

**SAN DIEGO CONVENTION CENTER CORPORATION  
SALES & MARKETING COMMITTEE MEETING  
OF THE BOARD OF DIRECTORS**

**Director Shawn VanDiver, Chair  
Director Alyssa Turowski  
Director Sam Nejabat**

**WEDNESDAY, MARCH 27, 2024, 11:00 A.M.  
111 W. Harbor Drive, 2<sup>nd</sup> Floor, Executive Boardroom  
San Diego, California 92101**

**AGENDA**

**Telephone number for members of the public to observe,  
listen, and address the meeting telephonically:  
1(888) 251-2909 – Access code is 6724115#**

**1. Call to order: Shawn VanDiver, Chair**

**2. Non-Agenda Public Comments**

This portion of the agenda provides an opportunity for members of the public to address the Board on items of interest within the jurisdiction of the Board that have not previously been before the Board. Pursuant to the Brown Act, no discussion or action shall be taken by the Board on items not posted on the agenda.

**3. Minutes of September 27, 2023, Sales & Marketing Committee Meeting**

**4. Chair Report**

**5. Sales & Marketing Updates:**

- **Short-Term Sales Update** – Andy Mikschl
- **Long-Term Sales Update:** - Julie Coker

**6. Staff Updates:**

- **Client Communications:** Rip Rippetoe

**7. Urgent non-agenda items (must meet the requirements of Government Code, Section 54954.2)**

## 8. Sales & Marketing Committee Comment [Govt. Code §54954.2(a)(2)]

### Adjournment

This information is available in alternative formats upon request. To request an agenda in an alternative format, or to request a sign language or oral interpreter, or an Assistive Listening Device ("ALD") for the meeting, please call Pat Evans at (619) 525-5131 at least two working days prior to the meeting to ensure availability. **Audio copies of Board Committee Meetings are available upon request. Please contact Pat Evans at (619)525-5131 or pat.evans@visitsandiego.com to request a copy.**

In compliance with Government Code section 54957.5, non-exempt written material that is distributed to the Board prior to the meeting will be available at the meeting or it may be viewed in advance of the meeting at the corporation's offices at 111 West Harbor Drive, San Diego, CA. Materials distributed to the board after the posting of this agenda also will be available online at [visitsandiego.com](http://visitsandiego.com). Please contact Pat Evans at (619)525-5131 or pat.evans @ visitsandiego.com if you would like to pick up a copy of any material related to an item on this agenda.

## Agenda Item 3

### MINUTES

#### SAN DIEGO CONVENTION CENTER CORPORATION SALES & MARKETING COMMITTEE OF THE BOARD OF DIRECTORS

#### COMMITTEE MEETING OF SEPTEMBER 27, 2023

**BOARD MEMBERS PRESENT:** Chair Jeff Gattas and Directors Will Rodriguez-Kennedy and Jaymie Bradford

**BOARD MEMBERS ABSENT:**

**STAFF PRESENT:** Rip Rippetoe, Mardeen Mattix, Andy Mikschl and Pat Evans (Recorder)

**ALSO PRESENT:** Kavin Schieferdecker, SDTA

1. **Call to Order:** Chair Jeff Gattas called the meeting to order at 11:11 a.m. at 111 West Harbor Drive, San Diego, California.

Chair Gattas announced that since this meeting is being conducted on site with an open telephone line to the public, the first action is to perform a roll call to determine which Board members are present on this call:

**Director Gattas – Present**  
**Director Rodriguez-Kennedy- Present**  
**Director Bradford - Present**

Chair Gattas further noted that all votes would be recorded via roll-call vote and all Directors were present.

2. **Non-Agenda Public Comment:** Chair Gattas requested public comment regarding any non-agenda items. Hearing none, the meeting proceeded.

3. **Minutes of June 28, 2023, Sales & Marketing Committee Meeting:**

**Directors Rodriguez-Kennedy and Bradford moved and seconded, respectively, to approve the Minutes of the June 28, 2023, Sales & Marketing Committee Meeting.**

**Director Gattas – Aye**  
**Director Will Rodriguez-Kennedy – Aye**

**Director Bradford – Aye**

**Vote: Unanimous**

**AYES: 3**

**NAYS: 0**

**ABSTENTIONS: 0**

4. **Chair’s Report: None**

5. **Short Term Sales Update:** Mr. Mikschl reported the following:

- Events booked through August 2023: 2 (compared to 5 in 2022) and 6 total events (compared to 11 last year).
- August Attendees: - 14,000 (compared to 14,900 in 2022) and total attendees of 117,300 (compared to 24,114 last year)
- August Room Nights: 312 (compared to 3,735 in 2022) and total room nights of 3,735 (compared to 2,212 last year)
- Monthly Rental Revenue: \$142,890 (compared to \$163,900 in 2022) and total rental revenue is \$375,080 (25% of annual goal) compared to \$325,850 last year.
- Mr. Mikschl reported that the San Diego Auto Show is a confirmed booking for this year.
- Mr. Mikschl also discussed components of the new sales philosophy such as:
  - Reviewing booking policies and rental policies. For example, staff is reviewing the allocation of complimentary meeting rooms that clients receive during their events. The goal is to reduce the number of unpaid rooms allocated for each event.
  - Reviewing the current event cancellation policy. The goal is to hold clients financially responsible for cancellation of events prior to five years before the event date.

**Long-Term Sales Update:** Mr. Schieferdecker reported the following:

- Sales Activity Report – August – Mr. Schieferdecker reported that long-term sales has booked 1 convention (vs. 3 for this period last year) and 2 total conventions year-to-date (compared to 4 last year). Staff have booked 34,720 room nights for August (vs. 10,680 for this period last year) and total room nights of 39,093 (compared to 26,730 last year)
- August Attendance: 13,000 (vs. 17,000 last year). Total attendance this year is 18,800.
- The funnel of tentative total room night bookings have increased to 39,093 from 26,730 last year.
- The BIO event is a confirmed booking for 2032.

7. **Staff Updates:**

- **Client Communications:** Rip Rippetoe
  - Mr. Rippetoe reported on the revised sales philosophy and the subsequent increased economic impact caused by the revised philosophy.
  - He also reported that staff is delving further into the metrics surrounding economic impact growth. He believes the metrics will demonstrate the continued value of the center to the community.

8. **Urgent non-agenda items** (must meet the requirements of Government Code, Section 54954.2): **None**

9. **Sales & Marketing Committee Comment** [Govt. Code §54954.2(a)(2)]:

There being no further business, the meeting adjourned 11:32 p.m.

**CERTIFICATION**

I, Jeff Gattas, Chair of the Sales & Marketing Committee of the Board of the Directors of San Diego Convention Center Corporation, Inc., do hereby certify that the foregoing is a true and correct copy of the minutes of the business transacted by the Sales & Marketing Committee of the Board of Directors of the San Diego Convention Center Corporation, Inc. at a duly noticed meeting held on September 27, 2023.

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Jeff Gattas, Chair



**CONTACT:** Andy Mikschl, *Executive Vice President, Sales, San Diego Convention Center*  
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 619.525.5282

**SHORT TERM BOOKING ACTIVITY**

*Conventions, Corporate Events, Consumer Shows, Community Events, & Local Meetings*

	FY24 FEBRUARY 24	FY23 FEBRUARY 23	CUMULATIVE FYTD 2024	CUMULATIVE FYTD 2023
<b>DEFINITE</b>	EVENTS	2	26	30
	ATTENDANCE	4,700	168,487	79,044
	ROOM NIGHTS	50	14,877	8,308
	RENTAL REVENUE	\$28,300	\$98,900	\$1,065,210

**FY24 PERCENT TO GOAL**

*Convention Center Rental Revenue*

	GOAL	YTD	PERCENT TO GOAL
CONTRACTED RENTAL REVENUE	\$1,500,000	\$1,065,210	71.0%

## San Diego Convention Center Short Term Sales February 2024 Sales Activity Report

### CONTRACTED SHORT TERM EVENTS/ JAN 2024

EVENT NAME	EVENT DATES	PROJECTED ATTENDANCE	PEAK ROOMS	ROOM NIGHTS	RENTAL
United States University Commencement 2024	09/12/24	4,000	25	50	\$11,300
Revolution Talent Competition 2025	02/21/25	700	0	0	\$17,000
<b>TOTAL</b>		<b>4,700</b>		<b>50</b>	<b>\$28,300</b>

## San Diego Convention Center Short Term Sales February 2024 Sales Activity Report

### CONTRACTED SHORT TERM EVENTS/ FY24 YTD

EVENT NAME	EVENT DATES	PROJECTED ATTENDANCE	PEAK ROOMS	ROOM NIGHTS	RENTAL
IEEE PES Grid Edge 2025	01/19/25	2,500	850	3,125	\$103,500
IWRP Industry Day 2024	06/24/24	300	0	0	\$9,300
The ASU + GSV Air Show 2024	04/12/24	5,000	0	0	\$65,700
X-STEM Workshops San Diego 2024	09/12/24	900	0	0	\$6,000
Brick Fest Live San Diego 2024	08/22/24	8,000	0	0	\$36,200
National Provider Enrollment Conference 2024	08/27/24	975	35	175	\$15,000
Social Media Marketing World 2025	03/29/25	2,500	400	1,200	\$55,800
Navy Gold Coast Small Business Opportunity Conference	08/18/24	2,000	0	0	\$77,800
San Diego International Auto Show 2023	12/29/23	100,000	200	800	\$194,400
West Coast Conference Cheer & Dance 2023	10/29/23	2,500	0	0	\$10,400
AGWest Board Meeting & LAC Orientation	02/07/24	100	350	800	\$6,600
LSX RNA Leaders USA Congress 2024	09/04/24	600	150	300	\$20,790
Sharp Healthcare All-Staff Assembly	11/19/24	12,000	0	0	\$76,250
JOGS San Diego Gem & Jewelry Show	10/28/24	2,000	80	312	\$66,640
The IR Show Winter 2025	01/22/25	750	250	750	\$49,800
San Diego Home Fall Show 2024	08/24/24	5,000	0	0	\$15,400
Proofpoint Sales Kickoff 2024	01/15/24	1,400	1,400	5,545	\$47,250
General Mills, Inc. icw/ UNFI	02/07/24	12	0	0	\$1,200
LSX Induced Proximity Leaders Conference 2024	06/23/24	250	0	0	\$12,600
Bridal Bazaar Fall 2024	09/14/24	2,000	0	0	\$13,400



## San Diego Convention Center Short Term Sales February 2024 Sales Activity Report

### CONTRACTED SHORT TERM EVENTS/ FY24 YTD (cont.)

EVENT NAME	EVENT DATES	PROJECTED ATTENDANCE	PEAK ROOMS	ROOM NIGHTS	RENTAL
Art San Diego 2024	10/29/24	5,000	0	0	\$26,950
Tonights Conservation: Live & UNCUT	04/11/24	2,500	20	20	\$8,250
San Diego Home Show - Spring 2025	01/10/25	5,000	0	0	\$17,280
UNFI Spring & Summer Show 2025	01/19/25	2,500	750	1,800	\$100,400
United States University Commencement 2024	09/12/24	4,000	25	50	\$11,300
Revolution Talent Competition 2025	02/21/25	700	0	0	\$17,000
<b>TOTAL</b>		<b>168,487</b>		<b>14,877</b>	<b>\$1,065,210</b>

San Diego Convention Center Short Term Sales February 2024 Sales Activity Report



**CITYWIDE PRIMARY MARKET**

*Conventions, Trade Shows, Corporate & Incentive Events*

DEFINITE	FUTURE YR BOOKINGS	FEBRUARY 2024	FEBRUARY 2023	FEBRUARY 2019	CUMULATIVE FY2024	CUMULATIVE FY2023	CUMULATIVE FY2019
	CONVENTIONS	1	1	3	22	30	22
	ATTENDANCE	10,000	2,800	16,500	202,300	282,900	150,350
	ROOM NIGHTS	4,224	4,587	11,813	342,788	327,363	130,618

LEADS	FUTURE YR BOOKINGS	FEBRUARY 2024	FEBRUARY 2023	FEBRUARY 2019	CUMULATIVE FY2024	CUMULATIVE FY2023	CUMULATIVE FY2019
	BOOKINGS	21	16	4	130	71	64
	ATTENDANCE	144,550	63,550	7,400	868,620	427,430	600,650
	ROOM NIGHTS	241,563	117,834	13,294	1,948,270	740,075	1,183,655

FY19 COMPARISON	CUMULATIVE FY2024		CUMULATIVE FY2023		CUMULATIVE FY2019
	TOTAL DEFINITE ROOM NIGHTS	342,788	327,363		130,618
	VARIANCE COMPARED TO FY2019	+212,170 +162%	+196,745 +150%		
	TOTAL LEAD ROOM NIGHTS	1,948,270	740,075		1,183,655
VARIANCE COMPARED TO FY2019	+764,615 +64%	-443,580 -37%			

**DEFINITE EVENTS BREAKDOWN**

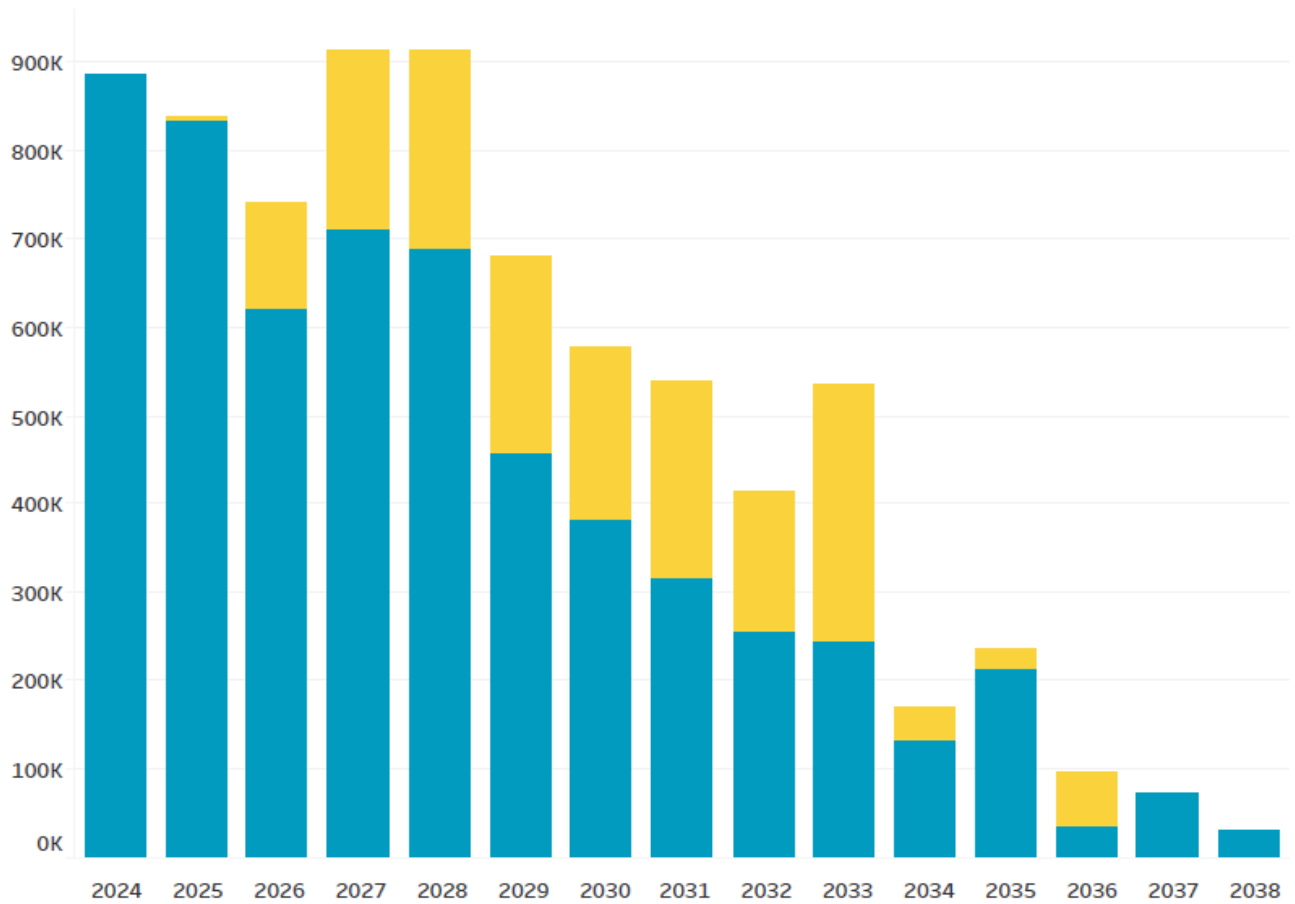
*Conventions, Trade Shows, Corporate & Incentive Events booked in February 2024*

Account Name	National Sales Director	Event Begin Date	Event End Date	Room Nights	Peak Rooms	Estimated Attendance	SDCCC ID #	SDTA ID #
Diversified Communications	Dave Matta	2/18/2026	2/20/2026	4,224	1,200	10,000	2829-65-65-17282	1233667
<b>Total</b>				<b>4,224</b>	<b>1,200 AVG</b>	<b>10,000</b>		

**ROOM NIGHT SUMMARY**

Figures based on calendar year of event begin date

Lead  
Definite



	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038
Definite Bookings	49	45	39	32	27	22	13	14	10	8	3	6	1	3	1
Definite Rooms Nights	886K	834K	621K	711K	690K	460K	383K	317K	256K	244K	132K	215K	36K	71K	30K
Tentative Rooms Otb		3K	120K	203K	225K	220K	195K	222K	158K	292K	40K	20K	59K		

**NOTE:**

- 2024 Definite Total Room Night Changes: No change
- 2025 Definite Total Room Night Changes: -1,727 due to definite decreases.
- 2026 Definite Total Room Night Changes: +4,224 due to new definite(s).
- 2027 Definite Total Room Night Changes: No change
- 2028 Definite Total Room Night Changes: No change
- 2029 Definite Total Room Night Changes: No change
- 2030 Definite Total Room Night Changes: No change
- 2031 Definite Total Room Night Changes: No change
- 2032 Definite Total Room Night Changes: No change