

Keyser Marston Associates (KMA)
Peer Review of CSL Synergy Study

City of Santa Clara
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KEYSER MARSTON ASSOCIATES.

Review of CSL Methodology

Did they:

- ✓ Survey Past, Current and Potential SCCC Clients? YES
- ✓ Be conservative on % that would actually book? YES
- ✓ Review Examples in other cities? YES
- ✓ Computations Check Out YES



Bottom Line Test of Reasonableness

■ Given:

- Unique Stadium Club Space Added
- Added Entertainment Activity Induced by Stadium / Convention Center Combined

■ + Projected Event Day Increases @ CC

	<u>New</u>	<u>Now</u>	
□ Convention /Trade Show	12	170	= 7% up
□ Meeting / Banquet	8	77	= 10% up

✓ Conclusion: Reasonable Projections

