

CONVENTION CENTER

Fiscal Year 2005

Goal Statement

To maximize the benefit to the tourism industry by the operation of the Broward County Convention Center and to ensure a positive reputation for Broward County by providing facility users with a well maintained, professionally managed Convention Center.

Performance Measures	FY03 Actual	FY04 Actual	FY05 Budget	FY05 Actual	% Change FY04 - FY05	Variance Number
Event Days	413	408	410	489	20%	1
Attendance	334,889	337,563	392,175	291,063	-14%	
Revenue dollars	6,048,904	6,944,612	6,835,621	8,241,970	19%	2
Expense dollars	5,726,204	6,049,121	6,549,138	6,823,579	13%	
Net operating income/loss	322,700	895,491	286,483	1,418,390	58%	3
Convention/Trade Shows (Event Days)	113	110	128	118	7%	
External customer satisfaction rating	85	92	80	94	2%	
Annual economic impact (in dollars)	552,566,850	664,000,000	647,088,750	697,200,000	5%	

Explanation of variances greater than 15 percent:

- 1 Increase in the number of meetings, consumer shows and conventions.
- 2 Ancillary income is higher mainly due to food and beverage activity.
- 3 Direct event income is higher due to an increase in the number of events and ancillary income. There is no correlation between attendance and events.