

TEAM SAN JOSE

CEDC Report – Mid-Year FY 2019–2020
March 23rd, 2020



TEAM SAN JOSE

Performance Metrics



Team San Jose
Convention Center and Facility
Performance Results
YTD December 31, 2019

	<u>YTD Actual</u>	<u>YTD Budget</u>	<u>Variance</u>	<u>Annual Goal</u>	<u>% Achieved</u>	<u>% Annual Goal Achieved</u>
Estimated Direct Visitor Spending	\$ 46,209,178	\$ 40,405,846	\$ 5,803,332	\$ 100,926,262	114%	46%
Future Hotel Room Nights Booked (Citywide)	75,044	83,289	(8,245)	160,000	90%	47%
Theater Occupancy	90%	86%	4%	87%	104%	51%
Gross Operating Results	\$ 6,890,288	\$ 4,599,050	\$ 2,291,238	\$ 14,326,389	150%	48%
Customer Satisfaction	97%	95%	2%	95%	102%	102%
Response Rate	34%					

TEAM SAN JOSE

Dashboard Metrics



// TEAM SAN JOSE HIGHLIGHTS //

// ECONOMIC IMPACT

Direct Spending

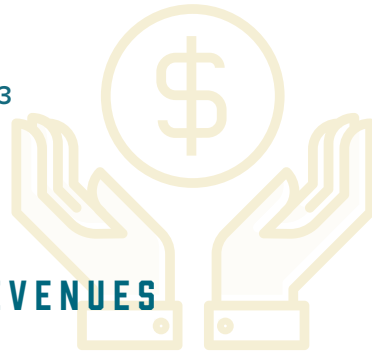
FYTD \$46,209,178

FYTD YOY ↓ 8.6%

Local Tax

FYTD \$2,001,903

FYTD YOY ↓ 3.6%



// OPERATING REVENUES

F & B

FYTD \$11,244,909

FYTD YOY ↑ 0.3%



Labor

FYTD \$8,828,289

FYTD YOY ↑ 12.3%



Building Revenue

FYTD \$3,599,610

FYTD YOY ↑ 0.7%



Other

FYTD \$3,099,436

FYTD YOY ↓ 2.7%



// VENUE ATTENDANCE

Total Venue Attendees

550,676

Convention Center

FYTD

247,688

FYTD YOY

↑ 39.5%

California Theatre

FYTD

28,845

FYTD YOY

↑ 10.3%

Center for the Performing Arts

FYTD

163,566

FYTD YOY

↑ 15.1%

San Jose Civic

FYTD

87,632

FYTD YOY

↑ 24.1%

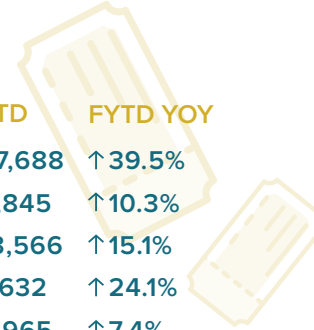
Montgomery Theater

FYTD

22,965

FYTD YOY

↑ 7.4%



// HOTEL INFO

Occupancy

FYTD

74.1%

FYTD YOY

↓ 5.4%

Average Daily Rate

FYTD

\$191.49

FYTD YOY

↓ 1.2%

Revenue Per Room

FYTD

\$141.95

FYTD YOY

↓ 6.6%

// ROOM NIGHT BOOKINGS

Future Room Night Sales

FYTD

75,044

FYTD YOY

↓ 30.6%



// WEBSITE UNIQUE VISITORS

e-News Subscribers

80,944

SanJose.org

SanJoseTheaters.org

MONTHLY

78,229

65,734

FYTD

662,199

414,008

FYTD YOY

↑ 3.49%

↑ 9.06%

// SOCIAL MEDIA

Facebook Likes



29,540

Instagram Followers



8,000

Twitter Followers



8,268

Pinterest Followers



563

YouTube Subscribers



372

LinkedIn Followers



2,472



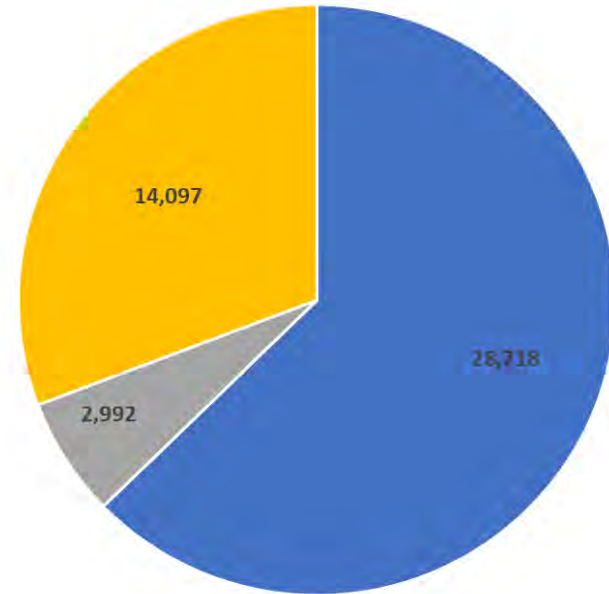
DECEMBER 2019

Sales Dashboard

Market Segmentation of Future Citywide Group Room Nights

Future Citywides Booked	FYTD	% FYOY
Count	10	- 41.2%
Rooms	45,804	- 44.3%

Lead Generation	FYTD	% FYOY
Event Leads Entered	618	3%
Room Night Leads Entered	694,394	4.8%



■ High Tech (Corp + Assoc) ■ Association ■ Corporate ■ SMERF / Sports

COVID-19 Cancellation Update

(As the situation is changing daily, we will provide current status on the day of the CEDC presentation.)

As of March 11, 2020, we have had thirteen conference cancellations due to cited health concerns.

In addition TSJ managed theaters had twenty eight cancellations due to the outbreak.

Additional Steps Undertaken at TSJ Managed Facilities

Increased disinfection schedule of door handles and push bars across our facilities

Free standing hand sanitizer units in all public passthrough areas

Individual hand sanitizer units in various locations across the facility

System of spray and disinfectant application at facilities after business hours

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Group Sales



Group Sales Strategy and Tactics

Analysis of and redeployment of sales territories

Analysis of sales trends and internal procedures:

- Calendar usage move-in/ move-out vs. show days
- Contracting groups on a Letter of Agreement (LOA) vs. Facility Use Agreement (FUA)
- Hesitancy of clients to contract full room block prior to conference

Improved procedures but negatively impacted sales through Q1 with Q2 on track to year-over-year production

Projected to meet year-end goals as new territories and new business operating procedures are integrated

Shift in approach for Space and Yield Management

Ex Hall Occupancy for peak four months (March – June) 2016 vs. 2020 – Move-In/ Move-Out vs. Show Days

Year	2016	2020
Ex Hall Occ – Move Days	39%	44%
Ex Hall Occ – Show Days	37%	33%
Total Ex Hall Occ	76%	77%
Room Nights	86,780	57,903*

* - Not inclusive of rooms on pick-up (those rooms that occur but are not contracted prior to the event)

Shift in approach to Calendar and Yield Management

Becoming much more strict with clients around amount of move-in / move-out days vs. show days

Incentivizing clients to shift pattern of show days to allow for more favorable patterns in hotels for layering business

Will allow for both better yield of conference business both in the San Jose McEnery Convention Center and directly in hotel properties.

TEAM SAN JOSE

Destination Marketing



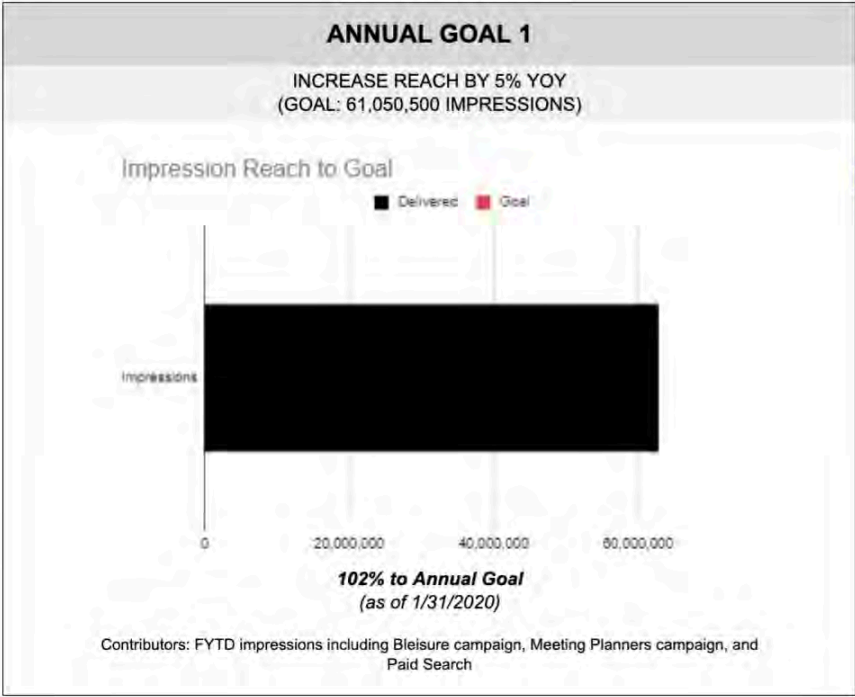
PAID

PAID:

- **Media:**

- BLEISURE / LEISURE:
 - Used ADARA Market Monitor predictive technology in conjunction with STR, Expedia and Group data to assess hotel need-periods in-destination, then creating corresponding campaigns to drive room nights:
 - Holiday Happenings
 - Theaters Month
 - #SanJoseLove
 - Feel the Beat (Winter Jazz Fest)
- MEETINGS:
 - Expanded depth of buys in FY 19-20 by incorporating more integrated components (dedicated emails, webinars, destination guides, native content,
 - First-to-market with Questex Meeting Planner 5-day email learning course (*to deploy 4/13*)
 - Presenting Sponsor of Northstar webinars in April and May, with 3-minute dedicated San Jose introduction
- SAN JOSE THEATERS:
 - Deployed Theaters-specific campaign beginning in January to attract venue bookers with ultimate goal of converting leads to bookings

PAID



OWNED

OWNED

• Email:

- Segmented database to roll-out ongoing communication strategies specific to Leisure and Meeting Planner audiences
- Implemented new data-capture tactics via website and social channels to support database growth



Host your next innovative event in San Jose, the capital of Silicon Valley. Have your pick of over 500,000 square feet of flexible event space. Available in every size and shape, ready to accommodate your next meeting. The recently renovated, San Jose McEnery Convention Center is home to hundreds of popular events. Your guests will find themselves in the middle of it all in our compact, walkable downtown. When the event wraps up, the fun is just getting started at craft cocktail bars, intimate music venues, lounges, galleries and more, all steps from their hotel. And the nearby airport makes getting here as simple as choosing San Jose.

EXPLORE NOW

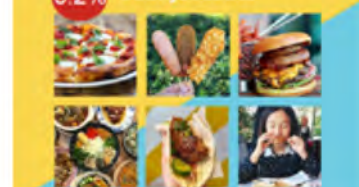


Enjoy the best of San Jose with special offers created just for you! Participating restaurants from San Jose neighborhoods are creating special menus with enticing offers so you can explore and discover special taste treats at fabulous 48% off.

SEE OFFERS



5.2% #SanJoseEats



Visit San Jose 2020



OWNED

Social:

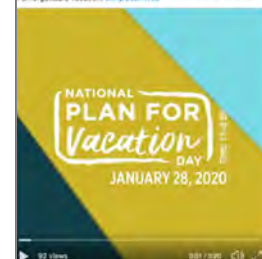
- Increased and streamlined organic posting cadence across platforms by 400%, driving significant increases in audience engagement MoM across channels
- Activated UGC collection for use throughout content
- Created custom content supporting the following campaigns:
 - Holiday Happenings
 - Theaters Month
 - San Jose Restaurant Week
 - Tết
 - #SanJoseLove
 - SuperBowl
 - Black History Month
 - Many More
- Follower growth up 15 % FYTD across all platforms



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Visit San Jose @VisitSanJose - Jan 28
 Happy National African American Day! Celebrate by planning your trip to
 an Jose and discover a welcoming city that has everything you need for
 unforgettable vacation. [bit.ly/2Hchbde](#)



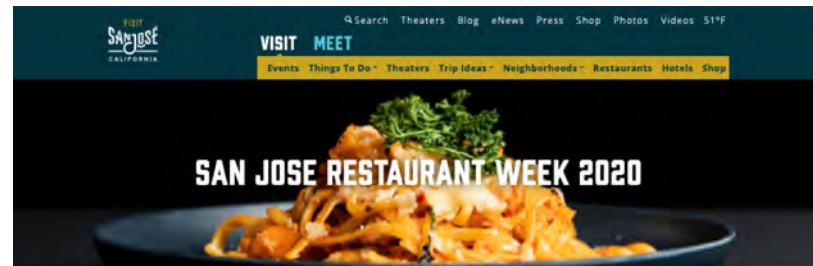
Visit San Jose
 Posted by VISIT SAN JOSE on February 2 at 4:00 PM
 almost game time! Who's ready? Let's go 49ers!



OWNED

- **Website:**

- Dedicated landing pages created for all need-period and earned/owned campaigns
- Web traffic seeing spikes across need-period and earned/owned campaign flights, comparing same period YOY:
 - Theaters Month: **up 167%**
 - Restaurant Week: **up 33%**
 - #SanJoseLove: **up 15%**



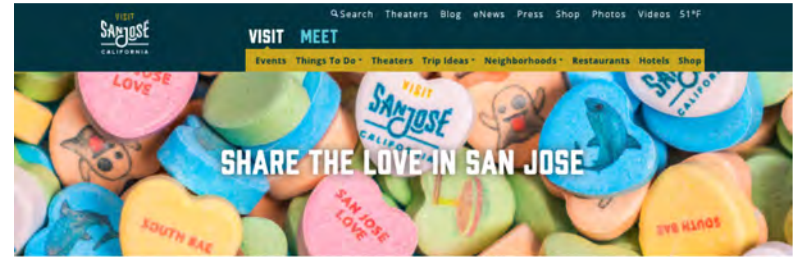
San Jose Restaurant Week is January 16 to 26!

Join in this citywide celebration of culinary talent and restaurants to explore neighborhoods, visit local gems and discover brand new favorites. Indulge your inner foodie with special prix fixe menus and dining deals throughout San Jose, only for a limited time!



OWNED

- Website:



We may be just a little bit biased, but there's so much to love about San Jose. You'll find outdoor adventures, diverse arts and culture, and a thriving foodie scene here in Silicon Valley's capital city. This Valentine's Day you can find creative new ways to have fun with your special someone.



OWNED

- **Website:**

- Shop San Jose page seeing 97% increase in traffic FYTD vs same period FY18-19
- New street vendor locations and presence at major local events (Downtown Ice and Cinequest)



Want some cool San Jose swag?
Be the first to get the newest San Jose branded T-shirts, hoodies, hats and more available here from Visit San Jose.



EARNED

EARNED

PR:

- Led an integrated marketing execution of San Jose Restaurant Week resulting in several media placements locally, regionally and nationally
- Distributed a “New Hires” press release announcing several new team members to the Visit San Jose team resulting in coverage in trade publications
- Proactively pitched and secured interest for upcoming in-destination visits from top travel writers and editors
- Developed pitches highlighting Visit San Jose offerings including meetings, arts & culture, dining and the overall destination resulting in ongoing conversations for future coverage set to run in the coming months
- Total reach FYTD:
 - **185,179,390**

The Mercury News



Forbes

Take Advantage Of Restaurant Week At These San Francisco Bay Area Hot Spots

Given San Francisco's huge range of diversity, it shouldn't come as a surprise that this city has a melting pot of unique restaurants and internationally-acclaimed chefs at the helm of their kitchens. January is California Restaurant Month meaning that some of the most well-known food-centric Bay Area cities are hosting their own restaurant weeks! There's no better time than now to try out new restaurants that might normally be out of your price range. So go ahead, indulge.

Around the Bay Area

San Jose Restaurant Week

Over 30 restaurants are participating in the culinary celebration that runs from Jan. 16-26 including Michelin-rated ADEGA Restaurant, which serves authentic Portuguese cuisine; Luna Mexican Kitchen, which serves upscale Mexican cuisine; and the newly opened Mesa on Santana Row, which serves modern Mediterranean fare.



Team San Jose makes several new hires

América News

▲ Scott Wood | January 20, 2020 | 0 Comments



Team San Jose, a non-profit economic development group dedicated to leisure and business travel in San Jose, has made several new appointments.

This team will showcase the experiences delegates can expect at the San Jose McEnery Convention Center, San Jose Theaters and Visit San Jose.

Karolyn Kirschner, CEO of Team San Jose, said: "These positions are all integral parts of our organization. We are thrilled to bring top-tier talent to the organization as we continue to propel San Jose forward as a leader and innovator in the meetings and conventions space."

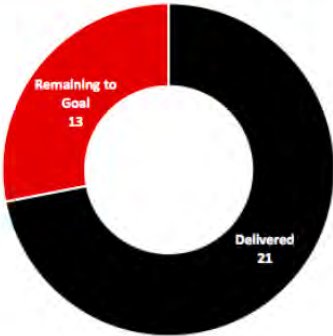
The first appointment is Paul Sabry as Chief Financial Officer (pictured left). Sabry has more than 20 years finance experience in the hospitality sector, and was previously Director of Finance for Hyatt Paradise Point Resort in San Diego.

Simone Harris (pictured right) joins as General Manager, having previously held positions at Sage Hospitality, The Westin San Francisco and more.

EARNED

ANNUAL GOAL 4

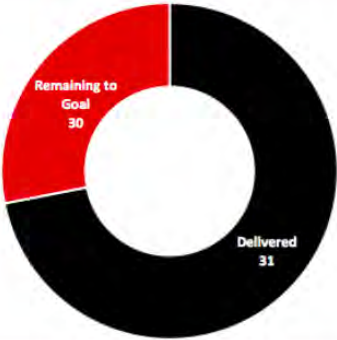
INCREASE REGIONAL, NATIONAL, AND INTERNATIONAL HOSTED TRAVEL MEDIA BY 5% YoY
(GOAL: 34)



DELIVERED = 62% TO GOAL
REMAINING = 38% TO GOAL
(as of 2/28/2020)

ANNUAL GOAL 5

INCREASE PLACEMENTS SECURED BY 5% YoY
(GOAL: 61)



DELIVERED = 51% TO GOAL
REMAINING = 49% TO GOAL
(as of 2/28/2020)

THANK YOU