

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

**Director Jeff Gattas, Chair  
Director Will Rodriguez-Kennedy  
Director Jaymie Bradford**

**WEDNESDAY, SEPTEMBER 27, 2023, 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: Jeff Gattas, 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 June 28, 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 five 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.

**Action items on this agenda may be consolidated for voting purposes into a single vote of the Board, to the extent they are routine or otherwise do not require further deliberation. A Board member may comment on an action item before it is voted upon as part of the consolidated vote; however, if a Board member wishes to discuss an action item, that item will not be included in the consolidated vote. If a member of the public wishes to comment upon an action item, they should so advise the Board chair at or before the public comment portion of the meeting, in which case that item will not be included in any consolidated vote.**

## Agenda Item 3

### MINUTES

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

#### COMMITTEE MEETING OF JUNE 28, 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 11:00 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 March 29, 2023, Sales & Marketing Committee Meeting:**

**Directors Bradford and Kim moved and seconded, respectively, to approve the Minutes of the March 29, 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. Action Item(s):**

**A. Recommendation to Authorize Approval of the San Diego Tourism Authority Program of Work**

**After presentations by Staff and request for public comment, Directors Rodriguez-Kennedy and Bradford moved and seconded, respectively, to recommend approval of the San Diego Tourism Authority Program of Work.**

**Director Gattas – Aye**

**Director Rodriguez-Kennedy – Aye**

**Director Bradford – Aye**

**Vote: Unanimous**

**AYES: 3**

**NAYS: 0**

**ABSTENTIONS: 0**

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

- Events booked through May 2023: 1 (compared to 6 in 2022) and 39 total events (compared to 57 in FY 2022).
- May Attendees: - 5,000 (compared to 109,550 in May 2022) and total attendees of 100,219 (compared to 229,963 in 2022)
- May Room Nights: -0- (compared to 6,577 in 2022) and total room nights of 11,588 (compared to 17,391 in 2022)
- Monthly Rental Revenue: \$7,700 (compared to \$374,900 in 2022) and total rental revenue is \$1,243,550 (83% of annual goal) compared to \$1,567,764 last year.
  
- Mr. Mikschl reported that sales are down in terms of revenues and events compared to last year, however these results reflect the sales strategy of being more discriminating regarding the number and type of events booked so space can be kept available for capital improvement and maintenance projects.
- The sales team is using the following criteria to book events: (1) Is it a community event that will engage a substantial number of local constituents? (2) Does the event drive significant incremental revenue for

the building? or (3) Does the event create significant short-term incremental room nights for our hotel partners?

- For instance, if one of our hotel partners comes to us and needs a Ballroom in order to complete a deal with a client because they do not have enough space and it will mean they can book 500 room nights for three nights, three months out, that would be huge revenue for the local community.
- Since that sort of request is impactful for our hotel partners, we would absolutely book that business. Generally, though, we would consider all of the previously mentioned criteria before committing to a booking.
- We will continue with this philosophy of strategic booking through the fiscal year 2024.
- We have received news that the San Diego Auto Show will book again this year which will get the community into the building.

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

- Sales Activity Report – May– Mr. Schieferdecker reported that long-term sales have booked 5 conventions (vs. 5 for this period last year) and 37 total conventions year-to-date (compared to 41 in 2022). Staff have booked 55,428 room nights for May (vs. 99,907 for this period last year) and total room nights of 444,266 (compared to 607,877 in 2022)
- May Attendance: 23,000 (vs. 47,700 in 2022). Total attendance this year is 274,900.
- The funnel of tentative total room night bookings have increased to 1,349,868 from 925,670 in 2022.
- The team is focusing on FY 2026 and has added 32,000 room nights into that year.
- The team is confident that it will meet its room night goal for this year.

## 7. **Staff Updates:**

- **Client Communications:** Rip Rippetoe
  - Clients are seeking to incorporate a “campus feel” approach to planning their events. They are looking for interconnectivity between the center, hotel, and off-site meeting spaces in order to share technology. This philosophy could possibly trigger the need for more permits from the City and Coastal Commission.
  - Client Satisfaction Surveys provide valuable feedback and the scores from clients remain high (4.7 out of 5 on average). The surveys have eliminated any references to COVID.
  - Clients have indicated that their event attendance is higher in San Diego because of the service the destination provides.
  - In response to an inquiry from Chair Gattas, Mr. Rippetoe discussed the impact of a potential Hollywood writers’ strike on the Comic-Con event.

## 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)]: Director Bradford reported that the Ballot Measure regarding the Convention Center Expansion will be heard at the Court of Appeals on July 12, 2023.

There being no further business, the meeting adjourned 11:44 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 June 28, 2022.

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Jeff Gattas, Chair



**SAN DIEGO CONVENTION CENTER/ SHORT TERM SALES  
AUGUST 2023 SALES ACTIVITY REPORT**



**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 JULY 23	FY23 JULY 22	CUMULATIVE FYTD 2024	CUMULATIVE FYTD 2023
<b>DEFINITE</b>	EVENTS	2	5	6
	ATTENDANCE	14,000	14,900	117,200
	ROOM NIGHTS	312	3,735	2,212
	RENTAL REVENUE	\$142,890	\$163,900	\$375,080

**FY24 PERCENT TO GOAL**

*Convention Center Rental Revenue*

	GOAL	YTD	PERCENT TO GOAL
CONTRACTED RENTAL REVENUE	\$1,500,000	\$375,080	25%

San Diego Convention Center Short Term Sales August 2023 Sales Activity Report

**CONTRACTED SHORT TERM EVENTS/ AUG 2023**

EVENT NAME	EVENT DATES	PROJECTED ATTENDANCE	PEAK ROOMS	ROOM NIGHTS	RENTAL
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
<b>TOTAL</b>		<b>14,000</b>		<b>312</b>	<b>\$142,890</b>



## San Diego Convention Center Short Term Sales August 2023 Sales Activity Report

### CONTRACTED SHORT TERM EVENTS/ FY24 YTD

EVENT NAME	EVENT DATES	PROJECTED ATTENDANCE	PEAK ROOMS	ROOM NIGHTS	RENTAL
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
<b>TOTAL</b>		<b>117,200</b>		<b>2,212</b>	<b>\$375,080</b>



**SAN DIEGO CITYWIDE SALES  
AUGUST 2023 SALES ACTIVITY REPORT**

**CITYWIDE PRIMARY MARKET**

*Conventions, Trade Shows, Corporate & Incentive Events*

DEFINITE	FUTURE YR BOOKINGS	AUGUST 2023	AUGUST 2022	AUGUST 2018	CUMULATIVE FY2024	CUMULATIVE FY2023	CUMULATIVE FY2019
	CONVENTIONS	1	3	0	2	4	7
ATTENDANCE	13,000	17,000	0	18,800	21,000	42,200	
ROOM NIGHTS	34,720	10,680	0	39,093	26,730	66,382	

TENTATIVE	FUTURE YR BOOKINGS	AUGUST 2023	AUGUST 2022	AUGUST 2018	CUMULATIVE FY2024	CUMULATIVE FY2023	CUMULATIVE FY2019
	BOOKINGS	14	5	9	41	9	17
ATTENDANCE	111,000	20,900	91,650	435,800	68,900	136,350	
ROOM NIGHTS	177,192	51,652	182,952	734,420	132,645	266,784	

	CUMULATIVE FY2024	CUMULATIVE FY2023	CUMULATIVE FY2019
<b>DEFINITE TOTAL ROOM NIGHTS</b>	39,093	26,730	66,382
VARIANCE COMPARED TO FY2019	-41%	-60%	*UBM multiyear 24K Total RNs crossed over FYE
<b>TENTATIVE TOTAL ROOM NIGHTS</b>	734,420	132,645	266,784
VARIANCE COMPARED TO FY2019	+175	-50%	

**DEFINITE EVENTS BREAKDOWN**

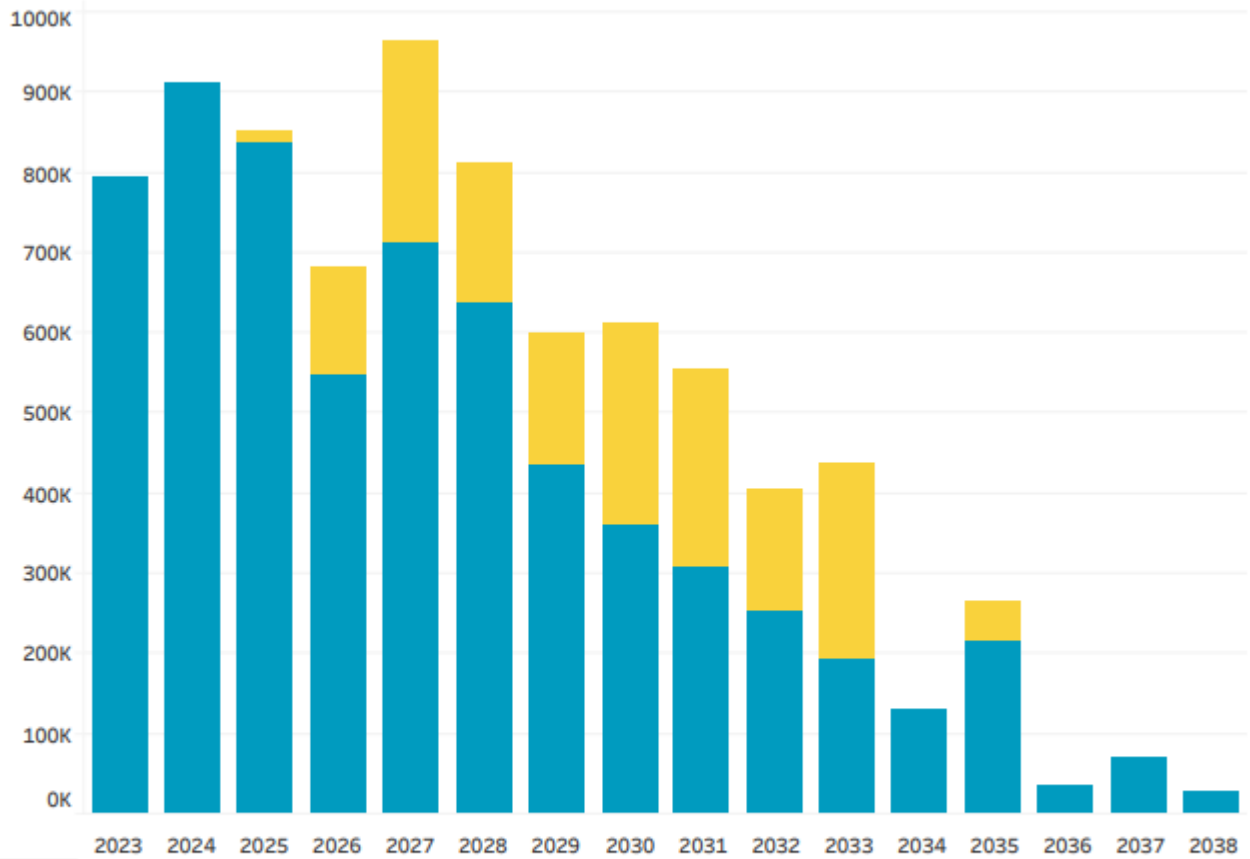
*Conventions, Trade Shows, Corporate & Incentive Events booked in August 2023*

Account Name	National Sales Director	Event Begin Date	Event End Date	Room Nights	Peak Room Nights	Estimated Attendance	SDCCC ID #	SDTA ID #
Biotechnology Innovation Organization	Angie Ranalli	6/9/2032	6/18/2032	34,720	8000	17,000	3206003	1224725
<b>Total</b>				<b>34,720</b>	<b>8,000</b>	<b>1,800</b>		

**ROOM NIGHT SUMMARY**

Figures based on calendar year of event begin date

Lead  
Definite



	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038
Definite Bookings	50	49	44	34	30	24	18	12	13	8	7	3	6	1	3	1
Definite Room Nights	794K	910K	837K	551K	712K	638K	436K	362K	309K	253K	194K	132K	216K	36K	71K	30K
Tentative Room Nights			14K	131K	253K	173K	161K	250K	244K	152K	243K		48K			

**NOTE:**

- 2024 Definite Total Room Night Changes: -21,080 impacted by -11,812 (PittCon definite decrease)
- 2025 Definite Total Room Night Changes: -16,000
- 2026 Definite Total Room Night Changes: -23,000
- 2032 Definite Total Room Night Changes: +34,720 (BIO – New Definite)