

EXHIBIT C

Visit Mesa Direct-Service Performance Metrics

All data as described below will be provided directly to the City contract manager who will share with the Destination Mesa Team. If there are questions about the data, the City will request a meeting with Visit Mesa's staff team. This data must have been specifically booked, influenced, or generated by Visit Mesa. The City assumes that Visit Mesa's marketing & public relations work is a fundamental part to producing the outcome-related data described below; therefore, we are not requesting the marketing & public relations information at this time but acknowledge it is a Visit Mesa mission-driven task.

1. **Hotel Rooms Booked and Realized:** Report monthly the number of hotel room nights booked, which is understood to be primarily for future dates (but may also be booked in the month for the month), as well as hotel room nights actualized (from previous Visit Mesa bookings) from all market segments, i.e. Consumer Marketing, Travel Industry Sales, Sports Sales, National Sales (convention/meeting business), for the previous month. Aggregate the fiscal year to date (FYTD) annual total with a comparison to the prior year.
2. **Visitors Booked and Realized:** Report monthly the booked and realized visitor counts (same specifications as stated in #1). Aggregate the FYTD annual total with a comparison to the prior year.
3. **Visit Mesa Tradeshow, Travel Mission & In-Market Client FAM and Site Inspection Outcomes:** On a monthly basis, and for National Sales and Sports Sales only, Visit Mesa will report the number of booked hotel room nights, as well as the number of actualized hotel room nights that occurred as a direct result of previous sales missions and tradeshow. Visit Mesa will indicate specific sales missions/tradeshow locations and dates. For Travel Industry Sales, Visit Mesa will report on a monthly basis the number of partner leads generated as a direct result of a previous sales mission or tradeshow. Visit Mesa will indicate specific travel mission/tradeshow locations and dates.
4. **Leads:** Each month, Visit Mesa will report the total number of leads generated from all sales departments for the previous month. Aggregate the FYTD annual total with a comparison to the prior year.
5. **Visitor Marketing Campaigns:** On an annual basis at the staff-to-staff meeting at the beginning of each Fiscal Year, Visit Mesa will report a full year and by month the number of hotel room nights booked as a direct result of its paid campaigns with various Online Travel Agencies (OTAs). Aggregate the FYTD annual total with a comparison to the prior year. If, during the term of this Agreement, there is verifiable third-party research which allows Visit Mesa to report hotel room nights booked as a direct result of its social media or other marketing/communications efforts, the organization will include this information in its annual reporting.
6. **Visitor Direct Spend:** Based on an agreed upon formula to be determined by Visit Mesa and the City of Mesa, Visit Mesa will report the monthly projected estimated direct visitor spend (based on bookings) and the monthly estimated actualized spend (from programs that convened during the month reporting). Note: This formula may be updated based on future survey information and with the consent of both parties.

6a. Performance Surveys: During the next two to three years, these surveys/primary research tools will help determine the baseline assumptions and Mesa-specific formulas for Visit Mesa and City of Mesa to use for determining economic impact (TLT and direct spend) accepted and adopted by both parties. To create an agreed upon, Mesa-specific formula for direct spend, Visit Mesa will create a plan before end of 2020 for survey work to be performed and funded by Visit Mesa during the agreement. For example, it may be determined there is a need to survey hotel guests or event planners to help confirm/adjust actual visitor behavior and spending to represent a mutually accepted representation of the direct spend value visitors inject into Mesa's economy.

7. **TLT Revenues.** Report quarterly and annually the projected TLT revenues (at full 5% levy) to the City of Mesa from Visit Mesa-driven business and compare YOY. It is understood that there is a two-month lag.
8. **Attestation.** Annually, Visit Mesa staff will provide a memorandum describing their internal quality assurance and quality control method(s) used to track and verify their expenditures and information shared publicly and to support its attestation that Visit Mesa is following A.R.S. § 9-500.06 in its programs and work. Until an agreed upon formula is devised by both teams, Visit Mesa will use its existing formula and describe its process in verifying accuracy of this information.