



DISCOVER SANTA CLARA®
BOARD OF DIRECTORS
MEETING AGENDA

June 15, 2023, 3:00 p.m.
Santa Clara Convention Center
5001 Great America Parkway
Santa Clara, CA 95054
Great America Meeting Room 1

CALL TO ORDER

ROLL CALL

PUBLIC COMMENT

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

SPECIAL ORDER OF BUSINESS

1. Introduction of DMO Board of Directors new members Sean Steenson, Delta Hotels, and Fernando Vazquez, Hyatt Centric Silicon Valley.

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 the discussion is requested by a member of the Board, staff, or public. If discussion is requested, that item will be removed from the section entitled Consent Agenda and will be considered under Consent Items Pulled for Discussion.

2. Action on the FY 2022/23 April Financials.

Recommendation: Note and File the FY 2022/23 April financials.

CONSENT ITEMS PULLED FOR DISCUSSION

PUBLIC PRESENTATIONS

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

GENERAL BUSINESS – ITEMS FOR DISCUSSION

3. 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).
4. Action on an Interim Purchasing Policy and Authority Limit Determination for the Chief Executive Officer Regarding Budgeted and Unbudgeted Items, Identifying Which Levels Require Board Approval.

Recommendation: Approve and authorize the Chief Executive Officer to make purchases within the Interim Purchasing Policy parameters without Board approval; except in cases where additional funds beyond the approved budget are needed.

5. Action on Job Title, Description, and Salary Range Reclassification of the Existing Marketing Coordinator Position.

Recommendation: Approve and authorize the Chief Executive Officer to reclassify the existing Marketing Coordinator position as a Marketing Manager with a proposed start date on or around July 17, 2023, with a base salary not to exceed \$120,000, excluding benefits and the proposed additional funds of \$69,058 to cover the budget variance.

6. Chief Executive Officer Monthly Update.

6A. Monthly Sales Report April

6B. Staffing Update

6C. Current Priorities

7. Marketing Update

COMMITTEE UPDATES

8. Committee Updates

GENERAL ANNOUNCEMENTS

ADJOURNMENT

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

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 Board of Directors. The agenda provides a general description and staff recommendation; however, the Board of Directors may take action other than what is recommended.

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

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

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

ATTACHMENTS

Silicon Valley/Santa Clara DMO, Inc.										
Apr-23										
Report Ending Date: 04/30/2023 FY 2022/23 FUNDING ALLOCATION	Apr-23				YEAR TO DATE					
	Budget	Actual	VARIANCE	%	YTD Budget	YTD ACTUAL	VARIANCE	YTD	Annual	Annual Budget
	\$140,965.24	\$95,270.83	\$45,694.41	68%	\$1,409,652.51	\$798,277.72	\$611,374.79	57%	47%	\$1,691,583.00
PERSONNEL										
Salary										
CEO	\$17,500.00	\$18,076.94	-\$576.94	103%	\$175,000.00	\$121,000.58	\$53,999.42	69%	58%	\$210,000.00
DOS	\$9,375.00	\$0.00	\$9,375.00	0%	\$93,750.00	\$0.00	\$93,750.00	0%	0%	\$112,500.00
SM1	\$8,125.00	\$7,307.70	\$817.30	90%	\$81,250.00	\$54,807.75	\$26,442.25	67%	56%	\$97,500.00
SM2	\$7,500.00	\$0.00	\$7,500.00	0%	\$75,000.00	\$32,355.02	\$42,644.98	43%	36%	\$90,000.00
Admin	\$10,416.67	\$9,230.78	\$1,185.89	89%	\$104,166.67	\$73,846.24	\$30,320.43	71%	59%	\$125,000.00
Salary	\$52,916.67	\$34,615.42	\$18,301.25	65%	\$529,166.67	\$282,009.59	\$247,157.08	53%	44%	\$635,000.00
Payroll Taxes										
CEO	\$2,619.29	\$1,403.55	\$1,215.74	54%	\$26,192.90	\$10,200.83	\$15,992.07	39%	32%	\$31,431.48
DOS	\$1,406.32	\$0.00	\$1,406.32	0%	\$14,063.24	\$0.00	\$14,063.24	0%	0%	\$16,875.88
SM1	\$1,193.37	\$547.38	\$645.99	46%	\$11,933.63	\$5,275.50	\$6,658.13	44%	37%	\$14,320.36
SM2	\$1,101.56	\$0.00	\$1,101.56	0%	\$11,015.63	\$2,475.17	\$8,540.46	22%	19%	\$13,218.76
Admin	\$1,223.96	\$694.44	\$529.52	57%	\$12,239.60	\$6,164.61	\$6,074.99	50%	42%	\$14,687.52
Payroll Taxes	\$7,544.50	\$2,645.37	\$4,899.13	35%	\$75,445.00	\$24,116.11	\$51,328.89	32%	27%	\$90,534.00
Employee Benefits										
Health										
Health - CEO	\$573.75	\$897.00	-\$323.25	156%	\$5,737.50	\$4,485.00	\$1,252.50	78%	65%	\$6,885.00
Health - DOS	\$430.33	\$0.00	\$430.33	0%	\$4,303.33	\$0.00	\$4,303.33	0%	0%	\$5,164.00
Health - SM1	\$573.75	\$758.84	-\$185.09	132%	\$5,737.50	\$3,794.20	\$1,943.30	66%	55%	\$6,885.00
Health - SM2	\$573.75	\$0.00	\$573.75	0%	\$5,737.50	\$0.00	\$5,737.50	0%	0%	\$6,885.00
Health - Admin	\$573.75	\$1,224.54	-\$650.79	213%	\$5,737.50	\$6,122.70	-\$385.20	107%	89%	\$6,885.00
Health	\$2,725.33	\$2,880.38	-\$155.05	106%	\$27,253.33	\$14,401.90	\$12,851.43	53%	44%	\$32,704.00
401K Fee										
401K Fee - CEO	\$959.42	\$0.00	\$959.42	0%	\$9,594.16	\$0.00	\$9,594.16	0%	0%	\$11,513.00
401K Fee - DOS	\$416.67	\$0.00	\$416.67	0%	\$4,166.67	\$0.00	\$4,166.67	0%	0%	\$5,000.00
401K Fee - SM1	\$416.67	\$0.00	\$416.67	0%	\$4,166.67	\$0.00	\$4,166.67	0%	0%	\$5,000.00
401K Fee - SM2	\$416.67	\$0.00	\$416.67	0%	\$4,166.67	\$0.00	\$4,166.67	0%	0%	\$5,000.00
401K Fee - Admin	\$959.41	\$0.00	\$959.41	0%	\$9,594.17	\$0.00	\$9,594.17	0%	0%	\$11,513.00
401K Fee	\$3,168.84	\$0.00	\$3,168.84	0%	\$31,688.34	\$0.00	\$31,688.34	0%	0%	\$38,026.00
Employee Benefits	\$5,894.17	\$2,880.38	\$3,013.79	49%	\$58,941.67	\$14,401.90	\$44,539.77	24%	20%	\$70,730.00
Employee Incentives										
Employee Incentive CEO	\$4,375.00	\$0.00	\$4,375.00	0%	\$43,750.00	\$0.00	\$43,750.00	0%	0%	\$52,500.00
Employee Incentive DOS	\$2,343.75	\$0.00	\$2,343.75	0%	\$23,437.50	\$0.00	\$23,437.50	0%	0%	\$28,125.00
Employee Incentive SM1	\$2,031.25	\$0.00	\$2,031.25	0%	\$20,312.50	\$0.00	\$20,312.50	0%	0%	\$24,375.00
Employee Incentive SM2	\$1,875.00	\$0.00	\$1,875.00	0%	\$18,750.00	\$0.00	\$18,750.00	0%	0%	\$22,500.00
Employee Incentives	\$10,625.00	\$0.00	\$10,625.00	0%	\$106,250.00	\$0.00	\$106,250.00	0%	0%	\$127,500.00
Other										
Cell Phone Stipend - CEO	\$40.00	\$40.00	\$0.00	100%	\$400.00	\$240.00	\$160.00	60%	50%	\$480.00
Cell Phone Stipend - DOS	\$30.00	\$0.00	\$30.00	0%	\$300.00	\$0.00	\$300.00	0%	0%	\$360.00
Cell Phone Stipend - SM1	\$40.00	\$40.00	\$0.00	100%	\$400.00	\$280.00	\$120.00	70%	58%	\$480.00
Cell Phone Stipend - SM2	\$40.00	\$0.00	\$40.00	0%	\$400.00	\$160.00	\$240.00	40%	33%	\$480.00
Cell Phone Stipend - Admin	\$40.00	\$40.00	\$0.00	100%	\$400.00	\$320.00	\$80.00	80%	67%	\$480.00
Relocation Expense	\$666.67	\$0.00	\$666.67	0%	\$6,666.67	\$0.00	\$6,666.67	0%	0%	\$8,000.00
Car Allowance - CEO	\$0.00	\$500.00	-\$500.00	0%	\$0.00	\$3,000.00	-\$3,000.00	0%	0%	\$0.00
Other	\$856.67	\$620.00	\$236.67	72%	\$8,566.67	\$4,000.00	\$4,566.67	47%	39%	\$10,280.00
TOTAL PERSONNEL EXPENSE	\$77,837.01	\$40,761.17	\$37,075.84	52%	\$778,370.01	\$324,527.60	\$453,842.41	42%	35%	\$934,044.00

Report Ending Date: 04/30/2023	Apr-23				YEAR TO DATE					
	Budget	Actual	VARIANCE	%	YTD Budget	YTD ACTUAL	VARIANCE	YTD	Annual	Annual Budget
FY 2022/23 FUNDING ALLOCATION	\$140,965.24	\$95,270.83	\$45,694.41	68%	\$1,409,652.51	\$798,277.72	\$611,374.79	57%	47%	\$1,691,583.00
PURCHASED GOODS & SERVICES										
Contract Services										
Fiscal Services	\$2,575.33	\$8,737.65	-\$6,162.32	339%	\$25,753.33	\$47,706.75	-\$21,953.42	185%	154%	\$30,904.00
Legal Services	\$2,000.00	\$3,180.00	-\$1,180.00	159%	\$20,000.00	\$31,226.50	-\$11,226.50	156%	130%	\$24,000.00
Payroll Services	\$500.00	\$198.85	\$301.15	40%	\$5,000.00	\$1,585.30	\$3,414.70	32%	26%	\$6,000.00
Audit	\$833.33	\$0.00	\$833.33	0%	\$8,333.33	\$0.00	\$8,333.33	0%	0%	\$10,000.00
IT	\$333.33	\$278.00	\$55.33	83%	\$3,333.33	\$2,842.43	\$490.90	85%	71%	\$4,000.00
Professional Services	\$11,250.00	\$8,170.62	\$3,079.38	73%	\$112,500.00	\$116,768.75	-\$4,268.75	104%	86%	\$135,000.00
HR Services	\$2,500.00	\$161.25	\$2,338.75	6%	\$25,000.00	\$2,561.25	\$22,438.75	10%	9%	\$30,000.00
Staffing	\$5,005.00	\$5,544.00	-\$539.00	111%	\$50,050.00	\$48,279.00	\$1,771.00	96%	80%	\$60,060.00
Marketing	\$9,166.67	\$4,400.00	\$4,766.67	48%	\$91,666.67	\$48,402.50	\$43,264.17	53%	44%	\$110,000.00
Website	\$1,205.00	\$910.45	\$294.55	76%	\$12,050.00	\$10,889.95	\$1,160.05	90%	75%	\$14,460.00
Contract Services	\$35,368.66	\$31,580.82	\$3,787.84	89%	\$353,686.66	\$310,262.43	\$43,424.23	88%	73%	\$424,424.00
Operating Supplies										
Banking Fees	\$41.67	\$0.00	\$41.67	0%	\$416.67	\$30.00	\$386.67	7%	6%	\$500.00
Software Licenses	\$622.08	\$389.20	\$232.88	63%	\$6,220.83	\$3,673.45	\$2,547.38	59%	49%	\$7,465.00
Postage	\$25.00	\$0.00	\$25.00	0%	\$250.00	\$9.55	\$240.45	4%	3%	\$300.00
IT	\$416.67	\$0.00	\$416.67	0%	\$4,166.67	\$1,039.96	\$3,126.71	25%	21%	\$5,000.00
Licenses	\$8.33	\$0.00	\$8.33	0%	\$83.33	\$71.50	\$11.83	86%	1%	\$5,000.00
Office Supplies	\$416.67	\$0.00	\$416.67	0%	\$4,166.67	\$1,945.39	\$2,221.28	47%	39%	\$5,000.00
Meeting Expenses		\$0.00	\$0.00	0%	\$0.00	\$1,751.31	-\$1,751.31	0%	0%	
Operating Supplies	\$1,530.42	\$389.20	\$1,141.22	25%	\$15,304.17	\$8,521.16	\$6,783.01	56%	46%	\$18,365.00
Recruitment	\$41.67	\$10,000.00	-\$9,958.33	23998%	\$416.67	\$21,995.41	-\$21,578.74	5279%	4399%	\$500.00
Mileage Reimbursement	\$83.34	\$0.00	\$83.34	0%	\$833.34	\$54.88	\$778.46	7%	5%	\$1,000.00
Insurance										
Workers Compensation	\$154.33	\$151.17	\$3.16	98%	\$1,543.33	\$945.22	\$598.11	61%	51%	\$1,852.00
Business Owners Liability & Property	\$150.00	\$152.00	-\$2.00	101%	\$1,500.00	\$1,520.00	-\$20.00	101%	84%	\$1,800.00
Professional Cyber Liability	\$257.08	\$246.22	\$10.86	96%	\$2,570.83	\$2,596.99	-\$26.16	101%	84%	\$3,085.00
Management Liability	\$416.67	\$197.50	\$219.17	47%	\$4,166.67	\$2,283.68	\$1,882.99	55%	46%	\$5,000.00
Insurance	\$978.08	\$746.89	\$231.19	76%	\$9,780.83	\$7,345.89	\$2,434.94	75%	63%	\$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	\$265.84	-\$132.51	199%	\$1,333.33	\$1,863.33	-\$530.00	140%	116%	\$1,600.00
PCMA	\$83.33	\$0.00	\$83.33	0%	\$833.33	\$444.62	\$388.71	53%	44%	\$1,000.00
MPI ACE/WEC	\$138.75	\$150.00	-\$11.25	108%	\$1,387.50	\$710.31	\$677.19	51%	43%	\$1,665.00
CALSAE	\$29.17	\$0.00	\$29.17	0%	\$291.67	\$420.05	-\$128.38	144%	120%	\$350.00
California Travel Association	\$0.00	\$0.00	\$0.00	0%	\$0.00	\$450.00	-\$450.00	0%	0%	
San Francisco Travel Association	\$0.00	\$416.67	-\$416.67	0%	\$0.00	\$416.67	-\$416.67	0%	0%	
Memberships	\$384.58	\$832.51	-\$447.93	216%	\$3,845.83	\$4,574.98	-\$729.15	119%	99%	\$4,615.00
Subscription Services										
Act On	\$0.00	\$0.00	\$0.00	0%	\$0.00	\$15,500.00	-\$15,500.00	0%	0%	\$0.00
CRM	\$816.67	\$741.67	\$75.00	91%	\$8,166.67	\$8,158.31	\$8.36	100%	83%	\$9,800.00
Knowland	\$1,099.00	\$1,154.00	-\$55.00	105%	\$10,990.00	\$14,341.50	-\$3,351.50	130%	75%	\$19,202.00
CoStar Realty Information	\$0.00	\$210.00	-\$210.00	0%	\$0.00	\$2,220.00	-\$2,220.00	0%	0%	
CVENT	\$1,600.17	\$1,873.71	-\$273.54	117%	\$16,001.67	\$19,476.20	-\$3,474.53	122%	148%	\$13,188.00
Destination International EIC Subscription	\$611.67	\$584.74	\$26.93	96%	\$6,116.67	\$8,256.11	-\$2,139.44	135%	112%	\$7,340.00
Subscription Services	\$4,127.51	\$4,564.12	-\$436.61	111%	\$41,275.01	\$67,952.12	-\$26,677.11	165%	137%	\$49,530.00

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	Budget	Actual	VARIANCE	%	YTD Budget	YTD ACTUAL	VARIANCE	YTD	Annual	Annual Budget
FY 2022/23 FUNDING ALLOCATION	\$140,965.24	\$95,270.83	\$45,694.41	68%	\$1,409,652.51	\$798,277.72	\$611,374.79	57%	47%	\$1,691,583.00
PURCHASED GOODS & SERVICES CONT.										
Conferences and Trade Shows										
IMEX North America	\$983.33	\$1,295.00	-\$311.67	132%	\$9,833.33	\$1,295.00	\$8,538.33	13%	11%	\$11,800.00
CONNECT Marketplace	\$370.83	\$0.00	\$370.83	0%	\$3,708.33	\$0.00	\$3,708.33	0%	0%	\$4,450.00
CONNECT Medical/Tech	\$370.83	\$0.00	\$370.83	0%	\$3,708.33	\$0.00	\$3,708.33	0%	0%	\$4,450.00
Other - Conf & Trade Shows	\$0.00	\$217.10	-\$217.10	0%	\$0.00	\$2,189.14	-\$2,189.14	0%	0%	
Conferences and Trade Shows	\$1,724.99	\$1,512.10	\$212.89	88%	\$17,249.99	\$3,484.14	\$13,765.85	20%	17%	\$20,700.00
Business Development	\$4,166.67	\$0.00	\$4,166.67	0%	\$41,666.67	\$1,138.50	\$40,528.17	3%	2%	\$50,000.00
Travel & Entertainment										
CONNECT Medical/Tech	\$233.33	\$0.00	\$233.33	0%	\$2,333.33	\$0.00	\$2,333.33	0%	0%	\$2,800.00
IMEX North America	\$158.33	\$0.00	\$158.33	0%	\$1,583.33	\$0.00	\$1,583.33	0%	0%	\$1,900.00
CONNECT Marketplace	\$191.67	\$0.00	\$191.67	0%	\$1,916.67	\$0.00	\$1,916.67	0%	0%	\$2,300.00
Other Expense	\$0.00	\$0.00	\$0.00	0%	\$0.00	\$1,722.87	-\$1,722.87	0%	0%	
Travel & Entertainment	\$583.33	\$0.00	\$583.33	0%	\$5,833.33	\$1,722.87	\$4,110.46	30%	25%	\$7,000.00
Advertising & Promotion	\$6,250.00	\$0.00	\$6,250.00	0%	\$62,500.00	\$2,680.37	\$59,819.63	4%	4%	\$75,000.00
Support Services										
Client Events	\$2,333.33	\$0.00	\$2,333.33	0%	\$23,333.33	\$0.00	\$23,333.33	0%	0%	\$28,000.00
Virutal Happy Hour	\$166.67	\$0.00	\$166.67	0%	\$1,666.67	\$0.00	\$1,666.67	0%	0%	\$2,000.00
Client Activations	\$333.33	\$0.00	\$333.33	0%	\$3,333.33	\$0.00	\$3,333.33	0%	0%	\$4,000.00
Personalized greetings	\$166.67	\$0.00	\$166.67	0%	\$1,666.67	\$0.00	\$1,666.67	0%	0%	\$2,000.00
Site Visits	\$0.00	\$0.00	\$0.00	0%	\$0.00	\$996.42	-\$996.42	0%	0%	
Support Services	\$3,000.00	\$0.00	\$3,000.00	0%	\$30,000.00	\$996.42	\$29,003.58	3%	3%	\$36,000.00
TOTAL PURCHASED GOODS & SERVICES	\$58,239.25	\$49,625.64	\$8,613.61	85%	\$582,392.50	\$430,729.17	\$151,663.33	74%	62%	\$698,871.00
CONTINGENCY	\$2,936.58	\$0.00	\$2,936.58	0%	\$29,365.83	\$0.00	\$29,365.83	0%	0%	\$35,239.00
CITY ADMINISTRATIVE FEE	\$1,952.41	\$4,884.02	-\$2,931.61	250%	\$19,524.17	\$43,020.95	-\$23,496.78	220%	184%	\$23,429.00
TOTAL OPERATING EXPENSES	\$140,965.25	\$95,270.83	\$45,694.42	68%	\$1,409,652.51	\$798,277.72	\$611,374.79	57%	47%	\$1,691,583.00
SURPLUS(DEFICIT)		\$45,694.42				\$611,374.79				

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

	FY 2022/23 Budget	YTD Budget	Actual YTD Exp	Exp vs. YTD	Expended YTD	Annual
FY 2022/23 FUNDING ALLOCATION	\$1,691,583	\$1,409,653	\$798,278	\$611,375	57%	47%
Personnel						
Salary	\$635,000	\$529,167	\$282,010	\$247,157	83%	44%
Payroll Taxes	\$90,534	\$75,445	\$24,116	\$51,329	32%	27%
Employee Benefits	\$70,730	\$58,942	\$14,402	\$44,540	24%	20%
Health	\$32,704	\$27,253	\$14,402	\$12,851	53%	44%
401K Fee	\$38,027	\$31,688	\$0	\$31,688	0%	0%
Employee Incentives	\$127,500	\$106,250	\$0	\$106,250	0%	0%
Other	\$10,280	\$8,567	\$4,000	\$4,567	47%	39%
TOTAL PERSONNEL EXPENSE	\$934,044	\$778,370	\$324,528	\$453,842	42%	35%
Purchased Goods and Services Expense						
Contract Services	\$424,424	\$353,687	\$310,262	\$43,424	88%	73%
Operating Supplies	\$18,365	\$15,304	\$8,521	\$6,783	56%	46%
Mileage Reimbursement	\$1,000	\$833	\$55	\$778	7%	5%
Recruitment	\$500	\$417	\$21,995	(\$21,579)	5279%	4399%
Insurance	\$11,737	\$9,781	\$7,346	\$2,435	75%	63%
Memberships	\$4,615	\$3,846	\$4,575	(\$729)	119%	99%
Subscription Services	\$49,530	\$41,275	\$67,952	(\$26,677)	165%	137%
Conferences and Trade Shows	\$20,700	\$17,250	\$3,484	\$13,766	20%	17%
Business Development	\$50,000	\$41,667	\$1,139	\$40,528	3%	2%
Travel & Entertainment	\$7,000	\$5,833	\$1,723	\$4,110	30%	25%
Advertising & Promotion	\$75,000	\$62,500	\$2,680	\$59,820	4%	4%
Support Services	\$36,000	\$30,000	\$996	\$29,004	3%	3%
TOTAL PURCHASED GOODS & SERVICES EXPENSE	\$698,871	\$582,393	\$430,729	\$151,663	74%	62%
CONTINGENCY	\$35,239	\$29,366	\$0	\$29,366	0%	0%
CITY ADMINISTRATIVE FEE	\$23,429	\$19,524	\$43,021	-\$23,496.77	220%	184%
TOTAL OPERATING EXPENSES	\$1,691,583	\$1,409,653	\$798,278	\$611,375	57%	47%

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

Budget Item	FY 22/23 Budget	YTD Budget	Actual YTD Exp	Variance	Expended	
					YTD	Annual
CONVENTION SALES, INCENTIVES & SERVICES						
Personnel	\$ 457,669.00	\$ 381,390.84	\$ 98,580.64	\$ 282,810.20	26%	22%
Salary	\$ 300,000.00	\$ 250,000.00	\$ 87,162.77	\$ 162,837.23	35%	29%
1.0 FTE Director of Sales	\$ 112,500.00	\$ 93,750.00	\$ -	\$ 93,750.00	0%	0%
1.0 FTE Sales Manager	\$ 97,500.00	\$ 81,250.00	\$ 54,807.75	\$ 26,442.25	67%	56%
1.0 FTE Sales Manager	\$ 90,000.00	\$ 75,000.00	\$ 32,355.02	\$ 42,644.98	43%	36%
Incentives	\$ 75,000.00	\$ 62,500.00	\$ -	\$ 62,500.00	0%	0%
Benefits	\$ 33,934.00	\$ 28,278.34	\$ 3,794.20	\$ 24,484.14	13%	11%
Health	\$ 18,934.00	\$ 15,778.33	\$ 3,794.20	\$ 11,984.13	24%	20%
401K Fee	\$ 15,000.00	\$ 12,500.01	\$ -	\$ 12,500.01	0%	0%
Payroll Taxes	\$ 44,415.00	\$ 37,012.50	\$ 7,183.67	\$ 29,828.83	19%	16%
Other-Cell Phone Stipend	\$ 1,320.00	\$ 1,100.00	\$ 440.00	\$ 660.00	40%	33%
Other-relocation	\$ 3,000.00	\$ 2,500.00	\$ -	\$ 2,500.00	0%	0%
Convention Sales, Incentives & Services Expenses	\$ 149,605.00	\$ 124,670.83	\$ 42,933.26	\$ 81,737.57	34%	29%
Memberships	\$ 3,015.00	\$ 2,512.50	\$ 1,718.75	\$ 793.75	68%	57%
Industry Related Expense	\$ -	\$ -	\$ 270.00	\$ (270.00)	0%	0%
Professional Convention Management Association (PCMA)	\$ 1,000.00	\$ 833.33	\$ 444.62	\$ 388.71	53%	44%
Meeting Professional International (MPI)	\$ 1,665.00	\$ 1,387.50	\$ 134.08	\$ 1,253.42	10%	8%
California Society of Association Executives (Cal SAE)	\$ 350.00	\$ 291.67	\$ 420.05	\$ (128.38)	144%	120%
California Travel Association		\$ -	\$ 450.00	\$ (450.00)	0%	0%
Mileage Reimbursement	\$ 500.00	\$ 416.67	\$ 54.88	\$ 361.79	13%	11%
Subscription Services	\$ 32,390.00	\$ 26,991.67	\$ 33,817.70	\$ (6,826.03)	125%	104%
CVENT	\$ 19,202.00	\$ 16,001.67	\$ 19,476.20	\$ (3,474.53)	122%	101%
Knowland	\$ 13,188.00	\$ 10,990.00	\$ 14,341.50	\$ (3,351.50)	130%	109%
Business Development	\$ 50,000.00	\$ 41,666.67	\$ 1,138.50	\$ 40,528.17	3%	2%
Conferences and Tradeshow	\$ 20,700.00	\$ 17,249.99	\$ 3,484.14	\$ 15,954.99	20%	17%
CONNECT Marketplace	\$ 4,450.00	\$ 3,708.33	\$ -	\$ 3,708.33	0%	0%
CONNECT Medical Tech	\$ 4,450.00	\$ 3,708.33	\$ -	\$ 3,708.33	0%	0%
IMEX North America	\$ 11,800.00	\$ 9,833.33	\$ 1,295.00	\$ 8,538.33	13%	11%
Other Conf & Tradeshow		\$ -	\$ 2,189.14	\$ (2,189.14)	0%	0%
Support Services	\$ 36,000.00	\$ 30,000.00	\$ 996.42	\$ 30,000.00	3%	3%
Virutal Happy Hour	\$ 2,000.00	\$ 1,666.67	\$ -	\$ 1,666.67	0%	0%
Client Activations	\$ 4,000.00	\$ 3,333.33	\$ -	\$ 3,333.33	0%	0%
Personalized Greetings	\$ 2,000.00	\$ 1,666.67	\$ -	\$ 1,666.67	0%	0%
Client Events	\$ 28,000.00	\$ 23,333.33	\$ -	\$ 23,333.33	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	\$ 5,833.33	\$ 1,722.87	\$ 4,110.46	30%	25%
CONNECT Marketplace	\$ 2,300.00	\$ 1,916.67	\$ -	\$ 1,916.67	0%	0%
IMEX North America	\$ 1,900.00	\$ 1,583.33	\$ -	\$ 1,583.33	0%	0%
CONNECT Medical Tech	\$ 2,800.00	\$ 2,333.33	\$ -	\$ 2,333.33	0%	0%
Other Expense	\$ -	\$ -	\$ 1,722.87	\$ (1,722.87)	0%	0%
TOTAL CONVENTION SALES, INCENTIVES & SERVICES	\$ 607,274.00	\$ 506,061.67	\$ 141,513.90	\$ 364,547.77	28%	23%
MARKETING & COMMUNICATIONS						
Marketing Expenses	\$ 203,048.00	\$ 169,206.67	\$ 62,427.95	\$ 106,778.72	37%	31%
Contract Services	\$ 124,460.00	\$ 103,716.67	\$ 59,292.45	\$ 44,424.22	57%	48%
Marketing Services	\$ 110,000.00	\$ 91,666.67	\$ 48,402.50	\$ 43,264.17	53%	44%
Website	\$ 14,460.00	\$ 12,050.00	\$ 10,889.95	\$ 1,160.05	90%	75%
Advertising & Promotions	\$ 75,000.00	\$ 62,500.00	\$ 2,680.37	\$ 59,819.63	4%	4%
Software Licenses	\$ 3,588.00	\$ 2,990.00	\$ 455.13	\$ 106,778.72	37%	13%
TOTAL MARKETING & COMMUNICATIONS	\$ 203,048.00	\$ 169,206.67	\$ 62,427.95	\$ 106,778.72	37%	31%
ADMINISTRATION						
Personnel	\$ 476,375.00	\$ 396,979.17	\$ 225,946.96	\$ 171,032.21	57%	47%
Salary	\$ 335,000.00	\$ 279,166.67	\$ 194,846.82	\$ 84,319.85	70%	58%
1.0 FTE CEO	\$ 210,000.00	\$ 175,000.00	\$ 121,000.58	\$ 53,999.42	69%	58%
1.0 FTE Administrative Assistant	\$ 125,000.00	\$ 104,166.67	\$ 73,846.24	\$ 30,320.43	71%	59%
Incentives	\$ 52,500.00	\$ 43,750.00	\$ -	\$ 43,750.00	0%	0%
Benefits	\$ 36,796.00	\$ 30,663.33	\$ 10,607.70	\$ 20,055.63	35%	29%
Health	\$ 13,770.00	\$ 11,475.00	\$ 10,607.70	\$ 867.30	92%	77%
401K Fee	\$ 23,026.00	\$ 19,188.33	\$ -	\$ 19,188.33	0%	0%
Payroll Taxes	\$ 46,119.00	\$ 38,432.50	\$ 16,932.44	\$ 21,500.06	44%	37%
Other-Cell Phone Stipend	\$ 960.00	\$ 800.00	\$ 560.00	\$ 240.00	70%	58%
Other-Car Allowance	\$ -	\$ -	\$ 3,000.00	\$ (3,000.00)	0%	0%
Other - Relocation	\$ 5,000.00	\$ 4,166.67	\$ -	\$ 4,166.67	0%	0%
Administrative Expenses	\$ 346,218.00	\$ 288,515.00	\$ 325,367.96	\$ (36,852.96)	113%	94%
Contract Services	\$ 299,964.00	\$ 249,969.99	\$ 250,969.98	\$ (999.99)	100%	84%
Human Resources	\$ 30,000.00	\$ 25,000.00	\$ 2,561.25	\$ 22,438.75	10%	9%
Fiscal	\$ 30,904.00	\$ 25,753.33	\$ 47,706.75	\$ (21,953.42)	185%	154%
Legal	\$ 24,000.00	\$ 20,000.00	\$ 31,226.50	\$ (11,226.50)	156%	130%
Payroll	\$ 6,000.00	\$ 5,000.00	\$ 1,585.30	\$ 3,414.70	32%	26%
Professional Services	\$ 135,000.00	\$ 112,500.00	\$ 116,768.75	\$ (4,268.75)	104%	86%
IT	\$ 4,000.00	\$ 3,333.33	\$ 2,842.43	\$ 490.90	85%	71%
Audit	\$ 10,000.00	\$ 8,333.33	\$ -	\$ 8,333.33	0%	0%
Staffing Services	\$ 60,060.00	\$ 50,050.00	\$ 48,279.00	\$ 1,771.00	96%	80%

Budget Item	FY 22/23 Budget	YTD Budget	Actual YTD Exp	Variance	Expended	
Operating Supplies	\$ 14,777.00	\$ 12,314.17	\$ 8,066.03	\$ 4,248.14	66%	55%
Bank Fees	\$ 500.00	\$ 416.67	\$ 30.00	\$ 386.67	7%	6%
Office supplies	\$ 5,000.00	\$ 4,166.67	\$ 3,696.70	\$ 469.97	89%	74%
Licenses	\$ 100.00	\$ 83.33	\$ 71.50	\$ 11.83	86%	72%
Software Licenses	\$ 3,877.00	\$ 3,230.83	\$ 3,218.32	\$ 12.51	100%	83%
Postage	\$ 300.00	\$ 250.00	\$ 9.55	\$ 240.45	4%	3%
IT (Computers and Hardware)	\$ 5,000.00	\$ 4,166.67	\$ 1,039.96	\$ 3,126.71	25%	21%
Insurance	\$ 11,737.00	\$ 9,780.83	\$ 7,345.89	\$ 2,434.94	75%	63%
Workers Comp	\$ 1,852.00	\$ 1,543.33	\$ 945.22	\$ 598.11	61%	51%
Business Owners Liability & Property	\$ 1,800.00	\$ 1,500.00	\$ 1,520.00	\$ (20.00)	101%	84%
Professional Cyber Liability	\$ 3,085.00	\$ 2,570.83	\$ 2,596.99	\$ (26.16)	101%	84%
Management Liability	\$ 5,000.00	\$ 4,166.67	\$ 2,283.68	\$ 1,882.99	55%	46%
Memberships	\$ 1,600.00	\$ 1,333.33	\$ 2,856.23	\$ (1,522.90)	214%	179%
Destinations International	\$ 1,600.00	\$ 1,333.33	\$ 2,856.23	\$ (1,522.90)	214%	179%
Mileage Reimbursement	\$ 500.00	\$ 416.67	\$ -	\$ 416.67	0%	0%
Recruitment	\$ 500.00	\$ 416.67	\$ 21,995.41	\$ (21,578.74)	5279%	4399%
Subscription Services	\$ 17,140.00	\$ 14,283.34	\$ 34,134.42	\$ (19,851.08)	239%	199%
Act On		\$ -	\$ 15,500.00	\$ (15,500.00)	0%	0%
CRM System (Simpleview)	\$ 9,800.00	\$ 8,166.67	\$ 8,158.31	\$ 8.36	100%	83%
CoStar Realty Information	\$ -	\$ -	\$ 2,220.00	\$ (2,220.00)	0%	0%
Destinations International EIC Subscription	\$ 7,340.00	\$ 6,116.67	\$ 8,256.11	\$ (2,139.44)	135%	112%
TOTAL ADMINISTRATION	\$ 822,593.00	\$ 685,494.17	\$ 551,314.92	\$ 134,179.25	80%	67%
Contingency	\$ 35,239.00	\$ 29,365.83	\$ -	\$ 29,365.83	0%	0%
City Administration Fee	\$ 23,429.00	\$ 19,524.17	\$ 43,020.95	\$ (23,496.78)	220%	184%
TOTAL OPERATING BUDGET	\$ 1,691,583.00	\$ 1,409,652.51	\$ 798,277.72	\$ 611,374.79	57%	47%

Silicon Valley/Santa Clara DMO Inc.

Budget vs. Actuals

FY 2022/2023

July 2022 - April 2023

	Annual Budget	YTD Budget	YTD ACTUAL	VARIANCE	EXP YTD	EXP Ann.
FY 2022/23 FUNDING ALLOCATION	\$1,691,583	\$1,409,653	\$798,278	\$611,375	57%	47%
Personnel						
Salary						
CEO	\$210,000	\$175,000	\$121,001	\$53,999	69%	58%
DOS	\$112,500	\$93,750	\$0	\$93,750	0%	0%
SM1	\$97,500	\$81,250	\$54,808	\$26,442	67%	56%
SM2	\$90,000	\$75,000	\$32,355	\$42,645	43%	36%
Admin	\$125,000	\$104,167	\$73,846	\$30,320	71%	59%
Salary	\$635,000	\$529,167	\$282,010	\$247,157	53%	44%
Payroll Taxes						
CEO	\$31,431	\$26,193	\$10,201	\$15,992	39%	32%
DOS	\$16,876	\$14,063	\$0	\$14,063	0%	0%
SM1	\$14,320	\$11,934	\$5,276	\$6,658	44%	37%
SM2	\$13,219	\$11,016	\$2,475	\$8,540	22%	19%
Admin	\$14,688	\$12,240	\$6,165	\$6,075	50%	42%
Payroll Taxes	\$90,534	\$75,445	\$24,116	\$51,329	32%	27%
Employee Benefits						
Health						
Health - CEO	\$6,885	\$5,738	\$4,485	\$1,253	78%	65%
Health - DOS	\$5,164	\$4,303	\$0	\$4,303	0%	0%
Health - SM1	\$6,885	\$5,738	\$3,794	\$1,943	66%	55%
Health - SM2	\$6,885	\$5,738	\$0	\$5,738	0%	0%
Health - Admin	\$6,885	\$5,738	\$6,123	(\$385)	107%	89%
Health	\$32,704	\$27,253	\$14,402	\$12,851	53%	44%
401K Fee						
401K Fee - CEO	\$11,513	\$9,594	\$0	\$9,594	0%	0%
401K Fee - DOS	\$5,000	\$4,167	\$0	\$4,167	0%	0%
401K Fee - SM1	\$5,000	\$4,167	\$0	\$4,167	0%	0%
401K Fee - SM2	\$5,000	\$4,167	\$0	\$4,167	0%	0%
401K Fee - Admin	\$11,513	\$9,594	\$0	\$9,594	0%	0%
401K Fee	\$38,026	\$31,688	\$0	\$31,688	0%	0%
Employee Benefits	\$70,730	\$58,942	\$14,402	\$44,540	24%	20%
Employee Incentives						
Employee Incentive CEO	\$52,500	\$43,750	\$0	\$43,750	0%	0%
Employee Incentive DOS	\$28,125	\$23,438	\$0	\$23,438	0%	0%
Employee Incentive SM1	\$24,375	\$20,313	\$0	\$20,313	0%	0%
Employee Incentive SM2	\$22,500	\$18,750	\$0	\$18,750	0%	0%
Employee Incentive Admin	\$0	\$0	\$0	\$0	0%	0%
Employee Incentives	\$127,500	\$106,250	\$0	\$106,250	0%	0%

	Annual Budget	YTD Budget	YTD ACTUAL	VARIANCE	EXP YTD	EXP Ann.
Other						
Cell Phone Stipend - CEO	\$480	\$400	\$240	\$160	60%	50%
Cell Phone Stipend - DOS	\$360	\$300	\$0	\$300	0%	0%
Cell Phone Stipend - SM1	\$480	\$400	\$280	\$120	70%	58%
Cell Phone Stipend - SM2	\$480	\$400	\$160	\$240	40%	33%
Cell Phone Stipend - Admin	\$480	\$400	\$320	\$80	80%	67%
Relocation Expense - CSIS	\$3,000	\$2,500	\$0	\$2,500	0%	0%
Relocation Expense - ADMIN	\$5,000	\$4,167	\$0	\$4,167	0%	0%
Car Allowance - CEO	\$0	\$0	\$3,000	(\$3,000)	0%	0%
Other	\$10,280	\$8,567	\$4,000	\$4,567	47%	39%
TOTAL PERSONNEL EXPENSE	\$934,044	\$778,370	\$324,528	\$453,842	42%	35%
PURCHASED GOODS & SERVICES						
Contract Services						
Fiscal Services	\$30,904	\$25,753	\$47,707	(\$21,953)	185%	154%
Legal Services	\$24,000	\$20,000	\$31,227	(\$11,227)	156%	130%
Payroll Services	\$6,000	\$5,000	\$1,585	\$3,415	32%	26%
Audit	\$10,000	\$8,333	\$0	\$8,333	0%	0%
IT	\$4,000	\$3,333	\$2,842	\$491	85%	71%
Professional Services	\$135,000	\$112,500	\$116,769	(\$4,269)	104%	86%
HR Services	\$30,000	\$25,000	\$2,561	\$22,439	10%	9%
Staffing	\$60,060	\$50,050	\$48,279	\$1,771	96%	80%
Marketing	\$110,000	\$91,667	\$48,403	\$43,264	53%	44%
Website	\$14,460	\$12,050	\$10,890	\$1,160	90%	75%
Contract Services	\$424,424	\$353,687	\$310,262	\$43,424	88%	73%
Operating Supplies						
Banking Fees	\$500	\$417	\$30	\$387	7%	6%
Software Licenses	\$7,465	\$6,221	\$3,673	\$2,547	59%	49%
Postage	\$300	\$250	\$10	\$240	4%	3%
IT	\$5,000	\$4,167	\$1,040	\$3,127	25%	21%
Licenses	\$100	\$83	\$72	\$12	86%	72%
Office Supplies	\$5,000	\$4,167	\$3,697	\$470	89%	74%
Operating Supplies	\$18,365	\$15,304	\$8,521	\$6,783	56%	46%
Recruitment	\$500	\$417	\$21,995	(\$21,579)	5279%	4399%
Insurance						
Workers Compensation	\$1,852	\$1,543	\$945	\$598	61%	51%
Business Owners Liability & Property	\$1,800	\$1,500	\$1,520	(\$20)	101%	84%
Professional Cyber Liability	\$3,085	\$2,571	\$2,597	(\$26)	101%	84%
Management Liability	\$5,000	\$4,167	\$2,284	\$1,883	55%	46%
Insurance	\$11,737	\$9,781	\$7,346	\$2,435	75%	63%
Memberships						
Industry Related Expense		\$0	\$270	(\$270)	0%	0%
Destinations International	\$1,600	\$1,333	\$1,863	(\$530)	140%	116%
PCMA	\$1,000	\$833	\$445	\$389	53%	44%
MPI ACE/WEC	\$1,665	\$1,388	\$710	\$677	51%	43%
CALSAE	\$350	\$292	\$420	(\$128)	144%	120%
California Travel Association		\$0	\$450	(\$450)	0%	0%
San Francisco Travel Association		\$0	\$417	(\$417)	0%	0%
Memberships	\$4,615	\$3,846	\$4,575	(\$729)	119%	99%

	Annual Budget	YTD Budget	YTD ACTUAL	VARIANCE	EXP YTD	EXP Ann.
Mileage Reimbursement	\$1,000	\$833	\$55	\$778	7%	5%
Subscription Services						
Act On		\$0	\$15,500	(\$15,500)	0%	0%
CRM	\$9,800	\$8,167	\$8,158	\$8	100%	83%
CVENT	\$13,188	\$16,002	\$19,476	(\$3,475)	122%	148%
Knowland	\$19,202	\$10,990	\$14,342	(\$3,352)	130%	75%
CoStar Realty Information		\$0	\$2,220	(\$2,220)	0%	0%
Destination International EIC Subscription	\$7,340	\$6,117	\$8,256	(\$2,139)	135%	112%
Subscription Services	\$49,530	\$41,275	\$67,952	(\$26,677)	165%	137%
Conferences and Trade Shows						
IMEX North America	\$11,800	\$9,833	\$1,295	\$8,538	13%	11%
CONNECT Marketplace	\$4,450	\$3,708	\$0	\$3,708	0%	0%
CONNECT Medical/Tech	\$4,450	\$3,708	\$0	\$3,708	0%	0%
Conferences and Trade Shows Other		\$0	\$2,189	(\$2,189)	0%	0%
Conferences and Trade Shows	\$20,700	\$17,250	\$3,484	\$13,766	20%	17%
Business Development	\$50,000	\$41,667	\$1,139	\$40,528	3%	2%
Travel & Entertainment						
CONNECT Medical/Tech	\$2,800	\$2,333	\$0	\$2,333	0%	0%
IMEX North America	\$1,900	\$1,583	\$0	\$1,583	0%	0%
CONNECT Marketplace	\$2,300	\$1,917	\$0	\$1,917	0%	0%
Travel & Entertainment other		\$0	\$1,723	(\$1,723)	0%	0%
Travel & Entertainment	\$7,000	\$5,833	\$1,723	\$4,110	30%	25%
Advertising & Promotion	\$75,000	\$62,500	\$2,680	\$59,820	4%	4%
Support Services						
Client Events	\$28,000	\$23,333	\$0	\$23,333	0%	0%
Virutal Happy Hour	\$2,000	\$1,667	\$0	\$1,667	0%	0%
Client Activations	\$4,000	\$3,333	\$0	\$3,333	0%	0%
Personalized greetings	\$2,000	\$1,667	\$0	\$1,667	0%	0%
Site Visits	\$0	\$0	\$996	(\$996)	0%	0%
Support Services	\$36,000	\$30,000	\$996	\$29,004	3%	3%
TOTAL PURCHASED GOODS & SERVICES EXPENSE	\$698,871	\$582,393	\$430,729	\$151,663	74%	62%
CONTINGENCY	\$35,239	\$29,366	\$0	\$29,366	0%	0%
CITY ADMINISTRATIVE FEE	\$23,429	\$19,524	\$43,021	(\$23,497)	220%	184%
TOTAL OPERATING EXPENSES	\$1,691,583	\$1,409,653	\$798,278	\$611,375	57%	47%
SURPLUS(DEFICIT)			\$611,375			

Variiances

Personnel April 53% YTD 39% Annual 26%

Ceo Salary -overage of 3% April 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 April 89% YTD 88% Annual 73%

Fiscal Services - 239% overage for April but on ytd Higher Maze expenses 185% YTD 154% Annual

Legal Services - 159% Overage in April higher than anticipated legal expense and increased legal fees in Q2 156% YTD 130% Annual

Staffing Services - 11% overage for April higher than anticipated expense 96% YTD 80% Annual

Recruitment April 23998% YTD 5279% Annual 4399%

Recruitment - Only 500 total budget for FY22 DOS Recritment

Memberships April 216% YTD 119% Annual 99%

No Budget for 22/23 CTA & SFTA (continuing exp)

Increased Dest international membership cost

Subscription Services April 111% YTD 165% Annual 137%

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)

Conf Trade Shows April 88% YTD 20% Annual 17%

Imex at 132% of monthly budget 13% YTD

City Admin Fee April 250% YTD 220% Annual 184%

Over budget due to higher than anticipated TID receipts.



Silicon Valley/Santa Clara DMO, Inc.

Balance Sheet

As of April 30, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1005 City - TID Account	2,347,804.11
1010 Checking-Operating-Wells	242,291.83
1070 Current Year Reserves	678,001.00
Total Bank Accounts	\$3,268,096.94
Accounts Receivable	
13100 TID Receivable	181,688.33
13101 Refunds	0.00
13110 Contributions Receivable	0.00
Total Accounts Receivable	\$181,688.33
Other Current Assets	
14100 Prepaid Expenses	71.50
14110 Prepaid Insurance	4,578.26
14120 Prepaid Annualized Software	8,209.15
14130 Prepaid Memberships	9,786.84
14150 Sales Tax on Purchases	0.00
14200 Employee Benefits	241.50
Total Other Current Assets	\$22,887.25
Total Current Assets	\$3,472,672.52
TOTAL ASSETS	\$3,472,672.52
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
30000 Accounts Payable (A/P)	21,552.42
Total Accounts Payable	\$21,552.42
Other Current Liabilities	
30100 Accrued Expenses	17,164.22
30200 Deferred Revenue	0.00
Total Other Current Liabilities	\$17,164.22
Total Current Liabilities	\$38,716.64
Total Liabilities	\$38,716.64
Equity	
30300 Change in Net Assets	2,015,184.95
Net Income	1,418,770.93
Total Equity	\$3,433,955.88
TOTAL LIABILITIES AND EQUITY	\$3,472,672.52



REPORT TO THE BOARD OF DIRECTORS

DATE: June 15, 2023

TO: Board of Directors

FROM: Kelly Carr, Treasurer

SUBJECT: STAFF REPORT FOR JUNE 15TH BOARD OF DIRECTORS MEETING: AUTHORITY LIMITS FOR THE CEO

OBJECTIVE – DISCUSSION AND DETERMINATION ON THE LEVELS OF AUTHORITY FOR THE CEO OF DISCOVER SANTA CLARA® REGARDING BUDGETED AND UNBUDGETED ITEMS, SPECIFICALLY IDENTIFYING WHICH LEVELS REQUIRE BOARD APPROVAL.

BACKGROUND

To ensure effective decision-making and appropriate oversight within Discover Santa Clara® (DMO), it is essential to establish clear authority limits for the CEO. The purpose of this proposal is to facilitate a comprehensive discussion among the Board of Directors to define thresholds at which the CEO can independently make purchasing decisions and identify instances where Board approval is necessary.

Currently, the DMO is in the process of developing its financial policies and procedures with the assistance of Maze and Associates. As part of the proposed Purchasing policy and procedures, the following thresholds and processes are recommended:

Supplies, Materials & Equipment:

The CEO would have the authority to make purchases of supplies, materials, and equipment up to \$25,000 without the requirement of obtaining quotes. For expenses ranging between \$25,001 and \$100,000, the CEO would need to acquire three informal quotes. Any purchase exceeding \$100,000 would mandate the CEO to issue a formal request for bid (RFB).

Non-professional Services:

The CEO would be authorized to obtain non-professional services up to \$50,000 without the need to secure quotes. For services falling between \$50,001 and \$100,000, the CEO would be required to acquire three informal quotes. Any services surpassing \$100,000 would necessitate the CEO to distribute a formal RFB.

Professional Services:

The thresholds for professional services would align with those for non-professional services, with the exception that any services exceeding \$100,000 would require a formal request for proposal (RFP).

It is important to note that all proposed processes mentioned above would not require Board approval as long as the purchases are part of the Board-approved budget. These thresholds align with the City of Santa Clara's procedures, with the exception of Supplies, Materials & Equipment, where the CEO is proposing a threshold of \$25,000 instead of the City's \$15,000 threshold.

While the progression of the financial policies and procedures is experiencing delays, it is crucial for the DMO to maintain momentum and competitiveness in the business of attracting visitors. Clear and concise direction regarding the CEO's authority to make purchases for goods and services without Board approval, as well as identifying purchases or services requiring Board approval, is vital. Without such guidance, the DMO may face a competitive disadvantage in this fast-paced industry.

Furthermore, approval is sought for the CEO to reassign approved budgeted funds as necessary without requiring Board approval, provided that additional funds are not required. This flexibility will enable the CEO and the DMO to operate smoothly. As a solution, an interim purchasing policy is being proposed, and a provisional Standard Operating Procedure (SOP) is attached for reference.

FINANCIAL IMPACT

Unless the CEO requests additional funds outside of the Board approved budget, there is no financial impact on the organization.

RECOMMENDATION

Approve and authorize the Chief Executive Officer to make purchases within the Interim Purchasing Policy parameters without Board approval; except in cases where additional funds beyond the approved budget are needed.

Category	Threshold	Quotes Required
Supplies, Materials & Equipment	Up to \$25,000	Not required
Supplies, Materials & Equipment	\$25,001 - \$100,000	Three informal quotes
Supplies, Materials & Equipment	Above \$100,000	Formal Request for Bid (RFB)
Non-professional Services	Up to \$50,000	Not required
Non-professional Services	\$50,001 - \$100,000	Three informal quotes
Non-professional Services	Above \$100,000	Formal Request for Bid (RFB)
Professional Services	Up to \$50,000	Not required
Professional Services	\$50,001 - \$100,000	Three informal quotes
Professional Services	Above \$100,000	Formal Request for Proposal (RFP)



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Santa Clara, CA 95054

408-748-7095
discoversantaclara.org

THINK BIG.
LOOK FORWARD.

June 15, 2023

INTERIM PURCHASING POLICY AND PROCEDURE

Policy The purpose of this interim purchasing policy and procedure is to provide clear guidelines and authority to the CEO of Discover Santa Clara for making purchases of goods and services without the need for Board of Directors approval. This policy aims to ensure efficient procurement processes while maintaining fiscal responsibility and alignment with the City of Santa Clara's procedures.

Authority and Thresholds

1.1 Supplies, Materials & Equipment

The CEO is authorized to make purchases for supplies, materials, and equipment as follows:

Category	Threshold	Quotes Required
Supplies, Materials & Equipment	Up to \$25,000	Not required
Supplies, Materials & Equipment	\$25,001 - \$100,000	Three informal quotes
Supplies, Materials & Equipment	Above \$100,000	Formal Request for Bid (RFB)

1.2 Non-professional Services:

The CEO has the authority to obtain non-professional services as follows:

Category	Threshold	Quotes Required
Non-professional Services	Up to \$50,000	Not required
Non-professional Services	\$50,001 - \$100,000	Three informal quotes
Non-professional Services	Above \$100,000	Formal Request for Bid (RFB)

1.3 Professional Services:

The CEO has the authority to obtain professional services as follows:

Category	Threshold	Quotes Required
Professional Services	Up to \$50,000	Not required
Professional Services	\$50,001 - \$100,000	Three informal quotes
Professional Services	Above \$100,000	Formal Request for Proposal (RFP)

Budgeted Purchases:

All proposed purchases and services, as outlined above, do not require Board approval as long as they are part of the Board-approved budget.

Reassignment of Approved Budgeted Dollars:

The CEO is granted approval to reassign approved budgeted dollars as needed without requiring Board approval, provided that additional funds are not required. This flexibility allows for efficient allocation of resources to support the DMO's operations and strategic objectives.

Compliance:

The CEO is responsible for ensuring compliance with this policy and procedure. It is essential to maintain accurate documentation, such as quotes, RFBs, and RFPs, to demonstrate adherence to the specified thresholds and procurement processes.

Review and Revision:

This interim policy and procedure will remain in effect until the completion of the comprehensive financial policies and procedures. Upon completion, a thorough review will be conducted to determine if any revisions or modifications are necessary.

Note: This interim policy and procedure have been developed to provide clear and concise directions to the CEO of Discover Santa Clara® for making purchases without Board approval. It aims to ensure competitiveness within the fast-paced industry while aligning with the City of Santa Clara's procedures. The provisional Standard Operating Procedure (SOP) attached to this document provides detailed instructions for implementing the procurement processes outlined in this policy.

Please note that this interim policy is subject to approval and may be modified or replaced once the comprehensive financial policies and procedures are finalized.



REPORT TO THE BOARD OF DIRECTORS

DATE: June 15, 2023

TO: Board of Directors

FROM: Christine Lawson, CEO

SUBJECT: STAFF REPORT FOR JUNE 15TH BOARD OF DIRECTORS MEETING: MARKETING
MANAGER ROLE

DMO ORGANIZATIONAL STRUCTURE – PROPOSED POSITION RECLASSIFICATION, SALARY RANGE ADJUSTMENT AND REQUEST FOR ADDITIONAL FUNDS FOR UPGRADED POSITION FOR THE FY 2023/24 BUDGET.

BACKGROUND

At the April 2023 Board Meeting, the CEO of Discover Santa Clara® recommended the endorsement of the approved job description by CPS HR and salary range of \$45,000 – \$76,000 based on data from Jones Lang LaSalle for a Marketing Coordinator role. The new role was approved by the Board for FY 2023/24 beginning on September 1, 2023.

The task of establishing a marketing department from the ground up is a formidable undertaking. With the recent arrival of the DMO's Director of Marketing it has become evident that the responsibilities and demands of the additional marketing position surpass the capabilities of a coordinator-level, initiating the proposal of a reclassification to the approved position of Marketing Manager in the FY 2023/24 budget. As we continue to expand our marketing efforts, it is essential that we secure a highly qualified individual who can significantly contribute to our strategy development and expedite our speed to market. By upgrading the position, we will open the door to a higher caliber of candidates and attract individuals with a broader range of marketing experience.

With the upgraded title of Marketing Manager, we will have the ability to bring on board an individual who possesses strong experience and a proven track record of successful and diverse marketing campaigns. This new title will help us attract top talent who can make a significant impact on our marketing initiatives. By revising the job description and market salary range for the adopted Marketing Coordinator role, we can align it more appropriately with the responsibilities and expectations of a Marketing Manager, thereby attracting candidates with the necessary expertise. Moreover, the recommendation is to adjust the start date for the new Marketing Manager to July 17, 2023, instead of the previously budgeted start date of September 1, 2023. This adjustment will allow us to capitalize on the candidate's experience and expertise earlier, enabling them to make valuable contributions to our marketing goals for FY 2023/24. It is crucial that we maintain the momentum established with our new Director of Marketing and maximize the collective impact of our marketing team. This strategic move in the upcoming fiscal year will contribute to the growth and expansion of Discover Santa Clara®.

Additional key points of justification for the Marketing Manager position:

1. **Qualifications and Experience:** Enhanced experience and expertise can greatly contribute to a quicker onboarding experience resulting in more timely contributions to the new position.
2. **Strategy Development:** By upgrading the role to a Marketing Manager position, we can benefit from the candidate's strategic thinking and planning abilities. This will allow us to develop more comprehensive and effective marketing strategies to promote Discover Santa Clara® and achieve our organizational goals.
3. **Speed to Market:** The Marketing Manager will play a crucial role in expediting our speed to market. Their experience will enable them to streamline processes, identify new opportunities, and execute marketing campaigns more efficiently, resulting in increased visibility and engagement.
4. **Seamless Collaboration:** An experienced Marketing Manager will be able to more successfully partner with our Director of Marketing which will ensure a smooth transition and effective collaboration. This synergy will foster a cohesive marketing approach and drive improved performance.

The attached job description has been revised from **Marketing Coordinator to Marketing Manager** incorporating additional responsibilities and expectations that align with the enhanced role and has been approved by CPS HR.

FINANCIAL IMPACT

After conducting thorough research by consulting various sources such as Destinations International, JLL, Glassdoor, Salary.com, and other DMOs, it has become apparent that salary ranges for a Marketing Manager can vary significantly. The range can extend from a higher end of \$170,000 to \$190,000 annually, down to \$70,000 to \$90,000 per year. Taking into account the proposed workload, the objective of attracting a qualified candidate with 4-6 years of experience and considering the overall cost of living within the Bay Area, the CEO recommends a salary range of \$90,000 to \$120,000 per year (pre-tax and benefits) for the position of Marketing Manager.

The following table outlines the current budgeted salary for the Marketing Coordinator position and displays the calculations for both the low end and high end of the proposed salary range for the Marketing Manager position. Additionally, it includes a comparison of the variances between the total compensation and the budgeted amount for each position.

The following assumptions pertaining to salary and start date were utilized to determine overall compensation:

- 33% was added to salaries to account for taxes and benefits.
- 26 total pay periods in a fiscal year.
- 22 total pay periods associated with the September 1st start date in the FY 2023/24 budget.
- 25 total pay periods associated with the proposed July 17th start date for the FY 2023/24 budget.

Position	Salary	Taxes & Benefits	Total Compensation	Start Date	Pay Periods in FY	Budget	Variance to Budget
Marketing Coordinator	\$75,000	33%	\$99,750	9/1/2023	22	\$84,404	\$-
Marketing Manager (Low Range)	\$90,000	33%	\$119,700	7/17/2023	25	\$115,096	(\$30,692)
Marketing Manager (High Range)	\$120,000	33%	\$159,600	7/17/2023	25	\$153,462	(\$69,058)
Marketing Manager (Proposed)	\$100,000	33%	\$133,000	7/17/2023	25	\$127,885	(\$43,481)

The current budgeted salary for the Marketing Coordinator position is \$75,000 per year. When factoring in taxes and benefits at a rate of 33%, the total compensation amounts to \$99,750. This translates to a bi-weekly payment of \$3,837, considering a total of 26 pay periods in the fiscal year. With a proposed start date of September 1, 2023, there would be a total of 22 pay periods, resulting in an annual sum of \$84,404.

In comparison, the low end of the salary range for a Marketing Manager is \$90,000 per year. After accounting for taxes and benefits, the total compensation would be \$119,700. With a start date of July 17, 2023, there would be 25 pay periods, amounting to \$4,604 per pay period and a total of \$115,096 for the fiscal year.

At the highest end of the range at \$120,000, Marketing Manager would generate \$6,138 per pay period or a total of \$153,462 for the fiscal year.

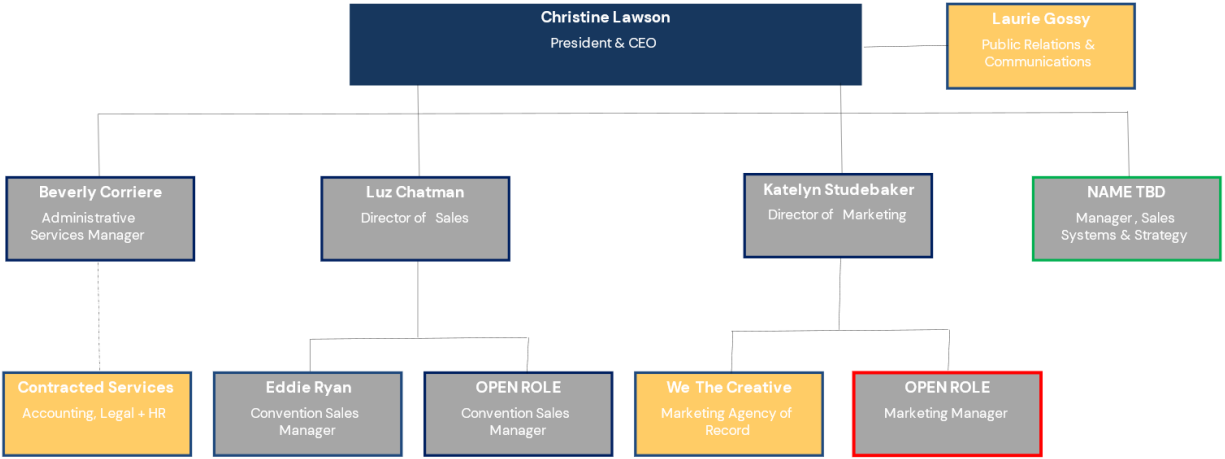
However, the CEO is recommending a salary of \$100,000 (before taxes and benefits) for the Marketing Manager position, with no additional incentives. With this consideration, the proposed salary of \$100,000 would result in a bi-weekly payment of \$5,115. Over the course of 25 pay periods, the total compensation would amount to \$127,885 for the fiscal year.

Comparing the cost difference between the budgeted Marketing Coordinator salary of \$84,404 and the proposed Marketing Manager salary of \$127,885, the variance to the Board-approved budget would be an additional cost of \$43,491.

RECOMMENDATION

Approve and authorize the CEO to reclassify the existing Marketing Coordinator position as a Marketing Manager with a proposed start date on or around July 17, 2023, with a base salary not to exceed \$120,000, excluding benefits and the proposed additional funds of \$69,058 to cover the budget variance.

PROPOSED ORGANIZATIONAL STRUCTURE V2 – FY 2023/24



- Gray boxes indicate DSC positions.
- Green lines represent open positions approved in the adopted FY 2023/24 Bu
- Red lines indicate positions being revised/requested for FY 2023/24 Budget..
- Gold boxes represent DSC's Agencies of Record and/or outside contractors..

Title: Marketing Manager	Version Number: 1	Page: 1 of 4
	Board Approval Date: TBD	Author: CEO + Director of Marketing

Marketing Manager

DRAFT

DISCOVER SANTA CLARA BACKGROUND

Discover Santa Clara is a destination management organization (DMO) for the city of Santa Clara, CA. and is a private, not for profit, 501C (6) organization with a 9-member board of directors. We have been in place since 2019 and while we have a solid foundation, we are still in a start-up phase and are eager to add team members that want to be part of building a strong, rewarding, highly regarded and productive team.

POSITION OVERVIEW

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

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

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

JOB DUTIES AND RESPONSIBILITIES

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

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

Title: Marketing Manager	Version Number: 1	Page: 2 of 4
	Board Approval Date: TBD	Author: CEO + Director of Marketing

- Developing and executing marketing campaigns that involves planning and implementing marketing campaigns across a variety of channels, including digital, print, and social media. The Marketing Manager will work with the DMO's Marketing Agency and other vendors to create marketing materials such as sales collateral, videos, social media ads, Google Ads, and Email Campaigns. Content Creation will be a primary responsibility of the Marketing Manager. This will require capturing aesthetic still photos, creating and editing video and drafting engaging copy.
- Conduct market research to identify target audiences and understand visitor behavior and preferences and draw insights to continually improve the DMO's marketing efforts/ROI. This research may involve collecting and analyzing raw data from surveys, focus groups, the DMO's CRM, and other sources.
- Management of social media accounts includes creating a robust content calendar which represents all DMO stakeholders and attracts groups and meetings, day trippers and leisure tourists to the region. Social media administration will include multiple platforms (including, but not limited to, LinkedIn, Instagram, and Facebook), with an emphasis on creating unique content for each platform. Implementing initiatives that drive follower growth across all platforms will be an area of high priority for the Marketing Manager.
- The Marketing Manager may be asked to represent the DMO by appearing at social and municipal functions. The Marketing Manager must present themselves in a professional manner and develop key relationships on behalf of the DMO.
- Assistance with organizing and coordinating client events and promotions for the DMO, Convention Center and Levy Restaurants to attract visitors to the destination. This includes, but is not limited to coordinating schedules, pre/post Email and social campaigns for trade shows, client events, familiarization trips, customer focus groups, and community events.
- Tracking and reporting the success of marketing efforts, campaigns and initiatives and providing regular reports to leadership, the DMO, OVG and Levy teams and the Board of Directors. This may involve analyzing web traffic, social media engagement, and other metrics to measure the effectiveness of marketing efforts.
- The ability to think critically and develop long-term marketing plans and strategies that align with the organization's goals and objectives.
- The ability to think creatively (outside the box) and produce innovative and engaging marketing ideas that will capture the attention of DMO's diverse target audiences.
- Must possess excellent written and verbal communication skills to communicate marketing messages effectively to the target audience and all stakeholders.
- A strong understanding of digital marketing techniques and strategies, including social media marketing, email marketing, and search engine optimization (SEO), is crucial for the Marketing Manager position.
- Highly effective project management skills are crucial to coordinate and manage multiple marketing initiatives and campaigns simultaneously.
- The ability to work collaboratively with other team members, vendors, and stakeholders is essential to ensure the success of marketing campaigns.
- Supporting the Marketing Director in establishing and evaluating a marketing strategy and plan by analyzing and assembling sales forecasts, updating calendars, and organizing and planning promotional presentations.

Title: Marketing Manager	Version Number: 1	Page: 3 of 4
	Board Approval Date: TBD	Author: CEO + Director of Marketing

- Communicating campaign deliverables, objectives and timelines to their team while providing instructions for promotion or use.
- Maintaining an inventory and directory of sales support materials making sure all resources are accurate, adhere to the DMO brand standards, and current while coordinating new material creation as needed.
- Continually seeking and researching new sources of prospective customers while providing recommendations to marketing and sales leadership.

MINIMUM QUALIFICATIONS/EDUCATION AND EXPERIENCE

- Bachelor's degree in a related field or 4-years college coursework.
- Minimum of four (4) years related experience or an equivalent combination of education and experience.
- Previous experience in a hospitality/tourism marketing capacity preferred.
- Experience in marketing, automated account management (CRM) systems, budgeting, and strategic marketing planning.
- Experience with Excel, MS Word, PowerPoint, Illustrator/Photoshop, or Premier is required.
- Proven ability to grow followers and subscribers is strongly preferred.
- Experience in photography and video editing is strongly preferred.

LICENSE

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

OTHER REQUIREMENTS

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

KNOWLEDGE, SKILLS, AND ABILITIES

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

Title: Marketing Manager	Version Number: 1	Page: 4 of 4
	Board Approval Date: TBD	Author: CEO + Director of Marketing

- Effective with minimal supervision and guidance.
- Ability to meet stringent deadlines.
- Ability to think strategically as well as tactically.
- Ability to maintain a positive and professional work attitude and appearance.

ESSENTIAL FUNCTIONS:

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

DMO Board Meeting

June 15, 2023

- May Sales Activity Report.
- Staffing Update.
- Current Priorities.



Sales Activity Report

May 2023

DISCOVER
**SANTA
CLARA**®

MAY 2023
SALES ACTIVITY RECAP

UPDATED: 06-08-2023





MONTHLY TOTALS BY EVENT PRIORITY TYPE

	P 1 - P 2	P 3	P 4	P 5
Current Active Prospects	51	146	166	369
May	P 1 - P 2	P 3	P 4	P 5
Actively Researching	264	0	0	0
New Prospects	5	9	15	64
New Tentatives	4	6	3	19
New Definites	2	4	3	13



Silicon Valley/Santa Clara DMO Inc.

P1 + P2 Performance Measures

	2022/23 Target	YTD	July	August	September	October	November	December	January	February	March	April	May
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	0
Percent of P2 Events	2%												
Number of P2 Events	6	0	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	0
Number of P2 Events	11	3	0	0	0	0	0	0	1	0	0	0	2
3. Convention Center Gross Revenue Consumed	\$2,580,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
4. Number of Room Nights Booked for Future Years	16,438	0	0	0	0	0	0	0	0	0	0	0	0
5. Number of Room Nights Consumed	9,375	0	0	0	0	0	0	0	0	0	0	0	0
6. Number of Consumed Weeks Impacted	9	0	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	51
9. Economic Impact of Consumed P1 & P2 Events	\$6,031,943	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

Prospecting Goals

CSM #1 - Eddie Ryan	2022/23 Target	YTD	July	August	September	October	November	December	January	February	March	April	May
Prospecting Goal - Number of new prospects	50				5	5	5	5	5	5	5	5	5
Actual	31	31				7	2	1	2	6	3	5	5

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

FY 2022/23 Target Number of Prospects 146



Discover Santa Clara Dashboard
MAY 2023

SCCC	Beg	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total YTD	Month Avg	Annual Avg	3 Year Pace
Researching	151	39	57	20	23	0	0	0	5	0	0	0		295	13.091	157.091	622.27
Prospects	31	7	7	6	7	2	1	2	6	3	5	5		82	5	55.6364	198

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) K				
Number of Groups	2	3	4	75%

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

Notable P1/P2 Bookings for May	Rent	F&B	Total Room Nights
[REDACTED]	\$50,000	\$150,000	750
[REDACTED]	\$7,952		1,500
Notable P1/P2 Lost Leads for May	Rent	F&B	Total Room Nights
[REDACTED]	\$ 101,648.00	\$50,000	445
[REDACTED]	\$7,952		1,500

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

- Director of Sales Hired.
 - Luz Chatman begins on June 21st.
 - Finalizing 90-day onboarding plan.
- Working on filling the Manager, Sales Systems & Strategy and Marketing Coordinator Positions.
 - Targeting September 1st start date.
- Search for additional Sales Manager in progress.
 - Expectation is that the Director of Sales will expedite the process.



Current Priorities



Current Priorities | Sales & Marketing

- Preparation for new Director of Sales.
 - On-boarding plan.
 - Sales structure and deployment evaluation and planning.
 - Sales call approach and process.
 - Identification of sales manager candidates for open position.
- Discover Santa Clara® tradeshow booth approach and evaluation process.
- SOP Development for revenue maximization, clarity and customer communication.
- Leadership team alignment on strategy approach for FY 2023/24.
- Development of Marketing KPIs.
- Follow-up on recent site to secure multi-year contract.

- Creation of Financial SOPs.
- Crafting of FY 2022/23 Annual Plan.
- Securing DMO purchasing cards and establishing position limits/process.
- Annual review process methodology and timing.
- Partnering with JLL on workplan.
 - Current focus is on crafting incentive plans.

- Onboarding Update.
- Social Media.
- Email Marketing.
- Collateral and Branding.



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city of Santa Clara**






Social Media

DMO Launched new Social Media Content Strategy, which will be executed in concert with We The Creative.

- Currently, all content is targeted to Event and Meeting Planners. The current strategy will continue for LinkedIn.
- Facebook and Instagram mission moving forward will be: Create useful Santa Clara content that motivates followers to SAVE and SHARE posts.
- Target Markets: Staycation-er, Leisure Traveler, Day Tripper.
- Content Categories: (2) Posts – Santa Clara Events, (2) Posts – Restaurant Spotlight, (1) Post – Hotel Spotlight, (1) Post – Santa Clara News, (2) Posts – User Generated Content.
- Create Influencer Catalog – The DMO tasked We The Creative with creating a catalog of pricing for local influencers, available for hire to create inspirational Santa Clara Content.

- Social Media.
 - Began utilizing Reels feature on Instagram and Facebook.
 - June 7 | Reel featuring Stan’s Donuts
 - Grew Instagram Followers by 39% from 79 Followers to 129 Followers

< Reel insights



Have you been to Jaks in Santa Clara Square? It ju...
 DJ Dark, Mentol · Mood (Radio Edit)
 May 23 · Duration 0:20

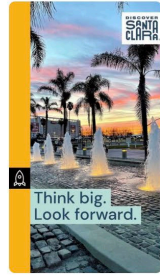
548 40 8 25 9

Reach ⓘ



May 23 | Jaks Restaurant Reel

< Reel insights



Let’s take a walk at Santa Clara’s Central Park. Sp...
 austinmillz · Lovely Day (Austin Millz Remix)
 May 30 · Duration 0:13

423 23 3 4 5

Reach ⓘ



May 30 | Central Park Reel



Email Marketing



Marketing Update | Email Marketing

- First email sent through Act-On, announcing Levi's Stadium as location of Super Bowl 60.

SENT	BOUNCED	DELIVERED	Addressed	1,988
1,916	343	1,573	Not Sent / Suppressed	72
OPEN RATE	CLICK RATE	CLICK-TO-OPEN RATE	Last opened	5h ago
24.0% <small>378</small>	1.78% <small>28</small>	7.4%	Last clicked	12d ago

- Act-On Training Scheduled 2-3x per week for next 3 weeks.

Collateral and Branding

- Discover Santa Clara® Collateral Review.
 - Conducted a review of all existing collateral with representatives of OVG, DMO, Levy and the City of Santa Clara.
- Discover Santa Clara® Brochure.
 - We The Creative is replacing a few stock images.
 - DMO plans to print 10,000 copies in FY 22/23.
- Discover Santa Clara® Branding Meeting.
 - Initial exploratory conversations with credible branding companies.
 - Goal is to conduct branding meeting by July 31st to answer “Why Santa Clara?”
 - The results will strengthen future direct sales and marketing initiatives.



Miscellaneous

- Hotel Tours.
 - Completed: Hyatt Regency, Hyatt House, Santa Clara Marriott, Delta Hotel, Santa Clara Hilton, AC Santa Clara, Townplace Suites by Marriott, Embassy Suites, Hyatt Centric
 - To Do: Element, Avatar (under construction)
- Taylor Swift Welcome Plan.
 - The DMO drafted a letter to the City Manager requesting recognition of Taylor Swift's Eras Tour dates scheduled for Santa Clara in July. The request was that the City designate the concert dates of July 28 and 29 as "Taylor Swift Weekend," as well as make Taylor Swift the honorary mayor of Santa Clara during the dates of her Eras Tour visit.
 - The City Manager presented the suggestion to the Mayor and City Council. Based on our recommendation, staff will work with the Mayor's Office and prepare the necessary agenda and recognition certificates for an upcoming CC meeting for the Council's consideration and action.



Thank you

DISCOVER
**SANTA
CLARA**®

MAY 2023
SALES ACTIVITY RECAP

UPDATED: 06-08-2023





MONTHLY TOTALS BY EVENT PRIORITY TYPE

	P 1 - P 2	P 3	P 4	P 5
Current Active Prospects	51	146	166	369
May	P 1 - P 2	P 3	P 4	P 5
Actively Researching	264	0	0	0
New Prospects	5	9	15	64
New Tentatives	4	6	3	19
New Definites	2	4	3	13



Silicon Valley/Santa Clara DMO Inc.

P1 + P2 Performance Measures

	2022/23 Target	YTD	July	August	September	October	November	December	January	February	March	April	May
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	0
Percent of P2 Events	2%												
Number of P2 Events	6	0	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	0
Number of P2 Events	11	3	0	0	0	0	0	0	1	0	0	0	2
3. Convention Center Gross Revenue Consumed	\$2,580,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
4. Number of Room Nights Booked for Future Years	16,438	0	0	0	0	0	0	0	0	0	0	0	0
5. Number of Room Nights Consumed	9,375	0	0	0	0	0	0	0	0	0	0	0	0
6. Number of Consumed Weeks Impacted	9	0	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	51
9. Economic Impact of Consumed P1 & P2 Events	\$6,031,943	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

Prospecting Goals

CSM #1 - Eddie Ryan	2022/23 Target	YTD	July	August	September	October	November	December	January	February	March	April	May
Prospecting Goal - Number of new prospects	50				5	5	5	5	5	5	5	5	5
Actual	31	31				7	2	1	2	6	3	5	5

CSM #2 - Open Role	2022/23 Target	YTD	July	August	September	October	November	December	January	February	March	April	May
Prospecting Goal - Number of new prospects	60		5	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	May
Prospecting Goal - Number of new prospects	36					4	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	0		295	13.091	157.091	622.27
Prospects	31	7	7	6	7	2	1	2	6	3	5	5		82	5	55.6364	198

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) K				
Number of Groups	2	3	4	75%

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

Notable P1/P2 Bookings for May	Rent	F&B	Total Room Nights
[REDACTED]	\$50,000	\$150,000	750
[REDACTED]	\$7,952		1,500
Notable P1/P2 Lost Leads for May	Rent	F&B	Total Room Nights
[REDACTED]	\$ 101,648.00	\$50,000	445
[REDACTED]	\$7,952		1,500

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
Community Event: (0 on peak + N/A Building Spend)	1	0	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0	\$0.00
P1 Weekend (250+ on peak / \$250k+)	1	1482	\$320,000.00	\$130,000.00	\$20,000.00	\$120,000.00	\$50,000.00	\$0.00	1200	\$1,655,975.91
P2 Mid-Week (350-699 on Peak / \$400k - \$649k)	2	4363	\$637,508.00	\$169,508.00	\$10,000.00	\$408,000.00	\$50,000.00	\$0.00	4600	\$2,049,811.95
P2 Weekend (150-249 on peak / \$100k)	2	3385	\$7,952.00	\$7,952.00	\$0.00	\$0.00	\$0.00	\$0.00	1225	\$1,153,922.80
P3 Social: (50-149 on peak + \$100k-\$199k)	1	324	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	85	\$0.00
P3 Weekend: (50-149 on peak+ \$50k-\$100K)	7	1909	\$392,025.00	\$174,206.80	\$3,845.00	\$150,298.05	\$0.00	\$63,677.22	34894	\$3,947,982.57
P4 Mid-Week: (75-199 on peak + \$150k-\$199K)	8	3276	\$693,677.00	\$201,232.00	\$18,500.00	\$484,000.00	\$59,500.00	\$375.00	6250	\$309,429.56
P4 Social: (<50 on peak+ \$50k - \$99k)	3	10	\$431,591.00	\$26,110.10	\$6,133.00	\$335,992.08	\$57,761.40	\$5,595.00	2600	\$442,643.41
P4 Weekend: (<50 on peak + \$15k-\$49K)	5	95	\$134,151.00	\$35,849.00	\$10,000.00	\$30,000.00	\$58,132.34	\$170.00	3980	\$177,286.83
P5 Mid-Week: (<75 on peak + \$149K)	15	1109	\$116,492.00	\$84,559.00	\$3,000.00	\$56,000.00	\$3,000.00	\$0.00	8978	\$518,048.24
P5 Social: (0 on peak+ \$10k - \$49k)	9	20	\$107,498.00	\$21,498.00	\$0.00	\$85,000.00	\$1,000.00	\$0.00	4425	\$0.00
P5 Weekend: (0 on peak + \$15k)	40	682	\$155,532.00	\$86,772.00	\$1,500.00	\$71,500.00	\$3,500.00	\$5,599.00	22029	\$710,230.14
Grand Totals	94	16655	\$2,996,426.00	\$937,686.90	\$72,978.00	\$1,740,790.13	\$282,893.74	\$75,416.22	90266	\$10,965,331.41

Size: Community Event: (0 on peak + N/A Building Spend)

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
8104	13878	10/14/2023	0	0	0	05/05/2023	Community Event: (0 on peak + N/A Building Spend)	CORPORATE	EIC Tag: Tentative		\$0.00						OVG 360

Size: Community Event: (0 on peak + N/A Building Spend) - Subtotal: Total Leads = 1, Requested Rooms = 0, 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 = 0, EEI Value = \$0.00

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
3242	13917	03/24/2025	425	1482	1200	05/23/2023	P1 Weekend (250+ on peak / \$250k+)	CORPORATE	EIC Tag: Tentative	\$1,655,975.91	\$320,000.00	\$120,000.00	\$130,000.00	\$20,000.00	\$50,000.00		DMO

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	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet	Audio Visual	Misc Revenue	Organization Credit
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											Building Spend	Cost								
8092	13859	03/14/2024	485	1498	600	05/03/2023	P2 Mid-Week (350-699 on Peak / \$400k - \$649k)		EIC Tag: Tentative		\$0.00									DMO
8103	13877	06/22/2024	850	2865	4000	05/05/2023	P2 Mid-Week (350-699 on Peak / \$400k - \$649k)	GOVERNMENT	EIC Tag: Tentative	\$2,049,811.95	\$637,508.00	\$408,000.00	\$169,508.00	\$10,000.00	\$50,000.00					DMO

Size: P2 Mid-Week (350-699 on Peak / \$400k - \$649k) - Subtotal: Total Leads = 2, Requested Rooms = 4363, Overall Projected Building Spend = \$637,508.00, Total SCCC Rental Cost = \$169,508.00, Total SCCC Internet Cost = \$10,000.00, Total F/B Cost = \$408,000.00, Total Audio Visual = \$50,000.00, Total Misc Revenue = \$0.00, Show Attendees = 4600, EEI Value = \$2,049,811.95

Size: P2 Weekend (150-249 on peak / \$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	
5246	13863	07/04/2023	250	1500	600	05/02/2023	P2 Weekend (150-249 on peak / \$100k)	CORPORATE	EIC Tag: Booked	\$358,013.35	\$7,952.00		\$7,952.00	\$0.00	\$0.00			OVG 360
8142	13936	05/29/2024	625	1885	625	05/25/2023	P2 Weekend (150-249 on peak / \$100k)		EIC Tag: Tentative	\$795,909.45	\$0.00							DMO

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

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

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Prospect Date	Size	Market Segment	EEI Type	EEI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue	Organization Credit	
5367	13920	01/29/2024	101	324	85	05/24/2023	P3 Social: (50-149 on peak + \$100k-\$199k)		EIC Tag: Tentative		\$0.00							DMO

Size: P3 Social: (50-149 on peak + \$100k-\$199k) - Subtotal: Total Leads = 1, Requested Rooms = 324, 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 = 85, EEI Value = \$0.00

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
323	13867	07/20/2025	187	652	3000	05/02/2023	P3 Weekend: (50-149 on peak+ \$50k-\$100K)	SO - SMERF/HOBBY/VOCATIONAL	EIC Tag: Booked	\$587,817.56	\$93,357.00	\$30,494.65	\$61,063.10	\$0.00	\$0.00	\$1,800.00	OVG 360
8101	13874	10/14/2023	0	0	0	05/05/2023	P3 Weekend: (50-149 on peak+ \$50k-\$100K)	ASSOCIATION	EIC Tag: Tentative		\$0.00						OVG 360

8108	13883	02/13/2026	0	0	0	05/10/2023	P3 Weekend: (50-149 on peak+ \$50k-\$100K)		EIC Tag: Tentative		\$0.00								OVG 360
5085	13888	02/13/2024	60	170	30000	05/11/2023	P3 Weekend: (50-149 on peak+ \$50k-\$100K)	ASSOCIATION	EIC Tag: Booked	\$3,360,165.01	\$182,327.00	\$19,803.40	\$96,802.70	\$3,845.00	\$0.00	\$61,877.22			OVG 360
8111	13889	12/21/2023	188	587	194	05/12/2023	P3 Weekend: (50-149 on peak+ \$50k-\$100K)		EIC Tag: Tentative		\$0.00								OVG 360
2482	13918	07/19/2024	250	500	1500	05/23/2023	P3 Weekend: (50-149 on peak+ \$50k-\$100K)	RELIGIOUS	EIC Tag: Tentative		\$116,341.00	\$100,000.00	\$16,341.00	\$0.00	\$0.00				Levy
8138	13928	01/28/2025	0	0	200	05/24/2023	P3 Weekend: (50-149 on peak+ \$50k-\$100K)	ASSOCIATION	EIC Tag: Tentative		\$0.00								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	
3242	13887	01/19/2024	178	781	200	05/11/2023	P4 M d-Week: (75-199 on peak + \$150k-\$199K)	CORPORATE	EIC Tag: Tentative		\$0.00							OVG 360
8121	13908	04/29/2024	200	300	600	05/18/2023	P4 M d-Week: (75-199 on peak + \$150k-\$199K)	CORPORATE	EIC Tag: Tentative		\$123,232.00	\$100,000.00	\$19,232.00	\$2,000.00	\$2,000.00			Levy
8122	13913	12/14/2023	0	0	2000	05/19/2023	P4 M d-Week: (75-199 on peak + \$150k-\$199K)	CORPORATE	EIC Tag: Tentative		\$0.00							Levy
8132	13922	04/07/2024	100	290	350	05/24/2023	P4 M d-Week: (75-199 on peak + \$150k-\$199K)		EIC Tag: Tentative	\$309,429.56	\$153,000.00	\$100,000.00	\$50,000.00	\$500.00	\$2,500.00			OVG 360
8137	13927	09/07/2024	100	250	500	05/24/2023	P4 M d-Week: (75-199 on peak + \$150k-\$199K)	CORPORATE	EIC Tag: Tentative		\$140,000.00	\$100,000.00	\$30,000.00	\$5,000.00	\$5,000.00			Levy
8140	13934	03/16/2023	0	0	900	05/25/2023	P4 M d-Week: (75-199 on peak	ASSOCIATION	EIC Tag: Tentative		\$30,040.00	\$40,000.00	\$30,000.00	\$0.00	\$0.00			OVG 360

5329	13933	03/01/2024	15	45	650	05/25/2023	P4 Weekend: (<50 on peak + \$15k-\$49K)	SPORTS & ATHLETICS	EIC Tag: Tentative	\$177,286.83	\$73,284.00	\$0.00	\$19,982.00	\$0.00	\$53,132.34	\$170.00	OVG 360
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Size: P4 Weekend: (<50 on peak + \$15k-\$49K) - Subtotal: Total Leads = 5, Requested Rooms = 95, Overall Projected Building Spend = \$134,151.00, Total SCCC Rental Cost = \$35,849.00, Total SCCC Internet Cost = \$10,000.00, Total F/B Cost = \$30,000.00, Total Audio Visual = \$58,132.34, Total Misc Revenue = \$170.00, Show Attendees = 3980, EEI Value = \$177,286.83

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

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Prospect Date	Size	Market Segment	EEI Type	EEI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue	Organization Credit
8093	13860	09/11/2023	0	0	150	05/01/2023	P5 Mid-Week: (<75 on peak + \$149K)	CORPORATE	EIC Tag: Tentative		\$14,590.00	\$10,000.00	\$2,590.00	\$1,000.00	\$1,000.00		Levy
5246	13862	11/08/2023	140	400	400	05/02/2023	P5 Mid-Week: (<75 on peak + \$149K)	CORPORATE	EIC Tag: Booked	\$109,773.39	\$5,052.00	\$0.00	\$5,052.00	\$0.00	\$0.00		OVG 360
8095	13864	09/12/2023	0	0	100	05/02/2023	P5 Mid-Week: (<75 on peak + \$149K)	CORPORATE	EIC Tag: Tentative		\$12,683.00	\$10,000.00	\$1,683.00	\$0.00	\$1,000.00		Levy
8097	13869	11/13/2023	20	60	400	05/03/2023	P5 Mid-Week: (<75 on peak + \$149K)	CORPORATE	EIC Tag: Tentative		\$51,232.00	\$30,000.00	\$19,232.00	\$1,000.00	\$1,000.00		Levy
8113	13890	10/23/2023	25	54	25	05/12/2023	P5 Mid-Week: (<75 on peak + \$149K)		EIC Tag: Tentative		\$0.00						OVG 360
5097	13895	11/27/2023	0	0	1500	05/15/2023	P5 Mid-Week: (<75 on peak + \$149K)	CORPORATE	EIC Tag: Tentative	\$280,550.66	\$31,884.00	\$6,000.00	\$24,884.00	\$1,000.00	\$0.00		OVG 360
8117	13901	02/12/2024	0	0	0	05/16/2023	P5 Mid-Week: (<75 on peak + \$149K)	CORPORATE	EIC Tag: Tentative		\$10.00		\$10,000.00				OVG 360
6907	13904	08/14/2023	8	16	8	05/16/2023	P5 Mid-Week: (<75 on peak + \$149K)	CORPORATE	EIC Tag: Tentative		\$0.00						Levy
1525	13906	07/17/2023	0	0	70	05/18/2023	P5 Mid-Week: (<75 on peak + \$149K)	CORPORATE	EIC Tag: Tentative		\$0.00						OVG 360
1525	13907	11/06/2023	0	0	125	05/18/2023	P5 Mid-Week: (<75 on peak + \$149K)	CORPORATE	EIC Tag: Tentative		\$0.00						OVG 360
1525	13909	09/25/2023	0	0	125	05/18/2023	P5 Mid-Week: (<75 on peak + \$149K)	CORPORATE	EIC Tag: Tentative		\$0.00						OVG 360

8124	13916	07/08/2023	80	246	100	05/23/2023	P5 Mid-Week: (<75 on peak + \$149K)		EIC Tag: Tentative		\$0.00							OVG 360
8130	13921	02/01/2024	15	38	30	05/24/2023	P5 Mid-Week: (<75 on peak + \$149K)		EIC Tag: Tentative		\$0.00							OVG 360
6623	13937	10/13/2023	0	0	5000	05/25/2023	P5 Mid-Week: (<75 on peak + \$149K)	CORPORATE	EIC Tag: Tentative		\$20.00		\$20,097.00					OVG 360
5246	13951	06/09/2023	100	295	945	05/31/2023	P5 Mid-Week: (<75 on peak + \$149K)		EIC Tag: Booked	\$127,724.19	\$1,021.00	\$0.00	\$1,021.00	\$0.00	\$0.00			OVG 360

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	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
5307	13865	09/09/2023	0	0	350	05/02/2023	P5 Social: (0 on peak+ \$10k - \$49k)	SOCIAL EVENT	EIC Tag: Tentative		\$17,346.00	\$15,000.00	\$2,346.00	\$0.00	\$0.00		Levy
5285	13880	03/09/2023	0	0	350	05/05/2023	P5 Social: (0 on peak+ \$10k - \$49k)	SOCIAL EVENT	EIC Tag: Tentative		\$8,800.00	\$5,000.00	\$3,800.00	\$0.00	\$0.00		Levy
5355	13881	08/26/2023	0	0	400	05/09/2023	P5 Social: (0 on peak+ \$10k - \$49k)	SOCIAL EVENT	EIC Tag: Tentative		\$22,808.00	\$20,000.00	\$2,808.00	\$0.00	\$0.00		Levy
606	13882	04/08/2024	0	0	0	05/10/2023	P5 Social: (0 on peak+ \$10k - \$49k)		EIC Tag: Tentative		\$0.00						Levy
6467	13884	05/04/2024	0	0	600	05/10/2023	P5 Social: (0 on peak+ \$10k - \$49k)	EDUCATIONAL	EIC Tag: Tentative		\$33,616.00	\$25,000.00	\$7,616.00	\$0.00	\$1,000.00		Levy
5355	13886	12/23/2023	20	20	300	05/10/2023	P5 Social: (0 on peak+ \$10k - \$49k)	SOCIAL EVENT	EIC Tag: Tentative		\$18,846.00	\$15,000.00	\$3,846.00	\$0.00	\$0.00		Levy
5307	13891	06/22/2024	0	0	100	05/14/2023	P5 Social: (0 on peak+ \$10k - \$49k)	SOCIAL EVENT	EIC Tag: Tentative		\$6,082.00	\$5,000.00	\$1,082.00	\$0.00	\$0.00		Levy
8118	13902	05/03/2023	0	0	1200	05/16/2023	P5 Social: (0 on peak+ \$10k - \$49k)	CORPORATE	EIC Tag: Tentative		\$0.00						Levy
8133	13923	10/22/2023	0	0	1125	05/24/2023	P5 Social: (0 on	ASSOCIATION	EIC Tag: Tentative		\$0.00						OVG 360

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

Size: P5 Social: (0 on peak+ \$10k - \$49k) - Subtotal: Total Leads = 9, Requested Rooms = 20, Overall Projected Building Spend = \$107,498.00, Total SCCC Rental Cost = \$21,498.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$85,000.00, Total Audio Visual = \$1,000.00, Total Misc Revenue = \$0.00, Show Attendees = 4425, EEI Value = \$0.00

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

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
6496	13785	06/27/2023	0	0	2000	05/16/2023	P5 Weekend: (0 on peak + \$15k)	RELIGIOUS	EIC Tag: Booked	\$192,926.79	\$11,013.00	\$11,000.00	\$13,352.00	\$0.00	\$0.00		OVG 360
8094	13861	12/16/2023	10	20	500	05/02/2023	P5 Weekend: (0 on peak + \$15k)	ASSOCIATION	EIC Tag: Tentative		\$23,789.00	\$20,000.00	\$3,289.00	\$0.00	\$500.00		Levy
5246	13866	02/28/2025	150	150	300	05/02/2023	P5 Weekend: (0 on peak + \$15k)	SPORTS & ATHLETICS	EIC Tag: Booked	\$118,768.64	\$7,956.00	\$0.00	\$7,956.00	\$0.00	\$0.00		OVG 360
8096	13868	07/30/2023	0	0	500	05/03/2023	P5 Weekend: (0 on peak + \$15k)	CORPORATE	EIC Tag: Booked	\$68,646.49	\$27,000.00	\$20,000.00	\$5,000.00	\$1,000.00	\$1,000.00		Levy
6888	13870	09/23/2023	0	0	600	05/05/2023	P5 Weekend: (0 on peak + \$15k)		EIC Tag: Tentative		\$7,904.00	\$5,000.00	\$2,404.00	\$0.00	\$500.00		OVG 360
8098	13871	08/05/2023	0	0	0	05/05/2023	P5 Weekend: (0 on peak + \$15k)	EDUCATIONAL	EIC Tag: Tentative		\$0.00						OVG 360
8099	13872	12/16/2023	0	0	0	05/05/2023	P5 Weekend: (0 on peak + \$15k)	RELIGIOUS	EIC Tag: Tentative		\$0.00						OVG 360
8100	13873	06/09/2023	0	0	0	05/05/2023	P5 Weekend: (0 on peak + \$15k)	SOCIAL EVENT	EIC Tag: Tentative		\$0.00						OVG 360
8105	13879	07/08/2023	0	0	500	05/05/2023	P5 Weekend: (0 on peak + \$15k)	ASSOCIATION	EIC Tag: Tentative		\$0.00						Levy
258	13885	12/08/2023	0	0	600	05/10/2023	P5 Weekend: (0 on peak + \$15k)	EDUCATIONAL	EIC Tag: Booked	\$48,683.45	\$2,404.00	\$0.00	\$2,404.00	\$0.00	\$0.00		OVG 360
1516	13892	06/15/2023	0	0	150	05/15/2023	P5 Weekend: (0 on peak + \$15k)	ASSOCIATION	EIC Tag: Tentative		\$1,309.00		\$1,309.00				OVG 360
4013	13893	10/08/2023	0	0	1000	05/15/2023	P5 Weekend: (0 on peak + \$15k)	ASSOCIATION	EIC Tag: Tentative		\$0.00						OVG 360
4013	13896	05/30/2023	0	0	1000	05/16/2023	P5 Weekend: (0 on peak + \$15k)	ASSOCIATION	EIC Tag: Tentative		\$0.00						OVG 360
8086	13897	06/23/2023	0	0	500	05/16/2023	P5 Weekend: (0 on peak + \$15k)		EIC Tag: Tentative		\$0.00						OVG 360

8148	13941	05/26/2024	0	0	4000	05/26/2023	(0 on peak + \$15k) P5 Weekend: (0 on peak + \$15k)	SPORTS & ATHLETICS	EIC Tag: Tentative	\$0.00	OVG 360
3684	13943	11/06/2023	0	0	45	05/30/2023	P5 Weekend: (0 on peak + \$15k)	CORPORATE	EIC Tag: Tentative	\$0.00	DMO
8150	13944	06/24/2023	0	0	40	05/30/2023	P5 Weekend: (0 on peak + \$15k)	CORPORATE	EIC Tag: Tentative	\$0.00	DMO
8152	13946	05/11/2024	0	0	500	05/31/2023	P5 Weekend: (0 on peak + \$15k)	EDUCATIONAL	EIC Tag: Tentative	\$0.00	OVG 360
8156	13947	05/18/2024	0	0	1000	05/31/2023	P5 Weekend: (0 on peak + \$15k)	EDUCATIONAL	EIC Tag: Tentative	\$0.00	Levy
5384	13948	09/01/2023	0	0	850	05/31/2023	P5 Weekend: (0 on peak + \$15k)	ASSOCIATION	EIC Tag: Tentative	\$0.00	OVG 360
8157	13949	08/03/2023	0	0	400	05/31/2023	P5 Weekend: (0 on peak + \$15k)	SOCIAL EVENT	EIC Tag: Tentative	\$0.00	OVG 360
8158	13950	08/01/2023	24	72	24	05/31/2023	P5 Weekend: (0 on peak + \$15k)		EIC Tag: Tentative	\$0.00	Levy

Size: P5 Weekend: (0 on peak + \$15k) - Subtotal: Total Leads = 40, Requested Rooms = 682, Overall Projected Building Spend = \$155,532.00, Total SCCC Rental Cost = \$86,772.00, Total SCCC Internet Cost = \$1,500.00, Total F/B Cost = \$71,500.00, Total Audio Visual = \$3,500.00, Total Misc Revenue = \$5,599.00, Show Attendees = 22029, EEI Value = \$710,230.14

Grand Total: Total Leads = 94, Requested Rooms = 16655, Overall Projected Building Spend = \$2,996,426.00, Total SCCC Rental Cost = \$937,686.90, Total SCCC Internet Cost = \$72,978.00, Total F/B Cost = \$1,740,790.13, Total Audio Visual = \$282,893.74, Total Misc Revenue = \$75,416.22, Show Attendees = 90266, EEI Value = \$10,965,331.41



Prepared On: 06/08/2023
 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	P2 Weekend (150-249 on peak / \$100k)	1	1500	\$7,952.00	\$0.00	\$0.00	\$0.00	\$0.00	600	\$358,013.35
	P3 Weekend: (50-149 on peak+ \$50k-\$100K)	1	411	\$63,464.00	\$264.34	\$26,928.00	\$6,577.05	\$1,759.75	5000	\$0.00
	P4 Social: (<50 on peak+ \$50k - \$99k)	1	10	\$15,878.10	\$4,133.00	\$245,992.08	\$52,761.40	\$5,595.00	1500	\$442,643.41
	P4 Weekend: (<50 on peak + \$15k-\$49K)	1	50	\$15,867.00	\$10,000.00	\$30,000.00	\$5,000.00	\$0.00	1500	\$0.00
	P5 Mid-Week: (<75 on peak + \$149K)	3	695	\$30,957.00	\$1,000.00	\$6,000.00	\$0.00	\$0.00	2845	\$518,048.24
	P5 Weekend: (0 on peak + \$15k)	8	0	\$62,229.00	\$2,000.00	\$36,500.00	\$2,000.00	\$0.00	10130	\$399,757.57
Subtotal for 2023-01-01 00:00:00.0		15	2666	\$196,347.10	\$17,397.34	\$345,420.08	\$66,338.45	\$7,354.75	21575	\$1,718,462.57
2024	P2 Mid-Week (350-699 on Peak / \$400k - \$649k)	1	2865	\$169,508.00	\$10,000.00	\$408,000.00	\$50,000.00	\$0.00	4000	\$2,049,811.95
	P2 Weekend (150-249 on peak / \$100k)	1	1885	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	625	\$795,909.45
	P3 Weekend: (50-149 on peak+ \$50k-\$100K)	3	1608	\$288,000.71	\$3,845.00	\$90,298.05	\$0.00	\$63,677.22	41000	\$5,471,145.26
	P4 Mid-Week: (75-199 on peak + \$150k-\$199K)	1	290	\$50,000.00	\$500.00	\$100,000.00	\$2,500.00	\$0.00	350	\$309,429.56
	P4 Weekend: (<50 on peak + \$15k-\$49K)	1	45	\$19,982.00	\$0.00	\$0.00	\$53,132.34	\$170.00	650	\$177,286.83
	P5 Mid-Week: (<75 on peak + \$149K)	1	220	\$28,926.00	\$500.00	\$5,000.00	\$2,500.00	\$0.00	800	\$213,285.12
	P5 Social: (0 on peak+ \$10k - \$49k)	1	0	\$38,174.00	\$0.00	\$33,000.00	\$2,000.00	\$0.00	700	\$128,304.17
	P5 Weekend: (0 on peak + \$15k)	5	428	\$46,427.00	\$5,000.00	\$5,000.00	\$5,691.00	\$5,599.00	2550	\$403,076.84
Subtotal for 2024-01-01 00:00:00.0		14	7341	\$641,017.71	\$19,845.00	\$641,298.05	\$115,823.34	\$69,446.22	50675	\$9,548,249.18
2025	P1 Weekend (250+ on peak / \$250k+)	1	1482	\$130,000.00	\$20,000.00	\$120,000.00	\$50,000.00	\$0.00	1200	\$1,655,975.91
	P3 Weekend: (50-149 on peak+ \$50k-\$100K)	1	652	\$61,063.10	\$0.00	\$30,494.65	\$0.00	\$1,800.00	3000	\$587,817.56
	P5 Weekend: (0 on peak + \$15k)	1	150	\$7,956.00	\$0.00	\$0.00	\$0.00	\$0.00	300	\$118,768.64
Subtotal for 2025-01-01 00:00:00.0		3	2284	\$199,019.10	\$20,000.00	\$150,494.65	\$50,000.00	\$1,800.00	4500	\$2,362,562.11
Grand Totals		32	12291	\$1,036,383.91	\$57,242.34	\$1,137,212.78	\$232,161.79	\$78,600.97	76750	\$13,629,273.86

Year: Request Room Block Begin: 2023

Size: P2 Weekend (150-249 on peak / \$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
5246	13863	07/04/2023	250	1500	600	05/02/2023	P2 Weekend (150-249 on peak / \$100k)	CORPORATE	\$358,013.35		\$7,952.00	\$0.00	\$0.00	

Size: P2 Weekend (150-249 on peak / \$100k) - 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
323	11208	10/09/2023	116	411	5000	05/31/2023	P3 Weekend: (50-149 on peak+ \$50k-\$100K)	SO - SMERF/HOBBY/VOCATIONAL		\$26,928.00	\$63,464.00	\$264.34	\$6,577.05	\$1,759.75

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
5072	13929	12/06/2023	5	10	1500	05/24/2023	P4 Social: (<50 on peak+ \$50k - \$99k)	SOCIAL EVENT	\$442,643.41	\$245,992.08	\$15,878.10	\$4,133.00	\$52,761.40	\$5,595.00

Size: P4 Social: (<50 on peak+ \$50k - \$99k) - Subtotal: Total Leads = 1, Requested Rooms = 10, Total SCCC Rental Cost = \$15,878.10, Total SCCC Internet Cost = \$4,133.00, Total F/B Cost = \$245,992.08, Total Audio Visual = \$52,761.40, Total Misc Revenue = \$5,595.00, Show Attendees = 1500, EEI Value = \$442,643.41

Size: P4 Weekend: (<50 on peak + \$15k-\$49K)

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Tentative Date	Size	Market Segment	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
5142	13894	09/29/2023	50	50	1500	05/15/2023	P4 Weekend: (<50 on peak)	CORPORATE		\$30,000.00	\$15,867.00	\$10,000.00	\$5,000.00	

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

Size: P4 Weekend: (<50 on peak + \$15k-\$49K) - Subtotal: Total Leads = 1, Requested Rooms = 50, Total SCCC Rental Cost = \$15,867.00, Total SCCC Internet Cost = \$10,000.00, Total F/B Cost = \$30,000.00, Total Audio Visual = \$5,000.00, Total Misc Revenue = \$0.00, Show Attendees = 1500, EEI Value = \$0.00

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
5246	13862	11/08/2023	140	400	400	05/02/2023	P5 Mid-Week: (<75 on peak + \$149K)	CORPORATE	\$109,773.39	\$0.00	\$5,052.00	\$0.00	\$0.00	
5097	13895	11/27/2023	0	0	1500	05/15/2023	P5 Mid-Week: (<75 on peak + \$149K)	CORPORATE	\$280,550.66	\$6,000.00	\$24,884.00	\$1,000.00	\$0.00	
5246	13951	06/09/2023	100	295	945	05/31/2023	P5 Mid-Week: (<75 on peak + \$149K)		\$127,724.19	\$0.00	\$1,021.00	\$0.00	\$0.00	

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
7951	13506	10/28/2023	0	0	400	05/25/2023	P5 Weekend: (0 on peak + \$15k)	NONPROFIT	\$36,117.96	\$500.00	\$1,563.00	\$500.00	\$500.00	
5248	13642	10/20/2023	0	0	6000	05/09/2023	P5 Weekend: (0 on peak + \$15k)	SOCIAL EVENT		\$5,000.00	\$36,164.00	\$500.00	\$500.00	
2092	13750	06/25/2023	0	0	300	05/10/2023	P5 Weekend: (0 on peak + \$15k)	CORPORATE	\$24,773.23	\$0.00	\$1,634.00	\$0.00	\$0.00	
6496	13785	06/27/2023	0	0	2000	05/25/2023	P5 Weekend: (0 on peak + \$15k)	RELIGIOUS	\$192,926.79	\$11,000.00	\$13,352.00	\$0.00	\$0.00	
8096	13868	07/30/2023	0	0	500	05/16/2023	P5 Weekend: (0 on peak + \$15k)	CORPORATE	\$68,646.49	\$20,000.00	\$5,000.00	\$1,000.00	\$1,000.00	
258	13885	12/08/2023	0	0	600	05/10/2023	P5 Weekend:	EDUCATIONAL	\$48,683.45	\$0.00	\$2,404.00	\$0.00	\$0.00	

671	13932	07/15/2023	0	0	30	05/25/2023	(0 on peak + \$15k) P5 Weekend: (0 on peak + \$15k)	ASSOCIATION	\$3,787.42	\$0.00	\$429.00	\$0.00	\$0.00
2092	13939	08/20/2023	0	0	300	05/26/2023	(0 on peak + \$15k) P5 Weekend: (0 on peak + \$15k)		\$24,822.23	\$0.00	\$1,683.00	\$0.00	\$0.00

Size: P5 Weekend: (0 on peak + \$15k) - Subtotal: Total Leads = 8, Requested Rooms = 0, Total SCCC Rental Cost = \$62,229.00, Total SCCC Internet Cost = \$2,000.00, Total F/B Cost = \$36,500.00, Total Audio Visual = \$2,000.00, Total Misc Revenue = \$0.00, Show Attendees = 10130, EEI Value = \$399,757.57

Year: Request Room Block Begin: 2023 - Subtotal: Total Leads = 15, Requested Rooms = 2666, Total SCCC Rental Cost = \$196,347.10, Total SCCC Internet Cost = \$17,397.34, Total F/B Cost = \$345,420.08, Total Audio Visual = \$66,338.45, Total Misc Revenue = \$7,354.75, Show Attendees = 21575, EEI Value = \$1,718,462.57

Year: Request Room Block Begin: 2024

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
8103	13877	06/22/2024	850	2865	4000	05/05/2023	P2 Mid-Week (350-699 on Peak / \$400k - \$649k)	GOVERNMENT	\$2,049,811.95	\$408,000.00	\$169,508.00	\$10,000.00	\$50,000.00	

Size: P2 Mid-Week (350-699 on Peak / \$400k - \$649k) - Subtotal: Total Leads = 1, Requested Rooms = 2865, Total SCCC Rental Cost = \$169,508.00, Total SCCC Internet Cost = \$10,000.00, Total F/B Cost = \$408,000.00, Total Audio Visual = \$50,000.00, Total Misc Revenue = \$0.00, Show Attendees = 4000, EEI Value = \$2,049,811.95

Size: P2 Weekend (150-249 on peak / \$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
8142	13936	05/29/2024	625	1885	625	05/25/2023	P2 Weekend (150-249 on peak / \$100k)		\$795,909.45					

Size: P2 Weekend (150-249 on peak / \$100k) - 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
54	13801	01/04/2024	196	393	4000	05/11/2023	P3 Weekend: (50-149 on peak+)	SPORTS & ATHLETICS	\$577,007.51	\$20,000.00	\$68,061.00	\$0.00	\$0.00	

													\$50k-\$100K)	
54	13801	01/04/2024	196	393	4000	05/26/2023	P3 Weekend: (50-149 on peak+ \$50k-\$100K)	SPORTS & ATHLETICS	\$577,007.51	\$20,000.00	\$68,061.00	\$0.00	\$0.00	
323	13814	07/21/2024	187	652	3000	05/02/2023	P3 Weekend: (50-149 on peak+ \$50k-\$100K)	SO - SMERF/HOBBY/VOCATIONAL	\$956,965.23	\$30,494.65	\$55,076.01	\$0.00	\$0.00	\$1,800.00
5085	13888	02/13/2024	60	170	30000	05/26/2023	P3 Weekend: (50-149 on peak+ \$50k-\$100K)	ASSOCIATION	\$3,360,165.01	\$19,803.40	\$96,802.70	\$3,845.00	\$0.00	\$61,877.22

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
8132	13922	04/07/2024	100	290	350	05/31/2023	P4 Mid-Week: (75-199 on peak + \$150k-\$199K)		\$309,429.56	\$100,000.00	\$50,000.00	\$500.00	\$2,500.00	

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

Size: P4 Weekend: (<50 on peak + \$15k-\$49K)

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Tentative Date	Size	Market Segment	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
5329	13933	03/01/2024	15	45	650	05/25/2023	P4 Weekend: (<50 on peak + \$15k-\$49K)	SPORTS & ATHLETICS	\$177,286.83	\$0.00	\$19,982.00	\$0.00	\$53,132.34	\$170.00

Size: P4 Weekend: (<50 on peak + \$15k-\$49K) - Subtotal: Total Leads = 1, Requested Rooms = 45, Total SCCC Rental Cost = \$19,982.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$0.00, Total Audio Visual = \$53,132.34, Total Misc Revenue = \$170.00, Show Attendees = 650, EEI Value = \$177,286.83

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	Audio Visual	Misc Revenue
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1042	13670	04/07/2024	75	220	800	05/26/2023	P5 Mid-Week: (<75 on peak + \$149K)	ASSOCIATION	\$213,285.12	\$5,000.00	\$28,926.00	\$500.00	\$2,500.00
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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	Tentative Date	Size	Market Segment	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
8067	13793	03/14/2024	0	0	700	05/18/2023	P5 Social: (0 on peak+ \$10k - \$49k)	ASSOCIATION	\$128,304.17	\$33,000.00	\$38,174.00	\$0.00	\$2,000.00	

Size: P5 Social: (0 on peak+ \$10k - \$49k) - Subtotal: Total Leads = 1, Requested Rooms = 0, Total SCCC Rental Cost = \$38,174.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$33,000.00, Total Audio Visual = \$2,000.00, Total Misc Revenue = \$0.00, Show Attendees = 700, EEI Value = \$128,304.17

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
6738	13508	02/04/2024	0	0	550	05/15/2023	P5 Weekend: (0 on peak + \$15k)	ASSOCIATION	\$88,279.76	\$5,000.00	\$25,734.00	\$5,000.00	\$2,500.00	
541	13817	02/08/2024	20	40	500	05/24/2023	P5 Weekend: (0 on peak + \$15k)	SPORTS & ATHLETICS	\$62,201.96	\$0.00	\$5,834.00	\$0.00	\$2,191.00	
541	13910	05/10/2024	18	18	500	05/18/2023	P5 Weekend: (0 on peak + \$15k)	SPORTS & ATHLETICS	\$52,244.49	\$0.00	\$3,606.00	\$0.00	\$1,000.00	
5246	13915	05/10/2024	150	350	600	05/22/2023	P5 Weekend: (0 on peak + \$15k)	SPORTS & ATHLETICS	\$141,213.57	\$0.00	\$5,964.00	\$0.00	\$0.00	
2532	13930	01/19/2024	20	20	400	05/25/2023	P5 Weekend: (0 on peak + \$15k)	ASSOCIATION	\$59,137.06	\$0.00	\$5,289.00	\$0.00	\$0.00	\$5,599.00

Size: P5 Weekend: (0 on peak + \$15k) - Subtotal: Total Leads = 5, Requested Rooms = 428, Total SCCC Rental Cost = \$46,427.00, Total SCCC Internet Cost = \$5,000.00, Total F/B Cost = \$5,000.00, Total Audio Visual = \$5,691.00, Total Misc Revenue = \$5,599.00, Show Attendees = 2550, EEI Value = \$403,076.84

Year: Request Room Block Begin: 2024 - Subtotal: Total Leads = 14, Requested Rooms = 7341, Total SCCC Rental Cost = \$641,017.71, Total SCCC Internet Cost = \$19,845.00, Total F/B Cost = \$641,298.05, Total Audio Visual = \$115,823.34, Total Misc Revenue = \$69,446.22, Show Attendees = 50675, EEI Value = \$9,548,249.18

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
3242	13917	03/24/2025	425	1482	1200	05/24/2023	P1 Weekend (250+ on peak / \$250k+)	CORPORATE	\$1,655,975.91	\$120,000.00	\$130,000.00	\$20,000.00	\$50,000.00	

Size: P1 Weekend (250+ on peak / \$250k+) - 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
323	13867	07/20/2025	187	652	3000	05/02/2023	P3 Weekend: (50-149 on peak+ \$50k-\$100K)	SO - SMERF/HOBBY/VOCATIONAL	\$587,817.56	\$30,494.65	\$61,063.10	\$0.00	\$0.00	\$1,800.00

Size: P3 Weekend: (50-149 on peak+ \$50k-\$100K) - 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	13866	02/28/2025	150	150	300	05/02/2023	P5 Weekend: (0 on peak + \$15k)	SPORTS & ATHLETICS	\$118,768.64	\$0.00	\$7,956.00	\$0.00	\$0.00	

Size: P5 Weekend: (0 on peak + \$15k) - Subtotal: Total Leads = 1, Requested Rooms = 150, Total SCCC Rental Cost = \$7,956.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$0.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$0.00, Show Attendees = 300, EEI Value = \$118,768.64

Year: Request Room Block Begin: 2025 - Subtotal: Total Leads = 3, Requested Rooms = 2284, Total SCCC Rental Cost = \$199,019.10, Total SCCC Internet Cost = \$20,000.00, Total F/B Cost = \$150,494.65, Total Audio Visual = \$50,000.00, Total Misc Revenue = \$1,800.00, Show Attendees = 4500, EEI Value = \$2,362,562.11

Grand Total: Total Leads = 32, Requested Rooms = 12291, Total SCCC Rental Cost = \$1,036,383.91, Total SCCC Internet Cost = \$57,242.34, Total F/B Cost = \$1,137,212.78, Total Audio Visual = \$232,161.79, Total Misc Revenue = \$78,600.97, Show Attendees = 76750, EEI Value = \$13,629,273.86



REDACTED DSC REPORT 5 - NEW DEFINITE LEADS

Year: Request Room Block Begin	Size	Total Leads	Requested Rooms	Total SCCC Rental Cost	Total SCCC Internet Cost	Total F/B Cost	Total Audio Visual	Total Misc Revenue	Show Attendees	EEI Value
2023	P2 Weekend (150-249 on peak / \$100k)	2	2250	\$57,952.00	\$20,000.00	\$150,000.00	\$50,000.00	\$0.00	1600	\$1,053,271.48
	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 M d-Week: (<75 on peak + \$149K)	3	695	\$7,275.00	\$0.00	\$3,000.00	\$500.00	\$0.00	1353	\$242,844.78
	P5 Weekend: (0 on peak + \$15k)	6	25	\$35,372.00	\$1,000.00	\$31,000.00	\$1,000.00	\$0.00	4900	\$490,861.17
Subtotal for 2023-01-01 00:00:00.0		12	2980	\$102,215.00	\$21,000.00	\$264,000.00	\$56,500.00	\$0.00	8653	\$1,938,019.76
2024	P3 Weekend: (50-149 on peak+ \$50k-\$100K)	3	950	\$188,790.71	\$9,845.00	\$63,298.05	\$500.00	\$63,677.22	37200	\$4,952,962.10
	P4 Weekend: (<50 on peak + \$15k-\$49K)	2	450	\$46,670.00	\$500.00	\$9,679.80	\$2,500.00	\$6,022.00	2000	\$459,030.99
	P5 Social: (0 on peak+ \$10k - \$49k)	1	0	\$38,174.00	\$0.00	\$33,000.00	\$2,000.00	\$0.00	700	\$128,304.17
	P5 Weekend: (0 on peak + \$15k)	2	368	\$9,570.00	\$0.00	\$0.00	\$1,000.00	\$0.00	1100	\$193,458.06
Subtotal for 2024-01-01 00:00:00.0		8	1768	\$283,204.71	\$10,345.00	\$105,977.85	\$6,000.00	\$69,699.22	41000	\$5,733,755.32
2025	P3 Weekend: (50-149 on peak+ \$50k-\$100K)	1	652	\$61,063.10	\$0.00	\$30,494.65	\$0.00	\$1,800.00	3000	\$587,817.56
	P5 Weekend: (0 on peak + \$15k)	1	150	\$7,956.00	\$0.00	\$0.00	\$0.00	\$0.00	300	\$118,768.64
Subtotal for 2025-01-01 00:00:00.0		2	802	\$69,019.10	\$0.00	\$30,494.65	\$0.00	\$1,800.00	3300	\$706,586.20
Grand Totals		22	5550	\$454,438.81	\$31,345.00	\$400,472.50	\$62,500.00	\$71,499.22	52953	\$8,378,361.28

Year: Request Room Block Begin: 2023

Size: P2 Weekend (150-249 on peak / \$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
7996	13607	11/03/2023	750	750	11/03/2023	0	0	1000	P2 Weekend (150-249 on peak / \$100k)	CORPORATE	05/24/2023	\$695,258.13	\$150,000.00	\$50,000.00	\$20,000.00	\$50,000.00	
5246	13863	07/04/2023	250	1500	07/04/2023	0	0	600	P2 Weekend (150-249 on peak / \$100k)	CORPORATE	05/02/2023	\$358,013.35		\$7,952.00	\$0.00	\$0.00	

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

Size: P4 Social: (<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
8078	13824	12/08/2023	10	10	12/15/2023	0	0	800	P4 Social: (<50 on peak+ \$50k - \$99k)	SOCIAL EVENT	05/15/2023	\$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	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
383	13767	10/17/2023	0	0	10/17/2023	0	0	8	P5 Mid-Week: (<75 on peak + \$149K)	CORPORATE	05/22/2023	\$5,347.20	\$3,000.00	\$1,202.00	\$0.00	\$500.00	
5246	13862	11/08/2023	140	400	11/08/2023	0	0	400	P5 Mid-Week: (<75 on peak + \$149K)	CORPORATE	05/02/2023	\$109,773.39	\$0.00	\$5,052.00	\$0.00	\$0.00	
5246	13951	06/09/2023	100	295	06/09/2023	0	0	945	P5 Mid-Week: (<75 on peak + \$149K)		05/31/2023	\$127,724.19	\$0.00	\$1,021.00	\$0.00	\$0.00	

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
2092	13750	06/25/2023	0	0	06/11/2023	0	0	300	P5 Weekend: (0 on peak + \$15k)	CORPORATE	05/19/2023	\$24,773.23	\$0.00	\$1,634.00	\$0.00	\$0.00	
6496	13785	06/27/2023	0	0	06/27/2023	0	0	2000	P5 Weekend: (0 on peak + \$15k)	RELIGIOUS	05/25/2023	\$192,926.79	\$11,000.00	\$13,352.00	\$0.00	\$0.00	
5440	13786	10/21/2023	15	25	10/21/2023	0	0	500	P5 Weekend: (0 on peak + \$15k)	RELIGIOUS	05/04/2023	\$47,789.96	\$0.00	\$2,404.00	\$0.00	\$0.00	
5284	13852	07/21/2023	0	0	07/21/2023	0	0	1000	P5 Weekend: (0 on peak + \$15k)	SPORTS & ATHLETICS	05/23/2023	\$108,041.25	\$0.00	\$10,578.00	\$0.00	\$0.00	
8096	13868	07/30/2023	0	0	07/30/2023	0	0	500	P5 Weekend: (0 on peak + \$15k)	CORPORATE	05/18/2023	\$68,646.49	\$20,000.00	\$5,000.00	\$1,000.00	\$1,000.00	
258	13885	12/08/2023	0	0	12/08/2023	0	0	600	P5 Weekend: (0 on peak + \$15k)	EDUCATIONAL	05/11/2023	\$48,683.45	\$0.00	\$2,404.00	\$0.00	\$0.00	

Size: P5 Weekend: (0 on peak + \$15k) - Subtotal: Total Leads = 6, Requested Rooms = 25, Total SCCC Rental Cost = \$35,372.00, Total SCCC Internet Cost = \$1,000.00, Total F/B Cost = \$31,000.00, Total Audio Visual = \$1,000.00, Total Misc Revenue = \$0.00, Show Attendees = 4900, EEI Value = \$490,861.17

Year: Request Room Block Begin: 2023 - Subtotal: Total Leads = 12, Requested Rooms = 2980, Total SCCC Rental Cost = \$102,215.00, Total SCCC Internet Cost = \$21,000.00, Total F/B Cost = \$264,000.00, Total Audio Visual = \$56,500.00, Total Misc Revenue = \$0.00, Show Attendees = 8653, EEI Value = \$1,938,019.76

Year: Request Room Block Begin: 2024

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
2481	13732	02/29/2024	50	128	02/29/2024	0	0	4200	P3 Weekend:	SPORTS & ATHLETICS	05/15/2023	\$635,831.86	\$13,000.00	\$36,912.00	\$6,000.00	\$500.00	

323	13814	07/21/2024	187	652	07/21/2024	0	0	3000	(50-149 on peak+ \$50k-\$100K) P3 Weekend: (50-149 on peak+ \$50k-\$100K)	SO - SMERF/HOBBY/VOCATIONAL	05/25/2023	\$956,965.23	\$30,494.65	\$55,076.01	\$0.00	\$0.00	\$1,800.00
5085	13888	02/13/2024	60	170	02/13/2024	0	0	30000	(50-149 on peak+ \$50k-\$100K) P3 Weekend: (50-149 on peak+ \$50k-\$100K)	ASSOCIATION	05/31/2023	\$3,360,165.01	\$19,803.40	\$96,802.70	\$3,845.00	\$0.00	\$61,877.22

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

Size: P4 Weekend: (<50 on peak + \$15k-\$49K)

Account ID	Lead ID	Requested Room Block Begin	Requested Peak Rms	Requested Rms	Contract Room Block Begin	Contract Peak Rms	Contract Rms	Attendees	Size	Market Segment	Definite Date	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
1595	13665	04/05/2024	150	300	04/05/2024	0	0	1000	P4 Weekend: (<50 on peak + \$15k-\$49K)	SPORTS & ATHLETICS	05/26/2023	\$262,141.70	\$4,500.00	\$31,732.00	\$500.00	\$2,500.00	
4776	13773	02/23/2024	75	150	02/23/2024	0	0	1000	P4 Weekend: (<50 on peak + \$15k-\$49K)	SPORTS & ATHLETICS	05/02/2023	\$196,889.29	\$5,179.80	\$14,938.00	\$0.00	\$0.00	\$6,022.00

Size: P4 Weekend: (<50 on peak + \$15k-\$49K) - Subtotal: Total Leads = 2, Requested Rooms = 450, Total SCCC Rental Cost = \$46,670.00, Total SCCC Internet Cost = \$500.00, Total F/B Cost = \$9,679.80, Total Audio Visual = \$2,500.00, Total Misc Revenue = \$6,022.00, Show Attendees = 2000, EEI Value = \$459,030.99

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

Account ID	Lead ID	Requested Room Block Begin	Requested Peak Rms	Requested Rms	Contract Room Block Begin	Contract Peak Rms	Contract Rms	Attendees	Size	Market Segment	Definite Date	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
8067	13793	03/14/2024	0	0	03/14/2024	0	0	700	P5 Social: (0 on peak+ \$10k - \$49k)	ASSOCIATION	05/31/2023	\$128,304.17	\$33,000.00	\$38,174.00	\$0.00	\$2,000.00	

Size: P5 Social: (0 on peak+ \$10k - \$49k) - Subtotal: Total Leads = 1, Requested Rooms = 0, Total SCCC Rental Cost = \$38,174.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$33,000.00, Total Audio Visual = \$2,000.00, Total Misc Revenue = \$0.00, Show Attendees = 700, EEI Value = \$128,304.17

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
541	13910	05/10/2024	18	18	05/10/2024	0	0	500	P5 Weekend: (0 on peak + \$15k)	SPORTS & ATHLETICS	05/23/2023	\$52,244.49	\$0.00	\$3,606.00	\$0.00	\$1,000.00	
5246	13915	05/10/2024	150	350	05/10/2024	0	0	600	P5 Weekend: (0 on peak + \$15k)	SPORTS & ATHLETICS	05/22/2023	\$141,213.57	\$0.00	\$5,964.00	\$0.00	\$0.00	

Size: P5 Weekend: (0 on peak + \$15k) - Subtotal: Total Leads = 2, Requested Rooms = 368, Total SCCC Rental Cost = \$9,570.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$0.00, Total Audio Visual = \$1,000.00, Total Misc Revenue = \$0.00, Show Attendees = 1100, EEI Value = \$193,458.06

Year: Request Room Block Begin: 2024 - Subtotal: Total Leads = 8, Requested Rooms = 1768, Total SCCC Rental Cost = \$283,204.71, Total SCCC Internet Cost = \$10,345.00, Total F/B Cost = \$105,977.85, Total Audio

Visual = \$6,000.00, Total Misc Revenue = \$69,699.22, Show Attendees = 41000, EEI Value = \$5,733,755.32

Year: Request Room Block Begin: 2025

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
323	13867	07/20/2025	187	652	07/20/2025	0	0	3000	P3 Weekend: (50-149 on peak+ \$50k-\$100K)	SO - SMERF/HOBBY/VOCATIONAL	05/25/2023	\$587,817.56	\$30,494.65	\$61,063.10	\$0.00	\$0.00	\$1,800.00

Size: P3 Weekend: (50-149 on peak+ \$50k-\$100K) - 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	13866	02/28/2025	150	150	02/28/2025	0	0	300	P5 Weekend: (0 on peak + \$15k)	SPORTS & ATHLETICS	05/02/2023	\$118,768.64	\$0.00	\$7,956.00	\$0.00	\$0.00	

Size: P5 Weekend: (0 on peak + \$15k) - Subtotal: Total Leads = 1, Requested Rooms = 150, Total SCCC Rental Cost = \$7,956.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$0.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$0.00, Show Attendees = 300, EEI Value = \$118,768.64

Year: Request Room Block Begin: 2025 - Subtotal: Total Leads = 2, Requested Rooms = 802, Total SCCC Rental Cost = \$69,019.10, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$30,494.65, Total Audio Visual = \$0.00, Total Misc Revenue = \$1,800.00, Show Attendees = 3300, EEI Value = \$706,586.20

Grand Total: Total Leads = 22, Requested Rooms = 5550, Total SCCC Rental Cost = \$454,438.81, Total SCCC Internet Cost = \$31,345.00, Total F/B Cost = \$400,472.50, Total Audio Visual = \$62,500.00, Total Misc Revenue = \$71,499.22, Show Attendees = 52953, EEI Value = \$8,378,361.28



Prepared On: 06/08/2023
 Prepared By: Marwa Abubakr

REDACTED DSC REPORT 7 - NEW LOST LEADS

Year: Request Room Block Begin	Size	Total Leads	Requested Rooms	SUM: Overall Projected Building Spend	Total SCCC Rental Cost	Total SCCC Internet Cost	Total F/B Cost	Total Audio Visual	Total Misc Revenue	Show Attendees	EEI Value
2023	P2 Weekend (150-249 on peak / \$100k)	2	1945	\$159,600.00	\$109,600.00	\$0.00	\$50,000.00	\$0.00	\$0.00	10600	\$2,160,844.25
	P4 Weekend: (<50 on peak + \$15k-\$49K)	1	30	\$91,000.00	\$11,000.00	\$20,000.00	\$30,000.00	\$30,000.00	\$0.00	1000	\$248,534.76
	P5 Mid-Week: (<75 on peak + \$149K)	1	0	\$18,391.00	\$1,683.00	\$500.00	\$15,708.00	\$500.00	\$0.00	200	\$33,817.48
Subtotal for 2023-01-01 00:00:00.0		4	1975	\$268,991.00	\$122,283.00	\$20,500.00	\$95,708.00	\$30,500.00	\$0.00	11800	\$2,443,196.49
Grand Totals		4	1975	\$268,991.00	\$122,283.00	\$20,500.00	\$95,708.00	\$30,500.00	\$0.00	11800	\$2,443,196.49

Year: Request Room Block Begin: 2023

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

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
5334	9453	10/12/2023	200	445	10000		P2 Weekend (150-249 on peak / \$100k)	CORPORATE	on 5.11.2023, event cancelled at 75% cancellat on fee (\$66,568.87). Client has 25% deposit on file (\$22,189.63) and owes \$44,379.24 if they wish to host an event here at the SCCC in the future. AA	COVID-19 - Health Concerns		\$1,802,830.90	\$151,648.00	\$50,000.00	\$101,648.00	\$0.00	\$0.00	
5246	13863	07/04/2023	250	1500	600		P2 Weekend (150-249 on peak / \$100k)	CORPORATE	contracted GH but then released on 5.10.2023 - AA	Better overall financial package		\$358,013.35	\$7,952.00		\$7,952.00	\$0.00	\$0.00	

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

Size: P4 Weekend: (<50 on peak + \$15k-\$49K)

Account ID	Lead ID	Requested Room Block Begin	Requested Peak Rms	Requested Rms	Attendees	Lost Date	Size	Market Segment	Lost Reason	Lost Code(s)	Lost Date	EEI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
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7979	13599	06/16/2023	30	30	1000			P4 Weekend: (<50 on peak + \$15k-\$49K)	CORPORATE	Client had a change in management and will need some time to plan this event. Will re-book in fall but will pay 100% cancellation fee - Elaine			\$248,534.76	\$91,000.00	\$30,000.00	\$11,000.00	\$20,000.00	\$30,000.00
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Size: P4 Weekend: (<50 on peak + \$15k-\$49K) - Subtotal: Total Leads = 1, Requested Rooms = 30, SUM: Overall Projected Building Spend = \$91,000.00, Total SCCC Rental Cost = \$11,000.00, Total SCCC Internet Cost = \$20,000.00, Total F/B Cost = \$30,000.00, Total Audio Visual = \$30,000.00, Total Misc Revenue = \$0.00, Show Attendees = 1000, EEI Value = \$248,534.76

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

Account ID	Lead ID	Requested Room Block Begin	Requested Peak Rms	Requested Rms	Attendees	Lost Date	Size	Market Segment	Lost Reason	Lost Code(s)	Lost Date	EEI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
8066	13789	10/26/2023	0	0	200		P5 Mid-Week: (<75 on peak + \$149K)	CORPORATE	contracted event, then came to look at space and wanted to book another space instead that was not available. tried working to find new dates for preferred space, was unsuccessful and client chose to move forward w th cancellation. 75% cancellation fees.	Convention Center dates unavailable		\$33,817.48	\$18,391.00	\$15,708.00	\$1,683.00	\$500.00	\$500.00	

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

Year: Request Room Block Begin: 2023 - Subtotal: Total Leads = 4, Requested Rooms = 1975, SUM: Overall Projected Building Spend = \$268,991.00, Total SCCC Rental Cost = \$122,283.00, Total SCCC Internet Cost = \$20,500.00, Total F/B Cost = \$95,708.00, Total Audio Visual = \$30,500.00, Total Misc Revenue = \$0.00, Show Attendees = 11800, EEI Value = \$2,443,196.49

Grand Total: Total Leads = 4, Requested Rooms = 1975, SUM: Overall Projected Building Spend = \$268,991.00, Total SCCC Rental Cost = \$122,283.00, Total SCCC Internet Cost = \$20,500.00, Total F/B Cost = \$95,708.00, Total Audio Visual = \$30,500.00, Total Misc Revenue = \$0.00, Show Attendees = 11800, EEI Value = \$2,443,196.49