

## CONVENTION CENTER

### Fiscal Year 2008 2nd Quarter

#### 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.

<b>Performance Measures</b>	<b>FY2007 Year-to-Date</b>	<b>FY 2008 Year-to-Date</b>	<b>FY2008 Projected</b>
Event Days	331	295	401
Attendance	160,905	149,812	278,900
Revenue dollars	4,409,026	4,624,648	8,442,254
Expense dollars	3,828,429	3,875,059	8,062,780
Net operating income/loss	580,597	749,588	379,473
Convention/Trade Shows (Event Days)	67	57	154
External customer satisfaction rating	94	94	94
Annual economic impact (in dollars)	356,707,669	374,543,054	749,086,106
Operating cost per sq. ft	6	6	13
Operating cost per occupied sq. ft	10	10	20