

Virginia Beach Convention Center Performance

	FY 05-06	FY 06-07	FY 07-08	FY 08-09	FY 09-10	FY 10-11
Total Number of Events	273	407	407	363	340	337
Number of Room Nights	95,454	135,606	156,301	124,753	123,680	121,497
Convention Center Revenue	\$ 1,938,633	\$ 3,123,064	\$ 3,727,567	\$ 3,841,239	\$ 3,419,693	\$ 3,556,935
Virginia Beach Convention Center Event Taxes	\$ 235,275	\$ 342,698	\$ 492,201	\$ 457,240	\$ 354,640	\$ 324,465
Estimated Direct Delegate Spending*	\$ 32,683,900	\$ 50,575,117	\$ 48,669,787	\$ 39,215,405	\$ 36,801,038	\$ 36,786,795
8.5% Tax Revenue of the Direct Spending	\$ 2,778,132	\$ 4,298,885	\$ 4,136,932	\$ 3,137,232	\$ 3,128,088	\$ 3,126,878
Total Revenue to City	\$ 4,952,040	\$ 7,764,647	\$ 8,356,700	\$ 7,435,711	\$ 6,902,421	\$ 7,008,277
Total Operating Expenses	\$ 5,086,055	\$ 4,923,606	\$ 5,792,074	\$ 5,916,530	\$ 5,980,200	\$ 5,559,758
Net Return to City	\$ (134,015)	\$ 2,841,041	\$ 2,564,626	\$ 1,519,181	\$ 922,221	\$ 1,448,519

*\$211 X 2.5 Days per Out of Town Attendee

Average Events/Year

	Pavilion	Convention Ctr
	Jan 2002-July 2005	July 2005- July 2012
Conferences	2.5	6.9
Conventions	10.6	19.0
Participatory Sports	10.1	16.6
Trade Shows	4.5	10.0
Total	27.7	52.4