FY2025-2026 Incentive and Merit Plan

Manager/Director/VP Positions: 10% of base salary
Group Business Development SVP and BDE's: 20% of base salary
Hourly Team Members: Total of $1600 ($800 for each goal)

<u>ORGANIZATIONAL GOALS (Scorecard):</u>
Group Business Development (GBD): 100/90/80 rule
Lead Generation – 725
Conversion Rate – 25%
New Business – 35%
Marketing Communications (MC): 100/90/80 rule
Engaged Web Visitation – 1 million engaged sessions (adjusted growth - 23%)
Engaged Social Growth – 5% cross-channel growth @ average 6% engagement rate
Intent to Visit Score 4.3

<div align="center"><u>INCENTIVE PLAN:</u></div>

Position/Team Mem.	Criteria	Weight
GROUP BUSINESS DEVELOPMENT		
Sr. Vice President of Business Operations	**Org Goals**	
Teresa Savage	- **GBD Goals**	**60%**
	- **MC Goals**	**20%**
	Financial Management	**10%**
	Cultural Leadership	**10%**
Dir. Group Bus Dev	**Org Goals**	
Joe Marcy	- **GBD Goals**	**60%**
	New business goal	**20%**
	Financial Management	**10%**
	Cultural Leadership	**10%**
Sr. Bus Dev Exec	**Individual Lead Generation**	**70%**
Lauren Siring	**Individual Conversion Rate**	**10%**
Rick Hud	**Individual New Business**	**20%**
Bus Dev Exec	**Individual Lead Generation**	**70%**
Kayce Boettcher	**Individual Conversion Rate**	**10%**
	Individual New Business	**20%**
Sr. Bus Dev Exec, Travel	**Client Engagement**	**70%**
David Cater	**Partner Referrals**	**20%**
	Campaign/Partnership	**10%**

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Sr. Conf. Sales Mgr.	**GBD Goals**	**50%**
Michele Pearce	**MCC Lead Goal**	**25%**
	MCC Conversion	**25%**
Client Services Mgr	**Team Lead Generation**	**50%**
Krista Sherman	**Site Visit Conversion Rate**	**50%**
	MARKETING COMMUNICATIONS	
VP of Marketing Communications	**Org Goals**	
Lindsey Stevens	- **MC Goals**	**60%**
	- **GBD Goals**	**20%**
	Cultural Leadership	**10%**
	Financial Management	**10%**
Director of Public Relations	**Org Goals**	
TBD	- **MC Goals**	**40%**
	Total Coverage in Target Outlets	**40%**
	Financial Management	**10%**
	Cultural Leadership	**10%**
Director of Marketing	**Org Goals**	
Leslie Chavez	- **MC Goals**	**80%**
	Financial Management	**10%**
	Cultural Leadership	**10%**
Content & Creative Manager	**MC Goals**	**40%**
TBD	**Organic Social Engagement**	**60%**
Digital Marketing Manager	**MC Goals**	**40%**
Hoku Young	**Website Impressions**	**60%**
	COMMUNITY RELATIONS & ADMIN	
VP of People & Operations	**Org Goals**	
Jeniffer Murray	**-BD Goals**	**20%**
	-MC Goals	**20%**
	Cultural Leadership	**40%**
	Financial Management	**20%**
VP of Finance	**ORG Goals**	

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Richard Dole	**-BD Goals**	**20%**
	-MC Goals	**20%**
	Financial Management	**40%**
	Cultural Leadership	**20%**
Finance Manager	**ORG Goals**	**60%**
Joan Lucido	**Financial Management**	**40%**
Director Community Relations	**ORG Goals**	**40%**
Alyssa Rendon	**Financial Management**	**40%**
	Cultural Leadership	**20%**
Director of Operations	**ORG Goals**	**40%**
Marissa Reader	**Financial Management**	**40%**
	Cultural Leadership	**20%**
Hourly Team Members	**ORG Goals**	**$1,600**
	-BD Goals	**$800**
	-MC Goals	**$800**

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FY2025-26 INCENTIVE TERMS:

- Team members must be employed through the end of the review period to qualify for any portion of that period's incentive. Incentives earned will be prorated for any team members on approved leave or hired during the review period.

- Team members are eligible to receive a maximum of 50% of annual incentive potential at mid-year. Culture Leadership excluded.

- Incentives can be earned based on 100%, 90% or 80% achievement of goal.

- Culture Leadership Average Score Earned Based on the Following:
    - Maintained or Higher = 100% Incentive
    - 90% of Prior Year Average Score = 90% Incentive
    - 80% of Prior Year Average Score = 80% Incentive
    - Below 80% = 0% Incentive

- A discretionary fund, comprised of savings created within personnel expenditure lines (SIBT), will be available to the President and CEO to reward outstanding performance from any team member that is not recognized within the incentive plan criteria (discretionary).

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MERIT INCREASES:

- See Monterey will consider base salary adjustments when market conditions change, job responsibilities change, or cost of living increases are warranted.

- See Monterey may award base salary increases based on merit criteria. To be considered for merit increase, team members must receive a favorable annual performance review. The percentage of the increase will be determined by the budget as well as individuals' overall performance.

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Data and KPI Reporting (Draft)

- Total social connections – by channel and cumulative – know this has been answered somewhere
    - Total social for key competitors (to talk about)
- % of locals in each social channel
- Lead, Conversion and New Biz by each BDE – we haven't tracked this way but will in the coming year, so we should establish baseline now
- Total MCC room nights – last two years, this year's pace and next year's goal (not necessarily an Org goal tied to incentive, but to track)
- Total groups booked and total booked room nights (MCC, single property) last year, pace for this year, projection for next year
- Total groups and room nights per year that are off-peak; % of these that are 'new' (and what is new definition of 'new')
- % of website use by mobile vs desktop
- Usage of the app – growth since launch, monthly users, total downloads
- Usage of the app Kiosk at the Chamber
- Plans for new resident study and VPS in the coming year – and associated budget
- Department spend % of total budget – last year and this year.
- % of agency fees to total MarComm budget, % of production to MarComm, % of media to MarComm
- Web conversion for Group overall; CTR for MCC
- Membership fees paid for various – from MPI chapters to USTA, DI and more
- Number of members – two years ago, last year, this year; number of members by jurisdiction

Additional Mar Com KPIs for consideration

<u>Monthly</u>
-Referral traffic from earned media coverage (online articles and influencers)

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-Cross channel engagement rate (# of total social followers/total engagements)

<u>2 x per year via SMARI study</u>
-Growth of awareness in fly markets (could add national sample too, but increases cost of study)
-Impact ratings (maintenance)
-Paid media awareness rate
-Growth in households interested in visiting
-Likelihood to visit vs. comp set