



SANTA CLARA TOURISM IMPROVEMENT DISTRICT REGULAR MEETING AGENDA

October 25, 2022

10:00 AM

Virtual Meeting

Discover Santa Clara® has implemented methods for the public to participate remotely.

*The public can participate remotely via Zoom: <https://us06web.zoom.us/j/84259811159>.
Meeting ID: 842 5981 1159 or by phone: 1 (669) 900-6833.*

CALL TO ORDER

ROLL CALL

PUBLIC COMMENT

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

SPECIAL ORDER OF BUSINESS

1. Introduction of Chief Executive Officer, Christine Lawson.

CONSENT AGENDA

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

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

CONSENT ITEMS PULLED FOR DISCUSSION

PUBLIC PRESENTATIONS

This item is reserved for persons to address the SCTID on any matter not on the agenda that is within the subject matter jurisdiction of the SCTID. The law does not permit action on, or extended discussion of, any item not on the agenda except under special circumstances. The SCTID 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. Review of Discover Santa Clara® Monthly Progress Report for August 2022.
4. Marketing Updates.

GENERAL ANNOUNCEMENTS

ADJOURNMENT

The next regular scheduled meeting is on November 22, 2022 at 10:00 a.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 at bcorriere@discoversantaclara.org to the meeting.

Notice to Public:

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

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

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

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

ATTACHMENTS



SANTA CLARA TOURISM IMPROVEMENT DISTRICT
REGULAR MEETING MINUTES

SCTID MEETING
OCTOBER 25, 2022
AGENDA ITEM #2

March 22, 2022

10:00 A.M.

Virtual Meeting

Pursuant to the provisions of the California Governor's Executive Order N-29-20, issued on March 17, 2020, to prevent the spread of COVID-19, the Santa Clara Tourism Improvement District (SCTID) has implemented methods for the public to participate remotely.

*The public can participate remotely via Zoom: <https://zoom.us/j/94286454233>
Meeting ID: 942 8645 4233 or by phone: 1 (669) 900-6833.*

CALL TO ORDER

Chair Hodges called the meeting to order at 10:01 a.m.

ROLL CALL

Present: 6 Justin Hart, AC Hotel Santa Clara
Peter Hart, Embassy Suites
Eron Hodges, Hyatt Regency Santa Clara
Margie Johnston, Hilton Santa Clara
Sean Steenson, Delta Silicon Valley
Christopher Sullivan, Marriott Santa Clara

Absent: 5 Miriam Arreola, Avatar Hotel
Bridgette Burns, TownePlace Suites by Marriott
Kevin Dominguez, Element Santa Clara
Kevin Hurley, Hyatt House
Brent Larkin, Hyatt Centric Santa Clara Silicon Valley

In Attendance

Ruth Mizobe Shikada, City of Santa Clara
Nancy Thome, City of Santa Clara
Dan Fenton, JLL
Juliet Velazquez, JLL

PUBLIC COMMENT

For public comment on items not on the Agenda that is within the subject matter jurisdiction of the SCTID.

CONSENT AGENDA

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

1. Action on the Minutes of:

- Santa Clara Tourism Improvement District – February 22, 2022

A motion was made by Chris Sullivan, seconded by Peter Hart to approve the Consent Calendar. Motion passed unanimously 6-0.

CONSENT ITEMS PULLED FOR DISCUSSION

PUBLIC PRESENTATIONS

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GENERAL BUSINESS – ITEMS FOR DISCUSSION

2. Discussion on the potential increase of the Santa Clara Tourism Improvement District Assessment to 2% for FY 2022/23.

Chair Hodges reported that the current assessment is 1.5% and moving to 2% will get the TID to about \$15 on every \$100 hotel room rate which is at the middle of the pack of the comparable cities; Santa Clara will be just below LA and Sacramento. Chair Hodges added that the DMO looked at the impact to move up 0.5% and the financial impact is relatively small. Dan Fenton added that the graph comparison shows the out-the-door total which is what the planner usually asks for.

Chris Sullivan indicated that it is not showing the long-term stays and TOT on rooms for 30 days or more. He added that they are not competitive to receive airline contract stays because Santa Clara does not have a policy that allows for 'discount' of TOT for airline related stays. Chair Hodges indicated this was a different topic that can be reviewed and evaluation on a future agenda.

Chair Hodges clarified that historically when the TID was at a fixed \$1 per occupied room night assessment, since 2005, they only collected about \$700,00 annually and the City was subsidizing the difference. There has been an uptick as business continues to come back. Additionally, the recommendation was made to the DMO to go to 2% to catch up on the balance of funds. Moving to 2% will not be a material impact and the 0.5% increase will help to build funds to keep up with competitors.

Ruth Mizobe Shikada shared that last year, the City had a ballot measure where the voters approved to move the base TOT percentage up to 4%. Council proceeded with 2% and could raise an additional 2% but are not considering at this time. In November, there will be the option to renew the business tax structure for additional revenue.

Peter Hart indicated that it seemed to be the time to make the increase and have funds to support the effort to put back into marketing the destination.

Chair Hodges indicated that the DMO has been conservative with the budget but eventually will want to increase spend and resources for the destination. Chair Hodges shared they should move forward with the increase.

3. Review of Discover Santa Clara™'s Monthly Progress Report for February 2022.

Dan Fenton reported there are a couple of P1s and P2s prospects and they continue to work daily with the sales teams and their activity and how they can best be supported. Dan referenced slide 5 where they added research activity to demonstrate there is activity prior to it becoming a prospect. The DMO has also invested into additional resources and now have access to Knowland. Additionally, they will be upgrading their relationship with CVENT. Dan added that going back 5-10 years, there were no P1s on the calendar, and this effort is about uncovering new business. At the next meeting, JLL will have the marketing plan to share and would love to get feedback.

Chair Hodges shared that starting next week, they will have weekly meetings to review detailed weekly activity reports to increase accountability and support to sales team.

GENERAL ANNOUNCEMENTS

Chair Hodges announced that Margie Johnston is joining the group. Margie is the current acting general manager for the Hilton and that she has supported the Hilton before, prior to Joe Eustice. Margie added that she was at the Hilton in 2018 for two months and her company helps with staffing needs.

Peter Hart announced that he is transferring with Hilton back to San Francisco. It is his last week in Santa Clara and there will be an interim manager assigned. Peter added that he has been in Santa Clara for four years and the TID has come a long way in the effort, and he has enjoyed his time working with the City and the Dan.

ADJOURNMENT

The meeting adjourned at 10:28 a.m. The next regular scheduled meeting is on April 26, 2022 at 10:00 a.m.



SANTA CLARA TOURISM IMPROVEMENT DISTRICT REGULAR MEETING MINUTES

APRIL 26, 2022

10:00 A.M.

Virtual Meeting

Pursuant to the provisions of the California Governor's Executive Order N-29-20, issued on March 17, 2020, to prevent the spread of COVID-19, the Santa Clara Tourism Improvement District (SCTID) has implemented methods for the public to participate remotely.

*The public can participate remotely via Zoom: <https://us06web.zoom.us/j/83788310365>.
Meeting ID: 837 8831 0365 or by phone: 1 (669) 900-6833.*

CALL TO ORDER

Eron Hodges called the meeting to order at 10:03 a.m.

ROLL CALL

Present: 5 Justin Hart, AC Hotel Santa Clara
Eron Hodges, Hyatt Regency Santa Clara
Margie Johnston, Hilton Santa Clara
Sean Steenson, Delta Silicon Valley
Christopher Sullivan, Marriott Santa Clara

Absent: 6 Miriam Arreola, Avatar Hotel
Bridgette Burns, TownePlace Suites by Marriott
Kevin Dominguez, Element Santa Clara
Nicole Hausner, Embassy Suites
Kevin Hurley, Hyatt House
Brent Larkin, Hyatt Centric Santa Clara Silicon Valley

In Attendance

Ruth Mizobe Shikada, City of Santa Clara (joined meeting at 10:22 a.m.)
Nancy Thome, City of Santa Clara
Dan Fenton, JLL

PUBLIC COMMENT

For public comment on items not on the Agenda that is within the subject matter jurisdiction of the SCTID.

CONSENT AGENDA

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1. Action on the Minutes of:

- Santa Clara Tourism Improvement District – March 22, 2022

There was no quorum.

CONSENT ITEMS PULLED FOR DISCUSSION

PUBLIC PRESENTATIONS

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GENERAL BUSINESS – ITEMS FOR DISCUSSION

2. Review of Discover Santa Clara™'s Proposed FY 2022/23 Operating Budget.

Eron Hodges reported that the DMO Board has reviewed and approved the Proposed FY 2022/23 Operating Budget. Nancy Thome provided an overview of the Proposed FY 2022/23 Operating Budget:

- The estimated FY 2021/22 fund balance is approx. \$1.7 million.
- Per the DMO agreement with the City, the DMO must allocate six months of the most recently approved budget which is \$678,001. This was not done for the current fiscal year.
- The projected revenue for FY 2022/23 is \$1.24 million. With the allocation to reserves and the FY 2021/22 fund balance, there would be \$2.27 million available in the fund.
- The updated proposed budget is \$1.7 million and includes fully loaded CEO and administrative services manager positions, increase in salary ranges for the DOS (starting October 2022) and sales manager positions.

Chris Sullivan asked if there was the ability to onboard the DOS position sooner. Eron Hodges indicated that they need to provide the CEO the opportunity to onboard and select the DOS. Nancy Thome added that the Proposed Budget is tentatively scheduled for the City Council's June 7th meeting and encouraged hotels to attend to provide public comments.

3. Review of Discover Santa Clara™'s Monthly Progress Report for March 2022.

Dan Fenton report that they continue to add prospects with all event types. There were five new P1 and P2 prospects and four proposals were sent out for tentative P1s and P2s. There was added research activity and in March there were 128 that the sales managers identified as meeting P1 and P2 criteria. The addition of the Knowland database as a tool has shown to be beneficial. Dan added that they are still significantly below in terms of the level of active prospects and are working on conversions to tentatives.

4. Follow-up Discussion on the FIFA 2026 Room Allotment Request and FIFA Hotel Agreement.

Eron Hodges stated that he hoped that most were on the call with the FIFA representative and wanted to follow-up on the call to action for hotel room allotments. Eron indicated that everyone should have submitted their room allotments to FIFA by now. Margie Johnson, Justin Hart, and Sean Steenson indicated they all needed to re-confirm. Eron added that the due date was April 23rd, and the announcement of host cities is a moving target. The preliminary announcement is tentatively planned for mid-May.

5. Discussion on Resuming In-Person Public Meetings.

Eron Hodges announced that it was time to consider resuming in-person meetings. Nancy Thome indicated that she will be reaching out to hotels for availability to host already scheduled meetings. Nancy added there is a posting requirement at their location when they host to meet the requirements of the Brown Act.

GENERAL ANNOUNCEMENTS

It was announced that Brent Larkin has moved on from the Hyatt Centric. There will be a new acting general manager announced.

ADJOURNMENT

The meeting adjourned at 10:37 a.m. The next regular scheduled meeting is on May 24, 2022 at 10:00 a.m.



**SANTA CLARA TOURISM IMPROVEMENT DISTRICT
REGULAR MEETING MINUTES
Hilton Santa Clara
4949 Great America Parkway, Santa Clara 95054**

MAY 24, 2022

10:00 A.M.

CALL TO ORDER

Eron Hodges called the meeting to order at 10:02 a.m.

ROLL CALL

Present: 3 Eron Hodges, Hyatt Regency Santa Clara
Margie Johnston, Hilton Santa Clara
Sean Steenson, Delta Silicon Valley

Absent: 8 Miriam Arreola, Avatar Hotel
Bridgette Burns, TownePlace Suites by Marriott
Kevin Dominguez, Element Santa Clara
Justin Hart, AC Hotel Santa Clara
Nicole Hausner, Embassy Suites
Kevin Hurley, Hyatt House
Paul Medawar, Hyatt Centric Santa Clara Silicon Valley
Christopher Sullivan, Marriott Santa Clara

In Attendance

Nancy Thome, City of Santa Clara
Dan Fenton, JLL

PUBLIC COMMENT

For public comment on items not on the Agenda that is within the subject matter jurisdiction of the SCTID.

CONSENT AGENDA

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1. Action on the Minutes of:

- Santa Clara Tourism Improvement District – March 22, 2022
- Santa Clara Tourism Improvement District – April 26, 2022

There was no quorum.

CONSENT ITEMS PULLED FOR DISCUSSION

PUBLIC PRESENTATIONS

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GENERAL BUSINESS – ITEMS FOR DISCUSSION

2. Santa Clara Tourism Improvement District Assessment Revenue Update.

Nancy Thome reported out on the TID assessment revenues for the first three quarters. Approximately \$185k was collected in Q1, \$260k in Q2 and \$232k in Q3. The year-to-date total is just over \$676k which exceeds the initial estimate of \$610k. The year-end total is projected at about \$800k.

3. Review of Discover Santa Clara™'s Monthly Progress Report for April 2022.

Dan Fenton provided an overview of April progress:

- Five prospects were added in April.
- They are in the mode of researching to uncover P1s and P2s (groups that would be new to Santa Clara).
- It has been about a month now since they started using Knowland and CVENT and they are looking for more potential P1s and P2s.
- On the P3 side, there has been an increase; they just secured an event with Google and Intel.
- 52 new groups were added under research status.
- They are currently down one sales manager.
- For P1s and P2s, there is no reactive selling, it is all proactive.

4. Follow-up Discussion on the FIFA 2026 Room Allotment Request and FIFA Hotel Agreements.

Eron Hodges expressed thanks to those who submitted hotel allotments. As a TID, they produced approximately 11,000 room night as a commitment in conjunction to San José and San Francisco which was submitted to FIFA. They are only one of a few that submitted that information. Last week, FIFA announced that an official media release will be made on June 16 identifying the locations selected in North America. Eron added that that FIFA needs to be looked at as a multiple Superbowl since it is an international event with Mexico and Canada.

5. Update on Related Santa Clara Project.

Eron Hodges reported they received a Related Santa Clara update at the last DMO Board meeting. The permit plans are in with the City for Phase 1 across the street from the

Stadium. If all goes well, they should be breaking ground at the end of the summer. To the north, the City has a land mass. There will be future plans, possibly utilized as public park space. They are moving a tremendous amount of earth which will be stockpiled for use in Phase 2 construction.

GENERAL ANNOUNCEMENTS

ADJOURNMENT

The meeting adjourned at 10:21 a.m. The next regular scheduled meeting is on June 21, 2022 at 10:00 a.m.



SANTA CLARA TOURISM IMPROVEMENT DISTRICT REGULAR MEETING MINUTES

June 28, 2022

10:00 A.M.

Virtual Meeting

Pursuant to the provisions of the California Governor's Executive Order N-29-20, issued on March 17, 2020, to prevent the spread of COVID-19, Discover Santa Clara™ has implemented methods for the public to participate remotely.

*The public can participate remotely via Zoom: <https://us06web.zoom.us/j/81534503255>
Meeting ID: 815 3450 3255 or by phone: 1 (669) 900-6833.*

CALL TO ORDER

Eron Hodges called the meeting to order at 10:02 a.m.

ROLL CALL

Present: 5 Justin Hart, AC Hotel Santa Clara
Eron Hodges, Hyatt Regency Santa Clara
Margie Johnston, Hilton Santa Clara
Sean Steenson, Delta Silicon Valley
Christopher Sullivan, Marriott Santa Clara

Absent: 6 Miriam Arreola, Avatar Hotel
Bridgette Burns, TownePlace Suites by Marriott
Kevin Dominguez, Element Santa Clara
Nicole Hausner, Embassy Suites
Kevin Hurley, Hyatt House
Paul Medawar, Hyatt Centric Santa Clara Silicon Valley

A quorum was not met.

In Attendance

Nancy Thome, City of Santa Clara
Ruth Mizobe Shikada, City of Santa Clara
Dan Fenton, JLL

PUBLIC COMMENT

For public comment on items not on the Agenda that is within the subject matter jurisdiction of the SCTID.

CONSENT AGENDA

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

1. Action on the Minutes of:

- Santa Clara Tourism Improvement District – March 22, 2022
- Santa Clara Tourism Improvement District – April 26, 2022
- Santa Clara Tourism Improvement District – May 24, 2022

There was no quorum.

CONSENT ITEMS PULLED FOR DISCUSSION

PUBLIC PRESENTATIONS

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GENERAL BUSINESS – ITEMS FOR DISCUSSION

2. Accounting Transition and Budget Update.

Nancy Thome reported that the DMO is transitioning to a new accounting firm. The year-end report will be brought to the Board in July and will also be provided to the TID next month.

3. Update on the Santa Clara Tourism Improvement District Assessment.

Eron Hodges indicated that the hotels should have all received a letter from Nancy/the City acknowledging the TID assessment increase to 2% from 1.5% effective July 1, 2022. This increase was part of a City Council approval of 1.5% in year 1 and 2% in year 2; the TID assessment is capped at 2%.

Dan Fenton added that there were a few Council members that had questions and he wanted to publicly thank Ruth and Nancy for all the behind-the-scenes work to answer those questions.

4. Review of Discover Santa Clara™'s Monthly Progress Report for May 2022.

Dan Fenton reported that there is a P1 that was sourced through Knowland and that the DMO was short-listed. The DMO also booked its first P1 in 2023 with Airbnb. There are more than 1,000 room nights on peak, and it delivers the level of Convention Center revenues that qualifies as a P1. Dan pointed out the data on page 16 which shows the significant level of activity it takes to get to a P1. There are two new P1/P2 prospects and

significant activity with P3 events. On page 17, a new table was inserted to show the KPIs to remind the group of the focus areas.

Dan Fenton added that the Business Development Funds were used, and the process was expedited to close P3 business.

GENERAL ANNOUNCEMENTS

Eron Hodges share news reports of the sale of land at Great America yesterday to Prologis. The park will remain at minimum through 2024 and there is no definite plan on what will replace the park.

ADJOURNMENT

The meeting adjourned at 10:20 a.m. The next regular scheduled meeting is on July 26, 2022 at 10:00 a.m.



SANTA CLARA TOURISM IMPROVEMENT DISTRICT REGULAR MEETING MINUTES

August 23, 2022

10:00 AM

Virtual Meeting

Pursuant to the provisions of the California Governor's Executive Order N-29-20, issued on March 17, 2020, to prevent the spread of COVID-19, Discover Santa Clara™ has implemented methods for the public to participate remotely.

The public can participate remotely via Zoom: <https://us06web.zoom.us/j/82245400028>. Meeting ID: 822 4540 0028 or by phone: 1 (669) 900-6833.

CALL TO ORDER

Eron Hodges called the meeting to order at 10:05 a.m.

ROLL CALL

Present: 5 Justin Hart, AC Hotel Santa Clara
Eron Hodges, Hyatt Regency Santa Clara
Margie Johnston, Hilton Santa Clara
Sean Steenson, Delta Silicon Valley
Christopher Sullivan, Marriott Santa Clara

Absent: 6 Miriam Arreola, Avatar Hotel
Bridgette Burns, TownePlace Suites by Marriott
Kevin Dominguez, Element Santa Clara
Nicole Hausner, Embassy Suites
Kevin Hurley, Hyatt House
Paul Medawar, Hyatt Centric Santa Clara Silicon Valley

A quorum was not met.

In Attendance

Nancy Thome, City of Santa Clara
Ruth Mizobe Shikada, City of Santa Clara
Dan Fenton, JLL
Juliet Velazquez, JLL

PUBLIC COMMENT

For public comment on items not on the Agenda that is within the subject matter jurisdiction of the SCTID.

CONSENT AGENDA

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

1. Action on the Minutes of:

- Santa Clara Tourism Improvement District – March 22, 2022
- Santa Clara Tourism Improvement District – April 26, 2022
- Santa Clara Tourism Improvement District – May 24, 2022
- Santa Clara Tourism Improvement District – June 28, 2022

There was no quorum.

CONSENT ITEMS PULLED FOR DISCUSSION

PUBLIC PRESENTATIONS

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GENERAL BUSINESS – ITEMS FOR DISCUSSION

2. Review of Discover Santa Clara™'s Monthly Progress Report for June 2022.

Dan Fenton reported on the progress for June:

- Airbnb did contract at the Center and it continues to evolve.
- There has been some progress in P3-P5 prospects, and there are a few tentatives.
- Five new prospects were added in the P1/P2 category.
- For the prospects, the team continues to use the Knowland database, and the team continues to make progress on research activity.
- For the number of prospects, a very high goal was set for the year and just 43 prospects were achieved.
- The report shows that there is still work to be done and the sales team continues to research to get the prospect numbers.
- They will be reworking the glide path which he can show at next month's meeting.

Eron Hodges indicated that at some point next year, they will need to assess if the current strategy is working. He added that he would like a more granular with P3-P5 as they are only actualizing 33% of room night generation. Eron stated that they need to identify what the roadblocks are from booking P1s and P2s.

3. Review of Discover Santa Clara™'s FY 2021/22 Preliminary Year-End Financial Report.

Eron Hodges provided an overview of the financial report. Currently, in a good position with about 50% expended and the remaining would go the fund balance. He pointed out the

variance in the City Administration Fee was due to the increased result in the last quarter of the fiscal year as the City receives 2% of the assessment.

4. Review of Discover Santa Clara™'s FY 2021/22 Key Performance Indicators Year-End Report and Revisions to the FY 2022/23 Key Performance Indicator Goals – Prospects.

Dan Fenton indicated that the current goals were very aggressive and part of the two-year goal setting process. He shared that a proposed revision (internal) was made to the number of prospects for FY 2022/23. The numbers were established based on current staffing and projected onboarding of new staff. They will report on KPIs every month to share progress.

5. Review of the Proposed Agreement to Administer the Santa Clara Tourism Improvement District Between the City of Santa Clara, California, and Silicon Valley/Santa Clara DMO, Inc. for a Term Retroactive to July 1, 2022 and Ending June 30, 2026.

Eron Hodges introduced this item. Nancy Thome reported that this agreement would replace the current agreement the DMO has with the City to provide destination marketing services. The purpose of this agreement was to align with the new District and contains language on the DMO serving as the Owner's Association of the district. Eron added that he had specific questions regarding the disestablishment process. Nancy Thome shared the specific language and it stated that Council would need to have a hearing and initiate a formal disestablishment process. Additionally, any outstanding expenses would be paid with any surplus funds returned to the hotels. Nancy indicated that she would send a copy of the Management District Plan to the managers so they can review it along with the applicable 1994 Law.

GENERAL ANNOUNCEMENTS

Margie Johnston announced that the Hilton has a new permanent general manager. Farshad Mayelzadeh starts Monday, and he is the prior operations directors. He is coming back after about three years. They anticipate an easy transition since he is familiar with the property. Margie's last day is this Friday. Margie is going to help with a property in Phoenix.

It was also mentioned that Hyatt Centric may have a new general manager. Justin Hart indicated he will reach out to find out who the new general manager is.

ADJOURNMENT

The meeting adjourned at 10:57 a.m. The next regular scheduled meeting is on September 27, 2022 at 10:00 a.m.



SANTA CLARA TOURISM IMPROVEMENT DISTRICT REGULAR MEETING AGENDA

September 27, 2022, 10:00 AM
AC Hotel Santa Clara
2970 Lakeside Drive, Santa Clara, CA 95054

CALL TO ORDER

Eron Hodges called the meeting to order at 10:03 a.m.

ROLL CALL

Present: 5 Eron Hodges, Hyatt Regency Santa Clara
Sean Steenson, Delta Silicon Valley
Christopher Sullivan, Marriott Santa Clara

Absent: 6 Miriam Arreola, Avatar Hotel
Bridgette Burns, TownePlace Suites by Marriott
Kevin Dominguez, Element Santa Clara
Farshad Mayelzadeh, Hilton Santa Clara
Justin Hart, AC Hotel Santa Clara
Nicole Hausner, Embassy Suites
Kevin Hurley, Hyatt House
John Gennuso, Hyatt Centric Santa Clara Silicon Valley

A quorum was not met.

In Attendance

Nancy Thome, City of Santa Clara
Ruth Mizobe Shikada, City of Santa Clara
Dan Fenton, JLL
Beverly Corriere, Discover Santa Clara®

PUBLIC COMMENT

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

SPECIAL ORDER OF BUSINESS

1. Introduction of Administrative Services Manager, Beverly Corriere.

Eron Hodges introduced Beverly Corriere to the group. Beverly shared that she has a MBA focus in non-profit management and has been in the non-profit sector throughout her career.

CONSENT AGENDA

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

- Santa Clara Tourism Improvement District – March 22, 2022
- Santa Clara Tourism Improvement District – April 26, 2022
- Santa Clara Tourism Improvement District – May 24, 2022
- Santa Clara Tourism Improvement District – June 28, 2022
- Santa Clara Tourism Improvement District – August 23, 2022

There was no quorum.

CONSENT ITEMS PULLED FOR DISCUSSION

PUBLIC PRESENTATIONS

This item is reserved for persons to address the SCTID on any matter not on the agenda that is within the subject matter jurisdiction of the SCTID. The law does not permit action on, or extended discussion of, any item not on the agenda except under special circumstances. The SCTID 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. Review of Discover Santa Clara® Monthly Progress Report for July 2022.

Dan Fenton reported on the progress for July:

- The made a couple of adjustments on the report presentation from what had been reported out previously. The first table is the KPIs.
- The Event Mix goal for FY 2022/23 is three P1s and 6 P2s. As they continue to add resources, they are looking at still striving to book into the future.
- They continue to make progress in the research category. For P1 and P2, they have identified 258 groups that not yet been contacted but are in research phase.

4. Discover Santa Clara® Staffing Updates.

Dan Fenton reported there was a new sales manager, Eddie Ryan, started last Friday. His background is on the show management side and he is very research driven in how he used to do his work. The Board went through a recruitment process for CEO and the CEO tentative start date is October 17th.

Eron Hodges added that currently there is the CEO, two Sales Managers, one Administrative

Services Manager which represents the first phase. The next conversation with the Board is on how to add business and converting business to get business on the books.

5. Marketing Updates.

Dan Fenton reported they have a new firm and new website and continue to work to produce marketing material. Nancy Thome reported that the DMO was successful in trademarking Discover Santa Clara®. Additionally, she has regained access to Facebook and Instagram.

GENERAL ANNOUNCEMENTS

ADJOURNMENT

The meeting adjourned at 10:37 a.m. The next regular scheduled meeting is on October 25, 2022 at 10:00 a.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 Eron Hodges at eron.hodges@hyatt.com to the meeting.

Notice to Public:

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

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

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

Individuals who require an auxiliary aid or service for effective communication, or any other disability-related modification of policies or procedures, or other accommodation, in order to participate in a program, service, or

activity of the SCTID should contact Eron Hodges at eron.hodges@hyatt.com as soon as possible before the scheduled event.

DISCOVER
**SANTA
CLARA**™

AUGUST 2022
SALES ACTIVITY

UPDATED: 09-12-22





MONTHLY TOTALS BY EVENT TYPE

	P 1 - P 2	P 3 - P 5
Current Active Prospects	49	595

August	P 1 - P 2	P 3 - P 5
Actively Researching	262	208
New Prospects	3	80
New Tentatives	0	33
New Definites	0	25

Silicon Valley/Santa Clara DMO Inc.				
Performance Measures				
	2022/23 Target	YTD	July	August
1. Event Mix (Consumed)				
Percent of P1 Events	2%			
Number of P1 Events	3	0	0	0
Percent of P2 Events	4%			
Number of P2 Events	6	0	0	0
2. Number of Definite Events Booked (booked in the year for future years)				
Number of P1 Events	5	0	0	0
Number of P2 Events	11	0	0	0
3. Convention Center Gross Revenue (P1 & P2)	\$2,580,000	\$0	\$0	\$0
4. Number of Room Nights Booked (for future years)	16,438	0	0	0
5. Number of Room Nights Consumed	9,375	0	0	0
6. Number of Weeks Impacted (Consumed)	9	0	0	-
7. Customer Service Survey Results (overall satisfaction)	85%		-	-
8. Number of Prospects (active) (non-cumulative P1 & P2)	300	73	35	38
9. Economic Impact (Consumed P1 and P2 events)	\$6,031,943	\$0	\$0	\$0

Revised Prospecting Goals

CSM #1 - Michael Baker	2022/23 Target		July	August
Prospecting Goal - Number of new prospects	60		5	5
Actual	14		7	7
CSM #2	2022/23 Target		July	August
Prospecting Goal - Number of new prospects	50			
Actual	0			
DOS	2022/23 Target		July	August
Prospecting Goal - Number of new prospects	36			
Actual	0			

FY 2022/23 Number of Prospects 146

Think big.
Look forward.

DISCOVER
SANTA
CLARA®



Find yourself at the
forefront of innovation.



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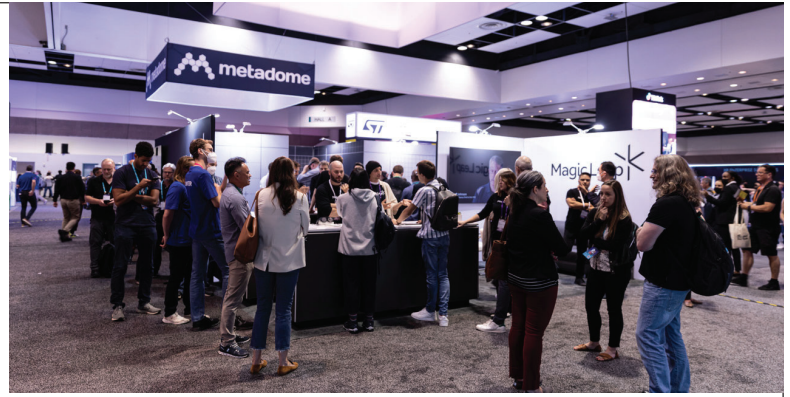
"Related Santa Clara" Project

Overview



Where visionaries dream. 
Where risk-takers dare.
Where innovators make it happen.

It's time to
Discover Santa Clara®



Discover Santa Clara® is reimagining event experiences.

We're a unified network of ambitious problem-solvers who:

- Anticipate needs
- Craft custom solutions
- Elevate events to a whole new level
- Employ versatility, creativity and polish in every aspect of every event

With a history of thinking big and looking forward, Santa Clara is the perfect hub for your next event.

2

3

How We're Different

Why should you consider Discover Santa Clara®?

We know what you need, and we provide what others can't:

- A stress-free and completely consultative approach to ensure your event's success
- A creative food experience; custom, restaurant-quality cuisine
- Simple, seamless ground transportation
- Truly distinctive breakouts
- Uncommon networking opportunities
- A local, emerging food scene



Welcome to a new era
of epic events.



4



Creative options that make a real statement

Before Santa Clara was known for tech, it was known for wine and agriculture.

Our customizable, restaurant quality food and beverage options offer something for everyone. From grain bowls with salmon to locally sourced vegetarian delights, your guests (and their taste buds) will thank you.



Think outside the box (lunch).

- Custom menus
- Out-of-the-box ideas
- Not afraid to get creative
- Put it on a bike



7

About Santa Clara



Open your world to endless possibilities...
Discover Santa Clara®.



Make it yours. Make it memorable.

Countless opportunities await you in Santa Clara — from Levi's® Stadium to our Convention Center to California's Great America Amusement Park — our city is your canvas to create an unforgettable experience.



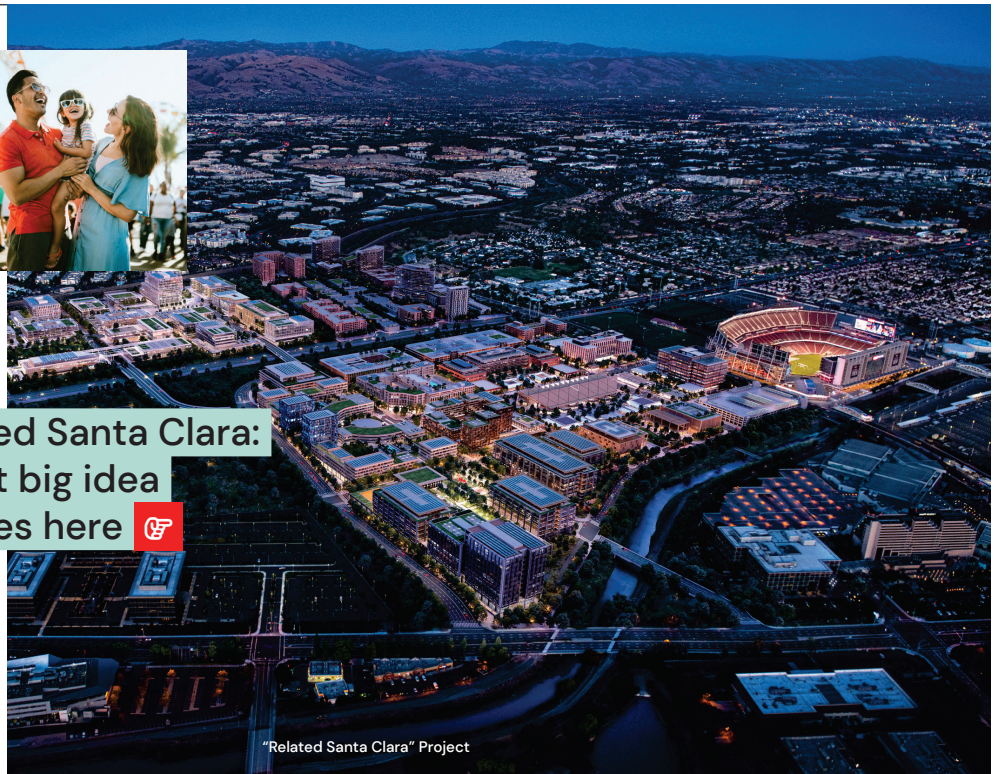
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A new era of urban gathering is coming to Santa Clara.

Related Santa Clara is transforming the way we come together with enticing places to work, dine, drink, live, and gather. Related is redefining what it means to be a dynamic urban destination. And when you bring your event to Santa Clara, you'll have everything Related has to offer right at your fingertips.

Related Santa Clara: The next big idea lives here



"Related Santa Clara" Project

10

Our Venue



302,000 Sq. Ft. of Flexible Event Space

- Over 90,000 Sq. Ft. of Column-Free Exhibit Space
- Mission Ballroom – 22,400 Sq. Ft.
- Grand Ballroom – 22,568 Sq. Ft.
- Great America Ballroom – 6,264 Sq. Ft.

31 Possible Breakout Rooms

- Second Level 201-212
- Great America 1-3
- Grand Ballroom A-H
- Mission Ballroom 1-5

607-seat Theatre

ADA Accessible



Let's plan something legendary together.

Planning your next event doesn't have to be a painful experience.

We provide a stress-free and completely consultative approach to ensure you event success. Find us in the heart of Silicon Valley, where visionaries dream, risk-takers dare, and innovators (like us) make it happen.

Get in contact with us to find out how we can help.



DSCAdmin@discoversantaclara.org



[\(408\) 748-7095](tel:(408)748-7095)



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**DISCOVER
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Discover Santa Clara Dashboard
AUGUST 2022

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											247	48	576	1879
Prospects	31	7	7											45	7	84	283

Meeting & Convention Sales

Incremental Booked Business*	Current Month	Year to Date	Goal	% to Goal
Priority 1 (P1) 400+ hotel rooms at peak / \$400K+				
Number of Groups	-	-	2	0%
Priority 2 (P2) 150-800 hotel rooms at peak / \$200K-599K				
Number of Groups	-	-	4	0%

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

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

Glossary of Terms & Definitions:

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

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

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

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

P1 Weekend (400+ on peak / \$400k+)

P2 Mid-Week (500-799 on peak / \$250k - \$599k)

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