

Your San Diego

CONVENTION CENTER

FY20 ANNUAL REPORT



Letter from Our President & CEO

CONTINUING TO SERVE OUR COMMUNITY



In fiscal year 2020, your San Diego Convention Center transformed from an economic engine for our region into a place for our unsheltered neighbors through a collaborative San Diego regional effort called Operation Shelter to Home.



Opening our building for San Diego's most vulnerable allowed for greater physical distancing and ensured that a large number of individuals

experiencing homelessness would have access to health services, mental health support and reliable food sources during the COVID-19 pandemic. The program ultimately served as a path to permanent housing for hundreds of individuals and families.

As we reflect on the fiscal year, we realize that we have made strides in ways that we cannot quantify in dollars and cents. We are glad to be able to support community initiatives to curb the spread of COVID-19 and provide temporary shelter for individuals in urgent need. We thank the City,

County, San Diego Housing Commission, Regional Task Force on the Homeless and homeless service providers for their guidance and partnership.

Along with our focus on shelter operations, your San Diego Convention Center has led the industry as an example of how to reopen safely. We played a key role in developing the California Convention Center Coalition's re-opening guidelines for the state's industry. We were also one of the first convention centers in the United States to achieve the prestigious Global Biorisk Advisory Council (GBAC) STAR™ facility accreditation, a program of stringent protocols for cleaning, disinfection and infectious disease prevention.

When the time is right to safely host meetings, conventions and community events, we will be humbled by this experience and ready to welcome guests to benefit our region's economy. San Diego, we are here for you—all of you.

- CLIFFORD "RIP" RIPPETOE, CVE

Letter from Our Board Chair

FACING CHANGE

Although this fiscal year 2020 annual report does not reflect the numbers we all expected, our Board of Directors is proud to present evidence of our team's hard work and determination. This fiscal year has been, without doubt, the most challenging time in the history of the San Diego Convention Center.



This time period starkly contrasts to fiscal year 2019, a financially record-breaking time when we received countless accolades and awards for our customer service, sustainable operations, and overall excellence. *Exhibitor Magazine* recognized us as a top Convention Center and our spaces were in great demand. When

a pandemic changed life as we know it, our momentum came to a halt and we had to rethink every aspect of our business. In a matter of weeks, we transformed our building into a shelter for homeless San Diegans, acquired federal funding to maintain our staff intact for as long as possible and began navigating through the ever-changing reality of COVID-19.

Few teams in the world could have shined as brightly as our team did this year. For that, I thank everyone for continuing to uphold our excellent standards with a smile, ready to face each new challenge that lies ahead.

- JAYMIE BRADFORD

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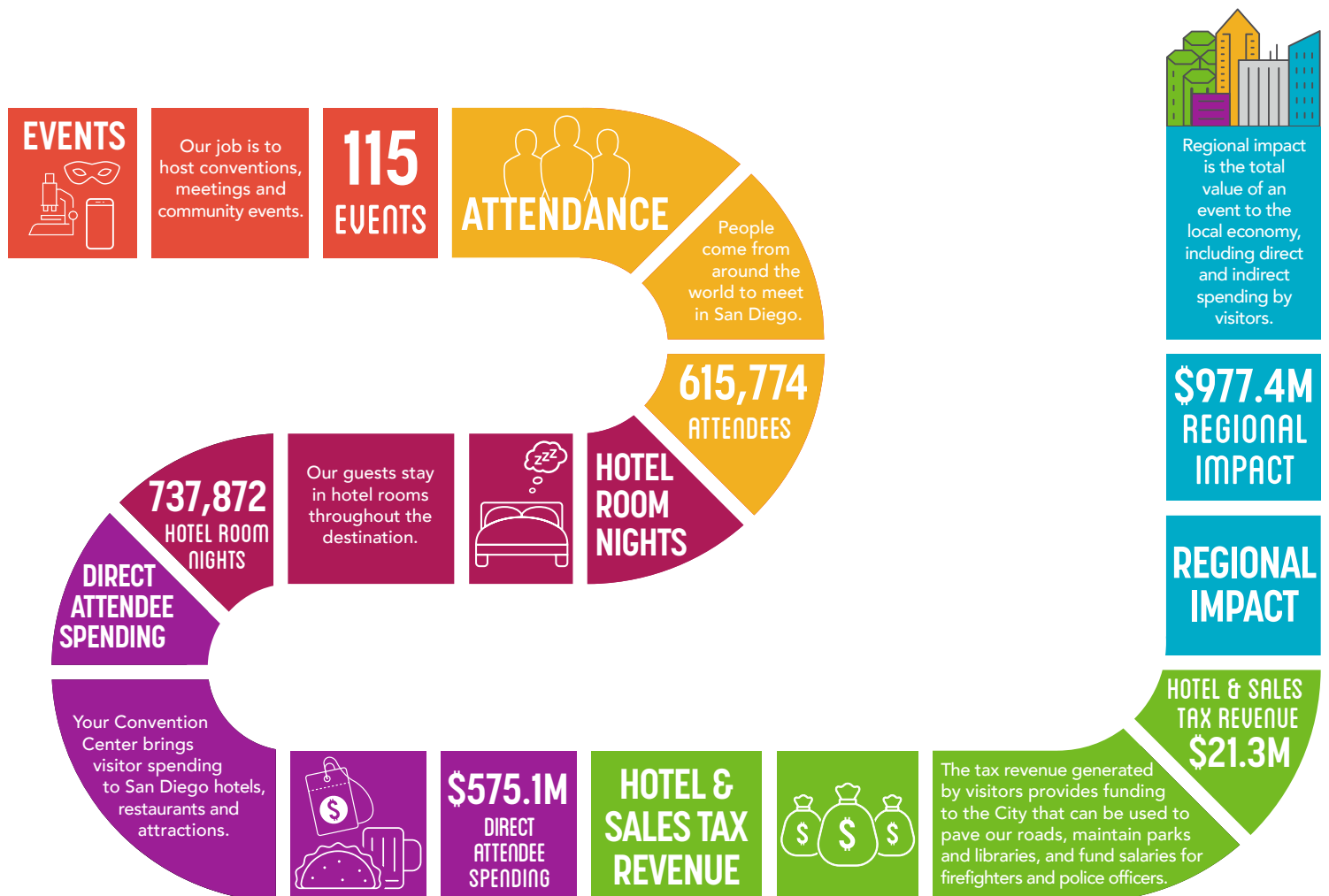
Board Member

“We thank the City, County, San Diego Housing Commission, Regional Task Force on the Homeless and homeless service providers for their guidance and partnership.”

FY20 REGIONAL IMPACT

Your San Diego Convention Center (SDCC) helps drive business to local retailers, attractions, and special event venues, hotels, bars and restaurants. We are an economic engine that produces a **ripple effect** that reaches across the county. The employees that work at our neighboring businesses are able to take their income and reinvest it throughout the County of San Diego, further benefiting the community.

The economic impact figures in this report represent July 1, 2019 through March 11, 2020, when the restriction on large gatherings went into effect.





**IN FY20, FOR EACH \$1
THE CITY OF SAN DIEGO INVESTED
IN SDCC, WE RETURNED \$1.35**

\$15.8M TOTAL CITY OF SAN DIEGO INVESTMENT

The City of San Diego funding breakdown:

\$2.1M
SALES & MARKETING

\$12.6M
EXPANSION BONDS

\$1.1M
DEWATERING

\$21.3M TAXES GENERATED TO THE
CITY OF SAN DIEGO GENERAL FUND

**EACH YEAR, WE CONTINUE TO INNOVATE
AND DRIVE REVENUE**

\$31.4M TOTAL FY20 REVENUES & INFLOWS

\$35.8M TOTAL FY20 OPERATING EXPENSES*

Three primary drivers of revenue:

\$6.82M
BUILDING RENT

\$9.11M
F&B COMMISSIONS**

\$11.78M
ANCILLARY REVENUES***

*This total includes \$4.4M in Paycheck Protection Program (PPP) funds expended during the COVID-19 pandemic in FY20.

**From our in-house catering partner, Centerplate.

***Revenues generated from utilities, audio-visual, telecommunications, booth & cleaning services, advertising and business development.

TOP 5 EVENTS FOR ECONOMIC GENERATORS

Citywides bring San Diego greater economic benefits as they consist of out-of-town attendees here for conventions, trade shows and corporate meetings that require overnight stays. SDCC's highest economic generators of FY20 are:

1



— *Comic-Con* —

\$162.2M
Regional Impact

135,000
Attendees

— *TwitchCon* —

2



\$65.5M | **29,000**
Regional Impact | Attendees

— *National Safety Council* —

4



\$45.5M | **15,100**
Regional Impact | Attendees

3



\$58.3M | **19,400**
Regional Impact | Attendees

— *American Chemical Society* —

5



\$41.0M | **12,500**
Regional Impact | Attendees

CONVENTION ATTENDEE SPENDING

Conventions and meetings stimulate spending in the surrounding areas. While visiting San Diego, attendees go out into the surrounding neighborhoods and create a ripple effect of spending that reaches across the county. On average, attendees spend \$1,411 during their stay.

CONVENTION ATTENDEE AVERAGE SPENDING *



Lodging
\$213M \$523 per attendee



Flights
\$30M \$74 per attendee



Food & Beverage
\$84M \$206 per attendee



Local Transportation
\$12M \$30 per attendee



Retail
\$38M \$94 per attendee



Car Rental
\$8M \$20 per attendee



Admissions
\$23M \$56 per attendee



**Meeting Planners/
Exhibitor Event Expenses**
\$160M \$392 per attendee



Miscellaneous
\$7M \$16 per attendee

Total Average Spending throughout FY20:

\$575M \$1,411 per attendee

**Attendee spending results are based on information and research provided by San Diego-based CIC Research, Inc. and by Destination Marketing Association International.*





First Responders Appreciation Breakfast

Opening Our Doors to

THE COMMUNITY

BIG BAY BOOM

The annual 4th of July tradition of the Port of San Diego Big Bay Boom fireworks show continued with a viewing party at our building. The outdoor terraces welcomed hundreds of San Diegans to enjoy food, drinks and fireworks.

JOEY'S WINGS

In September 2019, we worked with the Joey's Wings Foundation to display 2,000 origami cranes in our lobby in recognition of National Childhood Cancer Awareness Month. Each crane represented one of the 2,000 children whose lives are taken by cancer each year in the U.S.

FIRST RESPONDERS APPRECIATION BREAKFAST

We hosted our 3rd Annual First Responders Appreciation Breakfast, recognizing their enormous contributions in keeping our building and everyone in it safe.

JOB FAIR

We continue to host job fairs to connect San Diegans with local employers. Our Autumn 2019 Job Fair featured 18 different local employers in addition to our own hiring departments.



Big Bay Boom



Joey's Wings

SEASON'S SHOWCASE

In celebration of our 30th anniversary, we hosted a free event to welcome our community to their Convention Center in conjunction with the San Diego Bay Parade of Lights. Season's Showcase, a variety show featuring local talent, brought members of our community together to watch performers like the Lucky Lion Dancers, Mariachi Victoria de San Diego, and the Heartbeat Music & Performing Arts Academy. A rainy evening couldn't stop this party; we brought the whole show indoors for food, music and a livestream of the Parade of Lights!



Lucky Lion Dancers



Sweet Adeline

Staff Giving

PRIDE PARADE & RACE FOR THE CURE

Our staff have continued to participate in the annual San Diego LGBT Pride Parade and Susan G. Komen Race for the Cure San Diego.

OPERATION CLEAN SWEEP

Our staff members woke up early on a Saturday to volunteer for the annual San Diego Port Tenants Association's Operation Clean Sweep.

USO GIVING TREE

Staff volunteers helped wrap presents and spread holiday cheer with the USO San Diego.

COMMUNITY DONATIONS

We've continued our annual tradition of donating to Toys for Tots and found new ways to give, including our victim relief blanket and toiletry drive and a can opener drive for Salvation Army San Diego.



Pride Parade



USO Giving Tree




Toys for Tots Donations



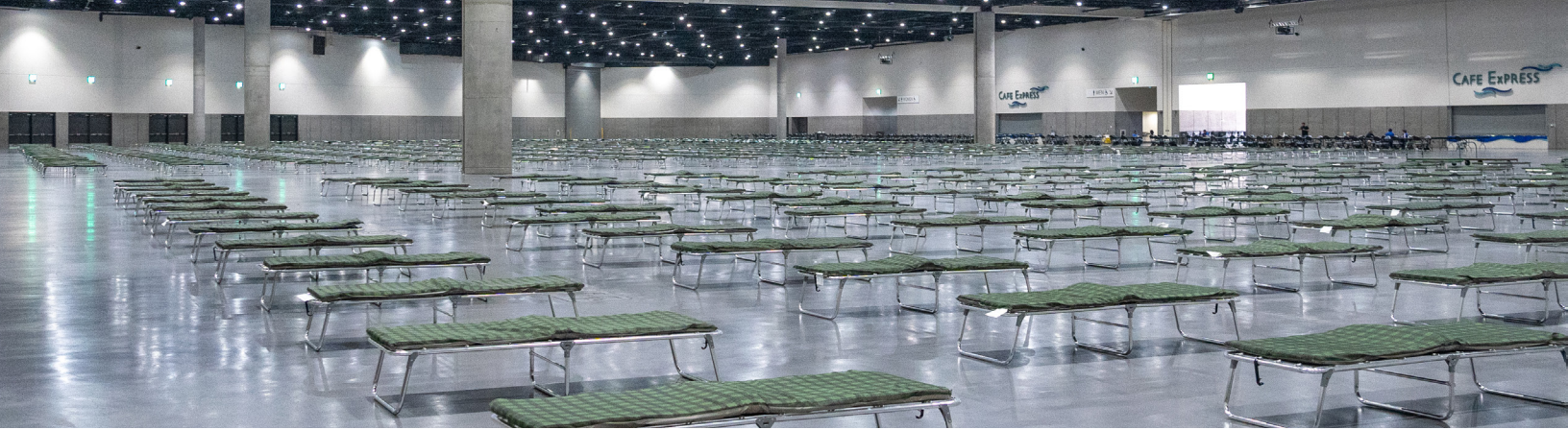
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- SAN DIEGO MAYOR M



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ING BEACON
ROUND THE WORLD,
HIS PANDEMIC,
ACON OF HOPE
COMMUNITY.”**

KEVIN L. FAULCONER



Operation

SHELTER TO HOME

In Spring 2020, the San Diego Convention Center quickly transitioned from having a full calendar of convention activity to serving as an emergency shelter for thousands of neighbors in need.

This shift began in early March, when COVID-19—then known as the novel coronavirus—became a serious concern in the United States. That month, clients began to reschedule their events and cities across the nation began locking down. Like most of our colleagues in venue management, we soon realized we would probably not host a single event in late March or April, and possibly longer.

All the while, our President and CEO Rip Rippetoe was in discussion with local leaders regarding the potential repurposing of our Center as a temporary shelter for individuals experiencing homelessness. We had space, staffing and expertise in planning large-scale operations. Opening our building for this purpose would allow for greater physical distancing for homeless individuals and access to health services, mental health support and reliable food sources during this pandemic.

On Wednesday, April 1, fewer than two weeks after talks with regional partners began, we opened Operation Shelter to Home (OSTH) in our exhibit halls. A collaboration between the City, County, San Diego Housing Commission, Regional Task Force on the Homeless and homeless service providers, this unprecedented project surfaced many questions and considerations—none unsurmountable. Shelter providers Alpha Project, Father Joe's Villages and Veterans Village of San Diego initially moved in residents from more cramped shelter settings and later were able to welcome additional people from off the streets.

By May, more than 1,200 people were in safe, sanitary conditions getting their lives back on track within our building. Our employees adjusted to new aspects of their jobs. Our cleaning services team wore full-body personal protective equipment to ensure safety while keeping the Center clean and sanitized. Our food and beverage partner Centerplate shifted to a nonstop three meals per day and seven days a week schedule, completely different from a convention schedule. Our partners in Smart City and ON Site provided residents with wifi and TVs to stay informed and entertained. As the pandemic settled in, our team remained vigilant to provide shelter to San Diego's most vulnerable population.

**OSTH helped
more than
750 people
find housing**

When our fiscal year ended on June 30, Operation Shelter to Home had 1,334 residents. By the fall, OSTH helped more than 750 people find housing. During those first five months, the Centerplate team prepared more than 500,000 meals for residents. With thorough

policies in place for cleaning, physical distancing and use of face coverings, only 23 residents or shelter staff tested positive for COVID-19 out of 8,500 tests administered on a regular basis between April and November.

In a time when we are not able to fulfill our purpose as an economic driver for the region, Operation Shelter to Home represented an incredible opportunity for the San Diego Convention Center to continue to contribute to our community.

COVID-19 Timeline for FY20

JANUARY 25

First known case of COVID-19 in California occurs. We continue enhancing signage, cleaning and training measures.

MARCH 9

The first event cancellations and postponements take place.

MARCH 11

The World Health Organization declares COVID-19 a pandemic.

MARCH 19

California's first stay-at home order goes into effect, closing nonessential businesses and restaurant dining.

MARCH 23

Mayor Kevin Faulconer announces the use of the Convention Center as an emergency shelter.

APRIL 1

The first shelter residents move into our exhibit halls.

APRIL 17

Comic-Con cancels its in-person July convention for the first time in 50 years.

JUNE 30

Our Center is sheltering more than 1,300 individuals, with preparations underway to reopen for events in 2021.

A HISTORIC MOMENT FOR OUR CENTER, OUR CITY AND OUR WORLD



“My time in San Diego has been incredibly productive and given me unique insight to bring back to Washington. I especially appreciated the opportunity to learn about these local efforts to protect both the most vulnerable among us, the minority populations who have been more susceptible to the virus, and the cross-sector partnerships supporting the health of San Diego’s citizens.”

– Dr. Jerome Adams
U.S. Surgeon General

“San Diego’s convention center is an economic driver throughout the region, but today serves another critical purpose. It is paramount that we continue to utilize all available resources to protect the health and safety of our most vulnerable populations by providing safe spaces for those in need of shelter.”

– Chris Ward
Councilmember, City of San Diego
Chair, Regional Task Force on the Homeless

“This effort to address safer shelter options in a pandemic also created a unique opportunity for us to make progress toward many of the goals we have for the City of San Diego through its strategic plan. These improvements to our system streamline how individuals move from homeless to housed and will benefit our entire regional approach going forward.”

– Tamera Kohler
Chief Executive Officer,
Regional Task Force on the Homeless



“Our partners and staff bring energy and positivity each day, showing an incredible ability to adapt to new health and safety protocols. My teams and I are extremely proud and humbled to be part of such an amazing and humanitarian effort.”

– Bobby Ramirez
General Manager, Centerplate

“By opening the convention center to those on the streets and offering them access to basic hygiene, supportive services and medical care, as well as providing appropriate distancing, we are affording them the same means to protect themselves that we all take for granted. This is simply the right and prudent thing to do.”

– Deacon Jim Vargas
President and CEO,
Father Joe’s Villages

“I often remark that our staff and partners build a small city each week for the most important moment in an organization’s year. In this case, we worked with our City, County and community partners to transform our exhibit halls for San Diego’s critical moment.”

– Clifford “Rip” Rippetoe
President & CEO,
San Diego Convention Center



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