

Attachment 4

TAP Audit Recommendations

In addition to the contract negotiation and RFP objectives, the contract will include terms that allow the City to implement the recommendations identified by TAP in its September 18, 2018 performance audit to assure better accountability of operations at to build the financial performance of the Convention Center. Below is a listing of these items:

- Development a comprehensive and integrated business and marketing strategy. (Audit recommendation 2a)
- Development of event scheduling policies that address renting SCCC facilities to nonprofit organizations, the use of discounts, and document specific criteria for prioritizing event scheduling (2b).
- Development of procedures to book more same day events to area hotels to allow greater availability of calendar time for multi-day events at the Convention Center (2c)
- Development of procedures to reduce the Convention Center's scheduling of events to six months in advance (2d)
- Development of policies to strategically align more sales staff to industries that frequently rent the Convention Center (2e)
- Development of plans/policies to integrate all marketing and sales activities between the Convention Center and the CVB (2f)
- Development of policies to address or eliminate of sales commissions (2h)
- Modernize the SCCC (2i)
- Establish requirements to avoid, disclose, and mitigate conflict of interests (2l)