



**DISCOVER SANTA CLARA®
BOARD OF DIRECTORS
MEETING AGENDA**

**July 17, 2025, 1:00 p.m.
Santa Clara Convention Center, Room Grand Ballroom G
5001 Great America Parkway
Santa Clara, CA 95050**

*The public can participate remotely via Zoom: <https://us06web.zoom.us/j/88146514371>
or join via audio at Webinar ID 881 4651 4371*

CALL TO ORDER

ROLL CALL

ACTION BY MAJORITY VOTE

1. Action to Vote and Approve Member Henry to Participate Remotely in the Board of Directors Meeting in Compliance with the Requirements of AB 2249 Just Cause: Travel while on business of the DMO or the Board of Directors or another state or local agency (but not travel for vacation purposes).

Recommendation(s): Approve Member Henry to participate remotely in the Board of Directors meeting in compliance with the requirements of AB 2449 Just Cause: Travel while on business of the DMO or the Board of Directors or another state or local agency (but not travel for vacation purposes).

PUBLIC COMMENT

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

CONSENT AGENDA

Matters listed in the Consent Agenda section will be considered routine by the Board and will be enacted by one motion. There will be no separate discussion of the items on the Consent Calendar unless 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 Minutes of Discover Santa Clara® Board of Directors – May 29, 2025

Recommendation(s): Note and File Meeting Minutes.

3. Action on Discover Santa Clara®'s March, April, May and June 2025 Sales Activity Report.

Recommendation: Note and File Discover Santa Clara® March, April, May and June 2025 Sales Activity Report.

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

4. Action on Appointment of an Additional Member and Alternate to the Nominating Committee.

Recommendation (s): Appoint One or Two Additional Member(s) and One Alternate Member to the Nominating Committee.

5. Discussion and Action on Proposed Board of Directors Open Seat Options List and Recruitment Process Timeline.

Recommendation(s):

- 1) Review, edit, and finalize the list of potential new Board members.
 - 2) Allow Board members to add additional companies or roles for consideration.
 - 3) Direct the Nominating Committee, with support from the DMO and relevant partners, to begin outreach and schedule interviews.
 - 4) Establish a clear deadline for final selection.
6. Chief Executive Officer Monthly Update.
 7. Business Development Fund Update – Review of the Current Business Development Fund Activity as of June 30, 2025, and Potential Next Steps.

COMMITTEE UPDATES

BOARD MEMBER OPEN FORUM

This item is reserved for Board Members to present additional Agenda items for future discussion.

GENERAL ANNOUNCEMENTS

ADJOURNMENT

The next regularly scheduled meeting is on **August 21, 2025.**

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 Discover Santa Clara® at dscadmin@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"), Discover Santa Clara® 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. Discover Santa Clara® 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 Discover Santa Clara® programs, services, and activities. Discover Santa Clara® 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 Discover Santa Clara® in an appropriate alternative format. Contact Discover Santa Clara® at 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 Discover Santa Clara® should contact Discover Santa Clara® at dscadmin@discoversantaclara.org as soon as possible before the scheduled event.



**DISCOVER SANTA CLARA®
BOARD OF DIRECTORS
MEETING AGENDA**

**BOARD OF DIRECTORS
MEETING
JULY 17, 2025
AGENDA ITEM 2**

**May 29, 2025, 3:00 p.m.
Santa Clara Convention Center, Room xxx
5001 Great America Parkway
Santa Clara, CA 95050**

*The public can participate remotely via Zoom: <https://us06web.zoom.us/j/88146514371>
or join via audio at Webinar ID 881 4651 4371*

CALL TO ORDER

Chair Lentz called the meeting to order at 3:08 p.m.

ROLL CALL

Present: Chair Catherine Lentz, Forty-Niners Stadium Management Company
Vice-Chair Kelly Carr, OVG360
Member Lorne Ellison, Levy Restaurants
Member Linh Lam, City of Santa Clara
Member Erin Henry, Hyatt Santa Clara
Member Barb Granter, California's Great America
Member Billy Mendez Moreno

Secretary Christine Lawson, Discover Santa Clara® (Ex-Officio)
Member Chuck Baker, City of Santa Clara (Ex-Officio)

Absent: Treasurer Nany Fullmore, Marriott Santa Clara

Staff: Jiawei Tang, Discover Santa Clara®

A quorum of 7 have been met.

PUBLIC COMMENT

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

CONSENT AGENDA

Matters listed in the Consent Agenda section will be considered routine by the Board and will be enacted by one motion. There will be no separate discussion of the items on the Consent Calendar unless 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.

1. Action on the Minutes of Discover Santa Clara® Board of Directors – April 17, 2025

Recommendation: Note and File Meeting Minutes.

2. Action on Discover Santa Clara's FY 2024/25 3rd Quarterly Report Ending March 31, 2025.

Recommendation: Note and file Discover Santa Clara's 3rd Quarterly Report Ending March 31, 2025.

A motion was made Vice-Chair Carr, seconded by Member Ellison to approve the Consent Agenda.

Ayes: 7 Chair Lentz, Vice-Chair Carr, , Member Ellison, Member Lam, Member Granter, Member Henry, Member Mendez Moreno.

Absent: 1 Treasurer Fullmore

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.

There were no public presentations

GENERAL BUSINESS – ITEMS FOR DISCUSSION

3. Action to change the FY 2024/25 Unrestricted Beginning Fund Balance and Ending Fund Balance as a result of the FY 2023/24 year-end actuals reconciliation (Requires Seventy-five Percent (75%) Approval of Board of Directors).

Recommendation(s): Approve the adjustment to the FY 2024/25 Unrestricted Beginning Fund Balance and Ending Fund Balance based on the finalized FY 2023/24 year-end financial reconciliation, as presented by staff.

A motion was made by Member Lam, seconded by Vice-Chair Carr to Approve the adjustment to the FY 2024/25 Unrestricted Beginning Fund Balance and Ending Fund Balance based on the finalized FY 2023/24 year-end financial reconciliation, as presented by staff.

Ayes: 7 Chair Lentz, Vice-Chair Carr, , Member Ellison, Member Lam, Member Granter, Member Henry, Member Mendez Moreno.

Absent: 1 Treasurer Fullmore

4. Discussion and Action on Discover Santa Clara's® Proposed FY 2025/26 Operating Budget. (Requires Seventy-five Percent (75%) Approval of Board of Directors).

Recommendation(s): Approve Discover Santa Clara's® Proposed FY 2025/26 Operating Budget

A motion was made by Chair Lentz, seconded by Member Granter to approve Discover Santa Clara's® Proposed FY 2025/26 Operating Budget

Ayes: 7 Chair Lentz, Vice-Chair Carr, , Member Ellison, Member Lam, Member Granter, Member Henry, Member Mendez Moreno.

Absent: 1 Treasurer Fullmore

COMMITTEE UPDATES

BOARD MEMBER OPEN FORUM

This item is reserved for Board Members to present additional Agenda items for future discussion.

Member Granter announced retirement and will be stepping down as Board Member effective May 30, 2025.

Chair Lentz proposed the board to discuss board member nominations and replacement process at the next board meeting.

GENERAL ANNOUNCEMENTS

ADJOURNMENT

The meeting is adjourned at 4:25 p.m. The next regularly scheduled meeting is on **June 19, 2025.**

Brown Act:

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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.

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BOARD OF DIRECTORS
MEETING
JULY 17, 2025
AGENDA ITEM 3

MARCH 2025 SALES ACTIVITY RECAP

UPDATED: 04-10-2025





MONTHLY TOTALS BY EVENT PRIORITY TYPE

	P 1 - P 2	P 3	P 4	P 5	DMO Self-Contained
Current Active Prospects	25	42	15	39	36

March	P 1 / P 2	P 3	P 4	P 5	DMO Self-Contained
New Prospects	8	12	2	27	4
New Tentatives	6	4	4	34	0
New Definites	0	3	3	22	3

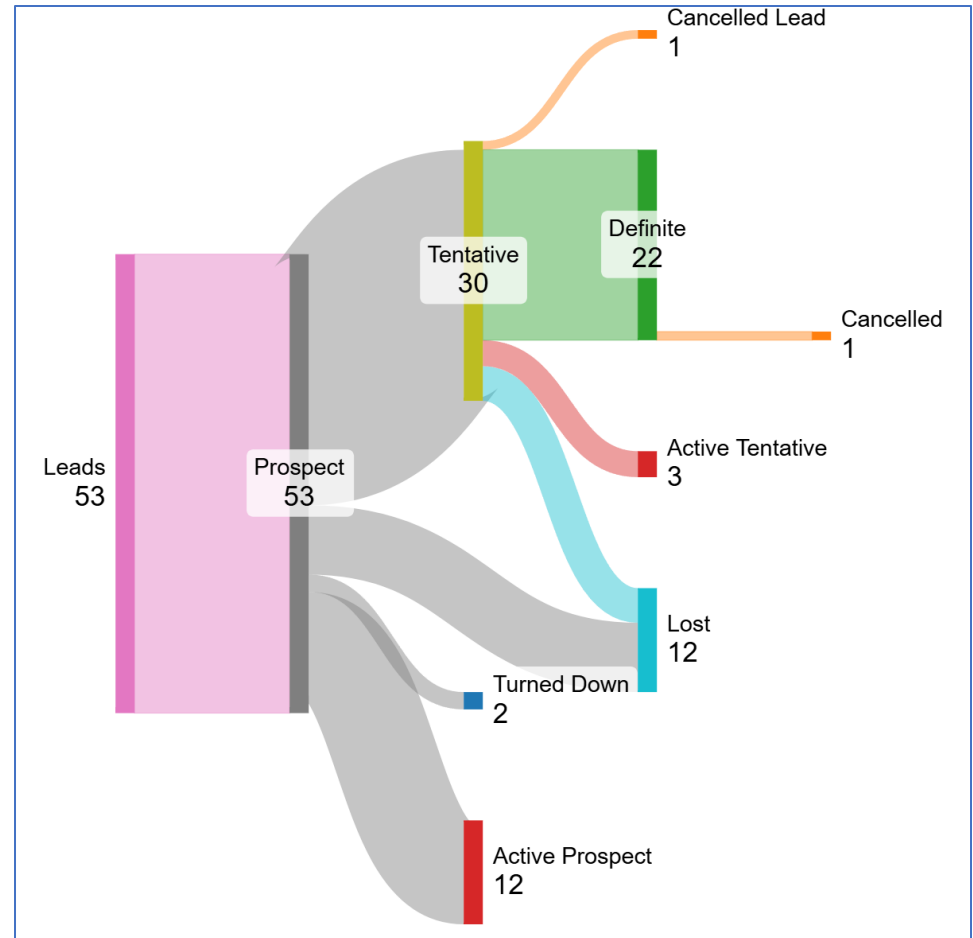
March Prospect Pipeline Current Status

Flow Breakdown

- Total Leads Starting in Prospect Status: 53 (100%)
- Prospect Leads Turned Tentative: 29 (61%)
- Prospect Leads Lost: 8 (11%)
- Prospect Leads Turned Down: 2 (3%)
- Tentative Leads Cancelled: 1 (%)
- Tentative Leads Lost: 4 (11%)
- Tentative Leads Turned Definite: 17 (45%)
- Definite Leads Cancelled: 1 (%)
- Remaining Active Prospects: 12 (21%)
- Remaining Active Tentatives: 3 (5%)

Status Definitions

- **Prospect:** Beginning lead status, client communication has been initiated.
- **Tentative:** Lead is in the process of being sourced for meeting space and guest rooms at the SCTID partner hotels if applicable.
- **Definite:** Event has been booked and contract has been signed.
- **Cancelled:** Lead has been cancelled by planner.
- **Lost:** Client has chosen to not pursue contracting with DMO.
- **Turned Down:** DMO has chosen not to pursue.





Silicon Valley/Santa Clara DMO Inc.											
Performance Measures											
	2024/25 Target	YTD	July	August	September	October	November	December	January	February	March
1. Event Mix (Consumed)											
Percent of P1 Events	1.0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Number of P1 Events	2	0	0	0	0	0	0	0	0	0	0
Percent of P2 Events	2.0%	1.0%	0%	0%	0.5%	0.5%	0%	0%	0%	0%	0%
Number of P2 Events	4	2	0	0	1	1	0	0	0	0	0
2. Number of Definite Events Booked (booked in the year for future years)											
Number of P1 Events	2	2	0	0	0	0	0	2	0	0	0
Number of P2 Events	4	3	0	0	0	1	1	0	0	1	0
3. Convention Center Gross Revenue (P1 & P2)	\$1,900,000	\$279,993	\$0	\$0	\$161,880	\$118,113	\$0	\$0	\$0	\$0	\$0
4. Number of Room Nights Booked (for future years)	6,197	3,915	0	0	0	420	1,615	1,505	0	375	0
5. Number of Room Nights Consumed	4,506	1,102	0	0	323	779	0	0	0	0	0
6. Number of Weeks Impacted (Consumed)	2	2	0	0	1	1	0	0	0	0	0
7. Customer Service Survey Results (overall satisfaction)	85%	N/A	-	-	-	-	-	-	-	-	-
8. Number of Prospects (active) (non-cumulative P1 & P2)	140	24	18	18	21	23	29	26	28	28	25
9. Economic Impact (Consumed P1 and P2 events)	\$5,491,164	\$1,096,466	\$0	\$0	\$345,770	\$750,696	\$0	\$0	\$0	\$0	\$0

# Booked	YTD	July	August	September	October	November	December	January	February	March
P1	2	0	0	0	0	0	2	0	0	0
P2	3	0	0	0	1	1	0	0	1	0
P3	26	4	3	3	5	2	1	5	0	3
P4	30	4	5	6	1	0	3	3	5	3
P5	127	6	7	11	20	19	11	12	18	23
TOTAL	188	14	15	20	27	22	17	20	24	29

Discover Santa Clara Dashboard – March 2025

SCCC (All Priorities)	Beg	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total YTD	Month Avg	Annual Avg	3 Year Pace
Prospects	162	37	37	40	63	44	42	100	38	53				563	50	601.5	1,967

Meeting & Convention Sales

Incremental Booked Business*	Current Month	Year to Date	Goal	% to Goal
Priority 1 (P1)				
Number of Groups	0	0	2	0%
Priority 2 (P2)				
Number of Groups	1	3	4	75%
Convention Center Revenue from Bookings	Current Month	Year to Date	Goal	% to Goal
Overall	\$0	\$266,978	\$1,900,000	15%

Notable P1 & P2 Bookings for March	Projected Building Spend	F&B	Room Nights	Notes
Notable P1 & P2 Lost Leads for March	Projected Building Spend (Includes Est. F&B Spend)	F&B	Room Nights	Lost Reason
P1 Mid-Week (700+ on Peak / \$650k+)	-	-	11,550	Alternate city selected.
P1 Mid-Week (700+ on Peak / \$650k+)	-	-	2,350	Alternate city selected.
P2 Mid-Week (350-699 on peak / \$400k - \$649k)	-	-	2,066	Alternate city selected.

LOST P1 & P2 LEAD REVENUE TOTALS	Lost P1 & P2 Leads = 10	Total Lost P1 & P2 Est. Building Spend (Includes Est. F&B Revenue) = \$546,927	Total Lost. P1 & P2 Est. F&B Revenue = \$300,000	Total Lost. P1 & P2 Est. Room Nights = 27,800
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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 - \$649k)

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

DISCOVER SANTA CLARA®

APRIL 2025 SALES ACTIVITY RECAP

UPDATED: 05-19-2025





MONTHLY TOTALS BY EVENT PRIORITY TYPE

	P 1 - P 2	P 3	P 4	P 5	DMO Self-Contained
Current Active Prospects	25	39	14	42	32

April	P 1 / P 2	P 3	P 4	P 5	DMO Self-Contained
New Prospects	8	7	8	21	9
New Tentatives	2	4	4	28	2
New Definites	0	0	3	20	3

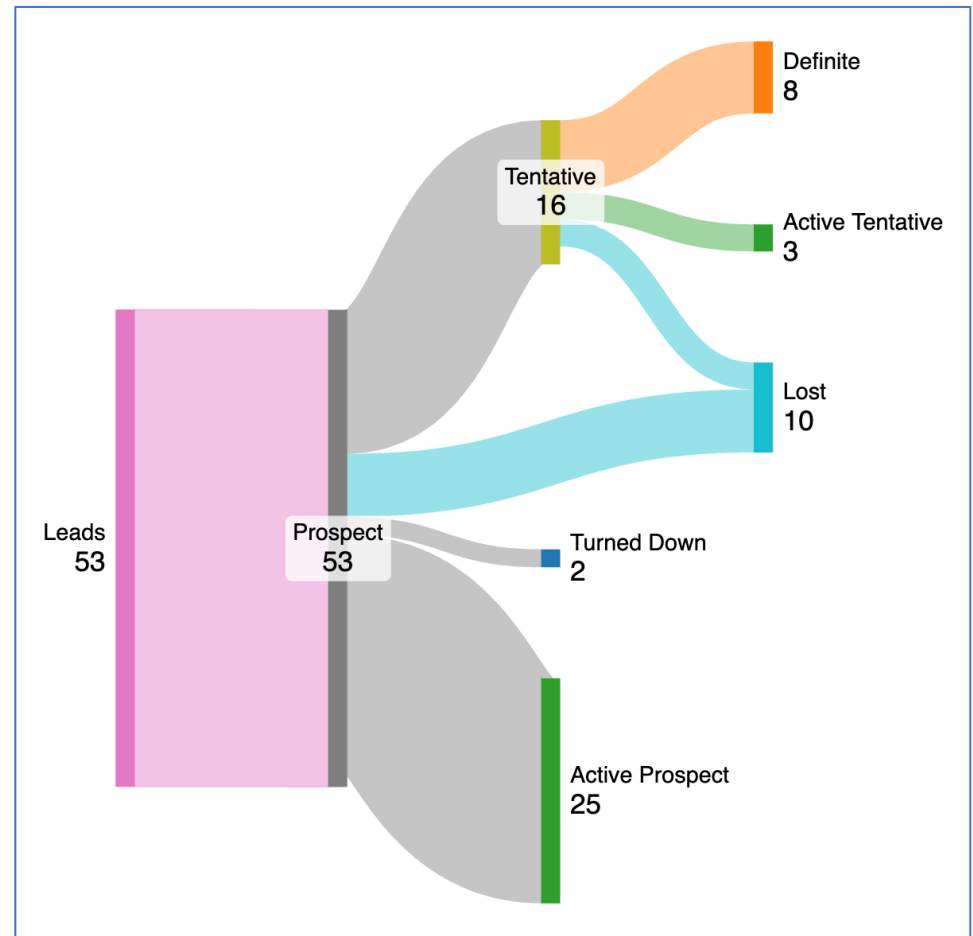
April Prospect Pipeline Current Status

Flow Breakdown

- Total Leads Starting in Prospect Status: 53 (100%)
- Prospect Leads Turned Tentative: 16 (28%)
- Prospect Leads Lost: 7 (13%)
- Prospect Leads Turned Down: 2 (4%)
- Tentative Leads Lost: 3 (6%)
- Tentative Leads Turned Definite: 8 (15%)
- Remaining Active Prospects: 25 (47%)
- Remaining Active Tentatives: 3 (6%)

Status Definitions

- **Prospect:** Beginning lead status, client communication has been initiated.
- **Tentative:** Lead is in the process of being sourced for meeting space and guest rooms at the SCTID partner hotels if applicable.
- **Definite:** Event has been booked and contract has been signed.
- **Cancelled:** Lead has been cancelled by planner.
- **Lost:** Client has chosen to not pursue contracting with DMO.
- **Turned Down:** DMO has chosen not to pursue.





Silicon Valley/Santa Clara DMO Inc.												
Performance Measures												
	2024/25 Target	YTD	July	August	September	October	November	December	January	February	March	April
1. Event Mix (Consumed)												
Percent of P1 Events	1.0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Number of P1 Events	2	0	0	0	0	0	0	0	0	0	0	0
Percent of P2 Events	2.0%	1.0%	0%	0%	0.5%	0.5%	0%	0%	0%	0%	0%	0%
Number of P2 Events	4	3	0	0	1	1	0	0	0	0	0	1
2. Number of Definite Events Booked (booked in the year for future years)												
Number of P1 Events	2	2	0	0	0	0	0	2	0	0	0	0
Number of P2 Events	4	3	0	0	0	1	1	0	0	1	0	0
3. Convention Center Gross Revenue (P1 & P2)	\$1,900,000	\$478,761	\$0	\$0	\$161,880	\$118,113	\$0	\$0	\$0	\$0	\$0	\$198,768
4. Number of Room Nights Booked (for future years)	6,197	3,915	0	0	0	420	1,615	1,505	0	375	0	0
5. Number of Room Nights Consumed	4,506	2,714	0	0	323	779	0	0	0	0	0	1,612
6. Number of Weeks Impacted (Consumed)	2	3	0	0	1	1	0	0	0	0	0	1
7. Customer Service Survey Results (overall satisfaction)	85%	N/A	-	-	-	-	-	-	-	-	-	-
8. Number of Prospects (active) (non-cumulative P1 & P2)	140	24	18	18	21	23	29	26	28	28	25	25
9. Economic Impact (Consumed P1 and P2 events)	\$5,491,164	\$2,582,600	\$0	\$0	\$345,770	\$750,696	\$0	\$0	\$0	\$0	\$0	\$1,486,134

# Booked	YTD	July	August	September	October	November	December	January	February	March	April
P1	2	0	0	0	0	0	2	0	0	0	0
P2	3	0	0	0	1	1	0	0	1	0	0
P3	26	4	3	3	5	2	1	5	0	3	0
P4	33	4	5	6	1	0	3	3	5	3	3
P5	147	6	7	11	20	19	11	12	18	23	20
TOTAL	211	14	15	20	27	22	17	20	24	29	23



Discover Santa Clara Dashboard – April 2025

SCCC (All Priorities)	Beg	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total YTD	Month Avg	Annual Avg	3 Year Pace
Prospects	162	37	37	40	63	44	42	100	38	53				563	50	601.5	1,967

Meeting & Convention Sales

Incremental Booked Business*	Current Month	Year to Date	Goal	% to Goal
Priority 1 (P1)				
Number of Groups	0	0	2	0%
Priority 2 (P2)				
Number of Groups	1	3	4	75%
Convention Center Revenue from Bookings	Current Month	Year to Date	Goal	% to Goal
Overall	\$0	\$266,978	\$1,900,000	15%

Notable P1 & P2 Bookings for April	Projected Building Spend	F&B	Room Nights	Notes
Notable P1 & P2 Lost Leads for April	Projected Building Spend (Includes Est. F&B Spend)	F&B	Room Nights	Lost Reason
P1 Mid-Week (700+ on Peak / \$650k+)	-	-	3,175	Alternate city selected.
P1 Weekend (250+ on peak / \$250k+)	\$125,264	\$20,000	4,000	Cancelled by client.
P1 Mid-Week (700+ on Peak / \$650k+)	-	-	2,988	Alternate city selected.

LOST P1 & P2 LEAD REVENUE TOTALS	Lost P1 & P2 Leads = 10	Total Lost P1 & P2 Est. Building Spend (Includes Est. F&B Revenue) = \$560,489	Total Lost. P1 & P2 Est. F&B Revenue = \$299,489	Total Lost. P1 & P2 Est. Room Nights = 25,988
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Glossary of Terms & Definitions:

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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 - \$649k)

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

DISCOVER SANTA CLARA®

MAY 2025 SALES ACTIVITY RECAP

UPDATED: 06-10-2025





MONTHLY TOTALS BY EVENT PRIORITY TYPE

	P 1 - P 2	P 3	P 4	P 5	DMO Self-Contained
Current Active Prospects	22	39	12	41	33

May	P 1 / P 2	P 3	P 4	P 5	DMO Self-Contained
New Prospects	10	3	1	14	25
New Tentatives	10	2	2	29	0
New Definites	0	1	1	13	0

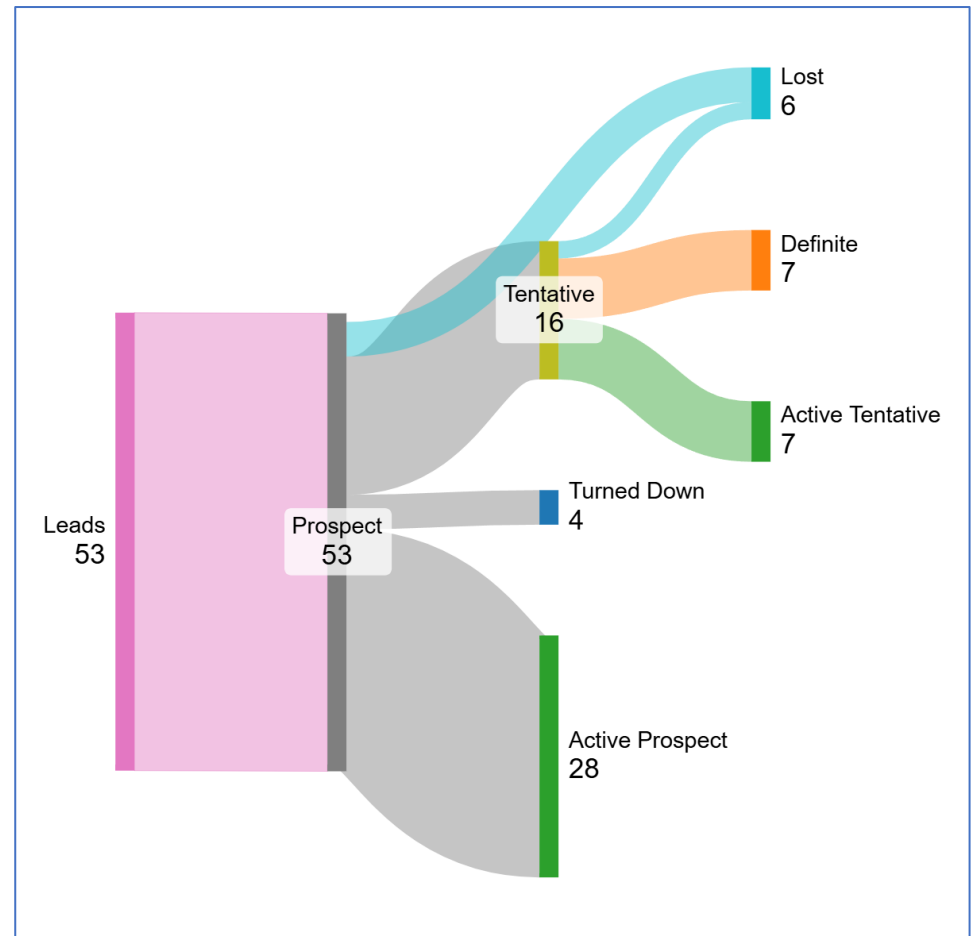
May Prospect Pipeline Status

Flow Breakdown

- Total Leads Starting in Prospect Status: 53 (100%)
- Prospect Leads Turned Tentative: 16 (28%)
- Prospect Leads Lost: 4 (13%)
- Prospect Leads Turned Down: 4 (4%)
- Tentative Leads Lost: 2 (6%)
- Tentative Leads Turned Definite: 7 (15%)
- Remaining Active Prospects: 28 (47%)
- Remaining Active Tentatives: 7 (6%)

Status Definitions

- **Prospect:** Beginning lead status, client communication has been initiated.
- **Tentative:** Lead is in the process of being sourced for meeting space and guest rooms at the SCTID partner hotels if applicable.
- **Definite:** Event has been booked, and a contract has been signed.
- **Cancelled:** Lead has been cancelled by planner.
- **Lost:** Client has chosen to not pursue contracting with DMO.
- **Turned Down:** DMO has chosen not to pursue.





Silicon Valley/Santa Clara DMO Inc.

Performance Measures

	2024/25 Target	% Achievement	YTD	July	August	September	October	November	December	January	February	March	April	May
1. Event Mix (Consumed)														
Percent of P1 Events	1.0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Number of P1 Events	2	0%	0	0	0	0	0	0	0	0	0	0	0	0
Percent of P2 Events	2.0%	50%	1.0%	0%	0%	0.5%	0.5%	0%	0%	0%	0%	0%	0%	0%
Number of P2 Events	4	75%	3	0	0	1	1	0	0	0	0	0	1	0
2. Number of Definite Events Booked (booked in the year for future years)														
Number of P1 Events	2	100%	2	0	0	0	0	0	2	0	0	0	0	0
Number of P2 Events	4	75%	3	0	0	0	1	1	0	0	1	0	0	0
3. Convention Center Gross Revenue (P1 & P2)	\$1,900,000	25%	\$478,761	\$0	\$0	\$161,880	\$118,113	\$0	\$0	\$0	\$0	\$0	\$198,768	\$0
4. Number of Room Nights Booked (for future years)	6,197	63%	3,915	0	0	0	420	1,615	1,505	0	375	0	0	0
5. Number of Room Nights Consumed	4,506	60%	2,714	0	0	323	779	0	0	0	0	0	1,612	0
6. Number of Weeks Impacted (Consumed)	2	150%	3	0	0	1	1	0	0	0	0	0	1	0
7. Customer Service Survey Results (overall satisfaction)	85%	-	-	-	-	-	-	-	-	-	-	-	-	-
8. Number of Prospects (active) (non-cumulative P1 & P2)	140	17%	24	18	18	21	23	29	26	28	28	25	25	22
9. Economic Impact (Consumed P1 and P2 events)	\$5,491,164	47%	\$2,582,600	\$0	\$0	\$345,770	\$750,696	\$0	\$0	\$0	\$0	\$0	\$1,486,134	\$0

Booked

P1
P2
P3
P4
P5
TOTAL

All Definite Bookings DSC/OVG/Levy													
YTD	July	August	September	October	November	December	January	February	March	April	May		
2	0	0	0	0	0	2	0	0	0	0	0		
3	0	0	0	1	1	0	0	1	0	0	0		
27	4	3	3	5	2	1	5	0	3	0	1		
34	4	5	6	1	0	3	3	5	3	3	1		
160	6	7	11	20	19	11	12	18	23	20	13		
226	14	15	20	27	22	17	20	24	29	23	15		

Booked

P1
P2
P3
Self Contained
TOTAL

Definite Bookings DSC													
YTD	July	August	September	October	November	December	January	February	March	April	May		
1	0	0	0	0	0	1	0	0	0	0	0		
3	0	0	0	1	1	0	0	1	0	0	0		
6	0	0	0	0	0	1	2	0	2	0	1		
32	0	0	0	2	1	15	4	3	3	3	1		
42	0	0	0	3	2	17	6	4	5	3	2		

Discover Santa Clara Dashboard – May 2025

SCCC (All Priorities)	Beg	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total YTD	Month Avg	Annual Avg	3 Year Pace
Prospects	162	37	37	40	63	44	42	100	38	53	53	53		722	60	720	2,160

DMO Meeting & Convention Sales

Incremental Booked Business*	Current Month	Year to Date	Goal	% to Goal
Priority 1 (P1)				
Number of Groups	0	0	2	0%
Priority 2 (P2)				
Number of Groups	1	3	4	75%
Convention Center Revenue from Bookings				
Overall	\$0	\$266,978	\$1,900,000	15%

Notable P1 & P2 Bookings for May	Projected Building Spend	F&B	Room Nights	Notes
Notable P1 & P2 Lost Leads for May	Projected Building Spend (Includes Est. F&B Spend)	F&B	Room Nights	Lost Reason
P1 Mid-Week (700+ on Peak / \$650k+)	-	-	2,318	Alternate city selected.
P1 Mid-Week (700+ on Peak / \$650k+)	-	-	3,990	Alternate city selected.
P1 Mid-Week (700+ on Peak / \$650k+)	-	-	5,800	Alternate city selected.

LOST P1 & P2 LEAD REVENUE TOTALS	Lost P1 & P2 Leads = 6	Total Lost P1 & P2 Est. Building Spend (Includes Est. F&B Revenue) = \$302,939	Total Lost. P1 & P2 Est. F&B Revenue = \$129,939	Total Lost. P1 & P2 Est. Room Nights = 16,737
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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+)

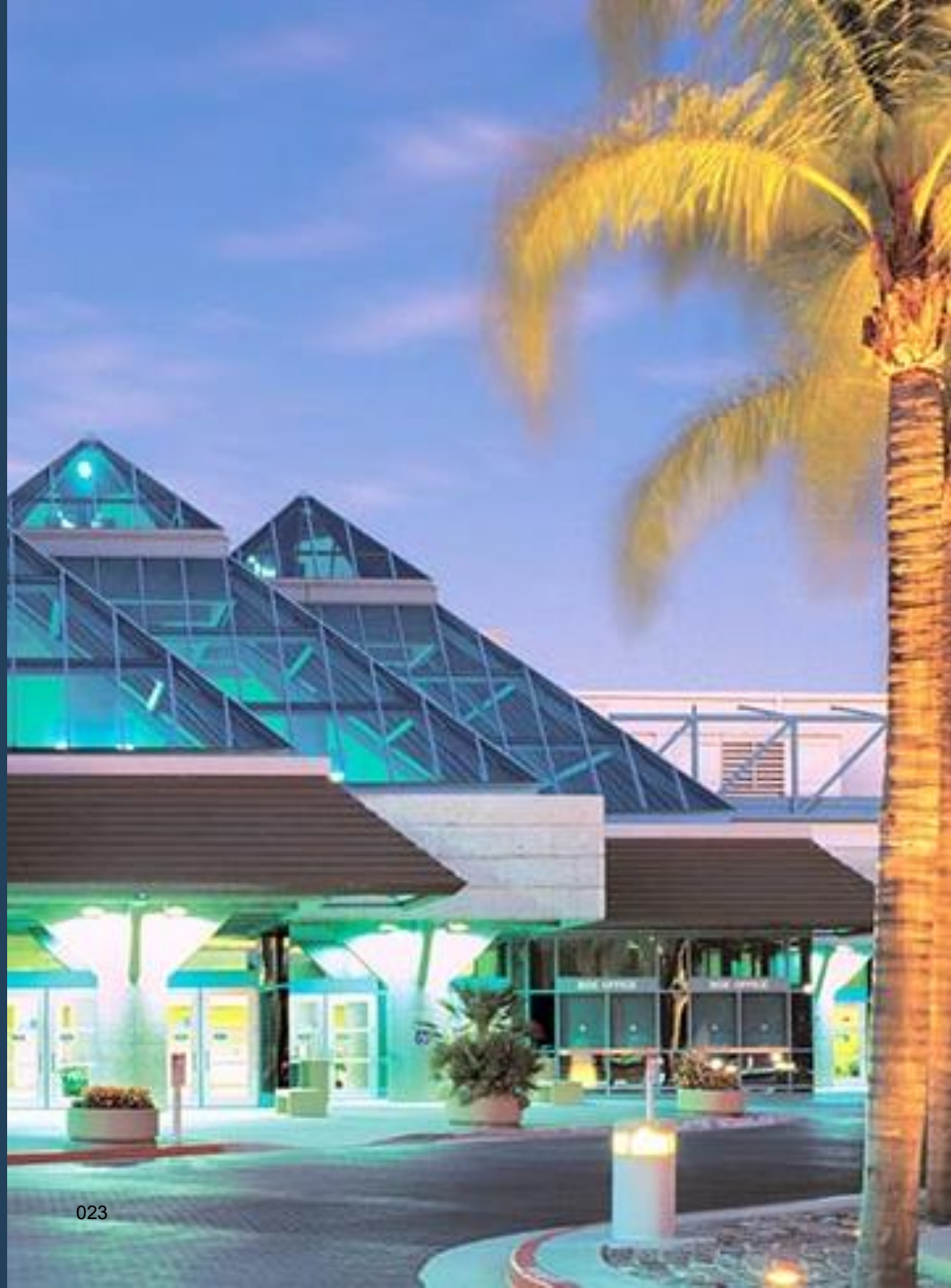
P2 Mid-Week (350-699 on peak / \$400k - \$649k)

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

DISCOVER SANTA CLARA®

JUNE 2025 SALES ACTIVITY RECAP

UPDATED: 07-10-2025





MONTHLY TOTALS BY EVENT PRIORITY TYPE

	P 1 / P 2	P 3	P 4	P 5	DMO Self-Contained
Current Active Prospects	22	39	10	32	76

June	P 1 / P 2	P 3	P 4	P 5	DMO Self-Contained
New Prospects	3	7	0	12	40
New Tentatives	2	5	5	21	0
New Definites	0	3	1	10	2



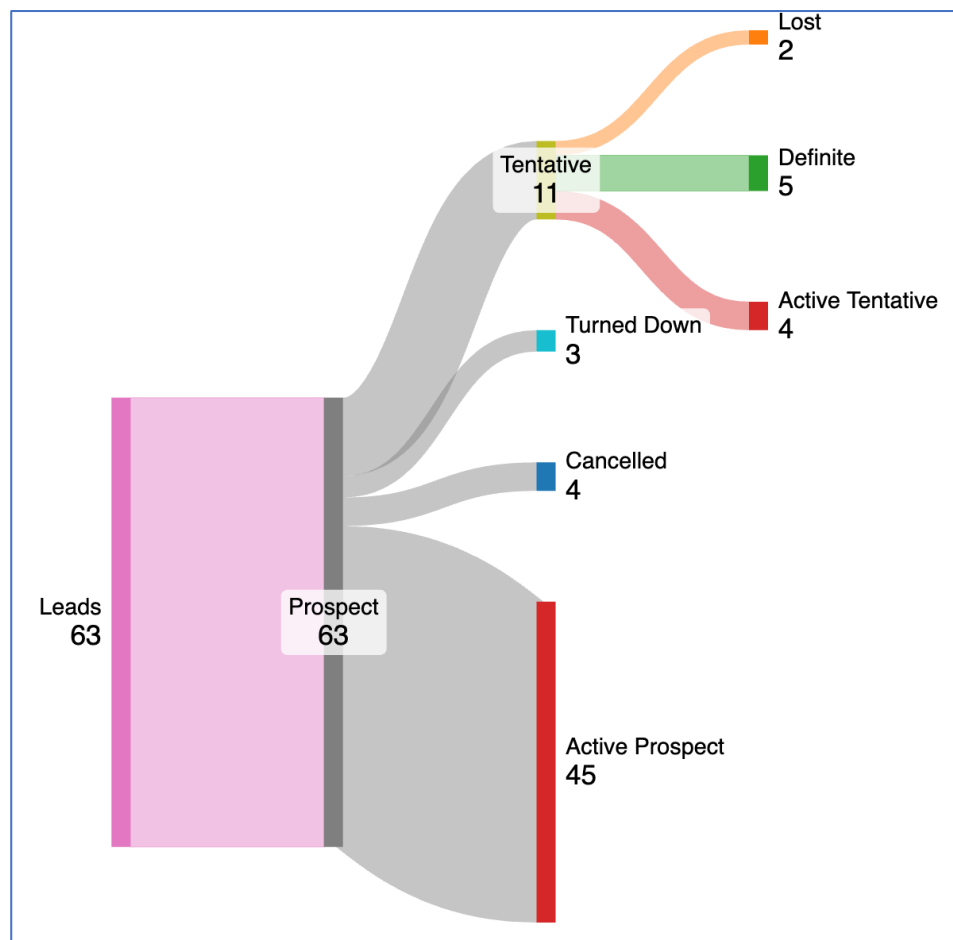
JUNE PROSPECT PIPELINE STATUS

Flow Breakdown

- Total Leads Starting in Prospect Status: 63 (100%)
- Prospect Leads Turned Tentative: 11 (18%)
- Prospect Leads Lost: 0 (0%)
- Prospect Leads Turned Down: 3 (5%)
- Prospect Leads Cancelled: 4 (6%)
- Tentative Leads Lost: 2 (3%)
- Tentative Leads Turned Definite: 5 (8%)
- Remaining Active Prospects: 45 (71%)
- Remaining Active Tentatives: 4 (6%)

Status Definitions

- **Prospect:** Beginning lead status, client communication has been initiated.
- **Tentative:** Lead is in the process of being sourced for meeting space and guest rooms at the SCTID partner hotels if applicable.
- **Definite:** Event has been booked and contract has been signed.
- **Cancelled:** Lead has been cancelled by planner.
- **Lost:** Client has chosen to not pursue contracting with DMO.
- **Turned Down:** DMO has chosen not to pursue.





Silicon Valley/Santa Clara DMO Inc.

Performance Measures															
	2024/25 Target	% Achievement	YE	July	August	September	October	November	December	January	February	March	April	May	June
1. Event Mix (Consumed)															
Percent of P1 Events	1.0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Number of P1 Events	2	0%	0	0	0	0	0	0	0	0	0	0	0	0	0
Percent of P2 Events	2.0%	50%	1.0%	0%	0%	0.5%	0.5%	0%	0%	0%	0%	0%	0%	0%	0%
Number of P2 Events	4	75%	3	0	0	1	1	0	0	0	0	0	1	0	0
2. Number of Definite Events Booked (booked in the year for future years)															
Number of P1 Events	2	100%	2	0	0	0	0	0	2	0	0	0	0	0	0
Number of P2 Events	4	75%	3	0	0	0	1	1	0	0	1	0	0	0	0
3. Convention Center Gross Revenue (P1 & P2)	\$1,900,000	25%	\$478,761	\$0	\$0	\$161,880	\$118,113	\$0	\$0	\$0	\$0	\$0	\$198,768	\$0	\$0
4. Number of Room Nights Booked (for future years)	6,197	63%	3,915	0	0	0	420	1,615	1,505	0	375	0	0	0	0
5. Number of Room Nights Consumed	4,506	60%	2,714	0	0	323	779	0	0	0	0	0	1,612	0	0
6. Number of Weeks Impacted (Consumed)	2	150%	3	0	0	1	1	0	0	0	0	0	1	0	0
7. Customer Service Survey Results (overall satisfaction)	85%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8. Number of Prospects (active) (non-cumulative P1 & P2)	140	17%	24	18	18	21	23	29	26	28	28	25	25	22	22
9. Economic Impact (Consumed P1 and P2 events)	\$5,491,164	47%	\$2,582,600	\$0	\$0	\$345,770	\$750,696	\$0	\$0	\$0	\$0	\$0	\$1,486,134	\$0	\$0

All Definite Bookings DSC/OVG/Levy													
# Booked	YE	July	August	September	October	November	December	January	February	March	April	May	June
P1	2	0	0	0	0	0	2	0	0	0	0	0	0
P2	3	0	0	0	1	1	0	0	1	0	0	0	0
P3	30	4	3	3	5	2	1	5	0	3	0	1	3
P4	35	4	5	6	1	0	3	3	5	3	3	1	1
P5	170	6	7	11	20	19	11	12	18	23	20	13	10
TOTAL	240	14	15	20	27	22	17	20	24	29	23	15	14

Definite Bookings DSC													
# Booked	YE	July	August	September	October	November	December	January	February	March	April	May	June
P1	1	0	0	0	0	0	1	0	0	0	0	0	0
P2	3	0	0	0	1	1	0	0	1	0	0	0	0
P3	8	0	0	0	0	0	1	2	0	2	0	1	2
Self Contained	34	0	0	0	2	1	15	4	3	3	3	1	2
TOTAL	46	0	0	0	3	2	17	6	4	5	3	2	4

Discover Santa Clara Dashboard – June 2025

SCCC (All Priorities)	Beg	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total YTD	Month Avg
Prospects	162	37	37	40	63	44	42	100	38	53	53	53	63	785	65

Meeting & Convention Sales

Incremental Booked Business*	Current Month	Year to Date	Goal	% to Goal
Priority 1 (P1)				
Number of Groups	0	0	2	0%
Priority 2 (P2)				
Number of Groups	1	3	4	75%
Convention Center Revenue from Bookings				
Overall	\$0	\$266,978	\$1,900,000	15%

Notable P1 & P2 Bookings for June	Projected Building Spend	F&B	Room Nights	Notes
Notable P1 & P2 Lost Leads for June	Projected Building Spend (Includes Est. F&B Spend)	F&B	Room Nights	Lost Reason
P1 Mid-Week (700+ on Peak / \$650k+)	\$600,000	\$350,000	6,000	No response from client.
P1 Mid-Week (700+ on Peak / \$650k+)	-	-	10,500	Alternate city selected.

JUNE LOST P1 & P2 REVENUE TOTALS	Lost P1 & P2 Leads = 2	Total Lost P1 & P2 Est. Building Spend (Includes Est. F&B Revenue) = \$600,000	Total Lost P1 & P2 Est. F&B Revenue = \$129,939	Total Lost P1 & P2 Est. Room Nights = 16,737
YEAR-END LOST P1 & P2 REVENUE TOTALS	Lost P1 & P2 Leads = 68	Total Lost P1 & P2 Est. Building Spend (Includes Est. F&B Revenue) = \$4,714,597	Total Lost P1 & P2 Est. F&B Revenue = \$2,660,001	Total Lost P1 & P2 Est. Room Nights = 178,846



REPORT TO THE BOARD OF DIRECTORS

DATE: July 17, 2025

TO: Board of Directors

FROM: Discover Santa Clara® Team

SUBJECT: UPDATED: Board Seat Consideration List: Recommended Companies & Role Options

As we continue to explore options for open Board seats, our focus remains on being thoughtfully strategic about the businesses and individuals we bring onto the Discover Santa Clara® (DMO) Board of Directors. By incorporating diverse organizations and leaders with unique perspectives, we can strengthen the Board's ability to support the DMO's mission and contribute to our collective impact on SCTID hotels, venues, and Santa Clara's economy. At the December 5, 2024, Board meeting, the DMO team shared a list of proposed Board member recommendations—an updated version is included below.

While the DMO team has proposed recommendations and additional options for consideration, we are still actively exploring the most promising companies and the ideal roles to approach within those organizations. We're sharing this list as a starting point to spark a thoughtful, action-oriented discussion with the Board as we prepare for our annual meeting and Board seat nominations in October.

You'll note that we've proposed specific roles to fill recent Board seat vacancies, should we choose to maintain those positions on the Board of Directors. In addition, we're recommending two new Board seats be filled by a General Manager or executive leadership representative from the DMO's SCTID hotels. We've outlined three options for each seat in case any of the proposed individuals are not interested in joining the Board.

I. Proposed Replacements to Recent Board Seat Vacancies:

- **California's Great America**
 - Business Segment: Tourism/Tourist Attraction.
 - Proposed Ideal Roles: Assistant General Manager.
- **Oakview Group – Management Company for the Santa Clara Convention Center**
 - Business Segment: City Event Venue.
 - Proposed Ideal Roles: New General Manager or Director of Event Services.
- **Levy – Catering Company for the Santa Clara Convention Center**
 - Business Segment: Food & Beverage/Catering.
 - Proposed Ideal Roles: New General Manager or Director of Event Operations.

II. List of Potential Companies & Roles by Industry:

Santa Clara Tourism Improvement District Hotels (SCTID) Segment:

- Embassy Suites – SCTID Hotel
 - Business Segment: Hotel/Hospitality.
 - Proposed Roles: General Manager or Executive Committee Member.
- Hilton – SCTID Hotel
 - Business Segment: Hotel/Hospitality.
 - Proposed Roles: General Manager or Executive Committee Member.
- Element Hotel – SCTID Hotel
 - Business Segment: Hotel/Hospitality.
 - Proposed Roles: General Manager or Executive Committee Member.

Education Segment:

- Santa Clara University – Santa Clara, CA.
 - Business Segment: Education.
 - Business Overview: Having representation from Santa Clara University would bring valuable insight from one of the **City's most influential institutions. As a hub** for education, culture, and Division I athletics, the university contributes **significantly to Santa Clara's** visitor economy. Its perspective helps align destination strategies with opportunities tied to student life, campus events, and a strong collegiate sports presence.
 - Proposed Roles: Director of Events, Executive Director of De Saisset Museum or Mission, or Head of Economic Development.

Restaurants/Dining Segment:

- Puesto – Santa Clara, CA.
 - Business Segment: Restaurant/Dining.
 - Business Overview: Puesto is a thriving California restaurant chain with strong growth potential and deep ties to the community. Although headquartered in San Diego, they have eight locations across the state, including one at Santa Clara Square. Puesto also holds key contracts with three major stadiums, including Levi's® Stadium. The DMO has already built a productive partnership with Puesto, working together on several marketing initiatives.
 - Proposed Roles: General Manager or Director of Marketing
 - Notes: DMO has Director of Marketing contact.
- Birks – Santa Clara, CA.
 - Business Segment: Restaurant/Dining.
 - Business Overview: **Birk's Restaurant brings the perspective of a trusted local favorite that serves both visitors and the local community. Its presence adds valuable insight into Santa Clara's dining and hospitality experience.**
 - Proposed Roles: General Manager.

- Pacific Catch – Santa Clara, CA.
 - Business Segment: Restaurant/Dining
 - Business Overview: Pacific Catch, while part of a regional chain, has a strong local presence with its Santa Clara Square location and sustainable seafood experience. **It brings valuable insight into the city's evolving dining scene and how visitors and locals experience food in Santa Clara.**
 - Proposed Roles: General Manager.

Commercial and Private Real Estate Investment Segment:

- Related Companies, Related Santa Clara Project.
 - Business Segment: Commercial Real Estate.
 - Business Overview: A representative from the Related Santa Clara project would provide a direct voice in shaping the **City's visitor experience and aligning** destination efforts with mutual long-term goals/vision. It would also help to build community connections and drive awareness as the project continues to take shape.
 - Proposed Roles: VP, Development, Senior Project Manager, Director of Leasing or Community Relations.
 - Notes: DMO, Board and City team to help identify the best-fit role for Board representation.
- Irvine Company, Santa Clara, CA. Location.
 - Business Segment: Private Real Estate Investment Company.
 - Business Overview: The Irvine Company, based in Newport Beach, CA, is a top developer of mixed-use real estate, including high-end properties like Santa Clara Square. This location hosts some of Santa Clara's most well-known restaurants, providing excellent spots for entertaining meeting planners and clients during one-on-one meetings and familiarization trips.
 - Proposed Roles: TBD.
 - Notes: While the DMO has just reached out to gain insight into potential Board fits, having them on the board would be a valuable addition, strengthening Santa Clara's position as a premier destination.

Retail Segment:

- Westfield Valley Fair, Santa Clara, CA.
 - Business Segment: Retail/Dining/Entertainment.
 - Business Overview: Westfield Valley Fair stands as the most profitable shopping center in California, serving as a premier high-end retail and commercial destination. This major hub seamlessly integrates food, fashion, leisure, and entertainment, making it a significant driver of the local economy and a key contributor to tourism in Santa Clara.
 - Proposed Roles: General Manager, Director of Operations, Director of Marketing.
 - Notes: **The DMO team has an established relationship with Westfield's Director of Marketing**, however, see an opportunity to engage a team member from operations to leverage their expertise and collaboration on events promoting **Santa Clara's appeal as a destination.**

City of Santa Clara, CA. – Government Services Segment:

- City of Santa Clara, CA.
 - Business Segment: City Government Services.
 - Business Overview: Key city leadership role with insights into public spaces, community activations and recreational opportunities for the DMO and partners.
 - Proposed Roles: Parks & Recreation Director.
 - Notes: **The DMO team has an established relationship with Westfield's Director of Marketing**, however we see an opportunity to engage someone on their team from another segment of the business (e.g., operations) to leverage their expertise and collaboration on events **promoting Santa Clara's appeal as a destination.**

South Bay Labor Council – Labor Segment:

- South Bay Labor Segment.
 - Business Segment: Union.
 - Business Overview: Union representation brings a strong local hospitality voice and helps align group business goals with the Santa Clara Convention Center, and the DMO.
 - Notes: The Board has previously included two Union representatives. While **applicants have been interviewed, we're still working to identify the best fit to support and advance the DMO's goals.**

Technology Segment:

- Intel Museum, Santa Clara, CA.
 - Business Segment: High Tech.
 - Business Overview: **The Intel Museum showcases Santa Clara's legacy of innovation** and draws visitors from around the world. Representation would bring valuable perspective on technology tourism and strengthen the connection **between Santa Clara's tech identity**, and DMO partnership for group and leisure activities.
 - Proposed Roles: Museum Director.

Airport Operations:

- San Jose Mineta International Airport, San Jose, CA.
 - Business Segment: Airport Operations/Travel.
 - Business Overview: San José Mineta International Airport representation would support the DMO by aligning air travel insights with marketing strategies and **strengthening Santa Clara's position as an accessible, connected destination.**
 - Proposed Roles: General Manager, Director of Sales/Business Development, Community Relations Manager/PR, or Director of Events/Event Services.
 - Notes: The DMO has contacts from the recent Meetings & Conventions video shoot that we can reach out to for a conversation about Board seat feasibility and potential best-fit representatives.

Journalism Segment:

- Silicon Valley Business Journal – San Jose, CA.
 - Business Segment: News Publication.
 - Business Overview: The Silicon Valley Business Journal (SVBJ) is a prominent local business publication with an extensive network of regional executives and stakeholders. Over the past two years, the DMO has actively participated in several of their key events, such as The Future of Silicon Valley, Mentorship Monday, Women of Influence, and 40 Under 40. To further strengthen this partnership and tap into their regional influence and community connections, we believe it would be valuable to have SVBJ represented on the board. While a board seat may present a potential conflict of interest for SVBJ, we believe it is worth exploring the possibility of their involvement.
 - Proposed Roles: Publications President & Publisher or Recommendation.

We welcome the Board's input on the proposed candidates and industries outlined above. As we prepare for the October nominations, your feedback and any additional recommendations are appreciated to help ensure a well-rounded and effective Board.

REPORT TO THE BOARD OF DIRECTORS

DATE: July 17, 2025

TO: Board of Directors

FROM: Christine Lawson, CEO

SUBJECT: Business Development Fund Commitment Board Update Overview.

This update (see attached Excel document) provides a snapshot of current Business Development (BD) Fund commitments made by the Discover Santa Clara® (DMO) team, aligned with the approved BD Fund Guidelines. It reflects funds committed in FY 2024/25 and offers a consolidated view of how funds are being used to drive group business, hotel room nights, enhance event competitiveness, and generate economic impact for Santa Clara.

It is important to note that while the BD Fund budget is \$250,000 annually, actual available funds are impacted by the timing of payments and multi-year commitments. In FY 2024/25, \$8,000 was paid for a group commitment within the same year, and of the \$73,000 committed this fiscal year, \$43,000 is designated for events in FY 2025/26 and \$30,000 for an event in FY 2026/27. This proactive approach secures future group business but effectively reduces the starting balance for FY 2025/26 to approximately \$169,000.

1. BD Fund Commitments Span Multiple Fiscal Years:

This update includes BD Funds committed during FY 2024/25. One event actualized within the same fiscal year, while others are scheduled to take place in FY 2025/26 and FY 2026/27, respectively.

2. Total FY 2024/25 BD Funds Committed:

- Total FY 2024/25 BD Funds Committed: \$81,000, allocated as follows:
- \$8,000 for a group actualizing in June 2025
- \$43,000 for groups actualizing in FY 2025/26
- \$30,000 for a group actualizing in FY 2026/27
- Estimated Available BD Fund Balance for FY 2025/26: \$169,000

3. Funding Supports BD Fund Goals and Guidelines:

- All approved requests meet core eligibility: events at the Santa Clara Convention Center with room night generation and economic benefit to assessed hotels.
- Committed funds are supporting reduction of Santa Clara Convention Center rental, event enhancements, transportation assistance, and attendance-building strategies—all aligned with eligible uses.

4. Governance and Review:

- o Each request followed the established approval workflow, with documentation submitted, eligibility validated, and approvals from both the Convention Center GM and DMO CEO.

These investments reflect **the DMO team's** proactive and strategic use of BD Funds to secure high-value group business in future years. We will continue to track pacing and impact closely to ensure funds are used effectively to drive room nights and economic return for our hotel partners and the broader Santa Clara community.

Discover Santa Clara® Business Development (BD) Funds Executive Summary	BD Fund Approved Budget	Committed/Pending BD Fund Amount	FY BD Funds Committed/Pending	FY Committed/Pending Amount Paid	FY Amount Paid
FY 2024/25 Business Development Fund Approved Budget	\$ 250,000	\$ 81,000	FY 24/25	\$ 8,000	FY 24/25
FY 2025/26 Business Development Fund Approved Budget	\$ 250,000		FY 24/25	\$ 43,000	FY 25/26
FY 2026/27 Business Development Fund Approved Budget	\$ 250,000	\$ -		\$ 30,000	FY 26/27
Total Business Development Funds Contrated/Pending as of June 30, 2025:		\$ 81,000		\$ 81,000	

Additional Notes:

1. The approved Business Development Fund budget renews July 1st of each fiscal year as part of the budgeting process. The fund amount is subject to change with Board approval.
2. Business Development Funds in the amount of **\$220,000** were extended to (10) other events that were classified as lost business.
3. Assuming a budget of \$250,000 for BD Funds in 2026/27.

	Name of Group	Date of Event	Group Priority Number	BD Matrix Score	Economic Impact	BD Fund Amount Extended	FY BD Funds Extended	FY BD Funds Will Post	BD Form Submitted & Approved	Funds Available for FY 2025/ 2026	Contract Executed	Group Decision Date	BD Fund Coverage Reason
										\$250,000			
1	Group #1	June 22-27, 2025	P2	18	\$123,585	\$8,000.00	FY 24/25	FY 24/25	Yes	\$242,000	Contract Executed	6/21/2024	Transportation Costs
2	Group #2	October 7-10, 2025	P2	28	\$3,063,966	\$15,000.00	FY 24/25	FY 25/26	Yes	\$227,000	Contract Executed	5/19/2024	Transportation Costs
3	Group #3	July 16 - 18, 2025	P2	23	\$2,034,605	\$20,000.00	FY 24/25	FY 25/26	Yes	\$207,000	Contract Executed	5/7/2024	SCCC Rental Fee Offset
4	Group #4	May 3 - 8, 2026	P3	9	\$123,585	\$8,000	FY 24/25	FY 25/26	Yes	\$199,000	Contract Pending	7/24/2025	Transportation Costs
5	Group #5	July 9-12, 2026	P1	26	\$1,086,160	\$30,000	FY 24/25	FY 26/27	Yes	169,000	Proposal Phase	8/15/2025	SCCC Rental Fee Offset
6													

Total BD Funds Extended & Contracted as of June 30, 2025

\$81,000

FY 2025/26 Business Development Fund Budget	\$250,000
Total BD Funds Contracted/Pending as of June 30, 2025:	\$81,000
Variance to FY 2025/26 BD Fund Budget	\$169,000