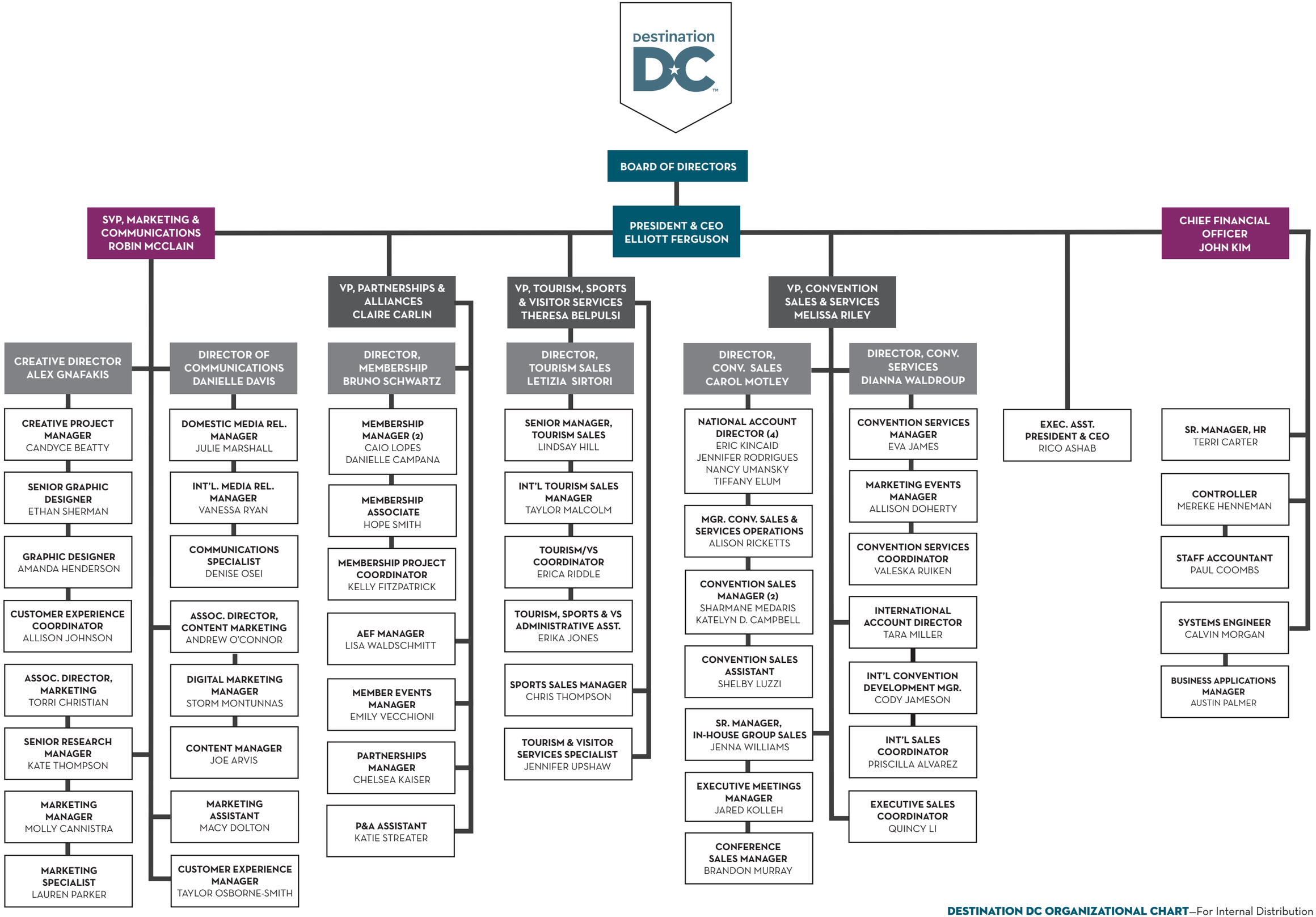

DESTINATION DC ORGANIZATIONAL CHART—For Internal Distribution Only

FY2021 PERFORMANCE GOALS

Draft as December 15, 2020

FY2021	Performance Metrics	FY2020 Goal	FY2020 Achieved	% Achieved of FY2020 Goal	FY2021 Goal	%Change over FY2020 Goal	%Change over FY2020 Actual
CONVENTION SALES	Room Nights: Conv. Center	768,024	373,310	48.6%	500,000	-34.9%	33.9%
	Room Nights: Non-Center	700,000	499,986	71.4%	400,000	-42.9%	-20.0%
	Room Nights: Total	1,468,024	873,296	59.5%	900,000	-38.7%	3.1%
	Leads: Convention Center	275	162	58.9%	220	-20.0%	35.8%
	Leads: Non-Center	3,600	1,912	53.1%	3,000	-16.7%	56.9%
	Leads: Total	3,875	2,074	53.5%	3,220	-16.9%	55.3%
	Int'l. Room Nights: Conv. Center	10,500	54,148	515.7%	10,500	0.0%	-80.6%
	Int'l. Room Nights: Non-Center	45,524	12,400	27.2%	25,000	-45.1%	101.6%
	Int'l. Room Nights: Total	56,024	66,548	118.8%	35,500	-36.6%	-46.7%
	Int'l. Leads: Convention Center	40	12	30.0%	30	-25.0%	150.0%
	Int'l. Leads: Non-Center	170	61	35.9%	100	-41.2%	63.9%
	Int'l. Leads: Total	210	73	34.8%	130	-38.1%	78.1%
CONVENTION SERVICES	Registration Revenue ($)	680,000	280,406	41.2%	130,000	-80.9%	-53.6%
	Housing Revenue ($)	*120,084*	*106,726*	*88.9%*	*Discont.*	*NA*	*NA*
	Service Leads/Referrals	875	453	51.8%	400	-54.3%	-11.7%
TOURISM, SPORTS & VISITOR SERVICES	Tourism Leads	140	116	82.9%	90	-35.7%	-22.4%
	Tourism Tradeshow Appointments	600	488	81.3%	525	-12.5%	7.6%
	Tourism FAM Tours	*41*	*16*	*39.0%*	*Discont.*	*NA*	*NA*
	Tourism FAM Attendees	New in FY21	131	NA	650	NA	396.2%
	Tourism Virtual Training Attendees	New in FY21	3,544	NA	1,600	NA	-54.9%
	Definite Room Nights	512,129	18,261	3.6%	64,000	-87.5%	250.5%
	Brochure Distribution	444,120	576,550	129.8%	225,000	-49.3%	-61.0%
	E-mail Inquiries	65,936	23,200	35.2%	17,400	-73.6%	-25.0%
	Phone Inquiries	21,125	5,355	25.3%	3,400	-83.9%	-36.3%

FY2021	Performance Metrics	Q4 FY2020 Achieved	Q1 FY2021 Target	Q2 FY2021 Target	Q3 FY2021 Target	Q4 FY2021 Target	%Change Q1 FY21 over Q4 FY20 Actual
CONVENTION SALES	Room Nights: Total	79,465	100,000	200,000	250,000	350,000	25.8%
TOURISM, SPORTS & VISITOR SERVICES	Definite Room Nights	0	10,000	18,000	6,000	30,000	NA

FY2021 PERFORMANCE GOALS

Draft as December 15, 2020

FY2021	Performance Metrics	FY2020 Goal	FY2020 Achieved	% Achieved of FY2020 Goal	FY2021 Goal	%Change over FY2020 Goal	%Change over FY2020 Actual
PARTNERSHIPS & ALLIANCES	Partnership Cash Revenue ($)	2,765,000	2,101,025	76.0%	1,160,000	-58.0%	-44.8%
	Partnership In-Kind Revenue ($)	1,100,000	574,616	52.2%	90,000	-91.8%	-84.3%
	AEF Cash Revenue ($)	150,000	51,570	34.4%	50,000	-66.7%	-3.0%
	AEF In-Kind Revenue	100,000	37,849	37.8%	20,000	-80.0%	-47.2%
MARKETING & COMMUNICATIONS	Domestic Earned Media ($)	60,000,000	131,445,117	219.1%	90,000,000	50.0%	-31.5%
	International Earned Media ($)	20,000,000	11,637,982	58.2%	4,300,000	-78.5%	-63.1%
	Total Earned Media ($)	80,000,000	143,083,099	178.9%	94,300,000	17.9%	-34.1%
	Website Total Page Views	*36,000,000*	*17,416,355*	*48.4%*	*Discont.*	*NA*	*NA*
	Website Unique Page Views	New in FY21	14,036,730	NA	13,409,254	NA	-4.5%
	Website Unique Visits	11,250,000	6,502,464	57.8%	6,409,262	-43.0%	-1.4%
	Social Media Engagement	3,300,000	2,409,750	73.0%	2,500,000	-24.2%	3.7%
FINANCE & ADMINISTRATION	CBE (formerly LSDBE) Payments ($)	650,000	325,253	50.0%	150,000	-76.9%	-53.9%

Statement of Financial Activities (Profit & Loss)
Year to Date
As of December 31, 2019 (Preliminary)

	Revenue (by Revenue Source)	YTD FY2020 Actual				FY2020 Budget		
		YTD Actual	YTD Budget	Variance Actual vs. Budget (YTD)	Actual vs. Budget (YTD)	Annual Budget	Variance YTD Actual vs. Annual Budget	Actual vs. Annual Budget
1	Hotel Sales Tax Receipts	$5,662,000	$5,238,000	$424,000	108%	$20,700,000	($15,038,000)	27%
2	Events DC Special Funding*	-	-	$0	N/A	570,000	($570,000)	0%
3	Partnership Membership Dues	693,000	600,000	$93,000	116%	2,400,000	($1,707,000)	29%
4	Sponsorship Revenue	68,000	81,000	($13,000)	84%	325,000	($257,000)	21%
5	Registration Services Revenue	199,000	283,000	($84,000)	70%	608,000	($409,000)	33%
6	Housing Revenue	49,000	56,000	($7,000)	N/A	120,000	($71,000)	41%
7	Publication Ad Sales	-	-	$0	N/A	-	$0	N/A
8	On Line Reservation Revenue	-	-	$0	N/A	2,000	($2,000)	0%
9	Coop Fees	19,000	40,000	($21,000)	48%	320,000	($301,000)	6%
10	Publication Sales	2,000	5,000	($3,000)	40%	18,000	($16,000)	11%
11	Interest	17,000	17,000	$0	100%	100,000	($83,000)	17%
12	Grants**	-	-	$0	N/A	150,000	($150,000)	N/A
13	Merchandise Sales	-	-	$0	N/A	-	$0	N/A
14	Miscellaneous/Other Income	-	-	$0	N/A	-	$0	N/A
	Total Revenue	$6,709,000	$6,320,000	$389,000	106%	$25,313,000	($18,604,000)	27%

	Expenses:	Actual	Budget	Variance Actual vs. Budget	Actual vs. Budget	Annual Budget	Variance YTD Actual vs. Annual Budget	Actual vs. Annual Budget
15	Finance/Operation/Administration	$ 1,265,000	$ 1,291,000	$ (26,000)	98%	$ 5,334,000	($4,069,000)	24%
16	Partnerships & Alliances	305,000	332,000	$ (27,000)	92%	1,277,000	($972,000)	24%
17	Tourism	687,000	826,000	$ (139,000)	83%	3,198,000	($2,511,000)	21%
18	Convention Sales & Services	1,526,000	1,727,000	$ (201,000)	88%	5,616,000	($4,090,000)	27%
19	Marketing & Communication	2,150,000	2,191,000	$ (41,000)	98%	8,371,000	($6,221,000)	26%
20	Registration Services	255,000	314,000	$ (59,000)	81%	802,000	($547,000)	32%
21	Visitor Services	156,000	172,000	$ (16,000)	91%	715,000	($559,000)	22%
22	Additional Programs/Projects	-	-	$ -	N/A	-	$0	N/A
	Total Expense	$ 6,344,000	$ 6,853,000	$ (509,000)	93%	$ 25,313,000	$ (18,969,000)	25%

	Change in Fund Balance	$ 365,000	$ (533,000)	$ 898,000		$ -		

***Events DC funding represents funding for international convention sales - the amount approved annually**
****Grant represents $150K from MWAA**

Convention Center Pace Report as of 1/1/20

Destination DC Convention Center Bookings

CBD Capacity (STR)	Available Total Yearly RNs	Tract Occ[2]	Tract ADR[2]	Year	Actual	1 Year Out OTB			2 Years Out OTB			3 Years Out OTB			4 Years Out OTB			5 Years Out OTB			6 Years Out OTB			7 Years Out OTB		
				OPTIMIZED TARGET	650,000	634,371			587,948			544,336			505,316			455,611			407,596			367,370		
				10% INC OVER HISTORICAL	559,303	545,854			505,909			468,382			434,807			392,038			350,723			316,109		
				5% INC OVER HISTORICAL	533,880	521,043			482,913			447,092			415,043			374,218			334,781			301,740		
				HISTORICAL AVG	508,457	496,231			459,917			425,802			395,279			356,398			318,839			287,372		
					100.0%	97.6%			90.5%			83.7%			77.7%			70.1%			62.7%			56.5%		
30,665	11,192,725	77.6	215.60	2015	**436,968**	387,051			375,447			331,430			301,697			193,288			208,958			208,958		
31,293	11,453,238	78.4	223.91	2016	**504,229**	494,675			456,932			433,140			437,932			346,715			274,243			273,355		
32,652	11,917,980	78.7	233.68	2017	**614,850**	595,394			575,870			528,275			437,669			293,038			209,875			190,700		
33,316	12,160,340	77.6	221.41	2018	**524,859**	497,191			436,435			376,195			361,249			342,569			346,145			223,110		
33,349	12,172,385	76.4	225.93	2019	**461,379**	446,775			388,597			393,483			359,493			302,205			271,150			246,867		
				2020		556,301	87.7%	78,070	534,375			502,501			476,378			440,676			363,628			343,583		
				2021					451,764	76.8%	136,184	416,188			404,189			416,082			412,130			315,648		
				2022								425,206	78.1%	119,130	422,587			338,537			254,919			254,285		
				2023											356,318	70.5%	148,998	374,108			326,856			307,700		
				2024														516,761	113.4%	61,150	496,207			331,804		
				2025																	343,114	84.2%	64,482	325,342		
				2026																				427,109	116.3%	59,739
				2027																						

Statement of Financial Activities (Profit & Loss)

Year to Date

As of March 31, 2020 (Preliminary)

	Revenue (by Revenue Source)	YTD FY2020 Actual				FY2020 Budget		
		YTD Actual	YTD Budget	Variance Actual vs. Budget (YTD)	Actual vs. Budget (YTD)	Annual Budget	Variance YTD Actual vs. Annual Budget	Actual vs. Annual Budget
1	Hotel Sales Tax Receipts	$9,375,000	$8,979,000	$396,000	104%	$20,700,000	($11,325,000)	45%
2	Events DC Special Funding*	212,000	285,000	($73,000)	N/A	570,000	($358,000)	37%
3	Partnership Membership Dues	1,373,000	1,200,000	$173,000	114%	2,400,000	($1,027,000)	57%
4	Sponsorship Revenue	121,000	163,000	($42,000)	74%	325,000	($204,000)	37%
5	Registration Services Revenue	283,000	388,000	($105,000)	73%	608,000	($325,000)	47%
6	Housing Revenue	105,000	105,000	$0	N/A	120,000	($15,000)	88%
7	Publication Ad Sales	-	-	$0	N/A	-	$0	N/A
8	On Line Reservation Revenue	2,000	-	$2,000	N/A	2,000	$0	100%
9	Coop Fees	71,000	83,000	($12,000)	86%	320,000	($249,000)	22%
10	Publication Sales	4,000	9,000	($5,000)	44%	18,000	($14,000)	22%
11	Interest	50,000	50,000	$0	100%	100,000	($50,000)	50%
12	Grants**	-	55,000	($55,000)	N/A	150,000	($150,000)	N/A
13	Merchandise Sales	-	-	$0	N/A	-	$0	N/A
14	Miscellaneous/Other Income	-	-	$0	N/A	-	$0	N/A
	Total Revenue	$11,596,000	$11,317,000	$279,000	102%	$25,313,000	($13,717,000)	46%

	Expenses:	Actual	Budget	Variance Actual vs. Budget	Actual vs. Budget	Annual Budget	Variance YTD Actual vs. Annual Budget	Actual vs. Annual Budget
15	Finance/Operation/Administration	$ 2,523,000	$ 2,600,000	$ (77,000)	97%	$ 5,334,000	($2,811,000)	47%
16	Partnerships & Alliances	590,000	626,000	$ (36,000)	94%	1,277,000	($687,000)	46%
17	Tourism	1,461,000	1,546,000	$ (85,000)	95%	3,198,000	($1,737,000)	46%
18	Convention Sales & Services	2,577,000	2,936,000	$ (359,000)	88%	5,616,000	($3,039,000)	46%
19	Marketing & Communication	3,757,000	4,508,000	$ (751,000)	83%	8,371,000	($4,614,000)	45%
20	Registration Services	357,000	441,000	$ (84,000)	81%	802,000	($445,000)	45%
21	Visitor Services	278,000	344,000	$ (66,000)	81%	715,000	($437,000)	39%
22	Additional Programs/Projects	-	-	$ -	N/A	-	$0	N/A
	Total Expense	$ 11,543,000	$ 13,001,000	$ (1,458,000)	89%	$ 25,313,000	$ (13,770,000)	46%
	Change in Fund Balance	$ 53,000	$ (1,684,000)	$ 1,737,000		$ -		

***Events DC funding represents funding for international convention sales - the amount approved annually**

****Grant represents $150K from MWAA**

Convention Center Pace Report as of 4/1/20

Destination DC Convention Center Bookings																													
CBD Capacity (STR)	Available Total Yearly RNs	Tract Occ[2]	Tract ADR[2]	Year	Actual	1 Year Out OTB			2 Years Out OTB			3 Years Out OTB			4 Years Out OTB			5 Years Out OTB			6 Years Out OTB			7 Years Out OTB		
				OPTIMIZED TARGET	650,000	630,811			586,489			540,943			524,563			457,759			422,538			371,820		
				10% INC OVER HISTORICAL	554,792	538,414			500,584			461,709			447,728			390,709			360,647			317,358		
				5% INC OVER HISTORICAL	529,574	513,941			477,830			440,722			427,377			372,950			344,254			302,933		
				HISTORICAL AVG	504,357	489,467			455,076			419,736			407,026			355,190			327,861			288,507		
					100.0%	97.0%			90.2%			83.2%			80.7%			70.4%			65.0%			57.2%		
30,665	11,192,725	77.6	215.60	2015	**436,968**	387,051			375,447			331,430			301,697			193,288			208,958			208,958		
31,293	11,453,238	78.4	223.91	2016	**504,229**	494,675			456,932			433,140			437,932			346,715			274,243			273,355		
32,652	11,917,980	78.7	233.68	2017	**614,850**	595,394			575,870			528,275			437,669			293,038			209,875			190,700		
33,316	12,160,340	77.6	221.41	2018	**524,859**	497,191			436,435			376,195			361,249			342,569			346,145			223,110		
33,349	12,172,385	76.4	225.93	2019	**461,379**	446,775			388,597			393,483			359,493			302,205			271,150			246,867		
33,739	12,314,735	76.4	225.93	2020	**483,854**	556,301			534,375			502,501			476,378			440,676			363,628			343,583		
				2021		448,885	71.2%	181,926	451,764			416,188			404,189			416,082			412,130			315,648		
				2022					421,191	71.8%	165,298	425,206			422,587			338,537			254,919			254,285		
				2023								371,203	68.6%	169,740	356,318			374,108			326,856			307,700		
				2024											512,746	97.7%	(11,817)	516,761			496,207			331,804		
				2025														343,114	75.0%	114,645	343,114			325,342		
				2026																	427,109	101.1%	4,571	427,109		
				2027																				302,134	81.3%	69,686

Statement of Financial Activities (Profit & Loss)

Year to Date

As of June 30, 2020 (Preliminary)

	Revenue (by Revenue Source)	YTD FY2020 Actual				FY2020 Budget		
		YTD Actual	YTD Budget	Variance Actual vs. Budget (YTD)	Actual vs. Budget (YTD)	Annual Budget	Variance YTD Actual vs. Annual Budget	Actual vs. Annual Budget
1	Hotel Sales Tax Receipts	$10,639,000	$15,376,000	($4,737,000)	69%	$20,700,000	($10,061,000)	51%
2	Events DC Special Funding*	240,000	333,000	($93,000)	N/A	570,000	($330,000)	42%
3	Partnership Membership Dues	1,471,000	1,800,000	($329,000)	82%	2,400,000	($929,000)	61%
4	Sponsorship Revenue	195,000	244,000	($49,000)	80%	325,000	($130,000)	60%
5	Registration Services Revenue	283,000	543,000	($260,000)	52%	608,000	($325,000)	47%
6	Housing Revenue	105,000	116,000	($11,000)	N/A	120,000	($15,000)	88%
7	Publication Ad Sales	-	-	$0	N/A	-	$0	N/A
8	On Line Reservation Revenue	3,000	-	$3,000	N/A	2,000	$1,000	150%
9	Coop Fees	68,000	178,000	($110,000)	38%	320,000	($252,000)	21%
10	Publication Sales	4,000	14,000	($10,000)	29%	18,000	($14,000)	22%
11	Interest	11,000	75,000	($64,000)	15%	100,000	($89,000)	11%
12	Grants**	-	75,000	($75,000)	N/A	150,000	($150,000)	N/A
13	Merchandise Sales	-	-	$0	N/A	-	$0	N/A
14	Miscellaneous/Other Income	42,000	-	$42,000	N/A	-	$42,000	N/A
	Total Revenue	$13,061,000	$18,754,000	($5,693,000)	70%	$25,313,000	($12,252,000)	52%

	Expenses:	Actual	Budget	Variance Actual vs. Budget	Actual vs. Budget	Annual Budget	Variance YTD Actual vs. Annual Budget	Actual vs. Annual Budget
15	Finance/Operation/Administration	$ 3,364,000	$ 3,972,000	$ (608,000)	85%	$ 5,334,000	($1,970,000)	63%
16	Partnerships & Alliances	708,000	973,000	$ (265,000)	73%	1,277,000	($569,000)	55%
17	Tourism	1,611,000	2,504,000	$ (893,000)	64%	3,198,000	($1,587,000)	50%
18	Convention Sales & Services	3,059,000	4,340,000	$ (1,281,000)	70%	5,616,000	($2,557,000)	54%
19	Marketing & Communication	4,493,000	6,629,000	$ (2,136,000)	68%	8,371,000	($3,878,000)	54%
20	Registration Services	378,000	615,000	$ (237,000)	61%	802,000	($424,000)	47%
21	Visitor Services	347,000	546,000	$ (199,000)	64%	715,000	($368,000)	49%
22	Additional Programs/Projects	-	-	$ -	N/A	-	$0	N/A
	Total Expense	$ 13,960,000	$ 19,579,000	$ (5,619,000)	71%	$ 25,313,000	$ (11,353,000)	55%
	Change in Fund Balance	$ (899,000)	$ (825,000)	$ (74,000)		$ -		

***Events DC funding represents funding for international convention sales - the amount approved annually**

****Grant represents $150K from MWAA**

Convention Center Pace Report as of 7/1/20

Destination DC Convention Center Bookings																																
CBD Capacity (STR)	Available Total Yearly RNs	Tract Occ[2]	Tract ADR[2]	Year	Actual	1 Year Out OTB			2 Years Out OTB			3 Years Out OTB			4 Years Out OTB			5 Years Out OTB			6 Years Out OTB			7 Years Out OTB		
				OPTIMIZED TARGET	650,000	700,904			656,017			605,254			584,153			511,761			472,385			413,871		
				10% INC OVER HISTORICAL	496,249	535,112			500,843			462,087			445,977			390,709			360,647			315,974		
				5% INC OVER HISTORICAL	473,692	510,789			478,077			441,083			425,705			372,950			344,254			301,612		
				HISTORICAL AVG	451,135	486,466			455,311			420,079			405,434			355,190			327,861			287,249		
					100.0%	107.8%			100.9%			93.1%			89.9%			78.7%			72.7%			63.7%		
30,665	11,192,725	77.6	215.60	2015	**436,968**	387,051			375,447			331,430			301,697			193,288			208,958			208,958		
31,293	11,453,238	78.4	223.91	2016	**504,229**	494,675			456,932			433,140			437,932			346,715			274,243			273,355		
32,652	11,917,980	78.7	233.68	2017	**614,850**	595,394			575,870			528,275			437,669			293,038			209,875			190,700		
33,316	12,160,340	77.6	221.41	2018	**524,859**	497,191			436,435			376,195			361,249			342,569			346,145			223,110		
33,349	12,172,385	76.4	225.93	2019	**461,379**	446,775			388,597			393,483			359,493			302,205			271,150			246,867		
33,739	12,314,735	76.4	225.93	2020	**164,527**	556,301			534,375			502,501			476,378			440,676			363,628			343,583		
				2021		427,873	61.0%	273,031	451,764			416,188			404,189			416,082			412,130			315,648		
				2022					423,071	64.5%	232,946	425,206			422,587			338,537			254,919			254,285		
				2023								374,293	61.8%	230,961	356,318			374,108			326,856			307,700		
				2024											496,826	85.1%	(87,327)	516,761			496,207			331,804		
				2025														343,114	67.0%	168,647	343,114			325,342		
				2026																	427,109	90.4%	(45,276)	427,109		
				2027																				285,779	69.1%	128,092

Convention Center Pace Report as of 10/1/20

Destination DC Convention Center Bookings																																
CBD Capacity (STR)	Available Total Yearly RNs	Tract Occ[2]	Tract ADR[2]	Year	Actual	1 Year Out OTB			2 Years Out OTB			3 Years Out OTB			4 Years Out OTB			5 Years Out OTB			6 Years Out OTB			7 Years Out OTB		
				OPTIMIZED TARGET	650,000	701,470			673,016			622,940			595,762			528,293			484,626			432,257		
				10% INC OVER HISTORICAL	483,715	522,017			500,843			463,577			443,352			393,143			360,647			321,675		
				5% INC OVER HISTORICAL	461,728	498,289			478,077			442,505			423,199			375,273			344,254			307,054		
				HISTORICAL AVG	439,741	474,561			455,311			421,434			403,047			357,403			327,861			292,432		
					100.0%	107.9%			103.5%			95.8%			91.7%			81.3%			74.6%			66.5%		
30,665	11,192,725	77.6	215.60	2015	**436,968**	387,051			375,447			331,430			301,697			193,288			208,958			208,958		
31,293	11,453,238	78.4	223.91	2016	**504,229**	494,675			456,932			433,140			437,932			346,715			274,243			273,355		
32,652	11,917,980	78.7	233.68	2017	**614,850**	595,394			575,870			528,275			437,669			293,038			209,875			190,700		
33,316	12,160,340	77.6	221.41	2018	**524,859**	497,191			436,435			376,195			361,249			342,569			346,145			223,110		
33,349	12,172,385	76.4	225.93	2019	**461,379**	446,775			388,597			393,483			359,493			302,205			271,150			246,867		
33,144	12,314,735	76.4	225.93	2020	**96,158**	556,301			534,375			502,501			476,378			440,676			363,628			343,583		
				2021		344,541	49.1%	356,929	451,764			416,188			404,189			416,082			412,130			315,648		
				2022					423,071	62.9%	249,945	425,206			422,587			338,537			254,919			254,285		
				2023								386,484	62.0%	236,456	356,318			374,108			326,856			307,700		
				2024											472,958	79.4%	(122,804)	516,761			496,207			331,804		
				2025														367,453	69.6%	160,840	343,114			325,342		
				2026																	427,109	88.1%	(57,517)	427,109		
				2027																				353,155	81.7%	79,102

Statement of Financial Activities (Profit & Loss)

Year to Date

As of September 30, 2020 (Preliminary)

	Revenue (by Revenue Source)	YTD FY2020 Actual				FY2020 Budget		
		YTD Actual	YTD Budget	Variance Actual vs. Budget (YTD)	Actual vs. Budget (YTD)	Annual Budget	Variance YTD Actual vs. Annual Budget	Actual vs. Annual Budget
1	Hotel Sales Tax Receipts	$11,190,000	$20,700,000	($9,510,000)	54%	$20,700,000	($9,510,000)	54%
2	Events DC Special Funding*	569,000	570,000	($1,000)	N/A	570,000	($1,000)	100%
3	Partnership Membership Dues	1,867,000	2,400,000	($533,000)	78%	2,400,000	($533,000)	78%
4	Sponsorship Revenue	211,000	325,000	($114,000)	65%	325,000	($114,000)	65%
5	Registration Services Revenue	282,000	608,000	($326,000)	46%	608,000	($326,000)	46%
6	Housing Revenue	105,000	120,000	($15,000)	N/A	120,000	($15,000)	88%
7	Publication Ad Sales	-	-	$0	N/A	-	$0	N/A
8	On Line Reservation Revenue	3,000	2,000	$1,000	N/A	2,000	$1,000	150%
9	Coop Fees	46,000	320,000	($274,000)	14%	320,000	($274,000)	14%
10	Publication Sales	4,000	18,000	($14,000)	22%	18,000	($14,000)	22%
11	Interest	12,000	100,000	($88,000)	12%	100,000	($88,000)	12%
12	Grants**	27,000	75,000	($48,000)	N/A	150,000	($123,000)	N/A
13	Merchandise Sales	-	-	$0	N/A	-	$0	N/A
14	Miscellaneous/Other Income	42,000	-	$42,000	N/A	-	$42,000	N/A
	Total Revenue	$14,358,000	$25,238,000	($10,880,000)	57%	$25,313,000	($10,955,000)	57%

	Expenses:	Actual	Budget	Variance Actual vs. Budget	Actual vs. Budget	Annual Budget	Variance YTD Actual vs. Annual Budget	Actual vs. Annual Budget
15	Finance/Operation/Administration	$ 4,311,000	$ 5,334,000	$ (1,023,000)	81%	$ 5,334,000	($1,023,000)	81%
16	Partnerships & Alliances	807,000	1,277,000	$ (470,000)	63%	1,277,000	($470,000)	63%
17	Tourism	1,873,000	3,198,000	$ (1,325,000)	59%	3,198,000	($1,325,000)	59%
18	Convention Sales & Services	3,778,000	5,616,000	$ (1,838,000)	67%	5,616,000	($1,838,000)	67%
19	Marketing & Communication	4,890,000	8,371,000	$ (3,481,000)	58%	8,371,000	($3,481,000)	58%
20	Registration Services	390,000	802,000	$ (412,000)	49%	802,000	($412,000)	49%
21	Visitor Services	410,000	715,000	$ (305,000)	57%	715,000	($305,000)	57%
22	Additional Programs/Projects	-	-	$ -	N/A	-	$0	N/A
	Total Expense	$ 16,459,000	$ 25,313,000	$ (8,854,000)	65%	$ 25,313,000	$ (8,854,000)	65%
	Change in Fund Balance	$ (2,101,000)	$ (75,000)	$ (2,026,000)		$ -		

***Events DC funding represents funding for international convention sales - the amount approved annually**

****Grant represents $150K from MWAA**

Destination DC Quarterly Status Report

Q4 FY2018 (July-September 2018)

Executive Summary

FY2020	Performance Metrics	Q1 FY20	Q2 FY20	Q3 FY20	Q4 FY20	FY20	FY20 Year End Goal	% of FY20 Goal	FY19 YE Total
Convention Sales	Def. Room Nights: Conv. Center	158,818	121,026	33,435	60,031	373,310	768,024	49%	471,297
	Def. Room Nights: Non-Center	230,582	227,959	22,011	19,434	499,986	700,000	71%	757,705
	Def. Room Nights: Total	389,400	348,985	55,446	79,465	873,296	1,468,024	59%	1,229,002
	Leads: Convention Center	51	70	30	11	162	275	59%	270
	Leads: Non-Center	739	867	200	106	1,912	3,600	53%	3,503
	Leads: Total	790	937	230	117	2,074	3,875	54%	3,773
Convention Services	Staffing (Registration) ($)	213,563	66,843	0	0	280,406	680,000	41%	674,732
	Housing Revenue ($)	50,672	56,054	0	0	106,726	120,084	89%	49,574
	Service Leads/Referrals	173	233	24	23	453	875	52%	856
Tourism, Sports & Visitor Services	Tourism Leads	48	27	20	21	116	140	83%	126
	Tourism Tradeshow Appointments	147	133	99	109	488	600	81%	515
	Tourism FAM Tours	13	3	0	0	16	41	39%	39
	Definite Room Nights	10,882	7,379	0	0	18,261	512,129	4%	514,432
	Brochure Distribution*	81,128	212,056	36,839	46,827	376,850	444,120	85%	459,336
	E-mail Inquiries	8,667	8,501	3,044	2,988	23,200	65,936	35%	66,602
	Phone Inquiries	1,709	2,020	739	867	5,335	21,125	25%	20,752
Marketing & Communications	Domestic Earned Media ($)	17,298,777	79,312,142	9,079,015	25,755,183	131,445,117	60,000,000	219%	102,720,744
	International Earned Media ($)*	5,111,893	3,969,590	1,594,394	962,105	11,637,982	20,000,000	58%	22,688,312
	Total Earned Media ($)	22,410,670	83,281,732	10,673,409	26,717,288	143,083,099	80,000,000	179%	125,409,056
	Website Pageviews	6,774,494	5,983,212	1,723,063	2,935,586	17,416,355	36,000,000	48%	34,006,034
	Website Unique Visits	2,330,484	1,958,893	886,333	1,326,754	6,502,464	11,250,000	58%	10,591,873
	Social Media Engagement	868,699	679,817	453,741	407,493	2,409,750	3,300,000	73%	3,130,568
Partnerships & Alliances	Partnership Cash Revenue ($)	768,195	725,365	72,955	534,510	2,101,025	2,765,000	76%	2,775,212
	Partnership In-Kind Revenue ($)*	168,372	174,739	175,000	56,505	574,616	1,100,000	52%	1,649,384
	AEF Cash Revenue ($)	25,522	6,288	14,000	5,760	51,570	150,000	34%	184,773
	AEF In-Kind Revenue ($)	15,558	22,291	0	0	37,849	100,000	38%	160,985
Administration	CBE (formerly LSDBE) Payments ($)	67,230	107,302	51,818	98,903	325,253	650,000	50%	442,819

FY2020	Performance Metrics	Q1 FY20	Q2 FY20	Q3 FY20	Q4 FY20	FY20	FY20 Year End Goal	% of FY20 Goal	FY19 YE Total
International Convention Sales	Def. Int'l Room Nights: Conv. Cen.	26,398	0	27,750	0	54,148	10,500	516%	11,446
	Def. Int'l Room Nights: Non-Center	10,080	2,030	290	0	12,400	45,524	27%	42,409
	Def. Int'l Room Nights: Total	36,478	2,030	28,040	0	66,548	56,024	119%	53,855
	Int'l Leads: Convention Center	4	4	3	1	12	40	30%	40
	Int'l Leads: Non-Center	24	30	4	3	61	170	36%	169
	Int'l Leads: Total	28	34	7	4	73	210	35%	209

**Brochure Distribution was updated for Q3. P&A In-Kind was updated for Q3 to include additional opportunities from the quarter. International Earned Media was updated for Q2-3 to reflect additional data.*

Expanded View

FY2020	Performance Metrics	Q1 FY20	Q2 FY20	Q3 FY20	Q4 FY20	FY20	FY19 YE Total	FY20 vs. FY19	FY20 Year End Goal	% of FY20 Goal
Convention Sales	Def. Room Nights: Conv. Center	158,818	121,026	33,435	60,031	373,310	471,297	-20.79%	768,024	49%
	Def. Room Nights: Non-Center	230,582	227,959	22,011	19,434	499,986	757,705	-34.01%	700,000	71%
	Def. Room Nights: Total	389,400	348,985	55,446	79,465	873,296	1,229,002	-28.94%	1,468,024	59%
	Leads: Convention Center	51	70	30	11	162	270	-40.00%	275	59%
	Leads: Non-Center	739	867	200	106	1,912	3,503	-45.42%	3,600	53%
	Leads: Total	790	937	230	117	2,074	3,773	-45.03%	3,875	54%
Convention Services	Staffing (Registration) ($)	213,563	66,843	0	0	280,406	674,732	-58.44%	680,000	41%
	Housing Revenue ($)	50,672	56,054	0	0	106,726	49,574	115.29%	120,084	89%
	Service Leads/Referrals	173	233	24	23	453	856	-47.08%	875	52%
Tourism, Sports & Visitor Services	Tourism Leads	48	27	20	21	116	126	-7.94%	140	83%
	Tradeshow/Sales Calls Appointments	147	133	99	109	488	515	-5.24%	600	81%
	Tourism FAM Tours	13	3	0	0	16	39	-58.97%	41	39%
	Definite Room Nights	10,882	7,379	0	0	18,261	514,432	-96.45%	512,129	4%
	Brochure Distribution*	81,128	212,056	36,839	46,827	376,850	459,336	-17.96%	444,120	85%
	E-mail Inquiries	8,667	8,501	3,044	2,988	23,200	66,602	-65.17%	65,936	35%
	Phone Inquiries	1,709	2,020	739	867	5,335	20,752	-74.29%	21,125	25%
Marketing & Communications	Domestic Earned Media ($)	17,298,777	79,312,142	9,079,015	25,755,183	131,445,117	102,720,744	27.96%	60,000,000	219%
	International Earned Media ($)	5,111,893	3,957,427	1,203,059	962,105	11,234,484	22,688,312	-50.48%	20,000,000	56%
	Total Earned Media ($)*	22,410,670	83,281,732	10,673,409	26,717,288	143,083,099	125,409,056	14.09%	80,000,000	179%
	Website Pageviews	6,774,494	5,983,212	1,723,063	2,935,586	17,416,355	34,006,034	-48.78%	36,000,000	48%
	Website Unique Visits	2,330,484	1,958,893	886,333	1,326,754	6,502,464	10,591,873	-38.61%	11,250,000	58%
	Social Media Engagement	868,699	679,817	453,741	407,493	2,409,750	3,130,568	-23.03%	3,300,000	73%
Partnerships & Alliances	Partnership Cash Revenue ($)	768,195	725,365	72,955	534,510	2,101,025	2,775,212	-24.29%	2,765,000	76%
	Partnership In-Kind Revenue ($)*	168,372	174,739	150,000	56,505	549,616	1,649,384	-66.68%	1,100,000	50%
	AEF Cash Revenue ($)	25,522	6,288	14,000	5,760	51,570	184,773	-72.09%	150,000	34%
	AEF In-Kind Revenue ($)	15,558	22,291	0	0	37,849	160,985	-76.49%	100,000	38%
Administration	CBE (formerly LSDBE) Payments ($)	67,230	107,302	51,818	98,903	325,253	442,819	-26.55%	650,000	50%

FY2020	Performance Metrics	Q1 FY20	Q2 FY20	Q3 FY20	Q4 FY20	FY20	FY19 YE Total	FY20 vs. FY19	FY20 Year End Goal	% of FY20 Goal
	Def. Int'l Room Nights: Conv. Cen.	26,398	0	27,750	0	54,148	11,446	373.07%	10,500	516%
	Def. Int'l Room Nights: Non-Center	10,080	2,030	290	0	12,400	42,409	-70.76%	45,524	27%

Destination DC Quarterly Status Report

International Convention Sales	Def. Int'l Room Nights: Total	36,478	2,030	28,040	0	66,548	53,855	23.57%	56,024	119%
	Int'l Leads: Convention Center	4	4	3	1	12	40	-70.00%	40	30%
	Int'l Leads: Non-Center	24	30	4	3	61	169	-63.91%	170	36%
	Int'l Leads: Total	28	34	7	4	73	209	-65.07%	210	35%

**Brochure Distribution was updated for Q3. P&A In-Kind was updated for Q3 to include additional opportunities from the quarter. International Earned Media was updated for Q2-3 to reflect additional data.*

Name	Seat Type	District Resident/Ward	Member of Executive Committee
Amy Austin	At-Large (Cultural)	Yes, Ward 1	x
Barbara Richardson	Institutional (WMATA)	Yes, Ward 4	x
Carmen Pigler	Ex-Officio (CFO)	awaiting response	Yes
Charles Hill	Industry (Hotel)	No	Yes
Clarence Anthony	At-Large (Convention)	Yes, Ward 5	x
Elliott Ferguson	Ex-Officio (DDC)	Yes, Ward 6	Yes
Gail Smith-Howard	Industry (Hotel)	No	x
Gregory Casten	Industry (Restaurant)	Yes, Ward 6	Yes
Greg O'Dell	Ex-Officio (Events DC)	awaiting response	Yes
Harry Hardy	At-Large (Sports)	Yes, Ward 6	x
James MacGregor	At-Large (Media)	awaiting response	x
Jerome L. Davis	Institutional (MWAA)	awaiting response	Yes
Jessica Wasserman	Third-Party Appointment	awaiting response	x
John P. Drew	At-Large Convention	No	x
Julissa Marenco	At-Large (Cultural)	No	Yes
Kathy E. Hollinger	Ex-Officio (RAMW)	Yes, Ward 3	x
Kenyattah Robinson	Institutional (BID)	Yes, Ward 3	x
Laura Schofield	Industry (Hotel)	No	Yes
Mark Roche-Garland	Industry (Hotel)	Yes, Ward 3	Yes
Matt Felix	Industry (Hotel)	Yes, Ward 6	Yes
Meade Atkeson	Industry (Hotel)	No	x
Michael Akin	At-Large	Yes, Ward 4	Yes
Michael Anderson	Industry (Hotel)	No	x
Nance Koide	Industry (Restaurant)	Yes, Ward 2	Yes
Nizam Ali	Industry (Restaurant)	Yes, Ward 3	Yes
Paul J. Cohn	Third-Party Appointment	Yes, Ward 2	x
Ron Bracco	At-Large (Business)	Yes, Ward 2	Yes
Solomon Keene	Ex-Officio (Cultural Tourism)	Yes, Ward 5	x
Stacy E. Smith	Industry (Hotel)	No	Yes
Stephen Fedorchak	Industry (Restaurant)	awaiting response	Yes
Steve Shulman	Ex-Officio (Culutural Toursim)	Yes, Ward 6	x

Term Start Date	Term Expiration Date (After 3 terms)	Replaced	Attendance Record FY20/FY21 (5 meetings total, Dec'19 - Dec'20)
2016	2025		100% (5/5)
2010	N/A		80% (4/5)
2020	N/A		75% (3/4)
2018	2027		80% (4/5)
2017	2026		80% (4/5)
2009	N/A		100% (5/5)
2015	2026		60% (3/5)
2013	2022		80% (4/5)
2009	N/A		80% (4/5)
2019	2028		100% (2/2)
2016	2025		60% (3/5)
2016	N/A		40% (2/5)
2015	2024		60% (3/5)
2013	2022		80% (4/5)
2019	2028		80% (4/5)
2012	N/A		80% (4/5)
2019	N/A		100% (2/2)
2019	2028		100% (2/2)
2019	2028		80% (4/5)
2018	2027		60% (3/5)
2016	2025		60% (3/5)
2013	2022		100% (5/5)
2019	2027		100% (2/2)
2017	2026	2017 (Took over for Manuel Iguna 2015)	100% (5/5)
N/A	N/A		100% (5/5)
2002	N/A		100% (5/5)
2016	2025	2016 (took over for Tim McGill in 2015)	100% (5/5)
2011	N/A		60% (3/5)
2018	2027		80% (4/5)
2019	2028		50% (1/2)
2013	N/A		100% (5/5)