



Convention & Visitors Bureau

News Release

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SAN JOSE CONVENTION AND VISITORS BUREAU AND SAN JOSE McENERY CONVENTION CENTER TAKE STRATEGIC APPROACH TO SAVE COSTS AND IMPROVE EFFICIENCIES

Convention Center Customers to Experience a More Seamless Organizational Structure

SAN JOSE, CALIF. - The San Jose Convention and Visitors Bureau (SJCVB), along with the San Jose McEnery Convention Center (SJCC), today announced that as of July 1, 2003, sales and marketing teams for both organizations would consolidate, in an effort to create greater efficiencies and better results. The collaborative effort came from San Jose Mayor Ron Gonzales who recommended City staff and the SJCVB to work together to think creatively and strategically for alternatives to improve efficiencies that would better meet customer needs.

With a combined sales and marketing team, customers will find convention center operations more effective and the process for booking meeting space more streamlined. Additionally, all marketing vehicles, including the web sites, will provide consistent information and work seamlessly to better drive room nights.

"The City administration is continuing to examine operational alternatives that would help maximize revenue and provide a more seamless organization to the customer," said Jim McBride, acting director for the San Jose Department of Conventions, Arts and Entertainment. "With a consolidated marketing and sales team, the customer will have one point of contact when booking convention center space."

The merged sales department will have 12 team members and will continue to drive business from key market segments, including the tradeshow, the national and state associations and the corporate markets. The combined marketing team will have nine members and will be responsible for managing all marketing functions for both the center and CVB.

"The idea of the Convention Center and the Visitors Bureau having a consolidated sales and marketing team makes a great deal of sense," said Rick Heim, senior vice president of Semiconductor Equipment and Materials International. "From my experience, one point of contact will result in a more cohesive and effective interaction with the customer."

RFP Process Prepared to Move Forward

In March 2003, Strategic Advisory Group was engaged to conduct a high level analysis of the SJCC and SJCVB's current operations to identify best practices through a benchmarking analysis. The study identified potential areas in which enhancement could be applied,

including opportunities where duplicate operation functions between the two organizations could be combined.

In addition to highlighting opportunities for enhancement, the SAG report analyzed the operating models and governance of other convention centers. This report, even in draft form, prompted the Mayor to include the following in his June budget message: Direct the Manager to explore opportunities to refocus convention functions and activities toward economic development goals; and under the City's competition policy, prepare a Request for Proposals (RFP) for the management and operation of the Convention Center and other cultural facilities.

This next step in preparing the RFP process further supports the City and SJCVB's interests to create a more efficient and flexible operating structure that will benefit convention center users.

"The San Jose McEnergy Convention Center and other City facilities are an essential part of bringing people to downtown," said Mayor Ron Gonzales, "We are always open to new approaches to improve our efforts to attract diverse conventions and establish San Jose as the location of choice."

Another opportunity being further examined by the CC and SJCVB is rate flexibility, which will enable the SJCVB the ability to better accommodate customer needs and successfully attract meetings in today's competitive convention market.

"The SAG report was a healthy exercise that has prompted City officials to move the RFP process forward," said Dan Fenton, president and CEO of the SJCVB. "In the end, what it comes down to is the customer. Having a Center that is more efficient will allow us to better serve the community and drive economic impact to San Jose."

About The San Jose Convention and Visitors Bureau (SJCVB)

The San Jose Convention and Visitors Bureau's (SJCVB) mission is to enhance the image and economic well being of San Jose by taking the leadership role in marketing San Jose as a globally recognized destination. The SJCVB offers meeting planners, tour operators, and individual visitors a team of professionals who can assist with their destination planning process from beginning to end. For meeting planners and delegates, the Bureau's Destination Services department serves as the liaison for all convention facilities and hotels and event planning. For residents and visitors to San Jose, the Bureau's Visitor Services department can provide tools for learning about and planning a trip to San Jose. For a calendar of events or to receive a copy of the Bureau's Destination Planning Guide, please contact the San Jose Convention and Visitors Bureau at 1.888.SAN.JOSE (1.888.726.5673) or visit <http://www.sanjose.org>.

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