

**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, OCTOBER 30, 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 June 26, 2024, Sales & Marketing Committee Meeting

4. Chair Report

5. Sales & Marketing Updates:

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

6. Staff Updates:

- **Client Communications:** Rip Rippetoe

7. Urgent non-agenda items (must meet the requirements of Government Code, Section 54954.2)

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 two 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.

Agenda Item 3

MINUTES

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

COMMITTEE MEETING OF JUNE 26, 2024

BOARD MEMBERS PRESENT: Chair Shawn VanDiver and Director Alyssa Turowski

BOARD MEMBERS ABSENT: Director Sam Nejabat

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 11:02 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 - Present
Director Nejabat- Absent

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

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

3. **Minutes of March 27, 2024, 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.

Directors Turowski and VanDiver moved and seconded, respectively, to approve the Minutes of the March 27, 2024, Sales & Marketing Committee Meeting.

**Director VanDiver– Aye
Director Turowski - Aye
Director Nejabat- Absent**

Vote: Unanimous

AYES: 2

NAYS: 0

ABSTENTIONS: 0

4. Chair's Report: None

5. Action Item(s):

(1) Recommend Acceptance of San Diego Tourism Authority Program of Work

Chair VanDiver called for a staff report regarding Agenda Item (5.A). After staff submitted its report, Chair VanDiver inquired if any member of the public wished to comment on Agenda Item (5.A). No members of the public responded to the request for comment.

After presentations by staff, Directors Turowski and VanDiver moved and seconded, respectively, to recommend Acceptance of San Diego Tourism Authority Program of Work.

**Director VanDiver– Aye
Director Turowski - Aye
Director Nejabat- Absent**

Vote: Unanimous

AYES: 2

NAYS: 0

ABSTENTIONS: 0

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

The short-term activity is set forth below:

- Events booked through May 2024: 5 (compared to 1 in 2023) and 40 total events (compared to 39 last year).
- May Attendees: - 12,600 (compared to 5,000 in 2023) and total attendees of 193,787 (compared to 100,219 last year)
- May Room Nights: 2,165 (compared to -0- in 2023) and total room nights of 21,422 (compared to 11,588 last year)
- Monthly Rental Revenue: \$185,245 (compared to \$7,700 in 2023) and total rental revenue is \$1,520,505 (101.4 % of annual goal) compared to \$1,243,550 last year.
- Mr. Mikschl noted that the Auto Show event will be returning to the Center in 2024.

- Mr. Mikschl also reported that in September, the Center will host the John S. Lyon Memorial Dinner for the first time.

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

- Sales Activity Report –May – Mr. Schieferdecker reported that long-term sales has booked 3 convention (vs. 5 for this period last year) and 29 total conventions year-to-date (compared to 37 last year). Staff have booked 30,519 room nights for May (vs. 55,428 for this period last year) and total room nights of 710,326 (compared to 444,266 last year)
- May Attendance: 15,900 (vs. 23,000 last year). Total attendance this year is 311,968 (vs. 274,900 last year).
- The funnel of tentative total room night bookings have increased to 2,512,078 from 1,349,868 last year.

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

7. Staff Updates:

- **Client Communications:** Rip Rippetoe
 - Mr. Rippetoe reported that staff have been communicating with the ESRI and Comic-Con events and both events anticipate strong attendance.
 - Hematology event planners will be in town this week and staff will be collaborating with them with regard to logistical planning for their event.

Chair VanDiver inquired whether any member of the public wished to comment on Agenda Item (7). No members of the public responded to the request for comment.

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

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

There being no further business, the meeting adjourned 11:24 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 June 26, 2024.

Shawn VanDiver, Chair



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



CONTACT: Andy Mikschl, *Executive Vice President, Sales, San Diego Convention Center*
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 619.525.5282

SHORT TERM BOOKING ACTIVITY

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

DEFINITE		FY25 SEPTEMBER 24	FY24 SEPTEMBER 23	CUMULATIVE FYTD 2025	CUMULATIVE FYTD 2024
	EVENTS	3	3	16	9
	ATTENDANCE	6,900	7,150	62,415	124,350
	ROOM NIGHTS	2,368	6,295	7,979	8,507
	RENTAL REVENUE	\$200,940	\$112,450	\$757,620	\$487,530

FY25 PERCENT TO GOAL

Convention Center Rental Revenue

	GOAL	YTD	PERCENT TO GOAL
CONTRACTED RENTAL REVENUE	\$1,500,000	\$757,620	50.5%

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

CONTRACTED SHORT TERM EVENTS/ SEPTEMBER 2024

EVENT NAME	EVENT DATES	PROJECTED ATTENDANCE	PEAK ROOMS	ROOM NIGHTS	RENTAL
Project Lead the Way Summit 2024	10/02/24	1,300	779	2,368	\$164,400
Yugioh! ROTA Regional Qualifier	10/20/24	600	0	0	\$5,600
Art San Diego	10/21/25	5,000	0	0	\$30,940
TOTAL		6,900		2,368	\$200,940

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

CONTRACTED SHORT TERM EVENTS/ FY25 YTD

EVENT NAME	EVENT DATES	PROJECTED ATTENDANCE	PEAK ROOMS	ROOM NIGHTS	RENTAL
ASNE Fleet Maintenance Symposium 2025	09/24/25	1,300	200	445	\$59,000
One Piece Trading Card Game Offline Regional	11/02/24	1,300	0	0	\$15,680
Advance Automotive Battery Conference 2026	12/06/26	2,000	575	2,192	\$71,700
Gujarati Cultural Dance 2024	09/14/24	700	0	0	\$5,100
Broadband Communities West 2024	10/30/24	1,000	0	0	\$17,000
Toray Meeting	09/11/24	15	0	0	\$600
United States Univ. Commencement Ceremony	09/14/24	4,000	25	50	\$11,300
California Bridal & Wedding Expo2025	06/22/25	5,000	0	0	\$7,700
Shamrock Foods Company	09/25/25	2,000	303	424	\$41,800
San Diego World Running Championships	09/27/25	5,000	0	0	\$54,300
Wellness Together	10/01/25	2,000	500	1,000	\$104,800
Regional Task Force on Homelessness	12/11/25	1,200	100	300	\$55,800
Fanatics Fest San Diego 2025	12/15/25	30,000	500	1,200	\$111,900
Project Lead the Way Summit 2024	10/02/24	1,300	779	2,368	\$164,400
Yugioh! ROTA Regional Qualifier	10/20/24	600	0	0	\$5,600
Art San Diego	10/21/25	5,000	0	0	\$30,940
TOTAL		62,415		7,979	\$757,620

Citywide Sales Activity Report

Bookings & Leads as of September 2024

Agenda Item 5



Citywide Primary Market

Conventions, Trade Shows, Corporate & Incentive Events

DEFINITE	September 2024		September 2023		CUMULATIVE FY2025	CUMULATIVE FY2024
	Conventions	3	2		8	4
	Attend.	24,000	23,000		67,570	41,800
	Contract Rooms	48,518	60,275		94,236	99,603

LEAD	September 2024		September 2023		CUMULATIVE FY2025	CUMULATIVE FY2024
	Conventions	21	21		40	62
	Attend.	177,700	189,800		310,400	615,200
	Requested Rooms	235,095	421,296		446,860	1,168,983

*Citywide opportunities that entered “Lead” status in respective FY’s. FY23 skewed by Hematology (ASH) entering lead status for 2031/2033 in July ’23 (275,400 room nights).

Variance Fiscal Year-to-Date

	CUMULATIVE FY2025	CUMULATIVE FY2024	YOY Variance	% YOY Variance
Definite Rooms	94,236	99,603	-5,367	-5.4%
New Lead Status Rooms	446,860	1,168,983	-722,123	-61.77%
Total Lead Status Rooms	1,493,612	1,923,377	-429,765	-22.3%

*“Lead” status room nights in FY23 skewed by Hematology (ASH) entering lead status for 2031/2033 in July ’23 (275,400 room nights).

Definite Event Breakdown

Conventions, Trade Shows, Corporate & Incentive Events Booked in September 2024

SDTA Lead ID	SDCCC Lead ID	Account Name	National Sales Director	Event Dates	Contract Rooms	Peak Room Nights	Attend.
1225170	3310001	American Society of Nephrology	Angie Ranalli	Nov 10 - 13, 2033	29,308	6,800	13,500
1224386	2829-65-65-15522	Avid Center	Kim Borneman	Jul 30 - Aug 1, 2028	10,815	3,500	4,500
1233122	2829-65-65-14274	CrimeCon, LLC	David Matta	Jun 1 - 4, 2028	8,395	2,300	6,000

SUMMARY

Happy to report that overall, September’s bookings continue to follow the strategy implemented at the beginning of Fiscal Year 2023 and approved by the SDCCC Board to focus on quality vs. quantity bookings, target events that fall within the next five years at a higher pace and/or that fall into a traditionally slower time for meetings & conventions.

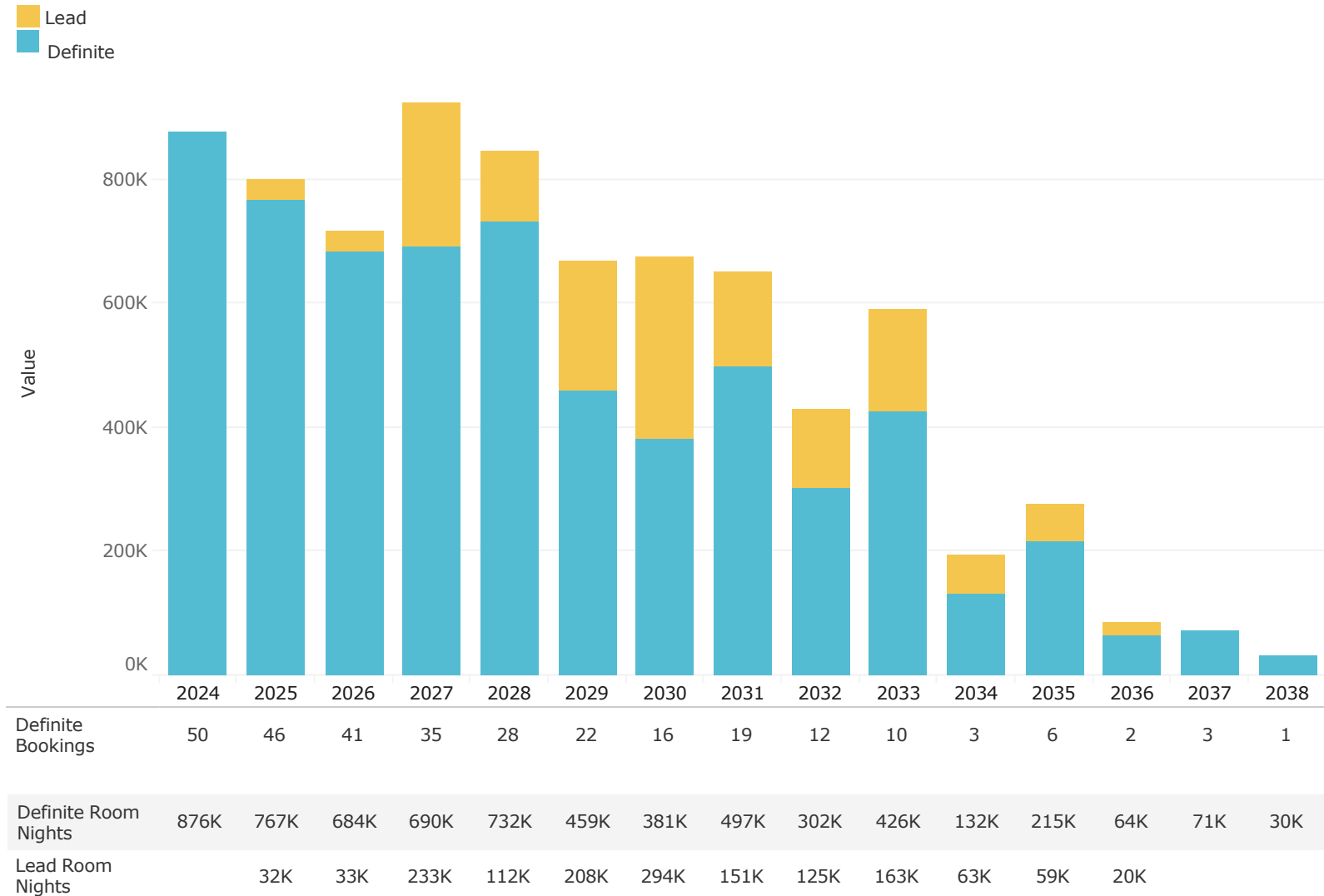
- 39% of rooms booked, 19,210 rooms, fall within the next 5 years.
- 17% of room nights are first time events to San Diego, CrimeCon is a new citywide for San Diego.

Citywide Sales Activity Report

Definite Events On-the-Books as of September 2024

Room Night Summary

Room nights by calendar year of event



NOTE:

- 2024 Definite Total Room Night Changes: +3,778 in definite increases primarily due to TwitchCon.
- 2025 Definite Total Room Night Changes: -24,502 due to definite decreases: Insight Global -3,133, AANP -1,272, a system error on DDW accounted for -18,995 rns. 11,858 rns will be added back in for DDW in October.
- 2026 Definite Total Room Night Changes: +1,156 rooms due to definite increases.
- 2027 Definite Total Room Night Changes: No changes
- 2028 Definite Total Room Night Changes: +18,935 new definite rooms
- 2029 Definite Total Room Night Changes: -630 in definite decreases due to shoulder adjustments to mirror history.
- 2030 - 2032 Definite Total Room Night Changes: No changes
- 2033 Definite Total Room Night Changes: +29,308 new definite rooms
- 2034 - 2038 Definite Total Room Night Changes: No changes