



Convention & Visitors Bureau

News Release

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FOR IMMEDIATE RELEASE

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CITY OF SAN JOSÉ APPROVES NEW FLEXIBLE RATE STRUCTURE FOR CONVENTION CENTER

San José Offers Customers More Flexibility in Convention Center and Parking Rates

SAN JOSÉ, CALIF. – October 9, 2003 – Earlier this week, the San José City Council unanimously approved a new flexible pricing structure for the San José McEnery Convention Center. The new rate structure gives the Director of Convention, Arts & Entertainment (CAE), the authority to reduce convention center and parking garage rates, and provides the SJCVB the necessary flexibility to negotiate with customers and successfully book meetings in today's competitive convention market.

The idea to develop a more flexible rate structure was prompted by Mayor Ron Gonzales' June 2003 Budget Message, which also directed City staff and the SJCVB to think of strategic alternatives to create a more seamless and efficient center that would better meet customer needs.

The first step to creating efficiencies was the merge of the SJCVB and Convention Center sales and marketing teams, which took place July 2003. With the new rate structure in place, customers will find San José's sales booking process more flexible, user-friendly and streamlined.

Under the new rate ordinance, the sales and marketing team will have the flexibility to negotiate and customize rates to meet each individual group's needs. When negotiating rates, the following criteria will be considered: Time of year, hotel tax and operating revenue history, multiple event commitments and business diversification. In addition, parking rates at the convention center can also be adjusted to attract more business.

"Since the tech downturn, the City has faced intense competition to attract meetings and conventions to San José," said Dan Fenton, President and CEO of the SJCVB. "This new pricing flexibility structure will allow us to adjust rates based on market conditions and to remain competitive as we continue to diversify our business mix. We are pleased that the City Council has unanimously given us their approval."

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

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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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