

## Tampa Convention Center

- Major Accomplishment: Renovation of the convention center and cultural change that make the staff more customer service oriented
- Renovated the Convention Center adding 18 new meeting rooms (cost \$6 million).<sup>1</sup>
- Provided for the addition of 29 new boat slips and floating docks for boat shows.
- Provided enhancements to the Convention Center to improve customer service.<sup>2</sup>
- Implemented an Employee Development Initiative.<sup>3</sup>
- Initiated the "You Were Noticed" program to reward staff (2000).<sup>4</sup>
- Completed the 2000/2001 "Vision, Mission, Goals" Project.<sup>5</sup>
- Received National and Local Recognition
  - Spotlighted as one of the "Best Dressed" Convention Centers by the International Association of Exposition Management (2001)
  - Won the 2000 Mayor's Operational Reviews Team award<sup>6</sup>
- The economic impact of the convention center continues to grow because of focused sales, an expanded hotel supply and market awareness of the destination. Between 1995-2002, there were:
  - 318 city-wide conventions
  - 961,225 attendees at city-wide conventions
  - \$832 million in direct spending from city-wide conventions
- Convention Center revenues increased by 54% from 1998 to 2002.
- Operating revenues exceeded operating costs by over \$1 million since year 2000.
- Completed Public/private partnerships resulting in \$1.2 million worth of improvements to the Convention Center(2002).<sup>7</sup>
- Launched Convention Center on-line services through TampaGov website (2001).<sup>8</sup>

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### Tampa Convention Center Notes:

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- <sup>1</sup> The additional meeting rooms came from previously underutilized space resulting in major conventions - National Parks and Recreation Association (economic impact \$6.3m), Composite Fabricators Association (economic impact \$5.9m) and the John Deere Co. (economic impact \$5.8m).
- <sup>2</sup> The enhancements included a Guest Service desk at the Franklin Street entrance, Concierge service, Welcome Ambassador program, Starbucks coffee shop, and guest service tracking system to assist in future improvements.
- <sup>3</sup> This initiative focused on providing quality customer relations - examples of which, include uniform and nametag program, monthly newsletter, department updates, relay information and announcements through paychecks.
- <sup>4</sup> Guests turn in their cards outlining positive experiences the staff initiated - 59 staff awarded cards, with 4 staff awarded "super star" status of 5 or more "over and above the call of duty" written comments.
- <sup>5</sup> This project included Convention Center leadership, staff and contractors with the goal of offering a highly competitive organization, based on a strong service culture.
- <sup>6</sup> The award was for the most innovative method of revenue generation for the city by taking over the exhibit booth cleaning service during conventions, with net positive effect of approximately \$75,000 per year.
- <sup>7</sup> Improvements include Calypso's Riverwalk Café, Taste of Ybor Cage, four new exhibit hall cafes, a new audio system, and CyberCenter business services area.
- <sup>8</sup> Includes ability to reserve space, pay for services, and access exhibitor services.