

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

**Director Carlos Cota, Chair
Director Shawn VanDiver
Director Elvin Lai**

**WEDNESDAY, MARCH 23, 2022, 11:00 A.M.
111 W. Harbor Drive, 2nd Floor, Executive Boardroom
San Diego, California 92101**

AGENDA

Pursuant to Government Code section 54953(e) and Board Resolution No. 2022-02 members of the San Diego Convention Center Corporation Board and staff may participate in public meetings via teleconference or video conference. In the interest of reducing the spread of COVID-19, in-person public participation is prohibited at this time. Board meetings are held live via teleconference at the number indicated at the top of the agenda. Members of the public may participate live in the Board meeting and submit comments live on the teleconference line.

**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: Carlos Cota, 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. Approval of the Minutes of January 18, 2022 Sales & Marketing Committee Meeting

4. Chair Report

5. Discussion Item(s):

A. Review of Program of Work Submitted by San Diego Tourism Authority

6. Sales & Marketing Updates:

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

7. Staff Updates:

- **Client Communications: Rip Rippetoe**

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. Please contact Pat Evans at (619)525-5131 or [pat.evans @ visitsandiego.com](mailto: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 January 18, 2022

BOARD MEMBERS PRESENT: Chair Carlos Cota and Director Elvin Lai

BOARD MEMBERS ABSENT: Director Shawn VanDiver

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

ALSO PRESENT: Julie Coker, SDTA President & CEO,

1. **Call to Order:** Chair Carlos Cota called the meeting to order at 4:05 p.m. at 111 West Harbor Drive, San Diego, California. Chair Cota announced that since this meeting is being conducted via teleconference, the first action is to perform a roll-call to determine which Board members are present on this call:

Director Cota – Present

Director VanDiver – Absent

Director Lai - Present

Chair Cota further noted that all votes would be recorded via roll-call vote and all Directors were present except Director VanDiver.

2. **Non-Agenda Public Comment:** None

3. **Approval of Minutes of October 26, 2021 Sales & Marketing Committee Meeting:**

Directors Lai and Cota moved and seconded, respectively, to approve the minutes from the October 26, 2021 meeting.

Director Cota – Aye

Director VanDiver - Absent

Director Lai – Aye

Vote: Unanimous

AYES: 2

NAYS: 0

ABSTENTIONS: 0

4. Chair's Report: Chair Cota stated:

I just want to take a moment to thank everybody for their input and effort that was put into our next Agenda item, Item 5.A, regarding the agreement between the San Diego Convention Center and the San Diego Tourism Authority.

Discussions regarding this item have been in the works for well over a year and it is a big contract for the City and it cements a very important relationship between the two entities. This document spells out how we'll work together and I wanted to also thank Director Lai for his leadership during this process.

Finalizing this agreement during a pandemic was not an easy task. It covers a potential 10-year period, involves a considerable amount of money and has a lot of moving parts including the changes in leadership at the Tourism Authority.

I want to, again, thank the SDCCC and SDTA staffs and their leadership teams for their efforts and their patience during this process and for putting your heads together to come up with an agreement that I think is going to work well for all of us.

5. Action Item(s):

Chair Cota inquired if any member of the public wished to comment on Agenda Item 5.A. No members of the public responded to the request for comment.

A. Recommendation to Approve Contract for Sales & Marketing Services with San Diego Tourism Authority

Directors Lai and Cota moved and seconded, respectively, to approve the Contract for Sales & Marketing Services with San Diego Tourism Authority.

Director Cota – Aye

Director VanDiver - Absent

Director Lai – Aye

Vote: Unanimous

AYES: 2

NAYS: 0

ABSTENTIONS: 0

6. **Sales & Marketing Updates:**

- **Short Term Sales Update:** Mr. Mikschl reported the following:
 - Events booked through December 2021: - 5 (compared to 3 in 2020) and 29 total events (compared to 11 in FY 2021).
 - December Attendees: - 13,725 (compared to 20,500 in December, 2020) and total attendees of 75,201 (compared to 39,950 in 2020)
 - December Room Nights: - 300 (compared to 440 in 2020) and total room nights of 8,825 (compared to 949 in 2020)
 - Monthly Rental Revenue: \$123,565 (compared to \$96,031 in 2020) and total rental revenue is \$727,522 (36.37% of annual goal) compared to \$240,215 last year.
 - Smaller events haven't been booking well lately; however, as people gain more confidence, smaller events will have more bookings in the coming months.
 - Staff has booked an electric vehicle (EV) event in the fall. This show planner is from Australia and given the demographic appeal, this event has the potential to grow into something much larger.
 - The short-term team's goal is to find smaller events that can drive short-term revenue that can eventually potentially turn into larger events. West AFCEA is an example of a smaller event that was booked as a short-term event and turned into a larger event. The Twitch event is another event that was initially booked by the short-term team and is now managed by SDTA as a larger event.
- **Long-Term Sales Update:** Ms. Coker reported the following:
 - Sales Activity Report –December 2021- Ms. Coker reported that long-term sales has booked 3 convention (vs. 2 for this period last year) and 9 total conventions year-to-date (compared to 17 last year). Staff have booked 15,007 room nights for December (vs. 12,161 for this period last year) and total room nights of 173,361 (compared to 123,599 in 2020)
 - December Attendance: 10,500 (vs. 5,700 in 2020). Total attendance this year is 207,700 compared to 187,300 last year.
 - The funnel of business is not as robust as staff would like, but the team is continuing to build the funnel.

Mr. Schieferdecker reported:

- Staff have produced great numbers – business booked is 40% over last year and booked business is only down 2% from fiscal year 2019 levels.
- One issue of concern is that tentative room nights are only 413,000 compared to 900,000 two years ago. Looking further into those figures, it appears that it is more of a timing issue on when business went from

prospective to tentative. There was a lot of business in the funnel. There were three Comic-Con events and three ESRI events pending booking simultaneously, which was an anomaly.

- Business is still needed in 2026 but definite business has booked for 2023, 2024 and 2025 which means short-term holes are being filled, which is critical.
- Omnicron has caused concern but the variant appears to be waning.
- Several SDTA and SDCCC team members attended the PCMA event in Las Vegas. There were over 2,000 live participants and 400 virtual participants. This event showed customers that when proper protocols are in place, events can be held safely.
- The consensus drawn from discussions with industry counterparts regarding “force majeure” indicate that facilities are pushing back against claims and are attempting to find alternative dates versus allowing event cancellations.
- The sales team is travelling more and will be participating in a sales mission to Washington, D.C. in March. There will also be a North-east roadshow in May which include a couple of days of calls and appointments and a couple days of receptions in the New York, New Jersey and the Philadelphia area.
- Ms. Coker noted that Angie Ranalli just finished her tenure as Chair of the PCMA Foundation and she represented San Diego extremely well. Kudos to her and the great work she did with the Foundation.

7. **Staff Updates:** Mr. Rippetoe reported the following:

- Staff have addressed the issue of the few clients who have called to inquire about moving events. Both SDCCC and SDTA staff have done a great job at trying to secure business within the same fiscal year, wherever possible.
- There is a lot of conversation about the impact of Omnicron and it's actually hitting other destinations in other states worse than in California. Unfortunately, the variant is causing restrictions for travel from those areas and that is an ongoing concern.
- Staff is still tracking anywhere from 30% to 50% of event attendance, on average; however, ironically, the event exhibitors, or almost every exhibitor for shows, are sold out or are at least at capacity.
- What Staff is hearing from customers is ongoing concerns and how tired everybody is of just dealing with it.
- Reports and research from industry data show that the desire to meet face-to-face is only getting stronger because people have seen the difference without it.

7. **Sales & Marketing Committee Comment** [Govt. Code §54954.2(a) (2)]: **None**

There being no further business, the meeting adjourned at 4:33 p.m.

CERTIFICATION

I, Carlos Cota, 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 January 18, 2022.

Carlos Cota, Chair



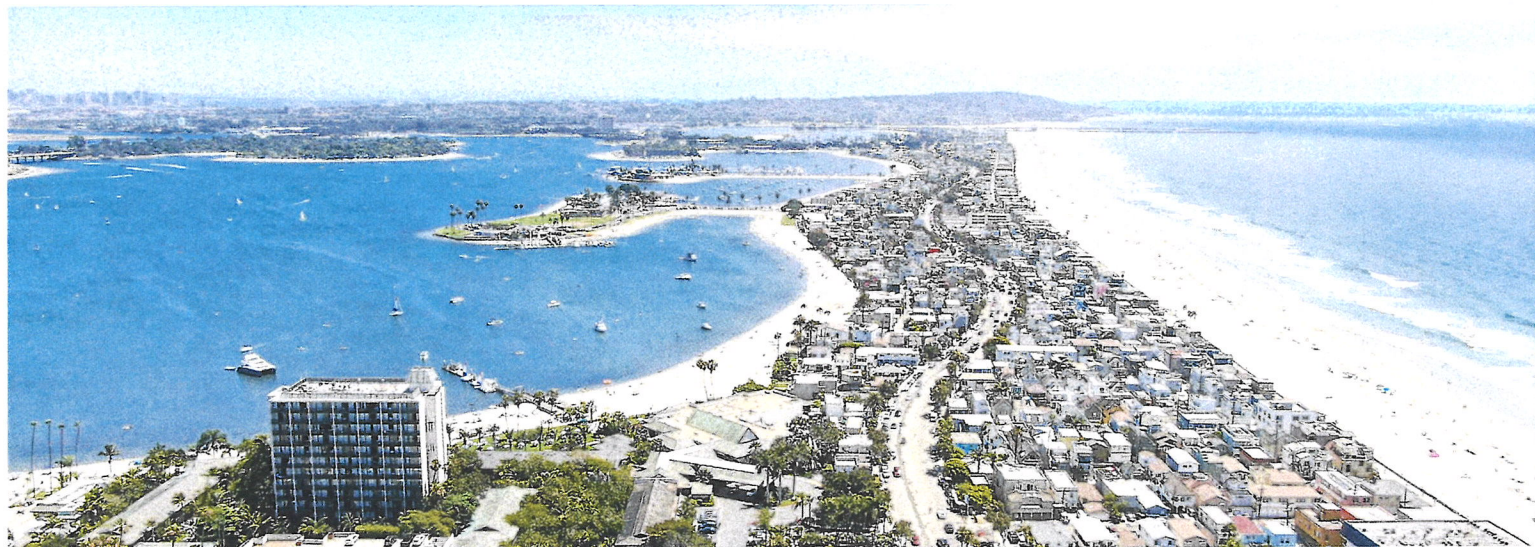
SDTA CITYWIDE SALES FY 2023 ANNUAL PROGRAM OF WORK

SAN DIEGO CONVENTION CENTER CORPORATION



SECTIONS:

- Executive Summary
- Citywide Sales & Client Services Map / Deployment
- Line-Item Budget for FY 2023
- Overview of Unified Travel, Tradeshow, and Sales Trips



EXECUTIVE SUMMARY FY 2022

The San Diego Tourism Authority (SDTA) Citywide Sales & Client Services Team is the long-term sales & services arm for the San Diego Convention Center. Together with the San Diego Convention Center we generate economic impact for the City of San Diego and the region. We do this by maximizing convention center meeting space, helping to produce ancillary revenue such as audio visual, food and beverage, telecom, and internet services, booking hotel rooms in the downtown corridor and neighboring cities and lastly generating visitor spend in local restaurants, retail shops, cultural attractions and the list goes on. We are proud of the role we play in making San Diego a better place to live, work, play and meet.

The objectives for the SDTA Citywide Sales & Services team for FY 2023 are:

- Generate hotel room nights for the destination at the right time and into the right time periods
- Produce the most profitable business for the San Diego Convention Center Corporation to ensure its self-funding model
- Produce economic benefit to the region
- Provide “Best in Class” destination services for citywide clients as they recover from the pandemic and bring their conventions to San Diego in the next few years

The focus of the SDTA related to Citywide sales in FY 2023 will be to ensure our booking activities are tied to the short & long-term financial success of the SDCCC by maximizing the space utilization with the most lucrative business opportunities. This will be accomplished in part by implementing the findings of the Event Scoring Plan (ESP) project. ESP was conducted by an outside facilitator and included participation from the sales leadership of the SDCCC, SDTA, Grand Hyatt San Diego, San Diego Marriott Marquis Marina and Hilton Bayfront. ESP was a review of all past & potential citywide conventions that included a “score” of each based on specific metrics: food & beverage revenue, seasonality of the event, total room nights, and booking pattern. We believe the past goals of attaining an accelerated room night goal, north of 900,000 rooms per year, needs to be revised to focus more on booking quality groups and room nights over quantity. We will put parameters into place to ensure the goal is met, including:

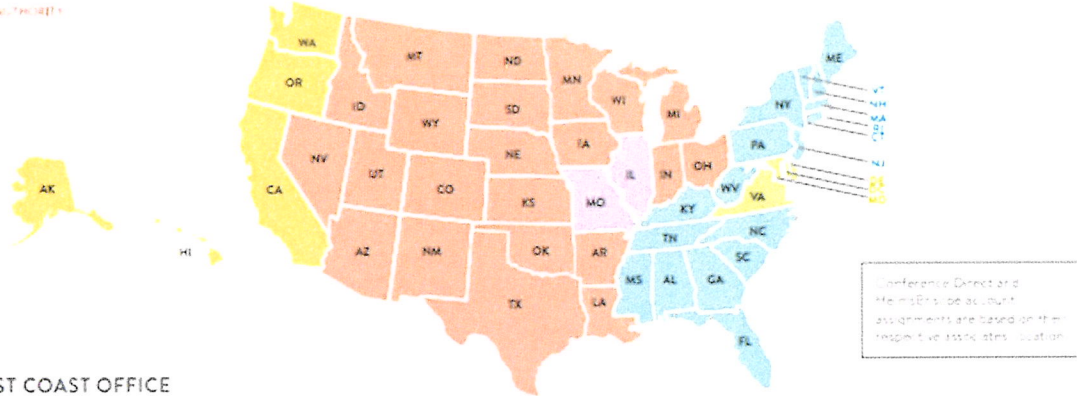
- Instituting a Business Review process for sales leadership at the SDCCC, SDTA and key Headquarter Hotels to review opportunities, as a group, before making commitments
- Deploying a position to have a Revenue Maximization background to provide unbiased financial analysis of opportunities our past requirements
- Focus more resources on filling shorter-term pockets of availability (within five years) and booking fewer, but very lucrative, events outside of eight years.

CITYWIDE DEPLOYMENT

Our current deployment, as of March 2022, is outlined below, however we will constantly review options to ensure the most appropriate deployment is in place as determined by our business needs. We will also be reviewing the option for a Revenue Maximization role to assist with the implementation of the ESP findings.



CITYWIDE SELLERS TERRITORY MAP



WEST COAST OFFICE



Kavin Schieferdecker
Chief Sales Officer

kavin@san-diego.org
(619) 557-2851

MIDWEST OFFICE



Angie Ranalli
Senior National Sales
Director

arana@csandiego.org
(312) 943-5399

Sales Territories:
IL, MO, Martz-Experient OH

EAST COAST OFFICE



Phyllis Azama
Senior National Sales
Director

pazama@sandiego.org
 (703) 647-6881
 Sales Territories:
 DE, MD, VA, DC



Dave Matta
National Sales Director

 dmattia@sandiego.org
(619) 557-2871
Sales Territories:
AL, CT, FL, GA, KY, MA, ME,
MS, NH, NJ, NY, NC, PA, RI, SC, TN, VT,
WV International



Maria Andriola
National Sales Director

mandriola@sandiego.org
(312) 943-5399
Sales Territories
AR, AZ, CO, IA, ID, IL, IN, KS,
LA, MI, MN, MT, NE, ND, NM, NV, OH, OK,
SD, TX, UT, WI, WY

Open Position
National Sales Director

Sales Territories:
DE, MD, VA, DC



Omaira Goodwin
West Coast Coordinator

ogoodwin@sandiego.org
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Bailey Bollinger
Midwest & East Coast
Coordinator

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Joanne Matteucci
Revenue Management

matteucco@sandiego.org
(619) 557-2876

CITYWIDE CLIENT SERVICES



Gerrica Gray-Johnson
Senior Client Services
Director

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(619) 557 2875



Jacqueline Scott
Senior Client Services
Director

JacquelineS@san-diego.org
(619) 557-2872

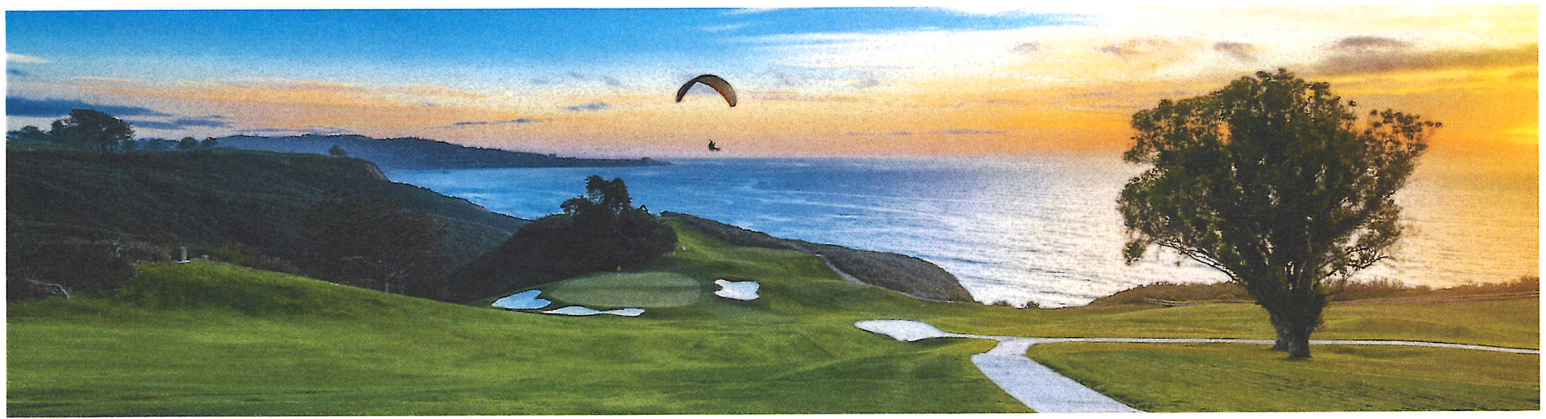
Open Position
Client Services Coordinator



SDTA CITYWIDE SALES & MARKETING BUDGET

EXPENDITURES - TOTAL

	FY23 current contractual value		Proposed FY23 Contractual value
FY2020 Positions		FY2023 Positions	
VP Sales		VP Sales (50%)	
(2) Sr. Sales (San Diego)		(1) Sr. Sales (San Francisco)	
(2) Sales Mgr (San Diego)		(1) Sr. Sales (San Diego)	
(1) San Diego Support Coordinator		(1) San Diego Support Coordinator	
(3) Sr. Sales (DC)		(2) Sr. Sales (DC)	
(1) DC Support Coordinator		(1) DC Support Coordinator	
(2) Sr. Sales (Chicago)		(2) Sr. Sales (Chicago)	
(1) Chicago Support Coordinator		(1) Chicago Support Coordinator	
Total 13		Total 9.5	
FY2023 salary, fringe, travel	\$ 2,297,035	FY2023 salary, fringe, travel	\$ 2,130,000
SDCC Conv Services:	\$ 500,000	+ Convention Services	\$ 525,000
		(3) CS manager	
		(1) CS Coordinator	
Total services	\$ 2,797,035		\$ 2,655,000
3% built in escalation factor in contract		* reduction of office rental space	
		* more presence at events	
		* leverage marketing materials of SDTA/TMD	
		* expansion, renegotiate sales positions	



OVERVIEW OF UNIFIED TRAVEL, TRADESHOWS, AND SALES TRIPS

Revised March 18, 2022

CITYWIDE AND HOTEL MEETINGS EVENTS BY MONTH:

MAY 2022

Xperience Design Project in DC

Phyllis Azama
Julie Coker
New DC Seller
Hotel Meetings Team

TARGET: XDP is a two-day, business-focused experience for association professionals and partners.

*This event may be changed to meet in conjunction with ASAE Annual Meeting.

JUNE 2022

Conference Direct Annual Meeting

Denver, CO
Angie Ranalli
Hotel Meetings Team

TARGET: CD is one of the top producing Intermediaries, the entire CD team from around the country attend this event.

JULY 2022

PCMA Board Meeting

TBD
Angie Ranalli

PCMA Education Conference

Phoenix, AZ
Maria Andriola
Angie Ranalli (complimentary registration due to her Foundation Chair position)

TARGET: Meeting rotates around the country attracting members primarily from that area, we send our Sales Managers that handle the surrounding area.

CEMA Summit

Nashville, TN
Maria Andriola
Kim Borneman

AUGUST 2022

ASAE Annual Conference

Atlanta, GA
Phyllis Azama
Hotel Meetings Team

PCMA Visionary Awards

Washington DC
Phyllis Azama
Angie Ranalli
Hotel Meetings Team
Kavin Schieferdecker

TARGET: This event attracts the top planners from around the country to award their peers and raise money for the PCMA Foundation.

SEPTEMBER 2022

PCMA Partnership Summit

TBD
Angie Ranalli
TARGET: The top destinations in the country attract the highest producing clients to an intimate meeting.

OCTOBER 2022

Midwest Roadshow Indianapolis

Maria Andriola
Hotel Meetings Team

PCMA Board Meeting

TBD
Angie Ranalli

NOVEMBER 2022

IMEX America

Mandalay Bay, Las Vegas
Maria Andriola
Dave Matta
Hotel Meetings Team

Midwest Roadshow Minneapolis

Maria Andriola
Hotel Meetings Team
TARGET: Accounts based in Midwest states outside of Illinois.

Washington D.C. Marketplace Annual Client Spa Event

Phyllis Azama
Julie Coker
Debbie Jordan
New DC Seller
TARGET: Our signature client event in Washington D.C. that attracts top clients from the association community from D.C., MD, and VA.

DECEMBER 2022

Association Forum Holiday Showcase Review in September 2021, updated to increase safety Annual Butch McGuire's Holiday Breakfast 28th year Chicago, IL

Maria Andriola
Julie Coker
Angie Ranalli
Hotel Meetings Team
TARGET: One of our SDTA Signature Events in Chicago, that attracts the top Association, Intermediary and Corporate planners from the area.

IAEE Annual Meeting

Philadelphia, PA
Dave Matta
TARGET: Educate and network with clients and vendors from Association and Corporate industries.

JANUARY 2023

PCMA Convening Leaders Annual Meeting

Columbus, OH
Maria Andriola Dave Matta
Phyllis Azama Angie Ranalli
Julie Coker Hotel Meetings Team
Kim Borneman Kevin Schieferdecker

TARGET: PCMA has more than 7,000 members and an audience of more than 50,000 individuals, PCMA is the world's largest network of Business Events Strategists. Our entire team attends the event due to the attendance from all over the country.

PCMA Board Meeting

Las Vegas, NV
Angie Ranalli

FEBRUARY 2023

Destination Showcase with PCMA

Washington, DC
Phyllis Azama
Hotel Meetings Team
TARGET: This one-day event offers Destination International (Association of CVB's) members the opportunity to connect with the DC/VA/MD planners.

MPI NCC Annual Conference & Expo

San Francisco, CA
Anne Hartley
Hotel Meetings Team
TARGET: Meeting Planners International Northern California Chapter is an event that attracts the companies and planners in this key market.

MARCH 2023

Destination International Showcase & PCMA Visionary Awards

Washington D.C.
Phyllis Azama
Angie Ranalli
Kevin Schieferdecker
Hotel Meetings Team
TARGET: Our signature client event in Washington D.C. that attracts top clients from the association community from D.C., MD, and VA.

APRIL 2023

Annual Cubs Opener Client Event / Paid for in FY 2020

Maria Andriola
Julie Coker
Angie Ranalli
Kevin Schieferdecker
Hotel Meetings Team
TARGET: A SDTA Signature Event that attracts 100-150 Association, Corporate and Intermediary planners to watch the important opening game of the Cubs Baseball Season.

Northeast Road Show

NY, Boston, Philadelphia
Dave Matta
Hotel Meetings Team
TARGET: Accounts located in the Northeast, including Corporate, Intermediary and Association.

PCMA Spring Board Meeting

Spring 2023
Washington DC
Angie Ranalli

MAY 2023

Xperience Design Project in DC

Washington D.C.

Phyllis Azama Julie Coker

New DC Seller

Hotel Meetings Team

TARGET: XDP is a two-day, business-focused experience for association professionals and partners.

*This event may be changed to meet in conjunction with ASAE Annual Meeting.

JUNE 2023

Conference Direct Annual Meeting

TBD

Angie Ranalli

Hotel Meetings Team

TARGET: CD is one of the top producing Intermediaries, the entire CD team from around the country attend this event.

SUMMARY OF IN-MARKET MEETINGS, RECEPTIONS, EVENTS:

CHICAGO MARKETPLACE

GMC-PCMA

- Quarterly Education Meetings
- Annual Awards Gala
- Chapter Reception at PCMA Convening Leaders

Destination Rep Quarterly Meetings @ ABA, ADA, SmithBucklin

- AF CEO Reception

Association Forum

- CEO Reception
- Educational Meetings
- Annual Gala

MPI Great Lakes

- Education Summit

WASHINGTON DC/VA/MD MARKETPLACE

Ongoing

Sales calls and presentations

Experient; IMN; and Smith Bucklin

Presentations once per year, usually in November

PCMA (Potomac and Chesapeake Chapters)

- Chapter reception at annual meeting
- Quarterly chapter meetings and receptions and special events
- Chapter's annual meeting in November
- Chapter committee meetings
- National Committee task force meetings

ASAE

- Quarterly education meetings and/or networking receptions
- Summit Awards Dinner, September

NEW MARKET DEVELOPMENT

Dallas, Minneapolis, San Francisco

Sales Missions / Road Shows & Client Events

One event per market.

MPI CAC

- Quarterly Education Events

SITE

- Chicago receptions (Maria Andriola)

IAEE

- Quarterly Education Events

AHA Annual Vendor Meeting

Annual SmithBucklin Vendor Meeting

SWAP Client Events

Sales Missions / Road Shows

- Two events - spring and fall

AMP's (Association of Meeting Professionals)

Monthly education programs and receptions

MPI

Monthly chapter education programs and luncheons

IAEE

- Monthly chapter education and networking luncheons

CVB Reps

- Every other month meetings and receptions
- Summer client reception
- Holiday client reception

Reston/Herndon Meeting Planners

- Yearly presentation at breakfast or lunch

Industry Social Events

- Book club

Agenda Item 6



CONTACT: Andy Mikschl, *Executive Vice President, Sales, San Diego Convention Center*
Andy.mikschl@visitsandiego.com | 111 West Harbor Dr., San Diego, CA 92101
619.525.5282

SHORT TERM BOOKING ACTIVITY

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

DEFINITE		FY22 FEBRUARY 2022	FY21 FEBRUARY 2021	CUMULATIVE FYTD 2022	CUMULATIVE FYTD 2021
	EVENTS	7	2	39	15
	ATTENDANCE	9,712	208	85,463	55,158
	ROOM NIGHTS	360	0	9,244	1,429
	RENTAL REVENUE	\$83,310	\$4,400	\$840,592	\$367,865

FY22 PERCENT TO GOAL

Convention Center Rental Revenue

	GOAL	YTD	PERCENT TO GOAL
CONTRACTED RENTAL REVENUE	\$1,500,000	\$840,592	56%

San Diego Convention Center Short Term Sales March 2022Sales Activity Report

CONTRACTED SHORT TERM EVENTS/ FEB 2022

EVENT NAME	EVENT DATES	PROJECTED ATTENDANCE	PEAK ROOMS	ROOM NIGHTS	RENTAL
Vectrus Meeting Room ICW/ WEST 2022	02/16/22	12	0	0	\$600
Supplybank.org School Supply Kit Build	04/09/22	500	0	0	\$9,360
The Prego Expo	04/24/22	800	0	0	\$12,750
San Diego Zoo Wildlife Alliance Meeting	05/02/22	2,000	0	0	\$11,200
IWRP Quarterly Industry Day	06/07/22	400	30	60	\$6,900
IR Show Fall 2022	08/02/22	1,000	100	300	\$25,500
San Diego Spring Home Show	01/07/23	5,000	0	0	\$17,000
TOTAL		9,712		360	\$83,310

San Diego Convention Center Short Term Sales March 2022 Sales Activity Report

CONTRACTED SHORT TERM EVENTS/ FY22 YTD

EVENT NAME	EVENT DATES	PROJECTED ATTENDANCE	PEAK ROOMS	ROOM NIGHTS	RENTAL
Electrical Training Institute Graduation	09/17/21	600	0	0	\$7,560
SD County Taxpayers Annual Golden Watchdog	10/06/21	500	0	0	\$3,240
Athletic Championships/Varsity Spirit	12/17/21	5,000	320	800	\$25,800
Encore Championships SD Showdown	02/18/22	8,200	320	800	\$33,200
CA Bridal & Wedding Expo 2021	04/30/22	5,000	0	0	\$7,700
Celebration of Life for Father Joe Carroll	08/09/21	500	0	0	\$8,720
So CA Level 3,4,5 Gymnastics Championships	11/19/21	3,000	0	0	\$14,800
SD Spirit Royale / Spirit Network	01/22/22	3,500	0	0	\$22,600
Millenials Film Shoot	09/29/21	10	6	10	\$4,000
San Diego Community Assist ICU Awards	10/23/21	250	0	0	\$1,500
The IR Show Winter 2022 / Simple Logic	01/31/22	500	100	300	\$49,800
Level 6-10 State Gymnastics Championships	03/25/22	3,000	0	0	\$15,400
X-Stem San Diego / Science Spark	04/18/22	1,600	0	0	\$10,400
San Diego Symphony Orchestra Board Dinner	11/01/21	110	0	0	\$3,240
CREtech San Diego 2022	03/22/22	1,200	200	500	\$46,437
Inside Quantum Technology 2022	05/10/22	300	50	250	\$18,900
Ameriprise Financial National Conference 2022	05/12/22	2,800	1,420	4,260	\$131,550
BPI West 2023 / Informa Connect	02/27/23	400	250	750	\$66,460
Warrior Expo West 2023 / ADS	04/05/23	5,000	275	575	\$45,600
Spirit Royal Showdown/ The Spirit Network	12/11/21	3,000	50	100	\$18,400
Sidecar Health Meeting ICW NAIC	12/12/21	6	0	0	\$1,150
Bridal Bazaar Fall 2022	08/21/22	2,000	0	0	\$11,300
San Diego Fall Home Show 2022	09/10/22	5,000	0	0	\$17,000
AKC Meet the Breeds 2022	09/10/22	10,000	90	180	\$39,200

San Diego Convention Center Short Term Sales March 2022Sales Activity Report

CONTRACTED SHORT TERM EVENTS/ FY22 YTD (CONT)

EVENT NAME	EVENT DATES	PROJECTED ATTENDANCE	PEAK ROOMS	ROOM NIGHTS	RENTAL
Alliance of Health Care Sharing Ministries	12/12/21	15	0	0	\$1,725
Panasonic Sales Meeting	01/25/22	10	0	0	\$1,800
San Diego Tattoo Arts Festival	08/05/22	4,000	0	0	\$38,190
Navy Gold Coast Small Business Opportunity Conference	09/06/22	1,700	125	300	\$53,600
Fully Charged Live North America 2022	09/08/22	8,000	0	0	\$28,250
ASYS Group Americas Sales Mtg/ IPC APEX	01/24/22	40	0	0	\$600
Nano Dimension/Essemtec icw/ IPC APEX	01/25/22	10	0	0	\$1,800
Yugioh! Regional Qualifier/Core TCG	04/30/22	500	0	0	\$3,360
Vectrus Meeting Room ICW/ WEST 2022	02/16/22	12	0	0	\$600
Supplybank.org School Supply Kit Build	04/09/22	500	0	0	\$9,360
The Prego Expo	04/24/22	800	0	0	\$12,750
San Diego Zoo Wildlife Alliance Meeting	05/02/22	2,000	0	0	\$11,200
IWRP Quarterly Industry Day	06/07/22	400	30	60	\$6,900
IR Show Fall 2022	08/02/22	1,000	100	300	\$25,500
San Diego Spring Home Show	01/07/23	5,000	0	0	\$17,000
TOTAL		85,463		9,244	\$840,592



PRIMARY MARKET

Conventions, Trade Shows, Corporate & Incentive Events

DEFINITE	FUTURE YR BOOKINGS	FEBRUARY 2022	FEBRUARY 2021	CUMULATIVE FY2022	CUMULATIVE FY2021	CUMULATIVE FY2019
	CONVENTIONS	3	0	22	10	23
	ATTENDANCE	10,500	0	145,200	62,000	197,775
	ROOM NIGHTS	16,807	0	277,970	125,300	219,414

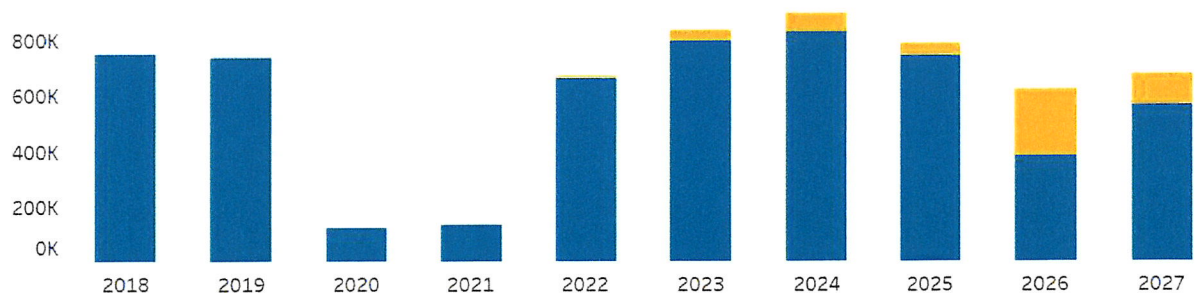
TENTATIVE	FUTURE YR BOOKINGS	FEBRUARY 2022	FEBRUARY 2021	CUMULATIVE FY2022	CUMULATIVE FY2021	CUMULATIVE FY2019
	BOOKINGS	7	6	55	39	60
	ATTENDANCE	139,900	44,781	570,500	263,981	757,700
	ROOM NIGHTS	125,754	54,353	633,636	479,162	1,382,707

FY2022 TOTAL ROOM NIGHTS FOR FUTURE BUSINESS

	CUMULATIVE FY2022	CUMULATIVE FY2021	CUMULATIVE FY2019
DEFINITE TOTAL ROOM NIGHTS	277,970	125,300	219,414
VARIANCE COMPARED TO FY2019	+27%	-43%	
TENTATIVE TOTAL ROOM NIGHTS	633,636	479,162	1,382,707
VARIANCE COMPARED TO FY2019	-54%	-65%	

ROOM NIGHT SUMMARY

Figures based on calendar year.



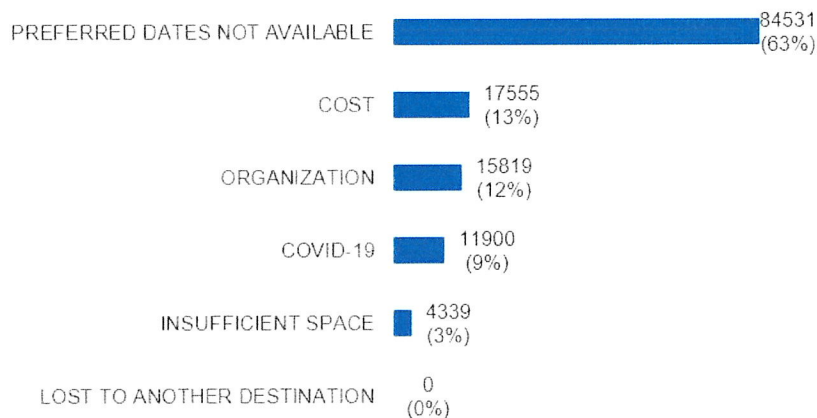
	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
Tentative Room Nights					7K	37K	62K	47K	233K	111K
Definite Room Nights	746K	732K	120K	134K	657K	792K	825K	735K	383K	560K
Definite Conventions	43	57	14	12	51	47	44	32	24	24

DEFINITE EVENTS BREAKDOWN*Conventions, Trade Shows, Corporate & Incentive Events booked in February 2022*

Account Name	Event Begin Date	Event End Date	Peak Room Nights	Estimated Attendance	Definite Room Nights
MH Live Events, LLC/FETCH dvm360	11/29/2022	12/5/2022	800	5,000	3,065
The Institute of Electrical and Electronics Engineers, Inc	4/12/2023	4/14/2023	1,500	1,500	4,650
Alzheimer's Association	7/28/2028	8/3/2028	1,800	4,000	9,092
Total			4,100	10,500	16,807

BREAKDOWN OF LOST BUSINESS*Conventions, Trade Shows, Corporate & Incentive Events*

LOST ROOM NIGHTS 134K

**PLANNING MEETINGS***Conducted in February 2022 by Client Services for future Definite Events*

Account Name	Event Begin Date	Event End Date	Estimated Peak Room Nights	Estimated Attendance	Estimated Room Nights
Optica	3/3/2022	3/12/2022	3,500	7,500	14,917
National Business Aviation Association	4/1/2022	4/10/2022	2,335	2,100	3,687
American Planning Association	4/27/2022	5/4/2022	1,650	3,300	5,980
American College of Obstetricians & Gynecologists	5/2/2022	5/11/2022	2,525	6,000	9,275
Family Career and Community Leaders of America	6/26/2022	7/3/2022	2,900	5,400	17,057
AVID Center	6/27/2022	6/29/2022	2,927	4,700	9,129
Environmental Systems Research Institute	7/10/2022	7/14/2022	5,782	12,000-14,000	29,759
AVID Center	7/26/2022	7/29/2022	2,927	4,600	9,129
Transplant Games of America	7/27/2022	8/4/2022	2,300	6,000	14,200

PLANNING MEETINGS*Conducted in February 2022 by Client Services for future Definite Events*

Account Name	Event Begin Date	Event End Date	Estimated Peak Room Nights	Estimated Attendance	Estimated Room Nights
Global Business Travel Association	8/9/2022	8/19/2022	4,000	2,800	17,000
American College of Surgeons	10/10/2022	10/20/2022	5,310	7,600	22,436
Specialty Tools & Fasteners Distribution Association	10/27/2022	11/2/2022	1,500	4,000	4,780
Solid Waste Association of North America	12/3/2022	12/8/2022	950	1,000	2,700
Deloitte Touche Tohmatsu Limited	12/6/2022	12/16/2022	6,602	7,000	20,924
Chick-fil-A, Inc	1/6/2023	2/2/2023	5,375	9,500	20,276
The Institute of Electrical and Electronics Engineers, Inc/Microwave Theory and Techniques Society	6/8/2023	6/16/2023	3,000	12,000	15,180
Society for Human Resource Management	6/25/2025	7/3/2025	13,000	18,000	49,790

SITE INSPECTIONS*Conducted in February 2022 by Client Services for clients considering San Diego*

Account Name	Event Date	Estimated Peak Room Nights	Estimated Attendance	Estimated Room Nights
Veterinary Emergency and Critical Care Society	Sept 2025	1,275	4,200	6,001

CLIENT APPOINTMENTS

- AB MEDIA INC./AQUA LIVE
- AFCEA INTERNATIONAL
- AMERICAN ACADEMY OF PEDIATRICS
- AMERICAN COLLEGE OF SURGEONS
- AMERICAN INSTITUTE OF CHEMICAL ENGINEERS
- AMERICAN SOCIETY OF CATARACT & REFRACTIVE SURGERY
- AMERICAN SOCIETY OF HEMATOLOGY
- DELOITTE TOUCHE TOHMATSU LIMITED
- ENTERPRISE EVENT GROUP
- GEORGE P JOHNSON/ CISCO, ADOBE, CHARLES SCHWAB, WORKDAY, SALESFORCE
- GOOGLE NEXT
- HILTON GLOBAL SALES
- HPN GLOBAL
- INTERNATIONAL CARWASH ASSOCIATION
- INTERNATIONAL FRANCHISE ASSOCIATION
- MARRIOT GLOBAL SALES
- MASSACHUSETTS MUTUAL LIFE INSURANCE COMPANY
- NACHA: THE ELECTRONIC PAYMENTS ASSOCIATION
- NATIONAL SCHOOL BOARDS ASSOCIATION
- NORTH AMERICAN SPINE SOCIETY
- OMNI GLOBAL SALES
- PCMA
- SOCIETY OF THORACIC SURGEONS
- SPIE
- TRANSPLANT GAMES OF AMERICA
- VETERINARY EMERGENCY & CRITICAL CARE SOCIETY

INDUSTRY APPOINTMENTS

- CALIFORNIA TRAVEL ASSOCIATION: CALIFORNIA COMEBACK TASK FORCE MEETING
- CORPORATE EVENT MARKETING ASSOCIATION/CEMA-SWIRL
- CONVENTION REPRESENTATIVES OF THE WEST COAST GROUP-ALL TEAM MEETING
- CONVENTION REPRESENTATIVES OF THE WEST COAST GROUP-MARKETING MEETING
- CVB REPS QUARTERLY MEETING
- DC EVENT VENUE SELECTION
- DESTINATION REPS MEMBER AND COMMITTEE MEETINGS; MARIA ANDRIOLA-SPEAKER
- PCMA - WOMEN IN LEADERSHIP
- PCMA ANNUAL TOWN HALL; ANGIE RANALLI-SPEAKER
- PCMA GREATER MIDWEST CHAPTER MEETING; ANGIE RANALLI-SPEAKER
- PCMA LEADERSHIP TEAM TOWN HALL
- SAN DIEGO CUSTOMER TOWN HALL
- SAN DIEGO HOUSING UPDATE TOWN HALL
- SAN DIEGO/CHICAGO MARKET PARTNER OUTREACH- BETTER TOGETHER; MARIA ANDRIOLA, ANGIE RANALLI-SPEAKERS
- VISIT SAN ANTONIO