

**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, SEPTEMBER 28, 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)(1)(B), City of San Diego City Council Resolution R-2022-396, and San Diego Convention Center Corporation Resolution No. 2022-05 approved on September 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 June 22, 2022 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. 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 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 22, 2022

BOARD MEMBERS PRESENT: Chair Carlos Cota and Director Elvin Lai

BOARD MEMBERS ABSENT: Directors 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 11:06 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 - 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:** Chair Cota requested public comment regarding any non-agenda items. Hearing none, the meeting proceeded.

3. **Approval of Minutes of March 22, 2022 Sales & Marketing Committee Meeting:**

Directors Lai and Cota moved and seconded, respectively, to approve the minutes from the March 22, 2022, meeting.

Director Cota - Aye

Director VanDiver– Absent

Director Lai - Aye

Vote: Unanimous

AYES: 2

NAYS: 0

ABSTENTIONS: 0

4. **Chair's Report:** Chair Cota acknowledged his appreciation of how Convention Center and SDTA staffs have worked collaboratively over the past few months. He also stated that the new Program of Work is a much more dynamic method of drilling down on the types of shows that are being booked and managing the types of returns that will be achieved by the new proposed benchmarks.

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. Authorization to Recommend Approval of the Program of Work Submitted by San Diego Tourism Authority

Directors Lai and Cota moved and seconded, respectively, to recommend approval of the Program of Work Submitted by 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 May 2022: 6 (compared to 2 in 2021) and 57 total events (compared to 20 in FY 2021).
 - May Attendees: - 109,550 (compared to 6,000 in February 2021) and total attendees of 229,963 (compared to 64,658 in 2021)
 - May Room Nights: - 6,577 (compared to -0- in 2021) and total room nights of 17,071 (compared to 3,319 in 2021)
 - Monthly Rental Revenue: \$374,900 (compared to \$35,975 in 2021) and total rental revenue is \$1,567,764 (104% of annual goal) compared to \$484,960 last year.
 - The sales team will continue its focus on booking more quality events over quantity of events. The team has booked approximately half of the events that were previously booked in successful years; however, the business booked will be in accordance with new guidelines (i.e., the right fit at the

fit right time with significant revenue). The Center will still also continue to commit to engaging the local community as a gathering place.

- The Auto Show will also be returning to the Center this year.
- The Committee also discussed the viability of promoting crypto currency events.

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

- Sales Activity Report – May – Mr. Schieferdecker reported that long-term sales have booked 4 convention (vs. -0- for this period last year) and 34 total conventions year-to-date (compared to 18 last year). Staff have booked 64,441 room nights for May (vs. -0- for this period last year) and total room nights of 453,908 (compared to 284,736 in 2021)
- May Attendance: 28,700 (vs. -0- in 2021). Total attendance this year is 453,908 (16% over 2019 levels) compared to 284,736 last year.
- Several client planning meetings have taken place this month as companies relax their restrictions on travel; however, the travel meeting contingents are smaller than in years past.
- SDTA has hired a VP of Sales and Services, Michaeline Sullivan. Ms. Sullivan previously worked with the Grand Hyatt staff for a combined period of ten years, so she knows the San Diego market very well. Ms. Sullivan is also very familiar with the Chicago and Lake Tahoe markets.
- The California Road Show (San Diego, Anaheim, and Los Angeles industry representatives) went very well. The team traveled to D.C., Philadelphia and New York and visited 20 – 25 different venues. Clients appreciated being able to see a number of destination partners under one umbrella (Visit California). Attendance varied at the locations from 55 to 85 enthusiastic guests.

7. **Staff Updates:** Mr. Rippetoe will provide his report at the full Board meeting.

8. **Sales & Marketing Committee Comment** [Govt. Code §54954.2(a)(2)]: Chair Cota noted that the change of sales emphasis from simply room nights and attendance to a variety of benchmarks will be beneficial to the team's future success and he reiterated his appreciation for the collaboration of all of the entities involved. Ms. Coker reported that Visit California is in the State budget for consideration of a \$15 million allocation. She encouraged everyone to support the budget ask.

There being no further business, the meeting adjourned 11:51 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 September 28, 2022.

Carlos Cota, Chair



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 | | FY23 AUGUST 22 | FY22 AUGUST 21 | CUMULATIVE FYTD 2023 | CUMULATIVE FYTD 2022 |
|----------|----------------|-------------------|-------------------|-------------------------|-------------------------|
| | EVENTS | 5 | 3 | 11 | 8 |
| | ATTENDANCE | 14,900 | 7,000 | 25,114 | 26,300 |
| | ROOM NIGHTS | 3,735 | 0 | 4,935 | 1,600 |
| | RENTAL REVENUE | \$163,900 | \$46,120 | \$325,850 | \$123,620 |

FY23 PERCENT TO GOAL

Convention Center Rental Revenue

| | GOAL | YTD | PERCENT TO GOAL |
|---------------------------|-------------|-----------|-----------------|
| CONTRACTED RENTAL REVENUE | \$1,500,000 | \$325,850 | 21% |

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

CONTRACTED SHORT TERM EVENTS/ AUG 2022

| EVENT NAME | EVENT DATES | PROJECTED ATTENDANCE | PEAK ROOMS | ROOM NIGHTS | RENTAL |
|---|-------------|----------------------|------------|-------------|------------|
| CalStart Annual Symposium | 12/07/22 | 300 | 10 | 10 | \$15,950 |
| Hot Chocolate Run Expo / Ventures Endurance | 03/18/23 | 10,000 | 0 | 0 | \$9,600 |
| Starpower Talent Competition / Star Dance | 05/12/23 | 2,000 | 0 | 0 | \$25,500 |
| Anyscale / Ray Summit 2023 | 05/15/23 | 1,600 | 1,160 | 3,110 | \$76,650 |
| AIMED Global Summit 2023 | 06/06/23 | 1,000 | 220 | 615 | \$36,200 |
| TOTAL | | 14,900 | 1,390 | 3,735 | \$ 163,900 |

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

CONTRACTED SHORT TERM EVENTS/ FY23 YTD

| EVENT NAME | EVENT DATES | PROJECTED ATTENDANCE | PEAK ROOMS | ROOM NIGHTS | RENTAL |
|---|-------------|----------------------|--------------|--------------|---------------------|
| CalStart Annual Symposium | 12/07/22 | 300 | 10 | 10 | \$15,950 |
| Hot Chocolate Run Expo / Ventures Endurance | 03/18/23 | 10,000 | 0 | 0 | \$9,600 |
| Starpower Talent Competition / Star Dance | 05/12/23 | 2,000 | 0 | 0 | \$25,500 |
| Anyscale / Ray Summit 2023 | 05/15/23 | 1,600 | 1,160 | 3,110 | \$76,650 |
| AIMED Global Summit 2023 | 06/06/23 | 1,000 | 220 | 615 | \$36,200 |
| U:NOS / HyperFMI - ICW/ Transplant Games | 08/02/22 | 14 | 0 | 0 | \$2,550 |
| Digimon and Dragon Ball Super | 09/24/22 | 500 | 0 | 0 | \$5,100 |
| International Council of Shopping Centers | 09/28/22 | 2,300 | 450 | 1,000 | \$79,600 |
| Live Well Advance & School Summit / | 12/07/22 | 2,500 | 0 | 0 | \$22,000 |
| Jurassic Empire | 01/07/23 | 3,600 | 0 | 0 | \$33,500 |
| San Diego Pokemon Regional Championships | 01/07/23 | 1,300 | 100 | 200 | \$19,200 |
| TOTAL | | 25,114 | 1,940 | 4,935 | \$325,850.00 |



PRIMARY MARKET

Conventions, Trade Shows, Corporate & Incentive Events

| DEFINITE | FUTURE YR BOOKINGS | AUG 2022 | AUG 2021 | CUMULATIVE FY2023 | CUMULATIVE FY2022 | CUMULATIVE FY2019 |
|----------|--------------------|----------|----------|-------------------|-------------------|-------------------|
| | CONVENTIONS | 0 | 0 | 1 | 0 | 7 |
| | ATTENDANCE | 0 | 0 | 8,000 | 0 | 46,000 |
| | ROOM NIGHTS | 0 | 0 | 16,050 | 0 | 79,250 |

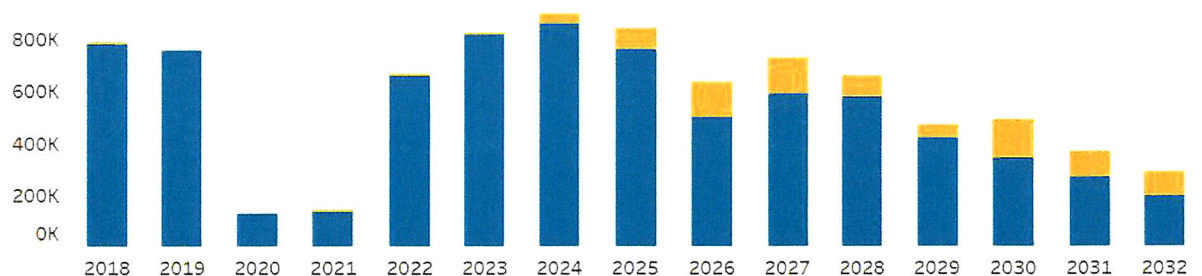
| TENTATIVE | FUTURE YR BOOKINGS | AUG 2022 | AUG 2021 | CUMULATIVE FY2023 | CUMULATIVE FY2022 | CUMULATIVE FY2019 |
|-----------|--------------------|----------|----------|-------------------|-------------------|-------------------|
| | BOOKINGS | 8 | 4 | 10 | 11 | 16 |
| | ATTENDANCE | 55,550 | 15,870 | 108,550 | 91,870 | 135,400 |
| | ROOM NIGHTS | 111,392 | 48,165 | 216,843 | 163,163 | 268,006 |

FY2023 TOTAL ROOM NIGHTS FOR FUTURE BUSINESS

| | CUMULATIVE FY2023 | CUMULATIVE FY2022 | CUMULATIVE FY2019 |
|------------------------------------|-------------------|-------------------|-------------------|
| DEFINITE TOTAL ROOM NIGHTS | 16,050 | 0 | 79,250 |
| VARIANCE COMPARED TO FY2019 | -80% | | |
| TENTATIVE TOTAL ROOM NIGHTS | 216,843 | 163,163 | 268,006 |
| VARIANCE COMPARED TO FY2019 | -19% | -39% | |

ROOM NIGHT SUMMARY

Figures based on calendar year.



| | | | | | | | | | | | | | | | |
|-----------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| Tentative Room Nights | 0K | | | 0K | 0K | 8K | 37K | 78K | 133K | 135K | 76K | 50K | 141K | 95K | 91K |
| Definite Room Nights | 778K | 753K | 128K | 139K | 660K | 809K | 850K | 755K | 494K | 585K | 576K | 414K | 340K | 267K | 191K |
| Definite Conventions | 124 | 161 | 33 | 27 | 102 | 67 | 46 | 37 | 29 | 24 | 20 | 16 | 11 | 11 | 5 |

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

LOST ROOM NIGHTS 196K

