



**SANTA CLARA TOURISM IMPROVEMENT DISTRICT
MEETING AGENDA**

May 25, 2023, 3:00 PM

**Delta Hotels by Marriott, Santa Clara Silicon Valley
2151 Laurelwood Road, Santa Clara, CA 95054, Salon 3**

CALL TO ORDER

ROLL CALL

Special Order of Business

1. Introduction of DMO Board of Directors new members Sean Steenson, Delta Hotels, and Fernando Vazquez, Hyatt Centric Silicon Valley.
2. Introduction of Katelyn Studebaker, Director of Marketing
3. Introduction of Lorne Ellison, General Manager of Levy Restaurants.

PUBLIC COMMENT

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

CONSENT AGENDA

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4. 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

Santa Clara Tourism Improvement District – April 27, 2023

Recommendation: Note and file the Minutes of the Santa Clara Tourism Improvement District, January 26, 2023, February 26, 2023, March 23, 2023, and April 27, 2023.

5. Action on the Discover Santa Clara® Financial Report – March 2023.

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

6. Review of the FY 2022/23 3rd Quarter Financial Report.

Recommendation: Note and File the FY 2022/23 3rd Quarter Financial Report

7. Action on Discover Santa Clara's® FY 2022/23 3rd Quarter Report.

Recommendation: Note and File Discover Santa Clara's® FY 2022/23 3rd Quarter Report.

CONSENT ITEMS PULLED FOR DISCUSSION

PUBLIC PRESENTATIONS

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GENERAL BUSINESS – ITEMS FOR DISCUSSION

8. Santa Clara Improvement District/Silicon Valley Santa Clara DMO, Inc. Overview by Nancy Thome, City of Santa Clara, and Dan Fenton, Jones Lang LaSalle (JLL).

9. Transient Occupancy Tax Comparison Presentation by Dan Fenton, JLL.

10. CEO Update

10A. Review of Discover Santa Clara® Sales Report for April 2023

10B. Staffing Update

10C. 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

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

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

1. Action on the Minutes of:

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

A motion was made by Member Sullivan, 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

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

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.



SANTA CLARA TOURISM IMPROVEMENT DISTRICT
MEETING MINUTES

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

CALL TO ORDER

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

ROLL CALL

Present: 3 Sean Steenson, Delta Hotel by Marriott Santa Clara Silicon Valley
Farshad Mayelzadeh, Hilton Santa Clara
Chris Sullivan, Marriott Santa Clara

Absent: 8 Justin Hart, AC Hotel Santa Clara
Miriam Arreola, Avatar Hotel Santa Clara
Kevin Dominguez, Element Santa Clara
Nicole Hausner, Embassy Suites Santa Clara-Silicon Valley
Kevin Hurley, Hyatt House Santa Clara
Fernando Vasquez, Hyatt Centric Silicon Valley
Bridgette Burns, TownePlace by Marriott
General Manager (TBD) Hyatt Regency

Quorum not met.

In Attendance:

Beverly Corriere, Discover Santa Clara®
Christine Lawson, Discover Santa Clara®
Dan Fenton, Jones Lang LaSalle
Christopher Hamilton, Levy Restaurants
Nancy Thome, City of Santa Clara
Kelly Carr, Santa Clara Convention Center

PUBLIC COMMENT

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

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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

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.

There was no quorum.

CONSENT ITEMS PULLED FOR DISCUSSION

PUBLIC PRESENTATIONS

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Dan Fenton reported that the City and the SCTID had previously discussed an increase in the TOT to place on a ballot measure. The ballot measure passed increasing the TOT up to 4% which at the time, the City of Santa Clara only raised the TOT to 2%. The City is currently contemplating the increase of an additional 2% to 4%. The current TOT is 11.5%. With the potential increase to 13.5% and inclusive of the CFD (2%) and SCTID Assessment (2%), the SCTID Taxes/Assessment would place Santa Clara at 17.5% which is at the top of the range when compared to other competing cities. The TOT discussion will be an agenda item for the next meeting.

GENERAL BUSINESS – ITEMS FOR DISCUSSION

3. Discover Santa Clara® FY 2023/24 DMO Budget Overview

Chief Executive Officer (CEO) Lawson reported that the DMO Budget was presented to and approved by the DMO Board of Directors on April 20, 2023. CEO Lawson gave an overview of the current state of the DMO and its future focus with key areas to include building a strong team, field sales, relationship building, marketing, and public relations. CEO Lawson

explained that the budget is developed by five program areas Convention Sales, Incentives and Services, Marketing and Communications, Administration, Contingency, and City Administrative Fees. CEO Lawson added that the DMO fund balance is budgeted with a 40% reserve to protect the DMO. CEO Lawson gave a summary of the budget which includes a total of 8 FTEs in the FY 2023/24 budget.

4. Discover Santa Clara® FY2023/24 DMO KPIs Overview

CEO Lawson reported that the FY 2023/24 KPIs reflect a reduction from FY 2022/23 to reflect realistic goals more accurately. The number of prospects listed in the KPIs is the active number of qualified prospects being worked on by the DMO sales team. The conservative target numbers are to have an attainable goal that is realistic.

5. CEO Update

5A. Review of Discover Santa Clara® Sales Report for March 2023

CEO Lawson reported that there were current active prospects of 50 P1-P2s, 149 P3s, 165 P4s, and 362 P5s. The sales team was actively researching 269 P1-P2s, 0 P3s/P4s/P5s, new prospects 3 P1-P2s, 7 P3s, 9 P4s, 50 P5s, new tentatives 3 P1-P2s, 4 P3s, 5 P4s, 22 P5s, and new definites 0 P1P2s, 2 P3s, 2 P4s, 19 P5s.

5B. Staffing Update

CEO Lawson reported that Katelyn Studebaker is the new Director of Marketing and will begin on May 3, 2023. The DMO is working with Searchwide Global on the open position for a Director of Sales and had interviews with four candidates. The Sales Manager position recruitment is also in process. The goal for the Manager of Sales Systems and Strategy is to start by September 1, 2023.

5C. Marketing Update

CEO Lawson reported that the social media posts are getting impressions and with Google Ads campaign in April will have an impact on the website. People are signing up on the DMO website landing page. The DMO email platform ACT-ON is in process and content is being developed for the email campaign in mid-May. The DMO is working on a marketing campaign for the Taylor Swift Eras concert. This framework could be used for future big-name concerts.

GENERAL ANNOUNCEMENTS

ADJOURNMENT

The meeting adjourned at 4:38 p.m.

SCDID MEETING
MAY 25, 2023
AGENDA ITEM #5

Silicon Valley/Santa Clara DMO, Inc.										
Mar-23										
Report Ending Date: 03/31/2023	Mar-23				YEAR TO DATE					
FY 2022/23 FUNDING ALLOCATION	Budget	Actual	VARIANCE	%	YTD Budget	YTD ACTUAL	VARIANCE	YTD	Annual	Annual Budget
	\$140,965.27	\$98,597.17	\$42,368.10	70%	\$1,268,687.25	\$703,006.89	\$565,680.36	55%	42%	\$1,691,583.00
PERSONNEL										
Salary										
CEO	\$17,500.00	\$18,076.94	-\$576.94	103%	\$157,500.00	\$102,923.64	\$54,576.36	65%	49%	\$210,000.00
DOS	\$9,375.00	\$0.00	\$9,375.00	0%	\$84,375.00	\$0.00	\$84,375.00	0%	0%	\$112,500.00
SM1	\$8,125.00	\$7,307.70	\$817.30	90%	\$73,125.00	\$47,500.05	\$25,624.95	65%	49%	\$97,500.00
SM2	\$7,500.00	\$0.00	\$7,500.00	0%	\$67,500.00	\$32,355.02	\$35,144.98	48%	36%	\$90,000.00
Admin	\$10,416.67	\$9,230.78	\$1,185.89	89%	\$93,750.00	\$64,615.46	\$29,134.54	69%	52%	\$125,000.00
Salary	\$52,916.67	\$34,615.42	\$18,301.25	65%	\$476,250.00	\$247,394.17	\$228,855.83	52%	39%	\$635,000.00
Payroll Taxes										
CEO	\$2,619.29	\$1,403.55	\$1,215.74	54%	\$23,573.61	\$8,797.28	\$14,776.33	37%	28%	\$31,431.48
DOS	\$1,406.32	\$0.00	\$1,406.32	0%	\$12,656.91	\$0.00	\$12,656.91	0%	0%	\$16,875.88
SM1	\$1,193.37	\$1,114.38	\$78.99	93%	\$10,740.27	\$4,728.12	\$6,012.15	44%	33%	\$14,320.36
SM2	\$1,101.56	\$0.00	\$1,101.56	0%	\$9,914.07	\$2,475.17	\$7,438.90	25%	19%	\$13,218.76
Admin	\$1,223.96	\$694.44	\$529.52	57%	\$11,015.64	\$5,470.17	\$5,545.47	50%	37%	\$14,687.52
Payroll Taxes	\$7,544.50	\$3,212.37	\$4,332.13	43%	\$67,900.50	\$21,470.74	\$46,429.76	32%	24%	\$90,534.00
Employee Benefits										
Health										
Health - CEO	\$573.75	\$897.00	-\$323.25	156%	\$5,163.75	\$3,588.00	\$1,575.75	69%	52%	\$6,885.00
Health - DOS	\$430.33	\$0.00	\$430.33	0%	\$3,873.00	\$0.00	\$3,873.00	0%	0%	\$5,164.00
Health - SM1	\$573.75	\$758.84	-\$185.09	132%	\$5,163.75	\$3,035.36	\$2,128.39	59%	44%	\$6,885.00
Health - SM2	\$573.75	\$0.00	\$573.75	0%	\$5,163.75	\$0.00	\$5,163.75	0%	0%	\$6,885.00
Health - Admin	\$573.75	\$1,224.54	-\$650.79	213%	\$5,163.75	\$4,898.16	\$265.59	95%	71%	\$6,885.00
Health	\$2,725.33	\$2,880.38	-\$155.05	106%	\$24,528.00	\$11,521.52	\$13,006.48	47%	35%	\$32,704.00
401K Fee										
401K Fee - CEO	\$959.42	\$0.00	\$959.42	0%	\$8,634.75	\$0.00	\$8,634.75	0%	0%	\$11,513.00
401K Fee - DOS	\$416.67	\$0.00	\$416.67	0%	\$3,750.00	\$0.00	\$3,750.00	0%	0%	\$5,000.00
401K Fee - SM1	\$416.67	\$0.00	\$416.67	0%	\$3,750.00	\$0.00	\$3,750.00	0%	0%	\$5,000.00
401K Fee - SM2	\$416.67	\$0.00	\$416.67	0%	\$3,750.00	\$0.00	\$3,750.00	0%	0%	\$5,000.00
401K Fee - Admin	\$959.41	\$0.00	\$959.41	0%	\$8,634.75	\$0.00	\$8,634.75	0%	0%	\$11,513.00
401K Fee	\$3,168.84	\$0.00	\$3,168.84	0%	\$28,519.50	\$0.00	\$28,519.50	0%	0%	\$38,026.00
Employee Benefits	\$5,894.17	\$2,880.38	\$3,013.79	49%	\$53,047.50	\$11,521.52	\$41,525.98	22%	16%	\$70,730.00
Employee Incentives										
Employee Incentive CEO	\$4,375.00	\$0.00	\$4,375.00	0%	\$39,375.00	\$0.00	\$39,375.00	0%	0%	\$52,500.00
Employee Incentive DOS	\$2,343.75	\$0.00	\$2,343.75	0%	\$21,093.75	\$0.00	\$21,093.75	0%	0%	\$28,125.00
Employee Incentive SM1	\$2,031.25	\$0.00	\$2,031.25	0%	\$18,281.25	\$0.00	\$18,281.25	0%	0%	\$24,375.00
Employee Incentive SM2	\$1,875.00	\$0.00	\$1,875.00	0%	\$16,875.00	\$0.00	\$16,875.00	0%	0%	\$22,500.00
Employee Incentives	\$10,625.00	\$0.00	\$10,625.00	0%	\$95,625.00	\$0.00	\$95,625.00	0%	0%	\$127,500.00
Other										
Cell Phone Stipend - CEO	\$40.00	\$40.00	\$0.00	100%	\$360.00	\$200.00	\$160.00	56%	42%	\$480.00
Cell Phone Stipend - DOS	\$30.00	\$0.00	\$30.00	0%	\$270.00	\$0.00	\$270.00	0%	0%	\$360.00
Cell Phone Stipend - SM1	\$40.00	\$40.00	\$0.00	100%	\$360.00	\$240.00	\$120.00	67%	50%	\$480.00
Cell Phone Stipend - SM2	\$40.00	\$0.00	\$40.00	0%	\$360.00	\$160.00	\$200.00	44%	33%	\$480.00
Cell Phone Stipend - Admin	\$40.00	\$40.00	\$0.00	100%	\$360.00	\$280.00	\$80.00	78%	58%	\$480.00
Relocation Expense	\$666.67	\$0.00	\$666.67	0%	\$6,000.00	\$0.00	\$6,000.00	0%	0%	\$8,000.00
Car Allowance - CEO	\$0.00	\$500.00	-\$500.00	0%	\$0.00	\$2,500.00	-\$2,500.00	0%	0%	\$0.00
Other	\$856.67	\$620.00	\$236.67	72%	\$7,710.00	\$3,380.00	\$4,330.00	44%	33%	\$10,280.00
TOTAL PERSONNEL EXPENSE	\$77,837.01	\$41,328.17	\$36,508.84	53%	\$700,533.00	\$283,766.43	\$416,766.57	41%	30%	\$934,044.00

Report Ending Date: 03/31/2023	Mar-23				YEAR TO DATE					
	Budget	Actual	VARIANCE	%	YTD Budget	YTD ACTUAL	VARIANCE	YTD	Annual	Annual Budget
FY 2022/23 FUNDING ALLOCATION	\$140,965.27	\$98,597.17	\$42,368.10	70%	\$1,268,687.25	\$703,006.89	\$565,680.36	55%	42%	\$1,691,583.00
PURCHASED GOODS & SERVICES										
Contract Services										
Fiscal Services	\$2,575.33	\$3,338.65	-\$763.32	130%	\$23,178.00	\$38,969.10	-\$15,791.10	168%	126%	\$30,904.00
Legal Services	\$2,000.00	\$5,700.00	-\$3,700.00	285%	\$18,000.00	\$28,046.50	-\$10,046.50	156%	117%	\$24,000.00
Payroll Services	\$500.00	\$210.85	\$289.15	42%	\$4,500.00	\$1,386.45	\$3,113.55	31%	23%	\$6,000.00
Audit	\$833.33	\$0.00	\$833.33	0%	\$7,500.00	\$0.00	\$7,500.00	0%	0%	\$10,000.00
IT	\$333.33	\$278.00	\$55.33	83%	\$3,000.00	\$2,564.43	\$435.57	85%	64%	\$4,000.00
Professional Services	\$11,250.00	\$9,657.81	\$1,592.19	86%	\$101,250.00	\$108,598.13	-\$7,348.13	107%	80%	\$135,000.00
HR Services	\$2,500.00	\$187.50	\$2,312.50	8%	\$22,500.00	\$2,400.00	\$20,100.00	11%	8%	\$30,000.00
Staffing	\$5,005.00	\$6,237.00	-\$1,232.00	125%	\$45,045.00	\$42,735.00	\$2,310.00	95%	71%	\$60,060.00
Marketing	\$9,166.67	\$5,500.00	\$3,666.67	60%	\$82,500.00	\$44,002.50	\$38,497.50	53%	40%	\$110,000.00
Website	\$1,205.00	\$1,085.45	\$119.55	90%	\$10,845.00	\$9,979.50	\$865.50	92%	69%	\$14,460.00
Contract Services	\$35,368.66	\$32,195.26	\$3,173.40	91%	\$318,318.00	\$278,681.61	\$39,636.39	88%	66%	\$424,424.00
Operating Supplies										
Banking Fees	\$41.67	\$0.00	\$41.67	0%	\$375.00	\$30.00	\$345.00	8%	6%	\$500.00
Software Licenses	\$622.08	\$292.96	\$329.12	47%	\$5,598.75	\$3,284.25	\$2,314.50	59%	44%	\$7,465.00
Postage	\$25.00	\$9.55	\$15.45	38%	\$225.00	\$9.55	\$215.45	4%	3%	\$300.00
IT	\$416.67	\$0.00	\$416.67	0%	\$3,750.00	\$1,039.96	\$2,710.04	28%	21%	\$5,000.00
Licenses	\$8.33	\$0.00	\$8.33	0%	\$75.00	\$71.50	\$3.50	95%	1%	\$5,000.00
Office Supplies	\$416.67	\$0.00	\$416.67	0%	\$3,750.00	\$1,945.39	\$1,804.61	52%	39%	\$5,000.00
Meeting Expenses		\$1,751.31	-\$1,751.31	0%	\$0.00	\$1,751.31	-\$1,751.31	0%	0%	
Operating Supplies	\$1,530.42	\$2,053.82	-\$523.40	134%	\$13,773.75	\$8,131.96	\$5,641.79	59%	44%	\$18,365.00
Recruitment	\$41.67	\$0.00	\$41.67	0%	\$375.00	\$11,995.41	-\$11,620.41	3199%	2399%	\$500.00
Mileage Reimbursement	\$83.34	\$0.00	\$83.34	0%	\$750.00	\$54.88	\$695.12	7%	5%	\$1,000.00
Insurance										
Workers Compensation	\$154.33	\$151.17	\$3.16	98%	\$1,389.00	\$794.05	\$594.95	57%	43%	\$1,852.00
Business Owners Liability & Property	\$150.00	\$152.00	-\$2.00	101%	\$1,350.00	\$1,368.00	-\$18.00	101%	76%	\$1,800.00
Professional Cyber Liability	\$257.08	\$246.22	\$10.86	96%	\$2,313.75	\$2,350.77	-\$37.02	102%	76%	\$3,085.00
Management Liability	\$416.67	\$197.50	\$219.17	47%	\$3,750.00	\$2,086.18	\$1,663.82	56%	42%	\$5,000.00
Insurance	\$978.08	\$746.89	\$231.19	76%	\$8,802.75	\$6,599.00	\$2,203.75	75%	56%	\$11,737.00
Memberships										
Industry Related Expense	\$0.00	\$0.00	\$0.00	0%	\$0.00	\$270.00	-\$270.00	0%	0%	\$0.00
Destinations International	\$133.33	\$531.67	-\$398.34	399%	\$1,200.00	\$1,597.49	-\$397.49	133%	100%	\$1,600.00
PCMA	\$83.33	\$0.00	\$83.33	0%	\$750.00	\$444.62	\$305.38	59%	44%	\$1,000.00
MPI ACE/WEC	\$138.75	\$46.25	\$92.50	33%	\$1,248.75	\$710.31	\$538.44	57%	43%	\$1,665.00
CALSAE	\$29.17	\$0.00	\$29.17	0%	\$262.50	\$420.05	-\$157.55	160%	120%	\$350.00
California Travel Association	\$0.00	\$150.00	-\$150.00	0%	\$0.00	\$300.00	-\$300.00	0%	0%	
Memberships	\$384.58	\$727.92	-\$343.34	189%	\$3,461.25	\$3,742.47	-\$281.22	108%	81%	\$4,615.00
Subscription Services										
Act On	\$0.00	\$15,500.00	-\$15,500.00	0%	\$0.00	\$15,500.00	-\$15,500.00	0%	0%	\$0.00
CRM	\$816.67	-\$4,758.33	\$5,575.00	-583%	\$7,350.00	\$7,416.64	-\$66.64	101%	76%	\$9,800.00
Knowland	\$1,099.00	\$1,099.00	\$0.00	100%	\$9,891.00	\$13,187.50	-\$3,296.50	133%	69%	\$19,202.00
CoStar Realty Information	\$0.00	\$210.00	-\$210.00	0%	\$0.00	\$2,010.00	-\$2,010.00	0%	0%	
CVENT	\$1,600.17	\$1,600.16	\$0.01	100%	\$14,401.50	\$17,602.49	-\$3,200.99	122%	133%	\$13,188.00
Destination International EIC Subscription	\$611.67	\$584.75	\$26.92	96%	\$5,505.00	\$7,671.37	-\$2,166.37	139%	105%	\$7,340.00
Subscription Services	\$4,127.51	\$14,235.58	-\$10,108.07	345%	\$37,147.50	\$63,388.00	-\$26,240.50	171%	128%	\$49,530.00

Report Ending Date: 03/31/2023	Mar-23				YEAR TO DATE						
	Budget	Actual	VARIANCE	%	YTD Budget	YTD ACTUAL	VARIANCE	YTD	Annual	Annual Budget	
FY 2022/23 FUNDING ALLOCATION	\$140,965.27	\$98,597.17	\$42,368.10	70%	\$1,268,687.25	\$703,006.89	\$565,680.36	55%	42%	\$1,691,583.00	
PURCHASED GOODS & SERVICES CONT.											
Conferences and Trade Shows											
IMEX North America	\$983.34	\$0.00	\$983.34	0%	\$8,850.00	\$0.00	\$8,850.00	0%	0%	\$11,800.00	
CONNECT Marketplace	\$370.84	\$0.00	\$370.84	0%	\$3,337.50	\$0.00	\$3,337.50	0%	0%	\$4,450.00	
CONNECT Medical/Tech	\$370.84	\$0.00	\$370.84	0%	\$3,337.50	\$0.00	\$3,337.50	0%	0%	\$4,450.00	
Other - Conf & Trade Shows	\$0.00	\$773.04	-\$773.04	0%	\$0.00	\$1,972.04	-\$1,972.04	0%	0%		
Conferences and Trade Shows	\$1,725.02	\$773.04	\$951.98	45%	\$15,525.00	\$1,972.04	\$13,552.96	13%	10%	\$20,700.00	
Business Development	\$4,166.67	\$0.00	\$4,166.67	0%	\$37,500.00	\$1,138.50	\$36,361.50	3%	2%	\$50,000.00	
Travel & Entertainment											
CONNECT Medical/Tech	\$233.33	\$0.00	\$233.33	0%	\$2,100.00	\$0.00	\$2,100.00	0%	0%	\$2,800.00	
IMEX North America	\$158.33	\$0.00	\$158.33	0%	\$1,425.00	\$0.00	\$1,425.00	0%	0%	\$1,900.00	
CONNECT Marketplace	\$191.67	\$0.00	\$191.67	0%	\$1,725.00	\$0.00	\$1,725.00	0%	0%	\$2,300.00	
Other Expense	\$0.00	-\$46.10	\$46.10	0%	\$0.00	\$1,722.87	-\$1,722.87	0%	0%		
Travel & Entertainment	\$583.33	-\$46.10	\$629.43	-8%	\$5,250.00	\$1,722.87	\$3,527.13	33%	25%	\$7,000.00	
Advertising & Promotion	\$6,250.00	\$1,180.37	\$5,069.63	19%	\$56,250.00	\$2,680.37	\$53,569.63	5%	4%	\$75,000.00	
Support Services											
Client Events	\$2,333.33	\$0.00	\$2,333.33	0%	\$21,000.00	\$0.00	\$21,000.00	0%	0%	\$28,000.00	
Virutal Happy Hour	\$166.67	\$0.00	\$166.67	0%	\$1,500.00	\$0.00	\$1,500.00	0%	0%	\$2,000.00	
Client Activations	\$333.33	\$0.00	\$333.33	0%	\$3,000.00	\$0.00	\$3,000.00	0%	0%	\$4,000.00	
Personalized greetings	\$166.67	\$0.00	\$166.67	0%	\$1,500.00	\$0.00	\$1,500.00	0%	0%	\$2,000.00	
Site Visits	\$0.00	\$378.42	-\$378.42	0%	\$0.00	\$996.42	-\$996.42	0%	0%		
Support Services	\$3,000.00	\$378.42	\$2,621.58	13%	\$27,000.00	\$996.42	\$26,003.58	4%	3%	\$36,000.00	
TOTAL PURCHASED GOODS & SERVICES	\$58,239.28	\$52,245.20	\$5,994.08	90%	\$524,153.25	\$381,103.53	\$143,049.72	73%	55%	\$698,871.00	
CONTINGENCY	\$2,936.58	-\$1,711.32	\$4,647.90	-58%	\$26,429.25	\$0.00	\$26,429.25	0%	0%	\$35,239.00	
CITY ADMINISTRATIVE FEE	\$1,952.41	\$6,735.12	-\$4,782.71	345%	\$17,571.75	\$38,136.93	-\$20,565.18	217%	163%	\$23,429.00	
TOTAL OPERATING EXPENSES	\$140,965.28	\$98,597.17	\$42,368.11	70%	\$1,268,687.25	\$703,006.89	\$565,680.36	55%	42%	\$1,691,583.00	
SURPLUS(DEFICIT)		\$42,368.11				\$565,680.36					

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

	FY 2022/23 Budget	YTD Budget	Actual YTD Exp	Exp vs. YTD	Expended YTD	Annual
FY 2022/23 FUNDING ALLOCATION	\$1,691,583	\$1,268,687	\$703,007	\$565,680	55%	42%
Personnel						
Salary	\$635,000	\$476,250	\$247,394	\$228,856	75%	39%
Payroll Taxes	\$90,534	\$67,901	\$21,471	\$46,430	32%	24%
Employee Benefits	\$70,730	\$53,048	\$11,522	\$41,526	22%	16%
Health	\$32,704	\$24,528	\$11,522	\$13,006	47%	35%
401K Fee	\$38,027	\$28,520	\$0	\$28,520	0%	0%
Employee Incentives	\$127,500	\$95,625	\$0	\$95,625	0%	0%
Other	\$10,280	\$7,710	\$3,380	\$4,330	44%	33%
TOTAL PERSONNEL EXPENSE	\$934,044	\$700,533	\$283,766	\$416,767	41%	30%
Purchased Goods and Services Expense						
Contract Services	\$424,424	\$318,318	\$278,682	\$39,636	88%	66%
Operating Supplies	\$18,365	\$13,774	\$8,132	\$5,642	59%	44%
Mileage Reimbursement	\$1,000	\$750	\$55	\$695	7%	5%
Recruitment	\$500	\$375	\$11,995	(\$11,620)	3199%	2399%
Insurance	\$11,737	\$8,803	\$6,599	\$2,204	75%	56%
Memberships	\$4,615	\$3,461	\$3,742	(\$281)	108%	81%
Subscription Services	\$49,530	\$37,148	\$63,388	(\$26,241)	171%	128%
Conferences and Trade Shows	\$20,700	\$15,525	\$1,972	\$13,553	13%	10%
Business Development	\$50,000	\$37,500	\$1,139	\$36,362	3%	2%
Travel & Entertainment	\$7,000	\$5,250	\$1,723	\$3,527	33%	25%
Advertising & Promotion	\$75,000	\$56,250	\$2,680	\$53,570	5%	4%
Support Services	\$36,000	\$27,000	\$996	\$26,004	4%	3%
TOTAL PURCHASED GOODS & SERVICES EXPENSE	\$698,871	\$524,153	\$381,104	\$143,050	73%	55%
CONTINGENCY	\$35,239	\$26,429	\$0	\$26,429	0%	0%
CITY ADMINISTRATIVE FEE	\$23,429	\$17,572	\$38,137	-\$20,565.17	217%	163%
TOTAL OPERATING EXPENSES	\$1,691,583	\$1,268,687	\$703,007	\$565,680	55%	42%

Silicon Valley/Santa Clara DMO, Inc.
FY 2022/23 YEAR-TO-DATE (YTD) SUMMARY BY PROGRAM MARCH 2023

Budget Item	FY 22/23 Budget	YTD Budget	Actual YTD Exp	Variance	Expended	
					YTD	Annual
CONVENTION SALES, INCENTIVES & SERVICES						
Personnel	\$ 457,669.00	\$ 343,251.75	\$ 89,926.72	\$ 253,325.03	26%	20%
Salary	\$ 300,000.00	\$ 225,000.00	\$ 79,855.07	\$ 145,144.93	35%	27%
1.0 FTE Director of Sales	\$ 112,500.00	\$ 84,375.00	\$ -	\$ 84,375.00	0%	0%
1.0 FTE Sales Manager	\$ 97,500.00	\$ 73,125.00	\$ 47,500.05	\$ 25,624.95	65%	49%
1.0 FTE Sales Manager	\$ 90,000.00	\$ 67,500.00	\$ 32,355.02	\$ 35,144.98	48%	36%
Incentives	\$ 75,000.00	\$ 56,250.00	\$ -	\$ 56,250.00	0%	0%
Benefits	\$ 33,934.00	\$ 25,450.50	\$ 3,035.36	\$ 22,415.14	12%	9%
Health	\$ 18,934.00	\$ 14,200.50	\$ 3,035.36	\$ 11,165.14	21%	16%
401K Fee	\$ 15,000.00	\$ 11,250.00	\$ -	\$ 11,250.00	0%	0%
Payroll Taxes	\$ 44,415.00	\$ 33,311.25	\$ 6,636.29	\$ 26,674.96	20%	15%
Other-Cell Phone Stipend	\$ 1,320.00	\$ 990.00	\$ 400.00	\$ 590.00	40%	30%
Other-relocation	\$ 3,000.00	\$ 2,250.00	\$ -	\$ 2,250.00	0%	0%
Convention Sales, Incentives & Services Expenses	\$ 149,605.00	\$ 112,203.75	\$ 38,243.45	\$ 73,960.30	34%	26%
Memberships	\$ 3,015.00	\$ 2,261.25	\$ 1,568.75	\$ 692.50	69%	52%
Industry Related Expense	\$ -	\$ -	\$ 270.00	\$ (270.00)	0%	0%
Professional Convention Management Association (PCMA)	\$ 1,000.00	\$ 750.00	\$ 444.62	\$ 305.38	59%	44%
Meeting Professional International (MPI)	\$ 1,665.00	\$ 1,248.75	\$ 134.08	\$ 1,114.67	11%	8%
California Society of Association Executives (Cal SAE)	\$ 350.00	\$ 262.50	\$ 420.05	\$ (157.55)	160%	120%
California Travel Association		\$ -	\$ 300.00	\$ (300.00)	0%	0%
Mileage Reimbursement	\$ 500.00	\$ 375.00	\$ 54.88	\$ 320.12	15%	11%
Subscription Services	\$ 32,390.00	\$ 24,292.50	\$ 30,789.99	\$ (6,497.49)	127%	95%
CVENT	\$ 19,202.00	\$ 14,401.50	\$ 17,602.49	\$ (3,200.99)	122%	92%
Knowland	\$ 13,188.00	\$ 9,891.00	\$ 13,187.50	\$ (3,296.50)	133%	100%
Business Development	\$ 50,000.00	\$ 37,500.00	\$ 1,138.50	\$ 36,361.50	3%	2%
Conferences and Tradeshow	\$ 20,700.00	\$ 15,525.00	\$ 1,972.04	\$ 15,525.00	13%	10%
CONNECT Marketplace	\$ 4,450.00	\$ 3,337.50	\$ -	\$ 3,337.50	0%	0%
CONNECT Medical Tech	\$ 4,450.00	\$ 3,337.50	\$ -	\$ 3,337.50	0%	0%
IMEX North America	\$ 11,800.00	\$ 8,850.00	\$ -	\$ 8,850.00	0%	0%
Other Conf & Tradeshow		\$ -	\$ 1,972.04	\$ (1,972.04)	0%	0%
Support Services	\$ 36,000.00	\$ 27,000.00	\$ 996.42	\$ 27,000.00	4%	3%
Virutal Happy Hour	\$ 2,000.00	\$ 1,500.00	\$ -	\$ 1,500.00	0%	0%
Client Activations	\$ 4,000.00	\$ 3,000.00	\$ -	\$ 3,000.00	0%	0%
Personalized Greetings	\$ 2,000.00	\$ 1,500.00	\$ -	\$ 1,500.00	0%	0%
Client Events	\$ 28,000.00	\$ 21,000.00	\$ -	\$ 21,000.00	0%	0%
Site Visits	\$ -	\$ -	\$ 996.42	\$ (996.42)	0%	0%

Budget Item	FY 22/23 Budget	YTD Budget	Actual YTD Exp	Variance	Expended	
Travel & Entertainment	\$ 7,000.00	\$ 5,250.00	\$ 1,722.87	\$ 3,527.13	33%	25%
CONNECT Marketplace	\$ 2,300.00	\$ 1,725.00	\$ -	\$ 1,725.00	0%	0%
IMEX North America	\$ 1,900.00	\$ 1,425.00	\$ -	\$ 1,425.00	0%	0%
CONNECT Medical Tech	\$ 2,800.00	\$ 2,100.00	\$ -	\$ 2,100.00	0%	0%
Other Expense	\$ -	\$ -	\$ 1,722.87	\$ (1,722.87)	0%	0%
TOTAL CONVENTION SALES, INCENTIVES & SERVICES	\$ 607,274.00	\$ 455,455.50	\$ 128,170.17	\$ 327,285.33	28%	21%
MARKETING & COMMUNICATIONS						
Marketing Expenses	\$ 203,048.00	\$ 152,286.00	\$ 57,117.50	\$ 95,168.50	38%	28%
Contract Services	\$ 124,460.00	\$ 93,345.00	\$ 53,982.00	\$ 39,363.00	58%	43%
Marketing Services	\$ 110,000.00	\$ 82,500.00	\$ 44,002.50	\$ 38,497.50	53%	40%
Website	\$ 14,460.00	\$ 10,845.00	\$ 9,979.50	\$ 865.50	92%	69%
Advertising & Promotions	\$ 75,000.00	\$ 56,250.00	\$ 2,680.37	\$ 53,569.63	5%	4%
Software Licenses	\$ 3,588.00	\$ 2,691.00	\$ 455.13	\$ 95,168.50	38%	13%
TOTAL MARKETING & COMMUNICATIONS	\$ 203,048.00	\$ 152,286.00	\$ 57,117.50	\$ 95,168.50	38%	28%
ADMINISTRATION						
Personnel	\$ 476,375.00	\$ 357,281.25	\$ 193,839.71	\$ 163,441.54	54%	41%
Salary	\$ 335,000.00	\$ 251,250.00	\$ 167,539.10	\$ 83,710.90	67%	50%
1.0 FTE CEO	\$ 210,000.00	\$ 157,500.00	\$ 102,923.64	\$ 54,576.36	65%	49%
1.0 FTE Administrative Assistant	\$ 125,000.00	\$ 93,750.00	\$ 64,615.46	\$ 29,134.54	69%	52%
Incentives	\$ 52,500.00	\$ 39,375.00	\$ -	\$ 39,375.00	0%	0%
Benefits	\$ 36,796.00	\$ 27,597.00	\$ 8,486.16	\$ 19,110.84	31%	23%
Health	\$ 13,770.00	\$ 10,327.50	\$ 8,486.16	\$ 1,841.34	82%	62%
401K Fee	\$ 23,026.00	\$ 17,269.50	\$ -	\$ 17,269.50	0%	0%
Payroll Taxes	\$ 46,119.00	\$ 34,589.25	\$ 14,834.45	\$ 19,754.80	43%	32%
Other-Cell Phone Stipend	\$ 960.00	\$ 720.00	\$ 480.00	\$ 240.00	67%	50%
Other-Car Allowance	\$ -	\$ -	\$ 2,500.00	\$ (2,500.00)	0%	0%
Other - Relocation	\$ 5,000.00	\$ 3,750.00	\$ -	\$ 3,750.00	0%	0%
Administrative Expenses	\$ 346,218.00	\$ 259,663.50	\$ 285,742.58	\$ (26,079.08)	110%	83%
Contract Services	\$ 299,964.00	\$ 224,973.00	\$ 224,699.61	\$ 273.39	100%	75%
Human Resources	\$ 30,000.00	\$ 22,500.00	\$ 2,400.00	\$ 20,100.00	11%	8%
Fiscal	\$ 30,904.00	\$ 23,178.00	\$ 38,969.10	\$ (15,791.10)	168%	126%
Legal	\$ 24,000.00	\$ 18,000.00	\$ 28,046.50	\$ (10,046.50)	156%	117%
Payroll	\$ 6,000.00	\$ 4,500.00	\$ 1,386.45	\$ 3,113.55	31%	23%
Professional Services	\$ 135,000.00	\$ 101,250.00	\$ 108,598.13	\$ (7,348.13)	107%	80%
IT	\$ 4,000.00	\$ 3,000.00	\$ 2,564.43	\$ 435.57	85%	64%
Audit	\$ 10,000.00	\$ 7,500.00	\$ -	\$ 7,500.00	0%	0%
Staffing Services	\$ 60,060.00	\$ 45,045.00	\$ 42,735.00	\$ 2,310.00	95%	71%

Budget Item	FY 22/23 Budget	YTD Budget	Actual YTD Exp	Variance	Expended	
Operating Supplies	\$ 14,777.00	\$ 11,082.75	\$ 7,676.83	\$ 3,405.92	69%	52%
Bank Fees	\$ 500.00	\$ 375.00	\$ 30.00	\$ 345.00	8%	6%
Office supplies	\$ 5,000.00	\$ 3,750.00	\$ 3,696.70	\$ 53.30	99%	74%
Licenses	\$ 100.00	\$ 75.00	\$ 71.50	\$ 3.50	95%	72%
Software Licenses	\$ 3,877.00	\$ 2,907.75	\$ 2,829.12	\$ 78.63	97%	73%
Postage	\$ 300.00	\$ 225.00	\$ 9.55	\$ 215.45	4%	3%
IT (Computers and Hardware)	\$ 5,000.00	\$ 3,750.00	\$ 1,039.96	\$ 2,710.04	28%	21%
Insurance	\$ 11,737.00	\$ 8,802.75	\$ 6,599.00	\$ 2,203.75	75%	56%
Workers Comp	\$ 1,852.00	\$ 1,389.00	\$ 794.05	\$ 594.95	57%	43%
Business Owners Liability & Property	\$ 1,800.00	\$ 1,350.00	\$ 1,368.00	\$ (18.00)	101%	76%
Professional Cyber Liability	\$ 3,085.00	\$ 2,313.75	\$ 2,350.77	\$ (37.02)	102%	76%
Management Liability	\$ 5,000.00	\$ 3,750.00	\$ 2,086.18	\$ 1,663.82	56%	42%
Memberships	\$ 1,600.00	\$ 1,200.00	\$ 2,173.72	\$ (973.72)	181%	136%
Destinations International	\$ 1,600.00	\$ 1,200.00	\$ 2,173.72	\$ (973.72)	181%	136%
Mileage Reimbursement	\$ 500.00	\$ 375.00	\$ -	\$ 375.00	0%	0%
Recruitment	\$ 500.00	\$ 375.00	\$ 11,995.41	\$ (11,620.41)	3199%	2399%
Subscription Services	\$ 17,140.00	\$ 12,855.00	\$ 32,598.01	\$ (19,743.01)	254%	190%
Act On		\$ -	\$ 15,500.00	\$ (15,500.00)	0%	0%
CRM System (Simpleview)	\$ 9,800.00	\$ 7,350.00	\$ 7,416.64	\$ (66.64)	101%	76%
CoStar Realty Information	\$ -	\$ -	\$ 2,010.00	\$ (2,010.00)	0%	0%
Destinations International EIC Subscription	\$ 7,340.00	\$ 5,505.00	\$ 7,671.37	\$ (2,166.37)	139%	105%
TOTAL ADMINISTRATION	\$ 822,593.00	\$ 616,944.75	\$ 479,582.29	\$ 137,362.46	78%	58%
Contingency	\$ 35,239.00	\$ 26,429.25	\$ -	\$ 26,429.25	0%	0%
City Administration Fee	\$ 23,429.00	\$ 17,571.75	\$ 38,136.93	\$ (20,565.18)	217%	163%
TOTAL OPERATING BUDGET	\$ 1,691,583.00	\$ 1,268,687.25	\$ 703,006.89	\$ 565,680.36	55%	42%

Silicon Valley/Santa Clara DMO Inc.

Budget vs. Actuals

FY 2022/2023

July 2022 - March 2023

	Annual Budget	YTD Budget	YTD ACTUAL	VARIANCE	EXP YTD	EXP Ann.
FY 2022/23 FUNDING ALLOCATION	\$1,691,583	\$1,268,687	\$703,007	\$565,680	55%	42%
Personnel						
Salary						
CEO	\$210,000	\$157,500	\$102,924	\$54,576	65%	49%
DOS	\$112,500	\$84,375	\$0	\$84,375	0%	0%
SM1	\$97,500	\$73,125	\$47,500	\$25,625	65%	49%
SM2	\$90,000	\$67,500	\$32,355	\$35,145	48%	36%
Admin	\$125,000	\$93,750	\$64,615	\$29,135	69%	52%
Salary	\$635,000	\$476,250	\$247,394	\$228,856	52%	39%
Payroll Taxes						
CEO	\$31,431	\$23,574	\$8,797	\$14,776	37%	28%
DOS	\$16,876	\$12,657	\$0	\$12,657	0%	0%
SM1	\$14,320	\$10,740	\$4,728	\$6,012	44%	33%
SM2	\$13,219	\$9,914	\$2,475	\$7,439	25%	19%
Admin	\$14,688	\$11,016	\$5,470	\$5,545	50%	37%
Payroll Taxes	\$90,534	\$67,901	\$21,471	\$46,430	32%	24%
Employee Benefits						
Health						
Health - CEO	\$6,885	\$5,164	\$3,588	\$1,576	69%	52%
Health - DOS	\$5,164	\$3,873	\$0	\$3,873	0%	0%
Health - SM1	\$6,885	\$5,164	\$3,035	\$2,128	59%	44%
Health - SM2	\$6,885	\$5,164	\$0	\$5,164	0%	0%
Health - Admin	\$6,885	\$5,164	\$4,898	\$266	95%	71%
Health	\$32,704	\$24,528	\$11,522	\$13,006	47%	35%
401K Fee						
401K Fee - CEO	\$11,513	\$8,635	\$0	\$8,635	0%	0%
401K Fee - DOS	\$5,000	\$3,750	\$0	\$3,750	0%	0%
401K Fee - SM1	\$5,000	\$3,750	\$0	\$3,750	0%	0%
401K Fee - SM2	\$5,000	\$3,750	\$0	\$3,750	0%	0%
401K Fee - Admin	\$11,513	\$8,635	\$0	\$8,635	0%	0%
401K Fee	\$38,026	\$28,520	\$0	\$28,520	0%	0%
Employee Benefits	\$70,730	\$53,048	\$11,522	\$41,526	22%	16%
Employee Incentives						
Employee Incentive CEO	\$52,500	\$39,375	\$0	\$39,375	0%	0%
Employee Incentive DOS	\$28,125	\$21,094	\$0	\$21,094	0%	0%
Employee Incentive SM1	\$24,375	\$18,281	\$0	\$18,281	0%	0%
Employee Incentive SM2	\$22,500	\$16,875	\$0	\$16,875	0%	0%
Employee Incentive Admin	\$0	\$0	\$0	\$0	0%	0%
Employee Incentives	\$127,500	\$95,625	\$0	\$95,625	0%	0%

	Annual Budget	YTD Budget	YTD ACTUAL	VARIANCE	EXP YTD	EXP Ann.
Other						
Cell Phone Stipend - CEO	\$480	\$360	\$200	\$160	56%	42%
Cell Phone Stipend - DOS	\$360	\$270	\$0	\$270	0%	0%
Cell Phone Stipend - SM1	\$480	\$360	\$240	\$120	67%	50%
Cell Phone Stipend - SM2	\$480	\$360	\$160	\$200	44%	33%
Cell Phone Stipend - Admin	\$480	\$360	\$280	\$80	78%	58%
Relocation Expense - CSIS	\$3,000	\$2,250	\$0	\$2,250	0%	0%
Relocation Expense - ADMIN	\$5,000	\$3,750	\$0	\$3,750	0%	0%
Car Allowance - CEO	\$0	\$0	\$2,500	(\$2,500)	0%	0%
Other	\$10,280	\$7,710	\$3,380	\$4,330	44%	33%
TOTAL PERSONNEL EXPENSE	\$934,044	\$700,533	\$283,766	\$416,767	41%	30%
PURCHASED GOODS & SERVICES						
Contract Services						
Fiscal Services	\$30,904	\$23,178	\$38,969	(\$15,791)	168%	126%
Legal Services	\$24,000	\$18,000	\$28,047	(\$10,047)	156%	117%
Payroll Services	\$6,000	\$4,500	\$1,386	\$3,114	31%	23%
Audit	\$10,000	\$7,500	\$0	\$7,500	0%	0%
IT	\$4,000	\$3,000	\$2,564	\$436	85%	64%
Professional Services	\$135,000	\$101,250	\$108,598	(\$7,348)	107%	80%
HR Services	\$30,000	\$22,500	\$2,400	\$20,100	11%	8%
Staffing	\$60,060	\$45,045	\$42,735	\$2,310	95%	71%
Marketing	\$110,000	\$82,500	\$44,003	\$38,498	53%	40%
Website	\$14,460	\$10,845	\$9,980	\$866	92%	69%
Contract Services	\$424,424	\$318,318	\$278,682	\$39,636	88%	66%
Operating Supplies						
Banking Fees	\$500	\$375	\$30	\$345	8%	6%
Software Licenses	\$7,465	\$5,599	\$3,284	\$2,315	59%	44%
Postage	\$300	\$225	\$10	\$215	4%	3%
IT	\$5,000	\$3,750	\$1,040	\$2,710	28%	21%
Licenses	\$100	\$75	\$72	\$4	95%	72%
Office Supplies	\$5,000	\$3,750	\$3,697	\$53	99%	74%
Operating Supplies	\$18,365	\$13,774	\$8,132	\$5,642	59%	44%
Recruitment	\$500	\$375	\$11,995	(\$11,620)	3199%	2399%
Insurance						
Workers Compensation	\$1,852	\$1,389	\$794	\$595	57%	43%
Business Owners Liability & Property	\$1,800	\$1,350	\$1,368	(\$18)	101%	76%
Professional Cyber Liability	\$3,085	\$2,314	\$2,351	(\$37)	102%	76%
Management Liability	\$5,000	\$3,750	\$2,086	\$1,664	56%	42%
Insurance	\$11,737	\$8,803	\$6,599	\$2,204	75%	56%
Memberships						
Industry Related Expense		\$0	\$270	(\$270)	0%	0%
Destinations International	\$1,600	\$1,200	\$1,597	(\$397)	133%	100%
PCMA	\$1,000	\$750	\$445	\$305	59%	44%
MPI ACE/WEC	\$1,665	\$1,249	\$710	\$538	57%	43%
CALSAE	\$350	\$263	\$420	(\$158)	160%	120%
California Travel Association		\$0	\$300	(\$300)	0%	0%
Memberships	\$4,615	\$3,461	\$3,742	(\$281)	108%	81%

	Annual Budget	YTD Budget	YTD ACTUAL	VARIANCE	EXP YTD	EXP Ann.
Mileage Reimbursement	\$1,000	\$750	\$55	\$695	7%	5%
Subscription Services						
Act On		\$0	\$15,500	(\$15,500)	0%	0%
CRM	\$9,800	\$7,350	\$7,417	(\$67)	101%	76%
CVENT	\$13,188	\$14,402	\$17,602	(\$3,201)	122%	133%
Knowland	\$19,202	\$9,891	\$13,188	(\$3,297)	133%	69%
CoStar Realty Information		\$0	\$2,010	(\$2,010)	0%	0%
Destination International EIC Subscription	\$7,340	\$5,505	\$7,671	(\$2,166)	139%	105%
Subscription Services	\$49,530	\$37,148	\$63,388	(\$26,241)	171%	128%
Conferences and Trade Shows						
IMEX North America	\$11,800	\$8,850	\$0	\$8,850	0%	0%
CONNECT Marketplace	\$4,450	\$3,338	\$0	\$3,338	0%	0%
CONNECT Medical/Tech	\$4,450	\$3,338	\$0	\$3,338	0%	0%
Conferences and Trade Shows Other		\$0	\$1,972	(\$1,972)	0%	0%
Conferences and Trade Shows	\$20,700	\$15,525	\$1,972	\$13,553	13%	10%
Business Development	\$50,000	\$37,500	\$1,139	\$36,362	3%	2%
Travel & Entertainment						
CONNECT Medical/Tech	\$2,800	\$2,100	\$0	\$2,100	0%	0%
IMEX North America	\$1,900	\$1,425	\$0	\$1,425	0%	0%
CONNECT Marketplace	\$2,300	\$1,725	\$0	\$1,725	0%	0%
Travel & Entertainment other		\$0	\$1,723	(\$1,723)	0%	0%
Travel & Entertainment	\$7,000	\$5,250	\$1,723	\$3,527	33%	25%
Advertising & Promotion	\$75,000	\$56,250	\$2,680	\$53,570	5%	4%
Support Services						
Client Events	\$28,000	\$21,000	\$0	\$21,000	0%	0%
Virutal Happy Hour	\$2,000	\$1,500	\$0	\$1,500	0%	0%
Client Activations	\$4,000	\$3,000	\$0	\$3,000	0%	0%
Personalized greetings	\$2,000	\$1,500	\$0	\$1,500	0%	0%
Site Visits	\$0	\$0	\$996	(\$996)	0%	0%
Support Services	\$36,000	\$27,000	\$996	\$26,004	4%	3%
TOTAL PURCHASED GOODS & SERVICES EXPENSE	\$698,871	\$524,153	\$381,104	\$143,050	73%	55%
CONTINGENCY	\$35,239	\$26,429	\$0	\$26,429	0%	0%
CITY ADMINISTRATIVE FEE	\$23,429	\$17,572	\$38,137	(\$20,565)	217%	163%
TOTAL OPERATING EXPENSES	\$1,691,583	\$1,268,687	\$703,007	\$565,680	55%	42%
SURPLUS(DEFICIT)			\$565,680			

Variiances

Personnel	March	53%	YTD	39%	Annual	26%
Ceo Salary -overage of 3% March due to higher than expected expense - 52% YTD 39% Annual						
Employee benefits - 6% overage due to higher than expected monthly benefit cost						
Car allowance - no budget for this line item at beginning of fiscal year						
Contract Services	March	98%	YTD	87%	Annual	58%
Fiscal Services - 30% overage for March but on ytd Higher than anticipated expense 168% YTD 126% Annual						
Legal Services - 185% Overage in March higher than anticipated legal expense and increased legal fees in Q2 156% YTD 117% Annual						
Staffing Services - 25% overage for March higher than anticipated expense 95% YTD 71% Annual						
Operating Supplies	March	134%	YTD	50%	Annual	33%
Meeting Expenses was added as aline item no budget at beginning of year moved Kickoff meeting expense from contingency						
Recruitment	March	0%	YTD	3199%	Annual	2399%
Recruitment - Only 500 total budget for FY22						
Insurance	March	76%	YTD	75%	Annual	56%
BO Liability Ins - 1%overage YTD Slightly higher thn anticipated expense. 101% YTD 51% Annual						
Memberships	March	189%	YTD	108%	Annual	81%
No Budget for 22/23 CTA (continuing exp)						
Increased Dest international membership cost						
Subscription Services	March	103%	YTD	144%	Annual	108%
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.						
One time fees for new additions to Sub Services (Act On, Crm Addons)						
Travel	March		YTD	33%	Annual	25%
No Budget for 22/23 Travel Other						
City Admin Fee	March	186%	YTD	201%	Annual	134%
Over budget due to higher than anticipated TID receipts.						

Silicon Valley/Santa Clara DMO, Inc.

Balance Sheet

As of March 31, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1005 City - TID Account	1,871,698.14
1010 Checking-Operating-Wells	285,030.21
1070 Current Year Reserves	678,001.00
Total Bank Accounts	\$2,834,729.35
Accounts Receivable	
13100 TID Receivable	545,064.99
13101 Refunds	0.00
13110 Contributions Receivable	0.00
Total Accounts Receivable	\$545,064.99
Other Current Assets	
14100 Prepaid Expenses	71.50
14110 Prepaid Insurance	5,325.15
14120 Prepaid Annualized Software	1,619.98
14130 Prepaid Memberships	11,204.09
14150 Sales Tax on Purchases	0.00
14200 Employee Benefits	193.20
Total Other Current Assets	\$18,413.92
Total Current Assets	\$3,398,208.26
TOTAL ASSETS	\$3,398,208.26
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
30000 Accounts Payable (A/P)	72,739.43
Total Accounts Payable	\$72,739.43
Other Current Liabilities	
30100 Accrued Expenses	40,443.43
30200 Deferred Revenue	0.00
Total Other Current Liabilities	\$40,443.43
Total Current Liabilities	\$113,182.86
Total Liabilities	\$113,182.86
Equity	
30300 Change in Net Assets	2,015,184.95
Net Income	1,269,840.45
Total Equity	\$3,285,025.40
TOTAL LIABILITIES AND EQUITY	\$3,398,208.26

SCTID MEETING
MAY 25, 2023
AGENDA ITEM #6

Silicon Valley/Santa Clara DMO, Inc. January - March, 2023										
Reporting Period: 01/01/2023 - 03/31/2023	January - March, 2023				YEAR TO DATE					
	Budget	Actual	VARIANCE	%	YTD Budget	YTD ACTUAL	VARIANCE	YTD	Annual	Annual Budget
FY 2022/23 FUNDING ALLOCATION	\$422,895.75	\$278,617.78	\$144,277.97		\$1,268,687.25	\$703,006.89	\$565,680.36			\$1,691,583.00
PERSONNEL										
Salary										
CEO	\$52,500.00	\$54,230.82	-\$1,730.82	103%	\$157,500.00	\$102,923.64	\$54,576.36	65%	49%	\$210,000.00
DOS	\$28,125.00	\$0.00	\$28,125.00	0%	\$84,375.00	\$0.00	\$84,375.00	0%	0%	\$112,500.00
SM1	\$24,375.00	\$21,923.10	\$2,451.90	90%	\$73,125.00	\$47,500.05	\$25,624.95	65%	49%	\$97,500.00
SM2	\$22,500.00	\$0.00	\$22,500.00	0%	\$67,500.00	\$32,355.02	\$35,144.98	48%	36%	\$90,000.00
Admin	\$31,250.00	\$27,692.34	\$3,557.66	89%	\$93,750.00	\$64,615.46	\$29,134.54	69%	52%	\$125,000.00
Salary	\$158,750.00	\$103,846.26	\$54,903.74	65%	\$476,250.00	\$247,394.17	\$228,855.83	52%	39%	\$635,000.00
Payroll Taxes										
CEO	\$7,857.87	\$4,593.87	\$3,264.00	58%	\$23,573.61	\$8,797.28	\$14,776.33	37%	28%	\$31,431.48
DOS	\$4,218.97	\$0.00	\$4,218.97	0%	\$12,656.91	\$0.00	\$12,656.91	0%	0%	\$16,875.88
SM1	\$3,580.09	\$2,490.31	\$1,089.78	70%	\$10,740.27	\$4,728.12	\$6,012.15	44%	33%	\$14,320.36
SM2	\$3,304.69	\$0.00	\$3,304.69	0%	\$9,914.07	\$2,475.17	\$7,438.90	25%	19%	\$13,218.76
Admin	\$3,671.88	\$2,364.46	\$1,307.42	64%	\$11,015.64	\$5,470.17	\$5,545.47	50%	37%	\$14,687.52
Payroll Taxes	\$22,633.50	\$9,448.64	\$13,184.86	42%	\$67,900.50	\$21,470.74	\$46,429.76	32%	24%	\$90,534.00
Employee Benefits										
Health										
Health - CEO	\$1,721.25	\$2,691.00	-\$969.75	156%	\$5,163.75	\$3,588.00	\$1,575.75	69%	52%	\$6,885.00
Health - DOS	\$1,291.00	\$0.00	\$1,291.00	0%	\$3,873.00	\$0.00	\$3,873.00	0%	0%	\$5,164.00
Health - SM1	\$1,721.25	\$2,276.52	-\$555.27	132%	\$5,163.75	\$3,035.36	\$2,128.39	59%	44%	\$6,885.00
Health - SM2	\$1,721.25	\$0.00	\$1,721.25	0%	\$5,163.75	\$0.00	\$5,163.75	0%	0%	\$6,885.00
Health - Admin	\$1,721.25	\$3,673.62	-\$1,952.37	213%	\$5,163.75	\$4,898.16	\$265.59	95%	71%	\$6,885.00
Health	\$8,176.00	\$8,641.14	-\$465.14	106%	\$24,528.00	\$11,521.52	\$13,006.48	47%	35%	\$32,704.00
401K Fee										
401K Fee - CEO	\$2,878.25	\$0.00	\$2,878.25	0%	\$8,634.75	\$0.00	\$8,634.75	0%	0%	\$11,513.00
401K Fee - DOS	\$1,250.00	\$0.00	\$1,250.00	0%	\$3,750.00	\$0.00	\$3,750.00	0%	0%	\$5,000.00
401K Fee - SM1	\$1,250.00	\$0.00	\$1,250.00	0%	\$3,750.00	\$0.00	\$3,750.00	0%	0%	\$5,000.00
401K Fee - SM2	\$1,250.00	\$0.00	\$1,250.00	0%	\$3,750.00	\$0.00	\$3,750.00	0%	0%	\$5,000.00
401K Fee - Admin	\$2,878.25	\$0.00	\$2,878.25	0%	\$8,634.75	\$0.00	\$8,634.75	0%	0%	\$11,513.00
401K Fee	\$9,506.50	\$0.00	\$9,506.50	0%	\$28,519.50	\$0.00	\$28,519.50	0%	0%	\$38,026.00
Employee Benefits	\$17,682.50	\$8,641.14	\$9,041.36	49%	\$53,047.50	\$11,521.52	\$41,525.98	22%	16%	\$70,730.00
Employee Incentives										
Employee Incentive CEO	\$13,125.00	-\$1,000.00	\$14,125.00	-8%	\$39,375.00	\$0.00	\$39,375.00	0%	0%	\$52,500.00
Employee Incentive DOS	\$7,031.25	\$0.00	\$7,031.25	0%	\$21,093.75	\$0.00	\$21,093.75	0%	0%	\$28,125.00
Employee Incentive SM1	\$6,093.75	\$0.00	\$6,093.75	0%	\$18,281.25	\$0.00	\$18,281.25	0%	0%	\$24,375.00
Employee Incentive SM2	\$5,625.00	\$0.00	\$5,625.00	0%	\$16,875.00	\$0.00	\$16,875.00	0%	0%	\$22,500.00
Employee Incentives	\$31,875.00	-\$1,000.00	\$32,875.00	-3%	\$95,625.00	\$0.00	\$95,625.00	0%	0%	\$127,500.00
Other										
Cell Phone Stipend - CEO	\$120.00	\$120.00	\$0.00	100%	\$360.00	\$200.00	\$160.00	56%	42%	\$480.00
Cell Phone Stipend - DOS	\$90.00	\$0.00	\$90.00	0%	\$270.00	\$0.00	\$270.00	0%	0%	\$360.00
Cell Phone Stipend - SM1	\$120.00	\$120.00	\$0.00	100%	\$360.00	\$240.00	\$120.00	67%	50%	\$480.00
Cell Phone Stipend - SM2	\$120.00	\$0.00	\$120.00	0%	\$360.00	\$160.00	\$200.00	44%	33%	\$480.00
Cell Phone Stipend - Admin	\$120.00	\$120.00	\$0.00	100%	\$360.00	\$280.00	\$80.00	78%	58%	\$480.00
Relocation Expense	\$2,000.00	\$0.00	\$2,000.00	0%	\$6,000.00	\$0.00	\$6,000.00	0%	0%	\$8,000.00
Car Allowance - CEO	\$0.00	\$2,500.00	-\$2,500.00	0%	\$0.00	\$2,500.00	-\$2,500.00	0%	0%	\$0.00
Other	\$2,570.00	\$2,860.00	-\$290.00	111%	\$7,710.00	\$3,380.00	\$4,330.00	44%	33%	\$10,280.00
TOTAL PERSONNEL EXPENSE	\$233,511.00	\$123,796.04	\$109,714.96	53%	\$700,533.00	\$283,766.43	\$416,766.57	41%	30%	\$934,044.00

Reporting Period: 01/01/2023 - 03/31/2023	January - March, 2023				YEAR TO DATE					
	Budget	Actual	VARIANCE	%	YTD Budget	YTD ACTUAL	VARIANCE	YTD	Annual	Annual Budget
FY 2022/23 FUNDING ALLOCATION	\$422,895.75	\$278,617.78	\$144,277.97		\$1,268,687.25	\$703,006.89	\$565,680.36			\$1,691,583.00
PURCHASED GOODS & SERVICES										
Contract Services										
Fiscal Services	\$7,726.00	\$8,814.15	-\$1,088.15	114%	\$23,178.00	\$38,969.10	-\$15,791.10	168%	126%	\$30,904.00
Legal Services	\$6,000.00	\$10,871.50	-\$4,871.50	181%	\$18,000.00	\$28,046.50	-\$10,046.50	156%	117%	\$24,000.00
Payroll Services	\$1,500.00	\$596.10	\$903.90	40%	\$4,500.00	\$1,386.45	\$3,113.55	31%	23%	\$6,000.00
Audit	\$2,500.00	\$0.00	\$2,500.00	0%	\$7,500.00	\$0.00	\$7,500.00	0%	0%	\$10,000.00
IT	\$1,000.00	\$834.00	\$166.00	83%	\$3,000.00	\$2,564.43	\$435.57	85%	64%	\$4,000.00
Professional Services	\$33,750.00	\$31,921.87	\$1,828.13	95%	\$101,250.00	\$108,598.13	-\$7,348.13	107%	80%	\$135,000.00
HR Services	\$7,500.00	\$570.00	\$6,930.00	8%	\$22,500.00	\$2,400.00	\$20,100.00	11%	8%	\$30,000.00
Staffing	\$15,015.00	\$16,170.00	-\$1,155.00	108%	\$45,045.00	\$42,735.00	\$2,310.00	95%	71%	\$60,060.00
Marketing	\$27,500.00	\$15,325.00	\$12,175.00	56%	\$82,500.00	\$44,002.50	\$38,497.50	53%	40%	\$110,000.00
Website	\$3,615.00	\$3,816.80	-\$201.80	106%	\$10,845.00	\$9,979.50	\$865.50	92%	69%	\$14,460.00
Contract Services	\$106,106.00	\$88,919.42	\$17,186.58	84%	\$318,318.00	\$278,681.61	\$39,636.39	88%	66%	\$424,424.00
Operating Supplies										
Banking Fees	\$125.00	\$15.00	\$110.00	12%	\$375.00	\$30.00	\$345.00	8%	6%	\$500.00
Software Licenses	\$1,866.25	\$1,022.26	\$843.99	55%	\$5,598.75	\$3,284.25	\$2,314.50	59%	44%	\$7,465.00
Postage	\$75.00	\$9.55	\$65.45	13%	\$225.00	\$9.55	\$215.45	4%	3%	\$300.00
IT	\$1,250.00	\$0.00	\$1,250.00	0%	\$3,750.00	\$1,039.96	\$2,710.04	28%	21%	\$5,000.00
Licenses	\$25.00	-\$71.50	\$96.50	-286%	\$75.00	\$71.50	\$3.50	95%	1%	\$5,000.00
Office Supplies	\$1,250.00	\$290.23	\$959.77	23%	\$3,750.00	\$3,696.70	\$53.30	99%	74%	\$5,000.00
Meeting Expenses	\$0.00	\$1,751.31	-\$1,751.31	0%	\$13,773.75	\$8,131.96				\$0.00
Operating Supplies	\$4,591.25	\$3,016.85	\$1,574.40	66%	\$13,773.75	\$8,131.96	\$5,641.79	59%	44%	\$18,365.00
Recruitment	\$125.00	\$10,000.00	-\$9,875.00	8000%	\$375.00	\$11,995.41	-\$11,620.41	3199%	2399%	\$500.00
Mileage Reimbursement	\$250.00	\$0.00	\$250.00	0%	\$750.00	\$54.88	\$695.12	7%	5%	\$1,000.00
Insurance										
Workers Compensation	\$463.00	-\$112.93	\$575.93	-24%	\$1,389.00	\$794.05	\$594.95	57%	43%	\$1,852.00
Business Owners Liability & Property	\$450.00	\$456.00	-\$6.00	101%	\$1,350.00	\$1,368.00	-\$18.00	101%	76%	\$1,800.00
Professional Cyber Liability	\$771.25	\$738.66	\$32.59	96%	\$2,313.75	\$2,350.77	-\$37.02	102%	76%	\$3,085.00
Management Liability	\$1,250.00	\$592.50	\$657.50	47%	\$3,750.00	\$2,086.18	\$1,663.82	56%	42%	\$5,000.00
Insurance	\$2,934.25	\$1,674.23	\$1,260.02	57%	\$8,802.75	\$6,599.00	\$2,203.75	75%	56%	\$11,737.00
Memberships										
Industry Related Expense	\$0.00	\$270.00	-\$270.00	0%	\$0.00	\$270.00	-\$270.00			\$0.00
Destinations International	\$400.00	\$797.51	-\$397.51	199%	\$1,200.00	\$1,597.49	-\$397.49	133%	100%	\$1,600.00
PCMA	\$250.00	\$80.84	\$169.16	32%	\$750.00	\$444.62	\$305.38	59%	44%	\$1,000.00
MPI ACE/WEC	\$416.25	\$222.91	\$193.34	54%	\$1,248.75	\$710.31	\$538.44	57%	43%	\$1,665.00
CALSAE	\$87.50	\$399.00	-\$311.50	456%	\$262.50	\$420.05	-\$157.55	160%	120%	\$350.00
California Travel Association	\$0.00	\$300.00	-\$300.00	0%	\$0.00	\$300.00	-\$300.00	0%	0%	
Memberships	\$1,153.75	\$2,070.26	-\$916.51	179%	\$3,461.25	\$3,742.47	-\$281.22	108%	81%	\$4,615.00
Subscription Services										
Act On	\$0.00	\$15,500.00	-\$15,500.00	0%	\$0.00	\$15,500.00	-\$15,500.00	0%	0%	
CRM	\$2,450.00	\$2,225.01	\$224.99	91%	\$7,350.00	\$7,416.64	-\$66.64	101%	76%	\$9,800.00
Knowland	\$3,297.00	\$3,297.00	\$0.00	100%	\$9,891.00	\$13,187.50	-\$3,296.50	133%	69%	\$19,202.00
CoStar Realty Information	\$0.00	\$630.00	-\$630.00	0%	\$0.00	\$2,010.00	-\$2,010.00	0%	0%	
CVENT	\$4,800.50	\$4,800.49	\$0.01	100%	\$14,401.50	\$17,602.49	-\$3,200.99	122%	133%	\$13,188.00
Destination International EIC Subscription	\$1,835.00	\$1,754.24	\$80.76	96%	\$5,505.00	\$7,671.37	-\$2,166.37	139%	105%	\$7,340.00
Subscription Services	\$12,382.50	\$28,206.74	-\$15,824.24	228%	\$37,147.50	\$63,388.00	-\$26,240.50	171%	128%	\$49,530.00

Reporting Period: 01/01/2023 - 03/31/2023	January - March, 2023				YEAR TO DATE					
	Budget	Actual	VARIANCE	%	YTD Budget	YTD ACTUAL	VARIANCE	YTD	Annual	Annual Budget
FY 2022/23 FUNDING ALLOCATION	\$422,895.75	\$278,617.78	\$144,277.97		\$1,268,687.25	\$703,006.89	\$565,680.36			\$1,691,583.00
PURCHASED GOODS & SERVICES CONT.										
Conferences and Trade Shows										
IMEX North America	\$2,950.00	\$0.00	\$2,950.00	0%	\$8,850.00	\$0.00	\$8,850.00	0%	0%	\$11,800.00
CONNECT Marketplace	\$1,112.50	\$0.00	\$1,112.50	0%	\$3,337.50	\$0.00	\$3,337.50	0%	0%	\$4,450.00
CONNECT Medical/Tech	\$1,112.50	\$0.00	\$1,112.50	0%	\$3,337.50	\$0.00	\$3,337.50	0%	0%	\$4,450.00
Other - Conf & Trade Shows	\$0.00	\$1,972.04	-\$1,972.04	0%	\$0.00	\$1,972.04	-\$1,972.04	0%	0%	\$0.00
Conferences and Trade Shows	\$5,175.00	\$1,972.04	\$3,202.96	38%	\$15,525.00	\$1,972.04	\$13,552.96	13%	10%	\$20,700.00
Business Development	\$12,500.00	\$0.00	\$12,500.00	0%	\$37,500.00	\$1,138.50	\$36,361.50	3%	2%	\$50,000.00
Travel & Entertainment										
CONNECT Medical/Tech	\$700.00	\$0.00	\$700.00	0%	\$2,100.00	\$0.00	\$2,100.00	0%	0%	\$2,800.00
IMEX North America	\$475.00	\$0.00	\$475.00	0%	\$1,425.00	\$0.00	\$1,425.00	0%	0%	\$1,900.00
CONNECT Marketplace	\$575.00	\$0.00	\$575.00	0%	\$1,725.00	\$0.00	\$1,725.00	0%	0%	\$2,300.00
Other Expense	\$0.00	\$1,648.87	-\$1,648.87	0%	\$0.00	\$1,722.87	-\$1,722.87	0%	0%	\$0.00
Travel & Entertainment	\$1,750.00	\$1,648.87	\$101.13	94%	\$5,250.00	\$1,722.87	\$3,527.13	33%	25%	\$7,000.00
Advertising & Promotion	\$18,750.00	\$1,180.37	\$17,569.63	6%	\$56,250.00	\$2,680.37	\$53,569.63	5%	4%	\$75,000.00
Support Services										
Client Events	\$7,000.00	\$0.00	\$7,000.00	0%	\$21,000.00	\$0.00	\$21,000.00	0%	0%	\$28,000.00
Virutal Happy Hour	\$500.00	\$0.00	\$500.00	0%	\$1,500.00	\$0.00	\$1,500.00	0%	0%	\$2,000.00
Client Activations	\$1,000.00	\$0.00	\$1,000.00	0%	\$3,000.00	\$0.00	\$3,000.00	0%	0%	\$4,000.00
Personalized greetings	\$500.00	\$0.00	\$500.00	0%	\$1,500.00	\$0.00	\$1,500.00	0%	0%	\$2,000.00
Site Visits	\$0.00	\$996.42	-\$996.42	0%	\$0.00	\$996.42	-\$996.42	0%	0%	\$0.00
Support Services	\$9,000.00	\$996.42	\$8,003.58	11%	\$27,000.00	\$996.42	\$26,003.58	4%	3%	\$36,000.00
TOTAL PURCHASED GOODS & SERVICES	\$174,717.75	\$139,685.20	\$35,032.55	80%	\$524,153.25	\$381,103.53	\$143,049.72	73%	55%	\$698,871.00
CONTINGENCY	\$8,809.75	\$0.00	\$8,809.75	0%	\$26,429.25	\$0.00	\$26,429.25	0%	0%	\$35,239.00
CITY ADMINISTRATIVE FEE	\$5,857.25	\$15,136.54	-\$9,279.29	258%	\$17,571.75	\$38,136.93	-\$20,565.18	217%	163%	\$23,429.00
TOTAL OPERATING EXPENSES	\$422,895.75	\$278,617.78	\$144,277.97	66%	\$1,268,687.25	\$703,006.89	\$565,680.36	55%	42%	\$1,691,583.00
SURPLUS(DEFICIT)		\$144,277.97				\$565,680.36				

Silicon Valley/Santa Clara DMO, Inc.
FY 2022/23 Q3 SUMMARY BY ORG
January - March, 2023

	FY 2022/23 Budget	Q3 Budget	Actual Q3 Exp	Q3 Variance	Q3
FY 2022/23 FUNDING ALLOCATION	\$1,691,583	\$422,896	\$278,618	\$144,278	66%
Personnel					
Salary	\$635,000	\$158,750	\$103,846	\$54,904	25%
Payroll Taxes	\$90,534	\$22,634	\$9,449	\$13,185	42%
Employee Benefits	\$70,730	\$17,683	\$8,641	\$9,041	49%
Health	\$32,704	\$8,176	\$8,641	(\$465)	106%
401K Fee	\$38,027	\$9,507	\$0	\$9,507	0%
Employee Incentives	\$127,500	\$31,875	(\$1,000)	\$32,875	-3%
Other	\$10,280	\$2,570	\$2,860	(\$290)	111%
TOTAL PERSONNEL EXPENSE	\$934,044	\$233,511	\$123,796	\$109,715	53%
Purchased Goods and Services Expense					
Contract Services	\$424,424	\$106,106	\$88,919	\$17,187	84%
Operating Supplies	\$18,365	\$4,591	\$3,017	\$1,574	66%
Mileage Reimbursement	\$1,000	\$250	\$0	\$250	0%
Recruitment	\$500	\$125	\$10,000	(\$9,875)	8000%
Insurance	\$11,737	\$2,934	\$1,674	\$1,260	57%
Memberships	\$4,615	\$1,154	\$2,070	(\$917)	179%
Subscription Services	\$49,530	\$12,383	\$28,207	(\$15,824)	228%
Conferences and Trade Shows	\$20,700	\$5,175	\$1,972	\$3,203	38%
Business Development	\$50,000	\$12,500	\$0	\$12,500	0%
Travel & Entertainment	\$7,000	\$1,750	\$1,649	\$101	94%
Advertising & Promotion	\$75,000	\$18,750	\$1,180	\$17,570	6%
Support Services	\$36,000	\$9,000	\$996	\$8,004	11%
TOTAL PURCHASED GOODS & SERVICES EXPENSE	\$698,871	\$174,718	\$139,685	\$35,033	80%
CONTINGENCY	\$35,239	\$8,810	\$0	\$8,810	0%
CITY ADMINISTRATIVE FEE	\$23,429	\$5,857	\$15,137	-\$9,279.28	258%
TOTAL OPERATING EXPENSES	\$1,691,583	\$422,896	\$278,618	\$144,278	66%

Silicon Valley/Santa Clara DMO, Inc.
FY 2022/23 Q3 SUMMARY BY PROGRAM MARCH 2023

Budget Item	FY 22/23 Budget	Q3 Budget	Actual Q3 Exp	Variance	Q3
CONVENTION SALES, INCENTIVES & SERVICES					
Personnel	\$ 457,669.00	\$ 114,417.25	\$ 26,242.93	\$ 88,174.32	23%
Salary	\$ 300,000.00	\$ 75,000.00	\$ 21,923.10	\$ 53,076.90	29%
1.0 FTE Director of Sales	\$ 112,500.00	\$ 28,125.00	\$ -	\$ 28,125.00	0%
1.0 FTE Sales Manager	\$ 97,500.00	\$ 24,375.00	\$ 21,923.10	\$ 2,451.90	90%
1.0 FTE Sales Manager	\$ 90,000.00	\$ 22,500.00	\$ -	\$ 22,500.00	0%
Incentives	\$ 75,000.00	\$ 18,750.00	\$ -	\$ 18,750.00	0%
Benefits	\$ 33,934.00	\$ 8,483.50	\$ 2,276.52	\$ 6,206.98	27%
Health	\$ 18,934.00	\$ 4,733.50	\$ 2,276.52	\$ 2,456.98	48%
401K Fee	\$ 15,000.00	\$ 3,750.00	\$ -	\$ 3,750.00	0%
Payroll Taxes	\$ 44,415.00	\$ 11,103.75	\$ 1,923.31	\$ 9,180.44	17%
Other-Cell Phone Stipend	\$ 1,320.00	\$ 330.00	\$ 120.00	\$ 210.00	36%
Other-relocation	\$ 3,000.00	\$ 750.00	\$ -	\$ 750.00	0%
Convention Sales, Incentives & Services Expenses	\$ 149,605.00	\$ 37,401.25	\$ 13,987.57	\$ 23,413.68	37%
Memberships	\$ 3,015.00	\$ 753.75	\$ 1,272.75	\$ (519.00)	169%
Industry Related Expense	\$ -	\$ -	\$ 270.00	\$ (270.00)	0%
Professional Convention Management Association (PCMA)	\$ 1,000.00	\$ 250.00	\$ 80.84	\$ 169.16	32%
Meeting Professional International (MPI)	\$ 1,665.00	\$ 416.25	\$ 222.91	\$ 193.34	54%
California Society of Association Executives (Cal SAE)	\$ 350.00	\$ 87.50	\$ 399.00	\$ (311.50)	456%
California Travel Association		\$ -	\$ 300.00	\$ (300.00)	0%
Mileage Reimbursement	\$ 500.00	\$ 125.00	\$ -	\$ 125.00	0%
Subscription Services	\$ 32,390.00	\$ 8,097.50	\$ 8,097.49	\$ 0.01	100%
CVENT	\$ 19,202.00	\$ 4,800.50	\$ 4,800.49	\$ 0.01	100%
Knowland	\$ 13,188.00	\$ 3,297.00	\$ 3,297.00	\$ -	100%
Business Development	\$ 50,000.00	\$ 12,500.00	\$ -	\$ 12,500.00	0%
Conferences and Tradeshows	\$ 20,700.00	\$ 5,175.00	\$ 1,972.04	\$ 5,175.00	38%
CONNECT Marketplace	\$ 4,450.00	\$ 1,112.50	\$ -	\$ 1,112.50	0%
CONNECT Medical Tech	\$ 4,450.00	\$ 1,112.50	\$ -	\$ 1,112.50	0%
IMEX North America	\$ 11,800.00	\$ 2,950.00	\$ -	\$ 2,950.00	0%
Other Conf & Tradeshows		\$ -	\$ 1,972.04	\$ (1,972.04)	0%

Budget Item	FY 22/23 Budget	Q3 Budget	Actual Q3 Exp	Variance	Q3
Support Services	\$ 36,000.00	\$ 9,000.00	\$ 996.42	\$ 9,000.00	11%
Virtual Happy Hour	\$ 2,000.00	\$ 500.00	\$ -	\$ 500.00	0%
Client Activations	\$ 4,000.00	\$ 1,000.00	\$ -	\$ 1,000.00	0%
Personalized Greetings	\$ 2,000.00	\$ 500.00	\$ -	\$ 500.00	0%
Client Events	\$ 28,000.00	\$ 7,000.00	\$ -	\$ 7,000.00	0%
Site Visits	\$ -	\$ -	\$ 996.42	\$ (996.42)	0%
Travel & Entertainment	\$ 7,000.00	\$ 1,750.00	\$ 1,648.87	\$ 101.13	94%
CONNECT Marketplace	\$ 2,300.00	\$ 575.00	\$ -	\$ 575.00	0%
IMEX North America	\$ 1,900.00	\$ 475.00	\$ -	\$ 475.00	0%
CONNECT Medical Tech	\$ 2,800.00	\$ 700.00	\$ -	\$ 700.00	0%
Other Expense	\$ -	\$ -	\$ 1,648.87	\$ (1,648.87)	0%
TOTAL CONVENTION SALES, INCENTIVES & SERVICES	\$ 607,274.00	\$ 151,818.50	\$ 40,230.50	\$ 111,588.00	26%
MARKETING & COMMUNICATIONS					
Marketing Expenses	\$ 203,048.00	\$ 50,762.00	\$ 20,322.17	\$ 30,439.83	40%
Contract Services	\$ 124,460.00	\$ 31,115.00	\$ 19,141.80	\$ 11,973.20	62%
Marketing Services	\$ 110,000.00	\$ 27,500.00	\$ 15,325.00	\$ 12,175.00	56%
Website	\$ 14,460.00	\$ 3,615.00	\$ 3,816.80	\$ (201.80)	106%
Advertising & Promotions	\$ 75,000.00	\$ 18,750.00	\$ 1,180.37	\$ 17,569.63	6%
Software Licenses	\$ 3,588.00	\$ 897.00	\$ -	\$ 30,439.83	40%
TOTAL MARKETING & COMMUNICATIONS	\$ 203,048.00	\$ 50,762.00	\$ 20,322.17	\$ 30,439.83	40%
ADMINISTRATION					
Personnel	\$ 476,375.00	\$ 119,093.75	\$ 97,553.11	\$ 21,540.64	82%
Salary	\$ 335,000.00	\$ 83,750.00	\$ 81,923.16	\$ 1,826.84	98%
1.0 FTE CEO	\$ 210,000.00	\$ 52,500.00	\$ 54,230.82	\$ (1,730.82)	103%
1.0 FTE Administrative Assistant	\$ 125,000.00	\$ 31,250.00	\$ 27,692.34	\$ 3,557.66	89%
Incentives	\$ 52,500.00	\$ 13,125.00	\$ (1,000.00)	\$ 14,125.00	-8%
Benefits	\$ 36,796.00	\$ 9,199.00	\$ 6,364.62	\$ 2,834.38	69%
Health	\$ 13,770.00	\$ 3,442.50	\$ 6,364.62	\$ (2,922.12)	185%
401K Fee	\$ 23,026.00	\$ 5,756.50	\$ -	\$ 5,756.50	0%
Payroll Taxes	\$ 46,119.00	\$ 11,529.75	\$ 7,525.33	\$ 4,004.42	65%
Other-Cell Phone Stipend	\$ 960.00	\$ 240.00	\$ 240.00	\$ -	100%
Other-Car Allowance	\$ -	\$ -	\$ 2,500.00	\$ (2,500.00)	0%
Other - Relocation	\$ 5,000.00	\$ 1,250.00	\$ -	\$ 1,250.00	0%

Budget Item	FY 22/23 Budget	Q3 Budget	Actual Q3 Exp	Variance	Q3
Administrative Expenses	\$ 346,218.00	\$ 86,554.50	\$ 105,375.46	\$ (18,820.96)	122%
Contract Services	\$ 299,964.00	\$ 74,991.00	\$ 69,777.62	\$ 5,213.38	93%
Human Resources	\$ 30,000.00	\$ 7,500.00	\$ 570.00	\$ 6,930.00	8%
Fiscal	\$ 30,904.00	\$ 7,726.00	\$ 8,814.15	\$ (1,088.15)	114%
Legal	\$ 24,000.00	\$ 6,000.00	\$ 10,871.50	\$ (4,871.50)	181%
Payroll	\$ 6,000.00	\$ 1,500.00	\$ 596.10	\$ 903.90	40%
Professional Services	\$ 135,000.00	\$ 33,750.00	\$ 31,921.87	\$ 1,828.13	95%
IT	\$ 4,000.00	\$ 1,000.00	\$ 834.00	\$ 166.00	83%
Audit	\$ 10,000.00	\$ 2,500.00	\$ -	\$ 2,500.00	0%
Staffing Services	\$ 60,060.00	\$ 15,015.00	\$ 16,170.00	\$ (1,155.00)	108%
Operating Supplies	\$ 14,777.00	\$ 3,694.25	\$ 3,016.85	\$ 677.40	82%
Bank Fees	\$ 500.00	\$ 125.00	\$ 15.00	\$ 110.00	12%
Office supplies	\$ 5,000.00	\$ 1,250.00	\$ 2,041.54	\$ (791.54)	163%
Licenses	\$ 100.00	\$ 25.00	\$ (71.50)	\$ 96.50	-286%
Software Licenses	\$ 3,877.00	\$ 969.25	\$ 1,022.26	\$ (53.01)	105%
Postage	\$ 300.00	\$ 75.00	\$ 9.55	\$ 65.45	13%
IT (Computers and Hardware)	\$ 5,000.00	\$ 1,250.00	\$ -	\$ 1,250.00	0%
Insurance	\$ 11,737.00	\$ 2,934.25	\$ 1,674.23	\$ 1,260.02	57%
Workers Comp	\$ 1,852.00	\$ 463.00	\$ (112.93)	\$ 575.93	-24%
Business Owners Liability & Property	\$ 1,800.00	\$ 450.00	\$ 456.00	\$ (6.00)	101%
Professional Cyber Liability	\$ 3,085.00	\$ 771.25	\$ 738.66	\$ 32.59	96%
Management Liability	\$ 5,000.00	\$ 1,250.00	\$ 592.50	\$ 657.50	47%
Memberships	\$ 1,600.00	\$ 400.00	\$ 797.51	\$ (397.51)	199%
Destinations International	\$ 1,600.00	\$ 400.00	\$ 797.51	\$ (397.51)	199%
Mileage Reimbursement	\$ 500.00	\$ 125.00	\$ -	\$ 125.00	0%
Recruitment	\$ 500.00	\$ 125.00	\$ 10,000.00	\$ (9,875.00)	8000%
Subscription Services	\$ 17,140.00	\$ 4,285.00	\$ 20,109.25	\$ (15,824.25)	469%
Act On	\$ -	\$ -	\$ 15,500.00	\$ (15,500.00)	0%
CRM System (Simpleview)	\$ 9,800.00	\$ 2,450.00	\$ 2,225.01	\$ 224.99	91%
CoStar Realty Information	\$ -	\$ -	\$ 630.00	\$ (630.00)	0%
Destinations International EIC Subscription	\$ 7,340.00	\$ 1,835.00	\$ 1,754.24	\$ 80.76	96%
TOTAL ADMINISTRATION	\$ 822,593.00	\$ 205,648.25	\$ 202,928.57	\$ 2,719.68	99%
Contingency	\$ 35,239.00	\$ 8,809.75	\$ -	\$ 8,809.75	0%
City Administration Fee	\$ 23,429.00	\$ 5,857.25	\$ 15,136.54	\$ (9,279.29)	258%
TOTAL OPERATING BUDGET	\$ 1,691,583.00	\$ 422,895.75	\$ 278,617.78	\$ 144,277.97	66%

Silicon Valley/Santa Clara DMO Inc.

Budget vs. Actuals

FY 2022/2023

January - March, 2023

Quarter 3

	Annual Budget	Q3 Budget	Q3 ACTUAL	VARIANCE	EXP Q3	Q3/AB
FY 2022/23 FUNDING ALLOCATION	\$1,691,583	\$422,896	\$278,618	\$144,278	66%	16%
Personnel						
Salary						
CEO	\$210,000	\$52,500	\$54,231	(\$1,731)	103%	26%
DOS	\$112,500	\$28,125	\$0	\$28,125	0%	0%
SM1	\$97,500	\$24,375	\$21,923	\$2,452	90%	22%
SM2	\$90,000	\$22,500	\$0	\$22,500	0%	0%
Admin	\$125,000	\$31,250	\$27,692	\$3,558	89%	22%
Salary	\$635,000	\$158,750	\$103,846	\$54,904	65%	16%
Payroll Taxes						
CEO	\$31,431	\$7,858	\$4,594	\$3,264	58%	15%
DOS	\$16,876	\$4,219	\$0	\$4,219	0%	0%
SM1	\$14,320	\$3,580	\$2,490	\$1,090	70%	17%
SM2	\$13,219	\$3,305	\$0	\$3,305	0%	0%
Admin	\$14,688	\$3,672	\$2,364	\$1,307	64%	16%
Payroll Taxes	\$90,534	\$22,634	\$9,449	\$13,185	42%	10%
Employee Benefits						
Health						
Health - CEO	\$6,885	\$1,721	\$2,691	(\$970)	156%	39%
Health - DOS	\$5,164	\$1,291	\$0	\$1,291	0%	0%
Health - SM1	\$6,885	\$1,721	\$2,277	(\$555)	132%	33%
Health - SM2	\$6,885	\$1,721	\$0	\$1,721	0%	0%
Health - Admin	\$6,885	\$1,721	\$3,674	(\$1,952)	213%	53%
Health	\$32,704	\$8,176	\$8,641	(\$465)	106%	26%
401K Fee						
401K Fee - CEO	\$11,513	\$2,878	\$0	\$2,878	0%	0%
401K Fee - DOS	\$5,000	\$1,250	\$0	\$1,250	0%	0%
401K Fee - SM1	\$5,000	\$1,250	\$0	\$1,250	0%	0%
401K Fee - SM2	\$5,000	\$1,250	\$0	\$1,250	0%	0%
401K Fee - Admin	\$11,513	\$2,878	\$0	\$2,878	0%	0%
401K Fee	\$38,026	\$9,507	\$0	\$9,507	0%	0%
Employee Benefits	\$70,730	\$17,683	\$8,641	\$9,041	49%	12%
Employee Incentives						
Employee Incentive CEO	\$52,500	\$13,125	(\$1,000)	\$14,125	-8%	-2%
Employee Incentive DOS	\$28,125	\$7,031	\$0	\$7,031	0%	0%
Employee Incentive SM1	\$24,375	\$6,094	\$0	\$6,094	0%	0%
Employee Incentive SM2	\$22,500	\$5,625	\$0	\$5,625	0%	0%
Employee Incentive Admin	\$0	\$0	\$0	\$0	0%	0%
Employee Incentives	\$127,500	\$31,875	(\$1,000)	\$32,875	-3%	-1%

	Annual Budget	Q3 Budget	Q3 ACTUAL	VARIANCE	EXP Q3	Q3/AB
Other						
Cell Phone Stipend - CEO	\$480	\$120	\$120	\$0	100%	25%
Cell Phone Stipend - DOS	\$360	\$90	\$0	\$90	0%	0%
Cell Phone Stipend - SM1	\$480	\$120	\$120	\$0	100%	25%
Cell Phone Stipend - SM2	\$480	\$120	\$0	\$120	0%	0%
Cell Phone Stipend - Admin	\$480	\$120	\$120	\$0	100%	25%
Relocation Expense - CSIS	\$3,000	\$750	\$0	\$750	0%	0%
Relocation Expense - ADMIN	\$5,000	\$1,250	\$0	\$1,250	0%	0%
Car Allowance - CEO	\$0	\$0	\$2,500	(\$2,500)	0%	0%
Other	\$10,280	\$2,570	\$2,860	(\$290)	111%	28%
TOTAL PERSONNEL EXPENSE	\$934,044	\$233,511	\$123,796	\$109,715	53%	13%
PURCHASED GOODS & SERVICES						
Contract Services						
Fiscal Services	\$30,904	\$7,726	\$8,814	(\$1,088)	114%	29%
Legal Services	\$24,000	\$6,000	\$10,872	(\$4,872)	181%	45%
Payroll Services	\$6,000	\$1,500	\$596	\$904	40%	10%
Audit	\$10,000	\$2,500	\$0	\$2,500	0%	0%
IT	\$4,000	\$1,000	\$834	\$166	83%	21%
Professional Services	\$135,000	\$33,750	\$31,922	\$1,828	95%	24%
HR Services	\$30,000	\$7,500	\$570	\$6,930	8%	2%
Staffing	\$60,060	\$15,015	\$16,170	(\$1,155)	108%	27%
Marketing	\$110,000	\$27,500	\$15,325	\$12,175	56%	14%
Website	\$14,460	\$3,615	\$3,817	(\$202)	106%	26%
Contract Services	\$424,424	\$106,106	\$88,919	\$17,187	84%	21%
Operating Supplies						
Banking Fees	\$500	\$125	\$15	\$110	12%	3%
Software Licenses	\$7,465	\$1,866	\$1,022	\$844	55%	14%
Postage	\$300	\$75	\$10	\$65	13%	3%
IT	\$5,000	\$1,250	\$0	\$1,250	0%	0%
Licenses	\$100	\$25	(\$72)	\$97	-286%	-72%
Office Supplies	\$5,000	\$1,250	\$2,042	(\$792)	163%	41%
Operating Supplies	\$18,365	\$4,591	\$3,017	\$1,574	66%	16%
Recruitment	\$500	\$125	\$10,000	(\$9,875)	8000%	2000%
Insurance						
Workers Compensation	\$1,852	\$463	(\$113)	\$576	-24%	-6%
Business Owners Liability & Property	\$1,800	\$450	\$456	(\$6)	101%	25%
Professional Cyber Liability	\$3,085	\$771	\$739	\$33	96%	24%
Management Liability	\$5,000	\$1,250	\$593	\$658	47%	12%
Insurance	\$11,737	\$2,934	\$1,674	\$1,260	57%	14%
Memberships						
Industry Related Expense	\$0	\$0	\$270	(\$270)	0%	0%
Destinations International	\$1,600	\$400	\$798	(\$398)	199%	50%
PCMA	\$1,000	\$250	\$81	\$169	32%	8%
MPI ACE/WEC	\$1,665	\$416	\$223	\$193	54%	13%
CALSAE	\$350	\$88	\$399	(\$312)	456%	114%
California Travel Association	\$0	\$0	\$300	(\$300)	0%	0%
Memberships	\$4,615	\$1,154	\$2,070	(\$917)	179%	45%

	Annual Budget	Q3 Budget	Q3 ACTUAL	VARIANCE	EXP Q3	Q3/AB
Mileage Reimbursement	\$1,000	\$250	\$0	\$250	0%	0%
Subscription Services						
Act On	\$0	\$0	\$15,500	(\$15,500)	0%	0%
CRM	\$9,800	\$2,450	\$2,225	\$225	91%	23%
CVENT	\$13,188	\$4,801	\$4,800	\$0	100%	36%
Knowland	\$19,202	\$3,297	\$3,297	\$0	100%	17%
CoStar Realty Information	\$0	\$0	\$630	(\$630)	0%	0%
Destination International EIC Subscription	\$7,340	\$1,835	\$1,754	\$81	96%	24%
Subscription Services	\$49,530	\$12,383	\$28,207	(\$15,824)	228%	57%
Conferences and Trade Shows						
IMEX North America	\$11,800	\$2,950	\$0	\$2,950	0%	0%
CONNECT Marketplace	\$4,450	\$1,113	\$0	\$1,113	0%	0%
CONNECT Medical/Tech	\$4,450	\$1,113	\$0	\$1,113	0%	0%
Conferences and Trade Shows Other	\$0	\$0	\$1,972	(\$1,972)	0%	0%
Conferences and Trade Shows	\$20,700	\$5,175	\$1,972	\$3,203	38%	10%
Business Development	\$50,000	\$12,500	\$0	\$12,500	0%	0%
Travel & Entertainment						
CONNECT Medical/Tech	\$2,800	\$700	\$0	\$700	0%	0%
IMEX North America	\$1,900	\$475	\$0	\$475	0%	0%
CONNECT Marketplace	\$2,300	\$575	\$0	\$575	0%	0%
Travel & Entertainment other	\$0	\$0	\$1,649	(\$1,649)	0%	0%
Travel & Entertainment	\$7,000	\$1,750	\$1,649	\$101	94%	24%
Advertising & Promotion	\$75,000	\$18,750	\$1,180	\$17,570	6%	2%
Support Services						
Client Events	\$28,000	\$7,000	\$0	\$7,000	0%	0%
Virutal Happy Hour	\$2,000	\$500	\$0	\$500	0%	0%
Client Activations	\$4,000	\$1,000	\$0	\$1,000	0%	0%
Personalized greetings	\$2,000	\$500	\$0	\$500	0%	0%
Site Visits	\$0	\$0	\$996	(\$996)	0%	0%
Support Services	\$36,000	\$9,000	\$996	\$8,004	11%	3%
TOTAL PURCHASED GOODS & SERVICES EXPENSE	\$698,871	\$174,718	\$139,685	\$35,033	80%	20%
CONTINGENCY	\$35,239	\$8,810	\$0	\$8,810	0%	0%
CITY ADMINISTRATIVE FEE	\$23,429	\$5,857	\$15,137	(\$9,279)	258%	65%
TOTAL OPERATING EXPENSES	\$1,691,583	\$422,896	\$278,618	\$144,278	66%	16%
SURPLUS(DEFICIT)			\$144,278			

Variiances

Personnel - Q3 53% YTD 41% Annual 30%

CEO Salary -overage of 3% Q3 due to higher than expected expense

Employee benefits - 6% overage due to higher than expected monthly benefit cost

Car allowance - no budget for this line item at beginning of fiscal year

Contract Services Q3 84% YTD 88% Annual 66%

Fiscal Services - 14% overage for Q3 Higher than anticipated expense (tax filing, accounting) 168% YTD 126% Annual

Legal Services - 81% Overage in Q3 higher than anticipated legal expense and increased legal fee in Q3 and Q2 156% YTD

Professional Services - no overage for Q3, 7% YTD Overage due to higher than anticipated city staffing expenses.

Website - 6% overage for onetime fees charged in Q3 92% YTD 69% annual

Operating Supplies Q3 24% YTD 50% Annual 33%

Licenses - Q3 expense is negative due to correcting entry for double payment of license

Recruitment Q3 8000% YTD 3199% Annual 2399%

Recruitment - 7900% overage Q3 due to 10k DOS recruitment expense expecting more charges in coming months. Only

Insurance Q3 57% YTD 75% Annual 56%

BO Liability Ins - 1%overage YTD Slightly higher than anticipated expense. 101% YTD 51% Annual

Workers comp expense is negative due to insurance audit refund received in Q3

Memberships Q3 179% YTD 108% Annual 81%

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

Industry related expense recorded in Q3

Cal SAE expensed in Q3

Subscription Services Q3 147% YTD 144% Annual 108%

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 expens

Act On implementation fees and other one time fees for subscription services

City Admin Fee Q3 186% YTD 201% Annual 134%

Over budget due to higher than anticipated TID receipts.

Silicon Valley/Santa Clara DMO, Inc.

Balance Sheet

As of March 31, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1005 City - TID Account	1,871,698.14
1010 Checking-Operating-Wells	285,030.21
1070 Current Year Reserves	678,001.00
Total Bank Accounts	\$2,834,729.35
Accounts Receivable	
13100 TID Receivable	545,064.99
13101 Refunds	0.00
13110 Contributions Receivable	0.00
Total Accounts Receivable	\$545,064.99
Other Current Assets	
14100 Prepaid Expenses	71.50
14110 Prepaid Insurance	5,325.15
14120 Prepaid Annualized Software	1,619.98
14130 Prepaid Memberships	11,204.09
14150 Sales Tax on Purchases	0.00
14200 Employee Benefits	193.20
Total Other Current Assets	\$18,413.92
Total Current Assets	\$3,398,208.26
TOTAL ASSETS	\$3,398,208.26
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
30000 Accounts Payable (A/P)	72,739.43
Total Accounts Payable	\$72,739.43
Other Current Liabilities	
30100 Accrued Expenses	40,443.43
30200 Deferred Revenue	0.00
Total Other Current Liabilities	\$40,443.43
Total Current Liabilities	\$113,182.86
Total Liabilities	\$113,182.86
Equity	
30300 Change in Net Assets	2,015,184.95
Net Income	1,269,840.45
Total Equity	\$3,285,025.40
TOTAL LIABILITIES AND EQUITY	\$3,398,208.26

**DISCOVER
SANTA
CLARA®**

FY 2022/23

Quarterly Report

3rd Quarter Ended March 31, 2023



Updated: 04.28.23

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Executive Summary

The third quarter was a busy and fruitful one for the DMO, with continued emphasis on building the team, launching marketing efforts, and developing strategic processes to ensure strong and elegant sales, marketing, and operations execution.

Recruiting continues for the two unfilled positions in the current fiscal year's budget, the Director of Sales and the additional Convention Sales Manager. The DMO has engaged a reputable search firm to identify qualified candidates for the Director of Sales position, which, once filled, will aid in attracting the additional seller. Moreover, the CEO approached the Board of Directors in February to recommend hiring a Director of Marketing to begin during the current fiscal year to expand marketing efforts. The Board approved the the position, and a Director of Marketing has been hired and will join the DMO in May.

Discover Santa Clara® launched social media and Google Ad campaigns targeting key consumer segments in the third quarter with the aim of reintroducing the new team, brand, and focus. These preliminary efforts will provide the DMO with valuable data/insight on what messaging is resonating, allowing the ability to hone future efforts through more strategic resource allocation and potent messaging that will increase our number of followers, website visits, and business conversion.

At the end of the third quarter, the DMO secured a P2 contract that will be realized in FY 2023/24, and additional opportunities are being pursued to be reported on in the fourth quarter. While continuing to navigate challenging market dynamics; ongoing Tech layoffs, the slow return of large groups, and strong competition from other destinations, the team continues to concentrate on uncovering leads and offering creative solutions to attract citywide business. The team actively researched and prospected for new P1 and P2 customers this quarter, with 50 active prospects and 269 still being researched. This commitment to consistent outreach is essential to educate meeting planners on the unique advantages of the city, and to secure participation in the group bidding process.

In conclusion, the past quarter has been marked by strong progress and momentum across all areas of the organization. From sales to marketing and process development, the team has shown an unwavering commitment to driving results. Looking ahead, there is confidence that the groundwork currently laid will provide a solid foundation for future success.

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

KEY ACCOMPLISHMENTS

Administration and Operations

- Board Chair Eron Hodges was appointed to General Manager of an out-of-state hotel within his current organization, Hyatt Hotels. This prompted discussion and a recommendation to appoint a new Board Chair and Vice Chair until the October 2023 election of new officers to the Board of Directors. In March, the Board voted and approved the elevation of Catherine Lentz to Board Chair and Leo Wandling to Co-Chair.
- Continued DMO orientation meetings with the City, JLL and the Convention Center teams to support CEO and team onboarding including a regular cadence of meetings with Kelly Carr, GM of the Convention Center and Dan Fenton of JLL.
- Maintained on-boarding meetings with City representative Nancy Thome and our Administrative Services Manager, Beverly Corriere.
- Initiated the FY 2023/24 budgeting and key performance indicator (KPI) process for presentation and approval by the Board of Directors in April.
- Conducted an off-site team meeting to discuss, evolve, and align processes and shared strategies across the DMO, Convention Center, and Levy.
- Continuation of work with our current accounting firm to refine our reporting procedures.
- Entered into an agreement with Maze & Associates to assist in the development of the DMO's Financial Standard Operating Processes (SOPs), which will be presented to the Board for approval in order to gain custody of the DMO's budget.
- Commenced working with our HR consultants at CPS to design the DMO's annual review format and process.
- Commenced discussions with ADP to determine the steps required to implement a 401K for the DMO.

Convention Sales, Incentives and Services

- Retained a recruiting firm, Searchwide Global, to assist with identifying a top Director of Sales candidate based upon their reputation in the DMO space and database of talent. The goal is to have this position hired and in place no later than July 1, 2023.
- On February 2nd, the DMO held a follow-up meeting to the one held on November 8, 2022 to review and collect feedback on a proposed revised Booking Policy that better aligns with the current composition of leads and market dynamics, which included the Convention Center, Levy, JLL, and the SCTID Hotels.

- The CEO presented the final proposed revised policy to the Board of Directors and it was approved on February 16th. This revised Booking Policy will increase the DMO's capacity to secure more P1 and P2 groups in the city.
- Teams from the DMO, Convention Center, Levy, Great America, and Levi's® Stadium collaborated to devise a novel preparation/client delivery strategy for a high-profile, non-profit group proposal, a P1 event seeking to book between 2026 and 2030. The DMO has verified that the client has narrowed the list of potential host cities to two and will bring a small group of decision makers to Santa Clara in June to visit the Convention Center, SCTID Hotels, and our partners at Levi's® Stadium and Great America. In an effort to acquire this piece of P1 business, we are holding bi-weekly meetings to develop a remarkable itinerary in an effort to win the business.
- Implemented bi-monthly meetings with the SCTID Hotel Directors of Sales & Marketing to discuss needs and strategies, and to communicate current DMO activities. The group decided that when we do not have a meeting, the Directors of Sales & Marketing will attend the SCTID Meetings with the Hotel General Managers to engage in more robust/diverse business conversations.
- In February, the CEO attended the CalTravel Spring Board Meeting, which provided an excellent opportunity to network with other DMO Teams and relevant service/information providers, in addition to gaining exposure for Discover Santa Clara®. The mission of CalTravel is to preserve and advance the interests and investments of California's travel industry through advocacy, collaboration, and education. CalTravel is the unified advocacy voice of the California travel and tourism industry.
- Initiated morning sales line-up meetings with the DMO, Convention Center, and Levy sales teams/leadership to discuss prospects, leads, and strategy.
- In March, the CEO attended the Visit California Forum, which provided excellent insight on current California marketing campaigns and participation opportunities for DMOs to acquire exposure. Additionally, the Board of Visit California presented their marketing strategy for FY 2023/24. This forum also offered an excellent opportunity to network with colleagues and meet consumers who were also in attendance. Visit California is a nonprofit 501 (c) corporation whose mission is to develop and maintain marketing programs, in partnership with the state's travel industry, that keep California in the public's consciousness as a top travel destination.
- In February, the DMO joined SF Travel, providing Discover Santa Clara® with additional sales and marketing opportunities. Some of the opportunities provided to members include listing our Convention Center in their venue and supplier search tool, opportunities to participate in SF Travel-led trade and meetings, and media familiarization trips (FAMs), to name a few. The DMO will continue to explore opportunities to develop for the DMO.

Marketing and Communications

The third quarter was marked by a significant achievement for the DMO, which was the hiring of a Director of Marketing. Despite not being included in the adopted budget for the FY 2022/23, the CEO recommended to the Board that this position be hired immediately. This move was aimed at gaining traction from a marketing perspective and obtaining the vital exposure necessary for the destination's success. Moreover, with only 42% of the current fiscal year budget expended by the end of the third quarter, the addition of this role can be easily absorbed, and it will be included in the FY 2023/24 budget. The DMO has hired a highly experienced and reputable Director of Marketing, Katelyn Studebaker, who is set to start on May 3, 2023. The addition of Katelyn to the team is anticipated to further enhance the DMO's marketing efforts, leading to a greater exposure, groups and meetings business, and overall economic impact for the destination.

Partnered with our marketing agency of record, We the Creative, on strategy, imagery, and copy for third quarter outreach initiatives. As a means of evaluating the open rate, identifying distinctive client characteristics, and monitoring customer behavior, such as visits to our website, the content of these initial campaigns will be varied. Detailed endeavors are listed below.

- Beginning in February, monthly social media campaigns were designed and launched on Facebook, Instagram, and LinkedIn in order to increase the DMO's exposure and begin to develop its following. Each month there are eight postings highlighting the Convention Center space, our innovative food experience, our partners, and the City's exciting events. Images and branded/relevant hashtags, such as #discoversantaclara #santaclara #conventioncenter #ThinkBigLookForward #MakeltYours #trailblazers #events #innovation @newteamnewpurpose #culinarycreativity #vision #fuelyourvision, bring these posts to life.
- Based on our client personas, we have launched a robust Google Ad campaign that will target meeting planners, groups/events, and leisure travelers. Responses will enable us to identify commonalities across groups, thereby enhancing future ad strategy through more efficient allocation of advertising funds, consumer engagement, and return on investment.
- Finalized topics for our June 2023 email marketing campaigns. The DMO is currently working on the narrative content for each of the Email topics selected, some of which include groups and meetings, culinary, sustainability, and destination-specific activities in the city. The objective is to reacquaint identified target audiences with how we are differentiating ourselves through distinctive events/experiences, collaboration, and culinary excellence. The responses to these communications will allow the sales team to both reconnect and requalify clients.

- Launched the implementation project for our new Email Marketing Platform, ACT-ON, to allow the DMO to execute, automate, and retarget clients with ongoing Email campaigns. This process will be concluded by mid-May, and our first email marketing campaign will be launched in mid-June.
- CEO featured in the Silicon Valley Business Times “5 Questions: Discover Santa Clara CEO, Christine Lawson on boosting city’s travel cred,” providing great exposure and voice to share the vision for the DMO.

KPI PROGRESS UPDATE

While the DMO closed a definite P2 piece of business in January for 2024, we are still not on pace to meet our annual combined target of closing 15 definite P1 and P2 citywide events into the Convention Center before the end of FY 2022/23. We continue to stay focused on prospecting for business and the DMO is enthusiastically working towards achieving a threshold of 300 or more active prospects per month.

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

Silicon Valley/Santa Clara DMO Inc.					
Performance Measures					
	2022/23 Target	YTD	January	February	March
1. Event Mix (Consumed)					
Percent of P1 Events	1%	0%	0%	0%	0%
Number of P1 Events	3	0	0	0	0
Percent of P2 Events	2%	0%	0%	0%	0%
Number of P2 Events	6	0	0	0	0
2. Number of Definite Events Booked (booked in the year for future years)					
Number of P1 Events	5	0	0	0	0
Number of P2 Events	11	1	1	0	0
3. Convention Center Gross Revenue (P1 & P2)					
	\$2,580,000	\$270,000	\$270,000	\$0	\$0
4. Number of Room Nights Booked (for future years)					
	16,438	750	750	0	0
5. Number of Room Nights Consumed					
	9,375	0	0	0	0
6. Number of Weeks Impacted (Consumed)					
	9	0	0	0	-
7. Customer Service Survey Results (overall satisfaction)					
	85%		-	-	-
8. Number of Prospects (active) (non-cumulative P1 & P2)					
	300	50	50	50	50
9. Economic Impact (Consumed P1 and P2 events)					
	\$6,031,943	\$0	\$0	\$0	\$0

BUDGET SUMMARY

At the closing of the third quarter for the fiscal year, we are currently under budget by \$575,680.36 year-to-date. This is driven primarily through the savings in salaries and wages with the recent hiring of our sales manager in mid-September, the CEO not joining until mid-October, in addition to our open roles for Director of Sales and second Convention Sales Manager. While we have made headway with the current team, securing strong candidates for open roles will allow for attendance to high-profile tradeshows supporting exposure, customer engagement and lead generation. To date, we have not spent monies towards this effort.

We will continue to evaluate priorities and strategically reallocate unused funds to those areas that have the greatest impact on attracting and retaining business in the City.

FY 2022/23 Operating Budget Summary

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

Q3 Budget Variance

Report Date: 3/31/2023	Q3 Budget	Q3 Actual	Variance
TOTAL OPERATING EXPENSES	\$421,562	\$267,691	\$153,871
FUND SURPLUS(DEFICIT)		\$153,871	

YTD Budget Variance

Report Date: 3/31/2023	YTD Budget	YTD Actual	Variance
TOTAL OPERATING EXPENSES	\$1,268,687	\$693,007	\$575,680
FUND SURPLUS (DEFICIT)		\$575,680	

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

DSC PROGRAM AND ACTIVITY HIGHLIGHTS

Convention Sales, Incentives and Services

During the third quarter of FY 2022/23, we continue recruitment efforts to expand the DMO sales team. Specific to the Director of Sales position, we have retained Searchwide Global, a reputable recruitment firm with extensive experience in the DMO space and a large database of qualified candidates. Searchwide is presently conducting a search for a small pool of qualified candidates to interview. The hiring landscape continues to be exceedingly competitive, and the objective is to identify and hire this critical leadership position by July 1, 2023 so that we can begin the FY 2023/24 on a strong note.

Current limited sales resources prevented the DMO from supporting and executing the level of direct sales and services efforts intended for the third quarter and year-to-date. These efforts are concentrated on prospecting, direct sales calls/interactions with potential clients, targeted tradeshow/conferences, and hosting familiarization visits for influential meeting planners who can drive business to Santa Clara, the Convention Center and our SCTID Hotel partners. With the inclusion of a Director of Sales and an additional Convention Sales Manager in FY 2023/24, these efforts will be bolstered and diversified.

The team continues to use Knowland, our prospecting tool, to identify and contact potential meeting/event planners with future business needs and to manage incoming business leads from various business channels, such as Cvent, the leading meetings, events, and hospitality technology provider that most planners use to send requests for proposals to DMOs. While the CEO attended two educational and industry networking conferences in February and March, CalTravel and Visit California's Annual Forum, the lack of a full staff prevented the DMO team from participating in prominent industry shows/events or organizing targeted city/customer visits to highland destinations. We will have a robust and targeted tradeshow and sales travel calendar for FY 2023/24 in order to maximize exposure, client interaction, lead generation, and bookings.

	FY 2022/23 BUDGET	Q3 BUDGET	Q3 ACTUAL EXPENDITURE	VARIANCE	EXPENDED
TOTAL CONVENTION SALES, INCENTIVES & SERVICE	\$607,274	\$151,819	\$40,008	\$111,811	26%

Marketing and Communications

As previously indicated, we hired a Director of Marketing this quarter who will begin working for the DMO in May 2023. In addition, we launched social media and Google Ad campaigns with the goal of obtaining exposure for the destination as well as collecting data that will assist us in refining our strategy and enhancing future marketing efforts.

Samples of social media posts is included as Attachment B.

	FY 2022/23 BUDGET	Q3 BUDGET	ACTUAL Q3 EXPENDITURE	VARIANCE	EXPENDED
TOTAL MARKETING & COMMUNICATIONS	\$203,048	\$50,762	\$20,322	\$30,440	40%

Administration and Operations

The administration and operations portion of the budget shall be used for administrative personnel costs, office expenses, lobbying, and other general administrative expenses such as insurance, legal, and accounting fees. Efforts to finalize the monthly and quarterly accounting processes and reporting with the current accounting firm continue.

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

- A new contract was executed with **Searchwide Global** to aid in the recruitment of a Director of Sales. This firm was hired based on their knowledge of the DMO industry and their extensive database of qualified candidates.
- Entered into a new contract with **Maze & Associates** to assist with the creation of Financial SOPs. Once the drafts of the SOPs have been finalized, they will be presented to the Board of Directors and the City for approval, with the aim of the DMO gaining custody of SCTID assessment funds.
- Became a member of **San Francisco Travel** to gain access to joint sales and marketing opportunities that can benefit the DMO.
- Renewed contract with **Cvent** which is critical marketing tool and the top-volume lead portal for the industry and DMO.
- Renewed contract with **Knowland**, the industries premiere sales prospecting tool.



	FY 2022/23 BUDGET	Q3 BUDGET	ACTUAL Q3 EXPENDITURE	VARIANCE	EXPENDED
TOTAL ADMINISTRATION	\$822,593	\$205,648	\$193,151	\$12,497	94%

Contingency

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

	FY 2022/23 BUDGET	Q3 BUDGET	ACTUAL Q3 EXPENDITURE	VARIANCE	EXPENDED
CONTINGENCY	\$35,239	\$8,810	\$0	\$8,810	0%

City Administration Fee

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

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

At the close of second quarter of this fiscal year, it was planned to make the necessary adjustments to the financials for the third quarter. Adjusting entries were made in accordance with the City's SCTID memo's dated February 9, 2023 and March 15, 2023. The March memo reflected a change to both first quarter revenue and the CAF. The actual income and expense were greater than the accrued income and expense, as determined by reconciling accruals to actuals. A journal entry was made to reflect the revenue earned and expenses incurred in excess of the accrued amount.



	FY 2022/23 BUDGET	Q3 BUDGET	ACTUAL Q3 EXPENDITURE	VARIANCE	EXPENDED
CITY ADMINISTRATION FEE	\$23,429	\$5,857	\$15,137	(\$9,279)	258%

FOURTH QUARTER FOCUS

- Present the proposed budget, organizational structure, and KPIs for FY 2023/24 to the Board of Directors for approval.
- Development and Implementation of onboarding process for the new Director of Marketing beginning on May 3, 2023.
- Hire Director of Sales to help with the recruitment of the additional Convention Sales Manager and to develop a potent sales deployment and strategy plan to convert more P1 and P2 pieces of business.
- Work with our Human Resources consultants at Workplace Solutions to develop a standard operating procedure for the annual review process.
- Continue to work with Maze & Associates on the development of the DMO's Financial Standard Operating Processes for review and Board approval to gain custody of the DMO's budget.
- Finalize 401k program and process for the DMO to begin on July 1, 2023.
- Complete the implementation of the DMO email direct marketing platform, ACT-ON and initiate email campaigns.
- Continue to work with our marketing partner, We The Creative, to develop a compelling monthly social media and Google Ads schedule.
- Initiate and launch Email Marketing test campaigns.
- On March 2nd, the RFP for the DMO tradeshow display was issued to prospective vendors. In the fourth quarter, we will finalize the selection of vendors and the exhibit tool bundle that will best represent the DMO and the City.
- Continued enhancement of internal and external reporting packets.

APPENDIX

Key Performance Indicators Definitions

Number of Definite Events

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

Number of Weeks Impacted

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

SCCC Gross Revenue

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

Number of Room Nights Booked

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

Number of Room Nights Consumed

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

Prospects

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

Economic Impact

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

Customer Service Survey Results

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

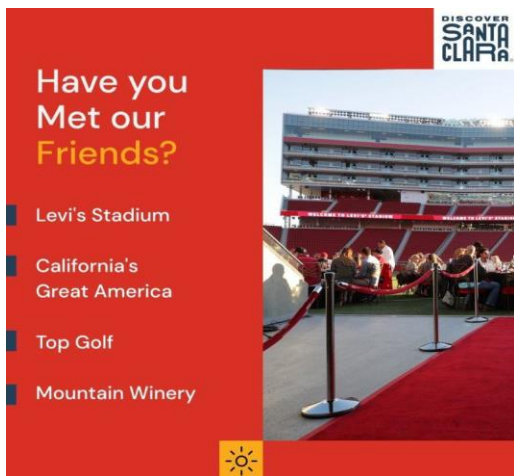
Event Mix

The target mix of convention/meeting types (P1, P2, P3, P4 and P5s) that will deliver the best financial and economic results for the City.

ATTACHMENT B - Q3 SOCIAL MEDIA POST SAMPLES



ATTACHMENT B - Q3 SOCIAL MEDIA POST SAMPLES CONTINUED



Transient Occupancy Tax Comparisons

Comparing California cities & Santa Clara

City Name	Base TOT	District Assessment	Other Taxes/ Assessments	Total on \$100 Hotel Room Rate
San Diego	10.50%	2%		\$12.50
Sunnyvale	10.5%	2.5%		\$12.50
Sacramento	12%	1%	1-3%	\$14-16
Los Angeles	14.20%	1.50%		\$15.80
San Jose	10%	\$1.00-\$3.00/room	4%	\$15-\$17
Palo Alto	15.5%	1%		\$16.50
San Francisco	14%	1.0625%-2.25%	0.3125%-1.25%	\$15.38-\$17.50
Santa Clara	11.50%	2%	2%	\$15.50

Santa Clara
Additional 2%

\$17.50

California does not charge a state occupancy tax
Source: City websites, Civitas

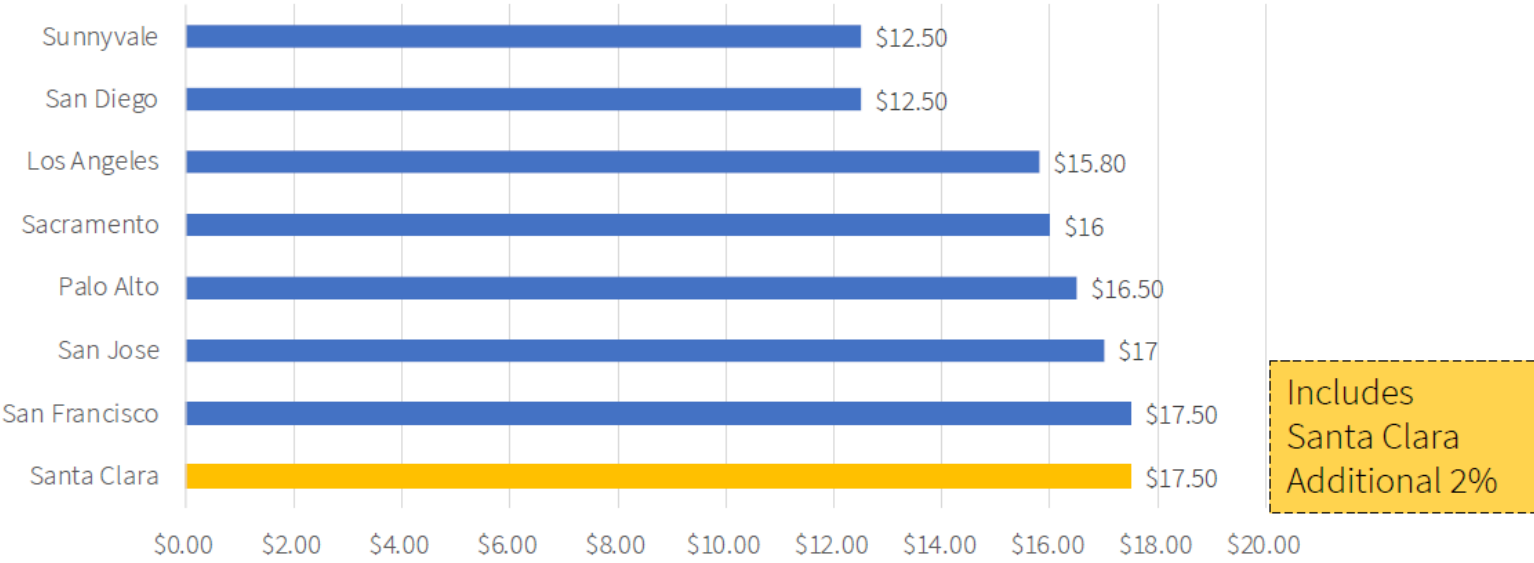
Updated April 2023



Transient Occupancy Tax Comparisons

Comparing California cities & Santa Clara with a 2% TID Assessment

Total on \$100 Hotel Room Rate



California does not charge a state occupancy tax
Source: City websites, Civitas

Updated April 2023



SCTID + DMO Monthly Meeting

May 25, 2023

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



Sales Activity Report

April 2023

DISCOVER
**SANTA
CLARA**®

APRIL 2023
SALES ACTIVITY RECAP

UPDATED: 05-15-23





MONTHLY TOTALS BY EVENT PRIORITY TYPE

	P 1 - P 2	P 3	P 4	P 5
Current Active Prospects	50	149	165	362
April	P 1 - P 2	P 3	P 4	P 5
Actively Researching	267	0	0	0
New Prospects	5	3	6	22
New Tentatives	5	3	4	17
New Definites	1	3	2	17



Silicon Valley/Santa Clara DMO Inc.												
P1 + P2 Performance Measures												
	2022/23 Target	YTD	July	August	September	October	November	December	January	February	March	April
1. Consumed Event Mix												
Percent of P1 Events	1%											
Number of P1 Events	3	0	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	0
2. Number of Definite Events Booked in the Year for Future Years												
Number of P1 Events	5	1	0	0	0	0	0	0	0	0	0	1
Number of P2 Events	11	1	0	0	0	0	0	0	1	0	0	0
3. Convention Center Gross Revenue for Future Years*	\$2,580,000	\$3,442,778	\$0	\$0	\$0	\$0	\$0	\$0	\$270,000	\$0	\$0	\$3,172,778
4. Number of Room Night Booked for Future Years**	16,438	10,250	0	0	0	0	0	0	750	0	0	9,500
5. Number of Room Nights Consumed	9,375	0	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	0
7. Customer Service Survey Results	85%		-	-	-	-	-	-	-	-	-	-
8. Number of Active Prospects	300	50	35	38	51	51	50	49	50	50	50	50
9. Economic Impact of Consumed P1 & P2 Events	\$6,031,943	\$0	\$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	April
Prospecting Goal - Number of new prospects	50				5	5	5	5	5	5	5	5
Actual	26	26				7	2	1	2	6	3	5

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

FY2022/23 Target Number of Prospects 146



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	0			295	14.4	172.8	669.4
Prospects	31	7	7	6	7	2	1	2	6	3	5			77	5	55.2	197

Meeting & Convention Sales

Incremental Booked Business*	Current Month	Year to Date	Goal	% to Goal
Priority 1 (P1)				
Number of Groups	-	1	2	50%
Priority 2 (P2)				
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 April	Rent	F&B	Total Room Nights
Production Confidential - Facility Buy Outll	\$274,040	\$1,847,453	9,500
Notable P1/P2 Lost Leads for April	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 (700+ on Peak / \$650k+)

P1 Weekend (250+ on peak / \$250k+)

P2 Mid-Week (350-699 on peak / \$400k - \$649,999k)

P2 Weekend (150-249 on peak / \$100k)



Staffing Update

- Searchwide Global retained for Director of Sales role.
 - Board Interview Committee Feedback.
 - Offer extended on Friday, May 19th.
 - In negotiations
 - Target start date is June 19th.
- Katelyn Studebaker started May 3rd as the DMO's Director of Marketing.
 - 90-Day Plan.
 - Introductory Meetings.
- Working on solidifying Manager, Sales Systems & Strategy & Marketing Coordinator roles.
- Search for additional Sales Manager in process.

- Continued cadence of social media posts.
- Email Platform ACT-ON in process.
 - Finalizing integration of Website with ACT-ON Tool.
 - Working on securing multiple dates for team training.
 - Email topics have been selected and content is being crafted.
 - Regrouping on Email strategy and timing.
 - Taylor Swift Eras Concert Weekend (July 28-29).
- Google Ads campaign in progress.
 - Current results attached.

Google Ad Campaign Results



Jan 1, 2023 - May 18, 2023

Key Account Performance Metrics

Impressions	Clicks	CTR	Avg. CPC	Phone calls	Conversions	All conv.	Cost / all conv.	Cost
241,991	2,667	2.53%	\$1.43	63	159	173	\$22.00	\$3,814.54
↑ N/A	↑ 22.2%	↓ -65.5%	↓ -35.0%	↓ -51.5%	↑ 61.4%	↓ -46.2%	↑ 47.3%	↓ -20.6%

Conversion Actions [Calls & Form Submissions Generated Directly From The Account] BY CONVERSION TYPE

Segment	Conversion Type Name	Device	All conv. ▾	% Δ
Discover Santa Clara	CLICK SUBMIT RFP BUTTON On Header	mobile devices with full browsers	2,939	-
Discover Santa Clara	CLICK SUBMIT RFP BUTTON On Header	computers	87	-
Discover Santa Clara	CLICK SUBMIT RFP BUTTON On Header	tablets with full browsers	85	-
Local actions - Directions		mobile devices with full browsers	45	-
Local actions - Other engagements		mobile devices with full browsers	41	-
Local actions - Directions		computers	24	-
Local actions - Website visits		mobile devices with full browsers	21	-
Local actions - Website visits		computers	16	-
Discover Santa Clara	SUBMIT RFP	computers	7	-
Discover Santa Clara	SUBMIT RFP	mobile devices with full browsers	5	-
Local actions - Directions		tablets with full browsers	5	-
Local actions - Other engagements		tablets with full browsers	5	-
Local actions - Other engagements		computers	3	-
Discover Santa Clara	Calls From Extensions	mobile devices with full browsers	3	-
Grand total			3,296	-

Jan 1, 2023 - May 18, 2023

Key Account Performance Metrics

Impressions	Clicks	CTR	Avg. CPC	Phone calls	Conversions	All conv.	Cost / all conv.	Cost
241,991	2,662	2.53%	\$1.43	63	159	173	\$22.00	\$3,814.54
⬆️ N/A	⬆️ 21.9%	⬇️ -65.5%	⬇️ -35.0%	⬇️ -51.5%	⬆️ 61.4%	⬇️ -46.2%	⬆️ 47.3%	⬇️ -20.6%

Where Were Your Ads Seen?

City	Impressions	% Δ	Clicks	% Δ	Avg. CPC	% Δ	All conv.	% Δ
Santa Clara	11,077	-	1,057	-	\$2.19	-	259	-
San Francisco	80,733	-	981	-	\$0.48	-	66	-
San Jose	29,969	-	528	-	\$0.84	-	61	-
Sunnyvale	2,385	-	111	-	\$1.18	-	8	-
Los Angeles	3,553	-	92	-	\$0.41	-	89	-
Houston	1,911	-	83	-	\$0.43	-	60	-
Oakland	5,161	-	79	-	\$0.62	-	5	-
New York	2,330	-	76	-	\$0.67	-	63	-
Fremont	3,280	-	62	-	\$0.85	-	1	-
Hayward	3,318	-	60	-	\$0.98	-	11	-
Phoenix	1,183	-	49	-	\$0.47	-	33	-
Sacramento	1,287	-	40	-	\$0.42	-	33	-
Dallas	1,476	-	36	-	\$0.45	-	34	-
Mountain View	947	-	32	-	\$1.85	-	8	-
Baltimore	891	-	26	-	\$0.35	-	21	-
Philadelphia	660	-	25	-	\$0.61	-	27	-
Memphis	478	-	24	-	\$0.48	-	21	-
Grand total	242,581	-	6,383	-	\$0.73	-	3,296	-

Jan 1, 2023 - May 18, 2023

Key Account Performance Metrics

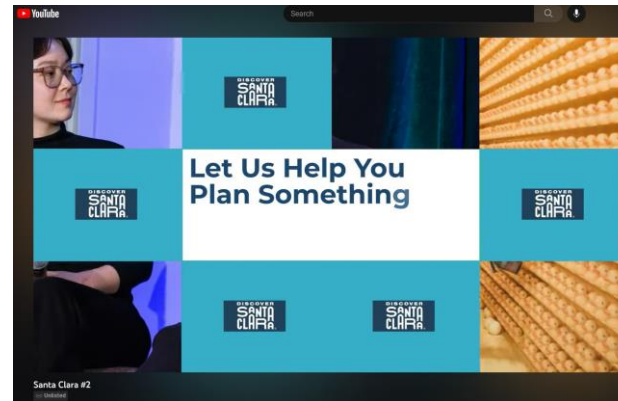
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↑ N/A	↑ 21.9%	↓ -65.5%	↓ -35.0%	↓ -51.5%	↑ 61.4%	↓ -46.2%	↑ 47.3%	↓ -20.6%

Video Views:

Discover Santa Clara (:48)



Santa Clara #2 (:15)



Video title	Video views	% Δ	Video played to	% Δ	Video played to	% Δ	Video view	% Δ
Discover Santa Clara	12,940		Video played to 100%		Video played to 100%		Video view 18.92%	
Santa Clara #2	929	-	46.14%	-	27.42%	-	15.51%	-
Santa Clara Video #1	392	-	57.71%	-	37.16%	-	24.92%	-
Grand total	16,438		24.45%		14.01%		12.96%	

Jan 1, 2023 - May 18, 2023

Key Account Performance Metrics

Impressions	Clicks	CTR	Avg. CPC	Phone calls	Conversions	All conv.	Cost / all conv.	Cost
241,991	2,667	2.53%	\$1.43	63	159	173	\$22.00	\$3,814.54
⬆️ N/A	⬆️ 22.2%	⬇️ -65.5%	⬇️ -35.0%	⬇️ -51.5%	⬆️ 61.4%	⬇️ -46.2%	⬆️ 47.3%	⬇️ -20.6%

Campaign Conversions By Audience Segment:

Audience	Segment Conversion Type Name	All conv.	% Δ
Business Professionals	Discover Santa Clara CLICK SUBMIT RFP BUTTON On Header	911	-
Event Planner	Discover Santa Clara CLICK SUBMIT RFP BUTTON On Header	185	-
Technology	Discover Santa Clara CLICK SUBMIT RFP BUTTON On Header	133.5	-
Event Planning Services	Discover Santa Clara CLICK SUBMIT RFP BUTTON On Header	83	-
Event Space	Discover Santa Clara CLICK SUBMIT RFP BUTTON On Header	69	-
Food & Dining	Discover Santa Clara CLICK SUBMIT RFP BUTTON On Header	58	-
Business Professionals AND Event Planning Services	Discover Santa Clara CLICK SUBMIT RFP BUTTON On Header	37	-
Foodies AND Event Planning Services	Discover Santa Clara CLICK SUBMIT RFP BUTTON On Header	37	-
Nightlife Enthusiasts AND Event Planning Services	Discover Santa Clara CLICK SUBMIT RFP BUTTON On Header	31	-
Corporate Event Planning	Discover Santa Clara CLICK SUBMIT RFP BUTTON On Header	29	-
Technology Industry AND Event Planning Services	Discover Santa Clara CLICK SUBMIT RFP BUTTON On Header	27	-
Art & Theater A cionados	Discover Santa Clara CLICK SUBMIT RFP BUTTON On Header	25.5	-
Art & Theater A cionados AND Event Planning Services	Discover Santa Clara CLICK SUBMIT RFP BUTTON On Header	24	-
Technophiles	Discover Santa Clara CLICK SUBMIT RFP BUTTON On Header	20	-
Grand total		3,296	-

Social Media Posts

April + May 2023



Get excited for your next event in historic Santa Clara! Whether you're hosting a small meeting or a large convention, our state-of-the-art convention center offers customizable experiences that will help you make your event stand out and meet your specific needs. Come discover why Santa Clara has been a staple of the Bay Area since 1777. 🧠 🍷

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[#EventSuccessGuaranteed](#) [#MakeItMemorable](#)



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Look forward.**



Discover Santa Clara® is a unique experience where you can explore the latest in technology, meet the brightest minds at the forefront of innovation and explore the city's vibrant lifestyle. 🧑‍💻 😊

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birthplace of the
tech industry



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
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[#personalized](#) [#experiences](#) [#gathering](#) [#siliconvalley](#)

Our city has something
📷 for everyone!

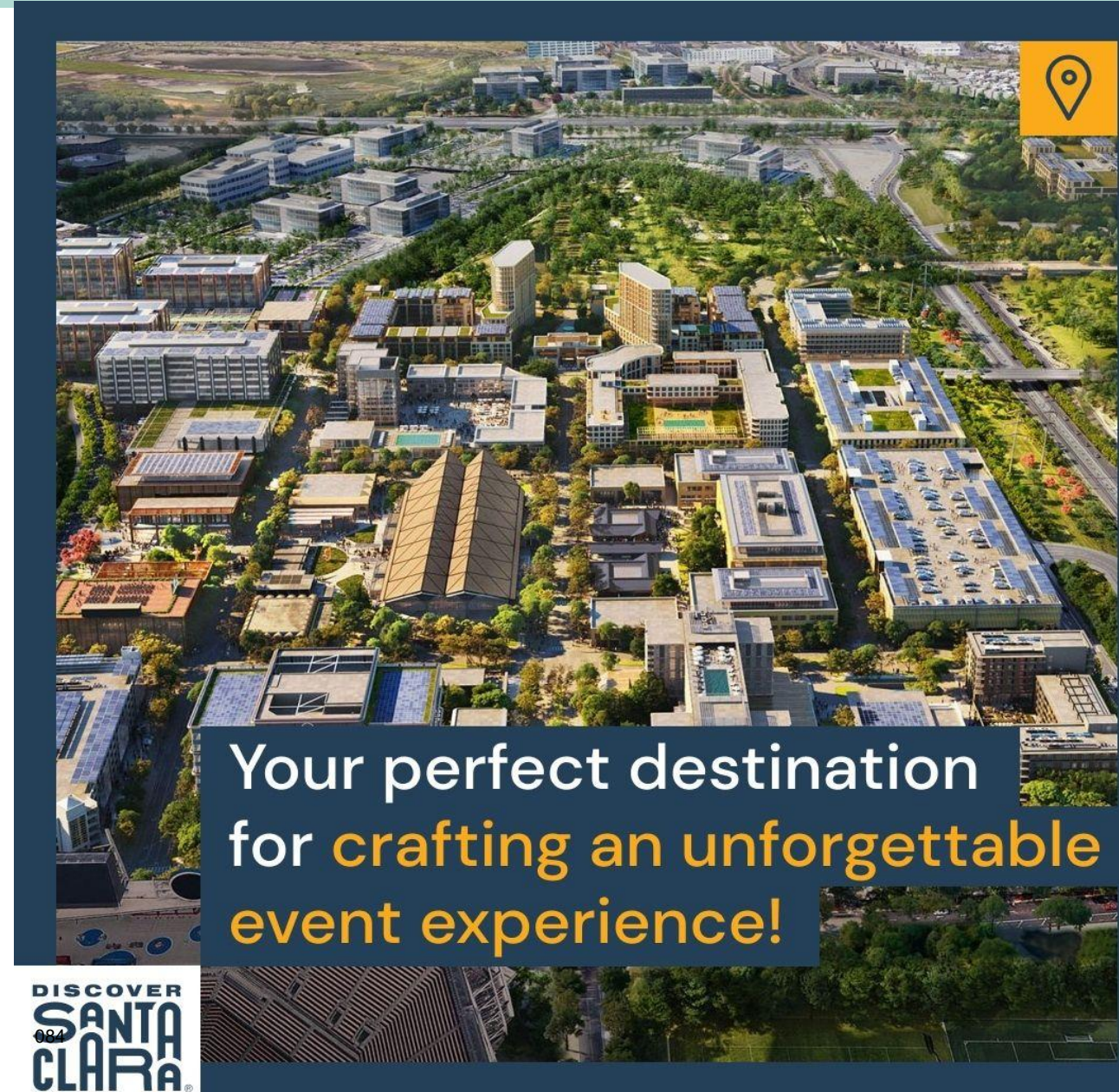




From strolling the streets of Old Quad to exploring our city's vibrant culture, get creative with your travel and plan a visit to Santa Clara which promises endless exploration and the ideal location for a matchless event experience. Let your imagination run wild!

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[#UnforgettableSantaClara](#) [#ExploreSantaClara](#)
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Don't just plan a trip to Santa Clara – plan an experience. Our convention center is perfect to host unique, unforgettable (and FUN) events that you and your guests will rave about for years to come. Explore the area and rich history of Santa Clara and make your trip unforgettable. 🍷 🏰 ✨

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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.

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[#PicnicGoals](#)

Enjoy a picnic at **Central Park.**



Featuring beautiful gardens,
walking paths and a lake.



Thank you
Next Meeting on Thursday, June 22nd, 2023

Appendix

DISCOVER
**SANTA
CLARA**®

APRIL 2023
SALES ACTIVITY RECAP

UPDATED: 05-15-23





MONTHLY TOTALS BY EVENT PRIORITY TYPE

	P 1 - P 2	P 3	P 4	P 5
Current Active Prospects	50	149	165	362
April	P 1 - P 2	P 3	P 4	P 5
Actively Researching	267	0	0	0
New Prospects	5	3	6	22
New Tentatives	5	3	4	17
New Definites	1	3	2	17



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

	2022/23 Target	YTD	July	August	September	October	November	December	January	February	March	April
1. Consumed Event Mix												
Percent of P1 Events	1%											
Number of P1 Events	3	0	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	0
2. Number of Definite Events Booked in the Year for Future Years												
Number of P1 Events	5	1	0	0	0	0	0	0	0	0	0	1
Number of P2 Events	11	1	0	0	0	0	0	0	1	0	0	0
3. Convention Center Gross Revenue for Future Years*	\$2,580,000	\$3,442,778	\$0	\$0	\$0	\$0	\$0	\$0	\$270,000	\$0	\$0	\$3,172,778
4. Number of Room Night Booked for Future Years**	16,438	10,250	0	0	0	0	0	0	750	0	0	9,500
5. Number of Room Nights Consumed	9,375	0	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	0
7. Customer Service Survey Results	85%		-	-	-	-	-	-	-	-	-	-
8. Number of Active Prospects	300	50	35	38	51	51	50	49	50	50	50	50
9. Economic Impact of Consumed P1 & P2 Events	\$6,031,943	\$0	\$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	April
Prospecting Goal - Number of new prospects	50				5	5	5	5	5	5	5	5
Actual	26	26				7	2	1	2	6	3	5

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

FY 2022/23 Target Number of Prospects 146



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	0			295	14.4	172.8	669.4
Prospects	31	7	7	6	7	2	1	2	6	3	5			77	5	55.2	197

Meeting & Convention Sales

Incremental Booked Business*	Current Month	Year to Date	Goal	% to Goal
Priority 1 (P1)				
Number of Groups	-	1	2	50%
Priority 2 (P2)				
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 April	Rent	F&B	Total Room Nights
Production on Confidential - Facility Buy Out	\$274,040	\$1,847,453	9,500
Notable P1/P2 Lost Leads for April	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 (700+ on Peak / \$650k+)

P1 Weekend (250+ on peak / \$250k+)

P2 Mid-Week (350-699 on peak / \$400k - \$649,999k)

P2 Weekend (150-249 on peak / \$100k)



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 (700+ on Peak / \$650k+)	2	5901	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	2500	\$3,692,591.11
P1 Weekend (250+ on peak / \$250k+)	1	2125	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	1700	\$1,114,976.90
P2 Mid-Week (350-699 on Peak / \$400k - \$649k)	2	4204	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	2000	\$2,640,460.30
P3 Mid-Week: (200-349 on peak / \$250k-\$399k)	1	1000	\$387,046.00	\$124,358.40	\$40,575.00	\$195,141.07	\$19,772.00	\$7,200.00	7000	\$1,885,712.82
P3 Weekend: (50-149 on peak+ \$50k-\$100K)	2	250	\$171,232.00	\$19,232.00	\$0.00	\$150,000.00	\$2,000.00	\$0.00	1800	\$379,678.25
P4 Mid-Week: (75-199 on peak + \$150k-\$199K)	4	762	\$1,008,013.00	\$101,013.00	\$36,500.00	\$815,000.00	\$55,500.00	\$0.00	3650	\$1,955,861.66
P4 Social: (<50 on peak+ \$50k - \$99k)	1	10	\$86,616.00	\$1,616.00	\$0.00	\$80,000.00	\$5,000.00	\$0.00	800	\$151,042.33
P5 M d-Week: (<75 on peak + \$149K)	5	122	\$719,742.00	\$111,742.00	\$75,000.00	\$475,000.00	\$58,000.00	\$0.00	2200	\$991,507.41
P5 Social: (0 on peak+ \$10k - \$49k)	3	0	\$37,273.00	\$6,273.00	\$0.00	\$31,000.00	\$0.00	\$0.00	550	\$79,697.08
P5 Weekend: (0 on peak + \$15k)	15	1340	\$118,849.00	\$92,049.00	\$1,300.00	\$21,500.00	\$4,000.00	\$0.00	9650	\$1,623,314.01
Grand Totals	36	15714	\$2,528,771.00	\$456,283.40	\$153,375.00	\$1,767,641.07	\$144,272.00	\$7,200.00	31850	\$14,514,841.87

Size: P1 Mid-Week (700+ on Peak / \$650k+)

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
4980	13823	01/13/2024	905	2126	1000	04/03/2023	P1 M d-Week (700+ on Peak / \$650k+)	ASSOCIATION	EIC Tag: Tentative	\$1,170,464.47	\$0.00						
5396	13854	11/04/2027	1100	3775	1500	04/25/2023	P1 M d-Week (700+ on Peak / \$650k+)	CORPORATE	EIC Tag: Tentative	\$2,522,126.64	\$0.00						

Size: P1 Mid-Week (700+ on Peak / \$650k+) - Subtotal:

Size: P1 Weekend (250+ on peak / \$250k+)

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
8089	13842	04/15/2025	700	2125	1700	04/17/2023	P1 Weekend (250+ on peak / \$250k+)	ASSOCIATION	EIC Tag: Tentative	\$1,114,976.90	\$0.00						

Size: P1 Weekend (250+ on peak / \$250k+) - Subtotal:

Size: P2 Mid-Week (350-699 on Peak / \$400k - \$649k)

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
4980	13855	02/01/2025	900	2102	1000	04/25/2023	P2 M d-Week (350-699 on Peak / \$400k - \$649k)	ASSOCIATION	EIC Tag: Tentative	\$1,310,554.50	\$0.00						
4980	13856	01/31/2026	900	2102	1000	04/25/2023	P2 M d-Week (350-699 on Peak / \$400k - \$649k)	ASSOCIATION	EIC Tag: Tentative	\$1,329,905.80	\$0.00						

Size: P2 Mid-Week (350-699 on Peak / \$400k - \$649k) - Subtotal: Total Leads = 2, Requested Rooms = 4204, 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 = 2000, EEI Value = \$2,640,460.30

Size: P3 Mid-Week: (200-349 on peak / \$250k-\$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
1196	13826	01/28/2024	350	1000	7000	04/04/2023	P3 Mid-Week: (200-349 on peak / \$250k-\$399k)	CORPORATE	EIC Tag: Booked	\$1,885,712.82	\$387,046.00	\$195,141.07	\$124,358.40	\$40,575.00	\$19,772.00	\$7,200.00	Levy

Size: P3 Mid-Week: (200-349 on peak / \$250k-\$399k) - Subtotal:

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

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
8080	13829	11/03/2023	150	200	800	04/07/2023	P3 Weekend (50-149 on peak+ \$50k-\$100K)	GOVERNMENT	EIC Tag: Tentative	\$178,328.89	\$60,616.00	\$50,000.00	\$9,616.00	\$0.00	\$1,000.00		Levy
605	13857	12/09/2023	50	50	1000	04/27/2023	P3 Weekend: (50-149 on peak+ \$50k-\$100K)	CORPORATE	EIC Tag: Tentative	\$201,349.36	\$110,616.00	\$100,000.00	\$9,616.00	\$0.00	\$1,000.00		Levy

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

Size: P4 Mid-Week: (75-199 on peak + \$150k-\$199K)

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Prospect Date	Size	Market Segment	EEI Type	EEI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue	Organization Credit
8079	13825	08/13/2024	160	312	400	04/04/2023	P4 Mid-Week: (75-199 on peak	EDUCATIONAL	EIC Tag: Tentative	\$294,801.22	\$51,000.00	\$25,000.00	\$25,000.00	\$500.00	\$500.00		OVG 360

							+											
							\$150k-\$199K)											
232	13827	03/16/2024	100	220	2000	04/04/2023	P4 Mid-Week: (75-199 on peak + \$150k-\$199K)	CORPORATE	EIC Tag: Tentative	\$1,072,082.82	\$704,000.00	\$600,000.00	\$29,000.00	\$25,000.00	\$50,000.00			Levy
5396	13844	04/07/2024	110	230	250	04/18/2023	P4 Mid-Week: (75-199 on peak + \$150k-\$199K)	CORPORATE	EIC Tag: Tentative	\$202,857.12	\$71,000.00	\$50,000.00	\$15,000.00	\$1,000.00	\$5,000.00			Levy
677	13849	03/03/2024	0	0	1000	04/21/2023	P4 Mid-Week: (75-199 on peak + \$150k-\$199K)	CORPORATE	EIC Tag: Tentative	\$386,120.50	\$182,013.00	\$140,000.00	\$32,013.00	\$10,000.00	\$0.00			OVG 360

Size: P4 Mid-Week: (75-199 on peak + \$150k-\$199K) - Subtotal:

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

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Prospect Date	Size	Market Segment	EI Type	EI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue	Organization Credit	
8078	13824	12/08/2023	10	10	800	04/04/2023	P4 Social: (<50 on peak+ \$50k - \$99k)	SOCIAL EVENT	EIC Tag: Tentative	\$151,042.33	\$86,616.00	\$80,000.00	\$1,616.00	\$0.00	\$5,000.00			Levy

Size: P4 Social: (<50 on peak+ \$50k - \$99k) - Subtotal: Total Leads = 1, Requested Rooms = 10, Overall Projected Building Spend = \$86,616.00, Total SCCC Rental Cost = \$1,616.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$80,000.00, Total Audio Visual = \$5,000.00, Total Misc Revenue = \$0.00, Show Attendees = 800, EI Value = \$151,042.33

Size: P5 Mid-Week: (<75 on peak + \$149K)

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Prospect Date	Size	Market Segment	EI Type	EI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue	Organization Credit	
5117	13836	04/25/2024	10	10	800	04/12/2023	P5 M d-Week: (<75 on peak + \$149K)	NONPROFIT	EIC Tag: Booked	\$199,749.98	\$134,000.00	\$110,000.00	\$14,000.00	\$0.00	\$10,000.00			Levy
8087	13840	08/30/2023	15	15	400	04/17/2023	P5 M d-Week: (<75 on peak + \$149K)	CORPORATE	EIC Tag: Tentative	\$69,242.96	\$34,424.00	\$20,000.00	\$12,424.00	\$0.00	\$2,000.00			Levy
3201	13843	08/17/2023	0	0	250	04/17/2023	P5 M d-Week: (<75 on peak + \$149K)	CORPORATE	EIC Tag: Tentative	\$62,899.86	\$43,616.00	\$25,000.00	\$9,616.00	\$4,000.00	\$5,000.00			OVG 360
8090	13848	09/21/2023	0	0	150	04/20/2023	P5 M d-Week: (<75 on peak + \$149K)	CORPORATE	EIC Tag: Tentative	\$36,417.11	\$24,847.00	\$20,000.00	\$2,847.00	\$1,000.00	\$1,000.00			Levy
1128	13853	04/12/2024	40	97	600	04/24/2023	P5 M d-Week: (<75 on peak + \$149K)	CORPORATE	EIC Tag: Tentative	\$623,197.50	\$482,855.00	\$300,000.00	\$72,855.00	\$70,000.00	\$40,000.00			OVG 360

peak +
\$149K)

Size: P5 Mid-Week: (<75 on peak + \$149K) - Subtotal:

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

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Prospect Date	Size	Market Segment	EI Type	EI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue	Organization Credit
5297	13834	10/28/2023	0	0	150	04/12/2023	P5 Social: (0 on peak+ \$10k - \$49k)	SOCIAL EVENT	EIC Tag: Tentative	\$21,570.11	\$10,000.00	\$8,000.00	\$2,000.00	\$0.00	\$0.00		Levy
8084	13838	12/08/2023	0	0	250	04/13/2023	P5 Social: (0 on peak+ \$10k - \$49k)	CORPORATE	EIC Tag: Tentative	\$36,873.86	\$17,590.00	\$15,000.00	\$2,590.00	\$0.00	\$0.00		Levy
8091	13858	07/22/2023	0	0	150	04/27/2023	P5 Social: (0 on peak+ \$10k - \$49k)	SOCIAL EVENT	EIC Tag: Tentative	\$21,253.11	\$9,683.00	\$8,000.00	\$1,683.00	\$0.00	\$0.00		Levy

Size: P5 Social: (0 on peak+ \$10k - \$49k) - Subtotal: Total Leads = 3, Requested Rooms = 0, Overall Projected Building Spend = \$37,273.00, Total SCCC Rental Cost = \$6,273.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$31,000.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$0.00, Show Attendees = 550, EI Value = \$79,697.08

Size: P5 Weekend: (0 on peak + \$15k)

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Prospect Date	Size	Market Segment	EI Type	EI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue	Organization Credit
2179	13828	12/16/2023	0	0	400	04/07/2023	P5 Weekend: (0 on peak + \$15k)	NONPROFIT	EIC Tag: Tentative	\$41,071.78	\$3,404.00	\$500.00	\$2,404.00	\$0.00	\$500.00		OVG 360
4646	13830	05/20/2023	0	0	300	04/10/2023	P5 Weekend: (0 on peak + \$15k)		EIC Tag: Tentative	\$36,209.21	\$3,334.00	\$500.00	\$2,334.00	\$0.00	\$500.00		OVG 360
8081	13831	06/03/2023	0	0	500	04/10/2023	P5 Weekend: (0 on peak + \$15k)	SOCIAL EVENT	EIC Tag: Tentative	\$47,084.23	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		OVG 360
8082	13832	01/28/2024	0	0	3000	04/10/2023	P5 Weekend: (0 on peak + \$15k)		EIC Tag: Tentative	\$367,145.87	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		OVG 360
3575	13833	09/30/2023	0	0	250	04/11/2023	P5 Weekend: (0 on peak + \$15k)	ASSOCIATION	EIC Tag: Tentative	\$45,091.86	\$25,808.00	\$20,000.00	\$2,808.00	\$1,000.00	\$2,000.00		Levy
6654	13835	08/27/2023	0	0	500	04/12/2023	P5 Weekend: (0 on peak + \$15k)	ASSOCIATION	EIC Tag: Tentative	\$40,969.71	\$2,404.00	\$0.00	\$2,404.00	\$0.00	\$0.00		OVG 360

8083	13837	02/02/2024	20	60	600	04/13/2023	P5 Weekend: (0 on peak + \$15k)	SPORTS & ATHLETICS	EIC Tag: Tentative	\$126,183.25	\$29,348.00	\$0.00	\$28,848.00	\$0.00	\$500.00	OVG 360
8085	13839	05/14/2023	0	0	400	04/14/2023	P5 Weekend: (0 on peak + \$15k)	RELIGIOUS	EIC Tag: Tentative	\$35,001.97	\$4,149.00	\$0.00	\$4,149.00	\$0.00	\$0.00	Levy
8088	13841	05/11/2024	0	0	500	04/17/2023	P5 Weekend: (0 on peak + \$15k)		EIC Tag: Tentative	\$43,083.41	\$3,704.00	\$500.00	\$2,404.00	\$300.00	\$500.00	OVG 360
5246	13845	09/01/2023	100	250	300	04/19/2023	P5 Weekend: (0 on peak + \$15k)	SPORTS & ATHLETICS	EIC Tag: Booked	\$62,140.05	\$5,052.00	\$0.00	\$5,052.00	\$0.00	\$0.00	OVG 360
5246	13846	02/15/2025	150	150	300	04/19/2023	P5 Weekend: (0 on peak + \$15k)	SPORTS & ATHLETICS	EIC Tag: Booked	\$141,241.53	\$7,956.00	\$0.00	\$7,956.00	\$0.00	\$0.00	OVG 360
5246	13847	04/12/2024	100	180	400	04/19/2023	P5 Weekend: (0 on peak + \$15k)	SPORTS & ATHLETICS	EIC Tag: Booked	\$170,563.42	\$7,578.00	\$0.00	\$7,578.00	\$0.00	\$0.00	OVG 360
5246	13850	03/14/2024	150	350	600	04/21/2023	P5 Weekend: (0 on peak + \$15k)		EIC Tag: Booked	\$178,234.19	\$7,578.00	\$0.00	\$7,578.00	\$0.00	\$0.00	OVG 360
5246	13851	03/14/2025	150	350	600	04/21/2023	P5 Weekend: (0 on peak + \$15k)	SPORTS & ATHLETICS	EIC Tag: Booked	\$181,252.28	\$7,956.00	\$0.00	\$7,956.00	\$0.00	\$0.00	OVG 360
5284	13852	07/21/2023	0	0	1000	04/24/2023	P5 Weekend: (0 on peak + \$15k)	SPORTS & ATHLETICS	EIC Tag: Tentative	\$108,041.25	\$10,578.00	\$0.00	\$10,578.00	\$0.00	\$0.00	OVG 360

Size: P5 Weekend: (0 on peak + \$15k) - Subtotal: Total Leads = 15, Requested Rooms = 1340, Overall Projected Building Spend = \$118,849.00, Total SCCC Rental Cost = \$92,049.00, Total SCCC Internet Cost = \$1,300.00, Total F/B Cost = \$21,500.00, Total Audio Visual = \$4,000.00, Total Misc Revenue = \$0.00, Show Attendees = 9650, EEI Value = \$1,623,314.01

Grand Total: Total Leads = 36, Requested Rooms = 15714, Overall Projected Building Spend = \$2,528,771.00, Total SCCC Rental Cost = \$456,283.40, Total SCCC Internet Cost = \$153,375.00, Total F/B Cost = \$1,767,641.07, Total Audio Visual = \$144,272.00, Total Misc Revenue = \$7,200.00, Show Attendees = 31850, EEI Value = \$14,514,841.87



Prepared On: 05/15/2023
 Prepared By: Marwa Abubakr

REDACTED DSC REPORT 3 - NEW TENTATIVE LEADS

Year: Request Room Block Begin	Size	Total Leads	Requested Rooms	Total SCCC Rental Cost	Total SCCC Internet Cost	Total F/B Cost	Total Audio Visual	Total Misc Revenue	Show Attendees	EEI Value
2023	P3 Weekend: (50-149 on peak+ \$50k-\$100K)	1	200	\$9,616.00	\$0.00	\$50,000.00	\$1,000.00	\$0.00	800	\$178,328.89
	P4 Social: (<50 on peak+ \$50k - \$99k)	1	10	\$1,616.00	\$0.00	\$80,000.00	\$5,000.00	\$0.00	800	\$151,042.33
	P5 Mid-Week: (<75 on peak + \$149K)	2	0	\$3,510.00	\$0.00	\$28,000.00	\$1,500.00	\$0.00	508	\$72,278.15
	P5 Weekend: (0 on peak + \$15k)	9	280	\$56,802.00	\$1,000.00	\$36,165.85	\$4,495.99	\$0.00	7475	\$814,783.15
Subtotal for 2023-01-01 00:00:00.0		13	490	\$71,544.00	\$1,000.00	\$194,165.85	\$11,995.99	\$0.00	9583	\$1,216,432.52
2024	P1 Mid-Week (700+ on Peak / \$650k+)	1	2126	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	1000	\$1,170,464.47
	P3 Mid-Week: (200-349 on peak / \$250k-\$399k)	1	1000	\$124,358.40	\$40,575.00	\$195,141.07	\$19,772.00	\$7,200.00	7000	\$1,885,712.82
	P3 Weekend: (50-149 on peak+ \$50k-\$100K)	1	384	\$44,054.00	\$1,000.00	\$10,000.00	\$30,000.00	\$0.00	20000	\$3,146,073.25
	P4 Mid-Week: (75-199 on peak + \$150k-\$199k)	3	762	\$69,000.00	\$26,500.00	\$675,000.00	\$55,500.00	\$0.00	2650	\$1,569,741.16
	P5 Mid-Week: (<75 on peak + \$149K)	2	162	\$94,855.00	\$75,000.00	\$400,000.00	\$45,000.00	\$0.00	1200	\$883,231.55
	P5 Weekend: (0 on peak + \$15k)	2	530	\$15,156.00	\$0.00	\$0.00	\$0.00	\$0.00	1000	\$348,797.61
Subtotal for 2024-01-01 00:00:00.0		10	4964	\$347,423.40	\$143,075.00	\$1,280,141.07	\$150,272.00	\$7,200.00	32850	\$9,004,020.86
2025	P1 Weekend (250+ on peak / \$250k+)	1	2125	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	1700	\$1,114,976.90
	P2 Mid-Week (350-699 on Peak / \$400k - \$649k)	1	2102	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	1000	\$1,310,554.50
	P5 Weekend: (0 on peak + \$15k)	2	500	\$15,912.00	\$0.00	\$0.00	\$0.00	\$0.00	900	\$322,493.81
Subtotal for 2025-01-01 00:00:00.0		4	4727	\$15,912.00	\$0.00	\$0.00	\$0.00	\$0.00	3600	\$2,748,025.21
2026	P2 Mid-Week (350-699 on Peak / \$400k - \$649k)	1	2102	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	1000	\$1,329,905.80
Subtotal for 2026-01-01 00:00:00.0		1	2102	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	1000	\$1,329,905.80
2027	P1 Mid-Week (700+ on Peak / \$650k+)	1	3775	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	1500	\$2,522,126.64

Subtotal for 2027-01-01 00:00:00.0	1	3775	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	1500	\$2,522,126.64
Grand Totals	29	16058	\$434,879.40	\$144,075.00	\$1,474,306.92	\$162,267.99	\$7,200.00	48533	\$16,820,511.03

Year: Request Room Block Begin: 2023

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

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
8080	13829	11/03/2023	150	200	800	04/10/2023	P3 Weekend: (50-149 on peak+ \$50k-\$100K)	GOVERNMENT	\$178,328.89	\$50,000.00	\$9,616.00	\$0.00	\$1,000.00	

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

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

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Tentative Date	Size	Market Segment	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
8078	13824	12/08/2023	10	10	800	04/20/2023	P4 Social: (<50 on peak+ \$50k - \$99k)	SOCIAL EVENT	\$151,042.33	\$80,000.00	\$1,616.00	\$0.00	\$5,000.00	

Size: P4 Social: (<50 on peak+ \$50k - \$99k) - Subtotal: Total Leads = 1, Requested Rooms = 10, Total SCCC Rental Cost = \$1,616.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$80,000.00, Total Audio Visual = \$5,000.00, Total Misc Revenue = \$0.00, Show Attendees = 800, EEI Value = \$151,042.33

Size: P5 Mid-Week: (<75 on peak + \$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
6615	13655	10/09/2023	0	0	500	04/13/2023	P5 Mid-Week: (<75 on peak + \$149K)	GOVERNMENT	\$66,873.71	\$25,000.00	\$2,308.00	\$0.00	\$1,000.00	
383	13767	10/17/2023	0	0	8	04/27/2023	P5 Mid-Week: (<75 on peak + \$149K)	CORPORATE	\$5,404.44	\$3,000.00	\$1,202.00	\$0.00	\$500.00	

Size: P5 Mid-Week: (<75 on peak + \$149K) - Subtotal:

Size: P5 Weekend: (0 on peak + \$15k)

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
5315	13496	06/11/2023	0	0	600	04/21/2023	P5 Weekend: (0 on peak + \$15k)	NONPROFIT	\$60,977.67	\$500.00	\$2,976.00	\$0.00	\$1,000.00	
6738	13730	05/12/2023	0	0	625	04/07/2023	P5 Weekend: (0 on peak + \$15k)	SPORTS & ATHLETICS	\$55,530.98	\$165.85	\$6,162.00	\$500.00	\$495.99	
5182	13778	10/07/2023	5	5	450	04/06/2023	P5 Weekend: (0 on peak + \$15k)	ASSOCIATION	\$76,949.34	\$30,000.00	\$9,020.00		\$1,000.00	
5440	13786	10/21/2023	15	25	500	04/12/2023	P5 Weekend: (0 on peak + \$15k)	RELIGIOUS	\$47,789.96	\$0.00	\$2,404.00	\$0.00	\$0.00	
5284	13791	06/09/2023	0	0	2000	04/13/2023	P5 Weekend: (0 on peak + \$15k)	SPORTS & ATHLETICS	\$205,195.51	\$0.00	\$10,270.00	\$0.00	\$0.00	
5315	13798	06/25/2023	0	0	1500	04/11/2023	P5 Weekend: (0 on peak + \$15k)	ASSOCIATION	\$156,188.68	\$5,000.00	\$7,936.00	\$500.00	\$1,500.00	
8073	13811	10/08/2023	0	0	500	04/12/2023	P5 Weekend: (0 on peak + \$15k)	RELIGIOUS	\$41,969.71	\$500.00	\$2,404.00	\$0.00	\$500.00	
5246	13845	09/01/2023	100	250	300	04/19/2023	P5 Weekend: (0 on peak + \$15k)	SPORTS & ATHLETICS	\$62,140.05	\$0.00	\$5,052.00	\$0.00	\$0.00	
5284	13852	07/21/2023	0	0	1000	04/24/2023	P5 Weekend: (0 on peak + \$15k)	SPORTS & ATHLETICS	\$108,041.25	\$0.00	\$10,578.00	\$0.00	\$0.00	

Size: P5 Weekend: (0 on peak + \$15k) - Subtotal: Total Leads = 9, Requested Rooms = 280, Total SCCC Rental Cost = \$56,802.00, Total SCCC Internet Cost = \$1,000.00, Total F/B Cost = \$36,165.85, Total Audio Visual = \$4,495.99, Total Misc Revenue = \$0.00, Show Attendees = 7475, EEI Value = \$814,783.15

Year: Request Room Block Begin: 2023 - Subtotal: Total Leads = 13, Requested Rooms = 490, Total SCCC Rental Cost = \$71,544.00, Total SCCC Internet Cost = \$1,000.00, Total F/B Cost = \$194,165.85, Total Audio Visual = \$11,995.99, Total Misc Revenue = \$0.00, Show Attendees = 9583, EEI Value = \$1,216,432.52

Year: Request Room Block Begin: 2024

Size: P1 Mid-Week (700+ on Peak / \$650k+)

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
4980	13823	01/13/2024	905	2126	1000	04/03/2023	P1 Mid-Week (700+ on Peak / \$650k+)	ASSOCIATION	\$1,170,464.47					

Size: P1 Mid-Week (700+ on Peak / \$650k+) - Subtotal:

Size: P3 Mid-Week: (200-349 on peak / \$250k-\$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
1196	13826	01/28/2024	350	1000	7000	04/04/2023	P3 Mid-Week: (200-349 on peak / \$250k-\$399k)	CORPORATE	\$1,885,712.82	\$195,141.07	\$124,358.40	\$40,575.00	\$19,772.00	\$7,200.00

Size: P3 Mid-Week: (200-349 on peak / \$250k-\$399k) - Subtotal:

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

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
1803	12298	03/14/2024	143	384	20000	04/05/2023	P3 Weekend: (50-149 on peak+ \$50k-\$100K)	CORPORATE	\$3,146,073.25	\$10,000.00	\$44,054.00	\$1,000.00	\$30,000.00	

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

Size: P4 Mid-Week: (75-199 on peak + \$150k-\$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
8079	13825	08/13/2024	160	312	400	04/04/2023	P4 Mid-Week: (75-199)	EDUCATIONAL	\$294,801.22	\$25,000.00	\$25,000.00	\$500.00	\$500.00	

							199 on peak + \$150k-\$199K)							
232	13827	03/16/2024	100	220	2000	04/04/2023	P4 Mid-Week: (75-199 on peak + \$150k-\$199K)	CORPORATE	\$1,072,082.82	\$600,000.00	\$29,000.00	\$25,000.00	\$50,000.00	
5396	13844	04/07/2024	110	230	250	04/26/2023	P4 Mid-Week: (75-199 on peak + \$150k-\$199K)	CORPORATE	\$202,857.12	\$50,000.00	\$15,000.00	\$1,000.00	\$5,000.00	

Size: P4 Mid-Week: (75-199 on peak + \$150k-\$199K) - Subtotal:

Size: P5 Mid-Week: (<75 on peak + \$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
8075	13818	02/05/2024	50	65	600	04/04/2023	P5 Mid-Week: (<75 on peak + \$149K)	CORPORATE	\$260,034.05	\$100,000.00	\$22,000.00	\$5,000.00	\$5,000.00	
1128	13853	04/12/2024	40	97	600	04/24/2023	P5 Mid-Week: (<75 on peak + \$149K)	CORPORATE	\$623,197.50	\$300,000.00	\$72,855.00	\$70,000.00	\$40,000.00	

Size: P5 Mid-Week: (<75 on peak + \$149K) - Subtotal:

Size: P5 Weekend: (0 on peak + \$15k)

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	13847	04/12/2024	100	180	400	04/19/2023	P5 Weekend: (0 on peak + \$15k)	SPORTS & ATHLETICS	\$170,563.42	\$0.00	\$7,578.00	\$0.00	\$0.00	
5246	13850	03/14/2024	150	350	600	04/21/2023	P5 Weekend: (0 on peak + \$15k)		\$178,234.19	\$0.00	\$7,578.00	\$0.00	\$0.00	

Size: P5 Weekend: (0 on peak + \$15k) - Subtotal: Total Leads = 2, Requested Rooms = 530, Total SCCC Rental Cost = \$15,156.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$0.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$0.00, Show Attendees = 1000, EEI Value = \$348,797.61

Year: Request Room Block Begin: 2024 - Subtotal: Total Leads = 10, Requested Rooms = 4964, Total SCCC Rental Cost = \$347,423.40, Total SCCC Internet Cost = \$143,075.00, Total F/B Cost = \$1,280,141.07, Total Audio Visual = \$150,272.00, Total Misc Revenue = \$7,200.00, Show Attendees = 32850, EEI Value = \$9,004,020.86

Year: Request Room Block Begin: 2025

Size: P1 Weekend (250+ on peak / \$250k+)

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
8089	13842	04/15/2025	700	2125	1700	04/17/2023	P1 Weekend (250+ on peak / \$250k+)	ASSOCIATION	\$1,114,976.90					

Size: P1 Weekend (250+ on peak / \$250k+) - Subtotal:

Size: P2 Mid-Week (350-699 on Peak / \$400k - \$649k)

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
4980	13855	02/01/2025	900	2102	1000	04/25/2023	P2 Mid-Week (350-699 on Peak / \$400k - \$649k)	ASSOCIATION	\$1,310,554.50					

Size: P2 Mid-Week (350-699 on Peak / \$400k - \$649k) - Subtotal: Total Leads = 1, Requested Rooms = 2102, 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 = 1000, EEI Value = \$1,310,554.50

Size: P5 Weekend: (0 on peak + \$15k)

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	13846	02/15/2025	150	150	300	04/19/2023	P5 Weekend: (0 on peak + \$15k)	SPORTS & ATHLETICS	\$141,241.53	\$0.00	\$7,956.00	\$0.00	\$0.00	
5246	13851	03/14/2025	150	350	600	04/21/2023	P5 Weekend: (0 on peak + \$15k)	SPORTS & ATHLETICS	\$181,252.28	\$0.00	\$7,956.00	\$0.00	\$0.00	

Size: P5 Weekend: (0 on peak + \$15k) - Subtotal: Total Leads = 2, Requested Rooms = 500, Total SCCC Rental Cost = \$15,912.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$0.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$0.00, Show Attendees = 900, EEI Value = \$322,493.81

Year: Request Room Block Begin: 2025 - Subtotal: Total Leads = 4, Requested Rooms = 4727, Total SCCC Rental Cost = \$15,912.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$0.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$0.00, Show Attendees = 3600, EEI Value = \$2,748,025.21

Year: Request Room Block Begin: 2026

Size: P2 Mid-Week (350-699 on Peak / \$400k - \$649k)

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
4980	13856	01/31/2026	900	2102	1000	04/25/2023	P2 Mid-Week (350-699 on Peak / \$400k - \$649k)	ASSOCIATION	\$1,329,905.80					

Size: P2 Mid-Week (350-699 on Peak / \$400k - \$649k) - Subtotal: Total Leads = 1, Requested Rooms = 2102, 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 = 1000, EEI Value = \$1,329,905.80

Year: Request Room Block Begin: 2026 - Subtotal: Total Leads = 1, Requested Rooms = 2102, 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 = 1000, EEI Value = \$1,329,905.80

Year: Request Room Block Begin: 2027

Size: P1 Mid-Week (700+ on Peak / \$650k+)

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
5396	13854	11/04/2027	1100	3775	1500	04/25/2023	P1 Mid-Week (700+ on Peak / \$650k+)	CORPORATE	\$2,522,126.64					

Size: P1 Mid-Week (700+ on Peak / \$650k+) - Subtotal:

Year: Request Room Block Begin: 2027 - Subtotal: Total Leads = 1, Requested Rooms = 3775, Total SCCC Rental Cost = \$0.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$0.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$0.00, Show Attendees = 1500, EEI Value = \$2,522,126.64

Grand Total: Total Leads = 29, Requested Rooms = 16058, Total SCCC Rental Cost = \$434,879.40, Total SCCC Internet Cost = \$144,075.00, Total F/B Cost = \$1,474,306.92, Total Audio Visual = \$162,267.99, Total Misc Revenue = \$7,200.00, Show Attendees = 48533, EEI Value = \$16,820,511.03



Prepared On: 05/15/2023
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: (200-349 on peak / \$250k-\$399k)	1	1000	\$19,731.00	\$24,000.00	\$300,000.00	\$12,000.00	\$0.00	1000	\$712,003.21
	P4 Weekend: (<50 on peak + \$50k-\$99K)	2	340	\$42,310.00	\$8,000.00	\$7,500.00	\$5,000.00	\$0.00	3000	\$471,317.23
	P5 Mid-Week: (<75 on peak + \$149K)	3	4	\$27,714.00	\$4,000.00	\$125,000.00	\$11,000.00	\$0.00	2200	\$345,081.95
	P5 Weekend: (0 on peak + \$15k)	9	255	\$51,032.00	\$1,400.00	\$36,165.85	\$8,428.19	\$630.00	7082	\$782,951.83
Subtotal for 2023-01-01 00:00:00.0		15	1599	\$140,787.00	\$37,400.00	\$468,665.85	\$36,428.19	\$630.00	13282	\$2,311,354.22
2024	P1 Weekend (250+ on peak / \$250k+)	1	9500	\$274,040.00	\$116,285.00	\$1,847,453.08	\$935,000.00	\$0.00	3000	\$8,655,422.76
	P3 Mid-Week: (200-349 on peak / \$250k-\$399k)	1	1000	\$124,358.40	\$40,575.00	\$195,141.07	\$19,772.00	\$7,200.00	7000	\$1,885,712.82
	P3 Weekend: (50-149 on peak+ \$50k-\$100K)	1	384	\$44,054.00	\$1,000.00	\$10,000.00	\$30,000.00	\$0.00	20000	\$3,146,073.25
	P5 Mid-Week: (<75 on peak + \$149K)	1	65	\$22,000.00	\$5,000.00	\$100,000.00	\$5,000.00	\$0.00	600	\$260,034.05
	P5 Weekend: (0 on peak + \$15k)	2	530	\$15,156.00	\$0.00	\$0.00	\$0.00	\$0.00	1000	\$348,797.61
Subtotal for 2024-01-01 00:00:00.0		6	11479	\$479,608.40	\$162,860.00	\$2,152,594.15	\$989,772.00	\$7,200.00	31600	\$14,296,040.49
2025	P5 Weekend: (0 on peak + \$15k)	2	500	\$15,912.00	\$0.00	\$0.00	\$0.00	\$0.00	900	\$322,493.81
Subtotal for 2025-01-01 00:00:00.0		2	500	\$15,912.00	\$0.00	\$0.00	\$0.00	\$0.00	900	\$322,493.81
Grand Totals		23	13578	\$636,307.40	\$200,260.00	\$2,621,260.00	\$1,026,200.19	\$7,830.00	45782	\$16,929,888.52

Year: Request Room Block Begin: 2023

Size: P3 Mid-Week: (200-349 on peak / \$250k-\$399k)

Account ID	Lead ID	Requested Room Block Begin	Requested Peak Rms	Requested Rms	Contract Room Block Begin	Contract Peak Rms	Contract Rms	Attendees	Size	Market Segment	Definite Date	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
5289	9615	12/03/2023	280	1000	12/03/2023	0	0	1000	P3 Mid-Week: (200-349 on peak / \$250k-\$399k)	CORPORATE	04/20/2023	\$712,003.21	\$300,000.00	\$19,731.00	\$24,000.00	\$12,000.00	

Size: P3 Mid-Week: (200-349 on peak / \$250k-\$399k) - Subtotal:

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

Account ID	Lead ID	Requested Room Block Begin	Requested Peak Rms	Requested Rms	Contract Room Block Begin	Contract Peak Rms	Contract Rms	Attendees	Size	Market Segment	Definite Date	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
1595	9623	11/17/2023	40	40	11/17/2023	0	0	2000	P4 Weekend: (<50 on peak + \$50k-\$99K)	SPORTS & ATHLETICS	04/12/2023	\$252,007.08	\$3,000.00	\$10,578.00	\$7,500.00	\$2,500.00	
1595	13628	12/15/2023	150	300	12/15/2023	0	0	1000	P4 Weekend: (<50 on peak + \$50k-\$99K)	SPORTS & ATHLETICS	04/10/2023	\$219,310.15	\$4,500.00	\$31,732.00	\$500.00	\$2,500.00	

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

Size: P4 Weekend: (<50 on peak + \$50k-\$99K) - Subtotal: Total Leads = 2, Requested Rooms = 340, Total SCCC Rental Cost = \$42,310.00, Total SCCC Internet Cost = \$8,000.00, Total F/B Cost = \$7,500.00, Total Audio Visual = \$5,000.00, Total Misc Revenue = \$0.00, Show Attendees = 3000, EEI Value = \$471,317.23

Size: P5 Mid-Week: (<75 on peak + \$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
1703	8676	05/01/2023	2	2	04/12/2023	0	0	850	P5 Mid-Week: (<75 on peak + \$149K)	CORPORATE	04/10/2023	\$139,104.12	\$50,000.00	\$12,703.00	\$2,000.00	\$5,000.00	
6615	13655	10/09/2023	0	0	10/09/2023	0	0	500	P5 Mid-Week: (<75 on peak + \$149K)	GOVERNMENT	04/25/2023	\$66,873.71	\$25,000.00	\$2,308.00	\$0.00	\$1,000.00	
1703	13658	09/25/2023	2	2	09/25/2023	0	0	850	P5 Mid-Week: (<75 on peak + \$149K)	CORPORATE	04/10/2023	\$139,104.12	\$50,000.00	\$12,703.00	\$2,000.00	\$5,000.00	

Size: P5 Mid-Week: (<75 on peak + \$149K) - Subtotal:

Size: P5 Weekend: (0 on peak + \$15k)

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
5315	13496	06/11/2023	0	0	06/11/2023	0	0	600	P5 Weekend: (0 on peak + \$15k)	NONPROFIT	04/25/2023	\$60,977.67	\$500.00	\$2,976.00	\$0.00	\$1,000.00	
6738	13730	05/12/2023	0	0	05/12/2023	0	0	625	P5 Weekend: (0 on peak + \$15k)	SPORTS & ATHLETICS	04/11/2023	\$55,530.98	\$165.85	\$6,162.00	\$500.00	\$495.99	
5182	13778	10/07/2023	5	5	10/07/2023	0	0	450	P5 Weekend: (0 on peak + \$15k)	ASSOCIATION	04/17/2023	\$76,949.34	\$30,000.00	\$9,020.00		\$1,000.00	
6862	13779	07/14/2023	0	0	07/14/2023	0	0	500	P5 Weekend: (0 on peak + \$15k)	CORPORATE	04/03/2023	\$46,260.45	\$0.00	\$3,606.00	\$400.00	\$1,900.00	
5284	13791	06/09/2023	0	0	06/09/2023	0	0	2000	P5 Weekend: (0 on peak + \$15k)	SPORTS & ATHLETICS	04/17/2023	\$205,195.51	\$0.00	\$10,270.00	\$0.00	\$0.00	
5315	13798	06/25/2023	0	0	06/24/2023	0	0	1500	P5 Weekend: (0 on peak + \$15k)	ASSOCIATION	04/21/2023	\$156,188.68	\$5,000.00	\$7,936.00	\$500.00	\$1,500.00	
8073	13811	10/08/2023	0	0	10/08/2023	0	0	500	P5 Weekend: (0 on peak + \$15k)	RELIGIOUS	04/26/2023	\$41,969.71	\$500.00	\$2,404.00	\$0.00	\$500.00	
5295	13819	10/20/2023	0	0	10/20/2023	0	0	607	P5 Weekend: (0 on peak + \$15k)	ASSOCIATION	04/03/2023	\$77,739.44	\$0.00	\$3,606.00	\$0.00	\$2,032.20	\$630.00

5246	13845	09/01/2023	100	250	09/01/2023	0	0	300	P5 Weekend: (0 on peak + \$15k)	SPORTS & ATHLETICS	04/19/2023	\$62,140.05	\$0.00	\$5,052.00	\$0.00	\$0.00
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Size: P5 Weekend: (0 on peak + \$15k) - Subtotal: Total Leads = 9, Requested Rooms = 255, Total SCCC Rental Cost = \$51,032.00, Total SCCC Internet Cost = \$1,400.00, Total F/B Cost = \$36,165.85, Total Audio Visual = \$8,428.19, Total Misc Revenue = \$630.00, Show Attendees = 7082, EEI Value = \$782,951.83

Year: Request Room Block Begin: 2023 - Subtotal: Total Leads = 15, Requested Rooms = 1599, Total SCCC Rental Cost = \$140,787.00, Total SCCC Internet Cost = \$37,400.00, Total F/B Cost = \$468,665.85, Total Audio Visual = \$36,428.19, Total Misc Revenue = \$630.00, Show Attendees = 13282, EEI Value = \$2,311,354.22

Year: Request Room Block Begin: 2024

Size: P1 Weekend (250+ on peak / \$250k+)

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
6782	11215	05/13/2024	2500	9500	05/13/2023	0	0	3000	P1 Weekend (250+ on peak / \$250k+)	CORPORATE	04/04/2023	\$8,655,422.76	\$1,847,453.08	\$274,040.00	\$116,285.00	\$935,000.00	

Size: P1 Weekend (250+ on peak / \$250k+) - Subtotal:

Size: P3 Mid-Week: (200-349 on peak / \$250k-\$399k)

Account ID	Lead ID	Requested Room Block Begin	Requested Peak Rms	Requested Rms	Contract Room Block Begin	Contract Peak Rms	Contract Rms	Attendees	Size	Market Segment	Definite Date	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
1196	13826	01/28/2024	350	1000	01/28/2024	0	0	7000	P3 Mid-Week: (200-349 on peak / \$250k-\$399k)	CORPORATE	04/07/2023	\$1,885,712.82	\$195,141.07	\$124,358.40	\$40,575.00	\$19,772.00	\$7,200.00

Size: P3 Mid-Week: (200-349 on peak / \$250k-\$399k) - Subtotal:

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

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
1803	12298	03/14/2024	143	384	03/14/2024	0	0	20000	P3 Weekend: (50-149 on peak+ \$50k-\$100K)	CORPORATE	04/19/2023	\$3,146,073.25	\$10,000.00	\$44,054.00	\$1,000.00	\$30,000.00	

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

Size: P5 Mid-Week: (<75 on peak + \$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
8075	13818	02/05/2024	50	65	02/05/2024	0	0	600	P5 Mid-Week: (<75 on peak + \$149K)	CORPORATE	04/20/2023	\$260,034.05	\$100,000.00	\$22,000.00	\$5,000.00	\$5,000.00	

Size: P5 Mid-Week: (<75 on peak + \$149K) - Subtotal:

Size: P5 Weekend: (0 on peak + \$15k)

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	13847	04/12/2024	100	180	04/12/2024	0	0	400	P5 Weekend: (0 on peak + \$15k)	SPORTS & ATHLETICS	04/19/2023	\$170,563.42	\$0.00	\$7,578.00	\$0.00	\$0.00	
5246	13850	03/14/2024	150	350	03/14/2024	0	0	600	P5 Weekend: (0 on peak + \$15k)		04/21/2023	\$178,234.19	\$0.00	\$7,578.00	\$0.00	\$0.00	

Size: P5 Weekend: (0 on peak + \$15k) - Subtotal: Total Leads = 2, Requested Rooms = 530, Total SCCC Rental Cost = \$15,156.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$0.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$0.00, Show Attendees = 1000, EEI Value = \$348,797.61

Year: Request Room Block Begin: 2024 - Subtotal: Total Leads = 6, Requested Rooms = 11479, Total SCCC Rental Cost = \$479,608.40, Total SCCC Internet Cost = \$162,860.00, Total F/B Cost = \$2,152,594.15, Total Audio Visual = \$989,772.00, Total Misc Revenue = \$7,200.00, Show Attendees = 31600, EEI Value = \$14,296,040.49

Year: Request Room Block Begin: 2025

Size: P5 Weekend: (0 on peak + \$15k)

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	13846	02/15/2025	150	150	02/15/2025	0	0	300	P5 Weekend: (0 on peak + \$15k)	SPORTS & ATHLETICS	04/19/2023	\$141,241.53	\$0.00	\$7,956.00	\$0.00	\$0.00	
5246	13851	03/14/2025	150	350	03/14/2025	0	0	600	P5 Weekend: (0 on peak + \$15k)	SPORTS & ATHLETICS	04/21/2023	\$181,252.28	\$0.00	\$7,956.00	\$0.00	\$0.00	

Size: P5 Weekend: (0 on peak + \$15k) - Subtotal: Total Leads = 2, Requested Rooms = 500, Total SCCC Rental Cost = \$15,912.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$0.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$0.00, Show Attendees = 900, EEI Value = \$322,493.81

Year: Request Room Block Begin: 2025 - Subtotal: Total Leads = 2, Requested Rooms = 500, Total SCCC Rental Cost = \$15,912.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$0.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$0.00, Show Attendees = 900, EEI Value = \$322,493.81

Grand Total: Total Leads = 23, Requested Rooms = 13578, Total SCCC Rental Cost = \$636,307.40, Total SCCC Internet Cost = \$200,260.00, Total F/B Cost = \$2,621,260.00, Total Audio Visual = \$1,026,200.19, Total Misc Revenue = \$7,830.00, Show Attendees = 45782, EEI Value = \$16,929,888.52



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	P2 Weekend (150-399 on peak / \$200k-\$399k)	1	750	\$270,000.00	\$50,000.00	\$20,000.00	\$150,000.00	\$50,000.00	\$0.00	1000	\$695,258.13
	P4 M d-Week: (75-199 on peak + \$150k-\$199K)	1	250	\$193,000.00	\$23,000.00	\$10,000.00	\$150,000.00	\$10,000.00	\$0.00	1000	\$397,931.45
Subtotal for 2023-01-01 00:00:00.0		2	1000	\$463,000.00	\$73,000.00	\$30,000.00	\$300,000.00	\$60,000.00	\$0.00	2000	\$1,093,189.58
Grand Totals		2	1000	\$463,000.00	\$73,000.00	\$30,000.00	\$300,000.00	\$60,000.00	\$0.00	2000	\$1,093,189.58

Year: Request Room Block Begin: 2023

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

Account ID	Lead ID	Requested Room Block Begin	Requested Peak Rms	Requested Rms	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
7996	13607	05/12/2023	750	750	1000		P2 Weekend (150-399 on peak / \$200k-\$399k)	CORPORATE				\$695,258.13	\$270,000.00	\$150,000.00	\$50,000.00	\$20,000.00	\$50,000.00	

Size: P2 Weekend (150-399 on peak / \$200k-\$399k) - Subtotal: Total Leads = 1, Requested Rooms = 750, SUM: Overall Projected Building Spend = \$270,000.00, Total SCCC Rental Cost = \$50,000.00, Total SCCC Internet Cost = \$20,000.00, Total F/B Cost = \$150,000.00, Total Audio Visual = \$50,000.00, Total Misc Revenue = \$0.00, Show Attendees = 1000, EEI Value = \$695,258.13

Size: P4 Mid-Week: (75-199 on peak + \$150k-\$199K)

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
8060	13768	11/13/2023	100	250	1000	04/27/2023	P4 Mid-Week: (75-199 on peak + \$150k-\$199K)	CORPORATE	Hi Elaine, I'm sorry for not following up sooner. The client requires the event to be held in San Francisco proper, so Pier 24 was selected.	Better attendance in another city	04/27/2023	\$397,931.45	\$193,000.00	\$150,000.00	\$23,000.00	\$10,000.00	\$10,000.00	

excellent
fit. We'll
keep the
venue in
mind for
future
events,
and this
event for
next
year.

Thanks,
Lisa

Size: P4 Mid-Week: (75-199 on peak + \$150k-\$199K) - Subtotal:

Year: Request Room Block Begin: 2023 - Subtotal: Total Leads = 2, Requested Rooms = 1000, SUM: Overall Projected Building Spend = \$463,000.00, Total SCCC Rental Cost = \$73,000.00, Total SCCC Internet Cost = \$30,000.00, Total F/B Cost = \$300,000.00, Total Audio Visual = \$60,000.00, Total Misc Revenue = \$0.00, Show Attendees = 2000, EEI Value = \$1,093,189.58

Grand Total Total Leads = 2 Requested Rooms = 1000 SUM Overall Projected Building Spend = \$463 000 00 Total SCCC Rental Cost = \$73 000 00 Total SCCC Internet Cost = \$30 000 00 Total F/B Cost = \$300 000 00 Total Audio Visual = \$60,000.00, Total Misc Revenue = \$0.00, Show Attendees = 2000, EEI Value = \$1,093,189.58