



California's year-round playground  
playfresno.org

November 30th, 2015

To: Bruce Rudd, City Manager- Fresno  
Fresno City Council  
Bill Overfelt, General Manager – SMG

### Convention Sales Manager 2015 Production Report

Prospects: 311      Sales Missions: 7      Tradeshows: 3

#### YTD New Turned Definites

9 Conventions/Events

YTD New Turned Definite Room Nights

**4458**

YTD New Turned Definite Economic Impact

**\$871,015**

#### YTD Repeat Turned Definites

2 Events

YTD Repeat Turned Definite Room Nights

**470**

YTD Repeat Turned Definite Economic Impact:

**\$249,915**

#### Current Leads/RFP's

9 Active Leads

- 45th Annual ACYPAA Round-Up (**405 Rooms**)
- '18 Far Western District Fall Convention (**800 Rooms**)
- '22 Far Western District Fall Convention (**800 Rooms**)
- 2018 Buick Club of America (**775 Rooms**)
- '17 – '19 Leadership Dev. Institute (**570 Rooms**)
- '21 – '22 State Leadership Conference (**1,840 Rooms**)
- Kiwanis Mid-Year Conference North '17 (**150 Rooms**)
- Adventist WestPoint '19 (**270 Rooms**)
- VFW California State Convention '18-'19 (**660 rooms**)

Active Leads Room Nights

**6,270**

Estimated Economic Impact

**\$1,433,539**

YTD New Turned Definite Room Nights

- Goal: 5,000
- Generated: 4,458
- Monthly Average: 405

- 542 Room Nights to reach goal of 5,000 new

#### Advertising/Marketing

- Sports Events Magazine
- Convention Planit
- CVENT