

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

**TUESDAY, AUGUST 4, 2020, 12:00 P.M.**

**AGENDA**

**(Meeting to be held via teleconference pursuant to  
State of California Executive Order N-29-20)**

**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 – Jaymie Bradford, Chair**

**2. Non-Agenda Public Comments**

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

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

**Consent Agenda:**

**A. Approval of Minutes of Board Meeting of June 23, 2020**

**B. Approval of Revisions to SDCCC Conflict of Interest Code**

**Action Item(s):**

**C. Budget Committee (Carol Kim)**

**(1) Authorization to Approve Additional Funding for San Diego Tourism Authority (SDTA) Long-term Sales and Marketing Services for Fiscal Year 2021 Budget**

**D. Sales & Marketing Committee (Elvin Lai)**

**1. Authorization to Accept of San Diego Tourism Authority “Program of Work”**

**4. Chair’s Report (Chair Jaymie Bradford)**

**5. President’s Report (Rip Rippetoe)**

**6. Board Comment [Govt. Code § 54954.2(a)(2)]**

## SDCCC Board of Directors

August 4, 2020

Page 2

### Adjournment

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In compliance with Government Code section 54957.5, non-exempt written material that is distributed to the Board prior to the meeting will be available at the meeting or it may be viewed in advance of the meeting online at [visitsandiego.com](http://visitsandiego.com). Materials distributed to the board after the posting of this agenda also will be available. Please contact Pat Evans at (619)525-5131 or [pat.evans@visitsandiego.com](mailto:pat.evans@visitsandiego.com) if you would like to receive a copy of any material related to an item on this agenda.

**Action items on this agenda may be consolidated for voting purposes into a single vote of the Board, to the extent they are routine or otherwise do not require further deliberation. A Board member may comment on an action item before it is voted upon as part of the consolidated vote; however, if a Board member wishes to discuss an action item, that item will not be included in the consolidated vote. If a member of the public wishes to comment upon an action item, they should so advise the Board chair at or before the public comment portion of the meeting, in which case that item will not be included in any consolidated vote.**

### Agenda Item 3.A

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

### BOARD MEETING OF JUNE 23, 2020 Via Teleconference

<b>BOARD MEMBERS PRESENT:</b>	Chair Jaymie Bradford and Directors, Elvin Lai, Carol Kim, Carlos Cota, Jeff Gattas and Xema Jacobson
<b>BOARD MEMBER(S) ABSENT:</b>	Director Allan Farwell
<b>STAFF PRESENT:</b>	Rip Rippetoe, Mardeen Mattix, Corey Albright and Pat Evans (Recorder)
<b>ALSO PRESENT:</b>	Jennifer Lyon, General Counsel

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

#### 1. Call to Order

Chair Jaymie Bradford called the Board Meeting to order at 12:02 p.m. in the Executive Boardroom of the San Diego Convention Center Corporation, 111 West Harbor Drive, San Diego, CA 92101. Chair Bradford then called roll to determine which Directors were present on the teleconference:

Chair Bradford – Present  
Director Lai – Present  
Director Kim – Present  
Director Farwell – Absent  
Director Cota – Present  
Director Gattas – Present  
Director Jacobson - Present

All Directors were present except Director Farwell. Chair Bradford noted that all votes taken during this meeting would be recorded via roll-call vote.

Chair Bradford then noted that after today's Agenda was posted, staff received information that impacted Sales & Marketing Agenda items (3.E.1) and (3.E.2). Further inquiry is required regarding these items. Chair Bradford requested a motion to remove items (3.E.1) and (3.E.2) from consideration on the Agenda.

Directors Lai and Gattas moved and seconded, respectively, to remove items (3.E.1) and (3.E.2) from consideration on the Agenda.

Chair Bradford – Aye  
Director Lai – Aye  
Director Kim – Aye  
Director Farwell – Absent  
Director Cota – Aye  
Director Gattas – Aye  
Director Jacobson – Aye

Vote: Unanimous

AYES: 6                      NAYS: 0                      ABSTENTIONS: 0

2. Non-Agenda Public Comment – None

3. Board Committee Reports and Board Action Items:

Consent Agenda:

A. Approval of Minutes of Board Meetings of April 20, 2020 and April 23, 2020.

Directors Lai and Cota moved and seconded, respectively, to approve the Consent Agenda set forth hereinabove.

Chair Bradford – Aye  
Director Lai – Aye  
Director Kim – Aye  
Director Farwell – Absent  
Director Cota – Aye  
Director Gattas – Aye  
Director Jacobson – Aye

Vote: Unanimous

AYES: 6                      NAYS: 0                      ABSTENTIONS: 0

Action Item(s):

B. Acceptance of March, April and May Financial Reports from Chief Financial Officer

Directors Jacobson and Gattas moved and seconded, respectively, to accept the March, April and May Financial Reports from Chief Financial Officer

Chair Bradford – Aye  
Director Lai – Aye  
Director Kim – Aye  
Director Farwell – Absent  
Director Cota – Aye

**Director Gattas – Aye  
Director Jacobson - Aye**

**Vote: Unanimous**

**AYES: 6                      NAYS: 0                      ABSTENTIONS: 0**

**C.      Budget Committee (Carol Kim)**

**(1)      Authorization to Approve Third Revised Fiscal Year 2021 Budget**

In response to an inquiry from Director Jacobson, Ms. Mattix noted that this is the third iteration of the Budget and the second revised version of the Budget.

**Directors Kim and Cota moved and seconded, respectively, to approve the Second Revised Fiscal Year 2021 Budget.**

**Chair Bradford – Aye  
Director Lai – Aye  
Director Kim –Aye  
Director Farwell – Absent  
Director Cota – Aye  
Director Gattas – Aye  
Director Jacobson - Aye**

**Vote: Unanimous**

**AYES: 6                      NAYS: 0                      ABSTENTIONS: 0**

**(2)      Authorization to Approve FedEx Revenue Contract Extension**

**Directors Kim and Lai moved and seconded, respectively, to approve the FedEx Revenue Contract Extension.**

**Chair Bradford – Aye  
Director Lai – Aye  
Director Kim –Aye  
Director Farwell – Absent  
Director Cota – Aye  
Director Gattas – Aye  
Director Jacobson - Aye**

**Vote: Unanimous**

**AYES: 6                      NAYS: 0                      ABSTENTIONS: 0**

**(3) Authorization to Extend Waste Management Contract**

**Directors Kim and Cota moved and seconded, respectively, to approve the extension of the Waste Management Contract for a six month period, on a month-to-month basis, through December, 2020.**

**Chair Bradford – Aye  
Director Lai – Aye  
Director Kim – Aye  
Director Farwell – Absent  
Director Cota – Aye  
Director Gattas – Aye  
Director Jacobson – Aye**

**Vote: Unanimous**

**AYES: 6                      NAYS: 0                      ABSTENTIONS: 0**

**D. Audit Committee (Xema Jacobson)**

**(1) Authorization to Accept Money Purchase Pension Plan Audited Financial Report for the Plan Year Ended December 31, 2019**

**Directors Kim and Lai moved and seconded, respectively, to Accept Money Purchase Pension Plan Audited Financial Report for the Plan Year Ended December 31, 2019.**

**Chair Bradford – Aye  
Director Lai – Aye  
Director Kim – Aye  
Director Farwell – Absent  
Director Cota – Aye  
Director Gattas – Aye  
Director Jacobson – Aye**

**Vote: Unanimous**

**AYES: 6                      NAYS: 0                      ABSTENTIONS: 0**

**E. Sales & Marketing Committee (Elvin Lai) – Director Lai welcomed Julie Coker, the incoming President & CEO of the San Diego Tourism Authority.**

Ms. Coker provided an update of the status of leisure market activities noting that a press conference will be held to roll-out the new travel campaign (“Stay-Diego”) to bring leisure customers back to the city. She provided details regarding the components of the campaign as well as the cities that will be airing the commercials.

Ms. Coker also addressed event cancellations in 2020 and SDTA’s focus on retaining customers in 2021.

Mr. Mikschl provided an update on short-term sales. He indicated there is not much activity over the next six months. The team is focusing on filling holes in and around the first six months of next year. The team is working with local events that have cancelled this year and are attempting to find time on the schedule in the first quarter of next year. The sales team is also prioritizing finding room for larger events on the calendar that will maximize room nights and drive revenue for the destination. The team's overall goal is to attempt to retain as much business as possible.

**4. Chair's Report (Chair Jaymie Bradford):**

- Chair Bradford discussed the Chamber's "All our Talent" initiative and its focus on recruiting women to serve on Boards and Commissions.
- Chair Bradford requested that Directors review their on-line biographies (SDCCC site) and forward any revisions or updates to staff.
- There is no July Board meeting. The next Board meeting is scheduled for August 25, 2020.

**5. President's Report (Rip Rippetoe) – Mr. Rippetoe reported on the following items:**

- Updated the Board on how the Corporation's staffing levels have been impacted/reduced by the COVID pandemic and subsequent reduction in business.
- Discussed the number of overall staff lay-offs and required furloughs
- Welcomed Julie Coker to San Diego as the newly appointed SDTA President & CEO.
- Noted the number of total event cancellations through the end of the year.
- Provided an update regarding the retirement plan transition which should be completed by September 1, 2020.
- Noted that he will be attending the virtual IAVM conference next week and he will be inducted as the 20-21 Chair of IAVM.
- Andy Mikschl has taken the reigns of Business Development with Kirsten Olsen's departure. Cory Albright, Procurement Director, will be assisting Andy with negotiations of new projects. The phase II of the digital signage installation is underway.
- Mr. Rippetoe also discussed shelter operations and potential re-opening plans.
- Comic-Con is a virtual event this year.

**6. Board Comment [Govt. Code § 54954.2(a)(2)] – Director Jacobson welcomed Ms. Coker and she thanked the staff for their continued efforts during this difficult time. She also requested additional information regarding the IAVM swearing-in ceremony. Director Cota reported that the retirement plan transition will begin in July**

**7. Closed Session Cont.: The Board entered into closed session at 12:53 p.m. to discuss:**

**A. EMPLOYEE PERFORMANCE EVALUATION  
Government Code Section 54957  
Title: President & CEO**

**B. CONFERENCE WITH LABOR NEGOTIATORS**

**Government Code Section 54957.6**

**Agency Representatives: Compensation Ad Hoc Committee of the Board**

**Unrepresented Employee: President & CEO**

The Board returned to open session at 12:59 p.m.

Reporting out of closed session, General Counsel Lyon stated that the Board discussed items "7A" and "7B." Direction was given but no reportable action was taken.

**3. Additional Board Action Items:**

**F. Ad Hoc Compensation Committee (Xema Jacobson)**

- (1) Authorization to Approve of a Resolution of the San Diego Convention Center Corporation, Inc. Approving the Second Amendment to the Amended and Restated Employment Agreement to Extend the Time to Negotiate Future Compensation with the President & CEO**

**Directors Jacobson and Lai moved and seconded, respectively, to Authorize Approval of Resolution (20-2003) of the San Diego Convention Center Corporation, Inc. Approving the Second Amendment to the Amended and Restated Employment Agreement to Extend the Time to Negotiate Future Compensation with the President & CEO:**

**Chair Bradford – Aye  
Director Lai – Aye  
Director Kim – Aye  
Director Farwell – Absent  
Director Cota – Aye  
Director Gattas – Aye  
Director Jacobson – Aye**

**Vote: Unanimous**

**AYES: 6**

**NAYS: 0**

**ABSTENTIONS: 0**

There being no further business, the meeting adjourned at 1:01 p.m.

**CERTIFICATION**

I, Allan Farwell, Secretary of the Board of Directors of the San Diego Convention Center Corporation, Inc., do hereby certify that the foregoing is a true and correct copy of the minutes of the business transacted by the Board of Directors of the San Diego Convention Center Corporation, Inc., at a duly noticed meeting held on June 23, 2020 and that said minutes were approved by the Board of Directors on, August 4, 2020.

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Allan Farwell, Secretary



**Agenda Item 3.B**

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

**TO:** Board of Directors

**FROM:** Jennifer Lyon, General Counsel *JL*

**DATE:** For the Agenda of August 4, 2020

**RE:** Biennial Amendment of Conflict of Interest Code

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BACKGROUND

Pursuant to the Political Reform Act of 1974, a biennial review of the corporation's Conflict of Interest Code must be conducted and, if required, the code must be amended. I have conducted the review and determined that while all of the substantive terms in the Code are accurate and need not be changed, updates are required to reflect staff restructuring. A draft of the amended Code has been prepared (see, attachment "1") and the revised Appendices have been circulated for comment, in anticipation of adoption at the August 4, 2020 meeting of the Board of Directors.

DISCUSSION

The proposed Amended Conflict of Interest Code reflects the following changes on Appendix "A":

- The title of "Chief Growth Officer" has been changed to "Chief Sales & Revenue Officer."
- The position of "Vice-President, Sales & Services" has been eliminated.

If you approve, the amended Code will be forwarded to the City Clerk and docketed for Council action. The Amended San Diego Convention Center Conflict of Interest Code will become effective after the Council approves it, and its provisions will apply to the 2020 Form 700 statements which must be filed by April, 2021.

RECOMMENDATION

Approve the Amended Conflict of Interest Code.

*JL*  
Jennifer Lyon  
General Counsel

# ATTACHMENT "1"

## CONFLICT OF INTEREST CODE OF SAN DIEGO CONVENTION CENTER CORPORATION, INC. as amended August 4, 2020

1. **Standard Code of FPPC** The Political Reform Act of 1974 (Government Code section 81000, et seq.) requires each state and local government agency to adopt and promulgate a conflict of interest code. San Diego Convention Center Corporation, Inc. has heretofore adopted such a code. This code applies to the San Diego Convention Center Corporation, Inc. The Fair Political Practices Commission (FPPC) has promulgated a regulation (2 Cal. Code of Reg. § 18730) which contains the terms of a standard conflict of interest code and can be incorporated by reference as an agency's code. After public notice and hearing the standard code may be amended by the FPPC to conform to amendments in the Political Reform Act.
2. **Adoption of Standard Code of FPPC** The terms of Title 2, California Code of Regulations, Section 18730 and any future amendments thereto duly adopted by the FPPC are hereby incorporated by reference. This regulation and the Appendices attached hereto designating officials and employees and establishing disclosure categories shall constitute the Conflict of Interest Code of San Diego Convention Center Corporation, Inc. This code shall take effect when approved by the City of San Diego and shall thereupon supersede all prior codes adopted by San Diego Convention Center Corporation, Inc.
3. **Filing of Statements of Economic Interests**  
Pursuant to Section 4 of the standard code, persons holding the positions designated in **Appendix A**, attached hereto, shall file statements of economic interests with the Clerk of the City of San Diego, which will make the statements available for public inspection and reproduction (Government Code section 81008). The statements of economic interests must disclose investments and business positions, income and gifts, and interests in real property in accordance with the filer's disclosure category (set forth in Appendix A) and the disclosure requirements listed in **Appendix B**, attached hereto. Members of the Board of Directors shall be responsible for filing their statements with the City Clerk, but may also provide the statements to the Office of the President & CEO (Executive Offices), who will make and retain copies and forward the originals to the City Clerk if provided with the statements in advance of the filing deadline. Employees and consultants shall file their statements with the corporation's Executive Offices, who shall make and retain copies and forward the originals of these statements to the City Clerk.

Adopted by the Board of Directors of San Diego Convention Center Corporation, Inc. on August 4, 2020.

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Allan Farwell  
Secretary

## ATTACHMENT "1"

### CERTIFICATION

The foregoing revision to the Conflict of Interest Code was prepared by San Diego Convention Center Corporation, Inc. after a fair opportunity was offered to all employees and officials designated herein, and the public, to present their views.

Dated:

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**Clifford Rippetoe**  
President and Chief Executive Officer

DRAFT

# ATTACHMENT "1"

## APPENDIX A

### Jurisdiction, Designated Positions and Disclosure Categories

#### **Jurisdiction**

The jurisdiction applicable to those persons required to file Statements of Economic Interest pursuant to this Conflict of Interest Code is as follows:

- For directors, employees and consultants of the San Diego Convention Center Corporation the jurisdiction is the San Diego Convention Center

#### **Designated Positions/Disclosure Categories**

The following designated positions are required to disclose economic interests according to the categories assigned.

<i><b>Position</b></i>	<i><b>Disclosure Category</b></i>
Officer or Member of Board of Directors	Category 1
President and Chief Executive Officer	Category 1
Chief Operating Officer	Category 1
Chief Financial Officer	Category 1
Chief Sales & Revenue Officer	Category 1
Executive Director, Human Resources	Category 2
Director, Building Operations	Category 2
Procurement and Contracts Manager	Category 3
Procurement Administrator	Category 3
Defined Contribution Committee Members	Category 2
Consultants	Category 4

# ATTACHMENT "1"

## APPENDIX B

### Disclosure Categories

**Category 1:** You must disclose:

- Investments and business positions in business entities (1) doing business with the San Diego Convention Center Corporation; (2) providing any type of goods and services to the Convention Center; or (3) that use the Convention Center.
- Income and gifts from any source doing business with the San Diego Convention Center Corporation or who is a party to a contract with the San Diego Convention Center Corporation.
- Interest in real property located within a two mile radius of the San Diego Convention Center and any other real property owned, used or operated by the San Diego Convention Center Corporation.

**Category 2:** You must disclose:

- Investments and business positions in any entity (1) doing business with the San Diego Convention Center Corporation; (2) providing any type of goods and services to the Convention Center; or (3) any other business that uses the Convention Center. For purposes of Defined Contribution Committee Members, disclosure is limited to entities providing goods or services supplied by any actuarial, accounting, banking, financial, investment, or consulting firm.
- Income and gifts from any source doing business with the San Diego Convention Center Corporation or who is a party to a contract with the San Diego Convention Center Corporation.

**Category 3:** You must disclose

- Investments and business positions in any firm that supplies goods or services to the San Diego Convention Center Corporation.
- Income and gifts from any person or business entity that supplies goods or services to the San Diego Convention Center Corporation.

**Category 4:** Consultants shall be included in the list of designated employees and shall disclose pursuant to the broadest disclosure category in the code subject to the following limitation: The President may determine in writing that a particular consultant, although a "designated filer," is hired to perform a range of duties that is limited in scope and thus is not required to fully comply with the disclosure requirements described in this section. Such written determination shall include a description of the consultant's duties and, based upon that description, a statement of the extent of disclosure requirements. The President's determination is a public record and shall be retained for public inspection in the same manner and location as this Conflict of Interest Code.

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

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

**TO: Board of Directors**

**FROM: Carol Kim, Budget Committee Chair**

**DATE: For the Agenda of August 4, 2020**

**RE: Recommendation to Authorize Approval of Additional Funding for San Diego Tourism Authority (SDTA) Long-term Sales and Marketing Services for Fiscal Year 2021 Budget**

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### **BACKGROUND**

The San Diego Convention Center Corporation FY2021 Budget was adopted by the Board of Directors on June 23, 2020 with approved funding for long-term sales and marketing efforts of \$1,093,175. The Corporation was unable to fulfill the FY2021 contractual obligation of \$2,186,350 due to the elimination of funding from the City of San Diego operating budget. Due to hotel closures, restrictions on group gatherings and tourism coming to a halt because of the pandemic, taxes generated for the region substantially reduced the City's ability to fund sales and marketing efforts during FY2021.

As part of the contractual obligation, SDTA submits an annual budget to the Corporation as part of the program of work. FY2021 SDTA original budget of \$2,500,339 reduced to \$1,755,050 with substantial budgetary cuts by reducing staff, compensation, benefits and travel in order to maintain a functional level of service. Further reductions taken recently eliminated the sales incentive program and additional travel, totaling an ending FY2021 SDTA budget of \$1,508,860.

### **DISCUSSION**

SDTA requested additional funding assistance from the Corporation of \$406,825 for total committed support of \$1,500,000 to meet contractual service obligations for FY2021. SDTA reduced their original budget from \$2,500,339 to \$1,508,860 in order to service the current year program of work. The variance between SDCC program support and the SDTA budget will be absorbed by SDTA.

Corporation and SDTA executive management agree a minimum level of service is needed to protect future business and retain existing customers that are attempting to rebook their events in San Diego for a future year. With California reopening slower than other competitive cities in other states, as well as overall higher costs and a lack of available dates, it is becoming increasingly more challenging for the SDTA sales team to find alternative future dates for events that have recently cancelled to ensure that the business stays in San Diego. Additionally, meeting planners

are challenged with attracting enough attendees to keep events feasible in the near term. These circumstances are requiring both SDTA and SDCC staff to work closely with clients to develop creative, new business and marketing strategies to help ensure that these events still take place in our city. Without this concerted sales effort, the city is at risk of losing the remaining events still scheduled for FY2021. San Diego is victim to “predatory marketing” from other cities offering incentives for events to relocate to their destinations in order to gain economic advantages to support their communities that have reopened earlier than California. A strong, concerted sales approach will be critical as we work to retain this future business.

Though Citywide sales efforts traditionally focus on selling convention center space and booking hotel room nights for future business, the current environment also demands that substantial staff and resources be devoted to retaining existing business for the destination. Even with reduced staffing levels, both entities agree this needs to be a primary focus for the foreseeable future, and most notably through FY21.

Corporation intends to reduce sales and services support efforts through reduced labor force and additional non-personal areas for the remainder of FY2021 in order to augment the additional funding requested.

#### **STAFF RECOMMENDATION**

Approve \$406,825 budgetary increase for long-term sales and marketing efforts for total FY2021 committed support of \$1,500,000. Corporation will augment this increase through reductions in personnel costs related to convention services and short-term sales. Should convention center business be postponed beyond a December, 2020 reopening, Corporation and SDTA will renegotiate in good faith remaining FY2021 support based on reserve balances and sustainability of operations for the convention center.

\_\_\_\_\_/s/  
Carol Kim  
Budget Committee Chair

SDTA CityWide Sales & Marketing Budget - Expenditures - Total

		FY 2020 Budget	FY 2020 Actual	FY 2021 Budget
Personnel Expenses	** Salary & Wages - Regular/Base	\$ 1,448,516	\$ 1,343,047	\$ 1,033,333
	Overtime Pay	\$ -	\$ -	\$ -
	Paid Time Off	\$ 4,061	\$ 36,964	\$ 41,564
	Incentive Compensation	\$ 234,011	\$ 113,973	\$ -
	<b>Total Salaries &amp; Wages</b>	<b>\$ 1,686,588</b>	<b>\$ 1,493,984</b>	<b>\$ 1,074,897</b>
	Payroll Taxes & Charges	\$ 110,012	\$ 115,461	\$ 81,074
	Worker's Comp Insurance	\$ 12,377	\$ 12,544	\$ 7,180
	Retirement Program Match	\$ 65,981	\$ 55,621	\$ 29,822
	Employee Insurance and EAP	\$ 173,116	\$ 179,273	\$ 152,609
	<b>Total Fringe Benefits</b>	<b>\$ 361,486</b>	<b>\$ 362,899</b>	<b>\$ 270,685</b>
<b>Total Personnel Expenses</b>		<b>\$ 2,048,074</b>	<b>\$ 1,856,883</b>	<b>\$ 1,345,582</b>
Non-Personnel Expenses	** Promotional Items	\$ 2,200	\$ 281	\$ 1,000
	** Event Registration	\$ 52,034	\$ 47,229	\$ 40,074
	** Event Exhibit	\$ 31,500	\$ 36,000	\$ 2,500
	** Sponsorship & Misc Event Costs	\$ -	\$ -	\$ -
	** Travel & Entertainment	\$ 149,600	\$ 99,520	\$ 32,200
	Distribution/Delivery	\$ -	\$ -	\$ -
	** Dues & Subscriptions	\$ 9,600	\$ 7,580	\$ 7,255
	Office Supplies & Misc	\$ 3,500	\$ 2,323	\$ 3,200
	Duplicating/Copying	\$ 3,850	\$ 2,946	\$ 4,100
	** Office Rent	\$ 100,711	\$ 94,664	\$ 41,837
	Equipment Rent	\$ -	\$ -	\$ -
	** Telephone	\$ 30,500	\$ 25,960	\$ 30,312
	Postage	\$ 1,425	\$ 1,025	\$ 800
	** Services/Consulting	\$ 6,000	\$ 3,550	\$ -
	** Other Direct Expenses	\$ -	\$ -	\$ -
<b>Total Non-Personnel Expenses</b>		<b>\$ 390,920</b>	<b>\$ 321,078</b>	<b>\$ 163,278</b>
<b>Total Expenses</b>		<b>\$ 2,438,994</b>	<b>\$ 2,177,961</b>	<b>\$ 1,508,860</b>



### **Agenda Item 3.D**

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

**TO:** Board of Directors

**FROM:** Elvin Lai, Sales & Marketing Committee Chair

**DATE:** For the Agenda of August 4, 2020

**RE:** Recommendation to Authorize Acceptance of San Diego Tourism Authority "Program of Work"

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### **BACKGROUND**

The San Diego Convention Center Corporation ("Corporation") entered into a services contract with the San Diego Tourism Authority ("SDTA") on July 1, 2017, to provide long-term sales and marketing services for a five-year term, expiring on June 30, 2022. Pursuant to the terms of that agreement, the Tourism Authority is required to provide Corporation with an Annual Program of Work for each year of the term of the five-year agreement. The purpose of the Program of Work is to outline the proposed SDTA sales & marketing budget for citywide sales, as well as to determine room night booking goals for the fiscal year.

### **DISCUSSION**

For FY2021, the City of San Diego has eliminated the funding for citywide sales from its operating budget. As a result, the Corporation is unable to meet the previously determined budgetary outlay of \$2,186,350, which would have been provided to SDTA to fund the citywide sales effort. Due to this elimination of funding, the Corporation and SDTA have worked to revise the Program of Work for FY2021 to address this budgetary shortfall, and ensure that the remaining available resources are allocated appropriately.

The revised citywide sales & marketing budget that the SDTA has submitted in the Program of Work for FY2021 is \$1,755,050, which represent a reduction of \$745,287 from the original FY2021 budget of \$2,500,337 which SDTA submitted earlier this year. SDTA has since reduced the budget further, to \$1,508,860. This revised budget is not reflected in the Program of Work as submitted, but is outlined in the attached revised budget summary. This overall decrease of \$991,477 is a result of substantial cuts which SDTA has made has subsequently made in both citywide sales staffing levels as well as numerous non-personnel related areas. Recognizing the importance and necessity for a continued long-term sales effort, Corporation has agreed to provide SDTA with \$1,500,000 from its budget to help maintain a functional level of service. Corporation had originally proposed a contribution of \$1,093,175, but at the request of SDTA, Corporation has agreed to increase that amount by \$406,825, to \$1,500,000. In the event

convention center business is delayed or postponed beyond a December 2020 reopening, Corporation and SDTA will renegotiate in good faith this additional \$406,825, based on reserve balances and sustainability of operations at the convention center. Both entities agree that despite the current financial challenges resulting from the pandemic, a strong citywide sales effort is necessary to help retain existing business in FY2021, and to also continue confirming long term booking opportunities into the future. Our success in doing so will be critically important towards ensuring the long term financial viability of the Corporation.

Also, the annual room night booking goal for FY2021 is not defined in the program of work submitted. Instead, the Executive Summary section of the documents recommends that due to current market conditions, the Corporation's Sales and Marketing Committee should review the goal with SDTA to determine an appropriate goal for the current fiscal year.

The Program of Work also includes an executive summary, an overview of SDTA sales staff deployment and defined roles, and an outline of any remaining sales related activities that the team will participate in during the fiscal year to help generate business opportunities and meet the booking goals, once those specific goals are established.

#### STAFF RECOMMENDATION

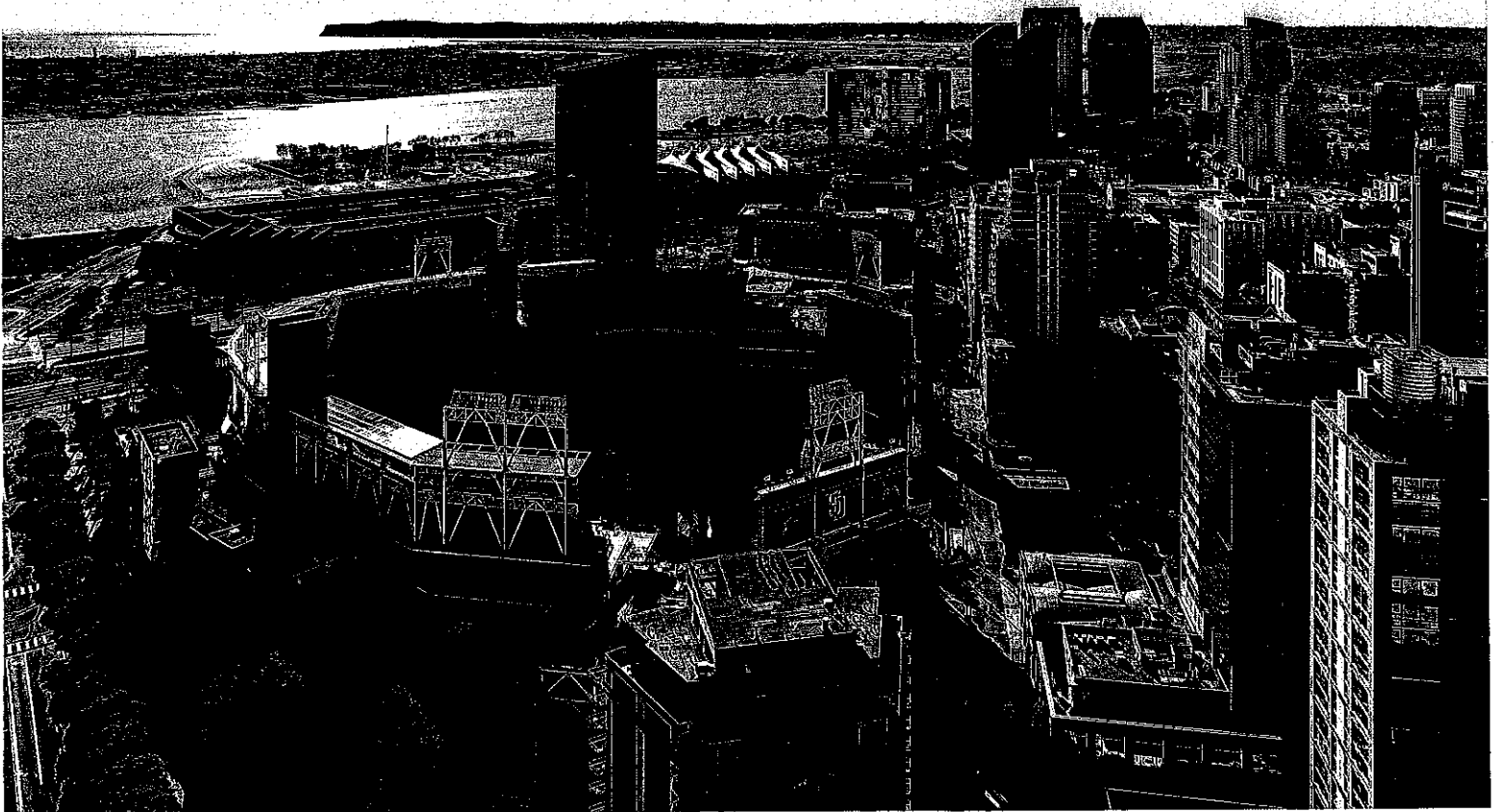
Approve and accept the proposed San Diego Tourism Authority Program of Work for FY2021, to include the revised budget as outlined on the updated budget summary.

\_\_\_\_\_/s/\_\_\_\_\_  
Elvin Lai, Sales & Marketing  
Committee Chair

# SDTA CITYWIDE SALES FY 2021 ANNUAL PROGRAM OF WORK

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SAN DIEGO CONVENTION CENTER CORPORATION



## SECTIONS:

- Executive Summary
- Deployment Outline
- Line Item Budget for FY 2021
- Overview of Unified Travel, Tradeshow, and Sales Trips

Updated July 15, 2020



## EXECUTIVE SUMMARY FY 2021

The San Diego Tourism Authority Citywide Sales Team objectives are:

- Generate hotel room nights for the destination
- Produce economic benefit to the region
- Maximize operating revenue for the Convention Center

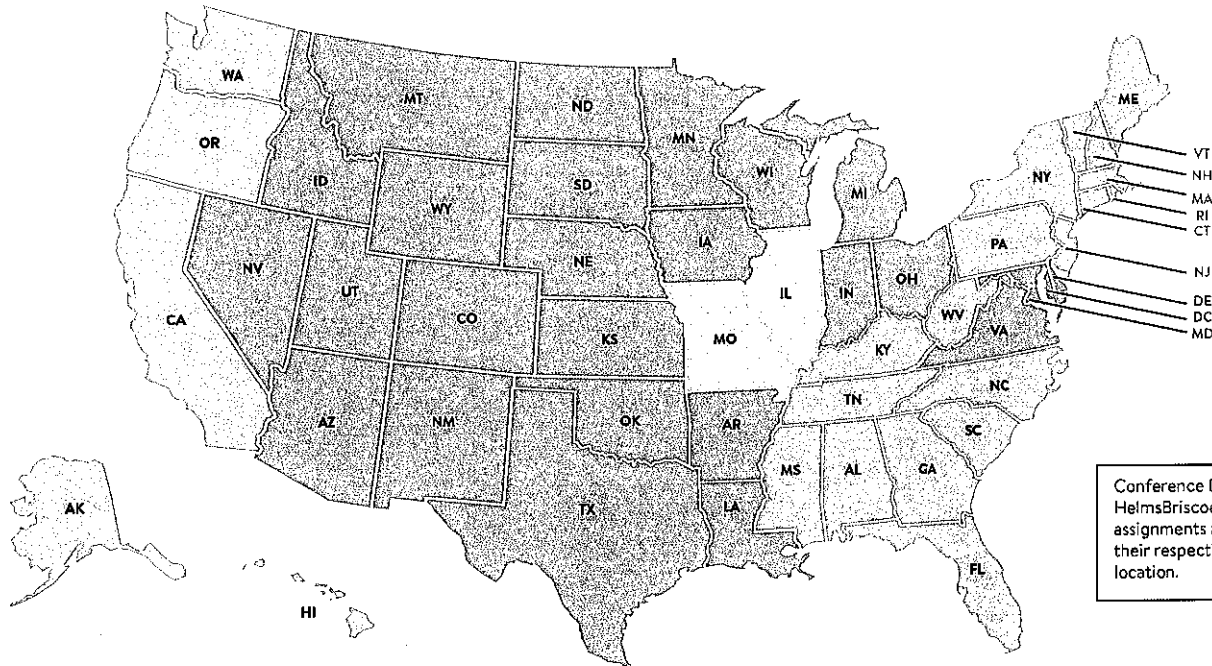
The room night booking goal which was set in the past as 900,000 should be reviewed by the Sales and Marketing Committee to determine the goal based on current conditions. The convention center expansion decision was not in our favor and as a result we must rethink our strategy going forward.

The Annual Program of Work focuses on filling the existing San Diego Convention Center space with the most lucrative business possible. The dedicated and experienced Citywide Sales Team maintains excellent relationships with key Citywide clients. Working closely with the Hotel Meetings Team and the San Diego Tourism Authority Marketing staff, we leverage our relationships and sales efforts to benefit the entire community. In addition to the room night goal, the Citywide Sales Team is projecting to contract \$8.25 per room night in rental revenue for the Center. This figure is based on an average for the last three fiscal years, dating back to FY 2017. This would generate \$7,425,000 in rental revenue for the Convention Center from the projected fiscal 2021 room nights. Additionally, these bookings will result in substantial incremental ancillary revenues for the Center through Food & Beverage (Centerplate), Audio Visual (On-Site), and Telecom & Internet services (Smart City).

The Citywide Sales Team has booked over 1 million room nights in each of the last five fiscal years. Primary dates and space are now at a premium and our Team is focused on filling the remaining space, much of which falls over holidays and off-peak dates. Our strategy following these very successful years includes:

- Focusing on the open dates within the next ten years. The success of each year is largely dependent upon the groups that book between the large Citywide conventions which are already confirmed. Using our existing database, we are matching the open dates with accounts that will generate the most room nights and revenue from the remaining space. In addition, we continue to work with the local Hotel community to prepare for the Gaylord and Manchester projects coming into the market over the course of the next several years.
- We are reviewing the space needs of definite business to potentially reduce the space held by those contracted groups, which in turn will free up space in the Center for additional booking opportunities within the next five years
- Focusing on the large premium accounts, including the most lucrative Medical Citywide conventions, that book further out into the future will continue to be a key part of our strategy. This critical market segment will remain a key focus of the Citywide Sales Team. We are focused on negotiating multiyear contracts in order to protect these clients from competitive targeting as other cities have already expanded and modernized their buildings. Key competitors like San Francisco, Anaheim, Seattle, Las Vegas, Los Angeles and Boston are all trying to penetrate this lucrative market.
- Develop new accounts that will book into the San Diego Convention Center. Actively promote and market San Diego at tradeshows and events in key markets such as Washington DC, and Chicago, to attract new citywide clients to the destination. Ensure our tradeshows are interactive and that our client events include valuable selling opportunities for our partners. PCMA Convening Leaders, which is one of the premier client events for the convention market, will take place in Houston, TX in January of 2021, and will provide us an excellent opportunity to increase our market share. In addition, we will continue to utilize resources such as the MINT database, Top Medical Meetings, Tradeshow Executive database, and Competition calendars to find new accounts.

# CITYWIDE DEPLOYMENT OUTLINE



## WEST COAST OFFICE



**Julie Coker**  
President & CEO  
SDTA  
jcoker@sandiego.org  
(619) 557-2831



**Anne Hartley**  
National Sales Director  
ahartley@sandiego.org  
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Sales Territories:  
AK, CA, OR, WA



**Dave Matta**  
National Sales Director  
dmatta@sandiego.org  
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Sales Territories:  
AL, CT, FL, GA, KY, MA,  
ME, MS, NH, NJ, NY, NC, PA, RI, SC, TN, VT,  
WV, International

**Omaira Goodwin**  
West Coast Coordinator  
ogoodwin@sandiego.org  
(619) 557-2873

## MIDWEST OFFICE



**Angie Ranalli**  
Vice President of Sales –  
Midwest Region  
aranalli@sandiego.org  
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Sales Territories:  
IL, MO, Maritz/Experient OH



**Maria Andriola**  
National Sales Director  
mandriola@sandiego.org  
(312) 943-5399  
Sales Territories:  
AR, AZ, CO, HI, IA, ID, IN,  
KS, LA, MI, MN, MT, NE, ND, NM, NV, OH,  
OK, SD, TX, UT, WI, WY

**Bailey Bollinger**  
Midwest & East Coast Coordinator  
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(312) 943-5399

## EAST COAST OFFICE

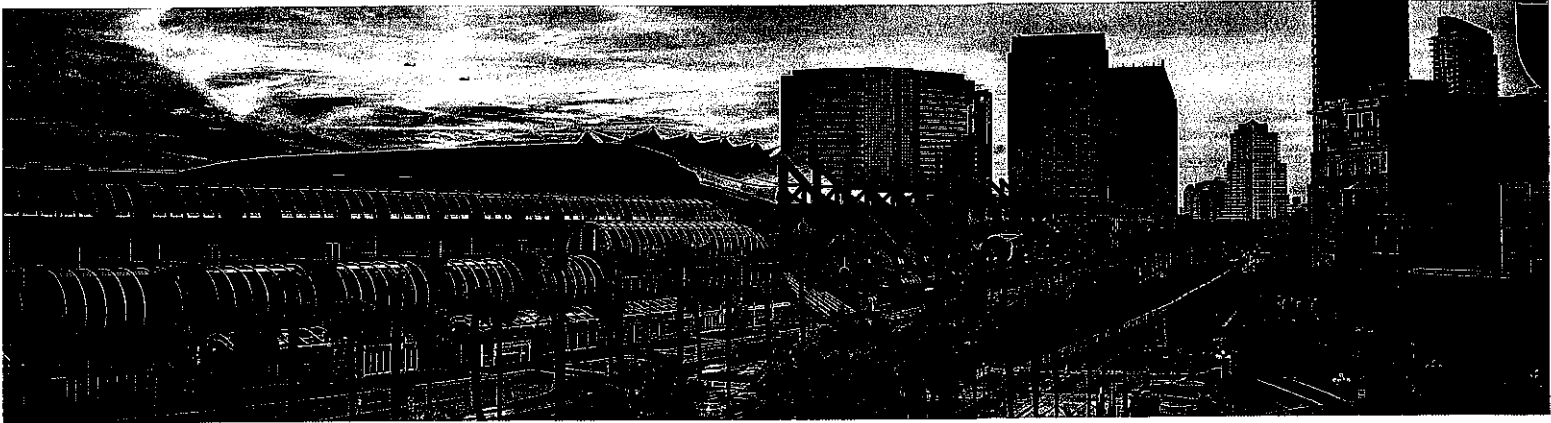


**Phyllis Azama**  
Vice President of Sales –  
Eastern Region  
pazama@sandiego.org  
(703) 647-6881  
Sales Territories:  
DE, MD, VA, DC



**Lynn Whitehead**  
National Sales Director  
lwhitehead@sandiego.org  
(703) 647-6882  
Sales Territories:  
DE, MD, VA, DC

**Joanne Matteucci**  
Revenue Management  
& East Coast Coordinator  
jmatteucci@sandiego.org  
(619) 557-2876



# SDTA CITYWIDE SALES & MARKETING BUDGET

## EXPENDITURES - TOTAL

		FY 2020 Budget	FY 2020 Forecast	FY 2021 Budget
Personnel Expenses	** Salary & Wages - Regular/Base	\$ 1,448,516	\$ 1,343,047	\$ 1,033,333
	Overtime Pay	\$ -	\$ -	\$ -
	Paid Time Off	\$ 4,061	\$ 36,964	\$ 41,564
	Incentive Compensation	\$ 234,011	\$ 113,973	\$ 139,008
	Total Salaries & Wages	\$ 1,686,588	\$ 1,493,984	\$ 1,213,905
	Payroll Taxes & Charges	\$ 110,012	\$ 115,461	\$ 86,728
	Worker's Comp Insurance	\$ 12,377	\$ 12,544	\$ 8,242
	Retirement Program Match	\$ 65,981	\$ 55,621	\$ 48,167
	Employee Insurance and EAP	\$ 173,116	\$ 179,273	\$ 152,314
	Total Fringe Benefits	\$ 361,486	\$ 362,899	\$ 295,451
Total Personnel Expenses		\$ 2,048,074	\$ 1,856,883	\$ 1,509,356
Non-Personnel Expenses	** Promotional Items	\$ 2,200	\$ 281	\$ 1,000
	** Event Registration	\$ 52,034	\$ 47,229	\$ 58,750
	** Event Exhibit	\$ 31,500	\$ 36,000	\$ 2,500
	** Sponsorship & Misc Event Costs	\$ -	\$ -	\$ -
	** Travel & Entertainment	\$ 149,600	\$ 99,520	\$ 90,940
	Distribution/Delivery	\$ -	\$ -	\$ -
	** Dues & Subscriptions	\$ 9,600	\$ 7,580	\$ 7,255
	Office Supplies & Misc	\$ 3,500	\$ 2,323	\$ 3,200
	Duplicating/Copying	\$ 3,850	\$ 2,946	\$ 4,100
	** Office Rent	\$ 100,711	\$ 94,664	\$ 41,837
	Equipment Rent	\$ -	\$ -	\$ -
	** Telephone	\$ 30,500	\$ 25,960	\$ 30,312
	Postage	\$ 1,425	\$ 1,025	\$ 800
	** Services/Consulting	\$ 6,000	\$ 3,550	\$ 5,000
	** Other Direct Expenses	\$ -	\$ -	\$ -
Total Non-Personnel Expenses		\$ 390,920	\$ 321,078	\$ 245,694
Total Expenses		\$ 2,438,994	\$ 2,177,961	\$ 1,755,050



## EVENT EXHIBIT BUDGET - WEST/SAN DIEGO

### FY21 Event/Tradeshow Cost Analysis

as of 6/12/2020 - ESTIMATES ONLY

Description	Month	Total Event Expense	Target Number of Partners	CO-OP FEES		EXPENSES PAID BY				Net	Notes
				Estimated Fee per Partner	Total Fees Collected Dept 304-01	Events Dept 304-01	Hotel Sales Dept 102-01 Acct 60405	Citywide Dept 304-20 Acct 60405			
ASAE Annual*	August	23,000	5	2,500	12,500	12,500					1 hotel sales/2 citywide
IMEX America*	September	158,000	21	4,500	94,500	94,500					3 hotel sales/2 citywide
DC Client Event**	November	28,125	15	1,875	28,125	28,125				-	2 hotel sales/4 citywide
Holiday Showcase and Breakfast**	December	14,700	6	2,450	14,700	14,700				-	1 hotel sales/2 citywide
Chicago Holiday Breakfast**	December	11,250	15	750	11,250	11,250				-	1 hotel sales/2 citywide
Cubs Rooftop Client Event	April	41,000	6	6,000	36,000	36,000	2,500	2,500		-	1 hotel sales/2 citywide
					<b>197,075</b>	<b>197,075</b>	<b>2,500</b>	<b>2,500</b>			

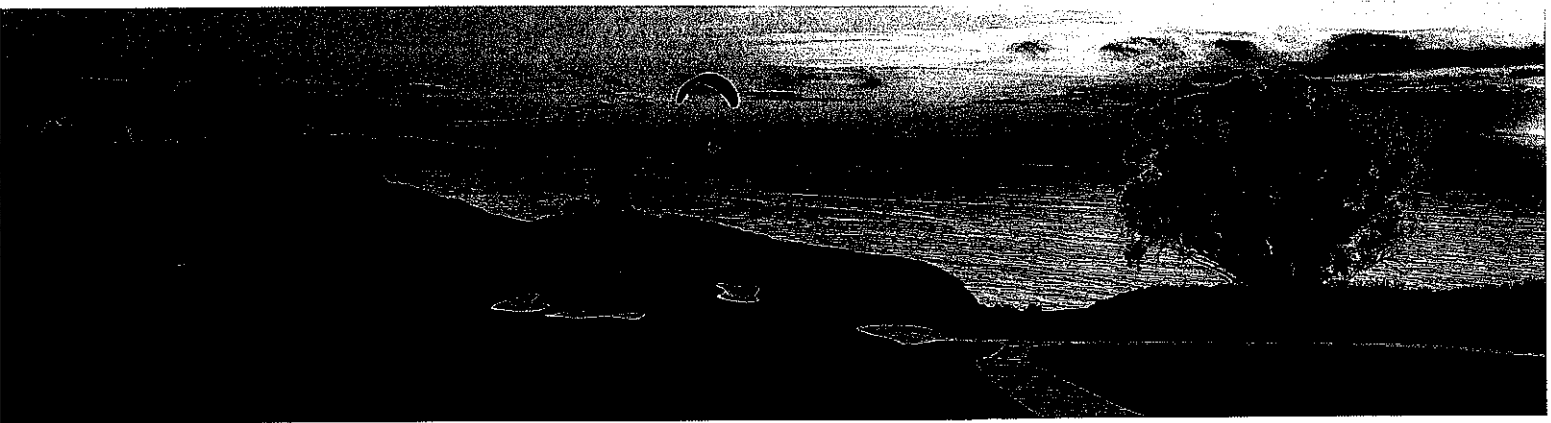
\*NOTE: ASAE and IMEX were cancelled this year. Refunds expected for ASAE. IMEX was not paid, N/A refund.

\*\*PENDING: November, December events/tradeshows.

## NOTES & ASSUMPTIONS

- Health insurance rate increases assumed at 10% upon annual renewal of policies
- No extension will be sought for Alexandria office lease that expires on May 31, 2020\*
- Office rent and phone expenses in Chicago offices were split 25% to Hotel Mtg Sales and 75% to Citywide Sales
- Cell phone allowances and parking in remote offices are direct costs based on individual employees.
- Parking charge reflected under San Diego office rent represents annual cost of the monthly parking pass for the VP, 2 Sales Managers and CEO at the San Diego Convention Center.
- The budget summary presented includes no allocations of SDTA overhead costs (ie. Accounting, HR, IT, Executive Management, San Diego office rent)

\* Due to COVID and funding challenges we have reviewed the Chicago office contract. Currently, we are unable to cancel that contract without a penalty. We will continue to monitor cost saving measures.



## OVERVIEW OF UNIFIED TRAVEL, TRADESHOWS, AND SALES TRIPS

Revised July 15, 2020

### CITYWIDE AND HOTEL MEETINGS EVENTS BY MONTH:

#### **PCMA Board Meeting**

September 2020

Angie Ranalli

#### **Association Forum Holiday Showcase**

**Review in September 2020, updated to increase safety**

**Annual Butch McGuire's Holiday Breakfast 28th year**

December 2020

Chicago, IL

Maria Andriola

Julie Coker

Angie Ranalli

Hotel Meetings Team

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

#### **PCMA Convening Leaders Annual Meeting**

January 10-13, 2021

Houston, TX

Maria Andriola

Phyllis Azama

Julie Coker

Anne Hartley

Dave Matta

Angie Ranalli

Lynn Whitehead

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.

#### **PCMA Board Meeting**

January 9-10, 2021

Houston, TX

Angie Ranalli

#### **Destination Showcase with PCMA**

February 2021

Washington, DC

Phyllis Azama

Hotel Meetings Team

TARGET: This one-day event offers Destination International (Association of CVB's) members the opportunity to connect with the DC/VA/MD planners.

#### **MPI NCC Annual Conference & Expo**

February 2021

San Francisco, CA

Anne Hartley

Hotel Meetings Team

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

#### **Conference Direct Annual Meeting / Paid for in FY 2020**

March 2021

TBD

Hotel Meetings Team

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

#### **Annual Cubs Opener Client Event / Paid for in FY 2020**

March 2021

Maria Andriola

Julie Coker

Angie Ranalli

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.

#### **Midwest Roadshow Minneapolis**

April 2021

Maria Andriola

Hotel Meetings Team

TARGET: Accounts based in Midwest states outside of Illinois.



**CITYWIDE AND HOTEL MEETINGS EVENTS  
BY MONTH (CONTINUED):**

**Midwest Roadshow Indianapolis**

April 2021

Maria Andriola  
Hotel Meetings Team

**Xperience Design Project in DC**

April 2021

Gaylord National, DC

Phyllis Azama  
Julie Coker  
Lynn Whitehead  
Hotel Meetings Team

TARGET: XDP is a two-day, business-focused experience for association professionals and partners.

**PCMA Spring Board Meeting**

May 2021

Washington DC

Angie Ranalli

**PCMA Visionary Awards**

May 2021

Washington DC

Phyllis Azama  
Angie Ranalli  
Lynn Whitehead  
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.

**PCMA Education Conference**

June 2021

Angie Ranalli (complimentary registration due to her Foundation Chair position)

TARGET: Meeting rotates around the country attracting members primarily from that area, we send our Sales Managers that handle the surrounding area.

**PCMA Partnership Summit**

June 2021

Angie Ranalli

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

**Northeast Road Show**

Spring 2021

NY, Boston, Philadelphia

Dave Matta  
Hotel Meetings Team

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

**SUMMARY OF IN-MARKET MEETINGS,  
RECEPTIONS, EVENTS:**

**CHICAGO MARKETPLACE**

Summary of in market meetings, receptions, and events:

**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

**IAEE**

- Quarterly Education Events

**AHA Annual Vendor Meeting**

**Annual SmithBucklin Vendor Meeting**

**SWAP Client Events**

**SUMMARY OF IN-MARKET MEETINGS,  
RECEPTIONS, EVENTS:**

**WASHINGTON DC/VA/MD MARKETPLACE**

Summary of in market meetings, receptions, and events:

**Ongoing**

Sales calls and presentations

**Experient; IMN; and Smith Bucklin**

Presentations once per year, usually in November

**PCMA**

- 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

**IAEE**

- Monthly chapter education and networking luncheons

**CVB Reps**

- Every other monthly meetings and receptions on Zoom
- Summer client reception

**Reston/Herndon Meeting Planners**

- Yearly presentation at breakfast or lunch

**Industry Social events**

- Book club

**SUMMARY OF IN-MARKET MEETINGS,  
RECEPTIONS, EVENTS:**

**HOTEL MEETINGS TEAM EVENTS**

Discussions on-going on the most effective ways back into market:

**CalSAE**

December 2020

Sacramento, CA

**Los Angeles Client Event**

January 2021

Los Angeles area, CA

**RCMA Emerge Conference**

February 2021

**MIC Colorado**

March 2021

Denver, CO

**Texas Road Show**

Spring 2021

Dallas and Houston, TX

**Arizona Client Event**

Spring 2021

Phoenix area

## **Agenda Item 5.B**

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

**TO:** Sales & Marketing Committee

**FROM:** Mardeen Mattix, Chief Financial Officer

**DATE:** For the Agenda of July 29, 2020

**RE:** Recommendation to Authorize Approval of Additional Funding for San Diego Tourism Authority (SDTA) Long-term Sales and Marketing Services for Fiscal Year 2021 Budget

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#### **BACKGROUND**

The San Diego Convention Center Corporation FY2021 Budget was adopted by the Board of Directors on June 23, 2020 with approved funding for long-term sales and marketing efforts of \$1,093,175. The Corporation was unable to fulfill the FY2021 contractual obligation of \$2,186,350 due to the elimination of funding from the City of San Diego operating budget. Due to hotel closures, restrictions on group gatherings and tourism coming to a halt because of the pandemic, taxes generated for the region substantially reduced the City's ability to fund sales and marketing efforts during FY2021.

As part of the contractual obligation, SDTA submits an annual budget to the Corporation as part of the program of work. FY2021 SDTA original budget of \$2,500,339 reduced to \$1,755,050 with substantial budgetary cuts by reducing staff, compensation, benefits and travel in order to maintain a functional level of service. Further reductions taken recently eliminated the sales incentive program and additional travel, totaling an ending FY2021 SDTA budget of \$1,508,860.

#### **DISCUSSION**

SDTA requested additional funding assistance from the Corporation of \$406,825 for total committed support of \$1,500,000 to meet contractual service obligations for FY2021. SDTA reduced their original budget from \$2,500,339 to \$1,508,860 in order to service the current year program of work. The variance between SDCC program support and the SDTA budget will be absorbed by SDTA.

Corporation and SDTA executive management agree a minimum level of service is needed to protect future business and retain existing customers that are attempting to rebook their events in San Diego for a future year. With California reopening slower than other competitive cities in other states, as well as overall higher costs and a lack of available dates, it is becoming increasingly more challenging for the SDTA sales team to find alternative future dates for events that have recently cancelled to ensure that the business stays in San Diego. Additionally, meeting planners

are challenged with attracting enough attendees to keep events feasible in the near term. These circumstances are requiring both SDTA and SDCC staff to work closely with clients to develop creative, new business and marketing strategies to help ensure that these events still take place in our city. Without this concerted sales effort, the city is at risk of losing the remaining events still scheduled for FY2021. San Diego is victim to “predatory marketing” from other cities offering incentives for events to relocate to their destinations in order to gain economic advantages to support their communities that have reopened earlier than California. A strong, concerted sales approach will be critical as we work to retain this future business.

Though Citywide sales efforts traditionally focus on selling convention center space and booking hotel room nights for future business, the current environment also demands that substantial staff and resources be devoted to retaining existing business for the destination. Even with reduced staffing levels, both entities agree this needs to be a primary focus for the foreseeable future, and most notably through FY21.

Corporation intends to reduce sales and services support efforts through reduced labor force and additional non-personal areas for the remainder of FY2021 in order to augment the additional funding requested.

#### **STAFF RECOMMENDATION**

Approve \$406,825 budgetary increase for long-term sales and marketing efforts for total FY2021 committed support of \$1,500,000. Corporation will augment this increase through reductions in personnel costs related to convention services and short-term sales. Should convention center business be postponed beyond a December, 2020 reopening, Corporation and SDTA will renegotiate in good faith remaining FY2021 support based on reserve balances and sustainability of operations for the convention center.

\_\_\_\_\_/s/\_\_\_\_\_  
Mardeen Mattix  
Chief Financial Officer



**CONTACT: RICK OUTCALT** *Senior Vice President Citywide Sales*  
 routcalt@sandiego.org | 750 B Street, Suite 1500 San Diego / CA 92101  
 DIR 619.557.2851 | TEL 619.232.3101

### PRIMARY MARKET

*Conventions, Trade Shows, Corporate & Incentive Events*

DEFINITE	FUTURE YR BOOKINGS	FY2020 JUNE 2020	FY2019 JUNE 2019	CUMULATIVE FY2020	CUMULATIVE FY2019
	CONVENTIONS	11	19	33	56
	ATTENDANCE	229,150	626,600	409,850	935,875
	ROOM NIGHTS	263,304	740,176	608,316	1,126,795

TENTATIVE	FUTURE YR BOOKINGS	FY2020 JUNE 2020	FY2019 JUNE 2019	CUMULATIVE FY2020	CUMULATIVE FY2019
	CONVENTIONS	5	6	79	105
	ATTENDANCE	29,200	44,450	1,146,903	1,323,675
	ROOM NIGHTS	48,994	103,210	1,410,292	1,913,980

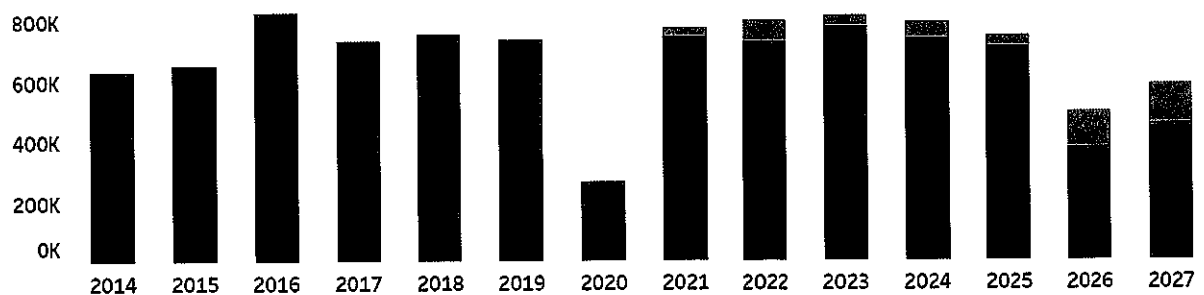
### FY19 PERCENT TO GOAL FOR FUTURE BUSINESS

#### ROOM NIGHTS

	GOAL	YTD	PERCENT TO GOAL
FY19 PERCENT TO GOAL	900,000	608,316	68%

### ROOM NIGHT SUMMARY

*Figures based on calendar year.*



	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
Tentative Room Nights								30K	70K	34K	47K	35K	118K	128K
Definite Room Nights	624K	650K	819K	728K	746K	732K	262K	741K	725K	777K	740K	708K	374K	452K
Definite Conventions	51	49	48	43	43	57	22	52	50	43	36	27	20	21

**DEFINITE EVENTS BREAKDOWN***Conventions, Trade Shows, Corporate & Incentive Events, June 2020*

Account Name	Event Begin Date	Event End Date	Peak Room Nights	Estimated Attendance	Definite Room Nights
American Association of Nurse Anesthetists	8/1/2024	8/7/2024	3,450	1,299	5,671
American Association of Nurse Practitioners / Meeting Management Associates	6/18/2025	6/22/2025	6,500	4,200	20,902
American Osteopathic Association	9/17/2024	9/23/2024	6,700	2,250	9,268
American Speech-Language-Hearing Association	11/18/2037	11/21/2037	14,000	4,800	16,790
American Thoracic Society	5/19/2030	5/22/2030	15,000	7,750	36,210
American Thoracic Society	5/14/2033	5/18/2033	14,500	7,750	36,210
American Thoracic Society	5/17/2036	5/21/2036	16,000	7,750	36,210
Anaplan	6/5/2023	6/8/2023	4,500	2,000	5,910
Biomedical Engineering Society	10/7/2025	10/12/2025	4,000	1,353	5,137
Chick-fil-A, Inc./Enterprise Events Group	1/26/2023	2/1/2023	9,500	5,375	20,276
San Diego Comic-Con	7/24/2025	7/27/2025	16,000	135,000	70,720
<b>Total</b>			<b>60,527</b>	<b>229,150</b>	<b>263,204</b>

**BREAKDOWN OF LOST BUSINESS***Conventions, Trade Shows, Corporate & Incentive Events, JUNE 2020*

JUNE 2020 LOST REASONS	BOOKINGS	% TOTAL ROOM NIGHTS	TOTAL ROOM NIGHTS
NOT HAVING SPACE	2	6%	18,000
LOST TO ANOTHER DESTINATION	1	8%	24,175
NOT HAVING PREFERRED DATES	6	35%	103,040
DUE TO COST	2	3%	7,575
CHANGES IN THE ORGANIZATION	1	1%	2,750
COVID-19	10	47 %	120,772
<b>TOTAL</b>	<b>22</b>	<b>100%</b>	<b>276,312</b>

## **SITE INSPECTIONS**

- AMERICAN THORACIC SOCIETY (VIRTUAL)

## **CLIENT APPOINTMENTS**

- AMERICAN WATER WORKS ASSOCIATION
- AMERICAN ACADEMY OF ORTHOPEDIC SURGEONS
- AMERICAN ACADEMY OF PEDIATRICS
- AMERICAN ACADEMY OF PHYSICAL MEDICINE & REHABILITATION
- AMERICAN ASSOCIATION CRITICAL-CARE NURSES
- AMERICAN COUNCIL ON THE TEACHING OF FOREIGN LANGUAGES
- AMERICAN DIABETES ASSOCIATION
- AMERICAN HOSPITAL ASSOCIATION
- AMERICAN SOCIETY FOR CELL BIOLOGY
- AMERICAN SOCIETY OF CATARACT & REFRACTIVE SURGERY
- AMERICAN SOCIETY OF HEMATOLOGY
- AMERICAN SOCIETY OF HUMAN GENETICS
- AMERICAN SPEECH-LANGUAGE-HEARING ASSOCIATION
- AMERICAN THORACIC SOCIETY
- ANAPLAN
- ASSOCIATION FOR HEALTHCARE RESOURCE & MATERIALS MANAGEMENT /AHA
- ASSOCIATION FORUM /DESTINATION REPS
- AVID CENTER
- BIOMEDICAL ENGINEERING SOCIETY
- BIOTECHNOLOGY INNOVATION ORGANIZATION
- BREWERS ASSOCIATION
- CALIFORNIA SCHOOL BOARD ASSOCIATION
- CHARLES SCHWAB
- CLIENT YOGA LUNCH BREAK
- SAN DIEGO COMIC-CON INC.
- ENDOCRINE SOCIETY
- FAMILY CAREER AND COMMUNITY LEADERS OF AMERICA/CONFERENCE DIRECT
- INFECTIOUS DISEASES SOCIETY OF AMERICA
- INSTITUTE OF SCRAP RECYCLING INDUSTRIES. INC.
- INTERNATIONAL TRADEMARK ASSOCIATION
- IPC-ASSOCIATION CONNECTING ELECTRONIC INDUSTRIES

## CLIENT APPOINTMENTS

- MORTGAGE BANKERS ASSOCIATION
- NATIONAL BUSINESS AVIATION ASSOCIATION
- NATIONAL RURAL ELECTRIC COOPERATIVE ASSOCIATION
- NORTH AMERICAN SPINE SOCIETY
- PCMA
- PENNWELL CORPORATION
- PRA
- SHOPPERS DRUG-MART
- SOCIAL MEDIA MARKETING
- SOCIETY FOR NEUROSCIENCE
- SONIC BCD/M&E
- SPARGO
- THE UNITED ASSOCIATION OF JOURNEYMEN AND APPRENTICES OF THE PLUMBING AND PIPE FITTING INDUSTRY OF THE UNITED STATES & CANADA/ CONVENTION SERVICES UNLIMITED (UA)
- TWITCH INC.
- U.S. GREEN BUILDING COUNCIL

## INDUSTRY APPOINTMENTS

- ASSOCIATION FORUM CEO TALKS
- ASSOCIATION FORUM CONVERSATION CIRCLE
- BIO DIGITAL: OPENING GENERAL SESSION
- CITYWIDE LEADERSHIP MEETING
- CVB REPS
- DC MEETING PLANNER ZOOM MEETING
- DESTINATION REPS MARKETING COMMITTEE
- END OF YEAR CELEBRATION
- GMC PCMA STUDENT MEMBERSHIP COMMITTEE
- HEALTHCARE CONVENTION & EXHIBITORS ASSOCIATION WEBINAR: HOW BACK TO BUSINESS STRATEGIES ARE EVOLVING FOR THE HEALTHCARE EVENT INDUSTRY
- HOTEL MEETING: HARD ROCK HOTEL
- HOTEL MEETING: MARRIOTT MARQUIS SAN DIEGO
- INDUSTRY BOOK CLUB
- INTERNATIONAL ASSOCIATION OF VENUE MANAGERS TOWN HALL
- KORN FERRY WEBINAR: STAND BY ME
- MPI INTERNATIONAL POTOMAC CHAPTER
- PCMA- 5 WAYS TO REIMAGINE YOUR NEXT EVENT IN A VR
- PCMA CAPITAL CHAPTER MEETING
- PCMA- CHAT & LEARN
- PCMA FOUNDATION BOARD MEETING
- PCMA FOUNDATION EXECUTIVE COMMITTEE MEETING
- PCMA- GET CREATIVE WITH RESTRICTIONS TO MEET DIFFERENTLY
- PCMA MILLION DOLLAR TASK FORCE
- PCMA- SECURITY CONSIDERATION FOR YOUR NEXT EVENT
- PULSE OF THE MEETING MARKET
- RESTON HERNDON MEETING PLANNERS VIRTUAL SESSION
- SAN DIEGO BACK TO BUSINESS AIR TRAVEL WEBINAR
- SDTA MARKETING MEETING
- SPARK EVENT
- VIRTUOSO OR ZOMBIE: WHICH ONE ARE YOU? WEBINAR





**CONTACT:** Andy Mikschl, *Chief Sales & Revenue Officer, San Diego Convention Center*  
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**SHORT TERM BOOKING ACTIVITY**  
*Conventions, Corporate Events, Consumer Shows, Community Events, & Local Meetings*

		FY20	FY19	CUMULATIVE	CUMULATIVE
		JUNE 2020	JUNE 2019	FYTD 2020	FYTD 2019
DEENITE	EVENTS	0	8	79	105
	ATTENDANCE	0	12,590	157,209	339,195
	ROOM NIGHTS	0	5,430	25,519	36,646
	RENTAL REVENUE	\$0	\$269,325	\$1,817,432	\$2,734,565

**FY20 PERCENT TO GOAL**  
*Convention Center Rental Revenue*

	GOAL	YTD	PERCENT TO GOAL
CONTRACTED RENTAL REVENUE	2,600,000	\$1,817,432	69.9%

**CONTRACTED SHORT TERM EVENTS FYTD**

EVENT NAME	EVENT DATES	PROJECTED ATTENDANCE	PEAK ROOMS	ROOM NIGHTS	RENTAL
Eid UL-Adha Prayer Service	08/13/19	4,500	0	0	\$10,965
Dragon Ball	09/15/19	600	0	0	\$7,350
VGM OPGA Reception	09/25/19	200	0	0	\$ 1,725
National Cooperative	10/21/19	75	0	0	\$1,150
Cal Western School of Law	04/20/20	2,300	0	0	\$12,525
San Diego Start Up Week	05/30/20	3,000	0	0	\$19,552
Navy Gold Coast	09/02/20	1,500	136	325	\$51,600
Shamrock Expo	09/02/20	1,600	300	340	\$24,000
Guajarati Cultural Dance	10/25/20	1,000	0	0	\$4,900
San Diego Travel & Adventure Show	01/20/21	10,000	80	226	\$31,320
National Demolition Association	03/02/22	1,500	450	1,829	\$62,700
Donor Drive ICW	09/28/19	15	0	0	\$1,150
Energy Utility & Environment Conf.	10/02/19	100	0	0	\$2,300
AMVAC Environmental	10/17/19	12	0	0	\$575
Pokémon	12/08/19	900	0	0	\$14,800
Assoc. of Radiation Oncology Program	02/26/20	50	0	0	\$575
BPI West	03/19/21	400	250	720	\$63,925
Advanced Auto Battery Conference	07/01/21	750	260	1,120	\$37,325
Cardinal Professional Products	10/17/19	10	0	0	\$575
World System Builder	11/09/19	3,500	0	0	\$16,400
Central California Spirit Championship	03/14/20	2,500	0	0	\$15,075
2020 Women In Engineering International Leadership	05/18/20	1,000	163	430	\$43,450
Girl Scouts San Diego	08/29/20	650	0	0	\$15,400
Industrial Environmental Association	09/30/20	500	0	0	\$14,400
Aloha San Diego	02/20/21	2,500	60	65	\$13,600
Western Turbine Users Inc.	03/13/23	1,200	680	2,173	\$56,800

**CONTRACTED SHORT TERM EVENTS FYTD(cont.)**

EVENT NAME	EVENT DATES	PROJECTED ATTENDANCE	PEAK ROOMS	ROOM NIGHTS	RENTAL
TechMed3D	09/25/19	100	0	0	\$1,150
Syngenta Customer Meetings	10/15/19	30	0	0	\$1,725
Beautiful Dying Expo 2019	11/01/19	950	0	0	\$3,450
An Evening with Dr. Zahi Hawass	05/06/20	2,000	0	0	\$8,200
San Diego Fall Home Show 2020	08/20/20	5,000	0	0	\$24,600
Bridal Bazaar 2021	01/15/21	4,000	0	0	\$24,000
BPI West 2022/Knect 365 US Inc.	03/13/22	400	245	770	\$66,600
9minute Solar ICW Energy Storage	11/06/19	25	0	0	\$575
November Project	11/08/19	100	0	0	\$1,500
WIN Reality Demos	12/09/19	100	0	0	\$1,725
Financial Management Transformation	02/11/20	300	150	450	\$14,950
Advanced Technology Intl	03/05/20	500	0	0	\$7,200
Functional Food Center	08/29/20	950	0	0	\$3,600
Taking Care of Your Diabetes	10/30/21	1,500	0	0	\$26,950
Limbs & Things I/Simulation In Healthcare	01/18/20	15	0	0	\$575
Ultimate Photography Crash Course	02/12/20	300	0	0	\$3,240
Star/Pal Celebrity Luncheon	04/30/20	500	0	0	\$5,400
DigitalBGA	04/30/20	270	0	0	\$8,050
CA Peace Officers Association	09/13/20	1,200	284	902	\$32,000
South County Economic Development	10/01/20	500	0	0	\$7,200
Energy Storage North America	11/08/20	2,000	430	1,440	\$36,160
Oceanology International Americas 2021	02/13/21	2,500	100	450	\$44,100
Sharp Healthcare Employee Meeting	04/05/21	14,000	0	0	\$107,750
CA ED Tech Professionals Assn./CITE 2024	11/18/24	1,500	925	2,660	\$45,250

**CONTRACTED SHORT TERM EVENTS FYTD(cont.)**

EVENT NAME	EVENT DATES	PROJECTED ATTENDANCE	PEAK ROOMS	ROOM NIGHTS	RENTAL
San Diego Symphony Season Reveal Event	02/08/20	100	0	0	\$575
Univ. of Queensland Refractory Research ICW TMMS	02/26/20	30	0	0	\$575
TBA Parking Systems ICW Parking Expo	03/24/20	12	0	0	\$1,150
Flash Parking ICW Parking Expo	03/24/20	15	0	0	\$575
RP Strength RP Summit 2020	05/02/20	300	0	0	\$2,300
Roosevelt Dinner	06/20/20	1,200	0	0	\$10,950
San Diego & Imperial Counties Labor Council Dinner	08/30/20	1,000	0	0	\$21,600
Revolution Talent Competition 2021	02/21/21	700	0	0	\$29,400
Warrior Expo West 2022	04/14/22	5,000	290	945	\$56,200
Eid Ul-Fitr Prayer Service 2020/Islamic Center	05/24/20	4,500	0	0	\$10,800
Creative's Conference	08/29/20	50	0	0	\$1,150
Art San Diego 2020/Redwood Media Group	09/11/20	10,000	0	0	\$23,310
Square Enix/Final Fantasy XIV Fan Festival 2020	11/06/20	10,000	1,490	5,450	\$172,400
2021 Women In Engineering Intl Leadership	04/26/21	1,000	163	430	\$43,450
CA Bridal & Wedding Expo 2021	05/02/21	5,000	0	0	\$6,970
ASNE Fleet Maintenance Symposium	06/29/21	1,200	200	445	\$48,050
International Council of Shopping Centers 2021	09/01/21	4,000	700	1,670	\$110,100
Career Compass Real Estate Training	10/11/20	200	0	0	\$4,140
JIS Delivery San Diego 2020	11/15/20	2,500	150	450	\$24,600
San Diego Spring Home Show 2021	01/10/21	5,000	0	0	\$22,200
SD County Superintendent of Schools Equity Conference	01/20/21	1,500	60	120	\$41,150
Hyrox The World Series of Fitness	03/20/21	1,000	25	75	\$22,000
Starpower Talent Competition	05/09/21	1,000	15	45	\$24,600

**CONTRACTED SHORT TERM EVENTS FYTD(cont.)**

EVENT NAME	EVENT DATES	PROJECTED ATTENDANCE	PEAK ROOMS	ROOM NIGHTS	RENTAL
Energy Utility & Environment Conference 2021	02/09/21	2,300	777	1,689	\$34,300
Spirit Invitational /Spirit Championship	04/17/21	3,000	75	150	\$32,000
San Diego National College Fair 2021	04/20/21	6,000	0	0	\$8,200
Gujarati Cultural Dance 2021	09/25/21	1,000	0	0	\$5,400
IEA 2021 Conference	10/05/21	500	0	0	\$14,400
Fit Expo San Diego	11/20/21	10,000	50	150	\$36,800
<b>TOTAL</b>		<b>157,209</b>	<b>25,519</b>		<b>\$1,817,452</b>