

Attachment 8

2021 Marketing Plan Questions

From: [Christine Jung](#)
To: [Mercurio, Jim](#); [Compliance Manager](#)
Cc: [Deanna Santana](#); [Ruth Shikada](#); [Brian Doyle](#); [Kenn Lee](#)
Subject: Draft 2021 Marketing Plan Follow Up
Date: Thursday, March 11, 2021 4:53:00 PM
Attachments: [image001.png](#)
[image003.png](#)

Hi Jim,

The Stadium Authority Board had a study session on the Draft 2021 Marketing Plan last night and requested clarification on the following items:

- Marketing Plan referenced 3,900+ executed client touchpoints that were recorded and closely followed through the CRM system. The Board requested for more information and data about the targeted clients.
- Stadium Authority staff previously requested more information from the Stadium Manager about the Marketing Budget that was referenced in the Marketing Plan. The Stadium Manager responded with two different amounts for the Marketing Budget (\$115k and \$50k) and it is unclear what is the total budget and whether those amounts included staff. The Board requested the following information:
 - Total Marketing Budget amount, including staffing resources and breakdown of costs
 - Strategy for marketing efforts that will be funded by the Marketing Budget
 - Previous fiscal years' spend on marketing staff and marketing efforts

The Board also discussed having an independent third-party consultant assess the Marketing Plan since there has been several years of poor financial performance. Please let us know if the Stadium Manager is interested in exploring this option, we can schedule a meeting to discuss this in more detail.

Please provide the Stadium Manager's responses to the abovementioned requests **by Monday, March 15** so that we can transmit them to the Board as part of the March 23, 2021 budget agenda report. Additionally, we are still waiting for the Stadium Manager to provide a final copy of the Stadium Operation and Maintenance Plan (SOMP) for staff's review and recommendation to the Board as part of the same agenda report. Please provide that document in electronic form in a separate email **as soon as possible but no later than Monday, March 15**.

Sincerely,

Christine Jung | Assistant to the Executive Director

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