



**SANTA CLARA TOURISM IMPROVEMENT DISTRICT
MEETING AGENDA**

**April 27, 2023, 3:00 PM
Hilton Santa Clara, Yosemite Room
4949 Great America Parkway
Santa Clara, CA 95054**

CALL TO ORDER

ROLL CALL

PUBLIC COMMENT

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

CONSENT AGENDA

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

1. Action on the Minutes of:

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

Recommendation: Note and file the Minutes of the Santa Clara Tourism Improvement District, January 26, 2023, February 26, 2023, and March 23, 2023.

2. Action on the Discover Santa Clara® Financial Report – February 2023.

Recommendation: Note and File the Discover Santa Clara® Financial Report for February 2023.

CONSENT ITEMS PULLED FOR DISCUSSION

PUBLIC PRESENTATIONS

This item is reserved for persons to address the Board on any matter not on the agenda that is within the subject matter jurisdiction of the Board. The law does not permit action on, or extended discussion of, any item not on the agenda except under special

circumstances. The Board or staff may briefly respond to statements made or questions posed and may request staff to report back at a subsequent meeting.

GENERAL BUSINESS – ITEMS FOR DISCUSSION

3. Discover Santa Clara® FY2023/24 DMO Budget Overview
4. Discover Santa Clara® FY2023/24 DMO KPIs Overview
5. CEO Update
 - 5A. Review of Discover Santa Clara® Sales Report for March 2023
 - 5B. Staffing Update
 - 5C. Marketing Update

GENERAL ANNOUNCEMENTS

ADJOURNMENT

Brown Act:

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

Notice to Public:

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

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

SCTID will make all reasonable modifications to policies and programs to ensure that people with disabilities have an equal opportunity to enjoy all its programs, services, and activities.

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

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

ATTACHMENTS



SANTA CLARA TOURISM IMPROVEMENT DISTRICT
SPECIAL MEETING MINUTES

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

CALL TO ORDER

Chair Hodges called the meeting to order at 9:09 a.m.

ROLL CALL

Present: 7 Miriam Arreola, Avatar Hotel Santa Clara
Sean Steenson, Delta Hotel by Marriott Santa Clara Silicon Valley
Kevin Dominguez, Element Santa Clara
Kevin Hurley, Hyatt House Santa Clara
Eron Hodges, Hyatt Regency
Christopher Sullivan, Marriott Santa Clara
Fernando Vasquez, Hyatt Centric Silicon Valley

Absent: 4 Justin Hart, AC Hotel Santa Clara
Nicole Hausner, Embassy Suites Santa Clara-Silicon Valley
Farshad Mayelzadeh, Hilton Santa Clara
Bridgette Burns, TownePlace by Marriott

Quorum Met: 7

In Attendance:

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

PUBLIC COMMENT

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

None

CONSENT AGENDA

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

1. Action on the Minutes of:

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

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

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

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

CONSENT ITEMS PULLED FOR DISCUSSION

PUBLIC PRESENTATIONS

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GENERAL BUSINESS – ITEMS FOR DISCUSSION

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

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

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

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

CEO Lawson reported 50 current active PIP2s, Actively Researching 272, New Prospects 2 PIP2s, 4 P3s, 8 P4s, 31 P5s, New Tentatives are 2 P1,P2s, 2 P3s, 2 P4s and 12 P5s. New Definites 0 PIP2s, 0 p3s, 4 P4s, 11 P5s.

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

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

4. Staffing Update

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

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

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

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

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

CEO Lawson reported that eight posts are going to hit all areas to test. The DMO will be building out more of the destination. Member Sullivan asked if the DMO will address Silicon Valley to reduce confusion between Santa Clara and Santa Clarita. CEO Lawson reports that the DMO is not addressing Silicon Valley at this point but can explore and expand on Silicon Valley addition.

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

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

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

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

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

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

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

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

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

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

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

GENERAL ANNOUNCEMENTS

- Update on World Cup 2026

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

ADJOURNMENT

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



SANTA CLARA TOURISM IMPROVEMENT DISTRICT
MEETING MINUTES

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

CALL TO ORDER

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

ROLL CALL

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

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

Quorum not met.

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

PUBLIC COMMENT

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

No public comments.

CONSENT AGENDA

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1. Action on the Minutes of:
Santa Clara Tourism Improvement District – January 26, 2023

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

CONSENT ITEMS PULLED FOR DISCUSSION

PUBLIC PRESENTATIONS

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GENERAL BUSINESS – ITEMS FOR DISCUSSION

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

CEO Lawson reported on the December 2022 budget and the budget variances and overages within the DMO's overall budget and the additional one-time expense for the STR report.

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

CEO Lawson reported on the Sales Activity for January 2023 and February 2023.

4. Staffing Update

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

5. Update on Current Marketing Efforts

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

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

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

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

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

GENERAL ANNOUNCEMENTS

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

ADJOURNMENT

CEO Lawson adjourned the meeting at 3:50 pm. The next regularly scheduled meeting is March 23, 2023 at 3:00 p.m.



SANTA CLARA TOURISM IMPROVEMENT DISTRICT
MEETING AGENDA

March 23, 2023, 3:00 PM

Hyatt Regency

Bayshore Meeting Room located on the 2nd Floor

5101 Great America Parkway

Santa Clara, CA 95054

CALL TO ORDER

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

ROLL CALL

Present: 4 Eron Hodges, Hyatt Regency
Farshad Mayelzadeh, Hilton Santa Clara
Sean Steenson, Delta Hotel by Marriott Santa Clara Silicon Valley
Chris Sullivan, Marriott Santa Clara

Absent: 7 Miriam Arreola, Avatar Hotel Santa Clara
Bridgette Burns, TownePlace by Marriott
Kevin Dominguez, Element Santa Clara
Justin Hart, AC Hotel Santa Clara
Nicole Hausner, Embassy Suites Santa Clara-Silicon Valley
Kevin Hurley, Hyatt House Santa Clara
Fernando Vasquez, Hyatt Centric Silicon Valley

Quorum not met.

In Attendance:

Beverly Corriere, Discover Santa Clara®
Christine Lawson, Discover Santa Clara®
Christopher Hamilton, Levy Restaurants
Ruth Mizobe Shikada, City of Santa Clara
Nancy Thome, City of Santa Clara
Dan Fenton, JLL

PUBLIC COMMENT

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No public comment.

CONSENT AGENDA

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1. Action on the Minutes of:

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

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

There was no action taken as there was no quorum.

CONSENT ITEMS PULLED FOR DISCUSSION

PUBLIC PRESENTATIONS

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GENERAL BUSINESS – ITEMS FOR DISCUSSION

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

Kenn Lee gave a briefing on the City of Santa Clara’s financial outlook and proposed FY 2023/24 Operating Budget. The General Fund structural deficit is significantly resolved with a reduction of the deficit from \$27 million to \$9 million. The next steps in budget development includes a budget-balancing three-pronged approach to solving the ongoing General Fund deficit. The proposed Operating Budget includes identifying new revenue streams, future economic growth of one-time funds, and potential reductions in positions and/or services. The public hearing and adoption of the proposed FY 2023/24 Operating Budget will be held on June 27, 2023.

3. Review of Discover Santa Clara® January 2023 Financial Report

Kelly Carr reported on the January 2023 financials and explained the variances. CEO Lawson explained that the DMO is at 30% of the annual budget.

4. Booking Strategy Update

CEO Lawson reported on the booking strategy discussion that began in November 2022. In consideration of the P1/P2 business that is not coming in, the DMO must consider how to temporarily lower the thresholds with the goal to maximize revenue. The revised booking policy was sent out to the TID members, Levy restaurants, and OVG360 for input and feedback was received. The DMO Board of Directors approved the revised booking policy on March 16, 2023. Chair Hodges added that the Hyatt Regency has a different lease agreement for the Grand Ballroom. Ruth Shikada clarified that the Grand Ballroom acts like an extension of the hotel. An accommodation may happen if the Hyatt Regency has lower priority business booked and a P1 wants to book the Grand Ballroom.

5. Super Bowl Update

CEO Lawson reported on the Super Bowl proposal which includes San Francisco, San Jose, and Santa Clara. Santa Clara has committed 1,616 guestrooms. Final documents will be submitted by San Francisco Travel to the NFL Committee by March 31. The NFL Committee will be meeting May 23–24, 2023, to select a host city for Super Bowl 2026. Hotels must complete their revised hotel agreement form by end of business on March 24, 2023. CEO Lawson clarified that room rates were updated based on February 2023 rather than February 2022 which is the reason hotels must update their paperwork.

6. CEO Update

- Discover Santa Clara® Sales Reports for February 2023
- Staffing Update
- Marketing Update
- Visit California Outlook Forum

CEO Lawson reported on 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, and has new prospects 6 P1-P2s, 3 P3, 10 P4, 58 P5; new Tentatives include 6 P1-P2s, 3 P3, 3 P4, 20 P5 and new Definitives of 0 P1-P2s, 3 P3, 5 P4, 18 P5.

CEO Lawson reported that the DMO retained Searchwide Global to recruit for the Director of Sales role. The DMO will have first-round interviews by March 27, 2023. Secondly, the DMO has a candidate in negotiations for the position of Director of Marketing. The DMO is continuing to search for the position of Sales Manager.

CEO Lawson provided a marketing update with an overview of the DMO's social media posts. Google Ads will begin before the end of March and will direct recipients to our landing page where they may input their contact information. Act-On, the DMO email platform, content is being developed with a plan to launch the email campaign at the end of April.

CEO Lawson reported that the tradeshow booth RFP was distributed on March 3, 2023. Bid responses were received and plan to finalize the vendor by April 5, 2023.

CEO Lawson reported on attendance at the Visit California Outlook Forum. The big takeaways include: a lack of alignment on potential recession, the travel industry is in growth mode, travel perception of value is shifting, there is a resurgence of travelers from China, and there is increasing demand for groups and corporate travel.

7. Review Assessment

Nancy Thome reported that TID assessments for the 2nd quarter will be due and reminded the GM's that the assessment rate changed from 1.5% to 2% effective July 1, 2022. The City has reviewed and audited previous TID assessment reports and submissions. It was noted that hotels need to submit their exemption reports with the quarterly reports and submissions. In addition, many of the hotels have completed reports incorrectly; some hotels will have some funds refunded while others will owe funds from previous years in addition to delinquency interest.

8. DMO Board of Directors Update

Chair Hodges reported that March 31 is his last day. The DMO Board of Directors appointed Catherine Lentz as Board Chair and Leo Wandling as Vice Chair on March 16, 2023. Dan Fenton and Nancy Thome gave thanks and recognition to Eron Hodges for his partnership with the City and leading the SCTID efforts and the DMO where it is today.

GENERAL ANNOUNCEMENTS

ADJOURNMENT

The meeting adjourned at 4:35 p.m. The next regular meeting is scheduled on April 27 at 3:00 p.m.

**SCDIT MEETING
APRIL 27, 2023
AGENDA ITEM #2**

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
PERSONNEL										
Salary										
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
Salary	\$52,916.67	\$34,615.42	\$18,301.25	65%	\$423,333.34	\$212,778.75	\$210,554.59	50%	34%	\$635,000.00
Payroll Taxes										
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
Payroll Taxes	\$7,544.50	\$2,645.37	\$4,899.13	35%	\$60,356.00	\$18,258.37	\$42,097.63	30%	20%	\$90,534.00
Employee Benefits										
Health										
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
Health	\$2,725.33	\$2,880.38	-\$155.05	106%	\$21,802.66	\$8,641.14	\$13,161.52	40%	26%	\$32,704.00
401K Fee										
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
401K Fee	\$3,168.84	\$0.00	\$3,168.84	0%	\$25,350.68	\$0.00	\$25,350.68	0%	0%	\$38,026.00
Employee Benefits	\$5,894.17	\$2,880.38	\$3,013.79	49%	\$47,153.34	\$8,641.14	\$38,512.20	18%	12%	\$70,730.00
Employee Incentives										
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
Employee Incentives	\$10,625.00	\$0.00	\$10,625.00	0%	\$85,000.00	\$0.00	\$85,000.00	0%	0%	\$127,500.00
Other										
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
Other	\$856.67	\$620.00	\$236.67	72%	\$6,853.34	\$2,760.00	\$4,093.34	40%	27%	\$10,280.00
TOTAL PERSONNEL EXPENSE	\$77,837.01	\$40,761.17	\$37,075.84	52%	\$622,696.02	\$242,438.26	\$380,257.76	39%	26%	\$934,044.00

Report Date: 1/31/2023	February 2023				YEAR TO DATE					
	Budget	Actual	VARIANCE	%	YTD Budget	YTD ACTUAL	VARIANCE	YTD	Annual	Annual Budget
FY 2022/23 FUNDING ALLOCATION	\$140,965.26	\$98,785.00	\$42,180.26		\$1,127,722.02	\$604,409.73	\$523,312.29			\$1,691,583.00
PURCHASED GOODS & SERVICES										
Contract Services										
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
Contract Services	\$35,368.66	\$34,611.45	\$757.21	98%	\$282,949.32	\$246,486.35	\$36,462.97	87%	58%	\$424,424.00
Operating Supplies										
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
Operating Supplies	\$1,530.42	\$364.65	\$1,165.77	24%	\$12,243.34	\$6,078.14	\$6,165.20	50%	33%	\$18,365.00
Recruitment	\$41.67	\$10,000.00	-\$9,958.33	23998%	\$333.34	\$11,995.41	-\$11,662.07	3599%	2399%	\$500.00
Mileage Reimbursement	\$83.34	\$0.00	\$83.34	0%	\$666.68	\$54.88	\$611.80	8%	5%	\$1,000.00
Insurance										
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
Insurance	\$978.08	\$746.89	\$231.19	76%	\$7,824.66	\$5,852.11	\$1,972.55	75%	50%	\$11,737.00
Memberships										
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			
Memberships	\$384.58	\$548.75	-\$164.17	143%	\$3,076.66	\$3,014.55	\$62.11	98%	65%	\$4,615.00
Subscription Services										
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
Subscription Services	\$4,127.51	\$4,235.58	-\$108.07	103%	\$33,020.02	\$49,152.43	-\$16,132.41	149%	99%	\$49,530.00

Report Date: 1/31/2023	February 2023				YEAR TO DATE					
	Budget	Actual	VARIANCE	%	YTD Budget	YTD ACTUAL	VARIANCE	YTD	Annual	Annual Budget
FY 2022/23 FUNDING ALLOCATION	\$140,965.26	\$98,785.00	\$42,180.26		\$1,127,722.02	\$604,409.73	\$523,312.29			\$1,691,583.00
PURCHASED GOODS & SERVICES CONT.										
Conferences and Trade Shows										
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			
Conferences and Trade Shows	\$1,724.99	\$1,199.00	\$525.99	70%	\$13,799.98	\$1,199.00	\$12,600.98	9%	6%	\$20,700.00
Business Development	\$4,166.67	\$0.00	\$4,166.67	0%	\$33,333.34	\$1,138.50	\$32,194.84	3%	2%	\$50,000.00
Travel & Entertainment										
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			
Travel & Entertainment	\$583.33	\$972.42	-\$389.09	167%	\$4,666.66	\$1,768.97	\$2,897.69	38%	25%	\$7,000.00
Advertising & Promotion	\$6,250.00	\$0.00	\$6,250.00	0%	\$50,000.00	\$1,500.00	\$48,500.00	3%	2%	\$75,000.00
Support Services										
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			
Support Services	\$3,000.00	\$0.00	\$3,000.00	0%	\$24,000.00	\$618.00	\$23,382.00	3%	2%	\$36,000.00
TOTAL PURCHASED GOODS & SERVICES E	\$58,239.25	\$52,678.74	\$5,560.51	90%	\$465,914.00	\$328,858.34	\$137,055.66	71%	47%	\$698,871.00
CONTINGENCY	\$2,936.58	\$1,711.32	\$1,225.26	58%	\$23,492.66	\$1,711.32	\$21,781.34	7%	5%	\$35,239.00
CITY ADMINISTRATIVE FEE	\$1,952.42	\$3,633.77	-\$1,681.35	186%	\$15,619.34	\$31,401.81	-\$15,782.47	201%	134%	\$23,429.00
TOTAL OPERATING EXPENSES	\$140,965.26	\$98,785.00	\$42,180.26	70%	\$1,127,722.02	\$604,409.73	\$523,312.29	54%	36%	\$1,691,583.00
SURPLUS(DEFICIT)		\$42,180.26				\$523,312.29				

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
FY 2022/23 FUNDING ALLOCATION	\$1,691,583	\$1,127,722	\$604,410	\$523,312	54%	36%
Personnel						
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%
TOTAL PERSONNEL EXPENSE	\$934,044	\$622,696	\$242,438	\$380,258	39%	26%
Purchased Goods and Services Expense						
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%
TOTAL PURCHASED GOODS & SERVICES EXPENSE	\$698,871	\$465,914	\$328,858	\$137,056	71%	47%
CONTINGENCY	\$35,239	\$23,493	\$1,711	\$21,781	7%	5%
CITY ADMINISTRATIVE FEE	\$23,429	\$15,619	\$31,402	-\$15,782.46	201%	134%
TOTAL OPERATING EXPENSES	\$1,691,583	\$1,127,722	\$604,410	\$523,312	54%	36%

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
CONVENTION SALES, INCENTIVES & SERVICES						
Personnel	\$ 457,669.00	\$ 305,112.68	\$ 81,272.80	\$ 223,839.88	27%	18%
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%
Convention Sales, Incentives & Services Expenses	\$ 149,605.00	\$ 99,736.66	\$ 34,288.93	\$ 65,447.73	34%	23%
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%
TOTAL CONVENTION SALES, INCENTIVES & SERVICES	\$ 607,274.00	\$ 404,849.34	\$ 115,561.73	\$ 289,287.61	29%	19%
MARKETING & COMMUNICATIONS						
Marketing Expenses	\$ 203,048.00	\$ 135,365.34	\$ 49,351.68	\$ 86,013.66	36%	24%
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%
TOTAL MARKETING & COMMUNICATIONS	\$ 203,048.00	\$ 135,365.34	\$ 49,351.68	\$ 86,013.66	36%	24%
ADMINISTRATION						
Personnel	\$ 476,375.00	\$ 317,583.34	\$ 161,165.46	\$ 156,417.88	51%	34%
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%
Administrative Expenses	\$ 346,218.00	\$ 230,812.00	\$ 245,217.73	\$ (14,405.73)	106%	71%
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%
TOTAL ADMINISTRATION	\$ 822,593.00	\$ 548,395.34	\$ 406,383.19	\$ 142,012.15	74%	49%
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%
TOTAL OPERATING BUDGET	\$ 1,691,583.00	\$ 1,127,722.02	\$ 604,409.73	\$ 523,312.29	54%	36%

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.
FY 2022/23 FUNDING ALLOCATION	\$1,691,583	\$1,127,722	\$604,410	\$523,312	54%	36%
Personnel						
Salary						
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%
Salary	\$635,000	\$423,333	\$212,779	\$210,555	50%	34%
Payroll Taxes						
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%
Payroll Taxes	\$90,534	\$60,356	\$18,258	\$42,098	30%	20%
Employee Benefits						
Health						
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%
Health	\$32,704	\$21,803	\$8,641	\$13,162	40%	26%
401K Fee						
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%
401K Fee	\$38,026	\$25,351	\$0	\$25,351	0%	0%
Employee Benefits	\$70,730	\$47,153	\$8,641	\$38,512	18%	12%
Employee Incentives						
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%
Employee Incentives	\$127,500	\$85,000	\$0	\$85,000	0%	0%

	Annual Budget	YTD Budget	YTD ACTUAL	VARIANCE	EXP YTD	EXP Ann.
Other						
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%
Other	\$10,280	\$6,853	\$2,760	\$4,093	40%	27%
TOTAL PERSONNEL EXPENSE	\$934,044	\$622,696	\$242,438	\$380,258	39%	26%
PURCHASED GOODS & SERVICES						
Contract Services						
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%
Contract Services	\$424,424	\$282,949	\$246,486	\$36,463	87%	58%
Operating Supplies						
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%
Operating Supplies	\$18,365	\$12,243	\$6,078	\$6,165	50%	33%
Recruitment	\$500	\$333	\$11,995	(\$11,662)	3599%	2399%
Insurance						
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%
Insurance	\$11,737	\$7,825	\$5,852	\$1,973	75%	50%
Memberships						
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%
Memberships	\$4,615	\$3,077	\$3,015	\$62	98%	65%

	Annual Budget	YTD Budget	YTD ACTUAL	VARIANCE	EXP YTD	EXP Ann.
Mileage Reimbursement	\$1,000	\$667	\$55	\$612	8%	5%
Subscription Services						
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%
Subscription Services	\$49,530	\$33,020	\$49,152	(\$16,132)	149%	99%
Conferences and Trade Shows						
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%
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						
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%
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						
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%
Support Services	\$36,000	\$24,000	\$618	\$23,382	3%	2%
TOTAL PURCHASED GOODS & SERVICES EXPENSE	\$698,871	\$465,914	\$328,858	\$137,056	71%	47%
CONTINGENCY	\$35,239	\$23,493	\$1,711	\$21,781	7%	5%
CITY ADMINISTRATIVE FEE	\$23,429	\$15,619	\$31,402	(\$15,782)	201%	134%
TOTAL OPERATING EXPENSES	\$1,691,583	\$1,127,722	\$604,410	\$523,312	54%	36%
SURPLUS(DEFICIT)			\$523,312			



Silicon Valley/Santa Clara DMO, Inc.

Balance Sheet
As of February 28, 2023

	TOTAL
ASSETS	
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
Total Bank Accounts	\$2,768,446.09
Accounts Receivable	
13100 TID Receivable	363,376.66
13101 Refunds	0.00
13110 Contributions Receivable	0.00
Total Accounts Receivable	\$363,376.66
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
Total Other Current Assets	\$29,679.32
Total Current Assets	\$3,161,502.07
TOTAL ASSETS	\$3,161,502.07
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
30000 Accounts Payable (A/P)	78,947.69
Total Accounts Payable	\$78,947.69
Other Current Liabilities	
30100 Accrued Expenses	35,687.99
30200 Deferred Revenue	0.00
Total Other Current Liabilities	\$35,687.99
Total Current Liabilities	\$114,635.68
Total Liabilities	\$114,635.68
Equity	
30300 Change in Net Assets	2,015,184.95
Net Income	1,031,681.44
Total Equity	\$3,046,866.39
TOTAL LIABILITIES AND EQUITY	\$3,161,502.07

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.						

SCTID + DMO Monthly Meeting

April 27, 2023

FY 2023/24 Budget



Setting the Stage

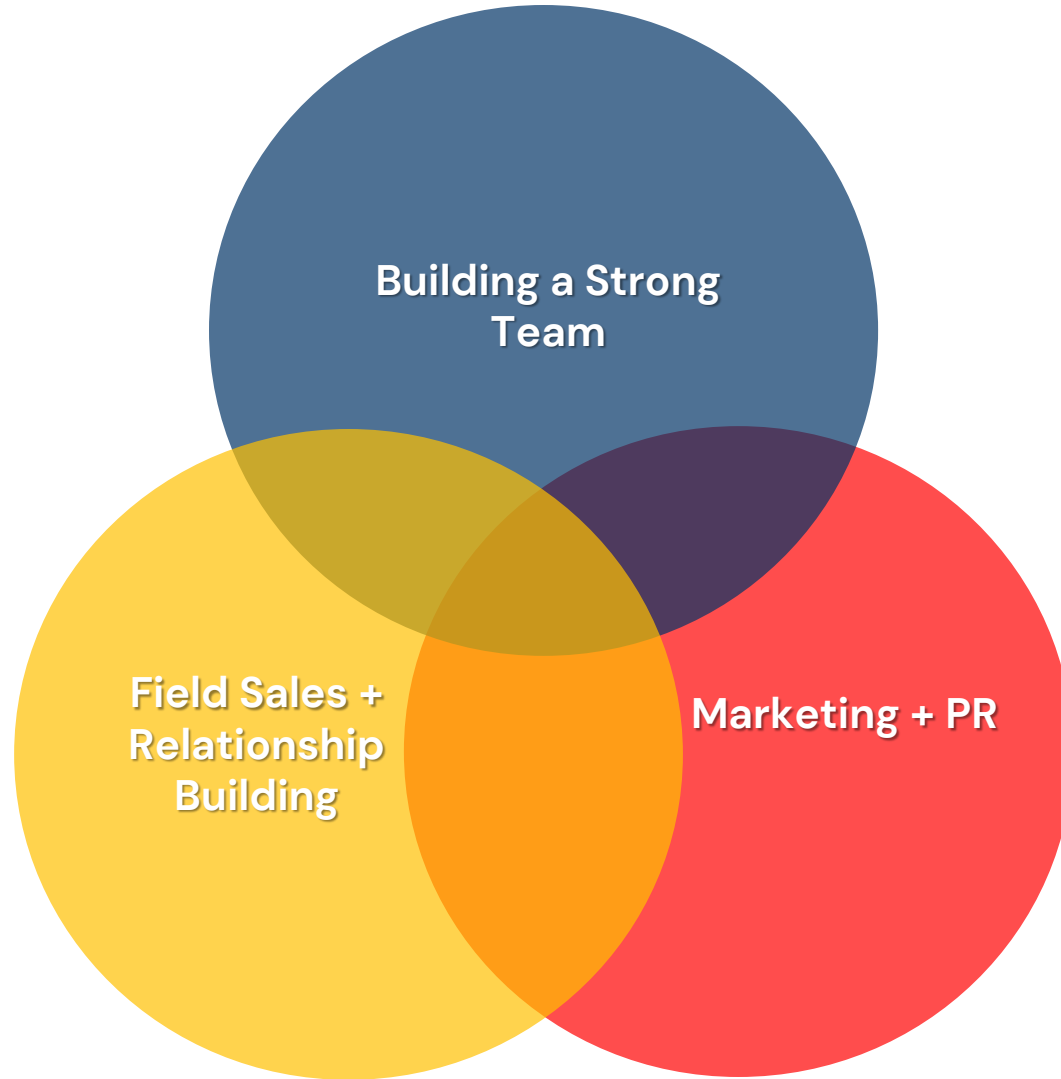
Current State

- Newly formed DMO has been impacted by COVID-19, with limited significant activity.
- No outbound travel to network and build relationships with meeting planners.
- Santa Clara has fallen off the radar for our customer base.
- Lack of marketing efforts has contributed to lower visibility and awareness.
- Inconsistent staffing and turnover have impacted team stability and productivity.
- Lack of strategic execution has limited progress and growth opportunities.

Future Focus:

- Building a strong and diverse team to drive success and growth.
- Foster a strong and dynamic sales culture.
- Ensuring a strong foundation of strategy, process, and tools for long-term success.
- Initiated social and Google Ad campaigns to boost visibility and awareness, with further enhancements planned under new Director of Marketing.
- FY 2023/24 marks the DMO's Debut year during which the organization will focus on increasing its' profile and attracting new customers.

FY 2023/24 Key Focus Areas



- The budget is broken into five programs:
 - Convention Sales, Incentives & Services
 - Marketing & Communications
 - Administration
 - Contingency
 - City Administrative Fee
- FY 2023/24 Budget variances primarily impacting
 - Additional Staffing
 - Convention Sales, Incentive & Services
 - Marketing & Communications



Fund Summary

Fund Summary

FY 2022/23 Fund Balance	FY 2023/24 Projected Revenue	FY 2023/24 Reserves	FY 2023/24 Available Funds
\$3,005,635	\$2,266,000	\$1,193,469	\$4,078,166

A	B	C	D	E		As of	Transfer of
		YTD				07/01/2022	Funds
	FY 2022/23	07/01/22-	FY 2022/23	FY 2023/24	DMO FUNDS		
	Adopted	02/28/23	Forecast	Proposed	City - TID Account	1,999,756	1,672,356
					Wells Fargo Account	182,727	510,127
					Total Beginning Fund Balance	2,182,482	2,182,482
Beginning Fund Balance							
DMO Funds	1,504,481	1,504,481	1,504,481	1,812,166			
DMO Reserves	678,001	678,001	678,001	1,193,469			
Total Beginning Fund Balance	2,182,482	2,182,482	2,182,482	3,005,635			
Total Revenue							
TID Assessment	1,174,623	688,954	2,000,000	2,200,000			
Levy Marketing Investment	30,000	30,000	30,000	30,000			
OVG360 Marketing Investment	36,000	36,000	36,000	36,000			
Other Revenue	-	3,571	3,571	-			
Total Revenue	1,240,623	758,525	2,069,571	2,266,000			
Total Source of Funds	3,423,105	2,941,007	4,252,053	5,271,635			
Expenditures							
Personnel	934,044	242,438	636,271	1,623,229			
NonPersonnel	698,871	328,858	570,147	1,250,443			
Contingency	35,239	1,711	-	66,000			
City Administration Fee	23,429	31,402	40,000	44,000			
Total Expenditures	1,691,583	604,409	1,246,418	2,983,672			
Ending Fund Balance							
DMO Funds	1,053,521	1,658,597	2,327,634	1,094,494			
DMO Reserves	678,001	678,001	678,001	1,193,469			
Total Ending Fund Balance	1,731,522	2,336,598	3,005,635	2,287,963			
Total Use of Funds	3,423,105	2,941,007	4,252,053	5,271,635			

FY 2023/24 Reserves

FY 2023/24 projected revenue
 • 2% SCTID assessment

FY 2022/23 fund balance

FY 2023/24 Available Funds

 \$3,005,635 + \$2,266,000 +
 (\$1,193,469) = **\$4,078,166**

FY 2023/24 Operating Budget

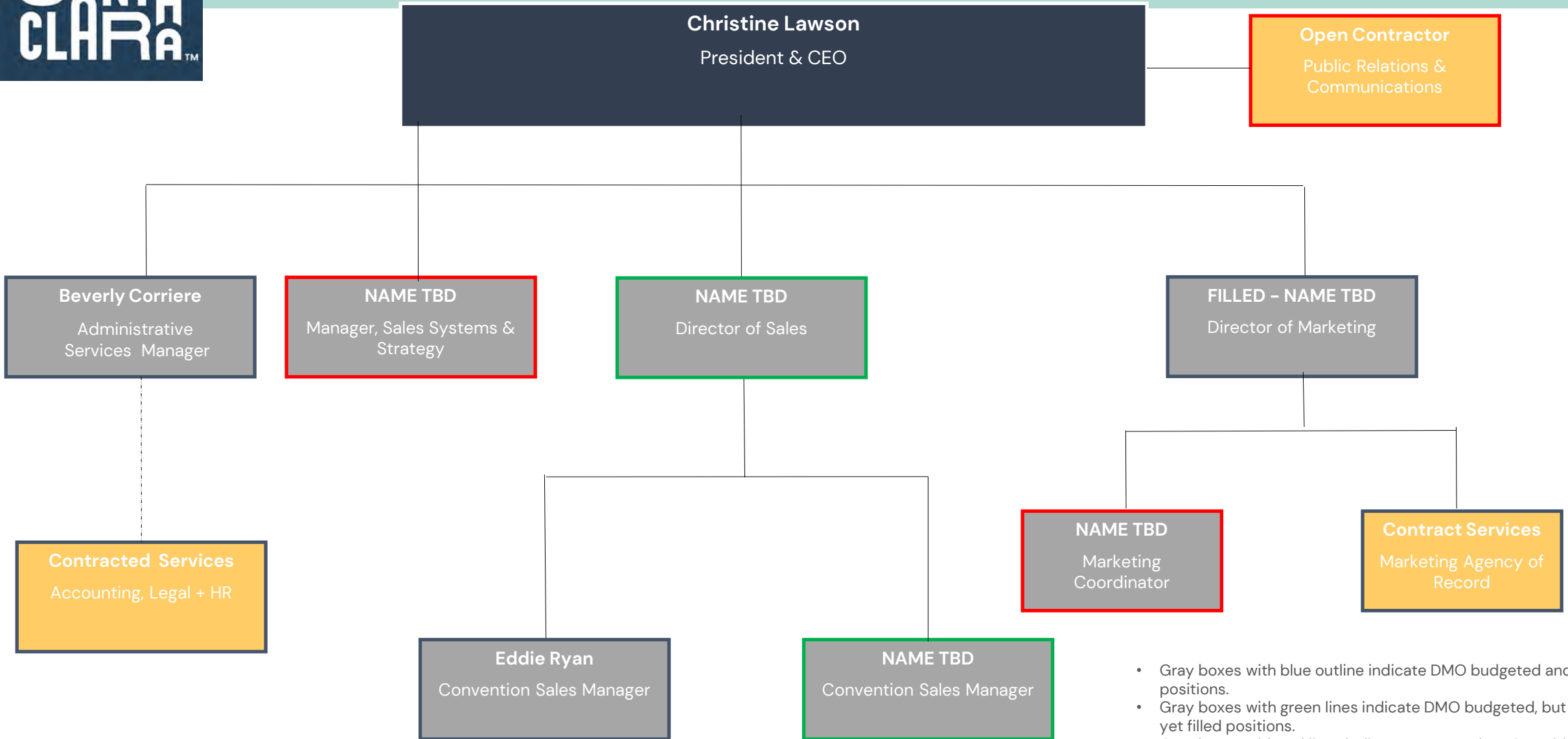
Summary

Position	FY 2022/23 Adopted	FY 2022/23 Revised	FY 2023/24 Proposed	Change
Chief Executive Officer	1	1	1	0
Director of Sales	1	1	1	0
Sales Manager	2	2	2	0
Director of Marketing	0	1	1	0
Marketing Coordinator	0	0	1	1
Manager, Sales System & Strategy	0	0	1	1
Administrative Services Manager	1	1	1	0
TOTAL FTE	5	6	8	2

	FY 2022/23 Adopted	FY 2023/24 Proposed	Variance +/(–)	FY 2023/24 Change %
Personnel	\$934,044	\$1,623,230	\$689,186	73.79%
Non-Personnel	\$698,871	\$1,250,443	\$551,572	78.92%
Contingency	\$35,239	\$66,000	\$30,761	87.29%
City Administration Fee	\$23,429	\$44,000	\$20,571	87.80%
Total Operating Budget	\$1,691,583	\$2,983,672	\$1,292,090	76.38%



FY 2023/24 ADOPTED ORGANIZATIONAL STRUCTURE



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



Convention Sales, Incentives + Services

Filling 2022/23 Adopted Positions

- Director of Sales and additional Sales Manager.
- Increased salary ranges to attract and retain top talent.
- Increasing current Sales Manager to lower end of the market range in July 2023 based on performance review and goal achievement.
- Impacts the increase in incentives budgeted at the full amount of 25% for qualified team members.

New FTE for Manager, Sales Systems & Strategy

- Addition of dedicated CRM and strategy oversight to improve processes, efficiency, increased sales and overall performance.

Benefits + Payroll Taxes

- Anticipating a full team in FY 2023/24 means an increase in health and dental benefits.
- The DMO will be implementing a 401K Plan.
- Payroll taxes increasing with full team.

Travel & Entertainment

- Inventing in tradeshow attendance (15 shows) and sales trips (11) to build client relationships and drive leads/sales.
- Includes \$24,000 for client entertainment both locally and when on the road for business to build relationships and increase sales revenue.

Budget Item	FY 2022/23 Adopted	FY 2023/24 Proposed	FY 2023/24 Variance
CONVENTION SALES, INCENTIVES & SERVICES			
Positions			
FTE Director of Sales	1	1	1
FTE Sales Manager	1	1	0
FTE Sales Manager	1	1	1
FTE Manager, Sales Systems & Strategy	-	1	1
Personnel	\$457,669	\$735,056	\$277,387
Convention Sales, Incentives & Services Expenses	\$149,605	\$453,275	\$303,670
Business Development	\$50,000	\$150,000	\$100,000
Conferences and Tradeshows	\$20,700	\$47,700	\$27,000
Memberships	\$3,015	\$12,508	\$9,493
Subscription Services	\$32,390	\$33,684	\$1,294
Support Services	\$36,000	\$120,300	\$84,300
Travel & Entertainment	\$7,500	\$89,083	\$81,583
TOTAL CONVENTION SALES, INCENTIVES & SERVICES	\$607,274	\$1,188,331	\$581,057

Addition of a Director of Marketing (DOM)

- Not in the 2022/23 adopted budget, however approved by the Board in February. Role hired and will start on May 1, 2023.
- Will provide leadership and strategic vision.
- Budgeted for a 5% increase in salary at the one-year anniversary, based on merit and review process.

Proposed addition of Marketing Coordinator

- Role will support the DOM in marketing campaigns, gathering of data, and support the sales team in the organization and execution of tradeshow/client events.

Significant increase in Marketing Efforts

- Digital Marketing investment of \$110,000 to reach a wider audience and generate leads.
- Earmarked funds for videography, photography and influencer marketing for better exposure, engagement and revenue generation.

Website Development & Evolution

- Need to create richer and more diverse content for a better user experience and increased engagement.
- Need to invest in Santa Clara as a destination in addition to groups and meetings.
- The investment will help to generate leads, improve conversion rates, and ultimately revenue.
- Will support sales & marketing efforts, making it a sound investment for the DMO.

Budget Item	FY 2022/23 Adopted/ Revised	FY 2023/24 Proposed	FY 2023/24 Variance
MARKETING & COMMUNICATIONS			
Positions			
Director of Marketing	1	1	0
Marketing Coordinator	0	1	1
Personnel	\$-	\$339,837	\$338,837
Marketing Expenses	\$203,048	\$409,683	\$206,635
Advertising & Promotions	\$75,000	\$70,000	(\$5,000)
Contract Services	\$124,460	\$339,683	\$215,223
Software Licenses	\$3,588	\$-	(\$3,588)
TOTAL MARKETING & COMMUNICATIONS	\$203,048	\$749,520	\$546,472

Administration

No Personnel Changes

- Salary increases due to full fiscal year of roles in place.
- Budgeted for a 5% increase in salary at the one-year anniversary, based on merit and review process.
- Increase in health, dental and payroll taxes with roles in place for FY2023/23.

Accounting

- Increase cost from current budget of \$31,060 to proper financial operations.

Legal Services

- \$11,000 increase from current budget based upon additional team members and contracts.

Rent

- New line item. \$8,100 covers office rent for DMO space for FY2023/24.

Subscription Services

- Increase in number of Simpleview licenses needed for new team members.
- ACT-ON Email Platform annual fee.
- Simpleview contract for extra support and training hours.

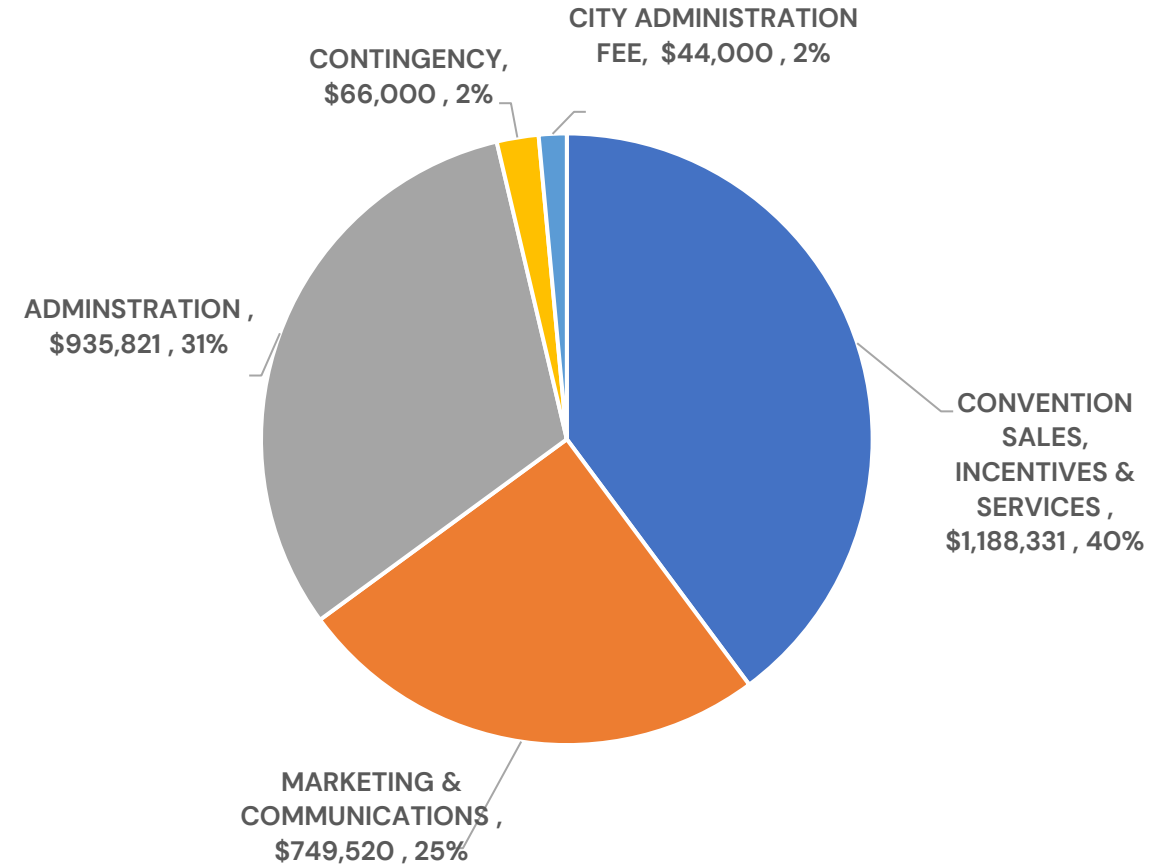
The CoStar Group

- Budget for an enhanced STR Report.

Budget Item	FY 2022/23 Adopted	FY 2023/24 Proposed	FY 2023/24 Variance
ADMINISTRATION			
Positions			
CEO	1	1	0
Administrative Services Manager	1	1	0
Personnel	\$476,375	\$548,336	\$71,961
Administrative Expenses	\$346,218	\$387,485	\$41,267
Contract Services	\$299,964	\$289,776	(\$10,188)
Insurance	\$11,737	\$12,978	\$1,241
Memberships	\$1,600	\$3,350	\$1,750
Mileage Reimbursement	\$500	\$-	(\$500)
Operating Supplies	\$10,900	\$10,850	(\$50)
Software Licenses	\$3,877	\$8,124	\$4,247
Office Rent	\$-	\$8,100	\$8,100
Recruitment	\$500	\$500	\$-
Subscription Services	\$17,140	\$53,807	\$36,667
TOTAL ADMINISTRATION	\$822,593	\$935,821	\$113,228

Budget Summary by Program

PROPOSED COST BY PROGRAM	FY 2023/24 Proposed	% of Budget
CONVENTION SALES, INCENTIVES & SERVICES	\$ 1,188,331	39.8%
MARKETING & COMMUNICATIONS	\$ 749,520	25.1%
ADMINSTRATION	\$ 935,821	31.4%
CONTINGENCY	\$ 66,000	2.2%
CITY ADMINISTRATION FEE	\$ 44,000	1.5%
TOTAL OPERATING BUDGET	\$ 2,983,672	100%





DMO KPI'S

FY 2023/24

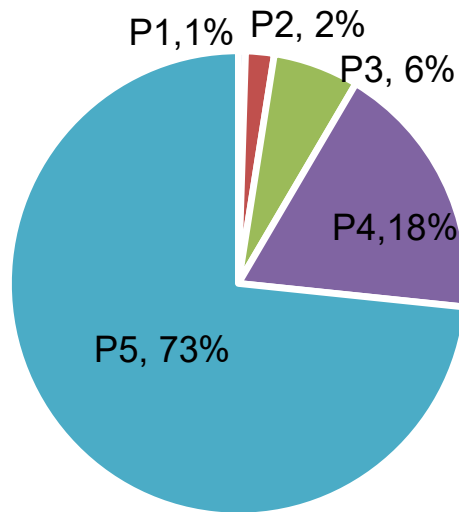
Silicon Valley/Santa Clara DMO Inc.

Performance Measures

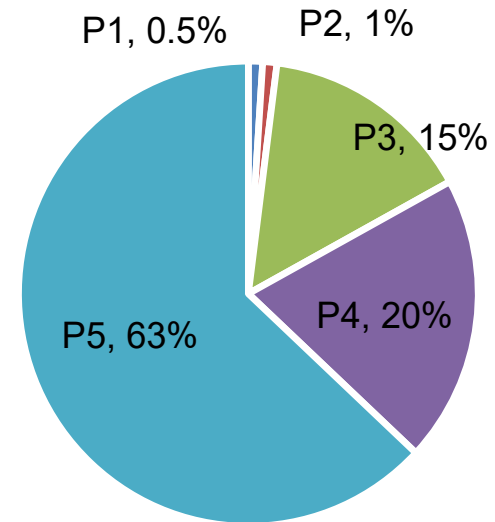
	2022/23 Target	2023/24 Target
1. Event Mix (Consumed)		
Percent of P1 Events ¹	2%	.5%
Number of P1 Events	3	1
Percent of P2 Events ²	4%	1%
Number of P2 Events	6	2
2. Number of Definite Events Booked (In the year for future years)		
Number of P1 Events	5	2
Number of P2 Events	11	4
3. Convention Center 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 ³ (Active)	300	140
9. Economic Impact ⁴ (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)



Q+A

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



Sales Activity Report

March 2023

DISCOVER
**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
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
Priority 1 (P1) 400+ hotel rooms at peak / \$400K+				
Number of Groups	-	-	2	0%
Priority 2 (P2) 150-800 hotel rooms at peak / \$200K-599K				
Number of Groups	-	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.
- Working on a marketing campaign for the Taylor Swift Eras Tour
 - Coming to Santa Clara July 28th + 29th
 - Hotel + additional partner participation
 - Provide a framework for future big-name concerts (e.g., Beyonce + Ed Sheeran).
 - Engage in Monthly Marketing brainstorming sessions.



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

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

Social Media Post March 17, 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

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

Social Media Post
March 19, 2023



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

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



DISCOVER
SANTA
CLARA

Have you Met our Friends?

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

062



The graphic features a red background with white and yellow text. On the right, 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 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

[#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

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



Where trailblazers dare to discover.



DISCOVER
**SANTA
CLARA**

Social Media Post

April 17, 2023

Spring is in full swing and what better way to soak up the sun than with a picnic at Central Park! ☀️ With its stunning gardens, picturesque walking paths, and serene lake, Central Park is the perfect place to relax and recharge. 🌿

And the best part? It's just a short distance away from home. So, grab your favorite people and some yummy snacks or just head over on your own with a great book to discover the beauty of Central Park. 🍷📖 Don't forget to snap some photos and share your picnic adventure with us, we cannot wait to see them. 😍 Plan your Spring picnic adventure today.

[#CentralPark](#) [#PicnicTime](#) [#SpringVibes](#)
[#DiscoverSantaClara](#) [#NatureLovers](#) [#GetOutside](#)
[#PicnicGoals](#)

Enjoy a picnic at **Central Park.**

DISCOVER
**SANTA
CLARA**



Featuring beautiful gardens,
walking paths and a lake.



Social Media Post April 19, 2023

Is everyone ready to explore sunny ☀️ and beautiful Santa Clara? Our city provides everything you need to have a memorable experience, whether you're here to learn about our rich history, take in the stunning natural surroundings, or organize an unforgettable event. Experience Santa Clara by making the most of your time visit with personalized adventures. 🏠💡

Discover endless possibilities at
➡️ discoversantaclara.org

[#santaclara](#) [#dare](#) [#discoversantaclara](#) [#build](#) [#personalized](#) [#experiences](#) [#gathering](#) [#siliconvalley](#)

Our city has something for everyone!



DISCOVER
SANT
CLAR

Around the Room

Next SCTID/DMO Meeting is May 25th @3:00pm
Hosted at the Delta Hotel

2151 Laurelwood Road, Santa Clara



Thank you

Appendix

- Promotion of sales activity for the booking of high-profile Convention Center events.
- Generation of Convention Center revenue and increased room night sales from Convention Center attendees.
- Supports sales activities designed to attract new meetings, conventions, athletic events and other events that have a substantial impact on the Center's financial performance and assessed guestroom demand in the SCTID.
- Includes client incentives/subsidies to attract new prominent events and conventions that have previously not booked an event at the Convention Center.

- Promotion of Santa Clara, the Convention Center and the assessed hotel partners as a convention, meeting, and event destination.
- Emphasis on promoting the destination's desirability for overnight meeting and convention attendees.
- Goal of increasing exposure for Santa Clara, overnight visits, Convention Center revenue, and assessed room demand in the SCTID.

- Management, coordination and support for all services and functions of the organization.
- Budget will be used to support CEO and administrative staffing costs, office expenses, policy formation, and other general administrative expenses like insurance, legal, accounting and IT.
- Responsible for the organizations overall financial monitoring and health.

Contingency

- Equals 3% of gross assessments (\$2,200,000).
- Accounts for uncollected assessments, if any.
- Contingency funds collected may be held in a reserve fund or utilized for other program, and/or unanticipated short-term program, or administrative or renewal costs.

Budget Item	FY 2022/23 Adopted	FY 2023/24 Proposed	FY 2023/24 Variance
CONTINGENCY	\$35,239	\$66,000	\$30,761

City Administration Fee

- Equals 2% of gross assessments (\$2,200,000).
- Covers costs of collection and administration which may include but are not limited to staffing costs, legal services, and operational costs for rent, telephone, supplies, postage, and other general office expenses.

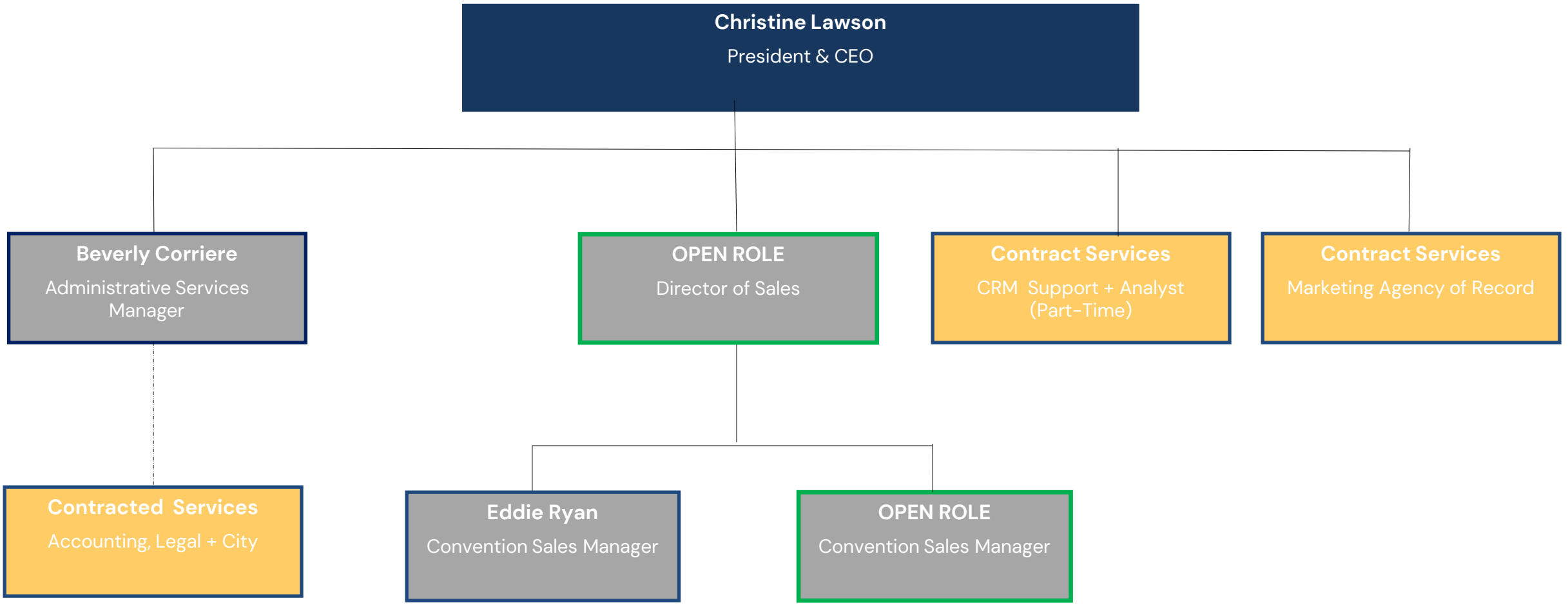
Budget Item	FY 2022/23 Adopted	FY 2023/24 Proposed	FY 2023/24 Variance
CITY ADMINISTRATION FEE	\$23,429	\$44,000	\$20,571

Discover Santa Clara® Organizational Structure Evolution

Christine Lawson
April 2023

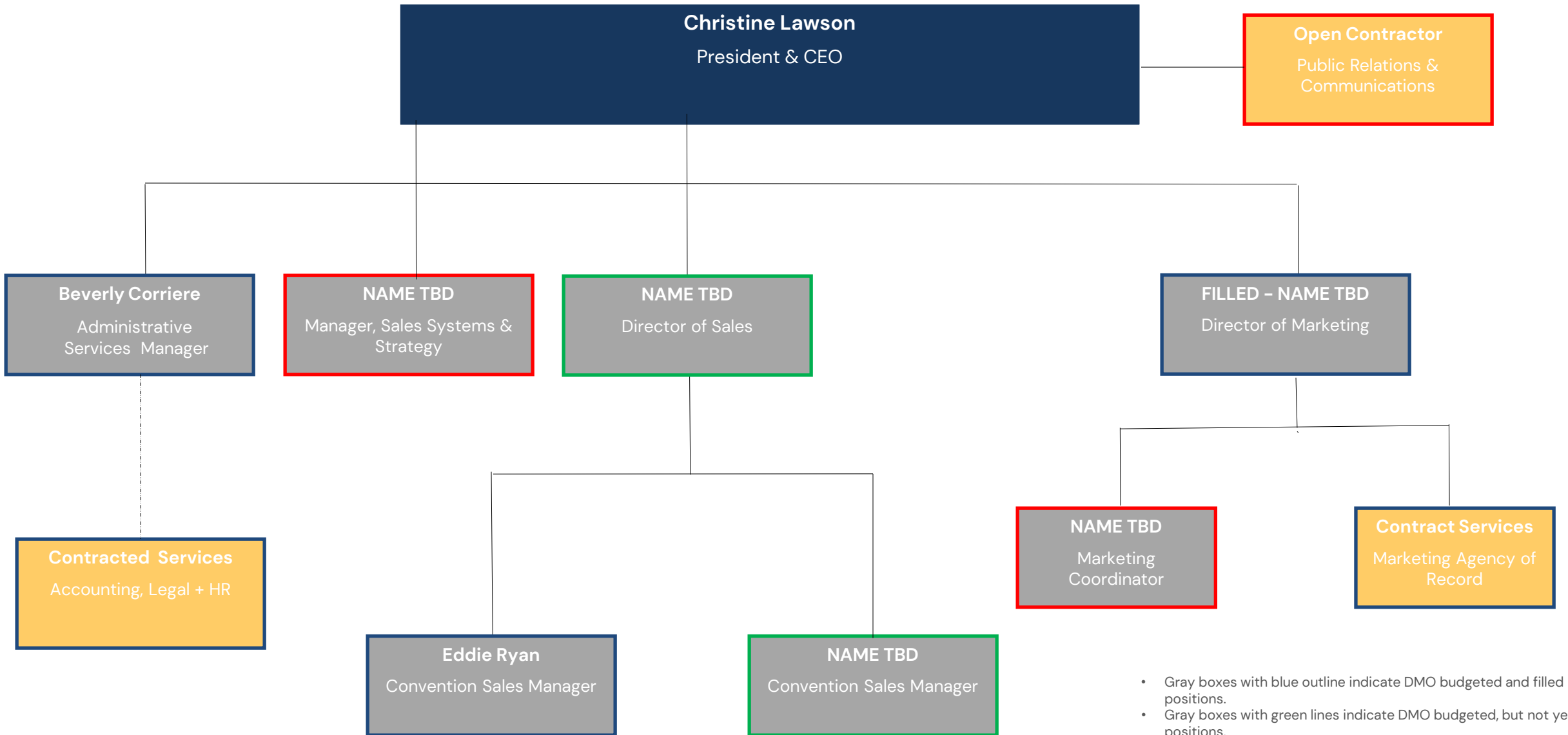


FY 2022/23 ADOPTED BUDGETED ORGANIZATIONAL STRUCTURE



- 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 ADOPTED ORGANIZATIONAL STRUCTURE



- Gray boxes with blue outline indicate DMO budgeted and filled positions.
- Gray boxes with green lines indicate DMO budgeted, but not yet filled positions.
- Gray boxes with red lines indicate requested DMO positions for FY 2023/24 budget that are approved, but unfilled.
- 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.



MEMORANDUM

TO: Silicon Valley/Santa Clara DMO, Inc. Board of Directors

FROM: Christine Lawson, CEO

DATE: April 6, 2023 – V2

RE: Proposed Operating Budget for FY 2023/24 and Overview of Key Variances for Silicon Valley/Santa Clara DMO, Inc.

This budget memo summary is intended to provide an overview of the proposed budget for FY 2023/24, perspective on the intended increases compared to the current budget, and insight into the areas with the greatest impact on the budget and the DMO for the Special Meeting of the Board of Silicon Valley/Santa Clara DMO, Inc. on April 6, 2023. This summary's data has not been audited and may require revision.

DMO BACKGROUND:

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

On May 25, 2021, at the request of the lodging businesses, City Council, pursuant to the Property and Business Improvement District Law of 1994, Streets and Highways Code Section 36600 et seq., approved Resolution No. 21-8964 establishing the Santa Clara Tourism Improvement District (SCTID) to fund sales, marketing, and communications to market city of Santa Clara lodging business as tourist, meeting and event destinations, and other improvements and activities as set forth in the Management District Plan. The SCTID was authorized for a five-year term, July 1, 2021 – June 30, 2026.

SCTID activities are funded by a 2.0% assessment of gross short-term (30 days or less) room revenue (10 rooms or more) on lodging businesses and ensures funding for the Silicon Valley/Santa Clara DMO, Inc. (DMO). The DMO serves as the SCTID's Owners' Association and coordinates the SCTID's administrative, sales and marketing efforts. The DMO is required to expend SCTID funds on sales, marketing, and other programs as authorized by the SCTID's Management District Plan and all activities are specifically designed to benefit lodging businesses paying the assessment. SCTID assessments are payable to the City of Santa Clara on a quarterly basis and the City currently serves as the DMO's fiscal sponsor.

FY 2022/23 FUND SUMMARY:

The beginning fund balance for FY 2022/23 was \$2,182,482, while the Operating Budget for the current year is \$1,691,583 which was approved by the Board on March 31, 2022. As of February 28, 2023, the DMO has spent 36% of its budget, or \$604,410, and has received \$758,525 in revenue.

The low budget expenditures for the FY 2022/23 year were influenced by several key factors. The most significant of them was the delay in filling key leadership positions, particularly the role of chief executive officer, which impeded our ability to execute planned strategies for the year. This delay led to a slower pace of decision-making and implementation across the organization, resulting in lower spending levels than anticipated. The funds expended to date have been allocated towards hiring key staff positions, specifically the CEO (October), one of two open sales manager positions, an administrative services manager (September), and a director of marketing, who was not included in the adopted budget but was approved by the Board in February 2023. The director of marketing will begin on May 1, 2023. While this position will add minimally to our current budgeted expenditures, it is a crucial step towards establishing a strong foundation for our marketing initiatives and ensuring the long-term success of the organization.

As we examine the proposed expenditures for the FY 2023/24 budget, which includes significant positive variances, it is important to note that most increases compared to FY 2022/23 adopted expenses will demonstrate significant growth, as this Fiscal Year's budget is not indicative of a typical year. To reach the DMO's annual goals and objectives, we will continue to constantly evaluate our expenditures to ensure that we are both strategic and economically prudent.

FY 2023/24 FUND SUMMARY:

FY 2022/23 Fund Balance	FY 2023/24 Projected Revenue	FY 2023/24 Reserves	FY 2023/24 Available Funds
\$3,005,635	\$2,266,000	\$1,193,469	\$4,078,166

Projected revenue for FY 2023/24 is \$2,266,000. When combined with the FY 2022/23 estimated fund balance of \$3M and the allocation of approximately \$1.2 M to the FY 2023/24 Reserve Fund, \$4M in funds will be available for FY 2023/24.

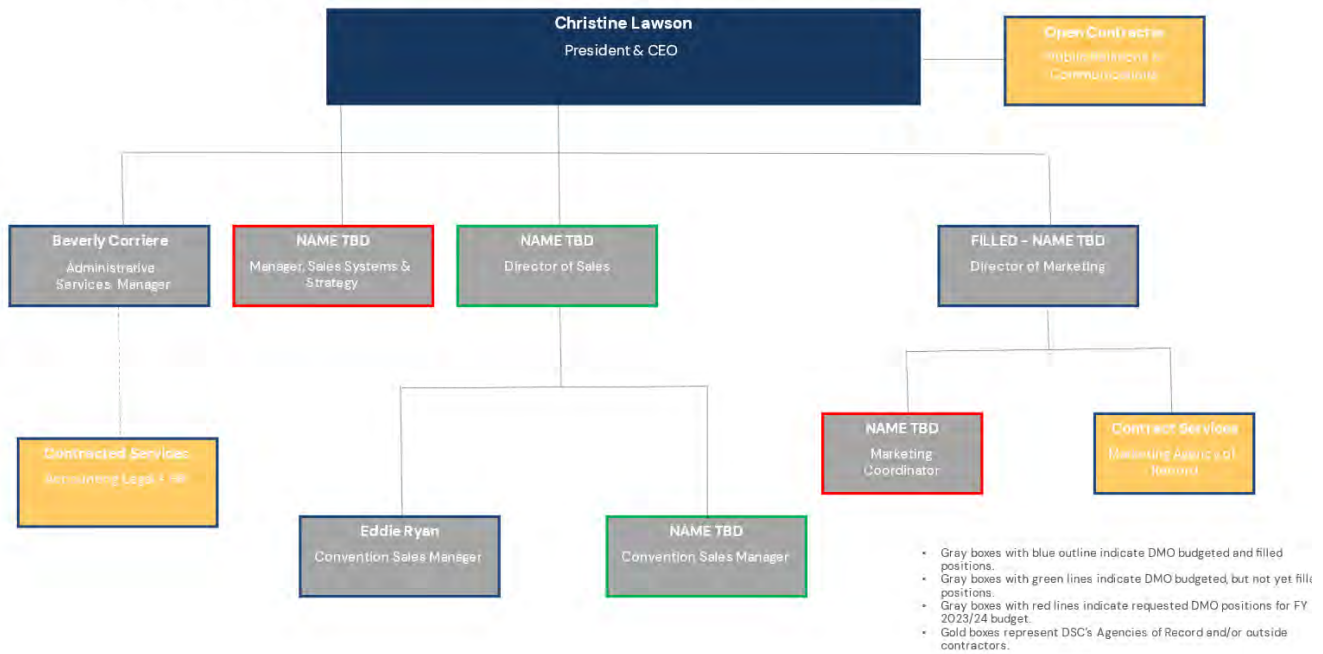
FY 2023/24 PROPOSED OPERATING BUDGET:

The current operating budget includes six full-time equivalent (FTE) staff: 1.0 chief executive officer, 1.0 director of sales, 2.0 sales managers, 1.0 administrative services manager, and 1.0 director of marketing. The overall increase in the FY 2023/24 budget dollars from the current operating budget is \$1,292,090.

Position	FY 2022/23 Adopted	FY 2022/23 Revised	FY 2023/24 Proposed	Change
Chief Executive Officer	1	1	1	0
Director of Sales	1	1	1	0
Sales Manager	2	2	2	0
Director of Marketing	0	1	1	0
Marketing Coordinator	0	0	1	1
Manager, Sales System & Strategy	0	0	1	1
Administrative Services Manager	1	1	1	0
TOTAL FTE	5	6	8	2

As the director of sales and additional sales manager positions are currently vacant, they have been included in the "FY 2023/24 Proposed" column. Although it is hoped that these roles will be filled by the end of this Fiscal Year, we are still in the recruiting phase and exact dates are not yet known. In addition, as previously mentioned, while we did not include a director of marketing position in the current Fiscal Year's Adopted Budget, a case was made to the Board to hire a director of marketing and absorb the cost in the current budget, which was approved at the February 16, 2023 Board of Directors Meeting. Thus, this position has been added to the "FY 2022/23 Revised" column. The marketing director's role has been filled and will begin on May 1, 2023.

FY 2023/24 PROPOSED BUDGETED ORGANIZATIONAL STRUCTURE



	FY 2022/23 Adopted	FY 2023/24 Proposed	Variance + / (-)	FY 2023/24 Change %
Personnel	\$934,044	\$1,623,230	\$689,186	73.79%
Non-Personnel	\$698,871	\$1,250,443	\$551,572	78.92%
Contingency	\$35,239	\$66,000	\$30,761	87.29%
City Administration Fee	\$23,429	\$44,000	\$20,571	87.80%
Total Operating Budget	\$1,691,583	\$2,983,672	\$1,292,090	76.38%

The budget for the DMO is divided into five program areas: Convention Sales, Incentives & Services, Marketing & Communications, Administration, Contingency, and City Administration. The more significant proposed budget variances of \$8,000 or greater are detailed in each program below.

Convention Sales, Incentives & Services:

The Convention Sales, Incentives, and Services Program stimulates sales activity for the booking of prominent Convention Center events, generation of Convention Center revenue, and increased assessed room night sales from Convention Center group/event attendees. The budget is devoted to sales activity designed to attract new meetings, conventions, athletic events, and other corporate and leisure events that have a substantial impact on the Center's financial performance and assessed room demand in the Santa Clara Tourism Improvement District (SCTID). This program also provides client incentives/subsidies to attract new prominent events and conventions that have previously not been hosted by the Convention Center and/or past groups that are considering other future location options where there is potential risk of losing associated revenue.

Budget Item	FY 2022/23 Adopted	FY 2023/24 Proposed	FY 2023/24 Variance
CONVENTION SALES, INCENTIVES & SERVICES			
Positions			
FTE Director of Sales	1	1	1
FTE Sales Manager	1	1	0
FTE Sales Manager	1	1	1
FTE Manager, Sales Systems & Strategy	-	1	1
Personnel	\$457,669	\$735,056	\$277,387
Salary	\$300,000	\$480,500	\$180,500
Incentives	\$75,000	\$101,375	\$26,375
Benefits	\$33,934	\$68,540	\$34,606
Payroll Taxes	\$44,415	\$79,721	\$35,306
Other-Cell Phone Stipend	\$1,320	\$1,920	\$600
Other-Relocation	\$3,000	\$3,000	\$ -
Convention Sales, Incentives & Services	\$149,605	\$453,275	\$303,670
Expenses			
Business Development	\$50,000	\$150,000	\$100,000
Conferences and Tradeshows	\$20,700	\$47,700	\$27,000
Memberships	\$3,015	\$12,508	\$9,493
Subscription Services	\$32,390	\$33,684	\$1,294
Support Services	\$36,000	\$120,300	\$84,300
Travel & Entertainment	\$7,500	\$89,083	\$81,583
TOTAL CONVENTION SALES, INCENTIVES & SERVICES	\$607,274	\$1,188,331	\$581,057

Proposed Personnel Budget Salary Adjustments & Additional Staffing

- In February 2023, a market salary analysis was conducted for the director of sales and sales manager positions. To stay competitive in the market, it was suggested to the Board that the compensation ranges for both positions should be increased. The new ranges for the director of sales were approved during the February 16th Board Meeting. However, the revised range for the sales manager position is being proposed at \$95,000 to \$120,000 vs. the market average of \$105,000 to \$120,000, to have the lower-end of the range be aligned with current salary levels. The proposed range is still pending Board approval.

- For the current fiscal year, the budgeted compensation range for the **director of sales** is between \$125,000 and \$150,000, with a start date of October 1, 2022. This position has not yet been filled. The upper end of the revised wage range of \$160,000 to \$180,000 was utilized for the FY 2023/24 budget. The DMO is actively recruiting for this position and expects to have a director of sales in place no later than July 1, 2023; therefore, the position has budgeted for the entire fiscal year.
- The new **sales manager's** current market salary range is between \$105,000 and \$120,000, up from \$90,000 to \$97,500 in the presently adopted budget. In the FY 2023/24 budget, the maximum wage range for the open position was used for recruitment purposes. Once the proposed revised range has been approved by the Board, the aim is to adjust salaries for all current sales manager positions. This will help us to retain talent and ensure consistency across the organization. Any proposed salary adjustments will be based on merit and KPI/goal achievement and will be conducted in conjunction with a performance review.
- The position of **manager, sales systems & strategy** has been added to the 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 role is held by an individual who we are contracting through a temp. agency. We need this to be a full-time role and this individual is eager to come on full-time with the DMO post their college fellowship completion at the end of August. For the months of July and August, the role remains in *Contract Services* under *Temp Staffing Services* (\$25,494) in addition to a commission of 10% of the current \$60,000 contract (\$6,000) owed to the temp agency for hiring their contractor as an FTE. The compensation range for this position is \$61,000 to \$92,000, thus the budget reflects a full year salary of \$90,000 for an FTE starting in September 2023, resulting in an adjusted salary of \$75,000 for ten months in FY 2023/24.
- **Merit Increases** of up to 5% have been added to the blended compensation of all eligible positions at the one-year anniversary of their start date, as reflected in the budget. This does not include the present sales manager, as once the revised salary range for this position is approved, the CEO will request approval from the Board to adjust current salaries for retention and consistency purposes. If approved, the adjustment would be for FY2023/23. The percentage of any increases would be determined by a performance evaluation and grading system, in addition to meeting outlined KPI's/goals. The DMO is in the process of developing a standard operating procedure for the annual review procedure.
- **Incentive** payouts are capped and budgeted at a maximum payout of 25% of the eligible employee's base salary. The incentive payout is contingent upon the achievement of established KPI's and goals as specified in the current sales incentive plan for the sales managers and a detailed incentive plan for the director of sales is in the process of being developed and will be presented to the Board for approval. Note that the Sales Systems and Strategy Manager has no incentive plan.

- The budget for **health and dental benefits** reflects an increase of \$34,306 due to the anticipation that all positions will be filled as opposed to the existing level of staff, which consists of one sales manager who started in September 2022. This also applies to the budget variation of \$35,306 resulting from the increase in payroll taxes. Moreover, \$27,416 was added to account for 401k employer contributions with the goal of implementing this program by June 1, 2023.

Proposed Non-Personnel Budget Changes:

- \$27,000 was added to **Conferences and Tradeshows** for attendance at 15 diverse segment events that consist of tradeshows, client networking, and marketing conferences. This list was composed based upon the anticipation of a full team in place to divide and conquer to include the CEO, director of sales, two sales managers and the director of marketing. This list equates to approximately four shows per person for the fiscal year. In the first year that the DMO is fully staffed, it will be crucial to be highly visible in the market to gain key exposure in a highly competitive environment, engage in networking opportunities, and fill the sales funnel with more prospects. This budget only covers registration expenses.
- \$9,493 was added to **Memberships** to accommodate the addition of new team members.
- The increase of \$84,300 in **Support Services** is driven by the following items:
 - \$15,000 was added to **Site Tours** so that we can supply overnight accommodation for meeting planners considering Santa Clara for their P1 or P2 group.
 - \$30,000 was added to accommodate two strategic **Familiarization Trips** of targeted and influential meeting planners representing specific vertical/customer segments (e.g., association, tech, sports, etc.).
 - \$20,000 has been added for **Promotional Items** (aka tchotchke's). These promotional items will be distributed to clients during tradeshows and sales calls, and they will highlight Santa Clara's innovative nature.
 - We have five tradeshows that will require that the DMO have a booth. We are in the process of reviewing proposals to have a 10x10 booth created. The booth will require a **Storage Fee** of \$2,400 for FY 2023/24. Additionally, we will need to pay for shipping and set-up/tear-down of the booth, of which \$24,500 has been added to **Tradeshow Shipping, Set-Up & Breakdown Costs**. The cost calculation consists of \$3,000 roundtrip shipping cost in addition to booth set-up at \$191/hour (estimated SF union rate used which will vary per city + 5% increase assumed) X 5 hours = \$955 x 2 people = \$1,910 per show. Total per show shipping + set-up/breakdown cost = \$4,910 for a FY 2023/24 total of \$24,500.
 - **\$89,083** has been added to **Travel & Entertainment**. The current Fiscal Year budget is \$7,500, and the team did not attend tradeshows or conduct sales trips excluding two networking conferences that the CEO attended in February and March of this year. The additional funds cover the expense of travel and lodging to attend the planned tradeshows (\$39,325), as well as the cost of eleven quarterly sales trips to important cities to conduct sales calls with top meeting planners (\$22,418). These trips will be divided among the CEO, director of sales, two sales managers, and director of marketing, resulting in an average of two trips per individual.

- Added **Client Entertainment** to the T&E budget for FY 2023/24 and allotting \$24,000. These monies are designated for smaller segment-specific client events/entertainment both locally and when on the road (e.g., dining out). This allotment offers each selling team member (5ppl = CEO, DOS, 2 Sales Managers + DOM) with \$400 per month or \$4,800 in FY 2023/24 to entertain clients.

Marketing & Communication:

As a conference, meeting, and event destination, the Marketing & Communication Program will promote Santa Clara, the Convention Center, and the assessed hotel partners. The Program will emphasize the destination's desirability for overnight meeting and convention guests, with the aim of increasing exposure for Santa Clara, overnight visits, Convention Center revenue, and assessed room demand in the SCTID.

Budget Item	FY 2022/23 Adopted/ Revised	FY 2023/24 Proposed	FY 2023/24 Variance
MARKETING & COMMUNICATIONS			
Positions			
Director of Marketing	1	1	0
Marketing Coordinator	0	1	1
Personnel	\$-	\$339,837	\$338,837
Salary	\$-	\$218,794	\$218,784
As Needed/Hourly	\$-	\$13,500	\$13,500
Incentives	\$-	\$39,074	\$39,074
Benefits	\$-	\$31,209	\$31,209
Payroll Taxes	\$-	\$36,301	\$36,301
Other – Cell Phone Stipend	\$-	\$960	\$960
Marketing Expenses	\$203,048	\$409,683	\$206,635
Advertising & Promotions	\$75,000	\$70,000	(\$5,000)
Contract Services	\$124,460	\$339,683	\$215,223
Software Licenses	\$3,588	\$-	(\$3,588)
TOTAL MARKETING & COMMUNICATIONS	\$203,048	\$749,520	\$546,472

Proposed Personnel Budget Changes:

- As noted previously, the Board approved the hiring of a director of marketing in February of this year, which was an unbudgeted expense that will be easily absorbed by the current budget. The director of marketing has been hired and will start on May 1, 2023.
- The budget includes a **marketing coordinator** beginning on or around September 1, 2023. This position will assist 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 tradeshows, conferences, and other events. The wage range for this position is \$45,000 to \$76,000, thus the top of the range of \$75,000 was budgeted commencing in September 2023 for an adjusted 10-month salary of \$62,500 in FY 2023/24. This position has no incentive plan.
- \$13,500 for **public relations** support on an as-needed, hourly basis.

- As a result of the enhanced direct sales and marketing activities, the DMO will require PR help to ensure that these efforts receive coverage in important industry trades, to perform media outreach, and to prepare for industry interviews on behalf of the DMO. This sum will help the team get started, and in FY 2024/25, we will assess our long-term approach. Consider a monthly requirement of five hours at a rate of \$225 per hour, for a total of \$1,125 per month.

Proposed Non-Personnel Budget Changes:

- There is \$70,000 in the budget for **Advertising & Promotions**, which is consistent with the adopted budget for FY 2022/23 (\$75,000). These monies were not used this year and will be used for the preparation of sales collateral and print/media items in FY 2023/24. Funds will also be used to promote and increase the DMO's visibility in prominent industry trades and through sponsorships (e.g., Visit California, CalTravel, etc.).
- **Contract Services** is increasing by \$215,223 with a proposed \$339,683 budget for the upcoming fiscal year, with the following expense breakdown:
 - This year, we have a contract with our **Marketing Agency of Record** for \$110,000, comprised of a monthly retainer of \$5,500 (\$66,000 in FY 2022/23) and the remaining \$44,000 earmarked for digital/email marketing initiatives. For FY 2023/24, just the monthly retainer, which will continue at \$5,500 per month, is assigned to the Marketing Agency. This will enable the DMO to distribute and account for marketing funds in a more precise manner.
 - \$255,500 has been earmarked for marketing programs. While this is a significant increase, a strong cadence of diverse marketing initiatives is critical to gain exposure for the City, DMO and partners, which has been relatively inactive since the organization's inception with the onset of COVID, inconsistent staffing and lack of execution of strategies. These funds are allocated as follows:
 - \$110,000 for **Digital Marketing (PPC, SEO, Social Media & Google Ads)**.
 - \$10,000 for **Influencer Marketing**. With these funds, the DMO can experiment with influencer marketing, which makes use of recommendations from "influencers" who are widely regarded as experts in their field or as having significant social influence. This will help us connect with the influencer's audience and raise the organization's exposure and followers.
 - \$10,000 for **Email Marketing**. The goal is to have a monthly Email Campaigns targeting diverse market segments to build awareness and promote seasonal need periods for the City and our partners.
 - \$20,000 for **Photography**. The DMO will have to make an investment in photography to build/expand its content library. Currently, the DMO primarily uses stock photos that do not accurately portray the organization or its partners. Websites, social media, Google Ads, and other sales materials can all benefit from the use of rich imagery. Budgeted to be paid in full by September 2023. Monies will be used for photography and production.
 - \$30,000 for **Videography**. For numerous marketing purposes, including the website, the DMO must invest in videos which continue to gain importance from a marketing standpoint. The objective is to have a comprehensive highlight reel that covers various market segments and the destination, with the intention of dividing these into smaller videos for usage with specific target audiences.

Social media, LinkedIn, Google Ads, tradeshow, and sales presentations will incorporate these videos. The cost comprises production/splicing expenses.

- \$15,000 for a DMO **Branding Session**. The objective of the Branding Session is to answer the question "Why Santa Clara?" The content gathered will be used to create stories that resonate with our target segments to increase our exposure, leads, and business.
- \$60,500 for **Website Development/Evolution**. The objective is to redesign the current DMO Website to provide a richer and more diverse experience to our group, meeting, and leisure customers. Providing varied audience content will support investments on the sales and marketing side to drive traffic to the site, keep people engaged while on the site with the goal of meeting planners being more inclined to complete an RFP. Additionally, it is critical that we enhance the site to support the DMO's goal of marketing the destination with updated events and reasons to come/stay in Santa Clara. We will create an RFP for this process.

Administration:

Administration organizes, coordinates, and provides help for all services and functions of the organization. Budget will be used to support CEO and administrative staffing costs, office expenses, policy formation, and other general administration expenses like insurance, legal, accounting, and IT. Administration is responsible for the company's overall financial monitoring and health.

Budget Item	FY 2022/23 Adopted	FY 2023/24 Proposed	FY 2023/24 Variance
ADMINISTRATION			
Positions			
Chief Executive Officer	1	1	0
Administrative Services Manager	1	1	0
Personnel	\$476,375	\$548,336	\$71,961
Salary	\$335,000	\$367,328	\$32,328
Incentives	\$52,500	\$60,707	\$8,207
Benefits	\$36,796	\$52,397	\$15,601
Payroll Taxes	\$46,119	\$60,944	\$14,825
Other-Cell Phone Stipend	\$960	\$960	\$-
Other - Car Allowance	\$-	\$6,000	(\$6,000)
Other-Relocation	\$5,000	\$-	(\$5,000)
Administrative Expenses	\$346,218	\$387,485	\$41,267
Contract Services	\$299,964	\$289,776	(\$10,188)
Insurance	\$11,737	\$12,978	\$1,241
Memberships	\$1,600	\$3,350	\$1,750
Mileage Reimbursement	\$500	\$-	(\$500)
Operating Supplies	\$10,900	\$10,850	(\$50)
Software Licenses	\$3,877	\$8,124	\$4,247
Office Rent	\$-	\$8,100	\$8,100
Recruitment	\$500	\$500	\$-
Subscription Services	\$17,140	\$53,807	\$36,667
TOTAL	\$822,593	\$935,821	\$113,228

Proposed Personnel Budget Changes:

There are no proposed personnel changes.

Proposed Non-Personnel Budget Changes:

- The **Contract Services** budget is \$289,776 which reflects a \$10,188 decrease from the current adopted budget of \$299,964. Key expense variances are as follows:
 - **Fiscal** includes accounting services, tax preparation and the City of Santa Clara fiscal services. For the FY 2023/24, the fiscal line has increased by \$34,204 and is driven by the following:
 - **Accounting Services** budgeted at \$51,060 which is a \$31,606 increase over the FY2022/23 adopted budget. The total accounting services contract covers monthly accounting costs and any adjustments to the Financial SOP's currently being drafted for the DMO.
 - Maintaining **City Fiscal Services Agreement** at increased rate of \$754 per month for FY 2023/24 which represents a 4% increase over the current year's rate of \$725 per month equaling \$9,048. For the current year, the City of Santa Clara has custody of the DMO's budget until the Financial SOPs are completed and approved. Once the SOPs are approved and implemented, the DMO will gain custody of the budget at which point, the DMO will not require City Fiscal Services. That said, there is not a definitive date set as to when the SOP process will be completed so maintaining the fiscal contract for FY 2023/24 to preserve the budget.
 - **Human Resources** reduced by \$10,000. HR-related administrative functions include recruitment, hiring and on-boarding coordination, policy development, compliance, and payroll management. While it is anticipated that there will be an additional need for new team members, the \$20,000 should be sufficient for FY 2023/24.
 - **Legal Services.** The \$35,000 budget for Legal Services reflects an increase of \$11,000 over the adopted budget for FY 2022/23. The current contractor's hourly rate has increased by 4.3%, from \$575 to \$600 per hour. The DMO is projected to spend \$32,755 in the current fiscal year compared to the adopted budget of \$24,000, representing a 31% overage. The upcoming year's budget of \$35,000 is based on 58 hours, or 4.8 hours per month. This sum has been estimated due to the projected increase in staff and the increased number of contracts submitted for evaluation by the DMO. The DMO Team will utilize this resource with care to limit expenditures.
 - **Professional Services** reduced by \$35,000 reflecting a FY 2023/24 amount of \$100,000. These services are comprised of the JLL Agreement and the City of Santa Clara's staffing and professional services support for the DMO. The current projected forecast for FY 2022/23 is \$148,410, which is greater than this year's adopted budgeted amount of \$135,000. The increase is due to the necessity for more City hours to train new DMO staff. The JLL Agreement is \$5,000 per month, and the City of Santa Clara's contract is reinforced by Ruth Shikada at \$200 per hour and Nancy Thome at \$181 per hour for their help.
 - **For FY 2023/24 we have estimated the following:**
The JLL Agreement is active until December 2023. Six months of the JLL contract at \$5,000 per month is \$30,000, and assuming 30 hours per month for staffing and professional services support, with Ruth Shikada at \$200 per hour and Nancy Thome at \$181 per hour, the blended hourly rate is \$191 ($\$200 + \$181 = \191).

- **Temp Services.** The budget for Temp Services in FY 2023/24 is \$31,494, representing a savings of \$28,566 compared to the current year's budget of \$60,060. This contract was intended to procure a contractor to manage the Customer Relationship Management system of the DMO (CRM). For FY 2022/23, the contract was for 52-weeks at \$1,155 per week, or \$60,060. The DMO intends for the current contractor to transition into the proposed FTE post of **Manager, Sales Systems & Strategy** in September 2023, once the employee has finished their college fellowship. The budget for FY 2023/24 allocates \$12,747 (\$57.75/hour) for 24 hours per week for the months of July and August 2023, after which this position will become full-time, as shown in the "Convention Sales, Incentive & Services" personnel section. An additional \$6,000 has been budgeted to cover the commission owed to the temp agency as a "finder's fee" and to offer the present contractor a permanent position.
- In FY 2023/24, a line item was added to the budget for **Internal Meetings** for a total of \$12,000. These monies will be used to conduct quarterly strategic team meetings to include the DMO, Convention Center and Levy Sales Teams. This amount will cover an off-site location and food & beverage. The DMO conducted one of these meetings in January 2023 for \$1,711.
- **Office Rent** of \$675 per month or \$8,100 per year has been added to the budget for FY 2023/24 to accommodate the DMO's office space in the Convention Center.
- **The Subscription Services** budget is \$53,807 which reflects a \$36,667 increase from the current adopted budget of \$17,104. Key expense variances are as follows:
 - The **Simpleview CRM System** is budgeted at \$28,600 which represents an increase of \$18,800 over the current year's adopted budget of \$9,800. This is driven by the following:
 - The budgeted yearly subscription cost is \$13,800, a \$4,000 increase from the current year's \$9,800. Monthly subscription fees of \$400 per month in addition to \$1,200 per year for current users, and integration of both the Economic Calculator and Cvent. In addition, there is a \$3,000 license cost paid yearly to have access to the system. This total is equivalent to \$9,000 each year. In addition, we now have seven user licenses for the CRM, three of which belong to the DMO Team. In FY2023/24, we need to add four more licenses for new personnel, including a director of sales, a director of marketing, an additional sales manager, and a marketing coordinator. These licenses cost \$1,200 apiece per year, or \$4,800 for each additional user. Total FY 2023/24 = \$13,800.
 - In January 2023, the Board approved a contract for **ACT-ON** which is Simpleview's Email Platform tool that integrates with the CRM. The annual ACT-ON tool subscription cost will be billed in January 2024. In FY 2022/23, we paid \$10,200 which includes a one-time fee of \$5,400 to kick-start the project and get the Email Platform up and running (currently in process) and the \$4,800 annual subscription fee. These expenses were not part of the current Fiscal Year's adopted budget.
 - There is \$10,000 built into the budget to contract additional Simpleview **support/training hours** needed to support new staff members.

- The budget for FY 2023/24 includes \$15,000 for **The CoStar Group**, which produces the STR Report, the industry-standard benchmarking tool for understanding how one’s organization is performing relative to its competitors. With increased direct sales and marketing efforts, it will be essential to have a STR Report that allows us to examine the market segmentation of our SCTID Hotels against the performance of other competitive cities to determine how we compare. The budgeted amount is used to acquire a STR Report that includes more comprehensive historical data, day of the week and market segmentation performance (group and transient business) by occupancy, average rate, revenue per available room (RevPAR), supply, demand, and revenue data for a rolling 12-month period.

Contingency:

The DMO budget includes a contingency line item to account for uncollected assessments, if any. If there are contingency funds collected, they may be held in a reserve fund or utilized for other program, administrative or renewal costs at the discretion of the DMO Board. Policies relating to contributions to the reserve fund, the target amount of the reserve fund, and expenditure of monies from the reserve fund will be determined by the DMO Board.

Contingency funds may be spent on unanticipated short-term district programs or administrative and renewal costs in such proportions as determined by the DMO Board and may be used for the costs of renewing the SCTID.

Per the Management District Plan, Contingency is budgeted at 3% of the amount of the assessment collected.

Budget Item	FY 2022/23 Adopted	FY 2023/24 Proposed	FY 2023/24 Variance
Contingency	\$35,239	\$66,000	\$30,761

The FY 2023/24 Proposed SCTID Assessment revenue is projected at \$2.2M. The economy is slowly recovering post COVID and while not at pre-COVID levels, is progressing at a slightly higher rate than anticipated. In FY 2021/22, the DMO received \$563,459 more than projected and the DMO is on track to receive \$2M in the current Fiscal Year, approximately \$800K more than projected.

City Administration:

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

Budget Item	FY 2022/23 Adopted	FY 2023/24 Proposed	FY 2023/24 Variance
City Administration Fee	\$23,429	\$44,000	\$20,571

The proposed contingency and city administration fee budgets were determined using the FY_2023/24 projected revenue amount of \$2,200,000. Although the SCTID Management District Plan outlines that the estimated annual budget would be \$1,209,862 if maximum assessment rates are adopted (2%), this current FY 2022/23, the DMO is on track to receive \$2,000,000 in TID revenue, with the first quarter generating \$688,954 and the second quarter generating \$664,266. Even though the economy has not entirely recovered post-COVID there are indications that it is recovering at a slightly faster rate than expected. This amount will fluctuate based on the actual amount of revenue received.

BUDGET SUMMARY:

The Proposed Operating Budget for FY 2023/24 is \$2,983,672 and the Proposed Reserve Fund Allocation is \$1,193,930.

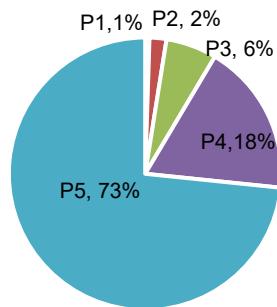
Attachments:

- A. Silicon Valley/Santa Clara, DMO, Inc. Fund Summary
- B. DMO FY 2023/24 Proposed Budget
- C. DMO FY 2023/24 Proposed Budget Detail
- D. FY 2023/24 DMO Organizational Structure

Silicon Valley/Santa Clara DMO Inc.		
Performance Measures		
	2022/23 Target	2023/24 Target
1. Event Mix (Consumed)		
Percent of P1 Events ¹	2%	.5%
Number of P1 Events	3	1
Percent of P2 Events ²	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 ³ (active)	300	140
9. Economic Impact ⁴ (Consumed P1 and P2 events)	\$6,031,943	\$2,745,582

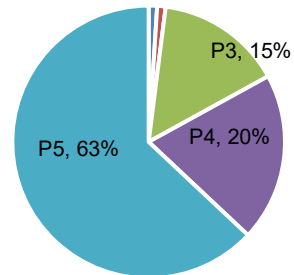
Santa Clara Convention Center Event Mix

FY 2022/23 (374 Events)



FY 2023/24 (220 Events)

P1, 0.5% P2, 1%



¹ **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.

² **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.

³ **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.

⁴ **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.

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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
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
Priority 1 (P1) 400+ hotel rooms at peak / \$400K+				
Number of Groups	-	-	2	0%
Priority 2 (P2) 150-800 hotel rooms at peak / \$200K-599K				
Number of Groups	-	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)



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
Grand Totals	69	19057	\$2,987,417.00	\$1,216,058.20	\$224,164.34	\$1,764,740.84	\$224,000.25	\$8,411.75	84070	\$20,742,982.73

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
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										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
Subtotal for 2023-01-01 00:00:00.0		24	10256	\$247,641.70	\$36,172.00	\$557,633.04	\$28,315.76	\$1,305.00	21807	\$7,687,059.97
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
Subtotal for 2024-01-01 00:00:00.0		7	2565	\$216,036.00	\$24,500.00	\$230,679.80	\$14,000.00	\$6,022.00	10200	\$2,213,084.16
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
Subtotal for 2025-01-01 00:00:00.0		3	3420	\$20,878.00	\$0.00	\$0.00	\$0.00	\$0.00	1650	\$1,310,919.44
Grand Totals		34	16241	\$484,555.70	\$60,672.00	\$788,312.84	\$42,315.76	\$7,327.00	33657	\$11,211,063.57

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
Subtotal for 2023-01-01 00:00:00.0		21	1541	\$193,909.70	\$27,772.00	\$603,133.04	\$33,383.56	\$675.00	14520	\$2,831,420.88
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
Subtotal for 2025-01-01 00:00:00.0		2	2190	\$20,878.00	\$0.00	\$0.00	\$0.00	\$0.00	1250	\$678,551.68
Grand Totals		23	3731	\$214,787.70	\$27,772.00	\$603,133.04	\$33,383.56	\$675.00	15770	\$3,509,972.56

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

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



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
Subtotal for 2023-01-01 00:00:00.0		1	0	\$9,749.00	\$1,749.00	\$2,500.00	\$5,000.00	\$500.00	\$0.00	30	\$12,278.07
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
Subtotal for 2024-01-01 00:00:00.0		1	615	\$10,104.00	\$10,104.00	\$0.00	\$0.00	\$0.00	\$0.00	550	\$186,944.76
Grand Totals		2	615	\$19,853.00	\$11,853.00	\$2,500.00	\$5,000.00	\$500.00	\$0.00	580	\$199,222.83

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 -
AA

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