

# 5-Year Sales and Marketing Plan

09/09/2014



TOURISM AUTHORITY

## 5-Year Plan Agenda

- Executive Overview
- Objective 1: Maximize Destination Hotel Room Night Production
- Objective 2: Secure Facility Revenue
- Objective 3: Focus on the open dates within the next ten years
- Objective 4: Develop New Accounts
- Objective 5: Secure Medical Citywide Rotations
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## Sales and Marketing 5-Year Plan

# Sales and Marketing 5-Year Plan

## Executive Overview

The Citywide long-term sales and marketing five-year plan is about maximizing the room nights and revenue generated for the San Diego Convention Center. The San Diego Tourism Authority key objectives are listed along with the strategies and measurements for each objective. The five-year plan focuses around filling the existing San Diego Convention Center space with the most lucrative business possible for the destination. The San Diego Tourism Authority Sales Team has been aligned to focus on generating the business and working with the San Diego Convention Center staff to service each account with the proven high San Diego standards. The Citywide Sales Team is dedicated and experienced with excellent relations with the key Citywide clients. Working closely with the San Diego Tourism Authority staff, we are able to leverage our marketing relationships and sales efforts to benefit the entire community.

The Citywide long-term sales team continues to do a tremendous job getting the top conventions, many of which are high profile medical shows on the books and booking our key clients out into the future to ensure they do not move to another city. The gaps between these Citywides in the next ten years is a focus for this sales and marketing plan to ensure the success of the San Diego Convention Center and the community.

# Citywide Long-term Sales Team Organization Chart and Deployment Map:

## WESTERN REGION CITYWIDE SALES TEAM



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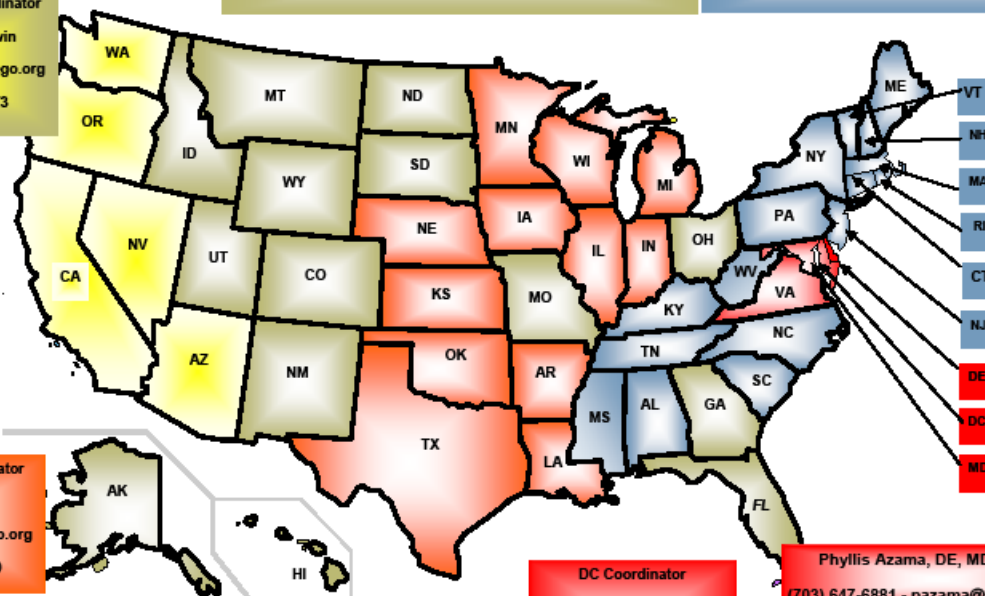
## San Diego Tourism Authority Citywide Sales Team Territories

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# Objective 1

“Maximize Destination Hotel Room Night Production. SDTA and SDCCC overriding mission is to generate significant economic benefits and hotel room night usage for the greater San Diego region by hosting international and national conventions and trade shows in our world-class facility.” As stated in the exhibits incorporated in the SDTA and SDCCC Contract.

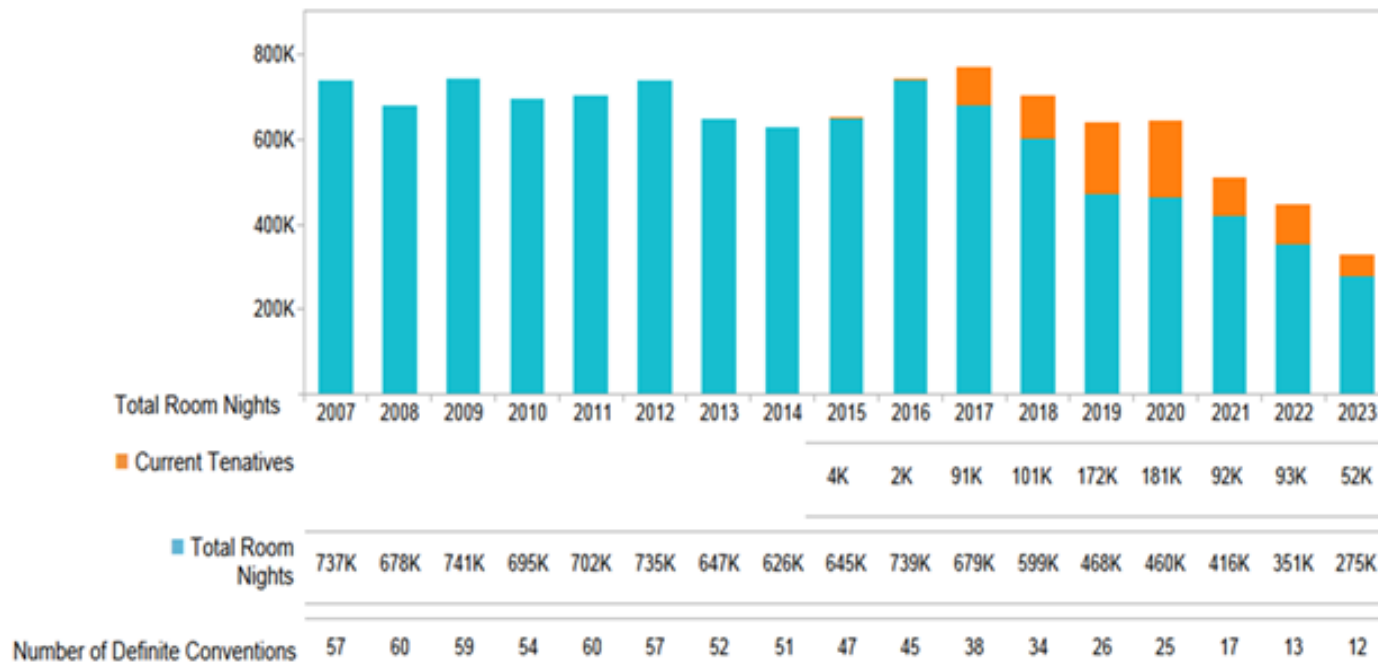
- **Strategies**
  - Focus resources against the highest revenue generating opportunities for the SDCCC and other stakeholders.
  - Deploy sales team to cover approximately 883 accounts with potential to meet in San Diego.
  - Continue to support the SDTA Hotel Meetings to focus on marketing, soliciting and generating opportunities for the SDCCC.
  - Publish on sandiego.org, monthly Sales Activity Report with graph showing the room nights consumed and conventions booked, lost and tentative compared to the prior year.

(con't)

## Sales and Marketing 5-Year Plan

# Year-by-Year Review of Historical Rooms and Future Rooms On the Books at the SDCCC

The following pages focus on 2016 – 2020, listing the number of open weeks, Medical Citywides booked and which holidays are open.



# Sales and Marketing 5-Year Plan

## 2016 Review

- Room Night
  - Rooms Booked 739,362
  - Tentatives 2,491
- Partial Space Availability (Weeks Open):
  - Peak Weeks Feb (2)
  - Shoulder Jun (1) Aug (1) Dec (1)
- Need Dates:
  - 1<sup>st</sup> week of January
  - Easter week
  - Memorial Day
  - Labor Day
  - Rosh Hashanah
  - Thanksgiving
- Total Citywides booked: 45 (19 are Medical Citywides)



# Sales and Marketing 5-Year Plan

## 2017 Review

- Room Nights
  - Rooms Booked 679,282
  - Tentatives 90,788
- Partial Space Availability (Weeks Open):
  - Peak Weeks Feb (1) May (1)
  - Shoulder Aug (1) Dec (2)
- Need Dates:
  - 1<sup>st</sup> week of January
  - Easter week
  - Thanksgiving
- Total Citywides booked: 38 (18 are Medical Citywides)

# Sales and Marketing 5-Year Plan

## 2018 Review

- Room Nights
  - Rooms Booked 598,651
  - Tentatives 101,284
- Full Building Availability (Weeks Open): Feb (1) Jul (1)
- Partial Space Availability (Weeks Open):
  - Peak Weeks Mar (1) Apr (1) Oct (1)
  - Shoulder Jan (1) Aug (2) Dec(1)
- Need Dates:
  - 1<sup>st</sup> week of January and Martin Luther King Day
  - Easter week
  - Thanksgiving
- Total Citywides booked: 34 (19 are Medical Citywides)

# Sales and Marketing 5-Year Plan

## 2019 Review

- Room Nights
  - Rooms Booked 467,541
  - Tentatives 172,499
- Full Building Availability (Weeks Open): Mar (3) Aug (1)
- Partial Space Availability (Weeks Open):
  - Peak Weeks Apr (2) Sep (3) Oct (1) Nov (2)
  - Shoulder Jan (1) Jul (1) Dec (1)
- Need Dates:
  - 1<sup>st</sup> week of January
  - Presidents' Day
  - Easter week
  - Rosh Hashanah
  - Yom Kippur
  - Thanksgiving
- Total Citywides booked: 26 (12 are Medical Citywides)

# Sales and Marketing 5-Year Plan

## 2020 Review

- Room Nights
  - Rooms Booked 460,442
  - Tentatives 180,699
- Full Building Availability (Weeks Open): Mar (1) Jun (2) Aug (2)  
Sep (2) Nov (2)
- Partial Space Availability (Weeks Open):
  - Peak Weeks Feb (3) Apr (1)
  - Shoulder Jan (2) May (1) Jul (1) Dec (1)
- Need Dates:
  - Martin Luther King Day
  - Presidents' Day
  - Labor Day
  - Rosh Hashanah
  - Yom Kippur
- Total Citywides booked: 25 (14 are Medical Citywides)

# Sales and Marketing 5-Year Plan

**Citywide Fiscal Year Booking Activity** – The long-term sales team began FY14 with a room night production goal of 62 conventions and 860,000 room nights. As detailed below the team booked 61 conventions with 816,188 room nights compared to FY13 booking 59 conventions and 813,662 room nights.

DEFINITE		FY14 JUNE, 2014	FY13 JUNE, 2013	CUMULATIVE FYTD 2014	CUMULATIVE FYTD 2013
	CONVENTIONS	25	27	61	59
	ATTENDANCE	170,225	230,150	441,875	617,088
	ROOM NIGHTS	308,598	409,930	816,188	813,662
TENTATIVE		FY14 JUNE, 2014	FY13 JUNE, 2013	CUMULATIVE FYTD 2014	CUMULATIVE FYTD 2013
	CONVENTIONS	7	3	97	108
	ATTENDANCE	38,085	13,250	711,021	621,469
	ROOM NIGHTS	64,007	17,492	1,431,540	1,089,222

## **FY14 PERCENT TO GOAL FOR FUTURE BUSINESS ROOM NIGHTS**

	GOAL	YTD	PERCENT TO GOAL
FY14 PERCENT TO GOAL	860,000	816,188	95%

## Objective 2

Secure Facility Revenue. The SDTA and the SDCCC has established Group Contract Agreements and Guidelines that provide the ability to contract specific revenues and if necessary offer reduced or discounted deviations from the standard license fee rates. These apply during the sales and marketing negotiations when it is determined that alternative terms are required to book a particular convention.

- **Strategies**

- Continue to involve the SDCCC VP of Sales and Services, Event Management team, Centerplate managers, and Smart City staff, in site visits and negotiations to ensure we achieve all potential revenues for the building.
- Use MINT and the post-cons to better qualify future business opportunities.
- Maximize the catering food and beverage by Centerplate and audio visual by PSAV in the Group Confirmation Agreement.
- Implement the SDCCC FY15 rental pricing increases for all groups.

- **Measurement**

- Facility rental revenue

## Objective 3

Focus on the short term 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. It is an important strategy to hold future years for the key large accounts, however many of these accounts are not prepared to book due to their booking cycle.

- **Strategies**

- Continue to protect and hold the high impact opportunities in the future years.
- Focus on the short term open dates, evaluating the P holds associated with definite business, and then using the SDTA client database along with the major hotel chain database to market our need dates.
- Establish a list of accounts that book within our window of need dates.
- Market to the groups that book into this window with direct mail and email blasts.

- **Measurement**

- Monthly review of the room nights summary booked per calendar year.

## Objective 4

Develop new accounts that will book in the San Diego Convention Center.

- **Strategies**

- Use resources including MINT database, Top Medical Meetings, Tradeshow Weekly database, Competitive calendars and Top 250 Tradeshows list to find new accounts.
- Target opportunities that meet in our need dates.
- Use our events in market to familiarize new clients about how much San Diego has to offer a Citywide convention and their attendees.
- Continue sending out SDCCC open dates with hotel availability.
- Trace out lost business to determine if we can book a future year.

- **Measurement**

- Track research progress monthly listing the new accounts generated and continue to build the funnel with details of when the accounts can book San Diego.

(con't)



## Lost Business Report for FY 2014

In summary of the (57) groups listed; (12) were lost to another destination, (16) due to cost, (12) to not having their preferred dates, (7) with space issues (7) lost due to changes in their meeting/organization, and (3) due to construction/expansion.

BREAKDOWN OF BUSINESS LOST						
EVENT	REASON	EVENT DATES		PROJECTED ATTENDANCE	ROOMS	ROOM NIGHTS
U.S. General Services Administration	Government determined they did not want to fund this meeting.	5/2/2014	5/9/2014	9,000	2,700	10,210
Dunkin' Brands, Inc.	Group has decided to cancel Global Meeting and replace this event with smaller regional meetings.	4/27/2015	4/29/2015	3,000	1,550	6,400
Microsoft Corporation	SharePoint Conference merging with other meeting, and changing dates.	5/10/2015	5/15/2015	5,000	4,000	20,200
Yamaha Motor Corporation	Two of the products they planned to launch are having engineering issues; along with the new President coming into office in January has forced them to re-source the RFP in January 2014.	6/17/2015	6/12/2015	2,200	1,060	3,320
AVID Center	AVID center attendees can't afford room rates downtown.	7/25/2015	8/5/2015	3,000	2,000	12,700
New York Life Insurance Company	Perception of San Diego as too expensive. Selected Dallas.	8/16/2015	8/28/2015	3,800	2,202	9,879
American Society of Consultant Pharmacists	Hotel rates too expensive.	10/12/2015	10/17/2015	1,200	800	2,672
American Society of Hematology	ASH has selected Orlando for 2015 due to our potential construction.	12/4/2015	12/8/2015	25,000	12,000	56,640
National Potato Council	Selected Las Vegas.	1/6/2016	1/10/2016	2,000	1,200	4,000
American Nurses Association	ANA's option has been forced for 2016 by AFCEA West.	2/14/2016	2/19/2016	1,300	1,000	2,710

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BREAKDOWN OF BUSINESS LOST						
EVENT	REASON	EVENT DATES		PROJECTED ATTENDANCE	ROOMS	ROOM NIGHTS
American Society of Civil Engineers/J. Spargo	Client has been self contained in past and this is two programs that are being combined. They feel more comfortable in a smaller center.	2/28/2016	3/3/2016	2,000	674	2,368
California Charter Schools / HelmsBriscoe	Client selected Long Beach Package.	3/8/2016	3/9/2016	3,000	900	2,190
Lifesavers Inc.	Only wanted to consider Long Beach.	4/16/2016	4/19/2016	1,800	1,300	4,375
American Institute of Architects	Cancelled due to the SDCCC expansion construction.	6/16/2016	6/18/2016	25,000	6,000	23,220
New York Life Insurance Company	Denver is more centrally located which was preferred to a West coast destination.	8/23/2016	9/2/2016	3,800	2,279	10,262
American Nurses Credentialing Center	None of the HQ Hotels could provide more than 300-400 rooms on peak.	10/4/2016	10/7/2016	8,000	3,500	11,965
National Society of Genetic Counselors	Concerns over the change in pattern if San Diego was selected along with the higher rental fees at the center than the other cities being considered.	10/4/2016	10/8/2016	2,000	650	2,295
Tableau Software	Date availability, not preferred, booked 2019.	10/31/2016	11/3/2016	15,000	5,000	21,070
U.S. Green Building Council	Concerns over accessibility and airlift into San Diego are major concerns for group maximizing overall growth and financial return for the show.	11/1/2016	11/4/2016	28,000	5,150	19,380
Splunk	Selected Orlando.	11/1/2016	11/4/2016	8,500	3,900	16,710

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BREAKDOWN OF BUSINESS LOST						
EVENT	REASON	EVENT DATES		PROJECTED ATTENDANCE	ROOMS	ROOM NIGHTS
American Traffic Safety Services Association	Hotel rates too high. Went to Phoenix.	1/26/2017	1/26/2017	2,000	1,282	4,969
National School Boards Association	Even though NSBA was successful in San Diego this past year, NSBA's attendance has decreased since 2008 as a result of School Board funding decreases in the economic downturn.	4/4/2017	4/12/2017	7,000	5,000	19,100
IDEA Health & Fitness Association	Lack of hotel meeting space.	8/8/2017	8/14/2017	5,000	1,100	4,610
Tableau Software	IDSA went DEF utilizing the space.	10/2/2017	10/5/2017	7,000	7,200	32,475
Minor League/Major League Baseball	No hotel space.	12/10/2017	12/14/2017	4,000	2,464	10,220
The Association of American Geographers	Needs hotel rates under \$200. San Diego is too expensive overall of this group.	3/19/2018	3/24/2018	7,500	1,500	6,720
Materials Research Society	MRS will be going to PHX due to hotel rates and center pricing.	3/27/2018	3/31/2018	6,000	1,716	8,308
International Parking Institute	Needs hotel rates under \$200. San Diego is too expensive overall of this group.	5/13/2018	5/16/2018	2,000	1,060	4,208
LPL Financial LLC/Maritz	1st option group signed GCA and is now definite for San Diego. LPL was 2nd option, releasing space.	6/24/2018	6/27/2018	4,500	3,775	14,037
American Association for Laboratory Animal Science	Dates changed.	9/23/2018	9/27/2018	4,800	2,200	10,675

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BREAKDOWN OF BUSINESS LOST						
EVENT	REASON	EVENT DATES		PROJECTED ATTENDANCE	ROOMS	ROOM NIGHTS
American College of Veterinary Surgeons/Experient	Hotel rates too high compared to competition.	10/16/2018	10/20/2018	1,400	900	3,807
Athletic Business Media Inc.	Client prefers dates early November, before Thanksgiving.	11/28/2018	12/1/2018	3,900	1,350	4,970
Minor League/Major League Baseball	No hotel space.	12/7/2018	12/13/2018	4,000	2,464	10,220
Materials Research Society	MRS will be going to PHX due to hotel rates and center pricing.	4/22/2019	4/26/2019	6,000	1,716	8,308
RFID Journal, LLC	Phoenix offer RFID preferred pattern (Tue-Thu), cheaper center rental, and much less expensive hotel rates.	5/1/2019	5/3/2019	2,500	1,100	3,376
American Podiatric Medical Association, Inc.	Date availability, not preferred.	5/30/2019	6/2/2019	4,000	900	2,850
International Society on Thrombosis Haemostasis	LPL has signed GCA, releasing space to let LPL contract 2019.	8/10/2019	8/15/2019	5,000	3,719	22,090
Am. Academy. of Otolaryngology, Head & Neck Surgery	AAO-HNS has decided to rotate to Honolulu, HI in 2019.	9/9/2019	9/9/2019	9,400	4,300	20,872
Society of Petroleum Engineers	Selected Calgary, Alberta, Canada.	9/14/2019	9/18/2019	10,000	3,085	12,384
Biomedical Engineering Society	Dates changed.	9/25/2019	9/28/2019	2,000	1,200	4,225

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BREAKDOWN OF BUSINESS LOST						
EVENT	REASON	EVENT DATES		PROJECTED ATTENDANCE	ROOMS	ROOM NIGHTS
National Electrical Contractors Association	LAS Vegas was chosen due to the high attendance that it attracts when in Las Vegas.	10/26/2019	10/30/2019	4,500	1,800	8,244
Cystic Fibrosis Foundation	Lack of space at convention center.	11/4/2019	11/10/2019	4,000	2,500	10,250
Teachers of English to Speakers of Other Languages	Need rates under \$229.	3/20/2020	3/27/2020	6,500	2,500	9,755
Materials Research Society	MRS will be going to PHX due to hotel rates and center pricing.	4/13/2020	4/17/2020	6,000	1,716	8,308
American Academy of Physician Assistants	Another group went definite for the dates needed.	5/15/2020	5/20/2020	4,500	3,900	20,124
Academy of Management	West Coast rotation change, working on finding another year.	8/20/2020	8/25/2020	10,000	4,430	21,520
Specialty Graphic Imaging Association	We did not have preferred date/availability.	9/21/2020	9/25/2020	6,000	3,500	16,625
Association for Supervision and Curriculum Development	Client wanted to move from LA to San Diego. They are already confirmed in LA, and need us to cover 900K in cancellation. We are unable to move forward on this.	4/9/2021	4/12/2021	15,000	6,000	24,492
American Association for Clinical Chemistry	The Board mandates that the association can only hold their show in the 3rd or 4th week of July due to other conflicts. We offered the first week in August since ESRI and Comic-Con are in July.	8/1/2021	8/6/2021	20,000	7,500	36,150
Biomedical Engineering Society	Client has decided to stay on the East Coast for 2021. We are still in the running for October 2020.	10/19/2021	10/23/2021	4,000	1,450	5,105

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BREAKDOWN OF BUSINESS LOST						
EVENT	REASON	EVENT DATES		PROJECTED ATTENDANCE	ROOMS	ROOM NIGHTS
Minor League/Major League Baseball	No hotel space.	12/12/2021	12/16/2021	4,000	2,464	10,220
American Correctional Association	Hotel rates too high. Selected Phoenix.	1/6/2022	1/11/2022	2,500	1,500	5,295
Cisco Systems, Inc.	Bio has moved dates to 2022, Cisco will not confirm dates unless expansion has been approved, and completed before their 2022 show.	6/10/2022	6/16/2022	17,000	7,260	35,302
Academy of Management	West Coast rotation change. San Diego to bid on 2022 and 2027.	8/1/2024	8/6/2024	10,000	4,430	21,520
American Society of Human Genetics	Date availability/limited availability.	10/28/2024	11/1/2024	12,000	3,000	12,840
American Association of Pharmaceutical Scientists	Center and hotel rates.	11/16/2024	11/21/2024	10,000	3,500	14,830
American Society of Human Genetics	Date availability/limited availability.	10/27/2026	10/30/2026	8,000	3,000	12,840

## Objective 5

Secure Medical Citywide Rotations. The SDCCC is a leader in servicing the lucrative Medical Citywide group market. Each key Medical Citywide is covered by a National Sales Director, targeting their next open year to meet on the west coast.

- **Strategies**

- Ensure deployment of the key accounts has clear responsibility for each Medical Citywide.
- Continue signature events in the Midwest and DC/VA/MD areas targeting the Medical Citywide clients.
- Continue to monitor developments in the West Coast Convention Centers. Improvements to these centers continue to allow them more opportunity to target our Key Accounts.

- **Measurement**

- Quarterly review of the Medical Citywides booked per year.

(con't)

# Sales and Marketing 5-Year Plan

Citywide Sales Activity - Medical Citywides on the books

Medical Groups						
2014	2015	2016	2017	2018	2019	2020
18	14	19	18	19	12	14



# Sales and Marketing 5-Year Plan

## West Coast Competition Updates

The Moscone Center Expansion Project will increase the gross square footage of the Moscone Center facility by about 20 percent, from approximately 1.2 million square feet to 1.5 million square feet. Through the expansion, as well as through renovation and repurposing of the existing facility, the project would result in an approximately 42 percent increase in functional space, to about 888,300 square feet from 625,600 square feet, as well as reconfigured support space.

Additional space would be created by excavating in two locations under Howard Street and expanding the existing below-grade exhibition halls that connect the Moscone North and South buildings. The proposed project would create a total of approximately 580,000 square feet of contiguous exhibition space below ground. The proposed project would also reconfigure the existing adjacent bus pick-up and drop off facilities and create two pedestrian bridges spanning Howard Street, which would connect Moscone North and South expansions at the second level above grade. A joint project between the Moscone Expansion District, the San Francisco Tourism Improvement District Management Corporation, and the City and County of San Francisco's Convention Facilities Department, construction on the Moscone Center Expansion Project is slated to begin this November and be completed approximately 44 months later at an anticipated cost of \$350 million.

(con't)



# Sales and Marketing 5-Year Plan

## West Coast Competition Updates

**Anaheim Convention Center:** Anaheim currently has 813,000 square feet of exhibit space. In January 2013 the Anaheim Convention Center Grand Plaza opened, which is a 100,000 square foot outdoor multi-use area designed for outdoor enjoyment and meeting space. As of March 2014, the City Council voted for and approved a proposed \$180 million expansion of the Anaheim Convention Center. The project, projected to be completed by 2017, would be the seventh expansion since the Convention Center opened in 1967, would create 200,000 square feet of “flexible space” where a parking structure now sits, and a new parking structure would be built elsewhere. The flexible space, pushing the city-owned center’s rentable square footage to 1.8 million, could be used for such things as exhibit space, a ballroom and a breakout area for meetings. Construction will begin the summer of 2014. The funding will be recouped over 30 years from an extra 2 percent bed tax charged on hotel rooms in the resort area near Disneyland and the Convention Center since 2010.

**Los Angeles Convention Center:** In June 2014, the Los Angeles city officials moved forward with a plan to remodel the Convention Center without the long planned football stadium. Mayor Eric Garcetti and the L.A. City Council committee voted to spend \$600k in bond money to pay for predesign work for three applicants for the Convention Center remodel. The concept calls for adding 300,000 square feet of new exhibit space, 75,000 square feet of meeting space, a 60,000 square foot ballroom, and various façade upgrades. There will also be space set aside for a 1,000 room hotel to complement the JW Marriott/Ritz complex.

## Objective 6

Leverage SDTA Sales Teams Synergy. The combination of the Hotel Meetings Team and Citywide Sales Team has allowed us to have more market intelligence and a stronger presence at tradeshow, sales trips, industry events, and partner events, to ensure we uncover all the opportunities for San Diego.

- **Strategies**

- Ensure Hotel Meetings team refers SDCCC opportunities to the Citywide Sales Team and SDCCC Sales Team.
- Plan out each fiscal year travel and tradeshow to cover more events and clients for the destination.
- Analyze each Citywide account to determine who is responsible for the hotel meetings potential.

- **Measurement**

- Track the number of client visits on the sales activity report and leads generated per event.

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# Sales and Marketing 5-Year Plan

## Detailed FY15 Tradeshow and Sales Call Schedule

SALES TRADESHOWS	San Diego Tourism Authority Master Event Calendar					
	FY15					
	2014					
	Jul	Aug	Sep	Oct	Nov	Dec
BG-Barb Greenhalgh ER-Ernie Rossow JB-Jenna Bisesi GW-Gillian Ware LH-Lee Ann Hoshaw JH-Jen Hicks MC-Michelle Coombs AC-Andrea Cowsar BM-Brianne Mouton MS-Michael Steffen Incentive TBD Matt-Matt Schechter AH-Anne Hartley AR-Angie Ranalli JS-Jacqueline Scott MA-Maria Andriola DM-Dave Matta PA-Phyllis Azama LW-Lynn Whitehead DG-Damara Gomez	All Things Meetings Silicone Valley 7/23 BG	ASAE Annual Nashville, TN 8/9-8/12 MC/ZM	HSMAI Meet National Washington DC 9/3-9/4 MC/ZM	IMEX America Las Vegas, NV 10/14-10/16 PS	Luxury Meetings Summit Los Angeles, CA 11/20 LH	CalSAE Seasonal Spectacular Sacramento, CA 12/4 JB/PS
	DMAI Annual Las Vegas 7/21-7/23 MS	IncentiveWorks Toronto, Canada 8/19-8/20 AC/ZM	Professional Fraternity Assoc. Annual Norfolk, VA 9/4-9/6 BM	Rejuvenate Marketplace Atlanta, GA 10/28-10/30 BM	National Coalition of Black Meeting Planners Cincinnati, OH 11/12-11/15	Holiday Showcase Chicago, IL 12/16 AR/ZM
	FEA Annual Meeting Naples, FL pull-ups 7/7-7/11 BM/ZM	Kellen Annual Partner Meeting Atlanta, GA 8/6-8/8 JH/PS	RCMA Aspire Regional Event Anaheim, CA 9/22-9/23 BM	Luxury Meetings Summit San Fran, Silicon Valley 10/30-10/31 BG	National Collegiate Honors Council Denver, CO 11/5-11/9	IAEE Annual 12/9-12/11 Los Angeles, CA RO
	CEMA La Jolla, CA 7/13-7/15 AH/ER/ZM	HPN Global Partners Washington, DC 8/18-8/24 ER	Meetings Focus Newport Beach, CA 9/7-9/10	National PanHellenic Conference St. Louis, MO 10/25 BM	SITE Annual Rotterdam 11/1-11/14	Smart Meetings Dallas, TX 12/4
	Smart Meetings Washington, DC 7/24	MPI-WEC Minneapolis, MN 8/2-8/5 AC/PS	Smart Meetings Scottsdale, AZ 9/7-9/9	IAHMP 10/22-10/25	ICOMEX Mexico City 11/5-11/7	
		Connect Specialty Marketplace Orlando, FL 8/21-8/23 GW/BM			Smart Meetings San Diego, CA 11/20	
		Luxury Meetings Summit Dallas, Houston, San Antonio, Austin 8/5-8/8 ER			SGMP National Capital Expo (NATCAP) McLean, VA 11/13-11/14	



TOURISM AUTHORITY

# Sales and Marketing 5-Year Plan

## Detailed FY15 Tradeshow and Sales Call Schedule

San Diego Tourism Authority Master Event Calendar						
FY15						
2015						
Jan	Feb	Mar	Apr	May	Jun	
RCMA Annual Birmingham, AL 1/26-1/30 BM/PS	MPINCC San Francisco, CA 2/19 BG	MIC Colorado Denver, CO 3/15	Springtime Washington, DC 4/9 DM	HSMAI Meet West Garden Grove, CA 5/5-5/6	Collaborate Orlando, FL 6/11-6/13	
	ACHS – National Association of College Honors Societies Reno, NV 2/12-2/15	Incentive Travel Exchange Las Vegas 3/18-3/21 LH	ConferenceDirect Annual 4/20-4/24 Dallas, TX LH/JS	HB/ABC Annual Las Vegas, NV 5/18-5/20 ER	Smart Meetings	
	MEET Mid-America 2/3-2/4 Dallas, TX	Experient Envision Anaheim, CA 3/11-3/13 LH	GaMPI	(NCORE) National Conference on Race & Ethnicity 5/26-5/30 Washington DC GW		
	Destination Showcase Washington, DC	Retreat Resources FL Roadshow	All Things Meetings	MSR Partner Forum		
	AMC Institute Annual Meeting	Smart Meetings	Smart Meetings	Smart Meetings		
	GMITE	CalSAE Elevate	MPI SoCal EdCon	RCMA Aspire Regional Conference		
	Smart Meetings	MPI Cascadia Tacoma, WA	IPEC	Destination California		
	MPI Cascadia Tacoma, WA	Eventeract				
				SGMP		

SALES TRADESHOWS

BG-Barb Greenhalgh  
ER-Ernie Rossow  
JB-Jenna Bisesi  
GW-Gillian Ware  
LH-Lee Ann Hoshaw  
JH-Jen Hicks  
MC-Michelle Coombs  
AC-Andrea Cowsar  
BM-Brianne Mouton  
MS-Michael Steffen  
Incentive TBD  
Matt-Matt Schechter  
AH-Anne Hartley  
AR-Angie Ranalli  
JS-Jacqueline Scott  
MA-Maria Andriola  
DM-Dave Matta  
PA-Phyllis Azama  
LW-Lynn Whitehead  
DG-Damara Gomez



TOURISM AUTHORITY

# Sales and Marketing 5-Year Plan

## Detailed FY15 Tradeshow and Sales Call Schedule

San Diego Tourism Authority Master Event Calendar						
FY15						
2014						
SALES CLIENT EVENTS	Jan	Feb	Mar	Apr	May	Jun
			Los Angeles Client Event	Chicago Cubs Client Event	Arizona Client Event	San Francisco Client Event
			DC Area Roadshow	PNW Client Event		
NETWORKING EVENTS	Jan	Feb	Mar	Apr	May	Jun
	PCMA Convening Leaders	DMAI Foundation Dinner	Atlanta CVB Rep		PCMA Foundation Dinner Washington, DC	AFOC Awards Gala Chicago, IL
					PMPI Educational Experience	AMPS Summer Event Washington DC
					HIP Network Luncheon	PMPI Evening under the Stars Washington DC
					MPI KC Chapter EdCon	

# Sales and Marketing 5-Year Plan

## Detailed FY15 Tradeshow and Sales Call Schedule

San Diego Tourism Authority Master Event Calendar						
FY15						
2015						
SALES TRADESHOWS	Jul	Aug	Sep	Oct	Nov	Dec
	CEMA		Colorado Client Event	Sac Client Event The Kitchen	DC Client Event Washington, DC	Holiday Breakfast Chicago, IL
			Atlanta Client Event	OC Client Event	Seattle Client Event	Bay Area Client Event
	Jul	Aug	Sep	Oct	Nov	Dec
		PMPI Summer Sizzle Washington DC			PCMA Bowl-A-Thon Chicago, IL	CVB Reps Holiday Event Washington DC
		CVB Reps Summer Social				SITE Holiday Event
	Jul	Aug	Sep	Oct	Nov	Dec
NETWORKING EVENTS	Jul	Aug	Sep	Oct	Nov	Dec

- **Key Tradeshows and Signature Events include the following:**

- IMEX in Las Vegas – One Citywide and six Hotel Meeting National Sales Directors attended and met with clients for three days, with appointments scheduled back to back. This show targets both the Corporate, Association and Intermediary segments, both key to the SDTA teams short term booking production.
- Holiday Showcase in Chicago – Primary Association market event at the Hyatt Chicago, kicked off by a special tradition San Diego breakfast in the Rush Street area.
- PCMA Events – At the National Meeting the majority of the Citywide Sales Team and three Hotel Meetings National Sales Directors planned appointments to cover all the key accounts for San Diego. This is the event for the top Association customers which is the SDCCC target market and comprises the majority of the business booked. Continue to be involved with other PCMA client meetings throughout the year.
- Midwest Roadshow – The Citywide Sales Team and Hotel Meetings Team started in Chicago with 165 customers then went through Indianapolis, Kansas City and Dallas promoting San Diego.
- Springtime in Washington DC – The DC/Virginia/Maryland office and Rick Outcalt, worked the tradeshow floor to ensure our top market clients were updated and reviewed all potential contracts that are due to be signed.





# 5-Year Sales and Marketing Plan

