



Agenda Report

20-122

Agenda Date: 2/11/2020

INFORMATIONAL REPORT TO COUNCIL

SUBJECT

Update on Chief Executive Officer Search for the New Destination Marketing Organization [Council Pillar: Promote and Enhance Economic and Housing Development]

BACKGROUND

On November 12, 2019, staff provided Council with an update on the formation of the new Destination Marketing Organization (DMO) entity (RTC 19-1257). Council directed staff to report back in 90 days to provide an update on recruitment efforts for a DMO Chief Executive Officer.

DISCUSSION

Throughout the DMO formation process, there has been a focus on developing new convention and meeting business opportunities for the Santa Clara Convention Center. The City, consultant Jones Lang LaSalle (JLL), Spectra, and the Santa Clara Tourism Improvement District (TID) Advisory Board have been working on developing key priorities, including an updated booking strategy, that would best meet the long-term goals of the new DMO. Being mindful of these efforts, the DMO looks to recruit the best CEO candidate to lead the organization and implement its newly established mission and vision.

Mission: To promote, and drive economic impact to, Santa Clara as the Silicon Valley destination of choice for meetings, business and leisure travel.

Vision: To be a world class destination for innovation, collaboration and exchange of ideas in Silicon Valley.

Since November 2019, the CEO recruitment announcement and brochure were approved and finalized by the DMO Board of Directors (Attachment 1). JLL began researching potential candidates in early January focusing on individuals with the most applicable background and who have experience overseeing successful sales teams. JLL has since engaged SearchWide Global, a full-service executive recruitment firm primarily for companies in the travel, tourism, hospitality, convention, association, and venue management industries. The position was posted by SearchWide on January 30, 2020 and will remain open until filled.

In working with SearchWide, JLL will conduct the applicant screening process with the goal of identifying three to five candidates to be interviewed by the DMO Search Committee and final interviews to occur with the full DMO Board of Directors in March 2020. The anticipated start date for the new CEO is April/May 2020. The CEO search timeline is included as Attachment 2.

ENVIRONMENTAL REVIEW

The action being considered does not constitute a "project" within the meaning of the California

Environmental Quality Act ("CEQA") pursuant to CEQ Guidelines section 15378(a) as it has no potential for resulting in either a direct physical change in the environment, or a reasonable foreseeable indirect physical change in the environment.

FISCAL IMPACT

City Council approved an Amendment No. 3 to the Agreement with JLL and related budget modification on January 14, 2020 which included related costs for the CEO recruitment efforts (RTC 20-1465).

COORDINATION

This report was coordinated with the City Attorney's Office.

PUBLIC CONTACT

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email clerk@santaclaraca.gov <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

RECOMMENDATION

Note and file report regarding recruitment efforts for a new Chief Executive Officer for the new Destination Marketing Organization.

Reviewed by: Ruth Mizobe Shikada, Assistant City Manager

Approved by: Deanna J. Santana, City Manager

ATTACHMENTS

1. CEO Recruitment Brochure
2. CEO Recruitment Timeline