

CONVENTION CENTER

RESOURCES	ACTUAL FY05	ACTUAL FY06	BUDGET FY07	PROJECTED FY07	RECOMMENDED FY08
Personnel Expenses	\$ 3,582,476	\$ 3,867,759	\$ 4,121,351	\$ 4,090,036	\$ 4,064,019
Operating Expenses	<u>3,839,125</u>	<u>4,218,443</u>	<u>4,986,364</u>	<u>4,835,214</u>	<u>3,894,987</u>
Operating Budget	\$ 7,421,601	\$ 8,086,202	\$ 9,107,715	\$ 8,925,250	\$ 7,959,006
Capital Outlay	<u>0</u>	<u>17,052</u>	<u>108,225</u>	<u>108,225</u>	<u>17,500</u>
Budget Allocation	\$ 7,421,601	\$ 8,103,254	\$ 9,215,940	\$ 9,033,475	\$ 7,976,506
Authorized Positions	57	59	61	61	58

Vision and Mission: The mission of the Tampa Convention Center (TCC) is to generate economic impact for the City of Tampa and Hillsborough County by promoting mutually beneficial partnerships; to provide outstanding guest service; to demonstrate good stewardship in the managing of the asset; and to achieve financial expectations. The center is dedicated to providing an exciting, dynamic and prosperous venue where people feel safe, comfortable and truly enjoy their experience.

Goals and Objectives: TCC is responsible for marketing and promoting the City of Tampa in all aspects of tourism; generating economic impact for the City of Tampa and Hillsborough County by attracting national, international and regional conventions, trade shows, conferences and related events to Tampa; and working with other city departments and downtown stakeholders to develop a vibrant downtown where people will live, play, and enjoy the arts. For FY08, TCC will focus on the following goals and objectives:

- Operate a spotlessly clean, well-maintained facility through a detailed asset management plan and vigilant daily management.
- Complete capital improvement projects to upgrade and refurbish the 18-year old facility to ensure the center's continued marketability in a highly competitive industry.
- Maximize the economic impact realized by TCC through space utilization, occupancy increases, and yield management for various seasons.
- Assist the economic development department in developing a residential community downtown by supporting efforts to complete the section of the Tampa Riverwalk under Platt Street Bridge and through the USF Park, providing support for the city's plan for increased public safety in downtown, and helping improve cleanliness, lighting and landscaping along Franklin Street.
- Development improvements for the future to include Tampa Riverwalk food and beverage options, temporary housing of the Tampa Museum of Art, and retail space development.
- Development improvements for potential junior ballroom possibilities and retail space development (current history center space).

Current Operations and Initiatives: During FY07, the Tampa Convention Center has functioned as the Tampa Bay area's largest hotel room demand generator, directly responsible for producing \$100 million in economic impact. Various capital improvement projects to refurbish and upgrade the 18-year old facility have been accomplished in FY07 or are in the planning stages for FY08. TCC has continued to support the mayor's strategic plan in the areas of downtown as a residential community, efficient city government focused on customer service, and Tampa as a city of the arts. For FY08, TCC will host over 40 large conventions, representing approximately 200,000 room nights and \$100 million in economic impact. Some of the major conventions for 2008 include the NCAA Women's Final Four Hoop City/Coaches Meeting, American Academy of Optometry Annual Academy, American Association of School Administrators' National Conference on Education, Software Engineering Institute Process Group Conference, and the Adventist-Laymens Services and Industries International Meeting.

Performance Measures	FY06 Actual	FY07 Projected	FY08 Estimated
Consumer Shows	13	16	14
Conventions	2	5	3
Conventions with Exhibits	41	35	44
Entertainment	0	1	4
Food Functions	58	58	55
General Meetings	137	130	125
Trade Shows	6	8	6
Economic Impact (millions)	\$102	\$100	\$100