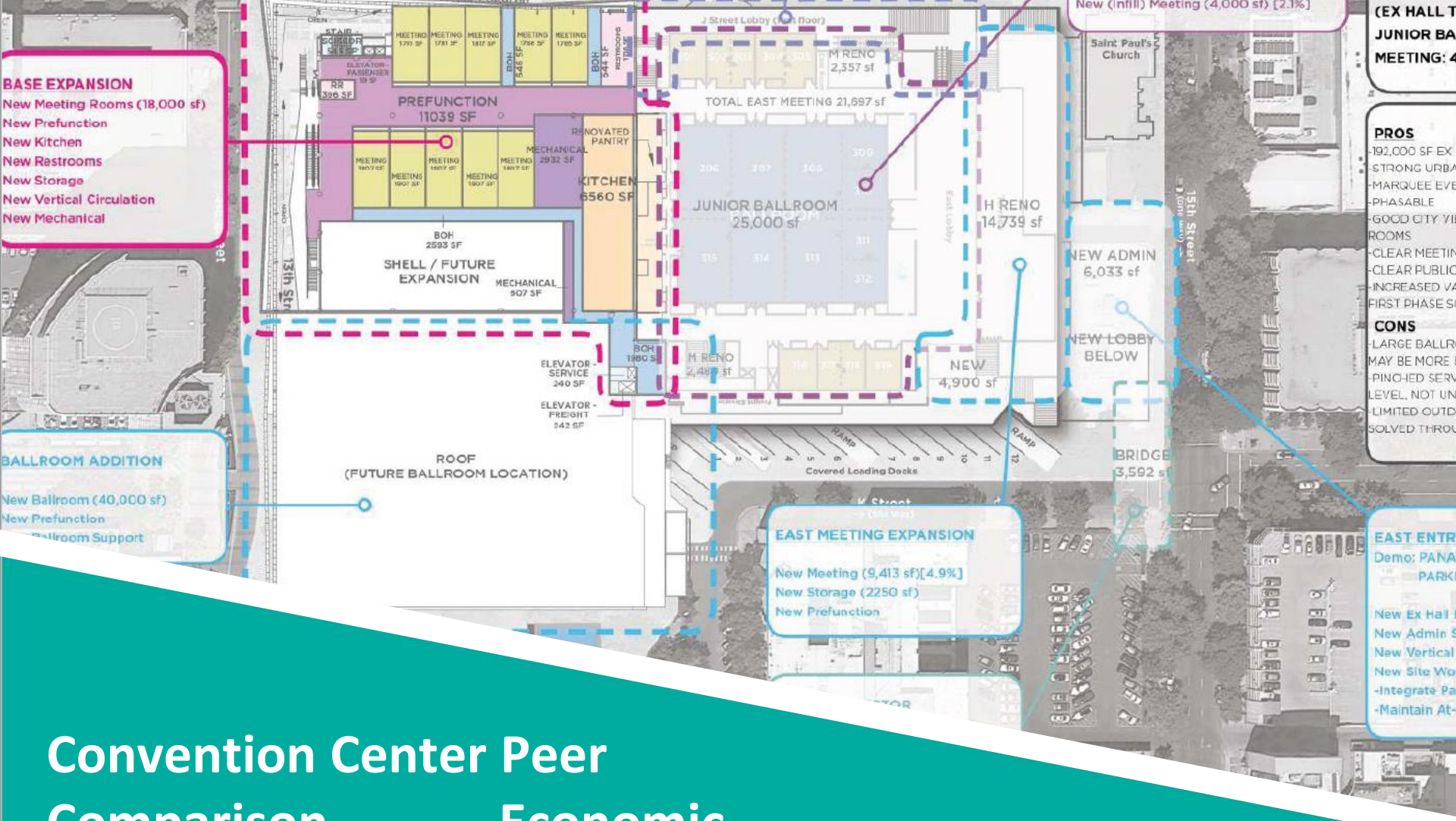
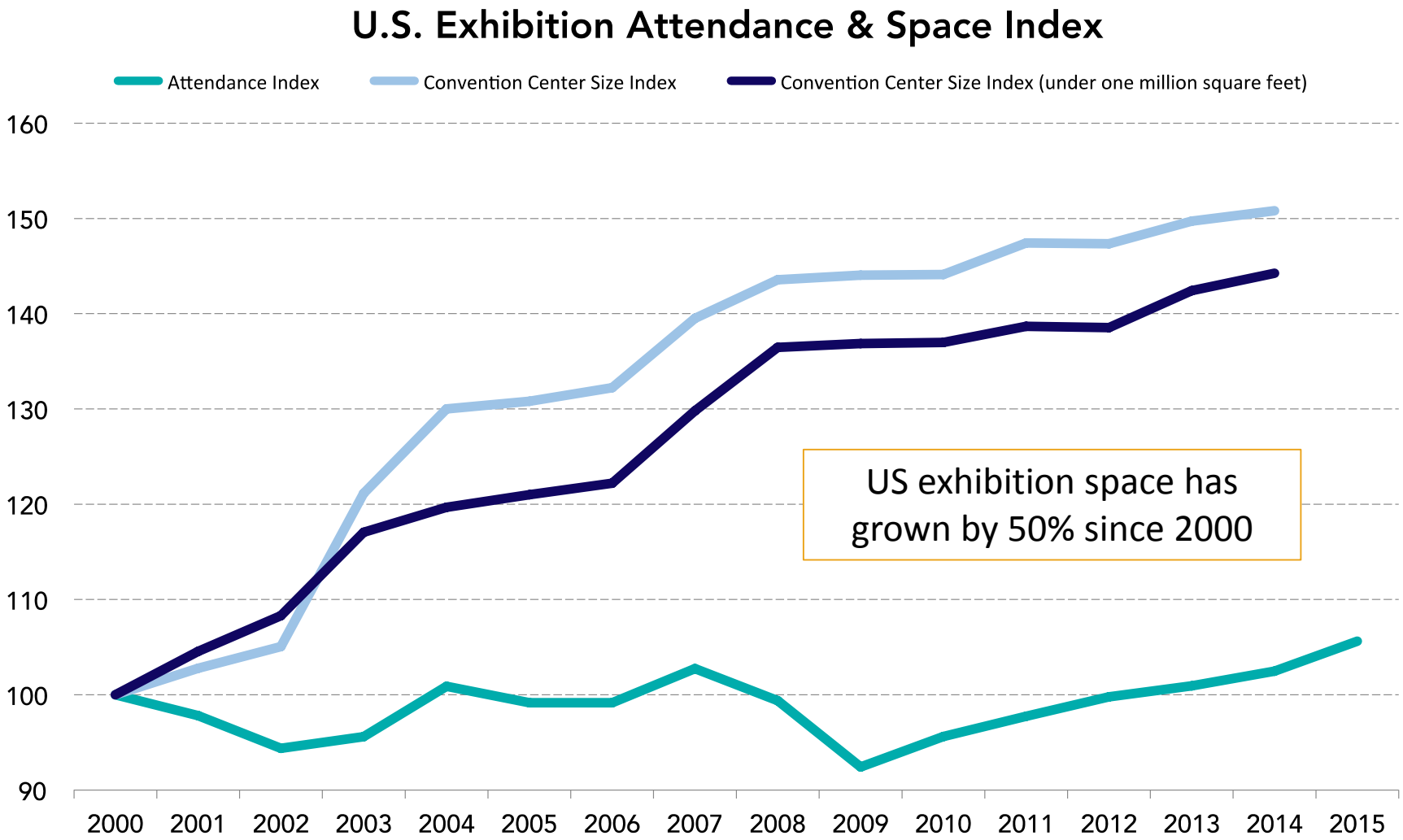


Convention Center Peer Comparison – Economic Impacts

March 9, 2017

BAYAREA COUNCIL ECONOMIC INSTITUTE

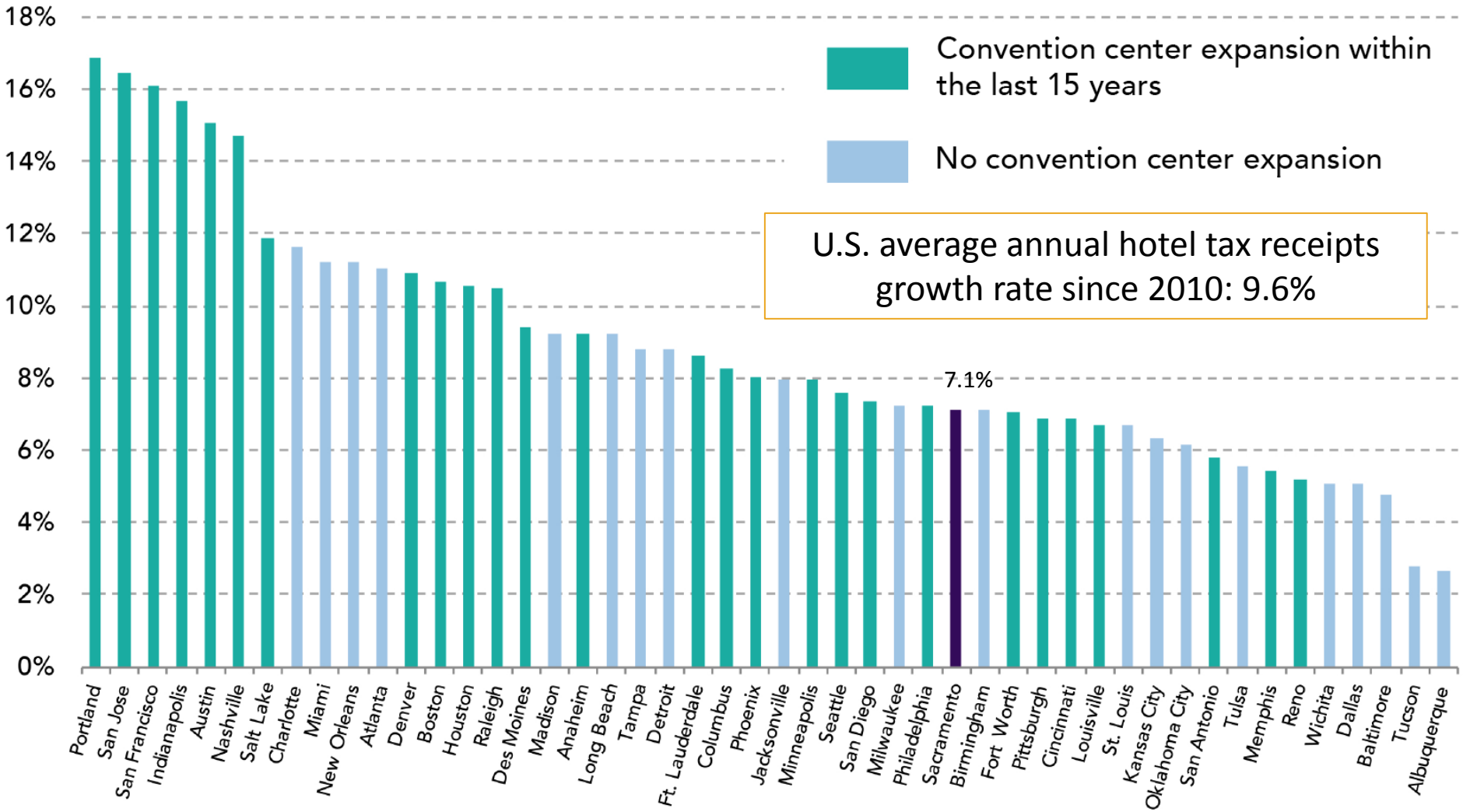
What is the trend in national convention center performance?



Data Source: Center for Exhibition Industry Research, 2016 Index and 2015 Index
Analysis: Bay Area Council Economic Institute
Note: Defined as business-to-business events with over 3,000 net square feet and more than 10 exhibiting companies

Hotel Occupancy Tax Growth Rate

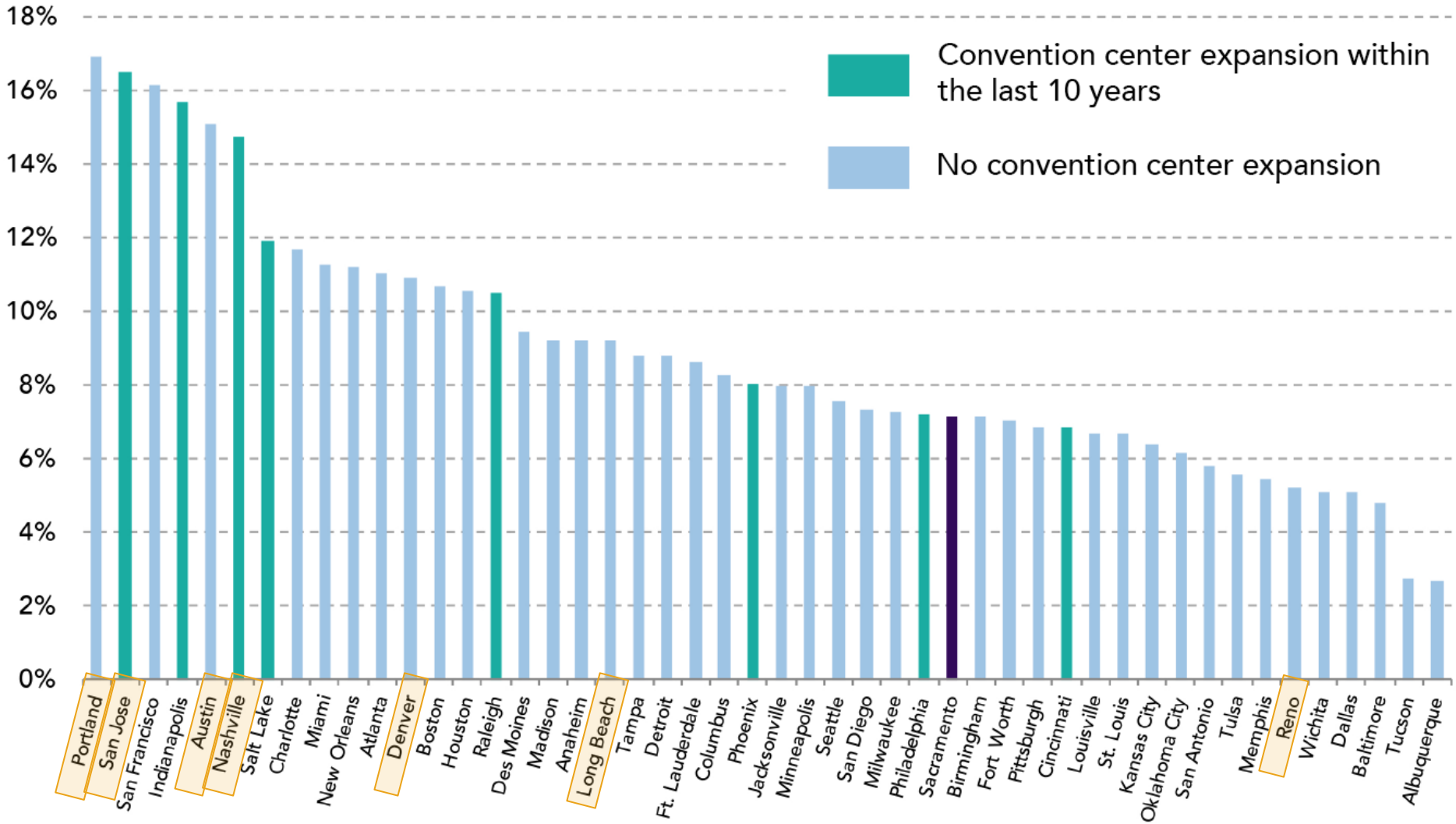
CAGR 2010 - 2015



Data Sources: City and County Comprehensive Annual Financial Reports; 2016 HVS Lodging Tax Report
Analysis: Bay Area Council Economic Institute
Note: Excludes top five markets - Las Vegas, Chicago, Orlando, New York City, and Los Angeles

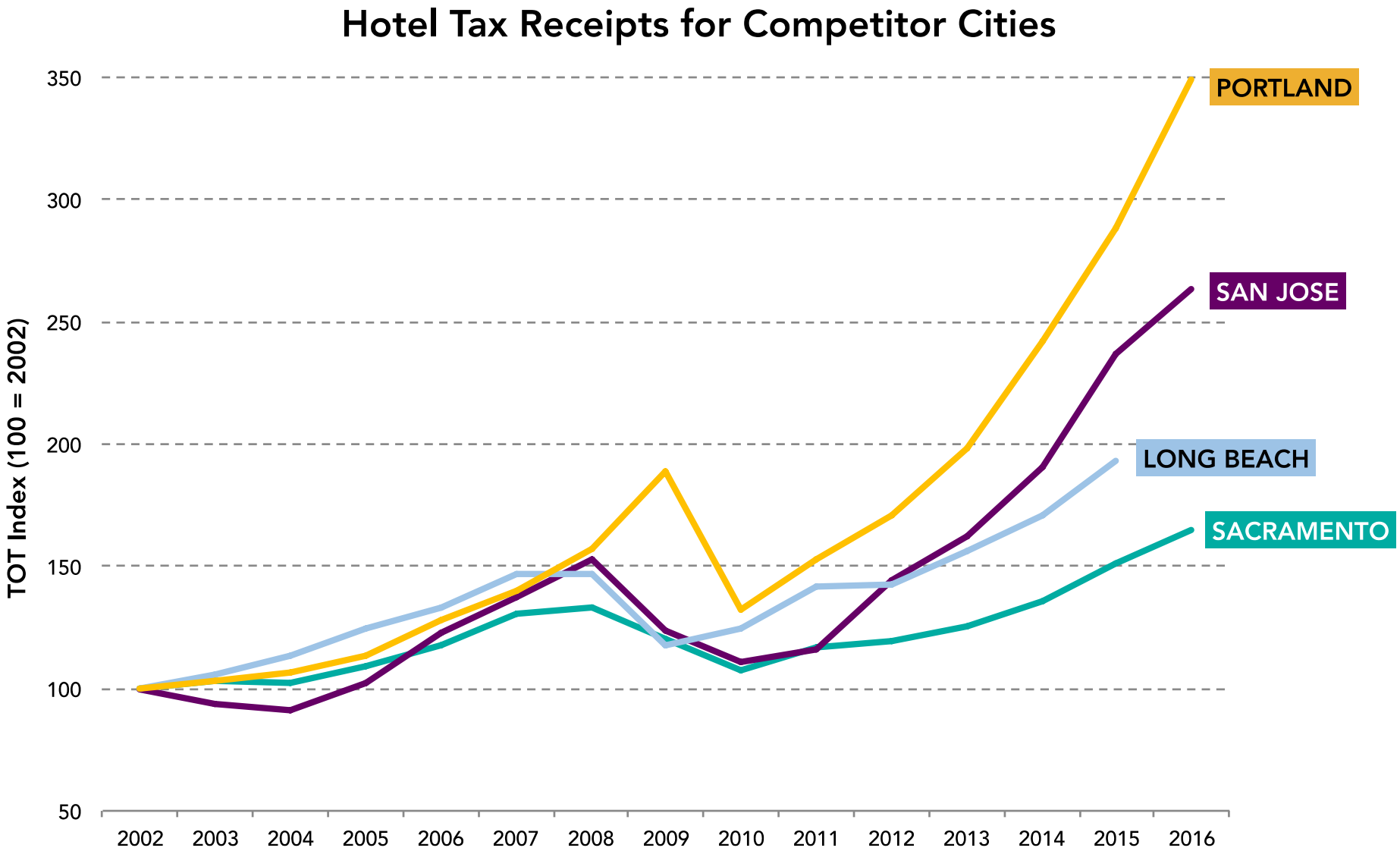
Hotel Occupancy Tax Growth Rate

CAGR 2010 - 2015



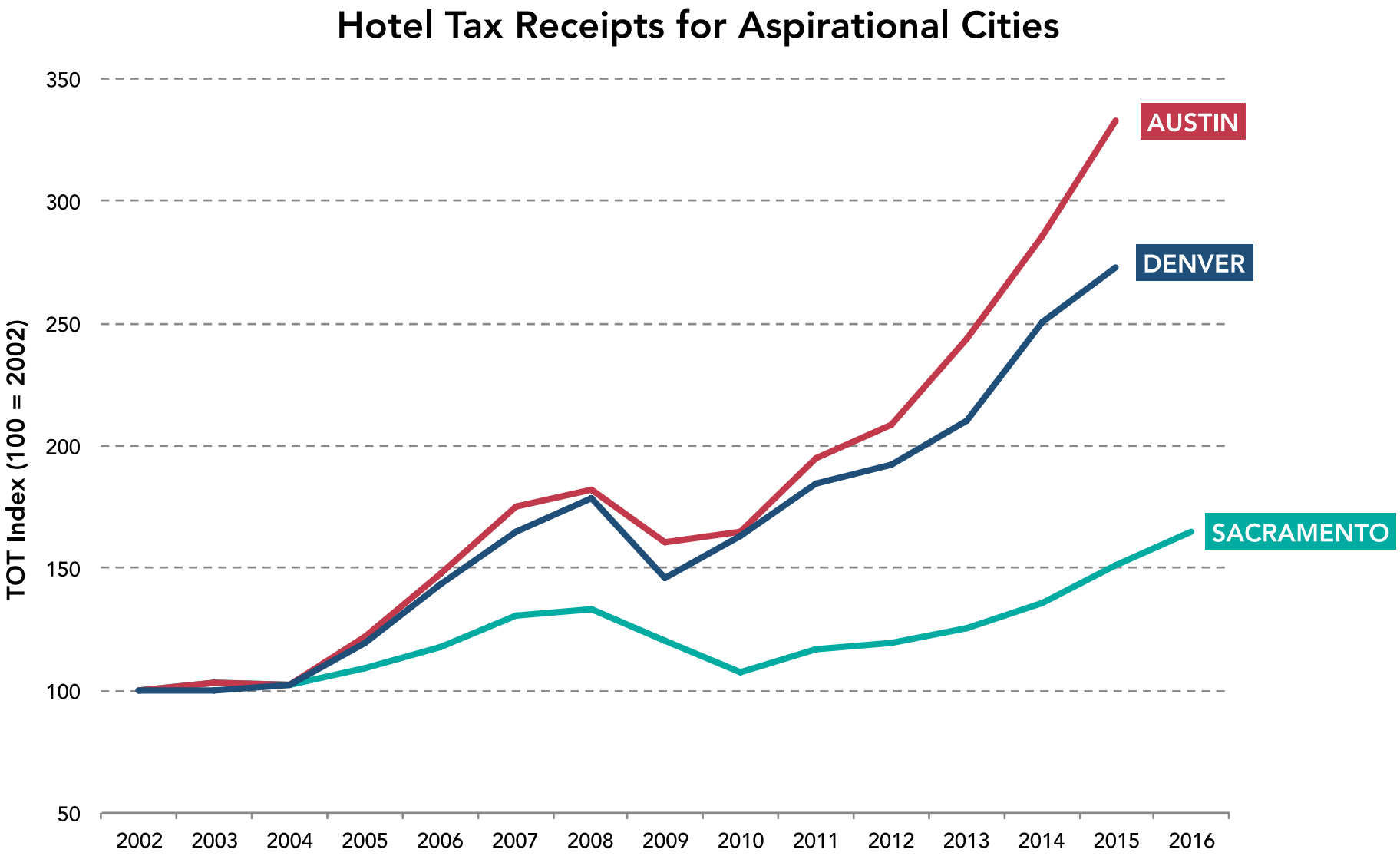
Data Sources: City and County Comprehensive Annual Financial Reports; 2016 HVS Lodging Tax Report
Analysis: Bay Area Council Economic Institute
Note: Excludes top five markets - Las Vegas, Chicago, Orlando, New York City, and Los Angeles

What is the experience of other cities?



Data Sources: Individual city Comprehensive Annual Financial Reports
Analysis: Bay Area Council Economic Institute

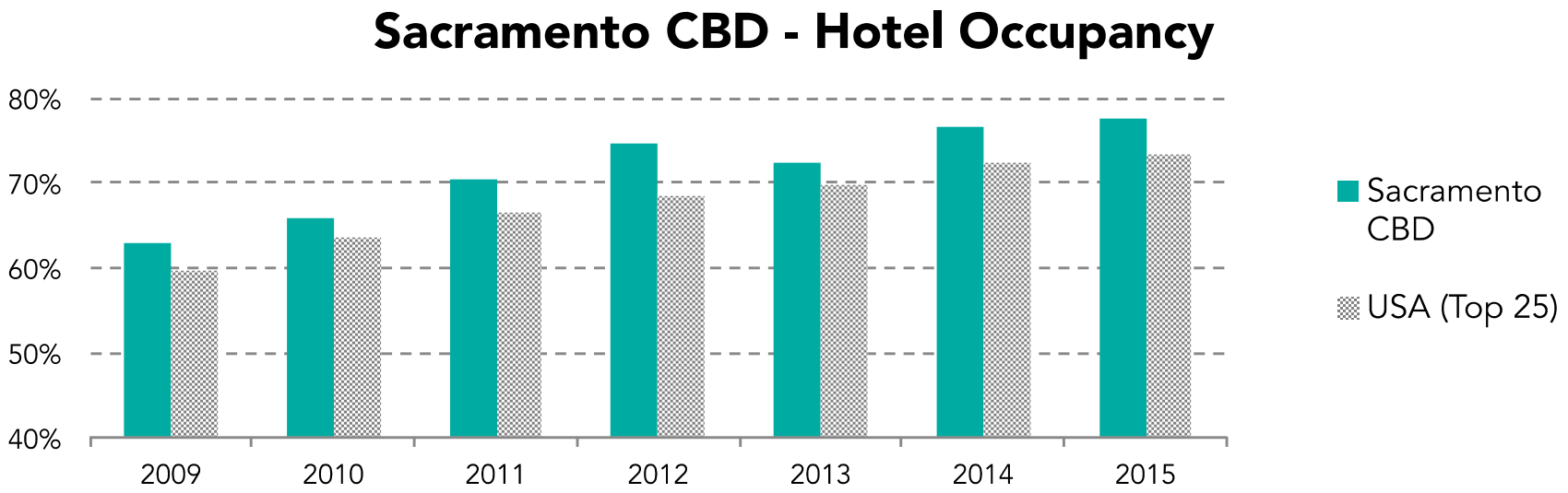
What is the experience of other cities that have made CC investments?

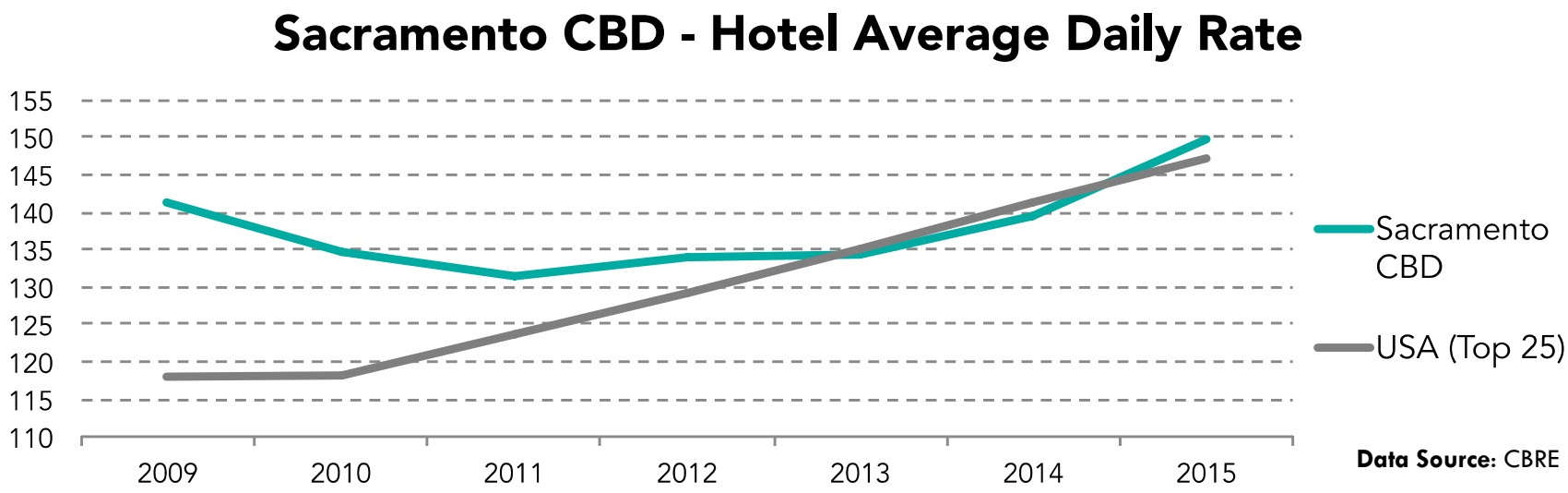


Data Sources: Individual city Comprehensive Annual Financial Reports
Analysis: Bay Area Council Economic Institute

City Case Studies – Competitive Set

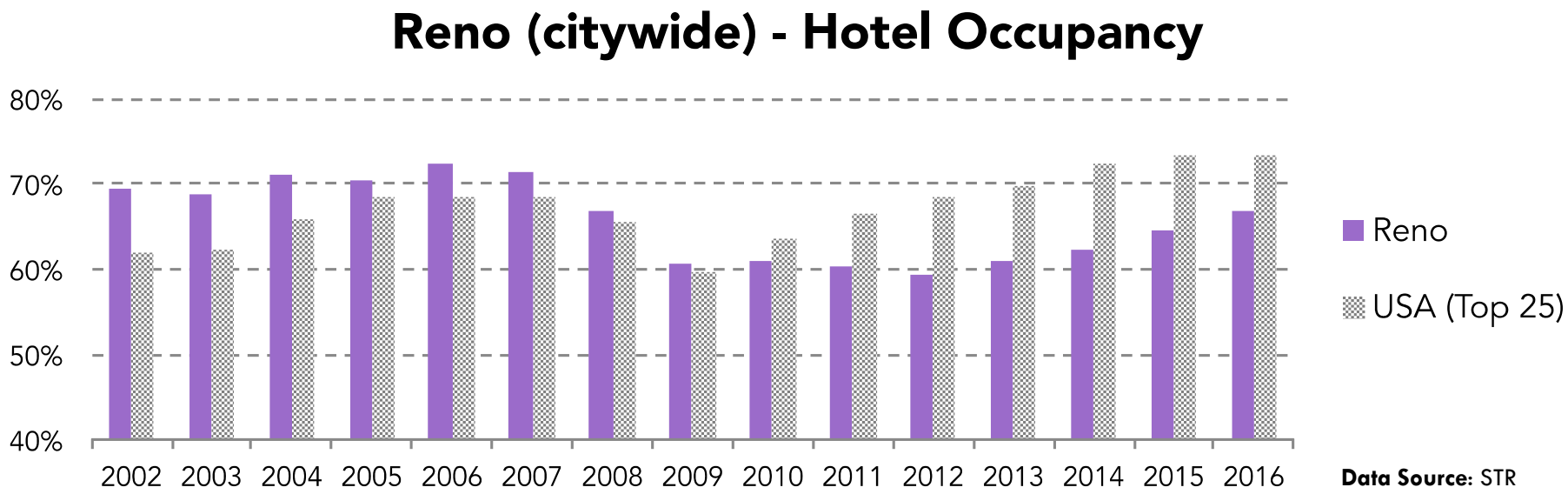
SACRAMENTO – 1996 last expansion of convention center

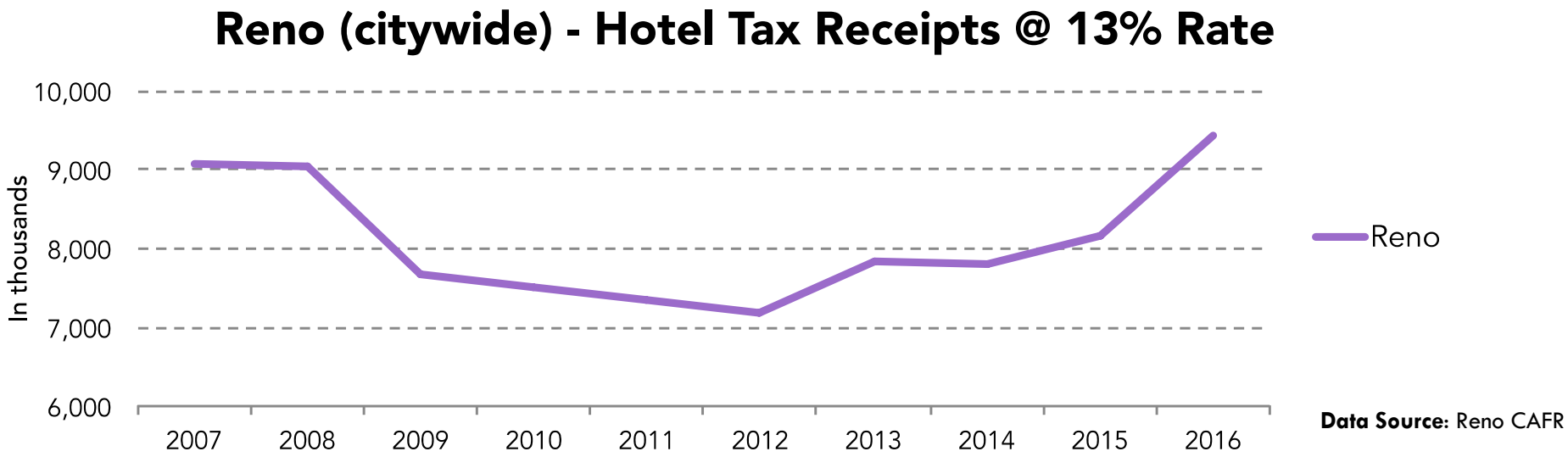




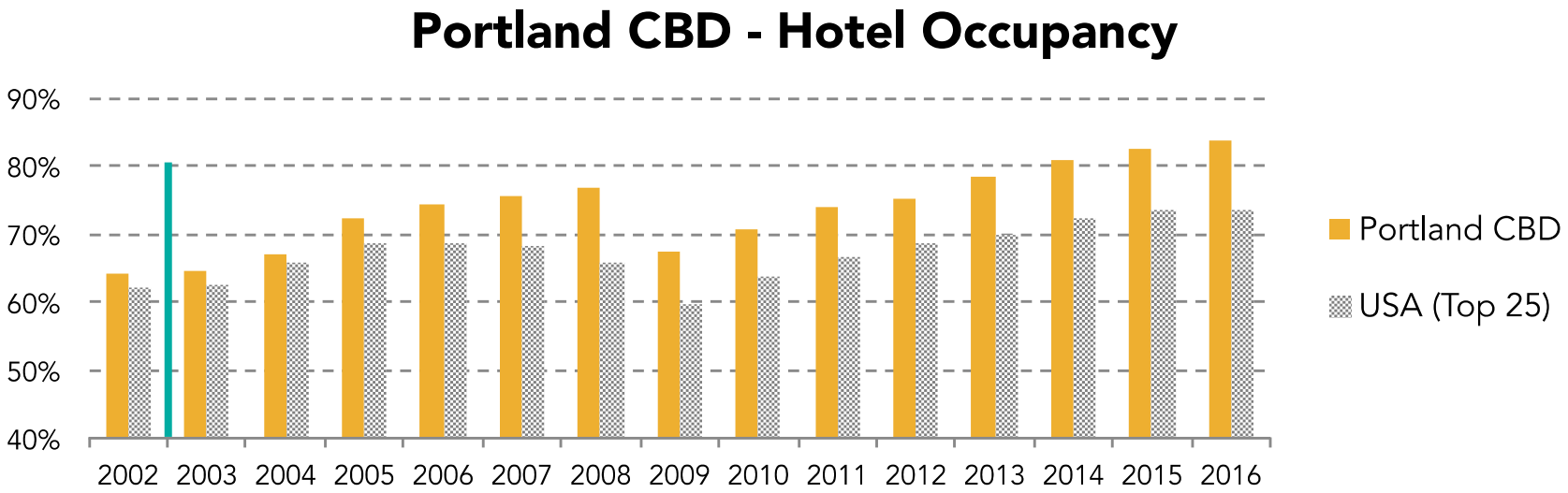
Data Source: CBRE

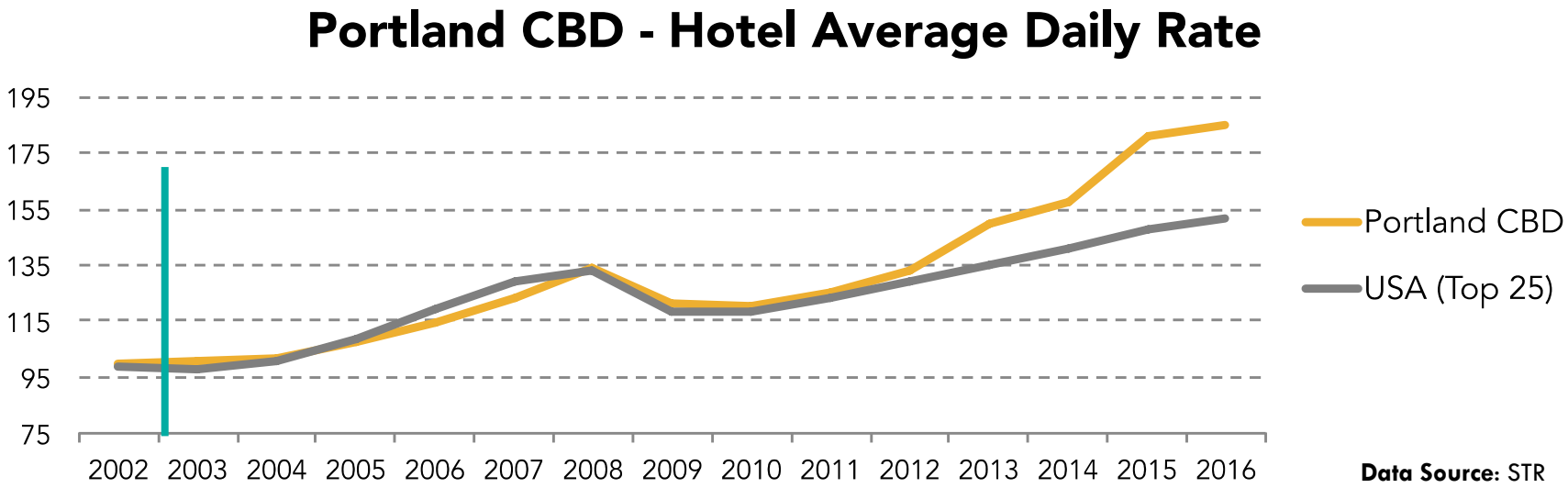
RENO – 2002 expansion added 220,000 SF >>> Now 488,000 SF total





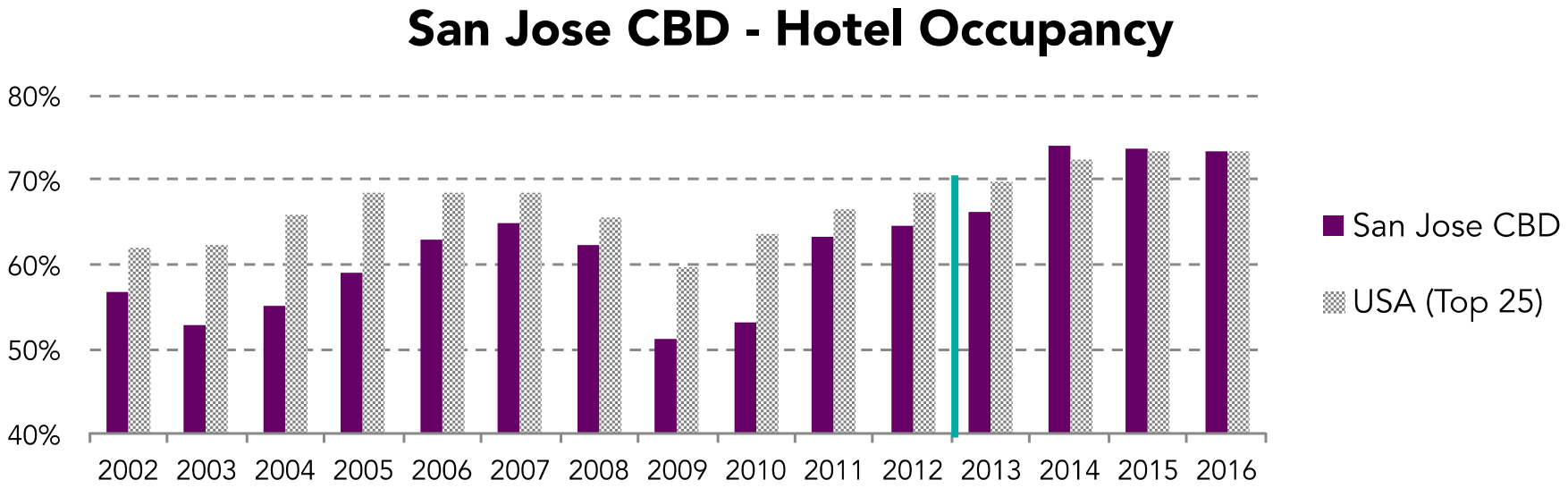
PORTLAND – 2003 expansion doubled exhibit space

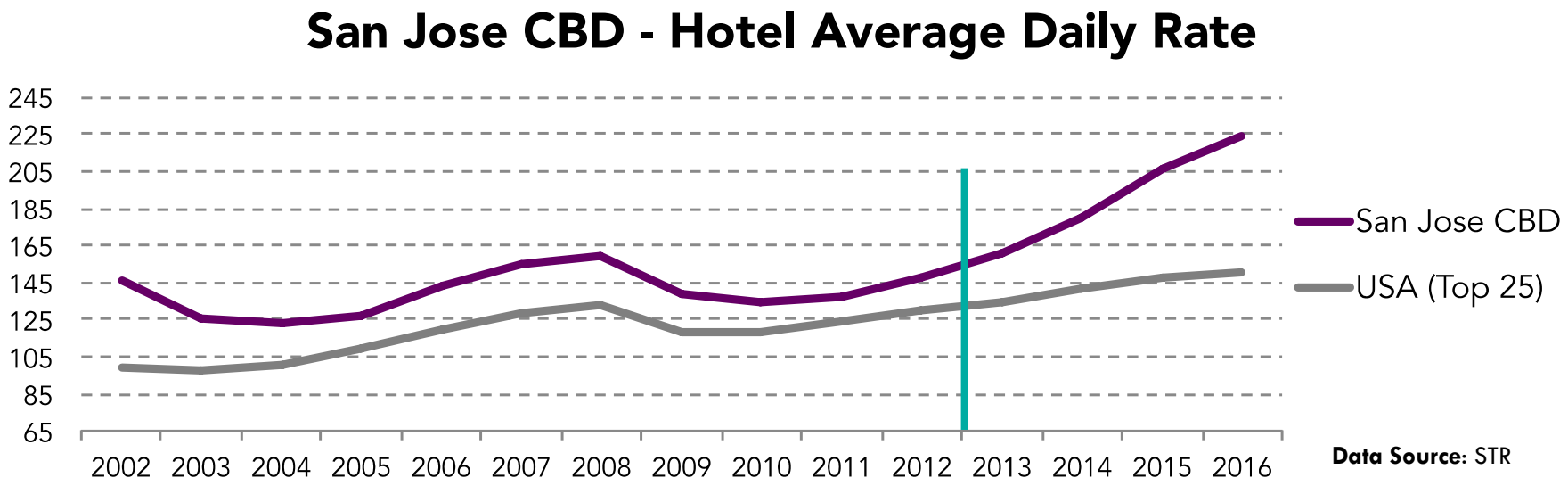




Data Source: STR

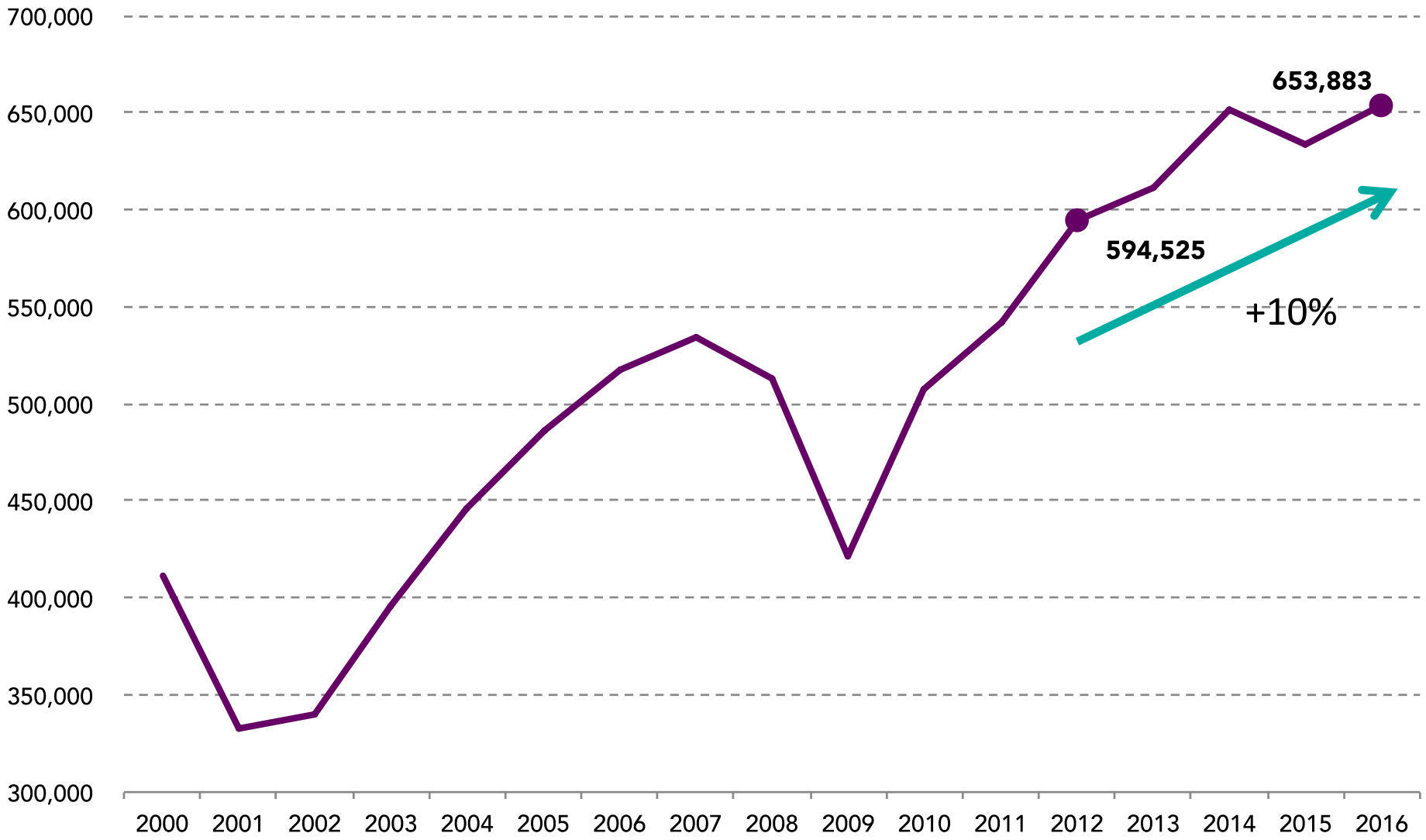
SAN JOSE – 2013 grew to 250,000 SF, added 210 hotel rooms (+9%)





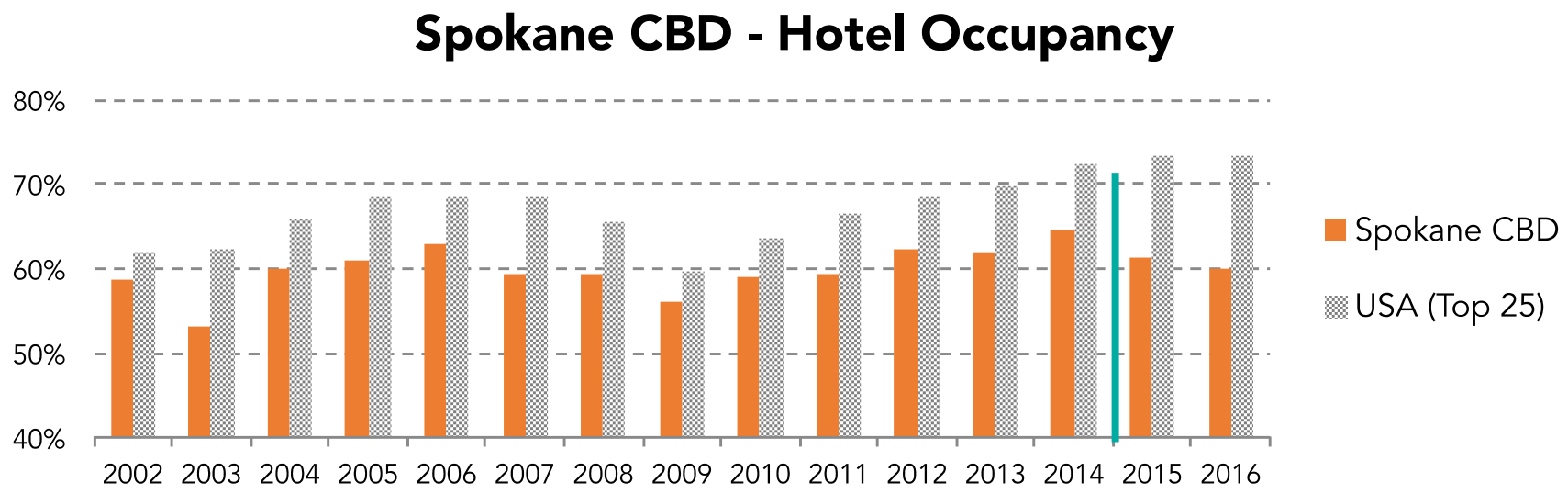
Data Source: STR

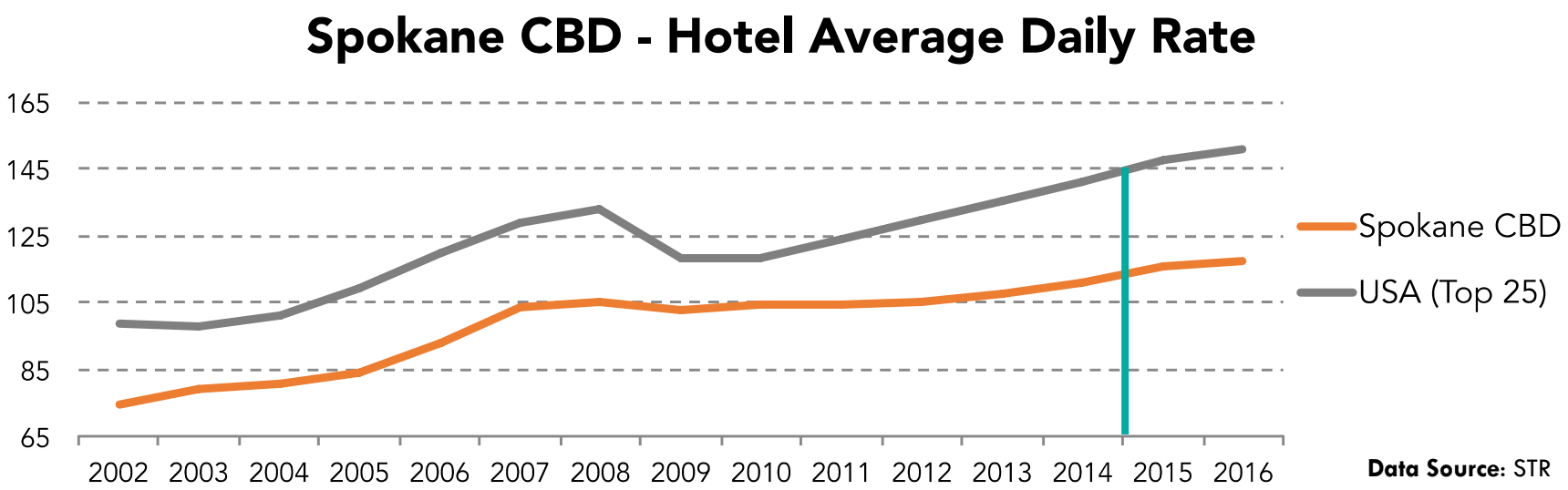
San Jose CBD Room Nights Booked



Data Source: STR
Analysis: Bay Area Council Economic Institute

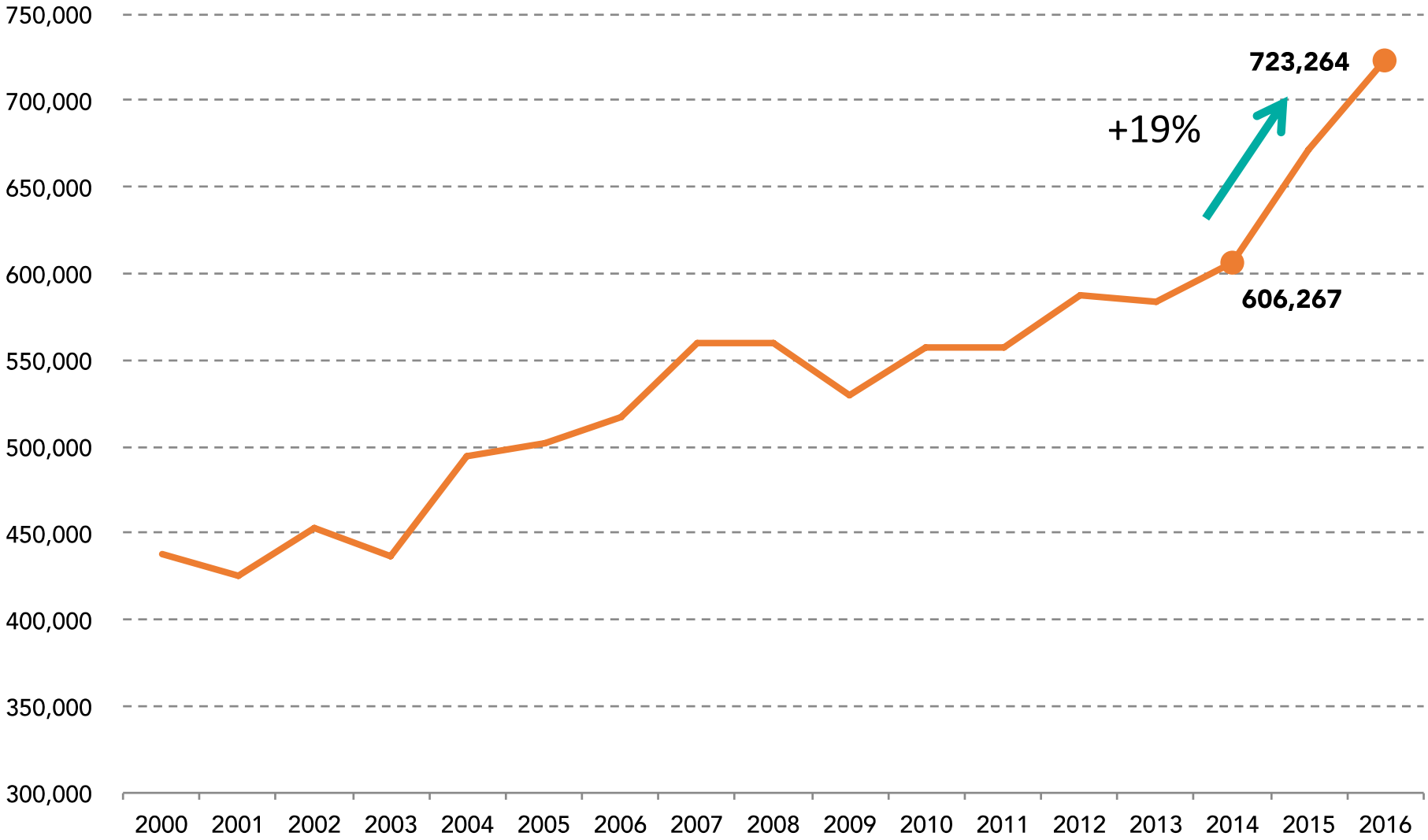
SPOKANE – 2015 expanded by 50%, added 719 hotel rooms (+28%)





Data Source: STR

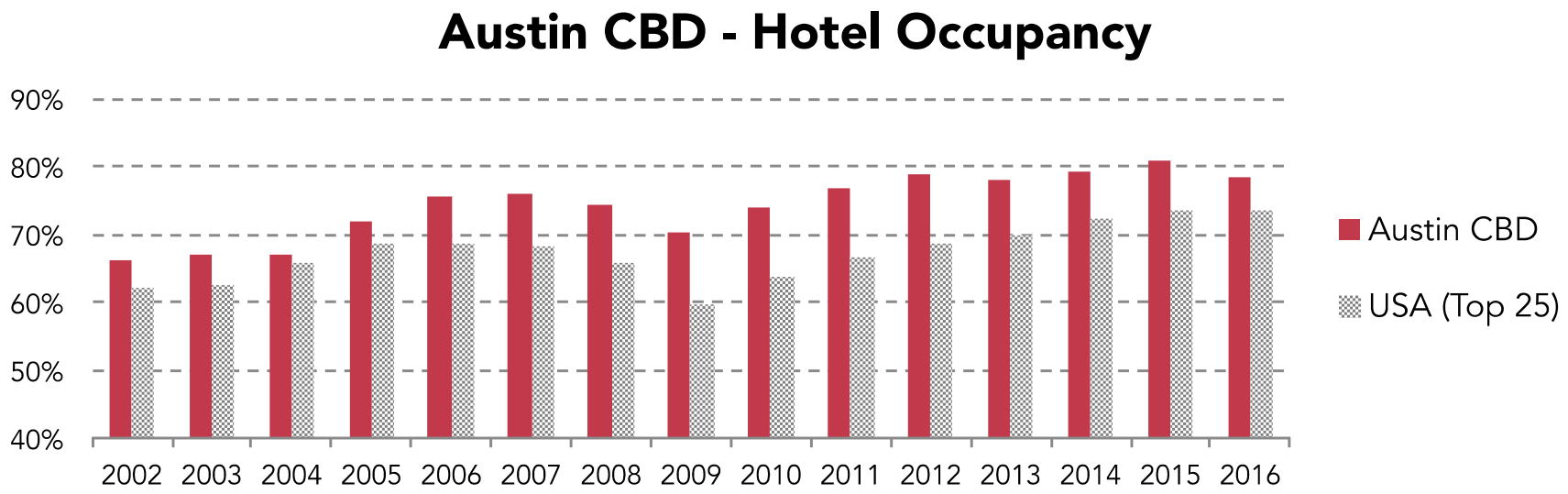
Spokane CBD Room Nights Booked

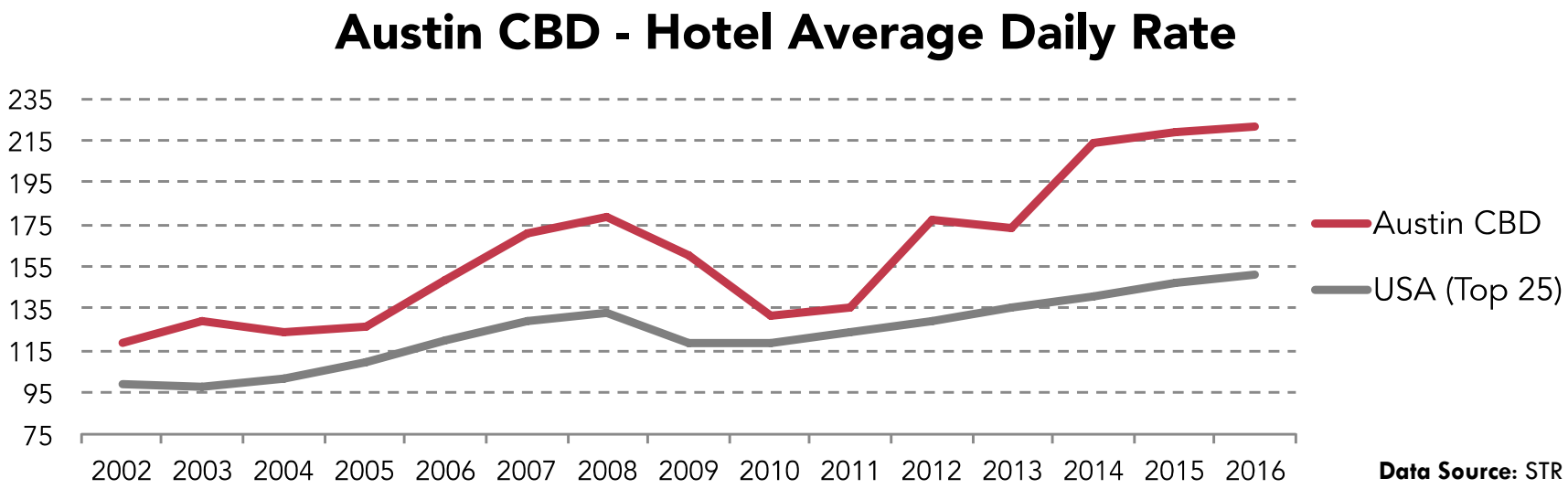


Data Source: STR
Analysis: Bay Area Council Economic Institute

City Case Studies – Aspirational Set

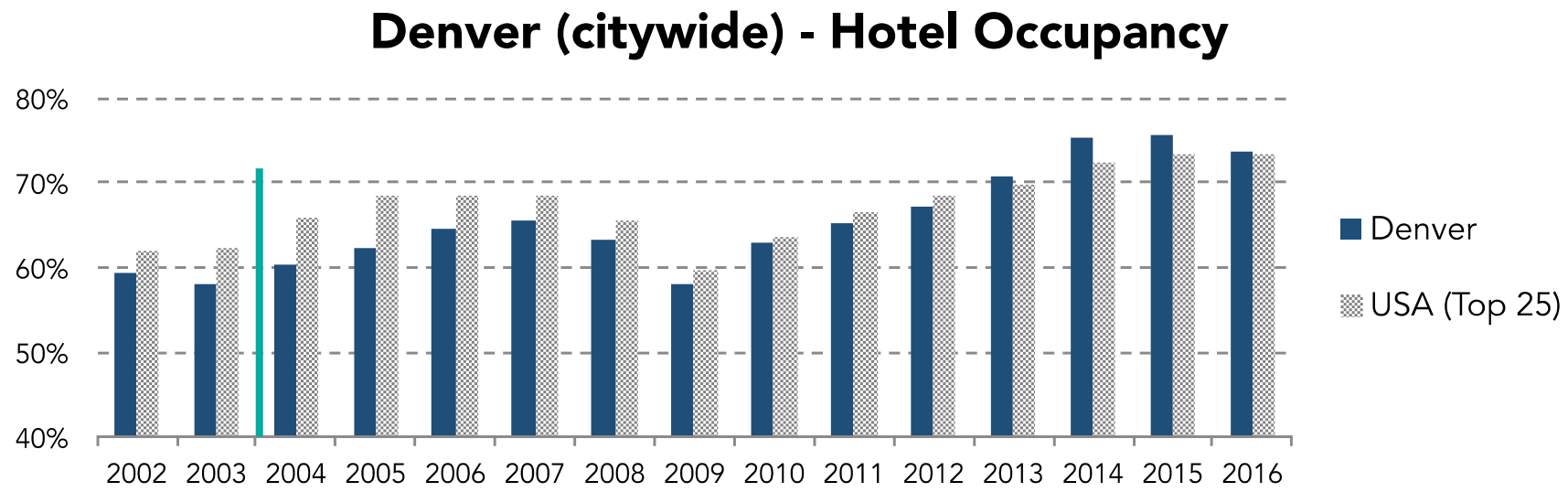
AUSTIN – 2002 expansion doubled exhibit space

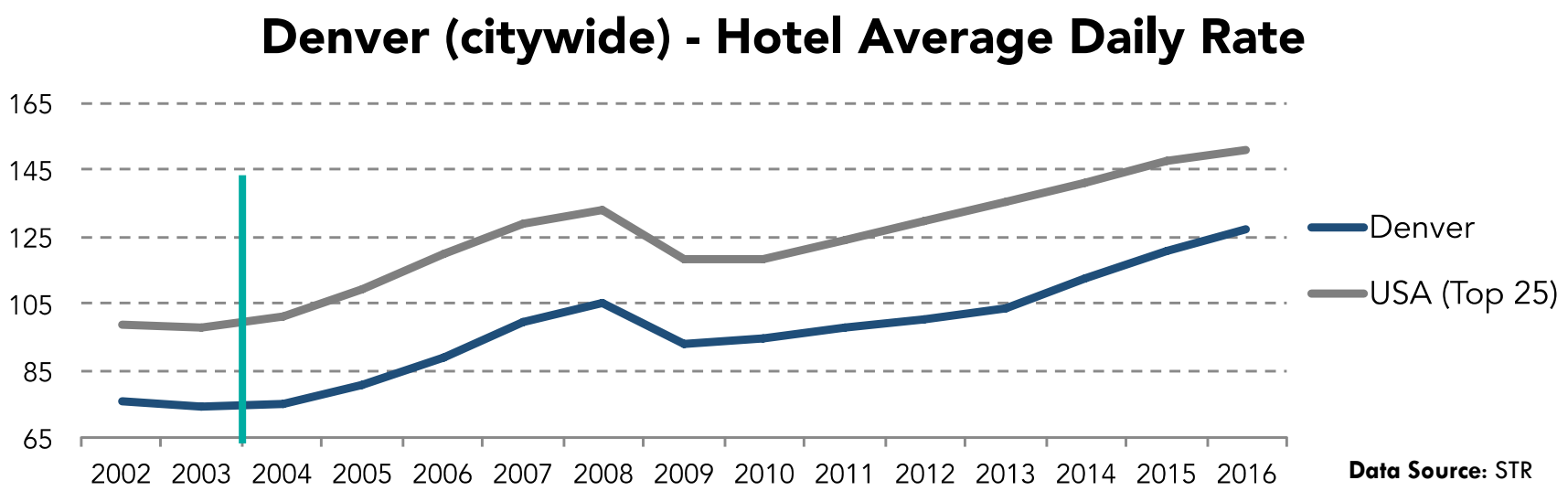




Data Source: STR

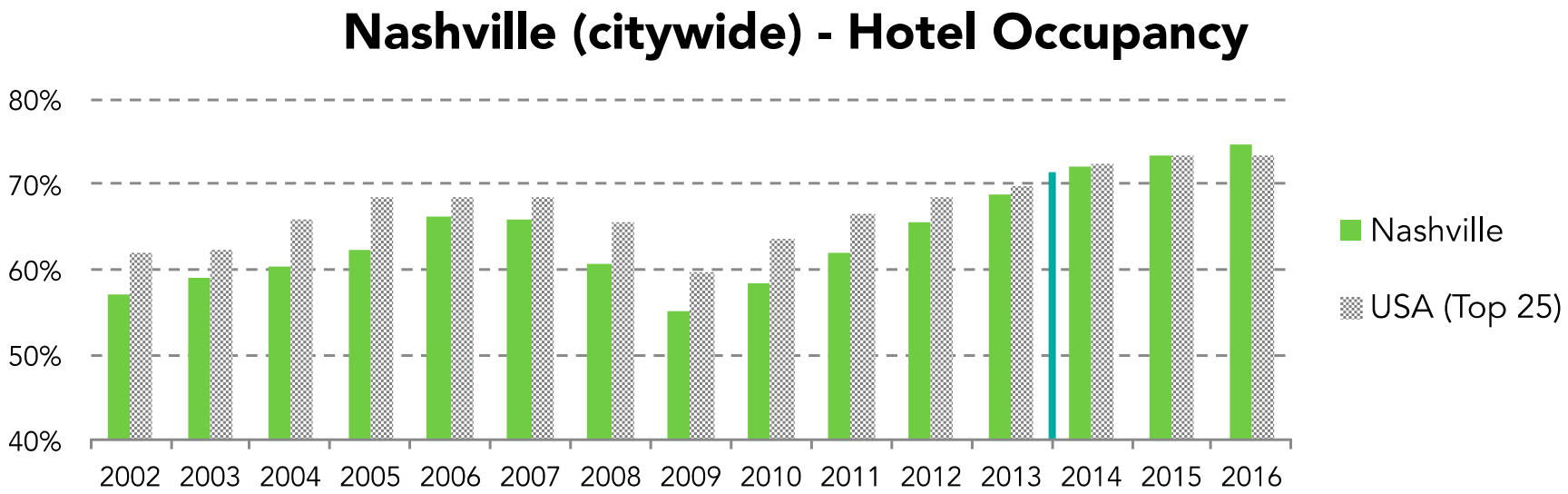
DENVER – 2004 expansion added 185,000 SF >>> Now 769,000 SF

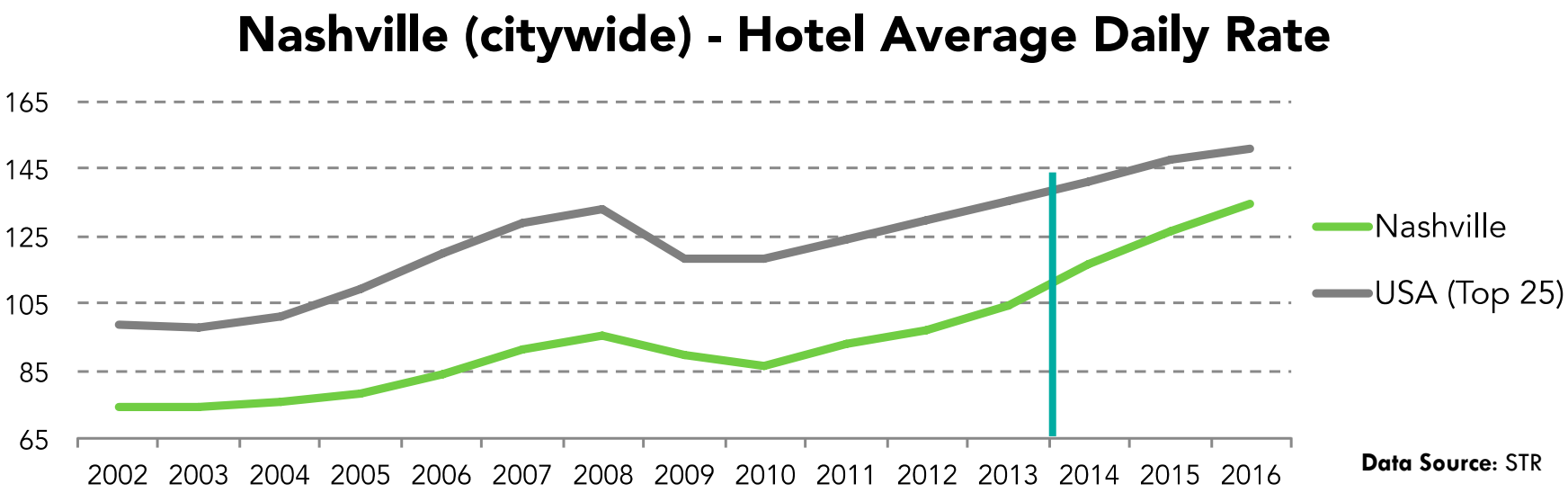




Data Source: STR

NASHVILLE – 2014 opened new 500,000 SF



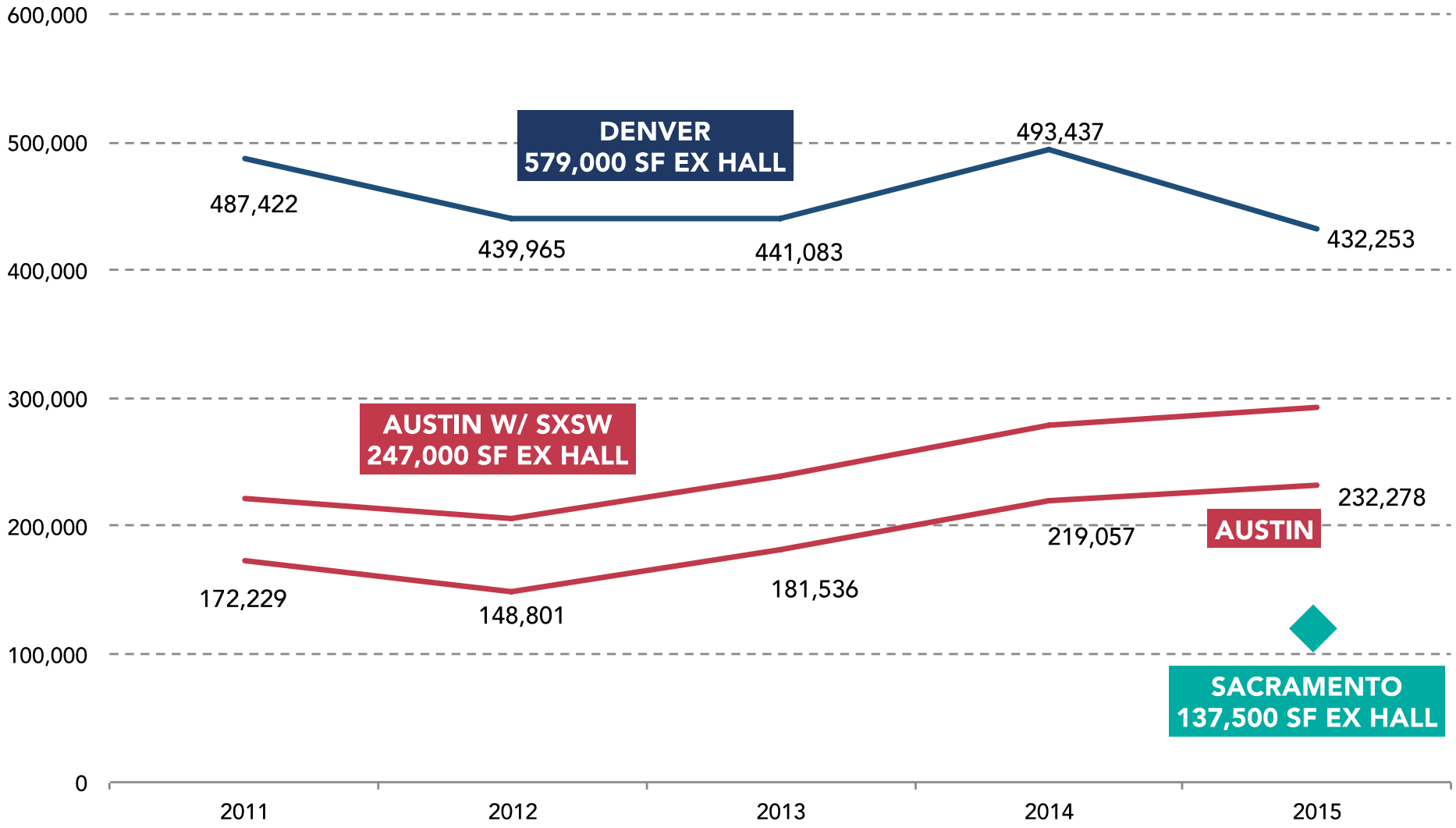


Data Source: STR

Room Nights Booked for Convention Centers

Convention Center Annual Hotel Rooms Nights

Booked in Block Only



Data Sources: Austin Convention Center Department, Visit Denver, TAP Reports
Analysis: Bay Area Council Economic Institute