

4/18/17

18.B

City of Santa Clara

City Council Meeting

Item 18.B Agreement with JLL for Stakeholder Engagement
& Development of New Operation Model for Santa Clara
Convention Center and Convention-Visitors Bureau

April 18, 2017



Background

- City Council discussed improvement of the Santa Clara Convention Center/Convention-Visitors Bureau (CVB) at the January 26, 2017 Strategic Planning Session
- On April 4, Jones Lang LaSalle Americas, Inc. (JLL) presented overview of new models of operation and Council directed staff to come back with an amendment to the Agreement between City and JLL
- An Amendment to the original agreement has been prepared for Council consideration

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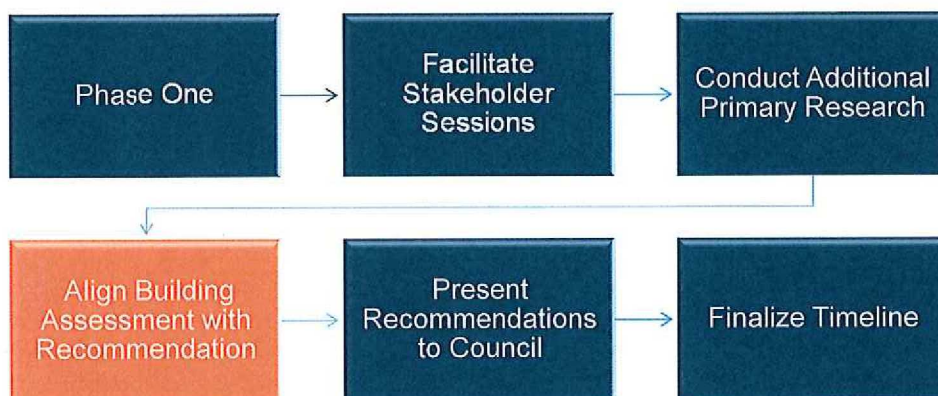
Action for Consideration

- Approve Amendment No. 1 to Agreement with JLL for Convention Center and CVB
 - Initial engagement of stakeholders
 - Recommendation of new model
 - Development and implementation of a new model
- Approve Appropriation Amount \$170,000

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Phase One: Initiate Stakeholders & Recommendation of New Model



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Phase Two: Development & Implementation of New Model

Subject to City Council Direction



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Proposed Timeline

- Phase One: May – July 2017 (3 months)
 - Stakeholder outreach meetings (May)
 - Recommendations presented to Economic Development Committee (June)
 - Recommendations to City Council and finalize timeline for phase two (July)
- Phase Two: July– Sept 2018 (approx. 15 months)
 - Based on Council direction of new model
 - Includes presentations to EDC and meetings with City Council

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Convention Center & CVB

- April 19 Market Committee
 - Regarding Marketing Plan
- April 27 Economic Development Committee
 - Current strengths, challenges, financial performance, impact to City, status since opening of Levis
- May 16 Council meeting
 - Convention Center/CVB funding and uses
- June 13 Council meeting
 - Renewal of Annual Contract for CVB

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