



Convention & Visitors Bureau

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News Release

FOR IMMEDIATE RELEASE

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TEAM SAN JOSE SELECTED TO OPERATE SAN JOSE CONVENTION CENTER AND CULTURAL FACILITIES

Local Stakeholders Present a Unique Public-Private Partnership

SAN JOSÉ, CALIF. – May 12, 2004 - The San José City Council today authorized the City Manager's Office to begin exclusive negotiations with Team San José, a newly formed public benefit corporation governed by local hospitality, organized labor and arts community leaders, for the management and operation of the City's convention and cultural facilities. Following the 45-day negotiation period, the new contract is expected to become effective July 1, 2004. The facilities included in the five-year contract are the San José McEnery Convention Center, the Civic Auditorium, Parkside Hall, the Center for Performing Arts, California Theatre and the Montgomery Theater.

Positioning itself as the "Hometown Solution," Team San José demonstrated its intimate understanding of the community and a strong commitment to the City's vision for managing the convention and cultural facilities. Team San José proposes to improve the financial performance of the facilities and drive economic impact to the community by streamlining operations and providing seamless customer sales and service.

"The Team San José model was created with the customer in mind," said Dan Fenton, President and CEO of the San José Convention and Visitors Bureau and Chairman of the Board for Team San José. "By focusing on meeting the needs of our customers, we are confident that we can achieve our revenue goals and enhance San José's competitiveness as a destination for meetings and conventions."

Team San José Streamlines Customer Service from Booking to Execution

Under new leadership, Team San José will provide a single point of contact for new and returning customers throughout the entire sales and booking process. Once the event is booked, Team San José will offer a unique “One Stop Shopping” experience to customers for all of their event service needs. By combining the Event Coordinators with the Catering staff into one team, Team San José’s event staff will create a seamless and flexible service environment to better meet customers’ needs to execution.

“We tested this new model with customers and received much praise for the improved customer focus as well as the innovative governance structure,” said John Southwell, General Manager of the Hilton San José & Towers and Team San José Board Member. “Providing a more seamless sales and service experience to our customers is the best way to drive more business to San José.”

In the past, customers have often faced a rigid system that was not always conducive to repeat business and customer needs. Team San José’s customer-centric approach aims to eliminate these obstacles and make the center more flexible for meetings and conventions.

“With this model, San José has the potential to attract many new events that are currently not held in San José, and to appeal to events that have since moved to other cities,” said Lori Silva, Executive Director, Event Operations & Services with CMP Media.

Team San José To Launch Creative Marketing Campaign for Cultural Facilities

As part of the City’s RFP requirements, Team San José will be responsible for the operation of three cultural facilities, including the Center for Performing Arts, the Montgomery Theater and the new California Theatre, which opens in the Fall of 2004.

“We’re very excited about working with our partners, Nederlander Producing Company and HP Pavilion Management, to fill dates at the theaters with performances from some of our highly-acclaimed cultural arts groups,” said Stewart Slater, Executive Producer of the American Musical Theater of San José and Secretary of the Board for Team San José. “Through proactive sales and marketing efforts, we are hoping to bring even more entertainment opportunities to Downtown San José for residents and visitors to enjoy.”

Team San José Implements Innovative Public-Private Model

Team San José also recognized the significant role that skilled employees play in convention center operations. Through side agreements with affiliated labor groups, Team San José was able to develop flexible work scheduling policies that better meet customer needs, while still maintaining civil service employees jobs.

“We purposely created an environment where city employees can become more vested in servicing the customer and have a stronger voice in the system,” said Phaedra Ellis-Lamkins, Executive Officer of the South Bay AFL-CIO Labor Council and Vice Chairwoman of the Board for Team San José. “Through added staffing flexibility, employees at the convention center are empowered to help drive more convention business to San José.”

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>.

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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