



DISCOVER SANTA CLARA®  
BOARD OF DIRECTORS  
MEETING AGENDA

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APRIL 20, 2023, 3:00 p.m.  
California's Great America  
4701 Great America Parkway  
Santa Clara, CA 95054  
Meeting in the Pavilion Building

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Pursuant to the provisions of the Brown Act under California (Government Code §54953(f)) Discover Santa Clara® is complying with AB 2449 requirements to allow for a hybrid meeting in which the public may participate remotely.

The public can participate remotely via Zoom: <https://us06web.zoom.us/j/84877030400>  
Meeting ID: 848 7703 0400 or by phone: 1 (669) 900-6833.

**CALL TO ORDER**

**ROLL CALL**

1. Action to Vote and Approve Member Hamilton to Remotely Participate in the Board of Directors Meeting in Compliance With the Requirements of AB 2449.

**Recommendation:** Approve Member Hamilton to remotely participate in the Board of Directors meeting for just cause business travel.

2. Action to Vote and Approve Secretary Lawson to Remotely Participate in the Board of Directors Meeting in Compliance With the Requirements of AB 2449.

**Recommendation:** Approve Secretary Lawson to remotely participate in the Board of Directors meeting for just cause contagious illness.

**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.

3. Action on the Minutes of:

- Discover Santa Clara® Board of Directors – March 16, 2023

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

4. Action on the February 2023 Financial Report.

**Recommendation:** Note and File the February 2023 Financial 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. City of Santa Clara Brown Act Training Presented by Elizabeth Klotz, Assistant Attorney.
6. Action on Job Description and Salary Range for the Manger, Sales Systems & Strategy, and Addition of New Position for FY 2023/24.

**Recommendation:** Approve job description and salary range for the Manger, Sales Systems & Strategy, and the addition of 1.0 FTE position in FY 2023/24.

7. Action on Job Description and Salary Range for the Marketing Coordinator, and Addition of New Position for FY 2023/24.

**Recommendation:** Approve job description and salary range for the Marketing Coordinator, and addition of 1.0 FTE position in FY 2023/24.

8. Action on Revision to the Salary Range for the Convention Sales Manager Position.

**Recommendation:** Approve the Salary Range for the Convention Sales Manager.

9. Action on an Agreement with Jovenville, LLC DBA We The Creative for Marketing Services for a Term Starting on or around April 25, 2023, and Ending on or around June 30, 2023, for a Total Maximum Not-to-Exceed Amount of \$138,115.00, Subject to the Appropriation of Funds.

**Recommendation:** Approve and authorize the Chief Executive Officer to execute an Agreement with Jovenville, LLC DBA We The Creative for Marketing Services starting on

or around April 25, 2023, and ending on or around June 30, 2024, for a total maximum not-to-exceed amount of \$138,115.00, subject to the appropriate of funds

**10. Action on the Proposed FY 2023/24 Key Performance Indicators.**

**Recommendation:** Approve the Proposed FY 2023/24 Key Performance Indicators.

**11. Action on the Removal of a Signer on the Wells Fargo Bank Account and to Add a New Signer.**

**Recommendation:** Approve and Authorize the removal of former Member Manny Gonzales and former Chair Eron Hodges as authorized signers on the Wells Fargo Bank Account and add Chair Catherine Lentz as an authorized signer on the Wells Fargo Bank account.

**12. Chief Executive Officer Monthly Update.**

- 12A. Staffing Update
- 12B. Monthly Sales Report February
- 12C. Marketing Update

**COMMITTEE UPDATES**

**13. Committee Updates**

**GENERAL ANNOUNCEMENTS**

**ADJOURNMENT**

The next regularly scheduled meeting is on **May 18, 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:**

The public is welcomed and encouraged to participate in this meeting. Public comment (3 minutes maximum per person) on items listed on the agenda will be heard at the meeting as noted on the agenda. Public comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of agenda items is listed

for reference and may be taken in any order deemed appropriate by the Board of Directors. The agenda provides a general description and staff recommendation; however, the Board of Directors may take action other than what is recommended.

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

Agendas and other written materials distributed during a public meeting that are public record will be made available by Silicon Valley/Santa Clara DMO, Inc. in an appropriate alternative format. Contact Beverly Corriere, [BCorriere@discoversantaclara.org](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 Silicon Valley/Santa Clara DMO, Inc., should contact Beverly Corriere, [BCorriere@discoversantaclara.org](mailto:BCorriere@discoversantaclara.org) as soon as possible before the scheduled event.



## **ATTACHMENTS**



DISCOVER SANTA CLARA®  
BOARD OF DIRECTORS  
MEETING MINUTES

DMO BOARD OF DIRECTORS  
APRIL 20, 2023  
AGENDA ITEM #3

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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**

Vice-Chair Lentz called the meeting to order at 3:08 pm.

**ROLL CALL**

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

**Absent:** Barb Granter, Great America (Joined at 3:36 pm)

Quorum Met: 6

**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.

**CONVENE TO CLOSED SESSION**

1. Discussion on Employee Goals for Evaluation

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

No reportable action.

## **CONSENT AGENDA**

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### **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.

**A motion was made by Treasurer Carr, seconded by Member Wandling to approve the Consent Calendar.**

Ayes: 6      Treasurer Carr, Member Hamilton, Chair Hodges, Vice-Chair Lentz, Member Nader, Member Wandling

Noes: 0

Abstain: 0

## **CONSENT ITEMS PULLED FOR DISCUSSION**

### **PUBLIC PRESENTATIONS**

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No public presentations.

## **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.

Vice-Chair Lentz stated that she is willing to serve the remainder of the term as Chair. Treasurer Carr asked Member Wandling if he would serve as Vice-Chair for the remainder of the term and Member Wandling affirmed that he would serve the remainder of the term as Vice-Chair.

**A motion was made by Treasurer Carr, seconded by Member Hamilton to approve and confirm appointment of Catherine Lentz to serve as Board Chair and Leo Wandling to serve as Vice-Chair for the remainder of the term until the election of new Officers to the Board of Directors in October 2023.**

Ayes: 7                      Treasurer Carr, Member Granter, Member Hamilton, Chair Hodges,  
Vice-Chair Lentz, Member Nader, Member Wandling

Noes: 0

Abstain: 0

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.

Secretary Lawson reported on the benefits of San Francisco Travel membership. Member Nader asked if San Jose was a member. Secretary Lawson reported that a majority of DMOs are members.

**A motion was made by Vice-Chair Wandling, seconded by Member Nader to authorize Secretary Lawson to execute an invoice to join San Francisco Travel's Inclusive Annual Membership Program pro-rated for nine months which will initiate once the invoice is signed; April 2023 – December 2023.**

Ayes: 7                      Treasurer Carr, Member Granter, Member Hamilton, Member Hodges,  
Chair Lentz, Member Nader, Vice-Chair Wandling

Noes: 0

Abstain: 0

7. Action to Approve the Revised Booking Policy.

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

Secretary Lawson reported on the history of meetings during her tenure. The DMO needs exposure to get ahead of business. The market is still unstable. The Santa Clara

Convention Center sales team does not have the time to handle the current P3 leads. The DMO suggests the window is brought down so the DMO sales team may take the top P3 leads which is a change from the original booking policy. Secretary Lawson reviewed and compared the original policy against the new policy. The policy will evolve as business and staffing grow.

Dan Fenton commented that this will still benefit hotels because this change will still drive demand.. Secretary Lawson added that as the DMO adds more sellers the DMO will divide leads by segments. Vice-Chair Wandling asked for the timeline for the policy. Treasurer Carr replied that the policy would be in effect for 15 months but would be reviewed twice yearly. Member Hodges said that the Hyatt Regency is not in agreement with the policy and has a different booking window that would not apply per the Hyatt Regency's lease agreement. Secretary Lawson said she would discuss the ballroom with the Director of Sales if a booking was in conflict.

**A motion was made by Treasurer Carr, seconded by Vice-Chair Wandling to approve the Revised Booking Policy and the DMO Board will review the revised policy every six months until the end of FY 2023/24 and that the Hyatt Regency Ballroom lease agreement supersedes the Revised Booking Policy.**

Ayes: 7                      Treasurer Carr, Member Granter, Member Hamilton, Member Hodges,  
Chair Lentz, Member Nader, Vice-Chair Wandling

Noes: 0

Abstain: 0

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.

Beverly Corriere reported on the history of the DMO's use of Video conferencing as it aligned with the Governor's emergency order due to the pandemic. With the emergency order ending there are options under the Brown Act to allow Board members to participate remotely under certain circumstances. At the February 16, 2023 DMO Board meeting, there was a discussion to have the option to have hybrid meetings. The DMO Board must meet the requirements under AB 249 which pose logistical challenges, but if the DMO Board plans to have a Hybrid meeting the DMO will post a link in advance of the meeting according to the Brown Act time requirements.

**A motion was made by Member Hodges, seconded by Member Hamilton to approve Resolution 2023-002 to hold hybrid DMO Board of Directors Meetings as needed and in compliance with AB 2249.**

Ayes: 6                    Treasurer Carr, Member Granter, Member Hamilton, Member Hodges,  
                                  Chair Lentz, Member Nader  
Noes: 1                    Vice-Chair Wandling  
Abstain: 0

**9. Chief Executive Officer Monthly Update.**

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

Secretary Lawson reported and provided an overview of the Sales numbers by event priority type. There are 50 current active P1-P2s, 146 P3s, 164 P4s and 337 P5s. The DMO is actively researching 269 P1-P2s, has new prospects 6 P1-P2s, 3 P3, 10 P4, 58 P5; new Tentatives 6 P1-P2s, 3 P3, 3 P4, 20 P5 and new Definites 0 P1-P2a, 3 P3, 5 P4, 18 P5. Eddie Ryan is actively working on six calls, and some are big groups.

An offer was extended to a candidate for the role of Director of Marketing. Searchwide is reviewing candidates for the Director of Sales role. The DMO is still searching for a Sales Manager. Secretary Lawson gave an update on the salary ranges for the Sales Manager role as part of her due diligence.

Marketing social media posts are ongoing with a mixture of the Santa Clara Convention Center, hotels, and the City of Santa Clara. The DMO will be creating a gallery of City, hotel and convention center images to pull from for use on the website. Secretary Lawson is working with the Google Ads team and adding visitor names and addresses to the website landing page by offering a Download top 10 Meeting Trends.

Trade Show booth RFP was sent out.

Secretary Lawson attended the Visit California Outlook Forum. Dan Fenton was a speaker at the Forum. There was a lot of discussion about recession and positive talk about pent-up demand. Groups and meetings are coming back. There were conversations about working from home and challenges. There was a discussion about sustainable tourism, nostalgia tourism, workcation tourism, and family time tourism with attention to personalization and experience. Luxury travel will flatten with a trend to go back to hotels. Member Shikada asked how to broaden perspective since groups are not coming back as quickly as needed. Secretary Lawson said the website will add more destination information. The DMO will have a branding session to develop an elevator speech for leisure, events, and meetings which are driven by destination.

**COMMITTEE UPDATES**

## 10. Nominating Committee Update

Member Hamilton reported that candidate interviews are being scheduled for the vacancies on the Board of Directors.

## GENERAL ANNOUNCEMENTS

### 11. Board Changes

Treasurer Carr provided a history of working with Chair Hodges and his important accomplishments in developing the DMO.

Chair Hodges was commended for work with the City and partners in helping lead the efforts and the Tourism Improvement District to where it is today.

## ADJOURNMENT

The meeting Adjourned at 5:01 pm. The next regularly scheduled meeting is on **April 20, 2023, at 3:00 p.m.**

Silicon Valley/Santa Clara DMO, Inc. February 2023										
Report Date: 1/31/2023 FY 2022/23 FUNDING ALLOCATION	February 2023				YEAR TO DATE					
	Budget	Actual	VARIANCE	%	YTD Budget	YTD ACTUAL	VARIANCE	YTD	Annual	Annual Budget
	\$140,965.26	\$98,785.00	\$42,180.26		\$1,127,722.02	\$604,409.73	\$523,312.29			\$1,691,583.00
<b>PERSONNEL</b>										
<b>Salary</b>										
CEO	\$17,500.00	\$18,076.94	-\$576.94	103%	\$140,000.00	\$84,846.70	\$55,153.30	61%	40%	\$210,000.00
DOS	\$9,375.00	\$0.00	\$9,375.00	0%	\$75,000.00	\$0.00	\$75,000.00	0%	0%	\$112,500.00
SM1	\$8,125.00	\$7,307.70	\$817.30	90%	\$65,000.00	\$40,192.35	\$24,807.65	62%	41%	\$97,500.00
SM2	\$7,500.00	\$0.00	\$7,500.00	0%	\$60,000.00	\$32,355.02	\$27,644.98	54%	36%	\$90,000.00
Admin	\$10,416.67	\$9,230.78	\$1,185.89	89%	\$83,333.34	\$55,384.68	\$27,948.66	66%	44%	\$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>\$423,333.34</b>	<b>\$212,778.75</b>	<b>\$210,554.59</b>	<b>50%</b>	<b>34%</b>	<b>\$635,000.00</b>
<b>Payroll Taxes</b>										
CEO	\$2,619.29	\$1,403.55	\$1,215.74	54%	\$20,954.32	\$7,393.73	\$13,560.59	35%	24%	\$31,431.48
DOS	\$1,406.32	\$0.00	\$1,406.32	0%	\$11,250.59	\$0.00	\$11,250.59	0%	0%	\$16,875.88
SM1	\$1,193.37	\$547.38	\$645.99	46%	\$9,546.91	\$3,613.74	\$5,933.17	38%	25%	\$14,320.36
SM2	\$1,101.56	\$0.00	\$1,101.56	0%	\$8,812.50	\$2,475.17	\$6,337.33	28%	19%	\$13,218.76
Admin	\$1,223.96	\$694.44	\$529.52	57%	\$9,791.68	\$4,775.73	\$5,015.95	49%	33%	\$14,687.52
<b>Payroll Taxes</b>	<b>\$7,544.50</b>	<b>\$2,645.37</b>	<b>\$4,899.13</b>	<b>35%</b>	<b>\$60,356.00</b>	<b>\$18,258.37</b>	<b>\$42,097.63</b>	<b>30%</b>	<b>20%</b>	<b>\$90,534.00</b>
<b>Employee Benefits</b>										
<b>Health</b>										
Health - CEO	\$573.75	\$897.00	-\$323.25	156%	\$4,590.00	\$2,691.00	\$1,899.00	59%	39%	\$6,885.00
Health - DOS	\$430.33	\$0.00	\$430.33	0%	\$3,442.66	\$0.00	\$3,442.66	0%	0%	\$5,164.00
Health - SM1	\$573.75	\$758.84	-\$185.09	132%	\$4,590.00	\$2,276.52	\$2,313.48	50%	33%	\$6,885.00
Health - SM2	\$573.75	\$0.00	\$573.75	0%	\$4,590.00	\$0.00	\$4,590.00	0%	0%	\$6,885.00
Health - Admin	\$573.75	\$1,224.54	-\$650.79	213%	\$4,590.00	\$3,673.62	\$916.38	80%	53%	\$6,885.00
<b>Health</b>	<b>\$2,725.33</b>	<b>\$2,880.38</b>	<b>-\$155.05</b>	<b>106%</b>	<b>\$21,802.66</b>	<b>\$8,641.14</b>	<b>\$13,161.52</b>	<b>40%</b>	<b>26%</b>	<b>\$32,704.00</b>
<b>401K Fee</b>										
401K Fee - CEO	\$959.42	\$0.00	\$959.42	0%	\$7,675.33	\$0.00	\$7,675.33	0%	0%	\$11,513.00
401K Fee - DOS	\$416.67	\$0.00	\$416.67	0%	\$3,333.34	\$0.00	\$3,333.34	0%	0%	\$5,000.00
401K Fee - SM1	\$416.67	\$0.00	\$416.67	0%	\$3,333.34	\$0.00	\$3,333.34	0%	0%	\$5,000.00
401K Fee - SM2	\$416.67	\$0.00	\$416.67	0%	\$3,333.34	\$0.00	\$3,333.34	0%	0%	\$5,000.00
401K Fee - Admin	\$959.41	\$0.00	\$959.41	0%	\$7,675.33	\$0.00	\$7,675.33	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>\$25,350.68</b>	<b>\$0.00</b>	<b>\$25,350.68</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>\$47,153.34</b>	<b>\$8,641.14</b>	<b>\$38,512.20</b>	<b>18%</b>	<b>12%</b>	<b>\$70,730.00</b>
<b>Employee Incentives</b>										
Employee Incentive CEO	\$4,375.00	\$0.00	\$4,375.00	0%	\$35,000.00	\$0.00	\$35,000.00	0%	0%	\$52,500.00
Employee Incentive DOS	\$2,343.75	\$0.00	\$2,343.75	0%	\$18,750.00	\$0.00	\$18,750.00	0%	0%	\$28,125.00
Employee Incentive SM1	\$2,031.25	\$0.00	\$2,031.25	0%	\$16,250.00	\$0.00	\$16,250.00	0%	0%	\$24,375.00
Employee Incentive SM2	\$1,875.00	\$0.00	\$1,875.00	0%	\$15,000.00	\$0.00	\$15,000.00	0%	0%	\$22,500.00
<b>Employee Incentives</b>	<b>\$10,625.00</b>	<b>\$0.00</b>	<b>\$10,625.00</b>	<b>0%</b>	<b>\$85,000.00</b>	<b>\$0.00</b>	<b>\$85,000.00</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%	\$320.00	\$160.00	\$160.00	50%	33%	\$480.00
Cell Phone Stipend - DOS	\$30.00	\$0.00	\$30.00	0%	\$240.00	\$0.00	\$240.00	0%	0%	\$360.00
Cell Phone Stipend - SM1	\$40.00	\$40.00	\$0.00	100%	\$320.00	\$200.00	\$120.00	63%	42%	\$480.00
Cell Phone Stipend - SM2	\$40.00	\$0.00	\$40.00	0%	\$320.00	\$160.00	\$160.00	50%	33%	\$480.00
Cell Phone Stipend - Admin	\$40.00	\$40.00	\$0.00	100%	\$320.00	\$240.00	\$80.00	75%	50%	\$480.00
Relocation Expense	\$666.67	\$0.00	\$666.67	0%	\$5,333.34	\$0.00	\$5,333.34	0%	0%	\$8,000.00
Car Allowance - CEO	\$0.00	\$500.00	-\$500.00	0%	\$0.00	\$2,000.00	-\$2,000.00	0%	0%	\$0.00
<b>Other</b>	<b>\$856.67</b>	<b>\$620.00</b>	<b>\$236.67</b>	<b>72%</b>	<b>\$6,853.34</b>	<b>\$2,760.00</b>	<b>\$4,093.34</b>	<b>40%</b>	<b>27%</b>	<b>\$10,280.00</b>
<b>TOTAL PERSONNEL EXPENSE</b>	<b>\$77,837.01</b>	<b>\$40,761.17</b>	<b>\$37,075.84</b>	<b>52%</b>	<b>\$622,696.02</b>	<b>\$242,438.26</b>	<b>\$380,257.76</b>	<b>39%</b>	<b>26%</b>	<b>\$934,044.00</b>



Report Date: 1/31/2023	February 2023				YEAR TO DATE					
	Budget	Actual	VARIANCE	%	YTD Budget	YTD ACTUAL	VARIANCE	YTD	Annual	Annual Budget
<b>FY 2022/23 FUNDING ALLOCATION</b>	<b>\$140,965.26</b>	<b>\$98,785.00</b>	<b>\$42,180.26</b>		<b>\$1,127,722.02</b>	<b>\$604,409.73</b>	<b>\$523,312.29</b>			<b>\$1,691,583.00</b>
<b>PURCHASED GOODS &amp; SERVICES</b>										
<b>Contract Services</b>										
Fiscal Services	\$2,575.33	\$2,588.20	-\$12.87	100%	\$20,602.66	\$35,630.45	-\$15,027.79	173%	115%	\$30,904.00
Legal Services	\$2,000.00	\$3,240.00	-\$1,240.00	162%	\$16,000.00	\$22,346.50	-\$6,346.50	140%	93%	\$24,000.00
Payroll Services	\$500.00	\$236.35	\$263.65	47%	\$4,000.00	\$1,175.60	\$2,824.40	29%	20%	\$6,000.00
Audit	\$833.33	\$0.00	\$833.33	0%	\$6,666.66	\$0.00	\$6,666.66	0%	0%	\$10,000.00
IT	\$333.33	\$278.00	\$55.33	83%	\$2,666.66	\$2,286.43	\$380.23	86%	57%	\$4,000.00
Professional Services	\$11,250.00	\$15,270.00	-\$4,020.00	136%	\$90,000.00	\$98,940.32	-\$8,940.32	110%	73%	\$135,000.00
HR Services	\$2,500.00	\$320.00	\$2,180.00	13%	\$20,000.00	\$2,212.50	\$17,787.50	11%	7%	\$30,000.00
Staffing	\$5,005.00	\$4,158.00	\$847.00	83%	\$40,040.00	\$36,498.00	\$3,542.00	91%	61%	\$60,060.00
Marketing	\$9,166.67	\$6,700.00	\$2,466.67	73%	\$73,333.34	\$38,502.50	\$34,830.84	53%	35%	\$110,000.00
Website	\$1,205.00	\$1,820.90	-\$615.90	151%	\$9,640.00	\$8,894.05	\$745.95	92%	62%	\$14,460.00
<b>Contract Services</b>	<b>\$35,368.66</b>	<b>\$34,611.45</b>	<b>\$757.21</b>	<b>98%</b>	<b>\$282,949.32</b>	<b>\$246,486.35</b>	<b>\$36,462.97</b>	<b>87%</b>	<b>58%</b>	<b>\$424,424.00</b>
<b>Operating Supplies</b>										
Banking Fees	\$41.67	\$0.00	\$41.67	0%	\$333.34	\$30.00	\$303.34	9%	6%	\$500.00
Software Licenses	\$622.08	\$364.65	\$257.43	59%	\$4,976.66	\$2,991.29	\$1,985.37	60%	40%	\$7,465.00
Postage	\$25.00	\$0.00	\$25.00	0%	\$200.00	\$0.00	\$200.00	0%	0%	\$300.00
IT	\$416.67	\$0.00	\$416.67	0%	\$3,333.34	\$1,039.96	\$2,293.38	31%	21%	\$5,000.00
Licenses	\$8.33	\$0.00	\$8.33	0%	\$66.66	\$71.50	-\$4.84	107%	1%	\$5,000.00
Office Supplies	\$416.67	\$0.00	\$416.67	0%	\$3,333.34	\$1,945.39	\$1,387.95	58%	39%	\$5,000.00
<b>Operating Supplies</b>	<b>\$1,530.42</b>	<b>\$364.65</b>	<b>\$1,165.77</b>	<b>24%</b>	<b>\$12,243.34</b>	<b>\$6,078.14</b>	<b>\$6,165.20</b>	<b>50%</b>	<b>33%</b>	<b>\$18,365.00</b>
<b>Recruitment</b>	<b>\$41.67</b>	<b>\$10,000.00</b>	<b>-\$9,958.33</b>	<b>23998%</b>	<b>\$333.34</b>	<b>\$11,995.41</b>	<b>-\$11,662.07</b>	<b>3599%</b>	<b>2399%</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>\$666.68</b>	<b>\$54.88</b>	<b>\$611.80</b>	<b>8%</b>	<b>5%</b>	<b>\$1,000.00</b>
<b>Insurance</b>										
Workers Compensation	\$154.33	\$151.17	\$3.16	98%	\$1,234.66	\$642.88	\$591.78	52%	35%	\$1,852.00
Business Owners Liability & Property	\$150.00	\$152.00	-\$2.00	101%	\$1,200.00	\$1,216.00	-\$16.00	101%	68%	\$1,800.00
Professional Cyber Liability	\$257.08	\$246.22	\$10.86	96%	\$2,056.66	\$2,104.55	-\$47.89	102%	68%	\$3,085.00
Management Liability	\$416.67	\$197.50	\$219.17	47%	\$3,333.34	\$1,888.68	\$1,444.66	57%	38%	\$5,000.00
<b>Insurance</b>	<b>\$978.08</b>	<b>\$746.89</b>	<b>\$231.19</b>	<b>76%</b>	<b>\$7,824.66</b>	<b>\$5,852.11</b>	<b>\$1,972.55</b>	<b>75%</b>	<b>50%</b>	<b>\$11,737.00</b>
<b>Memberships</b>										
Industry Related Expense	\$0.00	\$270.00	-\$270.00		\$0.00	\$270.00	-\$270.00			\$0.00
Destinations International	\$133.33	\$0.00	\$133.33	0%	\$1,066.66	\$1,065.82	\$0.84	100%	67%	\$1,600.00
PCMA	\$83.33	\$40.42	\$42.91	49%	\$666.66	\$444.62	\$222.04	67%	44%	\$1,000.00
MPI ACE/WEC	\$138.75	\$88.33	\$50.42	64%	\$1,110.00	\$664.06	\$445.94	60%	40%	\$1,665.00
CALSAE	\$29.17	\$0.00	\$29.17	0%	\$233.34	\$420.05	-\$186.71	180%	120%	\$350.00
California Travel Association	\$0.00	\$150.00	-\$150.00		\$0.00	\$150.00	-\$150.00			
<b>Memberships</b>	<b>\$384.58</b>	<b>\$548.75</b>	<b>-\$164.17</b>	<b>143%</b>	<b>\$3,076.66</b>	<b>\$3,014.55</b>	<b>\$62.11</b>	<b>98%</b>	<b>65%</b>	<b>\$4,615.00</b>
<b>Subscription Services</b>										
CRM	\$816.67	\$741.67	\$75.00	91%	\$6,533.34	\$12,174.97	-\$5,641.63	186%	124%	\$9,800.00
Knowland	\$1,099.00	\$1,099.00	\$0.00	100%	\$8,792.00	\$12,088.50	-\$3,296.50	137%	63%	\$19,202.00
CoStar Realty Information	\$0.00	\$210.00	-\$210.00	0%	\$0.00	\$1,800.00	-\$1,800.00			
CVENT	\$1,600.17	\$1,600.16	\$0.01	100%	\$12,801.34	\$16,002.33	-\$3,200.99	125%	121%	\$13,188.00
Destination International EIC Subscription	\$611.67	\$584.75	\$26.92	96%	\$4,893.34	\$7,086.63	-\$2,193.29	145%	97%	\$7,340.00
<b>Subscription Services</b>	<b>\$4,127.51</b>	<b>\$4,235.58</b>	<b>-\$108.07</b>	<b>103%</b>	<b>\$33,020.02</b>	<b>\$49,152.43</b>	<b>-\$16,132.41</b>	<b>149%</b>	<b>99%</b>	<b>\$49,530.00</b>

Report Date: 1/31/2023	February 2023				YEAR TO DATE					
	Budget	Actual	VARIANCE	%	YTD Budget	YTD ACTUAL	VARIANCE	YTD	Annual	Annual Budget
<b>FY 2022/23 FUNDING ALLOCATION</b>	<b>\$140,965.26</b>	<b>\$98,785.00</b>	<b>\$42,180.26</b>		<b>\$1,127,722.02</b>	<b>\$604,409.73</b>	<b>\$523,312.29</b>			<b>\$1,691,583.00</b>
<b>PURCHASED GOODS &amp; SERVICES CONT.</b>										
<b>Conferences and Trade Shows</b>										
IMEX North America	\$983.33	\$0.00	\$983.33	0%	\$7,866.66	\$0.00	\$7,866.66	0%	0%	\$11,800.00
CONNECT Marketplace	\$370.83	\$0.00	\$370.83	0%	\$2,966.66	\$0.00	\$2,966.66	0%	0%	\$4,450.00
CONNECT Medical/Tech	\$370.83	\$0.00	\$370.83	0%	\$2,966.66	\$0.00	\$2,966.66	0%	0%	\$4,450.00
Other - Conf & Trade Shows	\$0.00	\$1,199.00	-\$1,199.00		\$0.00	\$1,199.00	-\$1,199.00			
<b>Conferences and Trade Shows</b>	<b>\$1,724.99</b>	<b>\$1,199.00</b>	<b>\$525.99</b>	70%	<b>\$13,799.98</b>	<b>\$1,199.00</b>	<b>\$12,600.98</b>	9%	6%	<b>\$20,700.00</b>
<b>Business Development</b>	<b>\$4,166.67</b>	<b>\$0.00</b>	<b>\$4,166.67</b>	0%	<b>\$33,333.34</b>	<b>\$1,138.50</b>	<b>\$32,194.84</b>	3%	2%	<b>\$50,000.00</b>
<b>Travel &amp; Entertainment</b>										
CONNECT Medical/Tech	\$233.33	\$0.00	\$233.33	0%	\$1,866.66	\$0.00	\$1,866.66	0%	0%	\$2,800.00
IMEX North America	\$158.33	\$0.00	\$158.33	0%	\$1,266.66	\$0.00	\$1,266.66	0%	0%	\$1,900.00
CONNECT Marketplace	\$191.67	\$0.00	\$191.67	0%	\$1,533.34	\$0.00	\$1,533.34	0%	0%	\$2,300.00
Other Expense	\$0.00	\$972.42	-\$972.42		\$0.00	\$1,768.97	-\$1,768.97			
<b>Travel &amp; Entertainment</b>	<b>\$583.33</b>	<b>\$972.42</b>	<b>-\$389.09</b>	167%	<b>\$4,666.66</b>	<b>\$1,768.97</b>	<b>\$2,897.69</b>	38%	25%	<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>\$50,000.00</b>	<b>\$1,500.00</b>	<b>\$48,500.00</b>	3%	2%	<b>\$75,000.00</b>
<b>Support Services</b>										
Client Events	\$2,333.33	\$0.00	\$2,333.33	0%	\$18,666.66	\$0.00	\$18,666.66	0%	0%	\$28,000.00
Virutal Happy Hour	\$166.67	\$0.00	\$166.67	0%	\$1,333.34	\$0.00	\$1,333.34	0%	0%	\$2,000.00
Client Activations	\$333.33	\$0.00	\$333.33	0%	\$2,666.66	\$0.00	\$2,666.66	0%	0%	\$4,000.00
Personalized greetings	\$166.67	\$0.00	\$166.67	0%	\$1,333.34	\$0.00	\$1,333.34	0%	0%	\$2,000.00
Site Visits	\$0.00	\$0.00	\$0.00		\$0.00	\$618.00	-\$618.00			
<b>Support Services</b>	<b>\$3,000.00</b>	<b>\$0.00</b>	<b>\$3,000.00</b>	0%	<b>\$24,000.00</b>	<b>\$618.00</b>	<b>\$23,382.00</b>	3%	2%	<b>\$36,000.00</b>
<b>TOTAL PURCHASED GOODS &amp; SERVICES E</b>	<b>\$58,239.25</b>	<b>\$52,678.74</b>	<b>\$5,560.51</b>	90%	<b>\$465,914.00</b>	<b>\$328,858.34</b>	<b>\$137,055.66</b>	71%	47%	<b>\$698,871.00</b>
<b>CONTINGENCY</b>	<b>\$2,936.58</b>	<b>\$1,711.32</b>	<b>\$1,225.26</b>	58%	<b>\$23,492.66</b>	<b>\$1,711.32</b>	<b>\$21,781.34</b>	7%	5%	<b>\$35,239.00</b>
<b>CITY ADMINISTRATIVE FEE</b>	<b>\$1,952.42</b>	<b>\$3,633.77</b>	<b>-\$1,681.35</b>	186%	<b>\$15,619.34</b>	<b>\$31,401.81</b>	<b>-\$15,782.47</b>	201%	134%	<b>\$23,429.00</b>
<b>TOTAL OPERATING EXPENSES</b>	<b>\$140,965.26</b>	<b>\$98,785.00</b>	<b>\$42,180.26</b>	70%	<b>\$1,127,722.02</b>	<b>\$604,409.73</b>	<b>\$523,312.29</b>	54%	36%	<b>\$1,691,583.00</b>
<b>SURPLUS(DEFICIT)</b>		<b>\$42,180.26</b>				<b>\$523,312.29</b>				

**Silicon Valley/Santa Clara DMO, Inc.**  
**FY 2022/23 YEAR-TO-DATE (YTD) SUMMARY BY ORG**  
**July 2022 - February 2023**

	FY 2022/23 Budget	YTD Budget	Actual YTD Exp	Exp vs. YTD	Expended YTD	Annual
<b>FY 2022/23 FUNDING ALLOCATION</b>	<b>\$1,691,583</b>	<b>\$1,127,722</b>	<b>\$604,410</b>	<b>\$523,312</b>	<b>54%</b>	<b>36%</b>
<b>Personnel</b>						
Salary	\$635,000	\$423,333	\$212,779	\$210,555	67%	34%
Payroll Taxes	\$90,534	\$60,356	\$18,258	\$42,098	30%	20%
Employee Benefits	\$70,730	\$47,153	\$8,641	\$38,512	18%	12%
Health	\$32,704	\$21,803	\$8,641	\$13,162	40%	26%
401K Fee	\$38,027	\$25,351	\$0	\$25,351	0%	0%
Employee Incentives	\$127,500	\$85,000	\$0	\$85,000	0%	0%
Other	\$10,280	\$6,853	\$2,760	\$4,093	40%	27%
<b>TOTAL PERSONNEL EXPENSE</b>	<b>\$934,044</b>	<b>\$622,696</b>	<b>\$242,438</b>	<b>\$380,258</b>	<b>39%</b>	<b>26%</b>
<b>Purchased Goods and Services Expense</b>						
Contract Services	\$424,424	\$282,949	\$246,486	\$36,463	87%	58%
Operating Supplies	\$18,365	\$12,243	\$6,078	\$6,165	50%	33%
Mileage Reimbursement	\$1,000	\$667	\$55	\$612	8%	5%
Recruitment	\$500	\$333	\$11,995	(\$11,662)	3599%	2399%
Insurance	\$11,737	\$7,825	\$5,852	\$1,973	75%	50%
Memberships	\$4,615	\$3,077	\$3,015	\$62	98%	65%
Subscription Services	\$49,530	\$33,020	\$49,152	(\$16,132)	149%	99%
Conferences and Trade Shows	\$20,700	\$13,800	\$1,199	\$12,601	9%	6%
Business Development	\$50,000	\$33,333	\$1,139	\$32,195	3%	2%
Travel & Entertainment	\$7,000	\$4,667	\$1,769	\$2,898	38%	25%
Advertising & Promotion	\$75,000	\$50,000	\$1,500	\$48,500	3%	2%
Support Services	\$36,000	\$24,000	\$618	\$23,382	3%	2%
<b>TOTAL PURCHASED GOODS &amp; SERVICES EXPENSE</b>	<b>\$698,871</b>	<b>\$465,914</b>	<b>\$328,858</b>	<b>\$137,056</b>	<b>71%</b>	<b>47%</b>
<b>CONTINGENCY</b>	<b>\$35,239</b>	<b>\$23,493</b>	<b>\$1,711</b>	<b>\$21,781</b>	<b>7%</b>	<b>5%</b>
<b>CITY ADMINISTRATIVE FEE</b>	<b>\$23,429</b>	<b>\$15,619</b>	<b>\$31,402</b>	<b>-\$15,782.46</b>	<b>201%</b>	<b>134%</b>
<b>TOTAL OPERATING EXPENSES</b>	<b>\$1,691,583</b>	<b>\$1,127,722</b>	<b>\$604,410</b>	<b>\$523,312</b>	<b>54%</b>	<b>36%</b>

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

Budget Item	FY 22/23 Budget	YTD Budget	Actual YTD Exp	Variance	Expended	
					YTD	Annual
<b>CONVENTION SALES, INCENTIVES &amp; SERVICES</b>						
<b>Personnel</b>	<b>\$ 457,669.00</b>	<b>\$ 305,112.68</b>	<b>\$ 81,272.80</b>	<b>\$ 223,839.88</b>	<b>27%</b>	<b>18%</b>
Salary	\$ 300,000.00	\$ 200,000.00	\$ 72,547.37	\$ 127,452.63	36%	24%
1.0 FTE Director of Sales	\$ 112,500.00	\$ 75,000.00	\$ -	\$ 75,000.00	0%	0%
1.0 FTE Sales Manager	\$ 97,500.00	\$ 65,000.00	\$ 40,192.35	\$ 24,807.65	62%	41%
1.0 FTE Sales Manager	\$ 90,000.00	\$ 60,000.00	\$ 32,355.02	\$ 27,644.98	54%	36%
Incentives	\$ 75,000.00	\$ 50,000.00	\$ -	\$ 50,000.00	0%	0%
Benefits	\$ 33,934.00	\$ 22,622.68	\$ 2,276.52	\$ 20,346.16	10%	7%
Health	\$ 18,934.00	\$ 12,622.66	\$ 2,276.52	\$ 10,346.14	18%	12%
401K Fee	\$ 15,000.00	\$ 10,000.02	\$ -	\$ 10,000.02	0%	0%
Payroll Taxes	\$ 44,415.00	\$ 29,610.00	\$ 6,088.91	\$ 23,521.09	21%	14%
Other-Cell Phone Stipend	\$ 1,320.00	\$ 880.00	\$ 360.00	\$ 520.00	41%	27%
Other-relocation	\$ 3,000.00	\$ 2,000.00	\$ -	\$ 2,000.00	0%	0%
<b>Convention Sales, Incentives &amp; Services Expenses</b>	<b>\$ 149,605.00</b>	<b>\$ 99,736.66</b>	<b>\$ 34,288.93</b>	<b>\$ 65,447.73</b>	<b>34%</b>	<b>23%</b>
Memberships	\$ 3,015.00	\$ 2,010.00	\$ 1,418.75	\$ 591.25	71%	47%
Industry Related Expense	\$ -	\$ -	\$ 270.00	\$ (270.00)	0%	0%
Professional Convention Management Association (PCMA)	\$ 1,000.00	\$ 666.66	\$ 444.62	\$ 222.04	67%	44%
Meeting Professional International (MPI)	\$ 1,665.00	\$ 1,110.00	\$ 134.08	\$ 975.92	12%	8%
California Society of Association Executives (Cal SAE)	\$ 350.00	\$ 233.34	\$ 420.05	\$ (186.71)	180%	120%
California Travel Association		\$ -	\$ 150.00	\$ (150.00)	0%	0%
Mileage Reimbursement	\$ 500.00	\$ 333.34	\$ 54.88	\$ 278.46	16%	11%
Subscription Services	\$ 32,390.00	\$ 21,593.34	\$ 28,090.83	\$ (6,497.49)	130%	87%
CVENT	\$ 19,202.00	\$ 12,801.34	\$ 16,002.33	\$ (3,200.99)	125%	83%
Knowland	\$ 13,188.00	\$ 8,792.00	\$ 12,088.50	\$ (3,296.50)	137%	92%
Business Development	\$ 50,000.00	\$ 33,333.34	\$ 1,138.50	\$ 32,194.84	3%	2%
Conferences and Tradeshows	\$ 20,700.00	\$ 13,799.98	\$ 1,199.00	\$ 13,799.98	9%	6%
CONNECT Marketplace	\$ 4,450.00	\$ 2,966.66	\$ -	\$ 2,966.66	0%	0%
CONNECT Medical Tech	\$ 4,450.00	\$ 2,966.66	\$ -	\$ 2,966.66	0%	0%
IMEX North America	\$ 11,800.00	\$ 7,866.66	\$ -	\$ 7,866.66	0%	0%
Other Conf & Tradeshows		\$ -	\$ 1,199.00	\$ (1,199.00)	0%	0%
Support Services	\$ 36,000.00	\$ 24,000.00	\$ 618.00	\$ 24,000.00	3%	2%
Virutal Happy Hour	\$ 2,000.00	\$ 1,333.34	\$ -	\$ 1,333.34	0%	0%
Client Activations	\$ 4,000.00	\$ 2,666.66	\$ -	\$ 2,666.66	0%	0%
Personalized Greetings	\$ 2,000.00	\$ 1,333.34	\$ -	\$ 1,333.34	0%	0%
Client Events	\$ 28,000.00	\$ 18,666.66	\$ -	\$ 18,666.66	0%	0%
Site Visits	\$ -	\$ -	\$ 618.00	\$ (618.00)	0%	0%

Budget Item	FY 22/23 Budget	YTD Budget	Actual YTD Exp	Variance	Expended	
Travel & Entertainment	\$ 7,000.00	\$ 4,666.66	\$ 1,768.97	\$ 2,897.69	38%	25%
CONNECT Marketplace	\$ 2,300.00	\$ 1,533.34	\$ -	\$ 1,533.34	0%	0%
IMEX North America	\$ 1,900.00	\$ 1,266.66	\$ -	\$ 1,266.66	0%	0%
CONNECT Medical Tech	\$ 2,800.00	\$ 1,866.66	\$ -	\$ 1,866.66	0%	0%
Other Expense	\$ -	\$ -	\$ 1,768.97	\$ (1,768.97)	0%	0%
<b>TOTAL CONVENTION SALES, INCENTIVES &amp; SERVICES</b>	<b>\$ 607,274.00</b>	<b>\$ 404,849.34</b>	<b>\$ 115,561.73</b>	<b>\$ 289,287.61</b>	<b>29%</b>	<b>19%</b>
<b>MARKETING &amp; COMMUNICATIONS</b>						
<b>Marketing Expenses</b>	<b>\$ 203,048.00</b>	<b>\$ 135,365.34</b>	<b>\$ 49,351.68</b>	<b>\$ 86,013.66</b>	<b>36%</b>	<b>24%</b>
Contract Services	\$ 124,460.00	\$ 82,973.34	\$ 47,396.55	\$ 35,576.79	57%	38%
Marketing Services	\$ 110,000.00	\$ 73,333.34	\$ 38,502.50	\$ 34,830.84	53%	35%
Website	\$ 14,460.00	\$ 9,640.00	\$ 8,894.05	\$ 745.95	92%	62%
Advertising & Promotions	\$ 75,000.00	\$ 50,000.00	\$ 1,500.00	\$ 48,500.00	3%	2%
Software Licenses	\$ 3,588.00	\$ 2,392.00	\$ 455.13	\$ 86,013.66	36%	13%
<b>TOTAL MARKETING &amp; COMMUNICATIONS</b>	<b>\$ 203,048.00</b>	<b>\$ 135,365.34</b>	<b>\$ 49,351.68</b>	<b>\$ 86,013.66</b>	<b>36%</b>	<b>24%</b>
<b>ADMINISTRATION</b>						
<b>Personnel</b>	<b>\$ 476,375.00</b>	<b>\$ 317,583.34</b>	<b>\$ 161,165.46</b>	<b>\$ 156,417.88</b>	<b>51%</b>	<b>34%</b>
Salary	\$ 335,000.00	\$ 223,333.34	\$ 140,231.38	\$ 83,101.96	63%	42%
1.0 FTE CEO	\$ 210,000.00	\$ 140,000.00	\$ 84,846.70	\$ 55,153.30	61%	40%
1.0 FTE Administrative Assistant	\$ 125,000.00	\$ 83,333.34	\$ 55,384.68	\$ 27,948.66	66%	44%
Incentives	\$ 52,500.00	\$ 35,000.00	\$ -	\$ 35,000.00	0%	0%
Benefits	\$ 36,796.00	\$ 24,530.66	\$ 6,364.62	\$ 18,166.04	26%	17%
Health	\$ 13,770.00	\$ 9,180.00	\$ 6,364.62	\$ 2,815.38	69%	46%
401K Fee	\$ 23,026.00	\$ 15,350.66	\$ -	\$ 15,350.66	0%	0%
Payroll Taxes	\$ 46,119.00	\$ 30,746.00	\$ 12,169.46	\$ 18,576.54	40%	26%
Other-Cell Phone Stipend	\$ 960.00	\$ 640.00	\$ 400.00	\$ 240.00	63%	42%
Other-Car Allowance	\$ -	\$ -	\$ 2,000.00	\$ (2,000.00)	0%	0%
Other - Relocation	\$ 5,000.00	\$ 3,333.34	\$ -	\$ 3,333.34	0%	0%
<b>Administrative Expenses</b>	<b>\$ 346,218.00</b>	<b>\$ 230,812.00</b>	<b>\$ 245,217.73</b>	<b>\$ (14,405.73)</b>	<b>106%</b>	<b>71%</b>
Contract Services	\$ 299,964.00	\$ 199,975.98	\$ 199,089.80	\$ 886.18	100%	66%
Human Resources	\$ 30,000.00	\$ 20,000.00	\$ 2,212.50	\$ 17,787.50	11%	7%
Fiscal	\$ 30,904.00	\$ 20,602.66	\$ 35,630.45	\$ (15,027.79)	173%	115%
Legal	\$ 24,000.00	\$ 16,000.00	\$ 22,346.50	\$ (6,346.50)	140%	93%
Payroll	\$ 6,000.00	\$ 4,000.00	\$ 1,175.60	\$ 2,824.40	29%	20%
Professional Services	\$ 135,000.00	\$ 90,000.00	\$ 98,940.32	\$ (8,940.32)	110%	73%
IT	\$ 4,000.00	\$ 2,666.66	\$ 2,286.43	\$ 380.23	86%	57%
Audit	\$ 10,000.00	\$ 6,666.66	\$ -	\$ 6,666.66	0%	0%
Staffing Services	\$ 60,060.00	\$ 40,040.00	\$ 36,498.00	\$ 3,542.00	91%	61%

Budget Item	FY 22/23 Budget	YTD Budget	Actual YTD Exp	Variance	Expended	
Operating Supplies	\$ 14,777.00	\$ 9,851.34	\$ 5,623.01	\$ 4,228.33	57%	38%
Bank Fees	\$ 500.00	\$ 333.34	\$ 30.00	\$ 303.34	9%	6%
Office supplies	\$ 5,000.00	\$ 3,333.34	\$ 1,945.39	\$ 1,387.95	58%	39%
Licenses	\$ 100.00	\$ 66.66	\$ 71.50	\$ (4.84)	107%	72%
Software Licenses	\$ 3,877.00	\$ 2,584.66	\$ 2,536.16	\$ 48.50	98%	65%
Postage	\$ 300.00	\$ 200.00	\$ -	\$ 200.00	0%	0%
IT (Computers and Hardware)	\$ 5,000.00	\$ 3,333.34	\$ 1,039.96	\$ 2,293.38	31%	21%
Insurance	\$ 11,737.00	\$ 7,824.66	\$ 5,852.11	\$ 1,972.55	75%	50%
Workers Comp	\$ 1,852.00	\$ 1,234.66	\$ 642.88	\$ 591.78	52%	35%
Business Owners Liability & Property	\$ 1,800.00	\$ 1,200.00	\$ 1,216.00	\$ (16.00)	101%	68%
Professional Cyber Liability	\$ 3,085.00	\$ 2,056.66	\$ 2,104.55	\$ (47.89)	102%	68%
Management Liability	\$ 5,000.00	\$ 3,333.34	\$ 1,888.68	\$ 1,444.66	57%	38%
Memberships	\$ 1,600.00	\$ 1,066.66	\$ 1,595.80	\$ (529.14)	150%	100%
Destinations International	\$ 1,600.00	\$ 1,066.66	\$ 1,595.80	\$ (529.14)	150%	100%
Mileage Reimbursement	\$ 500.00	\$ 333.34	\$ -	\$ 333.34	0%	0%
Recruitment	\$ 500.00	\$ 333.34	\$ 11,995.41	\$ (11,662.07)	3599%	2399%
Subscription Services	\$ 17,140.00	\$ 11,426.68	\$ 21,061.60	\$ (9,634.92)	184%	123%
CRM System (Simpleview)	\$ 9,800.00	\$ 6,533.34	\$ 12,174.97	\$ (5,641.63)	186%	124%
CoStar Realty Information	\$ -	\$ -	\$ 1,800.00	\$ (1,800.00)	0%	0%
Annual Subscription	\$ 9,800.00	\$ 6,533.34	\$ 12,174.97	\$ (5,641.63)	186%	124%
Destinations International EIC Subscription	\$ 7,340.00	\$ 4,893.34	\$ 7,086.63	\$ (2,193.29)	145%	97%
<b>TOTAL ADMINISTRATION</b>	<b>\$ 822,593.00</b>	<b>\$ 548,395.34</b>	<b>\$ 406,383.19</b>	<b>\$ 142,012.15</b>	<b>74%</b>	<b>49%</b>
Contingency	\$ 35,239.00	\$ 23,492.66	\$ 1,711.32	\$ 21,781.34	7%	5%
City Administration Fee	\$ 23,429.00	\$ 15,619.34	\$ 31,401.81	\$ (15,782.47)	201%	134%
<b>TOTAL OPERATING BUDGET</b>	<b>\$ 1,691,583.00</b>	<b>\$ 1,127,722.02</b>	<b>\$ 604,409.73</b>	<b>\$ 523,312.29</b>	<b>54%</b>	<b>36%</b>

Silicon Valley/Santa Clara DMO Inc.

Budget vs. Actuals

FY 2022/2023

July 2022 - February 2023

	Annual Budget	YTD Budget	YTD ACTUAL	VARIANCE	EXP YTD	EXP Ann.
<b>FY 2022/23 FUNDING ALLOCATION</b>	<b>\$1,691,583</b>	<b>\$1,127,722</b>	<b>\$604,410</b>	<b>\$523,312</b>	<b>54%</b>	<b>36%</b>
<b>Personnel</b>						
<b>Salary</b>						
CEO	\$210,000	\$140,000	\$84,847	\$55,153	61%	40%
DOS	\$112,500	\$75,000	\$0	\$75,000	0%	0%
SM1	\$97,500	\$65,000	\$40,192	\$24,808	62%	41%
SM2	\$90,000	\$60,000	\$32,355	\$27,645	54%	36%
Admin	\$125,000	\$83,333	\$55,385	\$27,949	66%	44%
<b>Salary</b>	<b>\$635,000</b>	<b>\$423,333</b>	<b>\$212,779</b>	<b>\$210,555</b>	<b>50%</b>	<b>34%</b>
<b>Payroll Taxes</b>						
CEO	\$31,431	\$20,954	\$7,394	\$13,561	35%	24%
DOS	\$16,876	\$11,251	\$0	\$11,251	0%	0%
SM1	\$14,320	\$9,547	\$3,614	\$5,933	38%	25%
SM2	\$13,219	\$8,813	\$2,475	\$6,337	28%	19%
Admin	\$14,688	\$9,792	\$4,776	\$5,016	49%	33%
<b>Payroll Taxes</b>	<b>\$90,534</b>	<b>\$60,356</b>	<b>\$18,258</b>	<b>\$42,098</b>	<b>30%</b>	<b>20%</b>
<b>Employee Benefits</b>						
<b>Health</b>						
Health - CEO	\$6,885	\$4,590	\$2,691	\$1,899	59%	39%
Health - DOS	\$5,164	\$3,443	\$0	\$3,443	0%	0%
Health - SM1	\$6,885	\$4,590	\$2,277	\$2,313	50%	33%
Health - SM2	\$6,885	\$4,590	\$0	\$4,590	0%	0%
Health - Admin	\$6,885	\$4,590	\$3,674	\$916	80%	53%
<b>Health</b>	<b>\$32,704</b>	<b>\$21,803</b>	<b>\$8,641</b>	<b>\$13,162</b>	<b>40%</b>	<b>26%</b>
<b>401K Fee</b>						
401K Fee - CEO	\$11,513	\$7,675	\$0	\$7,675	0%	0%
401K Fee - DOS	\$5,000	\$3,333	\$0	\$3,333	0%	0%
401K Fee - SM1	\$5,000	\$3,333	\$0	\$3,333	0%	0%
401K Fee - SM2	\$5,000	\$3,333	\$0	\$3,333	0%	0%
401K Fee - Admin	\$11,513	\$7,675	\$0	\$7,675	0%	0%
<b>401K Fee</b>	<b>\$38,026</b>	<b>\$25,351</b>	<b>\$0</b>	<b>\$25,351</b>	<b>0%</b>	<b>0%</b>
<b>Employee Benefits</b>	<b>\$70,730</b>	<b>\$47,153</b>	<b>\$8,641</b>	<b>\$38,512</b>	<b>18%</b>	<b>12%</b>
<b>Employee Incentives</b>						
Employee Incentive CEO	\$52,500	\$35,000	\$0	\$35,000	0%	0%
Employee Incentive DOS	\$28,125	\$18,750	\$0	\$18,750	0%	0%
Employee Incentive SM1	\$24,375	\$16,250	\$0	\$16,250	0%	0%
Employee Incentive SM2	\$22,500	\$15,000	\$0	\$15,000	0%	0%
Employee Incentive Admin	\$0	\$0	\$0	\$0	0%	0%
<b>Employee Incentives</b>	<b>\$127,500</b>	<b>\$85,000</b>	<b>\$0</b>	<b>\$85,000</b>	<b>0%</b>	<b>0%</b>

	Annual Budget	YTD Budget	YTD ACTUAL	VARIANCE	EXP YTD	EXP Ann.
<b>Other</b>						
Cell Phone Stipend - CEO	\$480	\$320	\$160	\$160	50%	33%
Cell Phone Stipend - DOS	\$360	\$240	\$0	\$240	0%	0%
Cell Phone Stipend - SM1	\$480	\$320	\$200	\$120	63%	42%
Cell Phone Stipend - SM2	\$480	\$320	\$160	\$160	50%	33%
Cell Phone Stipend - Admin	\$480	\$320	\$240	\$80	75%	50%
Relocation Expense - CSIS	\$3,000	\$2,000	\$0	\$2,000	0%	0%
Relocation Expense - ADMIN	\$5,000	\$3,333	\$0	\$3,333	0%	0%
Car Allowance - CEO	\$0	\$0	\$2,000	(\$2,000)	0%	0%
<b>Other</b>	<b>\$10,280</b>	<b>\$6,853</b>	<b>\$2,760</b>	<b>\$4,093</b>	<b>40%</b>	<b>27%</b>
<b>TOTAL PERSONNEL EXPENSE</b>	<b>\$934,044</b>	<b>\$622,696</b>	<b>\$242,438</b>	<b>\$380,258</b>	<b>39%</b>	<b>26%</b>
<b>PURCHASED GOODS &amp; SERVICES</b>						
<b>Contract Services</b>						
Fiscal Services	\$30,904	\$20,603	\$35,630	(\$15,028)	173%	115%
Legal Services	\$24,000	\$16,000	\$22,347	(\$6,347)	140%	93%
Payroll Services	\$6,000	\$4,000	\$1,176	\$2,824	29%	20%
Audit	\$10,000	\$6,667	\$0	\$6,667	0%	0%
IT	\$4,000	\$2,667	\$2,286	\$380	86%	57%
Professional Services	\$135,000	\$90,000	\$98,940	(\$8,940)	110%	73%
HR Services	\$30,000	\$20,000	\$2,213	\$17,788	11%	7%
Staffing	\$60,060	\$40,040	\$36,498	\$3,542	91%	61%
Marketing	\$110,000	\$73,333	\$38,503	\$34,831	53%	35%
Website	\$14,460	\$9,640	\$8,894	\$746	92%	62%
<b>Contract Services</b>	<b>\$424,424</b>	<b>\$282,949</b>	<b>\$246,486</b>	<b>\$36,463</b>	<b>87%</b>	<b>58%</b>
<b>Operating Supplies</b>						
Banking Fees	\$500	\$333	\$30	\$303	9%	6%
Software Licenses	\$7,465	\$4,977	\$2,991	\$1,985	60%	40%
Postage	\$300	\$200	\$0	\$200	0%	0%
IT	\$5,000	\$3,333	\$1,040	\$2,293	31%	21%
Licenses	\$100	\$67	\$72	(\$5)	107%	72%
Office Supplies	\$5,000	\$3,333	\$1,945	\$1,388	58%	39%
<b>Operating Supplies</b>	<b>\$18,365</b>	<b>\$12,243</b>	<b>\$6,078</b>	<b>\$6,165</b>	<b>50%</b>	<b>33%</b>
<b>Recruitment</b>	<b>\$500</b>	<b>\$333</b>	<b>\$11,995</b>	<b>(\$11,662)</b>	<b>3599%</b>	<b>2399%</b>
<b>Insurance</b>						
Workers Compensation	\$1,852	\$1,235	\$643	\$592	52%	35%
Business Owners Liability & Property	\$1,800	\$1,200	\$1,216	(\$16)	101%	68%
Professional Cyber Liability	\$3,085	\$2,057	\$2,105	(\$48)	102%	68%
Management Liability	\$5,000	\$3,333	\$1,889	\$1,445	57%	38%
<b>Insurance</b>	<b>\$11,737</b>	<b>\$7,825</b>	<b>\$5,852</b>	<b>\$1,973</b>	<b>75%</b>	<b>50%</b>
<b>Memberships</b>						
Industry Related Expense		\$0	\$270	(\$270)	0%	0%
Destinations International	\$1,600	\$1,067	\$1,066	\$1	100%	67%
PCMA	\$1,000	\$667	\$445	\$222	67%	44%
MPI ACE/WEC	\$1,665	\$1,110	\$664	\$446	60%	40%
CALSAE	\$350	\$233	\$420	(\$187)	180%	120%
California Travel Association		\$0	\$150	(\$150)	0%	0%
<b>Memberships</b>	<b>\$4,615</b>	<b>\$3,077</b>	<b>\$3,015</b>	<b>\$62</b>	<b>98%</b>	<b>65%</b>



	Annual Budget	YTD Budget	YTD ACTUAL	VARIANCE	EXP YTD	EXP Ann.
<b>Mileage Reimbursement</b>	\$1,000	\$667	\$55	\$612	8%	5%
<b>Subscription Services</b>						
CRM	\$9,800	\$6,533	\$12,175	(\$5,642)	186%	124%
CVENT	\$13,188	\$12,801	\$16,002	(\$3,201)	125%	121%
Knowland	\$19,202	\$8,792	\$12,089	(\$3,297)	137%	63%
CoStar Realty Information		\$0	\$1,800	(\$1,800)	0%	0%
Destination International EIC Subscription	\$7,340	\$4,893	\$7,087	(\$2,193)	145%	97%
<b>Subscription Services</b>	<b>\$49,530</b>	<b>\$33,020</b>	<b>\$49,152</b>	<b>(\$16,132)</b>	<b>149%</b>	<b>99%</b>
<b>Conferences and Trade Shows</b>						
IMEX North America	\$11,800	\$7,867	\$0	\$7,867	0%	0%
CONNECT Marketplace	\$4,450	\$2,967	\$0	\$2,967	0%	0%
CONNECT Medical/Tech	\$4,450	\$2,967	\$0	\$2,967	0%	0%
Conferences and Trade Shows Other		\$0	\$1,199	(\$1,199)	0%	0%
<b>Conferences and Trade Shows</b>	<b>\$20,700</b>	<b>\$13,800</b>	<b>\$1,199</b>	<b>\$12,601</b>	<b>9%</b>	<b>6%</b>
<b>Business Development</b>	<b>\$50,000</b>	<b>\$33,333</b>	<b>\$1,139</b>	<b>\$32,195</b>	<b>3%</b>	<b>2%</b>
<b>Travel &amp; Entertainment</b>						
CONNECT Medical/Tech	\$2,800	\$1,867	\$0	\$1,867	0%	0%
IMEX North America	\$1,900	\$1,267	\$0	\$1,267	0%	0%
CONNECT Marketplace	\$2,300	\$1,533	\$0	\$1,533	0%	0%
Travel & Entertainment other		\$0	\$1,769	(\$1,769)	0%	0%
<b>Travel &amp; Entertainment</b>	<b>\$7,000</b>	<b>\$4,667</b>	<b>\$1,769</b>	<b>\$2,898</b>	<b>38%</b>	<b>25%</b>
<b>Advertising &amp; Promotion</b>	<b>\$75,000</b>	<b>\$50,000</b>	<b>\$1,500</b>	<b>\$48,500</b>	<b>3%</b>	<b>2%</b>
<b>Support Services</b>						
Client Events	\$28,000	\$18,667	\$0	\$18,667	0%	0%
Virutal Happy Hour	\$2,000	\$1,333	\$0	\$1,333	0%	0%
Client Activations	\$4,000	\$2,667	\$0	\$2,667	0%	0%
Personalized greetings	\$2,000	\$1,333	\$0	\$1,333	0%	0%
Site Visits	\$0	\$0	\$618	(\$618)	0%	0%
<b>Support Services</b>	<b>\$36,000</b>	<b>\$24,000</b>	<b>\$618</b>	<b>\$23,382</b>	<b>3%</b>	<b>2%</b>
<b>TOTAL PURCHASED GOODS &amp; SERVICES EXPENSE</b>	<b>\$698,871</b>	<b>\$465,914</b>	<b>\$328,858</b>	<b>\$137,056</b>	<b>71%</b>	<b>47%</b>
<b>CONTINGENCY</b>	<b>\$35,239</b>	<b>\$23,493</b>	<b>\$1,711</b>	<b>\$21,781</b>	<b>7%</b>	<b>5%</b>
<b>CITY ADMINISTRATIVE FEE</b>	<b>\$23,429</b>	<b>\$15,619</b>	<b>\$31,402</b>	<b>(\$15,782)</b>	<b>201%</b>	<b>134%</b>
<b>TOTAL OPERATING EXPENSES</b>	<b>\$1,691,583</b>	<b>\$1,127,722</b>	<b>\$604,410</b>	<b>\$523,312</b>	<b>54%</b>	<b>36%</b>
<b>SURPLUS(DEFICIT)</b>			<b>\$523,312</b>			



# Silicon Valley/Santa Clara DMO, Inc.

Balance Sheet  
As of February 28, 2023

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1005 City - TID Account	1,763,285.82
1010 Checking-Operating-Wells	327,159.27
1070 Current Year Reserves	678,001.00
<b>Total Bank Accounts</b>	<b>\$2,768,446.09</b>
Accounts Receivable	
13100 TID Receivable	363,376.66
13101 Refunds	0.00
13110 Contributions Receivable	0.00
<b>Total Accounts Receivable</b>	<b>\$363,376.66</b>
Other Current Assets	
14100 Prepaid Expenses	71.50
14110 Prepaid Insurance	6,072.04
14120 Prepaid Annualized Software	14,624.13
14130 Prepaid Memberships	8,766.75
14150 Sales Tax on Purchases	0.00
14200 Employee Benefits	144.90
<b>Total Other Current Assets</b>	<b>\$29,679.32</b>
<b>Total Current Assets</b>	<b>\$3,161,502.07</b>
<b>TOTAL ASSETS</b>	<b>\$3,161,502.07</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
30000 Accounts Payable (A/P)	78,947.69
<b>Total Accounts Payable</b>	<b>\$78,947.69</b>
Other Current Liabilities	
30100 Accrued Expenses	35,687.99
30200 Deferred Revenue	0.00
<b>Total Other Current Liabilities</b>	<b>\$35,687.99</b>
<b>Total Current Liabilities</b>	<b>\$114,635.68</b>
<b>Total Liabilities</b>	<b>\$114,635.68</b>
Equity	
30300 Change in Net Assets	2,015,184.95
Net Income	1,031,681.44
<b>Total Equity</b>	<b>\$3,046,866.39</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$3,161,502.07</b>

**Variiances**

**Personnel Feb 52% YTD 39% Annual 26%**

Ceo Salary -overage of 3% Feb due to higher than expected expense - 61% YTD 40% Annual  
 Employee benefits - CEO SM1 Admin overage due to higher than expected monthly benefit cost  
 Car allowance - no budget for this line item at beginning of fiscal year

**Contract Services Feb 98% YTD 87% Annual 58%**

Fiscal Services - no overage for Feb but on ytd 73% and annual 15% Higher than anticipated expense (tax filing, accounting) 173% YTD 115% Annual  
 Legal Services - 62% Overage in feb higher than anticipated legal expense in Feb aand Q2 140% YTD 93% Annual  
 Professional Services - 36% overage for Feb, 10% YTD Overage 7% annual overage due to higher than anticipated city staffing expenses.  
 Website - 51% overage for onetime fees charged in Feb 92% YTD 62% annual

**Operating Supplies Feb 24% YTD 50% Annual 33%**

Licenses - overage of 7% on annual due to slightly higher ost of license than expected

**Recruitment Feb 23998% YTD 3599% Annual 2399%**

Recruitment - 23898% overage Feb due to 10k DOS recruitment expense expecting more charges in coming months. Only 500 total budget for FY22

**Insurance Feb 76% YTD 84% Annual 42%**

BO Liability Ins - 1%overage YTD Slightly higher thn anticipated expense. 101% YTD 51% Annual  
 Professional Cyber Liability - 4% Annual overage higher than expected renewal 104% YTD 52% Annual

**Memberships Feb 143% YTD 98% Annual 65%**

No Budget for 22/23 CTA (continuing exp) or Industry Related Expense (one time) created the 43% overage in this period

**Subscription Services Feb 103% YTD 149% Annual 99%**

CoStar Realty Info -not included in 22/23 budget  
 YTD and Annual budget variance for Sub Services is due to Adjusting Journal Entry in Aug 2022 based on prepaid expense reconciliation.

**Travel Feb 167% YTD 38% Annual 25%**

No Budget for 22/23 Travel Other  
 Travel expenses are budgeted evenly per month but expenses recorded as incurred resulting in periodic overageof 272%

**City Admin Fee Feb 186% YTD 201% Annual 134%**

Over budget due to higher than anticipated TID receipts.



## REPORT TO THE BOARD OF DIRECTORS

**DATE:** April 20, 2023  
**TO:** Board of Directors  
**FROM:** Christine Lawson, CEO  
**SUBJECT:** STAFF REPORT FOR APRIL 20<sup>TH</sup> DMO BOARD OF DIRECTORS MEETING

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### I. DMO FY 2023/24 ORGANIZATIONAL STRUCTURE – NEW POSITIONS, JOB DESCRIPTIONS AND SALARY RANGES

#### BACKGROUND

The CEO of Discover Santa Clara is making strategic efforts to build the DMO's organizational structure to support current and future key performance indicators (KPIs) and overall exposure for the City and partners. Key roles will be a critical aspect of this process. As part of the FY 2023/24 Budgeting Process, there are two new roles; **Manager, Sales Systems & Strategy** and **a Marketing Coordinator** that are being proposed to support the DMO's growth and on-going success.

#### **AGENDA ITEM #6**

##### **A. DISCUSSION – MANAGER, SALES SYSTEMS & STRATEGY:**

The position of **Manager, Sales Systems & Strategy** has been proposed in the FY 2023/24 budget to begin on September 1, 2023. This role will have oversight of the CRM to ensure proper usage, provide insight into business trends and make recommendations for future strategies. Currently, this is a part-time contractor role through a temp. agency. This is a critical position for the DMO which needs to be a full-time role to continue to expand our overall CRM strategy. We have had great success with the current contractor and this individual is eager to come on full-time with the DMO post their college fellowship completion at the end of August. It will be important that the DMO does not have a gap/business interruption with this position.

#### FINANCIAL IMPACT

Based upon the data gathered from Jones Lang LaSalle (JLL), the salary range for a Manager, Sales Systems & Strategy is between **\$61,000 and \$92,000** plus benefits with the median total compensation of \$82,700. There will not be an incentive plan tied to this position. If approved, the goal is to offer the position to the current contractor so as not to lose any of the institutional knowledge that this individual has acquired over the past year.

The proposed plan as outlined in the FY 2023/24 budget is that for the months of July and August 2023, the CRM role will remain in *Contract Services* under *Temp Staffing Services* while the current contractor completes their college fellowship.

These two months will cost \$25,494. Additionally, we have budgeted \$6,000 to cover a contracted commission of 10% of the current \$60,000 contract owed to the temp agency for hiring their contractor as an FTE. The higher end of the salary range of \$90,000 has been budgeted and with a start date of September 1<sup>st</sup>, the adjusted FTE salary would be \$75,000 plus benefits for the fiscal year. The full cost, based upon contractor rate for two months, temp. agency commission and ten months of an FTE salary are \$106,494.

Role Title	Current 2022/23 FY Budgeted Salary Amount	Market Survey FY 2022/23 Salary Range	Recommended FY 2022/23 Salary Range	Recommended Salary Rate Range Delta
<b>Manager, Sales Systems &amp; Strategy</b>	\$-	\$61,000-\$92,000	61,000 - \$90,000	\$61,000 - \$90,000

**RECOMMENDATION**

The recommendation is for the Board to approve the proposed Manager, Sales Systems & Strategy job description and grant authorization to Discover Santa Clara’s® CEO to offer the full-time position of Manager, Sales Systems & Strategy to the current contractor at a salary not to exceed \$90,000. Should this arrangement not come to fruition the Board would grant the CEO the opportunity to recruit and hire for this role with a base salary compensation not to exceed \$90,000 excluding benefits.

**AGENDA ITEM #7**

**B. DISCUSSION – MARKETING COORDINATOR:**

The position of **Marketing Coordinator** has been proposed in the FY 2023/24 budget to begin on September 1, 2023. With the increase in staffing, direct sales and marketing in the upcoming fiscal year, this position will be vital in assisting the Director of Marketing in reviewing marketing data and strategy, communicating campaign deliverables, and assisting the sales team in managing the organization and execution of tradeshow, conferences, and other events. Starting the role in September vs. the beginning of the FY 2023/24 will give time for the Director of Marketing to get acclimated to the role, understand strategies/needs, and develop a formal marketing calendar.

**FINANCIAL IMPACT**

Based upon the data received from Jones Lang LaSalle (JLL), the salary range for a Marketing Coordinator is between **\$45,000 and \$76,000** plus benefits. For budgeting purposes, \$75,000 was used as the top of the range. With the intent of the position starting in September 2023, the amount of \$62,500 has been built into the budget as the 10-month salary for FY 2023/24. This position has no incentive plan.

Role Title	Current 2022/23 FY Budgeted Salary Amount	Market Survey FY 2022/23 Salary Range	Recommended FY 2022/23 Salary Range	Recommended Salary Rate Range Delta
Marketing Coordinator	\$-	45,000 – 76,000	\$45,000 – 75,000	\$45,000 – 75,000

**RECOMMENDATION**

The recommendation is for the Board to approve the proposed Marketing Coordinator job description and grant authorization to Discover Santa Clara’s® CEO to recruit and hire for this role with a base salary compensation not to exceed \$75,000 excluding benefits.

**AGENDA ITEM #8**

**C. CONVENTION SALES MANAGER:**

**BACKGROUND**

Discover Santa Clara’s® CEO is currently in the process of searching for an additional Convention Sales Manager for the DMO which was accounted for in the FY 2022/23 budget but has not yet been filled.

**DISCUSSION**

Securing talent in today’s market is challenging with the current low unemployment rate, businesses experiencing staffing shortages, and the competitive nature of added concessions being offered (e.g., working from home, sign-on bonuses, and complimentary meals). These factors have forced the DMO to think about how we both attract and retain top talent while also working towards becoming an employer of choice.

**FINANCIAL IMPACT**

As part of this process, the Discover Santa Clara’s® CEO reached out to Jones Lang LaSalle (JLL) to conduct research related to current salary data of two Discover Santa Clara budgeted positions. After reviewing the most recent Destinations International Salary Survey, that includes a variety of DMO’s in California and the West Coast, interviewing Searchwide Global and gaining insight from regional DMO’s about recent recruiting efforts, the following competitive salary range for this position is as follows:

Role Title	Current 2022/23 FY Budgeted Salary Amount	Market Survey FY 2022/23 Salary Range	Recommended FY 2022/23 Salary Range	Recommended Salary Rate Range Delta
Convention Sales Manager	\$90,000 – \$97,500	\$105,000 – \$120,000	\$95,000 – \$120,000	\$5,000 – \$22,500

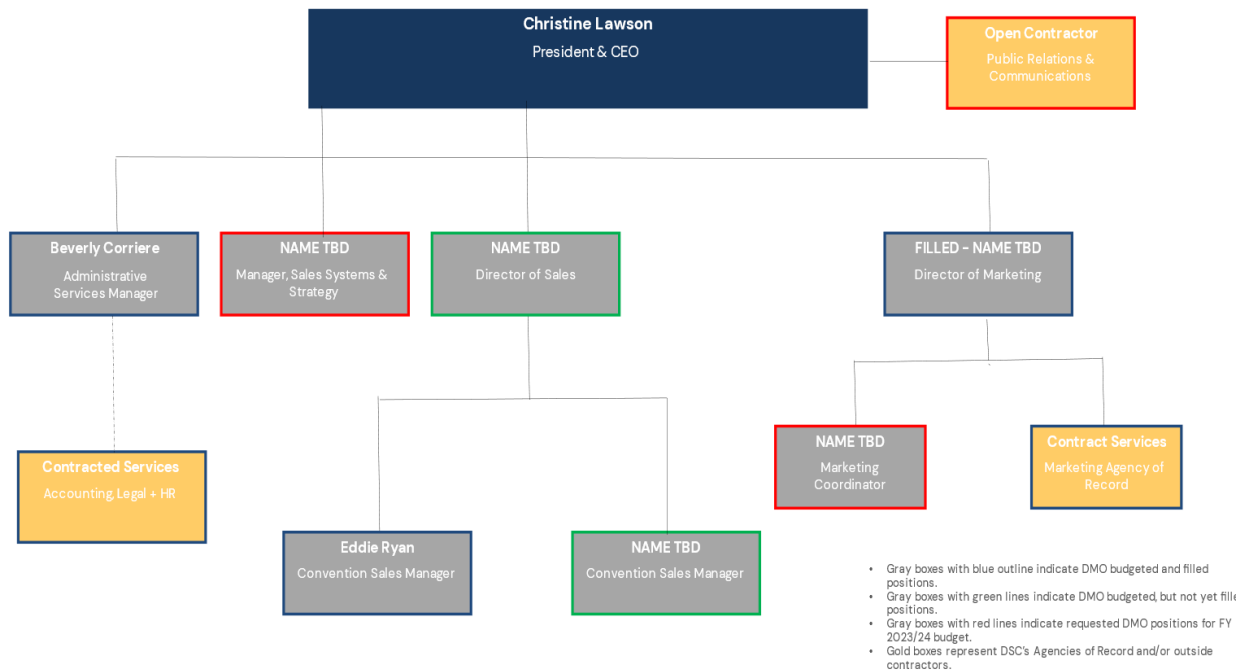
While the market survey conducted as noted above recommends a range of \$105,000 to \$120,000, the goal is to have the low-end of the range be aligned with salaries for current similar positions while moving the higher end of the range from the current fiscal years adopted budget of \$97,500 to \$120,000.

Should we fill the open Convention Sales Manager role in the current fiscal year, the impact to the budget will be negligible based upon a current surplus of funds in addition to budgeting at the high-end of the revised proposed range of \$120,000 in the FY 2023/24 budget.

**RECOMMENDATION**

The recommendation is to approve an adjustment of the proposed salary range for the Convention Sales Manager position of \$95,000 to \$120,000 for recruiting and hiring purposes. CEO to recruit and hire for this role with a base salary compensation not to exceed \$120,000 excluding benefits.

**FY 2023/24 PROPOSED BUDGETED ORGANIZATIONAL STRUCTURE**



**AGENDA ITEM #9**

**II. WE THE CREATIVE MARKETING CONTRACT**

**BACKGROUND**

**We The Creative** is the Marketing Agency of Record for the DMO. For the current fiscal year, we have a contract in the amount of \$110,000 which includes a monthly retainer of \$5,500 (\$66,000 FY) and the remaining \$44,000 allocated for monthly social media campaigns (\$1,500 per month), a sales pitch deck, a one-page sales sheet and tradeshow backdrop and banners. The majority of what was outlined in the scope of work has either been completed or is currently in progress. The current contract expires on April 24, 2023.

**DISCUSSION**

As we look to the remainder of this fiscal year and FY 2023/24, the contract will cover a little over a 14-month period from April 24, 2023 – June 30, 2024 which will enable the DMO to be on a fiscal vs. calendar year contact schedule. These items make up the proposed contract:

- **MONTHLY RETAINER:**
  - \$5,500 per month x 14 months (May 2023 – Jun 2024) = **\$77,000**
- **PRO-RATED RETAINER:** There are six days in April 2023 that will need to be covered in the new contract so the monthly fee of \$5,500 was pro-rated ( $\$5,500/30 = \$183.33$  per day) for a pro-rated retainer amount of **\$1,100.00** ( $\$183.33$  per day x 6 days).  
**TOTAL CONTRACT RETAINER AMOUNT = \$78,100.**
- **MONTHLY MARKETING RETAINER:**
  - Doubled the monthly retainer amount from \$1,500 in the current fiscal year contract to \$3,000 per month x 14 months (May 2023 – June 2024) = **\$42,000**
- **TOTAL CONTRACT PRE-CONTINGENCY FUND = \$120,100**
  - Monthly retainer of \$78,100 + Marketing funds of \$42,000 = \$120,000.
- **CONTINGENCY FUND:**
  - 15% of the total contract amount of \$120,100 for unforeseen marketing needs = **\$18,015**

**TOTAL CONTRACT AMOUNT: = \$138,115**

**FINANCIAL IMPACT**

The total cost of the 14-month-plus agreement is \$138,115. Because we have a budget surplus, we can easily fit the monthly retainer and the extra marketing dollars for May and June of this fiscal year into the existing budget. For FY 2023/24, we've allocated \$66,000 to We The Creative (12 months x \$5,500 monthly fee), and we've deducted \$36,000 from the \$110,000 allocated to Digital Marketing to cover marketing costs (\$3,000 monthly), leaving the DMO with \$74,000 to spend on other marketing initiatives.

**RECOMMENDATION**

Approve and authorize the Chief Executive Officer to negotiate and execute an Agreement with We The Creative for Marketing Services in an amount not to exceed \$138,115.

**AGENDA ITEM #10**

**III. PROPOSED FY 2023/24 KPI's**

**BACKGROUND**

The DMO has a set of Key Performance Indicators (KPIs) in place, some of which are shared with our partners at the Convention Center; OVG and Levy Restaurants. The current fiscal year was



particularly challenging due to inconsistent staffing and the continued impact of the pandemic/economic climate on our business and industry.

Despite these obstacles, we set aggressive goals for the year. Unfortunately, we were not able to achieve these goals. However, we have learned from this experience and have taken a more realistic approach for the upcoming fiscal year. In collaboration with OVG and Levy Restaurants, we have carefully evaluated the current lead volume, market conditions, and the fact that to date, the DMO has only one P1 event on-the-books thanks to the OVG Senior Director of Sales who has been working with this group since July 2022.

While the DMO team will strive to exceed these KPIs, we feel confident that the proposed goals for FY 2023/24 are achievable with a full team and a more accurate reflection of current trends, as we navigate through these unprecedented times and work towards our goals.

**DISCUSSION**

All proposed FY 2023/24 KPI’s reflect a significant reduction from the adopted KPI’s for the current fiscal year to reflect more accurately what we believe to be more realistic goals while still providing a stretch for the DMO sales team with the current economic landscape.

Performance Measures		
	2022/23 Target	2023/24 Target
1. Event Mix (Consumed)		
Percent of P1 Events	2%	.5%
Number of P1 Events	3	1
Percent of P2 Events	4%	1%
Number of P2 Events	6	2
2. Number of Definite Events Booked (Booked in the year for future years)		
Number of P1 Events	5	2
Number of P2 Events	11	4
3. Convention Center Gross Revenue (P1 + P2)	\$2,850,000	\$800,000
4. Number of Room Nights Booked (for future years)	16,438	4,506
5. Number of Room Nights Consumed	9,375	2,253
6. Number of Weeks Impacted (Consumed)	9	2
7. Customer Service Survey Results (Overall satisfaction)	85%	85%
8. Number of Prospects (Active)	300	140

**FINANCIAL IMPACT**

While the DMO will not achieve this fiscal year’s KPI’s, the fiscal impact is specific to the **Convention Center Gross Revenue** and the **Economic Impact** of the proposed P1 and 2 groups for FY 2023/24. The variance between the current fiscal year and proposed FY 2023/24 in **Convention Center Gross Revenue is (\$2.1M) and (\$3.3M) in Economic Impact** as outlined in the chart below.

Silicon Valley/Santa Clara DMO Inc.			
Performance Measures			
	2022/23 Target	2023/24 Target	Variance
<b>1. Event Mix (Consumed)</b>			
Percent of P1 Events	2%	.5%	(1.5%)
Number of P1 Events	3	1	
Percent of P2 Events	4%	1%	(3.0%)
Number of P2 Events	6	2	(4.0)
<b>2. Convention Center Gross Revenue (P1 + P2)</b>	<b>\$2,850,000</b>	<b>\$800,000</b>	<b>(\$2,050,000)</b>
<b>3. Economic Impact (Consumed P1 + P2 events)</b>	<b>\$6,031,943</b>	<b>\$2,745,582</b>	<b>(\$3,286,361)</b>

Title: Manager Sales Technology, Systems & Strategy	Version Number: 1	Page: 1 of 4
	Board Approval Date Target: 4/2023	Author: DSC President & CEO

# Manager Sales Technology, Systems & Strategy

**DRAFT**

**Job Title:** Manager Sales Technology, Systems & Strategy  
**Reports to:** President & CEO  
**Classification:** Full Time, Exempt

## Discover Santa Clara Background

Discover Santa Clara is a destination management organization (DMO) for the city of Santa Clara, CA. and is a private, not for profit, 501C (6) organization with a 13-member board of directors. We have been in place since 2019 and while we have a strong foundation, we are still in a start-up phase and are eager to add team members that want to be part of building a strong, rewarding, highly regarded and productive team.

## Position Summary

We are looking for a strong, high energy, positive, innovative, collaborative manager who is savvy in navigating both the DMO CRM and affiliate sales systems and possesses both strong data gathering capabilities and analytical skills. This role will be to have direct oversight and management responsibility of the Simpleview CRM and will need to be proficient in pulling necessary data from affiliated systems impacting business for the DMO, such as ACT-ON, Knowland, Cvent and Concentrics.

This role will be essential in running data to maintain, execute and evolve the current DMO reporting stack, in addition to working with the CEO, DOS, SCCC Team and TIC Hotel partners to begin to track and measure data that is critical to strategic decision-making to positively impact business for the city. This will involve quality assurance, training support of new/hotel team members in the proper use of the CRM, any system rollouts, enhancements and overall system operational support, report management and the delivering of business solutions and resource allocation by leveraging our technology.

The objective for the Manager Sales Technology, Systems & Strategy, is that they become expert in understanding current business, needs of our partners, market trends and utilizing current/year-over-year data to develop proposed strategies on where we can sales allocate sales and marketing resources to increase exposure and business for the DMO. Ultimately, this role serves as the link between the DMO and its customers to build and strengthen relationships, which ultimately helps increase sales, referrals and repeat business.

Title: Manager Sales Technology, Systems & Strategy	Version Number: 1	Page: 2 of 4
	Board Approval Date Target: 4/2023	Author: DSC President & CEO

## **JOB DUTIES AND RESPONSIBILITIES**

The following is intended as general examples of the duties of this position and are not all-inclusive for specific positions. Other reasonable duties may be assigned.

- Collaborate and engagement with the following entities (key partners) to fulfill all reporting and key initiatives:
  - DMO CEO and DOS
  - The DMO Board of Directors
  - OVG’s sales team and General Manager
  - Levy’s (Center Food & Beverage provider) sales team
  - The City of Santa Clara
  - The Tourism Improvement District (TID) lodging businesses
- Responsible for ensuring that all sales system tools utilized by the team are performing at optimal levels daily to effectively collect customer data.
- Develop, and implement integrated processes and procedures within the department and across the DMO that support sales and marketing efforts and strong customer relationships.
- Supports the DMO sales team and partners in maintaining and developing our Simpleview CRM to ensure accuracy of data. Serves as a liaison between the DMO, Center and Hotel partners regarding sales system needs and issues.
- Creates, conducts, and executes regular training of the DMO CRM (Simpleview), Knowland and Cvent for accuracy and consistency purposes.
- Responsible for pulling data to create monthly, quarterly, and annual DMO reports for the Board and key partners, included but not limited to the monthly activity report, quarterly report, annual report, and fiscal year budget.
- Develops and runs system reports conducts analysis and utilizes data to suggest direct sales, marketing, and additional strategies to drive greater awareness and business to the City.
- Ensures that all sales reports are submitted in a timely manner.
- Creates implements and monitors systems and practices for all DMO sales systems and tools.
- Manages and collaborates with system technology vendors to keep abreast of enhancements, ensuring that we are maximizing resources.
- Works with CEO on marketing campaigns and responsible to work with ACT-ON and Simpleview to prepare lists and systems for successful campaigns.
- Works directly with CEO to examine the outcomes of email and direct mail marketing strategies and suggests different ways to leverage the CRM (Simpleview) database from a geographic location and vertical market segmentation perspective.
- Supports the CEO and DOS in projects to impact exposure and bookings through our sales technology.
- Develop and manage sales program performance, reporting and forecasting system to monitor and track impact, results, and trends.
- Support CEO and DOS with data to help develop annual sales goals.

Title: Manager, Sales Technology & Systems	Version Number: 1	Page: 3 of 4
	Board Approval Date: 4.2023	Author: DSC President & CEO

### **MINIMUM QUALIFICATIONS/EDUCATION AND EXPERIENCE**

- Bachelor's degree.
- Minimum of two (2) years of experience in a hospitality/tourism management sales capacity preferred.
- Minimum of two (2) years of experience in cross discipline collaboration.
- Experience in marketing, sales, automated account management (CRM) systems, budgeting, and business planning.

### **LICENSE**

- Possession of a valid California Class C driver's license is required at the time of appointment and for the duration of employment.

### **OTHER REQUIREMENTS**

- May be opportunity to work remotely and in office. Thrives in fast-paced environment.
- Desire for continued business development and self-improvement.
- Exceptional analytical skills.
- Ability to prioritize and manage multiple projects/responsibilities and people.
- Must be able to work evenings, weekends, as required.
- May require some travel.

### **KNOWLEDGE, SKILLS, AND ABILITIES**

- Prior exposure to the tourism industry, specifically convention markets including customer segmentation and distribution systems preferred.
- Thorough working knowledge of Microsoft Office and Customer Relationship Management (CRM) software (Simpleview experience is a plus).
- Working knowledge of Knowland and Cvent.
- Exceptional analytical and data driven coupled with project management and strategic planning skills.
- Database mining and marketing campaign experience is a plus.
- Excellent communication and public presentation skills.
- Ability to collaborate with a diverse group of individuals and groups.
- Naturally people-oriented and goal oriented.
- Ability to pro-actively problem solve.
- Ability to prioritize and manage multiple projects/responsibilities and people.
- Ability to meet stringent deadlines.
- Ability to think strategically as well as tactically.
- Ability to maintain a positive and professional work attitude and appearance.
- Ability to develop and maintain effective working relationships with peers and colleagues.

### **ESSENTIAL FUNCTIONS:**

- Prolonged periods of sitting at a desk and working on a computer.
- Must be able to lift 15 lbs.
- Must be able to climb stairs and walk inclines to meet with vendors, clients, and customers.
- Must be able to type up to 25 WPM.

<b>Title:</b> Manager, Sales Technology & Systems	<b>Version Number:</b> 1	<b>Page:</b> 4 of 4
	<b>Board Approval Date:</b> 4.2023	<b>Author:</b> DSC President & CEO

Title: Marketing Coordinator	Version Number: 1	Page: 1 of 3
	Board Approval Date: TBA	Author: DSC President & CEO

# Marketing Coordinator

**DRAFT**

## DISCOVER SANTA CLARA BACKGROUND

Discover Santa Clara is a destination management organization (DMO) for the city of Santa Clara, CA. and is a private, not for profit, 501C (6) organization with a 13-member board of directors. We have been in place since 2019 and while we have a strong foundation, we are still in a start-up phase and are eager to add team members that want to be part of building a strong, rewarding, highly regarded and productive team.

## POSITION OVERVIEW

We are looking for a strong, high energy, positive, creative, collaborative manager who can perform under pressure in a fast-paced environment, and is savvy in the assistance, development and implementation of marketing campaigns and strategies. This requires a strong knowledge of general various digital media platforms, the ability to write strong, diverse, and relevant content for the DMO, in addition to being able to analyze and leverage data to secure greater exposure, followers, leads and revenue for the DMO.

The Marketing Coordinator plays a crucial role in supporting the Director of Marketing (DOM) in the promotion and marketing of the Silicon Valley/Santa Clara DMO, Inc. and for Santa Clara as a destination for meetings, conventions, leisure travel, and community events. This individual will report to the DOM and work with other members of the team to execute campaigns and initiatives that drive tourism and economic growth to the City and meet the goals/KPI's of the DMO. This position will have individual goals for campaign exposure/production in addition to key performance targets. The DOM and Marketing Coordinator will collaborate on Santa Clara Convention Center marketing initiatives and events to ensure a cohesive marketing ecosystem. This position will also support the sales team in the organization and execution of tradeshow and client events.

This position collaborates regularly with OVG, Levy Restaurants, the City, members of the SCTID Hotels and the tourism community. All duties assigned will be based on the direction and goals of the Silicon Valley/Santa Clara DMO, Inc., CEO, and its Board of Directors.

## JOB DUTIES AND RESPONSIBILITIES

The following are intended as general examples of the duties of this position and are not all-inclusive for specific positions and are at the direction of the Director of Marketing. Other reasonable duties may be assigned.

- The ability to collaborate and engage with the following entities (key partners) to fulfill marketing initiatives is a vital part of the position:
  - The DMO Board of Directors
  - OVG's sales team and General Manager
  - Levy Restaurants (Center Food & Beverage provider) sales team
  - The City of Santa Clara
  - The Tourism Improvement District (TID) hotels
  - Preferred partners and vendors

Title: Marketing Coordinator	Version Number: 1	Page: 2 of 3
	Board Approval Date: TBA	Author: DSC President & CEO

- Developing and executing marketing campaigns that involves planning and implementing marketing campaigns across a variety of channels, including digital, print, and social media. The Marketing Coordinator will work with the DMO's Marketing Agency and other vendors to create marketing materials such as sales collateral, videos, social media ads, Google Ads, and Email Campaigns.
- Conduct market research to identify target audiences and understand visitor behavior and preferences and draw insights to continually improve the DMO's marketing efforts/ROI. This research may involve collecting and analyzing raw data from surveys, focus groups, the DMO's CRM, and other sources.
- Management of social media accounts to include creating and scheduling posts and engaging with followers and other stakeholders.  
Assistance with organizing and coordinating client events and promotions for the DMO, Convention Center and Levy Restaurants to attract visitors to the destination. This includes, but is not limited to coordinating schedules, pre/post Email and social campaigns for trade shows, client events, familiarization trips, customer focus groups, and community events.
- Tracking and reporting the success of marketing efforts, campaigns and initiatives and providing regular reports to leadership, the DMO, OVG and Levy teams and the Board of Directors. This may involve analyzing web traffic, social media engagement, and other metrics to measure the effectiveness of marketing efforts.
- The ability to think critically and develop long-term marketing plans and strategies that align with the organization's goals and objectives.
- The ability to think creatively (outside the box) and come up with innovative and engaging marketing ideas that will capture the attention of DMO's diverse target audiences.
- Must possess excellent written and verbal communication skills to communicate marketing messages effectively to the target audience and all stakeholders.
- A strong understanding of digital marketing techniques and strategies, including social media marketing, email marketing, and search engine optimization (SEO), is crucial for the Marketing Coordinator position.
- Highly effective project management skills are crucial to coordinate and manage multiple marketing initiatives and campaigns simultaneously.
- The ability to work collaboratively with other team members, vendors, and stakeholders is essential to ensure the success of marketing campaigns.
- Supporting the Marketing Director in establishing and evaluating a marketing strategy and plan by analyzing and assembling sales forecasts, updating calendars, and organizing and planning promotional presentations.
- Communicating campaign deliverables, objectives and timelines to their team while providing instructions for promotion or use.
- Maintaining an inventory and directory of sales support materials making sure all resources are accurate, adhere to the DMO brand standards, and current while coordinating new material creation as needed.
- Continually seeking and researching new sources of prospective customers while providing recommendations to marketing and sales leadership.



Title: Marketing Coordinator	Version Number: 1	Page: 3 of 3
	Board Approval Date: TBA	Author: DSC President & CEO

### **MINIMUM QUALIFICATIONS/EDUCATION AND EXPERIENCE**

- Associate degree in a related field or 2-years college coursework.
- Minimum of three (3) years related experience or an equivalent combination of education and experience.
- Previous experience in a hospitality/tourism marketing capacity preferred.
- Experience in marketing, automated account management (CRM) systems, budgeting, and strategic marketing planning.

### **LICENSE**

- Possession of a valid California Class C driver's license is required at the time of appointment and for the duration of employment.

### **OTHER REQUIREMENTS**

- May be opportunity to work remotely and in office. Thrives in fast-paced environment.
- Desire for continued business development and self-improvement.
- Exceptional communication and analytical skills.
- Ability to prioritize and manage multiple projects/responsibilities and people.
- Must be able to work evenings, weekends, as required.
- May require some travel.

### **KNOWLEDGE, SKILLS, AND ABILITIES**

- Success in this position requires interpersonal skills for frequent interaction with external customers, peers, and stakeholders.
- Develops strong knowledge of DMO partner products and services on an ongoing basis.
- Demonstrated solid proficiency in Microsoft Office Suite 365 with emphasis on PowerPoint.
- Professional demeanor, and the ability to work cooperatively and communicate effectively written and verbal. Ability to build effective consensus within the team.
- Prior experience with a wide range of marketing functions, including communications, advertising, branding, digital marketing, and social media.
- Must be organized and able to multitask several diverse projects and meet tight deadlines.
- Ability to pro-actively problem solve.
- Effective with minimal supervision and guidance.
- Ability to meet stringent deadlines.
- Ability to think strategically as well as tactically.
- Ability to maintain a positive and professional work attitude and appearance.

### **ESSENTIAL FUNCTIONS:**

- Prolonged periods of sitting at a desk and working on a computer.
- Must be able to lift 15 lbs.
- Must be able to climb stairs and walk inclines to meet with vendors, clients, and customers.
- Must be able to type up to 25 WPM.

**PROPOSAL**

Discover Santa Clara: Marketing Retainer

April 14, 2023



**FEES:**

Deliverable	Time Period	Fees	Subtotal
Monthly Retainer	14 Months	\$5,500	\$77,000
Monthly Retainer (prorated)	6 Days	\$188.33 /Day	\$1,100
Monthly Marketing Retainer	14 Months	\$3,000	\$42,000
Total Contract Pre-Contingency			\$120,100
Contingency (15% of the total contract amount for unforeseen marketing needs)			\$18,015
<b>TOTAL</b>			<b>\$138,115</b>

**CHALLENGE:**

Discover Santa Clara (DMO) is a start-up organization responsible for managing and marketing the Santa Clara Convention Center. DMO recently rebranded and would like cohesive marketing and implement marketing strategies that support the DMOs business goals and ongoing destination sales and marketing efforts.

**APPROACH:**

We The Creative (WTC) is proposing a systematic approach to DMO’s marketing needs. WTC shall work with DMO and partners on executing a monthly eblast drip campaign, a minimum of eight social media posts per month, and digital advertising campaigns. Retainer activity includes

1. Content development for agreed-upon marketing activities.
2. Content development and implementation of a content calendar.
3. Eblast content development and sending eblasts to community and clients to general leads which highlight DMO activities including but not limited to public space activation, new technologies, unique event, and destination offerings.
4. Content development for social media posts (LinkedIn, Facebook, Instagram).
5. Management of digital advertising buys and monthly reporting to DMO on activation rates, view rates, etc.
6. Marketing activities shall be on a firm fixed retainer price listed above.
7. A contingency fee has been set forth for unforeseen marketing needs.

**LENGTH OF RELATIONSHIP:**

April 25, 2023, through June 30, 2024

Joven Orozco, President, April 14, 2023



## PROPOSAL

### Discover Santa Clara: Marketing Retainer

April 14, 2023

**WE THE  
CREATIVE**

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#### DELIVERABLES:

##### PPC

- Google Ads
- Create based on our template
- Scheduling
- A/B testing
- Monthly reports

##### Social Media

- LinkedIn, Instagram, Facebook, Twitter
- Minimum 8 posts /month
- Create content and design based on our template
- Scheduling
- A/B testing
- Monthly Analytics per platform

##### Email Marketing

- Act-On
- Minimum of 1/month
- Create content and design based on our template
- Scheduling
- A/B testing
- Monthly Analytics
- Consulting
  - DMO's contact import/send without getting flagged issue
  - Consult on open rate averages

##### Monthly Marketing Retainer

An increase of \$1,500 per month will be added to the existing monthly marketing media budget to increase DMO's reach. The total monthly media buy will be \$3,000 per month beginning May 1, 2023, and will end on June 30, 2024. The performance of this increase will be evaluated on a quarterly basis.

##### Additional Marketing Materials:

Pitch box (customizable IE. Nvidia)

Trade show package (backdrop, banners, table cover, one-sheet, info card, tchotchke ideas)

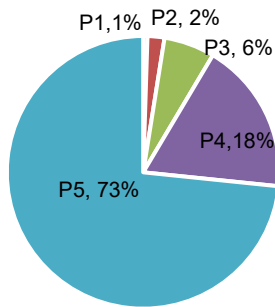


Performance Measures

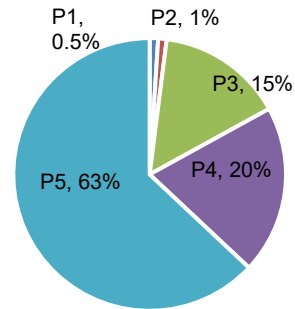
	2022/23 Target	2023/24 Target
1. Event Mix (Consumed)		
Percent of P1 Events <sup>1</sup>	2%	.5%
Number of P1 Events	3	1
Percent of P2 Events <sup>2</sup>	4%	1%
Number of P2 Events	6	2
2. Number of Definite Events Booked (In the year for future years)		
Number of P1 Events	5	2
Number of P2 Events	11	4
3. Convention Center Gross Revenue (P1 + P2)	\$2,850,000	\$800,000
4. Number of Room Nights Booked (For future years)	16,438	4,506
5. Number of Room Nights Consumed	9,375	2,253
6. Number of Weeks Impacted (Consumed)	9	2
7. Customer Service Survey Results (Overall satisfaction)	85%	85%
8. Number of Prospects <sup>3</sup> (Active)	300	140
9. Economic Impact <sup>4</sup> (Consumed P1 + P2 events)	\$6,031,943	\$2,745,582

Santa Clara Convention Center Event Mix

FY 2022/23 (374 Events)



FY 2023/24 (220 Events)



<sup>1</sup> Priority 1 (P1) event – Large multi-day convention and/or conference that utilizes all venue space at the Convention Center, utilizes significant venue services such as food and beverage, audio-visual and information technology, and draws a substantial number of out-of-town visitors that stay in multiple Santa Clara hotels.

<sup>2</sup> Priority 2 (P2) event – Primarily large multi-day convention and/or conference that utilizes most of the venue space at the Convention Center, utilizes venue services such as food and beverage, audio-visual and information technology, and draws out of town visitor that stay in multiple Santa Clara hotels.

<sup>3</sup> A prospect is a potential customer who has been contacted and qualified by the sales team as having desirable criteria for an event in Santa Clara such as: size of event fits in the venue, there is a history of hotel needs that can be provided by Santa Clara hotels, and they have expressed interest in holding an event in Santa Clara.

<sup>4</sup> Economic impact is the amount of additional direct spending that occurs in the community by out of town and local attendees of events at the Convention Center. For example, when Convention Center event attendees come to Santa Clara, they create economic activity through spending on items such as hotels, restaurants, retail stores and visitor attractions.

# DMO Board Meeting

## April 20, 2023

- March Sales Activity Report.
- Staffing Update.
- Marketing Update.



# Sales Activity Report

## March 2023



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**SANTA  
CLARA**®

MARCH 2023  
SALES ACTIVITY RECAP

UPDATED: 04-14-23







## MONTHLY TOTALS BY EVENT PRIORITY TYPE

	P 1 - P 2	P 3	P 4	P 5
Current Active Prospects	50	149	165	362
March	P 1 - P 2	P 3	P 4	P 5
Actively Researching	269	0	0	0
New Prospects	3	7	9	50
New Tentatives	3	4	5	22
New Definites	0	2	2	19



**Silicon Valley/Santa Clara DMO Inc.**  
**P1 + P2 Performance Measures**

	2022/23 Target	YTD	July	August	September	October	November	December	January	February	March
<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	0
Percent of P2 Events	2%										
Number of P2 Events	6	0	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	0
Number of P2 Events	11	1	0	0	0	0	0	0	1	0	0
<b>3. Convention Center Gross Revenue*</b>	<b>\$2,580,000</b>	<b>\$270,000</b>	\$0	\$0	\$0	\$0	\$0	\$0	\$270,000	\$0	\$0
<b>4. Number of Room Night Booked for Future Years**</b>	<b>16,438</b>	<b>750</b>	0	0	0	0	0	0	750	0	0
5. Number of Room Nights Consumed	9,375	0	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	0
7. Customer Service Survey Results	85%		-	-	-	-	-	-	-	-	-
8. Number of Active Prospects	300	50	35	38	51	51	50	49	50	50	50
9. Economic Impact of Consumed P1 & P2 Events	<b>\$6,031,943</b>	<b>\$0</b>	\$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	March
Prospecting Goal - Number of new prospects	50				5	5	5	5	5	5	5
Actual	21	21				7	2	1	2	6	3

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



SCCC	Beg	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total YTD	Month Avg	Annual Avg	3 Year Pace
Researching	151	39	57	20	23	0	0	0	5	0				295	16	192	727
Prospects	31	7	7	6	7	2	1	2	6	3				72	5	54.6667	195

**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	-	1	4	25%

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

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

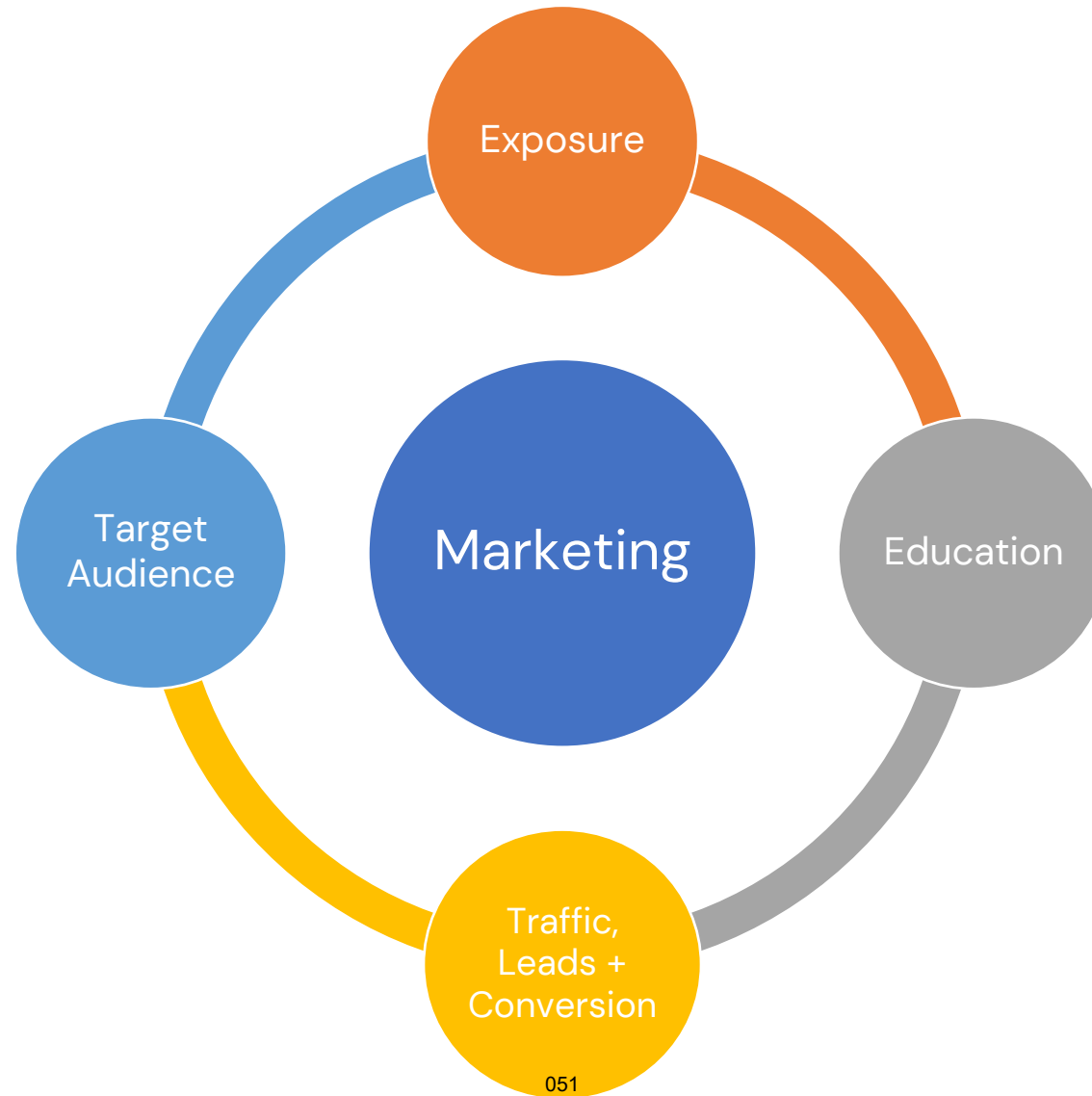
P2 Weekend (150-399 on peak / \$200k-\$399k)



# Staffing Update

- Searchwide Global retained for Director of Sales role.
  - Interviews in progress.
- Director of Marketing role.
  - Starts May 3rd
  - Proposed attendance at May Board Meeting
  - Meetings with the Hotel Teams
- Search for additional Sales Manager in process.

- Continued cadence of social media posts.
- Google Ads campaign in progress.
- Email Platform ACT-ON in process.
  - Email topics have been selected and content is being crafted.
  - Have completed the key CRM processes for ACT-ON
  - Focus on Training
  - Look to launch emails in mid-May.



# Social Media Posts



We cater to the most discerning of foodies—those who crave the best and varied dining experiences, unrivaled service and innovative experiences that sets our events apart from every other. 😊

Build a personalized experience at [discoversantaclara.org](https://discoversantaclara.org)

[#santaclara](#) [#ThinkBigLookForward](#) [#MakeItYours](#) [#conventioncenter](#)  
[#santaclara](#) [#food](#) [#dining](#) [#service](#) [#innovative](#) [#events](#)

## Social Media Post March 17, 2023



## Social Media Post March 19, 2023

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](#) [#ThinkBigLookForward](#) [#MakeItYours](#) [#conventioncenter](#)  
[#santaclara](#) [#eveplace](#) [#location](#)



## Social Media Post March 21, 2023

We're here to help you bring your event to life and add some fun to the agenda.

Our creative partners offer great venues and activities to engage and let off some steam.

Let us make it the best experience for everyone involved. 🧡

Meet our event experts at [discoversantaclara.org](https://discoversantaclara.org)

[#santaclara](#) [#ThinkBigLookForward](#) [#MakeItYours](#) [#events](#) [#involved](#)  
[#eventplanning](#)



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CLARA

### Have you Met our Friends?

- Levi's Stadium
- California's  
Great America
- Top Golf
- Mountain Winery

The graphic features a red background with white and yellow text. On the right side, there is a photograph of a red carpet event at a stadium, with people walking and stanchions. The Discover Santa Clara logo is in the top right corner. A small yellow sun icon is in the bottom right corner.



# Social Media Post

## March 25, 2023

We're ready if you are. Come discover the next era of imaginative and hand-crafted events in Santa Clara. 🤖

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

[#santaclara](#) [#discover](#) [#discoversantaclara](#) [#exceptional](#) [#imagination](#) [#legendary](#) [#event](#) [#nextera](#)



**Discover**  
**the next era of**  
**legendary events.**

DISCOVER  
SANTA  
CLARA

## Social Media Post March 27, 2023

Discover Santa Clara is known for being a place of audacious innovation, where trailblazers dare to discover.

We'll think differently to create an unforgettable event. 🤝

Meet our event experts at [discoversantaclara.org](https://discoversantaclara.org)

[#santaclara](#) [#trailblazers](#) [#think](#) [#events](#) [#innovation](#) [#discoversantaclara](#)



# Where trailblazers dare to discover.



DISCOVER  
**SANTA  
CLARA**

**Thank you**

# Appendix

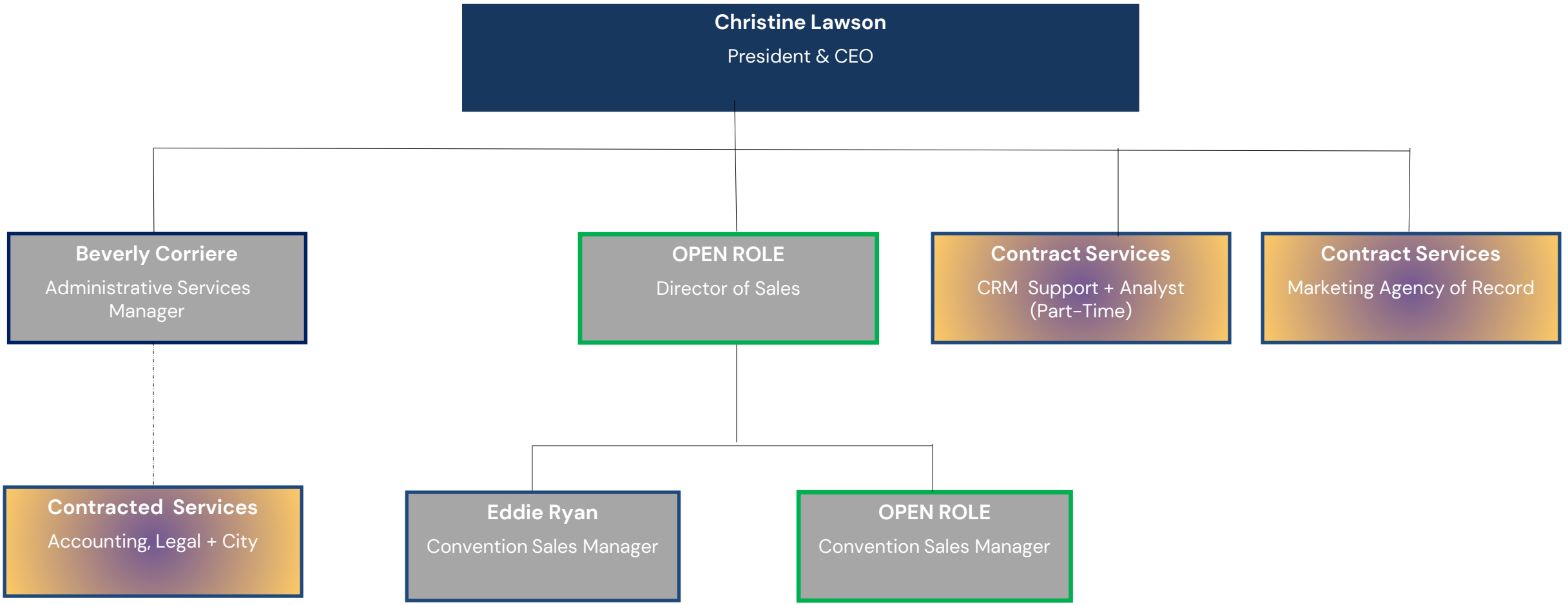
# Discover Santa Clara® Organizational Structure Evolution

Christine Lawson  
April 2023



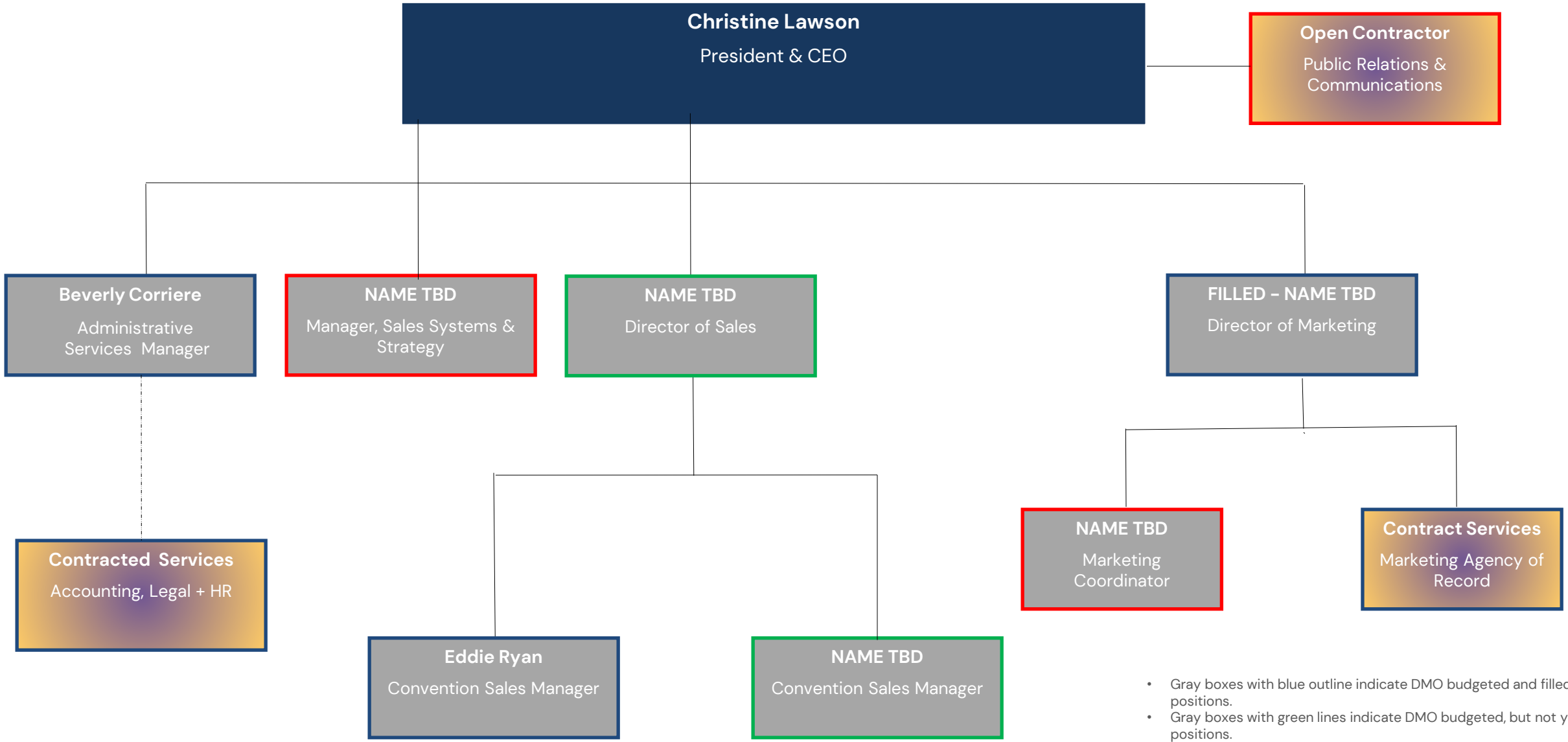


# FY 2022/23 ADOPTED BUDGETED ORGANIZATIONAL STRUCTURE



- Gray boxes indicate DMO adopted budgeted positions.
- Green lines indicate adopted budgeted positions unfilled as of 3/31/2023
- Gold boxes represent DMO's Agencies of Record and/or outside contractors

# FY 2023/24 PROPOSED BUDGETED ORGANIZATIONAL STRUCTURE



- Gray boxes with blue outline indicate DMO budgeted and filled positions.
- Gray boxes with green lines indicate DMO budgeted, but not yet filled positions.
- Gray boxes with red lines indicate requested DMO positions for FY 2023/24 budget.
- Gold boxes represent DSC's Agencies of Record and/or outside contractors.

# ROLE OVERVIEW + DELIVERABLES

## Manager, Sales Systems + Strategy

- Responsible for ensuring that all sales system tools utilized by the team are performing at optimal levels daily to effectively collect customer data.
- Develop, and implement integrated processes and procedures within the department and across the DMO that support sales and marketing efforts and strong customer relationships.
- Supports the DMO sales team and partners in maintaining and developing our Simpleview CRM to ensure accuracy of data. Serves as a liaison between the DMO, Center and Hotel partners regarding sales system needs and issues.
- Creates, conducts, and executes regular training of the DMO CRM (Simpleview), Knowland and Cvent for accuracy and consistency purposes.
- Responsible for pulling data to create monthly, quarterly, and annual DMO reports for the Board and key partners, included but not limited to the monthly activity report, quarterly report, annual report, and fiscal year budget.
- Develops and runs system reports conducts analysis and utilizes data to suggest direct sales, marketing, and additional strategies to drive greater awareness and business to the City.
- Ensures that all sales reports are submitted in a timely manner.
- Creates implements and monitors systems and practices for all DMO sales systems and tools.
- Manages and collaborates with system technology vendors to keep abreast of enhancements, ensuring that we are maximizing resources.

# ROLE OVERVIEW + DELIVERABLES

## Director of Marketing

- Development of annual marketing plan, KPI's and strategy.
- Leading and overseeing the day-to-day marketing needs for the DMO.
- Oversight of the Marketing Agency of Record.
- Management of social media strategy and content.
- Performing market research to identify trends.
- Gaining knowledge of competitors' marketing initiatives.
- Creating and executing overall marketing strategies to create awareness for the city of Santa Clara, and our partners.
- Creating and overseeing the annual marketing plan.
- Creating and overseeing annual marketing budget and allocating resources.
- Organizing promotional events.
- Executing the launch of new events + initiatives.
- Representing the DMO and forming strategic partnerships with media, and supporting public relations
- Producing quality online content and managing the company's publications.

# ROLE OVERVIEW + DELIVERABLES

## Marketing Coordinator

- Conducting research to analyze competitive landscape, market trends and customer behavior and preparing reports by collecting, summarizing and analyzing data.
- Supporting the Marketing Director in establishing and evaluating a marketing strategy and plan by analyzing and assembling sales forecasts, updating calendars and organizing and planning promotional presentations.
- Supporting the Marketing Director in creation of needed marketing content.
- Communicating campaign deliverables, objectives and timelines to their team while providing instructions for promotion or use.
- Planning and managing trade shows, conferences, events and meetings by identifying, coordinating and assembling requirements, developing assignments and schedules, coordinating mailing lists and establishing contacts.
- Maintaining an inventory and directory of sales support materials making sure all resources are accurate and current while coordinating new material creation as needed.
- Continually seeking and researching new sources of prospective customers while providing recommendations to marketing and sales leadership.

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CLARA**®

MARCH 2023  
SALES ACTIVITY RECAP

UPDATED: 04-14-23





## MONTHLY TOTALS BY EVENT PRIORITY TYPE

	P 1 - P 2	P 3	P 4	P 5
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Actively Researching	269	0	0	0
New Prospects	3	7	9	50
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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	March
1. Consumed Event Mix											
Percent of P1 Events	1%										
Number of P1 Events	3	0	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	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	0
Number of P2 Events	11	1	0	0	0	0	0	0	1	0	0
3. Convention Center Gross Revenue*	\$2,580,000	\$270,000	\$0	\$0	\$0	\$0	\$0	\$0	\$270,000	\$0	\$0
4. Number of Room Night Booked for Future Years**	16,438	750	0	0	0	0	0	0	750	0	0
5. Number of Room Nights Consumed	9,375	0	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	0
7. Customer Service Survey Results	85%		-	-	-	-	-	-	-	-	-
8. Number of Active Prospects	300	50	35	38	51	51	50	49	50	50	50
9. Economic Impact of Consumed P1 & P2 Events	\$6,031,943	\$0	\$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	March
Prospecting Goal - Number of new prospects	50				5	5	5	5	5	5	5
Actual	21	21				7	2	1	2	6	3

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





SCCC	Beg	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total YTD	Month Avg	Annual Avg	3 Year Pace
Researching	151	39	57	20	23	0	0	0	5	0				295	16	192	727
Prospects	31	7	7	6	7	2	1	2	6	3				72	5	54.6667	195

### 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	-	1	4	25%

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

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

### Glossary of Terms & Definitions:

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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 Mid-Week (800+ on Peak / \$600k+)	2	8785	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	3030	\$4,525,674.42
P2 Weekend (150-399 on peak / \$200k-\$399k)	1	1230	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	400	\$632,367.76
P3 Mid-Week: (100-599 on peak / \$150k-\$249k)	4	1808	\$806,050.00	\$183,000.00	\$50,000.00	\$500,000.00	\$123,000.00	\$0.00	7100	\$2,424,470.12
P3 Weekend: (50-149 on peak+ \$100k-\$199k)	3	500	\$253,548.00	\$96,000.00	\$1,264.34	\$166,928.00	\$7,577.05	\$1,759.75	9800	\$1,739,255.32
P4 Mid-Week: (<100 on peak + \$50k-\$149k)	5	2135	\$599,245.00	\$290,000.00	\$126,000.00	\$395,000.00	\$33,000.00	\$0.00	10300	\$3,030,922.36
P4 Weekend: (<50 on peak + \$50k-\$99k)	4	610	\$274,696.00	\$175,176.00	\$15,000.00	\$95,000.00	\$9,500.00	\$0.00	11650	\$2,174,746.10
P5 Mid-Week: (0 on peak + \$15k-\$49k)	21	2759	\$698,888.00	\$283,854.00	\$27,500.00	\$474,024.94	\$28,800.00	\$0.00	14938	\$3,114,904.04
P5 Social: (0 on peak+ \$10k - \$49k)	2	10	\$46,438.00	\$3,438.20	\$0.00	\$43,000.00	\$0.00	\$0.00	750	\$107,436.04
P5 Weekend: (0 on peak + \$10k - \$49k)	27	1220	\$308,552.00	\$184,590.00	\$4,400.00	\$90,787.90	\$22,123.20	\$6,652.00	26102	\$2,993,206.57
<b>Grand Totals</b>	<b>69</b>	<b>19057</b>	<b>\$2,987,417.00</b>	<b>\$1,216,058.20</b>	<b>\$224,164.34</b>	<b>\$1,764,740.84</b>	<b>\$224,000.25</b>	<b>\$8,411.75</b>	<b>84070</b>	<b>\$20,742,982.73</b>

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

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Prospect Date	Size	Market Segment	EEI Type	EEI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue	Organization Credit
1513	13777	07/31/2023	945	2745	1000	03/17/2023	P1 Mid-Week (800+ on Peak / \$600k+)		EIC Tag: Tentative	\$1,149,817.50	\$0.00						
1681	13822	08/11/2023	1925	6040	2030	03/31/2023	P1 Mid-Week (800+ on Peak / \$600k+)		EIC Tag: Tentative	\$3,375,856.92	\$0.00						

**Size: P1 Mid-Week (800+ on Peak / \$600k+) - Subtotal: Total Leads = 2, Requested Rooms = 8785, 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 = 3030, EEI Value = \$4,525,674.42**

**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
6461	13776	09/07/2025	362	1230	400	03/17/2023	P2 Weekend (150-399 on peak / \$200k-\$399k)	CORPORATE	EIC Tag: Tentative	\$632,367.76	\$0.00						

**Size: P2 Weekend (150-399 on peak / \$200k-\$399k) - Subtotal: Total Leads = 1, Requested Rooms = 1230, 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 = 400, EEI Value = \$632,367.76**

**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	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet	Audio Visual	Misc Revenue	Organization Credit
										070							

										Building Spend	Cost					
8060	13768	11/13/2023	100	250	1000	03/15/2023	P3 Mid-Week: (100-599 on peak / \$150k-\$249k)	CORPORATE	EIC Tag: Tentative	\$397,931.45	\$193,000.00	\$150,000.00	\$23,000.00	\$10,000.00	\$10,000.00	Levy
5446	13774	10/29/2023	100	175	3000	03/17/2023	P3 Mid-Week: (100-599 on peak / \$150k-\$249k)	CORPORATE	EIC Tag: Tentative	\$571,842.04	\$165,000.00	\$100,000.00	\$50,000.00	\$10,000.00	\$5,000.00	Spectra
4178	13805	02/01/2025	301	833	2500	03/28/2023	P3 Mid-Week: (100-599 on peak / \$150k-\$249k)	ASSOCIATION	EIC Tag: Tentative	\$976,075.15	\$178,050.00	\$50,000.00	\$60,000.00	\$20,000.00	\$98,000.00	Spectra
1617	13815	04/26/2024	145	550	600	03/28/2023	P3 Mid-Week: (100-599 on peak / \$150k-\$249k)	ASSOCIATION	EIC Tag: Tentative	\$478,621.48	\$270,000.00	\$200,000.00	\$50,000.00	\$10,000.00	\$10,000.00	Levy

**Size: P3 Mid-Week: (100-599 on peak / \$150k-\$249k) - Subtotal: Total Leads = 4, Requested Rooms = 1808, Overall Projected Building Spend = \$806,050.00, Total SCCC Rental Cost = \$183,000.00, Total SCCC Internet Cost = \$50,000.00, Total F/B Cost = \$500,000.00, Total Audio Visual = \$123,000.00, Total Misc Revenue = \$0.00, Show Attendees = 7100, EEI Value = \$2,424,470.12**

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

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Prospect Date	Size	Market Segment	EIC Type	EEI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue	Organization Credit
4966	13762	12/01/2023	50	60	800	03/13/2023	P3 Weekend: (50-149 on peak+ \$100k-\$199K)	SOCIAL EVENT	EIC Tag: Booked	\$205,282.58	\$123,000.00	\$120,000.00	\$1,000.00	\$1,000.00	\$1,000.00		Levy
54	13801	01/04/2024	200	440	4000	03/28/2023	P3 Weekend: (50-149 on peak+ \$100k-\$199K)	SPORTS & ATHLETICS	EIC Tag: Tentative	\$577,007.51	\$55,020.00	\$20,000.00	\$55,000.00	\$0.00	\$0.00		Spectra
323	13814	07/18/2024	0	0	5000	03/28/2023	P3 Weekend: (50-149 on peak+ \$100k-\$199K)	SO - SMERF/HOBBY/VOCATIONAL	EIC Tag: Tentative	\$956,965.23	\$75,528.00	\$26,928.00	\$40,000.00	\$264.34	\$6,577.05	\$1,759.75	Spectra

**Size: P3 Weekend: (50-149 on peak+ \$100k-\$199K) - Subtotal: Total Leads = 3, Requested Rooms = 500, Overall Projected Building Spend = \$253,548.00, Total SCCC Rental Cost = \$96,000.00, Total SCCC Internet Cost = \$1,264.34, Total F/B Cost = \$166,928.00, Total Audio Visual = \$7,577.05, Total Misc Revenue = \$1,759.75, Show Attendees = 9800, EEI Value = \$1,739,255.32**

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

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Prospect Date	Size	Market Segment	EIC Type	EEI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue	Organization Credit
8054	13756	01/16/2024	250	775	800	03/07/2023	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	CORPORATE	EIC Tag: Booked	\$514,568.78	\$153,000.00	\$100,000.00	\$50,000.00	\$500.00	\$2,500.00		Spectra
8057	13759	10/31/2023	100	250	300	03/09/2023	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	EDUCATIONAL	EIC Tag: Tentative	\$250,830.11	\$122,500.00	\$50,000.00	\$60,000.00	\$10,000.00	\$2,500.00		Spectra
4843	13800	04/06/2024	140	760	2500	03/28/2023	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	CORPORATE	EIC Tag: Tentative	\$803,664.75	\$140,045.00	\$45,000.00	\$55,000.00	\$85,000.00	\$0.00		Spectra
5326	13802	02/26/2024	175	245	5000	03/28/2023	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	CORPORATE	EIC Tag: Tentative	\$904,807.70	\$82,550.00	\$50,000.00	\$55,000.00	\$2,500.00	\$25,000.00		Spectra
3806	13807	04/21/2024	50	105	1700	03/28/2023	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	CORPORATE	EIC Tag: Tentative	\$557,051.02	\$101,150.00	\$150,000.00	\$70,000.00	\$28,000.00	\$3,000.00		Spectra

**Size: P4 Mid-Week: (<100 on peak + \$50k-\$149K) - Subtotal: Total Leads = 5, Requested Rooms = 2135, Overall Projected Building Spend = \$599,245.00, Total SCCC Rental Cost = \$290,000.00, Total SCCC Internet Cost = \$126,000.00, Total F/B Cost = \$395,000.00, Total Audio Visual = \$33,000.00, Total Misc Revenue = \$0.00, Show Attendees = 10300, EEI Value = \$3,030,922.36**

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

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Prospect Date	Size	Market Segment	EEI Type	EEI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue	Organization Credit
8058	13760	05/29/2024	110	305	2000	03/09/2023	P4 Weekend: (<50 on peak + \$50k-\$99K)	SPORTS & ATHLETICS	EIC Tag: Tentative	\$330,468.16	\$70,000.00	\$5,000.00	\$50,000.00	\$10,000.00	\$5,000.00		Spectra
5182	13778	10/07/2023	5	5	450	03/20/2023	P4 Weekend: (<50 on peak + \$50k-\$99K)	ASSOCIATION	EIC Tag: Tentative	\$77,644.34	\$40,020.00	\$30,000.00	\$9,020.00		\$1,000.00		Levy
8062	13780	07/22/2023	30	60	1200	03/20/2023	P4 Weekend: (<50 on peak + \$50k-\$99K)	ASSOCIATION	EIC Tag: Tentative	\$217,328.07	\$59,156.00	\$40,000.00	\$17,156.00	\$1,000.00	\$1,000.00		Levy
5085	13806	02/12/2024	30	240	8000	03/28/2023	P4 Weekend: (<50 on peak + \$50k-\$99K)	ASSOCIATION	EIC Tag: Tentative	\$1,549,305.53	\$105,520.00	\$20,000.00	\$99,000.00	\$4,000.00	\$2,500.00		Spectra

**Size: P4 Weekend: (<50 on peak + \$50k-\$99K) - Subtotal: Total Leads = 4, Requested Rooms = 610, Overall Projected Building Spend = \$274,696.00, Total SCCC Rental Cost = \$175,176.00, Total SCCC Internet Cost = \$15,000.00, Total F/B Cost = \$95,000.00, Total Audio Visual = \$9,500.00, Total Misc Revenue = \$0.00, Show Attendees = 11650, EEI Value = \$2,174,746.10**

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

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Prospect Date	Size	Market Segment	EEI Type	EEI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue	Organization Credit
5246	13754	03/24/2025	300	1190	750	03/01/2023	P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	EIC Tag: Booked	\$384,660.71	\$10,608.00	\$0.00	\$10,608.00	\$0.00	\$0.00		Spectra
2645	13755	07/25/2023	0	0	120	03/03/2023	P5 Mid-Week: (0 on peak + \$15k-\$49K)	EDUCATIONAL	EIC Tag: Booked	\$22,165.93	\$12,480.00	\$10,316.94	\$2,164.00	\$0.00	\$0.00		Spectra
8055	13757	04/20/2023	0	0	500	03/07/2023	P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	EIC Tag: Tentative	\$76,263.20	\$34,120.00	\$20,000.00	\$12,120.00	\$1,000.00	\$1,000.00		Levy
8056	13758	10/22/2023	20	44	200	03/07/2023	P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	EIC Tag: Tentative	\$57,205.98	\$28,546.00	\$20,000.00	\$6,546.00	\$1,000.00	\$1,000.00		Levy
8059	13761	03/31/2023	0	0	120	03/13/2023	P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	EIC Tag: Tentative	\$20,305.69	\$11,050.00	\$8,000.00	\$1,050.00	\$1,000.00	\$1,000.00		Levy
5246	13765	07/09/2025	250	1000	500	03/14/2023	P5 Mid-Week: (0 on peak + \$15k-\$49K)	SPORTS & ATHLETICS	EIC Tag: Booked	\$293,890.97	\$10,270.00	\$0.00	\$10,270.00	\$0.00	\$0.00		Spectra
383	13767	10/16/2023	0	0	8	03/15/2023	P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	EIC Tag: Tentative	\$5,404.44	\$4,702.00	\$3,000.00	\$1,202.00	\$0.00	\$500.00		Levy
2895	13769	11/11/2023	20	65	500	03/15/2023	P5 Mid-Week: (0 on	CORPORATE	EIC Tag: Tentative	\$228,192.60	\$165,000.00	\$120,000.00	\$25,000.00	\$10,000.00	\$10,000.00		Levy

1742	13770	10/30/2023	115	285	200	03/16/2023	peak + \$15k-\$49K) P5 Mid-Week: (0 on peak + \$15k-\$49K)	ASSOCIATION	EIC Tag: Tentative	\$159,161.13	\$31,472.00	\$25,000.00	\$4,472.00	\$1,000.00	\$1,000.00	Levy
5155	13771	09/10/2023	20	60	2500	03/16/2023	peak + \$15k-\$49K) P5 Mid-Week: (0 on peak + \$15k-\$49K)	ASSOCIATION	EIC Tag: Booked	\$383,285.77	\$30,530.00	\$6,000.00	\$24,530.00	\$0.00	\$0.00	Levy
8063	13781	06/07/2023	0	0	400	03/20/2023	peak + \$15k-\$49K) P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	EIC Tag: Tentative	\$38,686.97	\$7,834.00	\$2,500.00	\$2,334.00	\$500.00	\$2,500.00	Spectra
3861	13783	10/16/2023	50	50	540	03/22/2023	peak + \$15k-\$49K) P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	EIC Tag: Tentative	\$93,230.19	\$29,714.00	\$20,000.00	\$7,714.00	\$1,000.00	\$1,000.00	Levy
6496	13785	06/28/2023	0	0	2000	03/23/2023	peak + \$15k-\$49K) P5 Mid-Week: (0 on peak + \$15k-\$49K)		EIC Tag: Tentative	\$218,036.70	\$11,015.00	\$11,000.00	\$15,405.00	\$0.00	\$0.00	Spectra
8066	13789	10/26/2023	0	0	200	03/24/2023	peak + \$15k-\$49K) P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	EIC Tag: Booked	\$33,817.48	\$18,391.00	\$15,708.00	\$1,683.00	\$500.00	\$500.00	Spectra
8068	13794	03/28/2023	0	0	500	03/28/2023	peak + \$15k-\$49K) P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	EIC Tag: Tentative	\$53,190.45	\$12,836.00	\$2,500.00	\$9,336.00	\$500.00	\$500.00	Spectra
2682	13795	08/01/2023	0	0	2500	03/28/2023	peak + \$15k-\$49K) P5 Mid-Week: (0 on peak + \$15k-\$49K)		EIC Tag: Tentative	\$272,431.13	\$20,540.00	\$0.00	\$20,540.00	\$0.00	\$0.00	Spectra
1272	13796	05/15/2023	0	0	200	03/28/2023	peak + \$15k-\$49K) P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	EIC Tag: Tentative	\$38,723.48	\$21,866.00	\$5,000.00	\$15,866.00	\$500.00	\$500.00	Spectra
8069	13803	07/15/2024	0	0	1500	03/28/2023	peak + \$15k-\$49K) P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	EIC Tag: Tentative	\$256,586.70	\$27,600.00	\$100,000.00	\$20,000.00	\$5,000.00	\$2,500.00	Spectra
8071	13809	04/25/2023	0	0	300	03/28/2023	peak + \$15k-\$49K) P5 Mid-Week: (0 on peak + \$15k-\$49K)	GOVERNMENT	EIC Tag: Tentative	\$25,255.23	\$2,116.00	\$0.00	\$816.00	\$0.00	\$1,300.00	Spectra
4738	13816	11/25/2024	0	0	800	03/28/2023	peak + \$15k-\$49K) P5 Mid-Week: (0 on peak + \$15k-\$49K)	ASSOCIATION	EIC Tag: Tentative	\$194,375.24	\$76,198.00	\$5,000.00	\$70,198.00	\$500.00	\$500.00	Spectra
8075	13818	02/05/2024	50	65	600	03/29/2023	peak + \$15k-\$49K) P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	EIC Tag: Tentative	\$260,034.05	\$132,000.00	\$100,000.00	\$22,000.00	\$5,000.00	\$5,000.00	Levy

**Size: P5 Mid-Week: (0 on peak + \$15k-\$49K) - Subtotal: Total Leads = 21, Requested Rooms = 2759, Overall Projected Building Spend = \$698,888.00, Total SCCC Rental Cost = \$283,854.00, Total SCCC Internet Cost = \$27,500.00, Total F/B Cost = \$474,024.94, Total Audio Visual = \$28,800.00, Total Misc Revenue = \$0.00, Show Attendees = 14938, EEI Value = \$3,114,904.04**

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

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Prospect Date	Size	Market Segment	EEI Type	EEI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue	Organization Credit
5355	13782	03/08/2024	10	10	250	03/22/2023	P5 Social: (0 on peak+ \$10k - \$49k)	SOCIAL EVENT	EIC Tag: Tentative	\$42,836.13	\$20,404.00	\$20,000.00	\$404.00	\$0.00	\$0.00		Levy
1232	13808	04/30/2023	0	0	500	03/28/2023	P5 Social: (0 on peak+ \$10k - \$49k)	NONPROFIT	EIC Tag: Booked	\$64,599.91	\$26,034.00	\$23,000.00	\$3,034.20	\$0.00	\$0.00		Levy

peak+  
\$10k -  
\$49k)

**Size: P5 Social: (0 on peak+ \$10k - \$49k) - Subtotal: Total Leads = 2, Requested Rooms = 10, Overall Projected Building Spend = \$46,438.00, Total SCCC Rental Cost = \$3,438.20, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$43,000.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$0.00, Show Attendees = 750, EEI Value = \$107,436.04**

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

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Prospect Date	Size	Market Segment	EEI Type	EEI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue	Organization Credit
3411	13763	06/23/2023	10	30	2000	03/14/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	ASSOCIATION	EIC Tag: Tentative	\$215,307.48	\$16,270.00	\$5,000.00	\$10,270.00	\$500.00	\$500.00		Spectra
5246	13764	10/13/2023	100	250	300	03/14/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	EIC Tag: Booked	\$77,647.32	\$7,578.00	\$0.00	\$7,578.00	\$0.00	\$0.00		Spectra
5246	13766	10/20/2023	100	250	300	03/14/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	EIC Tag: Booked	\$88,069.79	\$7,578.00	\$0.00	\$7,578.00	\$0.00	\$0.00		Spectra
8061	13772	05/26/2023	26	78	150	03/17/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	EIC Tag: Tentative	\$53,671.50	\$10,850.00	\$2,500.00	\$7,350.00	\$500.00	\$500.00		Spectra
4776	13773	02/23/2024	75	150	1000	03/17/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	EIC Tag: Tentative	\$147,983.51	\$26,139.00	\$5,179.80	\$14,938.00	\$0.00	\$0.00	\$6,022.00	Spectra
5384	13775	04/16/2023	0	0	800	03/17/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	EIC Tag: Booked	\$69,440.94	\$7,735.00	\$1,600.00	\$5,135.00	\$500.00	\$500.00		Spectra
6862	13779	07/14/2023	0	0	500	03/20/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	EIC Tag: Booked	\$46,260.45	\$5,906.00	\$0.00	\$3,606.00	\$400.00	\$1,900.00		Spectra
6619	13784	11/02/2023	0	0	500	03/23/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	NONPROFIT	EIC Tag: Booked	\$61,541.81	\$22,976.00	\$18,008.10	\$3,968.00	\$0.00	\$1,000.00		Levy
5440	13786	10/21/2023	15	25	500	03/23/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	RELIGIOUS	EIC Tag: Tentative	\$47,789.96	\$2,404.00	\$0.00	\$2,404.00	\$0.00	\$0.00		Spectra
8064	13787	08/20/2023	0	0	600	03/23/2023	P5 Weekend: (0 on peak + \$10k - \$49k)		EIC Tag: Tentative	\$59,564.67	\$3,063.00	\$500.00	\$1,563.00	\$500.00	\$500.00		Spectra
3104	13788	07/25/2024	75	405	200	03/23/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	EIC Tag: Tentative	\$173,551.01	\$15,864.00	\$500.00	\$13,864.00	\$500.00	\$1,000.00		Spectra
5384	13790	05/21/2023	0	0	800	03/24/2023	P5 Weekend: (0 on peak	CORPORATE	EIC Tag: Booked	\$68,340.94	\$6,635.00	\$500.00	\$5,135.00	\$500.00	\$500.00		Spectra

5284	13791	06/09/2023	0	0	2000	03/24/2023	+ \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	EIC Tag: Tentative	\$205,195.51	\$10,270.00	\$0.00	\$10,270.00	\$0.00	\$0.00	Spectra	
6654	13792	09/24/2023	0	0	500	03/27/2023	+ \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	ASSOCIATION	EIC Tag: Booked	\$49,488.23	\$2,404.00	\$0.00	\$2,404.00	\$0.00	\$0.00	Spectra	
8067	13793	03/01/2024	0	0	500	03/28/2023	+ \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	ASSOCIATION	EIC Tag: Tentative	\$81,248.41	\$37,000.00	\$33,000.00	\$4,000.00			Levy	
8070	13797	04/23/2023	0	0	500	03/28/2023	+ \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	SOCIAL EVENT	EIC Tag: Tentative	\$42,399.71	\$3,834.00	\$500.00	\$2,334.00	\$500.00	\$500.00	Spectra	
5315	13798	06/24/2023	0	0	1500	03/28/2023	+ \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	ASSOCIATION	EIC Tag: Tentative	\$143,937.36	\$22,872.00	\$5,000.00	\$15,872.00	\$500.00	\$1,500.00	Spectra	
1516	13799	05/05/2023	8	32	3500	03/28/2023	+ \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	ASSOCIATION	EIC Tag: Tentative	\$293,817.04	\$14,336.00	\$5,000.00	\$9,336.00	\$0.00	\$0.00	Spectra	
1659	13804	05/25/2025	0	0	500	03/28/2023	+ \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	EDUCATIONAL	EIC Tag: Tentative	\$50,122.18	\$9,904.00	\$2,500.00	\$2,404.00	\$0.00	\$5,000.00	Spectra	
8072	13810	04/02/2023	0	0	45	03/28/2023	+ \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	EIC Tag: Tentative	\$12,631.62	\$9,000.00	\$500.00	\$8,000.00	\$0.00	\$500.00	Spectra	
8073	13811	10/08/2023	0	0	500	03/28/2023	+ \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	RELIGIOUS	EIC Tag: Tentative	\$41,969.71	\$3,404.00	\$500.00	\$2,404.00	\$0.00	\$500.00	Spectra	
8074	13812	09/23/2023	0	0	5000	03/28/2023	+ \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	RELIGIOUS	EIC Tag: Tentative	\$494,210.26	\$23,366.00	\$5,000.00	\$15,866.00	\$0.00	\$2,500.00	Spectra	
5290	13813	02/23/2024	0	0	2000	03/28/2023	+ \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	SOCIAL EVENT	EIC Tag: Tentative	\$263,865.82	\$21,366.00	\$5,000.00	\$15,866.00	\$0.00	\$500.00	Spectra	
541	13817	02/08/2024	0	0	500	03/29/2023	+ \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	EIC Tag: Tentative	\$62,201.96	\$8,025.00	\$0.00	\$5,834.00	\$0.00	\$2,191.00	Spectra	
5295	13819	10/20/2023	0	0	607	03/29/2023	+ \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	ASSOCIATION	EIC Tag: Booked	\$77,739.44	\$6,268.00	\$0.00	\$3,606.00	\$0.00	\$2,032.20	\$630.00	Spectra
8076	13820	10/29/2023	0	0	500	03/29/2023	+ \$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	ASSOCIATION	EIC Tag: Tentative	\$41,469.71	\$2,904.00	\$0.00	\$2,404.00	\$0.00	\$500.00	Spectra	

7995	13821	08/04/2023	0	0	300	03/29/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	ASSOCIATION	EIC Tag: Booked	\$23,740.23	\$601.00	\$0.00	\$601.00	\$0.00	\$0.00	Spectra
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**Size: P5 Weekend: (0 on peak + \$10k - \$49k) - Subtotal: Total Leads = 27, Requested Rooms = 1220, Overall Projected Building Spend = \$308,552.00, Total SCCC Rental Cost = \$184,590.00, Total SCCC Internet Cost = \$4,400.00, Total F/B Cost = \$90,787.90, Total Audio Visual = \$22,123.20, Total Misc Revenue = \$6,652.00, Show Attendees = 26102, EEI Value = \$2,993,206.57**

**Grand Total: Total Leads = 69, Requested Rooms = 19057, Overall Projected Building Spend = \$2,987,417.00, Total SCCC Rental Cost = \$1,216,058.20, Total SCCC Internet Cost = \$224,164.34, Total F/B Cost = \$1,764,740.84, Total Audio Visual = \$224,000.25, Total Misc Revenue = \$8,411.75, Show Attendees = 84070, EEI Value = \$20,742,982.73**





Prepared On: 04/14/2023  
 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	P1 Mid-Week (800+ on Peak / \$600k+)	2	8785	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	3030	\$4,525,674.42
	P3 Mid-Week: (100-599 on peak / \$150k-\$249k)	2	425	\$73,000.00	\$20,000.00	\$250,000.00	\$15,000.00	\$0.00	4000	\$969,773.49
	P3 Weekend: (50-149 on peak+ \$100k-\$199K)	1	60	\$1,000.00	\$1,000.00	\$120,000.00	\$1,000.00	\$0.00	800	\$205,282.58
	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	1	250	\$60,000.00	\$10,000.00	\$50,000.00	\$2,500.00	\$0.00	300	\$250,830.11
	P5 Mid-Week: (0 on peak + \$15k-\$49K)	4	60	\$45,377.00	\$3,272.00	\$62,024.94	\$2,883.56	\$675.00	3470	\$546,211.30
	P5 Social: (0 on peak+ \$10k - \$49k)	2	50	\$4,034.20	\$0.00	\$43,000.00	\$0.00	\$0.00	750	\$120,287.65
	P5 Weekend: (0 on peak + \$10k - \$49k)	12	626	\$64,230.50	\$1,900.00	\$32,608.10	\$6,932.20	\$630.00	9457	\$1,069,000.42
<b>Subtotal for 2023-01-01 00:00:00.0</b>		<b>24</b>	<b>10256</b>	<b>\$247,641.70</b>	<b>\$36,172.00</b>	<b>\$557,633.04</b>	<b>\$28,315.76</b>	<b>\$1,305.00</b>	<b>21807</b>	<b>\$7,687,059.97</b>
2024	P3 Weekend: (50-149 on peak+ \$100k-\$199K)	1	128	\$36,912.00	\$6,000.00	\$13,000.00	\$500.00	\$0.00	5000	\$522,277.06
	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	2	895	\$69,512.00	\$500.00	\$200,000.00	\$2,500.00	\$0.00	1100	\$695,039.66
	P4 Weekend: (<50 on peak + \$50k-\$99K)	2	987	\$80,810.00	\$17,500.00	\$12,000.00	\$10,000.00	\$0.00	2900	\$674,232.92
	P5 Weekend: (0 on peak + \$10k - \$49k)	2	555	\$28,802.00	\$500.00	\$5,679.80	\$1,000.00	\$6,022.00	1200	\$321,534.52
<b>Subtotal for 2024-01-01 00:00:00.0</b>		<b>7</b>	<b>2565</b>	<b>\$216,036.00</b>	<b>\$24,500.00</b>	<b>\$230,679.80</b>	<b>\$14,000.00</b>	<b>\$6,022.00</b>	<b>10200</b>	<b>\$2,213,084.16</b>
2025	P2 Weekend (150-399 on peak / \$200k-\$399k)	1	1230	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	400	\$632,367.76
	P5 Mid-Week: (0 on peak + \$15k-\$49K)	2	2190	\$20,878.00	\$0.00	\$0.00	\$0.00	\$0.00	1250	\$678,551.68
<b>Subtotal for 2025-01-01 00:00:00.0</b>		<b>3</b>	<b>3420</b>	<b>\$20,878.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>1650</b>	<b>\$1,310,919.44</b>
<b>Grand Totals</b>		<b>34</b>	<b>16241</b>	<b>\$484,555.70</b>	<b>\$60,672.00</b>	<b>\$788,312.84</b>	<b>\$42,315.76</b>	<b>\$7,327.00</b>	<b>33657</b>	<b>\$11,211,063.57</b>

Year: Request Room Block Begin: 2023

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

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Tentative Date	Size	Market Segment	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
1513	13777	07/31/2023	945	2745	1000	03/17/2023	P1 Mid-Week (800+ on Peak / \$600k+)		\$1,149,817.50					
1681	13822	08/11/2023	1925	6040	2030	03/31/2023	P1 Mid-Week (800+ on Peak / \$600k+)		\$3,375,856.92					

**Size: P1 Mid-Week (800+ on Peak / \$600k+) - Subtotal: Total Leads = 2, Requested Rooms = 8785, 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 = 3030, EEI Value = \$4,525,674.42**

**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
8060	13768	11/13/2023	100	250	1000	03/20/2023	P3 Mid-Week: (100-599 on peak / \$150k-\$249k)	CORPORATE	\$397,931.45	\$150,000.00	\$23,000.00	\$10,000.00	\$10,000.00	
5446	13774	10/29/2023	100	175	3000	03/20/2023	P3 Mid-Week: (100-599 on peak / \$150k-\$249k)	CORPORATE	\$571,842.04	\$100,000.00	\$50,000.00	\$10,000.00	\$5,000.00	

**Size: P3 Mid-Week: (100-599 on peak / \$150k-\$249k) - Subtotal: Total Leads = 2, Requested Rooms = 425, Total SCCC Rental Cost = \$73,000.00, Total SCCC Internet Cost = \$20,000.00, Total F/B Cost = \$250,000.00, Total Audio Visual = \$15,000.00, Total Misc Revenue = \$0.00, Show Attendees = 4000, EEI Value = \$969,773.49**

**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
4966	13762	12/01/2023	50	60	800	03/17/2023	P3 Weekend: (50-149 on peak+ \$100k-\$199K)	SOCIAL EVENT	\$205,282.58	\$120,000.00	\$1,000.00	\$1,000.00	\$1,000.00	

**Size: P3 Weekend: (50-149 on peak+ \$100k-\$199K) - Subtotal: Total Leads = 1, Requested Rooms = 60, Total SCCC Rental Cost = \$1,000.00, Total SCCC Internet Cost = \$1,000.00, Total F/B Cost = \$120,000.00, Total Audio Visual = \$1,000.00, Total Misc Revenue = \$0.00, Show Attendees = 800, EEI Value = \$205,282.58**

**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
8057	13759	10/31/2023	100	250	300	03/09/2023	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	EDUCATIONAL	\$250,830.11	\$50,000.00	\$60,000.00	\$10,000.00	\$2,500.00	

**Size: P4 Mid-Week: (<100 on peak + \$50k-\$149K) - Subtotal: Total Leads = 1, Requested Rooms = 250, Total SCCC Rental Cost = \$60,000.00, Total SCCC Internet Cost = \$10,000.00, Total F/B Cost = \$50,000.00, Total Audio Visual = \$2,500.00, Total Misc Revenue = \$0.00, Show Attendees = 300, EEI Value = \$250,830.11**

**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
6519	13653	09/15/2023	0	0	650	03/08/2023	P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	\$106,942.12	\$30,000.00	\$17,000.00	\$2,772.00	\$2,383.56	\$675.00
2645	13755	07/25/2023	0	0	120	03/03/2023	P5 Mid-Week: (0 on peak + \$15k-\$49K)	EDUCATIONAL	\$22,165.93	\$10,316.94	\$2,164.00	\$0.00	\$0.00	
5155	13771	09/10/2023	20	60	2500	03/16/2023	P5 Mid-Week: (0 on peak + \$15k-\$49K)	ASSOCIATION	\$383,285.77	\$6,000.00	\$24,530.00	\$0.00	\$0.00	
8066	13789	10/26/2023	0	0	200	03/24/2023	P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	\$33,817.48	\$15,708.00	\$1,683.00	\$500.00	\$500.00	

**Size: P5 Mid-Week: (0 on peak + \$15k-\$49K) - Subtotal: Total Leads = 4, Requested Rooms = 60, Total SCCC Rental Cost = \$45,377.00, Total SCCC Internet Cost = \$3,272.00, Total F/B Cost = \$62,024.94, Total Audio Visual = \$2,883.56, Total Misc Revenue = \$675.00, Show Attendees = 3470, EEI Value = \$546,211.30**

**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
5355	13497	09/24/2023	50	50	250	03/17/2023	P5 Social: (0 on peak+ \$10k - \$49k)	SOCIAL EVENT	\$55,687.74	\$20,000.00	\$1,000.00	\$0.00	\$0.00	
1232	13808	04/30/2023	0	0	500	03/30/2023	P5 Social: (0 on peak+ \$10k - \$49k)	NONPROFIT	\$64,599.91	\$23,000.00	\$3,034.20	\$0.00	\$0.00	

**Size: P5 Social: (0 on peak+ \$10k - \$49k) - Subtotal: Total Leads = 2, Requested Rooms = 50, Total SCCC Rental Cost = \$4,034.20, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$43,000.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$0.00, Show Attendees = 750, EEI Value = \$120,287.65**

**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
3765	13666	09/01/2023	8	16	1200	03/02/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	\$159,242.73	\$5,000.00	\$7,933.50	\$0.00	\$500.00	
5246	13764	10/13/2023	100	250	300	03/14/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	\$77,647.32	\$0.00	\$7,578.00	\$0.00	\$0.00	
5246	13766	10/20/2023	100	250	300	03/14/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	\$88,069.79	\$0.00	\$7,578.00	\$0.00	\$0.00	
8061	13772	05/26/2023	26	78	150	03/17/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	\$53,671.50	\$2,500.00	\$7,350.00	\$500.00	\$500.00	
5384	13775	04/16/2023	0	0	800	03/17/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	\$69,440.94	\$1,600.00	\$5,135.00	\$500.00	\$500.00	
6862	13779	07/14/2023	0	0	500	03/30/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	\$46,260.45	\$0.00	\$3,606.00	\$400.00	\$1,900.00	
6619	13784	11/02/2023	0	0	500	03/29/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	NONPROFIT	\$61,541.81	\$18,008.10	\$3,968.00	\$0.00	\$1,000.00	
5384	13790	05/21/2023	0	0	800	03/24/2023	P5 Weekend: (0 on peak +	CORPORATE	\$68,340.94	\$500.00	\$5,135.00	\$500.00	\$500.00	

6654	13792	09/24/2023	0	0	500	03/27/2023	\$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	ASSOCIATION	\$49,488.23	\$0.00	\$2,404.00	\$0.00	\$0.00
1516	13799	05/05/2023	8	32	3500	03/28/2023	\$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	ASSOCIATION	\$293,817.04	\$5,000.00	\$9,336.00	\$0.00	\$0.00
5295	13819	10/20/2023	0	0	607	03/30/2023	\$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	ASSOCIATION	\$77,739.44	\$0.00	\$3,606.00	\$0.00	\$2,032.20 \$630.00
7995	13821	08/04/2023	0	0	300	03/30/2023	\$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	ASSOCIATION	\$23,740.23	\$0.00	\$601.00	\$0.00	\$0.00

**Size: P5 Weekend: (0 on peak + \$10k - \$49k) - Subtotal: Total Leads = 12, Requested Rooms = 626, Total SCCC Rental Cost = \$64,230.50, Total SCCC Internet Cost = \$1,900.00, Total F/B Cost = \$32,608.10, Total Audio Visual = \$6,932.20, Total Misc Revenue = \$630.00, Show Attendees = 9457, EEI Value = \$1,069,000.42**

**Year: Request Room Block Begin: 2023 - Subtotal: Total Leads = 24, Requested Rooms = 10256, Total SCCC Rental Cost = \$247,641.70, Total SCCC Internet Cost = \$36,172.00, Total F/B Cost = \$557,633.04, Total Audio Visual = \$28,315.76, Total Misc Revenue = \$1,305.00, Show Attendees = 21807, EEI Value = \$7,687,059.97**

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

**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
2481	13732	02/29/2024	50	128	5000	03/13/2023	P3 Weekend: (50-149 on peak+ \$100k-\$199K)	SPORTS & ATHLETICS	\$522,277.06	\$13,000.00	\$36,912.00	\$6,000.00	\$500.00	

**Size: P3 Weekend: (50-149 on peak+ \$100k-\$199K) - Subtotal: Total Leads = 1, Requested Rooms = 128, Total SCCC Rental Cost = \$36,912.00, Total SCCC Internet Cost = \$6,000.00, Total F/B Cost = \$13,000.00, Total Audio Visual = \$500.00, Total Misc Revenue = \$0.00, Show Attendees = 5000, EEI Value = \$522,277.06**

**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
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3954	13640	03/24/2024	50	120	300	03/09/2023	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	ASSOCIATION	\$180,470.88	\$100,000.00	\$19,512.00	\$0.00	\$0.00
8054	13756	01/16/2024	250	775	800	03/08/2023	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	CORPORATE	\$514,568.78	\$100,000.00	\$50,000.00	\$500.00	\$2,500.00

**Size: P4 Mid-Week: (<100 on peak + \$50k-\$149K) - Subtotal: Total Leads = 2, Requested Rooms = 895, Total SCCC Rental Cost = \$69,512.00, Total SCCC Internet Cost = \$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 = \$695,039.66**

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

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Tentative Date	Size	Market Segment	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
6561	10854	05/29/2024	200	682	900	03/09/2023	P4 Weekend: (<50 on peak + \$50k-\$99K)	CORPORATE	\$343,764.76	\$7,000.00	\$30,810.00	\$7,500.00	\$5,000.00	
8058	13760	05/29/2024	110	305	2000	03/09/2023	P4 Weekend: (<50 on peak + \$50k-\$99K)	SPORTS & ATHLETICS	\$330,468.16	\$5,000.00	\$50,000.00	\$10,000.00	\$5,000.00	

**Size: P4 Weekend: (<50 on peak + \$50k-\$99K) - Subtotal: Total Leads = 2, Requested Rooms = 987, Total SCCC Rental Cost = \$80,810.00, Total SCCC Internet Cost = \$17,500.00, Total F/B Cost = \$12,000.00, Total Audio Visual = \$10,000.00, Total Misc Revenue = \$0.00, Show Attendees = 2900, EEI Value = \$674,232.92**

**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
4776	13773	02/23/2024	75	150	1000	03/17/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	\$147,983.51	\$5,179.80	\$14,938.00	\$0.00	\$0.00	\$6,022.00
3104	13788	07/25/2024	75	405	200	03/24/2023	P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	\$173,551.01	\$500.00	\$13,864.00	\$500.00	\$1,000.00	

**Size: P5 Weekend: (0 on peak + \$10k - \$49k) - Subtotal: Total Leads = 2, Requested Rooms = 555, Total SCCC Rental Cost = \$28,802.00, Total SCCC Internet Cost = \$500.00, Total F/B Cost = \$5,679.80, Total Audio Visual = \$1,000.00, Total Misc Revenue = \$6,022.00, Show Attendees = 1200, EEI Value = \$321,534.52**

**Year: Request Room Block Begin: 2024 - Subtotal: Total Leads = 7, Requested Rooms = 2565, Total SCCC Rental Cost = \$216,036.00, Total SCCC Internet Cost =**

**\$24,500.00, Total F/B Cost = \$230,679.80, Total Audio Visual = \$14,000.00, Total Misc Revenue = \$6,022.00, Show Attendees = 10200, EEI Value = \$2,213,084.16**

**Year: Request Room Block Begin: 2025**

**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
6461	13776	09/07/2025	362	1230	400	03/17/2023	P2 Weekend (150-399 on peak / \$200k-\$399k)	CORPORATE	\$632,367.76					

**Size: P2 Weekend (150-399 on peak / \$200k-\$399k) - Subtotal: Total Leads = 1, Requested Rooms = 1230, 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 = 400, EEI Value = \$632,367.76**

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

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Tentative Date	Size	Market Segment	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
5246	13754	03/24/2025	300	1190	750	03/01/2023	P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	\$384,660.71	\$0.00	\$10,608.00	\$0.00	\$0.00	
5246	13765	07/09/2025	250	1000	500	03/14/2023	P5 Mid-Week: (0 on peak + \$15k-\$49K)	SPORTS & ATHLETICS	\$293,890.97	\$0.00	\$10,270.00	\$0.00	\$0.00	

**Size: P5 Mid-Week: (0 on peak + \$15k-\$49K) - Subtotal: Total Leads = 2, Requested Rooms = 2190, Total SCCC Rental Cost = \$20,878.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$0.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$0.00, Show Attendees = 1250, EEI Value = \$678,551.68**

**Year: Request Room Block Begin: 2025 - Subtotal: Total Leads = 3, Requested Rooms = 3420, Total SCCC Rental Cost = \$20,878.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$0.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$0.00, Show Attendees = 1650, EEI Value = \$1,310,919.44**

**Grand Total: Total Leads = 34, Requested Rooms = 16241, Total SCCC Rental Cost = \$484,555.70, Total SCCC Internet Cost = \$60,672.00, Total F/B Cost = \$788,312.84, Total Audio Visual = \$42,315.76, Total Misc Revenue = \$7,327.00, Show Attendees = 33657, EEI Value = \$11,211,063.57**



Prepared On: 04/14/2023  
Prepared By: Marwa Abubakr

**REDACTED DSC REPORT 5 - NEW DEFINITE LEADS**

Year: Request Room Block Begin	Size	Total Leads	Requested Rooms	Total SCCC Rental Cost	Total SCCC Internet Cost	Total F/B Cost	Total Audio Visual	Total Misc Revenue	Show Attendees	EEI Value
2023	P3 Mid-Week: (100-599 on peak / \$150k-\$249k)	1	330	\$40,000.00	\$20,000.00	\$300,000.00	\$20,000.00	\$0.00	2000	\$733,380.17
	P3 Weekend: (50-149 on peak+ \$100k-\$199K)	1	60	\$1,000.00	\$1,000.00	\$120,000.00	\$1,000.00	\$0.00	800	\$205,282.58
	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	2	525	\$56,110.00	\$2,000.00	\$40,000.00	\$2,000.00	\$0.00	1300	\$468,021.10
	P5 Mid-Week: (0 on peak + \$15k-\$49K)	4	60	\$45,377.00	\$3,272.00	\$62,024.94	\$2,883.56	\$675.00	3470	\$546,211.30
	P5 Social: (0 on peak+ \$10k - \$49k)	2	50	\$4,034.20	\$0.00	\$43,000.00	\$0.00	\$0.00	750	\$120,287.65
	P5 Weekend: (0 on peak + \$10k - \$49k)	11	516	\$47,388.50	\$1,500.00	\$38,108.10	\$7,500.00	\$0.00	6200	\$758,238.08
<b>Subtotal for 2023-01-01 00:00:00.0</b>		<b>21</b>	<b>1541</b>	<b>\$193,909.70</b>	<b>\$27,772.00</b>	<b>\$603,133.04</b>	<b>\$33,383.56</b>	<b>\$675.00</b>	<b>14520</b>	<b>\$2,831,420.88</b>
2025	P5 Mid-Week: (0 on peak + \$15k-\$49K)	2	2190	\$20,878.00	\$0.00	\$0.00	\$0.00	\$0.00	1250	\$678,551.68
<b>Subtotal for 2025-01-01 00:00:00.0</b>		<b>2</b>	<b>2190</b>	<b>\$20,878.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>1250</b>	<b>\$678,551.68</b>
<b>Grand Totals</b>		<b>23</b>	<b>3731</b>	<b>\$214,787.70</b>	<b>\$27,772.00</b>	<b>\$603,133.04</b>	<b>\$33,383.56</b>	<b>\$675.00</b>	<b>15770</b>	<b>\$3,509,972.56</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
1617	9575	11/04/2023	100	330	10/27/2023	0	0	2000	P3 Mid-Week: (100-599 on peak / \$150k-\$249k)	ASSOCIATION	03/28/2023	\$733,380.17	\$300,000.00	\$40,000.00	\$20,000.00	\$20,000.00	

**Size: P3 Mid-Week: (100-599 on peak / \$150k-\$249k) - Subtotal: Total Leads = 1, Requested Rooms = 330, Total SCCC Rental Cost = \$40,000.00, Total SCCC Internet Cost = \$20,000.00, Total F/B Cost = \$300,000.00, Total Audio Visual = \$20,000.00, Total Misc Revenue = \$0.00, Show Attendees = 2000, EEI Value = \$733,380.17**

**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
4966	13762	12/01/2023	50	60	12/01/2023	0	0	800	P3 Weekend: (50-149 on peak+ \$100k-\$199K)	SOCIAL EVENT	03/29/2023	\$205,282.58	\$120,000.00	\$1,000.00	\$1,000.00	\$1,000.00	

**Size: P3 Weekend: (50-149 on peak+ \$100k-\$199K) - Subtotal: Total Leads = 1, Requested Rooms = 60, Total SCCC Rental Cost = \$1,000.00, Total SCCC Internet Cost = \$1,000.00, Total F/B Cost = \$120,000.00, Total Audio Visual = \$1,000.00, Total Misc Revenue = \$0.00, Show Attendees = 800, EEI Value = \$205,282.58**

**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
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223	12382	07/23/2023	175	485	07/23/2023	0	0	1000	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	EDUCATIONAL	03/02/2023	\$375,396.74	\$0.00	\$45,110.00	\$0.00	\$0.00
3480	13654	06/12/2023	20	40	06/12/2023	0	0	300	P4 Mid-Week: (<100 on peak + \$50k-\$149K)	CORPORATE	03/08/2023	\$92,624.36	\$40,000.00	\$11,000.00	\$2,000.00	\$2,000.00

**Size: P4 Mid-Week: (<100 on peak + \$50k-\$149K) - Subtotal: Total Leads = 2, Requested Rooms = 525, Total SCCC Rental Cost = \$56,110.00, Total SCCC Internet Cost = \$2,000.00, Total F/B Cost = \$40,000.00, Total Audio Visual = \$2,000.00, Total Misc Revenue = \$0.00, Show Attendees = 1300, EEI Value = \$468,021.10**

**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
6519	13653	09/15/2023	0	0	09/15/2023	0	0	650	P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	03/23/2023	\$106,942.12	\$30,000.00	\$17,000.00	\$2,772.00	\$2,383.56	\$675.00
2645	13755	07/25/2023	0	0	07/25/2023	0	0	120	P5 Mid-Week: (0 on peak + \$15k-\$49K)	EDUCATIONAL	03/28/2023	\$22,165.93	\$10,316.94	\$2,164.00	\$0.00	\$0.00	
5155	13771	09/10/2023	20	60	09/10/2023	0	0	2500	P5 Mid-Week: (0 on peak + \$15k-\$49K)	ASSOCIATION	03/20/2023	\$383,285.77	\$6,000.00	\$24,530.00	\$0.00	\$0.00	
8066	13789	10/26/2023	0	0	10/26/2023	0	0	200	P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	03/29/2023	\$33,817.48	\$15,708.00	\$1,683.00	\$500.00	\$500.00	

**Size: P5 Mid-Week: (0 on peak + \$15k-\$49K) - Subtotal: Total Leads = 4, Requested Rooms = 60, Total SCCC Rental Cost = \$45,377.00, Total SCCC Internet Cost = \$3,272.00, Total F/B Cost = \$62,024.94, Total Audio Visual = \$2,883.56, Total Misc Revenue = \$675.00, Show Attendees = 3470, EEI Value = \$546,211.30**

**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
5355	13497	09/24/2023	50	50	09/24/2023	0	0	250	P5 Social: (0 on peak+ \$10k - \$49k)	SOCIAL EVENT	03/17/2023	\$55,687.74	\$20,000.00	\$1,000.00	\$0.00	\$0.00	
1232	13808	04/30/2023	0	0	04/30/2023	0	0	500	P5 Social: (0 on peak+ \$10k - \$49k)	NONPROFIT	03/30/2023	\$64,599.91	\$23,000.00	\$3,034.20	\$0.00	\$0.00	

**Size: P5 Social: (0 on peak+ \$10k - \$49k) - Subtotal: Total Leads = 2, Requested Rooms = 50, Total SCCC Rental Cost = \$4,034.20, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$43,000.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$0.00, Show Attendees = 750, EEI Value = \$120,287.65**

**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
3765	13666	09/01/2023	8	16	09/01/2023	0	0	1200	P5 Weekend: (0 on peak + \$10k - \$49k)	SPORTS & ATHLETICS	03/02/2023	\$159,242.73	\$5,000.00	\$7,933.50	\$0.00	\$500.00	

8011	13725	08/26/2023	0	0	08/26/2023	0	0	600	\$10k - \$49k) P5 Weekend: (0 on peak + \$10k - \$49k)	SOCIAL EVENT	03/01/2023	\$60,765.45	\$8,000.00	\$3,486.00	\$500.00	\$2,500.00
2092	13749	05/21/2023	0	0	05/21/2023	0	0	300	P5 Weekend: (0 on peak + \$10k - \$49k)		03/07/2023	\$24,305.23	\$0.00	\$1,166.00	\$0.00	\$0.00
258	13751	09/14/2023	0	0	09/14/2023	0	0	600	P5 Weekend: (0 on peak + \$10k - \$49k)	EDUCATIONAL	03/10/2023	\$75,655.41	\$5,000.00	\$2,404.00	\$0.00	\$2,500.00
5246	13764	10/13/2023	100	250	10/13/2023	0	0	300	P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	03/14/2023	\$77,647.32	\$0.00	\$7,578.00	\$0.00	\$0.00
5246	13766	10/20/2023	100	250	10/20/2023	0	0	300	P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	03/14/2023	\$88,069.79	\$0.00	\$7,578.00	\$0.00	\$0.00
5384	13775	04/16/2023	0	0	04/16/2023	0	0	800	P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	03/20/2023	\$69,440.94	\$1,600.00	\$5,135.00	\$500.00	\$500.00
6619	13784	11/02/2023	0	0	11/02/2023	0	0	500	P5 Weekend: (0 on peak + \$10k - \$49k)	NONPROFIT	03/30/2023	\$61,541.81	\$18,008.10	\$3,968.00	\$0.00	\$1,000.00
5384	13790	05/21/2023	0	0	05/21/2023	0	0	800	P5 Weekend: (0 on peak + \$10k - \$49k)	CORPORATE	03/29/2023	\$68,340.94	\$500.00	\$5,135.00	\$500.00	\$500.00
6654	13792	09/24/2023	0	0	09/24/2023	0	0	500	P5 Weekend: (0 on peak + \$10k - \$49k)	ASSOCIATION	03/27/2023	\$49,488.23	\$0.00	\$2,404.00	\$0.00	\$0.00
7995	13821	08/04/2023	0	0	08/04/2023	0	0	300	P5 Weekend: (0 on peak + \$10k - \$49k)	ASSOCIATION	03/31/2023	\$23,740.23	\$0.00	\$601.00	\$0.00	\$0.00

**Size: P5 Weekend: (0 on peak + \$10k - \$49k) - Subtotal: Total Leads = 11, Requested Rooms = 516, Total SCCC Rental Cost = \$47,388.50, Total SCCC Internet Cost = \$1,500.00, Total F/B Cost = \$38,108.10, Total Audio Visual = \$7,500.00, Total Misc Revenue = \$0.00, Show Attendees = 6200, EEI Value = \$758,238.08**

**Year: Request Room Block Begin: 2023 - Subtotal: Total Leads = 21, Requested Rooms = 1541, Total SCCC Rental Cost = \$193,909.70, Total SCCC Internet Cost = \$27,772.00, Total F/B Cost = \$603,133.04, Total Audio Visual = \$33,383.56, Total Misc Revenue = \$675.00, Show Attendees = 14520, EEI Value = \$2,831,420.88**

**Year: Request Room Block Begin: 2025** 086

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

Account ID	Lead ID	Requested Room Block Begin	Requested Peak Rms	Requested Rms	Contract Room Block Begin	Contract Peak Rms	Contract Rms	Attendees	Size	Market Segment	Definite Date	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
5246	13754	03/24/2025	300	1190	03/24/2025	0	0	750	P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	03/02/2023	\$384,660.71	\$0.00	\$10,608.00	\$0.00	\$0.00	
5246	13765	07/09/2025	250	1000	07/09/2025	0	0	500	P5 Mid-Week: (0 on peak + \$15k-\$49K)	SPORTS & ATHLETICS	03/14/2023	\$293,890.97	\$0.00	\$10,270.00	\$0.00	\$0.00	

**Size: P5 Mid-Week: (0 on peak + \$15k-\$49K) - Subtotal: Total Leads = 2, Requested Rooms = 2190, Total SCCC Rental Cost = \$20,878.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$0.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$0.00, Show Attendees = 1250, EEI Value = \$678,551.68**

**Year: Request Room Block Begin: 2025 - Subtotal: Total Leads = 2, Requested Rooms = 2190, Total SCCC Rental Cost = \$20,878.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$0.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$0.00, Show Attendees = 1250, EEI Value = \$678,551.68**

**Grand Total: Total Leads = 23, Requested Rooms = 3731, Total SCCC Rental Cost = \$214,787.70, Total SCCC Internet Cost = \$27,772.00, Total F/B Cost = \$603,133.04, Total Audio Visual = \$33,383.56, Total Misc Revenue = \$675.00, Show Attendees = 15770, EEI Value = \$3,509,972.56**



Prepared On: 04/14/2023  
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	P5 Mid-Week: (0 on peak + \$15k-\$49K)	1	0	\$9,749.00	\$1,749.00	\$2,500.00	\$5,000.00	\$500.00	\$0.00	30	\$12,278.07
<b>Subtotal for 2023-01-01 00:00:00.0</b>		<b>1</b>	<b>0</b>	<b>\$9,749.00</b>	<b>\$1,749.00</b>	<b>\$2,500.00</b>	<b>\$5,000.00</b>	<b>\$500.00</b>	<b>\$0.00</b>	<b>30</b>	<b>\$12,278.07</b>
2024	P5 Mid-Week: (0 on peak + \$15k-\$49K)	1	615	\$10,104.00	\$10,104.00	\$0.00	\$0.00	\$0.00	\$0.00	550	\$186,944.76
<b>Subtotal for 2024-01-01 00:00:00.0</b>		<b>1</b>	<b>615</b>	<b>\$10,104.00</b>	<b>\$10,104.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>550</b>	<b>\$186,944.76</b>
<b>Grand Totals</b>		<b>2</b>	<b>615</b>	<b>\$19,853.00</b>	<b>\$11,853.00</b>	<b>\$2,500.00</b>	<b>\$5,000.00</b>	<b>\$500.00</b>	<b>\$0.00</b>	<b>580</b>	<b>\$199,222.83</b>

**Year: Request Room Block Begin: 2023**

**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
7973	13550	03/27/2023	0	0	30		P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	on 3.2.2023 client cancelled event due to lack of attendee sign ups. 100% cancellation fees	COVID-19 - Health Concerns		\$12,278.07	\$9,749.00	\$5,000.00	\$1,749.00	\$2,500.00	\$500.00	

**Size: P5 Mid-Week: (0 on peak + \$15k-\$49K) - Subtotal: Total Leads = 1, Requested Rooms = 0, SUM: Overall Projected Building Spend = \$9,749.00, Total SCCC Rental Cost = \$1,749.00, Total SCCC Internet Cost = \$2,500.00, Total F/B Cost = \$5,000.00, Total Audio Visual = \$500.00, Total Misc Revenue = \$0.00, Show Attendees = 30, EEI Value = \$12,278.07**

**Year: Request Room Block Begin: 2023 - Subtotal: Total Leads = 1, Requested Rooms = 0, SUM: Overall Projected Building Spend = \$9,749.00, Total SCCC Rental Cost = \$1,749.00, Total SCCC Internet Cost = \$2,500.00, Total F/B Cost = \$5,000.00, Total Audio Visual = \$500.00, Total Misc Revenue = \$0.00, Show Attendees = 30, EEI Value = \$12,278.07**

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

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

Account ID	Lead ID	Requested Room Block Begin	Requested Peak Rms	Requested Rms	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	13621	02/26/2024	160	615	550		P5 Mid-Week: (0 on peak + \$15k-\$49K)	CORPORATE	client downsized program. GH contracted	Better overall financial package		\$186,944.76	\$10,104.00	\$0.00	\$10,104.00	\$0.00	\$0.00	

from 2.26  
-  
2.29.2024,  
cancelled  
on  
3.1.2023 -  
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**Size: P5 Mid-Week: (0 on peak + \$15k-\$49K) - Subtotal: Total Leads = 1, Requested Rooms = 615, SUM: Overall Projected Building Spend = \$10,104.00, Total SCCC Rental Cost = \$10,104.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$0.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$0.00, Show Attendees = 550, EEI Value = \$186,944.76**

**Year: Request Room Block Begin: 2024 - Subtotal: Total Leads = 1, Requested Rooms = 615, SUM: Overall Projected Building Spend = \$10,104.00, Total SCCC Rental Cost = \$10,104.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$0.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$0.00, Show Attendees = 550, EEI Value = \$186,944.76**

**Grand Total: Total Leads = 2, Requested Rooms = 615, SUM: Overall Projected Building Spend = \$19,853.00, Total SCCC Rental Cost = \$11,853.00, Total SCCC Internet Cost = \$2,500.00, Total F/B Cost = \$5,000.00, Total Audio Visual = \$500.00, Total Misc Revenue = \$0.00, Show Attendees = 580, EEI Value = \$199,222.83**