2018 PRESS KIT

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The San Diego Convention Center Corporation (SDCCC) is a non-profit public benefit corporation created by the City of San Diego to manage and operate the 2.6 million square foot San Diego Convention Center. Our award-winning convention center is not only one of the region’s strongest economic engines, but is a favorite among meeting planners for its bayside location, flexible meeting space and five-star service.

**Our Purpose**

The San Diego Convention Center is the region’s premier gathering place, hosting conventions, trade shows and community events that economically benefit the City of San Diego and advances our convention and tourism industry.

**Our Promise**

To provide our clients and guests outstanding service, consistently exceeding expectations, so that they want to come back over and over again, to invest further in San Diego.
Facility Fast Facts

Exhibit Halls
• 525,701 gross sq. ft. of contiguous ground-level space

Meeting/Event
• 72 meeting/banquet rooms totaling 204,114 sq. ft.
• Two ballrooms totaling 80,706 sq. ft.

Sails Pavilion
• 90,000 sq. ft. glass-enclosed, column-free, flexible space with panoramic views of downtown San Diego and the bay

Pre-Function & Lobby
• 284,494 sq. ft. of pre-function and lobby
• 166,901 sq. ft. of outdoor terraces

Food Services
• Two full-service kitchens
• Eight exhibit hall concessions stands
• Three Starbucks lobby locations

Parking
• 1,950-space underground parking garage and adjacent 2,000-space free-standing parking structure

Truck Access
• 50 loading docks with eight direct drive-in accesses to exhibit halls
• 30 ft. high elephant door in Hall H

Elevators/Escalators
• Eight passenger elevators
• Five freight and three service elevators
• 14 escalators
Regional Impact: $1.2B

Hotel & Sales Tax Revenue to the City of San Diego: $27.5M

Attendance: 862,408

Hotel Room Nights: 794,806

Events: 108

Direct Attendee Spending: $724.1M

What is Regional Impact and How is it Calculated?

Regional impact is the total value of an event to the local economy including direct and indirect spending.

**STEP 1**
Direct Attendee Spending Factor
An average attendee length of stay of just less than four days
Figure varies depending on actual event duration and attendee length of stay.

**STEP 2**
Direct Attendee Spending
Direct spending factor per attendee
Attendance projections are provided to the Corporation by the event planner or show manager

**STEP 3**
Regional Impact
Total number of event attendees
Direct attendee spending
Industry Factor
Industry factor based on information and research provided by CIC Research, Inc.

These numbers represent forecasted business in calendar year 2018. The results are based on information and research provided by San Diego-based CIC Research, Inc. and by Destination Marketing Association International. Hotel Room Nights figure represents the reported contracted room block from Show Management.
2018 Top 5 Economic Generators

1. **San Diego Comic-Con International**
   - Regional Impact: $147.1M
   - Hotel Room Nights: 60,960
   - Attendance: 130,000

2. **Society for Neuroscience**
   - Regional Impact: $88.8M
   - Hotel Room Nights: 46,850
   - Attendance: 30,000

3. **American Society of Hematology**
   - Regional Impact: $79.3M
   - Hotel Room Nights: 86,015
   - Attendance: 27,000

4. **American Academy of Dermatology**
   - Regional Impact: $53.5M
   - Hotel Room Nights: 35,362
   - Attendance: 18,000

5. **American Thoracic Society**
   - Regional Impact: $48.5M
   - Hotel Room Nights: 32,955
   - Attendance: 16,000
Square Footage Summary

Facility Interior

<table>
<thead>
<tr>
<th>Facility Name</th>
<th>Square Feet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Halls</td>
<td>525,701</td>
</tr>
<tr>
<td>Sails Pavilion</td>
<td>90,000</td>
</tr>
<tr>
<td>Meeting/Ballroom (72 Meeting Rooms)</td>
<td>204,114</td>
</tr>
<tr>
<td>Prefunction, Lobby, Registration and Circulation</td>
<td>284,494</td>
</tr>
<tr>
<td><strong>TOTAL INTERIOR SPACE, SQ. FT.</strong></td>
<td>1,104,309</td>
</tr>
<tr>
<td>Services/Support Areas</td>
<td>659,551</td>
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<tr>
<td><strong>TOTAL GROSS INTERIOR, SQ. FT.</strong></td>
<td>1,763,876</td>
</tr>
</tbody>
</table>

Facility Exterior

<table>
<thead>
<tr>
<th>Facility Name</th>
<th>Square Feet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outdoor Terraces</td>
<td>166,901</td>
</tr>
<tr>
<td>Skywalk</td>
<td>17,613</td>
</tr>
<tr>
<td><strong>TOTAL OUTDOOR SPACE, SQ. FT.</strong></td>
<td>184,514</td>
</tr>
<tr>
<td>Parking</td>
<td>669,800</td>
</tr>
<tr>
<td><strong>TOTAL GROSS, SQ. FT.</strong></td>
<td>2,618,190</td>
</tr>
</tbody>
</table>
Impact

The San Diego Convention Center is one of the region’s most powerful economic engines. When the convention center opened in 1989, it was with the promise that it would generate significant economic benefits for the greater San Diego region. Today, it is one of North America’s leading convention facilities and the epicenter of San Diego’s successful convention and meeting industry.

Since Opening In 1989, The Convention Center Has Generated:

- **$21B** Regional Impact
- **$534M** Hotel & Sales Tax Revenue to the City of San Diego
- **$12.4M** Direct Attendee Spending
- **16.9M** Hotel Room Nights
- **22M** Attendance
- **5,671** Events

*Results based on information and research provided by Destination Marketing Association International and by San Diego based CIC Research, Inc. **Hotel room night figures are estimates provided by clients at the time of booking and do not take into account the additional rooms booked out of the contracted room nights.

Conventions Fund City Services

- Spending by overnight visitors who attend conventions eases the tax burden on San Diego residents.

- Hotel room tax and sales tax dollars stay here long after the convention is over and filter into local communities.

- The tax revenues helps pay for important city services like police and fire protection, the upkeep of libraries and museums and maintaining parks and beaches enjoyed by everyone.
Return on Investment (ROI)

What is the value of a convention center? Our purpose is to be the region’s premier gathering place, hosting conventions, trade shows and community events that economically benefit the City of San Diego and advances our convention and tourism industry.

The city invested:
- $3.4M in marketing for the San Diego Tourism Authority and capital expenses
- $12.6M in expansion contribution bonds
- $0.7M in dewatering expenses

The San Diego Convention Center generated:
- $25.4M in taxes that went straight to the city’s General Fund

That’s a total investment of $16.7 million resulting in a $8.7 million return on investment.

For each $1 you invest, we return $1.52.

The Convention Center has been renovated and upgraded over the past year thanks to a series of Capital Improvement Projects.
Sustainability

The San Diego Convention Center is a proud industry leader in sustainability. Our business practices are recognized for going above and beyond in our efforts to promote environmental responsibility in operating and managing our venue. In April 2017, we earned LEED Gold certification from the U.S. Green Building Council, due in part to the achievements listed below.

In addition, the convention center also earned The Port of San Diego's Green Business Network Award for Overall Sustainable Achievement and the Recycler of the Year honor from the City of San Diego.

- **Waste Minimization**: 80% of waste generated was diverted from landfills.
- **Cardboard Recycling**: 100% or cardboard was recycled.
- **Energy Conservation**: 1,208 light fixtures were converted to LEDs in the exhibit hall.
- **Food Composting**: 173 tons of non-edible food was composted.
- **Material Recycling**: 3,790 tons of materials were recycled.
Fun Facts

The convention center has welcomed **22 million attendees** since opening. That is enough people to fill **Petco Park over 518 times**.

If you were to meet in a different meeting room every day you would spend **two months** in the convention center before you would have to step foot in the same room twice.

The past **eight U.S. Presidents** have all been to the convention center: Donald Trump, Barack Obama, George W. Bush, Bill Clinton, George Bush, Ronald Reagan, Jimmy Carter, and Gerald Ford.

The convention center has welcomed guests and attendees from over **200 countries and self-governing territories**.

The convention center’s **seven contiguous exhibit halls** share the same square footage as **9 American football fields**, end zones included.

The convention center is more than **twice the length of the USS Midway (CV-41)** at **2,079 ft long**.

If all the **electrical wiring used during Comic-Con** was laid out end to end, it would extend from the convention center to the U.S.-Mexico Border.
History

A major redevelopment campaign in the late 1970s by then Mayor (and future Governor) Pete Wilson was the catalyst for building a world-class convention center on San Diego Bay.

Our facility ultimately sparked an extensive revitalization of San Diego's decaying downtown into the vibrant 21st century city it is today. San Diego is now the eighth largest city in the United States.

Timeline

Construction begins \textbf{‘87}

New convention center opens \textbf{‘89}

\begin{itemize}
  \item Mayor appoints Task Force \textbf{‘82}
  \item San Diego voters approve bayside facility \textbf{‘83}
  \item City voters approve expansion \textbf{‘98}
  \item Expansion is completed \textbf{‘01}
\end{itemize}

Background

\begin{itemize}
  \item Construction of the original 1.7 million square-foot building began in 1987, on 11 acres of San Diego Unified Port District tidelands property.
  \item The Port District paid the total cost of $165 million from its cash reserves.
  \item The convention center opened in November 1989, hosting 49 conventions and trade shows and 17 consumer shows the first year.
  \item In June 1998, San Diego voters approved financing a Phase II expansion using city-issued bonds.
  \item The $216 million expansion opened in September 2001, nearly doubling the building to 2.6 million gross square feet.
\end{itemize}
Facility ownership & Funding

The San Diego Unified Port District, a public agency that administers all tidelands property along San Diego Bay, owns the San Diego Convention Center. The Port leases the building to the City of San Diego for $1 per year.

- The Port District used $165 million from its cash reserves to finance construction of the original 1.7 million-square-foot convention center in 1987.

- The $216 million Phase II expansion, which opened in 2001, was financed primarily with $205 million in voter-approved lease revenues bonds issued by the San Diego Convention Center Expansion Financing Authority – a joint powers authority between the city and the Port.

- The total annual bond payment for the Phase II expansion is approximately $12.6 million, paid for by the City of San Diego. Annually, the City also pays $1.2 million in de-watering expenses and contributes approximately $3.4 million to the Corporation to be solely used for marketing, promotion and/or capital projects.

For a more detailed overview of funding for the convention center — click here.
The San Diego Convention Center Corporation was created by a mayor-appointed task force in 1984 using the following model:

- A separate 501(c) non-profit public benefit corporation instead of a city department.
- A seven-member board of directors, comprised of business and community leaders, establishes policy for the corporation. The mayor and city council recommend and appoint seven voting members.
- The board sets policy for the Corporation and is committed to maximizing the economic and fiscal benefits generated by the convention center.
The board of directors hires the Corporation’s President and CEO who, in turn, hires the management team.
Staff & Labor

423 employees
Full-Time + Part-Time Convention Center Staff

643 employees
Full-Time + Part-Time Food & Beverage Staff

29 staff members
have worked at the Convention Center since our doors opened in 1989**

+ Hundreds of on-call workers representing the following unions help us create conventions:

SEIU, Local 1877; United Association of Plumbers & Pipe Fitters, Local 230; International Union of Operations Engineers, Local 501; IBEW, Local 569 AFL-CIO; Painters & Allied Trade, District Council 36, Local 1399; Teamsters, Chauffeurs, Warehousemen and Helpers Local 542; Southern California Regional Council of Carpenters & its affiliate Cabinet Makers, Millmen & Industrial Carpenters Local 721, United Brotherhood of Carpenters & Joiners of America.

* The Port of San Diego owns the building. The City of San Diego leases it for $1.
** The San Diego Convention Center was opened in November 1989 and expanded in 2001.
These and other comprehensive resources can be found at visitsandiego.com.

**Website**
visitsandiego.com

**Blog**
visitsandiego.com/blog

**Publications**
- Annual Reports & Forecasts
- San Diego Attendee Guide
- Facility Guide

**Facility Information**
visitsandiego.com/facility
- Policies, Rules & Regulations
- General Services Guide
- In Brief
- Floor Plans
- Green Meetings

**Photos**
visitsandiego.com/media/resources/photo-gallery

**Logos**
visitsandiego.com/media/resources/logos

**Meetmeinsandiego.com**

**Events Calendar**
visitsandiego.com/events
**Glossary**

**Attendee:** An individual, registered for or participating in an event. Includes delegates, exhibitors, media, speakers, and guests.

**Bed Tax:** (TOT) Tax placed on hotel/motel room rates. Generally all or parts of revenues generated are used to help fund tourism. Also called BED TAX, ROOM TAX, HOTEL TAX.

**Building Occupancy:** Total percentage of building that is occupied by contracted events. Building is considered fully occupied at 70%. The industry average is 50%.

**Citywide Convention:** Conventions or meetings booked at the San Diego Convention Center using over 750 rooms on peak night and 35,000 square feet of gross exhibit space.

**Competitive Set:** Identified cities/convention centers in which the Convention Center directly competes for convention business.

**Consumer Show:** Exhibition that is open to the public, usually requiring an entrance fee.

**Contractor:** An individual or organization providing services to a trade show and/or its exhibitors. May be Official (appointed by show management) or Independent (appointed by exhibitor). Typically refers to either a general service contractor or specialty contractor.

**Convention Services Manager (CSM):** Professionals at a convention center who are responsible for servicing conventions (housing, site visits, staffing, etc.).

**Corporate Incentive:** Gathering of employees or representatives of a commercial organization. Usually, attendance is required and travel, room and most meal expenses are paid for by the organization.

**Delegate:** Person who attends a convention primarily to visit exhibits or attend meetings and/or conference sessions.

**Direct Attendee Spending:** determined by multiplying the total number of event attendees by direct spending factor per attendee. The direct attendee spending factor for conventions is based on average attendee length of stay of just less than four days. However, the figure varies depending on actual event duration and attendee length of stay. Attendance projections are provided to the Corporation by the event planner or show manager.

**Exclusive Provider:** In-house provider of convention center services that must be used by meeting organizer.

**Exhibitor Move-In:** The time period allowed for exhibitors to prepare their exhibit space for show opening. It varies based on the amount of freight and generally begins after the exposition contractor receives/unloads show-site deliveries.

**Facility Manager:** The manager of a convention center, exhibition hall or other venue.

**Food and Beverage:** Any catered or concession service provided by a facility.

**Future Bookings:** Events or meetings which are contractually committed to occur at a future date in a specific venue.
**Headquarter Hotel(s):** Hotel usually located next to or near convention center which may host some meetings/ functions and has a large room block for the event.

**Hotel Average Daily Room Rate:** Average rate from the number of rooms utilized.

**Hotel Room Nights:** Number of rooms blocked or occupied multiplied by number of nights each room is reserved or occupied.

**Peak Hotel Room Nights:** Highest concentration of hotel room nights used during an event that spans several days.

**Pre-Con Meeting:** A meeting at the primary facility at which an event will take place just prior to the event beginning. Attendees generally include the primary event organizer, representatives of the event organizer/ host organization, department heads at the facility, other facility staff as appropriate, and contractors. The agenda focuses on reviewing the purpose and details of the event and making final adjustments as needed.

**Preferred Provider:** Pre-qualified and recommended provider of services inside a convention center. Meeting organizers are not obligated to use a preferred provider and may use another vendor of their own choosing.

**Pre-Function Space:** Area adjacent to the main event location. Often used for receptions prior to a meal or coffee breaks during an event.

**Rental Credits:** Process by which convention centers discount or give away building space in return for ancillary minimums.

**Room Block:** Total number of sleeping rooms contracted by an event organizer, typically at a discount rate, and used by attendees.

**Total Regional Impact:** The total value of an event to the local economy including direct and indirect spending calculated using an industry output factor multiplied by direct attendee spending.

**Tourism Marketing District (TMD):** A special assessment district created to provide additional funding for promoting tourism.

**Tradeshow:** An exhibition of products and/or services held for members of a common or related industry. Not open to the general public.

**Convention w/ Trade Show:** An event where the primary activity of the attendees is to attend educational sessions, participate in meetings/discussions, socialize or attend other organized events. There is a secondary exhibit component.

**Transient Occupancy Tax (TOT):** Tax placed on hotel/motel room rentals. Generally all or part of revenues thus generated are used in financing the operation of convention facilities and tourism. Also called BED TAX, ROOM TAX, HOTEL TAX.