

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

**Director Gretchen Newsom, Chair  
Director Alyssa Turowski  
Director Will Rodriguez-Kennedy**

**WEDNESDAY, MARCH 26, 2025, 11:00 A.M.  
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:  
(727) 731-7732 – No access code needed.**

**1. Call to order: Gretchen Newsom, 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 January 29, 2025, Sales, Marketing & Events Committee Meeting**

**4. Chair Report**

**5. Sales, Marketing & Events Updates:**

- **Year-End Short-Term Sales Update** – Andy Mikschl
- **Year-End Long-Term Sales Update:** - Kavin Schieferdecker

**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 & Events 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](http://visitsandiego.com). Please contact Pat Evans at (619)525-5131 or [pat.evans@visitsandiego.com](mailto: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 & EVENT COMMITTEE OF THE BOARD OF DIRECTORS

#### COMMITTEE MEETING OF January 29, 2025

**BOARD MEMBERS PRESENT:** Chair Gretchen Newsom and Director Alyssa Turowski

**BOARD MEMBERS ABSENT:** Director Will Rodriguez-Kennedy

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

**ALSO PRESENT:** Kavin Schieferdecker, SDTA

1. **Call to Order:** Chair Gretchen Newsom called the meeting to order at 11:05 a.m. at 111 West Harbor Drive, San Diego, California.

Chair Newsom 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 Newsom– Present**

**Director Turowski - Present**

**Director Rodriguez-Kennedy - Absent**

Chair Newsom further noted that all votes would be recorded via rollcall vote and all Directors were present except Director Rodriguez-Kennedy.

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

3. **Minutes of October 30, 2024, Sales & Marketing Committee Meeting:**

Chair Newsom 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 Newsom moved and seconded, respectively, to approve the Minutes of the October 30, 2024, Sales & Marketing Committee Meeting.**

**Director Newsom– Aye**  
**Director Turowski - Aye**  
**Director Rodriguez-Kennedy - Absent**

**Vote: Unanimous**

**AYES: 2**

**NAYS: 0**

**ABSTENTIONS: 0**

**4. Chair’s Report: None**

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

The short-term activity is set forth below:

- Events booked through December 2024: 3 (compared to 3 in 2023) and 26 total events (compared to 20 last year).
- December Attendees: - 5,000 (compared to 2,262 in 2023) and total attendees of 76,565 (compared to 148,787 last year)
- December Room Nights: 3,398 (compared to -0- in 2023) and total room nights of 11,377 (compared to 13,007 last year)
- Monthly Rental Revenue: \$53,900 (compared to \$27,200 in 2023) and total rental revenue is \$934,020 (62.3% of goal) compared to \$884,030 last year.
- The sales results continue to be in line with our booking strategy from a short-term perspective. We are being selective regarding what we book and how many events we book for a number of reasons. Number one – we need to insure that we have sufficient inventory and time to do needed capital and maintenance improvements in the building. Number two – we need to make sure that those events that we are booking are driving revenue and are appropriate for us from that standpoint and also driving short-term incremental room revenue and room nights for our hotel partners.
- We still focus on community events and getting events into the building that draw the local public. For instance, we just completed a very successful Auto Show last month which is generally our largest consumer show. We had upwards of 75,000 people that come through the building over the course of those four to five days.
- Building back up from COVID, they had great attendance, and they added some new exhibitors on the floor.
- We will continue to book those type of events that bring the general public into the building. We will also continue to book events that drive needed revenue to us on a short-term basis.
- Of the three events booked, the Progressive Labor Summit will be back, and the event has been shifted to April. We are pleased the Bridal Bazaar is returning and a new event, Great Minds in STEM conference will be hosted at the center. This event is traditionally held in Washington, DC or the Orange County area and we are partnering with the Hilton Bayfront on the

event. The Hilton will benefit in terms of room nights and this event is a great show for our building.

- We are excited to announce that we recently brought on a third position to support our short-term sales effort. Previously it was two bookers, our Directors of Sales, Sylvia, and Joy who book all of the short-term activity. We have hired a Sales Analyst, and this is a new position for us. It is a hybrid position as this person will also handle small events as well as perform analysis of current sales activity.
- One of the challenges is the volume of sales opportunities we receive on a short-term basis. So the new position will help us even more by reviewing these leads in terms of profitability for the building, room nights for the hotel community and generally allow us to manage the flow of leads better. This position will also allow Sylvia and Joy to put more emphasis and focus on those events that we really want to pursue. The new person has sales experience in a local hotel, but she has also done a lot of analytical work (rev-maxing items at the local hotel). She will also be working with Mardeen's team on developing P&Ls and really looking at our business much more closely to make sure we are maximizing our opportunities.
- Mr. Mikschl also explained how the Great Minds in Stem event ended up transferring from the east coast to San Diego.

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

- Sales Activity Report — Mr. Schieferdecker reported that long-term sales has booked 6 conventions (vs. 11 for this period last year) and 18 total conventions year-to-date (compared to 18 last year).
- Staff have booked 128,863 room nights for December (vs. 180,440 for this period last year) and total room nights of 361,999 (compared to 303,734 last year)
- December Attendance: 163,900 (vs. 99,400 last year). Total attendance this year is 285,910 (vs. 165,200 last year).
- The funnel of tentative total room night bookings currently have 1,262,810 compared to 1,670,962 last year.
- The big event that signed on December 31<sup>st</sup> was Comic-Con. The entire SDTA and SDCCC teams helped pull that event through.
- The team has achieved over 50% of its goal for the year, early in the year, for the second year in a row. Traditionally, the team booked 77% of its business in the last two months of the year. To spread out the business is really nice for the team, the City, and the Center.
- The bookings are falling within the strategy put in place two years ago by SDTA, SDCC and our hotel partners where our hotel partners gave us direction on what they want. 92% of the room nights booked fall within seven years, 56% fall within five years.
- Year-over-year, the team is up in definite bookings by 19%.
- The Sales Activity Report identifies some of the most recent bookings.
- SDTA hosted five city-wide clients for the Farmer's Open.

- A full contingent from San Diego attended PCMA in Houston a couple of weeks ago. We co-hosted our annual California Gateway Cities breakfast which clients love. San Diego partners with Anaheim, San Francisco, and L.A. on that event and approximately 100 clients attended.
- Mr. Schieferdecker also hosted a panel on City-Wide conventions which covered how we need to come to a better agreement with all parties to move things forward because things have changed since COVID.
- The committee also discussed hotel partner's concerns regarding client commitment and risk-sharing.

Chair Newsom 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 reported:  
 To Kavin's point, PCMA Convening Leader's occurred and what's so significant about that, is that as we have changed our strategy and we look at the cyclical nature of our business, we know Association business is foundationally what has kept us going all of these years and still going to hold an important role in the future, but by being able to go and be very targeted about who we are approaching to have business, what comes with that is also a requirement or a necessity to deliver what we say we're going to. And so, a part of what we do with PCMA is a huge piece of retention. So we build a network, and we continue to work with them because long-term what we want is that big economic impact for the community, but at the same time we want to be able to solidify how we can continue to work on ancillary prices and making the shows more profitable for us at the same time. So the value of that show alone is pretty much unsurpassed with so many of the other things that we do during the year. We have a lot of other client activities that we do together, us and the Tourism Authority, we have a Chicago blitz that we do that involves the opening of the Cubs, we have got the Visionary Awards in Washington, DC that happen in April. We, as an organization, go to events and scout those and prep if they are new and have not been here before so that we can make sure we deliver what we promised we are going to. So, there is a renewed approach and focus on making sure that we do not forget about retaining the good business that we have been able to get. So, as we look to the upcoming couple of years, cyclically, they are not going to be the same as this year, and we know that, so we have to be able to maximize the efficiencies and look for those ancillary revenues. So, more of that will come out when we talk budget later this quarter, but the key that I think that we have to never forget is that we are still a relational business, now combined with the qualifying factors that we are taking the lead on across the country. No other building is doing quite what we do, and I think that is something to be proud of, but it is also a really great indicator about the cutting-edge kind of approach our team takes and being able to find the right business. So, we are no longer looking for quantity as much as we are quality,

and we want to be able to continue to find a way of maximizing that for us and the community at the same time. So, it is no longer one or the other, even though I do not think it has ever been that way for us, but I think perception has been that way. So, I think that's the take-away that is most important right now, we've got a lot of work to do with some corporate events to deliver and February, March, April, May, and June, are going to be key to not only this fiscal year's success, but also for our reputation and how we carry ourselves for the next upcoming years.

Chair Newsom 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 & Event Committee Comment** [Govt. Code §54954.2(a)(2)]: **None**

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

#### **CERTIFICATION**

I, Gretchen Newsom, Chair of the Sales, Marketing and Events 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 January 29, 2025.

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Gretchen Newsom, Chair

# Agenda Item 5



## SAN DIEGO CONVENTION CENTER/ SHORT TERM SALES FEBRUARY 2025 SALES ACTIVITY REPORT



**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*

	FY25 FEBRUARY 25	FY24 FEBRUARY 24	CUMULATIVE FYTD 2025	CUMULATIVE FYTD 2024
<b>DEFINITE</b>	EVENTS	4	33	26
	ATTENDANCE	11,000	94,015	168,487
	ROOM NIGHTS	990	12,367	14,877
	RENTAL REVENUE	\$140,500	\$28,300	\$1,115,210

### FY25 PERCENT TO GOAL

*Convention Center Rental Revenue*

	GOAL	YTD	PERCENT TO GOAL
CONTRACTED RENTAL REVENUE	\$1,500,000	\$1,115,210	74.3%



## San Diego Convention Center Short Term Sales February 2025 Sales Activity Report

### CONTRACTED SHORT TERM EVENTS/ FEBRUARY 2025

EVENT NAME	EVENT DATES	PROJECTED ATTENDANCE	PEAK ROOMS	ROOM NIGHTS	RENTAL
JOGS San Diego Gem & Jewelry Show	09/29/25	2,000	60	240	\$45,000
Sew Healing Expo 2025	10/04/25	1,000	0	0	\$33,200
West Coast Cheer & Dance Competition 2025	10/12/25	6,000	0	0	\$21,900
Festival of Biologics 2026	03/05/26	2,000	250	750	\$40,400
<b>TOTAL</b>		<b>11,000</b>		<b>990</b>	<b>\$140,500</b>

## San Diego Convention Center Short Term Sales February 2025 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
San Diego Home Fall Show 2025	08/17/25	5,000	0	0	\$15,400
IWRP Industry Day 2025	06/24/25	300	0	0	\$6,900
Global CTI Group	11/19/24	50	0	0	\$1,800
YBNB Bizcon 2025	09/12/25	500	0	0	\$3,600
Navy Gold Coast 2025	08/21/25	2,000	0	0	\$72,200
X-STEM Workshop San Diego 2025	09/23/25	900	0	0	\$6,000
Neighborhood House Association	11/23/24	400	0	0	\$16,600

**San Diego Convention Center Short Term Sales February 2025 Sales Activity Report**

**CONTRACTED SHORT TERM EVENTS/ FY25 YTD (cont.)**

EVENT NAME	EVENT DATES	PROJECTED ATTENDANCE	PEAK ROOMS	ROOM NIGHTS	RENTAL
Progressive Labor Summit 2025	03/29/25	500	0	0	\$9,800
Bridal Bazaar Fall 2025	09/21/25	2,000	0	0	\$12,750
2025 Great Minds in STEM Conference	10/04/25	2,500	1,040	3,398	\$31,350
USIU Commencement Ceremony 2025	09/18/25	3,000	0	0	\$11,390
Metanoia San Diego	08/15/25	2,500	0	0	\$24,200
Gujarati Cultural Dance 2025	09/20/25	950	0	0	\$5,100
JOGS San Diego Gem & Jewelry Show	09/29/25	2,000	60	240	\$45,000
Sew Healing Expo 2025	10/04/25	1,000	0	0	\$33,200
West Coast Cheer & Dance Competition 2025	10/12/25	6,000	0	0	\$21,900
Festival of Biologics 2026	03/05/26	2,000	250	750	\$40,400
<b>TOTAL</b>		<b>94,015</b>		<b>12,367</b>	<b>\$1,115,210</b>

San Diego Convention Center Short Term Sales February 2025 Sales Activity Report

# Citywide Sales Activity Report

Agenda Item 5



Bookings & Leads as of February 2025

## Citywide Primary Market

Conventions, Trade Shows, Corporate & Incentive Events

DEFINITE	February 2025		February 2024		CUMULATIVE FY2025		CUMULATIVE FY2024	
	Conventions	4	2	23	23			
	Attend.	31,200	12,000	319,460	208,200			
	Contract Rooms	76,292	9,356	443,812	346,319			

LEAD	February 2025		February 2024		CUMULATIVE FY2025		CUMULATIVE FY2024	
	Conventions	16	22	91	131			
	Attend.	147,900	144,718	637,050	1,010,528			
	Requested Rooms	237,523	244,293	1,130,339	1,954,621			

### Variance Fiscal Year-to-Date

	CUMULATIVE FY2025	CUMULATIVE FY2024	YOY Variance	% YOY Variance
Definite Rooms	443,812	346,319	+97,493	+28.2%
New Lead Status Rooms	1,130,339	1,954,621	-824,282	-42.17%
Total Lead Status Rooms	1,363,399	1,731,310	-367,911	-21.3%

\*“Lead” status room nights in FY24 skewed by Hematology (ASH) entering lead status for two (2) years in July '23 (275,400 rns) and future years for annual corporate events (288K rns) equating to a total of 563,400 rns.

## Definite Event Breakdown

Conventions, Trade Shows, Corporate & Incentive Events Booked in February 2025

SDTA Lead ID	SDCCC Lead ID	Account Name	National Sales Director	Event Dates	Contract Rooms	Peak Room Nights	Attend.
1236744	2829-65-65-30594	Confidential	Angie Ranalli	Apr 8 - 11, 2033	26,940	6,000	11,000
1236745	2829-65-65-30626	Confidential	Angie Ranalli	Apr 10 - 13, 2037	26,940	6,000	11,000
1232395	2829-65-65-11171	Avid Center	Kim Borneman	Jun 20 - 23, 2032	11,492	3,700	4,700
1235984	2829-65-65-28994	Avid Center	Kim Borneman	Aug 1 - 3, 2032	10,920	3,500	4,500

## SUMMARY

February’s booking performance continues 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, targeting events that fall within the next five to seven years at a higher pace and/or that fall into a traditionally slower time for meetings & conventions.

- 22,412 room nights with 9,200 attendees arrive within the next 7 years
- Confidential Medical Citywide confirmed two (2) years with 11,000 attendees and 26, 940 total rooms

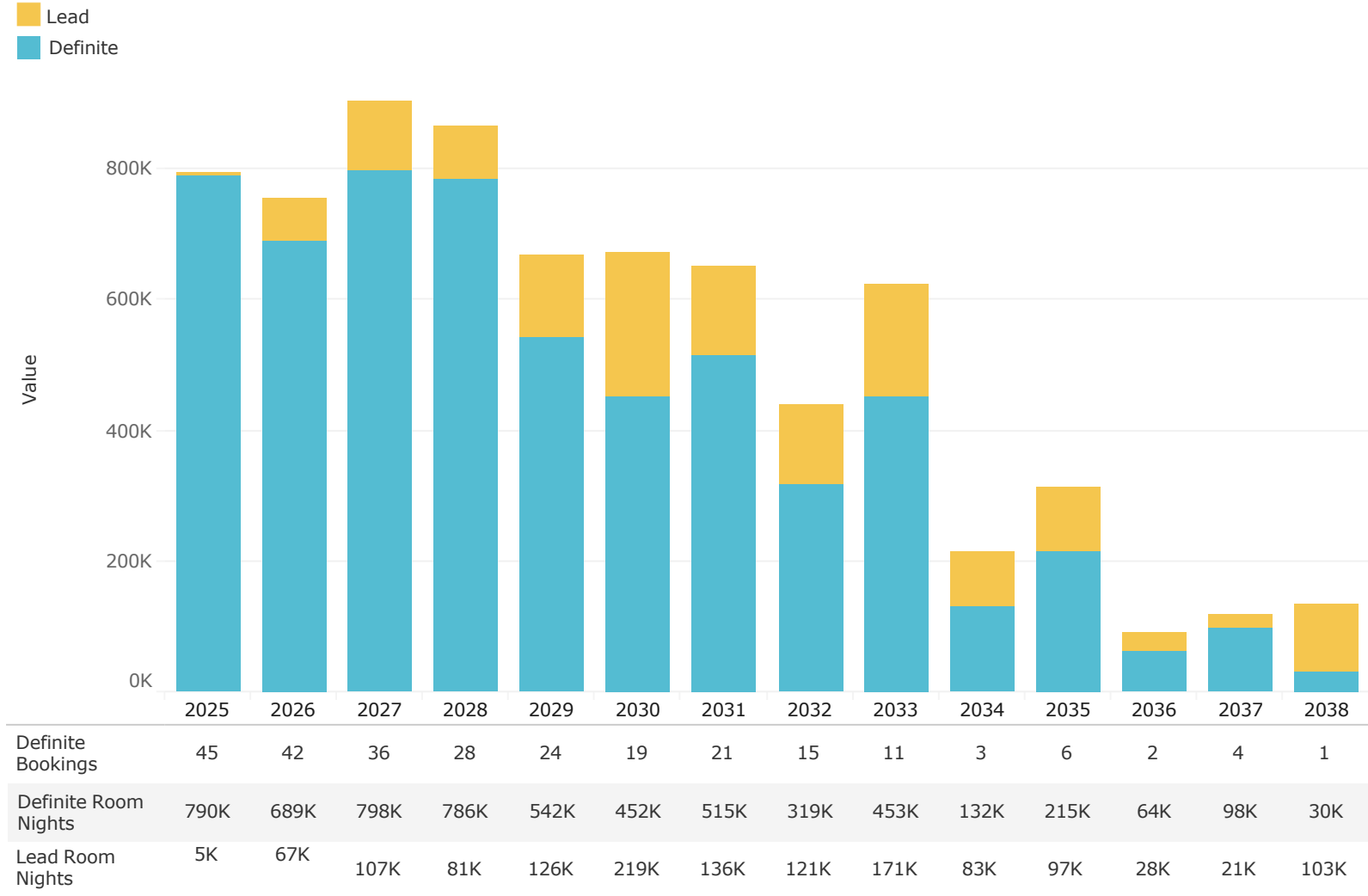
# Citywide Sales Activity Report

Definite Events On-the-Books as of February 2025



## Room Night Summary

Room nights by calendar year of event



**NOTE:**

- 2025 Definite Total Room Night Changes: -7,677
- 2026 Definite Total Room Night Changes: -6,766
- 2027 Definite Total Room Night Changes: No changes
- 2028 Definite Total Room Night Changes: +138
- 2029 Definite Total Room Night Changes: No changes
- 2030 Definite Total Room Night Changes: No changes
- 2031 Definite Total Room Night Changes: No changes
- 2032 Definite Total Room Night Changes: +22,412 new definite
- 2033 Definite Total Room Night Changes: +26,940 new definite
- 2034 - 2036 Definite Total Room Night Changes: No changes
- 2037 Definite Total Room Night Changes: +26,940 new definite
- 2038 Definite Total Room Night Changes: No changes