



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

**August 20, 2026, 1:00 p.m.
Santa Clara Convention Center, Room 201
Santa Clara, CA 95054**

*The public can participate remotely via Zoom <https://us06web.zoom.us/j/87937243476>
Meeting 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 – June 17, 2026

Recommendation: Note and File Meeting Minutes.

2. Action on Discover Santa Clara®'s May and June 2026 Sales Activity Report.

Recommendation: Note and File Sales Activity Reports.

3. Insurance Coverage Summary for Board Members – Information Item Only

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. **a) Gov. Code § 54957(b)(1)** – Public Employee Discipline/Dismissal/Release
b) Gov. Code § 54957(b)(1) – Public Employee Performance Evaluation – Chief Executive Officer

RECONVENE TO PUBLIC SESSION

REPORT(S) OF ACTION TAKEN IN CLOSED SESSION MATTERS

GENERAL BUSINESS – ITEMS FOR DISCUSSION

5. Presentation and Discussion on Upcoming Annual Meeting in October, Board Officers Elections, Board Composition, and Board Offsite.
6. Monthly CEO Update

COMMITTEE UPDATES

7. Report and Discussion on Nominating Committee Board Candidate Interviews.

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 September 17, 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**

**June 17, 2026, 1:00 p.m.
Hyatt Regency Santa Clara – Mendocino Room
5101 Great America Pkwy
Santa Clara, CA 95054**

*The public can participate remotely via Zoom: Webinar ID: 879 3724 3476
<https://us06web.zoom.us/j/87937243476?pwd=8auUo35j6LKEMs6i6Cn7b9xbaPSj2o.1>*

CALL TO ORDER

Chair Lentz called the meeting to order at 1 : 09 PM.

ROLL CALL

Present: 7 Chair Catherine Lentz, Forty-Niners Stadium Management Company
Vice Chair Erin Henry, Hyatt Santa Clara
Treasurer Nany Fullmore, Marriott Santa Clara
Member Billy Mendez Moreno, Delta Hotels Santa Clara
Member Jack Bloom, Embassy Suites by Hilton
Member Samuel Florio, Santa Clara University
Member Reena Brilliot, City of Santa Clara

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

Absent: 2 Member Kevin Dominguez, Element Santa Clara
Member Farshad Mayelzadeh, Hilton 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 were no public comments.

CONSENT ITEMS PULLED FOR DISCUSSION

Treasurer Fullmore pulled Consent Agenda Item #3 for further discussion before the vote on the Consent Agenda. She expressed concerns regarding the balance sheet included in the Q3 Quarterly Financial Report, specifically noting a significant discrepancy in the beginning balance.

Treasurer Fullmore emphasized the need to fully reconcile the balance sheet before closing FY 2025/26 and wanted to ensure the Board was aware that this discrepancy has remained unresolved throughout her tenure as Treasurer.

She reported that she and the DMO team have been working with City staff, alongside Krisch & Company, the DMO's accounting firm, to identify the source of the discrepancy and resolve the issue. The reconciliation process remains ongoing.

Following discussion, Item #3 remained on the Consent Agenda for consideration. The Board subsequently proceeded to a vote on the Consent Agenda.

CONSENT AGENDA

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1. Action on the Minutes of Discover Santa Clara® Board of Directors – April 30, 2026

Recommendation: Note and File Meeting Minutes.

2. Action on Discover Santa Clara®'s February, March, and April 2026 Sales Activity Report.

Recommendation: Note and File Sales Activity Reports.

3. Action on Discover Santa Clara®'s FY 2025/26 Q1 – Q3 Quarterly Financial Reports.

Recommendation: Note and File Quarterly Financial Reports.

A motion was made by Vice Chair Henry, seconded by Member Mendez Moreno to approve the Consent Agenda.

Ayes: Chair Lentz, Vice Chair Henry, Treasurer Fullmore Member Mendez Moreno ,Member Bloom, Member Florio, Member Reena Brilliot.

Absent: Member Dominguez, Member Mayelzadeh

Motion passes 7–0.

PUBLIC PRESENTATIONS

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There were no public presentations.

GENERAL BUSINESS – ITEMS FOR DISCUSSION

- 4.** Discussion and Action on an Amendment to Discover Santa Clara's® FY 2025/26 Operating Budget and Approval of Discover Santa Clara's® FY 2026/27 Operating Budget. (Requires Seventy-five Percent (75%) Approval of Board of Directors).

Recommendation(s):

- a. Approve an amendment to Discover Santa Clara's® FY 2025/26 Operating Budget to include
 - (1) \$455,000 for the DMO's Super Bowl LX and FIFA World Cup 2026 (SBLX/FWC26) Activation Plan through Madden Media, and
 - (2) \$150,000 toward the DMO's three-year, \$225,000 Bay Area Host Committee Alliance Sponsorship; and
- b. Approve Discover Santa Clara's® FY 2026/27 Operating Budget.

The CEO presented Discover Santa Clara's® proposed FY 2026/27 Operating Budget to the Board, noting that the organization's primary focus for the fiscal year will be meetings and events. The CEO reviewed the budget in detail, highlighting new items included in the proposed budget and explaining significant changes from the prior fiscal year, including items that were reduced or removed.

The CEO also presented a proposed amendment to the FY 2025/26 Operating Budget to include: (1) \$455,000 for the DMO's Super Bowl LX and FIFA World Cup 2026 (SBLX/FWC26) Activation Plan through Madden Media; and (2) \$150,000 toward the DMO's three-year, \$225,000 Bay Area Host Committee Alliance Sponsorship.

Chair Lentz noted that, pursuant to the organization's bylaws, approval of the item required a 75% affirmative vote of the Board.

A motion was made by Vice Chair Henry, seconded by Member Mendez Moreno to

- a. Approve an amendment to the Santa Clara's® FY 2025/26 Operating Budget to include (1) \$455,000 for the DMO's Super Bowl LX and FIFA World Cup 2026 (SBLX/FWC26) Activation Plan through Madden Media, and (2) \$150,000 toward the DMO's three-year, \$225,000 Bay Area Host Committee Alliance Sponsorship; and
- b. Approve Discover Santa Clara's® FY 2026/27 Operating Budget.

Ayes : Chair Lentz, Vice Char Henry, Treasurer Fullmore, Member Mendez Moreno, Member Bloom, Member Florio, Member Reena Brilliot

Absent: Member Dominguez, Member Mayelzadeh,

Motion passes 7-0.

COMMITTEE UPDATES

BOARD MEMBER OPEN FORUM

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

GENERAL ANNOUNCEMENTS

ADJOURNMENT

Chair Lentz adjourned the meeting at 2:37 PM. The next regularly scheduled meeting on July 16, 2026 is cancelled.

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MAY 2026 SALES ACTIVITY RECAP

UPDATED: 08-12-2026





MONTHLY TOTALS BY EVENT PRIORITY TYPE

	P 1 / P 2	P 3	P 4	P 5	DMO Self-Contained
Current Active Prospects	10	12	8	30	106

May	P 1 / P 2	P 3	P 4	P 5	DMO Self-Contained
New Prospects	9	6	4	12	19
New Tentatives	4	12	4	16	1
New Definites	1	7	4	8	4

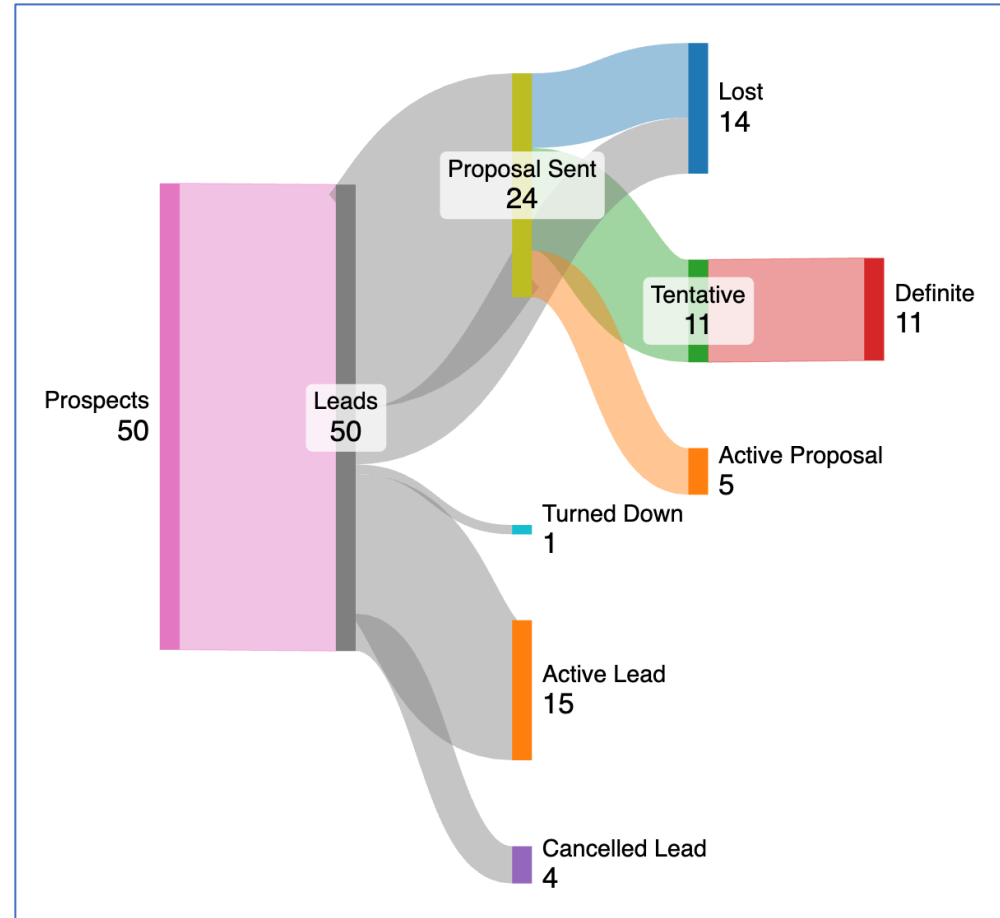
May Prospect Pipeline Status

Flow Breakdown (Current Status)

- **Total Leads:** 50
- **Active Leads:** 15 (30%)
- **Active Proposals:** 5 (10%)
- **Active Tentatives:** 0 (0%)
- **Definites:** 11 (22%)
- **Lost:** 14 (28%)
- **Cancelled RFP:** 4 (8%)
- **Turned Down:** 1 (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.
- **Turned Down:** DMO has chosen not to pursue.





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
1. Event Mix (Consumed)													
Number of P1 Events	2	1	0	0	0	0	0	0	0	1	0	0	0
Number of P2 Events	6	4	1	0	1	1	0	0	0	0	1	0	0
Number of P3 Events	8	19	2	2	3	3	2	1	0	1	3	1	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	1	1	0	0	0	0
Number of P2 Events	7	6	0	0	0	2	0	1	0	0	2	1	0
Number of P3 Events	12	22	0	2	1	2	5	2	1	3	2	0	4
3. Convention Center Gross Revenue (P1, P2 & P3)	\$3,500,000	\$7,180,248	\$403,283	\$714,334	\$554,459	\$1,285,302	\$586,369	\$326,663	\$0	\$1,162,211	\$1,838,225	\$50,000	\$259,402
4. Number of Room Nights Booked (For future years)	9,569	4,765	0	1,014	0	700	627	1,004	380	50	0	260	730
5. Number of Room Nights Consumed	7,881	8,207	1,175	519	938	1,534	571	695	0	970	1,388	0	417
6. Number of Prospects (Active) (Non-Cumulative P1, P2 & P3)	36	24	63	61	20	16	12	19	11	14	12	10	22
7. Economic Impact (Consumed P1, P2 & P3 events)	\$6,425,523	\$30,235,221	\$3,047,037	\$2,054,514	\$802,295	\$1,535,103	\$1,734,684	\$843,250	\$0	\$14,533,305	\$4,215,228	\$0	\$1,469,806

All Definite Bookings DSC/OVG/Levy													
# Booked	YTD	July	August	September	October	November	December	January	February	March	April	May	
P1	1	0	0	0	0	0	0	1	0	0	0	0	
P2	7	0	0	0	2	0	2	0	0	2	1	0	
P3	24	0	2	1	2	5	1	1	3	2	0	7	
P4	38	5	4	1	0	0	2	3	3	7	9	4	
P5	147	13	12	20	14	15	15	8	11	14	17	8	
TOTAL	217	18	18	22	18	20	20	13	17	25	27	19	

Definite Bookings DSC													
# Booked	YTD	July	August	September	October	November	December	January	February	March	April	May	
P1	0	0	0	0	0	0	0	0	0	0	0	0	
P2	7	0	0	0	2	0	2	0	0	2	1	0	
P3	12	0	0	1	1	2	0	1	1	2	0	4	
Self Contained	44	8	6	2	3	4	4	5	3	4	1	4	
TOTAL	63	8	6	3	6	6	6	6	4	8	2	8	



Discover Santa Clara Dashboard – May 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	6	6	100%
Priority 3 (P3)				
Number of Groups	4	10	8	125%

Convention Center Revenue from Bookings	Current Month	Year to Date	Goal	% to Goal
Overall	\$259,402	\$7,180,248	\$3,500,000	205%

Notable P1, P2, & P3 Bookings for May	Projected Building Spend	F&B	Room Nights	Notes
P3 Mid-Week (200-349 on Peak / \$250k - \$399k)	\$244,732	\$200,000	600	
P3 Weekend (50-149 on Peak / \$50k - \$100k)	\$73,883	\$5,000	-	
P3 Weekend (50-149 on Peak / \$50k - \$100k)	\$73,883	\$5,000	-	
Notable P1, P2, & P3 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+)	-	-	1780	Can't fit under one roof.
P2 Mid-Week (350-699 on Peak / \$400k - \$649k)	-	-	1800	Client selected Omni in Louisville.
P3 Mid-Week (200-349 on Peak / \$250k - \$399k)	\$450,000	\$300,000	320	Client selected San Francisco.
P3 Mid-Week (200-349 on Peak / \$250k - \$399k)	-	-	650	Client selected SJ for proximity.
P3 Mid-Week (200-349 on Peak / \$250k - \$399k)	-	-	120	DMO turned down due to incompatible space.

MAY LOST P1, P2, & P3 REVENUE TOTALS	Lost P1, P2, & P3 Leads = 5	Total Lost P1, P2, & P3 Est. Building Spend (Includes Est. F&B Revenue) = \$450,000	Total Lost P1, P2, & P3 Est. F&B Revenue = \$300,000	Total Lost P1, P2, & P3 Est. Room Nights = 4,670
YTD LOST P1, P2, & P3 REVENUE TOTALS	Lost P1, P2, & P3 Leads = 75	Total Lost P1, P2, & P3 Est. Building Spend (Includes Est. F&B Revenue) = \$6,439,965	Total Lost P1, P2, & P3 Est. F&B Revenue = \$4,610,000	Total Lost P1, P2, & P3 Est. Room Nights = 120,460

DISCOVER SANTA CLARA®

JUNE 2026 SALES ACTIVITY RECAP

UPDATED: 08-12-2026





MONTHLY TOTALS BY EVENT PRIORITY TYPE

	P 1 / P 2	P 3	P 4	P 5	DMO Self-Contained
Current Active Prospects	9	6	8	29	108

June	P 1 / P 2	P 3	P 4	P 5	DMO Self-Contained
New Prospects	6	2	3	17	36
New Tentatives	7	4	4	16	0
New Definites	2	1	1	12	4

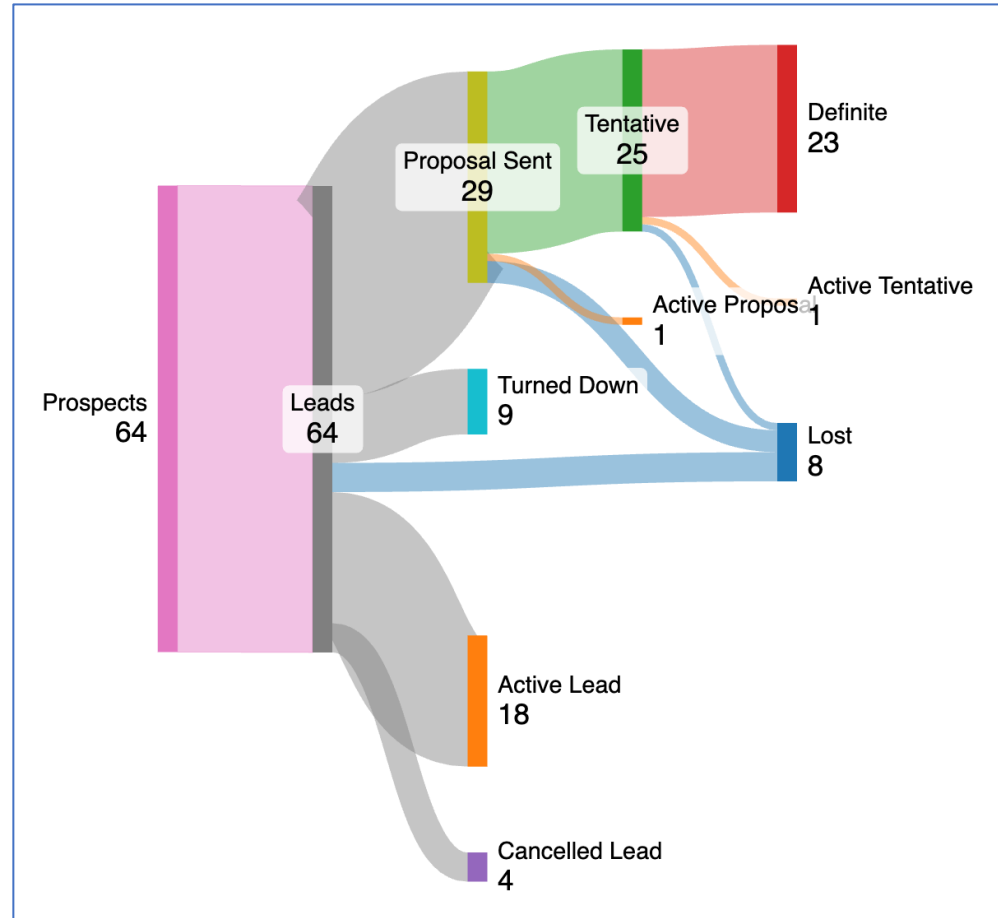
June Prospect Pipeline Status

Flow Breakdown (Current Status)

- **Total Leads:** 64
- **Active Leads:** 18 (28.1%)
- **Active Proposals:** 1 (1.6%)
- **Active Tentatives:** 1 (1.6%)
- **Definites:** 23 (35.9%)
- **Lost:** 8 (12.5%)
- **Cancelled RFP:** 4 (6.3%)
- **Turned Down:** 9 (14.1%)

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

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)														
Number of P1 Events	2	1	0	0	0	0	0	0	0	1	0	0	0	0
Number of P2 Events	6	4	1	0	1	1	0	0	0	0	1	0	0	0
Number of P3 Events	8	19	2	2	3	3	2	1	0	1	3	1	1	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	1	1	0	0	0	0	0
Number of P2 Events	7	8	0	0	0	2	0	1	0	0	2	1	0	2
Number of P3 Events	12	22	0	2	1	2	5	2	1	3	2	0	4	0
3. Convention Center Gross Revenue (P1, P2 & P3)	\$3,500,000	\$7,180,248	\$403,283	\$714,334	\$554,459	\$1,285,302	\$586,369	\$326,663	\$0	\$1,162,211	\$1,838,225	\$50,000	\$259,402	\$0
4. Number of Room Nights Booked (For future years)	9,569	4,840	0	1,014	0	700	627	1,004	380	50	0	260	805	0
5. Number of Room Nights Consumed	7,881	8,207	1,175	519	938	1,534	571	695	0	970	1,388	0	417	0
6. Number of Prospects (Active) (Non-Culmulative P1, P2 & P3)	36	23	63	61	20	16	12	19	11	14	12	10	22	13
7. Economic Impact (Consumed P1, P2 & P3 events)	\$6,425,523	\$30,235,221	\$3,047,037	\$2,054,514	\$802,295	\$1,535,103	\$1,734,684	\$843,250	\$0	\$14,533,305	\$4,215,228	\$0	\$1,469,806	\$0

All Definite Bookings DSC/OVG/Levy														
# Booked	YTD	July	August	September	October	November	December	January	February	March	April	May	June	
P1	1	0	0	0	0	0	0	1	0	0	0	0	0	0
P2	9	0	0	0	2	0	2	0	0	2	1	0	0	2
P3	25	0	2	1	2	5	1	1	3	2	0	7	1	
P4	39	5	4	1	0	0	2	3	3	7	9	4	1	
P5	159	13	12	20	14	15	15	8	11	14	17	8	12	
TOTAL	233	18	18	22	18	20	20	13	17	25	27	19	16	

Definite Bookings DSC														
# Booked	YTD	July	August	September	October	November	December	January	February	March	April	May	June	
P1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
P2	9	0	0	0	2	0	2	0	0	2	1	0	0	2
P3	12	0	0	1	1	2	0	1	1	2	0	4	0	
Self Contained	48	8	6	2	3	4	4	5	3	4	1	4	4	
TOTAL	69	8	6	3	6	6	6	6	4	8	2	8	6	



Discover Santa Clara Dashboard – June 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	2	8	6	125%
Priority 3 (P3)				
Number of Groups	0	10	8	125%

Convention Center Revenue from Bookings	Current Month	Year to Date	Goal	% to Goal
Overall	\$0	\$7,180,248	\$3,500,000	205%

Notable P1, P2, & P3 Bookings for June	Projected Building Spend	F&B	Room Nights	Notes
P2 Weekend (150-249 on Peak / \$100k)	\$66,219	\$3,000	770	
P2 Weekend (150-249 on Peak / \$100k)	\$68,115	\$3,000	770	
Notable P1, P2, & P3 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+)	-	-	1780	Client selected San Jose.
P3 Weekend (50-149 on Peak / \$50k - \$100k)	\$60,254	\$50,000	200	Alternate city selected.
P3 Weekend (50-149 on Peak / \$50k - \$100k)	-	-	190	International conflict impact.
P1 Weekend (250+ on Peak / \$250k+)	-	-	3400	Can't fit under one roof.
P1 Weekend (250+ on Peak / \$250k+)	-	-	550	DMO turned down due to incompatible space.
P1 Weekend (250+ on Peak / \$250k+)	-	-	1200	DMO turned down due to incompatible space.

JUNE LOST P1, P2, & P3 REVENUE TOTALS	Lost P1, P2, & P3 Leads = 12	Total Lost P1, P2, & P3 Est. Building Spend (Includes Est. F&B Revenue) = \$1,068,574	Total Lost P1, P2, & P3 Est. F&B Revenue = \$709,211	Total Lost P1, P2, & P3 Est. Room Nights = 11,715
YTD LOST P1, P2, & P3 REVENUE TOTALS	Lost P1, P2, & P3 Leads = 75	Total Lost P1, P2, & P3 Est. Building Spend (Includes Est. F&B Revenue) = \$7,508,539	Total Lost P1, P2, & P3 Est. F&B Revenue = \$5,319,211	Total Lost P1, P2, & P3 Est. Room Nights = 132,175