



*Team
San Jose
2018 Annual
Report*

About Team San Jose

Team San Jose (TSJ) is a 501c(6) nonprofit economic development organization. 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. Within this management role, Team San Jose operates a catering company – providing food and beverage services to all our managed venues. More recently, Team San Jose also became a UPS Store franchisee opening and running a location within the San Jose McEnery Convention Center. Team San Jose also acts as the official destination marketing organization for San Jose – under the name of Visit San Jose. The company's sole focus is on enhancing the vitality of the city's economy and cultural life through the stimulus of travel and tourism to San Jose.

Since its inception, Team San Jose has been a unique model for the meetings industry, convening and leveraging community partnerships to help drive results. These partnerships start with the board of directors – a mix of business interests that intersect with the meetings and travel industry of San Jose: arts partners, hotels, organized labor, and the business community leaders. Within the venues, Team San Jose has assembled a staff of experienced

hospitality professionals – allowing for the organization to seamlessly manage facility operations, food and beverage offerings, and technology services. This vertically integrated approach provides a rich experience that differentiates the San Jose McEnery Convention Center from similar properties and has made San Jose a top choice for Silicon Valley's discerning tech clientele.

The spirit of partnership also extends to Team San Jose's efforts in promoting San Jose as a leisure destination – under the Visit San Jose brand. Working in close partnership with the Office of Economic Development, the organization developed a cohesive brand that aligns the look, feel, and messaging for both travel promotion and economic development. In marketing the city, Visit San Jose has also forged extensive creative partnerships with small business, arts organizations, and the creative community of the city to help shine a light on the unique and captivating stories that make San Jose a wonderful city to both live in and visit.

This report will highlight the many activities Team San Jose has pursued in 2018 to enhance visitation and contribute to the economic vitality of San Jose.





SAN JOSE MCENERY CONVENTION CENTER

Hilton

SANJOSETHEATERS.ORG
THE VENUE HOMES OF THE CITY THEATERS, CHIC,
THE COMEDY AND THE PERFORMANCE ARTS
THE CALIFORNIA THEATRE, THE INTERNATIONAL THEATRE



DEAR FRIENDS AND COLLEAGUES,

We are honored to present the 2018 Team San Jose Annual Report. Even though Team San Jose operates on a fiscal year that runs from July to June, since 2015 we have observed the calendar year in compiling statistics for our annual report. This practice has allowed us to ensure that all facts and figures are fully audited and verified. It also allows us to sync our reporting to our annual meeting in June.

We are pleased to report that Team San Jose had another great year in 2018. We welcomed over 1.43 million attendees to the venues we manage. Those attendees spent over \$130 million in San Jose hotels, restaurants, shops and attractions. The events within Team San Jose managed venues generated \$61.7 million in revenue and earned \$16.8 million in gross operating profit. Team San Jose managed this while maintaining a customer satisfaction rate of 98% amongst clients that organized meetings, conferences, and events in the Team San Jose managed facilities.

While we are extremely proud of our accomplishments in driving increased economic vitality and activity to San Jose, Team San Jose is continually focused on ensuring that the development within the destination is complimentary to the continued growth of the tourism and events industry. In 2018, our board of directors identified three key advocacy priorities for the continued growth and success of the organization and the destination.

Team San Jose is especially thankful for the wonderful support of the City staff and elected officials, as well as the many community partner organizations that assist in our work. None of this would be possible without the great dedication of our Board of Directors and the tireless efforts and expertise of the Team San Jose staff. We look forward to continued success and partnership in 2019!




KAROLYN KIRCHGESLER
CHIEF EXECUTIVE OFFICER


MICHAEL E. FOX, JR.
CHAIRMAN OF THE BOARD

TEAM SAN JOSE ADVOCACY PRIORITIES

1 | SECURING THE SOUTH HALL SITE

With the disbandment of California's redevelopment agencies in 2012, the long-term future of the current site of South Hall was put into question. The site is a vital piece of real-estate as it represents the sole remaining parcel for future expansion of the San Jose McEnery Convention Center. The City of San Jose was able to secure the site and designate it for this purpose – ensuring that San Jose's bustling convention business will have room to expand.

2 | MAINTAINING EVENT ACCESS TO THE SAN JOSE CIVIC

With planned development occurring adjacent to the San Jose Civic, Team San Jose has been diligently working with the City of San Jose to ensure that we are able to accommodate the event production needs of the concert promoters and high-tech clients that utilize the venue both during construction and moving into the future. This advocacy point remains a work in progress as impacts to the accessibility of the San Jose Civic loom on the horizon.

3 | EVOLVING THE CUSTOMER EXPERIENCE AT THE SJCC GARAGE

Team San Jose has been advising and assisting the Department of Transportation in implementing upgrades to the technology and services available at the San Jose Convention Center Garage. We continue to have meaningful dialog with our partners at the City to envision and enact new enhancements at the garage to better and more efficiently serve the visitors to this key downtown portal.

Economic Impact



\$61.7 MILLION

in revenue generated at the San Jose Convention and Cultural Facilities



\$16.8 MILLION

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



Team San Jose has

125 FULL-TIME EMPLOYEES

with up to 2,045 people working in our facilities at any given time



104,000 PEOPLE

are employed in the San Jose hospitality industry



1 IN 10 JOBS

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



17.4% GROWTH

in employment in the travel industry over the past five years



1.43 MILLION

attendees visited the San Jose Convention and Cultural Facilities



\$130 MILLION

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



For every tax dollar invested in the San Jose Convention and Cultural Facilities,

\$3.28 WAS RETURNED



\$864 SAVED

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



\$289 MILLION

generated in local taxes by visitors to San Jose



204,976 ROOM NIGHTS

sold for future years in group business

INCREASED REVENUE STREAMS

Team San Jose's unique vertically integrated model has been great for San Jose. By taking lines of business that traditionally are outsourced to third-party corporations, it allows the revenues generated to flow directly back into the upkeep and improvement of city owned properties. At the same time, it allows Team San Jose to deliver continued excellent customer results and flexibility to our event clients.

KEY REVENUE STREAM GROWTH: 2014 — 2018

REVENUE	2014	2015	2016	2017	2018
Food & Beverage	\$17,108,386	\$19,321,893	\$24,157,893	\$26,614,939	\$28,692,123
Personnel Services	\$8,233,825	\$9,523,843	\$11,272,096	\$13,897,525	\$17,966,554
Telecommunications/ Audio Visual	\$1,092,349	\$1,673,156	\$2,055,390	\$2,233,352	\$3,288,077
All Other Revenue	\$8,265,925	\$8,630,769	\$10,083,659	\$9,989,890	\$11,782,154

Visitor Profile and Statistics

Part of Team San Jose's mission is to promote San Jose as a destination for all travelers. Leisure travelers on vacation, international tourists, business travelers, and people visiting friends & family – all are coming to San Jose and Team San Jose utilizes a variety of research sources to quantify the volume and benefits of these visits for the City. These include the Global City Travel study by Tourism Economics, a division of Oxford Economics, and the Travel USA Study by Longwoods International. Team San Jose also utilizes research like travelhorizons wave study to gain insight into the trends driving consumers' decision to visit San Jose.



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

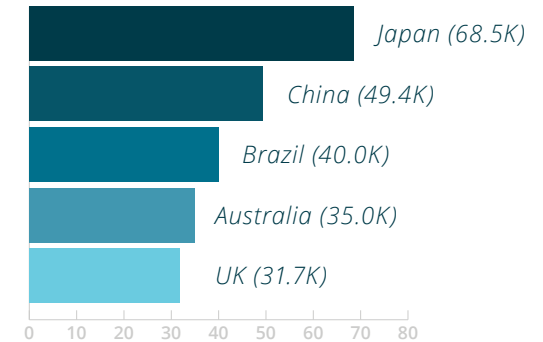


- Overseas (79%)
- Mexico (16%)
- Canada (5%)

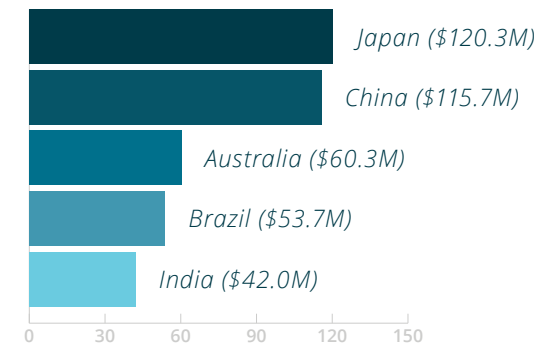
China (\$2,341)
India (\$1,927)

GLOBAL CITY TRAVEL

TOP OVERSEAS MARKETS (by visits)



TOP OVERSEAS MARKETS (by spend)



SPEND PER TRIP

South Korea (\$1,845)
Japan (\$1,755)
Australia (\$1,721)

Canada (\$508)
Mexico (\$321)

LONGWOODS TRAVEL U.S.A. STUDY*

Domestic Travelers

19.1 MILLION TRIPS

6.2M overnight trips
12.9M day trips

48% OF OVERNIGHT VISITS ORIGINATING IN CALIFORNIA**

San Francisco Bay Area (14%)
Los Angeles (17%)

\$1.77 BILLION IN DOMESTIC VISITOR SPENDING

\$956M in overnight trips
\$814M in day trips

TOP OUT-OF-STATE MARKETS

New York, NY (5%)
Chicago, IL (3%)
Portland, OR (3%)
Dallas – Fort Worth, TX (2%)

2017 DEMOGRAPHICS OF OVERNIGHT VISITORS

"San Jose visitors tend to be..."



YOUNGER

AGES 18-34

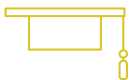
San Jose (48%), U.S. Avg. (33%)



WEALTHIER

HOUSEHOLD INCOME \$100K+

San Jose (25%), U.S. Avg. (21%)



BETTER EDUCATED

POSTGRADUATE DEGREE

San Jose (26%), U.S. Avg. (23%)

COLLEGE GRADUATE

San Jose (42%), U.S. Avg. (41%)

*Longwoods publishes the Travel USA Study every July for the previous year. Therefore, the figures referenced here are for calendar year 2017.

**California State Average is 72% of visits originating in California

travelhorizons™ WAVE STUDY

AWARENESS AND PERCEPTION OF SAN JOSE AS A VACATION DESTINATION

Over half of adults are at least somewhat aware of San Jose as a travel destination

Awareness is **highest amongst Millennials (38%) and Gen X (32%)** and then decreases with age. The Gen X awareness is significantly higher than in the previous year (26% in 2017)

Amongst travelers aware of San Jose as a vacation destination, **71% have positive perceptions** while 7% have negative perceptions

- Highest positive perceptions are also Millennials (75%) and Gen X (73%)
- Highest positive perception by household income is amongst households with \$150k+ (79%)

INTEREST IN VISITING SAN JOSE WITHIN THE NEXT TWO YEARS

Nearly one quarter (23%) of U.S. adults are interested in visiting San Jose within the next two years

Interest in visiting is highest with Millennials (36%) and decreases with age

High income households making \$150k or more are also interested (33%)

Most cited reasons for interest in visiting San Jose are:

- Its Silicon Valley location (45%)
- Outdoor adventures (41%)
- Cultural offerings (41%)

Selling San Jose

TEAM SAN JOSE'S SALES TEAM BRINGS BUSINESS TO SILICON VALLEY

From Fortune 500 tech companies, to major sporting events, to festivals, and comic book conventions – the San Jose Convention and Cultural Facilities host them all. These events drive revenues not only directly to the facilities, but into businesses throughout the community. Hotels, restaurants, nightlife, shopping, attractions, and many different service providers all gain business from these events. Likewise, within the facilities – chefs, banquet servers, registration personnel, audio visual technicians, production and craft laborers are amongst the thousands of jobs that are directly employed to bring these events to fruition.

To help attract these events and their valuable spending to the city, Team San Jose employs a highly trained team of eleven meetings and events sales managers. Depending on the type of event – the sales process can take years to take a prospective client from a first coffee to bringing thousands of attendees to San Jose.

The sales staff need to not only sell potential clients on the capabilities of the San Jose McEnergy Convention Center, but also partner with their counterparts at local San Jose hotels to meet the necessary room night demand for out-of-town visitors.

Competition for these events can be fierce. With some organizations relying on their events to generate upwards of 75% of their revenue – ensuring the right fit with a prospective hosting city is paramount. The Team San Jose sales staff must also be capable of selling San Jose as a great leisure travel destination so that event planners can be confident that attendees will have not only a great conference during the day – but an outstanding after-hours experience.

In 2018, the Team San Jose sales staff booked a total of nearly 205,000 hotel room nights for all future years. They hosted and attended 40 events and tradeshow, leading to 2,145 separate interactions with potential clients.



HITTING THE ROAD

Industry Tradeshows Attended by Team San Jose in 2018



EVENTS	MONTH	LOCATION
Smart Meetings - Northern CA	Jan	San Francisco, CA
PCMA Annual Meeting	Jan	Nashville, TN
DMAI Destination Showcase DC	Feb	Washington, DC
MPI NCC Annual Conference	Feb	San Francisco, CA
Experient Envision	Mar	Detroit, MI
Connect California	Mar	Lake Tahoe, CA
CalSAE Annual	Mar	Monterey, CA
Conference Direct Annual Partner Meeting	Mar	Los Angeles, CA
XDP	Apr	National Harbor, MD
All Things Meetings - San Francisco	Apr	San Francisco, CA
NASC Sports Event Symposium	Apr	Minneapolis, MN
HelmsBriscoe Annual Business Conference	May	Orlando, FL
PCMA Education Conference	Jun	Cleveland OH
MPI WEC	Jun	Indianapolis, IN
IPW	Jun	Denver, CO
All Things Meetings - Silicon Valley	July	Santa Clara, CA
CEMA Summit	July	Rancho Palos Verdes, CA
Cvent Connect	July	Las Vegas, NV
ASAE Annual Meeting	Aug	Chicago, IL
Connect MarketPlace (Sports, Corporate, Association)	Aug	Salt Lake City, UT
Smart Meetings Texas	Sept	Austin, TX
Connect Tech	Oct	Las Vegas, NV
IMEX	Oct	Las Vegas, NV
All Thigns Meetings - Oakland	Nov	Oakland, CA
Connect Pacific Northwest	Nov	Seattle, WA
AMEX InterAction	Dec	San Diego, CA
CalSAE Seasonal Spectacular	Dec	Sacramento, CA
Connect DC	Dec	Washington, DC
Holiday Showcase	Dec	Chicago, IL

Expert Advice

2019 TEAM SAN JOSE CLIENT ADVISORY BOARD

Team San Jose is continually seeking to improve and refine the services and products offered to event planners. Our Client Advisory Board is a collection of seasoned event industry professionals that meet twice a year to give input on best practices and feedback 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 our customers.

HELEN BROSANAN

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 Specialist,
The Linux Foundation

MARCO GALLO

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

NADINE GEORGE

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Events Manager,
Visa, Inc.

SARA JONES

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Data 2.0, Inc.

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Contracts Manager,
SPIE

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CHARLENE SMITH

Americas
Region Manager,
CISCO

WENDY STEVENS

Meetings/Exhibits
Manager,
Talley Management Group

JACQUELINE YEPEZ

Director – Events,
Proofpoint

A SPECIAL THANK YOU FOR THE YEARS OF SERVICE TO THE FOLLOWING CLIENT ADVISORY BOARD MEMBERS WHO RETIRED OFF THE BOARD IN JANUARY 2019:

HUNTER CLEMENS

JAMAL HAGEB

SHERYL HUYNH

LISA KRASS

LORI LUNA

BRIAN SANTOR

TIM WHEELER

CLIENT ADVISORY BOARD MEMBERS (L TO R):
Tim Wheeler, Robert Nolan, Lisa Beverly and Fred Moxley



Singing About San Jose

Visit San Jose is always looking for new and unique opportunities to promote the City by highlighting creative innovators, capturing stunning video and photography, and hosting travel media and the new influencers who dominate on social media.

This past year, we were fortunate to find a very special talent and with that, an opportunity to promote San Jose in a way that we haven't been able to do before through the eyes of a young artist. Grace Kelly is a 16-year-old talented singer-songwriter hailing from Auckland, New Zealand. While she lives half-a-world away, she spent time during her formative years growing up in San Jose and still has many fond memories. When Visit San Jose learned she had written and recorded a new song about her love of San Jose – we reached out to see what we could do together.

The result was a destination/music video featuring Grace in San Jose enjoying her memories in many of her favorite San Jose spots. The Visit San Jose team will utilize the video as a vehicle to get more attention for San Jose, whether it be through ad buys and campaigns, social media posts, or even promoting the song to radio and music video stations to reach new audiences. We love the catchy vibe of the song and the natural beauty and joy captured in the cinematography. For San Jose lovers, it's almost impossible to watch the video without smiling!



SINGER-SONGWRITER GRACE KELLY >

Marketing San Jose

WEBSITE ENHANCEMENTS AND ORIGINAL CONTENT UNIQUE TO SAN JOSE

As San Jose is the heart of Silicon Valley, the Visit San Jose website needs to deliver a great user experience. This past year, Visit San Jose's marketing team incorporated updates that optimized speed, increased mobile responsiveness, and added new visual content.

Also in 2018, Visit San Jose's Marketing team continued to focus on innovation and change by shifting to an original content production model for both the website and our social media channels. Today, more content is produced-in house. Internally produced video, blog content and photography help Visit San Jose craft messages that speak to our targeted audiences with very little turn-around time. The goal is to tell San Jose's stories and thus, to inspire travel writers to feature us, educate meeting planners on our offerings, and encourage visitors to experience all our city has to offer.





SHOP SAN JOSE

The introduction of the City of San Jose's new trademark was a huge hit. Citizens and visitors snatched up any merchandise that featured the new mark. To continue to grow this audience and to further foster City pride, in partnership with the City of San Jose, we launched Shop San Jose. The shop opened on our website during the holiday shopping season and features logoed T-shirts, hoodies, hats and stickers.

While Shop San Jose's online store continued to evolve, Visit San Jose placed merchandise in brick and mortar locations too. Items are currently being offered at the San Jose McEnery Convention Center and at Hudson News stores in Mineta San Jose International Airport. Visit San Jose continues to work with local, small businesses to grow retail sales.

Most importantly, this initiative created a new revenue stream for Team San Jose, as all revenue goes into Visit San Jose's destination marketing efforts.





I Know This Spot 我知道这个地方 San Jose Techie English
27 views

👍 0 🗣️ 0 ➦ SHARE 📌 SAVE ...



Jessica Beinecke
Published on Jan 22, 2019

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MacBook

REACHING THE CHINA MARKET

Visit San Jose partnered with Brand USA and Visit California to bring leading Chinese Influencer Jessica Beinecke to California. Jessica is a well-known personality on Chinese social media. She inspires her millennial followers to travel with American city tours, and provides lessons in Western culture and customs, and popular slang – all in fluent Mandarin.

Last year, Jessica’s U.S. destination videos were viewed over 100M times in China. Visit San Jose’s videos are currently running in China.



48 Hours in San Jose by 7th Graders

4.2K views · November 21, 2018

DEVELOPING NEXTGEN DESTINATION MARKETERS

Visit San Jose partnered with the Lobo School of Innovation to teach their 7th grade class the importance of travel and to discuss the positioning, “What makes San Jose unique?”.

We spent an afternoon with the students to help them discover the key elements of a successful tourism video. The students were then tasked to create a tourism video of their own. Visit San Jose featured the winning video on our social media channels, generating 4.2K views, 88 reactions and 49 shares.



PUBLIC RELATIONS

In 2018, Visit San Jose hosted 22 media and secured travel and destination press coverage in top traditional publications such as The Los Angeles Times and West Jet Magazine. In addition, Visit San Jose traveled to New York City for in-person desk side appointments to develop stories and establish relationships with travel writers and editors.

Last year, there was a strategic shift to dive into digital influencer storytelling. The goal was to showcase positive authentic travel experiences through customized content creation. Visit San Jose hosted well-known digital influencers that focused on family travel, food and millennial experiences. Each digital influencer received a tailored, customized trip that fit their brand aesthetic with the hopes of boosting audience engagement. With each post or mention, Visit San Jose interacted with their followers, gaining multiple touchpoints of influence through these online interactions.

Visit San Jose hosted a second, in-destination "San Jose Michelin All-Star" event at AdegA restaurant. The event brought together 19 traditional media writers, industry content creators, and digital influencers representing Sunset Magazine, Forbes Online, Money Magazine and Sing Tao Daily.



SAN JOSE

From robots to ramen

By Bill Fink

• In San Jose, you can see children building robots, amateur cyber detectives trying to root out a computer virus, and adults using augmented-reality devices. Walking through The Tech Museum of Innovation's interactive exhibits is a quick introduction to the spirit of Silicon Valley.

And San Jose also offers impressive art, history and cultural diversity, as well as an extensive interconnected network of public parks and bike paths, while nearby are the wineries of the Santa Cruz Mountains and beckoning Pacific Ocean beaches.

Main attractions

California Theatre: Enjoy an evening of live entertainment at the restored 1927 theater.

Japantown San Jose: The neighborhood recalls the late-19th to early-20th century influx of Japanese farmworkers to the orchard-filled valley, and offers excellent food options such as ramen.

San José Museum of Art: Admire the permanent collection of modern and contemporary California-related artworks, and explore tech-focused spe-

cial exhibits with pieces such as a glazed-porcelain robot teapot—unique Silicon Valley blends of art and technology.

Lesser-known local favorites

Downtown San Jose Public Art Walk: A colorful collection of Instagram-ready murals, stylized doors and "art boxes" (decorated public-utility housings) are among the works that can be seen on the walk.

NASA's Ames Research Center in Silicon Valley: In Mountain View, learn about



California

space missions at the research complex's NASA Gift Shop in Silicon Valley, then visit the nearby Moffett Field Historical Society Museum to discover the history of flight, from blimps to propeller planes to jets.

San Jose Municipal Rose Garden Stop and smell one of nearly 200 types of roses blooming from April to November on thousands of bushes at this fragrant 5.5-acre attraction.

Classic drinks
in the South Bay area, the

Santa Cruz Mountains and Santa Clara Valley have new and historical wineries open for visits, and there also are a couple of tasting rooms in downtown San Jose.

For history buffs
Walk through the early 20th century at the **History Park**, which features a collection of refurbished homes and shops, or go back a few thousand years at the **Rosicrucian Egyptian Museum**, which has one of the largest collections of ancient Egyptian artifacts in the western United States.

For families
With 14 indoor exhibition galleries and a half-acre outdoor nature center, the interactive, hands-on **Children's Discovery Museum of San Jose** gives kids a chance to learn about art, technology, health and nature while still having fun in the bubble gallery or next to a woolly mammoth skeleton.

For foodies
Downtown San Jose's **San Pedro Square Market** has more than 20 food and drink venues, and dog-friendly patio dining.

Only in San Jose
San Jose's **Winchester Mystery House** is one of the world's weirdest attractions, the life's work of the Winchester heiress, who used

Clickwise from top: San Pedro Square Market; the Historical California Theatre; an interactive exhibit at the Tech Museum of Innovation; San Jose Museum of Art; a talko drumming performance in San Jose's Japantown.



California

her fortune to construct, from 1886-1922, a bizarre 160-room, 24,000-square-foot mansion. The house has creepy corridors, staircases to nowhere and enough ghost stories to fill its 40 bedrooms (and one séance room).

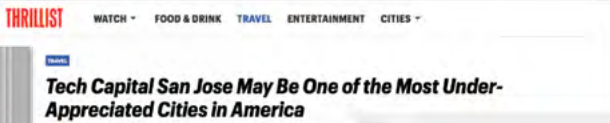
One-stop shopping
The **Santana Row** corridor of shops, restaurants and night spots provides a pedestrian-friendly destination for visitors and locals, with 30 food and drink options and around 70 retail shops.

Day trips to the Pacific Ocean
Visit the oceanfront in Monterey and discover what lives in its waters at the famed **Monterey Bay Aquarium**, which has 200 viewing galleries and is home to sea otters and 550 species of other plants and animals. Or enjoy fun in the sun at the old-school **Santa Cruz Beach Boardwalk**, where you can ride a roller coaster or laze on the sandy beach. ❌

Bill Fink is a freelance writer based in the Bay Area. To learn more about San Jose-area attractions, visit sanjose.org.

Alaska Airlines (alaskaair.com) provides regular service to San Jose (SJC) from numerous cities across the country, from Burbank (BUR) and Los Angeles (LAX) to Dallas (DAL), Newark (EWR) and Kauai (LIH).

San Jose was the capital of California in the mid-1800s, and was known as El Pueblo de San José de Guadalupe.



Nobody ever shits on San Jose. And that might be its problem.

It's never been the butt of jokes, like a Cleveland or a Jacksonville. It's not a river city on fire or smoldering like a pulp mill. At first, this might seem like a compliment. But when you're trying to get people to pay attention to your city, you need a bad rap to famous, contradicting it gets people talking.

At least you do if you're San Jose. Because nobody really loves San Jose except a creative darling like a Portland or an Austin. Nobody ever comes back westward in San Jose raving about its live music or its quirky little brunch joints. It's just... San Jose. A place people go to do business and go home.

And that is selling the place short. San Jose embodies everything that makes California great — world-class wineries, outdoor recreation, fascinating diversity, and a creative class that's influencing the world in big ways. People seem to forget it's there. This is why California's third-largest city might be under-appreciated not only in the state, but in the entire country.

Where to Find the Best Wine and Food in Silicon Valley

BY MATT KETTMANN



Silicon Valley's Best Kept Secret: the Outdoors

This meetings destination may be known as a center of cutting-edge technology, but groups can also tap into its green spaces and natural offerings.



When groups meet in Silicon Valley, it's usually in "silicon" they're also likely to be together. They typically choose the region as a meeting destination because it's rich with technology and talent. What groups don't always realize, however, is that Silicon Valley also is attractive for "folly" — a treasure trove of outdoor events that make it an ideal destination for all-ages meetings and events.

Take, for instance, San Jose, Silicon Valley's largest city.

"San Jose is one of the leading modern cities all over the world for its sporting outdoor spaces," says Dennis Wang, director of communications at Visit San Jose, the city's convention and visitors bureau. "With the aid of our innovative and entrepreneurial spirit, its hard-working, agricultural history where the land literally nurtured the natural and physical development of the region. Fast forward to today and the same can be said for our natural areas. The region's strong parks, greenways, coastal bluffs and the Park Avenue area is an accessible and inspiring break from the streets, keyboards and brainstorming sessions often associated with work."

Using San Jose as their destination for outdoor events because its outdoor amenities are accessible and diverse. "San Jose's varied geology and outdoor spaces set us on a mission to provide proper preparation, the innovation, change of scenery and a 'figure it out' challenge to rub some class of the past century and beyond," the outdoors.

Not just panoramic views are the amazing outdoor offerings in San Jose that group Silicon Valley is a great place to bring technology as it is a place to bring nature.

Redwood Grove Park and Gardens Just over a mile from the San Jose History Convention Center in downtown San Jose is Redwood Grove Park and Gardens, a city park that includes ample green space for sports, picnic and ball fields, a community garden, public art, a library, including birds and bees, and a 1/2 mile waterfront trail that is owned by the city of San Jose.

Benito Francis Farmer Park Benito Francis Farmer Park in San Jose is a "hidden gem," according to Wang. The 2.5-acre park was donated to the City of San Jose in 1964 for the purpose of providing and preserving the city's agricultural past. The park includes an annual lawn that is used for the larger world San Jose Callahan Community Gardens, a rose bush arboretum, a vintage windmill and acres of open lawn for picnic, kite flying, games and relaxation.

Castle Rock State Park If groups want to experience Northern California's famous redwoods and giant tree, Castle Rock State Park is a good place to do it. Located along the Santa Cruz Mountains in San Jose, 20 minutes north of San Jose, the park is a lush, ancient redwood grove, 1000 years old and home to many species of birds, however — including loggers — it's entirely approachable. And thanks to the amazing and historic and spectacular canyon views, it's a beautiful view.

Hickson Estate and Gardens Some of the most beautiful gardens in the world are located in Japan. Thanks to Hiroko Ficker and Carlotta Hickson, however, groups can experience an authentic Japanese garden without leaving the Pacific. Over 100 acres of Japanese-style garden has been listed on the National Register of Historic Places since 2001. Enjoying it as a Saturday highlight includes a tropical hot pond and surrounding garden, a dry Zen garden for meditation viewing a bamboo garden filled with bamboo and a tea garden where ceremonial tea is served.

Ridge Vineyards Did you not hear, we're in Northern California — complete without wine. At Ridge Vineyards, where the estate in Cupertino, groups can enjoy one of the most beautiful California wine, but also gorgeous Callahan scenery thanks to the surrounding Santa Cruz Mountains.

Setting The Stage



The four theaters managed by Team San Jose play a vital role in attracting visitors to downtown and enriching the lives of residents. 2018 was another wildly successful year for the California Theatre, Center for the Performing Arts, Montgomery Theater, and San Jose Civic. The theaters hosted a combined 544 performances and special events, attracting over 511,400 attendees who spent nearly \$11 million in local restaurants, shops, and businesses. The theaters are home to critical local performing arts groups including: Children's Musical Theater, Opera San Jose, and Symphony Silicon Valley. Team San Jose's long running partnership with Nederlander Broadway, Broadway San Jose, has made the Center for the Performing Arts a featured stop for touring national productions. This year's Broadway San Jose productions included hits like *Chicago*, *The King and I*, and *Rent*.

However, no venue in Team San Jose's management portfolio had a more eventful year than the San Jose Civic. In 2018, the Civic completed a five-year naming rights agreement with City National Bank. The revenues generated from the agreement were utilized to help complete the Civic's nearly decade long, \$25 million renovation that saw upgrades to lights, sound-systems, backstage areas, concessions and audience seating areas amongst many other things. Also, a major focus of the upgrade was the loading dock. Ease of access for clients to go straight from the dock onto the stage helped to turn the San Jose Civic into one of the most artist friendly venues on the West Coast.



These improvements paid dividends. In 2018, the San Jose Civic hosted 84 events, attended by 163,615 patrons. That represents a 39% increase in attendance over a three-year period. Nationally recognized artists like Jackson Browne, Il Divo, David Byrne, Ringo Star, and Greta Van Fleet all played the venue in 2018. The San Jose Civic has also established itself as a major ancillary venue for large tech conferences at the San Jose McEnery Convention Center with either large general sessions or unique after hour events occurring within its walls. Local tech companies like Facebook, Apple, Intuit, Oculus, and Google have all utilized the space within larger events that they have held in San Jose. In fact, the total business of the large tech conferences that utilize the San Jose Civic as part of their campus package is over \$20 million in revenues annually. With the renovations complete, both concert and special event business picking up, and the naming rights deal matured - 2019 marked the perfect time to embrace a rebrand to bring the building back to its historic moniker: the San Jose Civic.

New developments on the block also represent new opportunities and challenges for the Civic. The City has worked diligently to bring the new Museum Place project to market. Team San Jose has been collaborating with the City to pro-actively address potential impacts to client access to the Civic loading docks both during construction and after the new project opens. In partnership, Team San Jose and the City have identified solutions that will help the Civic remain a viable events venue and are actively implementing strategies to mitigate and minimize any potential impacts to business.

Museum Place represents a transformational project that will help to accelerate the growth of Downtown San Jose and add vibrancy to the Convention and Cultural campus. Team San Jose remains committed to working with the City and the developers of that project to find a way to realize the full potential of Museum Place while ensuring the San Jose Civic continues to enhance its standing as a premiere West Coast concert and events venue.

Changing The Conversation

Few things are as integral to the experience of travel as cuisine. This is especially true for events – food and beverage offerings are a key component of any successful convention, conference, concert, or banquet. Since taking food and beverage in-house in 2009, Team San Jose has continually improved on the quality of its offerings to event planners. This has driven revenues from \$10.3 million in 2009 to \$28.7 million in 2018. While increasing profitability, Team San Jose has consistently evolved the sophistication and richness of its offerings – giving clients an unparalleled level of quality and variety.

Under the leadership of Director of Food and Beverage, James M.K. Te'o, Team San Jose has assembled a culinary team with unmatched experience. Professionals bring experience from top luxury resort hotels and Michelin starred restaurants to exceed the expectations of clients around what is possible at a convention center.

For the culinary team, Executive Chef Mike Doyle tailors food to the specifics of an event. 86% of all menus are created from scratch. The team leverages not only the varied professional experiences of the staff, but the rich and diverse cultural backgrounds to deliver authentic recipes on a global scale while favoring fresh, seasonal and locally sourced ingredients. Executive Sous Chef, Vivian Hussein, also brings her passion for pastry to the table with exceptional baked fare.

The food is complimented by an equally robust beverage program. Whether it is wine, craft cocktails, or craft beer – the team seeks to compliment the flavors of the food while celebrating the bounty of local options found in the Bay Area. Director of Beverages & Concessions, Jennifer Goodson, uses her extensive experience and passion for mixology to match Te'o's knowledge as a sommelier. The result is a beverage program that seamlessly pairs local wineries and breweries with world-class cocktail technique in perfect harmony with the food offerings.

“OUR PURPOSE HERE IS TO CHANGE THE CONVERSATION – TO USE OUR FOOD AND BEVERAGE OFFERINGS AS A MEANS TO BOTH ELEVATE AN EVENT AND TO DRAW THE CLIENT TO EXPERIENCE THE RICH DIVERSITY OF SAN JOSE.”

- JAMES M.K. TEO, Director of Food and Beverage

Finally, Director of Banquets, Erin Weldon, leads the team to ensure that service meets the highest standards. Through a dedicated effort to improve processes and train staff, Team San Jose's service team delivers unique experiences that compliment and elevate the event. In the past year, a variety of different settings have been used to create memorable experiences: restaurant style service with a menu to order off of, Russian style service for multi-course VIP banquets, and even a massive multi-cultural food court for 25,000 daily attendees.

Team San Jose's food and beverage program continues to innovate and excel in all areas – changing the conversation about what is possible at a convention center.





2019-2020 Board of Directors

Team San Jose is overseen by a 19-member Board of Directors made up of representatives of the following sectors: hotels, labor, business community and arts partners. Two liaison seats are held by representatives of the City.

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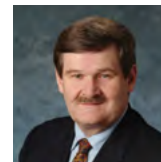
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City of San Jose



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CITY LIAISONS

2019 Senior Team

Team San Jose is led by a CEO and executive team of industry professionals committed to promoting a culture of excellence.



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