



# 2019

**TEAM SAN JOSE**

## Annual Report





# About Team San Jose

Team San Jose is a 501(c)(6) nonprofit economic development organization unifying the San Jose Convention and Visitors Bureau, hotels, arts, labor and venues. Formed in 2004, Team San Jose serves as the facility manager and operator of six city-owned venues: the San Jose McEnery Convention Center, California Theatre, Center for the Performing Arts, Montgomery Theater, San Jose Civic and South Hall. As manager, Team San Jose also operates a catering company to provide food and beverage services to these venues. The company is also the official marketing organization for the city, promoting travel and tourism to boost the economy and cultural life of San Jose.

With the city's location in the heart of Silicon Valley, Team San Jose has thrived in the meetings industry. The organization has used an integrated approach that forges and leverages key partnerships from all sectors of the business and arts community. That combined with our facility operations, sales team and marketing efforts, has worked to draw the best and brightest from the tech industry, and more, to meet in San Jose.

This report will highlight Team San Jose's efforts from 2019 that helped draw visitors and bolster the City's economic vitality.



## DEAR FRIENDS AND COLLEAGUES,

We are proud to present the 2019 Team San Jose Annual Report. Although circumstances changed drastically in 2020 with the COVID-19 pandemic, our team is handling the new challenges with hope and creativity. Beyond sustaining our usual business as much as possible, we have changed our kitchen's focus from client food preparation to sourcing and providing meals for our vulnerable residents, some of whom are being housed in our own facilities. Although the world, our country, and especially the State of California have been hit hard, we are confident that our team and our City will persevere, and we will be stronger when we meet again.

This will be due, in no small part, to our late president and CEO, Karolyn Kirchgesler. The Board of Directors and all at Team San Jose were devastated by her passing but are resolute that her legacy, both as a person and a leader, will not be forgotten. Karolyn's strategic intelligence and spirit elevated everyone around her. Notably, it started and fostered the organizational revenue growth that Team San Jose has seen since Karolyn took charge in September of 2013. Under her leadership, Team San Jose's gross operating results grew 165% and the Visit San Jose brand, that she launched in 2016, contributed to a 77% growth of citywide hotel revenue over a five-year period.

As we present the Team's 2019 accomplishments, we remember all that Karolyn has done for us and for the City of San Jose. And, with great pride, we will continue this course and continue to serve the needs of our City and our communities throughout these troubled times.



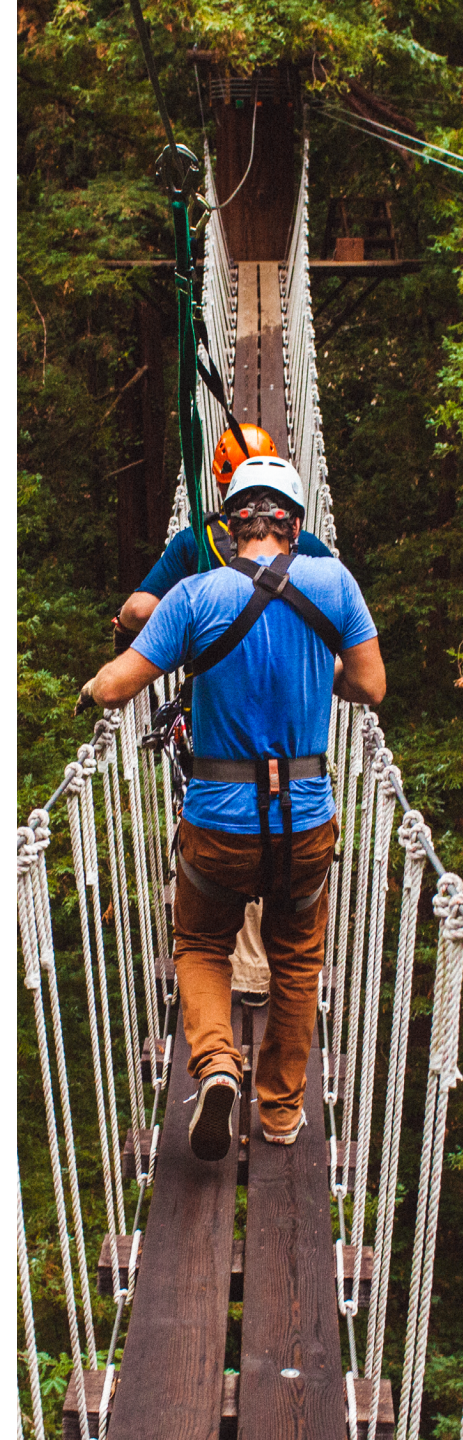
  
**MICHAEL E. FOX, JR.**  
*Chairman of the Board*



  
**JOHN LaFORTUNE**  
*Chief Operating Officer*



IN MEMORIAM  
**KAROLYN KIRCHGESLER**  
*Chief Executive Officer*



# Economic Impact

**\$64.0 MILLION**

in revenue generated at the San Jose Convention and Cultural Facilities

**\$14.7 MILLION**

in gross operating profit at the San Jose Convention and Cultural Facilities

**112 FULL-TIME EMPLOYEES**

at Team San Jose with up to 2,050 people working in our facilities at any given time

**105,700 PEOPLE**

are employed in the San Jose hospitality industry

**1 IN 11 JOBS**

in San Jose are hospitality jobs – a larger employment pool than government, construction, information or financial services combined

**1.12 MILLION**

attendees visited the San Jose Convention and Cultural Facilities

**\$122.6 MILLION**

spent by attendees at San Jose hotels, restaurants, and other activities

**\$910 SAVED**

by each San Jose household in taxes last year due to spending by visitors to San Jose

**\$320 MILLION**

generated in local taxes by visitors to San Jose

**140,950 ROOM NIGHTS**

sold for future years in group business







# Visitor Profile

Part of Team San Jose's mission is to promote San Jose as a destination for all travelers. Leisure travelers, international tourists, business travelers, and people visiting friends and family are all coming to San Jose. Team San Jose uses a variety of research sources to quantify the volume and benefits of these visits. These include the Global City Travel study by Tourism Economics, a division of Oxford Economics, and the Travel USA Study by Longwoods International.

*\*Longwoods International publishes the Travel USA Study every July for the previous year. Therefore, the figures referenced here are for calendar year 2018.*



## GLOBAL CITY TRAVEL

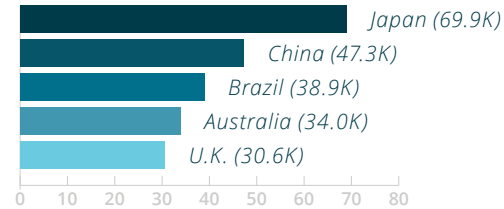


- Mexico (46%),
- Overseas (45%),
- Canada (9%)

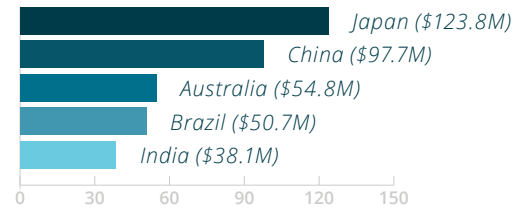


- Overseas (76%),
- Mexico (18%),
- Canada (6%)

### TOP OVERSEAS MARKETS (BY VISITS)



### TOP OVERSEAS MARKETS (BY SPEND)



### SPEND PER TRIP

China (\$2,064.22)  
Japan (\$1,771.88)

India (\$1,908.69)  
Australia (\$1,611.26)  
Mexico (\$336.32)

South Korea (\$1,805.76)  
Canada (\$506.46)

## LONGWOODS TRAVEL USA STUDY

### 19.6 MILLION TRIPS

6.3M overnight trips  
13.3M day trips

### TOP OUT-OF-STATE MARKETS

New York, NY (4%)  
Dallas-Ft. Worth, TX (3%)  
Seattle-Tacoma, WA (3%)  
Austin, TX (2%)  
Chicago, IL (2%)

### 46% OF OVERNIGHT VISITS ORIGINATING IN CALIFORNIA

Los Angeles (15%)  
San Francisco – Oakland – San Jose (10%)

### \$1.89 BILLION IN DOMESTIC VISITOR SPENDING

\$1.03B in overnight trips  
\$860M in day trips

## 2018 DEMOGRAPHICS OF OVERNIGHT VISITORS

San Jose visitors tend to be:

### YOUNGER

**AGES 18-34**  
San Jose (43%), U.S. Avg. (32%)



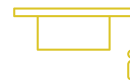
### WEALTHIER

**HOUSEHOLD INCOME \$100K+**  
San Jose (27%), U.S. Avg. (23%)



### BETTER EDUCATED

**POSTGRADUATE DEGREE** San Jose (29%), U.S. Avg. (24%)  
**COLLEGE GRADUATE** San Jose (42%), U.S. Avg. (40%)





# Team San Jose's Sales Team Finds New Ways to Grow

In 2019, the Team San Jose Sales department found new ways to innovate, starting with the addition of Matthew Martinucci, Vice President of Sales and Destination Services. With Matthew at the helm, the Sales team got off to a fast start. They built on a strong foundation of relationships with hotel partners and set a new goal – to increase in-house meeting sales. Matthew implemented new tactics to help the Sales team focus on the needs of the city, the hotel community and clients.

In addition to the Sales Teams' ongoing efforts, they debuted an exclusive partnership with the Silicon Valley Forum. The Silicon Valley Forum is a nonprofit that provides private and special access to top tech leaders, companies and curated experiences. Team San Jose's clients, exclusively, will be able to access the unparalleled thought leadership of both recognized Silicon Valley institutions and trailblazing start-up companies.

With these new avenues to grow business, the Sales Team found great success in 2019, booking a total of 141,000 hotel room nights for future years. The team also kept San Jose's profile as an innovative and unique meetings destination in the spotlight by attending 28 national industry tradeshow.

EVENTS	MONTH	LOCATION
PCMA –Convening Leaders	Jan	Pittsburgh, PA
Smart Meetings –Northern CA	Jan	San Francisco, CA
DI Destinations Showcase	Feb	Washington, D.C.
MPI SoCal We Con	Feb	Los Angeles, CA
MPI NCC Annual Conference and Expo	Feb	San Francisco, CA
Smart Meetings Southern CA	Feb	Los Angeles, CA
Conference Direct Annual Partner Meeting	Mar	Atlanta, GA
Experient Envision	Mar	Las Vegas, NV
MPI Sacramento	Apr	Sacramento, CA
All Things Meetings	Apr	San Francisco, CA
XDP	Apr	National Harbor, MD
Connect CA	Apr	Oakland, CA
CalSAE Elevate Annual Conference	Apr	Palm Springs, CA
NASC Sports Event Symposium	May	Knoxville, TN
HelmsBriscoe Annual Business Conference	May	Houston, TX
MPI WEC	Jun	Toronto, CA
PCMA Education Conference	Jun	Los Angeles, CA
Cvent Connect	Jul	Las Vegas, NV
ASAE Annual Meeting	Aug	Columbus, OH
Connect MarketPlace (Sports, Corporate, Association)	Aug	Louisville, KY
IMEX	Sep	Las Vegas, NV
Connect DC	Dec	Washington, D.C.
CalSAE Seasonal Spectacular	Dec	Sacramento, CA
Holiday Showcase	Dec	Chicago, IL



# Client Advisory Board

Team San Jose continued to improve and refine the services and products offered to event planners. The Client Advisory Board is a collection of seasoned event industry professionals, that meet twice a year, to provide input on best practices and advise on product development. In between meetings, the board also serves as a valuable resource for staff to quickly gain insights into emerging trends that impact customers.

**HELEN BROSINAN**

Senior Manager – Events,  
*Intuit Inc.*

**ERIKA BRUNKE**

Head of the Grove, Google  
Experience Center,  
*Google*

**KIMBERLY COERR**

Senior Meetings  
Program Manager,  
*CLEO Management*

**LAURIE DALTON WHITE**

Chief Executive Officer,  
*Conferences for Women*

**CORY FRANSWAY**

Director,  
Strategic Accounts,  
*Experient*

**JUSTINE FRIEDMAN**

Event Sourcing Manager,  
*The Linux Foundation*

**MARCO GALLO**

Global Events Director,  
*Western Digital  
Technologies, Inc.*

**NADINE GEORGE**

Senior Corporate  
Events Manager,  
*Visa, Inc.*

**JEFF KAHN, CPA, CMP**

Senior Accountant/Event,  
*SPIE*

**AMY MACKRETH**

VP, Global Events and  
Field Marketing,  
*Databricks*

**SARA MORRIS**

Head of Events  
Operations and  
Productions,  
*DevNetwork*

**FRED MOXLEY**

Senior Meetings Manager,  
*Association for the  
Advancement of  
Medical Instrumentation*

**ROBERT NOLEN**

Group Operations  
Director,  
*Informa Markets*

**KELLEY SCHMIDT**

Event Manager,  
*FNtech*

**CHARLENE SMITH**

Americas  
Region Manager,  
*CISCO*

**DARLENE SOMERS**

Formerly Association  
Management Center

**WENDY STEVENS**

Senior Meeting and  
Exhibit Manager,  
*Talley Management Group*

**JACQUELINE YEPEZ**

Formerly Proofpoint



# Locking In and Looking Inward to Draw Visitors

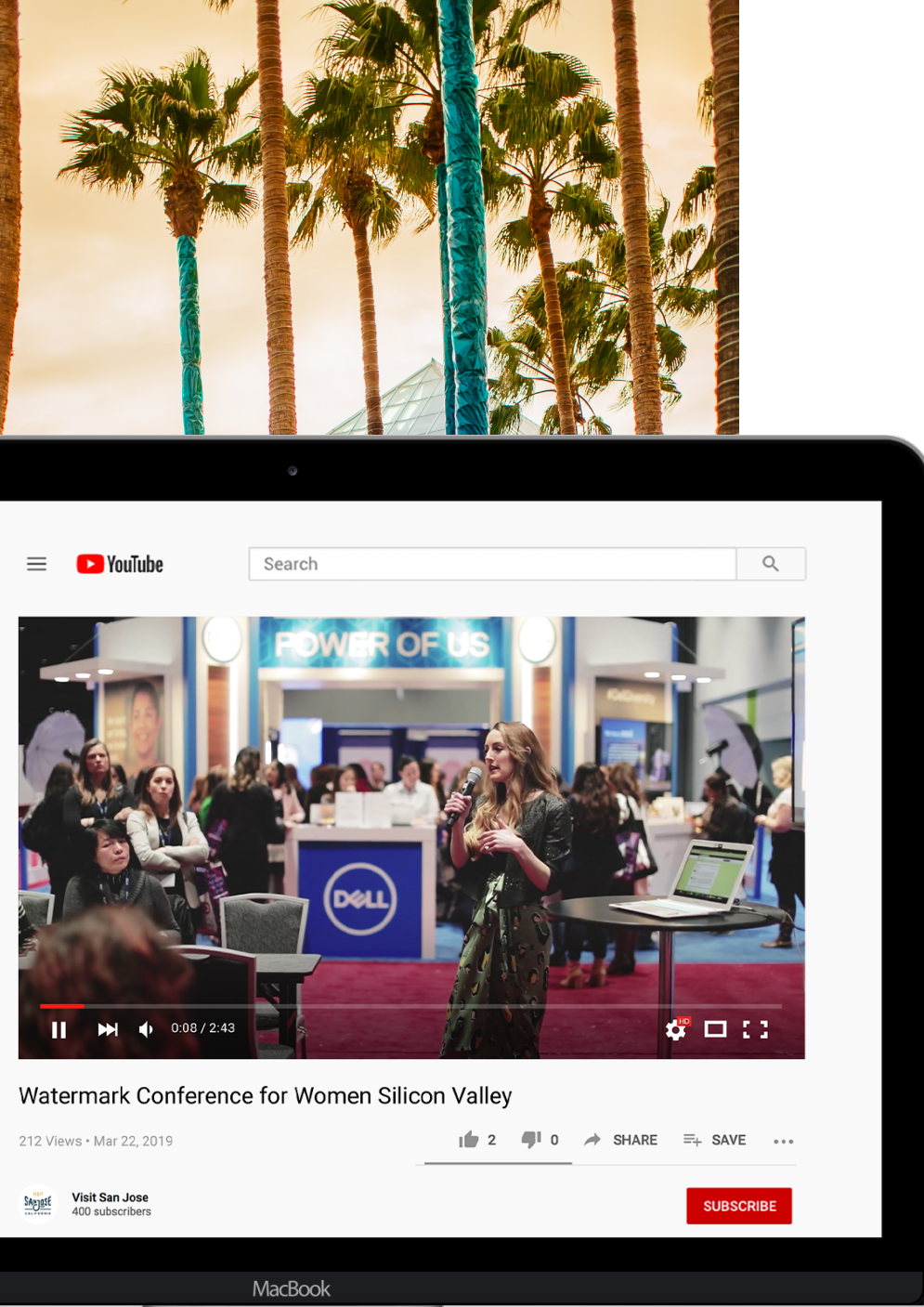
This year, Laura Chmielewski returned to Team San Jose as the Vice President of Marketing and Communications. Under her guidance, the team refined media strategy and introduced targeted efforts to drive incremental overnight stays on weekends and other specific need-periods.

To do this, the Marketing Department employed technology from local company ADARA into the media strategy. This new technology helped to identify need-period dates and deploy digital media when it would be most needed and most effective.

The Marketing team targeted people who showed an intent to travel or searched for travel to San Jose, and the Bay Area, during those need periods. The team then used additional technologies to deploy display banner advertising across all of these people's communications devices – cell phones, iPads, and computers. They did this in partnership with hotels, offering no-fee content spotlights in the campaign. Exclusive hotel rates were featured along with custom messaging in email, social media and website creative content to directly drive bookings exactly when hotel partners needed it.

## BRINGING IT IN

The Marketing and Communications team also increased the amount of content produced in-house, especially video content. This year, they created videos at the San Jose McEnergy Convention Center to showcase all the different ways that our spaces could be used.





## SWEET MESSAGES

In 2019, the team rebranded the social media hashtag to #sanjoselove. This new hashtag reflects the pride and hometown appeal of our City. They took this theme further in February of 2020 by launching a Valentine's Day social media campaign around falling in love with San Jose. With customized candied hearts showing off our attractions and neighborhoods, and man-on-the-street interviews with residents and local heroes, they produced a unique, well-received video and website content to encourage more San Jose love stories.

## SAP 25

To celebrate the SAP Center's 25th anniversary in September, Visit San Jose partnered with the arena on their anniversary concert series. In collaboration with local radio station KRTY, the original song, *San Jose*, was performed live in front of an audience of 17,500 people to kick off a special concert by

country music star Blake Shelton. The team kept the excitement going by inviting a country music influencer from the "Country Nights & City Lights" blog to experience San Jose as a cultural destination.

## VISIT CALIFORNIA JAPANESE LIFESTYLE FAM

In partnership with Visit California Japan, the PR team hosted key travel writers and editors of lifestyle and trendsetting publications in Japan. Together with the state tourism board and regional partners from other Bay Area destinations, they showcased California's natural beauty and attractions with San Jose representing accessibility and the innovative spirit of Silicon Valley.

## SIMPLY MING

Again, in partnership with Visit California, the PR team pitched and secured an in-destination feature by celebrity chef Ming Tsai. His show "Simply Ming", a nationally



syndicated show on PBS, filmed part of its 17th season on the road to San Jose. In the San Jose episode, Chef Tsai picked fresh produce from East San Jose urban farm Veggielution to use as ingredients in a collaborative meal he prepared with the chefs at ADEGA Restaurant in Little Portugal. It was a well-deserved showcase on San Jose's culinary heritage stemming from the destination's literal agricultural roots.

## GOOGLE LOCAL GUIDES CONNECT LIVE

Google Local Guides is a global community of explorers who review, share photos, answer questions, and edit and check facts on Google Maps. For their annual conference, the team welcomed 200 Google Local Guides from 64 countries to interact, engage and explore. Team San Jose, along with the Google Local Guides team, helped curate the San Jose experience with suggestions and introductions to local businesses. In addition, they collaborated with local artists and tour guides to host a guided tour of Downtown San Jose's public art scene. The exposure helped influence a global community that generates 3.5 billion views a year on Google Maps and countless social media and user-generated content across international platforms.



# Returning to its Roots

When the Civic Theater ended its corporate naming partnership, Team San Jose used this opportunity to bring a piece of history back to life downtown. They named it the San Jose Civic, again. By doing so, the team returned this important historic structure to its past glory and continues its legacy.



# A Taste of Home

The Team San Jose Food & Beverage department launched a program to source nearly all food, alcohol and spirits from within a 100-mile radius. This new dedication to local products will showcase the best flavors of San Jose to future meetings and convention attendees.



# Board of Directors

Team San Jose is overseen by an 18-member Board of Directors made up of representatives of the following sectors: hotels, labor, business community and arts. Two liaison seats are held by representatives of the City of San Jose.

## HOTEL PARTNERS



**TANYA FLEMING**  
*Holiday Inn San Jose –  
Silicon Valley*



**BRENT GAINES**  
*Hotel Valencia  
Santana Row*



**DAN MCGOWAN**  
*Fairmont San Jose*



**JIMMY SAFRAZ**  
*Hilton San Jose*



**JOHN SOUTHWELL**  
*San Jose Marriott*

## LABOR PARTNERS



**BILL FAIRWEATHER**  
*IATSE Local 134*



**ENRIQUE FERNANDEZ**  
*UNITE HERE Local 19*



**BEN FIELD**  
*Formerly South Bay  
Labor Council*



**OWEN MURPHY**  
*Sign and Craft Display  
Local 150*

## BUSINESS COMMUNITY PARTNERS



**MICHAEL E. FOX, JR.**  
*Goodwill Industries,  
TSJ Chairman of the Board*



**MICHAEL MULCAHY**  
*SDS NexGen Partners, LP,  
TSJ Immediate Past Chair*



**CHUCK TOENISKOETTER**  
*Toeniskoetter  
Development, Inc.*



**RU WEERAKOON**  
*Weerakoon Company*



**STEVE WYMER**  
*Boys & Girls Clubs of  
Silicon Valley*

## ARTS PARTNERS



**ANDREW BALES**  
*Symphony Silicon Valley*



**DANA ZELL**  
*Children's Musical Theater*



**KHORI DASTOOR**  
*Opera San Jose*

## CITY LIAISONS



**KERRY ADAMS-HAPNER**  
*City of San Jose*



**RAUL PERALES**  
*Councilmember District 3*

## OUTGOING



**GARY HAGEMAN**  
*Hilton San Jose*



**LARRY HANCOCK**  
*Opera San Jose,  
TSJ Secretary*



# 2019 Senior Team

Team San Jose is led by a CEO and Senior Team committed to promoting a culture of excellence.



**IN MEMORIAM**  
**KAROLYN KIRCHGESLER**  
*Chief Executive Officer,  
Served 2013—2020*



**JOHN LAFORTUNE**  
*Chief Operating Officer*



**IHAB SABRY**  
*Chief Financial Officer*



**MADINA MOORE**  
*Executive Vice President,  
HR/Labor Relations/Loss Prevention*



**LAURA CHMIELEWSKI**  
*Vice President, Marketing  
& Communications*



**MATTHEW MARTINUCCI**  
*Vice President, Sales &  
Destination Services*



**BEN ROSCHKE**  
*Vice President, Research  
& Strategic Development*





# In Memoriam

"I had the great privilege of hiring Karolyn, then witnessing her build Team San Jose into a powerhouse. Her style, wit and tenacity served San Jose and the south bay in too many ways to count. We've lost a great leader and an even better human. Karolyn would love to say she was 'new in town', but it didn't take long for this valley to let her know she fit right in. RIP KK."



"Truly a class-act – I admired Karolyn for so many reasons. She was a natural in her role as TSJ CEO and a true ambassador for San Jose. I felt absolutely welcome as a new addition to the San Jose Business Community the day I met her."

"Karolyn was more than our CEO. She was a smart and courageous leader whose legacy will be represented in the team she assembled."

"VENI, VIDI, VICI. RIP Karolyn."



"Karolyn was an extraordinary person, and she had the gift of taking her job seriously without taking herself too seriously. Always quick with a smile, she was very warm and very transparent. I wish that I had met her much earlier in my career. In my last conversation with her I told her that she was like the quote in a famous Elton John song: 'Your candle burned out long before your legend ever did.' Her impact on us and Team San Jose will last a very long time."

"I miss her support, her fashion, her humor, and her creativity!"



"Besides her business acumen, Karolyn had a wonderful sense of humor and had the presence of mind to tap into the best version of ourselves. In these last few months, it became clear to me that our relationship was not just in the business of Team San Jose – but also an amazing friendship. Karolyn showed me what it means to be both courageous and gracious. I had counted on a lifetime of memories borne out of our work together, but I will cherish what we had and the priceless gift of a great friend and a great leader."

"Karolyn was one-of-a-kind and the most courageous person I ever met. I am beyond grateful that our paths crossed, and that we got to walk alongside each other for part of our journeys. I am still learning from her and from the life she led. Thanks KK. I miss you."

"My biggest memory of Karolyn is her thought and care about my kids. She consistently asked me how they were doing. Even late in her fight, which I was unaware of, she brought me juice boxes and apple sauce from the hospital because she thought they would enjoy them; which they did. She made such an impression that we saw her in Target one time and my older two recognized her and said "she's from your work". Those memories in addition to her usual kindness to everyone is what I remember."

"Karolyn was an exceptional leader, mentor and importantly, friend. Her integrity, authenticity and wit were great influences in my career and personal life – I will forever cherish our conversations, laughs, and life lessons. Thank you for the memories and I am a better person to have known her."



