



ABOUT US

- The purpose of the San Diego Convention Center is to be the **premier gathering place**, hosting conventions, meetings and events that generate economic impact for the San Diego region.
- We like to say **we build small cities** for our customers, for the most important week of their year. And when it's over, we tear it down and build a whole new city the next week. And we do this over and over again, all year long.
- We are celebrating our **30th anniversary** in 2019. Since opening in 1989, the San Diego Convention Center has hosted nearly 6,000 events and generated nearly \$23 billion in regional impact.
- The San Diego Convention Center is considered a **national leader and innovator** in the conventions and meetings industry, winning awards and setting trends in security, sustainability, customer service and amenities.

ECONOMIC IMPACT

- We are an **economic engine** that helps drive the local tourism economy, the third largest industry in San Diego.
- Events we host create a "**ripple effect**" of economic impact in the San Diego region. Attendees come to our venue, then flow back out into the city, where they spend money at local businesses including restaurants, shopping venues, attractions and hotels.
 - + Conventions in FY18 generated \$1.1 billion in regional impact. (That's equal to the amount the Mayor of San Diego budgeted for infrastructure over 3 years.)
- **You don't have to attend an event here for you to benefit.** Events held at the Convention Center will generate an estimated \$24.7 million to the city's general fund, used to pave your streets, build libraries and pay for police and firefighter salaries.
 - + That's enough to pay for more than 100 police officer salaries and 62 miles of repaved asphalt roads.

PUBLIC BENEFIT

- **We are San Diego.** The Convention Center and our in-house providers employ more than 1,000 full and part-time staff from around the region.
 - + We comply with the Living Wage ordinance.
 - + Many of our employees are represented by Collective Bargaining Agreements in partnership with eight local labor unions.
 - + We host job fairs to help San Diegans find jobs in the region.
- We are **stewards of the community.**
 - + Our staff actively volunteer their time to non-profits throughout the region, including Mama's Kitchen, the USO of San Diego, Monarch School and environmental cleanups.
 - + Our staff coordinates the donation of leftover materials to dozens of local non-profits, from churches to schools.
 - + Food that is untouched is donated to the San Diego Rescue Mission to feed the hungry. They in turn work with 45 other hunger relief non-profits to ensure no food is wasted. In 2018, we donated enough food to plate 115,000 meals for San Diegans in need.
- We are **stewards of the environment**, and are recognized as one of the most sustainable convention centers in the industry.



EXPANSION

- We are the **voice of our customers**. Clients want to grow with us. But there are about a dozen clients who have or will soon outgrow us.
 - + There are over 20 convention centers currently expanding and approximately another 30 in planning stages.
 - + In FY18, 181 events went to other destinations due to a lack of space or a lack of dates at our Convention Center.
 - + According to our customers, a contiguous expansion of the San Diego Convention Center will meet their needs.
 - + As a result, we will continue to collaborate with our clients, industry partners and elected officials on further expansion plans.
- There is a **citizen's initiative** that the San Diego City Council voted to place on the March 2020 ballot. Voters will be asked to decide on a funding stream for an expansion plan that was approved by the California Coastal Commission in 2013.
- San Diego remains one of the most attractive, sought after convention destinations in the country, recently ranked **4th top meeting planner destination by Cvent**.
 - + New hotels are being built and the destination offers world-famous attractions and venues, all within close distance of the Convention Center.
- We look forward to finding **new and innovative ways to host meetings**, including using more of our outdoor spaces (terraces, Plaza Park) and even transforming our Front Drive into a promenade.
 - + Although the lack of space is a challenge for some of our larger events, we are working on creative solutions to meet their growing needs.
- Our team is moving forward with a **long-term modernization plan** to upgrade and improve the existing Center, to include new floor coverings, digital signage and additional amenities to enhance the overall attendee experience in the building.

LIVING LAB - TRAVELING UNIVERSITY

- The San Diego Convention Center serves as a living lab for attendees to **innovate, test theories and unveil life-changing breakthroughs**.
- We are a **meeting point for thought leaders globally** to learn the newest technologies and create local partnerships.
 - + Hub of global influence and activity
 - + Matchmaking with local businesses – making connections that support our local economy
 - + It's where business people come to work.