

City Agencies: Convention Center

Convention Center

Overview

The San Diego Convention Center Corporation (SDCCC) is a non-profit public benefit corporation created by the City to manage, market, and operate the San Diego Convention Center. A seven-member Board of Directors (Board) comprised of business and community leaders establishes policy for the SDCCC.

The mission of SDCCC is to “generate significant economic benefits for the greater San Diego region by hosting international and national conventions and trade shows in our world-class facility.”

SDCCC provides operating and economic performance measures to reflect the economic benefits resulting from Convention Center operations. These projections were updated on April 11, 2019. Estimated and projected performance measures for fiscal years 2018, 2019, and 2020 are shown in the table below. These measures were developed based on information and research provided by CIC Research, Inc. and Show Management data.

In recent years (notably FY 2017), most of these measures were at, or very near, all-time highs. These record performance levels pulled back slightly in FY 2018, but new record levels of building occupancy and associated revenues/economic impact are

projected for FY 2019. Current performance projections for FY 2020 also look to be very strong.

If voters support a citizen initiative ballot measure to expand the Convention Center in March 2020, there will be opportunities to increase the number and size of events going forward which could further enhance these performance metrics.

FY 2020 Proposed Budget

On March 26, 2019, the SDCCC Board reviewed and approved a budget for FY 2020. The budget is available at <https://visitsandiego.com/about/current-budget>.

A comparison of this budget to SDCCC’s FY 2019 operating budget is provided in the Summary of Operating Budget Changes table on the following page.

The FY 2020 expenditure budget for the Convention Center is approximately \$39.0 million, an increase of \$542,000 or 1.4% over the FY 2019 Budget.

Personnel Expense/Staffing

The FY 2020 budget includes total personnel expenses of \$23.9 million, a decrease of approximately \$256,000 or 1.1% from the FY 2019 budget. This reduction results from a reduction in FTE positions and a net \$298,000 decrease in fringe benefit expense (including a \$313,000 reduction in health insurance premiums), which is par-

Estimated and Projected Benefits from Operations ¹	FY 2018	FY 2019	FY 2020
• Regional Economic Impact	\$1.1 billion	\$1.3 billion	\$1.2 billion
• Direct Attendee Spending	\$660.2 million	\$742.3 million	\$698.2 million
• Hotel & Sales Tax Revenue	\$25.0 million	\$29.0 million	\$28.0 million
• Hotel Room Nights	694,000	823,000	796,000
• Exhibit Hall Occupancy	73.6%	83.2%	74.0%
• Number of Conventions and Events	130	140	156
• Attendance - Primary Business Attendees	553,000	614,000	611,000

¹ FY 2018 data based on SDCCC FY 18 Annual Report. FY 2019 and FY 2020 data projected by SDCCC as of April 11, 2019.

