

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

**Director Jeff Gattas, Chair
Director Carlos Cota
Director Jaymie Bradford**

**TUESDAY, OCTOBER 26, 2021 AT 11:00 A.M.
W. Harbor Drive, 2nd Floor, Executive Boardroom
San Diego, California 92101**

AGENDA

Pursuant to Government Code section 54953(e) and Board Resolution No.2021-03, members of the San Diego Convention Center Corporation Board and staff may participate in public meetings via teleconference or video conference. In the interest of reducing the spread of COVID-19, in-person public participation is prohibited at this time. Board meetings are held live via teleconference at the number indicated at the top of the agenda. Members of the public may participate live in the Board meeting and submit comments live on the teleconference line.

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

1. Call to order: Jeff Gattas, Chair

2. Non-Agenda Public Comments

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

3. Approval of the Minutes of May 18, 2021 Sales & Marketing Committee Meeting

4. Chair Report

5. Discussion Item(s):

A. Update re: San Diego Tourism Authority Long-Term Marketing Sales Strategy

6. Sales & Marketing Updates:

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

7. Staff Updates:

- **Client Communications:** Rip Rippetoe

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

Adjournment

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

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

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

Agenda Item 3

MINUTES

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

COMMITTEE MEETING OF MAY 18, 2021

BOARD MEMBERS PRESENT: Chair Jeff Gattas and Directors Carlos Cota and Jaymie Bradford

BOARD MEMBERS ABSENT:

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

ALSO PRESENT: Julie Coker, SDTA President & CEO,

1. **Call to Order:** Chair Jeff Gattas called the meeting to order at 9:04 a.m. at 111 West Harbor Drive, San Diego, California. Chair Gattas announced that since this meeting is being conducted via teleconference, the first action is to perform a roll-call to determine which Board members are present on this call.

Director Gattas – Present
Director Cota – Present
Director Bradford - Present

Chair Gattas further noted that all votes would be recorded via roll-call vote.

2. **Non-Agenda Public Comment:** None

3. **Approval of Minutes of March 23, 2021 Sales & Marketing Committee Meeting:**

Directors Bradford and Gattas moved and seconded, respectively, to approve the minutes from the March 23, 2021 meeting.

Director Gattas – Aye
Director Cota - Aye
Director Bradford – Aye

Vote: Unanimous

AYES: 3

NAYS: 0

ABSTENTIONS: 0

4. **Chair's Report:** None.

5. **Action Item(s):**

A. Recommendation to Approve Terms of San Diego Tourism Authority Program of Work

Directors Bradford and Cota moved and seconded, respectively, to recommend approval of the Terms of the San Diego Tourism Authority Program of Work.

Director Gattas – Aye

Director Cota - Aye

Director Bradford – Aye

Vote: Unanimous

AYES: 3

NAYS: 0

ABSTENTIONS: 0

6. **Sales & Marketing Updates:**

- **Short Term Sales Update:** Mr. Mikschl reported the following:
 - Events booked through April 2021: - 2 (compared to 3 in 2020) and 18 total events (compared to 76 in FY 2020).
 - April Attendees: - 2,500 (compared to 11,300 in April, 2020) and total attendees of 58,658 (compared to 145,709 in 2020)
 - April Room Nights: -1,675 (compared to 1,839 in 2020) and total room nights of 3,149 (compared to 25,369 in 2020)
 - Monthly Rental Revenue: \$58,020 (compared to \$74,500 in 2020) and total rental revenue is \$448,985 compared to \$1,760,832 last year.
 - Mr. Mikschl further reported there has been a lot more activity for smaller shows such as smaller convention-trade event, community shows, etc. Staff's challenge is to qualify the business appropriately to make sure it is the right type of business and that the facility is staffed appropriately to service events.
 - A large local university is considering booking the center for its graduation in the fall.
 - ART San Diego has booked again in the fall, which attracts a lot of local attention.
 - The Auto Show is tentatively still on for this year; however, they are having issues with manufacturers who are not committing to attend. They also have potential issues with the event dates (commencing December 31, 2021) as many manufacturers have indicated they do not wish to do shows this calendar year. Staff is continuing to work with the Auto show to bring the event back to the facility.

- **Long-Term Sales Update:** Ms. Coker reported the following:
 - Ms. Coker noted that SDTA is still having difficulty converting business as many events are still determining whether they will host in-person events.
 - The sales team is focused on closing business before the year-end.
 - Ann Hartley is going to retire after 40 years in the industry. Ms. Hartley is working with the team to transition her existing clients.
 - Sales Activity Report – February 2021- Ms. Coker reported that long-term sales has booked 3 conventions (vs. 3 for this period last year) and 18 total conventions year-to-date. Staff have booked 25,510 room nights for April (vs. 35,576 for this period last year). 284,710 room nights have been booked this year compared to 180,700 this time last year.
 - April Attendance: 17,600 (vs. 27,600 in 2020). Total attendance this year is 146,900 compared to 180,700 last year.

6. **Staff Updates:** Mr. Rippetoe reported that Staff is still working to understand the reopening guidelines. Staff is seeking clarification regarding what constitutes “proof” of vaccination and negative testing. Staff also needs clarification regarding which vaccinations are acceptable for international travelers. Staff should receive responses to these inquiries this week and they will relay this information to clients. The emergency intake site is planning demobilization. The site will not bring in new unaccompanied minor children after June 10, 2021 and plan to reunite the children with family or sponsors by July 5, 2021. The EIS project will be complete by July 15, 2021. The first scheduled show, S.P.I.E., should be able to move into the facility by July 29, 2021.

Mr. Rippetoe further reported that he would travel to IAVM mid-year Board meetings from July 21 – 24, 2021.

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

There being no further business, the meeting adjourned at 9:50 a.m.

CERTIFICATION

I, Jeff Gattas, 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 May 18, 2021.

Jeff Gattas, Chair



**SAN DIEGO CONVENTION CENTER/ SHORT TERM SALES
OCTOBER 2021 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

DEFINITE		FY22 SEPTEMBER 2021	FY21 SEPTEMBER 2020	CUMULATIVE FYTD 2022	CUMULATIVE FYTD 2021
	EVENTS	5	3	13	5
ATTENDANCE	5,360	2,750	31,660	7,750	
ROOM NIGHTS	310	509	1,910	509	
RENTAL REVENUE	\$81,100	\$55,304	\$204,720	\$85,304	

FY22 PERCENT TO GOAL

Convention Center Rental Revenue

	GOAL	YTD	PERCENT TO GOAL
CONTRACTED RENTAL REVENUE	\$2,000,000	\$204,720	10.2%

CONTRACTED SHORT TERM EVENTS/ SEPT 2021

EVENT NAME	EVENT DATES	PROJECTED ATTENDANCE	PEAK ROOMS	ROOM NIGHTS	RENTAL
Millenials Film Shoot	09/29/21	10	6	10	\$4,000
San Diego Community Assist ICU Awards	10/23/21	250	0	0	\$1,500
The IR Show Winter 2022 / Simple Logic	01/31/22	500	100	300	\$49,800
Level 6-10 State Gymnastics Championships	03/25/22	3,000	0	0	\$15,400
X-Stem San Diego / Science Spark	04/18/22	1,600	0	0	\$10,400
TOTAL		5,360	106	310	\$81,100

CONTRACTED SHORT TERM EVENTS/ FY22 YTD

EVENT NAME	EVENT DATES	PROJECTED ATTENDANCE	PEAK ROOMS	ROOM NIGHTS	RENTAL
Electrical Training Institute Graduation	09/17/21	600	0	0	\$7,560
SD County Taxpayers Annual Golden Watchdog	10/06/21	500	0	0	\$3,240
Athletic Championships/Varsity Spirit	12/17/21	5,000	320	800	\$25,800
Encore Championships SD Showdown	02/18/22	8,200	320	800	\$33,200
CA Bridal & Wedding Expo 2021	04/30/22	5,000	0	0	\$7,700
Celebration of Life for Father Joe Carroll	08/09/21	500	0	0	\$8,720
So CA Level 3,4,5 Gymnastics Championships	11/19/21	3,000	0	0	\$14,800
SD Spirit Royale / Spirit Network	01/22/22	3,500	0	0	\$22,600
Millenials Film Shoot	09/29/21	10	6	10	\$4,000
San Diego Community Assist ICU Awards	10/23/21	250	0	0	\$1,500
The IR Show Winter 2022 / Simple Logic	01/31/22	500	100	300	\$49,800
Level 6-10 State Gymnastics Championships	03/25/22	3,000	0	0	\$15,400
X-Stem San Diego / Science Spark	04/18/22	1,600	0	0	\$10,400
TOTAL		31,660	746	1,910	\$204,720



PRIMARY MARKET

Conventions, Trade Shows, Corporate & Incentive Events

DEFINITE	FUTURE YR BOOKINGS	SEPTEMBER 2021	SEPTEMBER 2020	CUMULATIVE FY2022	CUMULATIVE FY2021
	CONVENTIONS	1	0	3	4
ATTENDANCE	18,500	0	40,500	36,700	
ROOM NIGHTS	51,204	0	112,136	72,348	

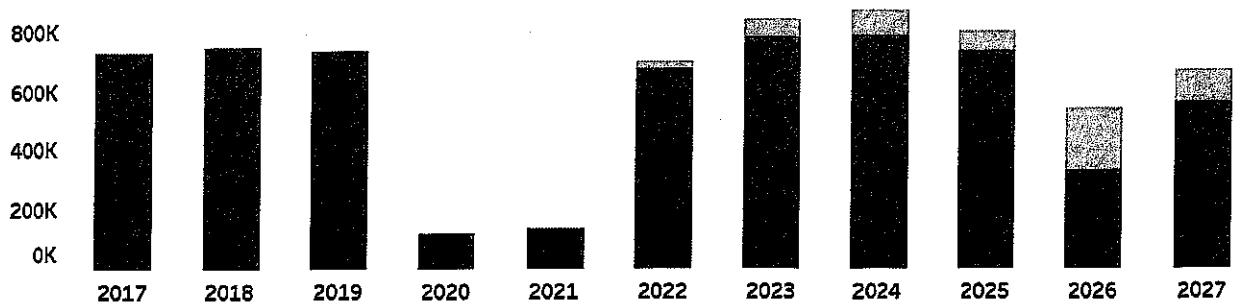
TENTATIVE	FUTURE YR BOOKINGS	SEPTEMBER 2021	SEPTEMBER 2020	CUMULATIVE FY2022	CUMULATIVE FY2021
	BOOKINGS	6	9	17	11
ATTENDANCE	23,700	40,300	115,570	53,000	
ROOM NIGHTS	35,262	90,754	198,425	113,964	

FY22 TOTAL ROOM NIGHTS FOR FUTURE BUSINESS

CUMULATIVE FY2022	
FY22 TOTAL ROOM NIGHTS	112,136

ROOM NIGHT SUMMARY

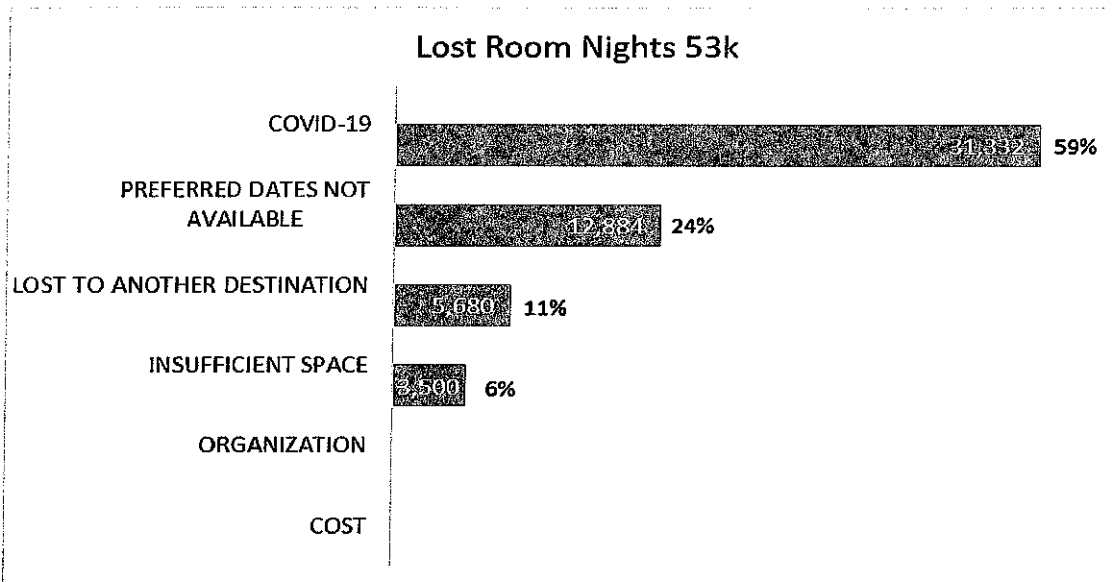
Figures based on calendar year.



	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
Tentative Room Nights						23K	56K	81K	66K	209K	109K
Definite Room Nights	728K	746K	732K	120K	134K	677K	783K	787K	734K	330K	560K
Definite Conventions	43	43	57	14	12	53	45	39	29	20	24

DEFINITE EVENTS BREAKDOWN*Conventions, Trade Shows, Corporate & Incentive Events, SEPTEMBER 2021*

Account Name	Event Begin Date	Event End Date	Peak Room Nights	Estimated Attendance	Definite Room Nights
American Association for Cancer Research	4/11/2035	4/19/2035	11,100	18,500	51,204
Total			11,100	18,500	51,204

BREAKDOWN OF LOST BUSINESS*Conventions, Trade Shows, Corporate & Incentive Events, SEPTEMBER 2021***SITE INSPECTIONS In-Person**

- AMERICAN ACADEMY OF OPTOMETRY
- AMERICAN SOCIETY FOR LASER MEDICINE & SURGERY
- GOLF COURSE SUPERINTENDENTS ASSOCIATION OF AMERICA
- IRRIGATION ASSOCIATION
- NATIONAL ASSOCIATION OF INSURANCE COMMISSIONERS
- SAS INSTITUTE INC.

CLIENT APPOINTMENTS

- AASA, THE SCHOOL SUPERINTENDENTS ASSOCIATION
- ACADEMY OF GENERAL DENTISTRY
- ACADEMY OF MANAGED CARE PHARMACY
- ALLOY-STEELE
- ALZHEIMER'S ASSOCIATION
- AMERICAN ACADEMY OF FAMILY PHYSICIANS
- AMERICAN ACADEMY OF PEDIATRIC DENTISTRY
- AMERICAN ASSOCIATION OF DIABETES CARE & EDUCATION SPECIALISTS
- AMERICAN BAR ASSOCIATION
- AMERICAN COLLEGE OF CHEST PHYSICIANS
- AMERICAN COLLEGE OF EMERGENCY PHYSICIANS
- AMERICAN COLLEGE OF SPORTS MEDICINE
- AMERICAN COLLEGE OF SURGEONS
- AMERICAN COMPOSITE AND MANUFACTURING ASSOCIATION
- AMERICAN DENTAL ASSOCIATION
- AMERICAN EXPRESS: PALO ALTO NETWORKS
- AMERICAN MEDICAL ASSOCIATION
- AMERICAN PHYSICAL SOCIETY
- AMERICAN PUBLIC WORKS ASSOCIATION
- AMERICAN SOCIETY OF APPRAISERS
- AMERICAN SOCIETY OF NEPHROLOGY
- AMERICAN SOCIETY OF PLASTIC SURGEONS
- AMERICAN THORACIC SOCIETY
- AOAC INTERNATIONAL
- ASSOCIATION OF AMERICAN MEDICAL COLLEGES
- ASSOCIATION OF GENERAL CONTRACTORS OF AMERICA
- AVID CENTER
- CWT: THOMPSON REUTERS
- FUTURE BUSINESS LEADERS OF AMERICA-PHI BETA LAMBDA, INC.
- GES - GLOBAL EXPERIENCE SPECIALISTS, INC.
- HEALTHCARE FINANCIAL MANAGEMENT ASSOCIATION
- HEART RHYTHM SOCIETY

CLIENT APPOINTMENTS cont

- INFECTIOUS DISEASES SOCIETY OF AMERICA
- INTERNATIONAL ASSOCIATION OF FAIRS & EXPOSITIONS
- INTERNATIONAL SOCIETY FOR COMPUTATIONAL BIOLOGY
- NAFSA: ASSOCIATION OF INTERNATIONAL EDUCATORS
- NATIONAL ASSOCIATION OF CHAIN DRUG STORES
- NATIONAL ASSOCIATION OF INSURANCE COMMISSIONERS
- NATIONAL ASSOCIATION OF REALTORS
- NATIONAL CONFECTIONERS ASSOCIATION
- NATIONAL DEFENSE INDUSTRIAL ASSOCIATION
- NATIONAL INDIAN GAMING ASSOCIATION
- NEAR.CO
- RISK AND INSURANCE MANAGEMENT SOCIETY, INC.
- SMITHBUCKLIN: AMERICAN SOCIETY OF ANESTHESIOLOGISTS
- SOCIETY FOR VASCULAR SURGERY
- SOCIETY OF ACTUARIES
- SOCIETY OF THORACIC SURGEONS
- SPIE
- THE UNITED ASSOCIATION OF JOURNEYMEN AND APPRENTICES OF THE PLUMBING AND PIPE FITTING INDUSTRY OF THE UNITED STATES AND CANADA
- VIZIENT INC.

INDUSTRY APPOINTMENTS

- CALIFORNIA COMEBACK TASK FORCE
- CONFERENCEDIRECT NEW ORLEANS EVENT
- CVB LUNCH
- DESTINATION CELEBRATION KANSAS CITY
- DESTINATION REPS MEMBER MEETING
- HILTON GLOBAL SALES
- HYATT GLOBAL SALES
- INDUSTRY BOOK CLUB
- INDUSTRY RECEPTION AND DINNER
- MARRIOTT GLOBAL SALES
- PCMA GREATER MIDWEST CHAPTER AWARDS
- PCMA PARTNERSHIP SUMMIT, SAN JUAN, PUERTO RICO