

CONVENTION CENTER

RESOURCES	ACTUAL FY04	ACTUAL FY05	BUDGET FY06	PROJECTED FY06	RECOMMENDED FY07
Personnel Expenses	\$ 3,413,734	\$ 3,582,476	\$ 3,796,118	\$ 3,514,853	\$ 4,121,351
Operating Expenses	<u>3,574,679</u>	<u>3,839,125</u>	<u>3,974,254</u>	<u>3,966,811</u>	<u>4,089,533</u>
Operating Budget	\$ 6,988,413	\$ 7,421,601	\$ 7,770,372	\$ 7,481,664	\$ 8,210,884
Capital Outlay	<u>17,350</u>	<u>0</u>	<u>17,500</u>	<u>17,500</u>	<u>17,500</u>
Budget Allocation	\$ 7,005,763	\$ 7,421,601	\$ 7,787,872	\$ 7,499,164	\$ 8,228,384
Authorized Positions	62	57	59	59	61

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, providing outstanding guest service, demonstrating good stewardship in the managing of the asset and achieving financial expectations. The Tampa Convention 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 FY07, 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 17-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 Riverwalk under Platt Street and through the University of South Florida 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 include Riverwalk food and beverage options, potential junior ballroom possibilities and retail space development (current History Center space).

Current Operations and Initiatives: During FY06, 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 17-year old facility have been accomplished in FY06 or are in the planning stages for FY07. 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 FY07, TCC will host 36 large conventions, representing approximately 200,000 room nights and \$100 million in economic impact. Some of the major conventions for 2007 include the IEEE Computer Society Annual Supercomputing Conference, Deere and Company National Convention, ACC Men's Basketball Tournament and SOCOM Annual Conference S.O.F. Week.

Performance Measures	FY05 Actual	FY06 Projected	FY07 Estimated
Consumer Shows	14	12	10
Conventions	7	2	5
Conventions with Exhibits	48	43	36
Entertainment	0	9	3
Food Functions	48	48	50
General Meetings	138	102	120
Trade Shows	3	5	4
Total	258	221	228
Economic Impact (millions)	\$102	\$100	\$100