

**SAN DIEGO CONVENTION CENTER CORPORATION  
BOARD OF DIRECTORS MEETING**

**WEDNESDAY, MARCH 29, 2023, NOON  
111 W. Harbor Drive, 2<sup>nd</sup> Floor, Executive Boardroom  
San Diego, California 92101**

**AGENDA**

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

**1. Call to Order – 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 are not on the posted agenda. Pursuant to the Brown Act, no discussion or action shall be taken by the Board on items not posted on the agenda.

**3. Board Committee Reports and Board Action Items**

**Consent Agenda:**

**A. Approval of Minutes of Board Meetings of February 22, 2023**

**Discussion Item(s):**

**B. Executive Committee (Carlos Cota)**

**(1) Strategic Plan Update**

**Action Item(s):**

**C. Budget Committee (Shawn VanDiver)**

**(1) Acceptance of CFO Financial Report from Chief Financial Officer**

**(2) Authorize Approval of Fiscal Year 2024 Budget**

**(3) Authorize Approval of FY 2024 CIP/Infrastructure and O&M Projections**

**(4) Authorization to Purchase Business Intelligence Reporting Software**

**D. Sales & Marketing Committee (Jeff Gattas)**

**4. President's Report (Rip Rippetoe)**

**5. Chair's Report (Carlos Cota)**

6. **Board Comment** [Govt. Code § 54954.2(a)(2)]
7. **Urgent non-agenda items** (must meet the requirements of Government Code, Section 54954.2)

## Adjournment

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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 online at [visitsandiego.com](http://visitsandiego.com). Materials distributed to the board after the posting of this agenda also will be available. Please contact Pat Evans at (619)525-5131 or [pat.evans@visitsandiego.com](mailto:pat.evans@visitsandiego.com) if you would like to receive 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.A**

**MINUTES\***  
**SAN DIEGO CONVENTION CENTER CORPORATION**  
**THE BOARD OF DIRECTORS**

**BOARD MEETING OF FEBRUARY 22, 2023**  
**Via Teleconference**

**BOARD MEMBERS** Chair Carlos Cota and Directors Jeff Gattas, Shawn VanDiver,  
**PRESENT:** Jaymie Bradford, Will Rodriguez-Kennedy, Alyssa Turowski  
and Carol Kim

**BOARD MEMBER(S)**  
**ABSENT:**

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

**ALSO PRESENT:** Jennifer Lyon, General Counsel

\*Audio copies of Board of Director meetings are available upon request. Please contact Pat Evans at (619)525-5131 or [pat.evans@visitsandiego.com](mailto:pat.evans@visitsandiego.com) to request a copy.

**1. Call to Order**

Chair Carlos Cota called the Board Meeting to order at 12:06 p.m. in the Executive Boardroom of the San Diego Convention Center Corporation, 111 West Harbor Drive, San Diego, CA 92101.

Chair Cota then called roll to determine which Directors were present:

**Director Cota – Present**  
**Director Gattas – Present**  
**Director VanDiver - Present**  
**Director Bradford – Present**  
**Director Rodriguez-Kennedy – Present**  
**Director Turowski– Present**  
**Director Kim – Present**

All Directors were recorded as present. Chair Cota noted that all votes taken during this meeting would be recorded via roll call vote.

2. **Non-Agenda Public Comment** –Chair Cota inquired if any member of the public wished to comment on any non-Agenda items. No members of the public responded to the request for comment.

3. **Presentations:**

A. **Introduction of Sodexo Live! Global Representatives:** Chair Cota welcomed visiting Sodexo Live! representatives and then invited Bobby Ramirez, Director of F&B Operations – Centerplate, to provide introductions. Mr. Ramirez introduced Belinda Oakley, the new CEO for Sodexo Live! North America, Greg Fender, Global Executive V.P. of Operations and Natalie Bologne, Sodexo Live! owner.

B. **Presentation of TMD Annual Report:** Chair Cota introduced Collen Anderson, TMD President & CEO and Ms. Anderson presented the TMD Annual Report to the Board. This same report was also presented to the San Diego City Council.

4. **Board Committee Reports and Board Action Items:**

**Consent Agenda:**

Chair Cota inquired if any Director would like to pull a Consent Agenda item for discussion. Hearing no request to pull a Consent Agenda item, Chair Cota then inquired if any member of the public wished to comment on Agenda Item (4.A) or (4.B). No members of the public responded to the request for comment.

A. **Approval of Minutes of Board Meeting of February 1, 2023**

B. **Authorization of Ratify (Unbudgeted) Capital Purchase of Wheelchair Lift**

**Directors VanDiver and Gattas moved and seconded, respectively, to approve the Consent Agenda as set forth hereinabove.**

**Director Cota – Aye**

**Director Gattas – Aye**

**Director VanDiver – Aye**

**Director Bradford – Aye**

**Director Rodriguez-Kennedy – Aye**

**Director Turowski – Aye**

**Director Kim – Aye**

**Vote: Unanimous**

**AYES: 7**

**NAYS: 0**

**ABSTENTIONS: 0**



**Action Item(s):**

**C. Budget Committee (Shawn VanDiver)**

Chair Cota inquired if any member of the public wished to comment on Agenda Item (4.C.1). No members of the public responded to the request for comment.

**(1) Acceptance of January Financial Reports from Chief Financial Officer**

- Ms. Mattix, Chief Financial Officer, reported that operationally, the Corporation is cost neutral through January.
- The Corporation has used approximately \$300,000 of reserves to cover operating expenses.
- \$2.8 million of reserves have been used for capital projects and funding the Corporation's debt service.
- Operating reserves started the year at \$29 million and the current balance is \$26 million.
- Staff anticipates the Corporation will end the year with \$24 million in reserves.

**Directors Kim and Rodriguez-Kennedy moved and seconded, respectively, to Accept the January Financial Reports from the Chief Financial Officer.**

**Director Cota – Aye**

**Director Gattas – Aye**

**Director VanDiver – Aye**

**Director Bradford – Aye**

**Director Rodriguez-Kennedy – Aye**

**Director Turowski – Aye**

**Director Kim – Aye**

**Vote: Unanimous**

**AYES: 7      NAYS: 0      ABSTENTIONS: 0**

Chair Cota inquired if any member of the public wished to comment on Agenda Item (4.C.2). No members of the public responded to the request for comment.

**(2) Authorization to Renew Marshalling Yard Lease**

**Directors Kim and Gattas moved and seconded, respectively, to Authorize Renewal of the Marshalling Yard Lease.**

**Director Cota – Aye**

**Director Gattas – Aye**

**Director VanDiver – Aye**

**Director Bradford – Aye**

**Director Rodriguez-Kennedy – Aye**

**Director Turowski – Aye**

**Director Kim – Aye**

**Vote: Unanimous**

**AYES: 7      NAYS: 0      ABSTENTIONS: 0**

Chair Cota inquired if any member of the public wished to comment on Agenda Item (4.C.3). No members of the public responded to the request for comment.

**(3) Authorize Fire Alarm Inspection and Maintenance Agreement**

**Directors Turowski and Gattas moved and seconded, respectively, to Authorize the Fire Alarm Inspection and Maintenance Agreement for a period of three years in the amount of \$111,750.**

**Director Cota – Aye**

**Director Gattas – Aye**

**Director VanDiver – Aye**

**Director Bradford – Aye**

**Director Rodriguez-Kennedy – Aye**

**Director Turowski – Aye**

**Director Kim – Aye**

**Vote: Unanimous**

**AYES: 7      NAYS: 0      ABSTENTIONS: 0**

**5. President's Report (Rip Rippetoe) – Mr. Rippetoe reported:**

- The recent Distributech event was expecting 13,000 attendees and they actually had 17,000+ attendees, which was an all-time record for this event.
- Although the vaccination requirement has been lifted for foreign travelers, foreign travelers are still experiencing challenges with regards to acquiring visas to travel in a timely manner. U.S. Travel is working on resolving that issue.
- SDTA will be calling on D.C. customers during the first week of March.
- The Center is experiencing an uptick in site inspections; many customers are taking the opportunity to become reacquainted with the building and our internal team.
- Mr. Rippetoe requested that Directors take the time to review the weekly F.Y.I.
- “Lunch & Learn” events are being held for staff Supervisors and above to familiarize team members with industry trends and how they impact the Center. These sessions also focus on the uniqueness of the San Diego Convention Center.
- A “First Responders Breakfast” is scheduled for March 16, 2023, at 8:00 a.m. in Room 24. This event is held annually to thank the local law enforcement (Harbor P.D., FBI, Secret Service, SDPD and Border Patrol) and firemen and EMTs that assist with Center events. Directors are invited to attend.
- Town Halls will be scheduled in April. Directors are also invited to attend one of the sessions.
- Sports San Diego is working to bring in larger sporting events that create an economic impact in the region. On March 26, 2023, Snap Dragon stadium will be hosting a major soccer event between Tour Aquila Club America v. The Cholos. This event was borne out of collaboration between SDCCC, SDTA and the Holiday Bowl in order to reinforce the focus of San Diego being a destination for all types of sporting events that will create economic impact.

- In response to a Director’s inquiry regarding the impact of “Real I.D.s” on travel to the Center, Ms. Coker stated that the “Real I.D.” program’s deadline has been extended to 2025 and that the identification program has more of an impact on leisure travel than business travel. Ms. Coker also addressed the need to automate the “Real I.D.” program’s acquisition process to make it less cumbersome.

**6. Chair’s Report (Carlos Cota)**

- Chair Cota congratulated CFO Mardeen Mattix for her nomination as “CFO of the Year” by the San Diego Business Journal. The award ceremony is scheduled for March 9, 2023, at the Hyatt Aventine in La Jolla. Please let Pat know if you wish to attend.
- Chair Cota also lauded Bobby Ramirez for his contributions to the exceptional relationship the Center has with Sodexo Live!.
- The next Board meeting is scheduled for March 22, 2023, at Noon.

**7. Board Comment [Govt. Code § 54954.2(a) (2)] – None**

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

There being no further business, the meeting adjourned at 1:06 p.m.

I, Will Rodriguez-Kennedy, Secretary of the Board of Directors of the 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 Board of Directors of the San Diego Convention Center Corporation, Inc., at a duly noticed meeting held on February 22, 2022, and that said minutes were approved by the Board of Directors on March 29, 2023.

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Will Rodriguez-Kennedy, Secretary

## Agenda Item 3.B.1

### 1. Grow and Nurture Culture

*Build a thriving team, provide high-quality jobs in the community, and earn a reputation as a top workplace.*

#### OBJECTIVES

- Stabilize workforce by offering competitive compensation, career progression opportunities, and safe working conditions.
- Strengthen management by reinforcing a culture of trust, respect, and accountability.
- Reinstitute sense of purpose, commitment, and loyalty among staff.

 Completed or on track  Delayed  Deprioritized

KPI/MILESTONE	ORIGINAL GOAL DATE	STATUS NOTES
Fill core HR positions	12/22	Interviewing to fill Safety & Risk Manager position
Execute all union agreement renegotiations to align with objectives.	3/23	In progress (6 of 7 completed)
Implement newly created Talent Acquisition program.	3/23	In progress
Reduce time to hire from days to 99 days to 84 days (national benchmark is 62 days).	6/23	On track
Implement revamped onboarding program.	6/23	In progress
Reduce turnover by tenure within first 3 months of hire from 55% to 40%.	6/23	On track

## 2. Develop a Facility Maintenance and Improvement Program

*Maintain our building to continue to be a premier gathering place.*

### OBJECTIVES

- Reduce reactive repairs and maintenance.
- Increase capital project planning and phased asset replacement.
- Develop long-term funding plan.

KPI/MILESTONE	ORIGINAL GOAL DATE	STATUS NOTES
Create long-range Capital Improvement Program (CIP) schedule.	12/22	Complete: Initial CIP schedule created. Separated maintenance milestone
Hire Electrical & Mechanical Engineers.	1/23	Delayed, currently recruiting
Hire Two Maintenance Supervisors and a Planner.	3/23	Complete: Filled these roles, expedited an additional maintenance supervisor
Create comprehensive facility and asset management programs.	7/23	Deprioritized
Replace the maintenance work order system.	10/23	On track
Create proactive, routine, and major maintenance plan.	4/24	Separated from CIP. Established new goal date
Develop work order metrics to measure workloads and timeliness.	6/24	On track



### 3. Refine Business Model to Ensure Financial Viability

*Lead revenue optimization and cost management by attracting high-quality events.*

#### OBJECTIVES

- Optimize practical occupancy with high-spending, quality room night clients, by focusing on medical conventions and corporate events.
- Generate more ancillary revenue for in-house partners.
- Implement meeting room charges and revised overall rental policies to increase gross rent revenue by 20%.
- Optimize allocation of direct event labor.

KPI/MILESTONE	ORIGINAL GOAL DATE	STATUS NOTES
Target 65% building occupancy: 650,000+ contracted room nights booked annually for future years, high visitor spend to yield \$25M+ in annual tax revenues, and \$1B annual regional impact.	3/23	On track
Transfer responsibility to SDTA to provide economic impact figures on visitor spending.	9/23	On track
FY24 partner gross revenues to rebound to FY19 levels.	12/23	On track
Increase gross rental revenue booked in FY23 (for future events) by 20% compared to FY18.	1/24	On track
Implement scheduling software and event labor analytics to allow 4-hour shift work to optimize workforce resources.	6/24	On track
Executed contract and development of marshall yard property.	3/24	In progress; revised target date: 3/25

## 4. Engage the Community

*Strengthen relationships and enhance understanding of our economic and community impact.*

### OBJECTIVES

- Effectively communicate the San Diego Convention Center purpose as an economic driver and premier gathering place.
- Educate key stakeholders on the value of outside visitor spending that grows the region, alleviates taxpayer burden, and contributes to a thriving downtown.
- Strengthen relationships with community organizations, educational institutions, and industry partners to support shared success.
- Build understanding of the need to invest in our future, and the value of this investment.

KPI/MILESTONE	ORIGINAL GOAL DATE	STATUS NOTES
Achieve social media engagement growth of at least 10% each year.	6/23	On track to exceed
Earn positive coverage with at least 25 major media stories each year.	6/23	On track; 18+ major media stories published (outside of standard event coverage)
Participate in at least 12 presentations or panel discussions each year.	6/23	On track to exceed; 10 presentations completed to-date
Lead or participate in at least 12 collaborative activities each year (e.g., donation drives, volunteer efforts, community events).	6/23	Exceeded goal; led or participated in 13 community activities to-date
Achieve purpose-driven involvement with >75% of Leadership staff participating in civic/community/industry organizations in support of our communication objectives.	6/23	In progress

## Agenda Item 3.C.1

### **CFO Report to Budget Committee** **For the month ending February 28, 2023** *(As of March 21, 2023)*

#### **Financial Outlook**

February 2023 resulted in year-to-date net operating revenue of \$2.175M, or \$6.1M better than budget. February welcomed two (2) corporate events and four (4) association events, resulting in better-than-expected budgeted revenue. Both Corporate events yielded nearly over a million dollars more in partner gross sales than planned, resulting in over \$700K+ of unplanned commissions to Corporation's bottom line.

Revenues year-to-date have exceeded budget by \$3.8M, largely the result of our exclusive partner sales higher than anticipated. Digital advertising and utility commissions continue to trail slightly to budget. Interest income is starting to rebound after suffering a significant unrealized loss in the prior year due to suppressed bond rates starting to see increased yield rates over the last few months.

Adding to a further net positive result, are under-budget values in General Expenses and Repairs and Maintenance due to project delays as well as small equipment delivery delays. Overall Supplies and Services are temporarily trailing budget by \$2.3M with the expectation they will occur by year end. Offsetting, utility expenses have significantly exceeded budget by nearly \$700K year-to-date. Two significant factors are causing the variance: 1) warmer than expected summer causing increased air-conditioning demands for show move-in days; and 2) colder than normal winter requiring additional heat at a commodity price suffering from a 200% rate hike over the last few months.

The corporation's year-to-date impact on operating reserves is fairly cost neutral, with a reduction of \$685K. Projected ending unrestricted reserves are estimated to end the year at nearly \$25M.

#### **Strategic Plan focus work:**

- **Culture: HR Strategic Plan**

The team has made significant progress bringing on much needed talent in service departments through a successful onsite job fair in February. The team will also host a second job fair and represent the SDCC at three additional hiring events in March. HR onboarded a new HR Business Partner while continuing interviews for a Safety & Risk manager.

Area of Focus	Time Period
Talent Acquisition	Q2:2023
Onboarding	Q3:2023

- **Culture: Employee Retention**

Staff continue to monitor turnover trends and new hire strategies. They continue to watch salary projections and inflation to ensure paygrades and pay adjustments remain within market parameters.

The Finance department is undergoing a reorganization of key leadership positions following two mid-level management departures. Recruitment for a Controller a temporary supervisor will start soon to support the volume of business transactions to evaluate streamlining opportunities.

- **Business Model: Analyzing events & KPI's**

Finance and Sales continue to collaborate on ways to create financial regional benefit, operational solvency and generate better business for the region. Staff is focused on evaluating economic forecast tools while creating a better regional impact calculator through SDTA to help tell our story better to key stakeholders in the community.



### **Collaboration with the City**

- Staff continue to evaluate potential permanent marshal yard opportunities with the city's Real Estate team (DREAM) for a location near the convention center. A location that was previously identified needed further time for environmental review, therefore Board approved to extend the current marshal yard lease for an additional two years last month in order to minimize operational disruption and allow enough time to find a viable solution.

## **Agenda Items 3.C.2 and 3.C.3**

### **SAN DIEGO CONVENTION CENTER CORPORATION**

#### **M E M O R A N D U M**

**TO:** Board of Directors

**FROM:** Shawn VanDiver, Budget Committee Chair

**DATE:** For the Agenda of March 29, 2023

**RE:** Authorization to Approve Fiscal Year 2024 Proposed Budget and CIP/Infrastructure and O&M Projections

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#### **BACKGROUND**

The convention center continues to be the regions premier gathering place, responsible for generating significant economic benefits for the greater San Diego area by hosting international and national conventions and trade shows. The desire to have in-person events remains steady as new bookings indicate a strong demand. FY2023 has resulted in strong attendance with travel rivaling pre-pandemic norms. The Sales and Marketing teams have worked tirelessly over the past couple of years to refine San Diego's business model of welcoming events to the center. With limited capacity available, it was imperative for the team to qualify business and ensure the right book of business compliments all stakeholder needs; focusing on generating maximum TOT to fund the City's General Fund while helping local business, key stakeholders and producing quality jobs to ensure San Diego thrives.

#### **DISCUSSION**

SDCC budgeted to host a total of 91 events in FY2023, including 69 primary events (65 Convention & Tradeshow, and 4 Corporate events). Budgeted attendance was slightly lower than pre-pandemic norms, however, customer spending habits and hotel room rates were significantly higher, causing record-breaking tax revenue expected through June 2023. FY2023 projected event activity is set to host 129 events and produce \$3M more in estimated tax revenue with a total regional impact of \$1.4B for the year. See the table below for planned event activity.

	FY2023 Budget	FY2023 Forecast	FY2024 Budget
<b>Primary Events Only</b>			
Primary Events	69	72	62
<i>Conv/Corp</i>	<i>(65 / 4)</i>	<i>(67 / 5)</i>	<i>(57 / 5)</i>
Total Events	91	129	107
Attendance	580,000	581,000	747,000
Room Nights*	762,000	784,000	961,000
TOT/Sales tax	\$29M	\$32M	\$39M
Regional Impact	\$1.2B	\$1.4B	\$1.7B

**FY2024 Budgetary Summary:**

FY2024 is facing a budgetary deficit of \$13,663,213 mainly due to significant capital investments required over the next year. FY2024 is forecasted to begin the year with \$24,938,976 in reserves on July 1, 2023 and will end the year at \$11,275,763. This budget assumes the City of San Diego will contribute \$2,734,650 for SDTA Marketing efforts with an additional \$5,000,000 to support SDCC operating loss and to service the majority of debt service obligations. The remaining debt service and all planned capital expenditures will be funded from SDCC's reserve balance.

	FY2023 Budget	FY2023 Forecast	FY2024 Budget
<b>Beginning Reserve:</b>	<b>\$24,257,668</b>	<b>\$29,335,545</b>	<b>\$ 24,938,976</b>
<b><u>FY2024 Activity</u></b>			
Operating Revenue	\$37,184,360	\$40,789,645	\$ 43,638,970
City - Marketing	2,655,000	2,655,000	2,734,650
City - Subsidy	-	-	5,000,000
Wages	(25,458,960)	(25,531,441)	(30,325,920)
Expense	(17,016,850)	(18,140,356)	(19,755,331)
<b>Net Operating loss</b>	<b>(2,636,450)</b>	<b>(227,152)</b>	<b>1,292,369</b>
Debt	(1,689,740)	(1,689,725)	(1,684,604)
CapX	(3,056,700)	(2,479,692)	(13,270,978)
<b>Net Reserve Impact</b>	<b>(4,746,440)</b>	<b>(4,169,417)</b>	<b>(14,955,582)</b>
<b>Total Loss on Reserve</b>	<b>\$ (7,382,890)</b>	<b>\$ (4,396,569)</b>	<b>\$ (13,663,213)</b>
<b>Ending Reserve</b>	<b>\$16,874,778</b>	<b>\$24,938,976</b>	<b>\$ 11,275,763</b>

FY2024 Proposed Operating Revenues total \$43,638,970, which is nearly \$3M better than the prior year results. The increase in FY2024 operating revenues continues to reflect a return to normal business operations, despite increased airfare and hotel room rate costs. Additional modifications in booking strategies to include further qualifying of business contracts that serve the needs of all stakeholders in the community, is projected to yield higher ancillary revenue, tax revenue and optimization of hotel room nights for convention business.

Acct#		FY2023 BUDGET	FY2023 FORECAST	FY2024 PROPOSED BUDGET
	<b>OPERATING REVENUES</b>			
Rev-1	Building Rent	\$8,966,390	\$9,395,833	\$9,624,410
Rev-2	Food & Beverage	11,790,680	13,093,188	14,959,860
Rev-3	Event Services	3,764,740	3,674,432	4,321,960
Rev-4	Utilities	6,558,200	6,213,466	6,599,980
Rev-5	Telecommunications	3,947,770	5,599,397	5,454,420
Rev-6	Audio & Visual	1,100,220	1,929,667	1,440,340
Rev-7	Business Development	876,100	770,062	1,043,400
Rev-8	Interest/Investment Income	100,000	20,000	100,000
Rev-9	Other Revenues	80,260	93,600	94,600
	<b>TOTAL OPERATING REVENUES</b>	<b>\$37,184,360</b>	<b>\$40,789,645</b>	<b>\$43,638,970</b>

Offsetting the increase in revenues are increased expenses. Personnel costs are expected to increase by nearly \$5M from the FY2023 budget primarily due to increased wage adjustments in bargaining rates for represented staff. Staff agreements were previously capped at a 3% increase, which was insufficient to keep up with market rates and competition. Non-represented staff received a 5% competitive increase compared to prior year averages of 3%. FY2024 average budgeted wage increase calls for a 5% overall increase starting at the beginning of the fiscal year.

Further personnel increases planned of nearly \$1.25M are due to creating a new maintenance and capital projects department to oversee resource planning, rehabilitation and replacement projects and general maintenance of the aging building. In prior years, staff were responsible for daily maintenance of the facility, largely focused on servicing events only. After further discussions with the City of San Diego and review of over \$400M in identified future capital investment needs, internal teams will lead these efforts to ensure proper investments and planning can be accomplished for critical projects. The City and SDCC continue to forge a path forward to define future projects and funding resources.



Acct#		FY2023 BUDGET	FY2023 FORECAST	FY2024 PROPOSED BUDGET
<b>OPERATING EXPENSES</b>				
Wages-1	Salaries & Wages - Full Time	\$15,289,590	\$15,219,926	\$18,197,199
Wages-2	Salaries & Wages - Part Time	4,668,190	4,677,903	5,570,308
Wages-3	Fringe Benefits	5,501,180	5,633,612	6,558,413
<b>TOTAL PERSONNEL EXPENSES</b>		<b>\$25,458,960</b>	<b>\$25,531,441</b>	<b>\$30,325,920</b>

Non-Personnel costs for general building support, repairs & maintenance, and utilities increased from \$17.0M in FY2023 to \$19.8M for FY2024 (\$2.8M higher). This increase is mostly in support of critically required general building and fire system maintenance costs as well as a marshal yard extension agreement and increased utility costs.

Acct#		FY2023 BUDGET	FY2023 FORECAST	FY2024 PROPOSED BUDGET
Exp-1	General Expenses	\$1,978,740	\$1,965,830	\$2,556,983
Exp-2	Repair & Maintenance	4,795,260	5,274,277	6,084,883
Exp-3	Utilities	4,594,560	5,460,000	5,955,000
Exp-4	Contracted Services	1,532,520	1,348,634	718,840
Exp-5	Travel & Transportation	67,180	80,115	110,735
Exp-6	Insurance	683,230	672,798	763,000
Exp-7	Telecommunications	59,650	53,372	92,100
Exp-8	Sales & Marketing	2,702,310	2,696,227	2,784,440
Exp-9	Supplies	603,400	589,103	689,350
<b>TOTAL SUPPLIES &amp; SERVICES</b>		<b>\$17,016,850</b>	<b>\$18,140,356</b>	<b>\$19,755,331</b>

Debt service expenses for FY2024 are nearly \$1.7M, matching the FY2023 Budget.

Total FY2024 Capital Investments for CIP and Operating Capital, Net of Debt are \$13,270,978 (an increase of \$10.2M from the FY2023 Budget). CIP projects total \$11,960,000 and will primarily focus on three projects:

- 1) (\$4,700,000): West Kitchen improvement project (including renovation of roof top office space). This project is required to bring the original kitchen equipment and structural infrastructure to code as well as to function as a secondary full-service kitchen. Should an expansion be approved, the West kitchen will serve as the primary kitchen while the

East kitchen is decommissioned for construction. Even without an expansion, having a secondary full-service kitchen serves as a huge selling point for clients with the ability to produce larger quantities and faster service.

- 2) (\$4,000,000): West building exhibit hall air wall replacement. Original equipment is failing and is beyond useful life. Total project includes the air wall's operable partition trolley system, inclusive of sound-resistant barriers and fabric.
- 3) (\$1,400,000): Continued design and development of West building roof replacement. Originally planned to commence in FY2023 following foundational engineering analysis and conceptual plans designs, further analysis using a design-build contracting firm specializing in Energy Saving Contract financing delayed the project - as the scope was extended to include a solar review. Staff anticipate construction to commence in the summer of 2025 and complete in FY2026, after a heavy event schedule in FY2024 and FY2025 left little available down time for construction.

Operating and Maintenance capital projects total \$1,310,978 and are due primarily to three focus areas of investment:

- 1) (\$280,000): Plumbing: Thermostat mixing valves needed to regulate hot water with cold water (to ensure constant and safe temperatures) are beyond useful life.
- 2) (\$373,000): Technology: CCTV cameras and servers scheduled for replacement.
- 3) (\$600K+): Various operating equipment needs (ie: forklifts, large ride-on vacuums, electric carts)

### **STAFF RECOMMENDATION**

Staff recommends that the Board accept the FY2024 Proposed Operating and Capital expense budget.

\_\_\_\_\_/s/\_\_\_\_\_  
Shawn VanDiver  
Budget Committee Chair

**San Diego Convention Center Corporation**  
**FY2024 Budget - Proposed**  
**Corporate Summary**

Mar 22, 2023

4:18 PM

		FY2023 BUDGET	FY2023 FORECAST	FY2024 PROPOSED BUDGET	FY2025 PROJECTION
<b>OPERATING REVENUES</b>					
Rev-1	Building Rent	\$8,966,390	\$9,395,833	\$9,624,410	\$8,860,730
Rev-2	Food & Beverage	11,790,680	13,093,188	14,959,860	18,360,780
Rev-3	Event Services	3,764,740	3,674,432	4,321,960	4,539,330
Rev-4	Utilities	6,558,200	6,213,466	6,599,980	6,967,000
Rev-5	Telecommunications	3,947,770	5,599,397	5,454,420	5,756,520
Rev-6	Audio & Visual	1,100,220	1,929,667	1,440,340	1,570,430
Rev-7	Business Development	876,100	770,062	1,043,400	1,095,580
Rev-8	Interest/Investment Income	100,000	20,000	100,000	100,000
Rev-9	Other Revenues	80,260	93,600	94,600	99,350
	<b>TOTAL OPERATING REVENUES</b>	<b>\$37,184,360</b>	<b>\$40,789,645</b>	<b>\$43,638,970</b>	<b>\$47,349,720</b>
<b>OPERATING INFLOWS</b>					
Sub-1	City of San Diego - Marketing	\$2,655,000	\$2,655,000	\$2,734,650	\$2,816,690
Sub-2	City of San Diego - Funding	0	0	5,000,000	7,000,000
	<b>TOTAL OPERATING INFLOWS</b>	<b>\$2,655,000</b>	<b>\$2,655,000</b>	<b>\$7,734,650</b>	<b>\$9,816,690</b>
	<b>TOTAL REVENUES AND INFLOWS</b>	<b>\$39,839,360</b>	<b>\$43,444,645</b>	<b>\$51,373,620</b>	<b>\$57,166,410</b>
<b>OPERATING EXPENSES</b>					
Wages-1	Salaries & Wages - Full Time	\$15,289,590	\$15,219,926	\$18,197,199	\$19,355,312
Wages-2	Salaries & Wages - Part Time	4,668,190	4,677,903	5,570,308	5,848,823
Wages-3	Fringe Benefits	5,501,180	5,633,612	6,558,413	6,897,461
	<b>TOTAL PERSONNEL EXPENSES</b>	<b>\$25,458,960</b>	<b>\$25,531,441</b>	<b>\$30,325,920</b>	<b>\$32,101,596</b>
Exp-1	General Expenses	\$1,978,740	\$1,965,830	\$2,556,983	\$2,679,670
Exp-2	Repair & Maintenance	4,795,260	5,274,277	6,084,883	6,389,180
Exp-3	Utilities	4,594,560	5,460,000	5,955,000	6,252,750
Exp-4	Contracted Services	1,532,520	1,348,634	718,840	754,780
Exp-5	Travel & Transportation	67,180	80,115	110,735	116,280
Exp-6	Insurance	683,230	672,798	763,000	801,160
Exp-7	Telecommunications	59,650	53,372	92,100	96,710
Exp-8	Sales & Marketing	2,702,310	2,696,227	2,784,440	2,863,675
Exp-9	Supplies	603,400	589,103	689,350	723,840
	<b>TOTAL SUPPLIES &amp; SERVICES</b>	<b>\$17,016,850</b>	<b>\$18,140,356</b>	<b>\$19,755,331</b>	<b>\$20,678,045</b>
	<b>TOTAL OPERATING EXPENSES</b>	<b>\$42,475,810</b>	<b>\$43,671,797</b>	<b>\$50,081,251</b>	<b>\$52,779,641</b>
	<b>NET OPERATING REVENUES / EXPENSES</b>	<b>-\$2,636,450</b>	<b>-\$227,152</b>	<b>\$1,292,369</b>	<b>\$4,386,768</b>
<b>DEBT SERVICE EXPENSES</b>					
Exp-10	Interest Expense (Loan Payable)	\$806,980	\$806,969	\$776,809	\$748,161
Exp-11	Loan Admin Fee	67,440	67,436	64,915	62,520
Debt-1	Principal: Warehouse Lease	1,650	1,650	0	0
Debt-2	Principal: IBank Loan	813,670	813,670	842,880	873,140
	<b>TOTAL DEBT SERVICE EXPENSES</b>	<b>\$1,689,740</b>	<b>\$1,689,725</b>	<b>\$1,684,604</b>	<b>\$1,683,821</b>

**San Diego Convention Center Corporation**  
**FY2024 Budget - Proposed**  
**Corporate Summary**

Mar 22, 2023

4:18 PM

		FY2023 BUDGET	FY2023 FORECAST	FY2024 PROPOSED BUDGET	FY2025 PROJECTION
<b>CAPITAL INVESTMENTS</b>					
CapX -CIP	CIP - Infrastructure Projects	\$6,910,000	\$1,375,000	\$11,960,000	\$3,750,000
Debt-3	Debt Finance offset (IBank/Roof)	<b>-\$5,160,000</b>	\$0	\$0	\$0
CapX -OM	O&M - Operating & Major Maintenance Capital items	\$1,306,700	\$1,104,692	\$1,310,978	\$390,300
<b>TOTAL CAPITAL INVESTMENTS (Net of Debt)</b>		\$3,056,700	\$2,479,692	\$13,270,978	\$4,140,300
<b>NET OPERATING RESERVE IMPACT</b>		<b>-\$7,382,890</b>	<b>-\$4,396,569</b>	<b>-\$13,663,213</b>	<b>-\$1,437,353</b>

<b>OPERATING RESERVE ACTIVITY</b>		FY2023 BUDGET	FY2023 FORECAST	FY2024 PROPOSED BUDGET	FY2025 PROJECTION
<b>Beginning Operating Reserve</b>		\$24,257,668	\$29,335,545	\$24,938,976	\$11,275,763
+ Net Operating Revenues / (Expenses)		<b>-2,636,450</b>	<b>-227,152</b>	1,292,369	4,386,768
+ PPP Loan Forgiveness		0	0	0	0
- Debt Service Obligation		<b>-1,689,740</b>	<b>-1,689,725</b>	<b>-1,684,604</b>	<b>-1,683,821</b>
- Capital Investment (Net of Debt)		<b>-3,056,700</b>	<b>-2,479,692</b>	<b>-13,270,978</b>	<b>-4,140,300</b>
<b>Ending Reserve Balance</b>		\$16,874,778	\$24,938,976	\$11,275,763	\$9,838,410
Reserve Minimum Balance (8%)		\$3,132,124	\$3,132,124	\$2,992,512	\$3,341,166
Over / (Under) Reserve Minimum Balance		\$13,742,654	\$21,806,852	\$8,283,251	\$6,497,244



### 3 Yr - CIP Outlook (Capital Infrastructure Projects)

PRIORITY	PROJECT DESCRIPTION	FY2024 Budget	FY2025 Proposed	FY2026 Proposed	3-Year CIP total Proposed
<b>West Roof Planning and Design</b>					
1	Roof Engineering/Design Consultant - (Permitting, studies, solar analysis), the design-build, demo, construction ( <b>design in '24 &amp; construction in '26</b> )	400,000	-	3,960,000	4,360,000
2	Renovate West Pro Shop (assumes plumbing issues with healthy contingency)	500,000	-	-	500,000
3	Solar (optional) addition to roof	1,000,000	-	9,900,000	10,900,000
<b>Total CIP Project:</b>		<b>1,900,000</b>	-	<b>13,860,000</b>	<b>15,760,000</b>
<b>Fire/Life/Safety</b>					
1	Fire Pump (Install) - to complete in FY2024	80,000	-	-	80,000
<b>Total CIP Project:</b>		<b>80,000</b>	-	-	<b>80,000</b>
<b>Mechanical Systems: Central Plant Replacement (Based on TK1/Facility Assessment)</b>					
1	AHU's replacement/refurb (West Building)	-	1,600,000	1,300,000	2,900,000
1	AHU's replacement/refurb (Sail Pavilion)			200,000	200,000
2	Sail Pavilion Boiler/Chillers			839,812	839,812
3	Building Automation System Upgrade	400,000	400,000	1,000,000	1,800,000
2	Metasys System Upgrade (Phased replacement of NAE devices, N2 Field Controllers, and other outdated devices)	400,000			400,000
2	Central Plant Overhaul (2 boilers, 5 chillers, 26 pumps, HW/CW loop)	-	1,000,000	9,000,000	10,000,000
2	Air Delivery System: Upgrade - Ballroom 20	-	250,000	-	250,000
<b>Total CIP Project:</b>		<b>800,000</b>	<b>3,250,000</b>	<b>12,339,812</b>	<b>16,389,812</b>
<b>West Kitchen Remodel (needs to be done before Expansion demo of East kitchen)</b>					
2	West Kitchen Equipment: Infrastructure (final estimates in a week)	2,000,000		-	2,000,000
2	West Kitchen: Remodel (Equipment Replacement)	2,000,000		-	2,000,000
<b>Total CIP Project:</b>		<b>4,000,000</b>	-	-	<b>4,000,000</b>
<b>Electrical Systems: Need consultant/inventory/assessment to further plan</b>					

### 3 Yr - CIP Outlook (Capital Infrastructure Projects)

PRIORITY	PROJECT DESCRIPTION	FY2024 Budget	FY2025 Proposed	FY2026 Proposed	3-Year CIP total
1	West Building Main Breaker Modernization	80,000	-	-	80,000
2	Upgrade emergency generator, transfer switch & day tank	500,000	-	-	500,000
2	Lighting Control project Exhibit Halls (west side + some east meeting rooms)	300,000	-	-	300,000
<b>Total CIP Project:</b>		<b>880,000</b>	<b>-</b>	<b>-</b>	<b>800,000</b>
<b>Building Reconditioning Projects</b>					
2	Resurface East Kitchen floors	200,000	-	-	200,000
2	Replace air walls (west side)	4,000,000	-	-	4,000,000
3	Design for concession stand replacement	100,000	-	-	100,000
3	Concession stands: Retrofit A-C. Others will be demoed in expansion	-	-	300,000	300,000
3	Land Development for Marshall Yard - FY2025: Grading, crushed concrete, fencing, gate, electrical, slab for scale, further buildout	-	250,000	-	250,000
<b>Total CIP Project:</b>		<b>4,300,000</b>	<b>250,000</b>	<b>300,000</b>	<b>4,850,000</b>
<b>Concrete</b>					
3	Concrete Study for replacement of front drive, grand staircase and heavily trafficked areas		250,000	-	250,000
3	Front Drive East: Replace Concrete		-	1,614,977	1,614,977
2	Front Drive: Sidewalks		-	788,930	788,930
<b>Total CIP Project:</b>		<b>-</b>	<b>250,000</b>	<b>2,403,907</b>	<b>2,653,907</b>
<b>Total Capital Infrastructure Projects</b>		<b>\$ 11,960,000</b>	<b>\$ 3,750,000</b>	<b>\$ 28,903,719</b>	<b>\$ 44,533,719</b>
To be Debt Financed				13,860,000	13,860,000
<b>Net Cash Investment Needed</b>					<b>\$ 30,673,719</b>

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4=Planned replacement with avail funding



### 3 Yr - O&M (Operating Capital & Maintenance)

PRIORITY	PROJECT DESCRIPTION	FY2024 Budget	FY2025 Proposed	FY2026 Proposed	3-Year CIP total Proposed
<b>Kitchen Equipment</b>					
3	Kitchen Stacker system with shelving equip warehouse	40,000			40,000
	<b>Total Kitchen Equipment:</b>	40,000	-	-	40,000
<b>Plumbing</b>					
1	Thermostat mixing valves	280,000			280,000
	<b>Total Kitchen Equipment:</b>	280,000	-	-	280,000
<b>Technology</b>					
2	CCTV Upgrade (front drive) - public safety	150,000			150,000
2	workforce management (dimensions) and fire timekeeping, and fire Accruals, Advance Scheduling, Leave & Attendance) **Expedite to FY24 if possible.		141,300		141,300
2	UKG Pro Employee Voice/UKG Pro Benefits Administration (surveys) **Expedite to FY24 if possible.		34,000		34,000
3	Server Replacement (phased fleet replacement)	60,000			60,000
3	Nimble Storage Appliance	163,000			163,000
3	Cyrun Report and Incident Software - public safety		160,000		160,000
3	Redundant Cooler for Rack System in server room			250,000	250,000
	<b>Total Technology Investment:</b>	373,000	335,300	250,000	958,300
<b>Electrical Components</b>					
	<b>Total Electrical Components:</b>	-	-	-	-

### 3 Yr - O&M (Operating Capital & Maintenance)

PRIORITY	PROJECT DESCRIPTION	FY2024 Budget	FY2025 Proposed	FY2026 Proposed	3-Year CIP total
<b>Public Safety</b>					
3	Public Safety System Upgrade - (Speakers, AMP, controls)		-	1,049,369	1,049,369
4	Walk thru metal detectors			100,000	100,000
<b>Total Public Safety</b>		-	-	1,149,369	1,149,369
<b>Operating Equipment</b>					
1	Ascension Virtuoso 5460P Wheelchair lifts (2) \$37,000 each (ADA)	73,603			73,603
2	26/32 scissor lift	40,000			40,000
2	Karcher Chariot Large Expanse Vacuum Cleaners (2) 25,000 each	50,000			50,000
2	Triplex Lawnmower	50,000			50,000
2	Tennant Scrubber T20	64,200			64,200
2	40' Scissor Lift	80,000			80,000
2	Bobcat SkidSteer S590 with bucket, grapple bucket, excavator, stump grinder	95,000		-	95,000
3	Sweeper, Large ride on, Tennant S30	39,000			39,000
3	5 Electric Carts at \$16K each	82,175			82,175
3	40' Boom Lift: Replace			41,000	41,000
4	Yale Electric Forklift with Charger	44,000			44,000
4	Robotic Vacuum		55,000		55,000
<b>Total Operating Equipment:</b>		617,978	55,000	41,000	713,978
<b>Total Equipment Needs</b>		\$ 1,310,978	\$ 390,300	\$ 1,440,369	\$ 3,141,647

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3 Yr - O&M (Operating Capital & Maintenance)

PRIORITY	PROJECT DESCRIPTION	FY2024 Budget	FY2025 Proposed	FY2026 Proposed	3-Year CIP total Proposed
<b>Kitchen Equipment</b>					
3	Kitchen Stacker system with shelving equip warehouse	40,000			40,000
	<b>Total Kitchen Equipment:</b>	40,000	-	-	40,000
<b>Plumbing</b>					
1	Thermostat mixing valves	280,000			280,000
	<b>Total Kitchen Equipment:</b>	280,000	-	-	280,000
<b>Technology</b>					
2	CCTV Upgrade (front drive) - public safety	150,000			150,000
2	workforce management (permissions) and fire timekeeping, and fire Accruals, Advance Scheduling, Leave & Attendance) **Expedite to FY24 if possible.		141,300		141,300
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3	Cyrun Report and Incident Software - public safety		160,000		160,000
3	Redundant Cooler for Rack System in server room			250,000	250,000
	<b>Total Technology Investment:</b>	373,000	335,300	250,000	958,300
<b>Electrical Components</b>					
	<b>Total Electrical Components:</b>	-	-	-	-

### 3 Yr - O&M (Operating Capital & Maintenance)

PRIORITY	PROJECT DESCRIPTION	FY2024 Budget	FY2025 Proposed	FY2026 Proposed	3-Year CIP total Proposed
<b>Public Safety</b>					
3	Public Safety System Upgrade - (Speakers, AMP, controls)		-	1,049,369	1,049,369
4	Walk thru metal detectors			100,000	100,000
<b>Total Public Safety</b>		-	-	1,149,369	1,149,369
<b>Operating Equipment</b>					
1	Ascension Virtuoso 5460P Wheelchair lifts (2) \$37,000 each (ADA)	73,603			73,603
2	26/32 scissor lift	40,000			40,000
2	Karcher Chariot Large Expansive Vacuum Cleaners (2) 25,000 each	50,000			50,000
2	Triplex Lawnmower	50,000			50,000
2	Tennant Scrubber T20	64,200			64,200
2	40' Scissor Lift	80,000			80,000
2	Bobcat SkidSteer S590 with bucket, grapple bucket, excavator, stump grinder	95,000		-	95,000
3	Sweeper, Large ride on, Tennant S30	39,000			39,000
3	5 Electric Carts at \$16K each	82,175			82,175
3	40' Boom Lift: Replace			41,000	41,000
4	Yale Electric Forklift with Charger	44,000			44,000
4	Robotic Vacuum		55,000		55,000
<b>Total Operating Equipment:</b>		617,978	55,000	41,000	713,978
<b>Total Equipment Needs</b>		\$ 1,310,978	\$ 390,300	\$ 1,440,369	\$ 3,141,647

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## **Agenda Item 3.C.4**

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

**TO: Board of Directors**

**FROM: Shawn VanDiver, Budget Committee Chair**

**DATE: For the Agenda of March 29, 2023**

**RE: Approve Contract for Business Intelligence Reporting (Solver) Implementation**

---

### **BACKGROUND**

The Corporation recently converted two major system platforms in both its financial suite software (Microsoft Business Central) along with simultaneously upgrading to a new event management platform (VenueOps by Momentus formerly Ungerboeck). MS Business Central is used for all the core accounting functions including cash management, accounts payable and receivables, general ledger, procurement, fixed assets, and financial statement issuance. Staff leverage this software to manage every aspect of the accounting life cycle, compliance and administration but need more powerful reporting capabilities.

The original implementation (referred to as a Phase I of the conversion of MS Business Central and Venue Ops) was purchased and developed at a cost totaling \$378,146 as a Software Capital Expense and funded from Corporation reserve. Annual subscription costs for both systems total approximately \$116,000 per year for approximately 200+ user accounts, paid from operating funds budgeted for each respective year. Yearly hosting and transaction services are inclusive of program upgrades and support.

Phase II Software enhancement capital project (automation and dashboards) is budgeted in FY2023 for \$200,000, \$53,000 of which has been spent through February 2023. Solver implementation with one (1) year annual subscription will add an additional \$93,650, leaving nearly \$50,000 remaining of project value.

### **DISCUSSION**

With the recent technology platform conversions of the financial and event management system, staff continue to perform reporting and analysis aspects in excel without powerful business intelligent software (BI). BI software ingests business data and presents it in user-friendly views such as reports, dashboards, charts, and graphs by joining system data to alleviate the needs for manual processing. Staff and dedicated software consultant (FMT) chose Solver Global as an innovative and easy-to-use corporate performance management (CPM) toolset. Solver provides a robust, cloud-based solution that automates reporting, consolidations, budgeting and forecasting processes, and supports faster and better decisions based on key information from across the organization's data sources. As part of the discovery process, staff and FMT reviewed another BI solution called Jet Reports by InsightSoftware. Jet Reports lacked the seamless functionality and scalability which Solver offered. After viewing demonstrations of each solution, the evaluation team decided to select Solver.

FMT is our Certified Gold MS business partner committed to helping us implement the Solver platform while assisting the Corporation to leverage technology and efficiencies through a consulting relationship. FMT will assist Corporation with defining and configuring the Solver reporting environment and creating four (4) initial core reports:

- Board Financial Reports
- Financial Statements for Distribution and Drill-through
- Statement of Net Position
- FS\_MDA workbook with Mapper for audit

Staff will also be recruiting a Financial Analyst to maintain and further develop reports and integrations, working directly with IT to build further automation with other ERP systems (UKG, CRM and Venue Ops) in the future to standardize reporting and workflows to management.

The Solver implementation through FMT will meet the following terms:

- Initial setup and implementation cost: \$70,650
- 3 Year subscription renewal \$23,000 each year (15% discount for multiple year subscription)
- FMT will remain software Partner of Record to better assist with system support and licensing.

#### RECOMMENDATION

Board of Directors approve award of a contract to FMT Consultants, LLC, to purchase and implement Solver Global Reporting Solutions, for a term of three (3) years with contract value of \$139,650 with \$10,350 in contingency for added users and additional unforeseen enhancement requests. All costs are budgeted for a 3 year commitment value not-to-exceed \$150,000.

\_\_\_\_\_/s/\_\_\_\_\_  
Shawn VanDiver,  
Budget Committee Chair



## Agenda Item 3.D



**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 FEBRUARY 23	FY22 FEBRUARY 22	CUMULATIVE FYTD 2023	CUMULATIVE FYTD 2022
	EVENTS	4	7	30	39
	ATTENDANCE	9,030	9,712	79,044	85,463
	ROOM NIGHTS	750	360	8,308	9,244
	RENTAL REVENUE	\$98,900	\$83,310	\$873,280	\$840,592

### FY23 PERCENT TO GOAL

*Convention Center Rental Revenue*

	GOAL	YTD	PERCENT TO GOAL
CONTRACTED RENTAL REVENUE	\$1,500,000	\$873,280	58.2%

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

### CONTRACTED SHORT TERM EVENTS/ FEB 2023

EVENT NAME	EVENT DATES	PROJECTED ATTENDANCE	PEAK ROOMS	ROOM NIGHTS	RENTAL
GE Office/ Western Turbine	03/12/23	30	0	0	\$4,800
San Diego Home Show 2024	01/05/24	5,000	0	0	\$17,000
Bridal Bazaar Winter 2024	01/26/24	2,000	0	0	\$20,100
Festival of Biologics USA 2024	04/13/24	2,000	250	750	\$57,000
<b>TOTAL</b>		<b>9,030</b>		<b>750</b>	<b>\$98,900</b>

## San Diego Convention Center Short Term Sales March 2023 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
Poway Gymnastics	03/31/23	6,000	0	0	\$31,200
X-Stem San Diego 2023	04/18/23	2,400	0	0	\$9,300
San Diego Zoo Wildlife Alliance Meeting	04/19/23	2,000	0	0	\$11,400
IR Show Fall 2023	07/28/23	1,000	150	450	\$40,200
Joint Women's Leadership Symposium-2023	06/28/23	1,500	300	900	\$45,150
San Diego Fall Home Show 2023	08/25/23	5,000	0	0	\$17,000
San Diego Tourism Authority	11/03/22	500	0	0	\$5,700
An Evening with Dr. Zahi Hawass	05/05/23	2,000	0	0	\$7,700
Suplybank.org School Supply Kit Build	05/13/23	500	0	0	\$6,930
San Diego Tattoo Arts Festival	08/20/23	8,000	50	150	\$49,800
Bridal Bazaar Fall 2023	09/17/23	2,000	0	0	\$11,550
Shamrock Foods Company Expo 2023	08/23/23	1,500	275	323	\$47,450
Art San Diego 2023	11/03/23	10,000	0	0	\$26,950
BPI West 2025	03/18/25	500	250	750	\$77,400
Navy Gold Coast Small Business Conference	07/26/23	2,000	25	50	\$60,800



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

### CONTRACTED SHORT TERM EVENTS/ FY23 YTD

EVENT NAME	EVENT DATES	PROJECTED ATTENDANCE	PEAK ROOMS	ROOM NIGHTS	RENTAL
GE Office/ Western Turbine	03/12/23	30	0	0	\$4,800
San Diego Home Show 2024	01/05/24	5,000	0	0	\$17,000
Bridal Bazaar Winter 2024	01/26/24	2,000	0	0	\$20,100
Festival of Biologics USA 2024	04/13/24	2,000	250	750	\$57,000
<b>TOTAL</b>		<b>79,044</b>		<b>8,038</b>	<b>\$873,280</b>

## Agenda Item 3.D



### CITYWIDE PRIMARY MARKET

*Conventions, Trade Shows, Corporate & Incentive Events*

DEFINITE	FUTURE YR BOOKINGS	FEBRUARY 2023	FEBRUARY 2022	FEBRUARY 2019	CUMULATIVE FY2023	CUMULATIVE FY2022	CUMULATIVE FY2019
	CONVENTIONS	1	3	3	30	25	22
	ATTENDANCE	2,800	10,500	16,500	232,900	207,000	188,024
	ROOM NIGHTS	4,000	16,807	17,506	334,991	374,557	150,350

TENTATIVE	FUTURE YR BOOKINGS	FEBRUARY 2023	FEBRUARY 2022	FEBRUARY 2019	CUMULATIVE FY2023	CUMULATIVE FY2022	CUMULATIVE FY2019
	BOOKINGS	16	6	5	70	55	65
	ATTENDANCE	63,550	46,200	33,400	440,380	348,869	629,550
	ROOM NIGHTS	118,365	109,104	13,294	720,991	570,249	1,183,660

### FY2023 TOTAL ROOM NIGHTS FOR FUTURE BUSINESS

	CUMULATIVE FY2023		CUMULATIVE FY2022		CUMULATIVE FY2019
<b>DEFINITE TOTAL ROOM NIGHTS</b>	334,991		374,557		188,024
VARIANCE COMPARED TO FY2019	+146,967	+78%	+186,533	+99%	
<b>TENTATIVE TOTAL ROOM NIGHTS</b>	720,991		570,249		1,183,660
VARIANCE COMPARED TO FY2019	-462,669	-39%	-613,411	-51%	



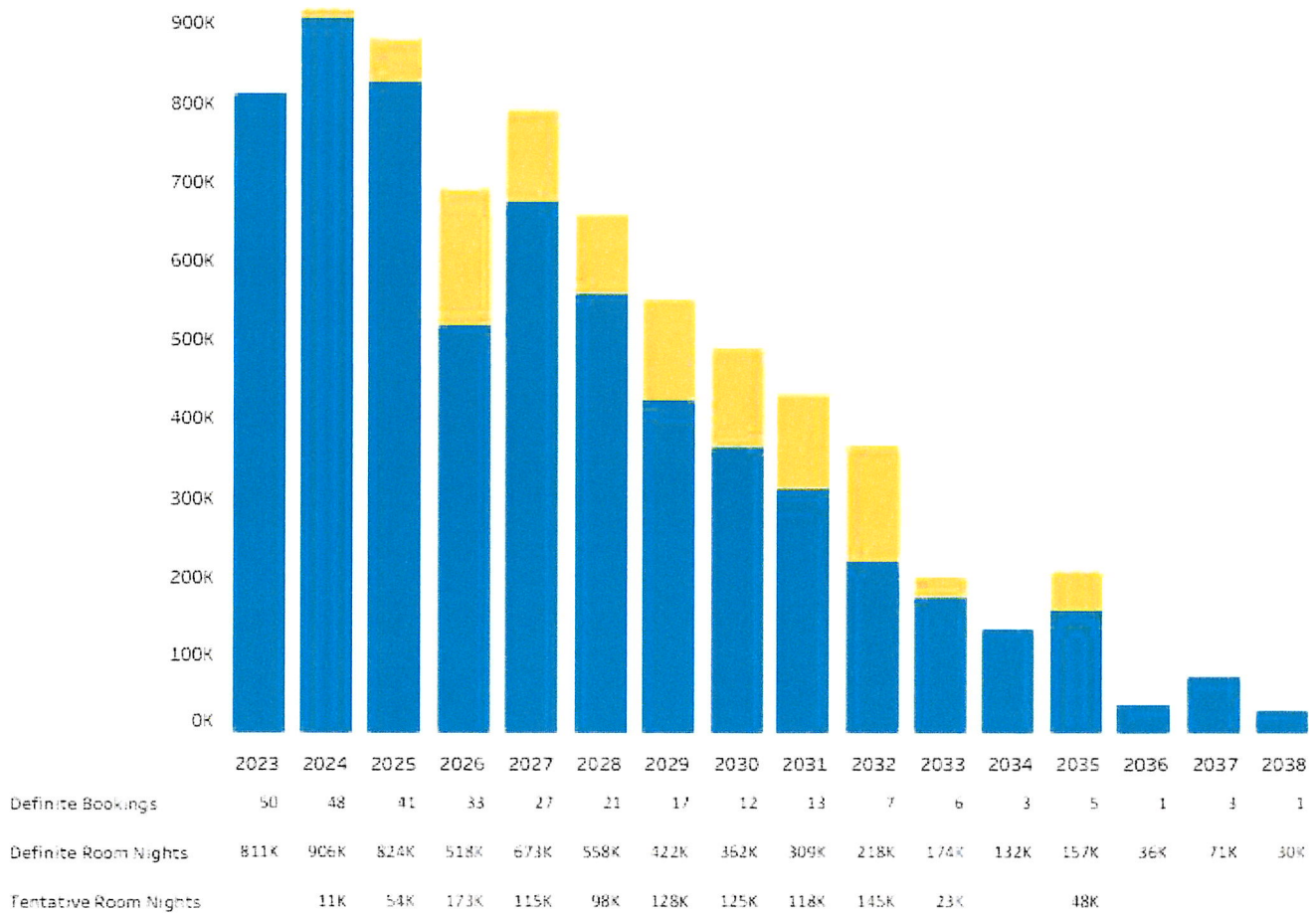
**DEFINITE EVENTS BREAKDOWN***Conventions, Trade Shows, Corporate & Incentive Events booked in February 2023*

Account Name	Event Begin Date	Event End Date	Peak Room Nights	Estimated Attendance	Room Nights
American Society of Colon & Rectal Surgeons (ASCRS) Annual Meeting 2025	5/8/25	5/15/25	950	2,800	4,000
<b>Total</b>			<b>950 AVG</b>	<b>2,800</b>	<b>4,000</b>

**ROOM NIGHT SUMMARY**

Figures based on calendar year of event begin date

Lead  
Definite



\*2023 variance to last month due to Clarion Events Traffic &amp; Conversion Summit 2023 cancellation (-4130 TRN &amp; -1.2K PK)

\*2028 variance to last month due to Alzheimer's Association (-9,092 TRN &amp; -1.8K PK)

\*2029 variance to last month due to International Carwash Association The Carwash Show 2029 cancellation (-9,028 &amp; -2.5K PK)