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News Release

FOR IMMEDIATE RELEASE

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TEAM SAN JOSE ANNOUNCES RESULTS FOR FIRST SIX MONTHS OF OPERATIONS

Convention Center Operations Sees Lower Costs, Improved Customer Care

SAN JOSE, CALIF. – February 8, 2004 – Team San José (TSJ) today announced the results of its first six months operating the San José Convention Center and Cultural Facilities. Since taking the reins on July 1, 2004, TSJ has greatly streamlined operations, reduced costs, and increased revenues compared to the previous year. All of this was accomplished alongside a renewed commitment to customer service that helps ensure the best possible experience for meeting planners and attendees in San José.

At the end of the first half of operations, ending in December, TSJ reported year-to-date revenues 24 percent higher than the same time last year, while costs were 18 percent lower than the same time last year. In September alone 35 events were held in the facilities overseen by TSJ, representing an estimated \$3.8 million in local spending. TSJ is not resting on its laurels, however, continuing to market the city and its facilities far and wide.

During the first half of the current fiscal year, the newly restored California Theatre provided the backdrop as Apple Computer and rock group U2 came together to unveil a new line of Apple's iPod products. The renovated movie palace also played host to large crowds who flocked to a weeklong series of screenings of the Bergman-Bogart classic "Casablanca."

TSJ also showed its commitment to long-term success by securing high-profile events, such as the 2006 Game Developers Conference and the 2006 Embedded Systems Conference.

"These first six months bode well for Team San José and our facilities," said Michael Ross, CEO of TSJ. Our improvements are resonating with clients and we fully expect the rest of this year to continue growing."

One-Stop Shop Enhances Customer Care

Team San José has brought together the staffs of the San José Convention and Visitors Bureau, San José McEnery Convention Center and its cultural facilities, along with CenterPlate, a leading provider of catering, concessions management and merchandise services.

Combining forces under one roof enhances customer service and simplifies the booking process. Meeting planners seeking to book an event in one of the venues will now find the ease and comfort of one-stop shopping for all their needs, from meeting space and contract negotiations to event execution and logistics. For example, TSJ completely revamped the existing facility-use agreement (FUA), which it viewed as an impediment to drawing business. Gone is the cumbersome 44-page document, replaced by an 11-page agreement that is much more customer friendly. TSJ will continue revising the FUA in an attempt to offer more flexible, customer-friendly terms.

The new team is also intent on spreading the word that San José is a great place to visit, meet, and play. TSJ's sales team has expanded and redeployed, and is aggressively reaching out to various groups, courting them and extolling the virtues of San José.

Additionally, on-going renovations and upgrades to the city's facilities are being undertaken in order to become even more competitive for all-important meeting and convention dollars. For instance, Team San José recently unveiled the McEnery Convention Center's new ballroom, the first of several renovation phases.

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.

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