



HYATT REGENCY SANTA CLARA
5101 GREAT AMERICA PARKWAY
SANTA CLARA, CA 95054- US
Telephone: (408) 510-6410
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January 18, 2021

Dear Mayor and Council:

On January 12, 2021 action regarding a consultative agreement between Jones Lang LaSalle (JLL) and the City of Santa Clara was deferred so that Council could understand more about the consultation objectives and to learn more from any relevant parties being impacted. To help provide clarity and recommended direction, I serve as Chair of the Board for the Santa Clara Tourism Improvement District and am qualified to represent our position on behalf of the advisory board.

As you know, the TID hotels have been in a transition period without a CVB/DMO going back to June of 2018. During that same window of time the TID has also been engaged in the process of attempting to change our self-assessment model with the City of Santa Clara while supporting the processes of creating a new DMO. Multiple organizations inclusive of JLL have assisted in a myriad of ways in helping with this process and there is still much to be accomplished. The JLL team has been very collaborative with the hotels, Spectra, Levy and the City of Santa Clara and has helped to incorporate the DMO, identify and interview candidates for the DMO CEO selection committee, establish new KPI's, collaborate on a new booking strategy for the hotels and convention center, create new Bylaws for the DMO, enforce a governance model and formulate administrative responsibilities to name a few.

It is our opinion there is still much to be accomplished with the DMO as it gets off the ground and will require much more assistance and consultation specific to marketing efforts, phasing of staffing, budget modifications, adaptation of business mix in a changed business environment and eventual fine-tuning of the recently adopted KPI's. JLL's role is to help support the City, the convention center and the hotels and we believe their role is critical at a time of great change. Moreover, the DMO is currently a staff of one employee and until future budgets can allow for increased resources it is imperative the organization have the support of JLL while this transition occurs. For the cost of consultative services being proposed, the DMO could not hire internally and be able to save cost while providing the level of service and experience being provided by JLL at this time. They play an important role at this critical juncture and we believe it would be prohibitive to not support the consultative efforts of JLL for the term proposed.

Thank you for your serious consideration to this very important agreement. More importantly, thank you for all you are doing during these unprecedented times in our history to support all of the people living and working in Santa Clara. On behalf of the SCTID hotels we are grateful for your sacrifice and hope that you are all safe and healthy!

With my best regards,

Mr. Eron Hodges
General Manager, Hyatt Regency Santa Clara
Board Chair, SCTID Advisory Board
5101 Great America Parkway
Santa Clara, 95054



January 22, 2021

Dear Mayor Gillmor and Santa Clara City Councilmembers:

At a recent meeting, the City Council deferred a decision regarding the continuation of a consulting agreement between Jones Lang LaSalle (JLL) and the City of Santa Clara. This deferment was made to provide our community's stakeholders with an opportunity to voice their opinions on the matter.

I am writing to express my support—and the backing of California's Great America—in extending the agreement between JLL and the City of Santa Clara. As Vice Chair of the Santa Clara DMO/CVB and General Manager of Santa Clara's largest tourist destination, I stand united with my colleagues who serve on the Board for the Santa Clara Tourism Improvement District in endorsing the extension of the agreement with JLL.

For nearly three years, the destinations and attractions of Santa Clara have been in a transition period as our industry navigates business in the absence of a well-established DMO/CVB. JLL's support has proven to be valuable and beneficial during this time for not only California's Great America but also our City's hoteliers and our industry partners. To date, JLL has registered our new organization, recruited a CEO and helped develop comprehensive bylaws for our newly formed DMO/CVB, among other impactful work.

There is still much to be accomplished as the new DMO/CVB becomes more established. This work will require additional consulting specific to our City inclusive of marketing, staffing, finance and our response and recovery to changing business environments. JLL's existing work with the City toward our objectives and their history with TID stakeholders positions their firm an exceptional fit for the task at hand. Their institutional knowledge and experience within the Silicon Valley environment will continue to provide value to our emerging DMO/CVB. I believe JLL is poised to assist the City, the convention center, and the hotels and attractions of Santa Clara in a way that makes them the logical selection for this partnership. They play a critical role at a pivotal time in our City's effort to launch a new DMO, and it would be in the best interest of all involved to support JLL's consultative services for the proposed term.

Thank you for your consideration and for your continuing support of our organization during this challenging time. We are grateful to call Santa Clara home, and we are eager to begin the exciting work of building back stronger than ever before.

With warm regards,

A handwritten signature in black ink, appearing to read "Manny Gonzalez".

Manny Gonzalez
Vice President and General Manager, California's Great America
Vice Chair, Santa Clara CVB/DMO

As the CEO of the newly formed DMO, I'd like to offer my support of the ongoing consultative services of Jones Lang LaSalle (JLL). JLL is proving to be a valuable resource to me, in not only setting up the new DMO, but providing expertise in the DMO space (what works and doesn't), and is well regarded in DMO circles around the country. JLL, from an ex-hotelier lens, is spearheading what I believe are truly innovative, forward-thinking ideas & future solutions to how Convention Centers and their food operators work with DMO's. Just a few benefits of these ideas and solutions are 1) more collaboration, 2) greater efficiencies, with less duplication & cost and 3) greater accountability with shared KPI's that benefit both the City of Santa Clara & the TID Hotels.

The true reality is that I am only a staff of one, and depend on JLL to assist me in laying the groundwork for the long-term success of the DMO.

Thank you in advance for your support!



Matt Stewart

President & CEO
Silicon Valley/Santa Clara DMO, Inc.

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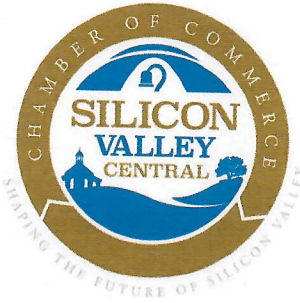
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Christian Pellecchia
Silicon Valley Central Chamber of Commerce
3350 Scott Blvd. Build. 54
Santa Clara CA. 95051

January 26, 2021

Santa Clara City Council
1500 Warburton Ave.
Santa Clara CA. 95050

Dear Mayor Gillmor, City Council and Staff,

On behalf of the SVC Chamber of Commerce, we recommend that the city approve the renewal of the contract with JLL for the consulting services as stated in Exhibit A. We make this recommendation for the following three reasons:

1. It would not be prudent or economically efficient to change course before we are able to witness the comprehensive results of the work JLL has done thus far.
2. It is our understanding that the contracted amount is capped at \$150k per year. If so, then acquiring another qualified candidate to replace JLL would surely cost as much, if not more, than this amount. Additionally, the costs to get the new employee/vendor current with the history and objectives for the newly established DMO would certainly be wasteful.
3. Finally, JLL is a well qualified and highly reputable company, particularly within the services that the city is requesting from them. In turn, for a nominal \$150k a year, the city receives a team of highly regarded experts to provide the infrastructure and direction needed to help Santa Clara become more of a destination for visitors, and to help our city become more economically viable.

Thank you for requesting the opinion of the Chamber on this matter, and we hope that our argument is useful for your continued discussions.

Sincerely,

Christian Pellecchia
Interim CEO

C. Pellecchia

From: [Chris Bupp](#)
To: [Nancy Thome](#)
Subject: Requested feedback
Date: Thursday, January 28, 2021 9:12:35 AM
Attachments: [image001.png](#)

Nancy,

Thank you for reaching out and on behalf of our group, I wanted to share some of our thoughts on your agreement of services and the infrastructure that is part of the scope of the agreement.

As we went through the RFP process, we understood the creation of a new DMO/CVB was important to the city of Santa Clara. If that remains a goal for the city, it is important to recognize that this is a big task. We as your food service provider play in important role in supporting this effort however it is important to have someone working with us and the other supporting organizations as a project manager or lead to bring the collective vision together.

We look forward to continuing to support the city and helping to grow Santa Clara as a destination for meetings and conventions.

Myself and Joiel Alexander from our business development team are happy to discuss further if you'd like to have a call.

Thanks!

Christopher Bupp | Regional Director of Operations
cbupp@levyrestaurants.com



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From: [Anderson, Dave](#)
To: [Nancy Thome](#)
Subject: Feedback
Date: Wednesday, February 3, 2021 9:37:48 AM
Attachments: [image001.png](#)

Hi Nancy,

Hope all is well. Below is the feedback you requested. Let me know if you need anything else.
Regards, Dave A.

“Spectra Venue Management regularly works with industry consultants such as JLL around the globe on facility and industry related projects that vary greatly in scope, complexity and long term vision. Our specific roles in each of these processes may vary, but our goal is always to work collaboratively with the consultant and our clients to assure a positive outcome for our facilities and markets.

The reimagination of the Santa Clara CVB is a very complex initiative that requires a credentialed industry expert or consultant with prior experience to manage the overall process and bring all the partners (City, Spectra, Levy, Hotels) together to collaborate on the vision, create and execute the plan, and monitor the performance to assure its long term success. While all of us individually bring our own expertise to the project, JLL is ultimately the one that efficiently manages the process, creates the environment for collaborative discussion, and assures that we are all working together and staying focused on the goal.

We had a very productive experience with JLL during our onboarding process in Santa Clara last year and are extremely excited to be working with them, the City of Santa Clara, Levy and the local hotel community to help plan the future of conventions and meetings in the City Santa Clara.”

Dave Anderson
General Manager-Palm Beach County Convention Center
Regional Vice President-Spectra Venue Management
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