Convention Center and Levy.
- Continued enhancement of internal and external reporting packets

## APPENDIX

### Key Performance Indicators Definitions Number of Definite

#### Events

A “definite” event is a future event confirmed with a signed executed SCCC contract and at least one TID lodging business.

#### Number of Weeks Impacted

Weeks throughout the year where a P1 event, citywide or a combination of events positively impacts the destination’s local economy.

#### SCCC Gross Revenue

Actual event spend including rental, food and beverage services, audio-visual services, information technology services and other event related services.

#### Number of Room Nights Booked

Total number of rooms blocked at Santa Clara lodging businesses for P1 or P2 events, multiplied by the number of nights each room is reserved.

#### Number of Room Nights Consumed

Total rooms occupied at Santa Clara lodging businesses for a P1 or P2 event, multiplied by the number of nights each room is occupied.

#### Prospects

Account/Customer that is potentially interested in booking an event at the Convention Center.

#### Economic Impact

Total value of an event, including indirect spending, on the host destination’s local economy.

#### Customer Service Survey Results

Satisfaction surveys shall be administered by a third-party administrator to Convention Center meeting planners, clients, and attendees.

#### Event Mix

The target mix of convention/meeting types (P1, P2, P3, etc.) that will deliver the best financial and economic results for the City.



## REPORT TO THE BOARD OF DIRECTORS

**DATE:** March 16, 2023

**TO:** Board of Directors

**FROM:** Christine Lawson, President & CEO

**SUBJECT:** STAFF REPORT FOR MARCH 16<sup>TH</sup> BOARD OF DIRECTORS MEETING

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### AGENDA ITEM 6. APPROVAL FOR THE DMO TO BECOME A MEMBER OF SAN FRANCISCO TRAVEL

#### **BACKGROUND**

Discover Santa Clara® (DSC) is committed to building a solid foundation, and partnerships with entities that increase our DMO's visibility, marketing, education, and direct sales opportunities are essential to this effort. By working with San Francisco Travel (SF Travel) and leveraging their sales and marketing channels, we can reach a wider variety of leisure travelers, business travelers, groups, and meetings organizers from around the world.

#### **DISCUSSION**

On behalf of its members, SF Travel has promoted San Francisco as a top convention and vacation destination. SF Travel is one of the largest destination marketing groups in the world. Additionally, San Francisco is one of the most popular travel destinations in the United States and the rest of the world.

By becoming an Inclusive Member of SF Travel, we can take advantage of their sales force and marketing avenues to spread the word about Santa Clara and the Bay Area. Specifically, membership benefits gain us access to:

- Leads that are sent to SF Travel that are either not a fit or are requesting other cities in the Bay Area.
- One DSC dedicated article targeted to the leisure traveler published on the SF Travel website.
- One DSC dedicated article targeting the meetings segment published on the SF Travel website.
- One DSC dedicated slide within SF Travel's "What's New" PPT used for client presentations.

- Priority access and preferred rates to attend SF Travel tradeshow, sales missions, and other external events.
- We also can highlight DSC on the SF Travel channels with additional spend.

DSC is still in its infancy; therefore, we're looking to cast a wide strategic net to raise our visibility, expand our professional connections, and build our contact database; joining SF Travel gives us a powerful and credible partner to help us achieve our goals and objectives.

### **FINANCIAL IMPACT**

Large DMOs with 10 or more affiliated hotels can join SF Travel for \$5,000 per year and receive all benefits. The total prorated cost for our membership, which would run from April 2023 through December 2023, comes to \$3,750.00.

Currently, there is no need to request additional funds for the FY 2022/23 budget, as we have sufficient cash to absorb the cost of this membership without going over budget. We will budget accordingly for the FY 2023/24 budget.

### **RECOMMENDATION**

The recommendation is to join San Francisco Travel's Inclusive Annual Membership Program pro-rated for 9 months which will initiate once the invoice is signed; April – December 2023.

There is no auto-renewal for this membership, and we will review/measure the impact to the DMO prior to renewing for another year.

## **AGENDA ITEM 7. PROPOSED REVISED BOOKING POLICY**

### **BACKGROUND**

Discover Santa Clara® in partnership with the Convention Center, Levy, and JLL leadership have a Booking Policy in place that was enacted with the inception of the DMO prior to Covid. With the onset of Covid, there was an interim "Post-Covid" Booking Policy created which the team has been using to evaluate leads to this point.

Last November, we began discussions with the SCTID Hotels to review the originally created Booking Policy with the intent of understanding the current needs of our hotel partners and where calibrations to the policy would be necessary. Additionally, with the current DMO team in place we have had the chance to better understand current market dynamics and the composition of our current lead volume which were also consideration points in how we approached the revised policy.



Other considerations that were considered in creating a revised policy were as follows:

- From a DMO perspective, we are in our infancy. We have a small team who is new to this space and are challenged with:
  - Not having any booking history/trends.
  - Limited market knowledge which will be much stronger a year from now.
  - The thresholds for P1's + P2's is based upon capacity and not what we are seeing from the current lead pool.
  - Market dynamics post-Covid with rebound still in play. Our local competitive cities (e.g., San Jose, San Francisco & Oakland) challenged with cancellations so going after business more aggressively and offering discounts/concessions that they may not have pursued in the past and would be a good fit for Santa Clara.
  
- In looking at the sales organization holistically to include the Convention Center and Levy team, the majority of the leads being received are for P3's and are being managed by only two sellers. At this point in time and for the next year, we need greater sales resources assigned to this sector so that we:
  - Can be more proactive in qualifying the P3 leads to identify additional contacts and secure greater share of wallet.
  - Close more of the P3 business.
  
- As we look to adjust the thresholds for P1's and P2's, there will be impact on P3 – P5 groups. Specifically, the larger P3 groups will now fall into the P2 category. Again, this will ensure that we are better resourced to close more of this business that is our current "sweet spot" while continuing to go after the larger groups, as is the goal. Additionally, the revised P2's (formerly larger P3's), will need greater lead time from a booking window perspective so that we can capture more of these pieces of business.
  
- We understand that the Booking Policy will need to be evaluated bi-annually at minimum to ensure that we adjust to meet current market dynamics, low occupancy periods, and partner needs to meet revenue goals and KPI's.

## **DISCUSSION**

The SCTID Hotel Teams were invited to a meeting at which the DMO, the Convention Center, Levy, and JLL executives presented our premise and talking points in favor of the proposed amended Booking Policy and received comments and suggestions from those in attendance. We had a fruitful discussion, and the hotels' suggestions centered on changing the booking windows to greater prioritize P1s through P3s. With these changes in place, we gave the hotel teams one last opportunity to evaluate and comment on the proposed Booking Policy before submitting it to the Board of Directors

for final approval. The hotel teams have agreed to the new rules and is aware that once they are officially adopted, they will be enforced.

The DMO will be in charge of the P3s with the highest revenue, which means that the Convention Center and Levy merchants will have more time for market research and prospecting thanks to the new policy.

### **FINANCIAL IMPACT**

While we are unable to quantify the revenue impact that can be attributed to this revised Booking Policy, it is anticipated that with greater sales efforts assigned to P3 leads, which now account for the majority of lead volume, we will be able to close more business for the DMO, Convention Center, Levy, the SCTID Hotels, and the City as a whole.

### **RECOMMENDATION**

The recommendation is to have the Board of Directors approve the revised Booking Policy so that we can implement our updated lead strategy.

## **AGENDA ITEM 8. DISCUSSION OF CONTINUING HYBRID TELECONFERENCE MEETINGS**

### **BACKGROUND**

The Brown Act allows a local legislative body, which includes the DMO Board of Directors under the definition of a legislative body under California Government Code Section 54952(c), to hold public meetings by teleconference and to make public meetings accessible telephonically or otherwise electronically to all members of the public seeking to attend and to address the local legislative body. As of January 1, 2023, the Brown Act authorizes a local legislative body, which includes the DMO Board of Directors under the definition of legislative body under California Government Code Section 54952(c), to allow individual members of the Board of Directors (the "Board Members") to participate in meetings remotely provided certain requirements are met. The requirements include that a quorum of the Board must participate from (i) a single physical location identified in the agenda, (ii) that is open to the public, and (iii) within the jurisdiction's boundaries. In addition, individual members of the Board can participate remotely for reasons of either just cause or emergency circumstances as provided under the Brown Act; and, to facilitate participation by individual Board members at public meetings of the Board of Directors in certain circumstances where Board members cannot attend the physical location of such meetings due to just cause or emergencies, individual Board members may request to participate by teleconference or other electronic means, by complying with the following

requirements, as applicable, and provided that all the other requirements of AB 2249 (Government Code §5493(f)) for participating remotely are satisfied.

## **DISCUSSION**

The Silicon Valley Santa Clara Board of Directors may continue to have teleconference meetings under the Brown Act or have Hybrid meetings by complying with additional requirements under AB 2249. Hybrid teleconferences or other electronic meetings may occur if the following general requirements of the Brown Act are met:

- Teleconference locations are identified on the agenda
- Agenda is posted at all teleconference locations
- All teleconference locations are open to the public
- All votes taken via roll call
- Public must be able to access meetings and provide public comment
- A quorum of the Board must participate from locations within the district

Under AB 2249 Hybrid meetings must meet the general requirements in addition to:

- A quorum of the Board must participate from (i) a single physical location identified on the agenda, (ii) that is open to the public, and (iii) within the jurisdiction's boundaries
- Individual members can participate remotely if they satisfy either (i) the "just cause" reason or (ii) the "emergency circumstances" reason

To satisfy the just cause reason, the board member must inform the Board with a general description by no later than the start of the regular meeting, and the reasons for the request to participate remotely. Circumstances constituting just cause include:

- Childcare or caregiving of child, parent, grandparent, grandchild, sibling, spouse, or domestic partner
- Contagious illness
- Need related to a physical or mental disability
- Traveling while on business of the Board or another state or local agency (not vacation)

To satisfy the emergency circumstances reason, the Board must take a vote to approve an individual member's request to appear remotely by the start of the meeting due to a physical or family medical emergency. The board member must provide an adequate general description of the emergency and make the request to participate as soon as possible; however, disclosure of medical information is not required.

Additional requirements under AB 2249, include:

- Provide both a virtual and in-person option for the public to attend (as listed on the agenda).
- Members participating remotely must (1) participate both by audio and video (e.g., Zoom or MS Teams); and (2) publicly disclose at the meeting before any action is taken whether anyone 18 or older is present in the room, and the general nature of the member's relationship with that person.
- Meeting the limitations on remote participation by members (i.e., members may not participate remotely more than 3 consecutive months or more than 20% of regular meetings or if the Board meets less than 10 times a year, no more than two meetings a year).

### **FINANCIAL IMPACT**

Nominal administrative time and equipment will be required to arrange for a hybrid teleconference meeting. The continuation of the DMO Zoom subscriptions are already included in the FY2022/23 budget. The estimated costs to continue the subscriptions for FY2023/24 are \$864.00 annually which includes a Standard account and a Webinar account.

### **RECOMMENDATION**

Approve Resolution 2023-002 to Hold Hybrid DMO Board of Directors Meetings as needed and in compliance with AB 2249.



# Invoice

1 Front St, Ste 2900 San Francisco, CA 94111 -0000

**Bill To :**

Silicon Valley Santa Clara DMO, Inc.  
Attn: Christine Lawson  
5001 Great America Parkway  
Santa Clara, California 95054  
United States

Invoice # :	INV-0000011895
Invoice Date :	03/06/2023
Terms :	NET 31
Due Date :	04/06/2023
Billing Period :	April 2023 - December 2023

Line Item	Quantity	Unit Price	Discount Amount	Amount
DMO Inclusive Membership Prorated Annual Dues	1.00	\$ 5,000.00	\$ 1,250.00	\$ 3,750.00
			<b>Total</b>	<b>\$ 3,750.00</b>

[Click here to pay online](#)

OR

[Accept terms and pay later](#)

**From:** [Christine Lawson](#)  
**To:** [Beverly Corriere](#)  
**Subject:** SF Travel Benefit Basics  
**Date:** Monday, March 6, 2023 8:32:53 AM  
**Attachments:** [image001.png](#)  
[image002.png](#)

## INCLUSIVE MEMBERSHIP



**Our inclusive membership offers DMOs the ability to leverage SF Travel's sales team and marketing channels to promote their destination. Benefits include:**

- ▶ All hotels under the DMO jurisdiction can receive leads from SF Travel convention, trade, and media staff.
- ▶ 1 dedicated leisure article published on SF Travel's website.\*
- ▶ 1 dedicated meetings article published on SF Travel's website.\*
- ▶ 1 dedicated slide within SF Travel's "What's New" PowerPoint for client presentations.
- ▶ Priority access and preferred rates to attend SF Travel Tradeshows, Sales Missions, and other external events.

*\*Can be amplified on SF Travel channels with additional spend.*

Small DMO  
(<10 properties)  
\$3,000/yr.

Large DMO  
(10+ properties)  
\$5,000/yr.

**Christine Lawson**  
President & CEO  
DISCOVER SANTA CLARA




PHONE (408) 748-7094  
CELL (415) 602-4432  
EMAIL [clawson@DiscoverSantaClara.org](mailto:clawson@DiscoverSantaClara.org)  
VISIT [www.discoversantaclara.org](http://www.discoversantaclara.org)

THINK BIG.  
LOOK FORWARD.

Santa Clara DMO  
2023 Booking Strategy Guidelines  
PROPOSED FINAL

March 3<sup>rd</sup>, 2023





# Revised Booking Strategy Premise + Overview



# Proposed Booking Strategy Premise + Overview

- Booking policy + thresholds need cadence of continual evaluation.
- Current P1 represents all 11 TID hotels + full center capacity.
- Current P1 + P2 leads falling short on either rooms or center revenue.
- DMO still in its infancy. New sales team members coming on board.
- Current volume + limited assigned resources to P3 groups.
- Larger P3 groups now fall into P2 category to support increased conversion.
- Increased capacity for prospecting.



Proposed Booking Strategy  
**REVISED AS OF March 3<sup>rd</sup>, 2023**

# Comments on Additional Proposed Revisions as of March 3<sup>rd</sup>

- Feedback received from Hotel Teams was specific to adjusting booking windows.
- The **adjusted** revised booking windows now provide a greater emphasis on P1 – P3 groups and events to ensure that we make room for the highest revenue producing groups for the DMO, Hotels, Convention Center, Levy and the City.
- The Booking Policy is a guideline, and all groups will be evaluated based upon priority number, current market conditions, day-of-week pattern, type of group (i.e., industry), center revenue, and needs of all parties on a case-by-case basis to maximize partner revenue and City TOT revenues.
- The Booking Policy will be evaluated on a bi-annual basis at a minimum to make certain that we adjust for dynamic market conditions, partner needs, and to remain competitive.

# Revised Proposed Thresholds as of March 3<sup>rd</sup> – Weekdays

**WEEKDAY THRESHOLDS:** REVISOR: [REDACTED]

Priority Number	Revised Peak Rooms	Revised Center Spend	Revised Booking Window
<b>P1</b>	700+	\$650,000+	18+ Months
<b>P2</b>	350 – 699	\$400,000 – \$649,999	12-18 Months
<b>P3</b>	200 – 349	\$250,000 – \$399,999	9-12 Months
<b>P4</b>	75 – 199	\$150,000 – \$199,999	6-9 Months
<b>P5</b> <b>With or without rooms</b>	N/A	\$149,999	0-6 Months

Revised Weekday Thresholds based upon original Booking Policy pre-COVID. The booking policy is a guideline. All groups will be evaluated based upon revenue impact to partners.

# Revised Proposed Thresholds as of March 3<sup>rd</sup> – Weekends

**WEEKEND THRESHOLDS COVERING FRIDAY –SUNDAY:**

Priority Number	Revised Peak Rooms	Revised Center Spend	Revised Booking Window
P1	250+	\$250,000	18+ Months
P2	150-249	\$100,000	12-18 Months
P3	50-149	\$50,000 - \$99,999	9-12 Months
P4	>50	\$15,000 - \$49,999	6-9 Months
P5	N/A	\$14,999	0-6 Months

THOUGHTS HERE

Revised Weekday Thresholds based upon original Booking Policy pre-COVID. The booking policy is a guideline. All groups will be evaluated based upon revenue impact to partners.



Thank You



---

# Appendix



# Revised Proposed Booking Strategy

Version Presented on  
February 2<sup>nd</sup>, 2023



# Revised Thresholds – Weekdays

## WEEKDAY THRESHOLDS:

INSIGHT/THOUGHTS

Priority Number	Current Peak Rooms	Revised Peak Rooms	Change in Peak Rooms	Current Combined Center Spend	Revised Center Spend	Change in Center Spend	Current Booking Window	Revised Booking Window	Change in Booking Window
P1	1,100+	700+	(400)	\$1M+	\$650,000+	(\$350,000)	18+ Months	18+ Months	No Change
P2	600 – 1,099	350 – 699	(250) – (400)	\$750,000 – \$1M	\$400,000 – \$649,999	(\$350,000)	13 – 18 Months	12-18 Months	-1 Month
P3	100 – 599	200 – 349	100 – (250)	\$500,000 – \$750,000	\$250,000 – \$399,999	(\$250,000 – \$350,001)	0-13 Months	0-12 Months	-1 Month
P4	<100 – 299	75 – 199	(25) – (100)	\$200,000 – \$500,000	\$150,000 – \$199,999	(\$50,000 – \$300,001)	0-12 Months	0-12 Months	No Change
P5 With or without rooms	Non guestroom generating <75 rooms	N/A	N/A	\$90,000 – \$199,000	\$149,999	\$59,999	0-12 Months	0-12 Months	No Change

# Revised Threshold Assumptions – Weekdays

	Average Attendance	Average Event Days	Average Center Spend per Person/Day	Revenue
P1	1,300	2.75	\$185.00	\$650,000+
P2	1,100	2.5	\$145.00	\$400,000 – \$649,999
P3	1,000	2.75	\$100.00	\$250,000 – \$399,999
P4	700	2.75	\$80.00	\$150,000 – \$199,999
P5	500	2.5	\$50.00	\$149,999

# Revised Thresholds – Weekends

## WEEKEND THRESHOLDS COVERING FRIDAY – SUNDAY :

Priority Number	Current Peak Rooms	Revised Peak Rooms	Change in Peak Rooms	Current Combined Center Spend	Revised Center Spend	Change in Center Spend	Current Booking Window	Revised Booking Window	Change in Booking Window
P1	400+	250+	(150)	\$400,000+	\$250,000	(\$150,000)	18+ Months	13+ Months	+5 Months
P2	150 – 399	150-249	N/A	\$200,000 – \$399,000	\$100,000	(\$100,000) – (\$299,000)	13 – 18 Months	9 – 13 Months	+4 Months
P3	50-149	50-149	N/A	\$100,000 – \$199,000	\$50,000 – \$99,999	(\$50,000) – (\$99,001)	0 – 13 Months	0 – 9 Months	+4 Months
P4	>50	>50	N/A	\$50,000 – \$99,000	\$15,000 – \$49,999	(\$35,000) – (\$49,001)	0 – 6 Months	0 – 6 Months	No Change
P5	Non guestroom generating		N/A	\$10,000 – \$49,000	\$14,999	\$4,999 – (\$34,001)	0 – 3 Months	0 – 3 Months	No Change

# Revised Threshold Assumptions – Weekends

	Average Attendance	Average Event Days	Average Center Spend per Person/Day	Revenue
P1	1,000	2.0	\$125.00	\$250,000+
P2	800	2.0	\$65.00	\$100,000 – \$249,000
P3	1,000	2.0	\$25.00	\$50,000 – \$99,999
P4	750	2.0	\$10.00	\$15,000 – \$49,999
P5	500	2.0	\$2.00	\$14,999

**RESOLUTION NO. 2023-002  
A RESOLUTION OF THE BOARD OF DIRECTORS OF THE  
SILICON VALLEY/SANTA CLARA DMO, INC. DBA DISCOVER  
SANTA CLARA® TO HOLD HYBRID PUBLIC MEETINGS  
TELECONFERENCE OR OTHERWISE ELECTRONICALLY  
PURSUANT TO AB 2249 (RUBIO) (2022)**

**BE IT RESOLVED BY THE BOARD OF DIRECTORS OF SILICON VALLEY/SANTA CLARA DMO, INC. DBA DISCOVER SANTA CLARA® (the “DMO”), as follows:**

**WHEREAS**, the DMO is committed to preserving and nurturing public access and participation in meetings of the DMO Board of Directors; and

**WHEREAS**, the DMO Board of Directors is a private entity and may not be considered a public entity for any purpose, nor may its board members or staff be considered to be public officials for any purpose; and

**WHEREAS**, notwithstanding the above, the DMO Board of Directors, when hearing, discussing, deliberating, and taking actions on matters within the subject matter of the Santa Clara Tourism Improvement District (the “SCTID”) will comply with the provisions of the Ralph M. Brown Act (California Government Code Sections 54950, *et seq.*, hereinafter referred to as the “Brown Act”) with section 54950 of Part 1 of Division 2 of Title 5 of the Government Code), so that any member of the public may attend, participate, and watch the DMO Board of Directors conduct SCTID business; and

**WHEREAS**, effective as of January 1, 2023, the Brown Act authorizes a local legislative body, which includes the DMO Board of Directors under the definition of legislative body under California Government Code Section 54952(c), to allow individual members of the Board of Directors (the “Board Members”) to participate in meetings remotely provided certain requirements are met. The requirements include that a quorum of the Board must participate from (i) a single physical location identified in the agenda, (ii) that is open to the public, and (iii) within the jurisdiction’s boundaries. In addition, individual members of the Board can participate remotely for reasons of either just cause **or** emergency circumstances as provided under the

Brown Act; and

**NOW, THEREFORE, THE DMO BOARD OF DIRECTORS FINDS AS FOLLOWS:**

1. That, to facilitate participation by individual Board members at public meetings of the Board of Directors in certain circumstances where Board members cannot attend the physical location of such meetings due to just cause or emergencies, individual Board members may request to participate by teleconference or other electronic means, by complying with the following requirements, as applicable, and provided that all the other requirements of AB 2249 (Government Code §5493(f)) for participating remotely are satisfied.
2. That to establish just cause, the Board Member must provide the Board of Directors with a general description at the earliest possible time which may be by the start of regular meeting the reasons for her/his request to participate remotely, which just cause circumstances are defined as (i) childcare or caregiving of child, parent, grandparent, grandchild, sibling, spouse, or domestic partner, (ii) contagious illness, (iii) a need related to a physical or mental disability, or (iv) travel while on the business of the DMO or the Board of Directors or another state or local agency (but not travel for vacation purposes).
3. That to establish an emergency situation, the Board Member must provide as soon as possible an adequate general description of the emergency in the nature of a physical or family medical emergency, which generally need not be more than 20 words, that prevents the Board Member from attending in person, and make the request to participate as soon as possible; provided that disclosure of medical information such as a medical diagnosis or disability or other personal medical information is not required, and the Board of Directors will take action on a request to participate remotely at the earliest reasonable opportunity, provided that if the request does not allow sufficient time to place proposed action on such a request on the posted agenda for the meeting for which the request is made, the Board of

Directors will take action by majority vote on the emergency circumstances request at the beginning of the meeting.

4. That if the Board Member participates remotely, the following requirements must be satisfied: (i) the individual Board Members must participate through both audio and visual technology; and (ii) publicly disclose at meeting before any action is taken whether anyone 18 or older is present in the room, and the general nature of the Board Member's relationship with that person.

5. That Board Members: members may not participate remotely continually, and specifically may not participate remotely (i) more than three consecutive months; or (ii) more than 20% of regular Board of Director meetings during a calendar year; or (iii) If the Board of Director meets less than ten times a year, no more than two meetings.

6. That the Executive Director is hereby directed to monitor compliance with the following additional teleconferencing requirements needed to be satisfied to allow individual Board Members to attend public meetings of the Board of Directors by remote means: (i) enable a way for the public to remotely hear, visually observe, and remotely address the Board of Directors, either by a two-way audiovisual platform or a two-way telephonic service and a live webcasting of the meeting, (ii) when notice of the time and agenda of the public meeting is, notice of how the public can access the meeting and offer comments also be provided, (iii) identify and include in the agenda an opportunity for the public to attend and directly address the Board Of Directors through a call-in option, an internet-based service option, and in-person, (iv) not require public comments to be submitted prior to the meeting but instead provide an opportunity for the public to address the Board of Directors in real time, and (iv) implement a procedure for receiving and resolving requests for reasonable accommodations for individuals with disabilities, and give notice of such procedure each time notice of the meeting time is given or an agenda is posted.

7. Effective Date. This resolution shall become effective immediately.

I HEREBY CERTIFY THE FOREGOING TO BE A TRUE COPY OF A RESOLUTION PASSED AND ADOPTED BY THE BOARD OF DIRECTORS OF SILICON VALLEY/SANTA CLARA DMO, INC DBA DISCOVER SANTA CLARA®, AT A REGULAR MEETING THEREOF HELD ON THE \_\_\_<sup>TH</sup> OF MARCH, 2023 BY THE FOLLOWING VOTE:

AYES:

NOES:

ABSENT:

ABSTAINED:

ATTEST: \_\_\_\_\_  
Secretary



# Board of Directors Meeting

March 16<sup>th</sup>, 2023





# Proposed Revised Booking Strategy

Revised as of March 3<sup>rd</sup>, 2023

# Proposed Booking Strategy Premise + Overview

- Booking policy + thresholds need cadence of continual evaluation.
- Current P1 represents all 11 TID hotels + full center capacity.
- Current P1 + P2 leads falling short on either rooms or center revenue.
- DMO still in its infancy. New sales team members coming on board.
- Current volume + limited assigned resources to P3 groups.
- Larger P3 groups now fall into P2 category to support increased conversion.
- Increased capacity for prospecting.

# Comments on Additional Proposed Revisions as of March 3<sup>rd</sup>

- Feedback received from Hotel Teams was specific to adjusting booking windows.
- The **adjusted** revised booking windows now provide a greater emphasis on P1 – P3 groups and events to ensure that we make room for the highest revenue producing groups for the DMO, Hotels, Convention Center, Levy and the City.
- The Booking Policy is a guideline, and all groups will be evaluated based upon priority number, current market conditions, day-of-week pattern, type of group (i.e., industry), center revenue, and needs of all parties on a case-by-case basis to maximize partner revenue and City TOT revenues.
- The Booking Policy will be evaluated on a bi-annual basis at a minimum to make certain that we adjust for dynamic market conditions, partner needs, and to remain competitive.

# Revised Proposed Thresholds as of March 3<sup>rd</sup> – Weekdays

**WEEKDAY THRESHOLDS:** REVISOR: [REDACTED]

Priority Number	Revised Peak Rooms	Revised Center Spend	Revised Booking Window
<b>P1</b>	700+	\$650,000+	18+ Months
<b>P2</b>	350 – 699	\$400,000 – \$649,999	12-18 Months
<b>P3</b>	200 – 349	\$250,000 – \$399,999	9-12 Months
<b>P4</b>	75 – 199	\$150,000 – \$199,999	6-9 Months
<b>P5 With or without rooms</b>	N/A	\$149,999	0-6 Months

Revised Weekday Thresholds based upon original Booking Policy pre-COVID. The booking policy is a guideline. All groups will be evaluated based upon revenue impact to partners.

# Revised Proposed Thresholds as of March 3<sup>rd</sup> – Weekends

**WEEKEND THRESHOLDS COVERING FRIDAY –SUNDAY:**

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P3	50-149	\$50,000 - \$99,999	9-12 Months
P4	>50	\$15,000 - \$49,999	6-9 Months
P5	N/A	\$14,999	0-6 Months

THOUGHTS HERE

Revised Weekday Thresholds based upon original Booking Policy pre-COVID. The booking policy is a guideline. All groups will be evaluated based upon revenue impact to partners.

# CEO Update

- February Sales Activity Report.
- Staffing Update.
- Marketing Update.
- Visit California Outlook Forum.





# Sales Activity Report



DISCOVER  
**SANTA  
CLARA**®

FEBRUARY 2023  
SALES ACTIVITY RECAP

UPDATED: 03-09-23





## MONTHLY TOTALS BY EVENT PRIORITY TYPE

	P1 - P2	P3	P4	P5
Current Active Prospects	50	146	164	337
February	P1 - P2	P3	P4	P5
Actively Researching	269	0	0	0
New Prospects	6	3	10	58
New Tentatives	6	3	3	20
New Definites	0	3	5	18



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

**P1 + P2 Performance Measures**

	2022/23 Target	YTD	July	August	September	October	November	December	January	February
1. Consumed Event Mix										
Percent of P1 Events	1%									
Number of P1 Events	3	0	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	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	0
Number of P2 Events	11	0	0	0	0	0	0	0	0	0
3. Convention Center Gross Revenue	\$2,580,000	\$0	\$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	0
5. Number of Room Nights Consumed	9,375	0	0	0	0	0	0	0	0	0
6. Number of Consumed Weeks Impacted	9	0	0	0	0	0	0	0	0	0
7. Customer Service Survey Results	85%		-	-	-	-	-	-	-	-
8. Number of Active Prospects	300	50	35	38	51	51	50	49	50	50
9. Economic Impact of Consumed P1 & P2 Events	\$6,031,943	\$0	\$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	February
Prospecting Goal - Number of new prospects	50				5	5	5	5	5	5
Actual	18	18				7	2	1	2	6

CSM #2 - Open Role	2022/23 Target	YTD	July	August	September	October	November	December	January	February
Prospecting Goal - Number of new prospects	60		5	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	February
Prospecting Goal - Number of new prospects	36					4	4	4	4	4
Actual	0	0								



Discover Santa Clara Dashboard  
FEBRUARY 2023

SCCC	Beg	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total YTD	Month Avg	Annual Avg	3 Year Pace
Researching	151	39	57	20	23	0	0	0	5					295	18	216	799
Prospects	31	7	7	6	7	2	1	2	6					69	5	57	202

**Meeting & Convention Sales**

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

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

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



# Staffing Updates

# Staffing Update

- Searchwide Global retained for Director of Sales role.
  - We will have first round of resumes to review by 3/17.
- Director of Marketing.
  - Have strong candidate. In negotiations.
  - Once secured we are looking at mid-April start date.
- Search for additional Sales Manager in process.
  - Update on proposed salary range from February Board Meeting.



# Marketing Updates

# Current Social Media Posts #1

It's a new day in Santa Clara! We are excited to announce the formation of Discover Santa Clara, offering a collaborative and seamless experience for your events, meetings and leisure travel.

We've got a brand-new team, a renewed purpose, and a whole lot of fresh ideas to help you explore and experience all that Santa Clara has to offer. Whether you're a local or a visitor, we invite you to come discover the city with us. From food and drink to entertainment and culture, there's something for everyone.

#DiscoverSantaClara #NewTeamNewPurpose #ExploreSantaClara  
#ThinkBigLookForward #MakeItYours.

Ad directs to DSC Website  
Posted Saturday, February 19<sup>th</sup>





# Current Social Media Posts #2

Get ready to elevate your event game!  
We're reimagining event experiences and bringing them to the heart of Silicon Valley – where visionaries dream, risk-takers dare, and innovators make it happen.

When you bring your event to Santa Clara, you'll have access to our team of big-picture thinkers and doers who will make your event vision come to life.

Experience the future of events with us!

#DiscoverSantaClara #SantaClara #SiliconValley #EventPlanning  
#InnovativeEvents #ExperienceTheFuture #ThinkBigLookForward  
#MakeItYours

Ad directs to DSC Website  
Posted Sunday, February 20<sup>th</sup>



# Current Social Media Posts #3

Open your world to endless possibilities with Discover Santa Clara!

As a unified network of ambitious problem-solvers, we anticipate your needs, craft custom solutions, and elevate events to a whole new level. Creativity versatility, and polish in every event.

Join us and discover the difference.

#DiscoverSantaClara #EventPlanning #CreativeSolutions  
#CustomEvents #Vision #Dream #Discover #Story

Ad directs to DSC Website  
Posted Sunday, February 21st





# Current Social Media Posts #4

The Mission City Ballroom is just one of our great spaces that is ideal for your next event.

Our versatile environment can be configured to accommodate a variety of groups from 50 – 1,10 people, with a prime location on our first floor.

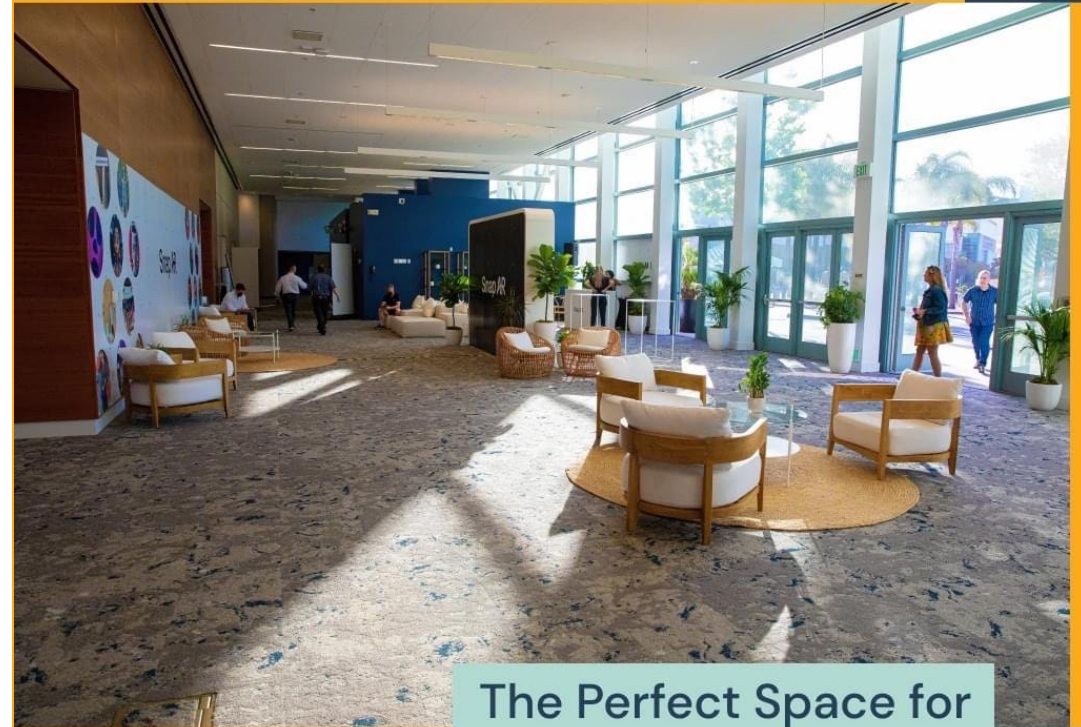
We have some unique set-up ideas, we are all about shaking it up and making it your own. Personalize your event experience at [#discoversantaclara.org](https://discoversantaclara.org).

[#discoversantaclara](#) [#santaclara](#) [#ThinkBigLookForward](#)  
[#MakeItYours](#) [#Versatile](#) [#event](#) [#missioncityballroom](#) [#discover](#)  
[#venue](#) [#experience](#)

Ad directs to DSC Website  
Posted Monday, March 3rd



## Mission City Ballroom



The Perfect Space for  
endless possibilities.

# Current Social Media Posts #5

Imagination is all about stepping out of your comfort zone and seeing the world differently.

It's what led us to this place of innovation, so some dare to be discover the future of events and let's make things happen.

Fuel your vision @discoversantaclara.org.

#DiscoverSantaClara #SantaClara #ThinkBigLookForward  
#MakeItYours #worldcaptures #Vision #FuelYourVision #Inspire  
#Motivate #Dream

Ad directs to DSC Website  
Posted Monday, March 6<sup>th</sup>





# Current Social Media Posts #6

Discovering the agricultural history of Santa Clara has solidified our commitment to using locally sourced, fresh ingredients in all of our dishes.

From artisan, custom crafted menus to our innovative approach to food, we pride ourselves on providing a truly unique and delicious dining experience.

As foodies first, our chef's culinary creativity and passion for quality feeds not only the senses, but also the body and mind. Come join us and experience the energy and productivity boost that comes with indulging in our locally sourced, fresh and delicious dishes.

Join us in celebrating the bounty of our region and build a personalized experience @discoversantaclara.org.

#DiscoverSantaClara #localfood #freshingredients #agriculture #foodie #culinarycreativity #vision #dream #discover #story

Ad directs to DSC Website

Posted Wednesday, March 8<sup>th</sup>

## We were **Foodies First**

A unique, fresh and local food experience crafted specifically for you.



# Marketing Update

- Continued cadence of social media posts.
- Google Ads to begin before the end of March. Ads will direct recipients to our landing page.
  - Have Top 10 Meeting Trends document for visitors to download.
  - Visitors must input name, company name + email to access document.
- Email Platform ACT-ON in process.
  - Email topics have been selected and content is in process.
  - Look to launch emails before the end of April.
- Tradeshow Booth RFP distributed on March 3<sup>rd</sup>.
  - Intent to bid responses due March 13<sup>th</sup>.
  - Look to finalize vendor by March 31<sup>st</sup>.
  - Delivery date TBD.



# Marketing Google Ad Landing Page

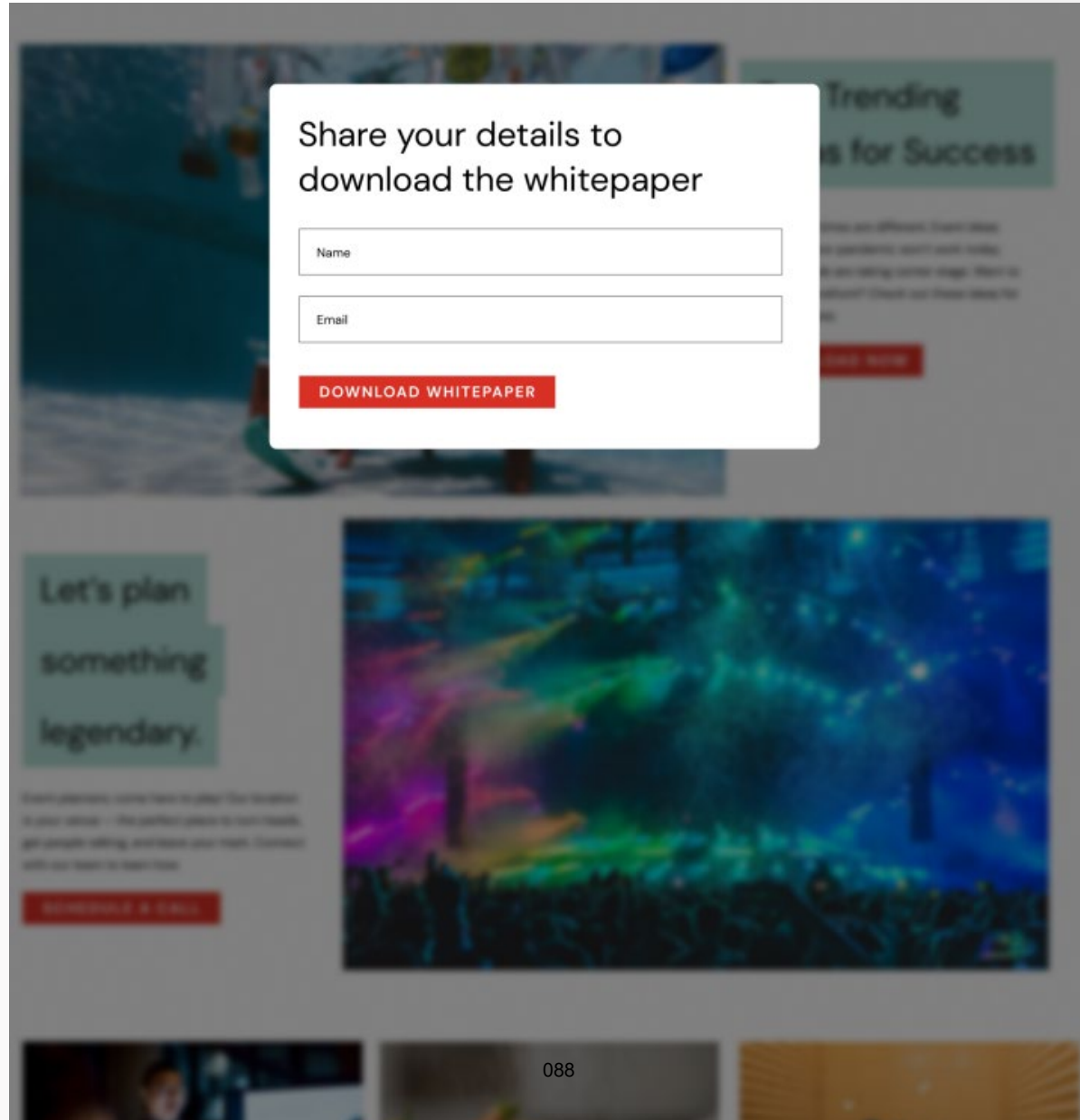


## Top Ideas for Successful Trending Events 2023

It's 2023 and times are different. Event ideas that worked pre-pandemic won't work today. And new trends are taking center stage. Want to stay on the forefront? Check out these ideas for surefire success.

[DOWNLOAD IDEAS](#)

# Marketing Google Ad Landing Page







# Visit California Outlook Forum Update

March 6<sup>th</sup> – 9<sup>th</sup>, 2023



Thank You

DMO BOARD OF DIRECTORS  
MARCH 16, 2023  
AGENDA ITEM #9A

DISCOVER  
**SANTA  
CLARA**®

FEBRUARY 2023  
SALES ACTIVITY RECAP

UPDATED: 03-09-23





## MONTHLY TOTALS BY EVENT PRIORITY TYPE

	P 1 - P 2	P 3	P 4	P 5
Current Active Prospects	50	146	164	337
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**Silicon Valley/Santa Clara DMO Inc.**

**P1 + P2 Performance Measures**

	2022/23 Target	YTD	July	August	September	October	November	December	January	February
<b>1. Consumed Event Mix</b>										
Percent of P1 Events	1%									
Number of P1 Events	3	0	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	0
<b>2. Number of Definite Events Booked in the Year for Future Years</b>										
Number of P1 Events	5	0	0	0	0	0	0	0	0	0
Number of P2 Events	11	0	0	0	0	0	0	0	0	0
<b>3. Convention Center Gross Revenue</b>	<b>\$2,580,000</b>	<b>\$0</b>	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>4. Number of Room Night Booked for Future Years</b>	<b>16,438</b>	<b>0</b>	0	0	0	0	0	0	0	0
<b>5. Number of Room Nights Consumed</b>	<b>9,375</b>	<b>0</b>	0	0	0	0	0	0	0	0
<b>6. Number of Consumed Weeks Impacted</b>	<b>9</b>	<b>0</b>	0	0	0	0	0	0	0	0
<b>7. Customer Service Survey Results</b>	<b>85%</b>		-	-	-	-	-	-	-	-
<b>8. Number of Active Prospects</b>	<b>300</b>	<b>50</b>	35	38	51	51	50	49	50	50
<b>9. Economic Impact of Consumed P1 &amp; P2 Events</b>	<b>\$6,031,943</b>	<b>\$0</b>	\$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	February
Prospecting Goal - Number of new prospects	50				5	5	5	5	5	5
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CSM #2 - Open Role	2022/23 Target	YTD	July	August	September	October	November	December	January	February
Prospecting Goal - Number of new prospects	60		5	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	February
Prospecting Goal - Number of new prospects	36					4	4	4	4	4
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Discover Santa Clara Dashboard  
FEBRUARY 2023

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Researching	151	39	57	20	23	0	0	0	5					295	18	216	799
Prospects	31	7	7	6	7	2	1	2	6					69	5	57	202

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Incremental Booked Business*	Current Month	Year to Date	Goal	% to Goal
<b>Priority 1 (P1) 400+ hotel rooms at peak / \$400K+</b>				
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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 February	Rent	F&B	Total Room Nights
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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 Weekend (400+ on peak / \$400k+)	1	2239	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	1500	\$4,199,071.32
P2 Mid-Week (500-799 on peak / \$250k - \$599k)	4	11412	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	5900	\$6,176,845.04
P2 Weekend (150-399 on peak / \$200k-\$399k)	1	575	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	800	\$0.00
P3 Mid-Week: (100-599 on peak / \$150k-\$249k)	2	3790	\$320,000.00	\$90,000.00	\$15,000.00	\$200,000.00	\$15,000.00	\$0.00	1450	\$499,882.48
P3 Weekend: (50-149 on peak+ \$100k-\$199k)	1	641	\$255,000.00	\$50,000.00	\$2,500.00	\$200,000.00	\$2,500.00	\$0.00	1100	\$0.00
P4 Mid-Week: (<100 on peak + \$50k-\$99k)	7	1810	\$651,988.00	\$213,488.00	\$35,500.00	\$370,000.00	\$33,000.00	\$0.00	6650	\$450,323.99
P4 Weekend: (<50 on peak + \$50k-\$99k)	3	1292	\$314,000.00	\$145,000.00	\$2,000.00	\$140,000.00	\$27,000.00	\$0.00	2500	\$1,122,866.93
P5 Mid-Week: (0 on peak + \$15k-\$49k)	23	974	\$459,282.00	\$111,282.00	\$40,500.00	\$268,500.00	\$39,000.00	\$0.00	7337	\$589,976.46
P5 Social: (0 on peak+ \$10k - \$49k)	2	0	\$26,858.00	\$3,858.00	\$0.00	\$22,000.00	\$1,000.00	\$0.00	470	\$54,660.97
P5 Weekend: (0 on peak + \$10k - \$49k)	33	181	\$518,816.00	\$277,154.00	\$37,000.00	\$141,665.85	\$62,998.45	\$0.00	30202	\$335,149.59
<b>Grand Totals</b>	<b>77</b>	<b>22914</b>	<b>\$2,545,944.00</b>	<b>\$890,782.00</b>	<b>\$132,500.00</b>	<b>\$1,342,165.85</b>	<b>\$180,498.45</b>	<b>\$0.00</b>	<b>57909</b>	<b>\$13,428,776.78</b>

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

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
5236	13699	07/15/2024	700	2239	1500	02/12/2023	P1 Weekend (400+ on peak / \$400k+)	ASSOCIATION	EIC Tag: Tentative	\$4,199,071.32	\$0.00						

**Size: P1 Weekend (400+ on peak / \$400k+) - Subtotal: Total Leads = 1, Requested Rooms = 2239, 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 = 1500, EEI Value = \$4,199,071.32**

**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
5267	13685	11/10/2024	700	1430	1400	02/05/2023	P2 Mid-Week (500-799 on peak / \$250k - \$599k)	EDUCATIONAL	EIC Tag: Tentative	\$1,032,452.08	\$0.00						
4608	13698	02/07/2024	650	2320	1000	02/09/2023	P2 Mid-Week (500-799 on peak / \$250k - \$599k)	ASSOCIATION	EIC Tag: Tentative	\$5,144,392.96	\$0.00						

3032	13713	01/06/2024	1585	6344	2100	02/16/2023	P2 Mid-Week (500-799 on peak / \$250k - \$599k)		EIC Tag: Tentative		\$0.00
8035	13722	02/04/2024	525	1318	1400	02/22/2023	P2 Mid-Week (500-799 on peak / \$250k - \$599k)	CORPORATE	EIC Tag: Tentative		\$0.00

**Size: P2 Mid-Week (500-799 on peak / \$250k - \$599k) - Subtotal: Total Leads = 4, Requested Rooms = 11412, 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 = 5900, EEI Value = \$6,176,845.04**

**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
8031	13715	10/03/2024	275	575	800	02/17/2023	P2 Weekend (150-399 on peak / \$200k-\$399k)	EDUCATIONAL	EIC Tag: Tentative		\$0.00						

**Size: P2 Weekend (150-399 on peak / \$200k-\$399k) - Subtotal: Total Leads = 1, Requested Rooms = 575, 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 = 800, EEI Value = \$0.00**

**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
5217	10742	09/09/2023	1000	2890	1000	02/27/2023	P3 Mid-Week: (100-599 on peak / \$150k-\$249k)	CORPORATE	EIC Tag: Tentative		\$170,000.00	\$100,000.00	\$50,000.00	\$10,000.00	\$10,000.00		Spectra
232	13701	09/30/2024	225	900	450	02/10/2023	P3 Mid-Week: (100-599 on peak / \$150k-\$249k)	CORPORATE	EIC Tag: Tentative	\$499,882.48	\$150,000.00	\$100,000.00	\$40,000.00	\$5,000.00	\$5,000.00		Levy

**Size: P3 Mid-Week: (100-599 on peak / \$150k-\$249k) - Subtotal: Total Leads = 2, Requested Rooms = 3790, Overall Projected Building Spend = \$320,000.00, Total SCCC Rental Cost = \$90,000.00, Total SCCC Internet Cost = \$15,000.00, Total F/B Cost = \$200,000.00, Total Audio Visual = \$15,000.00, Total Misc Revenue = \$0.00, Show Attendees = 1450, EEI Value = \$499,882.48**

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

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
5417	13726	11/01/2023	320	641	1100	02/23/2023	P3 Weekend: (50-149 on peak+ \$100k-\$199K)	ASSOCIATION	EIC Tag: Tentative		\$255,000.00	\$200,000.00	\$50,000.00	\$2,500.00	\$2,500.00		Spectra

**Size: P3 Weekend: (50-149 on peak+ \$100k-\$199K) - Subtotal: Total Leads = 1, Requested Rooms = 641, Overall Projected Building Spend = \$255,000.00, Total SCCC Rental Cost = \$50,000.00, Total SCCC Internet Cost = \$2,500.00, Total F/B Cost = \$200,000.00, Total Audio Visual = \$2,500.00, Total Misc Revenue = \$0.00, Show Attendees = 1100, EEI Value = \$0.00**

**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
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Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Prospect Date	Size	Market Segment	EIC Tag	EEI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue	Organization Credit
8017	13690	10/10/2023	30	30	600	02/03/2023	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	GOVERNMENT	EIC Tag: Tentative	\$183,608.29	\$91,826.00	\$50,000.00	\$21,826.00	\$10,000.00	\$10,000.00		Spectra
2374	13700	09/02/2023	0	0	2000	02/10/2023	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	CORPORATE	EIC Tag: Tentative	\$266,715.70	\$76,676.00	\$40,000.00	\$26,676.00	\$5,000.00	\$5,000.00		Levy
8018	13720	05/09/2023	125	250	150	02/21/2023	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	CORPORATE	EIC Tag: Tentative		\$50,298.00	\$30,000.00	\$5,298.00	\$5,000.00	\$10,000.00		Levy
8037	13723	12/03/2023	15	30	200	02/22/2023	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	CORPORATE	EIC Tag: Tentative		\$119,987.00	\$100,000.00	\$16,987.00	\$2,500.00	\$500.00		Spectra
5441	13737	09/07/2024	70	200	900	02/27/2023	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	CORPORATE	EIC Tag: Tentative		\$112,500.00	\$50,000.00	\$55,000.00	\$2,500.00	\$5,000.00		Spectra
1008	13739	10/16/2023	400	1150	800	02/27/2023	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	SE - SMERF/EDUCATIONAL	EIC Tag: Tentative		\$97,500.00	\$50,000.00	\$35,000.00	\$10,000.00	\$2,500.00		Spectra
8049	13745	11/07/2023	50	150	2000	02/27/2023	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	RELIGIOUS	EIC Tag: Tentative		\$103,201.00	\$50,000.00	\$52,701.00	\$500.00			Spectra

**Size: P4 Mid-Week: (<100 on peak + \$50k-\$149K) - Subtotal: Total Leads = 7, Requested Rooms = 1810, Overall Projected Building Spend = \$651,988.00, Total SCCC Rental Cost = \$213,488.00, Total SCCC Internet Cost = \$35,500.00, Total F/B Cost = \$370,000.00, Total Audio Visual = \$33,000.00, Total Misc Revenue = \$0.00, Show Attendees = 6650, EEI Value = \$450,323.99**

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

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Prospect Date	Size	Market Segment	EIC Tag	EEI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue	Organization Credit
8013	13681	07/05/2025	0	0	900	02/01/2023	P4 Weekend: (<50 on peak + \$50k-\$99K)	ASSOCIATION	EIC Tag: Tentative	\$302,966.21	\$175,000.00	\$50,000.00	\$100,000.00	\$0.00	\$25,000.00		Spectra
8016	13688	06/22/2024	210	1044	800	02/02/2023	P4 Weekend: (<50 on peak + \$50k-\$99K)	ASSOCIATION	EIC Tag: Tentative	\$564,392.41	\$77,000.00	\$50,000.00	\$25,000.00	\$1,000.00	\$1,000.00		Levy
8020	13693	06/08/2023	106	248	800	02/03/2023	P4 Weekend: (<50 on peak + \$50k-\$99K)	CORPORATE	EIC Tag: Tentative	\$255,508.31	\$62,000.00	\$40,000.00	\$20,000.00	\$1,000.00	\$1,000.00		Levy

**Size: P4 Weekend: (<50 on peak + \$50k-\$99K) - Subtotal: Total Leads = 3, Requested Rooms = 1292, Overall Projected Building Spend = \$314,000.00, Total SCCC Rental Cost = \$145,000.00, Total SCCC Internet Cost = \$2,000.00, Total F/B Cost = \$140,000.00, Total Audio Visual = \$27,000.00, Total Misc Revenue = \$0.00, Show Attendees = 2500, EEI Value = \$1,122,866.93**

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

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Prospect Date	Size	Market Segment	EIC Tag	EEI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue	Organization Credit
8012	13678	03/16/2023	0	0	100	02/01/2023	P5 Mid-Week: (0 on	EDUCATIONAL	EIC Tag: Tentative	\$13,762.74	\$6,050.00	\$5,000.00	\$1,050.00	\$0.00	\$0.00		Levy

2878	13684	06/08/2023	0	0	300	02/01/2023	peak + \$15k-\$49K) P5 Mid-Week: (0 on peak + \$15k-\$49K)	ASSOCIATION	EIC Tag: Tentative	\$36,139.23	\$13,000.00	\$8,000.00	\$5,000.00	\$0.00	\$0.00	Levy
4184	13686	03/20/2024	22	44	22	02/02/2023	P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	EIC Tag: Tentative	\$28,302.09	\$14,000.00	\$10,000.00	\$2,000.00	\$1,000.00	\$1,000.00	Levy
8015	13687	06/26/2023	175	350	175	02/02/2023	P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	EIC Tag: Tentative	\$162,708.02	\$40,000.00	\$20,000.00	\$10,000.00	\$5,000.00	\$5,000.00	Levy
8018	13691	03/26/2023	0	0	150	02/03/2023	P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	EIC Tag: Tentative	\$151,827.80	\$13,135.00	\$5,000.00	\$5,135.00	\$2,500.00	\$500.00	Spectra
8021	13695	05/17/2023	0	0	80	02/08/2023	P5 Mid-Week: (0 on peak + \$15k-\$49K)	ASSOCIATION	EIC Tag: Tentative	\$13,220.79	\$7,050.00	\$5,000.00	\$1,050.00	\$500.00	\$500.00	Levy
8022	13696	04/14/2024	20	100	35	02/08/2023	P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	EIC Tag: Tentative	\$43,704.12	\$9,606.00	\$5,000.00	\$3,606.00	\$500.00	\$500.00	Levy
1261	13702	09/12/2023	100	170	100	02/13/2023	P5 Mid-Week: (0 on peak + \$15k-\$49K)	EDUCATIONAL	EIC Tag: Tentative	\$101,618.44	\$31,500.00	\$20,000.00	\$10,000.00	\$1,000.00	\$500.00	Levy
8025	13707	03/21/2023	0	0	250	02/14/2023	P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	EIC Tag: Tentative	\$38,693.23	\$18,515.00	\$15,000.00	\$2,515.00	\$500.00	\$500.00	Levy
8026	13708	11/01/2023	0	0	200	02/16/2023	P5 Mid-Week: (0 on peak + \$15k-\$49K)	ASSOCIATION	EIC Tag: Tentative		\$21,808.00	\$15,000.00	\$4,808.00	\$1,000.00	\$1,000.00	Levy
8028	13710	04/18/2023	0	0	60	02/16/2023	P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	EIC Tag: Tentative		\$6,260.00	\$5,000.00	\$1,260.00	\$0.00	\$0.00	Levy
5384	13711	03/14/2023	0	0	500	02/16/2023	P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	EIC Tag: Booked		\$3,104.00	\$0.00	\$3,104.00	\$0.00	\$0.00	Spectra
8029	13712	11/01/2023	0	0	250	02/16/2023	P5 Mid-Week: (0 on peak + \$15k-\$49K)	NONPROFIT	EIC Tag: Tentative		\$18,590.00	\$15,000.00	\$2,590.00	\$500.00	\$500.00	Levy
8030	13714	03/28/2023	0	0	290	02/17/2023	P5 Mid-Week: (0 on peak + \$15k-\$49K)	GOVERNMENT	EIC Tag: Tentative		\$18,015.00	\$15,000.00	\$2,515.00	\$0.00	\$500.00	Levy
8032	13716	05/04/2023	0	0	325	02/17/2023	P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	EIC Tag: Tentative		\$26,168.00	\$20,000.00	\$4,668.00	\$500.00	\$1,000.00	Levy
8033	13717	06/06/2023	0	0	50	02/20/2023	P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	EIC Tag: Tentative		\$5,613.00	\$5,000.00	\$613.00	\$0.00	\$0.00	Levy
8034	13718	03/21/2023	50	100	1000	02/20/2023	P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	EIC Tag: Tentative		\$17,000.00	\$0.00	\$15,000.00	\$1,000.00	\$1,000.00	Levy
1665	13721	04/27/2023	70	210	200	02/21/2023	P5 Mid-Week: (0 on	CORPORATE	EIC Tag: Tentative		\$24,030.00	\$20,000.00	\$3,030.00	\$500.00	\$500.00	Levy

4213	13733	03/12/2024	0	0	400	02/27/2023	peak + \$15k-\$49K) P5 Mid-Week: (0 on peak + \$15k-\$49K)		EIC Tag: Tentative		\$11,135.00	\$5,000.00	\$5,135.00	\$500.00	\$500.00		Spectra
8046	13738	04/06/2023	0	0	100	02/27/2023	P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	EIC Tag: Tentative		\$6,500.00	\$500.00	\$5,000.00	\$500.00	\$500.00		Spectra
1978	13741	04/12/2023	0	0	250	02/27/2023	P5 Mid-Week: (0 on peak + \$15k-\$49K)	ASSOCIATION	EIC Tag: Tentative		\$79,336.00	\$50,000.00	\$9,336.00	\$10,000.00	\$10,000.00		Spectra
8051	13748	06/30/2023	0	0	2000	02/27/2023	P5 Mid-Week: (0 on peak + \$15k-\$49K)	EDUCATIONAL	EIC Tag: Tentative		\$35,578.00	\$5,000.00	\$10,578.00	\$10,000.00	\$10,000.00		Spectra
8053	13753	06/07/2023	0	0	500	02/28/2023	P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	EIC Tag: Tentative		\$33,289.00	\$20,000.00	\$3,289.00	\$5,000.00	\$5,000.00		Levy

**Size: P5 Mid-Week: (0 on peak + \$15k-\$49K) - Subtotal: Total Leads = 23, Requested Rooms = 974, Overall Projected Building Spend = \$459,282.00, Total SCCC Rental Cost = \$111,282.00, Total SCCC Internet Cost = \$40,500.00, Total F/B Cost = \$268,500.00, Total Audio Visual = \$39,000.00, Total Misc Revenue = \$0.00, Show Attendees = 7337, EEI Value = \$589,976.46**

**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
8019	13692	12/01/2023	0	0	400	02/03/2023	P5 Social: (0 on peak+ \$10k - \$49k)	CORPORATE	EIC Tag: Tentative	\$54,660.97	\$23,808.00	\$20,000.00	\$2,808.00	\$0.00	\$1,000.00		Levy
5050	13719	06/17/2023	0	0	70	02/20/2023	P5 Social: (0 on peak+ \$10k - \$49k)	SOCIAL EVENT	EIC Tag: Tentative		\$3,050.00	\$2,000.00	\$1,050.00	\$0.00	\$0.00		Levy

**Size: P5 Social: (0 on peak+ \$10k - \$49k) - Subtotal: Total Leads = 2, Requested Rooms = 0, Overall Projected Building Spend = \$26,858.00, Total SCCC Rental Cost = \$3,858.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$22,000.00, Total Audio Visual = \$1,000.00, Total Misc Revenue = \$0.00, Show Attendees = 470, EEI Value = \$54,660.97**

**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
6862	13679	04/07/2023	0	0	350	02/01/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	EIC Tag: Booked	\$33,011.60	\$7,015.00	\$500.00	\$3,515.00	\$500.00	\$2,500.00		Spectra
7977	13680	04/01/2023	0	0	607	02/01/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	SOCIAL EVENT	EIC Tag: Booked	\$49,154.09	\$2,334.00	\$0.00	\$2,334.00	\$0.00	\$0.00		Spectra
4715	13682	07/28/2023	0	0	45	02/01/2023	P5 Weekend: (0 on peak +	CORPORATE	EIC Tag: Tentative	\$15,836.07	\$0.00						

8014	13683	05/06/2023	0	0	500	02/01/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	SOCIAL EVENT	EIC Tag: Tentative	\$56,444.23	\$0.00							Spectra
7977	13689	04/30/2023	0	0	600	02/02/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	SOCIAL EVENT	EIC Tag: Booked	\$56,613.45	\$10,334.00	\$500.00	\$2,334.00	\$2,500.00	\$5,000.00			Spectra
5384	13694	03/12/2023	0	0	800	02/07/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	EIC Tag: Booked	\$66,840.94	\$5,135.00	\$0.00	\$5,135.00	\$0.00	\$0.00			Spectra
235	13697	03/11/2023	0	0	200	02/09/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	ASSOCIATION	EIC Tag: Booked	\$19,409.98	\$3,268.00	\$0.00	\$3,268.00	\$0.00	\$0.00			Spectra
8023	13703	04/29/2023	0	0	300	02/13/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	NONPROFIT	EIC Tag: Tentative	\$37,839.23	\$14,700.00	\$10,000.00	\$3,200.00	\$500.00	\$1,000.00			Levy
6827	13704	04/29/2023	0	0	500	02/13/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	EIC Tag: Booked		\$3,836.00	\$0.00	\$1,634.00	\$0.00	\$2,202.46			Spectra
8024	13705	04/28/2023	0	0	5000	02/14/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	SOCIAL EVENT	EIC Tag: Booked		\$21,304.00	\$5,000.00	\$14,004.00	\$0.00	\$2,300.00			Spectra
5265	13706	06/10/2023	0	0	850	02/14/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	EIC Tag: Booked		\$5,135.00	\$0.00	\$5,135.00	\$0.00	\$0.00			Spectra
8027	13709	04/22/2023	175	175	200	02/16/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	EIC Tag: Tentative		\$20,100.00	\$15,000.00	\$2,100.00	\$1,000.00	\$2,000.00			Levy
8038	13724	05/21/2023	0	0	100	02/22/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	NONPROFIT	EIC Tag: Booked		\$583.00	\$0.00	\$583.00	\$0.00	\$0.00			Spectra
8011	13725	08/26/2023	0	0	600	02/22/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	SOCIAL EVENT	EIC Tag: Booked		\$14,486.00	\$8,000.00	\$3,486.00	\$500.00	\$2,500.00			Spectra
8039	13727	05/12/2023	0	0	500	02/24/2023	P5 Weekend: (0 on	SOCIAL EVENT	EIC Tag: Tentative		\$20,578.00	\$5,000.00	\$10,578.00	\$2,500.00	\$2,500.00			Spectra

8040	13728	10/09/2023	0	0	850	02/27/2023	peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	NONPROFIT	EIC Tag: Tentative	\$16,578.00	\$5,000.00	\$10,578.00	\$500.00	\$500.00	Spectra
8041	13729	07/30/2023	0	0	500	02/27/2023	peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	EIC Tag: Tentative	\$36,000.00	\$20,000.00	\$13,000.00	\$500.00	\$2,500.00	Spectra
6738	13730	05/12/2023	0	0	600	02/27/2023	peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	EIC Tag: Tentative	\$7,822.00	\$165.85	\$6,662.00	\$500.00	\$495.99	Spectra
8042	13731	04/16/2023	0	0	400	02/27/2023	peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	ASSOCIATION	EIC Tag: Tentative	\$44,336.00	\$15,000.00	\$9,336.00	\$15,000.00	\$5,000.00	Spectra
2481	13732	03/14/2024	0	0	5000	02/27/2023	peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	EIC Tag: Tentative	\$24,040.00	\$2,500.00	\$20,540.00	\$500.00	\$500.00	Spectra
8043	13734	05/14/2023	0	0	1000	02/27/2023	peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	EIC Tag: Tentative	\$21,078.00	\$5,000.00	\$10,578.00	\$500.00	\$5,000.00	Spectra
8044	13735	09/10/2023	6	6	500	02/27/2023	peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	SOCIAL EVENT	EIC Tag: Tentative	\$11,289.00	\$5,000.00	\$5,289.00	\$500.00	\$500.00	Spectra
8045	13736	05/03/2024	0	0	100	02/27/2023	peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	NONPROFIT	EIC Tag: Tentative	\$30,097.00	\$5,000.00	\$20,097.00	\$2,500.00	\$2,500.00	Spectra
6903	13740	05/04/2023	0	0	1100	02/27/2023	peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	EIC Tag: Tentative	\$30,648.00	\$5,000.00	\$24,648.00	\$500.00	\$500.00	Spectra
686	13742	12/10/2023	0	0	600	02/27/2023	peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	EDUCATIONAL	EIC Tag: Tentative	\$12,404.00	\$5,000.00	\$2,404.00	\$2,500.00	\$2,500.00	Spectra
8047	13743	04/13/2023	0	0	500	02/27/2023	peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	EIC Tag: Tentative	\$43,000.00	\$5,000.00	\$35,000.00	\$500.00	\$2,500.00	Spectra
8048	13744	07/07/2023	0	0	500	02/27/2023	P5 Weekend:	SPORTS & ATHLETICS	EIC Tag: Tentative	\$23,866.00	\$5,000.00	\$15,866.00	\$2,500.00	\$500.00	Spectra

6699	13746	09/22/2023	0	0	5000	02/27/2023	(0 on peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	SOCIAL EVENT	EIC Tag: Tentative	\$26,366.00	\$5,000.00	\$15,866.00	\$500.00	\$5,000.00	Spectra
8050	13747	05/21/2023	0	0	600	02/27/2023	(0 on peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	SOCIAL EVENT	EIC Tag: Tentative	\$25,866.00	\$5,000.00	\$15,866.00	\$2,500.00	\$2,500.00	Spectra
2092	13749	05/21/2023	0	0	300	02/27/2023	(0 on peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)		EIC Tag: Booked	\$1,166.00	\$0.00	\$1,166.00	\$0.00	\$0.00	Spectra
2092	13750	06/11/2023	0	0	300	02/27/2023	(0 on peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	EIC Tag: Tentative	\$3,336.00	\$0.00	\$3,336.00	\$0.00	\$0.00	Spectra
258	13751	09/14/2023	0	0	600	02/27/2023	(0 on peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	EDUCATIONAL	EIC Tag: Tentative	\$9,904.00	\$5,000.00	\$2,404.00	\$0.00	\$2,500.00	Spectra
8052	13752	07/07/2023	0	0	600	02/27/2023	(0 on peak + \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	NONPROFIT	EIC Tag: Tentative	\$22,212.00	\$5,000.00	\$7,212.00	\$0.00	\$10,000.00	Spectra

**Size: P5 Weekend: (0 on peak + \$10k - \$49k) - Subtotal: Total Leads = 33, Requested Rooms = 181, Overall Projected Building Spend = \$518,816.00, Total SCCC Rental Cost = \$277,154.00, Total SCCC Internet Cost = \$37,000.00, Total F/B Cost = \$141,665.85, Total Audio Visual = \$62,998.45, Total Misc Revenue = \$0.00, Show Attendees = 30202, EEI Value = \$335,149.59**

**Grand Total: Total Leads = 77, Requested Rooms = 22914, Overall Projected Building Spend = \$2,545,944.00, Total SCCC Rental Cost = \$890,782.00, Total SCCC Internet Cost = \$132,500.00, Total F/B Cost = \$1,342,165.85, Total Audio Visual = \$180,498.45, Total Misc Revenue = \$0.00, Show Attendees = 57909, EEI Value = \$13,428,776.78**



Prepared On: 03/09/2023  
 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	1000	\$19,731.00	\$30,000.00	\$300,000.00	\$12,000.00	\$0.00	1000	\$610,139.27
	P3 Weekend: (50-149 on peak+ \$100k-\$199K)	1	641	\$50,000.00	\$2,500.00	\$200,000.00	\$2,500.00	\$0.00	1100	\$0.00
	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	3	102	\$49,813.00	\$14,500.00	\$190,000.00	\$12,500.00	\$0.00	1100	\$183,608.29
	P5 Mid-Week: (0 on peak + \$15k-\$49K)	2	0	\$4,154.00	\$0.00	\$8,000.00	\$0.00	\$0.00	580	\$0.00
	P5 Social: (0 on peak+ \$10k - \$49k)	1	0	\$4,123.60	\$0.00	\$30,000.00	\$500.00	\$0.00	500	\$0.00
	P5 Weekend: (0 on peak + \$10k - \$49k)	15	95	\$81,735.00	\$13,500.00	\$26,000.00	\$22,502.46	\$0.00	14107	\$1,024,072.55
<b>Subtotal for 2023-01-01 00:00:00.0</b>		<b>23</b>	<b>1838</b>	<b>\$209,556.60</b>	<b>\$60,500.00</b>	<b>\$754,000.00</b>	<b>\$50,002.46</b>	<b>\$0.00</b>	<b>18387</b>	<b>\$1,817,820.11</b>
2024	P1 Weekend (400+ on peak / \$400k+)	1	2239	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	1500	\$4,199,071.32
	P2 Mid-Week (500-799 on peak / \$250k - \$599k)	4	11412	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	5900	\$6,176,845.04
	P2 Weekend (150-399 on peak / \$200k-\$399k)	1	575	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	800	\$0.00
	P3 Mid-Week: (100-599 on peak / \$150k-\$249k)	1	833	\$54,360.00	\$20,000.00	\$125,000.00	\$98,000.00	\$0.00	2500	\$0.00
	P5 Weekend: (0 on peak + \$10k - \$49k)	2	600	\$63,464.00	\$1,000.00	\$9,000.00	\$5,000.00	\$0.00	2000	\$536,586.39
<b>Subtotal for 2024-01-01 00:00:00.0</b>		<b>9</b>	<b>15659</b>	<b>\$117,824.00</b>	<b>\$21,000.00</b>	<b>\$134,000.00</b>	<b>\$103,000.00</b>	<b>\$0.00</b>	<b>12700</b>	<b>\$10,912,502.75</b>
<b>Grand Totals</b>		<b>32</b>	<b>17497</b>	<b>\$327,380.60</b>	<b>\$81,500.00</b>	<b>\$888,000.00</b>	<b>\$153,002.46</b>	<b>\$0.00</b>	<b>31087</b>	<b>\$12,730,322.86</b>

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
5289	9615	12/03/2023	280	1000	1000	02/09/2023	P3 Mid-Week: (100-599 on	CORPORATE	\$610,139.27	\$300,000.00	\$19,731.00	\$30,000.00	\$12,000.00	

peak /  
\$150k-\$249k)

**Size: P3 Mid-Week: (100-599 on peak / \$150k-\$249k) - Subtotal: Total Leads = 1, Requested Rooms = 1000, Total SCCC Rental Cost = \$19,731.00, Total SCCC Internet Cost = \$30,000.00, Total F/B Cost = \$300,000.00, Total Audio Visual = \$12,000.00, Total Misc Revenue = \$0.00, Show Attendees = 1000, EEI Value = \$610,139.27**

**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
5417	13726	11/01/2023	320	641	1100	02/23/2023	P3 Weekend: (50-149 on peak+ \$100k-\$199K)	ASSOCIATION		\$200,000.00	\$50,000.00	\$2,500.00	\$2,500.00	

**Size: P3 Weekend: (50-149 on peak+ \$100k-\$199K) - Subtotal: Total Leads = 1, Requested Rooms = 641, Total SCCC Rental Cost = \$50,000.00, Total SCCC Internet Cost = \$2,500.00, Total F/B Cost = \$200,000.00, Total Audio Visual = \$2,500.00, Total Misc Revenue = \$0.00, Show Attendees = 1100, EEI Value = \$0.00**

**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
3480	13654	06/12/2023	20	42	300	02/14/2023	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	CORPORATE		\$40,000.00	\$11,000.00	\$2,000.00	\$2,000.00	
8017	13690	10/10/2023	30	30	600	02/03/2023	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	GOVERNMENT	\$183,608.29	\$50,000.00	\$21,826.00	\$10,000.00	\$10,000.00	
8037	13723	12/03/2023	15	30	200	02/27/2023	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	CORPORATE		\$100,000.00	\$16,987.00	\$2,500.00	\$500.00	

**Size: P4 Mid-Week: (<100 on peak + \$50k-\$149K) - Subtotal: Total Leads = 3, Requested Rooms = 102, Total SCCC Rental Cost = \$49,813.00, Total SCCC Internet Cost = \$14,500.00, Total F/B Cost = \$190,000.00, Total Audio Visual = \$12,500.00, Total Misc Revenue = \$0.00, Show Attendees = 1100, EEI Value = \$183,608.29**

**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
6595	13559	04/12/2023	0	0	80	02/13/2023	P5 Mid-Week: (0 on peak + \$15k-\$49K)	ASSOCIATION		\$8,000.00	\$1,050.00	\$0.00	\$0.00	
5384	13711	03/14/2023	0	0	500	02/16/2023	P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE		\$0.00	\$3,104.00	\$0.00	\$0.00	



peak +  
\$15k-\$49K)

**Size: P5 Mid-Week: (0 on peak + \$15k-\$49K) - Subtotal: Total Leads = 2, Requested Rooms = 0, Total SCCC Rental Cost = \$4,154.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$8,000.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$0.00, Show Attendees = 580, EEI Value = \$0.00**

**Size: P5 Social: (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
5394	13657	05/19/2023	0	0	500	02/13/2023	P5 Social: (0 on peak+ \$10k - \$49k)	NONPROFIT		\$30,000.00	\$4,123.60	\$0.00	\$500.00	

**Size: P5 Social: (0 on peak+ \$10k - \$49k) - Subtotal: Total Leads = 1, Requested Rooms = 0, Total SCCC Rental Cost = \$4,123.60, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$30,000.00, Total Audio Visual = \$500.00, Total Misc Revenue = \$0.00, Show Attendees = 500, EEI Value = \$0.00**

**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
5129	10963	04/21/2023	30	60	1500	02/14/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	\$582,337.66	\$2,000.00	\$29,268.00	\$0.00	\$500.00	
8009	13669	03/04/2023	0	0	1600	02/02/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	\$175,805.12	\$5,000.00	\$5,135.00	\$10,000.00	\$5,000.00	
8011	13672	05/15/2023	10	35	500	02/13/2023	P5 Weekend: (0 on peak + \$10k - \$49k)		\$40,899.71	\$0.00	\$2,334.00	\$0.00	\$0.00	
6862	13679	04/07/2023	0	0	350	02/01/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	\$33,011.60	\$500.00	\$3,515.00	\$500.00	\$2,500.00	
7977	13680	04/01/2023	0	0	607	02/01/2023	P5 Weekend: (0 on peak +	SOCIAL EVENT	\$49,154.09	\$0.00	\$2,334.00	\$0.00	\$0.00	

7977	13689	04/30/2023	0	0	600	02/02/2023	\$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	SOCIAL EVENT	\$56,613.45	\$500.00	\$2,334.00	\$2,500.00	\$5,000.00
5384	13694	03/12/2023	0	0	800	02/07/2023	\$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	\$66,840.94	\$0.00	\$5,135.00	\$0.00	\$0.00
235	13697	03/11/2023	0	0	200	02/09/2023	\$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	ASSOCIATION	\$19,409.98	\$0.00	\$3,268.00	\$0.00	\$0.00
6827	13704	04/29/2023	0	0	500	02/13/2023	\$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE		\$0.00	\$1,634.00	\$0.00	\$2,202.46
8024	13705	04/28/2023	0	0	5000	02/14/2023	\$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	SOCIAL EVENT		\$5,000.00	\$14,004.00	\$0.00	\$2,300.00
5265	13706	06/10/2023	0	0	850	02/14/2023	\$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE		\$0.00	\$5,135.00	\$0.00	\$0.00
8038	13724	05/21/2023	0	0	100	02/22/2023	\$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	NONPROFIT		\$0.00	\$583.00	\$0.00	\$0.00
8011	13725	08/26/2023	0	0	600	02/24/2023	\$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	SOCIAL EVENT		\$8,000.00	\$3,486.00	\$500.00	\$2,500.00
2092	13749	05/21/2023	0	0	300	02/27/2023	\$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)			\$0.00	\$1,166.00	\$0.00	\$0.00
258	13751	09/14/2023	0	0	600	02/27/2023	\$10k - \$49k) P5 Weekend:	EDUCATIONAL		\$5,000.00	\$2,404.00	\$0.00	\$2,500.00

(0 on peak + \$10k - \$49k)

**Size: P5 Weekend: (0 on peak + \$10k - \$49k) - Subtotal: Total Leads = 15, Requested Rooms = 95, Total SCCC Rental Cost = \$81,735.00, Total SCCC Internet Cost = \$13,500.00, Total F/B Cost = \$26,000.00, Total Audio Visual = \$22,502.46, Total Misc Revenue = \$0.00, Show Attendees = 14107, EEI Value = \$1,024,072.55**

**Year: Request Room Block Begin: 2023 - Subtotal: Total Leads = 23, Requested Rooms = 1838, Total SCCC Rental Cost = \$209,556.60, Total SCCC Internet Cost = \$60,500.00, Total F/B Cost = \$754,000.00, Total Audio Visual = \$50,002.46, Total Misc Revenue = \$0.00, Show Attendees = 18387, EEI Value = \$1,817,820.11**

**Year: Request Room Block Begin: 2024**

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

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
5236	13699	07/15/2024	700	2239	1500	02/13/2023	P1 Weekend (400+ on peak / \$400k+)	ASSOCIATION	\$4,199,071.32					

**Size: P1 Weekend (400+ on peak / \$400k+) - Subtotal: Total Leads = 1, Requested Rooms = 2239, 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 = 1500, EEI Value = \$4,199,071.32**

**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
5267	13685	11/10/2024	700	1430	1400	02/06/2023	P2 Mid-Week (500-799 on peak / \$250k - \$599k)	EDUCATIONAL	\$1,032,452.08					
4608	13698	02/07/2024	650	2320	1000	02/09/2023	P2 Mid-Week (500-799 on peak / \$250k - \$599k)	ASSOCIATION	\$5,144,392.96					
3032	13713	01/06/2024	1585	6344	2100	02/17/2023	P2 Mid-Week (500-799 on peak / \$250k - \$599k)							
8035	13722	02/04/2024	525	1318	1400	02/23/2023	P2 Mid-Week (500-799 on peak / \$250k - \$599k)	CORPORATE						

on peak /  
\$250k -  
\$599k)

**Size: P2 Mid-Week (500-799 on peak / \$250k - \$599k) - Subtotal: Total Leads = 4, Requested Rooms = 11412, 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 = 5900, EEI Value = \$6,176,845.04**

**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
8031	13715	10/03/2024	275	575	800	02/18/2023	P2 Weekend (150-399 on peak / \$200k-\$399k)	EDUCATIONAL						

**Size: P2 Weekend (150-399 on peak / \$200k-\$399k) - Subtotal: Total Leads = 1, Requested Rooms = 575, 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 = 800, EEI Value = \$0.00**

**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
4178	13663	01/20/2024	301	833	2500	02/10/2023	P3 Mid-Week: (100-599 on peak / \$150k-\$249k)	ASSOCIATION		\$125,000.00	\$54,360.00	\$20,000.00	\$98,000.00	

**Size: P3 Mid-Week: (100-599 on peak / \$150k-\$249k) - Subtotal: Total Leads = 1, Requested Rooms = 833, Total SCCC Rental Cost = \$54,360.00, Total SCCC Internet Cost = \$20,000.00, Total F/B Cost = \$125,000.00, Total Audio Visual = \$98,000.00, Total Misc Revenue = \$0.00, Show Attendees = 2500, EEI Value = \$0.00**

**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
1595	13664	02/02/2024	150	300	1000	02/22/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	\$212,927.74	\$4,500.00	\$31,732.00	\$500.00	\$2,500.00	
1595	13665	04/05/2024	150	300	1000	02/22/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	\$323,658.65	\$4,500.00	\$31,732.00	\$500.00	\$2,500.00	

**Size: P5 Weekend: (0 on peak + \$10k - \$49k) - Subtotal: Total Leads = 2, Requested Rooms = 600, Total SCCC Rental Cost = \$63,464.00, Total SCCC Internet Cost = \$1,000.00, Total F/B Cost = \$9,000.00, Total Audio Visual = \$5,000.00, Total Misc Revenue = \$0.00, Show Attendees = 2000, EEI Value = \$536,586.39**

**Year: Request Room Block Begin: 2024 - Subtotal: Total Leads = 9, Requested Rooms = 15659, Total SCCC Rental Cost = \$117,824.00, Total SCCC Internet Cost = \$21,000.00, Total F/B Cost = \$134,000.00, Total Audio Visual = \$103,000.00, Total Misc Revenue = \$0.00, Show Attendees = 12700, EEI Value = \$10,912,502.75**

**Grand Total: Total Leads = 32, Requested Rooms = 17497, Total SCCC Rental Cost = \$327,380.60, Total SCCC Internet Cost = \$81,500.00, Total F/B Cost = \$888,000.00, Total Audio Visual = \$153,002.46, Total Misc Revenue = \$0.00, Show Attendees = 31087, EEI Value = \$12,730,322.86**



**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	P3 Mid-Week: (100-599 on peak / \$150k-\$249k)	1	900	\$61,067.00	\$50,000.00	\$60,000.00	\$0.00	\$0.00	1000	\$652,514.43
	P3 Weekend: (50-149 on peak+ \$100k-\$199k)	1	445	\$101,648.00	\$0.00	\$50,000.00	\$0.00	\$0.00	10000	\$1,802,830.90
	P4 Mid-Week: (<100 on peak + \$50k-\$149k)	4	170	\$69,696.75	\$37,000.00	\$360,000.00	\$62,500.00	\$0.00	4700	\$1,051,076.73
	P4 Weekend: (<50 on peak + \$50k-\$99k)	1	1640	\$73,113.00	\$2,500.00	\$35,000.00	\$2,500.00	\$5,000.00	3500	\$0.00
	P5 Mid-Week: (0 on peak + \$15k-\$49k)	3	42	\$74,352.00	\$500.00	\$13,000.00	\$500.00	\$0.00	1380	\$151,450.42
	P5 Social: (0 on peak+ \$10k - \$49k)	1	0	\$4,123.60	\$0.00	\$30,000.00	\$500.00	\$0.00	500	\$0.00
	P5 Weekend: (0 on peak + \$10k - \$49k)	13	35	\$50,300.90	\$3,000.00	\$6,000.00	\$12,002.46	\$0.00	10907	\$385,729.80
<b>Subtotal for 2023-01-01 00:00:00.0</b>		<b>24</b>	<b>3232</b>	<b>\$434,301.25</b>	<b>\$93,000.00</b>	<b>\$554,000.00</b>	<b>\$78,002.46</b>	<b>\$5,000.00</b>	<b>31987</b>	<b>\$4,043,602.28</b>
2024	P3 Mid-Week: (100-599 on peak / \$150k-\$249k)	1	833	\$54,360.00	\$20,000.00	\$125,000.00	\$98,000.00	\$0.00	2500	\$0.00
	P5 Weekend: (0 on peak + \$10k - \$49k)	1	20	\$18,366.00	\$500.00	\$5,000.00	\$5,000.00	\$0.00	5000	\$0.00
<b>Subtotal for 2024-01-01 00:00:00.0</b>		<b>2</b>	<b>853</b>	<b>\$72,726.00</b>	<b>\$20,500.00</b>	<b>\$130,000.00</b>	<b>\$103,000.00</b>	<b>\$0.00</b>	<b>7500</b>	<b>\$0.00</b>
<b>Grand Totals</b>		<b>26</b>	<b>4085</b>	<b>\$507,027.25</b>	<b>\$113,500.00</b>	<b>\$684,000.00</b>	<b>\$181,002.46</b>	<b>\$5,000.00</b>	<b>39487</b>	<b>\$4,043,602.28</b>

**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	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
1196	13504	11/12/2023	300	900	11/12/2023	0	0	1000	P3 Mid-Week: (100-599 on peak / \$150k-\$249k)	CORPORATE	02/01/2023	\$652,514.43	\$60,000.00	\$61,067.00	\$50,000.00	\$0.00	

**Size: P3 Mid-Week: (100-599 on peak / \$150k-\$249k) - Subtotal: Total Leads = 1, Requested Rooms = 900, Total SCCC Rental Cost = \$61,067.00, Total SCCC Internet Cost = \$50,000.00, Total F/B Cost = \$60,000.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$0.00, Show Attendees = 1000, EEI Value = \$652,514.43**

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

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
5334	9453	10/12/2023	200	445	10/12/2023	0	0	10000	P3 Weekend: (50-149 on peak+ \$100k-\$199k)	CORPORATE	02/13/2023	\$1,802,830.90	\$50,000.00	\$101,648.00	\$0.00	\$0.00	

**Size: P3 Weekend: (50-149 on peak+ \$100k-\$199k) - Subtotal: Total Leads = 1, Requested Rooms = 445, Total SCCC Rental Cost = \$101,648.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$50,000.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$0.00, Show Attendees = 10000, EEI Value = \$1,802,830.90**

**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
5123	9328	04/04/2023	10	20	04/05/2023	0	0	800	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	CORPORATE	02/15/2023	\$185,491.68	\$100,000.00	\$6,937.00	\$5,000.00	\$5,000.00	
3274	10717	05/20/2023	24	95	05/20/2023	0	0	2500	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	CORPORATE	02/13/2023	\$665,356.19	\$60,000.00	\$50,915.00	\$22,000.00	\$2,500.00	
4496	11085	06/13/2023	5	5	06/13/2023	0	0	500	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	CORPORATE	02/01/2023	\$200,228.86	\$100,000.00	\$0.00	\$5,000.00	\$50,000.00	
1669	13589	09/14/2023	50	50	09/14/2023	0	0	900	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	SE - SMERF/EDUCATIONAL	02/24/2023		\$100,000.00	\$11,844.75	\$5,000.00	\$5,000.00	

**Size: P4 Mid-Week: (<100 on peak + \$50k-\$149K) - Subtotal: Total Leads = 4, Requested Rooms = 170, Total SCCC Rental Cost = \$69,696.75, Total SCCC Internet Cost = \$37,000.00, Total F/B Cost = \$360,000.00, Total Audio Visual = \$62,500.00, Total Misc Revenue = \$0.00, Show Attendees = 4700, EEI Value = \$1,051,076.73**

**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
5264	13553	10/05/2023	579	1640	10/05/2023	0	0	3500	P4 Weekend: (<50 on peak + \$50k-\$99K)	SPORTS & ATHLETICS	02/28/2023		\$35,000.00	\$73,113.00	\$2,500.00	\$2,500.00	\$5,000.00

**Size: P4 Weekend: (<50 on peak + \$50k-\$99K) - 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 = \$0.00**

**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
4738	11210	11/25/2023	7	42	11/25/2023	0	0	800	P5 Mid-Week: (0 on peak + \$15k-\$49K)	ASSOCIATION	02/15/2023	\$151,450.42	\$5,000.00	\$70,198.00	\$500.00	\$500.00	
6595	13559	04/12/2023	0	0	04/12/2023	0	0	80	P5 Mid-Week: (0 on peak + \$15k-\$49K)	ASSOCIATION	02/21/2023		\$8,000.00	\$1,050.00	\$0.00	\$0.00	
5384	13711	03/14/2023	0	0	03/14/2023	0	0	500	P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	02/21/2023		\$0.00	\$3,104.00	\$0.00	\$0.00	

**Size: P5 Mid-Week: (0 on peak + \$15k-\$49K) - Subtotal: Total Leads = 3, Requested Rooms = 42, Total SCCC Rental Cost = \$74,352.00, Total SCCC Internet Cost = \$500.00, Total F/B Cost = \$13,000.00, Total Audio Visual = \$500.00, Total Misc Revenue = \$0.00, Show Attendees = 1380, EEI Value = \$151,450.42**

**Size: P5 Social: (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
5394	13657	05/19/2023	0	0	05/19/2023	0	0	500	P5 Social: (0 on peak+)	NONPROFIT	02/17/2023		\$30,000.00	\$4,123.60	\$0.00	\$500.00	

\$10k - \$49k)

**Size: P5 Social: (0 on peak+ \$10k - \$49k) - Subtotal: Total Leads = 1, Requested Rooms = 0, Total SCCC Rental Cost = \$4,123.60, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$30,000.00, Total Audio Visual = \$500.00, Total Misc Revenue = \$0.00, Show Attendees = 500, EEI Value = \$0.00**

**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	13631	03/05/2023	0	0	03/05/2023	0	0	450	P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	02/06/2023	\$39,378.34	\$0.00	\$4,668.00	\$0.00	\$0.00	
8002	13643	03/25/2023	0	0	03/25/2023	0	0	500	P5 Weekend: (0 on peak + \$10k - \$49k)	NONPROFIT	02/01/2023	\$44,322.45	\$0.00	\$3,968.00	\$0.00	\$0.00	
8011	13672	05/15/2023	10	35	05/15/2023	0	0	500	P5 Weekend: (0 on peak + \$10k - \$49k)		02/15/2023	\$40,899.71	\$0.00	\$2,334.00	\$0.00	\$0.00	
5398	13673	03/19/2023	0	0	03/19/2023	0	0	450	P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	02/06/2023	\$36,099.24	\$0.00	\$1,388.90	\$0.00	\$0.00	
6862	13679	04/07/2023	0	0	04/08/2023	0	0	350	P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	02/01/2023	\$33,011.60	\$500.00	\$3,515.00	\$500.00	\$2,500.00	
7977	13680	04/01/2023	0	0	04/01/2023	0	0	607	P5 Weekend: (0 on peak + \$10k - \$49k)	SOCIAL EVENT	02/01/2023	\$49,154.09	\$0.00	\$2,334.00	\$0.00	\$0.00	
7977	13689	04/30/2023	0	0	04/30/2023	0	0	600	P5 Weekend: (0 on peak + \$10k - \$49k)	SOCIAL EVENT	02/03/2023	\$56,613.45	\$500.00	\$2,334.00	\$2,500.00	\$5,000.00	
5384	13694	03/12/2023	0	0	03/12/2023	0	0	800	P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	02/07/2023	\$66,840.94	\$0.00	\$5,135.00	\$0.00	\$0.00	
235	13697	03/11/2023	0	0	03/11/2023	0	0	200	P5 Weekend: (0 on peak + \$10k - \$49k)	ASSOCIATION	02/09/2023	\$19,409.98	\$0.00	\$3,268.00	\$0.00	\$0.00	
6827	13704	04/29/2023	0	0	04/29/2023	0	0	500	P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	02/21/2023		\$0.00	\$1,634.00	\$0.00	\$2,202.46	
8024	13705	04/28/2023	0	0	04/28/2023	0	0	5000	P5 Weekend: (0 on peak + \$10k - \$49k)	SOCIAL EVENT	02/23/2023		\$5,000.00	\$14,004.00	\$0.00	\$2,300.00	
5265	13706	06/10/2023	0	0	06/10/2023	0	0	850	P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	02/17/2023		\$0.00	\$5,135.00	\$0.00	\$0.00	



8038	13724	05/21/2023	0	0	05/21/2023	0	0	100	P5 Weekend: (0 on peak + \$10k - \$49k)	NONPROFIT	02/22/2023	\$0.00	\$583.00	\$0.00	\$0.00
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**Size: P5 Weekend: (0 on peak + \$10k - \$49k) - Subtotal: Total Leads = 13, Requested Rooms = 35, Total SCCC Rental Cost = \$50,300.90, Total SCCC Internet Cost = \$3,000.00, Total F/B Cost = \$6,000.00, Total Audio Visual = \$12,002.46, Total Misc Revenue = \$0.00, Show Attendees = 10907, EEI Value = \$385,729.80**

**Year: Request Room Block Begin: 2023 - Subtotal: Total Leads = 24, Requested Rooms = 3232, Total SCCC Rental Cost = \$434,301.25, Total SCCC Internet Cost = \$93,000.00, Total F/B Cost = \$554,000.00, Total Audio Visual = \$78,002.46, Total Misc Revenue = \$5,000.00, Show Attendees = 31987, EEI Value = \$4,043,602.28**

**Year: Request Room Block Begin: 2024**

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

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
4178	13663	01/20/2024	301	833	01/20/2024	0	0	2500	P3 Mid-Week: (100-599 on peak / \$150k-\$249k)	ASSOCIATION	02/17/2023		\$125,000.00	\$54,360.00	\$20,000.00	\$98,000.00	

**Size: P3 Mid-Week: (100-599 on peak / \$150k-\$249k) - Subtotal: Total Leads = 1, Requested Rooms = 833, Total SCCC Rental Cost = \$54,360.00, Total SCCC Internet Cost = \$20,000.00, Total F/B Cost = \$125,000.00, Total Audio Visual = \$98,000.00, Total Misc Revenue = \$0.00, Show Attendees = 2500, EEI Value = \$0.00**

**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
5113	13539	01/12/2024	20	20	01/12/2024	0	0	5000	P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	02/24/2023		\$5,000.00	\$18,366.00	\$500.00	\$5,000.00	

**Size: P5 Weekend: (0 on peak + \$10k - \$49k) - Subtotal: Total Leads = 1, Requested Rooms = 20, Total SCCC Rental Cost = \$18,366.00, Total SCCC Internet Cost = \$500.00, Total F/B Cost = \$5,000.00, Total Audio Visual = \$5,000.00, Total Misc Revenue = \$0.00, Show Attendees = 5000, EEI Value = \$0.00**

**Year: Request Room Block Begin: 2024 - Subtotal: Total Leads = 2, Requested Rooms = 853, Total SCCC Rental Cost = \$72,726.00, Total SCCC Internet Cost = \$20,500.00, Total F/B Cost = \$130,000.00, Total Audio Visual = \$103,000.00, Total Misc Revenue = \$0.00, Show Attendees = 7500, EEI Value = \$0.00**

**Grand Total: Total Leads = 26, Requested Rooms = 4085, Total SCCC Rental Cost = \$507,027.25, Total SCCC Internet Cost = \$113,500.00, Total F/B Cost = \$684,000.00, Total Audio Visual = \$181,002.46, Total Misc Revenue = \$5,000.00, Show Attendees = 39487, EEI Value = \$4,043,602.28**



Prepared On: 03/09/2023  
Prepared By: Marwa Abubakr

**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	P1 Mid-Week (800+ on Peak / \$600k+)	1	2100	\$709,944.00	\$4,944.00	\$2,500.00	\$700,000.00	\$2,500.00	\$0.00	3000	\$0.00
	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	1	30	\$117,578.00	\$12,578.00	\$2,500.00	\$100,000.00	\$2,500.00	\$0.00	500	\$188,312.13
	P5 Mid-Week: (0 on peak + \$15k-\$49K)	1	500	\$9,624.00	\$9,624.00	\$0.00	\$0.00	\$0.00	\$0.00	500	\$448,442.40
<b>Subtotal for 2023-01-01 00:00:00.0</b>		<b>3</b>	<b>2630</b>	<b>\$837,146.00</b>	<b>\$27,146.00</b>	<b>\$5,000.00</b>	<b>\$800,000.00</b>	<b>\$5,000.00</b>	<b>\$0.00</b>	<b>4000</b>	<b>\$636,754.53</b>
<b>Grand Totals</b>		<b>3</b>	<b>2630</b>	<b>\$837,146.00</b>	<b>\$27,146.00</b>	<b>\$5,000.00</b>	<b>\$800,000.00</b>	<b>\$5,000.00</b>	<b>\$0.00</b>	<b>4000</b>	<b>\$636,754.53</b>

**Year: Request Room Block Begin: 2023**  
**Size: P1 Mid-Week (800+ on Peak / \$600k+)**

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
5392	9611	09/11/2023	1000	2100	3000		P1 Mid-Week (800+ on Peak / \$600k+)	CORPORATE	client was contracted at the SCCC and on 2.17.2023 chose to cancel event due to economic climate and optics - charging 75% cancellation fees	COVID-19 - Health Concerns			\$709,944.00	\$700,000.00	\$4,944.00	\$2,500.00	\$2,500.00	

**Size: P1 Mid-Week (800+ on Peak / \$600k+) - Subtotal: Total Leads = 1, Requested Rooms = 2100, SUM: Overall Projected Building Spend = \$709,944.00, Total SCCC Rental Cost = \$4,944.00, Total SCCC Internet Cost = \$2,500.00, Total F/B Cost = \$700,000.00, Total Audio Visual = \$2,500.00, Total Misc Revenue = \$0.00, Show Attendees = 3000, EEI Value = \$0.00**

**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
6867	12363	03/13/2023	10	30	500		P4 Mid-Week: (<100 on peak + \$50k-\$149K)	CORPORATE	group contracted 3.13 - 3.15.2023, decided to cancel on 2.10.2023 due to tech macroeconomic trends.	COVID-19 - Health Concerns		\$188,312.13	\$117,578.00	\$100,000.00	\$12,578.00	\$2,500.00	\$2,500.00	

Provided opportunity to rebook within same fiscal year and was declined. 100% cancellation fees due.

**Size: P4 Mid-Week: (<100 on peak + \$50k-\$149K) - Subtotal: Total Leads = 1, Requested Rooms = 30, SUM: Overall Projected Building Spend = \$117,578.00, Total SCCC Rental Cost = \$12,578.00, Total SCCC Internet Cost = \$2,500.00, Total F/B Cost = \$100,000.00, Total Audio Visual = \$2,500.00, Total Misc Revenue = \$0.00, Show Attendees = 500, EEI Value = \$188,312.13**

**Size: P5 Mid-Week: (0 on peak + \$15k-\$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
5246	10953	02/20/2023	500	500	500		P5 Mid-Week: (0 on peak + \$15k-\$49K)		cancelled event that was contracted on 2.2.2023 AA	COVID-19 - Health Concerns		\$448,442.40	\$9,624.00	\$0.00	\$9,624.00	\$0.00	\$0.00	

**Size: P5 Mid-Week: (0 on peak + \$15k-\$49K) - Subtotal: Total Leads = 1, Requested Rooms = 500, SUM: Overall Projected Building Spend = \$9,624.00, Total SCCC Rental Cost = \$9,624.00, 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 = \$448,442.40**

**Year: Request Room Block Begin: 2023 - Subtotal: Total Leads = 3, Requested Rooms = 2630, SUM: Overall Projected Building Spend = \$837,146.00, Total SCCC Rental Cost = \$27,146.00, Total SCCC Internet Cost = \$5,000.00, Total F/B Cost = \$800,000.00, Total Audio Visual = \$5,000.00, Total Misc Revenue = \$0.00, Show Attendees = 4000, EEI Value = \$636,754.53**

**Grand Total: Total Leads = 3, Requested Rooms = 2630, SUM: Overall Projected Building Spend = \$837,146.00, Total SCCC Rental Cost = \$27,146.00, Total SCCC Internet Cost = \$5,000.00, Total F/B Cost = \$800,000.00, Total Audio Visual = \$5,000.00, Total Misc Revenue = \$0.00, Show Attendees = 4000, EEI Value = \$636,754.53**