

## **Special Promotional Programs**



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## **Special Promotional Programs**

Special Promotional Programs are intended to advance the City's economy by promoting the City of San Diego as a visitor destination in the national and international marketplace. The Department also supports programs that increase hotel occupancy and develops and enhances visitor-related facilities. The Department's Capital Improvements Program project will expand the existing the Convention Center to accommodate larger events, increase attendance and provide significant economic benefits. Funding for the initiation of this project was made available by the Convention Center.

## **2013 CIP Goals**

A concept design for the Convention Center expansion will be developed as the first phase of the project.

# Special Promotional Programs

## Special Promotional Programs: Capital Improvement Projects

Department and Project	Prior Fiscal Years	FY2013 Proposed	Future Fiscal Years	Project Total
Convention Center Phase III Expansion / S12022	\$ 1,732,728	\$ -	\$ -	\$ 1,732,728
<b>Special Promotional Programs Totals</b>	<b>\$ 1,732,728</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 1,732,728</b>

## Special Promotional Programs

### Bldg - Other City Facility / Structures

### Convention Center Phase III Expansion / S12022

<b>Council District:</b> 2	<b>Priority Score:</b> N/A
<b>Community Plan:</b> Centre City	<b>Priority Category:</b> N/A
<b>Project Status:</b> Created	<b>Contact Information:</b> Greenhalgh, Darren
<b>Duration:</b> 2012 - 2016	619-533-6600
<b>Improv Type:</b> Expansion	dgreenhalgh@sandiego.gov

**Description:** This project provides for the expansion of the existing San Diego Convention Center. The expansion will increase the existing leasable space by approximately 225,000 square feet of exhibit hall, 101,000 square feet of meeting rooms, and 80,000 square feet of ballrooms for an approximate total of 405,000 square feet.

**Justification:** The existing facility cannot accommodate some of the larger major events, which leads to the loss of events to other venues. The expansion is expected to increase the attendance and numbers of events held at the facility and provide significant economic benefits to the region such as tax revenues and permanent jobs.

**Operating Budget Impact:** None.

**Relationship to General and Community Plans:** This project is consistent with the Centre City community plan and is in conformance with the City's General Plan.

**Schedule:** A concept design is currently being developed. Design and construction of the facility will be scheduled as a financing plan is approved and funds become available.

**Summary of Project Changes:** This is a newly published project for Fiscal Year 2013.

#### Expenditure by Funding Source

Fund Name	Fund No	Exp/Enc	Con Appn	FY 2013	FY 2013 Anticipated	FY 2014	FY 2015	FY 2016	FY 2017	Future FY	Unidentified Funding	Project Total
Convention Center Exp Surety	200210	697,842	1,034,886	0	0	0	0	0	0	0	0	1,732,728
<b>Total</b>		<b>697,842</b>	<b>1,034,886</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1,732,728</b>



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