

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

**Director Shawn VanDiver, Chair
Director Alyssa Turowski
Director Sam Nejabat**

**WEDNESDAY, JUNE 26, 2024, 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: Shawn VanDiver, 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 March 27, 2023, Sales & Marketing Committee Meeting

4. Chair Report

5. Action Item(s):

(A) Authorize Acceptance of the San Diego Tourism Authority 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. Urgent non-agenda items (must meet the requirements of Government Code, Section 54954.2)

9. Sales & Marketing Committee Comment [Govt. Code §54954.2(a)(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 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.

Agenda Item 3

MINUTES

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

COMMITTEE MEETING OF MARCH 27, 2024

BOARD MEMBERS PRESENT: Chair Shawn VanDiver and Director Sam Nejabat

BOARD MEMBERS ABSENT: Director Alyssa Turowski

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

ALSO PRESENT: Kavin Schieferdecker, SDTA

1. **Call to Order:** Chair Shawn VanDiver called the meeting to order at 11:01 a.m. at 111 West Harbor Drive, San Diego, California.

Chair Van Diver announced that since this meeting is being conducted on site with an open telephone line to the public, the first action is to perform a roll call to determine which Board members are present on this call:

Director VanDiver– Present
Director Turowski - Absent
Director Nejabat- Present

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

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

3. **Minutes of September 27, 2023, Sales & Marketing Committee Meeting:**

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

Chair VanDiver noted that since there were no hold-over Sales & Marketing committee members from 2023, the September 27, 2023, meeting minutes were an information item only and no vote was required.

4. **Chair's Report:** Chair VanDiver reported that he is pleased with the ongoing efforts of the San Diego Convention Center, along with San Diego Tourism Authority to continue driving revenue into the region and making sure the local tourism economy is thriving. He further noted the Committee will also be reviewing the Tourism Authority's 2024/2025 "Program of Work" within the next couple of weeks and after review the Program will be forwarded to the full Board for review.

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

Mr. Mikschl reminded the Committee that the short-term sales team is the Center's in-house team which consists of two bookers, our Director of Sales, and our National Sales Manager. This is business that is predominantly booked within 18 months. Our Tourism Authority colleagues book all business outside of 18 months.

The short-term sales team is primarily focused on small convention-trade events, corporate events, meeting seminars, and community events, while still focusing on driving short-term incremental revenue to the building over dates that make sense for us from an operational standpoint and then also driving short-term room nights to our hotel community because often times, those short-term bookings are equally valuable to filling some "holes" (available periods) in the meeting calendar.

The short-term sale team's strategy is to really ensure that we are booking the right business over the right dates and really examining the business to make sure it is appropriate for the building at those specified times based on our ongoing capital and maintenance needs and the limited availability of time to perform those projects. The short-term activity is set forth below:

- Events booked through February 2024: 2 (compared to 4 in 2023) and 26 total events (compared to 30 last year).
- February Attendees: - 4,700 (compared to 9,030 in 2023) and total attendees of 168,487 (compared to 79,044 last year)
- February Room Nights: 50 (compared to 750 in 2023) and total room nights of 14,877 (compared to 8,308 last year)
- Monthly Rental Revenue: \$28,300 (compared to \$98,900 in 2023) and total rental revenue is \$1,065,210 (71% of annual goal) compared to \$873,280 last year.
- Mr. Mikschl reported that even though fewer events have been booked compared to last year, they account for more revenue and room nights than the events booked for the same period last year.
- A couple of upcoming events that were booked on a short-term basis are: (1) The Progressive Labor Summit (April 13, 2024). This is a first-time event for the Center and (2) GSU Innovations Festival, which is also a new

event for the Center. This is an educational event focusing on technology in the education sector with an emphasis on Artificial Intelligence and how that will be utilized in the education sector, as well. This meeting is being held in conjunction with an ongoing event that has taken place at the Hyatt for the last several years as a local component of that national event and the GSU event should attract many local attendees. The Festival of Biologics is another April event that was booked some time ago by the short-term team. This event focuses on biologic drug development. Novartis, Genentech, and J&J will all have a large presence at this event locally and they attract approximately 2,200 locals to that event.

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

- Sales Activity Report – August – Mr. Schieferdecker reported that long-term sales has booked 1 convention (vs. 1 for this period last year) and 22 total conventions year-to-date (compared to 30 last year). Staff have booked 4,224 room nights for February (vs. 4,587 for this period last year) and total room nights of 342,788 (compared to 327,363 last year)
- February Attendance: 10,000 (vs. 2,800 last year). Total attendance this year is 202,300.
- The funnel of tentative total room night bookings have increased to 1,948,270 from 740,075 last year.
- Dave Matta booked Diversified Communications which represents approximately 4,224 room nights for early 2026. A year and a half ago, 2026 was a very concerning year in terms of booked events with low room night totals. The team has been focused on 2026 and now there are 48,000 room nights in January of 2026 alone.
- The local sales teams will convene in Chicago next week for the annual Chicago Cubs client event. It is the top client event of the year and will have approximately 85-95 clients in attendance at the opening day event in Wrigley Field.

Mr. Mikschl provided an update regarding the status of revisions to the “Program of Work” (“Program”). He noted that the Convention Center (“SDCC”) is in year two of a five-year agreement with the San Diego Tourism Authority (“SDTA”) for Sales & Marketing services. Part of the contract calls for SDTA to provide SDCC with a Program (scope of work) for the coming fiscal year. That Program is essentially a roadmap to booking goals, strategies and sales focus in the given year which may be subject to change.

As discussed, 2026 was previously a down year, so SDTA made that year a priority in the Program, and it is now rebounding. From year-to-year the Program will change based on business needs in future years. The Program will also include the overall room nights goal as well as specific performance benchmarks (food & beverage revenues and attendance) that not only drive success to the region but to the Center as a building. Attendance, in particular, is linked to ancillary revenues such as concession sales, internet sales, electrical sales, cleaning revenues, etc.

The Program will also include SDTA's 2025 budget for the year, an overview of the Sales & Activity Report, a deployment map of the sales team, and a preview of planned team travel.

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

6. Staff Updates:

- **Client Communications:** Rip Rippetoe
 - Mr. Rippetoe noted that Mr. Mikschl is the Contract Administrator for the SDTA Sales & Marketing Contract. He further noted that the Convention Center controls the facility's calendar and licensing process while SDTA controls the sales process for long-term city-wide sales.
 - Mr. Rippetoe also reported that the Center has had three shows this month alone that have met or exceeded pre-pandemic expectations with regard to attendance. The Center has received customer service survey results that rank the Center between 4.7 and 5 on a five-point scale. The Center's goal is to remain in the upper echelon of client satisfaction and retain its reputation for excellence among travelers. The survey also speaks to the attendant partners that support the Center (hotels, airport, restaurants, etc.), so the Center is a part of a very attractive destination package that appeals to both business and leisure travelers and ultimately provides a very positive economic impact to our community and the region.

Chair VanDiver inquired if any member of the public wished to comment on Agenda Item (6). No members of the public responded to the request for comment.

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

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

There being no further business, the meeting adjourned 11:22 p.m.

CERTIFICATION

I, Shawn VanDiver, Chair of the Sales & Marketing Committee of the Board of the Directors of San Diego Convention Center Corporation, Inc., do hereby certify that the foregoing is a true and correct copy of the minutes of the business transacted by the Sales & Marketing Committee of the Board of Directors of the San Diego Convention Center Corporation, Inc. at a duly noticed meeting held on March 27, 2024.

Shawn VanDiver, Chair

Agenda Item 5.A

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

TO: Sales & Marketing Committee

FROM: Clifford “Rip” Rippetoe, President & CEO

DATE: For the Agenda of Meeting of June 26, 2024

RE: Recommendation to Authorize Acceptance San Diego Tourism Authority “Program of Work”

BACKGROUND

The San Diego Convention Center Corporation (“Corporation”) entered into a services contract with the San Diego Tourism Authority (“SDTA”) on January 26, 2022, to provide long-term sales and marketing services for a five-year term, beginning on July 1, 2022, and expiring on June 30, 2027. Pursuant to the terms of that agreement, the SDTA is required to provide the Corporation with an Annual Program of Work at the beginning of each fiscal year of the contract. The purpose of the Program of Work is to, 1) clearly define SDTA’s annual sales booking goals for each given year, 2) provide an outline of their marketing budget and expenses, and 3) summarize the tactics and strategies that they will undertake to achieve the required goal. The SDTA is required to submit a draft of the Program of Work to the Corporation no less than ninety (90) days prior to the start of the fiscal year. The initial draft was submitted to the Corporation by SDTA in March of this year, thus meeting this requirement. This ninety (90) day period is intended to provide both parties an opportunity to discuss and agree upon a final version of the document for approval by the Corporation’s Sales & Marketing Committee and full Board prior to the start of the fiscal year.

DISCUSSION

The Corporation and the Tourism Authority staff have worked collaboratively on the attached Program of Work for Fiscal Year 2025. Items of note outlined in the document include:

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

3. A detailed sales & marketing budget outlining the amount that SDTA has earmarked for Citywide Sales for the fiscal year, which totals \$3,842,451. As outlined in its recently approved FY25 budget, SDCCC will provide funding in the amount of \$2,816,690 to SDTA toward this total amount of \$3,842,451. This funding comes to SDCCC as a pass through from the City and is consistent with what was budgeted for in FY24.
4. Key actions that the Tourism Authority will take in ensure that SDTA achieves the established goal and benchmarks, to include:
 - 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.
 - Create great economic benefit for the region 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 convention attendance.
 - Collaborate with SDCCC to develop and implement software technology integration between the two organizations, which will eliminate redundancies and improve overall efficiencies within the sales process.

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

STAFF RECOMMENDATION

Based on the attached draft meeting the required criteria and establishing the required booking goals for the San Diego Tourism Authority sales team, Staff recommends that the attached San Diego Tourism Authority Program of Work be accepted, and that the Board of Directors authorize its approval for Fiscal Year 2025.

 /s/
Clifford “Rip” Rippetoe
President & CEO

DRAFT



TOURISM AUTHORITY

SDTA CITYWIDE SALES FY 2025 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 2025
- Overview of Unified Travel, Tradeshows, and Sales Trips

Updated May 20, 2024



EXECUTIVE SUMMARY FY 2025

The San Diego Tourism Authority (SDTA) Citywide Sales & Client Services Team is the long-term agency responsible for selling & marketing for the San Diego Convention Center Corporation (SDCCC), and a new five-year agreement solidifying this partnership took effect on July 1, 2022. 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 generating 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 benefits to the entire region. Together, the SDTA and the SDCC are pleased to play such an important role in making San Diego a better place to live, work and play.

The results realized by the SDTA in FY 2024 remain strong and in line with the revised sales strategy developed in partnership with SDCCC & hotel partners in FY 2022 with feedback from the SDCCC, and key citywide hotel partners. After a collaborative vetting processing, the suggested KPIs were presented to the SDCCC board for approval at the end of FY 2022. That process included evaluating citywide business we hosted in prior years and scoring each group against agreed-upon metrics that drive both top line revenue & profit for the SDCCC (food & beverage spend in the SDCC, seasonality of business, room block pattern, ability to pay San Diego hotel rates, etc). It also gave direction on future strategy for citywide groups the SDCCC & hotel community would like the SDTA to pursue (ie: a higher percentage of corporate groups). The new strategy approved by SDCCC and implemented at the beginning of FY 2023 directed the SDTA to focus on “quality vs. quantity” – meaning less focus on booking more room nights and instead focus on booking room nights that yield a higher per attendee spend at the convention center and fill the shorter-term availability. A major reason for this approach was the limited availability at the SDCC inside of five years, but significant availability outside of 10 years. The new strategy revised the annual room night goal from around 900,000 in years prior to the pandemic, to 650,000 today. As a result, the SDTA decreased its sales staff to mirror its revised goal – from eight citywide sellers to five today. The number of sellers will be re-evaluated when based on future market demands.

The SDTA team has been successful filling more short-term pockets of availability (within five years) or booking very high-quality events into traditionally slower demand times if outside of ten years. As an example, the final results from FY 2023 showed the following positive results.

1. 63% of room nights booked were within a five year arrival window (2024-2028) vs. 24% in FY 2019
2. Just 12.6% of room nights were outside a 10 year arrival window vs. 39% in FY 2019

And through April of FY 2024, similar results have continued. Of the 676,000 rooms booked in the first 10 months of FY24, as outlined below:

1. 73,000 rooms were booked in 2026, currently our most pressing need year
2. 35% of the business booked falls within the next five years
3. 64% of the business booked outside of five years hits either December or January, traditionally the two slowest months in most markets



EXECUTIVE SUMMARY FY 2025 CONT.

The booking guidelines and processes implemented over the past two years are now standard operating procedure and we continue to review and pursue other options to ensure we are booking the most lucrative business with the least risk possible to the SDCCC. All prospective bookings continue to be reviewed in weekly Business Review (BR) meetings with SDTA and SDCCC sales leadership through the lens of established Event Scoring Profile (ESP) guidelines, which takes into consideration the above-mentioned factors that drive economic impact and revenue generation for each event.

In addition, the SDTA and SDCCC teams hosted an amazingly successful Professional Convention Managers Association (PCMA) Convening Leaders (CL) Conference in January 2024. This “Super Bowl” for meeting professionals set an all-time record for total attendance (in person and virtual) and fell just short of the all-time in person attendance record. The attendance was nearly 40% over their 2023 attendance in Columbus, Ohio. It’s estimated nearly 50% of the attendees had never been to San Diego so showcasing our amazing destination and convention center to a new generation of planners will provide benefits for years to come. We estimate booking 500,000 room nights into San Diego resulting from our hosting CL 2024.

The SDTA objectives for FY 2025 related to citywide conventions will continue to be:

- 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
- Create strong economic benefit for the region
- Align our Client Services team to meet the requirements of a changing Events Professional.



FY 2025 GOALS & BENCHMARKS

The emphasis of the SDTA related to Citywide sales in FY 2025 will be continuing to focus on strategies to drive short & long-term financial success of the SDCCC by maximizing the space utilization with the most lucrative business opportunities. Several initiatives put into place in FY2023 are now standard operating procedures, and we – with the SDCCC leadership – will continue to find ways to add more value and reduce risk for the SDCCC moving forward.

We will continue to place our priorities into the following bucketed parameters in FY2025:

PEOPLE

- Strategic hiring with an emphasis on retention of sales and service professionals focused on SDCCC's best interests and the importance of filling need dates.
- Continued implementation of a comprehensive sales strategy with input from our Citywide Sales Strategy Director, whose responsibility is to provide quantitative analysis of both revenue potential and in-depth housing data of all opportunities, allowing for more informed decisions when booking future events.
- Investing in training and coaching for our Client Services team to expand their capabilities to be proactive, solutions providers to their various stakeholders – our clients, our SDCCC partners and our local hotel community.

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. The ESP was developed in partnership with an outside facilitator, and included recommendations from the sales leadership of the SDCCC, SDTA, and several downtown area hotels. The ESP includes 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 meetings with sales leadership at the SDCCC, SDTA leadership and sellers, and key Headquarter Hotels, to review opportunities as a group before making commitments.
- Improve integration between the SDCCC sales system (Momentum) and the SDTA's CRM (Simpleview), to help reduce redundancies and increase efficiencies between the two organizations.
- Reduce risk to the SDCCC and hotel partners by enhancing the cancellation terms of our Group Confirmation Agreement, reducing and/or food & beverage discounts for groups, and improving the allocation of convention center space to more accurately mirror a group's historical and actual needs.

Review and possibly increase the SDCCC standard rack rental schedule for exhibit halls & meeting space, to ensure that our pricing policy is aligned with our competitive set, and to maximize rental revenue for the Center.

GOALS

- Continue to utilize annual crossover room night goals, based upon historical production and with the intent on addressing pace deficits, which are then tied to individual seller's goals.
- Fill shorter-term pockets of availability within five years, while booking fewer, but more lucrative events outside of ten years.



FY 2025 GOALS & BENCHMARKS CONT.

With that, the goal for SDTA citywide sellers will be to produce 650,000 new definite rooms in FY 2025. Crossover goals will be reviewed at the end of FY 2024 to provide specific room night targets for 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 FY 2025 will represent 600,000 event attendees, and \$23,000,000 in food & beverage guarantees for the Center. The teams will also be revising the current policies regarding rental discounts based on food & beverage spend. These revised policies will prioritize those events with higher revenue potential, and also provide assurances that our clients are reaching their guaranteed food & beverage expenditures at the building.

As attendance and food & beverage are the two most significant revenue drivers for the building, these benchmarks will ensure that all future booking opportunities are evaluated based on these factors, and that they remain the focus in FY 2025 as market conditions continue to evolve. Monthly sales reports will be provided to SDCCC by SDTA to track booking progress, and to ensure that all goals and guidelines are achieved by the end of the fiscal year. Additionally, goals and benchmarks will be evaluated YOY to determine they are appropriate when evaluating new business, based on changing market conditions.

Collectively, a continued focus on room nights, attendance, and convention center ancillary revenues will result in the optimal mix of business, 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 April 2024, is outlined below, however we will constantly review options to ensure the most appropriate deployment is in place as determined by our business needs.

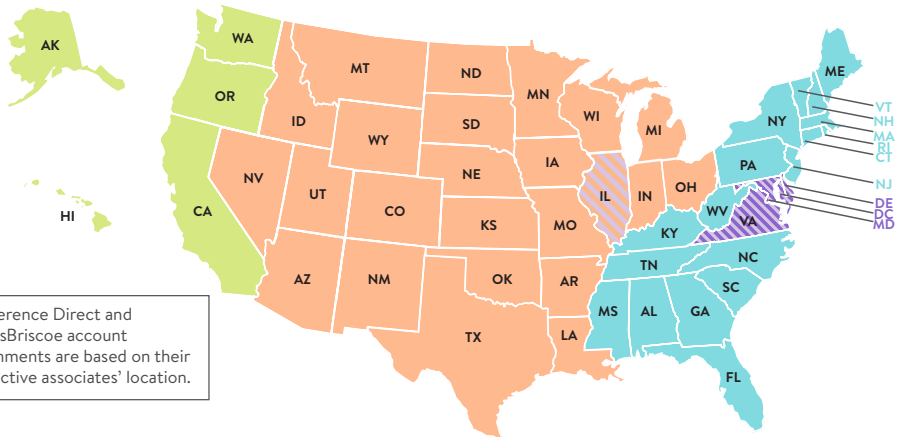
LEADERSHIP



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Conference Direct and HelmsBriscoe account assignments are based on their respective associates' location.



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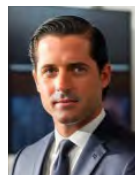
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SDTA CITYWIDE SALES & MARKETING BUDGET

EXPENDITURES - TOTAL

	FY 2024 Budget	FY 2024 Forecast	FY 2025 Budget
Personnel Expenses			
Salaries & Wages	\$ 1,695,788	\$ 1,644,563	\$ 1,778,203
Paid Time Off	16,957	17,000	17,783
Incentive Compensation	201,341	232,682	323,908
Total Salaries & Wages	\$ 1,914,086	\$ 1,894,245	\$ 2,119,894
Payroll Taxes & Charges	127,412	119,694	139,425
Worker's Compensation Insurance	13,311	7,144	14,940
Retirement Program Match	72,090	67,289	79,880
Health and Life Insurance	119,207	141,943	167,003
Total Fringe Benefits	\$ 332,020	\$ 336,070	\$ 401,248
Total Personnel Expenses	\$ 2,246,106	\$ 2,230,315	\$ 2,521,142
Direct Expenses			
Travel & Entertainment	\$ 255,500	\$ 193,601	\$ 167,050
Event Registration	39,655	73,225	53,275
Office Rent	31,055	31,004	2,590
Event Exhibit	23,000	23,114	23,500
Event Food and Beverage	19,000	9,355	11,500
Cell & Internet Services	14,020	13,500	13,800
Dues & Subscriptions	10,740	7,003	8,475
Parking	10,680	10,080	10,368
Event Venue & Facilities	5,000	5,000	5,000
Promotional Items	2,000	6,500	2,000
Outside Professional Services	-	6,000	6,000
Total Direct Expenses	\$ 410,650	\$ 378,382	\$ 303,558
Total Personnel & Direct Expenses	\$ 2,656,756	\$ 2,608,697	\$ 2,824,700
Indirect Expense Allocation	847,251	848,151	1,018,751
Total Expenses	\$ 3,504,007	\$ 3,456,848	\$ 3,843,451

Assumptions and Notes:

- Cost of Living / Merit & Equity Pool assumption = 4%
- Chicago office lease termination July 2024



OVERVIEW OF TRAVEL, TRADESHOWS, AND SALES TRIPS

CITYWIDE AND HOTEL MEETINGS EVENTS BY MONTH:

JULY 2024

PCMA Education Conference

Detroit, MI

Nancy Rosenbaum

Angie Ranalli

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

MPI World Education Congress

Louisville, KY

AUGUST 2024

CEMA Summit

Seattle, WA

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

Cleveland, OH

Nancy Rosenbaum

Joe Clifford

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 2024

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

TARGET: The top association clients are invited to an intimate meeting of education and networking.

OCTOBER 2024

IMEX America

Dave Matta

Joe Clifford

Hotel Meetings Team

NOVEMBER 2024

Washington D.C. Marketplace Annual

Alexandria, MD

Nancy Rosenbaum

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

DECEMBER 2024

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

Chicago, IL

Joe Clifford

TARGET: One of our SDTA Signature Events in Chicago, that attracts the top Association, Intermediary and Corporate planners from the area.

IAEE Expo! Expo!

TARGET: The leading authorities in B2B exhibits industry.

JANUARY 2025

PCMA Convening Leaders Annual Meeting

Houston, TX

Angie Ranalli

Dave Matta

Nancy Rosenbaum

Joe Clifford

TARGET: PCMA has more than 7,000 members and an audience of more than 50,000 individuals, PCMA is the world's largest network of Business Events Strategists. Our entire team attends the event due to the attendance from all over the country. ** The SDCCC will host this event in 2024.

Farmer's Insurance Open FAM Event

San Diego, CA

Angie Ranalli

Dave Matta

Nancy Rosenbaum

Joe Clifford

Kim Borneman

MARCH 2025

Destination International & PCMA Business Events Industry Week

Washington D.C.

Angie Ranalli

Nancy Rosenbaum

Experiential Marketing Summit

Las Vegas, NV

Kim Borneman

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

TARGET: Meeting Planners International Northern California Chapter is an event that attracts the companies and planners in this key market.

APRIL 2025

Annual Cubs Opener Client Event

Angie Ranalli

Joe Clifford

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 2025

Visit California Roadshow Events

Chicago & Washington D.C.

Angie Ranalli

Nancy Rosenbaum

Joe Clifford

JUNE 2025

Conference Direct Annual Meeting

Location TBD

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

Association Forum

- CEO Reception
- Educational Meetings
- Annual Gala

MPI Great Lakes

- Education Summit

MPI CAC

- Quarterly Education Events

SITE

- Chicago receptions

AHA Annual Vendor Meeting

Annual SmithBucklin Vendor Meeting

SWAP Client Events

Sales Missions / Road Shows

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

- Bi-monthly meetings and receptions
- Summer client reception
- Holiday client reception

Reston/Herndon Meeting Planners

- Yearly presentation at breakfast or lunch

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

Sales Missions / Road Shows & Client Events

One event per market.



SAN DIEGO CONVENTION CENTER/ SHORT TERM SALES MAY 2024 SALES ACTIVITY REPORT



CONTACT: Andy Mikschl, *Executive Vice President, Sales, San Diego Convention Center*
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SHORT TERM BOOKING ACTIVITY

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

DEFINITE		FY24 MAY 24	FY23 MAY 23	CUMULATIVE FYTD 2024	CUMULATIVE FYTD 2023
	EVENTS	5	1	40	39
	ATTENDANCE	12,600	5,000	193,787	100,219
	ROOM NIGHTS	2,165	0	21,422	11,588
	RENTAL REVENUE	\$183,245	\$7,700	\$1,520,505	\$1,243,550

FY24 PERCENT TO GOAL

Convention Center Rental Revenue

	GOAL	YTD	PERCENT TO GOAL
CONTRACTED RENTAL REVENUE	\$1,500,000	\$1,520,505	101.4%

San Diego Convention Center Short Term Sales May 2024 Sales Activity Report

CONTRACTED SHORT TERM EVENTS/ MAY 2024

EVENT NAME	EVENT DATES	PROJECTED ATTENDANCE	PEAK ROOMS	ROOM NIGHTS	RENTAL
John S. Lyons Memorial Dinner	09/13/24	400	0	0	\$5,600
San Diego County Office of Education Meeting	12/19/24	1,200	0	0	\$17,100
Healthcare Facilites Symposium & Expo 2025	09/23/25	2,500	535	1,415	\$39,845
Anime 619	11/21/25	7,500	0	0	\$41,800
BPI West 2026	03/08/26	1,000	250	750	\$78,900
TOTAL		12,600		2,165	\$183,245

San Diego Convention Center Short Term Sales May 2024 Sales Activity Report

CONTRACTED SHORT TERM EVENTS/ FY24 YTD

EVENT NAME	EVENT DATES	PROJECTED ATTENDANCE	PEAK ROOMS	ROOM NIGHTS	RENTAL
IEEE PES Grid Edge 2025	01/19/25	2,500	850	3,125	\$103,500
IWRP Industry Day 2024	06/24/24	300	0	0	\$9,300
The ASU + GSV Air Show 2024	04/12/24	5,000	0	0	\$65,700
X-STEM Workshops San Diego 2024	09/12/24	900	0	0	\$6,000
Brick Fest Live San Diego 2024	08/22/24	8,000	0	0	\$36,200
National Provider Enrollment Conference 2024	08/27/24	975	35	175	\$15,000
Social Media Marketing World 2025	03/29/25	2,500	400	1,200	\$55,800
Navy Gold Coast Small Business Opportunity Conference	08/18/24	2,000	0	0	\$77,800
San Diego International Auto Show 2023	12/29/23	100,000	200	800	\$194,400
West Coast Conference Cheer & Dance 2023	10/29/23	2,500	0	0	\$10,400
AGWest Board Meeting & LAC Orientation	02/07/24	100	350	800	\$6,600
LSX RNA Leaders USA Congress 2024	09/04/24	600	150	300	\$20,790
Sharp Healthcare All-Staff Assembly	11/19/24	12,000	0	0	\$76,250
JOGS San Diego Gem & Jewelry Show	10/28/24	2,000	80	312	\$66,640
The IR Show Winter 2025	01/22/25	750	250	750	\$49,800
San Diego Home Fall Show 2024	08/24/24	5,000	0	0	\$15,400
Proofpoint Sales Kickoff 2024	01/15/24	1,400	1,400	5,545	\$47,250
General Mills, Inc. icw/ UNFI	02/07/24	12	0	0	\$1,200
LSX Induced Proximity Leaders Conference 2024	06/23/24	250	0	0	\$12,600
Bridal Bazaar Fall 2024	09/14/24	2,000	0	0	\$13,400

San Diego Convention Center Short Term Sales May 2024 Sales Activity Report

CONTRACTED SHORT TERM EVENTS/ FY24 YTD (cont.)

EVENT NAME	EVENT DATES	PROJECTED ATTENDANCE	PEAK ROOMS	ROOM NIGHTS	RENTAL
Art San Diego 2024	10/29/24	5,000	0	0	\$26,950
Tonights Conservation: Live & UNCUT	04/11/24	2,500	20	20	\$8,250
San Diego Home Show - Spring 2025	01/10/25	5,000	0	0	\$17,280
UNFI Spring & Summer Show 2025	01/19/25	2,500	750	1,800	\$100,400
United States University Commencement 2024	09/12/24	4,000	25	50	\$11,300
Revolution Talent Competition 2025	02/21/25	700	0	0	\$17,000
Battle Hardened: San Diego	08/24/24	150	0	0	\$5,100
West Coast Cheer & Dance Competition	10/05/24	3,000	0	0	\$20,900
Live Well Advance Conference & School Summit	11/21/24	2,000	0	0	\$24,100
Titans of Dance Intensive	01/19/25	300	0	0	\$7,650
Festival of Biologics	04/23/25	2,000	250	750	\$68,400
Advanced Therapies Week	02/11/26	2,000	800	2,880	\$95,100
John S. Lyons Memorial Dinner	09/13/24	400	0	0	\$5,600
San Diego County Office of Education Meeting	12/19/24	1,200	0	0	\$17,100
Healthcare Facilities Symposium & Expo 2025	09/23/25	2,500	535	1,415	\$39,845
Anime 619	11/21/25	7,500	0	0	\$41,800
BPI West 2026	03/08/26	1,000	250	750	\$78,900
Yugioh! LEDE Regional Qualifier	05/11/24	500	0	0	\$5,600
Bridal Bazaar Winter 2025	01/05/25	2,000	0	0	\$11,300
The Wave	06/20/25	750	250	750	\$33,900
TOTAL		193,787		21,422	\$1,525,505

San Diego Convention Center Short Term Sales May 2024 Sales Activity Report



CITYWIDE PRIMARY MARKET

Conventions, Trade Shows, Corporate & Incentive Events

DEFINITE	FUTURE YR BOOKINGS	MAY 2024	MAY 2023	MAY 2019	CUMULATIVE FY2024	CUMULATIVE FY2023	CUMULATIVE FY2019
	CONVENTIONS	3	5	8	29	37	37
	ATTENDANCE	15,900	23,000	51,000	311,968	274,900	309,275
	ROOM NIGHTS	30,519	55,428	83,098	710,326	444,266	391,576

LEADS*	FUTURE YR BOOKINGS	MAY 2024	MAY 2023	MAY 2019	CUMULATIVE FY2024	CUMULATIVE FY2023	CUMULATIVE FY2019
	BOOKINGS	18	14	13	170	115	98
	ATTENDANCE	120,250	41,600	95,200	1,294,988	863,430	1,272,225
	ROOM NIGHTS	236,515	111,782	144,348	2,512,078	1,349,868	1,803,390

*Citywide opportunities that entered "Lead" status in respective FY's.

FY19 COMPARISON	CUMULATIVE FY2024		CUMULATIVE FY2023	CUMULATIVE FY2019
	TOTAL DEFINITE ROOM NIGHTS	710,326	444,266	391,576
	VARIANCE COMPARED TO FY2019	+318,750 +81%	+52,690 +13%	
	TOTAL LEAD ROOM NIGHTS	2,512,078	1,349,868	1,803,390
	VARIANCE COMPARED TO FY2019	+708,688 +39%	-453,522 -25%	

DEFINITE EVENTS BREAKDOWN

Conventions, Trade Shows, Corporate & Incentive Events booked in May 2024

Account Name	National Sales Director	Event Begin Date	Event End Date	Peak Rooms	Total Room Nights	Estimated Attendance	SDCCC ID #	SDTA ID #
VIVE Event LLC	David Matta	2/6/2028	2/9/2028	4,000	15,817	5,000	2829-65-65-20834	1233127
Indian Gaming Association	Nancy Rosenbaum	4/13/2030	4/19/2030	2,200	7,702	7,500	2829-65-65-14722	1233703
American Association of Immunologists	Nancy Rosenbaum	5/4/2030	5/12/2030	1,700	7,000	3,400	2829-65-65-22050	1234031
Total				2,633 AVG	30,519	15,900		

ROOM NIGHT SUMMARY

Figures based on calendar year of event begin date

Lead
Definite

**NOTE:**

- 2024 Definite Total Room Night Changes: -3,350 definite adjustments driven by Petco cancellation (-5,073 rns)
- 2025 Definite Total Room Night Changes: -1,614 definite adjustments
- 2026 Definite Total Room Night Changes: +2,273 definite increased peak and shoulder nights.
- 2027 Definite Total Room Night Changes: -7,736 definite adjustments driven by Pittcon room block adjustment to be in alignment with 2024 final pick up.
- 2028 Definite Total Room Night Changes: +15,817 new definite
- 2029 No change
- 2030 Definite Total Room Night Changes: +14,702 new definite
- 2031 – 2038 Definite Total Room Night Changes: No Changes

SUMMARY

The May results further solidify the Sales Strategy implemented at the beginning of FY 23 with the approval of the SDCCC and their Board of Directors. The major focus of this strategy was “quality over quantity” - to drive more sales effort filling availability in shorter-term booking windows (within five years) and pursue the most lucrative business opportunities for the building outside of the five-year window. In May:

- 15k rooms were booked into February of 2028, less than four years out, and filling a month that was far behind production of the preceding four Februaries.
- The nearly 8k rooms from Indian Gaming Assn are surrounding Easter week, a traditionally slow time for the meetings industry.