



TDT BCC PRESENTATION

OCTOBER 3, 2023

MARK TESTER
EXECUTIVE DIRECTOR,



SHORT-TERM OUTLOOK

FY 22-23

Total Events

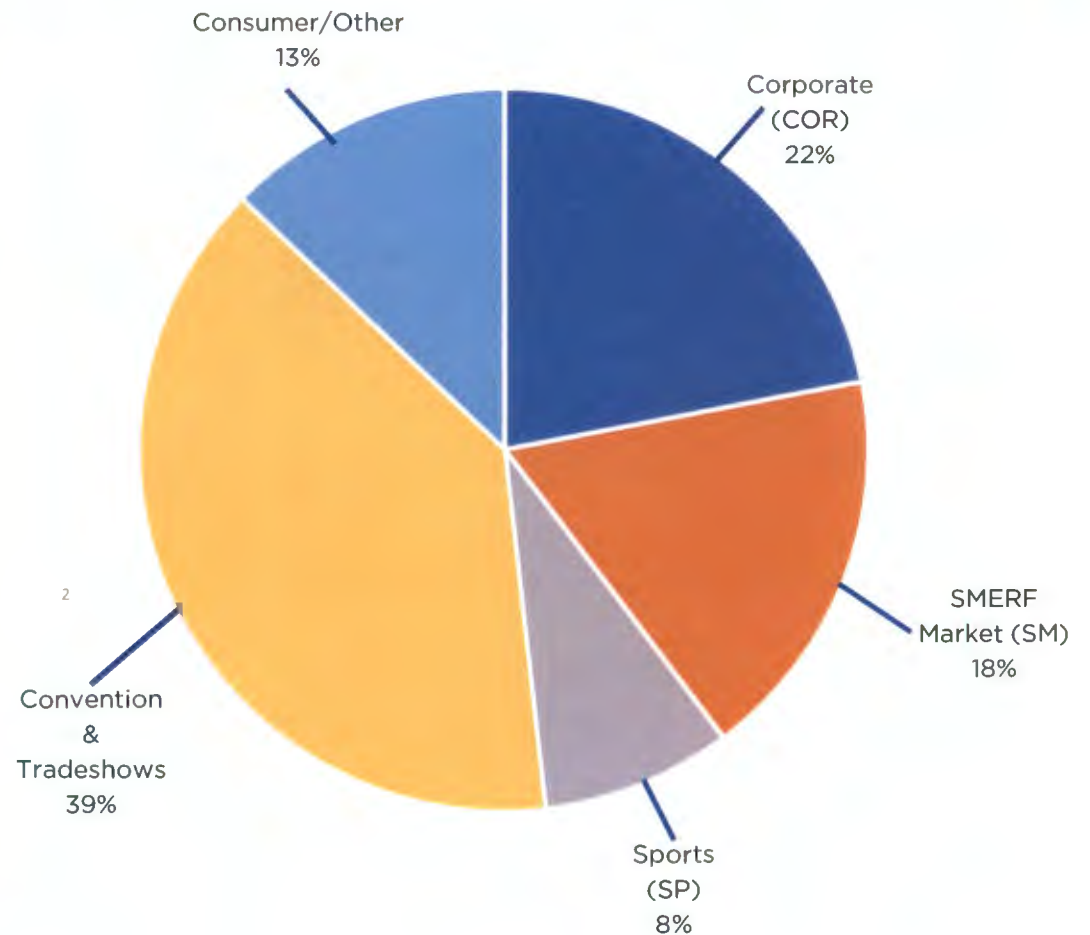
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Attendees

1.5 Million

Economic Impact

\$2.8 Billion



CONVENTION & TRADESHOW TRENDS

- Attendance at 134% compared to 2019*
- B-Leisure
- Events are a solution for:
 - Disconnected Workers
 - Distributed Teams

***Source: Freeman Company**



“They’re looking for greater connection to their colleagues and industry, more hands-on learning experiences, and a clear value proposition that aligns with their work/life priorities.”

**-Wunderman Thompson Intelligence’s Generation Z:
Building a Better Normal**





LONG-RANGE PLAN RECOMMENDATIONS



Priority #1

Lack of connectivity

Priority #2

Lack of ballroom

Priority #3

Lack of meeting
room space

Priority #4

Flexible space for
additional capacity



Authored by Poplulous and CSL

LONG-RANGE PLAN RECOMMENDATIONS



Project 5A: Convention Way Grand Concourse

- ✓ 60,000 Square Feet of Meeting Space
- ✓ 80,000 Square-Foot Ballroom
- ✓ Grand Entrance to North-South Building along Convention Way

Solves: Lack of connectivity, Lack of ballroom, Lack of meeting room space

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LONG-RANGE PLAN RECOMMENDATIONS



Project 5A: Convention Way Grand Concourse

- ✓ 60,000 Square Feet of Meeting Space
- ✓ 80,000 Square-Foot Ballroom
- ✓ Grand Entrance to North-South Building along Convention Way

Solves: Lack of connectivity, Lack of ballroom, Lack of meeting room space

Project 5B: Multipurpose Venue

- ✓ 200,000 Square-Foot Space
- ✓ Accommodates 18,000 - 20,000 Attendees
- ✓ Incorporates connectivity between the North and South concourses

Provides: Flexible space for additional capacity

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LONG-RANGE PLAN RECOMMENDATIONS



Allows North-South Building To:

- Able to host robust events
- Open key dates in West
- Host/layer more events
- Host large assemblies, receptions and concerts

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Project 5A: Convention Way
Grand Concourse

Project 5B: Multipurpose Venue



NORTH-SOUTH PROJECT 5A/5B BUILDING COSTS

- Anticipated Costs:
 - \$605 million (2019)
 - \$900 million (2023)*:
- Staggered Construction:
 - Project 5A: \$560 million
 - Project 5B: \$340 million
- Approximately \$18 million has been spent on the project
- Design 50% complete
- Terminated August 2020

*Source: Rider Levett Bucknall



NORTH-SOUTH BUILDING PROJECT 5A

- 9 months to finish design phase
- Loss of economies of scale if project is staggered
- Estimated \$560 million
- 3-3.5 years to construct





ECONOMIC IMPACT

- **Full Project**
 - 250,000 Attendees
 - \$500 Million Economic Impact
- **Project 5A**
 - 100,000 Attendees
 - \$205 Million Economic Impact

ECONOMIC IMPACT



- Economic Impact Developed by PFM (Formerly Fishkind & Associates) in 2018
- Utilizes Widely Accepted IMPLAN Economic Model that accounts for spending and impacts on a local area
- Developed average spend and “ripple” impact by convention attendees during their stay in Orange County
- Average Per Attendee Impact is applied to number of attendees per convention/event to develop total economic impact
- 2023 Update in Progress – Economic Impact Expected to Increase due to Inflation and Other Factors

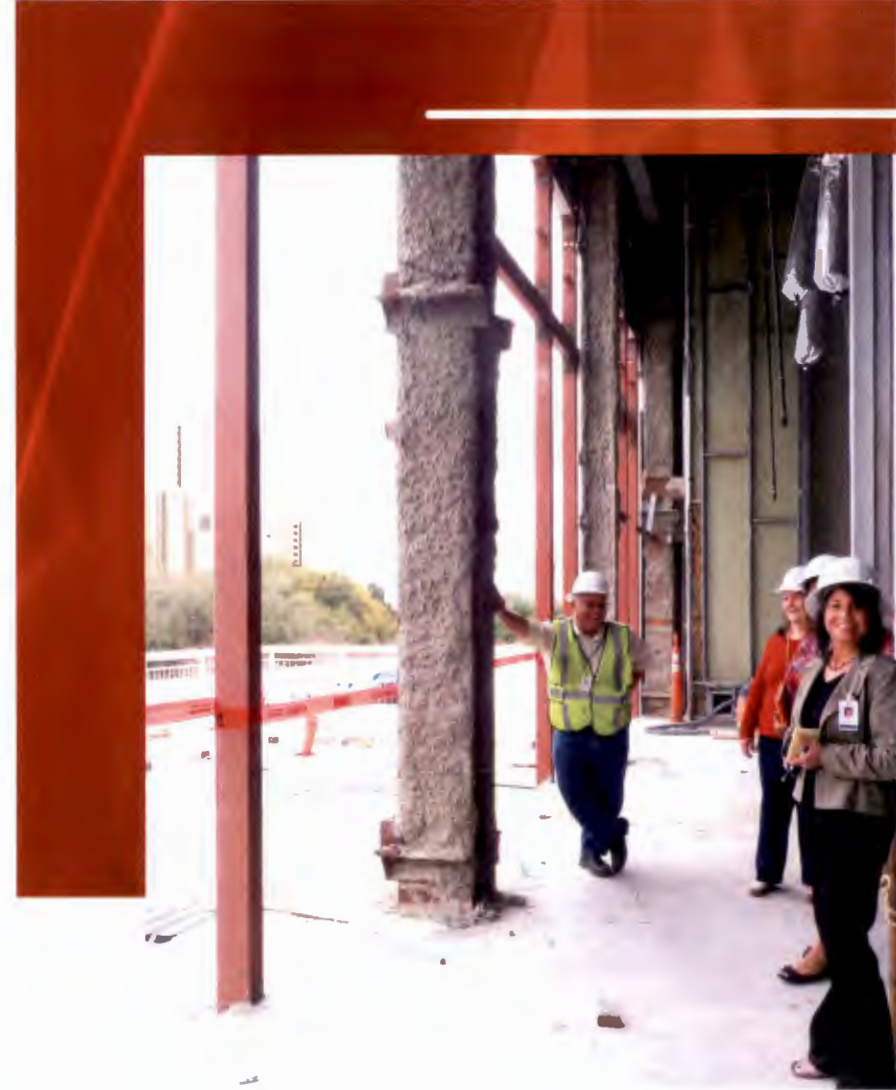
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COMMUNITY IMPACT



- **Currently, business activity due to OCCC events**
 - Provides over 29,000 jobs locally
 - Supports over 1,200 businesses
- **Project 5A Jobs Created**
 - 822 Construction Jobs
 - Significant MEBW program including skills training component
 - Creates 45 FTE's at OCCC
 - OCCC Average Wage: \$27+ per hour in addition to healthcare & benefits
- **Spurs new commercial development, hotel expansions, local businesses**
 - Hilton, Rosen, Hyatt planning expansions
 - Could create thousands of jobs for the community

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**THANK
YOU!**

