



# MIAMI BEACH CONVENTION CENTER RENOVATION & EXPANSION

## Booking Policy

November 18, 2014

# CONVENTION COMPARISON

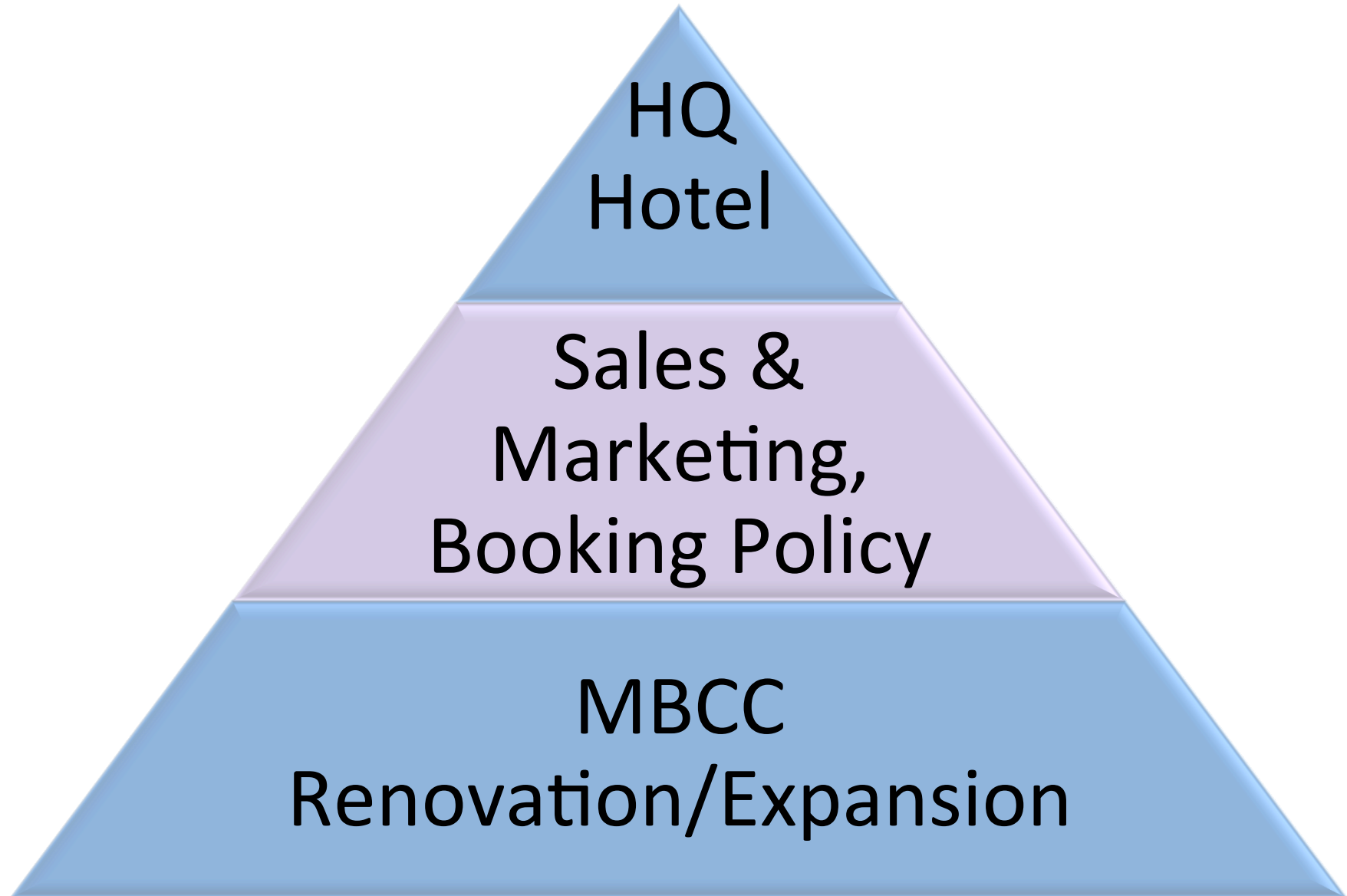
	Exhibit SF	Number of Conventions	Attendance	Average Attendance
<b>Miami Beach</b>	500,000	5	24,185	4,837
<b>LARGER</b>				
Chicago	2,598,500	47	905,189	19,259
Orlando	2,053,820	90	1,071,133	11,901
Atlanta	1,366,000	34	365,743	10,757
Houston	862,000	47	284,558	6,054
Dallas	745,816	18	n/a	n/a
<i>Average</i>	<i>1,525,227</i>	<i>47</i>	<i>656,656</i>	<i>13,912</i>
<b>SIMILAR</b>				
Phoenix	612,500	41	666,029	16,245
Denver	579,000	52	252,711	4,860
San Francisco	538,660	46	492,029	10,696
Boston BCEC	516,000	28	239,087	8,539
San Antonio	438,513	85	169,188	1,990
<i>Average</i>	<i>536,935</i>	<i>50</i>	<i>363,809</i>	<i>7,218</i>
<i>Average w/o San Antonio</i>		<i>42</i>	<i>412,464</i>	<i>10,085</i>
<b>SMALLER</b>				
Seattle	205,700	81	138,809	1,714
Boston Hines	176,000	45	143,677	3,193
<i>Average</i>	<i>306,212</i>	<i>55</i>	<i>264,690</i>	<i>4,853</i>

# UTILIZATION SCENARIOS

NUMBER OF EVENTS	MBCC		Perform at Similar Cities	
	2013	2014	Low	Average
Conventions	4	5	28	42
Trade Shows	18	24	15	8
Consumer Shows	16	29	15	8
Art Basel	1	1	1	1
Boat Show	1	1	1	1
Special Events	36	21	21	21
Local Social Events	20	19	19	19
Local Meetings	19	34	34	34
	115	134	134	134
<b>ATTENDANCE</b>				
Conventions	39,851	24,185	201,600	302,400
Trade Shows	106,426	118,452	74,033	39,484
Consumer Shows	228,935	337,467	174,552	93,094
Art Basel	70,000	70,000	70,000	70,000
Boat Show	100,689	140,000	140,000	140,000
Special Events	32,427	26,452	26,452	26,452
Local Social Events	3,650	8,835	8,835	8,835
Local Meetings	7,685	12,863	12,863	12,863
	589,663	738,254	708,334	693,128
<b>AVERAGE ATTENDANCE</b>				
Conventions	9,963	4,837	7,200	7,200
Trade Shows	5,913	4,936	4,936	4,936
Consumer Shows	14,308	11,637	11,637	11,637
Art Basel	70,000	70,000	70,000	70,000
Boat Show	100,689	140,000	140,000	140,000
Special Events	901	1,260	1,260	1,260
Local Social Events	183	465	465	465
Local Meetings	404	378	378	378
	5,128	5,509	5,286	5,173

*MBCC calendar is full during prime convention periods, additional conventions would require reductions in consumer and trade shows...type of attendance changes*

# ELEMENTS OF CONVENTION CENTER SUCCESS



# CURRENT BOOKING POLICY

## *Events can book:*

- 24 months and out if:
  - 115,000+ sf of exhibition space
  - Room block over 3 nights with 1,500 rooms peak
    - If no block, can be verified via independent audit
  - Grandfathered First Priority Events
    - Antique Show (Jan), Boat Show (Feb), Home Show (Sep), JIS (Oct), Auto Show (Nov) –
    - Totals 64 days of prime convention dates
- 24 months and under
  - All other events

# POTENTIAL BOOKING POLICY

## *Discussion topics*

- Does City want room night generating, economic impact-oriented bookings in the new MBCC?
- How can we maximize our marketing team's potential for success?
- How should current “Grandfathered First Priority” events be handled in the future?