

Harvey Rose Audit Recommendation Update – Marketing Plan

Update as of March 8, 2018

The Harvey Rose audit recommendation 1.L:

The Stadium Authority Board should direct the Executive Director to notify ManCo that previous annual marketing plans were inadequate as they did not set forth reasonably detailed plans to develop, implement, and monitor marketing, booking, advertising, and promotion of non-NFL activities. The Board should further direct the Executive Director to notify ManCo that future marketing plans must include such details and be reviewed for sufficient detail by the Executive Director before being presented to the Board.

From the perspective of SCSA staff, the 2018 Non-NFL Events Marketing & Business Plan (March 8, 2018 version) is responsive to this recommendation, as evidenced by the following excerpts from the Plan:

Plan Reference	Responsiveness to Audit
2017 In-Review, Actionable Opportunities (page 5)	The Plan details 3 actionable opportunities to improve as a business, specifically how we leverage our comparative advantages in our event booking • Staffing alignment • Client targeting • Defining brand
Events Business Model and Organizational Structure, Levi's® Stadium Event Definitions and Profiles (page 7)	The Plan clearly defines the two types of non-NFL events (major/special)
Levi's® Stadium Special Events, Business Update (page 8)	The Plan outlines 3 key changes to venue set up • Additional resources • Leveraging existing analytics • New Concessionaire & Partner
Levi's® Stadium Special Events, Go-to-Market Strategy: Promote Special Events opportunities at NFL activities (page 11)	The Plan highlights the continuing active promotion of Special Events during NFL events.
Levi's® Stadium Major Events , Go-to-Market Strategy: Source new events and relationships (page 18)	The Plan details efforts for competitive market research, strategic and creative bidding, and advertising/promotion during NFL events
Monitoring performance	SCSA staff and ManCo agree to work collaboratively in the first quarter of the SCSA Fiscal Year 2018-19 to establish key performance outcomes/metrics that will be used in future years to both evaluate the effectiveness of the Plan as well as inform the decision making process for the next annual Plan.