

**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, June 22, 2022, 11:00 A.M.  
111 W. Harbor Drive, 2<sup>nd</sup> Floor, Executive Boardroom  
San Diego, California 92101**

**AGENDA**

Pursuant to Government Code section 54953(e)(1)(B), City of San Diego City Council Resolution R-2022-396, and San Diego Convention Center Corporation Resolution No. 2022-05 approved on May 23, 2022, members of the San Diego Convention Center Corporation Board and all of its legislative bodies 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 this 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 March 23, 2022 Sales & Marketing Committee Meeting**

**4. Chair Report**

**5. Discussion Item(s):**

**A. Authorization to Approve the 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](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 MARCH 23, 2022

**BOARD MEMBERS PRESENT:** Chair Carlos Cota and Directors Shawn Van Diver and Elvin Lai

**BOARD MEMBERS ABSENT:**

**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 11:02 a.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 - Present**

**Director Lai - Present**

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

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

3. **Approval of Minutes of January 18, 2022, Sales & Marketing Committee Meeting:**

**Directors Lai and VanDiver moved and seconded, respectively, to approve the minutes from the January 18, 2022, meeting.**

**Director Cota - Aye**

**Director VanDiver– Aye**

**Director Lai - Aye**

**Vote: Unanimous**

**AYES: 3**

**NAYS: 0**

**ABSTENTIONS: 0**

4. **Chair's Report:** None.

5. **Discussion 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. Review of program of Work Submitted by San Diego Tourism Authority**

Julie Coker, SDTA President & CEO, introduced Kavin Schieferdecker who presented an overview of the Program of Work for FY 2023:

- The goals of the Program of Work in 2023 will be a focus on generating the right and the best business possible that generates revenue that supports the entire building.
- The team will also focus on highly lucrative corporate business. There is a lot of corporate business that would love to get into San Diego.
- Since most Center events book several years in advance and corporate business generally books on a shorter-term basis, there is limited booking space on the calendar for corporate events. One future goal will be to protect blocks of time on the calendar that will enable short term bookings of these type of events.
- The team will also take a very disciplined approach to evaluating new business. The approach will be a revenue maximization approach similar to what other businesses do in terms of evaluating every aspect of business and not just the number of room nights that are realized. The team will also consider total ancillary services revenue generated.
- The SDTA team will provide the best-in-class destination services and client services as our meetings with customers return and they need new guidance and support in the changing business landscape.
- Staff is still evaluating the exact room night goal that will be presented for FY 2023.
- The team's deployment calendar is also included in the Program.
- There is an open sales position in Washington, D.C. Andy and I are going to have breakfast with a potential candidate while visiting D.C. There is a VP of Sales position open, as well.
- The projected SDTA budget has been expanded and the new budget amount is approximately \$2.655 million. The full budget detail will be presented in the final draft of the Program.



- In the final pages of the Program, there is an outline of what the travel and trade show calendar will look like in fiscal year 2023. The events listed are similar in scope to events that were presented in the past. Staff is going to be reviewing new market development as well. So, while the team will continue to spend time in D.C. and Chicago, our biggest event markets, the team also wants to spend time in newer markets such as Dallas, Minneapolis, and San Francisco.
- The Committee also discussed when metrics and KPIs associated with the Program of Work will be presented.
- The Committee also discussed booking and/or developing start-up events that have the potential to turn into the next ‘big thing’ and also focusing less on booking room nights fifteen to twenty years into the future and more on qualifying the best corporate and association business for overall revenue generation for the facility and benefit to the community.

Mr. Mikschl reported that the Program will be finalized with more specific metrics added and will again be presented to the Sales Committee and then to the full Board in June. Ms. Mattix also noted that the SDCCC/SDTA contract will be reviewed by the Budget and Governance Efficiency Committee of the City Council on April 13, 2022. The contract will then be forwarded to the full Council for approval.

## 6. **Sales & Marketing Updates:**

- **Short Term Sales Update:** Mr. Mikschl reported the following:
  - Events booked through February 2022: - 7 (compared to 2 in 2021) and 39 total events (compared to 15 in FY 2021).
  - February Attendees: - 9,712 (compared to 208 in February 2021) and total attendees of 85,463 (compared to 55,158 in 2021)
  - February Room Nights: - 360 (compared to -0- in 2021) and total room nights of 9,244 (compared to 1,429 in 2021)
  - Monthly Rental Revenue: \$83,310 (compared to \$4,400 in 2021) and total rental revenue is \$840,592 (56% of annual goal) compared to \$367,865 last year.
  - The short-term team is focused on the type of business versus the number of shows booked. This philosophy, redefining the sales business model, will be discussed further in the Board meeting during the Strategic Plan presentation.
  - Staff is seeing significant lead activity. Staff has received 290 leads over the first eight months of the year compared to 300 leads in the entire year for pre-COVID years.
  - Staff is exercising more selectivity in its booking process and has booked only half of the events they would have ordinarily booked. Staff is focusing

on profitability (events that drive incremental room night revenue and building revenue) and engaging the community when booking events.

- **Long-Term Sales Update:** Ms. Coker reported the following:

- Sales Activity Report – February - Ms. Coker reported that long-term sales have booked 3 convention (vs. -0- for this period last year) and 22 total conventions year-to-date (compared to 10 last year). Staff have booked 16,807 room nights for February (vs. -0- for this period last year) and total room nights of 227,970 (compared to 125,300 in 2021)
- February Attendance: 139,900 (vs. 44,781 in 2021). Total attendance this year is 570,500 compared to 263,981 last year.
- Ms. Coker thanked SDCC staff for its collaboration in preparing the new Program of Work.
- The SDTA client services team had sixteen clients come to San Diego for planning meetings. The team hopes to add another client services representative soon due to the volume of work.
- The team had an in-service client event in Washington, D.C. where they had ten different appointments. They also hosted a reception in D.C. that had 60 client attendees. Mr. Schieferdecker is currently attending a Destinations International event in D.C. and will be attending the PCMA Visionary Award dinner tomorrow which will have 500 client attendees.
- The SDTA team will be in Philadelphia and New York for a sales mission and client event for Global Meeting Industry Day.
- SDTA will also be hosting another customer town hall where they will discuss how quickly the recovery has come and what it means for clients, the Center and hotel partners. Gafcon will also discuss the redevelopment of the Seaport district during the town hall.

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

- Staff will be reviving its sustainability efforts that were put on hold during the pandemic.
- From a technological perspective, when the Optical event was in the building, they extended a “dark fiber” run from across Harbor Drive into the facility, so the facility now has “dark fiber” capabilities. Smart City is working on extra access points in the Sails Pavilion and redundant circuits throughout the entire building.
- Staff will initiate more frequent meetings with our labor partners as well as contractors and EACs to communicate floor rules.
- Sports San Diego will be hosting the Transplant Games.
- The Center’s marshalling yard lease will expire within a year and Staff is exploring other potential sites for truck marshalling.

8. **Sales & Marketing Committee Comment** [Govt. Code §54954.2(a)(2)]: Director Cota stated that he appreciated the SDCCC/SDTA teams that are in place and the direction and

planning from the short-term and long-term sales teams. Ms. Coker also lauded Maren Dougherty for facilitating the distribution of relevant information to the sales teams and clients.

There being no further business, the meeting adjourned at 11:35 a.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 March 23, 2022.

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Carlos Cota, Chair

## **Agenda Item 5.A**

### **SAN DIEGO CONVENTION CENTER CORPORATION M E M O R A N D U M**

**TO:** Sales & Marketing Committee

**FROM:** Clifford “Rip” Rippetoe, President & CEO

**DATE:** For the Agenda of Meeting of June 22, 2022

**RE:** Authorization to Accept San Diego Tourism Authority “Program of Work” for FY2023

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#### **BACKGROUND**

The San Diego Convention Center Corporation (“Corporation”) entered into a services contract with the San Diego Tourism Authority (“SDTA”) on January 26, 2022, to provide long-term sales and marketing services for a five-year term, beginning on July 1, 2022, and expiring on June 30, 2027. Pursuant to the terms of that agreement, the SDTA is required to provide the Corporation with an Annual Program of Work at the beginning of each fiscal year of the contract. The purpose of the Program of Work is to clearly define SDTA’s annual sales booking goals and benchmarks for each given year, marketing budget and expenses, as well as the tactics and strategies that they will undertake to achieve the required goal. SDTA is required to submit a draft of the Program of Work to the Corporation no less than ninety (90) days prior to the start of the fiscal year. The initial draft was submitted to the Corporation by SDTA in March of this year, thus meeting this required deadline. This ninety (90) day period is intended to provide both parties an opportunity to discuss and agree upon a final version of the document for approval by the Corporation’s Sales & Marketing Committee and full Board by the start of the fiscal year.

#### **DISCUSSION**

Over the past several months, The Corporation and SDTA staff have worked collaboratively on the attached Program of Work for Fiscal Year 2023. Items of note outlined in the document include:

1. Annual booking goal of 650,000 hotel room nights, with a focus on booking high impact events for the destination over the next five to seven years.
2. Benchmarks for both attendance that these events will bring to the destination, as well as food & beverage and other ancillary revenues that these future events will generate for the Convention Center. Establishing these benchmarks will help ensure that future citywide conventions are meeting the goals and objectives stated in the program of work.

3. The previously agreed upon detailed marketing budget and expenditures that the SDTA has earmarked to support the Citywide Sales effort for the fiscal year totals \$2,635,896. Although this amount is higher than in year's past, it is important to note that it includes funding for convention services support, which had previously been managed by the Corporation. Due to some existing resources which SDTA already has in place, efficiencies have been created by moving convention services from the Corporation to SDTA, which are resulting in an overall savings of approximately \$150,000 to the Corporation.
4. Key Actions that the Tourism Authority will take to ensure that SDTA achieves the established goal and benchmarks:
  - Generate hotel room nights for the destination at the right time and into the right time periods.
  - Produce the most optimal business for the SDCCC to help maximize ancillary revenues.
  - Create significant economic benefit for the region, at a level comparable to pre-Covid years.
  - 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.
  - Utilize SDTA marketing assets and Client Service team to assist clients in driving attendance.

Additionally, the Program of Work includes an executive summary, the sales staff deployment and defined roles, and a listing of all sales related activities in which the team will participate to generate business opportunities and meet their booking goals.

#### STAFF RECOMMENDATION

Based on the attached draft meeting the required criteria and establishing the required booking goals for the San Diego Tourism Authority sales team, Staff recommends that the attached San Diego Tourism Authority Program of Work be accepted, and that the Board of Directors authorize its approval for Fiscal Year 2023.

                    /s/                      
Clifford "Rip" Rippetoe  
President & CEO





TOURISM AUTHORITY

# SDTA CITYWIDE SALES -- DRAFT FY 2023 ANNUAL PROGRAM OF WORK

SAN DIEGO CONVENTION CENTER CORPORATION

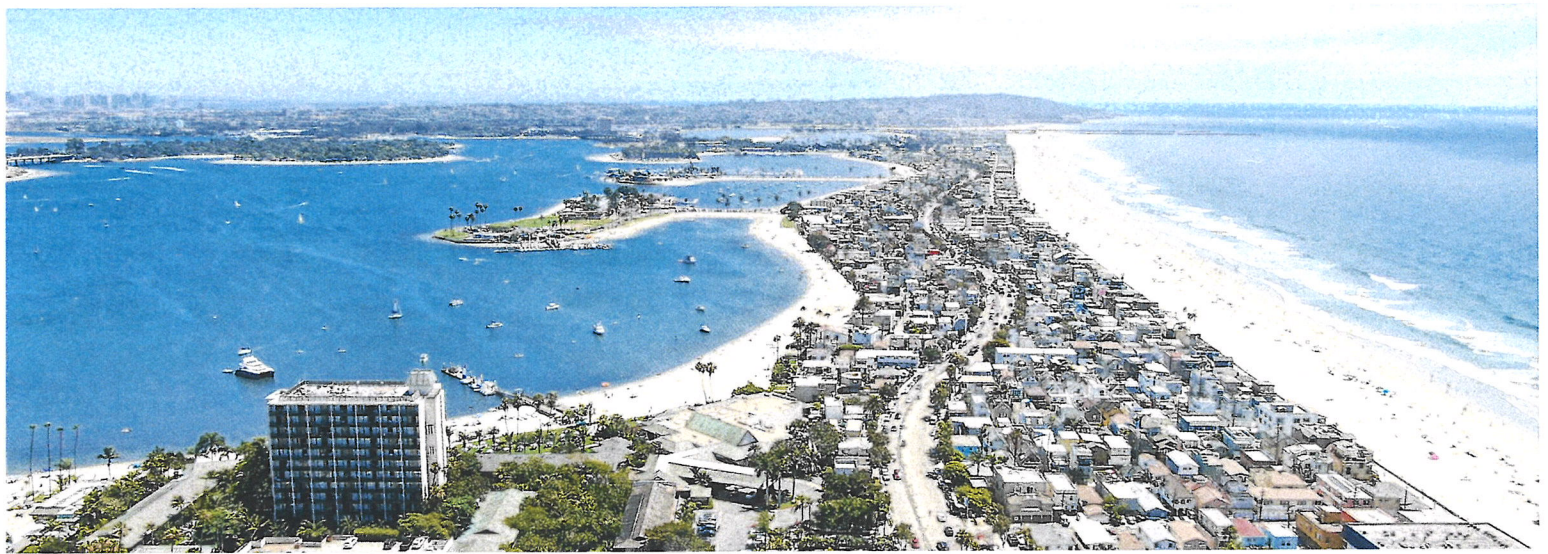


## SECTIONS:

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

Updated June 09, 2022





## EXECUTIVE SUMMARY FY 2023

The San Diego Tourism Authority (SDTA) Citywide Sales & Client Services Team is the long-term sales & services arm for the San Diego Convention Center Corporation (SDCCC). Together with the SDCCC 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 **food and beverage, telecom, and internet services**, audio visual and digital advertising, 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 optimal business for the SDCCC to help maximize ancillary revenues.
- Create significant economic benefit for the region, at a level comparable to pre-Covid years.
- 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.
- Utilize SDTA marketing assets and Client Services team to assist clients in driving attendance.





## FY 2023 GOALS & BENCHMARKS

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: event attendance, 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.
- Deploy a position with a Revenue Maximization background to provide financial analysis of opportunities and focus on driving ancillary revenues to the SDCC.
- Focus more resources on filling shorter-term pockets of availability (within five years) and booking fewer, but more lucrative events outside of eight years.

With that, the goal for SDTA citywide sellers will produce 650,000 new definite rooms in FY 23. Crossover goals will be established at the end of FY 22 to provide targets of rooms to be into each of the next 10 years and one for outside of 10 years. Those goals will be cascaded down to each individual seller to ensure our team is focused on efforts to fill the most pressing dates at the SDCCC.

Aside from the room night goal, future events booked by the SDTA citywide sales team in FY23 will represent 600,000 event attendees, and \$18,000,000 in food & beverage guarantees for the Center. These benchmarks will ensure our two most important revenue drivers are considered when evaluating all future booking opportunities. Since this is the first year of additional benchmarks, the SDTA and SDCCC will work to ensure the overall revenue targets – not just these new benchmark categories – remain the focus and primary goal in FY 23. It will also assist in determining if these benchmarks are appropriate and accurate measurements in years moving forward.

Collectively, focusing on room nights, attendance, and convention center ancillary revenues will ensure that the optimal mix of business is confirmed for the Center, to both maximize economic benefit for the region, but also help maintain the long-term financial viability of the Center.

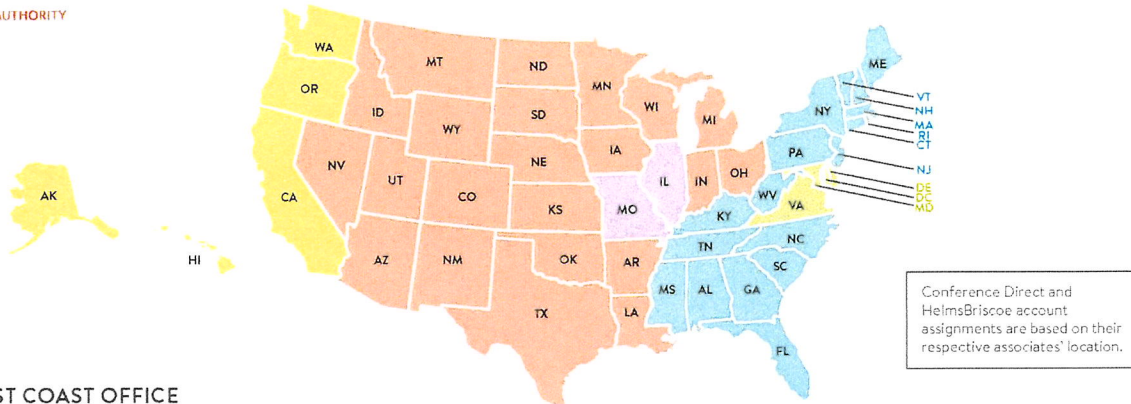


## CITYWIDE DEPLOYMENT

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 SALES TERRITORY MAP



#### WEST COAST OFFICE



**Kavin Schieferdecker**  
Chief Sales Officer  
kavin@sandiego.org  
(619) 557-2851



**Kim Borneman**  
National Sales Director  
kborneman@sandiego.org  
(619) 557-2884  
Sales Territories:  
AK, CA, HI, OR, WA



**Dave Matta**  
National Sales Director  
dmatta@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



**Omaira Goodwin**  
Sales Coordinator  
ogoodwin@sandiego.org  
(619) 557-2873

#### MIDWEST OFFICE



**Angie Ranalli**  
Senior National Sales Director  
aranalli@sandiego.org  
(312) 943-5399  
Sales Territories:  
IL, MO, Maritz/Experient OH



**Open Position**  
National Sales Director  
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



**Bailey Bollinger**  
Sales Coordinator  
bbollinger@sandiego.org  
(312) 943-5399

#### EAST COAST OFFICE



**Phyllis Azama**  
Senior National Sales Director  
pazama@sandiego.org  
(703) 647-6881  
Sales Territories:  
DE, MD, VA, DC



**Nancy Rosenbaum**  
National Sales Director  
nrosenbaum@sandiego.org  
(619) 557-2805  
Sales Territories:  
DE, MD, VA, DC



**Joanne Matteucci**  
Revenue Management  
jmatteucci@sandiego.org  
(619) 557-2876

#### CITYWIDE CLIENT SERVICES



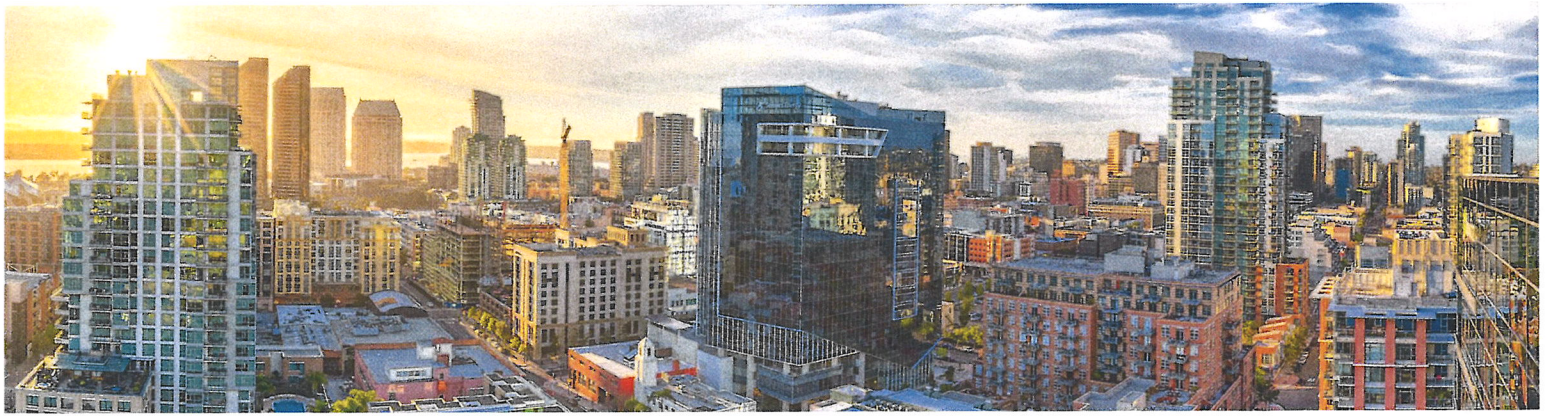
**Gerrica Gray-Johnson**  
Senior Client Services  
Director  
ggrayjohnson@sandiego.org  
(619) 557-2875



**Jacqueline Scott**  
Senior Client Services  
Director  
JacquelineS@sandiego.org  
(619) 557-2872



**Open Position**  
Client Services Coordinator



## SDTA CITYWIDE SALES & MARKETING BUDGET

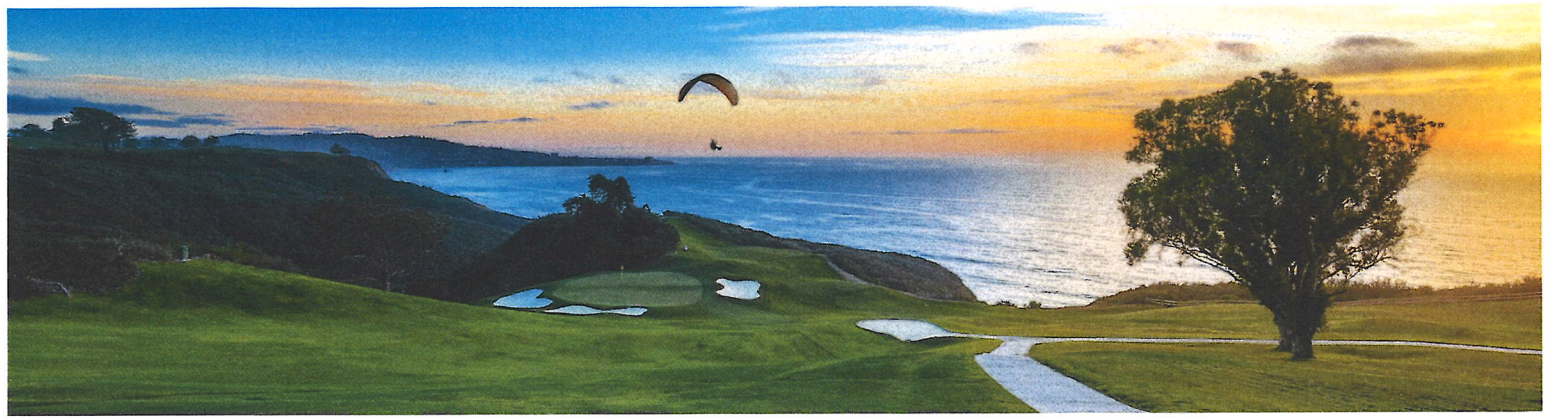
### EXPENDITURES - TOTAL

	FY 2022 Budget	FY 2022 Forecast	FY 2023 Budget
<b>Personnel Expenses</b>			
Salary & Wages - Regular/Base	\$ 1,241,472	\$ 1,222,828	\$ 1,654,664
Paid Time Off	12,417	8,335	16,545
Incentive Compensation	150,868	129,274	191,125
Total Salaries & Wages	<u>\$ 1,404,757</u>	<u>\$ 1,360,437</u>	<u>\$ 1,862,334</u>
Payroll Taxes & Charges	92,993	90,138	121,328
Worker's Comp Insurance	10,368	9,381	13,700
Retirement Program Match	50,486	41,041	65,422
Health and Life Insurance	179,398	139,290	197,298
Total Fringe Benefits	<u>\$ 333,245</u>	<u>\$ 279,850</u>	<u>\$ 397,748</u>
<b>Total Personnel Expenses</b>	<b>\$ 1,738,002</b>	<b>\$ 1,640,287</b>	<b>\$ 2,260,082</b>
<b>Non-Personnel Expenses</b>			
Outside Professional Services	\$ 22,500	\$ 17,666	\$ 6,180
Promotional Items	2,500	1,500	2,266
Event Registration	29,360	27,800	53,596
Event Exhibit	30,200	28,000	32,445
Travel & Entertainment	84,800	87,850	222,789
Dues & Subscriptions	5,390	5,050	9,888
Office Supplies & Misc	500	400	500
Duplicating/Copying	-	350	350
Office Rent	30,412	32,650	43,500
Telephone	3,504	3,500	3,500
Postage	800	240	800
<b>Total Non-Personnel Expenses</b>	<u>\$ 209,966</u>	<u>\$ 205,006</u>	<u>\$ 375,814</u>
<b>Total Expenses</b>	<b>\$ 1,947,968</b>	<b>\$ 1,845,293</b>	<b>\$ 2,635,896</b>

#### Assumptions and Notes:

- Health insurance increases assumed at 10% upon renewal of annual policies
- Chicago office rent and other expenses split 25% to Hotel Mtg Sales and 75% to Citywide Sales
- Budget summary includes no allocation of SDTA overhead costs (ie. Executive Management, Accounting, HR, IT, Facilities)





## OVERVIEW OF UNIFIED TRAVEL, TRADESHOWS, AND SALES TRIPS

### CITYWIDE AND HOTEL MEETINGS EVENTS BY MONTH:

#### JULY 2022

##### **PCMA Board Meeting**

TBD

Angie Ranalli

##### **PCMA Education Conference**

New Orleans, LA

Nancy Rosenbaum

Angie Ranalli

TARGET: An education-focused event, this event rotates around the country attracting members primarily from that region.

#### AUGUST 2022

##### **CEMA Summit**

Nashville, TN

Kim Borneman

TARGET: Corporate Events Marketing Assn (CEMA) is a small but influential organization of 500 corporate event strategists, mainly in the technology industry (Cisco, IBM, Microsoft, Apple, etc).

##### **ASAE Annual Conference**

Nashville, TN

Phyllis Azama

Angie Ranalli

Hotel Meetings Team

TARGET: ASAE is the “association for associations” and this event attracts C-level positions from those groups.

#### SEPTEMBER 2022

##### **PCMA Partnership Summit**

Coral Gables, FL

Angie Ranalli

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

#### OCTOBER 2022

##### **IMEX America**

Dave Matta

MW Seller

Hotel Meetings Team

##### **PCMA Board Meeting**

Vienna, Austria

Angie Ranalli

#### NOVEMBER 2022

##### **Midwest Roadshow Minneapolis /Indianapolis**

MW Seller

Hotel Meetings Team

TARGET: Accounts based in Midwest states outside of Illinois.

##### **Washington D.C. Marketplace Annual**

##### **Client Spa Event**

Phyllis Azama

Nancy Rosenbaum

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 & Annual Butch**

##### **McGuire's Holiday Breakfast**

Chicago, IL

Angie Ranalli

MW Seller

Kavin Schieferdecker

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 Expo! Expo!**

Louisville, KY

Dave Matta

TARGET: The leading authorities in B2B exhibits industry.

## JANUARY 2023

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### **PCMA Convening Leaders Annual Meeting**

Columbus, OH

Phyllis Azama  
Julie Coker  
Kavin Schieferdecker  
Kim Borneman  
MW Seller  
Dave Matta  
Angie Ranalli  
Hotel Meetings Team

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. \*\* The SDCCC will host this event in 2024.

### **PCMA Board Meeting**

Columbus, OH

Angie Ranalli

## FEBRUARY 2023

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### **MPI NCC Annual Conference & Expo**

San Francisco, CA

Kim Borneman  
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

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### **Destination International Showcase & PCMA Visionary Awards**

Washington D.C.

Phyllis Azama  
Angie Ranalli  
Kavin Schieferdecker  
Hotel Meetings Team

TARGET: This event attracts the top planners from around the country to award their peers and raise money for the PCMA Foundation.. that attracts top clients from the association community from D.C., MD, and VA.

## APRIL 2023

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### **Annual Cubs Opener Client Event**

Julie Coker  
Angie Ranalli  
Kavin 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

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### **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

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### **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

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#### **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

#### **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**

### WASHINGTON DC/VA/MD MARKETPLACE

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#### **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

#### **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

### NEW MARKET DEVELOPMENT / Dallas, Denver, Minneapolis, San Francisco

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Dallas, Minneapolis, San Francisco

Sales Missions / Road Shows & Client Events

One event per market.



## Agenda Item 6



### SAN DIEGO CONVENTION CENTER/ SHORT TERM SALES JUNE 2022 SALES ACTIVITY REPORT



**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 MAY 2022	FY21 MAY 2021	CUMULATIVE FYTD 2022	CUMULATIVE FYTD 2021
	EVENTS	6	2	57	20
	ATTENDANCE	109,550	6,000	229,963	64,658
	ROOM NIGHTS	6,577	0	17,071	3,139
	RENTAL REVENUE	\$374,900	\$35,975	\$1,567,764	\$484,960

#### FY22 PERCENT TO GOAL

*Convention Center Rental Revenue*

	GOAL	YTD	PERCENT TO GOAL
CONTRACTED RENTAL REVENUE	\$1,500,000	\$1,567,764	104%

## San Diego Convention Center Short Term Sales June 2022 Sales Activity Report

### CONTRACTED SHORT TERM EVENTS/ MAY 2022

EVENT NAME	EVENT DATES	PROJECTED ATTENDANCE	PEAK ROOMS	ROOM NIGHTS	RENTAL
Seismic Annual All Company Meeting	09/14/22	850	850	2,850	\$7,200
Crypto Business Conference	10/10/22	3,000	750	1,895	\$61,300
San Diego International Auto Show	12/30/22	100,000	220	1,000	\$194,400
San Diego Spirit Invitational	04/15/23	3,500	25	50	\$33,200
Specialty Advertising Association of California	08/16/23	1,200	155	337	\$33,200
American Society of Naval Engineers	09/06/23	1,000	200	445	\$45,600
<b>TOTAL</b>		<b>109,550</b>	<b>2,200</b>	<b>6,577</b>	<b>\$ 374,900</b>

## San Diego Convention Center Short Term Sales June 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 June 2022 Sales 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
Art San Diego 2022	09/12/22	10,000	0	0	\$26,950
San Diego Spirit Championships	12/04/22	2,600	0	0	\$13,400
Bridal Bazaar Winter 2023	01/15/23	2,000	0	0	\$20,100
Oceanology International Americas 2023	02/17/23	2,500	100	450	\$41,025
Dragon Ball Supper Regional	05/01/22	225	0	0	\$3,360
Wellness Together 6th Annual Student M A Conference	09/14/22	975	0	0	\$42,300
JIS Delivery San Diego 2022	09/18/22	1,000	200	500	\$28,250
Regional Task Force on Homelessness Summit 2022	11/30/22	500	0	0	\$9,600
IR Show - Winter 2023	01/21/23	2,000	100	300	\$49,800

## San Diego Convention Center Short Term Sales Junes 2022 Sales Activity Report

### CONTRACTED SHORT TERM EVENTS/ FY22 YTD (CONT)

EVENT NAME	EVENT DATES	PROJECTED ATTENDANCE	PEAK ROOMS	ROOM NIGHTS	RENTAL
Revolution Talent Competition	03/25/23	700	0	0	\$22,400
Young Black & N' Business	04/05/23	450	0	0	\$2,400
Sharp All Staff Assembly 2023	04/20/23	12,000	0	0	\$92,687
Seismic Annual All Company Meeting	09/14/22	850	850	2,850	\$7,200
Crypto Business Conference	10/10/22	3,000	750	1,895	\$61,300
San Diego International Auto Show	12/30/22	100,000	220	1,000	\$194,400
San Diego Spirit Invitational	04/15/23	3,500	25	50	\$33,200
Specialty Advertising Association of California	08/16/23	1,200	155	337	\$33,200
American Society of Naval Engineers	09/06/23	1,000	200	445	\$45,600
<b>TOTAL</b>		<b>229,963</b>		<b>17,071</b>	<b>\$1,567,764</b>



## Agenda Item 6



### SAN DIEGO CITYWIDE SALES MAY 2022 SALES ACTIVITY REPORT

#### PRIMARY MARKET

*Conventions, Trade Shows, Corporate & Incentive Events*

DEFINITE	FUTURE YR BOOKINGS	MAY 2022	MAY 2021	CUMULATIVE FY2022	CUMULATIVE FY2021	CUMULATIVE FY2019
	CONVENTIONS	4	0	34	18	37
	ATTENDANCE	28,700	0	254,650	146,900	309,275
	ROOM NIGHTS	64,441	0	453,908	284,736	386,619

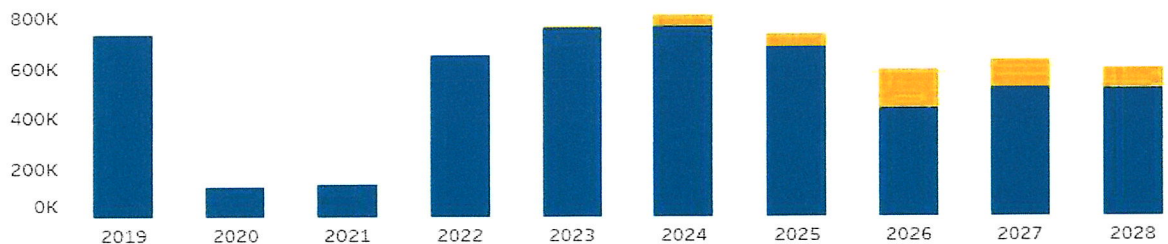
TENTATIVE	FUTURE YR BOOKINGS	MAY 2022	MAY 2021	CUMULATIVE FY2022	CUMULATIVE FY2021	CUMULATIVE FY2019
	BOOKINGS	13	3	83	52	99
	ATTENDANCE	132,100	15,000	808,650	333,781	1,279,225
	ROOM NIGHTS	177,379	16,050	991,890	562,537	1,810,770

#### FY2022 TOTAL ROOM NIGHTS FOR FUTURE BUSINESS

	CUMULATIVE FY2022	CUMULATIVE FY2021	CUMULATIVE FY2019
DEFINITE TOTAL ROOM NIGHTS	453,908	284,736	386,619
VARIANCE COMPARED TO FY2019	+16%	-30%	
TENTATIVE TOTAL ROOM NIGHTS	991,890	562,537	1,810,770
VARIANCE COMPARED TO FY2019	-58%	-105%	

#### ROOM NIGHT SUMMARY

*Figures based on calendar year.*



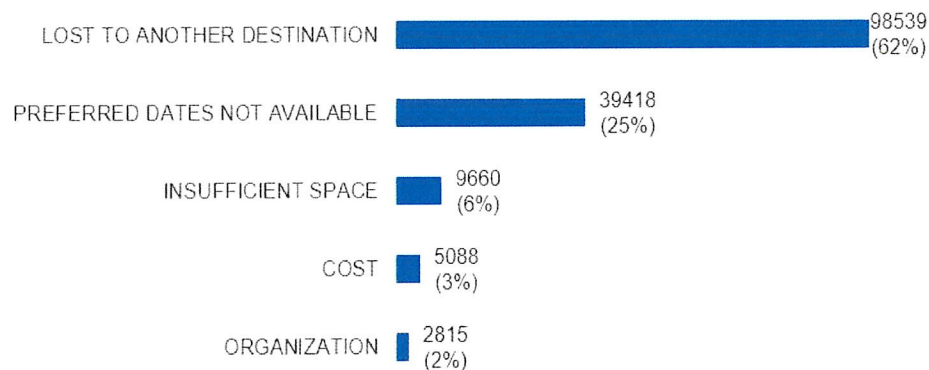
Tentative Room Nights					3K	45K	51K	152K	107K	82K
Definite Room Nights	732K	120K	134K	647K	752K	751K	681K	436K	519K	511K
Definite Conventions	57	14	12	48	45	41	31	26	22	16

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

Account Name	Event Begin Date	Event End Date	Peak Room Nights	Estimated Attendance	Definite Room Nights
ZERO EMISSIONS ALLIANCE, INC.	9/7/2022	9/9/2022	1,625	3,500	6,775
HMP COMMUNICATIONS, LLC	9/18/2025	9/20/2025	1,375	2,000	5,791
WORKDAY, INC.	9/27/2027	9/30/2027	10,000	15,000	39,800
NORTH AMERICAN SPINE SOCIETY	9/25/2035	9/27/2035	3,500	8,200	12,075
<b>Total</b>			<b>16,500</b>	<b>28,700</b>	<b>64,441</b>

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

LOST ROOM NIGHTS 156K

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

Account Name	Event Date	Estimated Peak Room Nights	Estimated Attendance	Estimated Room Nights
HPN CONFIDENTIAL CLIENT	JAN 2028	1,200	2,000	5,827
INTERNATIONAL ASSOCIATION FOR THE STUDY OF LUNG CANCER	SEPT 2024	3,500	8,000	16,050



## PLANNING MEETINGS

Conducted in May 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
AMERICAN ASSOCIATION FOR THE STUDY OF LIVER DISEASES	11/16/2024	11/19/2024	24,385	9,500	5,400
AMERICAN ASSOCIATION OF ORAL AND MAXILLOFACIAL SURGEONS	9/20/2023	9/22/2023	2,250	5,000	10,000
AMERICAN SOCIETY OF CATARACT & REFRACTIVE SURGERY	5/5/2023	5/9/2023	5,500	11,000	23,000
DELOITTE TOUCHE TOHMATSU LIMITED	12/12/2022	12/14/2022	6,600	7,000	20,924
NATIONAL SAFETY COUNCIL	9/19/2022	9/22/2022	6,160	10,000	27,780
SOCIETY FOR NEUROSCIENCE	11/12/2022	11/16/2022	5,450	28,000	25,764
THE SOCIETY OF THORACIC SURGEONS	1/21/2023	1/23/2023	2,500	5,000	10,050

## CLIENT APPOINTMENTS

- ALZHEIMER'S ASSOCIATION
- AMERICAN ACADEMY OF ORTHOPAEDIC SURGEONS
- AMERICAN ACADEMY OF PEDIATRIC DENTISTRY
- AMERICAN ASSOCIATION CANCER RESEARCH
- AMERICAN HEART ASSOCIATION
- AMERICAN PLANNING ASSOCIATION
- AMERICAN SOCIETY OF HUMAN GENETICS
- AMERICAN THORACIC SOCIETY
- ASSOCIATED GENERAL CONTRACTORS OF AMERICA
- ASSOCIATION OF AIR MEDICAL SERVICES
- ASSOCIATION OF AMERICAN MEDICAL COLLEGES
- BIOTECHNOLOGY INNOVATION ORGANIZATION
- BREWERS ASSOCIATION
- CABI PROGRESS IN PLANNING
- DREAMHACK
- GOLF COURSE SUPERINTENDENTS ASSOCIATION OF AMERICA
- HEART RHYTHM SOCIETY
- HPN CONFIDENTIAL CLIENT
- ICBA
- INNOVATIS GROUP
- INTERNATIONAL BROTHERHOOD OF ELECTRICAL WORKERS
- NATIONAL INDIAN GAMING
- SOCIETY FOR NEUROSCIENCE
- SOCIETY FOR SIMULATION IN HEALTHCARE
- SOCIETY FOR TOXICOLOGY
- SOCIETY OF CRITICAL CARE MEDICINE
- THE SOCIETY OF THORACIC SURGEONS
- SPIE
- TOM FERRY
- VETERINARY EMERGENCY AND CRITICAL CARE SOCIETY

## INDUSTRY APPOINTMENTS

- CALIFORNIA COMEBACK TASK FORCE
- COLUMBUS DESTINATION CELEBRATION
- CRW-WEST COAST REPS GROUP-BOARD MEETING
- DMO MEETING
- INDUSTRY BOOK CLUB
- MPI POTOMAC CHAPTER BOARD OF DIRECTORS MEETING—  
NANCY ROSENBAUM , BOARD MEMBER
- PCMA 2023 AWARDS COMMITTEE, ANGIE RANALLI, SPEAKER
- PCMA 2023 BOARD OF DIRECTORS NOMINATING COMMITTEE -  
ANGIE RANALLI, SPEAKER
- PCMA BOARD OF DIRECTORS EXECUTIVE COMMITTEE MEETING -  
ANGIE RANALLI, SPEAKER