



Convention & Visitors Bureau

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## News Release

FOR IMMEDIATE RELEASE

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### TEAM SAN JOSE CONTRACT AWARDED

#### New Management Selected for San José McEnery Convention Center

**SAN JOSÉ, CALIF. – June 24, 2004** – The San José City Council unanimously approved a five-year contract for Team San José to manage and operate the City's Convention and Cultural Facilities. The non-profit corporation will assume full responsibility beginning August 1, 2004.

"Strengthening San José's position in the business and visitor industry is critical. With the San José Convention and Visitor's Bureau and Team San José, we are able to increase our focus in this important area," said Mayor Gonzales. "The Convention Center is an essential element to our local economy, especially for businesses downtown. It brings visitors downtown to support arts and culture, eat in San José restaurants and stay in our hotels."

Beginning July 1, the City and Team San José will implement a transition plan for the civil service staff that will be absorbed by Team San José operations. The transition will include the introduction of a new "One-Stop Shopping" model to create improved customer service to each conference attendee.

"The San Jose Convention and Visitors Bureau is ready to work with our Team San José partners to execute the established marketing and sales goals," said Dan Fenton, President and CEO of the San José Convention and Visitors Bureau and Chairman of the Board for Team San José. "We plan to continue pursuing our market diversification strategies in a way that is seamless to our customers and does not interrupt the quality of our service."

Team San José's contract award followed a rigorous, competitive process that included four applicants. The Team San José management model is a different approach to providing sales, marketing and convention management to the center. The Convention Center was previously administered through the Convention, Entertainment, and Arts Department of the City of San José.

### **About Team San José**

Team San José is a California non-profit public benefit corporation founded for the exclusive purpose of ensuring that the city's convention and cultural facilities are managed with the overall goal of reducing costs, improving the local economy, and adding value for the residents, workers and businesses in San José. The Team San José Board of Directors is composed of local hospitality industry stakeholders, including hoteliers, organized labor, cultural arts groups, downtown business leaders and the San José Convention & Visitors Bureau.

### **About The San José Convention & Visitors Bureau (SJCVB)**

The San José Convention & Visitors Bureau's (SJCVB) mission is to enhance the image and economic well being of San José by taking the leadership role in marketing San José 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. To receive a copy of the Bureau's *Meeting Planning Guide* or *Official Visitors Guide*, please contact the SJCVB at 1.888.SAN.JOSE (1.888.726.5673) or visit <http://www.sanjose.org>.

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