



***Orange County Convention Center***

**FY 2019-20  
Budget Work Session**

**July 15, 2019**



# **Presentation Outline**

- **Organizational Chart**
- **Proposed FY 2019-20 Budget**
- **Accomplishments**
- **Operational Opportunities**
- **Capital Improvement Program**
- **Summary**



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# Organization Chart

**Executive Director - Jessie Allen (Interim)**

**Deputy Director**  
Yulita Osuba

**General Manager**  
David Ingram (Acting)

**Deputy Director**  
Terry Devitt (Acting)

**Assistant Director**  
Carla Bell Johnson (Acting)

**Sales  
& Marketing**  
Rodney Gutierrez

**Strategic  
Planning  
& Development**

**Fiscal &  
Operational  
Support**  
Ray Walls

**Event Services**  
Michelle Neely  
(Acting)

**Building  
Security**  
Tim Wood

**Capital  
Planning &  
Building Sys.**  
Marc Cannata

**Facility  
Operations**



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# **Proposed FY 2019-20 Budget**

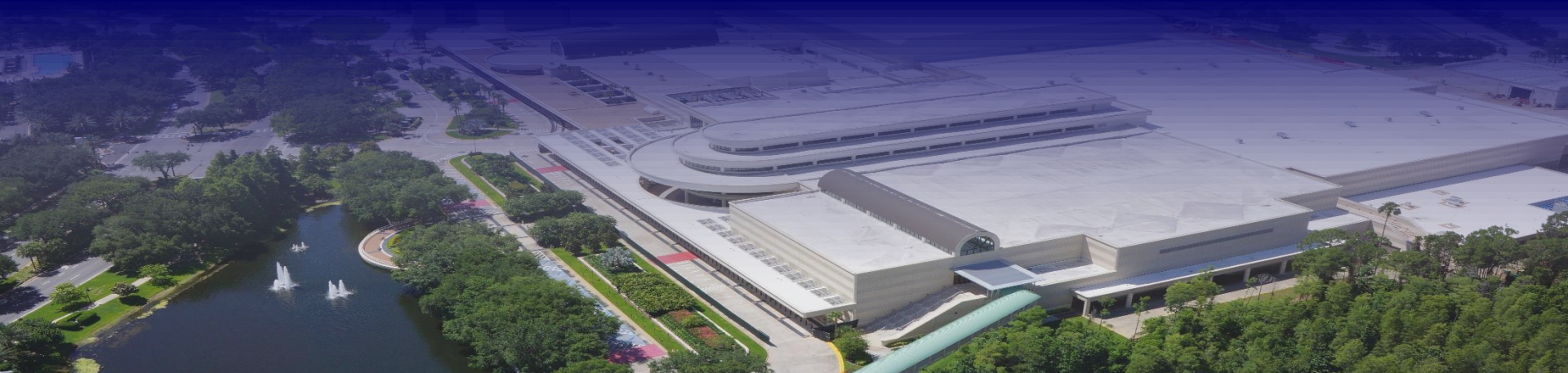
- **Budget Cornerstones**

- **Successfully Service FY 19-20 Events**
- **Enhance Sales Efforts for Future Years**
- **Maintain Facility to Highest Standards**
- **Oversee Ongoing Construction & Renovations**



# Proposed FY 2019-20 Budget

|                          | <u>Current<br/>FY 2019</u> | <u>\$ Change</u> | <u>Proposed<br/>FY 2020</u> |
|--------------------------|----------------------------|------------------|-----------------------------|
| <b>Personal Services</b> | <b>\$35.4M</b>             | <b>\$4.5M</b>    | <b>\$39.9M</b>              |
| <b>Operating Budget</b>  | <b>\$43.3M</b>             | <b>\$4.4M</b>    | <b>\$47.7M</b>              |
| <b>Budget Change</b>     |                            |                  | <b>11.4%</b>                |
| <b>Staffing</b>          | <b>444</b>                 | <b>28</b>        | <b>472</b>                  |





# Proposed FY 2019-20 Budget

## New Positions Requested

| Event Operations   | Facilities   | Capital Planning   | Sales   | Security   |
|--|--|--|---|--|
| <ul style="list-style-type: none"><li>•Event Setup Workers (5)</li><li>•Rigging Technicians (3)</li><li>•Convention Center Technicians (2)</li><li>•Assistant Rigging Supervisor</li><li>•Assistant Manager Event Operations</li><li>•UL Coordinator</li></ul> | <ul style="list-style-type: none"><li>•Sr. Convention Center Service Workers (3)</li><li>•Supply Clerks (2)</li><li>•Electronic Systems Coordinators (2)</li><li>•Transportation Workers</li></ul> | <ul style="list-style-type: none"><li>•Assistant Project Manager</li><li>•Sr. CADD Technician</li><li>•Sr. Financial Analyst</li></ul> | <ul style="list-style-type: none"><li>•Account Executive Supervisor</li></ul> | <ul style="list-style-type: none"><li>•Sr. Security Console Operators (2)</li><li>•Control Room Operator</li></ul> |

### Budget Consent Agenda Requested Action:

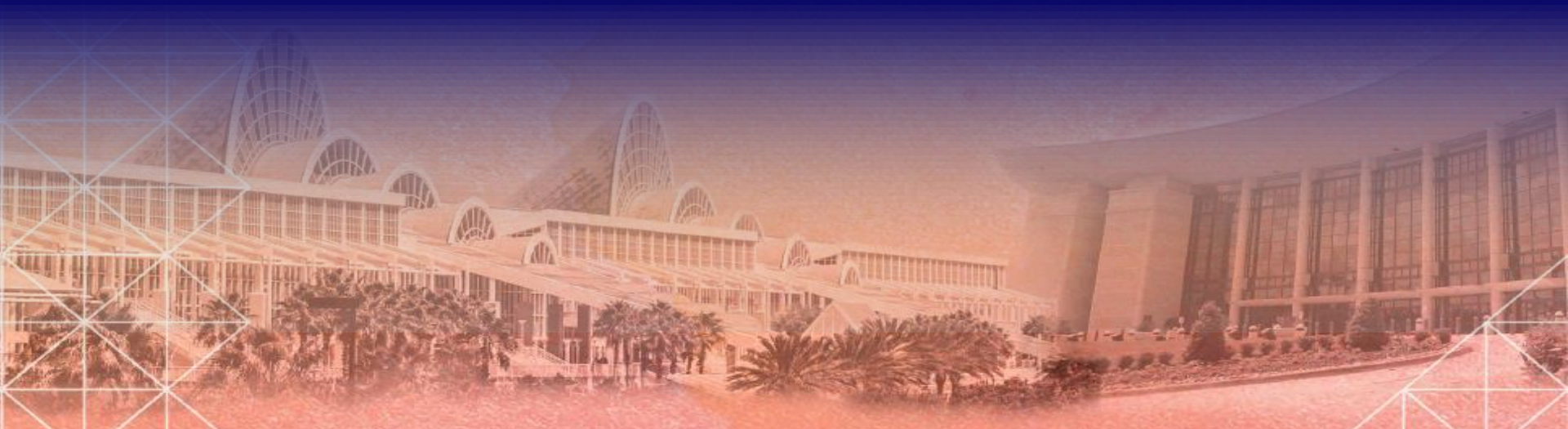
**Convert 10 Contracted Part-time Rigging Technician Positions to Permanent Status – No Change to Budget or Position Total**





# Proposed FY 2019-20 Budget

|   | <u>Current</u><br><u>FY 2019</u> | <u>\$ Change</u> | <u>Proposed</u><br><u>FY 2020</u> |
|---|----------------------------------|------------------|-----------------------------------|
| <b>Capital Improvement<br/>Projects</b> | <b>\$95.9M</b>                   | <b>\$18.5M</b>   | <b>\$114.4M</b>                   |
| <b>Budget Change</b>                    |                                  |                  | <b>19.2%</b>                      |





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# Accomplishments



2nd Largest Convention Center in the U.S.

29,300+ local  
employees

Phase IV  
Completion 1/2008  
Completion 10/08

\$3.0 Billion Annual  
Economic Impact





# Accomplishments FY 18-19 PROJECTED BUSINESS



Attendance estimates provided by clients  
Sources: OCC Market Research, 6/27/19; PFM Group Consulting

**\$2.8 Billion  
Economic Impact**

**Nearly 1.5M Total  
Attendees**

**181 Total Events  
121 Conventions/  
Tradeshows**





# Accomplishments

## FY 19-20 PROJECTED BUSINESS



Attendance estimates provided by clients  
Sources: OCC Market Research, 6/27/19; PFM Group Consulting

**\$2.9 Billion  
Economic Impact**

**Nearly 1.4M Total  
Attendees**

**119 Total Events  
98 Conventions/  
Tradeshows**





# Accomplishments

## FUTURE BUSINESS ACTIVITY



Attendance estimates provided by clients  
Sources: OCC Market Research, 6/27/19; PFM Group Consulting

**\$20 Billion  
Economic Impact**

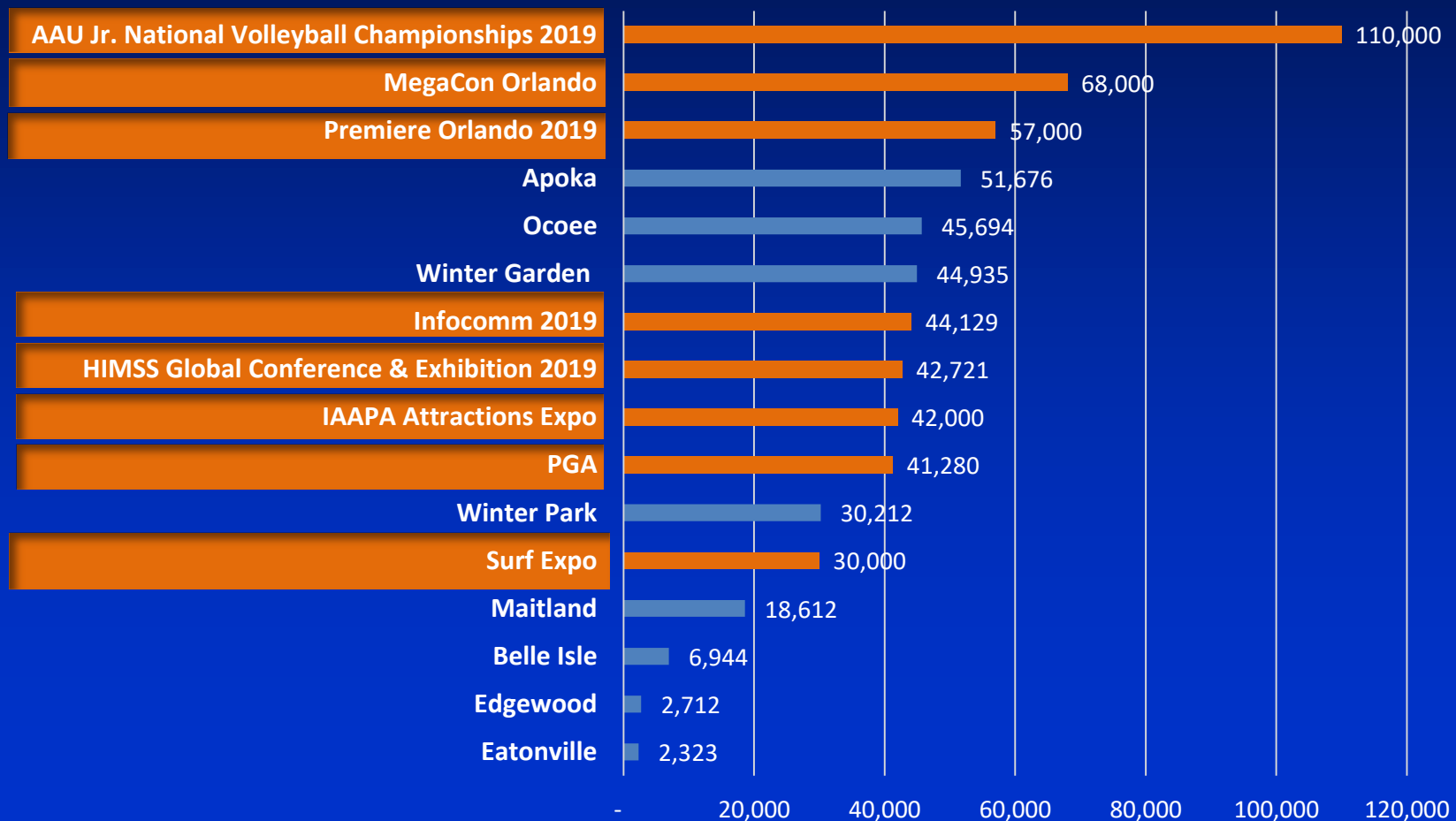
**10M Attendees**

**On the books  
500 Events**



# Accomplishments

## OCCC EVENT ATTENDANCE Compared to Populations of Local Municipalities





# Accomplishments

## TSNN 2018 TOP 250 TRADE SHOWS LIST



### Top Markets

|     |             |    |
|-----|-------------|----|
| 1.  | Las Vegas   | 49 |
| 2.  | Orlando     | 21 |
| 3.  | Chicago     | 21 |
| 4.  | Atlanta     | 17 |
| 5.  | New York    | 13 |
| 6.  | San Diego   | 11 |
| 7.  | Anaheim     | 9  |
| 8.  | Boston      | 8  |
| 9.  | New Orleans | 8  |
| 10. | Dallas      | 8  |





# Accomplishments

## CORPORATE SOCIAL RESPONSIBILITY & AWARDS



**\$2.1 million**  
in annual  
Community  
Donations



**TripAdvisor**  
**Certificate of Excellence**  
2015 • 2016 • 2017 • 2018 • 2019



## Sustainability Awards and Certifications





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# Operational Opportunities

## ▪ Staffing

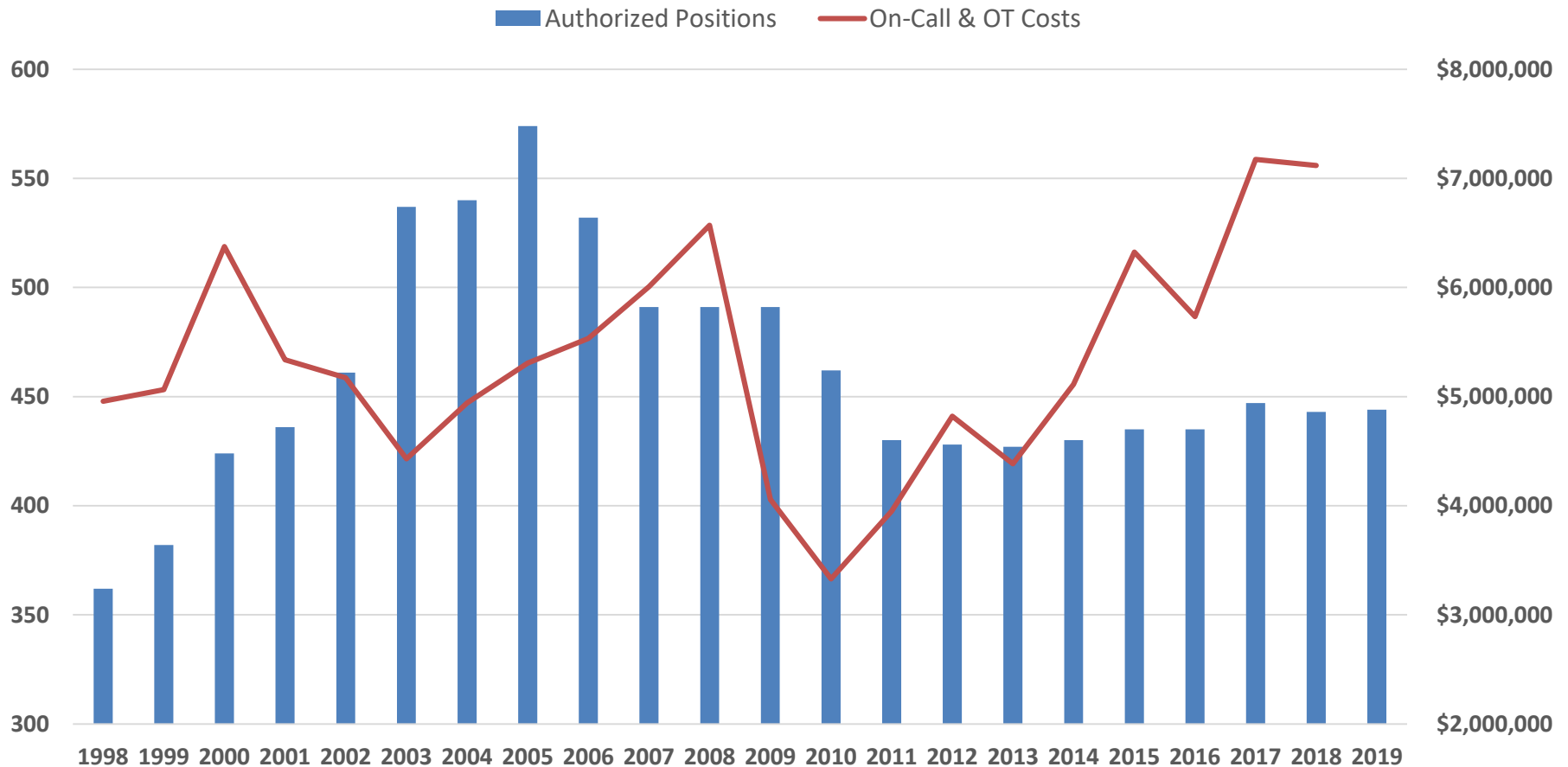
- Competitive Labor Market
- Meeting Event Requirements & Expectations
- Compressed Calendar of Large Events
- Hiring and Training Timetables





# Operational Opportunities

Convention Center  
Authorized Positions vs. On-Call & OT Labor Costs





# Operational Opportunities

- **Traffic & Transportation**
  - Peak Event Congestion
  - Transit
  - Walkability
  - Adequate Parking
  - Sufficient Nearby Hotel Room Availability

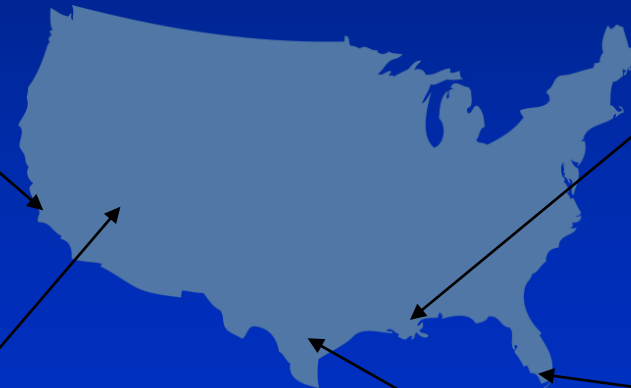






# Operational Opportunities

- **Competitive Environment**
  - Recently Completed Investments





# Operational Opportunities

## ▪ Competitive Environment – Planned Investments





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# **Capital Improvement Program**

- **Key Objectives**

- **Replace Aging or Obsolete Infrastructure**
- **Maintain Existing Business**
- **Capture New Business**
- **Maximize Space Utilization**
- **Improve Competitive Stance**



# Capital Improvement Program

▪ **104 Projects Designed & Completed from October 2012 – May 2019, including:**

- **14 Life Safety**
- **5 Roof Replacements**
- **37 West Building Projects**
- **15 North-South Building Projects**
- **1 Phase II Projects**
- **10 Signage Projects**
- **22 Other Projects**

**Total \$170.5M**





# Capital Improvement Program

- **Projects in Design:**
  - West Building Meeting Room Renovations
  - N-S Access Control System Replacement
  - Campus Lighting Relay Cabinet/Controls Replacement
  - Campus Dry Sprinkler Pipe Replacement
  - Campus Roadway & Parking Improvements
  - N-S Building Improvement Projects

**11 Projects | \$119.9M**





# Capital Improvement Program

## Projects in Progress (Bid & Construction):

- West Building Restroom Renovations
- West Building Roof & Storefront Replacements
- Wellness Rooms & Networking Spaces
- OCCC Foodservice Renovations
- Chapin Theater Lighting & Audio Upgrades
- N-S Bldg Smoke Control System
- N-S Vaulted Roof Cap Replacement

**39 Projects | \$49.2M**







# Capital Improvement Program

- **Sustainability Projects:**
  - Flooring/Recycling Carpet
  - HVAC Upgrades
  - Efficient Lighting Upgrades
  - Restroom Upgrades  
(low flow fixtures)
  - Air Handler Replacements
  - Energy Information System
  - Solar Projects

**37 Projects**





# Campus Master Plan Improvements

5 – 10 years

## NORTH/SOUTH BUILDING

- N/S Building Connector
- Multipurpose Hall
- Exterior Enhancements
- Destination Lounge (North)

## WEST BUILDING

- Activity Hub
- Cafes
- New Lounge (West)
- West Pedestrian Enhancements

## CAMPUS IMPROVEMENTS

- Paved Parking Expansion
- Campus Circulator
- Transit Stations
- Improved Freight Infrastructure

10 – 15 years

## WEST BUILDING

- Covered Pedestrian Plaza
- Improved Bridge Experience
- New Parking Garage
- Enhanced Dining Experience

## CAMPUS IMPROVEMENTS

- Monumental Art/Wayfinding
- Technology Improvements
- Campus Signage & Branding (Auto/Pedestrian)
- Campus Gateways

15 – 20 years

## WEST BUILDING

- Unique Meeting Space
- Repurpose Lecture Hall
- Repurpose Chapin Theater





# Capital Improvement Program

## NORTH-SOUTH BUILDING IMPROVEMENTS Project Locations

### Convention Way Grand Concourse

- Enclosed connection between N&S concourses
- Ballroom (80,000 sf)
- Meeting rooms (60,000 sf)
- New entrance plaza

### Multipurpose Venue

- 200,000 sf column-free space
- Contiguous to existing exhibit floor
- Divisible for flexible use
- Accommodates 18,000 - 20,000 (seated)
- Enclosed connection
- Entrance lobby

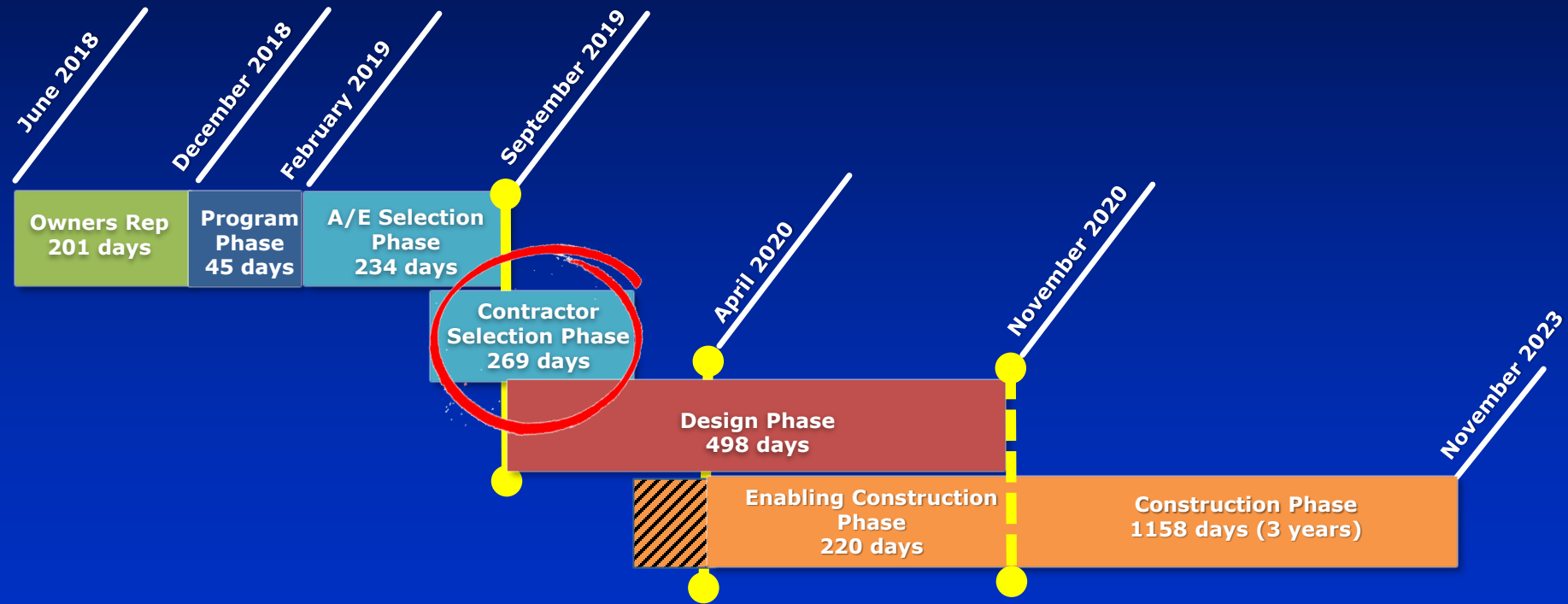


**Orange County Convention Center**  
The Center of Hospitality

*Orlando*



# Capital Improvement Program



\*NOTE: Schedule is Subject to Change

5 years +/-

Revised: 06/25/2019





# Capital Improvement Program



*Orlando*

**Orange County  
Convention Center**

The Center of Hospitality

**CAPITAL IMPROVEMENT PROJECTS | BEFORE & AFTER**



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# Summary

- **Strong Business Outlook for FY 2019-20 and Beyond**
- **Increasingly Competitive Environment**
- **Emphasis on Maintaining a First Class Facility**
- **Laying Groundwork for Successful North/South Improvement Project**



# Summary

**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.**



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