



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

**March 19, 2026 1:00 p.m.
Hilton Santa Clara, Yosemite Ballroom
4949 Great America Parkway
Santa Clara, CA 95050**

The public can participate remotely via Zoom:

<https://us06web.zoom.us/j/87937243476?pwd=8auUo35j6LKEMs6i6Cn7b9xbaPSj2o.1>

or join via audio at Webinar ID 879 3724 3476

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.

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 January 15, 2026.

Recommendation: Note and File Meeting Minutes.

2. Action on Discover Santa Clara®'s December 2025 and January 2026 Sales Activity Report.

Recommendation: Note and File the Sales Activity Reports.

3. Action on Discover Santa Clara®'s Q2 Report.

Recommendation: Note and File the Q2 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.

CONVENE TO CLOSED SESSION

- 4. Gov. Code § 54957(b)(1) – Public Employee Discipline/Dismissal/Release
Gov. Code § 54956.9(d)(2) – Anticipated Litigation**

RECONVENE TO PUBLIC SESSION

REPORT(S) OF ACTION TAKEN IN CLOSED SESSION MATTERS

GENERAL BUSINESS – ITEMS FOR DISCUSSION

- 5. Chief Executive Officer Monthly Update.**

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 Scheduled Board Meeting Will Occur on April 16, 2026.

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.

ATTACHMENTS



DISCOVER SANTA CLARA®
BOARD OF DIRECTORS
MEETING AGENDA

January 15, 2026 1:00 p.m.
Santa Clara Convention Center, Room 201
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

Vice Chair Erin Henry called the meeting to order at 1:03 P.M.

ROLL CALL

Present: Vice Chair Erin Henry, Hyatt Santa Clara
Treasurer Nany Fullmore, Marriott Santa Clara
Member Jack Bloom, Embassy Suites by Hilton
Member Kevin Dominguez, Element Santa Clara
Member Samuel Florio, Santa Clara University
Member Reena Brilliot, City of Santa Clara
Member Farshad Mayelzadeh, Hilton Santa Clara

Secretary Christine Lawson, Discover Santa Clara® (Ex-Officio)
Member Scott Wintner, San José Mineta International Airport (Ex-Officio)

Absent: Chair Catherine Lentz, Forty-Niners Stadium Management Company
Member Billy Mendez Moreno, Delta Hotels Santa Clara

Staff: Jiawei Tang, Discover Santa Clara®

A quorum of 7 has been met.

PUBLIC COMMENT

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

There was no public comment.

CONSENT AGENDA

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1. Action on the Minutes of Discover Santa Clara® Board of Directors November 20, 2025.

Recommendation: Note and File Meeting Minutes.

2. Action on Discover Santa Clara®'s October and November 2025 Sales Activity Report.

Recommendation: Note and File Discover Santa Clara®'s October and November 2025 Sales Activity Report.

A motion was made by Treasurer Fullmore, seconded by Member Domginuez to approve the Consent Agenda.

Ayes: Vice Char Henry, Treasurer Fullmore, Member Bloom, Member Dominguez, Member Florio, Member Brilliot, Member Farshad Mayelzadeh

Absent: Chair Lentz, Member Mendez Moreno

Motion passes 7-0.

CONSENT ITEMS PULLED FOR DISCUSSION

PUBLIC PRESENTATIONS

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There was no public presentation.

GENERAL BUSINESS – ITEMS FOR DISCUSSION

3. Discussion and Approval of Contract Fees for SearchWide Global Related to Recruitment of the Director of Sales for the DMO.

Recommendation: Approve Contract Fees for SearchWide Global Related to Recruitment of the Director of Sales for the DMO.

The Board considered a staff recommendation to approve an agreement with SearchWide Global to conduct an executive search for the vacant Director of Sales position. The firm will provide industry-specific recruitment services, including candidate sourcing, screening, and interview support. The agreement includes a flat professional fee of \$48,000 plus approved expenses, to be paid in installments, with costs covered within the existing budget for the open position. The Board was asked to authorize the CEO to execute the agreement and proceed with the search.

A motion was made by Member Domginuez, seconded by Treasurer Fullmore to approve the Contract Fees for SearchWide Global Related to Recruitment of the Director of Sales for the DMO.

Ayes: Vice Char Henry, Treasurer Fullmore, Member Bloom, Member Dominguez, Member Florio, Member Brilliot, Member Farshad Mayelzadeh

Absent: Chair Lentz, Member Mendez Moreno

Motion passes 7-0.

4. Discussion Regarding Potential Board of Directors Offsite Scheduling and Planning.

The Board engaged in discussion on the desire to organize a future Board of Directors offsite to provide an opportunity for the board to meet and engage in strategic planning for the DMO's goals and priorities for the upcoming fiscal year. Initial discussion included potential scheduling and planning considerations.

5. Chief Executive Officer Monthly Update.

The Chief Executive Officer provided the Board with a monthly update on the organization's activities and accomplishments, including progress in sales, marketing, and administrative operations. The Board received the update and had the opportunity to ask questions and provide feedback.

COMMITTEE UPDATES

BOARD MEMBER OPEN FORUM

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

GENERAL ANNOUNCEMENTS

ADJOURNMENT

Meeting Adjourned at 2:39 P.M. The Next Scheduled Board Meeting Will Occur on February 19, 2026.

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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.

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DISCOVER
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Board of Directors
Meeting
March 19, 2026A
Agenda # 2A

DECEMBER 2025
SALES ACTIVITY RECAP

UPDATED: 01 26 2026





MONTHLY TOTALS BY EVENT PRIORITY TYPE

	P 1 / P 2	P 3	P 4	P 5	DMO Self-Contained
Current Active Prospects	6	4	8	27	104

December	P 1 / P 2	P 3	P 4	P 5	DMO Self-Contained
New Prospects	5	3	1	8	25
New Tentatives	2	5	4	11	1
New Definites	2	2	2	15	4

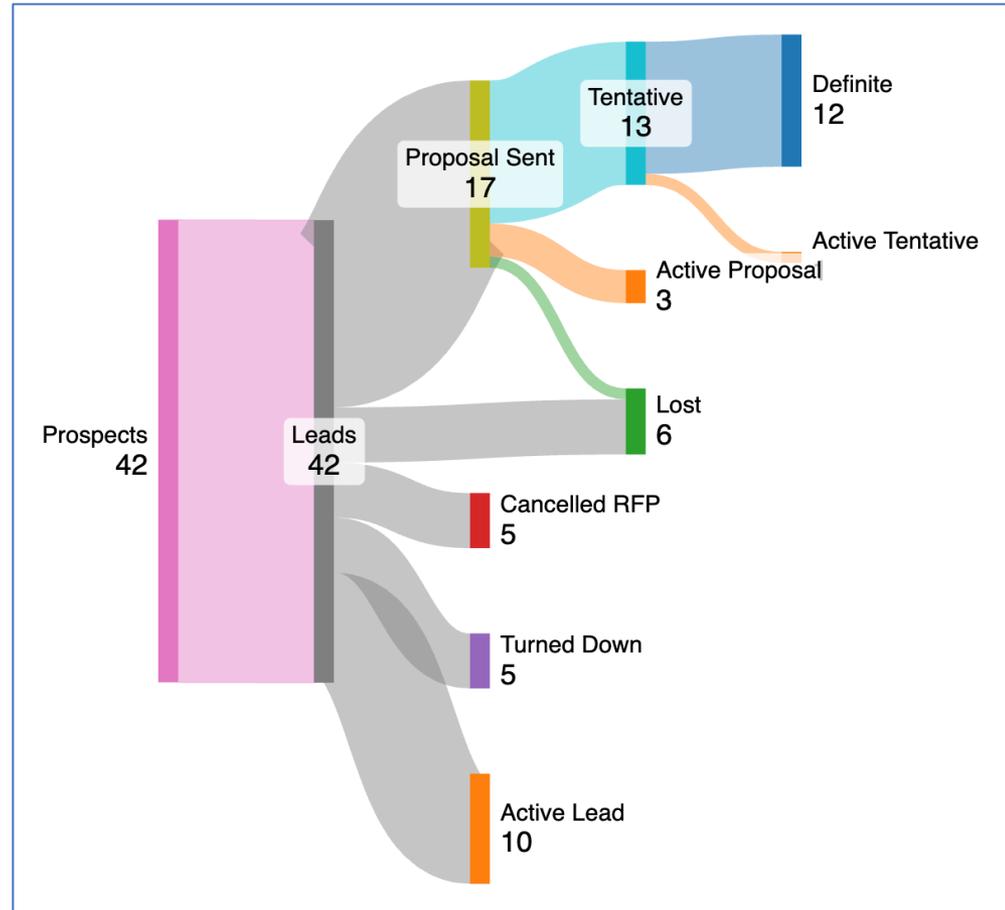
Prospect Pipeline Status - December

Flow Breakdown (Current Status)

- **Total Leads:** 42
- **Active Leads:** 10 (23.8%)
- **Active Proposals:** 3 (7.1%)
- **Active Tentatives:** 1 (2.4%)
- **Definites:** 12 (28.6%)
- **Lost:** 6 (14.2%)
- **Cancelled RFP:** 5 (11.9%)
- **Turned Down:** 5 (11.9%)

Status Definitions

- **Leads:** Beginning prospective lead status.
- **Proposal Sent:** Proposal has been sent to client.
- **Tentative:** Contract has been sent to client.
- **Definite:** Event has been booked, 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.





DMO YTD KPI Status Update

Icon Valley/Santa Clara DMO Inc.														
Performance Measures														
	2025/26 Target	YTD Achievement	July	August	September	October	November	December	January	February	March	April	May	June
Event Mix (Consumed)														
Percent of P1 Events	10%	0%	0%	0%	0%	0%	0%	0%						
Number of P1 Events	2	0	0	0	0	0	0	0						
Percent of P2 Events	4.0%	2.01%	0.67%	0%	0.67%	0.67%	0%	0%						
Number of P2 Events	6	3	1	0	1	1	0	0						
Percent of P3 Events	4.6%	6.92%	1.15%	0.58%	1.73%	1.73%	1.15%	0.58%						
Number of P3 Events	8	12	2	1	3	3	2	1						
Number of Definite Events Booked (Booked in the year for future years)														
Number of P1 Events	2	0	0	0	0	0	0	0						
Number of P2 Events	7	4	0	0	0	2	0	2						
Number of P3 Events	12	5	0	0	1	1	2	1						
Convention Center Gross Revenue (P1, P2 & P3)	\$3,500,000	\$3,870,410	\$403,283	\$714,334	\$554,459	\$1,285,302	\$586,369	\$326,663						
Number of Room Nights Booked (For future years)	9,569	2,175	0	0	0	700	627	848						
Number of Room Nights Consumed	7,881	5,081	1,175	519	587	1,534	571	695						
Number of Weeks Impacted (Consumed)	2	-	-	-	-	-	-	-						
Customer Service Survey Results (Overall satisfaction)	85%	-	-	-	-	-	-	-						
Number of Prospects (Active) (Non-Cumulative P1, P2 & P3)	36	32	63	61	20	16	12	19						
Economic Impact (Consumed P1, P2 & P3 events)	\$6,425,523	\$10,420,611	\$3,047,037	\$2,054,514	\$802,295	\$1,535,103	\$1,734,684	\$1,246,978						



Discover Santa Clara Dashboard – December 2025

Meeting & Convention Sales

Booked Business	Current Month	Year to Date	Goal	% to Goal
Priority 1 (P1)				
Number of Groups	1	1	2	50%
Priority 2 (P2)				
Number of Groups	1	3	6	50%
Priority 3 (P3)				
Number of Groups	1	4	8	50%

Convention Center Revenue from Bookings	Current Month	Year to Date	Goal	% to Goal
Overall	\$326,663	\$3,870,410	\$3,500,000	111%

Notable P1, P2, & P3 Bookings for December	Projected Building Spend	F&B	Room Nights	Notes
P1 Weekend (250+ on peak / \$250k+)	\$132,642	\$20,000	460	
P2 Weekend (150-249 on peak / \$100k)	\$98,922	\$20,000	320	Room nights not yet contracted.
P3 Mid-Week (200-349 on Peak / \$250k – \$399k)	-	-	1010	Room nights not yet contracted.
Notable P1, P2, & P3 Lost Leads for December	Projected Building Spend (Includes Est. F&B Spend)	F&B	Room Nights	Lost Reason
P3 Mid-Week (200-349 on Peak / \$250k – \$399k)	\$326,663	\$225,000	0	Convention Center dates unavailable.
P3 Weekend (50-149 on Peak / \$50k – \$100k)	\$101,000	\$60,000	700	Convention Center out of budget.
P3 Mid-Week (200-349 on Peak / \$250k – \$399k)	-	-	608	Selected Airport Marriott Waterfront.

DECEMBER LOST P1, P2, & P3 REVENUE TOTALS	Lost P1, P2, & P3 Leads = 3	Total Lost P1, P2, & P3 Est. Building Spend (Includes Est. F&B Revenue) = \$427,663	Total Lost P1, P2, & P3 Est. F&B Revenue = \$285,000	Total Lost P1, P2, & P3 Est. Room Nights = 1408
YTD LOST P1, P2, & P3 REVENUE TOTALS	Lost P1, P2, & P3 Leads = 55	Total Lost P1, P2, & P3 Est. Building Spend (Includes Est. F&B Revenue) = \$4,593,342	Total Lost P1, P2, & P3 Est. F&B Revenue = \$3,360,000	Total Lost P1, P2, & P3 Est. Room Nights = 91,969

DISCOVER
**SANTA
CLARA**®

JANUARY 2026
SALES ACTIVITY RECAP

UPDATED: 02 19 2026





MONTHLY TOTALS BY EVENT PRIORITY TYPE

	P 1 / P 2	P 3	P 4	P 5	DMO Self-Contained
Current Active Prospects	7	4	6	25	100

January	P 1 / P 2	P 3	P 4	P 5	DMO Self-Contained
New Prospects	8	2	2	14	33
New Tentatives	7	7	6	15	0
New Definites	1	1	3	8	5



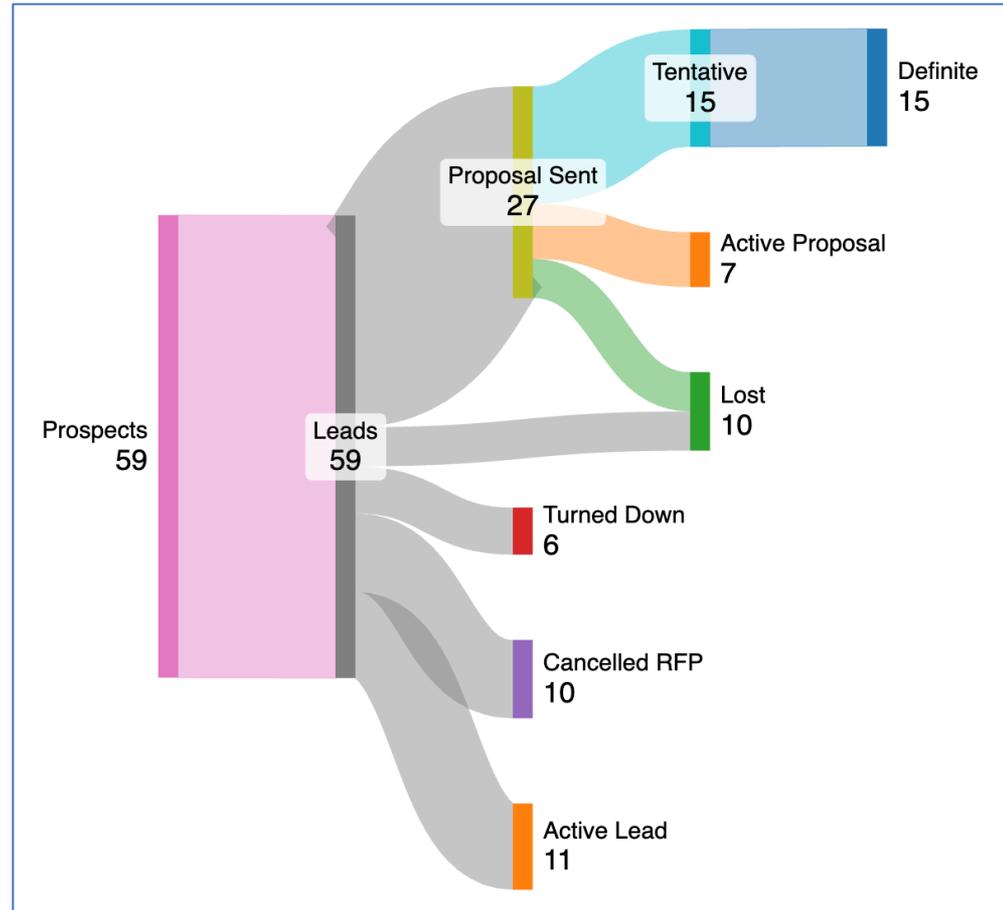
Prospect Pipeline Status - January

Flow Breakdown (Current Status)

- **Total Leads:** 59
- **Active Leads:** 11 (18.6%)
- **Active Proposals:** 7 (11/9%)
- **Active Tentatives:** 0 (0%)
- **Definites:** 15 (25.4%)
- **Lost:** 10 (16.9%)
- **Cancelled RFP:** 10 (16.9%)
- **Turned Down:** 6 (10.2%)

Status Definitions

- **Leads:** Beginning prospective lead status.
- **Proposal Sent:** Proposal has been sent to client.
- **Tentative:** Contract has been sent to client.
- **Definite:** Event has been booked, contract has been signed.
- **Cancelled:** Lead has been cancelled by planner.
- **Lost:** Client has chosen to not pursue contracting with DMO.
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DMO YTD KPI Status Update

Silicon Valley/Santa Clara DMO Inc.														
Performance Measures														
	2025/26 Target	YTD Achievement	July	August	September	October	November	December	January	February	March	April	May	June
1. Event Mix (Consumed)														
Percent of P1 Events	10%	0%	0%	0%	0%	0%	0%	0%	0%					
Number of P1 Events	2	0	0	0	0	0	0	0	0					
Percent of P2 Events	4.0%	2.0%	0.67%	0%	0.67%	0.67%	0%	0%	0%					
Number of P2 Events	6	3	1	0	1	1	0	0	0					
Percent of P3 Events	4.6%	6.92%	1.15%	0.58%	1.73%	1.73%	1.15%	0.58%	0%					
Number of P3 Events	8	12	2	1	3	3	2	1	0					
2. Number of Definite Events Booked (Booked in the year for future years)														
Number of P1 Events	2	0	0	0	0	0	0	0	0					
Number of P2 Events	7	4	0	0	0	2	0	2	0					
Number of P3 Events	12	6	0	0	1	1	2	1	1					
3. Convention Center Gross Revenue (P1, P2 & P3)	\$3,500,000	\$3,870,410	\$403,283	\$714,334	\$554,459	\$1,285,302	\$586,369	\$326,663	\$0					
4. Number of Room Nights Booked (For future years)	9,569	2,555	0	0	0	700	627	848	380					
5. Number of Room Nights Consumed	7,881	5,081	1,175	519	587	1,534	571	695	0					
6. Number of Weeks Impacted (Consumed)	2	-	-	-	-	-	-	-	-					
7. Customer Service Survey Results (Overall satisfaction)	85%	-	-	-	-	-	-	-	-					
8. Number of Prospects (Active) (Non-Cumulative P1, P2 & P3)	36	29	63	61	20	16	12	19	11					
9. Economic Impact (Consumed P1, P2 & P3 events)	\$6,425,523	\$10,420,611	\$3,047,037	\$2,054,514	\$802,295	\$1,535,103	\$1,734,684	\$1,246,978	\$0					



Discover Santa Clara Dashboard – January 2026

Meeting & Convention Sales

Booked Business	Current Month	Year to Date	Goal	% to Goal
Priority 1 (P1)				
Number of Groups	0	1	2	50%
Priority 2 (P2)				
Number of Groups	0	3	6	50%
Priority 3 (P3)				
Number of Groups	1	5	8	62.5%

Convention Center Revenue from Bookings	Current Month	Year to Date	Goal	% to Goal
Overall	\$0	\$3,870,410	\$3,500,000	111%

Notable P1, P2, & P3 Bookings for January	Projected Building Spend	F&B	Room Nights	Notes
P3 Mid-Week (200-349 on Peak / \$250k – \$399k)	\$299,175	\$250,000	380	
Notable P1, P2, & P3 Lost Leads for January	Projected Building Spend (Includes Est. F&B Spend)	F&B	Room Nights	Lost Reason
P1 Weekend (250+ on Peak / \$250k+)	\$69,177	-	-	No response from client.
P1 Mid-Week (700+ on Peak / \$650k+)	-	-	2880	No reason provided.

JANUARY LOST P1, P2, & P3 REVENUE TOTALS	Lost P1, P2, & P3 Leads = 2	Total Lost P1, P2, & P3 Est. Building Spend (Includes Est. F&B Revenue) = \$69,117	Total Lost P1, P2, & P3 Est. F&B Revenue = \$0	Total Lost P1, P2, & P3 Est. Room Nights = 2880
YTD LOST P1, P2, & P3 REVENUE TOTALS	Lost P1, P2, & P3 Leads = 57	Total Lost P1, P2, & P3 Est. Building Spend (Includes Est. F&B Revenue) = \$4,662,459	Total Lost P1, P2, & P3 Est. F&B Revenue = \$3,360,000	Total Lost P1, P2, & P3 Est. Room Nights = 94,849

DISCOVER SANTA CLARA QUARTERLY REPORT

Board of Directors
Meeting A
March 19, 2026
Agenda #3A



Q2



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EXECUTIVE SUMMARY

The second quarter of FY 2025/26 reflected steady execution and meaningful progress for Discover Santa Clara® (DMO), as we continued to strengthen the organization while keeping our focus on long-term impact.

This quarter was defined by balance, maintaining momentum across sales and marketing while reinforcing the operational foundation needed to support the DMO's next phase. Significant effort was dedicated to advancing the SCTID and DMO renewal process in close partnership with Civitas Advisors, partner hotel leadership, and key City staff, reflecting the coordination, diligence, and trust required to secure a successful five-year renewal. In parallel, we continued to strengthen our internal infrastructure through improved financial systems, reporting tools, and operational processes that support transparency and informed decision-making.

On the sales front, the team remained highly active through tradeshow, sales missions, site visits, and targeted prospecting. While broader market dynamics continue to impact lead volume – particularly larger, longer-term business – Q2 reinforced the strength of our P3 base business and the importance of sustained relationship-building to fuel future conversion. Strategic client activations and our first DMO led sales mission expanded awareness of Santa Clara and deepened relationships that will support future opportunities.

Marketing and communications efforts continued to elevate Santa Clara's visibility through paid media, partnerships, and public relations. Ongoing campaigns, expanded PR outreach, and continued execution of the SBLX/FWC26 Activation Plan reinforced the destination's relevance, energy, and appeal as both a meetings and leisure destination.

As we look ahead, the work underway in Q2 positions the DMO for a focused and action-oriented third quarter, driving lead conversion, advancing the renewal process, continuing integrated marketing and public relations efforts, executing the March Meeting Planner and Media FAM Trip, and building momentum toward opportunities on the horizon.

With appreciation,



Christine



Christine Lawson

President & CEO

BOARD OF DIRECTORS UPDATE

The Board currently consists of nine (9) voting members and two ex-officio roles. At the close of Q2, Linh Lam, a voting member representing the City of Santa Clara, resigned, and the ex-officio role held by Assistant City Manager Chuck Baker was vacated following his departure from the City. We were pleased to welcome Scott Wintner, Deputy Director of San José Mineta International Airport, as a new ex-officio member, bringing valuable South Bay travel insights and data. Four (4) voting seats remain open and will be filled strategically to support the DMO's future priorities.



Catherine Lentz
Chair
Forty Niners Stadium
Management Co.



Jack Bloom
Board Member
Embassy Suites by Hilton



Erin Henry
Co-Chair
Hyatt Regency Santa Clara



Farshad Mayelzadeh
Board Member
Hilton Santa Clara



Nany Fullmore
Treasurer
Santa Clara Marriott



Samuel Florio
Board Member
Santa Clara University



Christine Lawson
Secretary/Ex-Officio
Discover Santa Clara®



Billy Mendez Moreno
Board Member
Delta Hotel,
Santa Clara – Silicon Valley



Scott Wintner
Ex-Officio
San José Mineta International
Mineta Airport (SJC)



Reena Brilliot
Board Member
City of Santa Clara



Kevin Dominquez
Board Member
Element Santa Clara

IN THE COMMUNITY

Culture Statement



- At Discover Santa Clara®, we foster a currency of trust, integrity, and unity as part of our shared team, partner, and customer journey. We are committed to work being a blend of hustle and fun, fueled by a dedication to high-performance and a belief that experimentation is the secret sauce for innovation. Personal accountability, authenticity, and feedback guide our actions. Our sense of community extends beyond the four walls of our office to include our partners, clients, and our communities.

Industry Accolades



- Discover Santa Clara® was **awarded Best Tradeshow Booth at the TEAMS Conference**, recognizing the strength of our brand and affirming Santa Clara’s message is resonating clearly and meaningfully within the high-value sports market.

Community & Stakeholder Engagement



- CEO and Director of Marketing & Communications attended the Bay Area Host Committee’s (BAHC) exclusive **FIFA Final Draw Watch Party** at Splash in San Francisco.
- CEO and Director of Marketing & Communications attended the BAHC **Sports x Impact: 60 Days to SBLX** event at Levi’s® Stadium.

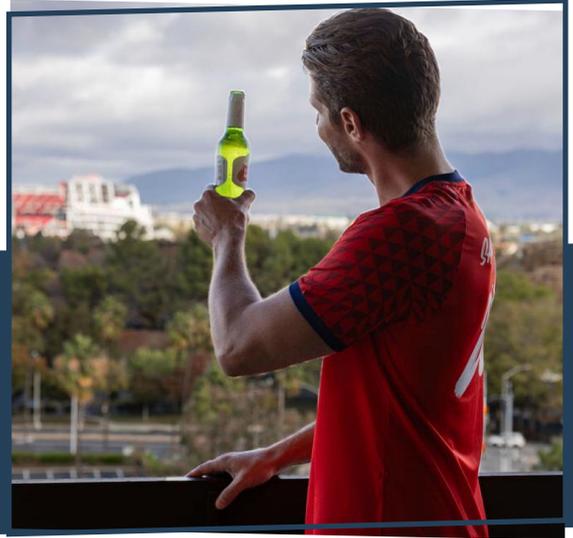


- CEO and Director of Marketing & Communications continued active participation in bi-monthly **City Economic Development and Marketing Committee** meetings, led by Mayor Gillmor, for **SBLX/FWC26** planning.

KEY ACCOMPLISHMENTS

Administration and Operations

Second quarter initiatives focused on strengthening the DMO's administrative and operational foundation, reinforcing a strong and effective organizational structure while supporting the SCTID and DMO renewal process.



SCTID & DMO Renewal Process

The SCTID and DMO renewal is moving through a highly coordinated, multi-step process for a new five-year term, in partnership with Civitas Advisors and in close coordination with key City staff, supported by bi-weekly Steering Committee meetings and active hotel partner leadership focused on securing approval of the Management District Plan.



Bay Area Host Committee Alliance Partnership

Finalized the Alliance Sponsorship Agreement with the Bay Area Host Committee (BAHC), positioning the DMO alongside the BAHC, NFL, and FIFA with early access, influence, and global visibility to drive future business into Santa Clara.



Tourism Economics Platform

Collaborated with Tourism Economics to ensure DMO reporting accuracy prior to distributing reports to SCTID partner hotels in Q2.



Accounting Partner Transition

The DMO is working directly with the accounting firm's CEO to ensure continuity following the departure of our account representative.



Director of Sales & Destination Services Transition

The Director of Sales & Destination Services resigned and departed in mid-December. The CEO will initiate the search for a replacement in the new year.



RAMP Implementation Completed

Finalized implementation of RAMP with the DMO team and accounting partner to ensure seamless financial workflows. RAMP is an online expense management platform that t



Q1 Report Delivered

Completed and distributed the **FY 2025/26 Q1 Report**, highlighting DMO progress and impact.

KEY ACCOMPLISHMENTS

Convention Sales, Incentives and Services

Q2 sales efforts focused on consistent, high-touch client engagement through local sales calls, tradeshow, site visits, and active prospecting – elevating Santa Clara’s visibility, expanding and deepening the client database, and converting outreach into tangible opportunities and long-term partnerships.



DMO-hosted client dinner as part of the November Arizona Sales Mission.

Q2 Lead Generation + Site Inspections

In Q2, the DMO received 85 total sales leads across P1–P5 groups through Cvent, in addition to self-contained leads generated through direct sales outreach. Overall lead volume declined 9% compared to Q2 last year and is down 3.6% year-to-date versus the same period last year.

Larger-volume P1 and P2 leads continue to soften, while P3 leads have maintained momentum and remain a strategic sweet spot, with strong potential to cultivate into future P2 and P1 business. P1 lead volume remained flat year-over-year (five total leads), while P2 leads declined by 11 (91.7%). The DMO is working closely with our prospecting partner, Baronfeld to rebuild P1 and P2 volume through targeted prospecting and outreach.

The team conducted three (3) site visits with prospective clients to pursue contracts for high-value P1 and P2 groups for 2026–2029, while actively working leads generated through tradeshow and targeted prospecting efforts.

FY 2025/26 Q2 DMO LEAD VOLUME VIA CVENT LEAD PORTAL

	Q2 FY25/26	Q2 FY24/25	YOY Change (#)	YOY Change (%)
Priority 1 (P1)	5	5	-	-0%
Priority 2 (P2)	1	12	-11	-91.7%
Priority 3 (P3)	6	6	-	-0%
P1-P3 Lead Total	12	23	-11	-47.8%
Self-Contained Leads	69	63	6	9.5%
Total Leads (P1-P5 + Self Contained)	85	94	-9	-9.6%

KEY ACCOMPLISHMENTS

Convention Sales, Incentives and Services



Sales Manager, Andressa Gomes with clients at TEAMS Conference



Sales Manager, Sherri Bastani with Client at the IMEX Tradeshow



DMO/SCTID sales reps with Clients at Sales Mission TopGolf Event



Accelerating Prospect Outreach

In partnership with Marketing, the DMO launched an initial email campaign to 12,000 Baronfeld-generated prospecting contacts to gauge interest in Santa Clara for future group opportunities. A full-scale, multi-touch nurture campaign is planned for January 2026 to sustain engagement and build lead momentum.



Tradeshows & Conferences

Attended high-profile industry events including **IMEX**, **TEAMS**, and **All Things Meetings**, with a focus on **Corporate and Sports group planners generating more than 40 RFP opportunities**. These tradeshows strengthened relationships and reinforced Santa Clara's relevance and positioning for future programs.



Strategic Client Engagement

The DMO executed multiple high-touch strategic client engagements in Q2, hosting and participating in targeted events designed to deepen relationships and drive future business.

- Hosted five **(5) clients at the NHL Opening Night** game (TEAMS tradeshow).
- Engaged **30+ Midwest-based Maritz meeting planners** at a company networking event in Chicago (Holiday Showcase).
- Co-hosted a **Northern California DMO dinner with six peer DMOs, entertaining 19 planners** in Chicago (Holiday Showcase).
- Co-hosted a **Northern California DMO holiday lunch with eight peer DMOs, engaging 26 planners** (Seasonal Spectacular).
- Sponsored CALSAE's Toast & Tinsel: Paws & Relax activation, **resulting in nine (9) personalized planner appointments**.
- **Hosted Google planners** for SCTID hotel partner site inspections, lunch and an experiential dinner at the Santa Clara Marriott featuring Le Petit Chef.

KEY ACCOMPLISHMENTS

Convention Sales, Incentives and Services



Sales Manager, Andressa Gomes hosting clients at NHL Opening Night Game



Sales Manager, Sherri Bastani with Client at the Holiday Spectacular Show



CEO & Director of Marketing at the BAHC 60 Days Until Super Bowl LX



November Sales Mission

The DMO executed its first **Sales Mission in Scottsdale, AZ**, partnering with SCTID hotels on targeted sales calls and client engagements to expand awareness and advance future group opportunities. Key engagements included:

- **HPN:** Breakfast with six **(6) sourcing agents** and a destination **webinar** reaching **35 planners**.
- **HelmsBriscoe:** Luncheon and destination **presentation for 11 planners**.
- **Global Cynergies:** Breakfast meeting with four **(4) planners**.
- **Client Networking Dinner: Cocktails and dinner at Sanctuary** with **(8) clients**.
- **Sip, Swing & Social:** Networking mixer at **Topgolf** with **(8) clients**.



March Media + Meeting Planner FAM Trip

Sales & Marketing team developed and distributed a targeted survey to identify and recruit 15 high-value meeting planners and five (5) journalists for the March 25 – 27, 2026 FAM Trip, designed to showcase the best of Santa Clara and influence future media opportunities and group business. Program details will be finalized in the new year.



Director of Sales & Destination Services Resignation

Current Director of Sales for the DMO resigned and departed in mid-December. CEO to initiate search for replacement in the new year.

KEY ACCOMPLISHMENTS

Marketing and Communications

Launched “Always-On” Expedia Destination Advertising Campaign promoting SCTID hotel partners.

- **Campaign Mission:** Drive critically needed weekend business (Friday – Sunday).
- **Campaign Budget:** \$120,000 | \$300,000 value through leveraged partnerships.
- **Campaign Duration:** October 8, 2025 – June 30, 2026.
- **Q2 Production:** 1,380 room nights generating \$358,000 in revenue.



OCTOBER RESULTS:

Ad Spend Impressions	Room Nights	Rooms Revenue
\$15,600 738,700	484	\$120.1k



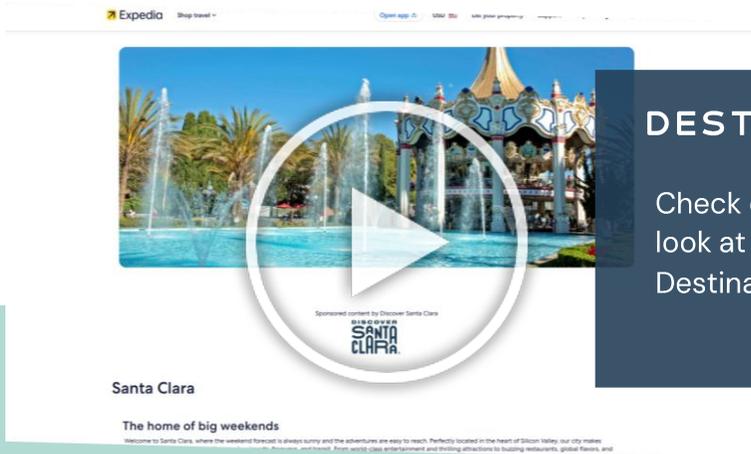
NOVEMBER RESULTS:

Ad Spend Impressions	Room Nights	Rooms Revenue
\$15,700 841,500	422	\$112.5k



DECEMBER RESULTS:

Ad Spend Impressions	Room Nights	Rooms Revenue
\$13,700 879,400	474	\$125.4k



DESTINATION LANDING PAGE

Check out this video for a behind-the-scenes look at the strategy powering our Expedia.com Destination Landing Page.

KEY ACCOMPLISHMENTS

Marketing and Communications

PR AND PARTNERSHIPS

- **Los Angeles Mission |** Hosted journalists and influencers through a hands-on cooking experience at the Gourmandise School, led by Chef Nelson Ramirez (Santa Clara Marriott) to showcase Santa Clara's diverse culinary scene.
- **Hosted writers |** Jenny Peters (AC Hotel) and Caitlin Emmett (Hyatt Regency), and Rachel Chang during research visits supporting SBLX/FWC26 coverage.

MEDIA PLACEMENTS

- **9/30/25: San Jose Spotlight** [Santa Clara looks to billboards to make money from sports events](#)
- **10/22/25: KTXL TV** [Sports Conversations](#)
- **10/28/25: San Jose Spotlight** [Santa Clara Fights for Piece of Super Bowl Pie](#)
- **12/17/25: Sports Planning** [Guide Faces of Sports Tourism: Christine Lawson](#)
- **12/18/25: Visit California** [Not-So-Secret Speakeasies and Hidden Bars](#)
- **12/18/25: Sports Travel Magazine** [Santa Clara and Pittsburgh Seek Impact from Super Bowl, NFL Draft](#)



KEY ACCOMPLISHMENTS

Marketing and Communications

PRODUCED DMO & BAHC ALLIANCE PARTNERSHIP ANNOUNCEMENT VIDEO

Featuring Mayor Gillmor, (City of Santa Clara), Zaileen Janmohamed (CEO, BAHC) and Christine Lawson (CEO, DSC), filmed at the Hilton Santa Clara.



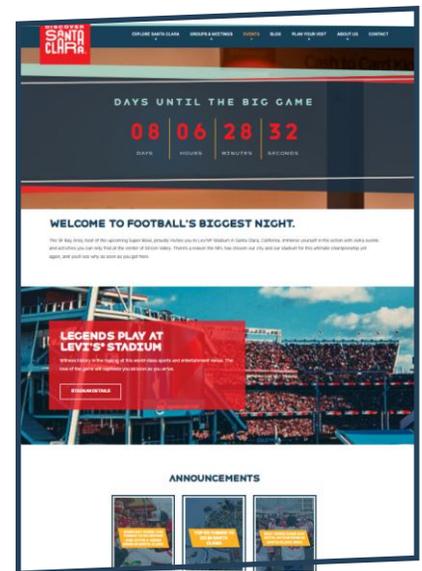
Hotel Collateral

Produced branded key cards, door hangers, retractable banners, and informational postcards for 11 SCTID hotels, ensuring brand continuity throughout SBLX week.



Translated Guides

Translated digital versions of the Ultimate Sports Playbook into Arabic and Spanish following the FIFA World Cup draw.



Website Updates

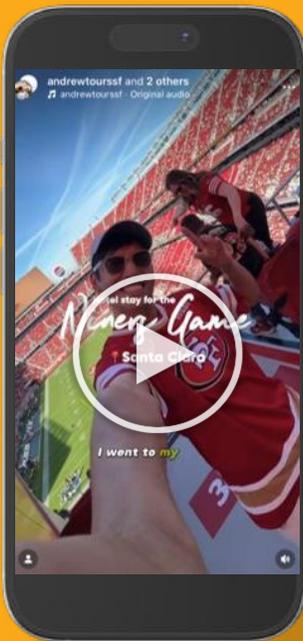
Launched SBLX and FIFA World Cup countdowns and refreshed event landing pages on DiscoverSantaClara.org.

KEY ACCOMPLISHMENTS

Marketing and Communications

SOCIAL MEDIA SPOTLIGHT

The DMO continued to grow its social media presence through targeted content and strategic influencer partnerships aligned with the momentum of 49ers game days. By pairing timely storytelling with high-interest home games and strong hotel and event partners, these efforts drove strong engagement and expanded awareness of SCTID hotels during peak football travel periods.

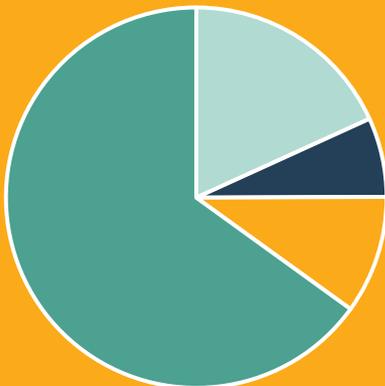


Game Day Influencer Campaign

The 49ers Game Day and Hotel Stay Campaign featured four high-performing influencers staying at Santa Clara hotels during home game weekends, driving engagement for Hyatt Regency, Delta Hotel, Embassy Suites, and Marriott.

The campaign generated **119.7K impressions** and **4.1K interactions** across social platforms, with content primarily on Instagram and select amplification on TikTok and Facebook Reels to extend reach during key home game weekends and reinforce hotel visibility among football fans.

SOCIAL MEDIA FOLLOWER UPDATE



Facebook: 7,146

LinkedIn: 2,645

TikTok: 3,938

Instagram: 25,535

KEY PERFORMANCE INDICATORS (KPIs)

Q2 Progress Update

Q2 reflected strong execution and accelerating momentum, particularly across revenue, economic impact, and base business performance.

Event Mix: Q2 consumption was driven by P3 events, contributing to **150% of the annual P3 target achieved YTD**, while P2 consumption reached **50% of the annual goal**. P1 activity remains at **0%**, consistent with longer booking cycles.

Future Bookings: The team secured **4 definite events in Q2**, bringing YTD performance to **57% of the P2 target** and **42% of the P3 target** for future-year bookings.

Revenue Performance: Q2 generated more than **\$2.19M in Convention Center gross revenue**, pushing YTD results to **\$3.87M, or 111% of the annual revenue target**.

Room Nights: Q2 produced **2,175 future room nights or 23% of annual goal**, while YTD **room nights consumed** reached **5,081, or 64% of the annual target**, with Q2 showing improved pacing.

Economic Impact: Q2 delivered over **\$4.5M in economic impact**, contributing to **\$10.4M YTD, or 162% of the annual goal**.

Year-to-Date Performance Snapshot

Year-to-date results demonstrate strong top-line outcomes, driven by event execution and effective market mix.

Revenue and Economic Impact are exceeding annual targets, with Convention Center revenue at **111%** and economic impact at **162%** of goal.

P3 events continue to outperform, reaching **150% of the annual consumption target**, providing a strong foundation for impact and revenue.

P2 events are pacing mid-range, while P1 business remains in development, reflecting longer lead times and current market dynamics.

Room nights remain a focus area for both consumed and future pace, with momentum improving in Q2 as future bookings begin to materialize. With six months remaining in the fiscal year, the team is confident in its ability to close the gap and meet room night goals.

Year-to-Date, the team had **32 active prospects**, to an **annual target of 36**.

KEY PERFORMANCE INDICATORS KPIS

Q2 + YTD KPI Progress Update Chart

Silicon Valley/Santa Clara DMO Inc.									
Performance Measures									
	2025/26 Target	YTD Achievement	YTD Achievemnt (%)	July	August	September	October	November	December
1. Event Mix (Consumed)									
Number of P1 Events	2	0	0%	0	0	0	0	0	0
Number of P2 Events	6	3	50%	1	0	1	1	0	0
Number of P3 Events	8	12	150%	2	1	3	3	2	1
2. Number of Definite Events Booked (Booked in the year for future years)									
Number of P1 Events	2	0	0%	0	0	0	0	0	0
Number of P2 Events	7	4	57%	0	0	0	2	0	2
Number of P3 Events	12	5	42%	0	0	1	1	2	1
3. Convention Center Gross Revenue (P1, P2 & P3)	\$3,500,000	\$3,870,410	111%	\$403,283	\$714,334	\$554,459	\$1,285,302	\$586,369	\$326,663
4. Number of Room Nights Booked (For future years)	9,569	2,175	23%	0	0	0	700	627	848
5. Number of Room Nights Consumed	7,881	5,081	64%	1,175	519	587	1,534	571	695
9. Economic Impact (Consumed P1, P2 & P3 events)	\$6,425,523	\$10,420,611	162%	\$3,047,037	\$2,054,514	\$802,295	\$1,535,103	\$1,734,684	\$1,246,978

Q2 BUDGET SUMMARY

As of the end of Q2 for FY 2025/26, we have expended 98% of our year-to-date budget and 49% of our total annual budget, coming in \$22,244.28 under budget year-to-date.

In Q2, both Sales and Marketing exceeded budget—Sales by \$60,191.10 (113.54%) and Marketing by \$87,638.67 (127.98%). These overages reflect expenses approved by the Board after the FY 2025/26 budget was finalized and are classified as restricted funds.

In partnership with the DMO's accounting firm, we have decided to incorporate these restricted funds into the operating budget and will present an amended budget to the Board in April 2026. This approach will provide the Board of Directors, SCTID hotels, and the City of Santa Clara with a clear and transparent view of the funds and their approved use.

Convention Sales (98% of YTD Budget)

As previously noted, the Q2 sales budget reflects an overage of \$60,191.10 (113.54%). This variance is solely attributable to the \$150,000 Bay Area Host Committee (BAHC) Alliance Partnership fee for FY 2025/26.

The total partnership investment is \$225,000 and is allocated within the "Memberships" category of the Sales budget. The remaining \$75,000 installment is due in January 2027. This partnership and its associated fees were approved by the Board in October 2026 and are outside of the FY 2025/26 approved budget parameters.

An amended budget reflecting this addition will be presented to the Board in April.

The reason the overage does not reflect the full \$150,000 expense is due to a positive variance in Q1, which offset a portion of this cost.

Marketing Expenditures (109% of YTD Budget)

As previously noted, the Q2 marketing budget reflects an overage of \$87,638.67 (127.98%). This variance is directly related to the \$375,298.34 allocation to our Agency of Record, Madden Media, for the development and execution of the FY 2025/26 SBLX/FWC26 Activation Plan. This work includes media, sales, and consumer-facing collateral designed to promote these global events and position the City of Santa Clara accordingly.

These funds were approved by the Board. Year-to-date, \$117,673.23 (31.3%) has been paid, with the remaining balance scheduled to be expended prior to the close of the fiscal year in June.

This investment is reflected under "Contract Services" and will be incorporated into the amended budget presented to the Board in April.

Q2 BUDGET SUMMARY

Administration Expenditures (89% of YTD Budget)

Administration expenses are currently under budget by \$39,445.42. We are holding \$35,000 in reserve in anticipation of a DMO audit prior to the end of the fiscal year.

As we move forward, the team will continue to manage expenditures in alignment with Board-approved allocations across all disciplines. We do not anticipate reallocating funds unless an unplanned opportunity arises that would provide clear benefit to our hotel partners.

Q2 BUDGET SUMMARY

PROPOSED COST BY PROGRAM	FY 2025/26 Proposed	% of Budget
Convention Sales, Incentives & Services	\$1,668,849	41.2%
Marketing & Communications	\$1,147,676	28.4%
Administration	\$1,056,387	26.1%
Contingency	\$105,000	2.6%
City Administration Fee	\$70,000	1.7%
Total Operating Budget	\$4,047,912	100%

Q2 Budget Variance

Report Date: 12/31/2025	Q2 Budget	Q2 Actual	Variance
TOTAL OPERATING EXPENSES	\$1,085,285	\$1,149,919.35	\$64,634.35
FUND SURPLUS(DEFICIT)	(\$1,085,285)	(\$1,136,860.90)	(\$51,545.90)

YTD Budget Variance

Report Date: 12/31/2025	YTD Budget	YTD Actual	Variance
TOTAL OPERATING EXPENSES	\$2,065,472	\$1,969,816.07	(\$95,655.93)
FUND SURPLUS(DEFICIT)	(\$2,065,472)	(\$571,802.90)	\$1,493,669.09

Q2 BUDGET SUMMARY BY PROGRAM

Q2 Budget Variance – Convention Sales

Drives high-impact events to the Convention Center that increase room night demand. Budget investments will support strategic sales efforts to attract meetings, conventions, sporting events, and other gatherings that grow room revenue across SCTID hotels.

	FY 2025/26 BUDGET	Q2 BUDGET	ACTUAL Q12EXPENDITURE	VARIANCE	Q2%
CONVENTION SALES, INCENTIVES & SERVICES	\$1,668,849	\$444,569	\$504,706.10	\$60,191.10	113.54%

Q2 Budget Variance – Marketing & Communications

Strengthens Santa Clara’s brand and positions the destination – along with SCTID hotels and the Convention Center, as a premier choice for meetings, conventions, and events. The program promotes Santa Clara as a desirable destination for overnight attendees, reinforcing the city’s appeal and competitive advantage.

	FY 2025/26 BUDGET	Q2 BUDGET	ACTUAL Q2 EXPENDITURE	VARIANCE	Q2%
MARKETING & COMMUNICATIONS	\$1,147,676	\$313,220	\$400,858.67	\$87,638.67	127.98%

Q2 Budget Variance – Administration

Oversees the organization’s operations, management, and essential administrative functions.

	FY 2025/26 BUDGET	Q2 BUDGET	ACTUAL Q2 EXPENDITURE	VARIANCE	Q2%
ADMINISTRATION	\$1,056,387	\$283,746	\$244,300.58	(\$39,445.42)	86.10%

Q2 BUDGET SUMMARY BY PROGRAM

CONTINGENCY

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

	FY 2025/26 BUDGET	Q2 BUDGET	ACTUAL Q2 EXPENDITURE	VARIANCE	Q2%
CONTINGENCY	\$105,000	\$26,250	\$0	(\$26,250)	0%

CITY ADMINISTRATION FEE

The City of Santa Clara will receive a 2% fee from the assessments collected to cover collection and administration costs, including staffing, legal services, and general office expenses. As Q1 assessments were not fully collected at the time of this report, the City Administration Fee has not yet been recorded.

	FY 2025/26 BUDGET	Q2 BUDGET	ACTUAL Q2 EXPENDITURE	VARIANCE	Q2%
CITY ADMIN FEE	\$70,000	\$17,500	\$0	(\$17,500)	0%

LOOKING AHEAD - Q3 FOCUS

Here's a snapshot of some high-level DMO team priorities for Q3.



Attend key tradeshows, conferences, and client networking events to strengthen relationships, generate high-quality leads, and drive conversion.

- RCMA Emerge, February 10-12 in Lexington, KY.
- Visit California Outlook Forum, March 9 – 12 in San Diego, CA.
- MPINCC Annual Conference, March 30 – April 1 in Burlingame, CA.
- All Things Meetings, March 11 in San Francisco, CA.



Implementation of the Baronfeld email nurture campaign to drive engagement and support lead conversion.

- Sales & Marketing to partner on the January 27th launch of an email nurture campaign reaching 12,000 contacts identified through our prospecting partner, Baronfeld.
- A tight email cadence and coordinated sales follow-up are in place to drive lead volume and group conversion.



March Meeting Planner + Media FAM Trip

- Continued Sales & Marketing partnership with our Marketing Agency of Record, Madden Media to finalize the meeting planner and media attendees.
- Development of the FAM itinerary in partnership with the SCTID hotels, Levi's® Stadium, and city partners on experiential events.
- Conduct a March FAM conference call with SCTID partner hotels to share details and gather insight.



Group Leads Conversion Focus

- DMO sellers to continue to actively uncover and develop group leads to drive conversion for SCTID hotels and partners.



Public Relations

- Attend IMM Media Marketplace. This networking event connects travel brands with media, featuring prescheduled meetings for pitching stories and relationship building.

LOOKING AHEAD - Q3 FOCUS



Advertising

- Continued work to fine-tune the Expedia ‘Always-On’ Campaign, focused on driving critically needed weekend business to the SCTID hotels.
- ESPN Pushdown Display Advertising, a premium, expanding online advertisement that sits just below the main navigation bar on ESPN.com. runs between 1/25 – 2/8.



Social Media & Content

- Starting January 20, we will roll out a weekly short-form video series spotlighting Santa Clara’s globally inspired restaurants in advance of FWC26, positioning the city as a go-to dining destination for fans, visitors, and locals during major events and beyond. The campaign is supported by a dedicated webpage, interactive map, passport program, weekly organic social content, and an influencer partnership.



SCTID & DMO Renewal Process

- Steering Committee and DMO collaborating with the City of Santa Clara to finalize the Management District Plan.
- Launch the petition process, in partnership with the Steering Committee to educate SCTID hotels, City Council members, and key stakeholders on the renewal process and specifics.
- Ensure that three required City Council Meeting are calendared for the renewal process.



Tourism Economics Integration & Reporting Launch

- Finalize refinements with Tourism Economics to strengthen the DMO’s Sales & Marketing reporting framework and establish a consistent distribution cadence for SCTID partner hotels, beginning with the Q2 Report.



Administrative Priorities

- Finalize the DMO’s Injury and Illness Prevention Program (IIPP).
- Partner with the City of Santa Clara and the Board Audit Committee to align on audit scope, timing, and firm selection.

APPENDIX A

FY 2025/26 Q2 Financials

Budget Item	FY 25/26	YTD Budget	YTD Actual	Variance	Expended	
					YTD	Annual
CONVENTION SALES, INCENTIVES & SERVICES						
51000 Personnel	\$732,122.00	\$366,051.00	\$344,969.08	\$21,081.92	94%	47%
51100 Salary	\$526,050.00	\$263,025.00	\$255,227.57	\$7,797.43	97%	49%
51600 Incentives	\$107,888.00	\$53,944.00	\$53,940.00	\$4.00	100%	50%
51300 Benefits	\$49,068.00	\$24,524.00	\$17,765.29	\$6,758.71	72%	36%
51310 Health	\$17,988.00	\$8,989.00	\$5,461.15	\$3,527.85	61%	30%
51400 401K Fee	\$31,080.00	\$15,535.00	\$12,304.14	\$3,230.86	79%	40%
51200 Payroll Taxes	\$47,196.00	\$23,598.00	\$16,956.22	\$6,641.78	72%	36%
51710 Other-Cell Phone Stipend	\$1,920.00	\$960.00	\$1,080.00	(\$120.00)	113%	56%
Convention Sales, Incentives & Services Expenses	\$936,327.00	\$479,399.00	\$479,718.87	(\$319.87)	100%	51%
Contract Services	\$57,600.00	\$28,998.00	\$24,050.00	\$4,948.00	83%	42%
54460 Baronfeld Consulting, LLC.	\$58,000.00	\$28,998.00	\$24,050.00	\$4,948.00	83%	41%
Memberships	\$59,942.00	\$27,484.00	\$176,653.00	(\$149,169.00)	643%	295%
BAHC Sponsorship						
55120 PCMA	\$5,458.00	\$248.00	\$246.00	\$2.00	99%	5%
55130 MPI ACE/WEC	\$1,152.00	\$576.00	\$373.76	\$202.24	65%	32%
55140 CALSAE	\$870.00	\$432.00	\$187.50	\$244.50	43%	22%
55150 California Travel Association	\$2,181.00	\$1,062.00	\$1,063.74	(\$1.74)	100%	49%
55155 Sports ETA Membership	\$1,200.00	\$600.00	\$500.00	\$100.00	83%	42%
55160 San Francisco Travel Association	\$7,686.00	\$3,750.00	\$3,750.00	\$0.00	100%	49%
55165 SITE Global	\$525.00	\$252.00	\$337.00	(\$85.00)	134%	64%
55166 Association Forum	\$410.00	\$204.00	\$195.00	\$9.00	96%	48%
55167 U.S. Travel Board Membership	\$40,200.00	\$20,100.00	\$20,000.00	\$100.00	100%	50%
55168 WISE	\$260.00	\$260.00	\$0.00	\$260.00	0%	0%
55169 BAHC Sponsorship	\$0.00	\$0.00	\$150,000.00	(\$150,000.00)	N/A	N/A
Subscription Services	\$204,354.00	\$108,830.00	\$112,522.02	(\$3,692.02)	103%	55%
55212 Knowland	\$16,008.00	\$8,004.00	\$8,004.00	\$0.00	100%	50%
55220 CVENT	\$48,996.00	\$24,498.00	\$23,995.02	\$502.98	98%	49%
55221 Tourism Economics Lodging Report	\$59,000.00	\$29,502.00	\$29,500.02	\$1.98	100%	50%
55250 Conference Direct	\$14,010.00	\$14,010.00	\$14,000.01	\$9.99	100%	100%
55260 HelmsBriscoe	\$22,372.00	\$11,004.00	\$11,000.06	\$3.94	100%	49%
55270 Zoominfo	\$11,274.00	\$5,498.00	\$8,246.25	(\$2,748.25)	150%	73%
55280 BOX	\$3,006.00	\$1,470.00	\$1,740.00	(\$270.00)	118%	58%
55295 Visiting Media	\$29,688.00	\$14,844.00	\$16,036.66	(\$1,192.66)	108%	54%
56400 Business Development	\$250,000.00	\$124,998.00	\$25,550.00	\$99,448.00	20%	10%

APPENDIX A

FY 2025/26 Q2 Financials

Budget Item	FY 25/26	YTD Budget	YTD Actual	Variance	Expended	
					YTD	Annual
Conferences and Tradeshows	\$82,542.00	\$45,992.00	\$55,360.05	(\$9,368.05)	120%	67%
56311 U.S. Travel Destination DC	\$800.00	\$0.00	\$0.00	\$0.00	N/A	0%
56312 All Things Meetings - Fall Show	\$1,250.00	\$1,250.00	\$1,450.00	(\$200.00)	116%	116%
56313 DI Business Operations Summit	\$1,500.00	\$1,500.00	\$995.00	\$505.00	66%	66%
56320 IMEX	\$10,000.00	\$10,000.00	\$10,800.00	(\$800.00)	108%	108%
56329 Destination International Marketing Summit	\$2,500.00	\$0.00	\$0.00	\$0.00	N/A	0%
56330 Destination West	\$5,000.00	\$0.00	\$0.00	\$0.00	N/A	0%
56341 Cal Asso Local Economic Dev	\$1,300.00	\$0.00	\$0.00	\$0.00	N/A	0%
56360 Destination International Annual Convention	\$2,742.00	\$2,742.00	\$3,785.00	(\$1,043.00)	138%	138%
56364 Sports Events and Tourism	\$4,000.00	\$0.00	\$0.00	\$0.00	N/A	0%
56370 CalTravel Summit	\$0.00	\$0.00	\$4,746.00	(\$4,746.00)	N/A	N/A
56371 ESTO Conference	\$2,500.00	\$2,500.00	\$2,500.00	\$0.00	100%	100%
56372 PR Media Pitching Event	\$0.00	\$0.00	\$1,400.00	(\$1,400.00)	N/A	N/A
56374 Esports Travel Summit	\$5,100.00	\$0.00	\$0.00	\$0.00	N/A	0%
56380 TEAMS Conference & Expo	\$10,000.00	\$10,000.00	\$9,886.23	\$113.77	99%	99%
56381 Prestige Show	\$1,900.00	\$1,900.00	\$1,495.00	\$405.00	79%	79%
56382 Holiday Showcase	\$5,000.00	\$5,000.00	\$2,415.00	\$2,585.00	48%	48%
56383 CalSAE Elevate Conference	\$5,500.00	\$0.00	\$0.00	\$0.00	N/A	0%
56384 Destination California - Northstar Meetings	\$5,000.00	\$5,000.00	\$5,000.00	\$0.00	100%	100%
56386 RCMA Emerge Tradeshow	\$2,100.00	\$0.00	\$0.00	\$0.00	N/A	0%
56388 All Things Meetings - Spring Show	\$1,250.00	\$0.00	\$0.00	\$0.00	N/A	0%
56390 Connect Spring Marketplace	\$5,000.00	\$0.00	\$0.00	\$0.00	N/A	0%
56391 U.S Travel Summer Summit	\$500.00	\$500.00	\$0.00	\$500.00	0%	0%
56392 CalSAE Seasonal Spectacular	\$5,600.00	\$5,600.00	\$10,887.82	(\$5,287.82)	194%	194%
56394 Visit Outlook Forum	\$1,700.00	\$0.00	\$0.00	\$0.00	N/A	0%
56396 Destinations International - CEO Summit	\$1,500.00	\$0.00	\$0.00	\$0.00	N/A	0%
56399 MPINCC ACE	\$800.00	\$0.00	\$0.00	\$0.00	N/A	0%

APPENDIX A

FY 2025/26 Q2 Financials

Budget Item	FY 25/26	YTD Budget	YTD Actual	Variance	Expended	
					YTD	Annual
Travel & Entertainment	\$105,089.00	\$48,603.00	\$47,726.65	\$876.35	98%	45%
56610 Destination International Annual Convention	\$9,800.00	\$9,800.00	\$8,231.95	\$1,568.05	84%	84%
56611 CalTravel Summit	\$0.00	\$0.00	\$5,860.77	(\$5,860.77)	N/A	N/A
56612 All Things Meetings - Spring Show	\$240.00	\$0.00	\$0.00	\$0.00	N/A	0%
56613 All Things Meetings - Fall Show	\$60.00	\$60.00	\$17.00	\$43.00	28%	28%
56614 DI Business Operation Summit	\$3,140.00	\$3,140.00	\$1,951.68	\$1,188.32	62%	62%
56620 MPI ACE/WEC	\$1,615.00	\$0.00	\$0.00	\$0.00	N/A	0%
56621 TEAMS Conference + Expo	\$3,410.00	\$3,410.00	\$4,049.63	(\$639.63)	119%	119%
56622 Connect Spring Marketplace	\$2,035.00	\$0.00	\$0.00	\$0.00	N/A	0%
56635 CalSEA Seasonal Spectacular	\$980.00	\$980.00	\$992.58	(\$12.58)	101%	101%
56640 IMEX North America	\$4,720.00	\$4,720.00	\$2,392.14	\$2,327.86	51%	51%
56641 Prestige Show	\$60.00	\$60.00	\$0.00	\$60.00	0%	0%
56645 Visit California Outlook Forum	\$6,480.00	\$0.00	\$0.00	\$0.00	N/A	0%
56655 Destination International - CEO Summit	\$2,395.00	\$0.00	\$0.00	\$0.00	N/A	0%
56665 Helms Briscoe	\$5,140.00	\$0.00	\$0.00	\$0.00	N/A	0%
56669 Destinations International - Marketing Summit	\$4,654.00	\$0.00	\$0.00	\$0.00	N/A	0%
56671 ESTO Conference	\$3,320.00	\$3,320.00	\$2,395.70	\$924.30	72%	72%
56675 Quarterly Sales Trips	\$27,500.00	\$14,243.00	\$15,144.82	(\$901.82)	106%	55%
56677 U.S Travel Destination Capitol Hill	\$3,270.00	\$0.00	\$0.00	\$0.00	N/A	0%
56678 Destination West Conference	\$2,520.00	\$0.00	\$0.00	\$0.00	N/A	0%
56681 Holiday Showcase	\$2,980.00	\$2,980.00	\$4,800.65	(\$1,820.65)	161%	161%
56682 CALSAE Elevate Conference	\$2,270.00	\$0.00	\$0.00	\$0.00	N/A	0%
56683 Destination California - Northstar Meetings	\$1,940.00	\$1,940.00	\$1,022.89	\$917.11	53%	53%
56690 Mileage Reimbursement	\$3,000.00	\$1,500.00	\$866.84	\$633.16	58%	29%
56691 U.S Travel Summer Summit	\$2,450.00	\$2,450.00	\$0.00	\$2,450.00	0%	0%
56692 RCMA Emerge Tradeshow	\$4,125.00	\$0.00	\$0.00	\$0.00	N/A	0%
56693 Cal Asso Local Economic Dev	\$2,370.00	\$0.00	\$0.00	\$0.00	N/A	0%
56694 Sports Events and Tourism	\$2,045.00	\$0.00	\$0.00	\$0.00	N/A	0%
56695 Esport Travel Summit	\$2,570.00	\$0.00	\$0.00	\$0.00	N/A	0%
Support Services	\$176,800.00	\$94,494.00	\$37,857.15	\$56,636.85	40%	21%
56810 Client Events + Entertainment	\$120,000.00	\$60,000.00	\$26,780.90	\$33,219.10	45%	22%
56820 Site Visits	\$7,500.00	\$3,750.00	\$274.16	\$3,475.84	7%	4%
56830 Familiarization Trips	\$8,000.00	\$8,000.00	\$2,558.11	\$5,441.89	32%	32%
56831 Promotional Items	\$10,000.00	\$5,000.00	\$3,220.89	\$1,779.11	64%	32%
56832 Tradeshow Booth Activations	\$24,500.00	\$14,500.00	\$3,910.38	\$10,589.62	27%	16%
56833 Tradeshow Shipping	\$6,800.00	\$3,244.00	\$1,112.71	\$2,131.29	34%	16%
TOTAL CONVENTION SALES, INCENTIVES & SERVICES	\$1,668,449.00	\$845,450.00	\$824,687.95	\$20,762.05	98%	49%

APPENDIX A

FY 2025/26 Q2 Financials

Budget Item	FY 25/26	YTD Budget	YTD Actual	Variance	Expended	
					YTD	Annual
ADMINISTRATION						
Personnel	\$592,310.00	\$296,146.00	\$301,309.09	(\$5,163.09)	102%	51%
51100 Salary	\$407,000.00	\$203,502.00	\$213,738.85	(\$10,236.85)	105%	53%
51600 Incentives	\$100,050.00	\$50,016.00	\$50,016.00	\$0.00	100%	50%
51300 Benefits	\$44,604.00	\$22,296.00	\$21,708.03	\$587.97	97%	49%
51310 Health	\$29,304.00	\$14,652.00	\$13,734.24	\$917.76	94%	47%
51400 401K Fee	\$15,300.00	\$7,644.00	\$7,973.79	(\$329.79)	104%	52%
51200 Payroll Taxes	\$31,176.00	\$15,592.00	\$10,316.21	\$5,275.79	66%	33%
51710 Other-Cell Phone Stipend	\$2,280.00	\$1,140.00	\$1,330.00	(\$190.00)	117%	58%
51730 Other-Car Allowance	\$7,200.00	\$3,600.00	\$4,200.00	(\$600.00)	117%	58%
Administrative Expenses	\$464,077.00	\$232,847.00	\$167,886.31	\$64,960.69	72%	36%
Contract Services	\$329,440.00	\$172,094.00	\$119,202.63	\$52,891.37	69%	36%
54410-10 Accounting Services	\$87,060.00	\$35,868.00	\$29,566.00	\$6,302.00	82%	34%
54410-20 PP&Co. Tax Preparation	\$6,500.00	\$3,252.00	\$4,150.00	(\$898.00)	128%	64%
54410-30 City of Santa Clara Fiscal Sponsorship	\$9,564.00	\$4,782.00	\$6,748.80	(\$1,966.80)	141%	71%
54420 Legal Services	\$40,000.00	\$18,000.00	\$12,085.00	\$5,915.00	67%	30%
54425 SmartCity IT Services	\$6,720.00	\$3,360.00	\$2,088.00	\$1,272.00	62%	31%
54430 Payroll Services	\$7,800.00	\$3,900.00	\$4,117.50	(\$217.50)	106%	53%
54440 Audit	\$35,000.00	\$35,000.00		\$35,000.00	0%	0%
54471 Civitas Advisors - Consulting Agreement	\$38,376.00	\$18,720.00	\$18,720.00	\$0.00	100%	49%
54472 Civitas Advisors - SCTID Renewal Agreement	\$86,420.00	\$43,212.00	\$41,318.58	\$1,893.42	96%	48%
54480 HR Services	\$12,000.00	\$6,000.00	\$408.75	\$5,591.25	7%	3%
Operating Expenses	\$61,117.00	\$30,103.00	\$19,180.33	\$10,922.67	64%	31%
54605 Banking Fees	\$420.00	\$210.00	\$50.00	\$160.00	24%	12%
54610 Software Licenses	\$18,505.00	\$9,249.00	\$6,498.12	\$2,750.88	70%	35%
54620 Postage	\$252.00	\$126.00	\$601.15	(\$675.15)	636%	318%
54640 Licenses	\$840.00	\$420.00		\$420.00	0%	0%
54660 Office Supplies	\$8,000.00	\$3,998.00	\$2,823.20	\$1,174.80	71%	35%
54670 DMO Convention Center Building Services	\$8,100.00	\$4,050.00	\$4,050.00	\$0.00	100%	50%
54680 Internal Meetings & Training	\$25,000.00	\$12,050.00	\$4,957.86	\$7,092.14	41%	20%
Insurance	\$12,410.00	\$6,210.00	\$7,011.30	(\$801.30)	113%	56%
54710 Workers Compensation	\$1,882.00	\$942.00	\$2,041.50	(\$1,099.50)	217%	108%
54720 Business Owners Liability and Property	\$2,123.00	\$1,062.00	\$1,061.52	\$0.48	100%	50%
54730 Professional Cyber Liability	\$2,520.00	\$1,260.00	\$1,260.00	\$0.00	100%	50%
54740 Management Liability	\$3,380.00	\$1,692.00	\$1,352.76	\$339.24	80%	40%
54750 Cyber Insurance	\$2,505.00	\$1,254.00	\$1,295.52	(\$41.52)	103%	52%

APPENDIX A

FY 2025/26 Q2 Financials

Budget Item	FY 25/26	YTD Budget	YTD Actual	Variance	Expended	
					YTD	Annual
ADMINISTRATION						
Personnel	\$592,310.00	\$296,146.00	\$301,309.09	(\$5,163.09)	102%	51%
51100 Salary	\$407,000.00	\$203,502.00	\$213,738.85	(\$10,236.85)	105%	53%
51600 Incentives	\$100,050.00	\$50,016.00	\$50,016.00	\$0.00	100%	50%
51300 Benefits	\$44,604.00	\$22,296.00	\$21,708.03	\$587.97	97%	49%
51310 Health	\$29,304.00	\$14,652.00	\$13,734.24	\$917.76	94%	47%
51400 401K Fee	\$15,300.00	\$7,644.00	\$7,973.79	(\$329.79)	104%	52%
51200 Payroll Taxes	\$31,176.00	\$15,592.00	\$10,316.21	\$5,275.79	66%	33%
51710 Other-Cell Phone Stipend	\$2,280.00	\$1,140.00	\$1,330.00	(\$190.00)	117%	58%
51730 Other-Car Allowance	\$7,200.00	\$3,600.00	\$4,200.00	(\$600.00)	117%	58%
Administrative Expenses	\$464,077.00	\$232,847.00	\$167,886.31	\$64,960.69	72%	36%
Contract Services	\$329,440.00	\$172,094.00	\$119,202.63	\$52,891.37	69%	36%
54410-10 Accounting Services	\$87,060.00	\$35,868.00	\$29,566.00	\$6,302.00	82%	34%
54410-20 PP&Co. Tax Preparation	\$6,500.00	\$3,252.00	\$4,150.00	(\$898.00)	128%	64%
54410-30 City of Santa Clara Fiscal Sponsorship	\$9,564.00	\$4,782.00	\$6,748.80	(\$1,966.80)	141%	71%
54420 Legal Services	\$40,000.00	\$18,000.00	\$12,085.00	\$5,915.00	67%	30%
54425 SmartCity IT Services	\$6,720.00	\$3,360.00	\$2,088.00	\$1,272.00	62%	31%
54430 Payroll Services	\$7,800.00	\$3,900.00	\$4,117.50	(\$217.50)	106%	53%
54440 Audit	\$35,000.00	\$35,000.00		\$35,000.00	0%	0%
54471 Civitas Advisors - Consulting Agreement	\$38,376.00	\$18,720.00	\$18,720.00	\$0.00	100%	49%
54472 Civitas Advisors - SCTID Renewal Agreement	\$86,420.00	\$43,212.00	\$41,318.58	\$1,893.42	96%	48%
54480 HR Services	\$12,000.00	\$6,000.00	\$408.75	\$5,591.25	7%	3%
Operating Expenses	\$61,117.00	\$30,103.00	\$19,180.33	\$10,922.67	64%	31%
54605 Banking Fees	\$420.00	\$210.00	\$50.00	\$160.00	24%	12%
54610 Software Licenses	\$18,505.00	\$9,249.00	\$6,498.12	\$2,750.88	70%	35%
54620 Postage	\$252.00	\$126.00	\$601.15	(\$675.15)	636%	318%
54640 Licenses	\$840.00	\$420.00		\$420.00	0%	0%
54660 Office Supplies	\$8,000.00	\$3,998.00	\$2,823.20	\$1,174.80	71%	35%
54670 DMO Convention Center Building Services	\$8,100.00	\$4,050.00	\$4,050.00	\$0.00	100%	50%
54680 Internal Meetings & Training	\$25,000.00	\$12,050.00	\$4,957.86	\$7,092.14	41%	20%
Insurance	\$12,410.00	\$6,210.00	\$7,011.30	(\$801.30)	113%	56%
54710 Workers Compensation	\$1,882.00	\$942.00	\$2,041.50	(\$1,099.50)	217%	108%
54720 Business Owners Liability and Property	\$2,123.00	\$1,062.00	\$1,061.52	\$0.48	100%	50%
54730 Professional Cyber Liability	\$2,520.00	\$1,260.00	\$1,260.00	\$0.00	100%	50%
54740 Management Liability	\$3,380.00	\$1,692.00	\$1,352.76	\$339.24	80%	40%
54750 Cyber Insurance	\$2,505.00	\$1,254.00	\$1,295.52	(\$41.52)	103%	52%

APPENDIX A

FY 2025/26 Q2 Financials

Budget Item	FY 25/26	YTD Budget	YTD Actual	Variance	Expended	
					YTD	Annual
Memberships	\$7,500.00	\$0.00	\$0.00	\$0.00	N/A	0%
55110 Destinations International	\$7,500.00	\$0.00	\$0.00	\$0.00	N/A	0%
Subscription Services	\$53,610.00	\$24,440.00	\$22,492.05	\$1,947.95	92%	42%
55210 Simpleview - Act On	\$11,200.00	\$5,598.00	\$6,024.89	(\$426.89)	108%	54%
55213 CoStar Realty Information	\$10,410.00	\$5,160.00	\$5,160.00	\$0.00	100%	50%
55214 Simpleview - Annual Subscription	\$15,820.00	\$7,908.00	\$7,532.04	\$375.96	95%	48%
55225 BookDirect Tool	\$5,000.00	\$5,000.00	\$3,333.32	\$1,666.68	67%	67%
55230 Destination International EIC Subscription	\$9,630.00	\$0.00	\$0.00	\$0.00	N/A	0%
55240 Trade Journal/Newspapers	\$250.00	\$126.00	\$60.00	\$66.00	48%	24%
55255 Automated Expense Management Tool	\$1,300.00	\$648.00	\$381.80	\$266.20	59%	29%
TOTAL ADMINISTRATION	\$1,056,387.00	\$528,993.00	\$469,195.40	\$59,797.60	89%	44%
58000 Contingency	\$105,000.00	\$52,500.00		\$52,500.00	0%	0%
60000 City Administration Fee	\$70,000.00	\$35,000.00	\$16,573.05	\$18,426.95	47%	24%
TOTAL OPERATING BUDGET	\$4,047,512.00	\$2,065,472.00	\$1,969,816.07	\$95,655.93	95%	49%

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FY 2025/26 Q2 Financials

Silicon Valley/Santa Clara DMO, Inc.

FY 2025/26 REMAINING BUDGET BY PROGRAM JULY 2025 TO DECEMBER 2025

PROGRAM	ANNUAL BUDGET	YTD BUDGET	YTD ACTUAL	YTD VARIANCE	YTD %	ANNUAL %	REMAINING ANNUAL
ADMINISTRATION	\$1,056,387.00	\$528,993.00	\$469,195.40	\$59,797.60	89%	44%	\$587,191.60
CITY ADMINISTRATION FEES	\$70,000.00	\$35,000.00	\$16,573.05	\$18,426.95	47%	24%	\$53,426.95
CONTINGENCY	\$105,000.00	\$52,500.00	\$0.00	\$52,500.00	0%	0%	\$105,000.00
CONVENTION SALES	\$1,668,849.00	\$845,450.00	\$824,687.95	\$20,762.05	98%	49%	\$844,161.05
MARKETING & COMMUNICATION	\$1,147,676.00	\$603,529.00	\$659,359.67	(\$55,830.67)	109%	57%	\$488,316.33
TOTAL	\$4,047,912.00	\$2,065,472.00	\$1,969,816.07	\$95,655.93	95%	49%	\$2,078,095.93



APPENDIX A

FY 2025/26 Q2 Financials

Silicon Valley/Santa Clara DMO, Inc.
YTD FY2025/26 AND YTD FY2024/25 COMPARISON

PROGRAM	FY2025/26				FY2024/25			
	YTD BUDGET	YTD ACTUAL	YTD VARIANCE	YTD %	YTD BUDGET	YTD ACTUAL	YTD VARIANCE	YTD %
ADMINISTRATION	\$528,993.00	\$469,195.40	\$59,797.60	89%	\$427,686.00	\$308,164.68	\$119,521.32	72%
CONVENTION SALES	\$845,450.00	\$824,687.95	\$20,762.05	98%	\$839,168.00	\$555,343.66	\$283,824.34	66%
MARKETING & COMMUNICATION	\$603,529.00	\$659,359.67	(\$55,830.67)	109%	\$411,208.00	\$343,540.61	\$67,667.39	84%
TOTAL	\$1,977,972.00	\$1,953,243.02	\$24,728.98	99%	\$1,678,062.00	\$1,207,048.95	\$471,013.05	72%

