



DISCOVER SANTA CLARA®
BOARD OF DIRECTORS
MEETING AGENDA

August 17, 2023, 3:00 p.m.
Santa Clara Convention Center
5001 Great America Parkway
Santa Clara, CA 95054
Meeting Room 203/204

Attendees can participate remotely via Zoom: <https://us06web.zoom.us/j/85902033094>
Meeting ID: 859 0203 3094 or by phone: 1 (669) 900-6833.

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 member Lorne Ellison, Levy Restaurants.

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 May Financials.

Recommendation: Note and File the FY 2022/23 May 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. Action on the FY 2022/23 June/Year-end Financials.

Recommendation: Note and File the FY 2022/23 June/Year-end Financials.

4. Action to Change the DMO Bank from Wells Fargo to Bridge Bank, Close the Wells Fargo Checking Account, and Apply for Company Credit Cards with Bridge Bank.

4A

Recommendation: Approve and authorize Treasurer Carr to close the current DMO Wells Fargo account once all outstanding expenses have cleared and in partnership with Board Chair Lentz, open an account with Bridge Bank to be used for payroll, approved recurring expenses, debit/wire transactions, and debit card payments.

4B

Recommendation: Approve and authorize the CEO to initiate and implement a business credit card program through Bridge Bank prior to the presentation and approval of the Financial SOP Packet.

5. Discussion and Action on a Request to Change The Board of Directors Meeting Time from 3:00 p.m. to 1:00 p.m.

Recommendation: Approve a Change in the DMO Board of Directors Meeting time from 3:00 p.m. to 1:00 p.m.

6. Chief Executive Officer Monthly Update.

6A. Monthly Sales Report June

6B. Staffing Update

6C. Monthly Accomplishments and Priorities

7. Marketing Update

COMMITTEE UPDATES

8. Committee Updates

GENERAL ANNOUNCEMENTS

ADJOURNMENT

The next regularly scheduled meeting is on **September 21, 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.											
May 2023											
Report Ending Date: 05/31/2023	May 2023				YEAR TO DATE						
	Budget	Actual	VARIANCE	%	YTD Budget	YTD ACTUAL	VARIANCE	YTD	Annual	Annual Budget	
FY 2022/23 FUNDING ALLOCATION	\$140,965.26	\$109,905.71	\$31,059.55	78%	\$1,550,617.77	\$908,183.43	\$642,434.34	59%	54%	\$1,691,583.00	
PERSONNEL											
Salary											
CEO	\$17,500.00	\$18,076.93	-\$576.93	103%	\$192,500.00	\$139,077.51	\$53,422.49	72%	66%	\$210,000.00	
DOM	\$0.00	\$7,153.86	-\$7,153.86	0%	\$0.00	\$7,153.86	-\$7,153.86	0%	0%	\$0.00	
DOS	\$9,375.00	\$0.00	\$9,375.00	0%	\$103,125.00	\$0.00	\$103,125.00	0%	0%	\$112,500.00	
SM1	\$8,125.00	\$7,307.71	\$817.29	90%	\$89,375.00	\$62,115.46	\$27,259.54	69%	64%	\$97,500.00	
SM2	\$7,500.00	\$0.00	\$7,500.00	0%	\$82,500.00	\$32,355.02	\$50,144.98	39%	36%	\$90,000.00	
Admin	\$10,416.67	\$9,230.78	\$1,185.89	89%	\$114,583.34	\$83,077.02	\$31,506.32	73%	66%	\$125,000.00	
Salary	\$52,916.67	\$41,769.28	\$11,147.39	79%	\$582,083.34	\$323,778.87	\$258,304.47	56%	51%	\$635,000.00	
Payroll Taxes											
CEO	\$2,619.29	\$1,403.55	\$1,215.74	54%	\$28,812.19	\$11,604.38	\$17,207.81	40%	37%	\$31,431.48	
DOM	\$0.00	\$1,023.27	-\$1,023.27	0%	\$0.00	\$1,023.27	-\$1,023.27	0%	0%	\$0.00	
DOS	\$1,406.32	\$0.00	\$1,406.32	0%	\$15,469.56	\$0.00	\$15,469.56	0%	0%	\$16,875.88	
SM1	\$1,193.37	\$547.38	\$645.99	46%	\$13,127.00	\$5,822.88	\$7,304.12	44%	41%	\$14,320.36	
SM2	\$1,101.56	\$0.00	\$1,101.56	0%	\$12,117.19	\$2,475.17	\$9,642.02	20%	19%	\$13,218.76	
Admin	\$1,223.96	\$694.44	\$529.52	57%	\$13,463.56	\$6,859.05	\$6,604.51	51%	47%	\$14,687.52	
Payroll Taxes	\$7,544.50	\$3,668.64	\$3,875.86	49%	\$82,989.50	\$27,784.75	\$55,204.75	33%	31%	\$90,534.00	
Employee Benefits											
Health											
Health - CEO	\$573.75	\$897.00	-\$323.25	156%	\$6,311.25	\$5,382.00	\$929.25	85%	78%	\$6,885.00	
Health - DOS	\$430.33	\$0.00	\$430.33	0%	\$4,733.66	\$0.00	\$4,733.66	0%	0%	\$5,164.00	
Health - SM1	\$573.75	\$758.84	-\$185.09	132%	\$6,311.25	\$4,553.04	\$1,758.21	72%	66%	\$6,885.00	
Health - SM2	\$573.75	\$0.00	\$573.75	0%	\$6,311.25	\$0.00	\$6,311.25	0%	0%	\$6,885.00	
Health - Admin	\$573.75	\$1,224.54	-\$650.79	213%	\$6,311.25	\$7,347.24	-\$1,035.99	116%	107%	\$6,885.00	
Health	\$2,725.33	\$2,880.38	-\$155.05	106%	\$29,978.66	\$17,282.28	\$12,696.38	58%	53%	\$32,704.00	
401K Fee											
401K Fee - CEO	\$959.42	\$0.00	\$959.42	0%	\$10,553.58	\$0.00	\$10,553.58	0%	0%	\$11,513.00	
401K Fee - DOS	\$416.67	\$0.00	\$416.67	0%	\$4,583.34	\$0.00	\$4,583.34	0%	0%	\$5,000.00	
401K Fee - SM1	\$416.67	\$0.00	\$416.67	0%	\$4,583.34	\$0.00	\$4,583.34	0%	0%	\$5,000.00	
401K Fee - SM2	\$416.67	\$0.00	\$416.67	0%	\$4,583.34	\$0.00	\$4,583.34	0%	0%	\$5,000.00	
401K Fee - Admin	\$959.41	\$0.00	\$959.41	0%	\$10,553.58	\$0.00	\$10,553.58	0%	0%	\$11,513.00	
401K Fee	\$3,168.84	\$0.00	\$3,168.84	0%	\$34,857.18	\$0.00	\$34,857.18	0%	0%	\$38,026.00	
Employee Benefits	\$5,894.17	\$2,880.38	\$3,013.79	49%	\$64,835.84	\$17,282.28	\$47,553.56	27%	24%	\$70,730.00	
Employee Incentives											
Employee Incentive CEO	\$4,375.00	\$0.00	\$4,375.00	0%	\$48,125.00	\$0.00	\$48,125.00	0%	0%	\$52,500.00	
Employee Incentive DOS	\$2,343.75	\$0.00	\$2,343.75	0%	\$25,781.25	\$0.00	\$25,781.25	0%	0%	\$28,125.00	
Employee Incentive SM1	\$2,031.25	\$0.00	\$2,031.25	0%	\$22,343.75	\$0.00	\$22,343.75	0%	0%	\$24,375.00	
Employee Incentive SM2	\$1,875.00	\$0.00	\$1,875.00	0%	\$20,625.00	\$0.00	\$20,625.00	0%	0%	\$22,500.00	
Employee Incentives	\$10,625.00	\$0.00	\$10,625.00	0%	\$116,875.00	\$0.00	\$116,875.00	0%	0%	\$127,500.00	
Other											
Cell Phone Stipend - CEO	\$40.00	\$40.00	\$0.00	100%	\$440.00	\$280.00	\$160.00	64%	58%	\$480.00	
Cell Phone Stipend - DOS	\$30.00	\$0.00	\$30.00	0%	\$330.00	\$0.00	\$330.00	0%	0%	\$360.00	
Cell Phone Stipend - SM1	\$40.00	\$40.00	\$0.00	100%	\$440.00	\$320.00	\$120.00	73%	67%	\$480.00	
Cell Phone Stipend - SM2	\$40.00	\$0.00	\$40.00	0%	\$440.00	\$160.00	\$280.00	36%	33%	\$480.00	
Cell Phone Stipend - Admin	\$40.00	\$40.00	\$0.00	100%	\$440.00	\$360.00	\$80.00	82%	75%	\$480.00	
Relocation Expense	\$666.67	\$0.00	\$666.67	0%	\$7,333.34	\$0.00	\$7,333.34	0%	0%	\$8,000.00	
Car Allowance - CEO	\$0.00	\$500.00	-\$500.00	0%	\$0.00	\$3,500.00	-\$3,500.00	0%	0%	\$0.00	
Other	\$856.67	\$620.00	\$236.67	72%	\$9,423.34	\$4,620.00	\$4,803.34	49%	45%	\$10,280.00	
TOTAL PERSONNEL EXPENSE	\$77,837.01	\$48,938.30	\$28,898.71	63%	\$856,207.02	\$373,465.90	\$482,741.12	44%	40%	\$934,044.00	

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FY 2022/23 FUNDING ALLOCATION	\$140,965.26	\$109,905.71	\$31,059.55	78%	\$1,550,617.77	\$908,183.43	\$642,434.34	59%	54%	\$1,691,583.00
PURCHASED GOODS & SERVICES										
Contract Services										
Fiscal Services	\$2,575.33	\$8,748.00	-\$6,172.67	340%	\$28,328.66	\$56,454.75	-\$28,126.09	199%	183%	\$30,904.00
Legal Services	\$2,000.00	\$660.00	\$1,340.00	33%	\$22,000.00	\$31,886.50	-\$9,886.50	145%	133%	\$24,000.00
Payroll Services	\$500.00	\$198.85	\$301.15	40%	\$5,500.00	\$1,784.15	\$3,715.85	32%	30%	\$6,000.00
Audit	\$833.33	\$0.00	\$833.33	0%	\$9,166.66	\$0.00	\$9,166.66	0%	0%	\$10,000.00
IT	\$333.33	\$278.00	\$55.33	83%	\$3,666.66	\$3,120.43	\$546.23	85%	78%	\$4,000.00
Professional Services	\$11,250.00	\$10,151.56	\$1,098.44	90%	\$123,750.00	\$126,920.31	-\$3,170.31	103%	94%	\$135,000.00
HR Services	\$2,500.00	\$1,343.75	\$1,156.25	54%	\$27,500.00	\$3,905.00	\$23,595.00	14%	13%	\$30,000.00
Staffing	\$5,005.00	\$7,218.75	-\$2,213.75	144%	\$55,055.00	\$55,497.75	-\$442.75	101%	92%	\$60,060.00
Marketing	\$9,166.67	\$6,600.00	\$2,566.67	72%	\$100,833.34	\$55,002.50	\$45,830.84	55%	50%	\$110,000.00
Website	\$1,205.00	\$910.45	\$294.55	76%	\$13,255.00	\$11,800.40	\$1,454.60	89%	82%	\$14,460.00
Contract Services	\$35,368.66	\$36,109.36	-\$740.70	102%	\$389,055.32	\$346,371.79	\$42,683.53	89%	82%	\$424,424.00
Operating Supplies										
Banking Fees	\$41.67	\$30.00	\$11.67	72%	\$458.34	\$60.00	\$398.34	13%	12%	\$500.00
Software Licenses	\$622.08	\$379.26	\$242.82	61%	\$6,842.91	\$4,052.71	\$2,790.20	59%	54%	\$7,465.00
Postage	\$25.00	\$0.00	\$25.00	0%	\$275.00	\$9.55	\$265.45	3%	3%	\$300.00
IT	\$416.67	\$7,607.52	-\$7,190.85	1826%	\$4,583.34	\$8,647.48	-\$4,064.14	189%	173%	\$5,000.00
Licenses	\$8.33	\$0.00	\$8.33	0%	\$91.66	\$71.50	\$20.16	78%	1%	\$5,000.00
Office Supplies	\$416.67	\$0.00	\$416.67	0%	\$4,583.34	\$2,207.29	\$2,376.05	48%	44%	\$5,000.00
Meeting Expenses	\$0.00	\$261.90	-\$261.90	0%	\$0.00	\$1,751.31	-\$1,751.31	0%	0%	\$0.00
Operating Supplies	\$1,530.42	\$8,278.68	-\$6,748.26	541%	\$16,834.59	\$16,799.84	\$34.75	100%	91%	\$18,365.00
Recruitment	\$41.67	\$0.00	\$41.67	0%	\$458.34	\$21,995.41	-\$21,537.07	4799%	4399%	\$500.00
Mileage Reimbursement	\$83.34	\$0.00	\$83.34	0%	\$916.68	\$54.88	\$861.80	6%	5%	\$1,000.00
Insurance										
Workers Compensation	\$154.33	\$151.17	\$3.16	98%	\$1,697.66	\$1,096.39	\$601.27	65%	59%	\$1,852.00
Business Owners Liability & Property	\$150.00	\$152.00	-\$2.00	101%	\$1,650.00	\$1,672.00	-\$22.00	101%	93%	\$1,800.00
Professional Cyber Liability	\$257.08	\$246.22	\$10.86	96%	\$2,827.91	\$2,843.21	-\$15.30	101%	92%	\$3,085.00
Management Liability	\$416.67	\$197.50	\$219.17	47%	\$4,583.34	\$2,481.18	\$2,102.16	54%	50%	\$5,000.00
Insurance	\$978.08	\$746.89	\$231.19	76%	\$10,758.91	\$8,092.78	\$2,666.13	75%	69%	\$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%	\$1,466.66	\$2,129.17	-\$662.51	145%	133%	\$1,600.00
PCMA	\$83.33	\$0.00	\$83.33	0%	\$916.66	\$444.62	\$472.04	49%	44%	\$1,000.00
MPI ACE/WEC	\$138.75	\$0.00	\$138.75	0%	\$1,526.25	\$710.31	\$815.94	47%	43%	\$1,665.00
CALSAE	\$29.17	\$0.00	\$29.17	0%	\$320.84	\$420.05	-\$99.21	131%	120%	\$350.00
California Travel Association	\$0.00	\$150.00	-\$150.00	0%	\$0.00	\$600.00	-\$600.00	0%	0%	
San Francisco Travel Association	\$0.00	\$416.67	-\$416.67	0%	\$0.00	\$833.34	-\$833.34	0%	0%	
Memberships	\$384.58	\$832.51	-\$447.93	216%	\$4,230.41	\$5,407.49	-\$1,177.08	128%	117%	\$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%	\$8,983.34	\$8,899.98	\$83.36	99%	91%	\$9,800.00
Knowland	\$1,099.00	\$1,154.00	-\$55.00	105%	\$12,089.00	\$15,495.50	-\$3,406.50	128%	81%	\$19,202.00
CoStar Realty Information	\$0.00	\$210.00	-\$210.00	0%	\$0.00	\$2,430.00	-\$2,430.00	0%	0%	\$0.00
CVENT	\$1,600.17	\$5,283.55	-\$3,683.38	330%	\$17,601.84	\$24,759.75	-\$7,157.91	141%	188%	\$13,188.00
Destination International EIC Subscription	\$611.67	\$584.74	\$26.93	96%	\$6,728.34	\$8,840.85	-\$2,112.51	131%	120%	\$7,340.00
Subscription Services	\$4,127.51	\$7,973.96	-\$3,846.45	193%	\$45,402.52	\$75,926.08	-\$30,523.56	167%	153%	\$49,530.00

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FY 2022/23 FUNDING ALLOCATION	\$140,965.26	\$109,905.71	\$31,059.55	78%	\$1,550,617.77	\$908,183.43	\$642,434.34	59%	54%	\$1,691,583.00
PURCHASED GOODS & SERVICES CONT.										
Conferences and Trade Shows										
IMEX North America	\$983.33	\$0.00	\$983.33	0%	\$10,816.66	\$0.00	\$10,816.66	0%	0%	\$11,800.00
CONNECT Marketplace	\$370.83	\$0.00	\$370.83	0%	\$4,079.16	\$0.00	\$4,079.16	0%	0%	\$4,450.00
CONNECT Medical/Tech	\$370.83	\$0.00	\$370.83	0%	\$4,079.16	\$0.00	\$4,079.16	0%	0%	\$4,450.00
Other - Conf & Trade Shows	\$0.00	\$907.55	-\$907.55	0%	\$0.00	\$4,391.69	-\$4,391.69	0%	0%	\$0.00
Conferences and Trade Shows	\$1,724.99	\$907.55	\$817.44	53%	\$18,974.98	\$4,391.69	\$14,583.29	23%	21%	\$20,700.00
Business Development										
	\$4,166.67	\$1,288.58	\$2,878.09	31%	\$45,833.34	\$2,427.08	\$43,406.26	5%	5%	\$50,000.00
Travel & Entertainment										
CONNECT Medical/Tech	\$233.33	\$0.00	\$233.33	0%	\$2,566.66	\$0.00	\$2,566.66	0%	0%	\$2,800.00
IMEX North America	\$158.33	\$0.00	\$158.33	0%	\$1,741.66	\$0.00	\$1,741.66	0%	0%	\$1,900.00
CONNECT Marketplace	\$191.67	\$0.00	\$191.67	0%	\$2,108.34	\$0.00	\$2,108.34	0%	0%	\$2,300.00
Other Expense	\$0.00	\$0.00	\$0.00	0%	\$0.00	\$1,722.87	-\$1,722.87	0%	0%	\$0.00
Travel & Entertainment	\$583.33	\$0.00	\$583.33	0%	\$6,416.66	\$1,722.87	\$4,693.79	27%	25%	\$7,000.00
Advertising & Promotion										
	\$6,250.00	\$1,196.11	\$5,053.89	19%	\$68,750.00	\$3,876.48	\$64,873.52	6%	5%	\$75,000.00
Support Services										
Client Events	\$2,333.33	\$0.00	\$2,333.33	0%	\$25,666.66	\$0.00	\$25,666.66	0%	0%	\$28,000.00
Virutal Happy Hour	\$166.67	\$0.00	\$166.67	0%	\$1,833.34	\$0.00	\$1,833.34	0%	0%	\$2,000.00
Client Activations	\$333.33	\$0.00	\$333.33	0%	\$3,666.66	\$0.00	\$3,666.66	0%	0%	\$4,000.00
Personalized greetings	\$166.67	\$0.00	\$166.67	0%	\$1,833.34	\$0.00	\$1,833.34	0%	0%	\$2,000.00
Site Visits	\$0.00	\$0.00	\$0.00	0%	\$0.00	\$996.42	-\$996.42	0%	0%	\$0.00
Support Services	\$3,000.00	\$0.00	\$3,000.00	0%	\$33,000.00	\$996.42	\$32,003.58	3%	3%	\$36,000.00
TOTAL PURCHASED GOODS & SERVICES E	\$58,239.25	\$57,333.64	\$905.61	98%	\$640,631.75	\$488,062.81	\$152,568.94	76%	70%	\$698,871.00
CONTINGENCY	\$2,936.58	\$0.00	\$2,936.58	0%	\$32,302.41	\$0.00	\$32,302.41	0%	0%	\$35,239.00
CITY ADMINISTRATIVE FEE	\$1,952.42	\$3,633.77	-\$1,681.35	186%	\$21,476.59	\$46,654.72	-\$25,178.13	217%	199%	\$23,429.00
TOTAL OPERATING EXPENSES	\$140,965.26	\$109,905.71	\$31,059.55	78%	\$1,550,617.77	\$908,183.43	\$642,434.34	59%	54%	\$1,691,583.00
SURPLUS(DEFICIT)		\$31,059.55				\$642,434.34				

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

	FY 2022/23 Budget	YTD Budget	Actual YTD Exp	Exp vs. YTD	Expended YTD	Annual
FY 2022/23 FUNDING ALLOCATION	\$1,691,583	\$1,550,618	\$908,183	\$642,434	59%	54%
Personnel						
Salary	\$635,000	\$582,083	\$323,779	\$258,304	92%	51%
Payroll Taxes	\$90,534	\$82,990	\$27,785	\$55,205	33%	31%
Employee Benefits	\$70,730	\$64,836	\$17,282	\$47,554	27%	24%
Health	\$32,704	\$29,979	\$17,282	\$12,696	58%	53%
401K Fee	\$38,027	\$34,857	\$0	\$34,857	0%	0%
Employee Incentives	\$127,500	\$116,875	\$0	\$116,875	0%	0%
Other	\$10,280	\$9,423	\$4,620	\$4,803	49%	45%
TOTAL PERSONNEL EXPENSE	\$934,044	\$856,207	\$373,466	\$482,741	44%	40%
Purchased Goods and Services Expense						
Contract Services	\$424,424	\$389,055	\$346,372	\$42,684	89%	82%
Operating Supplies	\$18,365	\$16,835	\$16,800	\$35	100%	91%
Mileage Reimbursement	\$1,000	\$917	\$55	\$862	6%	5%
Recruitment	\$500	\$458	\$21,995	(\$21,537)	4799%	4399%
Insurance	\$11,737	\$10,759	\$8,093	\$2,666	75%	69%
Memberships	\$4,615	\$4,230	\$5,407	(\$1,177)	128%	117%
Subscription Services	\$49,530	\$45,403	\$75,926	(\$30,524)	167%	153%
Conferences and Trade Shows	\$20,700	\$18,975	\$4,392	\$14,583	23%	21%
Business Development	\$50,000	\$45,833	\$2,427	\$43,406	5%	5%
Travel & Entertainment	\$7,000	\$6,417	\$1,723	\$4,694	27%	25%
Advertising & Promotion	\$75,000	\$68,750	\$3,876	\$64,874	6%	5%
Support Services	\$36,000	\$33,000	\$996	\$32,004	3%	3%
TOTAL PURCHASED GOODS & SERVICES EXPENSE	\$698,871	\$640,632	\$488,063	\$152,569	76%	70%
CONTINGENCY	\$35,239	\$32,302	\$0	\$32,302	0%	0%
CITY ADMINISTRATIVE FEE	\$23,429	\$21,477	\$46,655	-\$25,178.12	217%	199%
TOTAL OPERATING EXPENSES	\$1,691,583	\$1,550,618	\$908,183	\$642,434	59%	54%

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

Budget Item	FY 22/23 Budget	YTD Budget	Actual YTD Exp	Variance	Expended	
					YTD	Annual
CONVENTION SALES, INCENTIVES & SERVICES						
Personnel	\$ 457,669.00	\$ 419,529.93	\$ 107,234.57	\$ 312,295.36	26%	23%
Salary	\$ 300,000.00	\$ 275,000.00	\$ 94,470.48	\$ 180,529.52	34%	31%
1.0 FTE Director of Sales	\$ 112,500.00	\$ 103,125.00	\$ -	\$ 103,125.00	0%	0%
1.0 FTE Sales Manager	\$ 97,500.00	\$ 89,375.00	\$ 62,115.46	\$ 27,259.54	69%	64%
1.0 FTE Sales Manager	\$ 90,000.00	\$ 82,500.00	\$ 32,355.02	\$ 50,144.98	39%	36%
Incentives	\$ 75,000.00	\$ 68,750.00	\$ -	\$ 68,750.00	0%	0%
Benefits	\$ 33,934.00	\$ 31,106.18	\$ 4,553.04	\$ 26,553.14	15%	13%
Health	\$ 18,934.00	\$ 17,356.16	\$ 4,553.04	\$ 12,803.12	26%	24%
401K Fee	\$ 15,000.00	\$ 13,750.02	\$ -	\$ 13,750.02	0%	0%
Payroll Taxes	\$ 44,415.00	\$ 40,713.75	\$ 7,731.05	\$ 32,982.70	19%	17%
Other-Cell Phone Stipend	\$ 1,320.00	\$ 1,210.00	\$ 480.00	\$ 730.00	40%	36%
Other-relocation	\$ 3,000.00	\$ 2,750.00	\$ -	\$ 2,750.00	0%	0%
Convention Sales, Incentives & Services Expenses	\$ 149,605.00	\$ 137,137.91	\$ 51,716.94	\$ 85,420.97	38%	35%
Memberships	\$ 3,015.00	\$ 2,763.75	\$ 1,868.75	\$ 895.00	68%	62%
Industry Related Expense	\$ -	\$ -	\$ 270.00	\$ (270.00)	0%	0%
Professional Convention Management Association (PCMA)	\$ 1,000.00	\$ 916.66	\$ 444.62	\$ 472.04	49%	44%
Meeting Professional International (MPI)	\$ 1,665.00	\$ 1,526.25	\$ 134.08	\$ 1,392.17	9%	8%
California Society of Association Executives (Cal SAE)	\$ 350.00	\$ 320.84	\$ 420.05	\$ (99.21)	131%	120%
California Travel Association	\$ -	\$ -	\$ 600.00	\$ (600.00)	0%	0%
Mileage Reimbursement	\$ 500.00	\$ 458.34	\$ 54.88	\$ 403.46	12%	11%
Subscription Services	\$ 32,390.00	\$ 29,690.84	\$ 40,255.25	\$ (10,564.41)	136%	124%
CVENT	\$ 19,202.00	\$ 17,601.84	\$ 24,759.75	\$ (7,157.91)	141%	129%
Knowland	\$ 13,188.00	\$ 12,089.00	\$ 15,495.50	\$ (3,406.50)	128%	117%
Business Development	\$ 50,000.00	\$ 45,833.34	\$ 2,427.08	\$ 43,406.26	5%	5%
Conferences and Tradeshows	\$ 20,700.00	\$ 18,974.98	\$ 4,391.69	\$ 18,974.98	23%	21%
CONNECT Marketplace	\$ 4,450.00	\$ 4,079.16	\$ -	\$ 4,079.16	0%	0%
CONNECT Medical Tech	\$ 4,450.00	\$ 4,079.16	\$ -	\$ 4,079.16	0%	0%
IMEX North America	\$ 11,800.00	\$ 10,816.66	\$ -	\$ 10,816.66	0%	0%
Other Conf & Tradeshows	\$ -	\$ -	\$ 4,391.69	\$ (4,391.69)	0%	0%
Support Services	\$ 36,000.00	\$ 33,000.00	\$ 996.42	\$ 33,000.00	3%	3%
Virutal Happy Hour	\$ 2,000.00	\$ 1,833.34	\$ -	\$ 1,833.34	0%	0%
Client Activations	\$ 4,000.00	\$ 3,666.66	\$ -	\$ 3,666.66	0%	0%
Personalized Greetings	\$ 2,000.00	\$ 1,833.34	\$ -	\$ 1,833.34	0%	0%
Client Events	\$ 28,000.00	\$ 25,666.66	\$ -	\$ 25,666.66	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	\$ 6,416.66	\$ 1,722.87	\$ 4,693.79	27%	25%
CONNECT Marketplace	\$ 2,300.00	\$ 2,108.34	\$ -	\$ 2,108.34	0%	0%
IMEX North America	\$ 1,900.00	\$ 1,741.66	\$ -	\$ 1,741.66	0%	0%
CONNECT Medical Tech	\$ 2,800.00	\$ 2,566.66	\$ -	\$ 2,566.66	0%	0%
Other Expense	\$ -	\$ -	\$ 1,722.87	\$ (1,722.87)	0%	0%
TOTAL CONVENTION SALES, INCENTIVES & SERVICES	\$ 607,274.00	\$ 556,667.84	\$ 158,951.51	\$ 397,716.33	29%	26%
MARKETING & COMMUNICATIONS						
Personnel	\$ -	\$ -	\$ 8,177.13	\$ (8,177.13)	0%	0%
Salary						
1.0 FTE Director of Marketing	\$ -	\$ -	\$ 7,153.86	\$ (7,153.86)	0%	0%
Incentives	\$ -	\$ -	\$ -	\$ -	0%	0%
Benefits	\$ -	\$ -	\$ -	\$ -	0%	0%
Health	\$ -	\$ -	\$ -	\$ -	0%	0%
401K Fee	\$ -	\$ -	\$ -	\$ -	0%	0%
Payroll Taxes	\$ -	\$ -	\$ 1,023.27	\$ (1,023.27)	0%	0%
Other-Cell Phone Stipend	\$ -	\$ -	\$ -	\$ -	0%	0%
Other-relocation	\$ -	\$ -	\$ -	\$ -	0%	0%
Marketing Expenses	\$ 203,048.00	\$ 186,127.34	\$ 71,134.51	\$ 114,992.83	38%	35%
Contract Services	\$ 124,460.00	\$ 114,088.34	\$ 66,802.90	\$ 47,285.44	59%	54%
Marketing Services	\$ 110,000.00	\$ 100,833.34	\$ 55,002.50	\$ 45,830.84	55%	50%
Website	\$ 14,460.00	\$ 13,255.00	\$ 11,800.40	\$ 1,454.60	89%	82%
Advertising & Promotions	\$ 75,000.00	\$ 68,750.00	\$ 3,876.48	\$ 64,873.52	6%	5%
Software Licenses	\$ 3,588.00	\$ 3,289.00	\$ 455.13	\$ 106,815.70	43%	13%
TOTAL MARKETING & COMMUNICATIONS	\$ 203,048.00	\$ 186,127.34	\$ 79,311.64	\$ 106,815.70	43%	39%
ADMINISTRATION						
Personnel	\$ 476,375.00	\$ 436,677.09	\$ 258,054.20	\$ 178,622.89	59%	54%
Salary	\$ 335,000.00	\$ 307,083.34	\$ 222,154.53	\$ 84,928.81	72%	66%
1.0 FTE CEO	\$ 210,000.00	\$ 192,500.00	\$ 139,077.51	\$ 53,422.49	72%	66%
1.0 FTE Administrative Assistant	\$ 125,000.00	\$ 114,583.34	\$ 83,077.02	\$ 31,506.32	73%	66%
Incentives	\$ 52,500.00	\$ 48,125.00	\$ -	\$ 48,125.00	0%	0%
Benefits	\$ 36,796.00	\$ 33,729.66	\$ 12,729.24	\$ 21,000.42	38%	35%
Health	\$ 13,770.00	\$ 12,622.50	\$ 12,729.24	\$ (106.74)	101%	92%
401K Fee	\$ 23,026.00	\$ 21,107.16	\$ -	\$ 21,107.16	0%	0%
Payroll Taxes	\$ 46,119.00	\$ 42,275.75	\$ 19,030.43	\$ 23,245.32	45%	41%
Other-Cell Phone Stipend	\$ 960.00	\$ 880.00	\$ 640.00	\$ 240.00	73%	67%
Other-Car Allowance	\$ -	\$ -	\$ 3,500.00	\$ (3,500.00)	0%	0%
Other - Relocation	\$ 5,000.00	\$ 4,583.34	\$ -	\$ 4,583.34	0%	0%

Budget Item	FY 22/23 Budget	YTD Budget	Actual YTD Exp	Variance	Expended	
Administrative Expenses	\$ 346,218.00	\$ 317,366.50	\$ 365,211.36	\$ (47,844.86)	115%	105%
Contract Services	\$ 299,964.00	\$ 274,966.98	\$ 279,568.89	\$ (4,601.91)	102%	93%
Human Resources	\$ 30,000.00	\$ 27,500.00	\$ 3,905.00	\$ 23,595.00	14%	13%
Fiscal	\$ 30,904.00	\$ 28,328.66	\$ 56,454.75	\$ (28,126.09)	199%	183%
Legal	\$ 24,000.00	\$ 22,000.00	\$ 31,886.50	\$ (9,886.50)	145%	133%
Payroll	\$ 6,000.00	\$ 5,500.00	\$ 1,784.15	\$ 3,715.85	32%	30%
Professional Services	\$ 135,000.00	\$ 123,750.00	\$ 126,920.31	\$ (3,170.31)	103%	94%
IT	\$ 4,000.00	\$ 3,666.66	\$ 3,120.43	\$ 546.23	85%	78%
Audit	\$ 10,000.00	\$ 9,166.66	\$ -	\$ 9,166.66	0%	0%
Staffing Services	\$ 60,060.00	\$ 55,055.00	\$ 55,497.75	\$ (442.75)	101%	92%
Operating Supplies	\$ 14,777.00	\$ 13,545.59	\$ 16,344.71	\$ (2,799.12)	121%	111%
Bank Fees	\$ 500.00	\$ 458.34	\$ 60.00	\$ 398.34	13%	12%
Office supplies	\$ 5,000.00	\$ 4,583.34	\$ 3,958.60	\$ 624.74	86%	79%
Licenses	\$ 100.00	\$ 91.66	\$ 71.50	\$ 20.16	78%	72%
Software Licenses	\$ 3,877.00	\$ 3,553.91	\$ 3,597.58	\$ (43.67)	101%	93%
Postage	\$ 300.00	\$ 275.00	\$ 9.55	\$ 265.45	3%	3%
IT (Computers and Hardware)	\$ 5,000.00	\$ 4,583.34	\$ 8,647.48	\$ (4,064.14)	189%	173%
Insurance	\$ 11,737.00	\$ 10,758.91	\$ 8,092.78	\$ 2,666.13	75%	69%
Workers Comp	\$ 1,852.00	\$ 1,697.66	\$ 1,096.39	\$ 601.27	65%	59%
Business Owners Liability & Property	\$ 1,800.00	\$ 1,650.00	\$ 1,672.00	\$ (22.00)	101%	93%
Professional Cyber Liability	\$ 3,085.00	\$ 2,827.91	\$ 2,843.21	\$ (15.30)	101%	92%
Management Liability	\$ 5,000.00	\$ 4,583.34	\$ 2,481.18	\$ 2,102.16	54%	50%
Memberships	\$ 1,600.00	\$ 1,466.66	\$ 3,538.74	\$ (2,072.08)	241%	221%
Destinations International	\$ 1,600.00	\$ 1,466.66	\$ 3,538.74	\$ (2,072.08)	241%	221%
Mileage Reimbursement	\$ 500.00	\$ 458.34	\$ -	\$ 458.34	0%	0%
Recruitment	\$ 500.00	\$ 458.34	\$ 21,995.41	\$ (21,537.07)	4799%	4399%
Subscription Services	\$ 17,140.00	\$ 15,711.68	\$ 35,670.83	\$ (19,959.15)	227%	208%
Act On	\$ -	\$ -	\$ 15,500.00	\$ (15,500.00)	0%	0%
CRM System (Simpleview)	\$ 9,800.00	\$ 8,983.34	\$ 8,899.98	\$ 83.36	99%	91%
CoStar Realty Information	\$ -	\$ -	\$ 2,430.00	\$ (2,430.00)	0%	0%
Destinations International EIC Subscription	\$ 7,340.00	\$ 6,728.34	\$ 8,840.85	\$ (2,112.51)	131%	120%
TOTAL ADMINISTRATION	\$ 822,593.00	\$ 754,043.59	\$ 623,265.56	\$ 130,778.03	83%	76%
Contingency	\$ 35,239.00	\$ 32,302.41	\$ -	\$ 32,302.41	0%	0%
City Administration Fee	\$ 23,429.00	\$ 21,476.59	\$ 46,654.72	\$ (25,178.13)	217%	199%
TOTAL OPERATING BUDGET	\$ 1,691,583.00	\$ 1,550,617.77	\$ 908,183.43	\$ 642,434.34	59%	54%

Silicon Valley/Santa Clara DMO Inc.

Budget vs. Actuals

FY 2022/2023

July 2022 - May 2023

	Annual Budget	YTD Budget	YTD ACTUAL	VARIANCE	EXP YTD	EXP Ann.
FY 2022/23 FUNDING ALLOCATION	\$1,691,583	\$1,550,618	\$908,183	\$642,434	59%	54%
Personnel						
Salary						
CEO	\$210,000	\$192,500	\$139,078	\$53,422	72%	66%
DOM	\$0	\$0	\$7,154	(\$7,154)	0%	
DOS	\$112,500	\$103,125	\$0	\$103,125	0%	0%
SM1	\$97,500	\$89,375	\$62,115	\$27,260	69%	64%
SM2	\$90,000	\$82,500	\$32,355	\$50,145	39%	36%
Admin	\$125,000	\$114,583	\$83,077	\$31,506	73%	66%
Salary	\$635,000	\$582,083	\$323,779	\$258,304	56%	51%
Payroll Taxes						
CEO	\$31,431	\$28,812	\$11,604	\$17,208	40%	37%
DOM	\$0	\$0	\$1,023	(\$1,023)	0%	
DOS	\$16,876	\$15,470	\$0	\$15,470	0%	0%
SM1	\$14,320	\$13,127	\$5,823	\$7,304	44%	41%
SM2	\$13,219	\$12,117	\$2,475	\$9,642	20%	19%
Admin	\$14,688	\$13,464	\$6,859	\$6,605	51%	47%
Payroll Taxes	\$90,534	\$82,990	\$27,785	\$55,205	33%	31%
Employee Benefits						
Health						
Health - CEO	\$6,885	\$6,311	\$5,382	\$929	85%	78%
Health - DOS	\$5,164	\$4,734	\$0	\$4,734	0%	0%
Health - SM1	\$6,885	\$6,311	\$4,553	\$1,758	72%	66%
Health - SM2	\$6,885	\$6,311	\$0	\$6,311	0%	0%
Health - Admin	\$6,885	\$6,311	\$7,347	(\$1,036)	116%	107%
Health	\$32,704	\$29,979	\$17,282	\$12,696	58%	53%
401K Fee						
401K Fee - CEO	\$11,513	\$10,554	\$0	\$10,554	0%	0%
401K Fee - DOS	\$5,000	\$4,583	\$0	\$4,583	0%	0%
401K Fee - SM1	\$5,000	\$4,583	\$0	\$4,583	0%	0%
401K Fee - SM2	\$5,000	\$4,583	\$0	\$4,583	0%	0%
401K Fee - Admin	\$11,513	\$10,554	\$0	\$10,554	0%	0%
401K Fee	\$38,026	\$34,857	\$0	\$34,857	0%	0%
Employee Benefits	\$70,730	\$64,836	\$17,282	\$47,554	27%	24%
Employee Incentives						
Employee Incentive CEO	\$52,500	\$48,125	\$0	\$48,125	0%	0%
Employee Incentive DOS	\$28,125	\$25,781	\$0	\$25,781	0%	0%
Employee Incentive SM1	\$24,375	\$22,344	\$0	\$22,344	0%	0%
Employee Incentive SM2	\$22,500	\$20,625	\$0	\$20,625	0%	0%
Employee Incentive Admin	\$0	\$0	\$0	\$0	0%	0%
Employee Incentives	\$127,500	\$116,875	\$0	\$116,875	0%	0%

	Annual Budget	YTD Budget	YTD ACTUAL	VARIANCE	EXP YTD	EXP Ann.
Other						
Cell Phone Stipend - CEO	\$480	\$440	\$280	\$160	64%	58%
Cell Phone Stipend - DOS	\$360	\$330	\$0	\$330	0%	0%
Cell Phone Stipend - SM1	\$480	\$440	\$320	\$120	73%	67%
Cell Phone Stipend - SM2	\$480	\$440	\$160	\$280	36%	33%
Cell Phone Stipend - Admin	\$480	\$440	\$360	\$80	82%	75%
Relocation Expense - CSIS	\$3,000	\$2,750	\$0	\$2,750	0%	0%
Relocation Expense - ADMIN	\$5,000	\$4,583	\$0	\$4,583	0%	0%
Car Allowance - CEO	\$0	\$0	\$3,500	(\$3,500)	0%	0%
Other	\$10,280	\$9,423	\$4,620	\$4,803	49%	45%
TOTAL PERSONNEL EXPENSE	\$934,044	\$856,207	\$373,466	\$482,741	44%	40%
PURCHASED GOODS & SERVICES						
Contract Services						
Fiscal Services	\$30,904	\$28,329	\$56,455	(\$28,126)	199%	183%
Legal Services	\$24,000	\$22,000	\$31,887	(\$9,887)	145%	133%
Payroll Services	\$6,000	\$5,500	\$1,784	\$3,716	32%	30%
Audit	\$10,000	\$9,167	\$0	\$9,167	0%	0%
IT	\$4,000	\$3,667	\$3,120	\$546	85%	78%
Professional Services	\$135,000	\$123,750	\$126,920	(\$3,170)	103%	94%
HR Services	\$30,000	\$27,500	\$3,905	\$23,595	14%	13%
Staffing	\$60,060	\$55,055	\$55,498	(\$443)	101%	92%
Marketing	\$110,000	\$100,833	\$55,003	\$45,831	55%	50%
Website	\$14,460	\$13,255	\$11,800	\$1,455	89%	82%
Contract Services	\$424,424	\$389,055	\$346,372	\$42,684	89%	82%
Operating Supplies						
Banking Fees	\$500	\$458	\$60	\$398	13%	12%
Software Licenses	\$7,465	\$6,843	\$4,053	\$2,790	59%	54%
Postage	\$300	\$275	\$10	\$265	3%	3%
IT	\$5,000	\$4,583	\$8,647	(\$4,064)	189%	173%
Licenses	\$100	\$92	\$72	\$20	78%	72%
Office Supplies	\$5,000	\$4,583	\$3,959	\$625	86%	79%
Operating Supplies	\$18,365	\$16,835	\$16,800	\$35	100%	91%
Recruitment	\$500	\$458	\$21,995	(\$21,537)	4799%	4399%
Insurance						
Workers Compensation	\$1,852	\$1,698	\$1,096	\$601	65%	59%
Business Owners Liability & Property	\$1,800	\$1,650	\$1,672	(\$22)	101%	93%
Professional Cyber Liability	\$3,085	\$2,828	\$2,843	(\$15)	101%	92%
Management Liability	\$5,000	\$4,583	\$2,481	\$2,102	54%	50%
Insurance	\$11,737	\$10,759	\$8,093	\$2,666	75%	69%
Memberships						
Industry Related Expense		\$0	\$270	(\$270)	0%	0%
Destinations International	\$1,600	\$1,467	\$2,129	(\$663)	145%	133%
PCMA	\$1,000	\$917	\$445	\$472	49%	44%
MPI ACE/WEC	\$1,665	\$1,526	\$710	\$816	47%	43%
CALSAE	\$350	\$321	\$420	(\$99)	131%	120%
California Travel Association		\$0	\$600	(\$600)	0%	0%
San Francisco Travel Association		\$0	\$833	(\$833)	0%	0%
Memberships	\$4,615	\$4,230	\$5,407	(\$1,177)	128%	117%

	Annual Budget	YTD Budget	YTD ACTUAL	VARIANCE	EXP YTD	EXP Ann.
Mileage Reimbursement	\$1,000	\$917	\$55	\$862	6%	5%
Subscription Services						
Act On		\$0	\$15,500	(\$15,500)	0%	0%
CRM	\$9,800	\$8,983	\$8,900	\$83	99%	91%
CVENT	\$13,188	\$17,602	\$24,760	(\$7,158)	141%	188%
Knowland	\$19,202	\$12,089	\$15,496	(\$3,407)	128%	81%
CoStar Realty Information		\$0	\$2,430	(\$2,430)	0%	0%
Destination International EIC Subscription	\$7,340	\$6,728	\$8,841	(\$2,113)	131%	120%
Subscription Services	\$49,530	\$45,403	\$75,926	(\$30,524)	167%	153%
Conferences and Trade Shows						
IMEX North America	\$11,800	\$10,817	\$0	\$10,817	0%	0%
CONNECT Marketplace	\$4,450	\$4,079	\$0	\$4,079	0%	0%
CONNECT Medical/Tech	\$4,450	\$4,079	\$0	\$4,079	0%	0%
Conferences and Trade Shows Other		\$0	\$4,392	(\$4,392)	0%	0%
Conferences and Trade Shows	\$20,700	\$18,975	\$4,392	\$14,583	23%	21%
Business Development	\$50,000	\$45,833	\$2,427	\$43,406	5%	5%
Travel & Entertainment						
CONNECT Medical/Tech	\$2,800	\$2,567	\$0	\$2,567	0%	0%
IMEX North America	\$1,900	\$1,742	\$0	\$1,742	0%	0%
CONNECT Marketplace	\$2,300	\$2,108	\$0	\$2,108	0%	0%
Travel & Entertainment other		\$0	\$1,723	(\$1,723)	0%	0%
Travel & Entertainment	\$7,000	\$6,417	\$1,723	\$4,694	27%	25%
Advertising & Promotion	\$75,000	\$68,750	\$3,876	\$64,874	6%	5%
Support Services						
Client Events	\$28,000	\$25,667	\$0	\$25,667	0%	0%
Virutal Happy Hour	\$2,000	\$1,833	\$0	\$1,833	0%	0%
Client Activations	\$4,000	\$3,667	\$0	\$3,667	0%	0%
Personalized greetings	\$2,000	\$1,833	\$0	\$1,833	0%	0%
Site Visits	\$0	\$0	\$996	(\$996)	0%	0%
Support Services	\$36,000	\$33,000	\$996	\$32,004	3%	3%
TOTAL PURCHASED GOODS & SERVICES EXPENSE	\$698,871	\$640,632	\$488,063	\$152,569	76%	70%
CONTINGENCY	\$35,239	\$32,302	\$0	\$32,302	0%	0%
CITY ADMINISTRATIVE FEE	\$23,429	\$21,477	\$46,655	(\$25,178)	217%	199%
TOTAL OPERATING EXPENSES	\$1,691,583	\$1,550,618	\$908,183	\$642,434	59%	54%
SURPLUS(DEFICIT)			\$642,434			

Variations

Personnel	May	79%	YTD	56%	Annual	51%
Ceo Salary -overage of 3% May due to higher than expected expense - 52% YTD 39% Annual						
Employee benefits - 6% overage due to higher than expected monthly benefit cost						
Added DOM under marketing to the P&L						
Contract Services	May	102%	YTD	89%	Annual	82%
Fiscal Services - 240% overage for May but on ytd Higher Maze expenses 185% YTD 154% Annual						
Legal Services - 0% Overage in May higher than anticipated legal expense and increased legal fees in 145% YTD 133% Annual						
Professional Services - 0 % overage 103%ytd and 94% Annual						
Staffing Services - 44% overage for May higher than anticipated expense 101% YTD 92% Annual						
Operating Supplies	May	541%	YTD	100%	Annual	91%
Computer purchase in IT supplies						
Recruitment	May	0%	YTD	4799%	Annual	4399%
Recruitment - Only 500 total budget for FY22 DOS Recritment						
Memberships	May	216%	YTD	128%	Annual	117%
No Budget for 22/23 CTA & SFTA (continuing exp)						
Increased Dest international membership cost						
Subscription Services	May	193%	YTD	167%	Annual	153%
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.						
New user to CVENT for 1.5 month \$3409						
City Admin Fee	May	186%	YTD	217%	Annual	199%
Over budget due to higher than anticipated TID receipts.						



Silicon Valley/Santa Clara DMO, Inc.

Balance Sheet
As of May 31, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1005 City - TID Account	2,319,563.35
1010 Checking-Operating-Wells	183,687.23
1070 Current Year Reserves	678,001.00
Total Bank Accounts	\$3,181,251.58
Accounts Receivable	
13100 TID Receivable	363,376.66
13101 Refunds	0.00
13110 Contributions Receivable	0.00
Total Accounts Receivable	\$363,376.66
Other Current Assets	
14100 Prepaid Expenses	7,056.50
14110 Prepaid Insurance	3,831.37
14120 Prepaid Annualized Software	4,800.20
14130 Prepaid Memberships	8,369.59
14150 Sales Tax on Purchases	0.00
14200 Employee Benefits	289.80
Total Other Current Assets	\$24,347.46
Total Current Assets	\$3,568,975.70
TOTAL ASSETS	\$3,568,975.70
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
30000 Accounts Payable (A/P)	40,288.91
Total Accounts Payable	\$40,288.91
Other Current Liabilities	
30100 Accrued Expenses	22,947.99
30200 Deferred Revenue	0.00
Total Other Current Liabilities	\$22,947.99
Total Current Liabilities	\$63,236.90
Total Liabilities	\$63,236.90
Equity	
30300 Change in Net Assets	2,015,185.25
Net Income	1,490,553.55
Total Equity	\$3,505,738.80
TOTAL LIABILITIES AND EQUITY	\$3,568,975.70

Silicon Valley/Santa Clara DMO, Inc.										
Jun-23										
Report Ending Date: 06/30/2023	Jun-23				YEAR TO DATE					
	Budget	Actual	VARIANCE	%	YTD Budget	YTD ACTUAL	VARIANCE	YTD	Annual	Annual Budget
FY 2022/23 FUNDING ALLOCATION	\$140,965.25	\$232,892.83	-\$91,927.58	165%	\$1,691,583.00	\$1,141,076.26	\$550,506.74	67%	67%	\$1,691,583.00
PERSONNEL										
Salary										
CEO	\$17,500.00	\$28,019.21	-\$10,519.21	160%	\$210,000.00	\$167,096.72	\$42,903.28	80%	80%	\$210,000.00
DOM	\$0.00	\$15,005.13	-\$15,005.13	0%	\$0.00	\$22,158.99	-\$22,158.99	0%	0%	\$0.00
DOS	\$9,375.00	\$0.00	\$9,375.00	0%	\$112,500.00	\$0.00	\$112,500.00	0%	0%	\$112,500.00
SM1	\$8,125.00	\$11,326.94	-\$3,201.94	139%	\$97,500.00	\$73,442.40	\$24,057.60	75%	75%	\$97,500.00
SM2	\$7,500.00	\$0.00	\$7,500.00	0%	\$90,000.00	\$32,355.02	\$57,644.98	36%	36%	\$90,000.00
Admin	\$10,416.66	\$14,307.69	-\$3,891.03	137%	\$125,000.00	\$97,384.71	\$27,615.29	78%	78%	\$125,000.00
Salary	\$52,916.66	\$68,658.97	-\$15,742.31	130%	\$635,000.00	\$392,437.84	\$242,562.16	62%	62%	\$635,000.00
Payroll Taxes										
CEO	\$2,619.29	\$2,155.34	\$463.95	82%	\$31,431.48	\$13,759.72	\$17,671.76	44%	44%	\$31,431.48
DOM	\$0.00	\$4,889.42	-\$4,889.42	0%	\$0.00	\$5,912.69	-\$5,912.69	0%	0%	\$0.00
DOS	\$1,406.32	\$0.00	\$1,406.32	0%	\$16,875.88	\$0.00	\$16,875.88	0%	0%	\$16,875.88
SM1	\$1,193.37	\$849.02	\$344.35	71%	\$14,320.36	\$6,671.90	\$7,648.46	47%	47%	\$14,320.36
SM2	\$1,101.56	\$0.00	\$1,101.56	0%	\$13,218.76	\$2,475.17	\$10,743.59	19%	19%	\$13,218.76
Admin	\$1,223.96	\$1,076.97	\$146.99	88%	\$14,687.52	\$7,936.02	\$6,751.50	54%	54%	\$14,687.52
Payroll Taxes	\$7,544.50	\$8,970.75	-\$1,426.25	119%	\$90,534.00	\$36,755.50	\$53,778.50	41%	41%	\$90,534.00
Employee Benefits										
Health										
Health - CEO	\$573.75	\$1,224.54	-\$650.79	213%	\$6,885.00	\$6,606.54	\$278.46	96%	96%	\$6,885.00
Health - DOS	\$430.34	\$0.00	\$430.34	0%	\$5,164.00	\$0.00	\$5,164.00	0%	0%	\$5,164.00
Health - SM1	\$573.75	\$758.84	-\$185.09	132%	\$6,885.00	\$5,311.88	\$1,573.12	77%	77%	\$6,885.00
Health - SM2	\$573.75	\$0.00	\$573.75	0%	\$6,885.00	\$0.00	\$6,885.00	0%	0%	\$6,885.00
Health - Admin	\$573.75	\$897.00	-\$323.25	156%	\$6,885.00	\$8,244.24	-\$1,359.24	120%	120%	\$6,885.00
Health - DOM	\$0.00	\$2,318.14	-\$2,318.14	0%	\$0.00	\$2,318.14	-\$2,318.14	0%	0%	\$0.00
Health	\$2,725.34	\$5,198.52	-\$2,473.18	191%	\$32,704.00	\$22,480.80	\$12,541.34	69%	69%	\$32,704.00
401K Fee										
401K Fee - CEO	\$959.42	\$0.00	\$959.42	0%	\$11,513.00	\$0.00	\$11,513.00	0%	0%	\$11,513.00
401K Fee - DOS	\$416.66	\$0.00	\$416.66	0%	\$5,000.00	\$0.00	\$5,000.00	0%	0%	\$5,000.00
401K Fee - SM1	\$416.66	\$0.00	\$416.66	0%	\$5,000.00	\$0.00	\$5,000.00	0%	0%	\$5,000.00
401K Fee - SM2	\$416.66	\$0.00	\$416.66	0%	\$5,000.00	\$0.00	\$5,000.00	0%	0%	\$5,000.00
401K Fee - Admin	\$959.42	\$0.00	\$959.42	0%	\$11,513.00	\$0.00	\$11,513.00	0%	0%	\$11,513.00
401K Fee	\$3,168.82	\$0.00	\$3,168.82	0%	\$38,026.00	\$0.00	\$38,026.00	0%	0%	\$38,026.00
Employee Benefits	\$5,894.16	\$5,198.52	\$695.64	88%	\$70,730.00	\$22,480.80	\$50,567.34	32%	32%	\$70,730.00
Employee Incentives										
Employee Incentive CEO	\$4,375.00	\$0.00	\$4,375.00	0%	\$52,500.00	\$0.00	\$52,500.00	0%	0%	\$52,500.00
Employee Incentive DOS	\$2,343.75	\$0.00	\$2,343.75	0%	\$28,125.00	\$0.00	\$28,125.00	0%	0%	\$28,125.00
Employee Incentive SM1	\$2,031.25	\$0.00	\$2,031.25	0%	\$24,375.00	\$0.00	\$24,375.00	0%	0%	\$24,375.00
Employee Incentive SM2	\$1,875.00	\$0.00	\$1,875.00	0%	\$22,500.00	\$0.00	\$22,500.00	0%	0%	\$22,500.00
Employee Incentive Admin	\$0.00	\$0.00	\$0.00	0%	\$0.00	\$0.00	\$0.00	0%	0%	\$0.00
Employee Incentives	\$10,625.00	\$0.00	\$10,625.00	0%	\$127,500.00	\$0.00	\$127,500.00	0%	0%	\$127,500.00
Other										
Cell Phone Stipend - CEO	\$40.00	\$40.00	\$0.00	100%	\$480.00	\$320.00	\$160.00	67%	67%	\$480.00
Cell Phone Stipend - DOS	\$30.00	\$0.00	\$30.00	0%	\$360.00	\$0.00	\$360.00	0%	0%	\$360.00
Cell Phone Stipend - SM1	\$40.00	\$40.00	\$0.00	100%	\$480.00	\$360.00	\$120.00	75%	75%	\$480.00
Cell Phone Stipend - SM2	\$40.00	\$0.00	\$40.00	0%	\$480.00	\$160.00	\$320.00	33%	33%	\$480.00
Cell Phone Stipend - Admin	\$40.00	\$40.00	\$0.00	100%	\$480.00	\$400.00	\$80.00	83%	83%	\$480.00
Cell Phone Stipend - DOM	\$0.00	\$40.00	-\$40.00	0%	\$0.00	\$40.00	-\$40.00	0%	0%	\$0.00
Relocation Expense	\$666.67	\$0.00	\$666.67	0%	\$8,000.00	\$0.00	\$8,000.00	0%	0%	\$8,000.00
Car Allowance - CEO	\$0.00	\$500.00	-\$500.00	0%	\$0.00	\$4,000.00	-\$4,000.00	0%	0%	\$0.00
Other	\$856.67	\$660.00	\$196.67	77%	\$10,280.00	\$5,280.00	\$5,000.00	51%	51%	\$10,280.00
TOTAL PERSONNEL EXPENSE	\$77,836.99	\$83,488.24	-\$5,651.25	107%	\$934,044.00	\$456,954.14	\$477,089.86	49%	49%	\$934,044.00

Report Ending Date: 06/30/2023	Jun-23				YEAR TO DATE					
	Budget	Actual	VARIANCE	%	YTD Budget	YTD ACTUAL	VARIANCE	YTD	Annual	Annual Budget
FY 2022/23 FUNDING ALLOCATION	\$140,965.25	\$232,892.83	-\$91,927.58	165%	\$1,691,583.00	\$1,141,076.26	\$550,506.74	67%	67%	\$1,691,583.00
PURCHASED GOODS & SERVICES										
Contract Services										
Fiscal Services	\$2,575.34	\$2,651.85	-\$76.51	103%	\$30,904.00	\$59,106.60	-\$28,202.60	191%	191%	\$30,904.00
Legal Services	\$2,000.00	\$840.00	\$1,160.00	42%	\$24,000.00	\$32,726.50	-\$8,726.50	136%	136%	\$24,000.00
Payroll Services	\$500.00	\$198.85	\$301.15	40%	\$6,000.00	\$1,983.00	\$4,017.00	33%	33%	\$6,000.00
Audit	\$833.34	\$0.00	\$833.34	0%	\$10,000.00	\$0.00	\$10,000.00	0%	0%	\$10,000.00
IT	\$333.34	\$0.00	\$333.34	0%	\$4,000.00	\$3,120.43	\$879.57	78%	78%	\$4,000.00
Professional Services	\$11,250.00	\$12,946.56	-\$1,696.56	115%	\$135,000.00	\$139,866.87	-\$4,866.87	104%	104%	\$135,000.00
HR Services	\$2,500.00	\$1,228.75	\$1,271.25	49%	\$30,000.00	\$5,133.75	\$24,866.25	17%	17%	\$30,000.00
Staffing	\$5,005.00	\$9,741.24	-\$4,736.24	195%	\$60,060.00	\$65,238.99	-\$5,178.99	109%	109%	\$60,060.00
Marketing	\$9,166.66	\$16,836.39	-\$7,669.73	184%	\$110,000.00	\$71,838.89	\$38,161.11	65%	65%	\$110,000.00
Website	\$1,205.00	\$910.45	\$294.55	76%	\$14,460.00	\$12,710.85	\$1,749.15	88%	88%	\$14,460.00
Contract Services	\$35,368.68	\$45,354.09	-\$9,985.41	128%	\$424,424.00	\$391,725.88	\$32,698.12	92%	92%	\$424,424.00
Operating Supplies										
Banking Fees	\$41.66	\$0.00	\$41.66	0%	\$500.00	\$60.00	\$440.00	12%	12%	\$500.00
Software Licenses	\$622.09	\$992.08	-\$369.99	159%	\$7,465.00	\$5,044.79	\$2,420.21	68%	68%	\$7,465.00
Postage	\$25.00	\$0.00	\$25.00	0%	\$300.00	\$9.55	\$290.45	3%	3%	\$300.00
IT	\$416.66	\$10,458.66	-\$10,042.00	2510%	\$5,000.00	\$19,106.14	-\$14,106.14	382%	382%	\$5,000.00
Licenses	\$8.34	\$0.00	\$8.34	0%	\$100.00	\$71.50	\$28.50	72%	1%	\$5,000.00
Office Supplies	\$416.66	\$1,832.37	-\$1,415.71	440%	\$5,000.00	\$16,886.36	-\$11,886.36	338%	338%	\$5,000.00
Paper Supplies	\$0.00	\$1,202.30	-\$1,202.30	0%	\$0.00	\$0.00	\$0.00	0%	0%	\$0.00
Business Cards	\$0.00	\$11,644.40	-\$11,644.40	0%	\$0.00	\$1,974.42	-\$1,974.42	0%	0%	\$0.00
Meeting Expenses	\$0.00	\$223.11	-\$223.11	0%	\$0.00	\$0.00	\$0.00	0%	0%	\$0.00
Operating Supplies	\$1,530.41	\$26,352.92	-\$24,822.51	1722%	\$18,365.00	\$43,152.76	-\$24,787.76	235%	235%	\$18,365.00
Recruitment	\$41.67	\$34,605.65	-\$34,563.98	83047%	\$500.00	\$56,601.06	-\$56,101.06	11320%	11320%	\$500.00
Mileage Reimbursement	\$0.00	\$0.00	\$0.00		\$500.00	\$0.00	\$500.00	0%	0%	\$1,000.00
Insurance										
Workers Compensation	\$154.34	\$151.17	\$3.17	98%	\$1,852.00	\$1,247.56	\$604.44	67%	67%	\$1,852.00
Business Owners Liability & Property	\$150.00	\$152.00	-\$2.00	101%	\$1,800.00	\$1,824.00	-\$24.00	101%	101%	\$1,800.00
Professional Liability	\$257.08	\$246.22	\$10.86	96%	\$3,085.00	\$3,089.43	-\$4.43	100%	100%	\$3,085.00
Management Liability	\$416.67	\$2,567.50	-\$2,150.83	616%	\$5,000.00	\$5,048.68	-\$48.68	101%	101%	\$5,000.00
Insurance	\$978.09	\$3,116.89	-\$2,138.80	319%	\$11,737.00	\$11,209.67	\$527.33	96%	96%	\$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	\$133.34	\$265.84	-\$132.50	199%	\$1,600.00	\$2,395.01	-\$795.01	150%	150%	\$1,600.00
PCMA	\$83.34	\$0.00	\$83.34	0%	\$1,000.00	\$444.62	\$555.38	44%	44%	\$1,000.00
MPI ACE/WEC	\$138.75	\$0.00	\$138.75	0%	\$1,665.00	\$710.31	\$954.69	43%	43%	\$1,665.00
CALSAE	\$29.16	\$0.00	\$29.16	0%	\$350.00	\$420.05	-\$70.05	120%	120%	\$350.00
California Travel Association	\$0.00	\$150.00	-\$150.00	0%	\$0.00	\$750.00	-\$750.00	0%	0%	
San Francisco Travel Association	\$0.00	\$416.67	-\$416.67	0%	\$0.00	\$1,250.01	-\$1,250.01	0%	0%	
Memberships	\$384.59	\$832.51	-\$447.92	216%	\$4,615.00	\$6,240.00	-\$1,625.00	135%	135%	\$4,615.00
Subscription Services										
Act On	\$0.00	\$5,376.00	-\$5,376.00	0%	\$0.00	\$20,876.00	-\$20,876.00	0%	0%	\$0.00
CRM	\$816.66	\$741.67	\$74.99	91%	\$9,800.00	\$9,641.65	\$158.35	98%	98%	\$9,800.00
Knowland	\$1,099.00	\$1,154.00	-\$55.00	105%	\$13,188.00	\$16,649.50	-\$3,461.50	126%	87%	\$19,202.00
CoStar Realty Information	\$0.00	\$210.00	-\$210.00	0%	\$0.00	\$2,640.00	-\$2,640.00	0%	0%	\$0.00
CVENT	\$1,600.16	\$1,873.71	-\$273.55	117%	\$19,202.00	\$26,633.46	-\$7,431.46	139%	202%	\$13,188.00
Destination International EIC Subscription	\$611.66	\$584.74	\$26.92	96%	\$7,340.00	\$9,425.59	-\$2,085.59	128%	128%	\$7,340.00
Subscription Services	\$4,127.48	\$9,940.12	-\$5,812.64	241%	\$49,530.00	\$85,866.20	-\$36,336.20	173%	173%	\$49,530.00

Report Ending Date: 06/30/2023	Jun-23				YEAR TO DATE					
	Budget	Actual	VARIANCE	%	YTD Budget	YTD ACTUAL	VARIANCE	YTD	Annual	Annual Budget
FY 2022/23 FUNDING ALLOCATION	\$140,965.25	\$232,892.83	-\$91,927.58	165%	\$1,691,583.00	\$1,141,076.26	\$550,506.74	67%	67%	\$1,691,583.00
PURCHASED GOODS & SERVICES CONT.										
Conferences and Trade Shows										
IMEX North America	\$983.34	\$17,145.23	-\$16,161.89	1744%	\$11,800.00	\$17,145.23	-\$5,345.23	145%	145%	\$11,800.00
CONNECT Marketplace	\$370.84	\$0.00	\$370.84	0%	\$4,450.00	\$0.00	\$4,450.00	0%	0%	\$4,450.00
CONNECT Medical/Tech	\$370.84	\$0.00	\$370.84	0%	\$4,450.00	\$0.00	\$4,450.00	0%	0%	\$4,450.00
Other - Conf & Trade Shows	\$0.00	\$0.00	\$0.00	0%	\$0.00	\$4,391.69	-\$4,391.69	0%	0%	\$0.00
Conferences and Trade Shows	\$1,725.02	\$17,145.23	-\$15,420.21	994%	\$20,700.00	\$21,536.92	-\$836.92	104%	104%	\$20,700.00
Business Development	\$4,166.67	\$0.00	\$4,166.67	0%	\$50,000.00	\$2,427.08	\$47,572.92	5%	5%	\$50,000.00
Travel & Entertainment										
Destination International Annual Conv	\$0.00	\$49.85	-\$49.85	0%	\$0.00	\$49.85	-\$49.85	0%	0%	\$0.00
CONNECT Marketplace	\$233.34	\$0.00	\$233.34	0%	\$2,800.00	\$0.00	\$2,800.00	0%	0%	\$2,800.00
IMEX North America	\$158.33	\$866.24	-\$707.91	547%	\$1,900.00	\$866.24	\$1,033.76	46%	46%	\$1,900.00
CONNECT Marketplace	\$191.67	\$0.00	\$191.67	0%	\$2,300.00	\$0.00	\$2,300.00	0%	0%	\$2,300.00
Other Expense	\$0.00	\$15.00	-\$15.00	0%	\$0.00	\$1,737.87	-\$1,737.87	0%	0%	\$0.00
Mileage Reimbursement	\$83.32	\$0.00	\$83.32	0%	\$500.00	\$54.88	\$445.12	11%	0%	\$0.00
Travel & Entertainment	\$666.66	\$931.09	-\$264.43	140%	\$7,500.00	\$2,708.84	\$4,791.16	36%	39%	\$7,000.00
Advertising & Promotion	\$6,250.00	\$2,217.34	\$4,032.66	35%	\$75,000.00	\$6,093.82	\$68,906.18	8%	8%	\$75,000.00
Support Services										
Client Events	\$2,333.33	\$0.00	\$2,333.33	0%	\$28,000.00	\$0.00	\$28,000.00	0%	0%	\$28,000.00
Virutal Happy Hour	\$166.67	\$0.00	\$166.67	0%	\$2,000.00	\$0.00	\$2,000.00	0%	0%	\$2,000.00
Client Activations	\$333.33	\$0.00	\$333.33	0%	\$4,000.00	\$0.00	\$4,000.00	0%	0%	\$4,000.00
Personalized greetings	\$166.67	\$0.00	\$166.67	0%	\$2,000.00	\$0.00	\$2,000.00	0%	0%	\$2,000.00
Site Visits	\$0.00	\$5,274.98	-\$5,274.98	0%	\$0.00	\$6,271.40	-\$6,271.40	0%	0%	\$0.00
Support Services	\$3,000.00	\$5,274.98	-\$2,274.98	176%	\$36,000.00	\$6,271.40	\$29,728.60	17%	17%	\$36,000.00
TOTAL PURCHASED GOODS & SERVICES EX	\$58,239.27	\$145,770.82	-\$87,531.55	250%	\$698,871.00	\$633,833.63	\$65,037.37	91%	91%	\$698,871.00
CONTINGENCY	\$2,936.59	\$0.00	\$2,936.59	0%	\$35,239.00	\$0.00	\$35,239.00	0%	0%	\$35,239.00
CITY ADMINISTRATIVE FEE	\$1,952.41	\$3,633.77	-\$1,681.36	186%	\$23,429.00	\$50,288.49	-\$26,859.49	215%	215%	\$23,429.00
TOTAL OPERATING EXPENSES	\$140,965.26	\$232,892.83	-\$91,927.57	165%	\$1,691,583.00	\$1,141,076.26	\$550,506.74	67%	67%	\$1,691,583.00
SURPLUS(DEFICIT)		-\$91,927.57				\$550,506.74				

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

	FY 2022/23 Budget	YTD Budget	Actual YTD Exp	Exp vs. YTD	Expended Annual	YTD
FY 2022/23 FUNDING ALLOCATION	\$1,691,583	\$1,691,583	\$1,141,076	\$550,507	67%	67%
Personnel						
Salary	\$635,000	\$635,000	\$392,438	\$242,562	100%	62%
Payroll Taxes	\$90,534	\$90,534	\$36,756	\$53,779	41%	41%
Employee Benefits	\$70,730	\$70,730	\$22,481	\$48,249	32%	32%
Health	\$32,704	\$32,704	\$22,481	\$10,223	69%	69%
401K Fee	\$38,027	\$38,026	\$0	\$38,026	0%	0%
Employee Incentives	\$127,500	\$127,500	\$0	\$127,500	0%	0%
Other	\$10,280	\$10,280	\$5,280	\$5,000	51%	51%
TOTAL PERSONNEL EXPENSE	\$934,044	\$934,044	\$456,954	\$477,090	49%	49%
Purchased Goods and Services Expense						
Contract Services	\$424,424	\$424,424	\$391,726	\$32,698	92%	92%
Operating Supplies	\$18,365	\$18,365	\$43,153	(\$24,788)	235%	235%
Mileage Reimbursement	\$1,000	\$500	\$0	\$500	0%	0%
Recruitment	\$500	\$500	\$56,601	(\$56,101)	11320%	11320%
Insurance	\$11,737	\$11,737	\$11,210	\$527	96%	96%
Memberships	\$4,615	\$4,615	\$6,240	(\$1,625)	135%	135%
Subscription Services	\$49,530	\$49,530	\$85,866	(\$36,336)	173%	173%
Conferences and Trade Shows	\$20,700	\$20,700	\$21,537	(\$837)	104%	104%
Business Development	\$50,000	\$50,000	\$2,427	\$47,573	5%	5%
Travel & Entertainment	\$7,000	\$7,500	\$2,709	\$4,791	36%	39%
Advertising & Promotion	\$75,000	\$75,000	\$6,094	\$68,906	8%	8%
Support Services	\$36,000	\$36,000	\$6,271	\$29,729	17%	17%
TOTAL PURCHASED GOODS & SERVICES EXPENSE	\$698,871	\$698,871	\$633,834	\$65,037	91%	91%
CONTINGENCY	\$35,239	\$35,239	\$0	\$35,239	0%	0%
CITY ADMINISTRATIVE FEE	\$23,429	\$23,429	\$50,288	-\$26,859.48	215%	215%
TOTAL OPERATING EXPENSES	\$1,691,583	\$1,691,583	\$1,141,076	\$550,507	67%	67%

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

Budget Item	FY 22/23 Budget	YTD Budget	Actual YTD Exp	Variance	Expended	
					YTD	Annual
CONVENTION SALES, INCENTIVES & SERVICES						
Personnel	\$ 457,669.00	\$ 457,669.00	\$ 120,776.37	\$ 336,892.63	26%	26%
Salary	\$ 300,000.00	\$ 300,000.00	\$ 105,797.42	\$ 194,202.58	35%	35%
1.0 FTE Director of Sales	\$ 112,500.00	\$ 112,500.00	\$ -	\$ 112,500.00	0%	0%
1.0 FTE Sales Manager	\$ 97,500.00	\$ 97,500.00	\$ 73,442.40	\$ 24,057.60	75%	75%
1.0 FTE Sales Manager	\$ 90,000.00	\$ 90,000.00	\$ 32,355.02	\$ 57,644.98	36%	36%
Incentives	\$ 75,000.00	\$ 75,000.00	\$ -	\$ 75,000.00	0%	0%
Benefits	\$ 33,934.00	\$ 33,934.00	\$ 5,311.88	\$ 28,622.12	16%	16%
Health	\$ 18,934.00	\$ 18,934.00	\$ 5,311.88	\$ 13,622.12	28%	28%
401K Fee	\$ 15,000.00	\$ 15,000.00	\$ -	\$ 15,000.00	0%	0%
Payroll Taxes	\$ 44,415.00	\$ 44,415.00	\$ 9,147.07	\$ 35,267.93	21%	21%
Other-Cell Phone Stipend	\$ 1,320.00	\$ 1,320.00	\$ 520.00	\$ 800.00	39%	39%
Other-relocation	\$ 3,000.00	\$ 3,000.00	\$ -	\$ 3,000.00	0%	0%
Convention Sales, Incentives & Services Expenses	\$ 149,605.00	\$ 149,605.00	\$ 78,469.06	\$ 71,135.94	52%	52%
Operating Supplies		\$ -	\$ 223.11	\$ (223.11)	0%	0%
Memberships	\$ 3,015.00	\$ 3,015.00	\$ 2,018.75	\$ 996.25	67%	67%
Industry Related Expense	\$ -	\$ -	\$ 270.00	\$ (270.00)	0%	0%
Professional Convention Management Association (PCMA)	\$ 1,000.00	\$ 1,000.00	\$ 444.62	\$ 555.38	44%	44%
Meeting Professional International (MPI)	\$ 1,665.00	\$ 1,665.00	\$ 134.08	\$ 1,530.92	8%	8%
California Society of Association Executives (Cal SAE)	\$ 350.00	\$ 350.00	\$ 420.05	\$ (70.05)	120%	120%
California Travel Association	\$ -	\$ -	\$ 750.00	\$ (750.00)	0%	0%
Mileage Reimbursement	\$ 500.00	\$ -	\$ -	\$ -	0%	0%
Subscription Services	\$ 32,390.00	\$ 32,390.00	\$ 43,282.96	\$ (10,892.96)	134%	134%
CVENT	\$ 19,202.00	\$ 19,202.00	\$ 26,633.46	\$ (7,431.46)	139%	139%
Knowland	\$ 13,188.00	\$ 13,188.00	\$ 16,649.50	\$ (3,461.50)	126%	126%
Business Development	\$ 50,000.00	\$ 50,000.00	\$ 2,427.08	\$ 47,572.92	5%	5%
Conferences and Tradeshows	\$ 20,700.00	\$ 20,700.00	\$ 21,536.92	\$ 3,554.77	104%	104%
CONNECT Marketplace	\$ 4,450.00	\$ 4,450.00	\$ -	\$ 4,450.00	0%	0%
CONNECT Medical Tech	\$ 4,450.00	\$ 4,450.00	\$ -	\$ 4,450.00	0%	0%
IMEX North America	\$ 11,800.00	\$ 11,800.00	\$ 17,145.23	\$ (5,345.23)	145%	145%
Other Conf & Tradeshows	\$ -	\$ -	\$ 4,391.69	\$ (4,391.69)	0%	0%
Support Services	\$ 36,000.00	\$ 36,000.00	\$ 6,271.40	\$ 36,000.00	17%	17%
Virutal Happy Hour	\$ 2,000.00	\$ 2,000.00	\$ -	\$ 2,000.00	0%	0%
Client Activations	\$ 4,000.00	\$ 4,000.00	\$ -	\$ 4,000.00	0%	0%
Personalized Greetings	\$ 2,000.00	\$ 2,000.00	\$ -	\$ 2,000.00	0%	0%
Client Events	\$ 28,000.00	\$ 28,000.00	\$ -	\$ 28,000.00	0%	0%
Site Visits	\$ -	\$ -	\$ 6,271.40	\$ (6,271.40)	0%	0%

Budget Item	FY 22/23 Budget	YTD Budget	Actual YTD Exp	Variance	Expended	
Travel & Entertainment	\$ 7,000.00	\$ 7,500.00	\$ 2,708.84	\$ 4,791.16	36%	39%
Destination International Annual Convention	\$ -	\$ -	\$ 49.85			
CONNECT Marketplace	\$ 2,300.00	\$ 2,300.00	\$ -	\$ 2,300.00	0%	0%
IMEX North America	\$ 1,900.00	\$ 1,900.00	\$ 866.24	\$ 1,033.76	46%	46%
CONNECT Medical Tech	\$ 2,800.00	\$ 2,800.00	\$ -	\$ 2,800.00	0%	0%
Other Expense	\$ -	\$ -	\$ 1,737.87	\$ (1,737.87)	0%	0%
Mileage Reimbursement	\$ -	\$ 500.00	\$ 54.88			
TOTAL CONVENTION SALES, INCENTIVES & SERVICES	\$ 607,274.00	\$ 607,274.00	\$ 199,245.43	\$ 408,028.57	33%	33%
MARKETING & COMMUNICATIONS						
Personnel	\$ -	\$ -	\$ 30,429.82	\$ (30,429.82)	0%	0%
Salary						
1.0 FTE Director of Marketing	\$ -	\$ -	\$ 22,158.99	\$ (22,158.99)	0%	0%
Incentives	\$ -	\$ -	\$ -	\$ -	0%	0%
Benefits	\$ -	\$ -	\$ -	\$ -	0%	0%
Health	\$ -	\$ -	\$ 2,318.14	\$ (2,318.14)	0%	0%
401K Fee	\$ -	\$ -	\$ -	\$ -	0%	0%
Payroll Taxes	\$ -	\$ -	\$ 5,912.69	\$ (5,912.69)	0%	0%
Other-Cell Phone Stipend	\$ -	\$ -	\$ 40.00	\$ (40.00)	0%	0%
Other-relocation	\$ -	\$ -	\$ -	\$ -	0%	0%
Marketing Expenses	\$ 203,048.00	\$ 203,048.00	\$ 91,098.69	\$ 111,949.31	45%	45%
Contract Services	\$ 124,460.00	\$ 124,460.00	\$ 84,549.74	\$ 39,910.26	68%	68%
Marketing Services	\$ 110,000.00	\$ 110,000.00	\$ 71,838.89	\$ 38,161.11	65%	65%
Website	\$ 14,460.00	\$ 14,460.00	\$ 12,710.85	\$ 1,749.15	88%	88%
Advertising & Promotions	\$ 75,000.00	\$ 75,000.00	\$ 6,093.82	\$ 68,906.18	8%	8%
Software Licenses	\$ 3,588.00	\$ 3,588.00	\$ 455.13	\$ 81,519.49	60%	13%
TOTAL MARKETING & COMMUNICATIONS	\$ 203,048.00	\$ 203,048.00	\$ 121,528.51	\$ 81,519.49	60%	60%
ADMINISTRATION						
Personnel	\$ 476,375.00	\$ 476,375.00	\$ 305,747.95	\$ 170,627.05	64%	64%
Salary	\$ 335,000.00	\$ 335,000.00	\$ 264,481.43	\$ 70,518.57	79%	79%
1.0 FTE CEO	\$ 210,000.00	\$ 210,000.00	\$ 167,096.72	\$ 42,903.28	80%	80%
1.0 FTE Administrative Assistant	\$ 125,000.00	\$ 125,000.00	\$ 97,384.71	\$ 27,615.29	78%	78%
Incentives	\$ 52,500.00	\$ 52,500.00	\$ -	\$ 52,500.00	0%	0%
Benefits	\$ 36,796.00	\$ 36,796.00	\$ 14,850.78	\$ 21,945.22	40%	40%
Health	\$ 13,770.00	\$ 13,770.00	\$ 14,850.78	\$ (1,080.78)	108%	108%
401K Fee	\$ 23,026.00	\$ 23,026.00	\$ -	\$ 23,026.00	0%	0%
Payroll Taxes	\$ 46,119.00	\$ 46,119.00	\$ 21,695.74	\$ 24,423.26	47%	47%
Other-Cell Phone Stipend	\$ 960.00	\$ 960.00	\$ 720.00	\$ 240.00	75%	75%
Other-Car Allowance	\$ -	\$ -	\$ 4,000.00	\$ (4,000.00)	0%	0%
Other - Relocation	\$ 5,000.00	\$ 5,000.00	\$ -	\$ 5,000.00	0%	0%

Budget Item	FY 22/23 Budget	YTD Budget	Actual YTD Exp	Variance	Expended	
Administrative Expenses	\$ 346,218.00	\$ 346,218.00	\$ 464,265.88	\$ (118,047.88)	134%	134%
Contract Services	\$ 299,964.00	\$ 299,964.00	\$ 307,176.14	\$ (7,212.14)	102%	102%
Human Resources	\$ 30,000.00	\$ 30,000.00	\$ 5,133.75	\$ 24,866.25	17%	17%
Fiscal	\$ 30,904.00	\$ 30,904.00	\$ 59,106.60	\$ (28,202.60)	191%	191%
Legal	\$ 24,000.00	\$ 24,000.00	\$ 32,726.50	\$ (8,726.50)	136%	136%
Payroll	\$ 6,000.00	\$ 6,000.00	\$ 1,983.00	\$ 4,017.00	33%	33%
Professional Services	\$ 135,000.00	\$ 135,000.00	\$ 139,866.87	\$ (4,866.87)	104%	104%
IT	\$ 4,000.00	\$ 4,000.00	\$ 3,120.43	\$ 879.57	78%	78%
Audit	\$ 10,000.00	\$ 10,000.00	\$ -	\$ 10,000.00	0%	0%
Staffing Services	\$ 60,060.00	\$ 60,060.00	\$ 65,238.99	\$ (5,178.99)	109%	109%
Operating Supplies	\$ 14,777.00	\$ 14,777.00	\$ 42,474.52	\$ (27,697.52)	287%	287%
Bank Fees	\$ 500.00	\$ 500.00	\$ 60.00	\$ 440.00	12%	12%
Office supplies	\$ 5,000.00	\$ 5,000.00	\$ 18,637.67	\$ (13,637.67)	373%	373%
Licenses	\$ 100.00	\$ 100.00	\$ 71.50	\$ 28.50	72%	72%
Software Licenses	\$ 3,877.00	\$ 3,877.00	\$ 4,589.66	\$ (712.66)	118%	118%
Postage	\$ 300.00	\$ 300.00	\$ 9.55	\$ 290.45	3%	3%
IT (Computers and Hardware)	\$ 5,000.00	\$ 5,000.00	\$ 19,106.14	\$ (14,106.14)	382%	382%
Insurance	\$ 11,737.00	\$ 11,737.00	\$ 11,209.67	\$ 527.33	96%	96%
Workers Comp	\$ 1,852.00	\$ 1,852.00	\$ 1,247.56	\$ 604.44	67%	67%
Business Owners Liability & Property	\$ 1,800.00	\$ 1,800.00	\$ 1,824.00	\$ (24.00)	101%	101%
Professional Liability	\$ 3,085.00	\$ 3,085.00	\$ 3,089.43	\$ (4.43)	100%	100%
Management Liability	\$ 5,000.00	\$ 5,000.00	\$ 5,048.68	\$ (48.68)	101%	101%
Memberships	\$ 1,600.00	\$ 1,600.00	\$ 4,221.25	\$ (2,621.25)	264%	264%
Destinations International	\$ 1,600.00	\$ 1,600.00	\$ 4,221.25	\$ (2,621.25)	264%	264%
Mileage Reimbursement	\$ 500.00	\$ 500.00	\$ -	\$ 500.00	0%	0%
Recruitment	\$ 500.00	\$ 500.00	\$ 56,601.06	\$ (56,101.06)	11320%	11320%
Subscription Services	\$ 17,140.00	\$ 17,140.00	\$ 42,583.24	\$ (25,443.24)	248%	248%
Act On	\$ -	\$ -	\$ 20,876.00	\$ (20,876.00)	0%	0%
CRM System (Simpleview)	\$ 9,800.00	\$ 9,800.00	\$ 9,641.65	\$ 158.35	98%	98%
CoStar Realty Information	\$ -	\$ -	\$ 2,640.00	\$ (2,640.00)	0%	0%
Destinations International EIC Subscription	\$ 7,340.00	\$ 7,340.00	\$ 9,425.59	\$ (2,085.59)	128%	128%
TOTAL ADMINISTRATION	\$ 822,593.00	\$ 822,593.00	\$ 770,013.83	\$ 52,579.17	94%	94%
Contingency	\$ 35,239.00	\$ 35,239.00	\$ -	\$ 35,239.00	0%	0%
City Administration Fee	\$ 23,429.00	\$ 23,429.00	\$ 50,288.49	\$ (26,859.49)	215%	215%
TOTAL OPERATING BUDGET	\$ 1,691,583.00	\$ 1,691,583.00	\$ 1,141,076.26	\$ 550,506.74	67%	67%

Silicon Valley/Santa Clara DMO Inc.

Budget vs. Actuals

FY 2022/2023

July 2022 - June 2023

	Annual Budget	YTD Budget	YTD ACTUAL	VARIANCE	EXP YTD	EXP Ann.
FY 2022/23 FUNDING ALLOCATION	\$1,691,583	\$1,691,583	\$1,141,076	\$550,507	67%	67%
Personnel						
Salary						
CEO	\$210,000	\$210,000	\$167,097	\$42,903	80%	80%
DOM	\$0	\$0	\$22,159	(\$22,159)	0%	0%
DOS	\$112,500	\$112,500	\$0	\$112,500	0%	0%
SM1	\$97,500	\$97,500	\$73,442	\$24,058	75%	75%
SM2	\$90,000	\$90,000	\$32,355	\$57,645	36%	36%
Admin	\$125,000	\$125,000	\$97,385	\$27,615	78%	78%
Salary	\$635,000	\$635,000	\$392,438	\$242,562	62%	62%
Payroll Taxes						
CEO	\$31,431	\$31,431	\$13,760	\$17,672	44%	44%
DOM	\$0	\$0	\$5,913	(\$5,913)	0%	0%
DOS	\$16,876	\$16,876	\$0	\$16,876	0%	0%
SM1	\$14,320	\$14,320	\$6,672	\$7,648	47%	47%
SM2	\$13,219	\$13,219	\$2,475	\$10,744	19%	19%
Admin	\$14,688	\$14,688	\$7,936	\$6,752	54%	54%
Payroll Taxes	\$90,534	\$90,534	\$36,756	\$53,779	41%	41%
Employee Benefits						
Health						
Health - CEO	\$6,885	\$6,885	\$6,607	\$278	96%	96%
Health - DOS	\$5,164	\$5,164	\$0	\$5,164	0%	0%
Health - SM1	\$6,885	\$6,885	\$5,312	\$1,573	77%	77%
Health - SM2	\$6,885	\$6,885	\$0	\$6,885	0%	0%
Health - Admin	\$6,885	\$6,885	\$8,244	(\$1,359)	120%	120%
Health - DOM	\$0	\$0	\$2,318	(\$2,318)	0%	0%
Health	\$32,704	\$32,704	\$22,481	\$10,223	69%	69%
401K Fee						
401K Fee - CEO	\$11,513	\$11,513	\$0	\$11,513	0%	0%
401K Fee - DOS	\$5,000	\$5,000	\$0	\$5,000	0%	0%
401K Fee - SM1	\$5,000	\$5,000	\$0	\$5,000	0%	0%
401K Fee - SM2	\$5,000	\$5,000	\$0	\$5,000	0%	0%
401K Fee - Admin	\$11,513	\$11,513	\$0	\$11,513	0%	0%
401K Fee	\$38,026	\$38,026	\$0	\$38,026	0%	0%
Employee Benefits	\$70,730	\$70,730	\$22,481	\$48,249	32%	32%
Employee Incentives						
Employee Incentive CEO	\$52,500	\$52,500	\$0	\$52,500	0%	0%
Employee Incentive DOS	\$28,125	\$28,125	\$0	\$28,125	0%	0%
Employee Incentive SM1	\$24,375	\$24,375	\$0	\$24,375	0%	0%
Employee Incentive SM2	\$22,500	\$22,500	\$0	\$22,500	0%	0%
Employee Incentive Admin	\$0	\$0	\$0	\$0	0%	0%
Employee Incentives	\$127,500	\$127,500	\$0	\$127,500	0%	0%

	Annual Budget	YTD Budget	YTD ACTUAL	VARIANCE	EXP YTD	EXP Ann.
Other						
Cell Phone Stipend - CEO	\$480	\$480	\$320	\$160	67%	67%
Cell Phone Stipend - DOS	\$360	\$360	\$0	\$360	0%	0%
Cell Phone Stipend - SM1	\$480	\$480	\$360	\$120	75%	75%
Cell Phone Stipend - SM2	\$480	\$480	\$160	\$320	33%	33%
Cell Phone Stipend - Admin	\$480	\$480	\$400	\$80	83%	83%
Cell Phone Stipend - DOM	\$0	\$0	\$40	(\$40)	0%	0%
Relocation Expense - CSIS	\$3,000	\$3,000	\$0	\$3,000	0%	0%
Relocation Expense - ADMIN	\$5,000	\$5,000	\$0	\$5,000	0%	0%
Car Allowance - CEO	\$0	\$0	\$4,000	(\$4,000)	0%	0%
Other	\$10,280	\$10,280	\$5,280	\$5,000	51%	51%
TOTAL PERSONNEL EXPENSE	\$934,044	\$934,044	\$456,954	\$477,090	49%	49%
PURCHASED GOODS & SERVICES						
Contract Services						
Fiscal Services	\$30,904	\$30,904	\$59,107	(\$28,203)	191%	191%
Legal Services	\$24,000	\$24,000	\$32,727	(\$8,727)	136%	136%
Payroll Services	\$6,000	\$6,000	\$1,983	\$4,017	33%	33%
Audit	\$10,000	\$10,000	\$0	\$10,000	0%	0%
IT	\$4,000	\$4,000	\$3,120	\$880	78%	78%
Professional Services	\$135,000	\$135,000	\$139,867	(\$4,867)	104%	104%
HR Services	\$30,000	\$30,000	\$5,134	\$24,866	17%	17%
Staffing	\$60,060	\$60,060	\$65,239	(\$5,179)	109%	109%
Marketing	\$110,000	\$110,000	\$71,839	\$38,161	65%	65%
Website	\$14,460	\$14,460	\$12,711	\$1,749	88%	88%
Contract Services	\$424,424	\$424,424	\$391,726	\$32,698	92%	92%
Operating Supplies						
Banking Fees	\$500	\$500	\$60	\$440	12%	12%
Software Licenses	\$7,465	\$7,465	\$5,045	\$2,420	68%	68%
Postage	\$300	\$300	\$10	\$290	3%	3%
IT	\$5,000	\$5,000	\$19,106	(\$14,106)	382%	382%
Licenses	\$100	\$100	\$72	\$29	72%	72%
Office Supplies	\$5,000	\$5,000	\$18,861	(\$13,861)	377%	377%
Operating Supplies	\$18,365	\$18,365	\$43,153	(\$24,788)	235%	235%
Recruitment	\$500	\$500	\$56,601	(\$56,101)	11320%	11320%
Insurance						
Workers Compensation	\$1,852	\$1,852	\$1,248	\$604	67%	67%
Business Owners Liability & Property	\$1,800	\$1,800	\$1,824	(\$24)	101%	101%
Professional Liability	\$3,085	\$3,085	\$3,089	(\$4)	100%	100%
Management Liability	\$5,000	\$5,000	\$5,049	(\$49)	101%	101%
Insurance	\$11,737	\$11,737	\$11,210	\$527	96%	96%
Memberships						
Industry Related Expense	\$0	\$0	\$270	(\$270)	0%	0%
Destinations International	\$1,600	\$1,600	\$2,395	(\$795)	150%	150%
PCMA	\$1,000	\$1,000	\$445	\$555	44%	44%
MPI ACE/WEC	\$1,665	\$1,665	\$710	\$955	43%	43%
CALSAE	\$350	\$350	\$420	(\$70)	120%	120%
California Travel Association	\$0	\$0	\$750	(\$750)	0%	0%
San Francisco Travel Association	\$0	\$0	\$1,250	(\$1,250)	0%	0%
Memberships	\$4,615	\$4,615	\$6,240	(\$1,625)	135%	135%

	Annual Budget	YTD Budget	YTD ACTUAL	VARIANCE	EXP YTD	EXP Ann.
Mileage Reimbursement	\$1,000	\$500	\$0	\$500	0%	0%
Subscription Services						
Act On	\$0	\$0	\$20,876	(\$20,876)	0%	0%
CRM	\$9,800	\$9,800	\$9,642	\$158	98%	98%
CVENT	\$13,188	\$19,202	\$26,633	(\$7,431)	139%	202%
Knowland	\$19,202	\$13,188	\$16,650	(\$3,462)	126%	87%
CoStar Realty Information	\$0	\$0	\$2,640	(\$2,640)	0%	0%
Destination International EIC Subscription	\$7,340	\$7,340	\$9,426	(\$2,086)	128%	128%
Subscription Services	\$49,530	\$49,530	\$85,866	(\$36,336)	173%	173%
Conferences and Trade Shows						
IMEX North America	\$11,800	\$11,800	\$17,145	(\$5,345)	145%	145%
CONNECT Marketplace	\$4,450	\$4,450	\$0	\$4,450	0%	0%
CONNECT Medical/Tech	\$4,450	\$4,450	\$0	\$4,450	0%	0%
Conferences and Trade Shows Other	\$0	\$0	\$4,392	(\$4,392)	0%	0%
Conferences and Trade Shows	\$20,700	\$20,700	\$21,537	(\$837)	104%	104%
Business Development	\$50,000	\$50,000	\$2,427	\$47,573	5%	5%
Travel & Entertainment						
Destination International Annual Convention	\$0	\$0	\$50	(\$50)	0%	0%
CONNECT Medical/Tech	\$2,800	\$2,800	\$0	\$2,800	0%	0%
IMEX North America	\$1,900	\$1,900	\$866	\$1,034	46%	46%
CONNECT Marketplace	\$2,300	\$2,300	\$0	\$2,300	0%	0%
Travel & Entertainment other	\$0	\$0	\$1,738	(\$1,738)	0%	0%
Mileage Reimbursement	\$0	\$500	\$55	\$445	11%	0%
Travel & Entertainment	\$7,000	\$7,500	\$2,709	\$4,791	36%	39%
Advertising & Promotion	\$75,000	\$75,000	\$6,094	\$68,906	8%	8%
Support Services						
Client Events	\$28,000	\$28,000	\$0	\$28,000	0%	0%
Virutal Happy Hour	\$2,000	\$2,000	\$0	\$2,000	0%	0%
Client Activations	\$4,000	\$4,000	\$0	\$4,000	0%	0%
Personalized greetings	\$2,000	\$2,000	\$0	\$2,000	0%	0%
Site Visits	\$0	\$0	\$6,271	(\$6,271)	0%	0%
Support Services	\$36,000	\$36,000	\$6,271	\$29,729	17%	17%
TOTAL PURCHASED GOODS & SERVICES EXPENSE	\$698,871	\$698,871	\$633,834	\$65,037	91%	91%
CONTINGENCY	\$35,239	\$35,239	\$0	\$35,239	0%	0%
CITY ADMINISTRATIVE FEE	\$23,429	\$23,429	\$50,288	(\$26,859)	215%	215%
TOTAL OPERATING EXPENSES	\$1,691,583	\$1,691,583	\$1,141,076	\$550,507	67%	67%
SURPLUS(DEFICIT)			\$550,507			

Variiances

Personnel	June	107%	YTD	49%	Annual	49%
3 pay periods in June put salaries at 130% in June						
Employee benefits - 6% overage due to higher than expected monthly benefit cost						
DOM position added						
Contract Services	June	128%	YTD	92%	Annual	92%
Fiscal Services - 3% overage for June						
Professional Services - 15 % overage in June						
Marketing						
Staffing Services - 44% overage for June higher than anticipated expense 101% YTD 92% Annual						
Operating Supplies	June	1722%	YTD	235%	Annual	235%
Equipment purchase, large supply purchase, software license purchases						
Recruitment	June	83047%	YTD	11320%	Annual	11320%
Recruitment - Only 500 total budget for FY22 DOS Recruitment						
Memberships	June	216%	YTD	135%	Annual	135%
No Budget for 22/23 CTA & SFTA (continuing exp)						
Increased Dest international membership cost						
Subscription Services	June	241%	YTD	173%	Annual	173%
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.						
Conferences & Tradeshows	June	994%	YTD	104%	Annual	104%
Imex booth purchase						
Travel & Entertainment	June	140%	YTD	36%	Annual	39%
Travel spend above budget for period						
Support Services	June	176%	YTD	17%	Annual	17%
Increased site visits expenses						
City Admin Fee	June	186%	YTD	215%	Annual	215%
Over budget due to higher than anticipated TID receipts.						



Silicon Valley/Santa Clara DMO, Inc.

Balance Sheet As of June 30, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1005 City - TID Account	2,269,813.06
1010 Checking-Operating-Wells	89,705.44
1070 Current Year Reserves	678,001.00
Total Bank Accounts	\$3,037,519.50
Accounts Receivable	
13100 TID Receivable	545,064.99
13101 Refunds	0.00
13110 Contributions Receivable	0.00
Total Accounts Receivable	\$545,064.99
Other Current Assets	
14100 Prepaid Expenses	7,056.50
14110 Prepaid Insurance	10,028.48
14120 Prepaid Annualized Software	10,053.35
14130 Prepaid Memberships	6,952.34
14150 Sales Tax on Purchases	0.00
14200 Employee Benefits	1,119.46
Total Other Current Assets	\$35,210.13
Total Current Assets	\$3,617,794.62
TOTAL ASSETS	\$3,617,794.62
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
30000 Accounts Payable (A/P)	129,027.14
Total Accounts Payable	\$129,027.14
Other Current Liabilities	
30100 Accrued Expenses	31,728.32
30110 Accrued Payroll Liability	2,504.86
Total 30100 Accrued Expenses	\$34,233.18
30200 Deferred Revenue	0.00
Total Other Current Liabilities	\$34,233.18
Total Current Liabilities	\$163,260.32
Total Liabilities	\$163,260.32



Silicon Valley/Santa Clara DMO, Inc.

Balance Sheet

As of June 30, 2023

	TOTAL
Equity	
30300 Change in Net Assets	2,015,185.25
Net Income	1,439,349.05
Total Equity	\$3,454,534.30
TOTAL LIABILITIES AND EQUITY	\$3,617,794.62



STAFF REPORT TO THE BOARD OF DIRECTORS

DATE: August 17, 2023

TO: Board of Directors

FROM: Christine Lawson, CEO

SUBJECT: PROPOSED DMO BANK CHANGE FROM WELLS FARGO TO BRIDGE BANK AND APPROVAL TO IMPLEMENT DMO CREDIT CARD PROGRAM

BACKGROUND

The City currently serves as the fiscal sponsor for the DMO. Under the Amended and Restated Fiscal Sponsorship Agreement Between the City of Santa Clara, California, and Silicon Valley/Santa Clara DMO, Inc. (the "Agreement"), the DMO submits payment requests to the City for eligible expenses and upon review and approvals as required, the City releases SCTID funds for the payment of the DMO's invoices. Processes for DMO payroll activity is not included under the current Agreement.

The DMO manages its own payroll and benefits system and has an established account with Wells Fargo Bank for the purpose of issuing employee paychecks and other operational expenses that require an alternate form of payment (i.e. credit/debit card is the only acceptable form of payment or required for reoccurring monthly expenses such as Microsoft Office and Adobe) or when time is of the essence and the regular process of issuing a check cannot be done in a timely manner.

Over the past several years, the DMO has evolved in terms of staffing and the need for additional financial resources. As the DMO looks to create a credit card program, it has become apparent that Wells Fargo is not able to provide the resources that the DMO needs currently.

The action that the Board is being asked to consider is to change banks so that the DMO can initiate and implement an effective credit card program.

DISCUSSION

Currently, the City of Santa Clara serves as the DMO's fiscal sponsor. The City processes a majority of the DMO's invoices; however, the DMO is advanced funds for the DMO to process payroll, budgeted recurring expenses, and time-sensitive debit card transactions.

In fiscal year 2022, Treasurer Carr set out to secure a credit card arrangement with Wells Fargo Bank. Regrettably, the request was met with a formidable hurdle, as Wells Fargo's policy necessitated a personal credit check of both the Board Chair and Treasurer meaning the credit card program implementation would be based upon the personal credit scores of these two Board members vs. that of the DMO for any business credit card application.

This not only introduced complexities but also placed the onus of liability on the employee seeking a credit card for official business transactions. Consequently, after thoughtful consideration, both the Treasurer and Chair arrived at a strategic decision and opted for a debit card to facilitate DMO purchases. While this choice has helped with smaller purchases and expenses, this solution comes with its own set of limitations and does not address the need to support team travel and client entertainment. The debit card's daily spending cap stands at \$5,000.00, a threshold that regrettably falls short of accommodating certain high value needs like tradeshow/conference registration and associated expenditures. In trying to navigate these circumstances, it has become clear that while the DMO strives to fulfill its organizational goals, the existing infrastructure imposes constraints that necessitate a solution to bridge the gap between operational needs and available financial options.

Securing business credit cards for the DMO team is imperative to effectively manage our promotional efforts. As the DMO travel and entertainment schedule kicks-off, the need for a flexible financial solution becomes increasingly evident. By equipping team members with business credit cards, we streamline expense management, eliminating the burden of using personal credit cards for business-related costs. This not only ensures financial convenience but also offers a more sophisticated approach to tracking and reimbursing expenses. These cards empower the team to showcase Santa Clara seamlessly to clients, underscoring the critical necessity for their swift implementation.

As the DMO puts the finishing touches on filling key revenue generating positions, travel, client entertainment and marketing expenses necessitate the need for DMO credit cards for business purposes. The debit card has been used for time sensitive purchases; however, a full travel schedule is projected for FY 2023/24, and the frequency of travel will increase. Team members who will be traveling must have immediate access to a business credit card to pay for business expenses and take advantage of better pricing opportunities (e.g., early registration discounts, airfare, etc.). Additionally, employees should not be required to maintain balances on their personal credit cards for business-related travel expenses.

In 2023, the DMO conducted additional credit card options through American Express, Capital One, Bridge Bank, and Wells Fargo. In our research, we found that Wells Fargo, along with American Express and Capital One, confirmed they required a personal guarantee for cardholders; however, we were referred by another DMO to Bridge Bank, a division of Western Alliance Bancorporation. Bridge Bank offers business credit cards to nonprofit bank clients because they are a community bank with all the benefits of a large bank allowing them to provide innovative solutions through responsive relationship banking. Bridge Bank only approves credit cards for clients of their bank that qualify based upon carrying an account with the bank and on the business profile, and they do not require a personal guarantee for company credit cards.

Founded in Silicon Valley in 2001, the headquarters for Bridge Bank is in San José and is an FDIC member. They are part of Western Alliance Bancorporation, which has more than \$65 billion in assets and ranked #1 among top-performing large banks with assets greater than \$50 billion in 2021 by both American Banker and Bank Director. Bridge Bank delivers relationship banking through its tailored business banking solutions. Upon DMO staff speaking to the Bridge Bank team, it appears that the Bridge Bank team is confident that the DMO will receive approval for business credit cards if we move our account from the Wells Fargo Bank to Bridge Bank.

While the DMO is working diligently to finalize a draft of Financial Standard Operating Procedures (SOPs) for future Board approval, including a proposed Travel and Expense (T+E) Policy, it is anticipated that this comprehensive process might extend for a couple more months. In anticipation of an increase in travel and client entertainment activities commencing in early October, proactive measures are necessary, such as expediting the acquisition of business credit cards, and at this time it is recommended that the Board approve the DMO to close the Wells Fargo account and open an account with Bridge Bank in order to initiate and implement a credit card program. This approach ensures preparedness for upcoming travel needs, while simultaneously allowing the larger Financial SOP process to progress unhindered.

The suggested credit card purchasing limits and interim policies are as follows. While they are based on those that are outlined in the T&E Policy that will be included in the DMO’s financial SOP Packet for Board approval, we are requesting an interim approval until the finalization of such policies.

The corporate credit cards for the DMO may be used for the purchase of emergency non-recurring business expenses. The maximum dollar amount allowable per the monthly transaction credit cards statement cycle are as follows and may be increased in case of an emergency.

Purchases may not be split to avoid these spending requirements. Employees that are found to be knowingly violating the limitation requirements will have card privileges revoked indefinitely.

Proposed Corporate Credit Card Limit	
Position	Amount
CEO	\$30,000
Director of Sales	\$15,000
Director of Marketing	\$10,000
Sales Manager, Marketing Manager & Manager, Data & Strategy	\$5,000

In advance of the Financial SOP Packet review, the DMO will manage the review and reconciliation of the credit card program as follows.

Corporate credit card purchases may be used for the following transactions noted below.

- Purchase of necessary goods, materials, and supplies
- Authorized classes and training
- Authorized Travel expenses such as conferences/tradeshows, sales trips, seminar reservations, travel costs, hotel, and rental car expenses. (More information regarding these types of expenses will be outlined in the "Travel and Entertainment" Policy once presented with the Financial SOP Packet.

Business credit cards cannot be used to purchase or pay for the following transactions noted below:

- Goods and services for personal use
- Consultants
- Professional services
- Temporary employee services
- Unauthorized equipment purchases
- Unauthorized classes or training
- Unauthorized travel expenses
- Cash advances
- Personal expenses
- Gift cards

I. **CREDIT CARD MANAGEMENT**

Business credit card holders are required to substantiate all transactions shown on monthly billing statements with itemized receipts (unless unavailable), therefore, all corporate credit card transactions by the cardholder must keep all receipts and supporting documents of the purchase. Cardholders will receive the corporate credit card statements monthly to reconcile the statements to the receipts and provide the reconciled statements to the DMO's Administrative Services Manager for processing.

The DMO's Administrative Services Manager must ensure the cardholder's monthly transactions are within the transaction limits and all transactions are allowable before the cardholder can continue using the corporate credit card. If the cardholder has not submitted a reconciled statement for the month to finance, the transaction limit on the card will be set to zero until the information is received.

II. **RETURNS AND DISPUTES**

Any returns, billing errors, or disputes are the cardholder's responsibility and should be resolved accordingly by the cardholder. The cardholder is responsible for communicating with vendors to process returns, correct billing errors, and ensure that the proper credit has been issued. Any disputed charges should be handled by the cardholder and communicated to finance once a resolution has been reached.

III. APPROVAL PROCESS

Before using the corporate credit card, the cardholder must obtain prior approval for the expenses from their immediate supervisor, who will verify that the purchase is necessary and complies with the Silicon Valley/Santa Clara DMO's policies and procedures. The supervisor must sign off on the purchase request before the cardholder can proceed with the transaction.

IV. REPORTING OF LOST OR STOLEN CREDIT CARDS

In case of loss or theft of the Silicon Valley/Santa Clara DMO business credit card, the cardholder must immediately notify the Silicon Valley/Santa Clara DMO's Administrative Services Manager and the corporate credit card issuer. The Administrative Services Manager must then take steps to ensure that the card is canceled to prevent any unauthorized use.

V. MONTHLY STATEMENTS REVIEW

The Silicon Valley/Santa Clara DMO's Accounting Firm, Krisch & Company will review each cardholder's monthly statement to ensure that all transactions are within policy and in compliance with the Silicon Valley/Santa Clara DMO's financial policies and procedures. Any discrepancies or unauthorized charges must be reported to the cardholder for explanation and resolution.

VI. AUDITING OF CREDIT CARD EXPENSES

The Silicon Valley/Santa Clara DMO's Administrative Services Manager will partner with the DMO's Accounting Firm Krisch & Company to conduct bi-annual reviews of business credit card transactions to ensure that they comply with the Silicon Valley/Santa Clara DMO's policies and procedures. Any discrepancies found during the audit will be reported to the appropriate parties for explanation and resolution.

VII. LIMITATION OF CREDIT CARD USE

The Silicon Valley/Santa Clara DMO's business credit card may not be used for personal expenses or for expenses that are not related to Silicon Valley/Santa Clara DMO's business. The cardholder must ensure that all charges are legitimate and directly related to the Silicon Valley/Santa Clara DMO's business activities. Absent a legitimate reason (such as expenses that cannot be paid by credit card, the corporate card was declined, etc.), failure to use the corporate credit card as required may result in disciplinary action up to and including termination. Issuance of corporate cards is determined by business needs and will be approval of the CEO and Board Treasurer.

VIII. CONSEQUENCES OF VIOLATIONS

Violations of the Silicon Valley/Santa Clara DMO's business credit card policy may result in disciplinary action, up to and including termination of employment. The Silicon Valley/Santa Clara DMO will take any necessary actions to recover any unauthorized charges made by the cardholder.

By authorizing this action prior to the comprehensive review and approval of the DMO's Financial SOP presentation we ensure the seamless continuation of essential business activities without any disruption, enabling our authorized team members to effectively represent the company and uphold its strategic interests.

FINANCIAL IMPACT

The transition of our current Wells Fargo bank account to Bridge Bank and the adoption of business credit card program is projected to have no financial implications for the DMO. Moreover, the adoption of these cards offers substantial benefits in terms of enhanced transparency of business expenditures and streamlining the accounting procedures, contributing to a more efficient financial management process for the DMO.

RECOMMENDATIONS

1. Authorize Treasurer Carr to close the current DMO Wells Fargo account once all outstanding expenses have cleared and in partnership with Board Chair Lentz, open an account with Bridge Bank to be used for payroll, approved recurring expenses, debit/wire transactions, and debit card payments.
2. Approve and authorize the CEO to initiate and implement a business credit card program through Bridge Bank prior to the presentation and approval of the Financial SOP Packet.

DMO Board Meeting

August 17, 2023

- June Sales Activity Report.
- Staffing Update.
- Monthly Accomplishments + Priorities



Sales Activity Report

June 2023

DISCOVER
**SANTA
CLARA**®

JUNE 2023
SALES ACTIVITY RECAP

UPDATED: 07-14-2023



Monthly Totals by Event Priority Type

	P 1 - P 2	P 3	P 4	P 5
Current Active Prospects	53	154	171	386
June	P 1 - P 2	P 3	P 4	P 5
Actively Researching	269	0	0	0
New Prospects	8	12	17	36
New Tentatives	3	3	3	13
New Definites	0	3	5	14

Key Performance Indicators (KPIs)

Silicon Valley/Santa Clara DMO Inc.				
Performance Measures				
	2022/23 Target	YTD	June	NOTES
1. Event Mix (Consumed)				
Percent of P1 Events	1%	0%	0%	
Number of P1 Events	3	0	0	
Percent of P2 Events	2%	0%	0%	
Number of P2 Events	6	0	0	
2. Number of Definite Events Booked (booked in the year for future years)				
Number of P1 Events	5	0	0	
Number of P2 Events	11	1	0	
3. Convention Center Gross Revenue (P1& P2)	\$2,580,000	\$0	\$0	
4. Number of Room Nights Booked (for future years)	16,438	750	0	
5. Number of Room Nights Consumed	9,375	0	0	
6. Number of Weeks Impacted (Consumed)	9	4	0	Reported at year-end
7. Customer Service Survey Results (overall satisfaction)	85%		-	Reported at year-end
8. Number of Prospects (active) (non-cumulative P1 & P2)	300	53	53	
9. Economic Impact (Consumed P1 and P2 events)	\$6,031,943	\$0	\$0	

June Dashboard

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	0	295	12	144	58
Prospects	31	7	7	6	7	2	1	2	6	3	5	5	6	88	5	57	202

Meeting & Convention Sales

Incremental Booked Business*	Current Month	Year to Date	Goal	% to Goal
Priority 1 (P1)				
Number of Groups	-	0	2	0%
Priority 2 (P2)				
Number of Groups	-	1	4	25%

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

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

Glossary of Terms & Definitions:

Prospect: A group who will fit in the SCCC, fit the overall parameters of the SCCC.

Tentative: A group who has agreed to the overall parameters required and space is being held at SCCC.

Booking: A group who has agreed to the overall parameters required and has a signed contract with the SCCC.

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

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

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

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

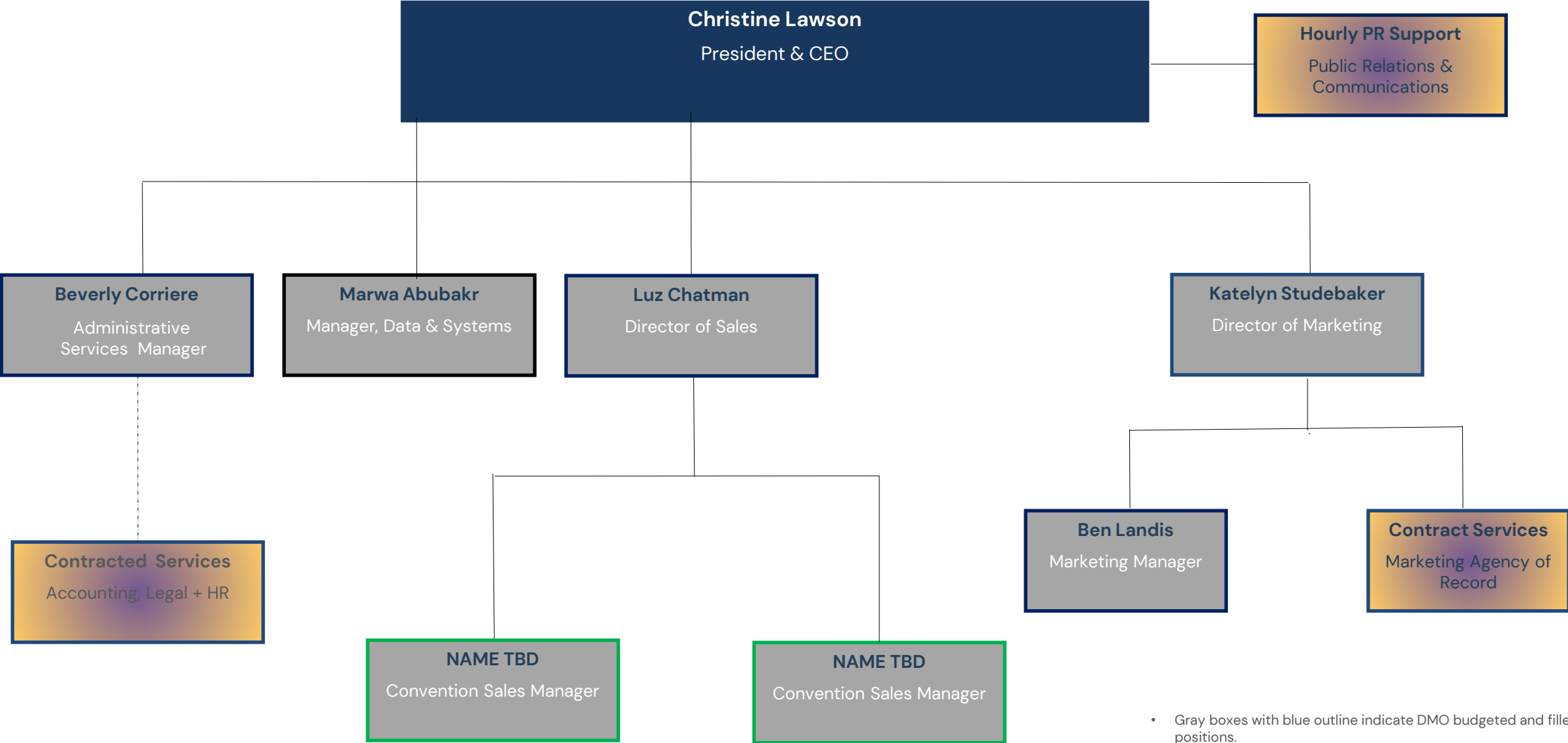


Staffing Update



**Welcome
Luz Chatman
Director of Sales**

FY 2023/24 ADOPTED ORGANIZATIONAL STRUCTURE



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

Monthly Accomplishments and Priorities

- New hires.
- Director of Sales onboarding & SCTID introductory meetings.
- Working on development of sales deployment model and target account list.
- Sales Manager candidate interviews.
- Registered and organizing market specific sales sheets and appointments for TEAMS + IMEX tradeshows in October.
 - Team collaboration on booth look + feel, pop-up banners, giveaways and market specific sales sheets.



- Scheduled team offsite to align on strategy and approach for FY 2023/24 .
- Sales & Marketing partnered with City on Taylor Swift campaign and media.
- Conducted Cvent training for DMO, OVG and Levy teams.
- CEO attended Destination International Conference in Dallas and Smart Meetings Conference in New York.
- Director attended the NorCal MPI reception in San Francisco to network with new board members.



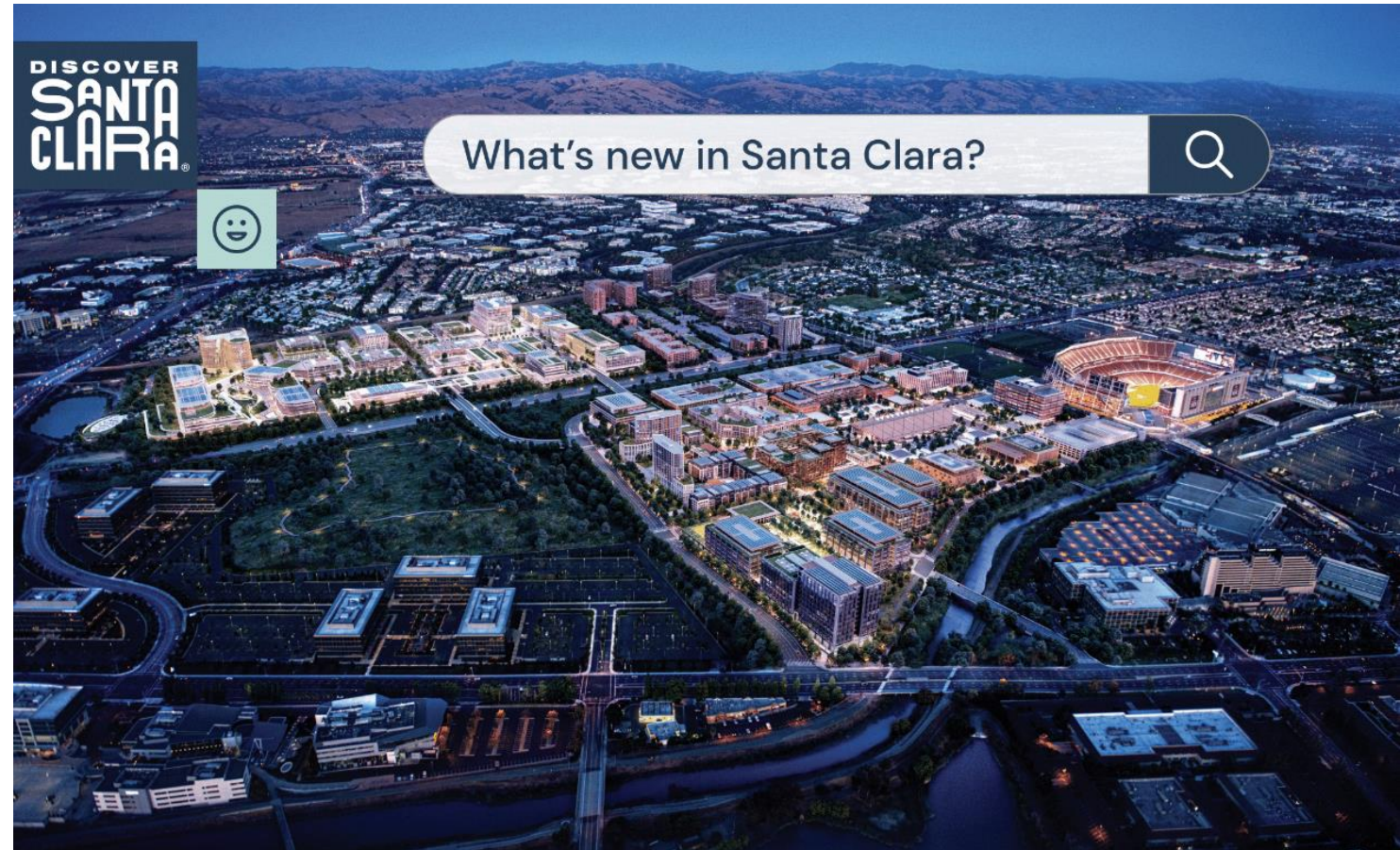
- Completed FY 2022/23 Annual Report. Approved by the Board of Directors via Special Meeting on August 10th.
- Completed soft close of the 2022/23 fiscal year.
- Ended partnership with former accounting partner. Conducted official introductory meeting with new accounting partner, Kirsch & Company and aligned on cadence of monthly review of financials.
- Worked with the accounting firm of the Santa Clara Chamber of Commerce to reconcile the past three years of revenue.
 - The final revenue numbers were reviewed with the City and approved for tax preparation and processing.



- Launched 401K Program for DMO.
- Continued development of Financial SOP's draft.
- Working on finalizing draft of team review format and process.
- Development and design of incentive plans, goal setting, and performance management process to supports and award achievement of KPIs.
- Researched and identified bank partner to obtain DMO credit cards for travel and entertainment purposes.



- Introducing Ben
- A Look Inside Swiftie Clara
- Social Media
- Collateral
- Tradeshow





Introducing...
Ben Landis
Marketing Manager

A Look Inside Swiftie Clara

- Worked with the city to rename Santa Clara to “Swiftie Clara” and name Taylor honorary Mayor on July 28 &
- Hired a videographer to film Mayor Gillmor’s announcement for socials
- Launched a joint press release with the City of Santa Clara, announcing the activations.
- Worked closely with the City’s communications department to field interviews with multiple press outlets, which resulted in ample positive coverage.
- Created “Man on the Street” content outside of Levi’s Stadium at the July 28 Show and covered hotel activations on Instagram.



Mayor Lisa M. Gillmor | Taylor Swift Proclamation | July 2023



City of Santa Clara
1.34K subscribers

Subscribe

30



Share

Download

Save



1,381 views Jul 20, 2023

DISCOVER SANTA CLARA

Marketing Update | A Look Inside Swiftie Clara



AC Santa Clara is welcoming all Swifties this weekend!



YOU KNOW THEY CHANGED SANTA CLARA TO SWIFTIE CLARA?

discoversantaclara
Taylor Swift • Cruel Summer

discoversantaclara Join our friends at @achotelsantaclara as they welcome all Swifties this weekend!

Come take a selfie in the front lobby and grab a Taylor Swift themed drink (21+) at the bar!

Taylor Swift Drink Menu:

- The Swift-Arita
- Champagne Problem
- Be-Gin Again

achotelsantaclara @discoversantaclara ❤️👍

melaninwaves Cute!

mrs.tllymonroe How long will this setup be up?

xo.monl_ @_breezymac is that you 🥰

View insights

Liked by clawson16 and 230 others

JULY 27

Add a comment...

discoversantaclara
Taylor Swift • Enchanted (Taylor's Version)

discoversantaclara POV: The Mayor of Swiftie Clara addressing her constituents.

benlandis95 Mayor Swift! 🥰👍

wanderlustcontentstudio Very cool @discoversantaclara 🥰

clawson16 Thanks for the shoutout @taylorswift. We loved having you in SwiftieCity. 🥰

nabihahburney 🥰🥰🥰🥰

missmayaya 🥰🥰🥰

arielalvero Amazing work team! 🥰

noeljav | work at Levi's Stadium. Swiftie fans were so friendly and excited. Hope Queen Bey and her hive of Beys be at 'Bey Clara' on August 30.

View insights

Liked by clawson16 and 484 others

AUGUST 1

Add a comment...



discoversantaclara
Taylor Swift • Shake It Off

discoversantaclara Did you know can tailgate before the Taylor Swift Concert? @hitonsantaclara hosted a @taylorswift themed party in their Tailg8 area!

Did you miss out on it? Well you're in luck they are doing it all over again on 7/29. It happens 3 hours before the concert starts and 1 hour after. See you there! 🥰

clawson16 Awesome energy and fun. Welcome Taylor and all the Swifties to Swiftie Clara. We are honored to have you in our vibrant city. 🥰🥰

heyitskat27 We had so much fun at the Tailgate! Thanks for doing this!

View insights

Liked by clawson16 and 134 others

JULY 29

Add a comment...



discoversantaclara
Taylor Swift • Ready For It?

discoversantaclara The Eras Tour merch truck has officially hit #Swiftie Clara...Ready For It? 🥰

paytonav 🥰🥰

clawson16 BRING IT ON 🥰🥰

benlandis95 Wow those crowds though 🥰

cheybe86 🥰🥰🥰

yabishtish GOING TOMORROW 🥰🥰

missmayaya So exciting!

hunter.summerhays Going tomorrow for tomorrows show! Come say hi and take pictures with me and trade bracelets

View insights

Liked by clawson16 and 57 others

AUGUST 1

Add a comment...

What's Happening in "Swiftie Clara" this Weekend

DISCOVER SANTA CLARA

discoversantaclara
Santa Clara, California

discoversantaclara Check out what's happening preshow in Swiftie Clara on 7/28 + 7/29. Our hotel partners have a lot of fun activities planned for you 🥰

Items may be subject to change. Please contact the hotels directly regarding any activities.

thethicks.co 🥰🥰🥰

littlemissboliviana 🥰🥰🥰

greenloves I would've never known about these events! Thanks for sharing 🥰

lauren_kawa I don't think the bracelets are allowed in :(bummer! but so cute

realmneverland @209swiftie

mjgjmj @free2be222

View insights

Liked by clawson16 and 213 others

AUG 27

Add a comment...



discoversantaclara and santalaracity
Taylor Swift • Blank Space

discoversantaclara Tonight, history was made at the Santa Clara City Council Meeting! Check out how we are honoring Taylor Swift's stop at @levisstadium for the Eras Tour. 🥰📷 Swifties, comment below if you're coming to the show.

#theerastour #taylorswift #levisstadium #santalaracity #discoversantaclara #taylormation #swiftie #lover #reputation #taylor #love #ts #folklore #red #music #speaknow #fearless #swift #taylorswifedit #reputationstadiumtour

thecherellemarie 🥰 Oh wow nice!! 🥰

View insights

Liked by clawson16 and 710 others

JULY 18

Add a comment...



discoversantaclara
Taylor Swift • Anti-Hero

discoversantaclara Everyone has a favorite Taylor Swift moment! What's yours?

#Swiftie Clara thank you for being part of a magical weekend. We hope you made a lot of fun memories the past two days! 🥰🎉

1w

View insights

👍🗨️🚩

👤👤 Liked by clawson16 and 305 others

JULY 30

😊 Add a comment...



discoversantaclara
Original audio

discoversantaclara What's your favorite Taylor Swift song? 🎵

1w

clawson16 🥰🥰🥰
1w 1 like Reply

aimo1130 ❤️❤️❤️❤️
4d 1 like Reply

amefernan ❤️🥰
2d Reply

lucasp_6152 🥰
2d Reply

audreybray WOW #1 swifties fr
1w 48 likes Reply

beckykos5 Holy ground ❤️
4d 8 likes Reply

offe.jay3 The one who said holy ground is the dress I almost wore omg! I haven't seen anyone wearing it yet until now
1d 4 likes Reply

khtdelicha For me it literally changes every day 🥰🥰🥰
2d Reply

View insights

👍🗨️🚩

👤👤 Liked by clawson16 and 31,217 others

JULY 29

😊 Add a comment...



discoversantaclara
Taylor Swift • Blank Space

discoversantaclara SWIFTIE CLARA! You all came out in full force. 🥰🥰🥰

Join us as we talk to some #Swifties and learn about what inspired their outfits! 🗣️

Taylor Swift is playing at Levi's Stadium on July 28 & 29. We're so thrilled to have her and all the Swifties join us in our beautiful city! 🙌

#ErasTour #SantaClara #TaylorSwift #ErasTourOutfit

1w

santaclaracitylibrary 🥰🥰🥰
1w 2 likes Reply

thethicks.co 🥰🥰🥰🥰🥰
1w 1 like Reply

clawson16 ❤️❤️❤️❤️❤️👉 that Swiftie Spirit being spread all around Swiftie Clara.
1w 2 likes Reply

rochellesonnn 🥰🥰
1w 1 like Reply

miss_gigimama 🥰🥰🥰
1w 2 likes Reply

View insights

👍🗨️🚩

👤👤 Liked by clawson16 and 428 others

JULY 28

😊 Add a comment...

Santa Clara businesses and hotels prepare for flood of Taylor Swift fans

Lawson sent KPIX 5 a list of events going on at hotels:

- The Santa Clara Marriott will have a friendship bracelet station in the lobby and specialty cocktails. Candy bars will be provided to all guests with custom Taylor Swift wrappers.
- Delta Hotel by Marriott Santa Clara will be offering two signature drinks
- Hilton Santa Clara will be hosting a tailgate party with free admission to the public each day of the concert. It starts three hours pre-concert and one hour post-concert.
- Hyatt Regency Santa Clara will have a Taylor Swift pop-up shop in the lobby, complete with a Midnights coffee much, Eras Tour tee-shirts, and Lavender Haze candles.

Hotels are pretty much booked up for upcoming Taylor Swift concerts in Santa Clara



GLORIA RODRÍGUEZ

@GloriaABC7



EMBED MORE VIDEOS

Santa Clara hotels are pretty much booked for the nights of Taylor Swift's concerts, though there are still some rooms available.

SANTA CLARA, Calif. (KGO) -- Santa Clara hotels are pretty much booked for the nights of Taylor Swift's concerts, though there are still some rooms available.

Christine Lawson, the CEO of Discover Santa Clara, said hotel occupancy rates for Friday, July 28 and Saturday, July 29 when Swift will perform at Levi's Stadium, range from 98 to 100%.



TAYLOR SWIFT ERAS TOUR
CHRISTINE LAWSON
DISCOVER SANTA CLARA CEO



News

ConsumerAffairs



The economy seems to be doing fine. Maybe we should thank Taylor Swift.

The singer's Eras tour is benefiting many local economies

Mark Huffman, Reporter • Aug 1, 2023

Hotels are jumping on the bandwagon

Businesses in cities where Swift is scheduled to appear now eagerly anticipate her arrival, along with the throng of her fans, all eager to spend money. In late July, as Swift headed for Santa Clara, Calif., local hotels took full advantage.

Some hotels, booked to capacity with "Swifties," arranged tailgate parties before the concert at Levi Stadium. Tourism officials were ecstatic.

"The Taylor Swift effect, it's even bigger than I anticipated," Christine Lawson, CEO of Discover Santa Clara, [told KTVU-TV](#).

Lawson said that hotel occupancy in Santa Clara was at nearly 100% the week of the concert, at a time when rooms normally go begging.



Santa Clara makes Taylor Swift honorary mayor, renames the city 'Swiftie Clara'

Taylor Swift comes to Levi's Stadium on July 28 and 29 for her 'Eras Tour'

Christine Lawson, the CEO of Discover Santa Clara — the city's destination marketing organization — remarked on the importance of 'The Eras Tour' making a stop in the Bay Area, especially in light of recent estimates that her tour could have a \$5 billion economic impact worldwide.

"Her coming back to Santa Clara is really important for us," Lawson said. "It showcases the city in a really positive way to a unique audience, a diverse audience of individuals that will be at the show and be introduced to the city."

Taylor Swift mania gives boost to South Bay economy

By Jesse Gary | Published July 27, 2023 | Economy | KTVU FOX 2



SCHOOL SUPPLY DRIVE

FOX 2
5:35

CHRISTINE LAWSON
DISCOVER SANTA CLARA CEO

Christine Lawson



Social Media

Top 3 Performing Posts

Tonight, history was made at the Santa Clara City...

Taylor Swift · Blank Space
July 18 · Duration 1:29

20782 711 36 1123 78

@theshawarmaji HAS LANDED IN SANTA CLARA!...

loudluxury · OUT JUNE 23
July 21 · Duration 0:13

269622 6552 83 8602 5320



What's your favorite Taylor Swift song? 🎵

discoversantaclara · Original audio
July 29 · Duration 0:12

267654 35857 76 247 1546

Reach ⓘ

17,659

Accounts reached



249,615

Accounts reached



Reach ⓘ

260,569

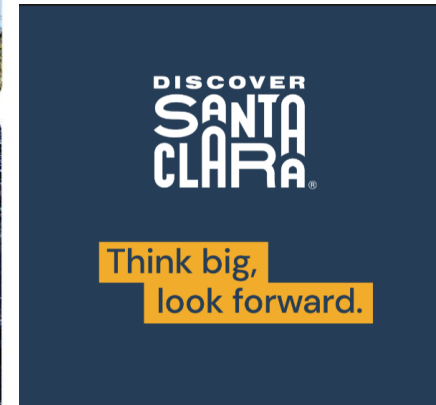
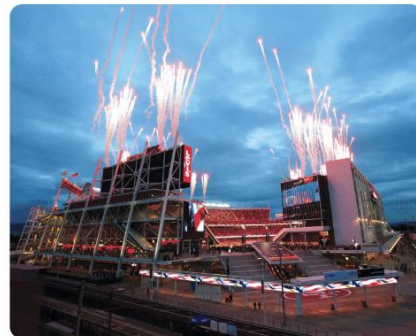
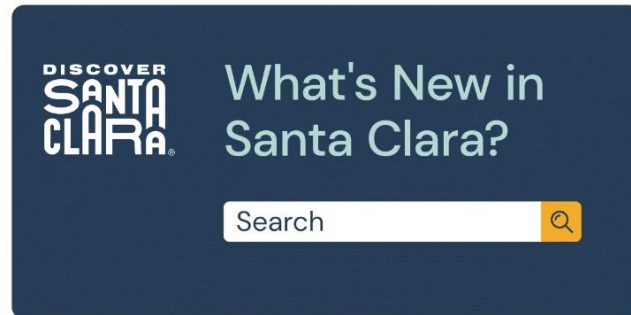
Accounts reached



Tradeshow Preparations

Marketing Update | Tradeshow Preparations

- Finalized Tradeshow Backwall Design and Cabinet Graphic for IMEX.
- Ordered a selection of 6ft & 8ft Logoed Scuba Stretch liners for the DMO
- Finalizing the selection of branded tradeshow giveaways for IMEX and TEAMS



Collateral and Branding

• Santa Clara Convention Center 2D Floor Plan Updates

- Conducted 6 rounds of edits and additions to SCCC floorplans to create the most useful version of this tool for clients and salespeople.

Santa Clara Convention Center

First Floor

Space	Sq. Ft.	Theater	Banquet	Crescent	Classroom
Continental (A-D)	85041				
Hall A	22707	1130	1820	390	225
Hall H	12675	600	910	210	220
Hall D	5134	500	200	100	10
Hall C	6280	600	200	100	10
Hall B	22900	1130	1820	390	225
Halls A & B	45627	2260	3640	780	250
Hall C	21321	1050	1600	350	190
Halls B & C	42642	2100	3200	700	220
Halls A, B & C	63963	3150	4840	1130	370
Hall E	21321	1050	1600	350	190
Halls E & D	42642	2100	3200	700	310
Halls B, C & D	64563	3150	4840	1130	370
Mission City Ballroom	22,400	2,900	4,900	700	1,900
Great America Ballroom	8,214	640	480	210	314
(V1) Great America Ballroom	2220	250	180	80	110
(V2) Great America Ballroom	2220	250	180	80	110
(V3) Great America Ballroom	2220	250	180	80	110
(V4) Great America Ballroom	2220	250	180	80	110
(V5) Great America Ballroom	2220	250	180	80	110
Grand Ballroom (E-H only)	8,040	500	330	150	277
Grand Ballroom E	2,000	140	70	30	60
Grand Ballroom H	6,040	360	260	120	217

Santa Clara Convention Center

Second Floor

Space	Sq. Ft.	Theater	Banquet	Crescent	Classroom
Meeting Rooms 200-210					
201 (201, 201 (sq.))	850	80	90	25	45/42
202, 203, 204, 201 (sq.)	800	80	90	25	36/30
203, 204, 205, 200 (sq.)	1,400	120	130	40	75
203/204, 205/210 (sq.)	2,750	270	300	90	180
Great America Meeting Rooms 1-3	4,871	480	270	280	
(V1) GAMB 1, 2, 3 (sq.)	1,610	160	90	90	90
(V2) GAMB 1, 2 or 3-3 (sq.)	3,220	300	180	90	180

Santa Clara Convention Center

First Floor

Space	Sq. Ft.	Theater	Banquet	Crescent	Classroom
Mission City Ballroom	22,400	2,900	4,900	700	1,900
MCB B-1	4,771	550	350	170	35
MCB B-2	4,341	550	350	170	35
MCB B-3	1,280	70	80	25	10
MCB B-4	2,633	70	80	25	10
MCB B-5	1,617	70	80	25	10
(V1) MCB B-1	4,770	550	350	170	35/110
MCB B-6	4,329	600	300	150	30
(V2) MCB B-1	4,367	600	300	150	314/110
(V3) MCB B-1	4,331	300	150	75	40
(V4) MCB B-1	1,940	110	80	25	10
(V5) MCB B-1	6,940	410	280	90	190
(V6) MCB B-1	1,606	70	80	25	10

Santa Clara Convention Center

Capacities

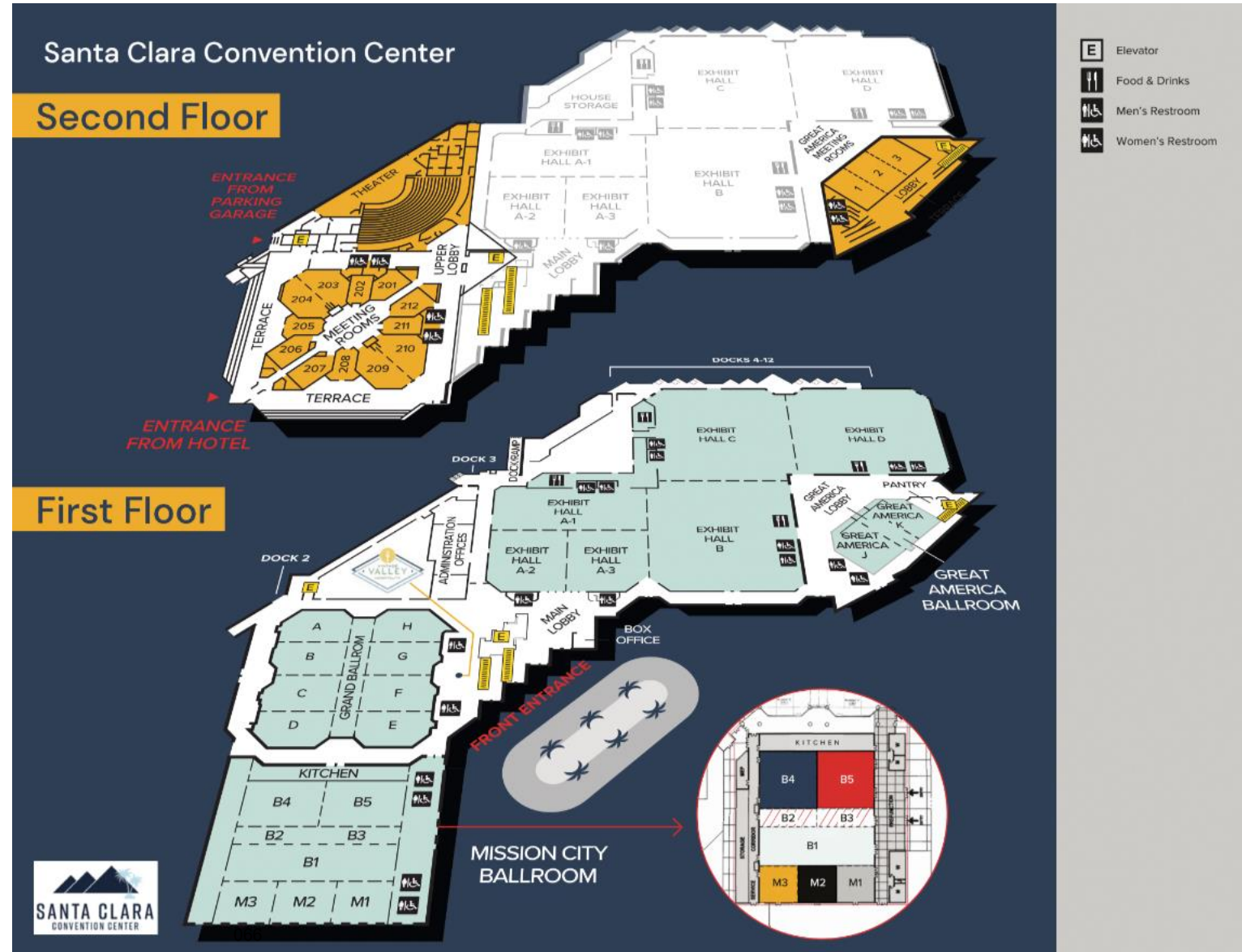
Space	Sq. Ft.	Theater	Banquet	Crescent	Classroom
Exhibit Halls A-E	80,014				
Hall A	22,718	1,100	1,200	300	120
Hall H	12,676	600	900	200	220
Hall D	5,134	500	200	100	10
Hall A1	5,814	500	200	100	10
Hall A2	6,250	500	200	100	10
Hall B	22,900	1,100	1,500	350	240
Halls A & B	45,618	2,200	3,000	750	370
Hall C	21,321	1,000	1,000	300	180
Halls B & C	66,939	3,000	2,000	1,000	370
Halls A, B & C	68,169	4,000	4,500	1,350	570
Hall D	21,321	1,000	1,000	300	180
Halls C & D	42,642	2,000	2,000	600	360
Halls B, C & D	64,263	3,000	3,000	900	570
Mission City Ballroom	22,400	2,900	4,900	700	1,900
MCB B-4	4,771	550	350	170	35
MCB B-5	4,341	550	350	170	35
MCB B-6	1,280	70	80	25	10
MCB B-7	2,633	70	80	25	10
MCB B-8	1,617	70	80	25	10
(V1) MCB B-1	4,770	550	350	170	35/110
MCB B-9	4,329	600	300	150	30
(V2) MCB B-1	4,367	600	300	150	314/110
(V3) MCB B-1	4,331	300	150	75	40
(V4) MCB B-1	1,940	110	80	25	10
(V5) MCB B-1	6,940	410	280	90	190
(V6) MCB B-1	1,606	70	80	25	10

Space	Sq. Ft.	Theater	Banquet	Crescent	Classroom
Great America Ballroom	8,214	640	480	210	314
(V1) Great America Ballroom J	3,228	300	180	80	147
(V2) Great America Ballroom K	3,334	300	180	80	147
(V3) Great America Ballroom L	4,442	400	290	140	268
(V4) Great America Ballroom M	1,988	170	90	40	80
Grand Ballroom (E/H only)	8,040	500	330	150	277
Grand Ballroom E	2,000	140	70	30	100
Grand Ballroom H	6,040	360	260	120	177
Theater	X	607	N/A	N/A	N/A
Meeting Rooms 200-210					
201 (201, 201 (sq.))	850	80	90	25	45/42
202, 203, 204, 201 (sq.)	800	80	90	25	36/30
203, 204, 205, 200 (sq.)	1,400	120	130	40	75
203/204, 205/210 (sq.)	2,750	270	300	90	180
Great America Meeting Rooms 1-3	4,871	480	270	280	
(V1) GAMB 1, 2, 3 (sq.)	1,610	160	90	90	90
(V2) GAMB 1, 2 or 3-3 (sq.)	3,220	300	180	90	180

065

- Santa Clara Convention Center 3D Floor Plan Additions

- Currently working on finalizing this tool which creates sense of place for the convention enter levels.
- Next step is 3D map showing the convention center's proximity to neighboring hotels and attractions.



- SneakerCon Shoot for Santa Clara Convention Center.
- Flash Memory Summit Shoot for Santa Clara Convention Center.
- Mayor Gillmor Video Shoot (Swiftie Clara Video + Educational Video Clips about Santa Clara).
- Food Shoot for Levy Restaurants scheduled for August 22nd.





Thank you

Appendix

DISCOVER
**SANTA
CLARA**®

JUNE 2023
SALES ACTIVITY RECAP

UPDATED: 07 - 14 - 2023





MONTHLY TOTALS BY EVENT PRIORITY TYPE

	P 1 - P 2	P 3	P 4	P 5
Current Active Prospects	53	154	171	386
June	P 1 - P 2	P 3	P 4	P 5
Actively Researching	269	0	0	0
New Prospects	8	12	17	36
New Tentatives	3	3	3	13
New Definites	0	3	5	14



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	June
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	0
Percent of P2 Events	2%													
Number of P2 Events	6	0	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	0	0	0	0	0	0	0	0	0	0	0	0	0
Number of P2 Events	11	1	0	0	0	0	0	0	0	0	0	0	1	0
3. Convention Center Gross Revenue Consumed	\$2,580,000	\$0	\$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	0
5. Number of Room Nights Consumed	9,375	0	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	0
7. Customer Service Survey Results	85%		-	-	-	-	-	-	-	-	-	-	-	-
8. Number of Active Prospects	300	53	35	38	51	51	50	49	50	50	50	50	51	53
9. Economic Impact of Consumed P1 & P2 Events	\$6,031,943	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0



SCCC	Beg	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total YTD	Month Avg	Annual Avg	3 Year Pace
Researching	151	39	57	20	23	0	0	0	5	0	0	0	0	295	12	144	583
Prospects	31	7	7	6	7	2	1	2	6	3	5	5	6	88	5	57	202

Meeting & Convention Sales

Incremental Booked Business*	Current Month	Year to Date	Goal	% to Goal
Priority 1 (P1)				
Number of Groups	-	0	2	0%
Priority 2 (P2)				
Number of Groups	-	1	4	25%

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

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

Glossary of Terms & Definitions:

Prospect: A group who will fit in the SCCC, fit the overall parameters of the SCCC.

Tentative: A group who has agreed to the overall parameters required and space is being held at SCCC.

Booking: A group who has agreed to the overall parameters required and has a signed contract with the SCCC.

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

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

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

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



REDACTED DSC REPORT 1 - NEW PROSPECT LEADS

Size	Total Leads	Requested Rooms	Overall Projected Building Spend	Total SCCC Rental Cost	Total SCCC Internet Cost	Total F/B Cost	Total Audio Visual	Total Misc Revenue	Show Attendees	EEI Value
P1 Mid-Week (700+ on Peak / \$650k+)	2	3475	\$965,000.00	\$150,000.00	\$10,000.00	\$765,000.00	\$40,000.00	\$0.00	2825	\$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	\$0.00
P2 Mid-Week (350-699 on Peak / \$400k - \$649k)	1	1250	\$401,000.00	\$130,000.00	\$10,000.00	\$226,000.00	\$35,000.00	\$0.00	600	\$0.00
P2 Weekend (150-249 on peak / \$100k)	4	3880	\$610,593.00	\$141,843.00	\$10,000.00	\$418,750.00	\$40,000.00	\$0.00	2100	\$0.00
P3 Mid-Week: (200-349 on peak / \$250k-\$399k)	7	5440	\$1,543,167.00	\$300,667.00	\$142,500.00	\$1,000,000.00	\$55,000.00	\$45,000.00	8300	\$0.00
P3 Weekend: (50-149 on peak+ \$50k-\$100k)	5	640	\$126,788.00	\$115,628.00	\$0.00	\$4,000.00	\$5,000.00	\$2,160.00	12740	\$0.00
P4 Mid-Week: (75-199 on peak + \$150k-\$199K)	12	4796	\$759,145.00	\$144,407.60	\$86,970.00	\$481,485.29	\$56,273.42	\$0.00	12000	\$0.00
P4 Weekend: (<50 on peak + \$15k-\$49K)	5	1854	\$165,445.00	\$61,860.00	\$20,000.00	\$40,000.00	\$43,585.00	\$0.00	4900	\$0.00
P5 Mid-Week: (<75 on peak + \$149K)	9	280	\$613,684.00	\$208,925.50	\$36,000.00	\$316,250.00	\$61,500.00	\$0.00	6750	\$0.00
P5 Social: (0 on peak+ \$10k - \$49k)	1	0	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	350	\$0.00
P5 Weekend: (0 on peak + \$15k)	26	1063	\$143,214.00	\$47,552.00	\$4,500.00	\$75,500.00	\$16,693.77	\$50.00	8845	\$59,564.67
Grand Totals	73	24160	\$5,648,036.00	\$1,430,883.10	\$339,970.00	\$3,446,985.29	\$403,052.19	\$47,210.00	60610	\$59,564.67

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

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Prospect Date	Size	Market Segment	EEI Type	EEI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue	Organization Credit
3032	13969	03/28/2025	0	0	1325	06/06/2023	P1 Mid-Week (700+ on Peak / \$650k+)	CORPORATE	EIC Tag: Tentative	\$0.00							DMO
3032	13970	09/02/2025	1450	3475	1500	06/06/2023	P1 Mid-Week (700+ on Peak / \$650k+)	CORPORATE	EIC Tag: Tentative	\$965,000.00	\$765,000.00	\$150,000.00	\$10,000.00	\$40,000.00			DMO

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

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

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Prospect Date	Size	Market Segment	EEI Type	EEI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue	Organization Credit
3242	13960	03/24/2025	425	1482	1200	06/02/2023	P1 Weekend (250+ on peak / \$250k+)	CORPORATE	EIC Tag: Tentative	\$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 Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue	Organization Credit
4909	14022	03/02/2025	445	1250	600	06/30/2023	P2 Mid-Week (350-699 on Peak / \$400k - \$649k)	ASSOCIATION	EIC Tag: Tentative		\$401,000.00	\$226,000.00	\$130,000.00	\$10,000.00	\$35,000.00		Levy

Size: P2 Mid-Week (350-699 on Peak / \$400k - \$649k) - Subtotal: Total Leads = 1, Requested Rooms = 1250, Overall Projected Building Spend = \$401,000.00, Total SCCC Rental Cost = \$130,000.00, Total SCCC Internet Cost = \$10,000.00, Total F/B Cost = \$226,000.00, Total Audio Visual = \$35,000.00, Total Misc Revenue = \$0.00, Show Attendees = 600, EEI Value = \$0.00

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
8142	13957	05/29/2024	625	1885	625	06/02/2023	P2 Weekend (150-249 on peak / \$100k)		EIC Tag: Tentative		\$468,750.00	\$318,750.00	\$100,000.00	\$10,000.00	\$40,000.00		DMO
4990	13990	04/06/2024	375	1535	375	06/15/2023	P2 Weekend (150-249 on peak / \$100k)		EIC Tag: Tentative		\$0.00						DMO
8175	13992	08/20/2024	0	0	500	06/15/2023	P2 Weekend (150-249 on peak / \$100k)	CORPORATE	EIC Tag: Tentative		\$0.00						OVG 360
8186	14001	07/12/2024	150	460	600	06/20/2023	P2 Weekend (150-249 on peak / \$100k)		EIC Tag: Tentative		\$141,843.00	\$100,000.00	\$41,843.00	\$0.00	\$0.00		OVG 360

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

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

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Prospect Date	Size	Market Segment	EEI Type	EEI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue	Organization Credit
6531	13963	09/30/2024	0	0	2500	06/05/2023	P3 Mid-Week: (200-349 on peak / \$250k-\$399k)	CORPORATE	EIC Tag: Booked		\$460,000.00	\$350,000.00	\$50,000.00	\$30,000.00	\$30,000.00		Levy
5446	13977	10/29/2023	850	2650	1000	06/08/2023	P3 Mid-Week: (200-349 on peak / \$250k-\$399k)	CORPORATE	EIC Tag: Tentative		\$312,500.00	\$250,000.00	\$50,000.00	\$2,500.00	\$10,000.00		OVG 360
8175	13989	01/08/2024	0	0	500	06/14/2023	P3 Mid-Week: (200-349 on peak / \$250k-\$399k)	CORPORATE	EIC Tag: Tentative		\$0.00						OVG 360
3242	14013	03/11/2024	225	507	600	06/27/2023	P3 Mid-Week: (200-349 on peak / \$250k-\$399k)		EIC Tag: Tentative		\$0.00						OVG 360

4544	14017	11/11/2024	430	1220	600	06/28/2023	P3 Mid-Week: (200-349 on peak / \$250k-\$399k)	CORPORATE	EIC Tag: Tentative		\$230,673.00	\$150,000.00	\$65,673.00	\$10,000.00	\$5,000.00			OVG 360
4843	14018	06/01/2024	218	556	2500	06/29/2023	P3 Mid-Week: (200-349 on peak / \$250k-\$399k)	ASSOCIATION	EIC Tag: Tentative		\$277,874.00	\$50,000.00	\$92,874.00	\$90,000.00	\$0.00	\$45,000.00		OVG 360
6760	14020	03/10/2024	225	507	600	06/30/2023	P3 Mid-Week: (200-349 on peak / \$250k-\$399k)	EDUCATIONAL	EIC Tag: Tentative		\$262,120.00	\$200,000.00	\$42,120.00	\$10,000.00	\$10,000.00			OVG 360

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

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

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Prospect Date	Size	Market Segment	EEI Type	EEI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue	Organization Credit
8162	13958	07/11/2024	0	0	600	06/02/2023	P3 Weekend: (50-149 on peak+ \$50k-\$100K)	SOCIAL EVENT	EIC Tag: Tentative		\$0.00						Levy
3711	13965	03/07/2024	175	410	3000	06/05/2023	P3 Weekend: (50-149 on peak+ \$50k-\$100K)	SPORTS & ATHLETICS	EIC Tag: Tentative		\$71,574.00	\$0.00	\$71,574.00	\$0.00	\$0.00		OVG 360
4776	13973	06/03/2024	0	0	4000	06/06/2023	P3 Weekend: (50-149 on peak+ \$50k-\$100K)	SPORTS & ATHLETICS	EIC Tag: Tentative		\$0.00						OVG 360
54	13985	02/08/2024	100	230	5000	06/14/2023	P3 Weekend: (50-149 on peak+ \$50k-\$100K)	AB - ASSN/ATHLETIC/SPORTS/RECREATION	EIC Tag: Booked		\$55,214.00	\$4,000.00	\$44,054.00	\$0.00	\$5,000.00	\$2,160.00	OVG 360
8175	13993	03/13/2024	0	0	140	06/15/2023	P3 Weekend: (50-149 on peak+ \$50k-\$100K)	CORPORATE	EIC Tag: Tentative		\$0.00						OVG 360

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
3472	13953	07/15/2024	0	0	500	06/01/2023	P4 Mid-Week: (75-199 on peak + \$150k-\$199K)	CORPORATE	EIC Tag: Tentative		\$0.00						OVG 360

1395	13956	03/14/2024	0	0	5000	06/02/2023	P4 Mid-Week: (75-199 on peak + \$150k-\$199K)	CORPORATE	EIC Tag: Tentative	\$0.00									OVG 360
213	13962	03/13/2024	0	0	1200	06/02/2023	P4 Mid-Week: (75-199 on peak + \$150k-\$199K)	CORPORATE	EIC Tag: Tentative	\$0.00									OVG 360
8164	13966	02/19/2024	20	60	250	06/06/2023	P4 Mid-Week: (75-199 on peak + \$150k-\$199K)		EIC Tag: Tentative	\$0.00									Levy
8164	13967	02/19/2024	100	100	250	06/06/2023	P4 Mid-Week: (75-199 on peak + \$150k-\$199K)	CORPORATE	EIC Tag: Tentative	\$7,943.00	\$10,000.00	\$7,933.50							Levy
8168	13972	01/18/2024	0	0	2000	06/06/2023	P4 Mid-Week: (75-199 on peak + \$150k-\$199K)	CORPORATE	EIC Tag: Tentative	\$0.00									OVG 360
8170	13978	02/19/2024	320	670	400	06/08/2023	P4 Mid-Week: (75-199 on peak + \$150k-\$199K)	GOVERNMENT	EIC Tag: Tentative	\$155,000.00	\$100,000.00	\$50,000.00	\$2,500.00	\$2,500.00					OVG 360
8178	13994	02/17/2024	445	1435	500	06/15/2023	P4 Mid-Week: (75-199 on peak + \$150k-\$199K)	CORPORATE	EIC Tag: Tentative	\$319,000.00	\$250,000.00	\$49,000.00	\$10,000.00	\$10,000.00					Levy
8180	13995	05/27/2027	179	797	400	06/16/2023	P4 Mid-Week: (75-199 on peak + \$150k-\$199K)		EIC Tag: Tentative	\$0.00									
8182	13996	02/05/2026	262	1249	500	06/16/2023	P4 Mid-Week: (75-199 on peak + \$150k-\$199K)		EIC Tag: Tentative	\$0.00									
4715	14010	06/02/2024	0	0	500	06/27/2023	P4 Mid-Week: (75-199 on peak + \$150k-\$199K)	CORPORATE	EIC Tag: Tentative	\$0.00									Levy
5168	14014	05/12/2024	125	485	500	06/28/2023	P4 Mid-Week: (75-199 on peak + \$150k-\$199K)	CORPORATE	EIC Tag: Booked	\$277,202.00	\$121,485.29	\$37,474.10	\$74,470.00	\$43,773.42					Levy

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	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
7979	13984	10/02/2023	20	40	1000	06/13/2023	P4 Weekend: (<50 on peak + \$15k-\$49K)	CORPORATE	EIC Tag: Booked		\$91,000.00	\$30,000.00	\$11,000.00	\$20,000.00	\$30,000.00		Levy
8177	13991	01/05/2024	0	0	2000	06/15/2023	P4 Weekend: (<50 on peak + \$15k-\$49K)	SPORTS & ATHLETICS	EIC Tag: Tentative		\$0.00						OVG 360
988	13997	07/01/2025	274	760	800	06/16/2023	P4 Weekend: (<50 on peak + \$15k-\$49K)	ASSOCIATION	EIC Tag: Booked		\$25,886.00	\$0.00	\$25,886.00	\$0.00	\$0.00	\$0.00	OVG 360
5150	14003	04/13/2024	30	30	600	06/20/2023	P4 Weekend: (<50 on peak + \$15k-\$49K)	EDUCATIONAL	EIC Tag: Tentative		\$33,201.00	\$10,000.00	\$9,616.00	\$0.00	\$13,585.00		OVG 360
5246	14004	07/02/2025	274	1024	500	06/21/2023	P4 Weekend: (<50 on peak + \$15k-\$49K)	ASSOCIATION	EIC Tag: Booked		\$15,358.00	\$0.00	\$15,358.00	\$0.00	\$0.00		OVG 360

Size: P4 Weekend: (<50 on peak + \$15k-\$49K) - Subtotal: Total Leads = 5, Requested Rooms = 1854, Overall Projected Building Spend = \$165,445.00, Total SCCC Rental Cost = \$61,860.00, Total SCCC Internet Cost = \$20,000.00, Total F/B Cost = \$40,000.00, Total Audio Visual = \$43,585.00, Total Misc Revenue = \$0.00, Show Attendees = 4900, EEI Value = \$0.00

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
3557	13954	02/05/2024	50	100	3600	06/01/2023	P5 Mid-Week: (<75 on peak + \$149K)	CORPORATE	EIC Tag: Tentative		\$146,256.00	\$100,000.00	\$36,256.00	\$5,000.00	\$5,000.00		Levy
8161	13955	10/10/2023	0	0	200	06/02/2023	P5 Mid-Week: (<75 on peak + \$149K)	CORPORATE	EIC Tag: Tentative		\$14,524.00	\$10,000.00	\$2,524.50	\$1,000.00	\$1,000.00		Levy
8173	13987	01/17/2024	0	0	250	06/14/2023	P5 Mid-Week: (<75 on peak + \$149K)	CORPORATE	EIC Tag: Tentative		\$12,447.00	\$7,250.00	\$3,197.00	\$1,000.00	\$1,000.00		Levy
3274	14006	05/04/2024	0	0	1200	06/26/2023	P5 Mid-Week: (<75 on peak + \$149K)	CORPORATE	EIC Tag: Tentative		\$151,168.00	\$60,000.00	\$66,668.00	\$22,000.00	\$2,500.00		OVG 360
3672	14007	10/30/2023	55	170	600	06/27/2023	P5 Mid-Week: (<75 on peak + \$149K)	CORPORATE	EIC Tag: Tentative		\$43,443.00	\$9,000.00	\$43,434.00				OVG 360
8190	14008	10/18/2023	0	0	100	06/27/2023	P5 Mid-Week: (<75 on peak + \$149K)	CORPORATE	EIC Tag: Tentative		\$0.00						Levy

8192	14015	10/11/2023	0	0	150	06/28/2023	P5 Mid-Week: (<75 on peak + \$149K)	CORPORATE	EIC Tag: Tentative		\$65,038.00	\$15,000.00	\$48,038.00	\$1,000.00	\$1,000.00			Levy
8192	14016	11/13/2023	0	0	150	06/28/2023	P5 Mid-Week: (<75 on peak + \$149K)	CORPORATE	EIC Tag: Tentative		\$21,808.00	\$15,000.00	\$4,808.00	\$1,000.00	\$1,000.00			Levy
4496	14023	05/28/2024	5	10	500	06/30/2023	P5 Mid-Week: (<75 on peak + \$149K)	CORPORATE	EIC Tag: Booked		\$159,000.00	\$100,000.00	\$4,000.00	\$5,000.00	\$50,000.00			Levy

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	EIC Type	EIC Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue	Organization Credit	
4715	13983	03/20/2024	0	0	350	06/12/2023	P5 Social: (0 on peak+ \$10k - \$49k)	CORPORATE	EIC Tag: Tentative		\$0.00							Levy

Size: P5 Social: (0 on peak+ \$10k - \$49k) - 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 = 350, EIC Value = \$0.00

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

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Prospect Date	Size	Market Segment	EIC Type	EIC Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue	Organization Credit	
8064	13787	10/13/2023	0	0	600	06/15/2023	P5 Weekend: (0 on peak + \$15k)	NONPROFIT	EIC Tag: Tentative	\$59,564.67	\$3,063.00	\$500.00	\$1,563.00	\$500.00	\$500.00			OVG 360
8160	13952	09/18/2023	0	0	90	06/01/2023	P5 Weekend: (0 on peak + \$15k)	CORPORATE	EIC Tag: Tentative		\$0.00							Levy
8163	13959	11/18/2023	0	0	1000	06/02/2023	P5 Weekend: (0 on peak + \$15k)	SOCIAL EVENT	EIC Tag: Tentative		\$0.00							Levy
5384	13961	07/09/2023	0	0	600	06/02/2023	P5 Weekend: (0 on peak + \$15k)	CORPORATE	EIC Tag: Booked		\$4,808.00	\$0.00	\$4,808.00	\$0.00	\$0.00			OVG 360
4715	13964	11/03/2023	0	0	35	06/05/2023	P5 Weekend: (0 on peak + \$15k)	CORPORATE	EIC Tag: Tentative		\$0.00							OVG 360
4715	13968	11/03/2023	35	111	35	06/06/2023	P5 Weekend: (0 on peak + \$15k)	CORPORATE	EIC Tag: Tentative		\$0.00							OVG 360
6624	13971	09/03/2023	0	0	1000	06/06/2023	P5 Weekend: (0 on peak + \$15k)	SOCIAL EVENT	EIC Tag: Booked		\$5,339.00	\$0.00	\$5,289.00	\$0.00	\$0.00	\$50.00		OVG 360
8169	13974	10/14/2024	0	0	1000	06/07/2023	P5 Weekend:	NONPROFIT	EIC Tag: Tentative		\$25,289.00	\$20,000.00	\$3,289.00	\$0.00	\$2,000.00			Levy

4013	13975	04/27/2024	0	0	150	06/07/2023	(0 on peak + \$15k) P5 Weekend: (0 on peak + \$15k)	SOCIAL EVENT	EIC Tag: Tentative	\$11,683.00	\$10,000.00	\$1,683.00	\$0.00	\$0.00	Levy
6576	13976	09/02/2023	0	0	0	06/07/2023	(0 on peak + \$15k) P5 Weekend: (0 on peak + \$15k)		EIC Tag: Tentative	\$2,404.00		\$2,404.00			OVG 360
4715	13979	10/02/2023	0	0	55	06/12/2023	(0 on peak + \$15k) P5 Weekend: (0 on peak + \$15k)		EIC Tag: Tentative	\$0.00					OVG 360
6652	13980	10/22/2024	130	235	200	06/12/2023	(0 on peak + \$15k) P5 Weekend: (0 on peak + \$15k)		EIC Tag: Tentative	\$0.00					OVG 360
857	13981	08/27/2025	148	507	250	06/12/2023	(0 on peak + \$15k) P5 Weekend: (0 on peak + \$15k)		EIC Tag: Tentative	\$0.00					OVG 360
4013	13982	09/09/2023	0	0	100	06/12/2023	(0 on peak + \$15k) P5 Weekend: (0 on peak + \$15k)	NONPROFIT	EIC Tag: Tentative	\$11,081.00	\$10,000.00	\$1,081.00	\$0.00	\$0.00	Levy
4013	13986	05/25/2024	0	0	100	06/14/2023	(0 on peak + \$15k) P5 Weekend: (0 on peak + \$15k)	SOCIAL EVENT	EIC Tag: Tentative	\$0.00					Levy
8174	13988	10/28/2023	0	0	500	06/14/2023	(0 on peak + \$15k) P5 Weekend: (0 on peak + \$15k)	NONPROFIT	EIC Tag: Booked	\$2,404.00	\$0.00	\$2,404.00		\$0.00	OVG 360
8183	13998	03/22/2024	0	0	300	06/16/2023	(0 on peak + \$15k) P5 Weekend: (0 on peak + \$15k)	ASSOCIATION	EIC Tag: Tentative	\$30,546.00	\$20,000.00	\$6,546.00	\$2,000.00	\$2,000.00	Levy
8184	13999	12/16/2023	0	0	300	06/20/2023	(0 on peak + \$15k) P5 Weekend: (0 on peak + \$15k)	SOCIAL EVENT	EIC Tag: Tentative	\$12,590.00	\$10,000.00	\$1,590.00	\$0.00	\$1,000.00	Levy
8185	14000	08/05/2023	0	0	100	06/20/2023	(0 on peak + \$15k) P5 Weekend: (0 on peak + \$15k)	ASSOCIATION	EIC Tag: Tentative	\$10,683.00	\$5,000.00	\$1,683.00	\$2,000.00	\$2,000.00	Levy
8186	14002	07/18/2024	100	210	250	06/20/2023	(0 on peak + \$15k) P5 Weekend: (0 on peak + \$15k)		EIC Tag: Tentative	\$0.00					OVG 360
8189	14005	08/12/2023	0	0	100	06/22/2023	(0 on peak + \$15k) P5 Weekend: (0 on peak + \$15k)	EDUCATIONAL	EIC Tag: Tentative	\$0.00					Levy
5251	14009	12/03/2023	0	0	500	06/27/2023	(0 on peak + \$15k) P5 Weekend: (0 on peak + \$15k)	SPORTS & ATHLETICS	EIC Tag: Booked	\$5,917.00	\$0.00	\$2,404.00	\$0.00	\$3,513.06	OVG 360
2092	14011	09/10/2023	0	0	300	06/27/2023	(0 on peak + \$15k) P5 Weekend: (0 on peak + \$15k)		EIC Tag: Booked	\$2,590.00	\$0.00	\$2,590.00	\$0.00	\$0.00	OVG 360
7977	14012	09/23/2023	0	0	600	06/27/2023	(0 on peak + \$15k) P5 Weekend: (0 on peak + \$15k)	SOCIAL EVENT	EIC Tag: Tentative	\$2,904.00	\$0.00	\$2,404.00	\$0.00	\$500.00	OVG 360
5252	14019	11/30/2023	0	0	600	06/29/2023	(0 on peak + \$15k) P5 Weekend: (0 on peak + \$15k)	SPORTS & ATHLETICS	EIC Tag: Booked	\$11,912.00	\$0.00	\$6,732.00	\$0.00	\$5,180.71	OVG 360

8193	14021	03/10/2024	0	0	80	06/30/2023	P5 Weekend: SOCIAL (0 on peak EVENT + \$15k)	EIC Tag: Tentative	\$1.00	\$1,082.00	Levy
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Size: P5 Weekend: (0 on peak + \$15k) - Subtotal: Total Leads = 26, Requested Rooms = 1063, Overall Projected Building Spend = \$143,214.00, Total SCCC Rental Cost = \$47,552.00, Total SCCC Internet Cost = \$4,500.00, Total F/B Cost = \$75,500.00, Total Audio Visual = \$16,693.77, Total Misc Revenue = \$50.00, Show Attendees = 8845, EEI Value = \$59,564.67

Grand Total: Total Leads = 73, Requested Rooms = 24160, Overall Projected Building Spend = \$5,648,036.00, Total SCCC Rental Cost = \$1,430,883.10, Total SCCC Internet Cost = \$339,970.00, Total F/B Cost = \$3,446,985.29, Total Audio Visual = \$403,052.19, Total Misc Revenue = \$47,210.00, Show Attendees = 60610, EEI Value = \$59,564.67



Prepared On: 07/17/2023
 Prepared By: Marwa Abubakr

REDACTED DSC REPORT 3 - NEW TENTATIVE LEADS

Year: Request Room Block Begin	Size	Total Leads	Requested Rooms	Total SCCC Rental Cost	Total SCCC Internet Cost	Total F/B Cost	Total Audio Visual	Total Misc Revenue	Show Attendees	EEI Value
2023	P3 Mid-Week: (200-349 on peak / \$250k-\$399k)	1	2650	\$50,000.00	\$2,500.00	\$250,000.00	\$10,000.00	\$0.00	1000	\$0.00
	P4 Weekend: (<50 on peak + \$15k-\$49K)	2	90	\$26,867.00	\$30,000.00	\$60,000.00	\$35,000.00	\$0.00	2500	\$0.00
	P5 Weekend: (0 on peak + \$15k)	9	0	\$34,633.00	\$500.00	\$1,000.00	\$10,193.77	\$50.00	5130	\$0.00
Subtotal for 2023-01-01 00:00:00.0		12	2740	\$111,500.00	\$33,000.00	\$311,000.00	\$55,193.77	\$50.00	8630	\$0.00
2024	P2 Weekend (150-249 on peak / \$100k)	2	2345	\$141,843.00	\$10,000.00	\$418,750.00	\$40,000.00	\$0.00	1225	\$0.00
	P3 Mid-Week: (200-349 on peak / \$250k-\$399k)	1	556	\$92,874.00	\$90,000.00	\$50,000.00	\$0.00	\$45,000.00	2500	\$0.00
	P3 Weekend: (50-149 on peak+ \$50k-\$100K)	1	230	\$44,054.00	\$0.00	\$4,000.00	\$5,000.00	\$2,160.00	5000	\$0.00
	P4 Mid-Week: (75-199 on peak + \$150k-\$199K)	1	670	\$50,000.00	\$2,500.00	\$100,000.00	\$2,500.00	\$0.00	400	\$0.00
	P5 Mid-Week: (<75 on peak + \$149K)	2	220	\$95,594.00	\$22,500.00	\$65,000.00	\$5,000.00	\$0.00	3200	\$0.00
	P5 Weekend: (0 on peak + \$15k)	2	60	\$10,819.00	\$0.00	\$0.00	\$2,191.00	\$5,599.00	900	\$0.00
Subtotal for 2024-01-01 00:00:00.0		9	4081	\$435,184.00	\$125,000.00	\$637,750.00	\$54,691.00	\$52,759.00	13225	\$0.00
2025	P1 Weekend (250+ on peak / \$250k+)	1	1482	\$130,000.00	\$20,000.00	\$120,000.00	\$50,000.00	\$0.00	1200	\$0.00
Subtotal for 2025-01-01 00:00:00.0		1	1482	\$130,000.00	\$20,000.00	\$120,000.00	\$50,000.00	\$0.00	1200	\$0.00
Grand Totals		22	8303	\$676,684.00	\$178,000.00	\$1,068,750.00	\$159,884.77	\$52,809.00	23055	\$0.00

Year: Request Room Block Begin: 2023

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

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Tentative Date	Size	Market Segment	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
5446	13977	10/29/2023	850	2650	1000	06/08/2023	P3 Mid-Week: (200-349 on peak / \$250k-\$399k)	CORPORATE		\$250,000.00	\$50,000.00	\$2,500.00	\$10,000.00	

Size: P3 Mid-Week: (200-349 on peak / \$250k-\$399k) - 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
5142	13894	09/29/2023	50	50	1500	06/06/2023	P4 Weekend: (<50 on peak + \$15k-\$49K)	CORPORATE		\$30,000.00	\$15,867.00	\$10,000.00	\$5,000.00	
7979	13984	10/02/2023	20	40	1000	06/13/2023	P4 Weekend: (<50 on peak + \$15k-\$49K)	CORPORATE		\$30,000.00	\$11,000.00	\$20,000.00	\$30,000.00	

Size: P4 Weekend: (<50 on peak + \$15k-\$49K) - Subtotal: Total Leads = 2, Requested Rooms = 90, Total SCCC Rental Cost = \$26,867.00, Total SCCC Internet Cost = \$30,000.00, Total F/B Cost = \$60,000.00, Total Audio Visual = \$35,000.00, Total Misc Revenue = \$0.00, Show Attendees = 2500, EEI Value = \$0.00

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
671	13932	07/15/2023	0	0	30	06/01/2023	P5 Weekend: (0 on peak + \$15k)	ASSOCIATION		\$0.00	\$429.00	\$0.00	\$0.00	
8157	13949	08/03/2023	0	0	500	06/30/2023	P5 Weekend: (0 on peak + \$15k)	SPORTS & ATHLETICS		\$1,000.00	\$5,169.00	\$500.00	\$1,000.00	
5384	13961	07/09/2023	0	0	600	06/05/2023	P5 Weekend: (0 on peak + \$15k)	CORPORATE		\$0.00	\$4,808.00	\$0.00	\$0.00	
6624	13971	09/03/2023	0	0	1000	06/06/2023	P5 Weekend: (0 on peak + \$15k)	SOCIAL EVENT		\$0.00	\$5,289.00	\$0.00	\$0.00	\$50.00
8174	13988	10/28/2023	0	0	500	06/14/2023	P5 Weekend: (0 on peak + \$15k)	NONPROFIT		\$0.00	\$2,404.00	\$0.00	\$0.00	
8174	13988	10/28/2023	0	0	500	06/14/2023	P5 Weekend: (0 on peak + \$15k)	NONPROFIT		\$0.00	\$2,404.00	\$0.00	\$0.00	
5251	14009	12/03/2023	0	0	500	06/27/2023	P5 Weekend: (0 on peak + \$15k)	SPORTS & ATHLETICS		\$0.00	\$2,404.00	\$0.00	\$3,513.06	
2092	14011	09/10/2023	0	0	300	06/27/2023	P5 Weekend:			\$0.00	\$2,590.00	\$0.00	\$0.00	

7977	14012	09/23/2023	0	0	600	06/28/2023	(0 on peak + \$15k) P5 Weekend: (0 on peak + \$15k)	SOCIAL EVENT		\$0.00	\$2,404.00	\$0.00	\$500.00
5252	14019	11/30/2023	0	0	600	06/29/2023	(0 on peak + \$15k) P5 Weekend: (0 on peak + \$15k)	SPORTS & ATHLETICS		\$0.00	\$6,732.00	\$0.00	\$5,180.71

Size: P5 Weekend: (0 on peak + \$15k) - Subtotal: Total Leads = 9, Requested Rooms = 0, Total SCCC Rental Cost = \$34,633.00, Total SCCC Internet Cost = \$500.00, Total F/B Cost = \$1,000.00, Total Audio Visual = \$10,193.77, Total Misc Revenue = \$50.00, Show Attendees = 5130, EEI Value = \$0.00

Year: Request Room Block Begin: 2023 - Subtotal: Total Leads = 12, Requested Rooms = 2740, Total SCCC Rental Cost = \$111,500.00, Total SCCC Internet Cost = \$33,000.00, Total F/B Cost = \$311,000.00, Total Audio Visual = \$55,193.77, Total Misc Revenue = \$50.00, Show Attendees = 8630, EEI Value = \$0.00

Year: Request Room Block Begin: 2024

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	13957	05/29/2024	625	1885	625	06/02/2023	P2 Weekend (150-249 on peak / \$100k)			\$318,750.00	\$100,000.00	\$10,000.00	\$40,000.00	
8186	14001	07/12/2024	150	460	600	06/20/2023	P2 Weekend (150-249 on peak / \$100k)			\$100,000.00	\$41,843.00	\$0.00	\$0.00	

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

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

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Tentative Date	Size	Market Segment	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
4843	14018	06/01/2024	218	556	2500	06/29/2023	P3 Mid-Week: (200-349 on peak / \$250k-\$399k)	ASSOCIATION		\$50,000.00	\$92,874.00	\$90,000.00	\$0.00	\$45,000.00

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

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

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Tentative Date	Size	Market Segment	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
								084						

54	13985	02/08/2024	100	230	5000	06/14/2023	P3 Weekend: (50-149 on peak+ \$50k-\$100K)	AB - ASSN/ATHLETIC/SPORTS/RECREATION		\$4,000.00	\$44,054.00	\$0.00	\$5,000.00	\$2,160.00
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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
8170	13978	02/19/2024	320	670	400	06/08/2023	P4 Mid-Week: (75-199 on peak + \$150k-\$199K)	GOVERNMENT		\$100,000.00	\$50,000.00	\$2,500.00	\$2,500.00	

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

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

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Tentative Date	Size	Market Segment	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
1042	13670	04/07/2024	75	220	2000	06/13/2023	P5 Mid-Week: (<75 on peak + \$149K)	ASSOCIATION		\$5,000.00	\$28,926.00	\$500.00	\$2,500.00	
3274	14006	05/04/2024	0	0	1200	06/26/2023	P5 Mid-Week: (<75 on peak + \$149K)	CORPORATE		\$60,000.00	\$66,668.00	\$22,000.00	\$2,500.00	

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

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

Account ID	Lead ID	Room Start	Peak	Rooms	Attendees	Tentative Date	Size	Market Segment	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
541	13817	02/08/2024	20	40	500	06/13/2023	P5 Weekend: (0 on peak + \$15k)	SPORTS & ATHLETICS		\$0.00	\$5,530.00	\$0.00	\$2,191.00	
2532	13930	01/19/2024	20	20	400	06/12/2023	P5 Weekend: (0 on peak + \$15k)	ASSOCIATION		\$0.00	\$5,289.00	\$0.00	\$0.00	\$5,599.00

Size: P5 Weekend: (0 on peak + \$15k) - Subtotal: Total Leads = 2, Requested Rooms = 60, Total SCCC Rental Cost = \$10,819.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$0.00, Total Audio Visual = \$2,191.00, Total Misc Revenue = \$5,599.00, Show Attendees = 900, EEI Value = \$0.00

Year: Request Room Block Begin: 2024 - Subtotal: Total Leads = 9, Requested Rooms = 4081, Total SCCC Rental Cost = \$435,184.00, Total SCCC Internet Cost = \$125,000.00, Total F/B Cost = \$637,750.00, Total Audio Visual = \$54,691.00, Total Misc Revenue = \$52,759.00, Show Attendees = 13225, EEI Value = \$0.00

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	13960	03/24/2025	425	1482	1200	06/02/2023	P1 Weekend (250+ on peak / \$250k+)	CORPORATE		\$120,000.00	\$130,000.00	\$20,000.00	\$50,000.00	

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

Year: Request Room Block Begin: 2025 - Subtotal: Total Leads = 1, Requested Rooms = 1482, Total SCCC Rental Cost = \$130,000.00, Total SCCC Internet Cost = \$20,000.00, Total F/B Cost = \$120,000.00, Total Audio Visual = \$50,000.00, Total Misc Revenue = \$0.00, Show Attendees = 1200, EEI Value = \$0.00

Grand Total: Total Leads = 22, Requested Rooms = 8303, Total SCCC Rental Cost = \$676,684.00, Total SCCC Internet Cost = \$178,000.00, Total F/B Cost = \$1,068,750.00, Total Audio Visual = \$159,884.77, Total Misc Revenue = \$52,809.00, Show Attendees = 23055, EEI Value = \$0.00



Prepared On: 07/17/2023
 Prepared By: Marwa Abubakr

REDACTED DSC REPORT 5 - NEW DEFINITE LEADS

Year: Request Room Block Begin	Size	Total Leads	Requested Rooms	Total SCCC Rental Cost	Total SCCC Internet Cost	Total F/B Cost	Total Audio Visual	Total Misc Revenue	Show Attendees	EEI Value
2023	P3 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 Mid-Week: (75-199 on peak + \$150k-\$199K)	1	175	\$16,666.00	\$10,000.00	\$450,000.00	\$5,000.00	\$0.00	1500	\$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 Weekend: (0 on peak + \$15k)	10	0	\$65,082.00	\$1,000.00	\$6,000.00	\$10,193.77	\$50.00	10630	\$0.00
Subtotal for 2023-01-01 00:00:00.0		14	646	\$176,957.10	\$25,397.34	\$758,920.08	\$79,532.22	\$7,404.75	20130	\$442,643.41
2024	P3 Weekend: (50-149 on peak+ \$50k-\$100K)	2	427	\$112,115.00	\$0.00	\$24,000.00	\$5,000.00	\$2,160.00	9000	\$0.00
	P5 Mid-Week: (<75 on peak + \$149K)	2	317	\$101,781.00	\$70,500.00	\$305,000.00	\$42,500.00	\$0.00	2600	\$0.00
	P5 Weekend: (0 on peak + \$15k)	2	60	\$10,819.00	\$0.00	\$0.00	\$2,191.00	\$5,599.00	900	\$0.00
Subtotal for 2024-01-01 00:00:00.0		6	804	\$224,715.00	\$70,500.00	\$329,000.00	\$49,691.00	\$7,759.00	12500	\$0.00
2025	P4 Weekend: (<50 on peak + \$15k-\$49K)	2	1784	\$41,244.00	\$0.00	\$0.00	\$0.00	\$0.00	1300	\$0.00
Subtotal for 2025-01-01 00:00:00.0		2	1784	\$41,244.00	\$0.00	\$0.00	\$0.00	\$0.00	1300	\$0.00
Grand Totals		22	3234	\$442,916.10	\$95,897.34	\$1,087,920.08	\$129,223.22	\$15,163.75	33930	\$442,643.41

Year: Request Room Block Begin: 2023

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	11208	10/09/2023	116	411	10/09/2023	0	0	5000	P3 Weekend: (50-149 on peak+ \$50k-\$100K)	SO - SMERF/HOBBY/VOCATIONAL	06/06/2023		\$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 Mid-Week: (75-199 on peak + \$150k-\$199K)

Account ID	Lead ID	Requested Room Block Begin	Requested Peak Rms	Requested Rms	Contract Room Block Begin	Contract Peak Rms	Contract Rms	Attendees	Size	Market Segment	Definite Date	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
5446	13774	10/29/2023	100	175	10/29/2023	0	0	1500	P4 Mid-Week: (75-199 on peak + \$150k-\$199K)	CORPORATE	06/06/2023		\$450,000.00	\$16,666.00	\$10,000.00	\$5,000.00	

Size: P4 Mid-Week: (75-199 on peak + \$150k-\$199K) - 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
5072	13929	12/06/2023	5	10	12/07/2023	0	0	1500	P4 Social: (<50 on peak+ \$50k - \$99k)	SOCIAL EVENT	06/05/2023	\$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	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
5142	13894	09/29/2023	50	50	09/29/2023	0	0	1500	P4 Weekend: (<50 on peak + \$15k-\$49K)	CORPORATE	06/12/2023		\$30,000.00	\$15,867.00	\$10,000.00	\$5,000.00	

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 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
5248	13642	10/20/2023	0	0	10/20/2023	0	0	6000	P5 Weekend: (0 on peak + \$15k)	SOCIAL EVENT	06/07/2023		\$5,000.00	\$36,164.00	\$500.00	\$500.00	
8099	13872	12/16/2023	0	0	12/16/2023	0	0	600	P5 Weekend: (0 on peak + \$15k)	SOCIAL EVENT	06/23/2023						
671	13932	07/15/2023	0	0	07/15/2023	0	0	30	P5 Weekend: (0 on peak + \$15k)	ASSOCIATION	06/12/2023		\$0.00	\$429.00	\$0.00	\$0.00	
2092	13939	08/20/2023	0	0	08/20/2023	0	0	300	P5 Weekend: (0 on peak + \$15k)		06/12/2023		\$0.00	\$1,683.00	\$0.00	\$0.00	
8157	13949	08/03/2023	0	0	08/04/2023	0	0	500	P5 Weekend: (0 on peak + \$15k)	SPORTS & ATHLETICS	06/30/2023		\$1,000.00	\$5,169.00	\$500.00	\$1,000.00	
5384	13961	07/09/2023	0	0	07/09/2023	0	0	600	P5 Weekend: (0 on peak + \$15k)	CORPORATE	06/06/2023		\$0.00	\$4,808.00	\$0.00	\$0.00	
6624	13971	09/03/2023	0	0	09/03/2023	0	0	1000	P5 Weekend: (0 on peak + \$15k)	SOCIAL EVENT	06/16/2023		\$0.00	\$5,289.00	\$0.00	\$0.00	\$50.00
8174	13988	10/28/2023	0	0	10/28/2023	0	0	500	P5 Weekend: (0 on peak + \$15k)	NONPROFIT	06/21/2023		\$0.00	\$2,404.00		\$0.00	
5251	14009	12/03/2023	0	0	12/03/2023	0	0	500	P5 Weekend: (0 on peak + \$15k)	SPORTS & ATHLETICS	06/30/2023		\$0.00	\$2,404.00	\$0.00	\$3,513.06	
5252	14019	11/30/2023	0	0	11/30/2023	0	0	600	P5 Weekend:	SPORTS & ATHLETICS	06/30/2023		\$0.00	\$6,732.00	\$0.00	\$5,180.71	

(0 on peak
+ \$15k)

Size: P5 Weekend: (0 on peak + \$15k) - Subtotal: Total Leads = 10, Requested Rooms = 0, Total SCCC Rental Cost = \$65,082.00, Total SCCC Internet Cost = \$1,000.00, Total F/B Cost = \$6,000.00, Total Audio Visual = \$10,193.77, Total Misc Revenue = \$50.00, Show Attendees = 10630, EEI Value = \$0.00

Year: Request Room Block Begin: 2023 - Subtotal: Total Leads = 14, Requested Rooms = 646, Total SCCC Rental Cost = \$176,957.10, Total SCCC Internet Cost = \$25,397.34, Total F/B Cost = \$758,920.08, Total Audio Visual = \$79,532.22, Total Misc Revenue = \$7,404.75, Show Attendees = 20130, EEI Value = \$442,643.41

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
54	13801	01/05/2024	191	197	01/04/2024	0	0	4000	P3 Weekend: (50-149 on peak+ \$50k-\$100K)	SPORTS & ATHLETICS	06/14/2023		\$20,000.00	\$68,061.00	\$0.00	\$0.00	
54	13985	02/08/2024	100	230	02/08/2024	0	0	5000	P3 Weekend: (50-149 on peak+ \$50k-\$100K)	AB - ASSN/ATHLETIC/SPORTS/RECREATION	06/26/2023		\$4,000.00	\$44,054.00	\$0.00	\$5,000.00	\$2,160.00

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

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

Account ID	Lead ID	Requested Room Block Begin	Requested Peak Rms	Requested Rms	Contract Room Block Begin	Contract Peak Rms	Contract Rms	Attendees	Size	Market Segment	Definite Date	EEI Value	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
1042	13670	04/07/2024	75	220	04/07/2024	0	0	2000	P5 Mid-Week: (<75 on peak + \$149K)	ASSOCIATION	06/14/2023		\$5,000.00	\$28,926.00	\$500.00	\$2,500.00	
1128	13853	04/12/2024	40	97	04/12/2024	0	0	600	P5 Mid-Week: (<75 on peak + \$149K)	CORPORATE	06/30/2023		\$300,000.00	\$72,855.00	\$70,000.00	\$40,000.00	

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

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

Account ID	Lead ID	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	13817	02/08/2024	20	40	02/08/2024	0	0	500	P5 Weekend: (0 on peak + \$15k)	SPORTS & ATHLETICS	06/23/2023		\$0.00	\$5,530.00	\$0.00	\$2,191.00	
2532	13930	01/19/2024	20	20	01/19/2024	20	20	400	P5 Weekend: (0 on peak + \$15k)	ASSOCIATION	06/14/2023		\$0.00	\$5,289.00	\$0.00	\$0.00	\$5,599.00

Size: P5 Weekend: (0 on peak + \$15k) - Subtotal: Total Leads = 2, Requested Rooms = 60, Total SCCC Rental Cost = \$10,819.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$0.00, Total Audio Visual = \$2,191.00, Total Misc Revenue = \$5,599.00, Show Attendees = 900, EEI Value = \$0.00

Year: Request Room Block Begin: 2024 - Subtotal: Total Leads = 6, Requested Rooms = 804, Total SCCC Rental Cost = \$224,715.00, Total SCCC Internet Cost = \$70,500.00, Total F/B Cost = \$329,000.00, Total Audio Visual = \$49,691.00, Total Misc Revenue = \$7,759.00, Show Attendees = 12500, EEI Value = \$0.00

Year: Request Room Block Begin: 2025

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
988	13997	07/01/2025	274	760	06/29/2023	0	0	800	P4 Weekend: (<50 on peak + \$15k-\$49K)	ASSOCIATION	06/21/2023		\$0.00	\$25,886.00	\$0.00	\$0.00	\$0.00
5246	14004	07/02/2025	274	1024	07/02/2025	0	0	500	P4 Weekend: (<50 on peak + \$15k-\$49K)	ASSOCIATION	06/21/2023		\$0.00	\$15,358.00	\$0.00	\$0.00	\$0.00

Size: P4 Weekend: (<50 on peak + \$15k-\$49K) - Subtotal: Total Leads = 2, Requested Rooms = 1784, Total SCCC Rental Cost = \$41,244.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$0.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$0.00, Show Attendees = 1300, EEI Value = \$0.00

Year: Request Room Block Begin: 2025 - Subtotal: Total Leads = 2, Requested Rooms = 1784, Total SCCC Rental Cost = \$41,244.00, Total SCCC Internet Cost = \$0.00, Total F/B Cost = \$0.00, Total Audio Visual = \$0.00, Total Misc Revenue = \$0.00, Show Attendees = 1300, EEI Value = \$0.00

Grand Total: Total Leads = 22, Requested Rooms = 3234, Total SCCC Rental Cost = \$442,916.10, Total SCCC Internet Cost = \$95,897.34, Total F/B Cost = \$1,087,920.08, Total Audio Visual = \$129,223.22, Total Misc Revenue = \$15,163.75, Show Attendees = 33930, EEI Value = \$442,643.41



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	P3 Mid-Week: (200-349 on peak / \$250k-\$399k)	1	480	\$460,000.00	\$50,000.00	\$30,000.00	\$350,000.00	\$30,000.00	\$0.00	2500	\$855,168.77
	P5 Weekend: (0 on peak + \$15k)	1	250	\$7,578.00	\$7,578.00	\$0.00	\$0.00	\$0.00	\$0.00	300	\$77,647.32
Subtotal for 2023-01-01 00:00:00.0		2	730	\$467,578.00	\$57,578.00	\$30,000.00	\$350,000.00	\$30,000.00	\$0.00	2800	\$932,816.09
Grand Totals		2	730	\$467,578.00	\$57,578.00	\$30,000.00	\$350,000.00	\$30,000.00	\$0.00	2800	\$932,816.09

Year: Request Room Block Begin: 2023

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

Account ID	Lead ID	Requested Room Block Begin	Requested Peak Rms	Requested Rms	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
6531	10805	09/30/2023	200	480	2500		P3 Mid-Week: (200-349 on peak / \$250k-\$399k)	CORPORATE	Company decided to cancel the event due to financial impact of last fiscal year. They are looking to possibly move this to Oct. 2024 - Elaine			\$855,168.77	\$460,000.00	\$350,000.00	\$50,000.00	\$30,000.00	\$30,000.00	

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

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

Account ID	Lead ID	Requested Room Block Begin	Requested Peak Rms	Requested Rms	Attendees	Lost Date	Size	Market Segment	Lost Reason	Lost Code(s)	Lost Date	EEI Value	Overall Projected Building Spend	Total F/B Cost	Total SCCC Rental Cost	Total SCCC Internet Cost	Audio Visual	Misc Revenue
5246	13764	10/13/2023	100	250	300		P5 Weekend: (0 on peak + \$15k)	CORPORATE	co-hosted event with SCCC cancelled. GH contracted 10.13 - 10.15.2023, released on 6.2.2023 AA	COVID-19 - Health Concerns		\$77,647.32	\$7,578.00	\$0.00	\$7,578.00	\$0.00	\$0.00	

Size: P5 Weekend: (0 on peak + \$15k) - Subtotal: Total Leads = 1, Requested Rooms = 250, SUM: Overall Projected Building Spend = \$7,578.00, Total SCCC Rental Cost = \$7,578.00, 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 = \$77,647.32

Year: Request Room Block Begin: 2023 - Subtotal: Total Leads = 2, Requested Rooms = 730, SUM: Overall Projected Building Spend = \$467,578.00, Total SCCC Rental Cost = \$57,578.00, Total SCCC Internet Cost = \$30,000.00, Total F/B Cost = \$350,000.00, Total Audio Visual = \$30,000.00, Total Misc Revenue = \$0.00, Show Attendees = 2800, EEI Value = \$932,816.09

Grand Total: Total Leads = 2, Requested Rooms = 730, SUM: Overall Projected Building Spend = \$467,578.00, Total SCCC Rental Cost = \$57,578.00, Total SCCC Internet Cost = \$30,000.00, Total F/B Cost = \$350,000.00, Total Audio Visual = \$30,000.00, Total Misc Revenue = \$0.00, Show Attendees = 2800, EEI Value = \$932,816.09