

From: [Santa Clara Fine Florals](#)
To: [Clerk](#)
Cc: [Mayor and Council](#)
Subject: RE: Support for Discover Santa Clara contract renewal
Date: Friday, June 5, 2026 2:42:16 PM

You don't often get email from cevans@scfineflorals.com. [Learn why this is important](#)

Dear Santa Clara City Council,

I am pleased to support the renewal of Discover Santa Clara's contract with the City of Santa Clara.

As the owner of Santa Clara Fine Florals, I have witnessed firsthand the positive impact Discover Santa Clara has on our local business community. Their efforts to promote tourism, events, and visitor engagement bring visibility, economic activity, and opportunity to businesses throughout our city. I have personally benefited from Discover Santa Clara highlighting my flower shop in Santa Clara.

Discover Santa Clara plays an important role in showcasing Santa Clara as a vibrant destination while fostering valuable partnerships between local organizations and businesses. Their work contributes to a stronger local economy and helps create opportunities for businesses of all sizes to grow and succeed.

I fully support the renewal of Discover Santa Clara's contract and appreciate their dedication to promoting our community. I encourage the City Council to continue supporting their efforts and the important work they do on behalf of Santa Clara.

Sincerely,

Carole Evans

Carole Evans | Owner, Florist

Santa Clara Fine Florals LLC

3579 Benton Street

Santa Clara, CA 95051

O: +1.408.791.4874

cevans@scfineflorals.com

www.scfineflorals.com



Santa Clara Fine Florals LLC distinguishes itself as a local, independent florist, separate from larger corporate entities.

From: [Tara Hardesty](#)
To: [Clerk](#)
Cc: [Mayor and Council](#)
Subject: Support for the Renewal of the Santa Clara Tourism Improvement District
Date: Tuesday, June 2, 2026 1:55:33 PM
Attachments: [DSC Support Letter.pdf](#)

Some people who received this message don't often get email from tara@themarketingmethod.com. [Learn why this is important](#)

Dear Mayor and Members of the City Council,

I am writing in support of the renewal of the Santa Clara Tourism Improvement District and the continued work of Discover Santa Clara.

As Owner of The Marketing Method Group, I have had the opportunity to work alongside the Discover Santa Clara team for many years. During that time, I have seen firsthand the positive impact they have on the city, its businesses, and the broader community.

What distinguishes Discover Santa Clara is its ability to bring people together. Their team is thoughtful, professional, and deeply invested in the success of Santa Clara. They have built strong relationships across the business community, local organizations, chambers, and city partners, serving as a trusted connector and advocate for the city.

Strong destination marketing is about more than attracting visitors. It is about creating awareness, building partnerships, supporting local businesses, and helping a community remain competitive. Discover Santa Clara consistently delivers on all these fronts. Their work strengthens Santa Clara's visibility while contributing to the economic vitality that benefits residents, businesses, and visitors alike.

In my experience, Discover Santa Clara is widely respected for both the quality of its work and the collaborative approach it brings to every partnership. The organization is an important asset to the City of Santa Clara, and I strongly support the renewal of the Tourism Improvement District so this work can continue.

Thank you for your consideration.

Tara

Tara Hardesty
Owner
The Marketing Method Group, Inc. ([TMMG](#))
415.652.1970
Click [here](#) to schedule a meeting.

From: [Peter Gamez](#)
To: [Clerk](#)
Cc: [Mayor and Council](#)
Subject: Support for the Santa Clara Tourism Improvement District Renewal
Date: Tuesday, June 2, 2026 11:54:44 AM
Attachments: [Outlook-45fqyfav.png](#)
[Outlook-gstzapeu.png](#)
[Discover Santa Clara Support Letter.pdf](#)

Some people who received this message don't often get email from peter@visitoakland.com. [Learn why this is important](#)

Dear Mayor and Members of the Santa Clara City Council,

On behalf of Visit Oakland, I am writing to express our strong support for the renewal of the Santa Clara Tourism Improvement District (SCTID) as Discover Santa Clara enters the final stage of the renewal process before the City Council.

Tourism Improvement Districts have proven to be highly effective tools for driving visitation, supporting local hotels and businesses, generating economic activity, and enhancing a destination's competitiveness. As a destination marketing organization, we have seen firsthand the positive impact dedicated tourism funding can have on a community's economy and long-term success.

The SCTID has played an important role in strengthening Santa Clara's visitor economy, supporting local hospitality partners, and attracting meetings, conventions, sporting events, and leisure travelers. Renewing the district will help ensure that Santa Clara remains well-positioned to continue generating visitor spending and economic benefits for years to come.

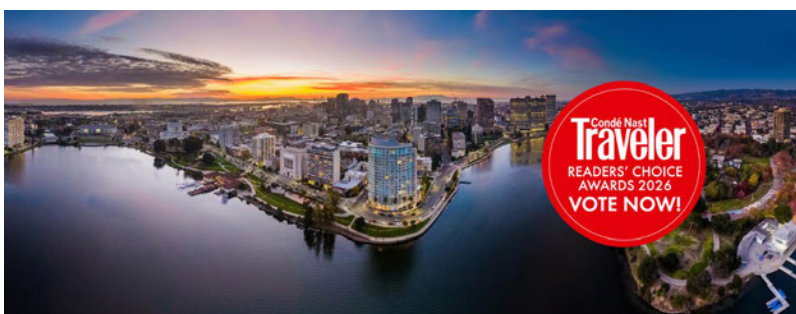
Attached is a letter of support from Visit Oakland for your consideration. We respectfully encourage your support of the SCTID renewal and appreciate your commitment to the continued success of Santa Clara's tourism industry.

Thank you for your time and consideration.



Peter Gamez | President & CEO

Direct: 510-208-0526 | Cell: 415-606-8876
481 Water Street, Oakland, CA 94607



Wellbeing Reminder:

I understand we all have different schedules and responsibilities. If you're receiving this message outside of your regular working hours, please know there's no expectation to respond immediately. I'm simply sending it at a time that works for me—feel free to reply when it works best for you. Your well-being matters!

From: [Westfield Valley Fair](#)
To: [Clerk](#)
Cc: [Mayor and Council](#)
Subject: Letter of Support for Discover Santa Clara - Council Meeting/Hearing on June 9, 2026
Date: Tuesday, June 2, 2026 9:35:07 AM
Attachments: [WVF Santa Clara Tourism Improvement District Renewal Support Letter June 2026.pdf](#)

You don't often get email from wvf@segalcommunications.com. [Learn why this is important](#)

Hello,

Please see the attached letter of support for the renewal of Discover Santa Clara. It is intended to be included in the packet for the upcoming hearing on June 9, 2026. Please let us know if you have any questions.

Thank you,
Team Westfield Valley Fair



Team Westfield Valley Fair
Segal Communications

segalcommunications.com

wvf@segalcommunications.com

[560 Pine St. San Francisco, CA 94108](#)



Subscribe Segal Communications Newsletter

From: [Taylor Amarante](#)
To: [Clerk](#)
Cc: [Mayor and Council](#)
Subject: In Support Of Discover Santa Clara - Santa Clara Tourism Improvement District's Renewal
Date: Tuesday, June 2, 2026 1:18:46 AM
Attachments: [Discover Santa Clara Renewal Letter.pdf](#)

You don't often get email from taylor.amarante@gmail.com. [Learn why this is important](#)

Good Evening,

Please accept this letter on behalf of my wife and I, lifelong residents of the city of Santa Clara, as a show of support for "Discover Santa Clara" during the Santa Clara Tourism Improvement District's renewal process. We are small business owners and we appreciate all DSC has done to help local businesses grow and attract new visitors and revenue.

Please use our letter if possible during public hearings. We will try to join live remotely to participate, but we have a 2 year old and the City Meetings usually run through bedtime.

:)

Best Regards,

Taylor & Marianela Amarante

From: [McPhail, Ariel](#)
To: [Clerk](#)
Cc: [Mayor and Council](#)
Subject: Santa Clara Tourism Improvement District Renewal - Discover Santa Clara
Date: Monday, June 1, 2026 10:42:03 AM
Attachments: [image.png](#)
[image.png](#)
[Santa Clara Tourism Improvement District Renewal - Discover Santa Clara.pdf](#)

Some people who received this message don't often get email from ariel.mcphail@sixflags.com. [Learn why this is important](#)

Good Morning, Santa Clara City Council,

Please find a letter of support for Discover Santa Clara's upcoming TID renewal process. If you have any questions or if any additional information is needed, please let me know. Thank you!

Have a T~~H~~RILLING day!

Ariel McPhail

Regional Sales Manager – West Region



 [Book time to meet with me](#)

From: [Michelle Hernandez](#)
To: [Clerk](#)
Cc: [Mayor and Council](#); miher408@gmail.com
Subject: Renewal of the Santa Clara Tourism Improvement District
Date: Friday, May 29, 2026 11:16:53 AM
Attachments: [image001.png](#)
[Letter Discover Santa Clara TID.docx](#)

Some people who received this message don't often get email from michelle.hernandez4@hilton.com. [Learn why this is important](#)

Dear Honorable Mayor and Members of the City Council,

Please see the attached letter supporting Discover Santa Clara.

I look forward to seeing the city continue to support this amazing organization. As an employer and resident of Santa Clara, I see the economic impact it has on our great county.

Sincerely,

Michelle Hernandez
Complex Director of Sales and Marketing



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From: [Jeffrey Church](#)
To: [Clerk](#)
Cc: [Mayor and Council](#)
Subject: Letter of Support- Discover Santa Clara Tourism Improvement District Renewal- June 9 Council Meeting
Date: Thursday, May 28, 2026 2:55:55 PM
Attachments: [Berkeley World Cup Logo.png](#)
[Visit Berkeley Letter of Support- Discover Santa Clara SCTID June 9, 2026.pdf](#)

Some people who received this message don't often get email from jchurch@visitberkeley.com. [Learn why this is important](#)

Good Afternoon Honorable Mayor Gillmor and Santa Clara City Council Members,

On behalf of Visit Berkeley, the Destination Marketing Organization for the city of Berkeley, I would like to enthusiastically submit my letter of support for the June 9th City Council meeting for the renewal of Discover Santa Clara's Tourism Improvement District.

Christine Lawson and the entire team at Discover Santa Clara's dedication to destination marketing and stewardship is invaluable not only for your community, but the entire Bay Area region as well.

I humbly request that you vote yes to renew the Santa Clara Tourism Improvement District, and I will continue to cheer on Discover Santa Clara from Berkeley!

--

Warm Regards,

Jeffrey Church | President & CEO

Visit Berkeley & Berkeley Film Office

[2030 Addison St, #102 | Berkeley, CA 94704](#)

510-549-7040



From: [Thompson, Kevin](#)
To: [Clerk](#)
Cc: [Mayor and Council](#)
Subject: Discover Santa Clara
Date: Thursday, May 28, 2026 9:46:41 AM
Attachments: [image001.png](#)

Some people who received this message don't often get email from kevin.e.thompson2@marriott.com. [Learn why this is important](#)

City of Santa Clara — I am writing to express my strong support for Discover Santa Clara (DMO) and the outstanding work they do to promote our city. Without a doubt, this is one of the most exceptional teams I have had the privilege of working with in my 30+ years in the hospitality industry. Collaborating with Christine and her team to drive business into Santa Clara has been truly impressive.

As the Director of Sales and Marketing at the Santa Clara Marriott, it is vital to have a partner like Discover Santa Clara actively promoting the destination and attracting large, high-impact opportunities that generate meaningful revenue for our city.

Beyond their success in group business development, their marketing team is second to none—consistently partnering with the hotel community to create innovative initiatives that keep Santa Clara top of mind.

At the Santa Clara Marriott, we are incredibly grateful for our partnership with Discover Santa Clara and proud to work alongside such a dedicated and talented team.

We NEED them and truly appreciate our partnership.

KEVIN E THOMPSON | DIRECTOR – Sales & Marketing

Santa Clara Marriott

2700 Mission College Blvd, Santa Clara, CA 95054

T: 408.986.6692 M: 650.248.6006

marriotthotels.com



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CREATE MEMORABLE EXPERIENCES, FROM START TO FINISH.



From: [Schor, Fiona](#)
To: [Clerk](#)
Cc: [Mayor and Council](#)
Subject: Support for TID Renewal
Date: Wednesday, May 27, 2026 5:43:00 PM

Some people who received this message don't often get email from fiona.schor@marriott.com. [Learn why this is important](#)

Dear Mayor and Members of the City Council,

My name is Fiona Schor, Senior Marketing Manager at the Santa Clara Marriott, and I am writing to support the renewal of the Tourism Improvement District. Through our partnership with Discover Santa Clara, we have directly benefited from their creative efforts to drive visibility and demand to our hotel. Initiatives such as giveaways, influencer partnerships, media events, cooking classes, blog features and so much more have brought meaningful exposure and new audiences to our property.

I would also like to recognize Christine, Ben, Zaina, and Katelyn. Their enthusiasm is inspiring, their out-of-the-box thinking and collaboration are truly impactful, and their efforts have been instrumental in our success at the Santa Clara Marriott.

I respectfully urge you to approve the TID renewal.

Sincerely,

Fiona Schor | Senior Marketing Manager
Marina del Rey Marriott & Santa Clara Marriott
T: 312.480.8002

DISCOVER
SANTA
CLARA

City of Santa Clara
Public Meeting & Comments

SANTA CLARA TOURISM IMPROVEMENT DISTRICT
(SCTID) RENEWAL

JUNE 9, 2026



1

AGENDA

01

Renewal Process Update

02

SCTID Hotelier Support

03

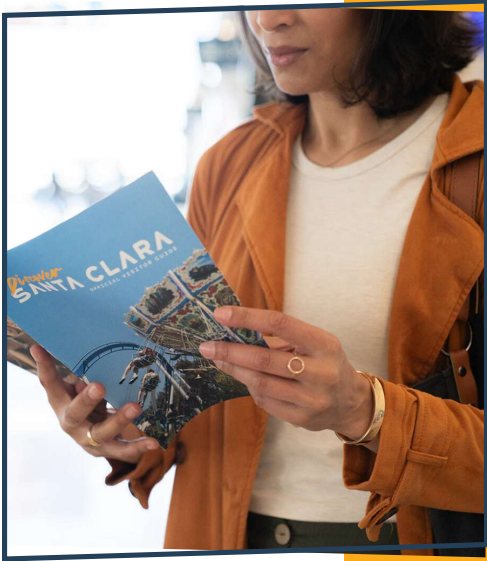
Proposed Renewal Review

04

Timeline & Next Steps

05

Questions



DISCOVER
SANTA
CLARA

2

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renewal process update

Since City Council’s Adoption of the Resolution of Intention on May 5, 2026:

- Resolution of Intention approved by City Council.
- Petition drive completed, with 93.09% of weighted assessments submitted in support of renewal.
- Required notices distributed in accordance with statutory requirements.
- Public Meeting and Protest Period opened.
- Discover Santa Clara® and SCTID lodging businesses have continued to work with City staff to advance the renewal process.

Tonight’s Purpose:

- Receive public comments regarding the proposed SCTID renewal.
- Continue the renewal process in accordance with the Property & Business Improvement District Law of 1994.



3

Sctid hotelier support & Petition Results

11 SCTID Lodging Businesses

- ✓ Petition Drive Completed.
- ✓ 93.09% of weighted assessments submitted in support of renewal.
- ✓ Exceeds statutory threshold required to proceed.
- ✓ Demonstrates strong hotelier support for continued SCTID investment.



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SCTID: Existing vs. proposed Renewal REVIEW

EXISTING SCTID

- ✓ 5-year term ending June 30, 2026.
- ✓ Initial assessment rate of 1.5%, increased to 2% in 2022.
- ✓ Applies to lodging businesses with 10+ rooms within a designated area of the City.
- ✓ Annual Budget: \$3,565,000.
- ✓ Services: Convention Sales, Incentives & Services; Marketing & Administration.

PROPOSED SCTID RENEWAL

- ✓ 5-year term beginning July 1, 2026.
- ✓ 2% assessment, with the ability to increase up to 3% through Board and hotelier approval, in annual increments of up to 0.5%.
- ✓ Applies to lodging businesses with 10+ rooms within a designated area of the City. Expressly excludes short-term rentals.
- ✓ Projected Annual Budget: \$4,048,000.
- ✓ Services: Marketing, Communications, and Convention Center & Partner Sales, and Administration.



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SCTID Renewal Timeline & remaining Steps

Status	Action	Date
✓	Develop Renewal Management District Plan (MDP).	May – June 2025
✓	Submit draft MDP to City staff for review, discussions, and final approval.	August 2025 – April 2026
✓	Final MDP and Petition approved by City staff	April 2026
⌚	Update & approve Agreement to Administer (Discover Santa Clara & City)	April – June 2026
✓	Petition Drive	April – May 2026
✓	City Council – Resolution of Intention	May 5, 2026
✓	Mail Notice of Public Meeting/Hearing	No later than May 8, 2026
⌚	City Council – Public Meeting	June 9, 2026
⬢	City Council – Public Hearing & Resolution of Formation	June 23, 2026
⬢	Renewed SCTID Begins	July 1, 2026

✓ = COMPLETED ⌚ = IN PROGRESS ⬢ = PENDING



6

6

Questions?

A man with a beard and sunglasses, wearing a brown and black shirt, is taking a selfie with his smartphone. He is standing in front of a large, gold and red football helmet, which is part of a display at a stadium. The background shows the stadium's structure and other people.

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Thank you

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