

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

**Director Gretchen Newsom, Chair  
Director Alyssa Turowski  
Director Will Rodriguez-Kennedy**

**WEDNESDAY, JANUARY 29, 2025, 11:00 A.M.  
111 W. Harbor Drive, 2<sup>nd</sup> Floor, Executive Boardroom  
San Diego, California 92101**

**AGENDA**

**Telephone number for members of the public to observe,  
listen, and address the meeting telephonically:  
(727) 731-7732 – No access code needed.**

**1. Call to order: Gretchen Newsom, 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. Minutes of October 30, 2024, Sales & Marketing Committee Meeting**

**4. Chair Report**

**5. Sales & Marketing Updates:**

- **Year-End Short-Term Sales Update** – Andy Mikschl
- **Year-End Long-Term Sales Update:** - Kavin Schieferdecker

**6. Staff Updates:**

- **Client Communications:** Rip Rippetoe

**7. Urgent non-agenda items (must meet the requirements of Government Code, Section 54954.2)**

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

### Adjournment

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In compliance with Government Code section 54957.5, non-exempt written material that is distributed to the Board prior to the meeting will be available at the meeting or it may be viewed in advance of the meeting 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 if you would like to pick up a copy of any material related to an item on this agenda.

**Agenda Item 3**

**MINUTES**

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

**COMMITTEE MEETING OF OCTOBER 30, 2024**

**BOARD MEMBERS PRESENT:** Chair Shawn VanDiver and Director Sam Nejabat

**BOARD MEMBERS ABSENT:** Director Alyssa Turowski

**STAFF PRESENT:** Rip Rippetoe, Mardeen Mattix, Andy Mikschl and Pat Evans (Recorder)

**ALSO PRESENT:** Kavin Schieferdecker, SDTA

1. **Call to Order:** Chair Shawn VanDiver called the meeting to order at 11:09 a.m. at 111 West Harbor Drive, San Diego, California.

Chair Van Diver announced that since this meeting is being conducted on site with an open telephone line to the public, the first action is to perform a roll call to determine which Board members are present on this call:

**Director VanDiver– Present**  
**Director Turowski - Absent**  
**Director Nejabat- Present**

Chair VanDiver further noted that all votes would be recorded via roll-call vote and all Directors were present except Director Turowski.

2. **Non-Agenda Public Comment:** Chair VanDiver requested public comment regarding any non-agenda items. Hearing none, the meeting proceeded.

3. **Minutes of June 26, 2024, Sales & Marketing Committee Meeting:**

Chair Van Diver inquired if any member of the public wished to comment on Agenda Item (3). No members of the public responded to the request for comment.

**Directors Nejabat and VanDiver moved and seconded, respectively, to approve the Minutes of the June 26, 2024, Sales & Marketing Committee Meeting.**

**Director VanDiver– Aye**  
**Director Turowski - Absent**  
**Director Nejabat- Aye**

**Vote: Unanimous**

**AYES: 2**

**NAYS: 0**

**ABSTENTIONS: 0**

**4. Chair’s Report: None**

**5. Short Term Sales Update: Mr. Mikschl reported the following:**

The short-term activity is set forth below:

Year-end results: The short-term sales team booked 43 events representing approximately 300,000 attendees and approximately 20,000 room nights and \$1.7 million in rental revenue to a goal of \$1.5 million in rental revenue.

The FY 24 sales numbers are definitely a reflection of the Corporation’s continued strategy to be very selective in terms of the business that is being booked to ensure that events are driving those necessary revenue line items for both the Corporation and its hotel partners.

We are also making sure that we are booking events that bring the community into the center like the Auto Show and Bridal Bazaar and events like the San Diego Art Show which is scheduled for this weekend. That is a high-level art event that is becoming an annual event for the center. We also have a jewelry show booked that will bring local guests into the building.

We are currently receiving so many business leads for review that we are considering hiring an additional Sales Coordinator to assist us with qualifying the business to ensure that we are booking the appropriate business for the right periods of time. We had a very successful FY 2024.

- Events booked through September 2024: 3 (compared to 3 in 2023) and 16 total events (compared to 9 last year).
- September Attendees: - 6,900 (compared to 7,150 in 2023) and total attendees of 62,415 (compared to 124,350 last year)
- September Room Nights: 2,368 (compared to 6,295 - in 2023) and total room nights of 7,979 (compared to 8,507 last year)
- Monthly Rental Revenue: \$200,940 (compared to \$112,450 in 2023) and total rental revenue is \$757,620 (50.5% of goal) compared to \$487,530 last year.

- The center had a very short-term event that booked that brought in over \$1 million in food and beverage revenue. This event relocated from another facility and we happened to have space available.
- The World Road Running Championships will be in San Diego next September and this event will bring world-class runners from all over the world. This should be a significant event for the destination and the convention center will host the event's Expo.

**Long-Term Sales Update:** Mr. Schieferdecker reported the following:

Year-end Results:

The long-term sales team achieved 134% of their goal of 650,000 room nights which was driven primarily by the new sales strategy which was put in place in the beginning of FY 2023.

A couple of events which helped reach this goal were the to ASH events that were booked in 2031 and 2033. The partners in the entire destination came together to make those bookings successful.

From a client services perspective, the SDTA team conducted 127 planning meetings where clients come into town to make sure their events are on track.

SDTA implemented a housing accuracy forecasting tool which will help our partners better understand room nights and better manage their inventory.

SDTA also instituted a member satisfaction survey to assess how our client services team is doing for our hotel partners. We have been working with the SDCC staff to get quality questions into their survey regarding how SDTA is doing from a sales and services perspective.

SDTA will continue to focus on quality bookings over quantity and more short-term lucrative business that benefits the convention center and the revenue streams of their partners in addition to the hotel partners.

As an example of how the new business strategy has changed the booking process, in the past, 5% of the room nights were booked over a five-year period. This year, 24% of rooms are booked within a five-year period. In the past, 19% of business was booked outside of 15 years and in the past 2 years, zero (-0-) business has been booked outside of 15 years.

In previous years, less than five percent of business was booked in December and January, which are our slowest months around the industry. This year, SDTA booked 28% of business within those months. In year past, we booked 28% of business in October which is one of the busiest months in the year. Now it's just 8%.

- Sales Activity Report – September – Mr. Schieferdecker reported that long-term sales has booked 3 convention (vs. 25 for this period last year) and 8 total conventions year-to-date (compared to 4 last year).
- Staff have booked 48,518 room nights for September (vs. 60,275 for this period last year) and total room nights of 94,236 (compared to 99,603 last year)
- September Attendance: 24,000 (vs. 23,000 last year). Total attendance this year is 67,570 (vs. 41,800 last year).
- The funnel of tentative total room night bookings have increased to 1,493,612 from 1,923,377 last year.
- We have rebooked both Nephrology and Avid events as well as a new event named Crime-Con which has potential to grow into a much bigger event.

Chair VanDiver inquired whether any member of the public wished to comment on Agenda Item (6). No members of the public responded to the request for comment.

7. **Staff Updates:**

- **Client Communications:** Rip Rippetoe
  - Mr. Rippetoe reported that staff have been communicating with the clients regarding the Harbor Drive project and its impact of event freight transportation.
  - The customer service survey scores from clients remain high.

Chair VanDiver inquired whether any member of the public wished to comment on Agenda Item (7). No members of the public responded to the request for comment.

8. **Urgent non-agenda items** (must meet the requirements of Government Code, Section 54954.2): **None**

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

There being no further business, the meeting adjourned 11:31 a.m.

**CERTIFICATION**

I, Shawn VanDiver, 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 October 30, 2024.

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Shawn VanDiver, Chair

# Agenda Item 5



**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*

	FY25 DECEMBER 24	FY24 DECEMBER 23	CUMULATIVE FYTD 2025	CUMULATIVE FYTD 2024
<b>DEFINITE</b>	EVENTS	3	26	20
	ATTENDANCE	5,000	76,565	148,787
	ROOM NIGHTS	3,398	0	13,007
	RENTAL REVENUE	\$53,900	\$27,200	\$934,020

## FY25 PERCENT TO GOAL

*Convention Center Rental Revenue*

	GOAL	YTD	PERCENT TO GOAL
CONTRACTED RENTAL REVENUE	\$1,500,000	\$934,020	62.3%

## San Diego Convention Center Short Term Sales December 2024 Sales Activity Report

### CONTRACTED SHORT TERM EVENTS/ DECEMBER 2024

EVENT NAME	EVENT DATES	PROJECTED ATTENDANCE	PEAK ROOMS	ROOM NIGHTS	RENTAL
Progressive Labor Summit 2025	03/29/25	500	0	0	\$9,800
Bridal Bazaar Fall 2025	09/21/25	2,000	0	0	\$12,750
2025 Great Minds in STEM Conference	10/04/25	2,500	1,040	3,398	\$31,350
<b>TOTAL</b>		<b>5,000</b>		<b>3,398</b>	<b>\$53,900</b>



## San Diego Convention Center Short Term Sales December 2024 Sales Activity Report

### CONTRACTED SHORT TERM EVENTS/ FY25 YTD

EVENT NAME	EVENT DATES	PROJECTED ATTENDANCE	PEAK ROOMS	ROOM NIGHTS	RENTAL
ASNE Fleet Maintenance Symposium 2025	09/24/25	1,300	200	445	\$59,000
One Piece Trading Card Game Offline Regional	11/02/24	1,300	0	0	\$15,680
Advance Automotive Battery Conference 2026	12/06/26	2,000	575	2,192	\$71,700
Gujarati Cultural Dance 2024	09/14/24	700	0	0	\$5,100
Broadband Communities West 2024	10/30/24	1,000	0	0	\$17,000
Toray Meeting	09/11/24	15	0	0	\$600
United States Univ. Commencement Ceremony	09/14/24	4,000	25	50	\$11,300
California Bridal & Wedding Expo2025	06/22/25	5,000	0	0	\$7,700
Shamrock Foods Company	09/25/25	2,000	303	424	\$41,800
San Diego World Running Championships	09/27/25	5,000	0	0	\$54,300
Wellness Together	10/01/25	2,000	500	1,000	\$104,800
Regional Task Force on Homelessness	12/11/25	1,200	100	300	\$55,800
Fanatics Fest San Diego 2025	12/15/25	30,000	500	1,200	\$111,900
Project Lead the Way Summit 2024	10/02/24	1,300	779	2,368	\$164,400
Yugioh! ROTA Regional Qualifier	10/20/24	600	0	0	\$5,600
Art San Diego	10/21/25	5,000	0	0	\$30,940
San Diego Home Fall Show 2025	08/17/25	5,000	0	0	\$15,400
IWRP Industry Day 2025	06/24/25	300	0	0	\$6,900
Global CTI Group	11/19/24	50	0	0	\$1,800
YBNB Bizcon 2025	09/12/25	500	0	0	\$3,600
Navy Gold Coast 2025	08/21/25	2,000	0	0	\$72,200
X-STEM Workshop San Diego 2025	09/23/25	900	0	0	\$6,000
Neighborhood House Association	11/23/24	400	0	0	\$16,600

## San Diego Convention Center Short Term Sales December 2024 Sales Activity Report

### CONTRACTED SHORT TERM EVENTS/ FY25 YTD (cont.)

EVENT NAME	EVENT DATES	PROJECTED ATTENDANCE	PEAK ROOMS	ROOM NIGHTS	RENTAL
Progressive Labor Summit 2025	03/29/25	500	0	0	\$9,800
Bridal Bazaar Fall 2025	09/21/25	2,000	0	0	\$12,750
2025 Great Minds in STEM Conference	10/04/25	2,500	1,040	3,398	\$31,350
<b>TOTAL</b>		<b>76,565</b>		<b>11,377</b>	<b>\$934,020</b>

San Diego Convention Center Short Term Sales December 2024 Sales Activity Report

# Citywide Sales Activity Report

Agenda Item 5



Bookings & Leads as of December 2024

## Citywide Primary Market

### Conventions, Trade Shows, Corporate & Incentive Events

DEFINITE	December 2024		December 2023		CUMULATIVE FY2025		CUMULATIVE FY2024	
	Conventions	6	11	18	18			
	Attend.	163,900	99,400	285,910	165,200			
	Contract Rooms	128,863	180,440	361,999	303,734			

LEAD	December 2024		December 2023		CUMULATIVE FY2025		CUMULATIVE FY2024	
	Conventions	5	3	62	97			
	Attend.	38,700	5,000	401,850	795,540			
	Requested Rooms	107,560	12,250	680,711	1,585,809			

### Variance Fiscal Year-to-Date

	CUMULATIVE FY2025	CUMULATIVE FY2024	YOY Variance	% YOY Variance
Definite Rooms	361,999	303,734	+58,265	+19.2%
New Lead Status Rooms	680,711	1,585,809	-905,098	-57.07%
Total Lead Status Rooms	1,262,810	1,670,962	-408,152	-24.4%

\*"Lead" status room nights in FY24 skewed by Hematology (ASH) entering lead status for two (2) years in July '23 (275,400 rns) and future years for annual corporate events (258,195 rns) equating to a total of 533,595 rns.

## Definite Event Breakdown

### Conventions, Trade Shows, Corporate & Incentive Events Booked in December 2024

SDTA Lead ID	SDCCC Lead ID	Account Name	National Sales Director	Event Dates	Contract Rooms	Peak Room Nights	Attend.
1223169	2707001	San Diego Comic-Con, Inc.	Jacqueline Scott	Jul 22 - 25, 2027	62,020	14,000	135,000
1236614	2829-65-65-30882	Confidential	Angie Ranalli	Mar 23 - 26, 2029	26,940	6,000	11,000
1232393	2829-65-65-11170	Avid Center	Kim Borneman	Jun 16 - 19, 2030	11,285	3,700	4,700
1232394	2829-65-65-20002	Avid Center	Kim Borneman	Jun 15 - 17, 2031	11,285	3,700	4,700
1233963	2829-65-65-19236	Avid Center	Kim Borneman	Jul 28 - 30, 2030	10,745	3,500	4,500
1235881	2829-65-65-27426	American College of Foot and Ankle Surgeons	Joe Clifford	Feb 20 - 23, 2031	6,588	1,800	4,000

## SUMMARY

Happy to report that overall, December's bookings and Mid-Year performance continues to follow the strategy implemented at the beginning of Fiscal Year 2023 and approved by the SDCCC Board to focus on quality vs. quantity bookings, target events that fall within the next five to seven years at a higher pace and/or that fall into a traditionally slower time for meetings & conventions.

- December production: 100% or 128,863 rooms, fall within the next 7 years with 69%, 88,960 rooms, falling within the next 5 years
- San Diego's beloved Comic-Con signed their license agreement for 62k rooms, 135K attendees to return in July of 2027.
- Fiscal year-to-date 56% of rooms booked, 204,360 rooms, fall within the next 5 years.
- Fiscal year-to-date 92% of rooms booked, 332,691 rooms, fall within the next 7 years

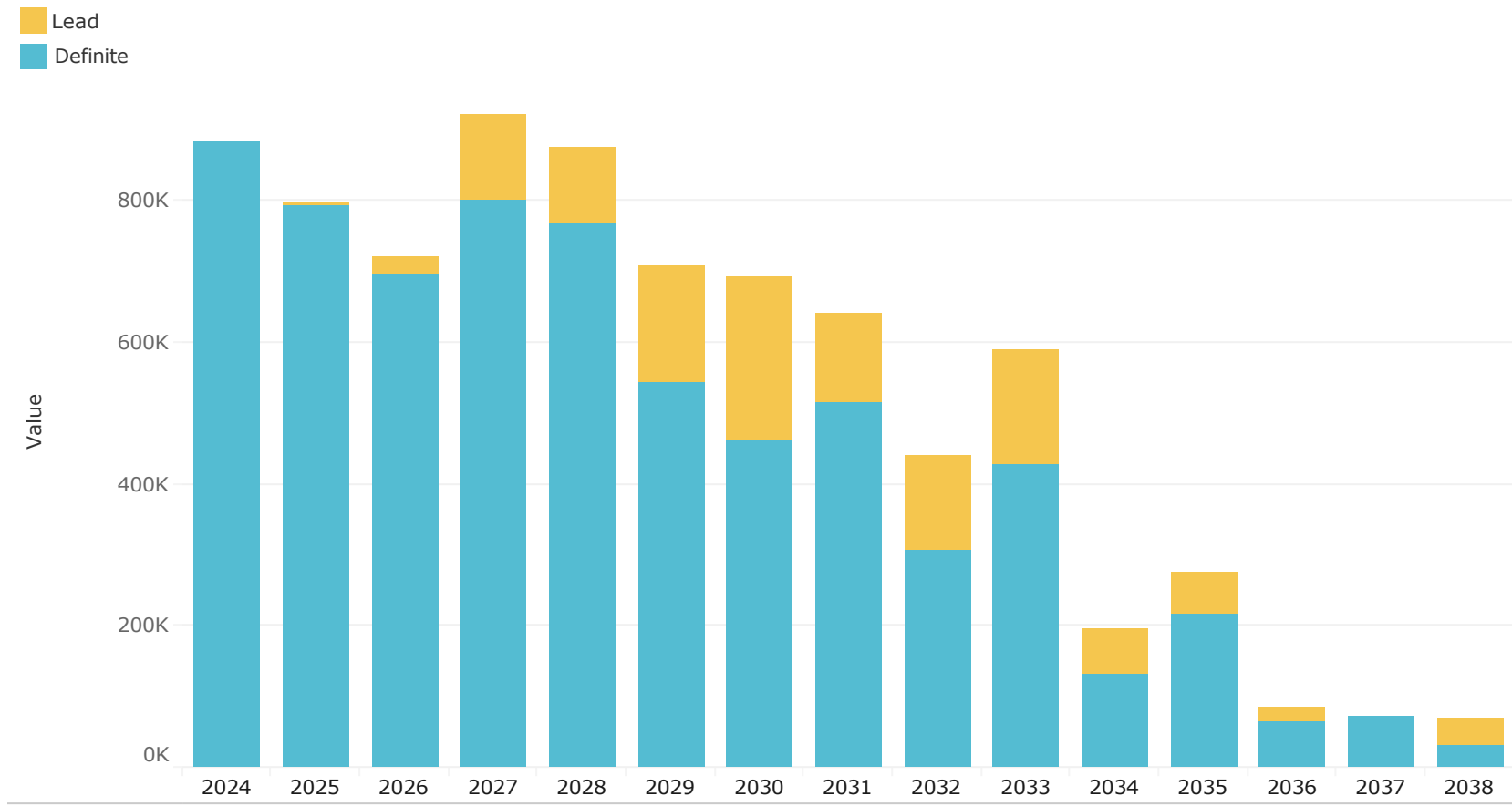
# Citywide Sales Activity Report

Definite Events On-the-Books as of December 2024



## Room Night Summary

Room nights by calendar year of event



Definite Bookings	50	45	42	37	28	24	19	21	13	10	3	6	2	3	1
Definite Room Nights	884K	792K	695K	801K	768K	542K	460K	515K	306K	426K	132K	215K	64K	71K	30K
Lead Room Nights		5K	25K	121K	109K	166K	232K	125K	135K	163K	63K	59K	20K		38K

- NOTE:**
- 2024 Definite Total Room Night Changes: + 6,356 definite room night increases primarily due to ALA (+3217) and
  - 2025 Definite Total Room Night Changes: + 432 definite room night increases due to AFCEA WEST increasing peak.
  - 2026 Definite Total Room Night Changes: - 5,288 definite room night decreases primarily due to CRF decreasing peak from 5K to 4K.
  - 2027 Definite Total Room Night Changes: + 62,020 New Definite and -3,430 in definite room night decreases primarily due to ASCRS and AAFP shoulder adjustments.
  - 2028 Definite Total Room Night Changes: No changes
  - 2029 Definite Total Room Night Changes: + 26,940 New Definite
  - 2030 Definite Total Room Night Changes: + 22,030 New Definite
  - 2031 Definite Total Room Night Changes: + 17,873 New Definite
  - 2032 - 2038 Definite Total Room Night Changes: No changes