



**SANTA CLARA TOURISM IMPROVEMENT DISTRICT  
MEETING AGENDA**

---

**March 23, 2023, 3:00 PM  
Hyatt Regency  
Bayshore Meeting Room located on the 2nd Floor  
5101 Great America Parkway  
Santa Clara, CA 95054**

---

**CALL TO ORDER**

**ROLL CALL**

**PUBLIC COMMENT**

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

**CONSENT AGENDA**

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

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

Santa Clara Tourism Improvement District – January 26, 2023  
Santa Clara Tourism Improvement District – February 23, 2023

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

**CONSENT ITEMS PULLED FOR DISCUSSION**

**PUBLIC PRESENTATIONS**

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

**GENERAL BUSINESS – ITEMS FOR DISCUSSION**

2. Briefing from Kenn Lee, Finance Director – City of Santa Clara Financial Outlook and Proposed FY 2023–24 budget

3. Review of Discover Santa Clara® January 2023 Financial Report
4. Booking Strategy Update
5. SuperBowl update
6. CEO Update
  - Discover Santa Clara® Sales Reports for February 2023
  - Staffing Update
  - Marketing Update
  - Visit California Outlook Forum
7. Review Assessment
8. DMO Board of Directors Update

## **GENERAL ANNOUNCEMENTS**

### **ADJOURNMENT**

---

#### **Brown Act:**

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

#### **Notice to Public:**

*The public is welcomed and encouraged to participate in this meeting. Public comment (3 minutes maximum per person) on items listed on the agenda will be heard at the meeting as noted on the agenda. Public comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of agenda items is listed for reference and may be taken in any order deemed appropriate by the SCTID. The agenda provides a general description and staff recommendation; however, the SCTID may take action other than what is recommended.*

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

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

*Individuals who require an auxiliary aid or service for effective communication, or any other disability-related modification of policies or procedures, or other accommodation, in order to participate in a program, service, or activity of the SCTID, should contact Beverly Corriere, [BCorriere@discoversantaclara.org](mailto:BCorriere@discoversantaclara.org) as soon as possible before the scheduled event.*

## **ATTACHMENTS**



SANTA CLARA TOURISM IMPROVEMENT DISTRICT  
SPECIAL MEETING MINUTES

---

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

---

**CALL TO ORDER**

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

**ROLL CALL**

**Present: 7**

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

**Absent: 4**

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

Quorum Met: 6

**In Attendance:**

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

**PUBLIC COMMENT**

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

None

**CONSENT AGENDA**

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

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

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

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

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

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

**CONSENT ITEMS PULLED FOR DISCUSSION**

**PUBLIC PRESENTATIONS**

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

**GENERAL BUSINESS – ITEMS FOR DISCUSSION**

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

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

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

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

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

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

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

### 4. Staffing Update

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

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

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

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

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

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

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

#### 6. Update on January 20<sup>th</sup> Sales Offsite with DSC, OVG, and Levy

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

#### 7. February 2<sup>nd</sup> Booking Strategy and Group Threshold Follow-Up Meeting

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

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

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

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

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

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



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

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

**GENERAL ANNOUNCEMENTS**

- Update on World Cup 2026

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

**ADJOURNMENT**

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



SANTA CLARA TOURISM IMPROVEMENT DISTRICT  
MEETING MINUTES

---

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

---

**CALL TO ORDER**

Chair Hodges called the meeting to order at 3:04 pm.

**ROLL CALL**

Present: 3     Eron Hodges, Hyatt Regency  
                  Chris Sullivan, Marriott Santa Clara  
                  Kevin Dominguez, Element Santa Clara

Absent: 8     Justin Hart, AC Hotel Santa Clara  
                  Nicole Hausner, Embassy Suites Santa Clara-Silicon Valley  
                  Farshad Mayelzadeh, Hilton Santa Clara  
                  Bridgette Burns, TownePlace by Marriott  
                  Miriam Arreola, Avatar Hotel Santa Clara  
                  Sean Steenson, Delta Hotel by Marriott Santa Clara Silicon Valley  
                  Kevin Hurley, Hyatt House Santa Clara  
                  Fernando Vasquez, Hyatt Centric Silicon Valley

Quorum not met.

In Attendance:  
Beverly Corriere, Discover Santa Clara®  
Christine Lawson, Discover Santa Clara®  
Christopher Hamilton, Levy Restaurants  
Ruth Shikada, 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**

Matters listed in the Consent Agenda section will be considered routine by the Board and will be enacted by one motion. There will be no separate discussion of the items on the Consent Calendar unless discussion is requested by a member of the Board, staff or public.

If discussion is requested, that item will be removed from the section entitled Consent Agenda and will be considered under Consent Items Pulled for Discussion.

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

Santa Clara Tourism Improvement District – January 26, 2023

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

**CONSENT ITEMS PULLED FOR DISCUSSION**

**PUBLIC PRESENTATIONS**

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

**GENERAL BUSINESS – ITEMS FOR DISCUSSION**

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

Chief Executive Officer Lawson reported on the December 2022 budget and the budget variances and overages within the DMO’s overall budget and the additional one-time expense for the STR report.

3. Review of Discover Santa Clara® Sales Reports for December 2022 and January 2023

Chief Executive Officer Lawson reported on the Sales Activity for January 2023 and February 2023.

4. Staffing Update

Chief Executive Officer Lawson reported on the newly added position of Director of Marketing, and the ongoing recruitment for the Director of Sales through Searchwide Global. The open position for Sales Manager is in the budget and the DMO is reviewing candidates.

5. Update on Current Marketing Efforts  
-Website Traffic Report

Chief Executive Officer Lawson reviewed the website traffic report. Chief Executive Officer Lawson shared social media posts that will be used to reintroduce Santa Clara to the public.

The Director of Marketing will drive traffic to the website. The website reports are able to filter out the staff emails from the number of visitors.

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

Beverly Corriere confirmed the SCTID meeting schedule was confirmed and the DMO would like to have each of the hotels host a meeting.

Chair Hodges asked if a hosting calendar could be sent by email to the hotel General Managers. Beverly Corriere confirmed that a calendar will be sent to the SCTID members.

### **GENERAL ANNOUNCEMENTS**

Ruth Shikada announced that a City Guest will be attending the next meeting. The budget will be discussed at City Council in late April or early in May.

### **ADJOURNMENT**

Chief Executive Officer Lawson adjourned the meeting at 3:50 pm.

---

# Monthly TID Meeting

March 23<sup>rd</sup>, 2023





# January 2023 Financials

**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>	\$4,166.67	\$0.00	\$4,166.67	0%	\$29,166.67	\$1,138.50	\$28,028.17	4%	2%	\$50,000.00
<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>	\$583.33	\$722.55	-\$139.22	124%	\$4,083.33	\$796.55	\$3,286.78	20%	11%	\$7,000.00
<b>Advertising &amp; Promotion</b>	\$6,250.00	\$0.00	\$6,250.00	0%	\$43,750.00	\$1,500.00	\$42,250.00	3%	2%	\$75,000.00
<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>	\$3,000.00	\$618.00	\$2,382.00	21%	\$21,000.00	\$618.00	\$20,382.00	3%	2%	\$36,000.00
<b>TOTAL PURCHASED GOODS &amp; SERVICES EXPENSE</b>	\$58,239.25	\$34,761.27	\$23,477.98	60%	\$407,674.75	\$276,179.60	\$131,495.15	68%	40%	\$698,871.00
<b>CONTINGENCY</b>	\$2,936.58	\$0.00	\$2,936.58	0%	\$20,556.08	\$0.00	\$20,556.08	0%	0%	\$35,239.00
<b>CITY ADMINISTRATIVE FEE</b>	\$1,952.42	\$4,767.65	-\$2,815.23	244%	\$13,666.92	\$27,768.04	-\$14,101.12	203%	119%	\$23,429.00
<b>TOTAL OPERATING EXPENSES</b>	\$140,965.26	\$81,235.62	\$59,729.64	58%	\$986,756.76	\$505,624.73	\$481,132.03	51%	30%	\$1,691,583.00
<b>SURPLUS(DEFICIT)</b>		\$59,729.64				\$481,132.03				



# 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.

# 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.

# Superbowl 60 Update

- Cadence of calls with SF Travel.
- Proposal to include **San Francisco, San Jose and Santa Clara.**
- For Santa Clara we have submitted a commitment of 1,616 guestrooms.
  - In 2016 for Superbowl 60, Santa Clara committed to 1,976 rooms so we are short by (360).
  - Current 2026 block is all 11 TID Hotels with 40-rooms from the Aloft.
  - They are looking for more suites – in progress.
- Final documents will be submitted by SF Travel to the NFL Committee on March 31<sup>st</sup>.
- NFL Committee meeting to take place May 23–24 to select host city for 2026.
- **ACTION:** Need completed revised “Hotel Agreement Forms” by EOB tomorrow, March 24<sup>th</sup>,

# CEO Update

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







# February Sales Activity Report

DISCOVER  
**SANTA  
CLARA**®

FEBRUARY 2023  
SALES ACTIVITY RECAP

UPDATED: 03-09-23





# MONTHLY TOTALS BY PRIORITY EVENT 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	1	0	0	0	0	0	0	1	0
3. Convention Center Gross Revenue*	\$2,580,000	\$270,000	\$0	\$0	\$0	\$0	\$0	\$0	\$270,000	\$0
4. Number of Room Nights Booked for Future Years**	16,438	750	0	0	0	0	0	0	750	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

\*Overall Projected Building Spend

\*\*Requested Room Nights

**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								

FY 2022/23 Target Number of Prospects 146



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 3/27.
- Director of Marketing.
  - Have strong candidate. In negotiations.
  - Once secured we are looking at May 1<sup>st</sup> start date.
- Search for additional Sales Manager in process.
  - Update on proposed salary range from February Board Meeting.



# Marketing Update



# 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.org](https://discoversantaclara.org)

#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.org](https://discoversantaclara.org)

#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.org](https://discoversantaclara.org)

#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 [@discoversantaclara.org](https://www.discoversantaclara.org)

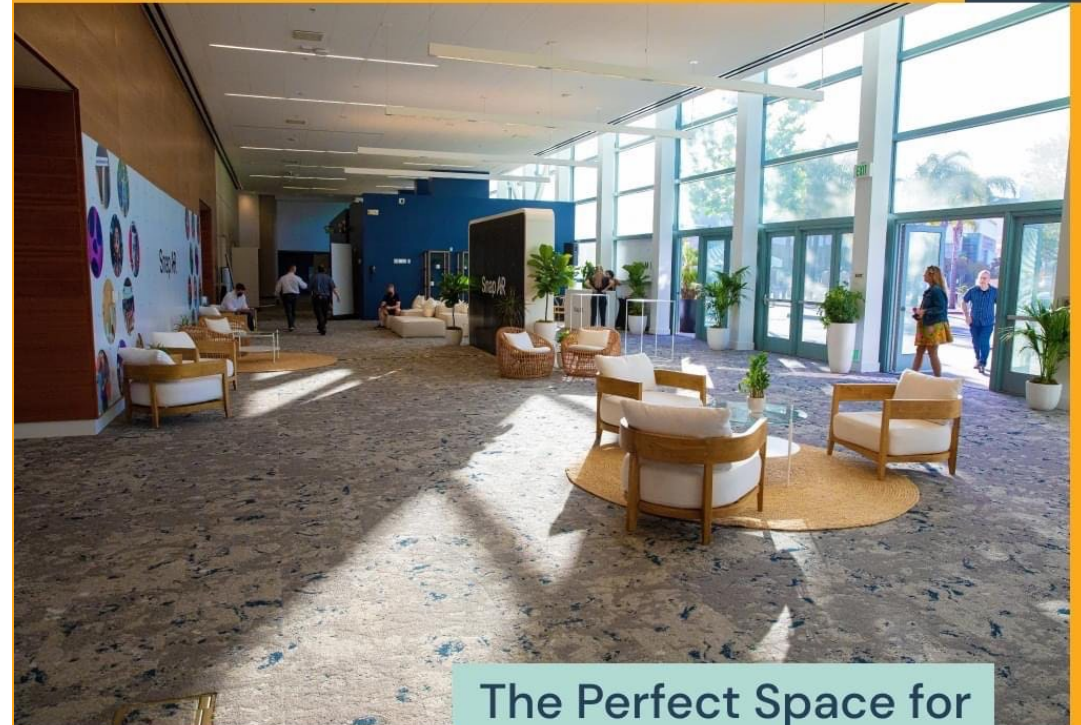
#discoversantaclara #santaclara #ThinkBigLookForward  
#MakeltYours #Versatile #event #missioncityballroom  
#discover #venue #expereince

Ad directs to DSC Website  
Posted Monday, March 3rd



## Mission City Ballroom

DISCOVER  
SANTA  
CLARA®



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](https://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](https://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.

DISCOVER SANTA CLARA



# Current Social Media Posts #7

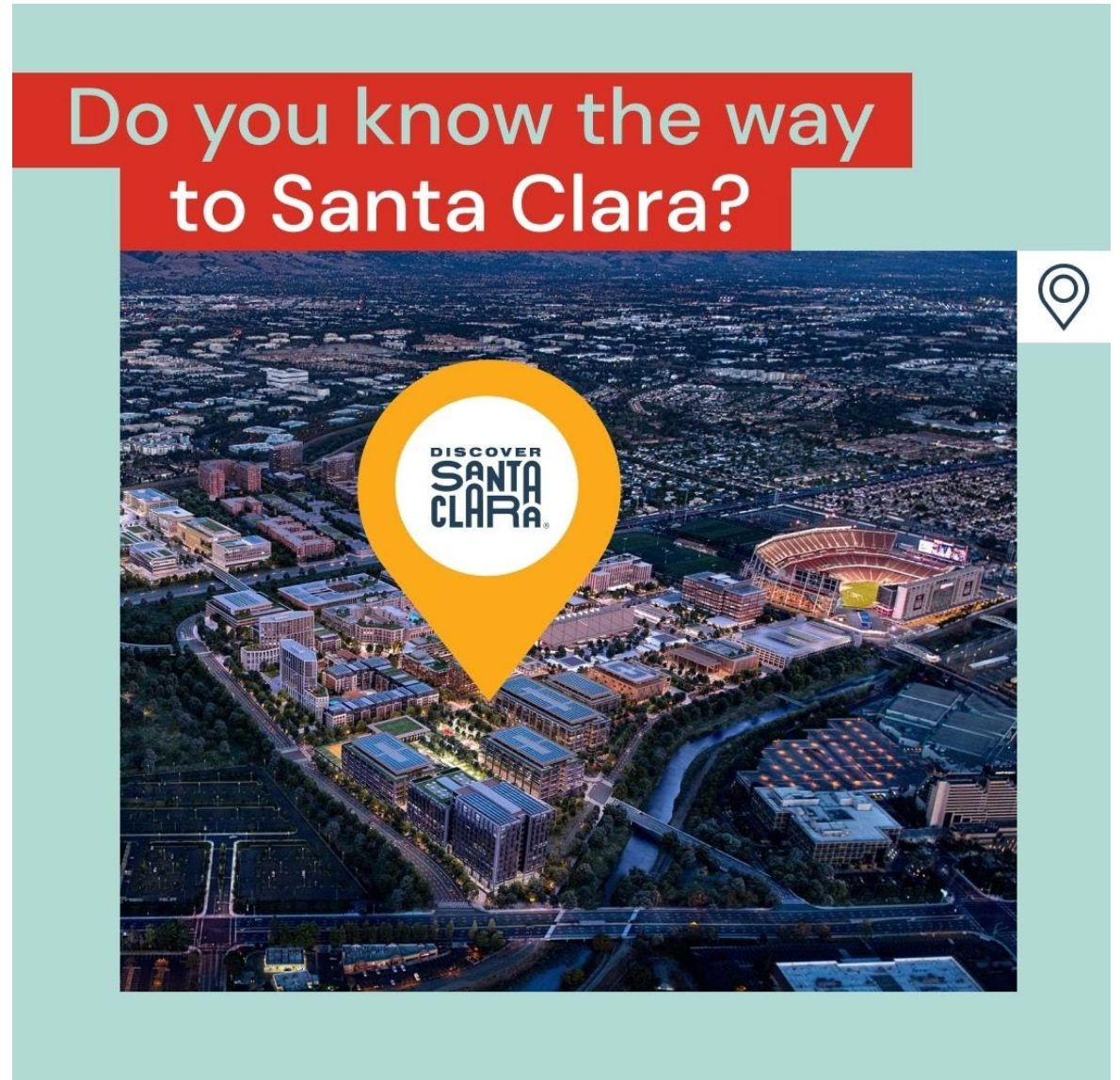
If you're looking for something that feeds the fun, you've come to the right place.

We are located in the heart of the City's Entertainment District. The Santa Clara Convention Center is the centerpiece of a campus that includes Levi's® Stadium, California's Great America, and the Related Santa Clara development. Book your trip and stay at one of our many great hotel options.

Discover endless event possibilities at [discoversantaclara.org](https://discoversantaclara.org)

#santaclara #ThinBigLookForward #MakeltYours  
#conventioncenter #location

Ad directs to DSC Website  
Posted Wednesday, March 19<sup>th</sup>



# 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 were due March 13<sup>th</sup>.
- Look to finalize vendor by April 5<sup>th</sup>.
- Delivery date TBD.



# Marketing Google Ad Landing Page

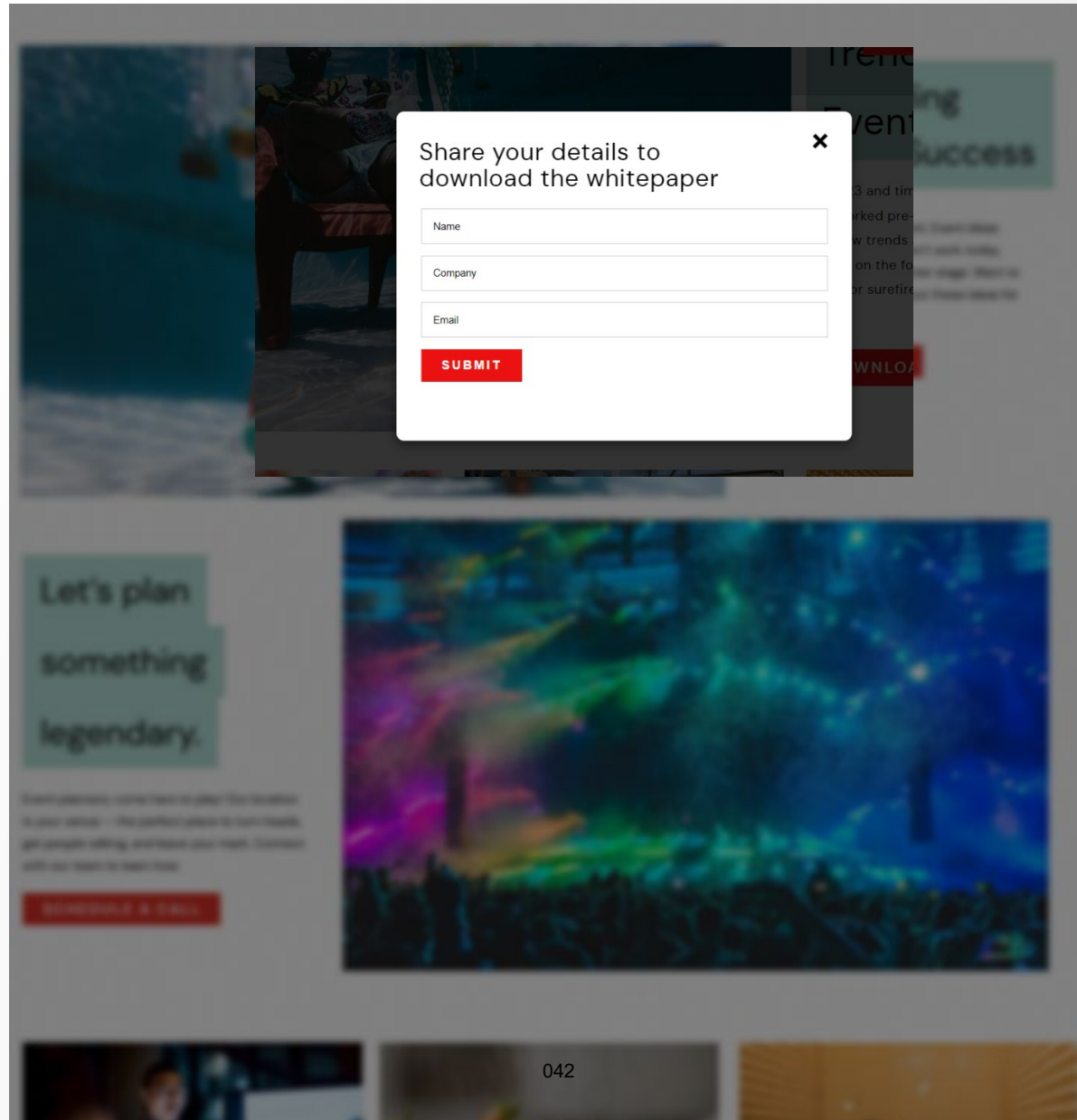


## Top Ideas for Successful Trending Events 2023

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

# Visit California Outlook Forum Overview

---

Lack of Alignment on potential Recession

---

The Economic Tailwinds Point to Continued Growth for the Travel Industry.

---

Travelers Perception of Value is Shifting.

---

Resurgence of Chinese Travelers.

---

Increasing demand for Groups + Corporate Travel.

---



Thank You