



BOARD OF COUNTY COMMISSIONERS | JUNE 2017

12

Conventions &  
Tradeshows

55,440

Attendees

\$27M

in Economic Impact



1978







122

Conventions &  
Tradeshows

1.46M

Attendees

\$2.5B

in Economic Impact

2016



# Our Mission

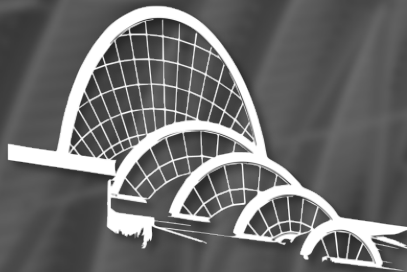
The mission of the Orange County Convention Center is **economic development**. By hosting regional, national and international conventions, meetings and trade shows, the convention center infuses the local economy with new money and expanding business opportunities.



*Orlando*  
Orange County  
Convention Center







# **CAMPUS MASTER PLAN**

*Orlando*

ORANGE COUNTY CONVENTION CENTER



**MORE EVENTS. MORE JOBS. MORE OPPORTUNITY.**



# KEY OBJECTIVES



- Maintain existing business

- Capture new business

- Maximize space utilization

- Improve competitive stance

# CAMPUS MASTER PLAN TIMELINE

2014

August

Client Advisory  
Board Strategic  
Workshop

2015

April

Market  
Feasibility Study  
completed

June

BCC Update-  
Market  
Feasibility  
Preliminary  
Concepts



*Orlando*  
Orange County  
Convention Center



# CAMPUS MASTER PLAN TIMELINE

2015

August

Client Advisory  
Board Campus  
Master Plan  
Prioritization

2016

December

BCC Update  
Potential Priorities

May

BCC Update

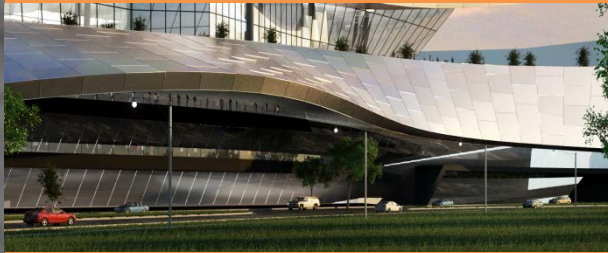
**Over 75 one-on-one  
meetings** with clients,  
and local stakeholders



*Orlando*  
**Orange County  
Convention Center**

# PRIORITY PROJECTS

## CONVENTION WAY GRAND CONCOURSE



## MULTIPURPOSE VENUE







UNIVERSAL BLVD.

NORTH/SOUTH  
BUILDING

CONVENTION WAY



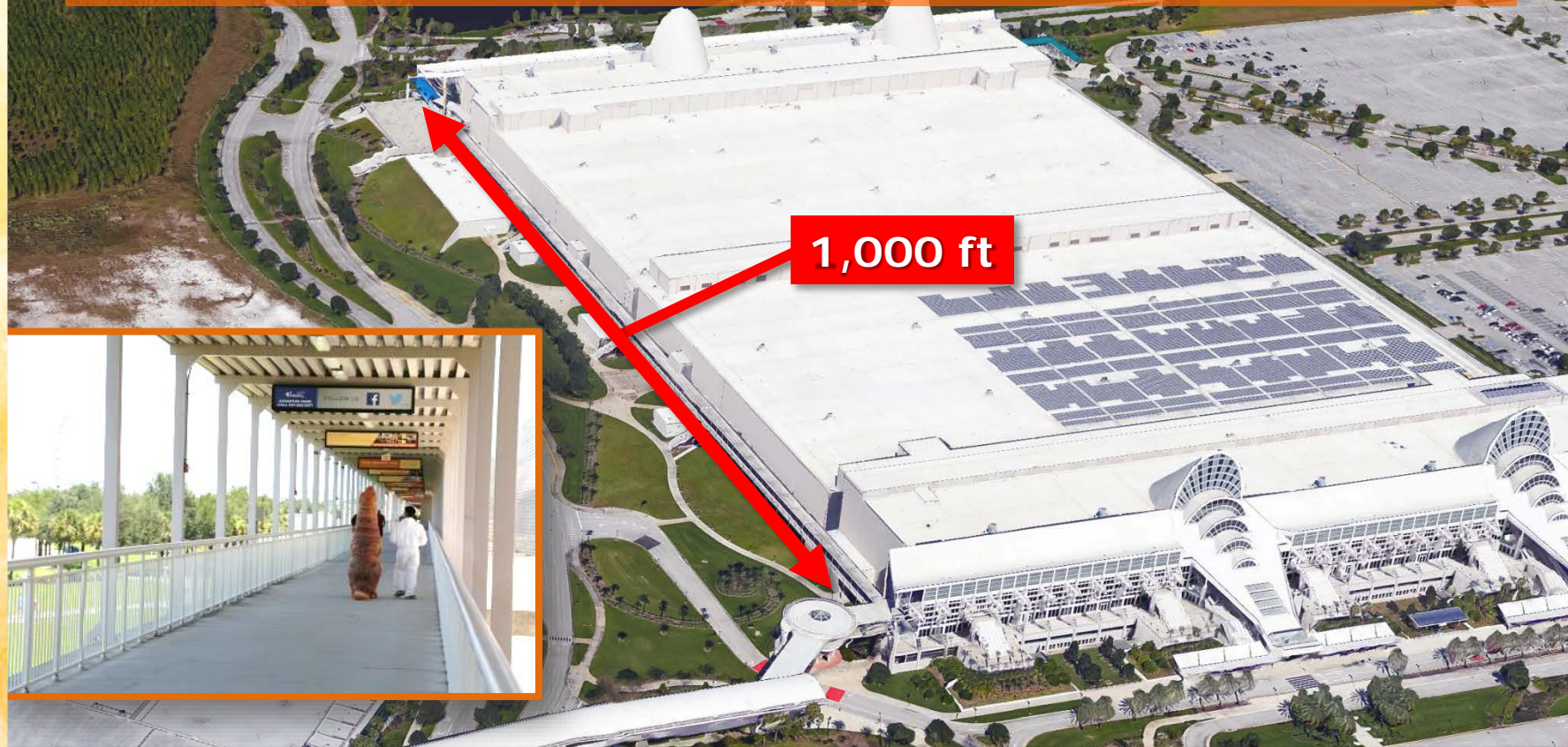
INTERNATIONAL DR.



WEST BUILDING



# CONVENTION WAY GRAND CONCOURSE





# CONVENTION WAY GRAND CONCOURSE



Concept by Populous



# CONVENTION WAY GRAND CONCOURSE



Concept by Populous



# CONVENTION WAY GRAND CONCOURSE



Concept by JLL/HKS



# MULTIPURPOSE VENUE



## GENERAL SESSIONS



- Conceptual Cost Estimate  
\$235M +/-

Concept by Populous



# MULTIPURPOSE VENUE



Concept by Populous



# MULTIPURPOSE VENUE



Concept by JLL/HKS



# PROPOSED SCHEDULE

Program Phase  
45 days

A/E Selection Phase  
106 days

Contractor Selection Phase  
106 days

Design Phase  
420 days

Construction Phase  
1125 days (3.1 years)

4 years and 5 months

# CLIENT ADVISORY BOARD



# CLIENT ADVISORY BOARD

**760,000 ATTENDEES**

**40**  
Events

**1.7**  
Million Total  
Room Nights

**\$1.5**  
Billion  
Economic  
Impact

**\$15.8**  
Million  
Tourist  
Development  
Tax





## THE PLASTICS SHOW

**BILL CARTEAUX**  
*PRESIDENT & CEO*

**ECONOMIC IMPACT | \$129,645,700**



**JENNIFER HOFF**

*PRESIDENT OF TAFFY EVENT STRATEGIES, LLC*

**ECONOMIC IMPACT | \$59,100,000**





# The **NAFEM** Show®

**BUFFY LEVY**  
*DIRECTOR, SHOWS*

**ECONOMIC IMPACT | \$44,232,410**

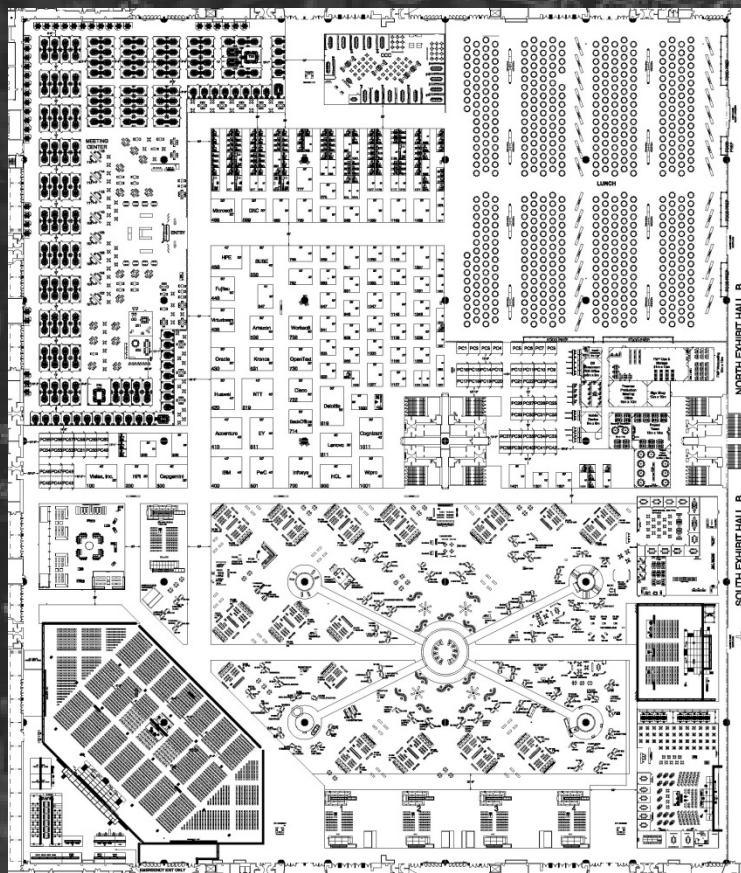
The logo features the SAP logo on the left, which consists of the letters 'SAP' in a bold, sans-serif font. The 'S' and 'A' are black, while the 'P' is white and set against a black triangular background. To the right of the SAP logo is the word 'SAPHIRENOW' in a large, bold, white, sans-serif font. The entire logo is superimposed on a grayscale photograph of a large, modern exhibition hall with a high, arched ceiling and many people walking around.

# **SAP** SAPHIRENOW

**KEEGAN HOOKS**  
*SENIOR DIRECTOR, SAP EVENTS*

**ECONOMIC IMPACT | \$39,794,000**





**SAP** SAPHIRENOW

NORTH EXHIBIT HALL B  
SOUTH EXHIBIT HALL B



EMERALD  
EXPOSITIONS

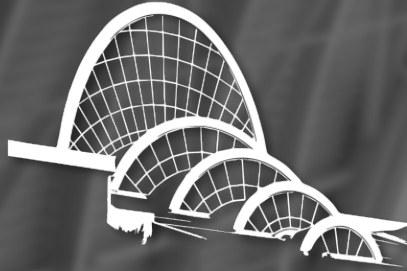


**LORI JENKS**

*SENIOR VICE PRESIDENT, TRADE SHOW OPERATIONS*

**ECONOMIC IMPACT | \$178,679,000**





# CAMPUS MASTER PLAN

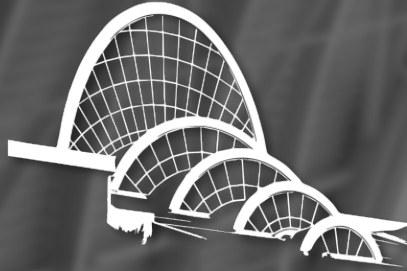
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# CAMPUS MASTER PLAN

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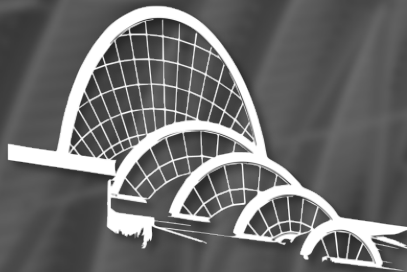
# NEXT STEPS

**Refined Concepts/Cost Estimates**

**Funding Strategy**

**Contractual Considerations**

**BCC – Design Phase**



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