

## CONVENTION CENTER

RESOURCES	ACTUAL FY03	ACTUAL FY04	BUDGET FY05	PROJECTED FY05	RECOMMENDED FY06
Personnel Expenses	\$ 3,123,844	\$ 3,413,734	\$ 3,556,034	\$ 3,540,056	\$ 3,796,118
Operating Expenses	<u>3,408,394</u>	<u>3,574,679</u>	<u>3,793,242</u>	<u>3,695,056</u>	<u>3,762,016</u>
Operating Budget	\$ 6,532,238	\$ 6,988,413	\$ 7,349,276	\$ 7,235,112	\$ 7,558,134
Capital Outlay	<u>66,315</u>	<u>17,350</u>	<u>17,500</u>	<u>17,500</u>	<u>17,500</u>
Budget Allocation	\$ 6,598,553	\$ 7,005,763	\$ 7,366,776	\$ 7,252,612	\$ 7,575,634
Authorized Positions	63	62	57	57	59

**Vision and Mission:** The Tampa Convention Center is dedicated to providing a safe, exciting, dynamic, and prosperous venue for conventions, meetings, social functions, and an enjoyable experience to visitors and clients. The mission of the Tampa Convention Center is to generate economic impact for the City of Tampa and Hillsborough County by promoting mutually beneficial partnerships, providing outstanding guest service, demonstrating good stewardship in the managing of the asset, and achieving financial expectations.

**Goals and Objectives:** The goal of the center is to become an industry leader by offering outstanding service, excellent value and a quality product to clients through the accomplishment of the following objectives:

- Operate a spotlessly clean, well-maintained facility through a detailed asset management plan and vigilant daily management.
- Support the residential community downtown strategic focus area and also assist in neighborhood affairs to develop a city of the arts.
- Maximize the economic impact realized from the convention center through space utilization, occupancy increase, and yield management for various seasons.
- Ensure detailed marketing plans and programs are in place to assist in occupancy growth and ensure financial targets are obtained.

**Current Operations and Initiatives:** In FY05, the Tampa Convention Center received one of the hospitality industry's most prestigious awards, the *Meeting News* 2004 "Planners' Choice Award" that recognizes the center for delivering superior service. We will increase public awareness through the development of a new web site, ongoing public relations efforts, and continuous product improvements and enhancements to appeal to all guests and attendees. Finally, we will assist in the development of a "convention corridor", incorporating the Franklin Street mall, Channelside and Downtown neighborhoods, with components such as the Riverwalk, new hotel inventory, retail expansion, transportation enhancements, a pedestrian friendly environment and safety/security improvements.

Performance Measures	FY04 Actual	FY05 Projected	FY06 Estimated
Consumer Shows	14	16	11
Conventions	2	7	2
Conventions w/Exhibits	31	47	37
Entertainment	0	2	4
Food Functions	54	47	45
General Meetings	128	143	125
Trade Shows	7	3	5
Total	236	265	229