



**City of
Santa Clara**
The Center of What's Possible

October 24, 2018

To Our Valued Santa Clara Business:

In my previous letters, I shared the actions of the City Council taken to increase the level of transparency and stewardship expected for management of the Santa Clara Convention Center (SCCC) as an important public asset. To that end, a Request for Proposals (RFP) has been released nationally to seek proposals from firms to operate SCCC in a manner consistent with best centers across the country while recognizing the unique qualities and characteristics of its Santa Clara location and the local business community. I am reaching out to you to seek your input on key parameters that will guide the selection of the next operator of the Convention Center with the goal of strengthening the relationship between the Convention Center and local business community.

This letter, enclosed postcard, online survey, and workshop are part of a business engagement process to receive your input on the values and approach of a convention center operator that the selection panel should consider during the proposal review process. For a quick response, please respond to the questions on the postcard and drop it in the mail. For a more extensive survey available on Friday, October 26, 2018, please visit the City's website at santaclaraca.gov/government/open-city-hall. You can also attend a workshop scheduled on **Thursday, November 15, from 5 to 8 p.m. at the Convention Center**. Feedback received by mail, online, and at the workshop will be made available to potential proposers, the panel that will review the proposals to operate the SCCC, and the City Council that will award a contract.

The City values the SCCC and, as a publicly-owned facility and asset, recognizes its value to the City and business community. The contract for the management of the Convention Center is a unique business opportunity given SCCC's strategic proximity to some of the prominent entertainment venues in the Bay Area, such as the Levi's Stadium and California Great America Theme Park, and its Silicon Valley central location which is positioned to market and book a variety of conventions, trade shows, corporate meetings, and special events. In addition to its current location advantages, the City will be expanding its overall entertainment and shopping footprint in Silicon Valley with the build out of CityPlace Santa Clara, anticipated to be the largest mixed-use urban development in the western United States.

Santa Clara's businesses are important stakeholders in the success of SCCC and the City. Your input on the desirable characteristics, community benefits, and economic development strategies related to SCCC will assist in efforts to enhance our local economy.

Thank you for taking the time to provide your valuable feedback. We anticipate bringing a recommendation to the City Council to award a contract to a qualified firm with the objective of having an operator in place by mid-March 2019. To stay informed, please visit us on the City's website, santaclaraca.gov/cvb-chamber.

Sincerely,

Deanna J. Santana
City Manager

We Want Your Input: Santa Clara Convention Center Survey

Take an online survey, santaclaraca.gov/government/open-city-hall, or fill out this postcard to provide your input to the City of Santa Clara.

Describe your industry: _____

1. Please rank the following in terms of their relative importance as a goal for the Santa Clara Convention Center (SCCC).
(Rank 1-10, with 1 being the most important goal and 10 being the least important goal)

Hosting conventions and meetings from out of the area
 Maximizing revenue/profits to SCCC
 Creating hotel tax and sales tax revenue
 Hosting community-based events
 Generating economic impact for Santa Clara

Hosting consumer shows (e.g. home & garden shows)
 Incentivizing large conventions to choose Santa Clara
 Maintaining the SCCC in first-class condition
 Delivering high-level service for all attendees
 Hosting sporting events (e.g. tournaments)

2. In a few words, please describe the attributes of Santa Clara as a meetings and conventions destination that make it a good place for attendees.

3. In a few words, please describe how the SCCC and Convention-Visitors Bureau can promote, market, and help grow Santa Clara businesses.

Contact Information (optional): _____

Survey also available online at santaclaraca.gov/government/open-city-hall



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Place Stamp

Here

City of Santa Clara
City Manager's Office
1500 Warburton Ave
Santa Clara, CA 95050

Santa Clara Convention Center Survey