



California's year-round playground  
playfresno.org

January 8th, 2018

To: Wilma Quan-Schechter, City Manager- Fresno  
Fresno City Council  
Bill Overfelt, General Manager – SMG

## **Convention Sales Manager December 2017 Production Report**

Prospects: 40      Sales Missions: 0      Tradeshows: 2

### **YTD New Turned Definites**

13 Conventions/Events

YTD New Turned Definite Room Nights

**12,611**

YTD New Turned Definite Economic Impact

**\$2,372,961**

### **Current Leads/RFP's**

22 Active Leads – See Attached List

### **YTD Repeat Turned Definites**

0 Conventions/Events

YTD Repeat Turned Definite Room Nights

**0**

YTD Repeat Turned Definite Economic Impact:

**\$0**

Active Leads Room Nights

**21,399**

Estimated Economic Impact

**\$4,650,073**

2017 New Turned  
Definite Room  
Nights

- Goal: 6,500
- Generated: 12,611
- Monthly Average: 1,050
- 6,111 Over Goal

### **Advertising/Marketing**

- CVENT
- Targeted Facebook Posts
- Publications
  - SGMP
  - MPI

## Active Leads 2017

<b>Name of Event</b>	<b>Date</b>	<b>Est. E.I.</b>	<b>Room Nights</b>
46 <sup>th</sup> Annual Folkorico	7-6-19	\$145,004.69	640
Far Western District Fall Convention	10-13-22	\$165,867.58	800
2021 CBDA Convention	2-16-21	\$560,641.20	1710
Cal DECA State Conf.	2-25-19	\$313,412.30	1670
State Leadership Conf.	4-7-21	\$440,036.54	1840
'19 Cal Missionary Baptist State Conf.	12-26-19	\$55,192.92	280
96 <sup>th</sup> Annual Session	10-29-18	\$41,284.69	140
'18 Youth Convention	12-27-18	\$71,057.61	200
NAELA 2020 Meeting	5-11-20	\$86,624.69	480
Annual Global Mural Conf.	9-16-18	\$30,506.97	155
Adventist WestPoint	4-21-19	\$42,105.96	270
Constituency Session and Ministerial Council 2021	8-15-21	\$105,017.61	540
Almond Conference 2018	12-4-18	\$836,329.20	3800
2018 Innovation Summit & Pulse	9-30-18	\$377,082.30	2300
CLTA 2023 Conference	3-3-23	\$117,948.81	430
Equipo Vision Internaconal- 2018	6-7-18	\$243,065	746
2018 Princess House- West	8-3-18	\$200,399	1,175
NABCEP Continuing Education Conf. 2019	3-18-19	\$172,551	849
Sierra Pacific Synod 2020 Assembly	4-30-2020	\$172,149	700
BWW Summer Conference 2018	6-17-2018	\$146,979	645
Hmong American Partnership 2019 HND Conference	3-19-2019	\$142,217	515
2021 Public Lands Alliance Annual Convention and Trade Show	2-11-2021	\$124,600	1,514