

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

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

**WEDNESDAY, MARCH 29, 2023, 11:00 A.M.
111 W. Harbor Drive, 2nd Floor, Executive Boardroom
San Diego, California 92101**

AGENDA

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

1. Call to order: Jeff Gattas, Chair

2. Non-Agenda Public Comments

This portion of the agenda provides an opportunity for members of the public to address the Board on items of interest within the jurisdiction of the Board that have not previously been before the Board. Pursuant to the Brown Act, no discussion or action shall be taken by the Board on items not posted on the agenda.

3. Minutes of September 28, 2022, Sales & Marketing Committee Meeting (for review only)

4. Chair Report

5. Discussion Item

A. Review San Diego Tourism Authority Draft Program of Work

6. Sales & Marketing Updates:

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

7. Staff Updates:

- **Client Communications:** Rip Rippetoe

8. Sales & Marketing Committee Comment [Govt. Code §54954.2(a)(2)]

Adjournment

This information is available in alternative formats upon request. To request an agenda in an alternative format, or to request a sign language or oral interpreter, or an Assistive Listening Device ("ALD") for the meeting, please call Pat Evans at (619) 525-5131 at least five working days prior to the meeting to ensure availability. **Audio copies of Board Committee Meetings are available upon request. Please contact Pat Evans at (619)525-5131 or pat.evans@visitsandiego.com to request a copy.**

In compliance with Government Code section 54957.5, non-exempt written material that is distributed to the Board prior to the meeting will be available at the meeting or it may be viewed in advance of the meeting at the corporation's offices at 111 West Harbor Drive, San Diego, CA. Materials distributed to the board after the posting of this agenda also will be available online at visitsandiego.com. Please contact Pat Evans at (619)525-5131 or pat.evans@visitsandiego.com 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 SEPTEMBER 28, 2023

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 11:04 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 rollcall 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 June 22, 2022, Sales & Marketing Committee Meeting:**

Directors Lai and Cota moved and seconded, respectively, to approve the minutes from the June 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 reported the following:

- Chair Cota has had an opportunity to meet with Andy Mikschl, SDCCC EVP, Sales & Revenue, and Kavin Schieferdecker, SDTA Chief Sales Officer, to review the revisions made to the Sales & Marketing focus and he is happy to report that some of the benchmarks that were folded into the new plan are already coming to fruition on the front end and results are being seen in food & beverage rates. Some of the other ancillary services are a little behind according to financial reports but overall, the new metrics are working and going well.
- While bookings are looking really good through the end of this year and into next year, one of the items we are going to have to be conscious of is when maintenance can be performed. We all wish to continue to book good events; however, we have to make repairs to the building and we have to schedule them somewhere in between event activity and that is going to be a challenge for staff and the sales team.
- Chair Cota wants to ensure that everyone is aware that scheduling maintenance is going to continue to be a priority.

5. Short Term Sales Update: Mr. Mikschl reported the following:

- Events booked through August 2023: 5 (compared to 3 in 2021) and 11 total events (compared to 8 in FY 2022).
- August Attendees: - 14,900 (compared to 7,000 in August 2021) and total attendees of 25,114 (compared to 26,300 in 2022)
- August Room Nights: 3,735 (compared to -0- in 2021) and total room nights of 4,935 (compared to 1,600 in 2022)
- Monthly Rental Revenue: \$163,900 (compared to \$46,120 in 2021) and total rental revenue is \$325,850 (21% of annual goal) compared to \$123,620 last year.
- The sales team is performing at a better pace compared to last year and the team will continue to focus on events that will produce higher revenue for the Corporation. The team is being much more selective regarding events they are considering for booking because as they review remaining calendar availability over the next fourteen months, they are finding that there is extremely limited availability to book events at the Center. With the influx of additional maintenance that needs to be performed, the team is going to have to be even more selective regarding bookings moving forward.
- If there are events that will drive significant room nights to the destination or significant revenues to the building, those events will be considered. Otherwise, the goal is to leave open periods on the calendar during which maintenance can be performed with as little disruption as possible to existing events.

- The team will continue to work with clients that can't be booked during particular periods to find alternate time-frame opportunities or alternate venues if necessary.
 - There are good events currently on the books and the team will continue to attempt to book good community events to get local constituencies into the building.
 - Mr. Mikschl is also collaborating with SDTA to ensure events they would like to book short-term also meet the new criteria the sales team is promoting.
- **Long-Term Sales Update:** Mr. Schieferdecker reported the following:
 - Sales Activity Report –August – Mr. Schieferdecker reported that long-term sales have booked 1 convention (vs. -0- for this period last year) and -0- total conventions year-to-date (compared to 7 in 2019). Staff have booked -0- room nights for August (vs. -0- for this period last year) and total room nights of 16,050 (compared to 79,250 in 2019)
 - August Attendance: -0- (vs. -0- in 2021). Total attendance this year is 8,000.
 - Tentative bookings are up 100% over last August. There are 111,392 new tentative room nights compared to 48,000 last year. There are 216,843 cumulative new tentative room nights compared to 163,163 in 2022 which is 32% over last year and only 19% less than 2019 levels which will be the baseline comparison for a while.
 - 2026 is still the big focus year for bookings as the new booking strategy is being implemented.
 - Business review meetings are being scheduled to discuss and analyze potential new business which is being considered for booking.
 - SDTA is also having bi-weekly business review meetings with the big three hoteliers to discuss potential new business and how booking certain events can benefit the entire team.
 - Events are picking up and bookings are almost at 2019 levels.
 - SDTA staff will be attending the IMEX event in Las Vegas in a couple of weeks. That event is one of the industry's largest shows. Twelve hotel partners from San Diego will also be attending the event.
 - Visit California will also be hosting a reception on the tradeshow floor during the event with approximately 25 California destinations participating.
 - The week after Thanksgiving, SDTA will be hosting a client event in Washington, D.C. SDTA plans to host a dinner with 5 or 6 of their top D.C. clients and they will also be hosting another reception with 65 to 80 clients and a breakfast meeting for clients from the Northern Virginia area.
 - The team will then fly to Chicago for the Annual Butch McGuire Holiday Breakfast to meet with Chicago clients. That event is in its 30th year.
 - Visit California will host a Texas Road Show in Dallas in the first week in November.

- The team will also be meeting with PCMA officials regarding the upcoming Columbus event in January, and they will also be discussing San Diego hosting PCMA in 2024.
- The SDTA team will be reposting its City-Wide position in Chicago, and they are hoping to get traction now that the fiscal year is over and there may be more interest.
- SDTA will also be posting a Space and Revenue Management position which will help with the strategy of analyzing business and space and making sure staff is booking the best business right out of the gates.

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

- ESRI has been in town this week for a post-con. They were very happy with their event this past summer. There were no major issues reported.
- Staff continues to work with FAL representatives regarding the use of the FAL lot. More customers are going to need the FAL lot for activity during their events so Staff is continuing to discuss the possibility of longer-term bookings. Details have been finalized for bookings through December of 2023 but there are other needs for events past that timeframe.

8. **Sales & Marketing Committee Comment** [Govt. Code §54954.2(a)(2)]: Chair Cota thanked the SDCCC and SDTA teams for their efforts implementing the strategic revisions to the Program of Work.

There being no further business, the meeting adjourned 11:23 p.m.

CERTIFICATION

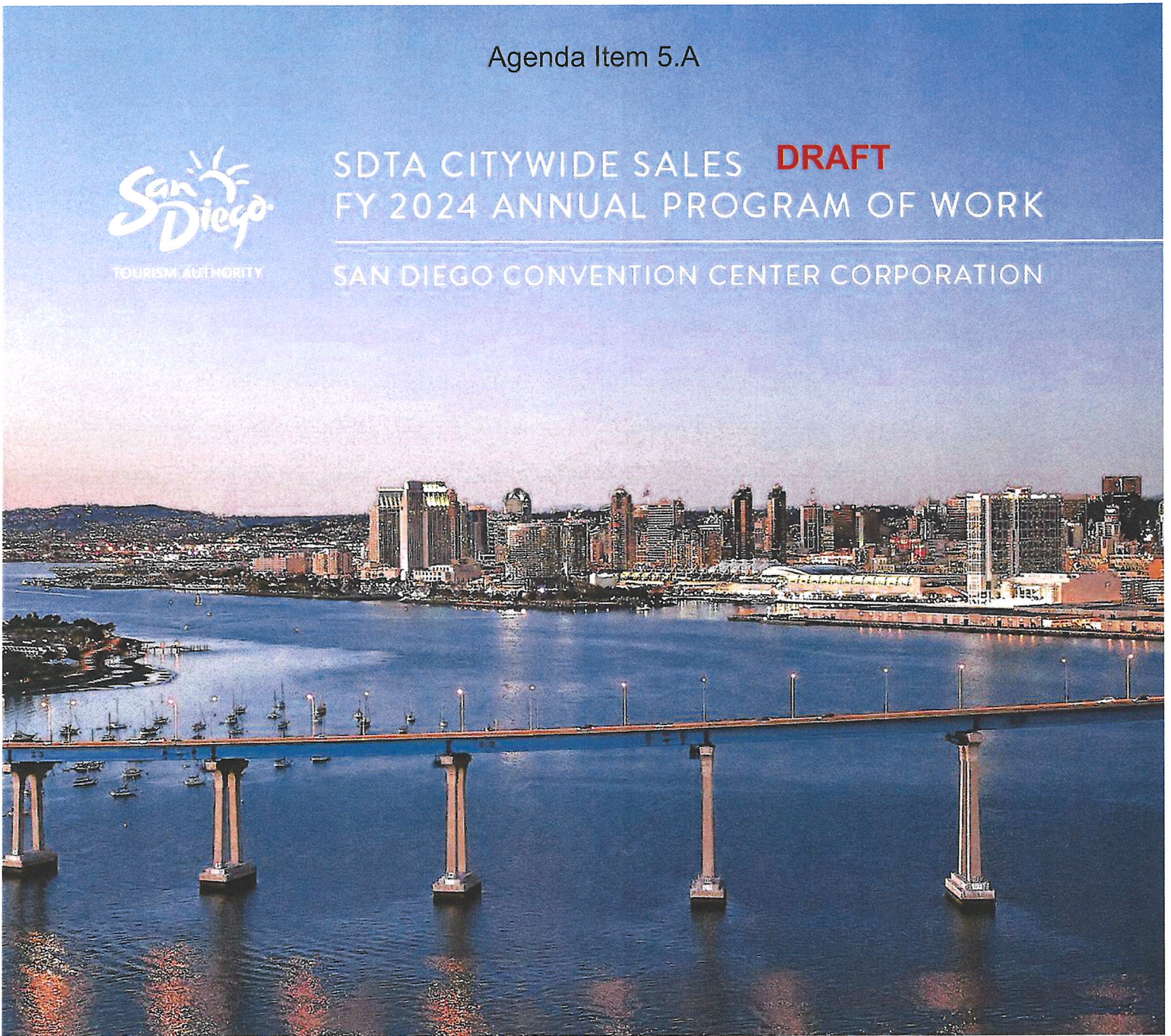
I, Carlos Cota, Chair of the Sales & Marketing Committee of the Board of the Directors of San Diego Convention Center Corporation, Inc., do hereby certify that the foregoing is a true and correct copy of the minutes of the business transacted by the Sales & Marketing Committee of the Board of Directors of the San Diego Convention Center Corporation, Inc. at a duly noticed meeting held on September 28, 2022.

Carlos Cota, Chair



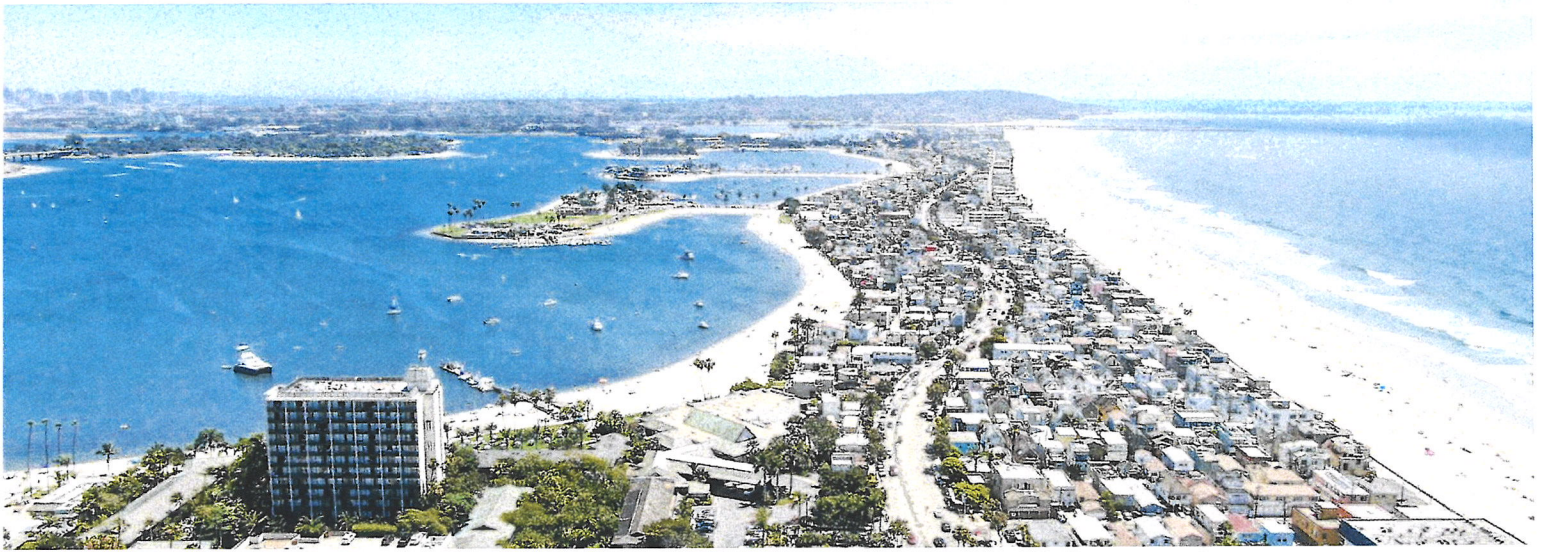
SDTA CITYWIDE SALES **DRAFT** FY 2024 ANNUAL PROGRAM OF WORK

SAN DIEGO CONVENTION CENTER CORPORATION



SECTIONS:

- Executive Summary
- Goals & Benchmarks
- Citywide Sales & Client Services Map / Deployment
- Line-Item Budget for FY 2024
- Overview of Unified Travel, Tradeshow, and Sales Trips



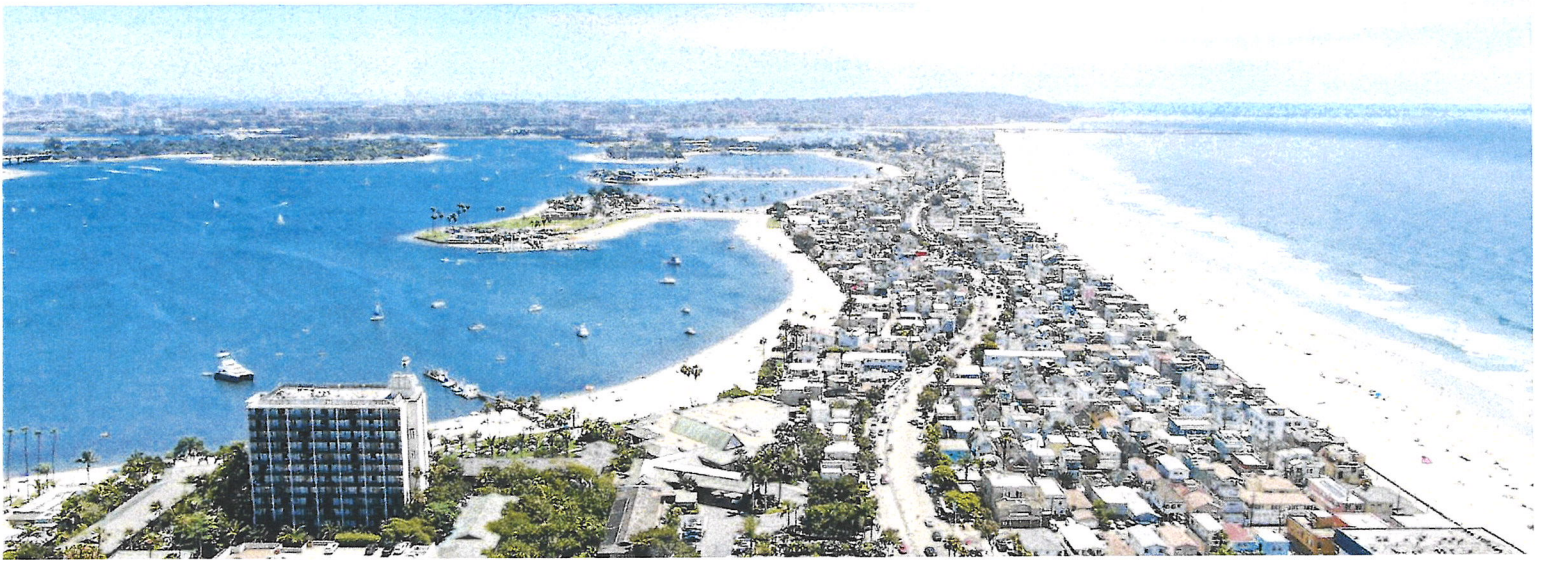
EXECUTIVE SUMMARY FY 2024

The San Diego Tourism Authority (SDTA) Citywide Sales & Client Services Team is the long-term sales agency for the San Diego Convention Center Corporation (SDCCC), and a new five-year agreement solidifying this partnership took effect on July 1, 2023. The purpose of this agreement is to ensure that those events booked at the Convention Center continue to deliver economic benefit for the City of San Diego and the region. This is done by driving hotel room occupancy and direct delegate spend by convention attendees, and by optimizing Convention Center revenues through various ancillary channels (rental fees, audio visual, food & beverage, telecom, internet services and sponsorship/branding). Ultimately, the revenues and taxes generated by those out of town attendees at Convention Center events bring significant benefit to the entire region. Together, the SDTA and the SDCC are pleased to play such an important part in making San Diego a better place to live, work and play.

In FY 2023, the SDTA, in collaboration with the SDCCC, implemented a revised sales strategy. And, after the first half-year, the results are positive. The goal was to focus on securing quality events with an emphasis not only generate hotel room nights for the region, but also to help drive incremental ancillary revenues for the Center. There is now more direction and effort to book shorter-term events (within five years) or – if outside of five years – those events falling within traditionally softer demand times. We are rating quality by way of a more involved review process. This process includes implementation of the established Event Scoring Profile (ESP) guidelines, a new business review processes, and a more collaborative approach in conjunction with the SDCCC team and key hotel partners.

The SDTA objectives for FY 2024 related to citywide conventions will be to:

- Generate hotel room demand for the destination at the right time periods
- Produce the most optimal business for the SDCCC to help drive all revenue streams
- Build economic benefit for the region back to pre-Covid levels
- Align a growing Client Services team to meet the requirements of a changing Events Professional and atmosphere
- Utilize SDTA marketing assets and knowledge to help secure business and to drive increased convention attendance
- Plan and execute a memorable PCMA Convening Leaders Conference in January 2024 that positions San Diego for continued success in the meetings & conventions market.



FY 2024 GOALS & BENCHMARKS

The focus of the SDTA related to Citywide sales in FY 2024 will be continuing to emphasize those strategies that drive short & long-term financial success of the SDCCC by maximizing the space utilization with the most lucrative business opportunities. Several initiatives were put into place in FY2023 that will be developed further, along with the following bucketed parameters in FY2024:

PEOPLE

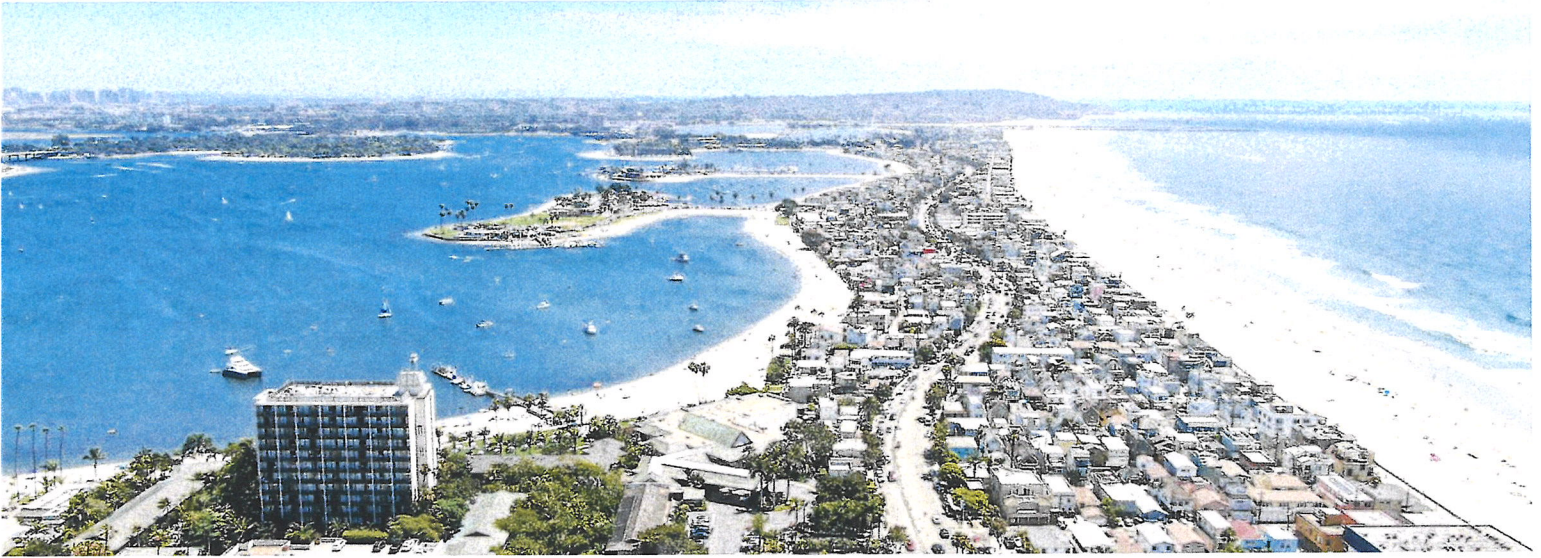
- Strategic hiring and retention of individuals focused on SDCCC's best interests and the importance of filling need pockets.
- Further development within the newly created/hired Citywide Sales Strategy Director position, the intent of which is to provide financial analysis of opportunities and focus on driving ancillary revenues to the SDCCC, along with management and more in-depth analysis of housing data.
- Senior Director of Site and Client Experience will oversee the Client Experience Team to ensure a strategic approach toward sites, pre-planning visits, client and housing management.

PROCESS

- Weekly business review process with sales leadership at the SDCCC, SDTA and citywide National Sales Directors (sellers) utilizing the Event Scoring Plan (ESP) metrics. 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.
- Monthly business review process with sales leadership at the SDCCC, SDTA leadership and sellers and key Headquarter Hotels to review opportunities, as a group, before making commitments.
- Integration of citywide data into Simple View for enhanced reporting and data analytics.

GOALS

- Yearly crossover room night goals, based upon historical production and with the intent on addressing pace deficits; and tied directly to incentive goals.
- Continued focus on filling shorter-term pockets of availability (within six years) and booking fewer, but more lucrative events outside of ten years.



FY 2024 GOALS & BENCHMARKS CONT.

With that, the goal for SDTA citywide sellers will be to produce 650,000 new definite rooms in FY2024. Crossover goals will be reviewed at the end of FY2023 to provide targets of rooms to be into each of the next 10 years. These 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 FY24 will represent 600,000 event attendees, and \$20,000,000 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, and that they remain the focus in FY24 as market conditions continue to evolve. These benchmarks will also be monitored YOY to determine if they are appropriate when evaluating new business.

Collectively, continued focus on room nights, attendance, and convention center ancillary revenues will result in the optimal mix of business being confirmed for the Center, to both maximize economic benefit for the region, and also help maintain the long-term financial viability of the Center.

CITYWIDE DEPLOYMENT

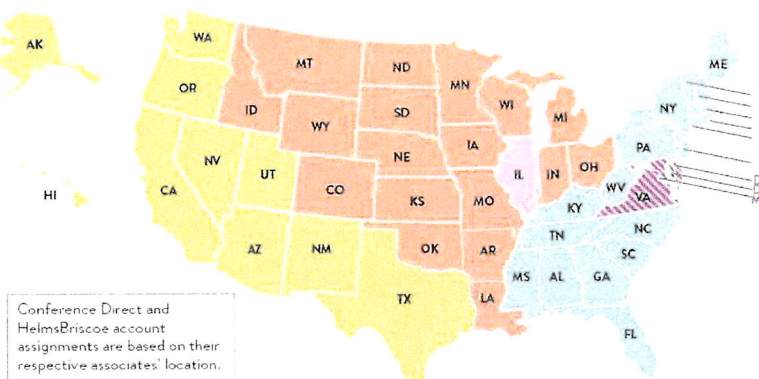
Our current deployment, as of February 2023, is outlined below, however we will constantly review options to ensure the most appropriate deployment is in place as determined by our business needs.

LEADERSHIP



KAVIN SCHIEFERDECKER
Chief Sales Officer

DIR: (619) 557-2851
CELL: (214) 882-6508
kavin@sandiego.org



MICHAELENE SULLIVAN
Vice President of Sales and Services

DIR: (619) 557-2837
CELL: (619) 252-6633
msullivan@sandiego.org



ALLIE ASUNCION
Sr. Director of Site & Client Experience

DIR: (619) 557-2851
aasuncion@sandiego.org



FIONA JAHN
Administrative Assistant

DIR: (619) 557-2815
fjahn@sandiego.org

SALES



KIM BORNEMAN
National Sales Director

DIR: (619) 557-2884
CELL: (925) 580-7956
kborneman@sandiego.org
Market: CA, AK, AZ, HI, NM, NV, OR, TX, UT, WA



ASHLEY JACKSON
National Sales Director

Market: AR, CO, IA, ID, IN, KS, LA, MI, MN, MO, MT, NE, ND, OH, OK, SD, WI, WY and Chicago (under 3500 peak)



ANGIE RANALLI
Senior National Sales Director

DIR: (312) 943-5399
CELL: (312) 927-5377
aranalli@sandiego.org
Market: IL, DE, MD, VA, D.C. (3501+ peak)



DAVE MATTA
National Sales Director

DIR: (619) 557-2871
dmatta@sandiego.org

Market: AL, CT, FL, GA, KY, MA, ME, MS, NH, NJ, NY, NC, PA, RI, SC, TN, VT, WV



NANCY ROSENBAUM
National Sales Director

DIR: (619) 557-2805
CELL: (703) 598-4572
nrosenbaum@sandiego.org

Market: DE, MD, VA, D.C. (under 3500 peak)



ERICA WESTMYER
Citywide Sales Strategy Director

DIR: (619) 557-2850
ewestmyer@sandiego.org

CLIENT SERVICES



GERRICA GRAY-JOHNSON
Senior Client Services Director

DIR: (619) 557-2875
CELL: (619) 405-6356
ggrayjohnson@sandiego.org



JACQUELINE SCOTT
Senior Client Services Director

DIR: (619) 557-2872
CELL: (619) 504-4657
jacquelines@sandiego.org



OPEN POSITION
Client Services Manager

SUPPORT TEAM



OMAIRA GOODWIN
Citywide Coordinator

DIR: (619) 557-2873
ogoodwini@sandiego.org



JERVIS ARANDA
Citywide Coordinator

DIR: (619) 557-2883
jaranda@sandiego.org



ALICIA TURCOTTE
Citywide CRM/Client Services Coordinator

DIR: (619) 557-2870
aturcotte@sandiego.org

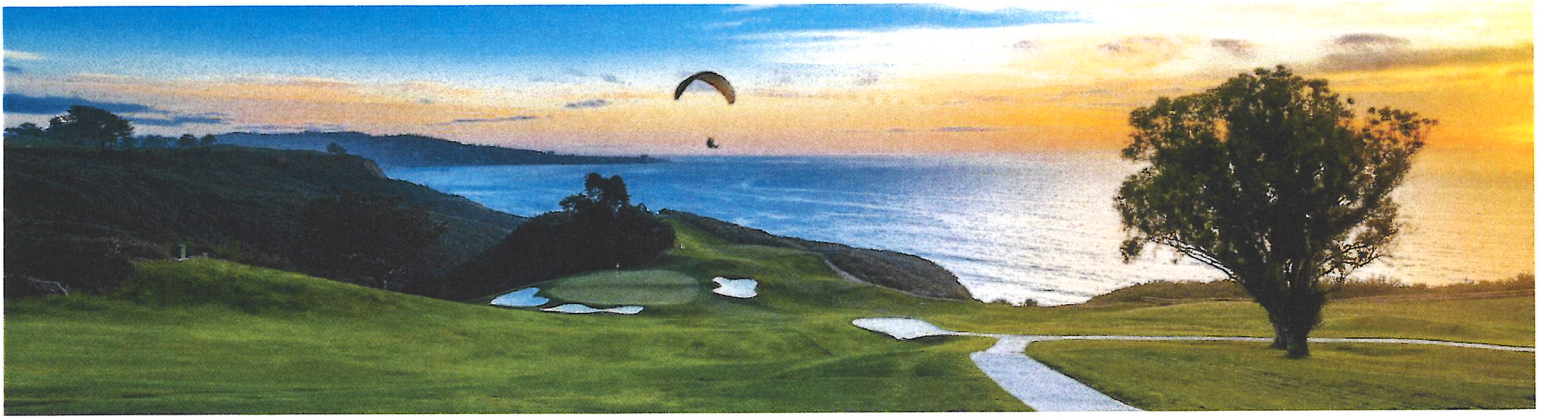


SDTA CITYWIDE SALES & MARKETING BUDGET

	FY 2023 Budget	FY 2023 Forecast	FY 2024 Budget
Personnel Expenses			
Salaries & Wages	\$ 1,654,664	\$ 1,349,213	\$ 1,695,788
Paid Time Off	16,545	20,216	16,957
Incentive Compensation	191,125	162,841	201,341
Total Salaries & Wages	\$ 1,862,334	\$ 1,532,270	\$ 1,914,086
Payroll Taxes & Charges	121,328	98,981	127,412
Worker's Compensation Insurance	13,700	10,527	13,311
Retirement Program Match	65,422	48,140	72,090
Health and Life Insurance	197,298	120,057	119,207
Total Fringe Benefits	\$ 397,748	\$ 277,705	\$ 332,020
Total Personnel Expenses	\$ 2,260,082	\$ 1,809,975	\$ 2,246,106
Direct Expenses			
Travel & Entertainment	\$ 222,789	\$ 243,619	\$ 255,500
Event Registration	53,596	19,146	39,655
Office Rent	43,500	30,305	31,055
Event Exhibit	32,445	29,870	23,000
Event Food and Beverage	-	18,584	19,000
Dues & Subscriptions	9,888	10,588	10,740
Event Venue & Facilities	-	629	5,000
Promotional Items	2,266	2,200	2,000
Office Supplies & Other	5,150	200	220
Outside Professional Services	6,180	-	-
Total Direct Expenses	\$ 375,814	\$ 355,141	\$ 386,170
Total Personnel & Direct Expenses	\$ 2,635,896	\$ 2,165,116	\$ 2,632,276
Indirect Expense Allocation	938,591	847,099	871,731
Total Expenses	\$ 3,574,487	\$ 3,012,215	\$ 3,504,007

Assumptions and Notes:

- Cost of Living / Merit & Equity Pool assumption = 6%
- Net health insurance increase on policy renewal = 10%
- Chicago office rent and other occupancy expenses split = 25% to Hotel Mtg Sales and 75% to Citywide Sales



OVERVIEW OF UNIFIED TRAVEL, TRADESHOWS, AND SALES TRIPS

CITYWIDE AND HOTEL MEETINGS EVENTS BY MONTH

JULY 2023

PCMA Education Conference
Montreal, Canada

Nancy Rosenbaum
Angie Ranalli

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

AUGUST 2023

CEMA Summit
Salt Lake City, UT

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

Nancy Rosenbaum
Hotel Meetings Team

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

Canadian Meetings + Events Expo
Toronto, Canada

Dave Matta
Hotel Meetings Team

TARGET: Corporate and association planners from Canadian and International destinations

SEPTEMBER 2023

Northeast Roadshow Philadelphia / New York City
Dave Matta

Hotel Meetings Team

TARGET: Accounts located in the Northeast, including Corporate, Intermediary and Association.

PCMA Partnership Summit
Miami, FL

Angie Ranalli

Michaelene Sullivan

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

OCTOBER 2023

IMEX America

Dave Matta
Ashley Jackson
Julie Coker
Kavin Schieferdecker
Michaelene Sullivan
Hotel Meetings Team

San Diego Symphony Client Event
New York City, NY

Dave Matta
Julie Coker
Kavin Schieferdecker
Hotel Meetings Team

TARGET: Top clients for an event performed by the San Diego Symphony and attend potentially by the Mayor of San Diego

NOVEMBER 2023

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

Angie Ranalli
Nancy Rosenbaum
Julie Coker
Michaelene Sullivan
Debbie Jordan

TARGET: Our signature client event in Washington D.C. that attracts top clients from the association community from D.C., MD, and VA.

DECEMBER 2023

Association Forum Holiday Showcase & Annual Butch McGuire's Holiday Breakfast

Chicago, IL

Angie Ranalli
Ashley Jackson
Julie Coker
Kavin Schieferdecker
Michaelene Sullivan
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!

Dallas, TX

Kim Borneman

TARGET: The leading authorities in B2B exhibits industry.

JANUARY 2024

PCMA Convening Leaders Annual Meeting

San Diego, CA

Angie Ranalli
Nancy Rosenbaum
Kim Borneman
Dave Matta
Ashley Jackson
Julie Coker
Kavin Schieferdecker
Michaelene Sullivan
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

MARCH 2024

Destination International Showcase & PCMA Visionary Awards

Washington D.C.

Angie Ranalli
Nancy Rosenbaum
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.

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.

APRIL 2024

Annual Cubs Opener Client Event

Angie Ranalli
Ashley Jackson
Julie Coker
Kavin Schieferdecker
Michaelene Sullivan
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.

MAY 2024

Western Road Show

Denver & Seattle

Kim Borneman
Michaelene Sullivan
Hotel Sales Team

TARGET: Host client events and customer appointment.

IMEX Frankfurt

Frankfurt, Germany

Kavin Schieferdecker
Dave Matta
Kim Borneman

TARGET: International meeting planners, mainly from Europe.

JUNE 2024

Conference Direct Annual Meeting

Location TBD

Angie Ranalli
Hotel Meetings Team

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

SUMMARY OF IN-MARKET MEETINGS, RECEPTIONS, EVENTS:

CHICAGO MARKETPLACE

GMC-PCMA

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

Destination Rep Quarterly Meetings @ ABA, ADA, SmithBucklin

- AF CEO Reception

Association Forum

- CEO Reception
- Educational Meetings
- Annual Gala

MPI Great Lakes

- Education Summit

MPI CAC

- Quarterly Education Events

SITE

- Chicago receptions (Maria Andriola)

IAEE

- Quarterly Education Events

AHA Annual Vendor Meeting

Annual SmithBucklin Vendor Meeting

SWAP Client Events

Sales Missions / Road Shows

- Two events - spring and fall

WASHINGTON DC/VA/MD MARKETPLACE

Ongoing

Sales calls and presentations

Experient; IMN; and Smith Bucklin

Presentations once per year, usually in November

PCMA (Potomac and Chesapeake Chapters)

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

ASAE

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

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

Sales Missions / Road Shows & Client Events

One event per market.

Agenda Item 6



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

SHORT TERM BOOKING ACTIVITY

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

DEFINITE		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
TOTAL		9,030		750	\$98,900

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

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CONTRACTED SHORT TERM EVENTS/ FY23 YTD

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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
TOTAL		79,044		8,038	\$873,280



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

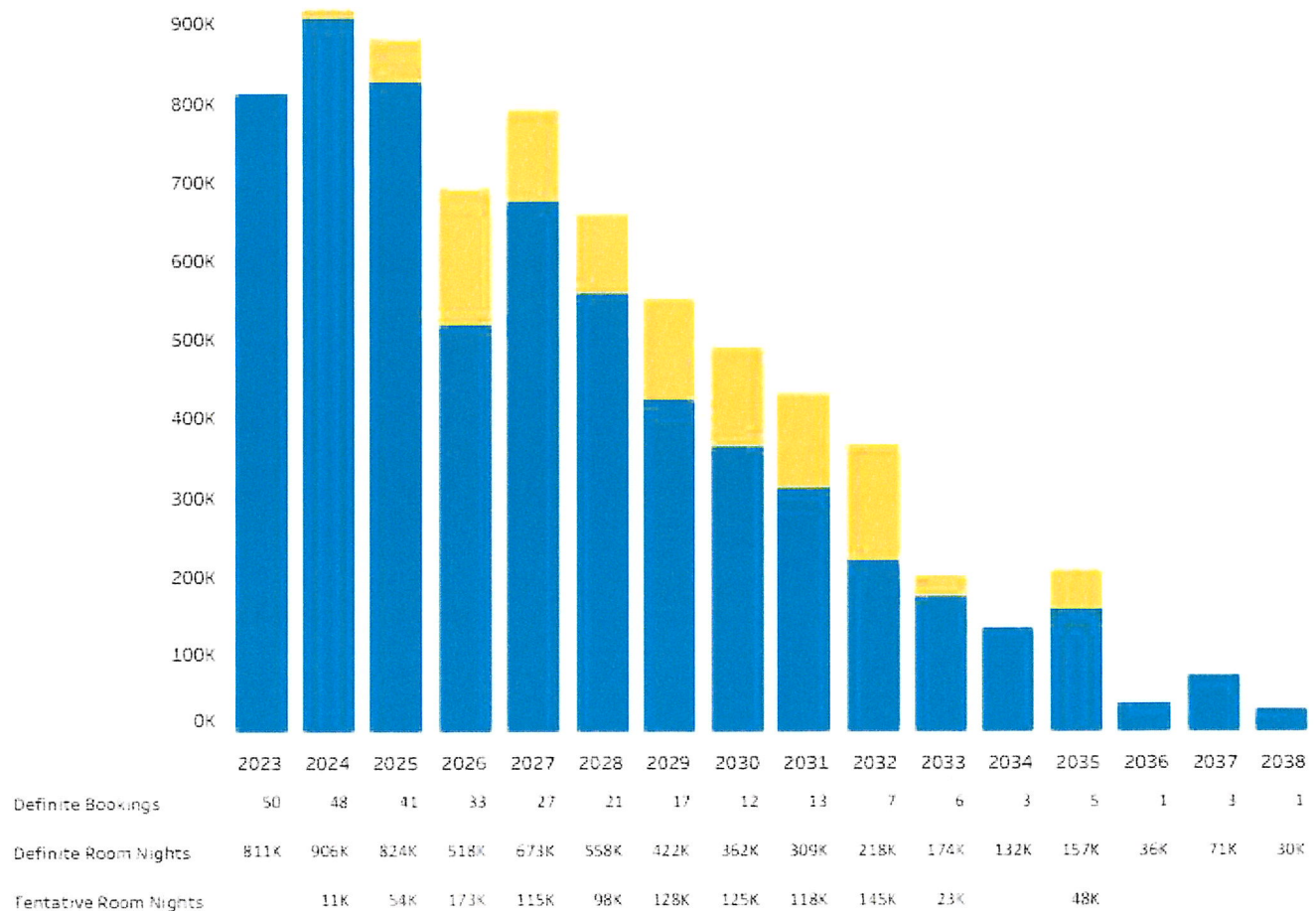
DEFINITE EVENTS BREAKDOWN*Conventions, Trade Shows, Corporate & Incentive Events booked in February 2023*

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
Total			950 AVG	2,800	4,000

ROOM NIGHT SUMMARY

Figures based on calendar year of event begin date

Lead
Definite



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

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

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