

Projected Convention Center Utilization Stabilized Year - 2008

	2008 Estimate			2008 Actual		
	Events	Average Attendance	Total Attendance	Events	Average Attendance	Total Attendance
Conventions	34	1,000	34,000	24	1,968	47,228
Consumer Shows	8	10,000	80,000	18	1,171	21,080
Trade Shows	10	1,000	10,000	13	2,615	34,000
Events	52	1,000	52,000	28	957	26,785
Meetings	120	300	36,000	65	297	19,290
Banquets	85	600	51,000	37	454	16,805
Totals	309		263,000	185		165,188

Convention Center Events - 2006-2012

Event Category	2006 Actual		2007 Actual		2008 Actual		2009 Actual		2010 Actual		2011 Actual		2012 Actual	
	Events	Total Attendance	Events	Total Attendance	Events	Total Attendance	Events	Total Attendance	Events	Total Attendance	Events	Total Attendance	Events	Total Attendance
CityWide Convention	2	7,400	5	15,425	2	9,800	2	9,000	3	12,700	5	19,850	2	12,000
Competitions	3	5,900	6	10,325	8	18,640	9	16,200	7	21,700	13	30,500	12	22,500
Conference w/Hotel	21	17,302	12	11,060	15	13,708	12	11,865	12	18,830	12	13,180	14	17,710
Convention	11	15,106	11	17,870	7	23,720	8	10,928	7	7,500	7	14,575	5	6,660
Dinner	16	4,958	17	6,691	11	3,840	13	6,980	9	3,474	12	3,875	8	2,895
Exhibition			1	1,500	2	380	1	200			3	8,500	1	7,500
Fundraisers	14	11,636	21	11,421	16	19,890	18	14,910	17	15,540	13	13,465	20	15,590
Holiday Party	9	3,810	10	5,430	8	5,190	4	3,510	4	1,710	4	1,125	5	2,100
In House	3	26	11	329	5	444	4	77	16	261	12	339	4	30
Luncheon	7	2,111	6	2,430	8	3,270	7	3,250	5	2,100	8	3,250	4	1,950
GTCTC Meeting	5	117	6	503	1	70	8	443	8	171	6	124		
Meeting	74	14,844	76	16,912	54	17,306	59	11,511	33	4,814	35	5,230	56	12,529
Product Launch	5	795	5	1,630	8	2,060	4	1,565	3	3,330	4	265		
Receptions	2	380	1	70	2	200	1	35	2	500	1	100	3	285
Seminars	12	3,872	23	5,280	10	6,695	9	3,330	16	5,105	22	4,065	28	3,565
Social Event	6	2,722	9	5,730	8	4,155	13	14,140	15	7,445	13	9,410	18	11,730
Trade Show - Business to Business	3	8,525	4	10,400	6	18,400	8	17,400	3	1,990	3	1,600	4	2,310
Trade Show - Consumer	4	17,037	4	19,000	7	15,600	8	19,200	6	11,400	4	6,950	4	8,550
Training	3	720	5	1,490	5	1,470	2	330	4	1,630	5	907	7	2,808
Wedding	2	570	3	900	2	350	5	1,200	5	990	10	2,292	6	2,010
Concert	1	300	2	1,593			2	650			1	400		
Graduation	1	2,500					1	100	1	200	2	2,800	2	3,300
Breakfast													2	1,020
Testing/Exam							1	150	1	150	3	2,200	4	5,250
Reunion	1	380					1	100						
Totals	205	121,011	238	145,989	185	165,188	200	147,074	177	121,540	198	145,002	209	142,292