



## **A new study released today confirms the economic muscle of the San Diego Convention Center**

### **▲ Economic Benefits of \$883 million for FY2002**

A new study by CIC Research reveals that the San Diego Convention Center generated economic benefits of \$883 million for the San Diego region during the Center's 2002 fiscal year. With each passing year, the fully expanded Center is expected to generate even more. In FY2004, for example, the Center is projected to generate \$1.2 billion in economic benefits.

### **▲ \$18.7 million in TOT and other tax dollars**

In FY2002, the Center generated 18% of all TOT collected in the City. A total of \$18.7 million in TOT and other tax dollars was generated by out-of-town visitors as a result of Center events. The Center projects to generate \$26.9 million in taxes from visitors in FY2004.

### **▲ Supported 7,950 jobs/\$265 million in property tax**

The Center is responsible for supporting 7,950 jobs county-wide. The Center has also been an amazing catalyst for Downtown Growth: Since 1990, total incremental property tax revenue generated in the areas closest to the Convention Center has been \$265 million.

To download a pdf of the study results [click here](#).

For more information on this study please feel free to contact Fred Sainz, *SDCCC Vice President for Public Affairs*, by e-mail: [fred.sainz@sdccc.org](mailto:fred.sainz@sdccc.org) or by phone: 619-525-5251.



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