

**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, MAY 18, 2021, 9:00 A.M.  
W. Harbor Drive, 2<sup>nd</sup> Floor, Executive Boardroom  
San Diego, California 92101**

**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: 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 March 23, 2021 Sales & Marketing Committee Meeting**

**4. Chair Report**

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

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

**6. Sales & Marketing Updates:**

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

**7. Staff Updates:**

- **Client Communications: Rip Rippetoe**

## **8. 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](mailto: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](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.

**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.**

MINUTES

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

**COMMITTEE MEETING OF MARCH 21, 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, Christine Shimasaki

1. **Call to Order:** Chair Jeff Gattas called the meeting to order at 11:05 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 will be recorded via roll-call vote.

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

3. **Approval of Minutes of January 26, 2021 Sales & Marketing Committee Meeting:**

Directors Bradford and Gattas moved and seconded, respectively, to approve the minutes from the January 26, 2021 meeting.

**Director Gattas – Aye**

**Director Cota - Aye**

**Director Bradford – Aye**

**Vote: Unanimous**

**AYES: 3**

**NAYS: 0**

**ABSTENTIONS: 0**



4. **Chair's Report:** Mr. Rippetoe has been delayed at a press conference and will report on the status of the shelter for undocumented minors when he arrives.

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

**A. Discussion re: Terms of Program of Work** – Mr. Mikschl reported that pursuant to a contractual agreement between the San Diego Tourism Authority (“SDTA”) and SDCCC, SDTA is required to provide SDCCC with a draft copy of the Program of Work for the coming fiscal year no later than ninety days prior to the start of the fiscal year. Ms. Coker submitted the draft document to SDCCC last week. SDCCC is in the process of reviewing and finalizing the document. Once the review/editing process is complete, the final draft of the document will be submitted to the Sales & Marketing Committee and, subsequently, to the Board for final approval prior to the end of May. Ms. Coker discussed the staffing adjustments SDTA made last year due to budgetary constraints and the unified sales approach SDTA will be adopting for the future.

**Update from Christine “Shimo” Shimasaki regarding the San Diego Tourism Authority’s Sales Strategy Recommendations** – Ms. Coker introduced Christine “Shimo” Shimasaki and provided an overview of the purpose of retaining Ms. Shimasaki’s company to assist with the formulation of a Citywide sales strategy. Ms. Shimasaki’s company was tasked identifying a unifying sales strategy for the region.

Ms. Shimasaki then discussed how the collaborating stakeholders (SDCCC, SDTA and Headquarter and Overflow hotels) held extensive workshop meetings and eventually arrived at a proposed Citywide sales strategy that ensured a placement and prioritization of events. The recommended components include:

- Develop meeting profile data to drive decisions
- Incorporate SDCC events scoring into meeting profile
- Establish new metrics to monitor placement and prioritization strategy
- Redesign and align sales incentive program
- Create a comprehensive view of the future
- Structure for internal and external communications
- Short-term business execution

The Committee also discussed the potential impact the pending Gaylord project in South Bay may have on convention center and hotel business.

Ms. Coker further noted that proposed citywide strategy recommendations have been incorporated into the “Program of Work” document.



6. **Sales & Marketing Updates:**

- **Short Term Sales Update:** Mr. Mikschl reported the following:
  - Events booked through February 2021: - 2 (compared to 8 in 2020) and 15 total events (compared to 67 in FY 2020).
  - February Attendees: - 208 (compared to 35,750 in February, 2020) and total attendees of 55,158 (compared to 123,209 in 2020)
  - February Room Nights: -0- (compared to 7,995 in 2020) and total room nights of 1,429 (compared to 22,840 in 2020)
  - Monthly Rental Revenue: \$4,400 (compared to \$416,230 in 2020) and total rental revenue is \$367,665 compared to \$1,547,642 last year.
  - Mr. Mikschl further reported that there has been limited booking activity pending clients obtaining further guidance regarding when the Center can reopen.
  - Staff is still focusing on moving events into the latter part of the year or the early part of next year.
  - Staff is also fielding questions regarding the undocumented minor housing situation.
- **Long-Term Sales Update:** Ms. Coker reported the following:
  - SDTA will follow SDCCC's lead with regard to communicating information regarding the undocumented minor housing situation.
  - SDTA is focused on obtaining clear reopening guidelines from the State.
  - Sales Activity Report – February 2021- Ms. Coker reported that long-term sales has booked -0- conventions (vs. 2 for this period last year) and 10 total conventions year-to-date. Staff have booked -0- room nights for February (vs. 55,240 for this period last year). A total of 125,300 room nights have been booked this year compared to 309,436 this time last year.
  - February Attendance: -0- (vs. 23,000 in 2020). Total attendance this year is 62,000 compared to 153,100 last year.

6. **Staff Updates:** None

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

There being no further business, the meeting adjourned at 11:54 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 March 23, 2021.

---

Jeff Gattas, Chair

## Agenda Item 5.A

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

**TO:** Sales & Marketing Committee

**FROM:** Clifford “Rip” Rippetoe, President & CEO

**DATE:** For the Agenda of May 18, 2021

**RE:** Authorization to Accept San Diego Tourism Authority “Program of Work”

---

#### BACKGROUND

The San Diego Convention Center Corporation (“Corporation”) entered into a services contract with the San Diego Tourism Authority (“SDTA”) on 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, SDTA is required to provide Corporation with an Annual Program of Work at the beginning of each fiscal year of the contract. The purpose of the Program of Work is to clearly define SDTA’s sales booking goals for the fiscal year, outline the marketing budget & expenses, and to summarize the tactics and strategies they will undertake to achieve the required goal. Per the terms of the services contract, SDTA is required to submit a draft of the Program of Work no less than ninety (90) days prior to the start of the fiscal year. This initial draft was submitted to the Corporation by SDTA in March of this year, thus meeting this required deadline. This ninety (90) day period is intended to provide both parties an opportunity to discuss and agree upon a final version of the document for approval by the Corporation’s Sales & Marketing Committee and full Board. The services contract also requires that the final version of the Program of Work be approved by the Board no later than 30 days prior to the start of the next fiscal year.

#### DISCUSSION

Over the past several months, Corporation and SDTA staff have worked collaboratively on the attached draft of the Program of Work for FY2022. Items of importance outlined in the document include:

1. Annual booking goal of 760,000 room nights. In FY2021, no room night goal was established as part of the Program of Work, due to the uncertainty in the marketplace and the hesitancy of clients to confirm future events in the midst of the pandemic. As a basis for comparison, the FY2022 goal does reflect a decrease of 100,000 room nights from that of FY2020, which was the last year a room night goal was established. However, this reduced room night goal is appropriate based on the continued uncertainty that is projected to affect market conditions in the near future.



2. Detailed marketing budget & expenditures earmarked for long term citywide sales for the fiscal year, which is \$1,947,963. It is important to note that in recent years, the City of San Diego has provided the Corporation approximately \$2.1 Million in funding, which the Corporation would then pass on directly to SDTA to support the long term sales effort. However, in FY2021, the City eliminated this funding entirely, due to the significant budgetary constraints arising from the pandemic. As a result of those ongoing budgetary challenges, the level of funding the City will be able to provide in FY2022 for long term citywide sales remains uncertain. Despite this uncertainty, the Corporation recognizes the importance of a sustained and effective long term sales effort. Therefore, the Corporation has agreed to fund SDTA the amount of \$1,947,963 from its budget to help maintain a functional level of service. SDTA's budget & expenditures for long term sales as outlined in the Program of Work is consistent the amount of funding that the Corporation will be providing to SDTA.
3. Strategies that SDTA will undertake to ensure that they achieve the booking goal of 760,000 room nights, and Key Performance Indicators that will be used to monitor the booking pace.

The Program of Work also includes an executive summary, an overview of SDTA sales staff deployment, and an outline of sales related activities that the team will participate in during the fiscal year. In summary, these strategies presented in the Program of Work by SDTA will help restore customer confidence as we emerge from the pandemic, and provide the tools necessary for the sales team to meet and exceed their room night booking goal.

#### STAFF RECOMMENDATION

Based on the attached Program of Work satisfying the requirements of the services contract currently in place between the Corporation and SDTA, staff recommends that the attached San Diego Tourism Authority Program of Work be accepted, and that the Board of Directors authorize its approval for Fiscal Year 2022.

  
\_\_\_\_\_  
Clifford "Rip" Rippetoe  
President & CEO





# SDTA CITYWIDE SALES FY 2022 ANNUAL PROGRAM OF WORK

---

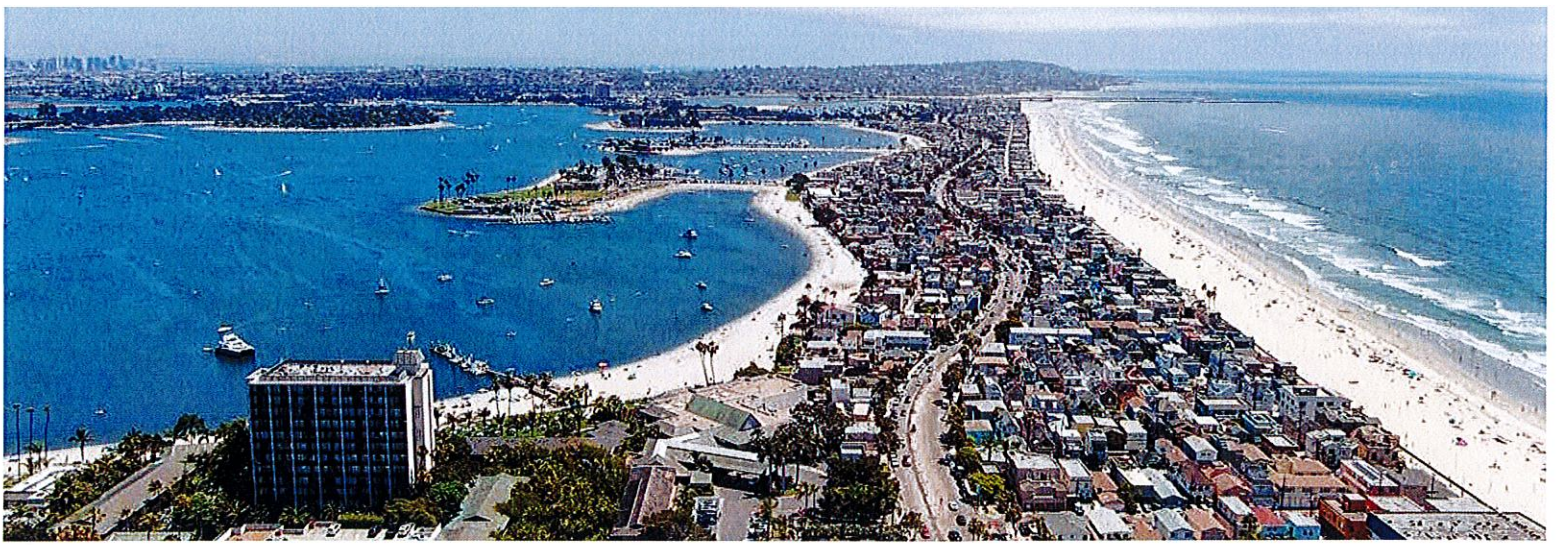
## SAN DIEGO CONVENTION CENTER CORPORATION



### SECTIONS:

- Executive Summary
- Deployment Outline
- Line-Item Budget for FY 2022
- Overview of Unified Travel, Tradeshow, and Sales Trips





## EXECUTIVE SUMMARY FY 2022

The San Diego Tourism Authority Citywide Sales Team is the long-term sales arm for the San Diego Convention Center. Together with the San Diego Convention Center we generate economic impact for the City of San Diego and the region. We do this by maximizing convention center meeting space, helping to produce ancillary revenue such as audio visual, food and beverage, telecom, and internet services, booking hotel rooms in the downtown corridor and neighboring cities and lastly generating visitor spend in local restaurants, retail shops, cultural attractions and the list goes on. We are proud of the role we play in making San Diego a better place to live, work, play and meet.

### CURRENT STATE:

WOW what a year! The US Travel industry has experienced great loss due to COVID 19. Our industry has been hit harder than any other industry. On a national level, travel spend decreased by \$500 billion dollars or 42% in 2020. Travel related jobs decreased by 5.6 million or 34% and travel related taxes generated decreased by \$57 billion or 34% in 2020. Looking closer to home, visitor spend in California was \$160 billion in 2019 and dropped 44% in 2020. Due to that decline in visitor spend federal, state, and local tax receipts declined by 36%. These declines jeopardize jobs and public programs which are needed more than ever for the recovery of our industry. If we look even closer in our very own backyard, in San Diego visitor spend has dropped by \$6.6 billion dollars. Visitor spend finished the year at \$5.2 billion which is only 10% higher than our visitor spend in 2001 of \$4.7 billion. Essentially in one year we lost 20 years of gain. Average rates and hotel occupancies are below 2001 levels and thus RevPAR is below 2001. Our losses in 2020 surpass 9/11 and the Great Recession in 2009/2010. As we know, this is impacting our hotel occupancy and rates and this is also impacting our TOT which has a direct impact on the city's budget. During fiscal year 2021, SDTA has canceled 34 bookings with a loss of 516,971 room nights. We were able to save seven events totaling 287,715 room nights. This does not reflect Comic-Con International who has indicated that they are strongly considering November 2021 dates.





### HOW WE RESPONDED:

How did we respond during the crisis? SDTA and SDCCC are fortunate to have well-trained, well-respected, and well-seasoned teams. As a result, the teams worked together to be transparent with customers, maintain the financial integrity of SDCCC and make smart short and long-term decisions.

**Citywide Team** – Due to the overall financial shortfall for both SDCCC and SDTA the following financial decisions were made:

1. 3 Full time positions were eliminated.
2. Existing staff was made to take a 10% pay cut for fiscal year 2021 and the bonus program was suspended for fiscal year 2021.
3. All SDTA was made to take unpaid time off during the Christmas Holiday Season. The office closed for two weeks. Team members were unable to use PTO.
4. The 401K match was reduced from 4% to 3% for all staff.

**Customers** – Most were short staffed themselves and looked to SDTA and SDCCC for updates and guidance on COVID 19 information

1. SDTA conducted two informational customer town halls. Panelist included Rip, Kim Becker - San Diego Airport, Daniel Kuperschmid – Manchester Grand Hyatt and Gary Johnston – Chief Resilience Officer for the County.
2. One joint virtual customer event with the hotel meetings team and citywide team. This allowed us to reach more customers and share cost between both departments. We also invited some local hotel partners to assist in reducing our costs.
3. We partnered with Andy on numerous one-on-one customer calls to educate customers, their board members, their CEOs, Leadership Team, vendors, etc.
4. We continued to engage with our customer based through local chapter meet ups – PCMA, MPI, IAEE, SITE, CEMA, etc. **Many of the team used a personal approach to connect with customers such as hikes, coffee meet-ups outside, a jog, long walks, etc.** All team members remained engaged with their customer base.
5. We have collaborated with SDCCC to advocate on behalf of our customers on a city, county, and federal level. We jointly worked to create a 14 city California Coalition under the umbrella of Cal Travel.



## PATH FORWARD:

In the mid 1940's as we approached the end of World War II Sir Winston Churchill said, "Never let a good crisis go to waste." We have taken that quote to heart and took the opportunity to kick the tires and evaluate our internal processes, products & services, team talent and our future road map. As an organization we developed five strategic imperatives. Each SDTA department will align their goals with those imperatives in mind.

## FY 2022 STRATEGIC IMPERATIVES:

- Rebuild San Diego's tourism economy.
- Ensure SDTA financial viability.
- Deliver value for our stakeholders.
- Advocate, inform and educate on behalf of our visitor industry.
- Nurture an organizational culture that is diverse, inclusive, and equitable.

The first imperative is without a doubt the most daunting as we look to recover from a twenty-year loss. We know Citywide conventions are the foundation for our hotel community to build their sales strategy around. Once Citywide conventions are booked this allows hotels to fill in self-contained meetings, business travel and leisure. Citywide conventions allow hotels to better yield their inventory and hotel rates. Citywide Conventions account for 22% of the market demand however, they set the tone for higher average daily rate, occupancy and thus higher RevPAR for hotels. Higher average daily rate, occupancy and RevPAR are key metrics for a successful tourism economy.

With that in mind we hired an experienced outside consultant 2synergize to evaluate our current Citywide selling strategy to ensure we were maximizing our Citywide sales efforts. Three collaborative workshops were held with senior convention center staff, SDTA senior sales team members and key hoteliers. We created criteria for future success. We are recommending a fiscal year 2022 room night goal of **760,000 room nights**. There are several key components to determine rankings for each booking room night pattern, time of year, food and beverage contribution at the Convention center and ability to pay hotel room rates. The rankings will be critical to the team to place the right business at the right time to maximize convention center revenues. Below are the recommendations we will implement in 2022 to better sell San Diego.

### Ensuring a Placement & Prioritization Strategy



The above seven recommendations will be critical to our future success. Focusing on a placement and priority strategy will allow us to shift from solely focusing on the volume of room nights but instead the right room nights placed at the right

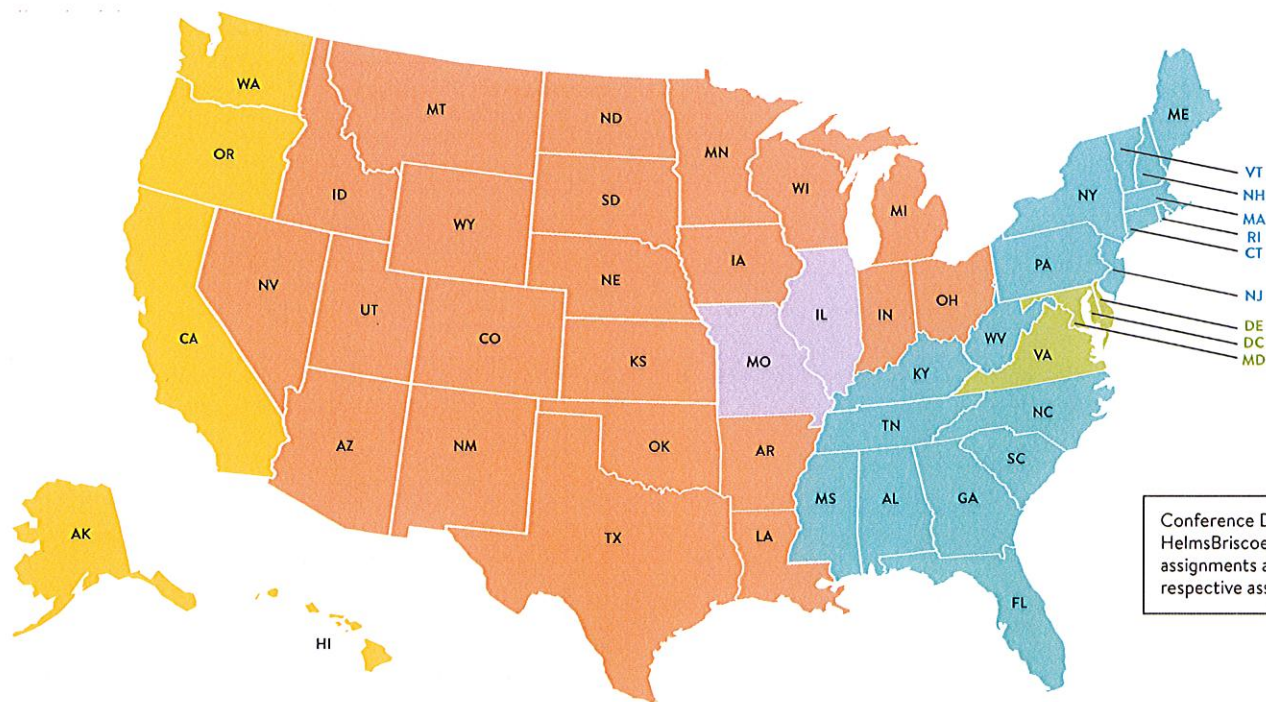
time with the right revenue for the convention center and hotel community (1) have a targeted approach to book by the size of convention and the year where it best fits (2) give priority to groups that meet during traditionally slower periods (low demand months) and or holidays (3) explore booking groups based on Sq Ft used as it relates to the number of room nights (4) given COVID effectively managing short term bookings in the next 18 – 26 months to match the pent up demand we are expecting to see (5) incorporate food and beverage spend at the convention center into how we rank groups (6) incorporate attendance as a metric when qualifying future business (7) create a sales incentive that rewards and influences the desired results. The net result of our efforts should yield better financial results for San Diego.

Due to COVID 19 and the cancellation of all groups from March of 2020 until the return of our first group in August of 2021 we will use what we have previously used as the rental revenue target \$8.25 per room night. This has been the average rental achieved for the past three years not including our COVID year. As stated earlier we are projecting to book 760,000 room nights for future years. Achieving the goal of \$8.25 per room night would generate \$6,270,000 in room rental for the convention center. In addition, the bookings would generate substantial incremental ancillary revenue such as food and beverage, audio visual and telecom and internet.

In closing the San Diego Tourism Authority Citywide Sales Team is committed to ensuring San Diego is a world class meeting, convention, and trade show destination. While 2020 was a very challenging year, we look to our future with great hope and optimism. We have always been a long term partner with the San Diego convention center. COVID 19 has given us further opportunity to collaborate with the San Diego Convention Center team. Together we will rebuild San Diego's tourism economy.



# 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  
(619) 557-2872  
Sales Territories:  
AK, CA, OR, WA  
\* Retiring 6/30/21



**Dave Matta**  
National Sales Director  
dmatta@sandiego.org  
(619) 557-2871  
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  
(312) 943-5399  
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  
bbollinger@sandiego.org  
(312) 943-5399



**CITYWIDE CONVENTION SERVICES**  
**Gerrica Gray-Johnson** Senior Convention Services Manager  
ggrayjohnson@sandiego.org | (619) 557-2875

## 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

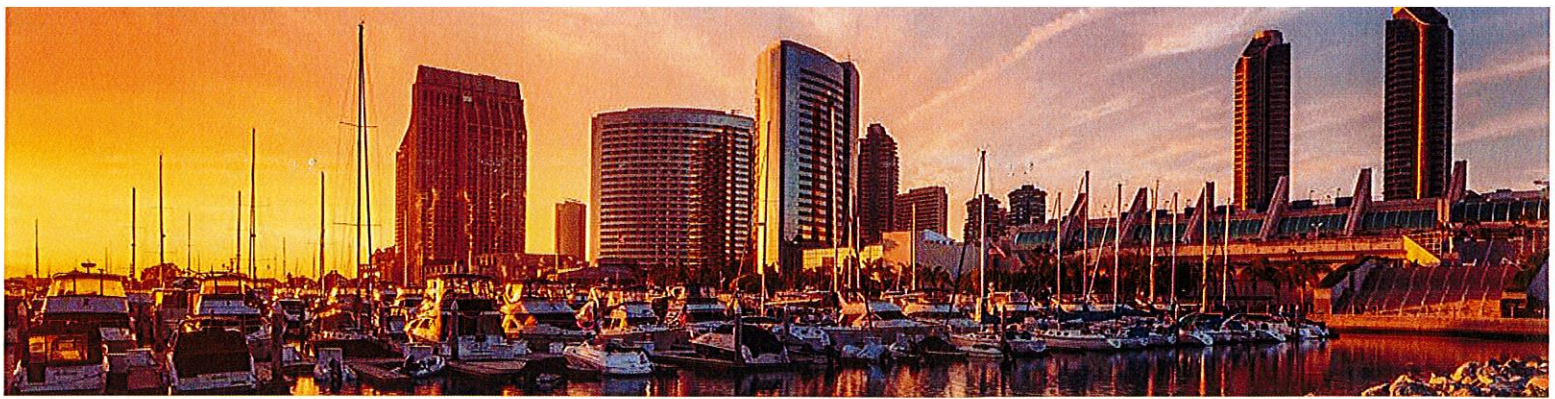




## SDTA CITYWIDE SALES & MARKETING BUDGET

### EXPENDITURES - TOTAL

		FY 2021 Budget	FY 2021 Forecast	FY 2022 Budget
Personnel Expenses	Salary & Wages - Regular/Base	\$ 910,293	\$ 993,550	\$ 1,241,472
	Paid Time Off	41,564	31,821	12,417
	Incentive Compensation	-	-	150,868
	Total Salaries & Wages	<u>\$ 951,857</u>	<u>\$ 1,025,371</u>	<u>\$ 1,404,757</u>
	Payroll Taxes & Charges	77,871	74,681	92,993
	Worker's Comp Insurance	6,275	8,646	10,363
	Retirement Program Match	32,421	28,961	50,486
	Health and Life Insurance	152,609	163,894	179,398
	Total Fringe Benefits	<u>\$ 269,176</u>	<u>\$ 276,182</u>	<u>\$ 333,240</u>
	Total Personnel Expenses	<u>\$ 1,221,033</u>	<u>\$ 1,301,553</u>	<u>\$ 1,737,997</u>
Non-Personnel Expenses	Outside Professional Services	\$ -	\$ 24,000	\$ 22,500
	Promotional Items	1,000	500	2,500
	Event Registration	40,074	6,600	29,360
	Event Exhibit	2,500	-	30,200
	Event Food and Beverage	-	7,500	-
	Travel & Entertainment	32,200	7,750	84,800
	Dues & Subscriptions	7,255	4,100	5,390
	Office Supplies & Misc	3,200	300	500
	Duplicating/Copying	4,100	-	-
	Office Rent	41,837	29,682	30,412
	Telephone	30,312	5,104	3,504
	Postage	800	700	800
	Total Non-Personnel Expenses	<u>\$ 163,278</u>	<u>\$ 86,236</u>	<u>\$ 209,966</u>
Total Expenses		<u><u>\$ 1,384,311</u></u>	<u><u>\$ 1,387,789</u></u>	<u><u>\$ 1,947,963</u></u>



## EVENT EXHIBIT BUDGET - WEST/SAN DIEGO

### FY22 Event/Tradeshow Cost Analysis

as of 4/30/2021 - ESTIMATES ONLY

Description	Month	Total Event Expense	CO-OP FEES		Total Fees Collected	EXPENSES PAID BY			Net	Notes
			# Partners	Co-op Fee		Events	Hotel Sales	Citywide		
ASAE Annual	August	4,400	0	0	0	0	2,200	2,200	-	1 hotel sales/1 citywide
IMEX America	November	160,500	20	5,000	100,000	100,000	35,000	25,500	-	3 hotel sales/2 citywide
Washington, D.C. Client Event	Q1 2022	28,125	15	1,875	28,125	28,125			-	1 hotel sales/2 citywide
27th Annual Chicago Holiday Breakfast	December	7,600	19	600	11,400	11,400			(3,800)	1 hotel sales/2 citywide
Cubs Rooftop Client Event	April	49,000	10	4,400	44,000	44,000	2,500	2,500	-	1 hotel sales/2 citywide
					183,525	183,525	39,700	30,200		

## NOTES & ASSUMPTIONS

- Salaries and Wages for the SDTA team has been restored
- The 401K match has been restored from 3% back to 4%
- Health insurance increases assumed at 10% upon renewal of annual policies
- Budget includes hiring back a SVP of Convention Sales. SDTA will contract a search firm to conduct a national search to identify a qualified candidate to lead our future sales efforts. The position is slated to begin January of 2022.
- The Chicago office lease expires in August of 2024 it will not be renewed.
- Budget summary includes no allocation of SDTA overhead costs (i.e. Executive Management, Accounting, HR, IT, Facilities, etc.)





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

Revised May 3, 2021

### CITYWIDE AND HOTEL MEETINGS EVENTS BY MONTH:

#### MAY 2021

##### Xperience Design Project in DC

Phyllis Azama  
Julie Coker  
Lynn Whitehead  
Hotel Meetings Team

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

\*This event may be changed to meet in conjunction with ASAE Annual Meeting.

#### JULY 2021

##### PCMA Board Meeting

Phoenix, AZ  
Angie Ranalli

##### PCMA Education Conference

Phoenix, AZ  
Maria Andriola  
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.

##### CEMA Summit

Aurora, CO  
Maria Andriola

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

Angie Ranalli  
Hotel Meetings Team

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

#### AUGUST 2021

##### ASAE Annual Conference

Phyllis Azama  
Hotel Meetings Team

##### PCMA Visionary Awards

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.

#### SEPTEMBER 2021

##### PCMA Partnership Summit

San Juan, Puerto Rico  
Angie Ranalli

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

#### OCTOBER 2021

##### Midwest Roadshow Indianapolis

Maria Andriola  
Hotel Meetings Team

##### PCMA Board Meeting

Lausanne, Switzerland  
Angie Ranalli

#### NOVEMBER 2021

##### IMEX America

Mandalay Bay, Las Vegas  
Maria Andriola  
Dave Matta  
Hotel Meetings Team

##### Midwest Roadshow Minneapolis

Maria Andriola  
Hotel Meetings Team

TARGET: Accounts based in Midwest states outside of Illinois.

## DECEMBER 2021

---

### Association Forum Holiday Showcase

Review in September 2021, updated to increase safety  
Annual Butch McGuire's Holiday Breakfast 28th year  
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.

### IAEE Annual Meeting

Philadelphia, PA  
Lynn Whitehead

TARGET: Educate and network with clients and vendors from Association and Corporate industries.

## JANUARY 2022

---

### PCMA Convening Leaders Annual Meeting

Las Vegas, NV  
Maria Andriola                      Dave Matta  
Phyllis Azama                      Angie Ranalli  
Julie Coker                          Lynn Whitehead  
West Coast Representation      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

Las Vegas, NV  
Angie Ranalli

## FEBRUARY 2022

---

### Destination Showcase with PCMA

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

San Francisco, CA  
West Coast Representation  
Hotel Meetings Team

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

### Washington D.C. Marketplace Annual Client Spa Event

Phyllis Azama  
Julie Coker  
Debbie Jordan  
Lynn Whitehead

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

## APRIL 2022

---

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

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.

### Northeast Road Show

NY, Boston, Philadelphia  
Dave Matta  
Hotel Meetings Team

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

### PCMA Spring Board Meeting

Spring 2022  
Washington DC  
Angie Ranalli



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

### CHICAGO MARKETPLACE

---

#### GMC-PCMA

- Quarterly Education Meetings
- Annual Awards Gala
- Chapter Reception at PCMA Convening Leaders

#### Destination Rep Quarterly Meetings @ ABA, ADA, SmithBucklin

- AF CEO Reception

#### Association Forum

- CEO Reception
- Educational Meetings
- Annual Gala

#### MPI Great Lakes

- Education Summit

#### MPI CAC

- Quarterly Education Events

#### SITE

- Chicago receptions (Maria Andriola)

#### IAEE

- Quarterly Education Events

#### AHA Annual Vendor Meeting

#### Annual SmithBucklin Vendor Meeting

#### SWAP Client Events

### WASHINGTON DC/VA/MD MARKETPLACE

---

#### Ongoing

Sales calls and presentations

#### Experient; IMN; and Smith Bucklin

Presentations once per year, usually in November

#### PCMA (Potomac and Chesapeake Chapters)

- Chapter reception at annual meeting
- Quarterly chapter meetings and receptions and special events
- Chapter's annual meeting in November
- Chapter committee meetings
- National Committee task force meetings

#### ASAE

- Quarterly education meetings and/or networking receptions
- Summit Awards Dinner, September

#### AMP's (Association of Meeting Professionals)

Monthly education programs and receptions

#### MPI

Monthly chapter education programs and luncheons

#### IAEE

- Monthly chapter education and networking luncheons

#### CVB Reps

- Every other month meetings and receptions
- Summer client reception
- Holiday client reception

#### Reston/Herndon Meeting Planners

- Yearly presentation at breakfast or lunch

#### Industry Social Events

- Book club

## Agenda Item 6



### SAN DIEGO CONVENTION CENTER/ SHORT TERM SALES MAY 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		FY21 APRIL 2021	FY20 APRIL 2020	CUMULATIVE FYTD 2021	CUMULATIVE FYTD 2020
	EVENTS	2	3	18	76
	ATTENDANCE	2,500	11,300	58,658	145,709
	ROOM NIGHTS	1,675	1,839	3,149	25,369
	RENTAL REVENUE	\$58,020	\$74,500	\$448,985	\$1,760,832

### FY21 PERCENT TO GOAL

*Convention Center Rental Revenue*

	GOAL	YTD	PERCENT TO GOAL
CONTRACTED RENTAL REVENUE	2,600,000	\$448,985	17.0%



**CONTRACTED SHORT TERM EVENTS APRIL 2021**

EVENT NAME	EVENT DATES	PROJECTED ATTENDANCE	PEAK ROOMS	ROOM NIGHTS	RENTAL
Closets Conference & Expo	04/25/22	1,400	140	405	\$37,920
Research Chefs Association	03/13/23	1,100	370	1,270	\$20,100
TOTAL		2,500		1,675	\$58,020

**CONTRACTED SHORT TERM EVENTS/ FY21 YTD**

EVENT NAME	EVENT DATES	PROJECTED ATTENDANCE	PEAK ROOMS	ROOM NIGHTS	RENTAL
Epic Series Obstacle Challenge	11/21/21	1,500	0	0	\$21,800
Southern CA Rental Housing Conference	04/30/21	3,500	0	0	\$8,200
24 Seven Dance Convention/Break The Floor	03/11/21	650	65	169	\$25,795
Shamrock Expo 2021	05/08/21	1,600	300	340	\$21,800
South County Economic Development Summit 2021	10/05/21	500	0	0	\$7,709
Career Compass Real Estate Success Training 2021	05/06/21	200	0	0	\$3,450
Art San Diego 2021/ Redwood Media Group	09/28/21	10,000	0	0	\$25,830
Taking Control of Your Diabetes-2022	04/29/22	1500	0	0	\$29,600
AKC Meet The Breeds	08/13/21	17,500	160	320	\$53,200
BabyCon San Diego 2021	09/10/21	2,000	0	0	\$5,631
San Diego County Office of Education Equity Conference	01/19/22	1,000	60	120	\$37,200
Sharp All Staff Assembly 2022	03/25/22	14,000	0	0	\$76,250
IEEE/2022 Women In Engineering Conference	06/05/22	1,000	163	480	\$47,000
Summerjax + Lifeproof Photo Shoot	02/09/21	8	0	0	\$800
Career Compass Real Estate Success Training	05/12/22	200	0	0	\$3,600
Starpower Talent Competition 2022	05/13/22	1,000	15	45	\$23,100
Closets Conference & Expo	04/25/22	1,400	140	405	\$37,920
Research Chefs Association	03/13/23	1,100	370	1,270	\$20,100
<b>TOTAL</b>		<b>58,658</b>		<b>3,149</b>	<b>\$448,985</b>



## Agenda Item 6



### SAN DIEGO CITYWIDE SALES APRIL 2021 SALES ACTIVITY REPORT

#### PRIMARY MARKET

*Conventions, Trade Shows, Corporate & Incentive Events*

DEFINITE	FUTURE YR BOOKINGS	APRIL 2021	APRIL 2020	CUMULATIVE FY2021	CUMULATIVE FY2020
	CONVENTIONS	3	3	18	22
	ATTENDANCE	17,600	27,600	146,900	180,700
	ROOM NIGHTS	21,510	35,576	284,710	345,012

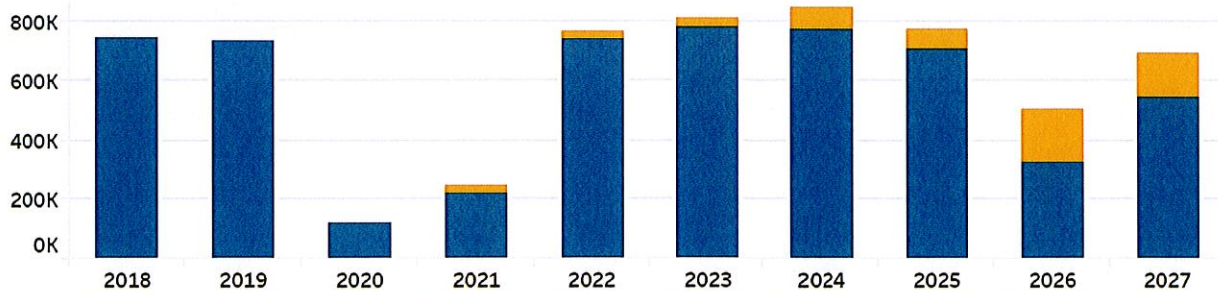
TENTATIVE	FUTURE YR BOOKINGS	APRIL 2021	APRIL 2020	CUMULATIVE FY2021	CUMULATIVE FY2020
	BOOKINGS	4	3	49	72
	ATTENDANCE	9,000	114,500	318,781	1,082,703
	ROOM NIGHTS	20,411	82,964	546,487	1,320,536

#### FY21 TOTAL ROOM NIGHTS FOR FUTURE BUSINESS

CUMULATIVE FY2021			
FY21 TOTAL ROOM NIGHTS		284,710	

#### ROOM NIGHT SUMMARY

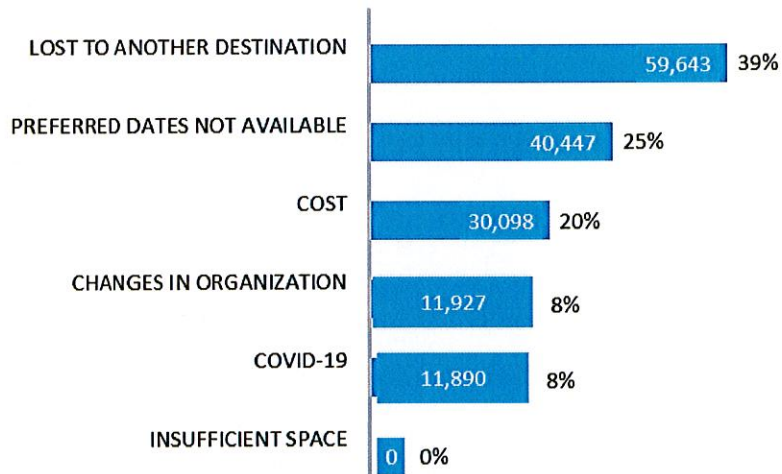
*Figures based on calendar year.*



Tentative Room Nights				21K	25K	29K	66K	65K	174K	146K
Definite Room Nights	746K	732K	120K	370K	744K	787K	782K	708K	330K	549K
Definite Conventions	43	57	14	24	54	45	38	27	20	23

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

Account Name	Event Begin Date	Event End Date	Peak Room Nights	Estimated Attendance	Definite Room Nights
Transplant Games of America	7/28/2022	8/2/2022	1,600	6,000	7,950
Society for Laboratory Automation & Screening	1/28/2027	2/4/2027	1,500	5,800	6,780
Society for Laboratory Automation & Screening	2/1/2029	2/8/2029	1,500	5,800	6,780
<b>Total</b>			<b>4,600</b>	<b>17,600</b>	<b>21,510</b>

**BREAKDOWN OF LOST BUSINESS***Conventions, Trade Shows, Corporate & Incentive Events, APRIL 2021***Lost Room Nights 154k****SITE INSPECTIONS**

NO SITE INSPECTIONS HELD AT CONVENTION CENTER DURING APRIL.



## CLIENT APPOINTMENTS

- ABBVIE
- ACE HARDWARE CORPORATION
- AMERICAN ACADEMY OF ORTHOPAEDIC SURGEONS
- AMERICAN ACADEMY OF PEDIATRIC DENTISTRY
- AMERICAN ASSOCIATION CRITICAL CARE NURSES
- AMERICAN PSYCHOLOGICAL ASSOCIATION
- AMERICAN SOCIETY CELL BIOLOGY
- AMERICAN SOCIETY NEPHROLOGY
- AMERICAN SOCIETY OF ANESTHESIOLOGISTS
- AMERICAN SOCIETY OF ANESTHESIOLOGISTS AND SMITH-BUCKLIN
- AMERICAN SOCIETY OF HEMATOLOGY
- AMERICAN THORACIC SOCIETY
- AMERICAN WATER WORKS ASSOCIATION
- ASSOCIATION FOR SUPPLY CHAIN MANAGEMENT
- AVID CENTER
- BIOMEDICAL ENGINEERING SOCIETY
- BUFFINI & COMPANY
- CALIFORNIA BUILDING INDUSTRY ASSOCIATION
- CISCO SYSTEMS, INC.
- CLARION EVENTS
- CONSORTIUM OF MULTIPLE SCLEROSIS CENTERS
- DELOITTE TOUCHE TOHMATSU LIMITED
- GOLF COURSE SUPERINTENDENTS ASSOCIATION OF AMERICA
- HELMSBRISCOE
- HLTH
- HMP COMMUNICATIONS, LLC
- INFECTIOUS DISEASE SOCIETY OF AMERICA
- INTERNATIONAL ASSOCIATION FOR DENTAL RESEARCH
- INTERNATIONAL ASSOCIATION OF ORAL AND MAXILLOFACIAL SURGEONS
- INTERNATIONAL TEAM FOR IMPLANTOLOGY
- INTERNATIONAL TRADEMARK ASSOCIATION
- THE INSTITUTE OF ELECTRICAL AND ELECTRONICS ENGINEERS, INC.
- JACK HENRY & ASSOCIATES
- MCKESSON CORPORATION
- MULTIMEDIA ANIMAL CARE LLC
- NATIONAL BUSINESS AVIATION ASSOCIATION
- NATIONAL SCHOOL BOARDS ASSOCIATION
- NOVONORDISK
- ONPEAK
- THE OPTICAL SOCIETY
- OUTREACH CORPORATION
- PCMA
- PETCO ANIMAL SUPPLIES STORES, INC.
- SAP AMERICA
- SHOWCARE
- SOCIAL MEDIA MARKETING WORLD
- SOCIETY FOR VASCULAR SURGERY
- SOCIETY OF THORACIC SURGEONS
- SOCIETY OF TOXICOLOGY
- SPARGO, INC
- SPIE
- TECHNOSOLUTIONS, INC.
- TRANSPLANT GAMES OF AMERICA
- TWITCH INTERACTIVE, INC.
- THE UNITED ASSOCIATION OF JOURNEYMEN AND APPRENTICES OF THE PLUMBING AND PIPE FITTING INDUSTRY OF THE UNITED STATES & CANADA
- U.S. GREEN BUILDING COUNCIL
- WORLD FAMILY THERAPY ASSOCIATION

## INDUSTRY APPOINTMENTS

- CALIFORNIA COMEBACK TASK FORCE MEETING
- CALIFORNIA TRAVEL ASSOCIATION MEETING
- DESTINATION REPS MARKETING MEETING
- DESTINATION REPS QUARTERLY MEETING
- GLOBAL MEETING WEBINAR
- GMID – MEET SAFE WEBINAR PCMA CAPITAL CHAPTER
- GMID PCMA HILL WEEK APPOINTMENTS: STAFF MEMBER OF REPRESENTATIVE VINCENTE GONZALEZ (D; TX-15)
- GMID PCMA HILL WEEK APPOINTMENTS: STAFF OF SENATOR MICHAEL BENNETT (D - CO)
- HOSPITALITY/EVENT STRATEGISTS MEETING
- INTERNATIONAL ASSOCIATION OF EXHIBITIONS AND EVENTS
- INTERNATIONAL ASSOCIATION VENUE MANAGERS TOWN HALL MEETING
- PCMA BOARD MEETING
- PCMA COMMUNICATIONS COMMITTEE CALL
- PCMA FOUNDATION EXECUTIVE COMMITTEE MEETING-SPEAKER
- PCMA HILL WEEK TRAINING
- SAN DIEGO TOWN HALL MEETING FOR CUSTOMERS
- SDCCC SERVICE CONTRACTORS MEETING AND SDCCC REOPENING MEETING
- SDCCC TOWN HALL
- SDTA HOUSING PARTNER CALLS
- SDTA LEADERSHIP TEAM RETREAT