

ITEM B

SAN DIEGO CONVENTION CENTER EXPANSION PROJECT UPDATE

March 2011



March 3, 2011



San Diego Convention Center Corporation

Visit www.visitsandiego.com & Click on [Expansion News](#)

The screenshot shows a web browser window displaying the website for the San Diego Convention Center Expansion. The browser's address bar shows the URL <http://www.conventioncenterexpansion.com/>. The website's header features the logo and title "San Diego Convention Center Expansion" and a navigation menu with the following items: BENEFITS, BACKGROUND, NEWS, PHOTO & VIDEO GALLERY, COMMUNITY, DESIGN, and DOCUMENTS. A search bar is located in the top right corner of the page.

The main content area features a large article titled "A NEW 5-ACRE PARK" with a sub-header "(1 | 2 | 3)". The article includes a large image of a waterfront park with sailboats and a red sculpture. Below the image, the text reads: "A new 5-acre waterfront park and a civic performance venue will help energize the Embarcadero." A "READ MORE" button is positioned to the right of this text.

On the right side of the page, there are three promotional boxes:

- SIGN UP FOR EMAIL UPDATES:** A section with a text input field labeled "Enter Email Address" and a "GO" button. Below it, it says "JOIN US ON:" followed by social media icons for Facebook, Twitter, and YouTube.
- REQUEST A SPEAKER:** A light blue box with the text "We're happy to provide your event, service or trade group with an up-to-date presentation." and a "LEARN MORE" button.
- GREEN PRACTICES:** A light green box with the text "An eco-friendly expansion will build upon existing sustainable practices." and an image of a bird.

At the bottom of the page, there are two sections: "RECENT DEVELOPMENTS" and "EXPANSION BRIEFINGS". The Windows taskbar at the bottom shows the system clock as 10:38 AM on 11/18/2012.

22 years of success

Economic Impact	\$20.8 Billion
Direct Attendee Spending	\$8.6 Billion
Tax Revenues	\$399.6 Million
Hotel Room Nights	12.4 million
Number of Events	4,684
Attendance	17.2 million

building on success

FY10 Economic Benefits Generated by Convention Center

Includes conventions, meetings and other events between July '09 – June '10.

ECONOMIC IMPACT	\$1.3 B
DIRECT DELEGATE SPENDING	\$530.1 M
TRANSIENT OCCUPANCY TAX REVENUE (TOT)	\$19.2 M
SALES TAX REVENUE	963,586
JOBS GENERATED BY EVENTS	12,500

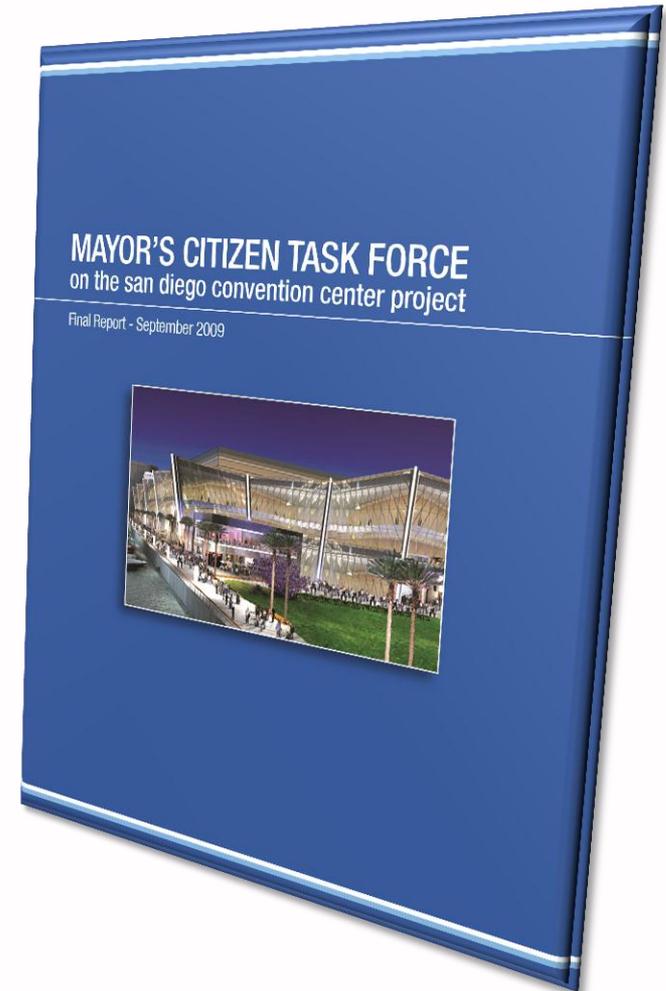
Potential Economic Benefits of Expansion

These numbers would be in addition to current fiscal year benefits.

ECONOMIC IMPACT	\$698 M
DIRECT DELEGATE SPENDING	\$372 M
TRANSIENT OCCUPANCY TAX REVENUE (TOT)	\$16.3 M
SALES TAX REVENUE	\$0.8 M
JOBS GENERATED BY EVENTS	6,885

engagement: mayor's citizen task force

- leaders from varied communities
 - hospitality
 - labor
 - business
 - taxpayers
 - environmental
- 11 public meetings
- web site
 - public comments
 - all documents
 - concepts & renderings



engagement: california coastal commission

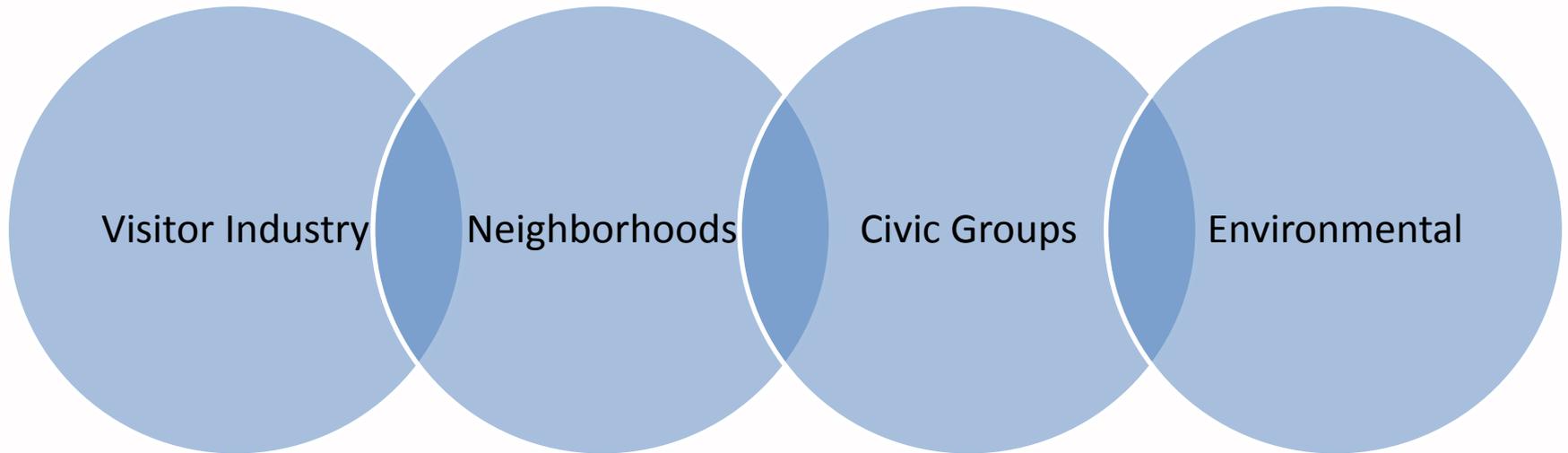
- staff briefing
 - June 2009
- status update
 - Nov. 2010



C A L I F O R N I A
C O A S T A L
C O M M I S S I O N



engagement: community stakeholders

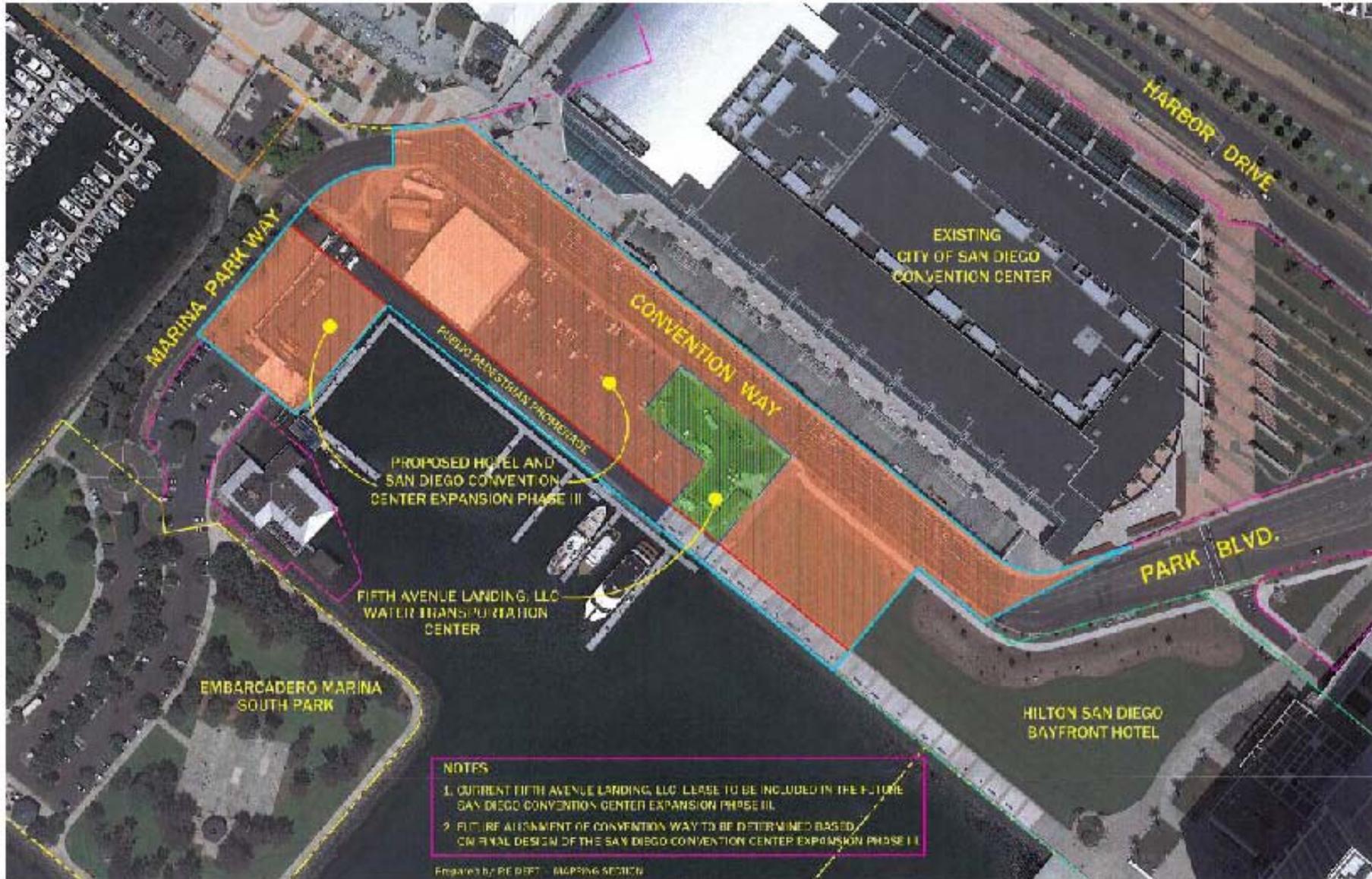


engagement: port of san diego

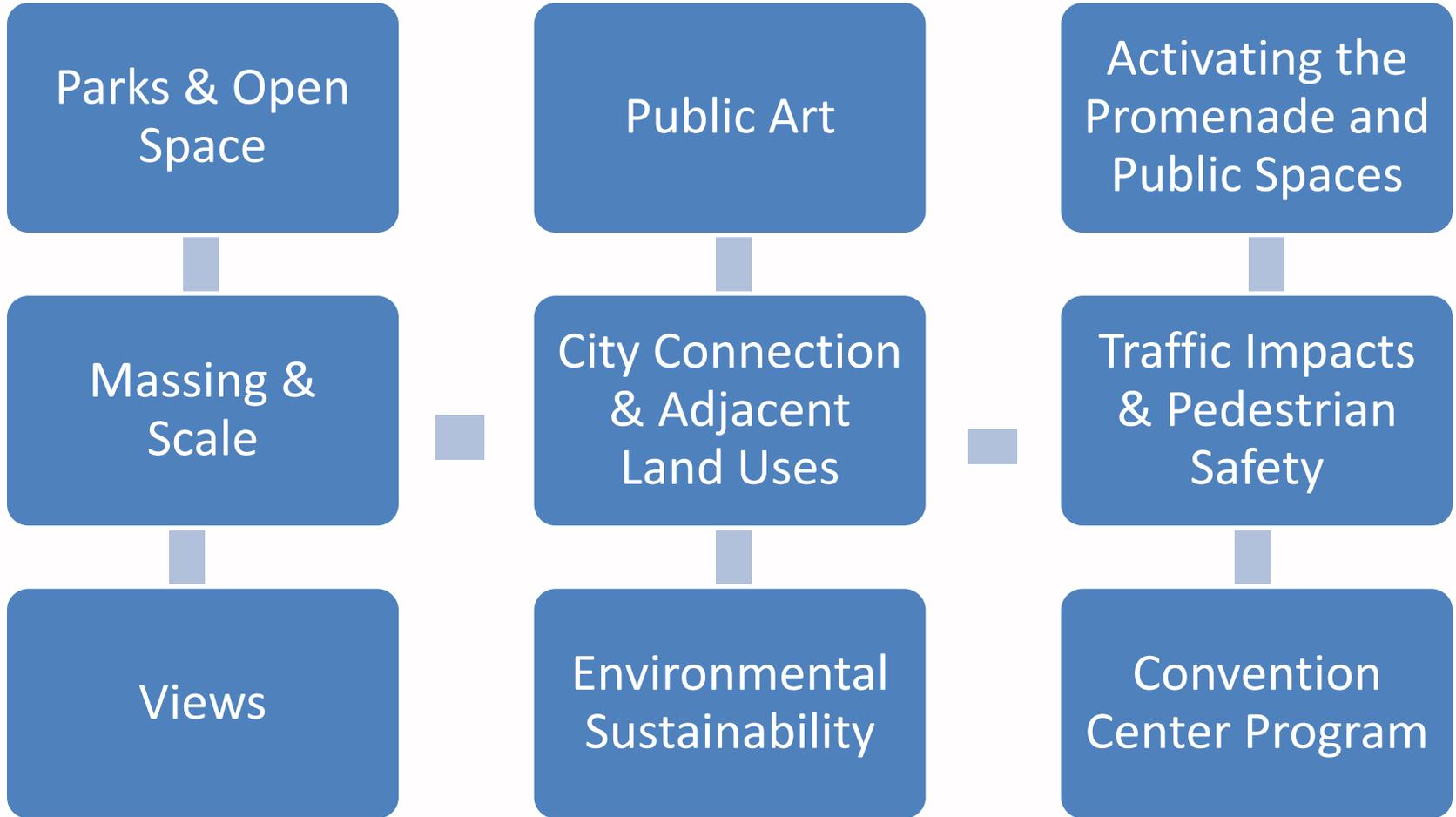
- land-lease
 - April 2010
- EIR process
 - Sept. 2010-



securing the land



findings and issues



design team selection

Request for Qualifications

- Issued in June
- 13 responses

Request for Proposals

- Issued in August
- Five teams Invited to respond
- 8 week process

Design Team Selection

- Technical Advisory Committee
- Policy Committee
- SDCCC Board of Directors

technical advisory committee

- **C. Boone Hellmann**, FAIA, Associate Vice-Chancellor for Facilities Design and Construction and Campus Architect at the University of California, San Diego (UCSD).
- **Eric Naslund**, FAIA, Design Principal and Partner at Studio E Architects in San Diego, California. Mr. Naslund has twice been the Kea Distinguished Professor at the University of Maryland. He is currently the Chairman of the San Diego Planning Commission and serves on the editorial board of arcCA (Architecture California).
- **Sal Ochoa**, Senior Project Architect, San Diego Unified Port District. Mr. Ochoa has been with the Port since 1995 where he manages the development of Port and tenant projects, primarily in the Embarcadero area.
- **Tom Sullivan**, Vice-President Development for the Irvine Company's San Diego region. Mr. Sullivan has managed development projects in San Diego since 1986 including San Diego's Omni Hotel and One America Plaza.
- **Carol Wallace**, President & CEO, San Diego Convention Center Corporation
- **Brad Gessner**, General Manager, San Diego Convention Center Corporation
- **Tom Delaney**, President, Springline Associates (Design Team Selection Advisor)
- **Charles E. Black**, President, CB Urban Development (Project Manager)



policy committee

- Mayor Jerry Sanders
- Port Commissioner Scott Peters
- Special Assistant to the Mayor on Expansion Steve Cushman
- SDCCC Chair Bob Nelson
- Expansion Project Manager Charles Black

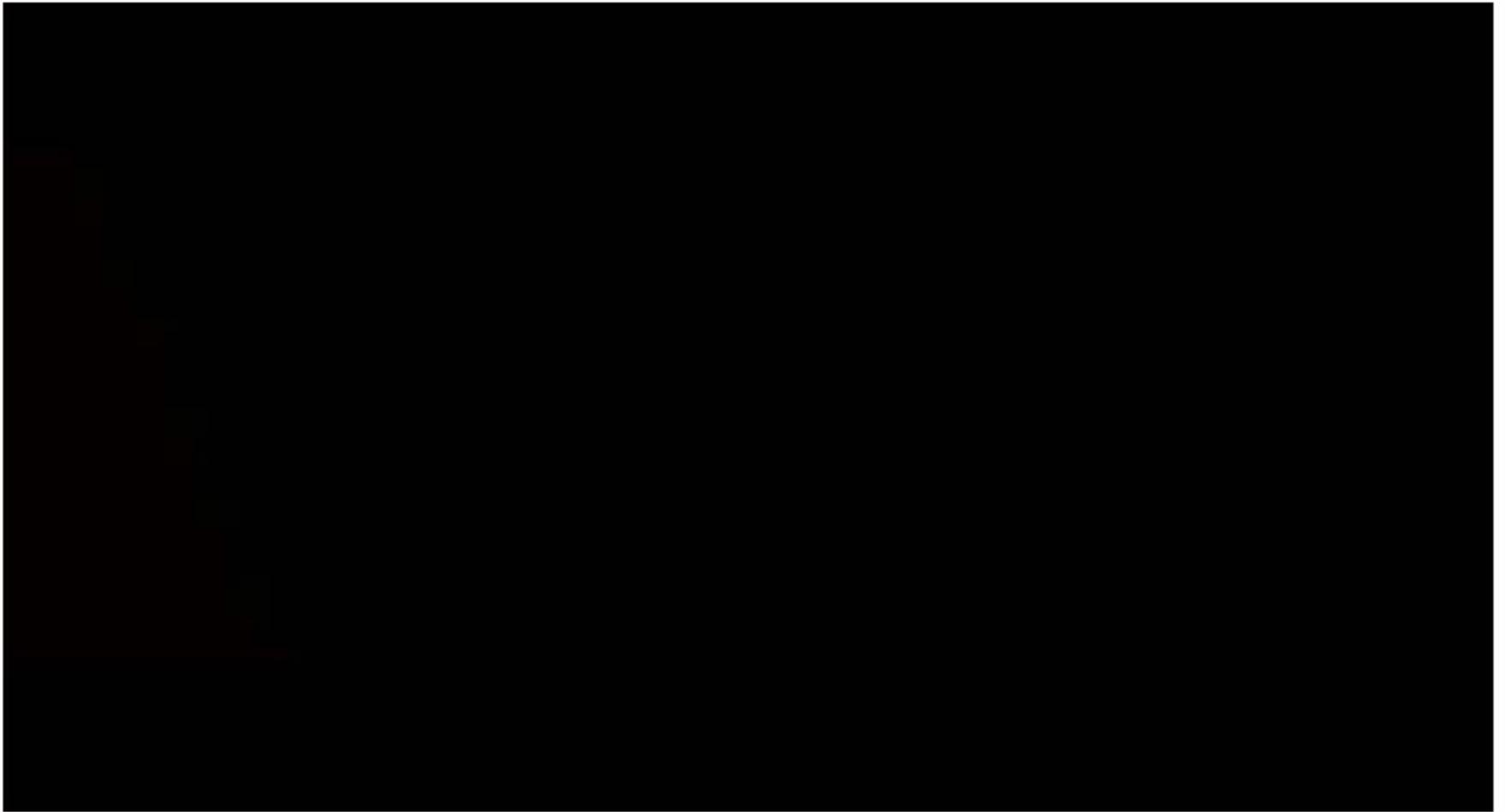
san diego convention center design team



CIVITAS

JOHN PORTMAN & ASSOCIATES

expansion project conceptual rendering



before



after



simple, flexible and functional

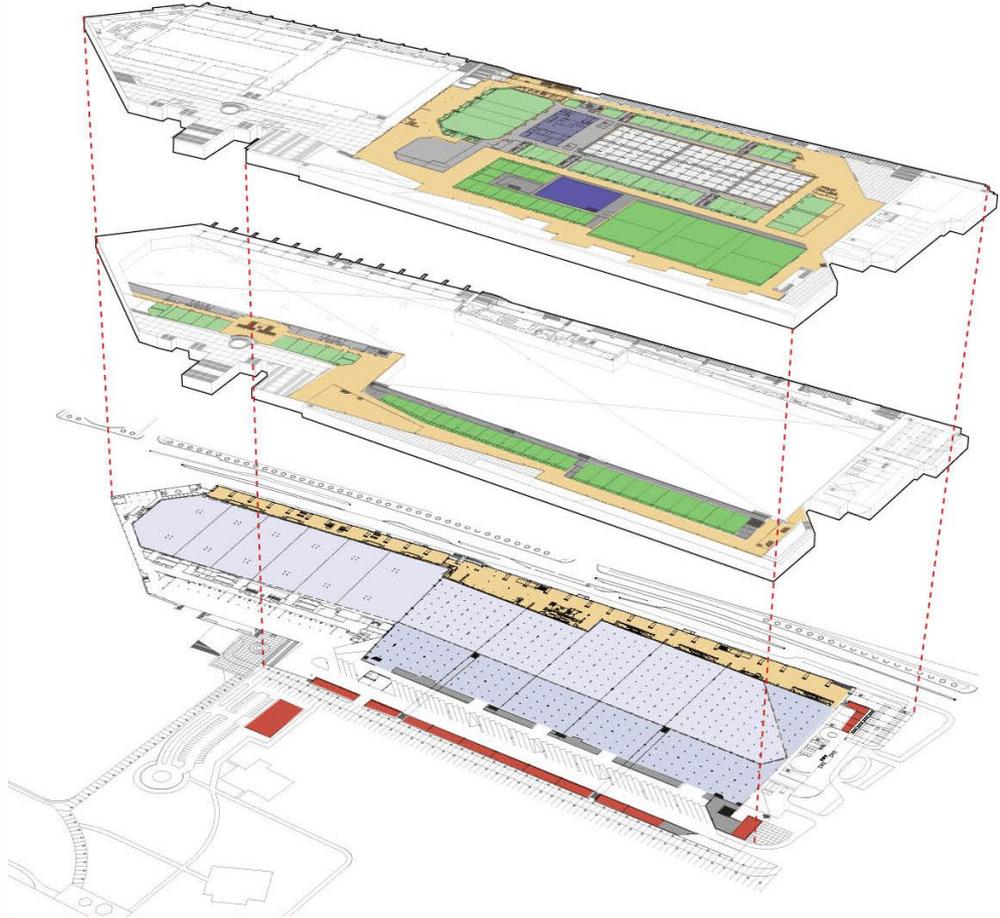
80,000 sq ft ballroom

16,000 sq ft kitchen

101,500 sq ft of meeting space

Contiguous addition of up to
225,000 exhibit space

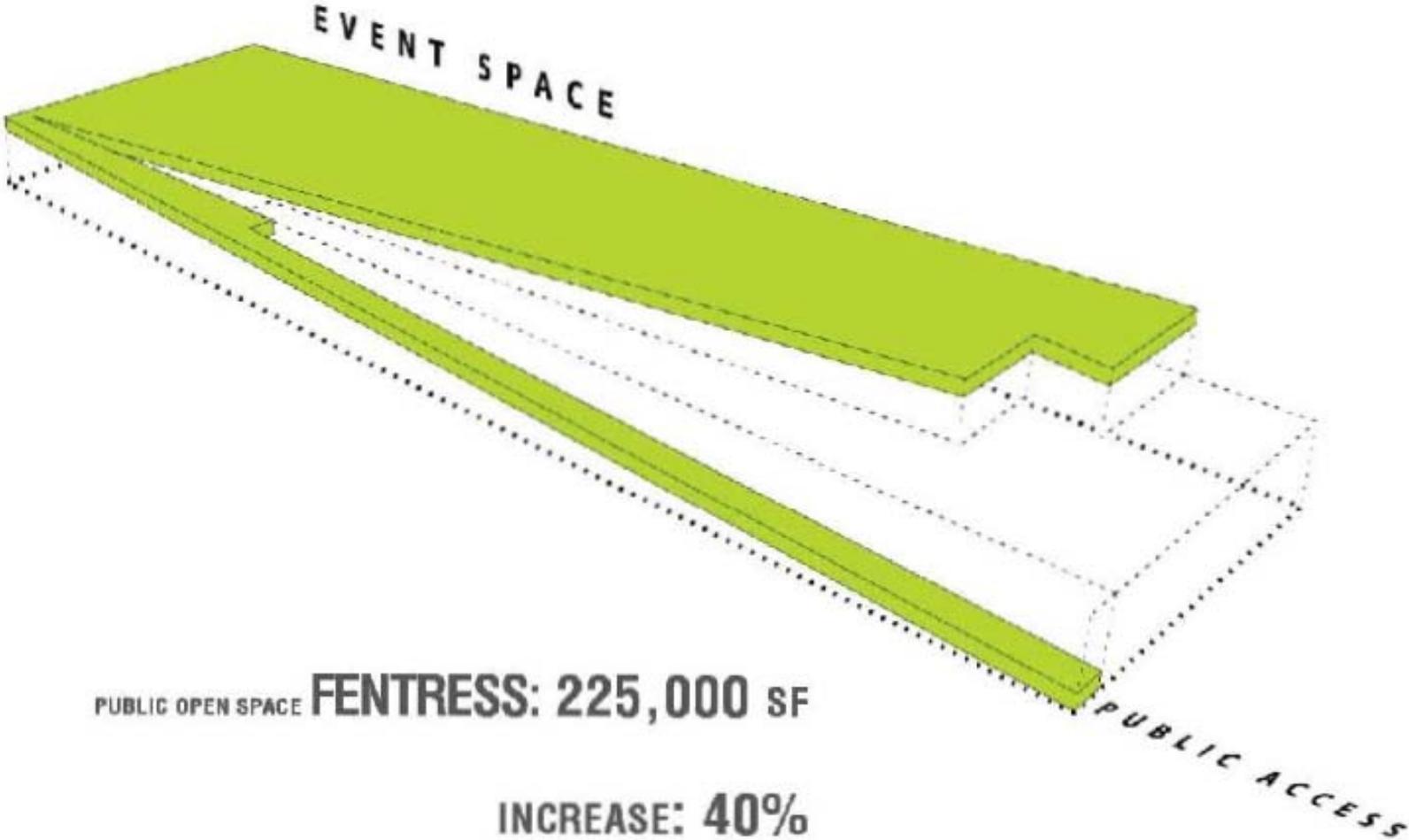
72 loading docks



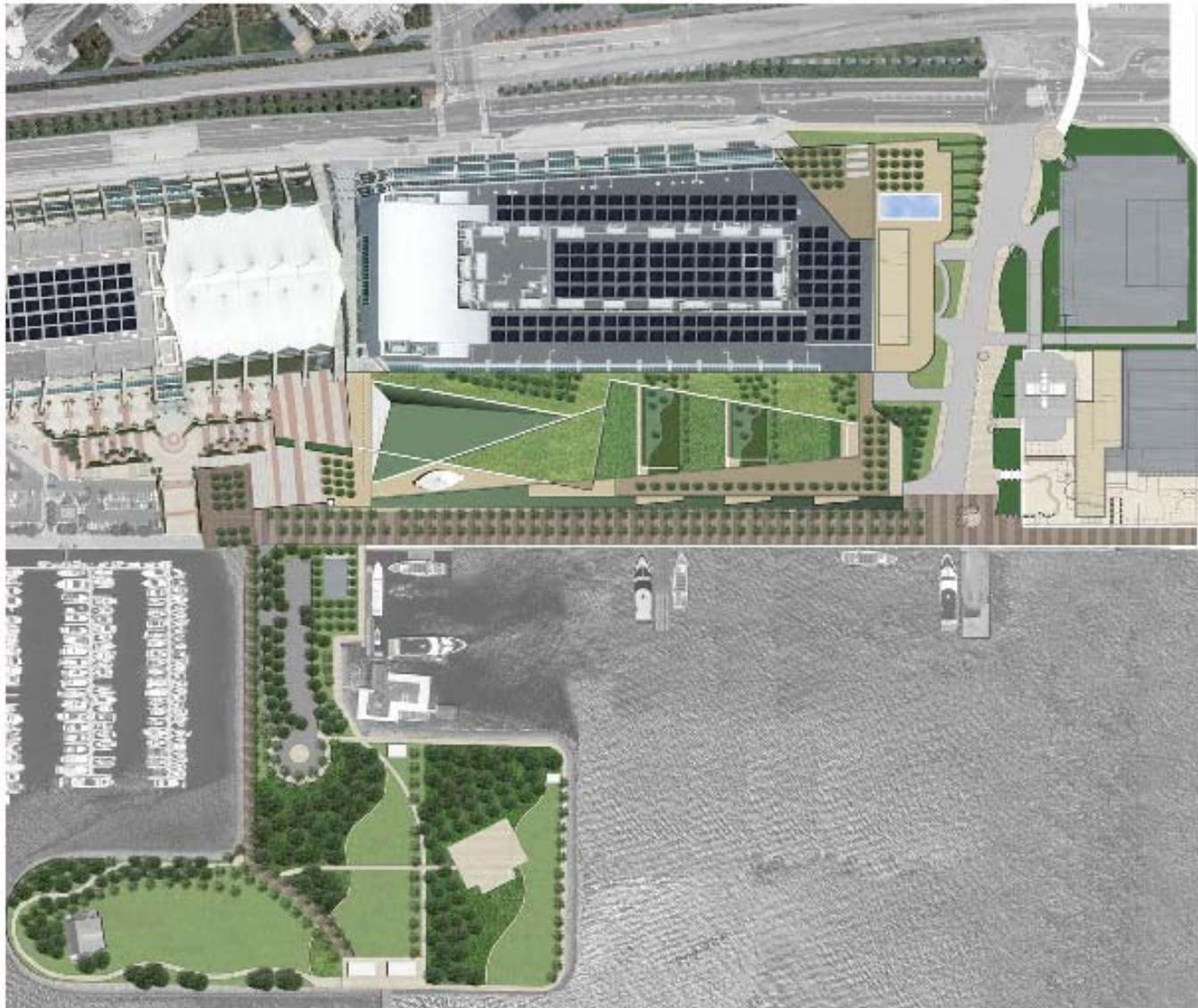
simple, flexible and functional

- Reduced volume.
- Reduced exterior envelope/ exterior skin.
- Fewer number of floors. (less sf)
- Reduced elevators and escalators.
- Exhibit floor loading is at grade.
- No elevated exhibit hall exit stair requirements.

maximizing parks and open space



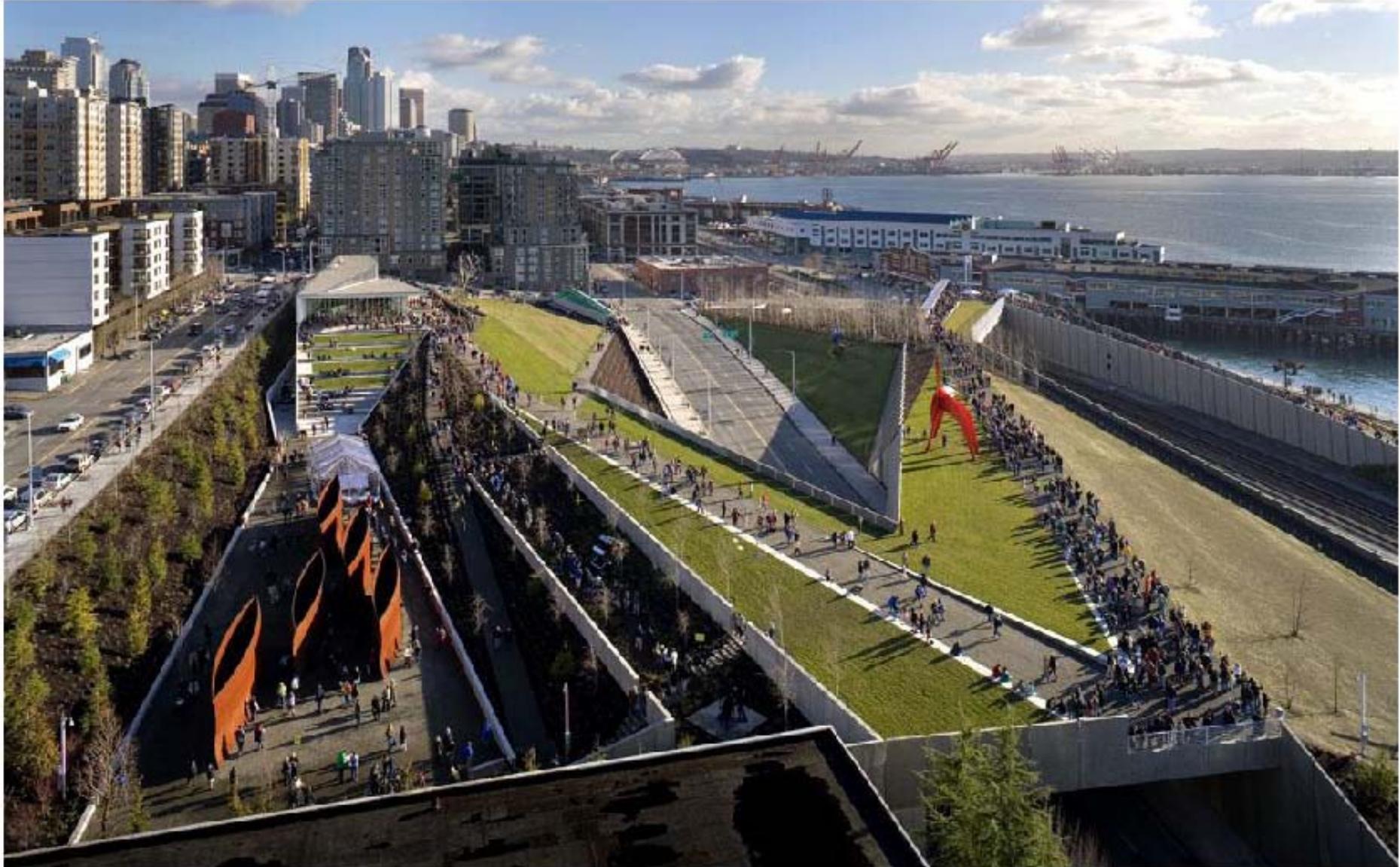
5 acre park addition to embarcadero south



rooftop performance venue



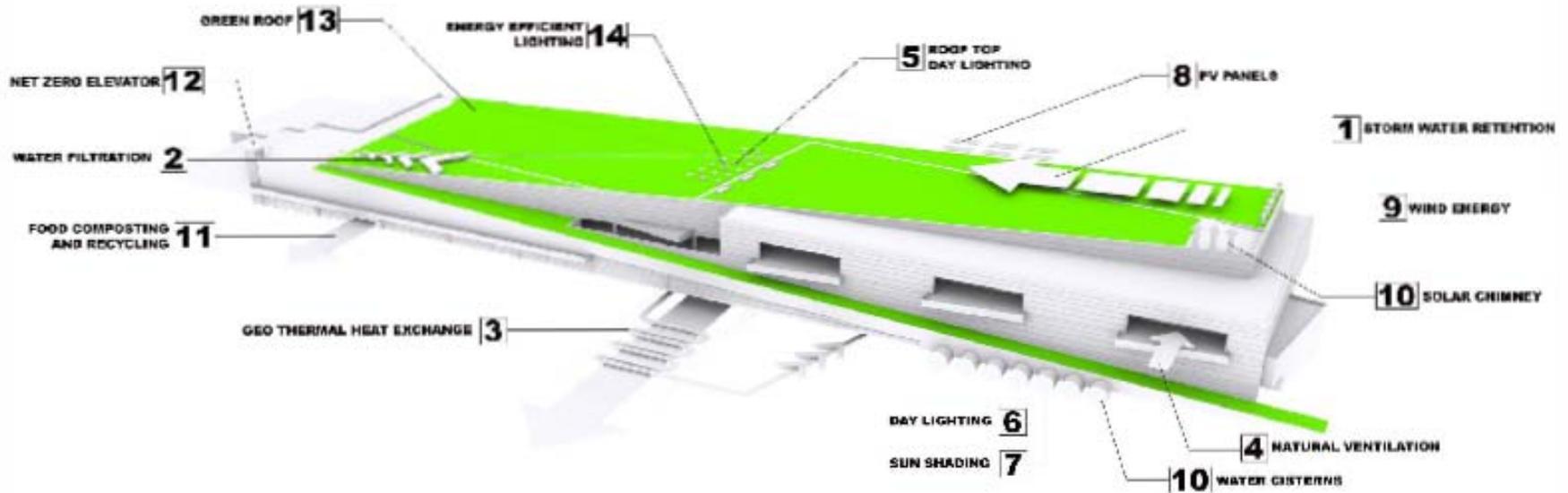
Olympic sculpture garden-Seattle



high line park-NYC



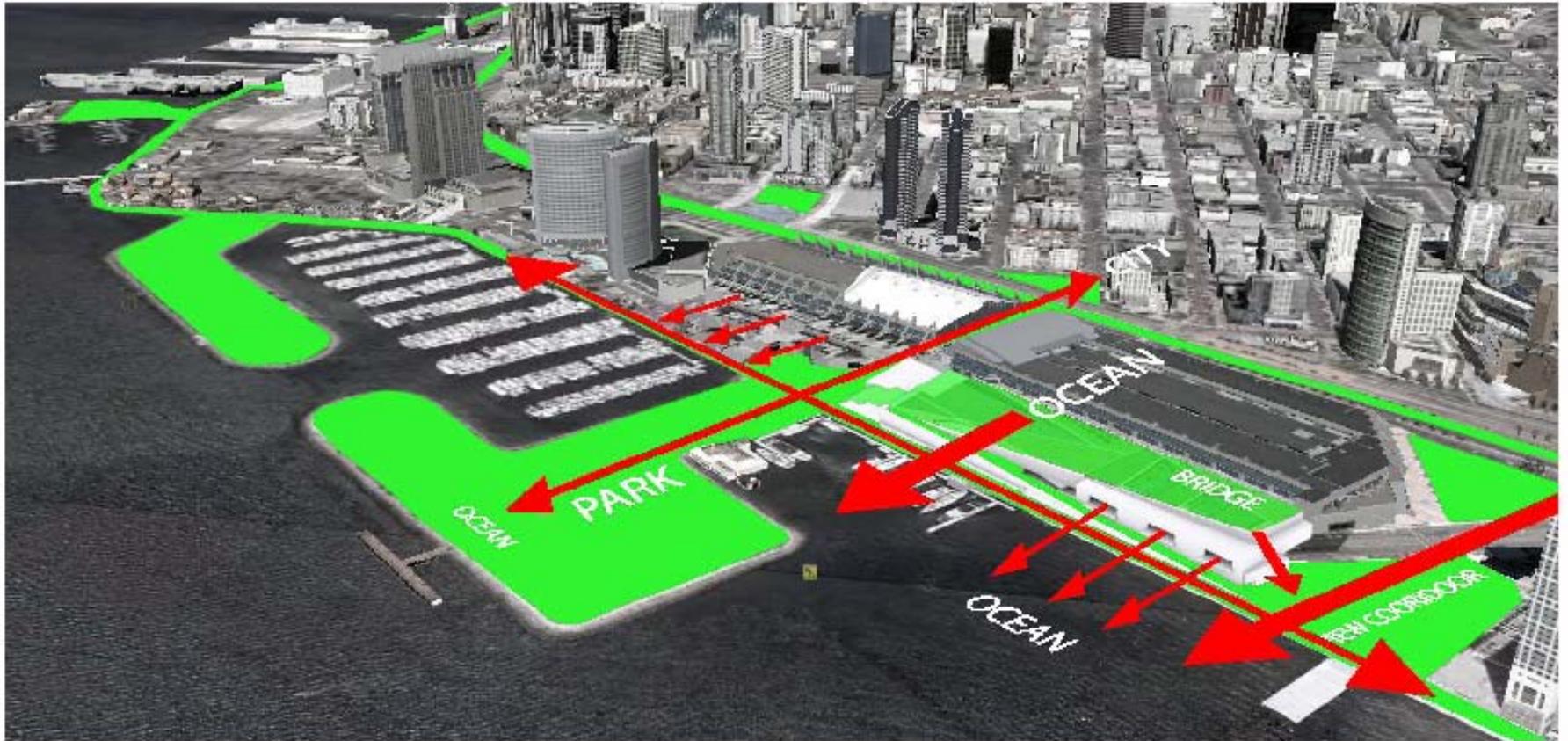
environmental sustainability



environmental sustainability

- Leadership in Energy Design (LEED) expertise
 - Pasadena Convention Center (LEED Gold)
 - Santa Fe Convention Center (LEED Gold)
 - Colorado Convention Center (Largest LEED building in Colorado)
- Preliminary project rating of Gold for Fentress conceptual design of Phase 3 expansion

enhancing waterfront views



the convention center today



a view of the future



activating the promenade



activating public spaces



respecting the iconic architecture

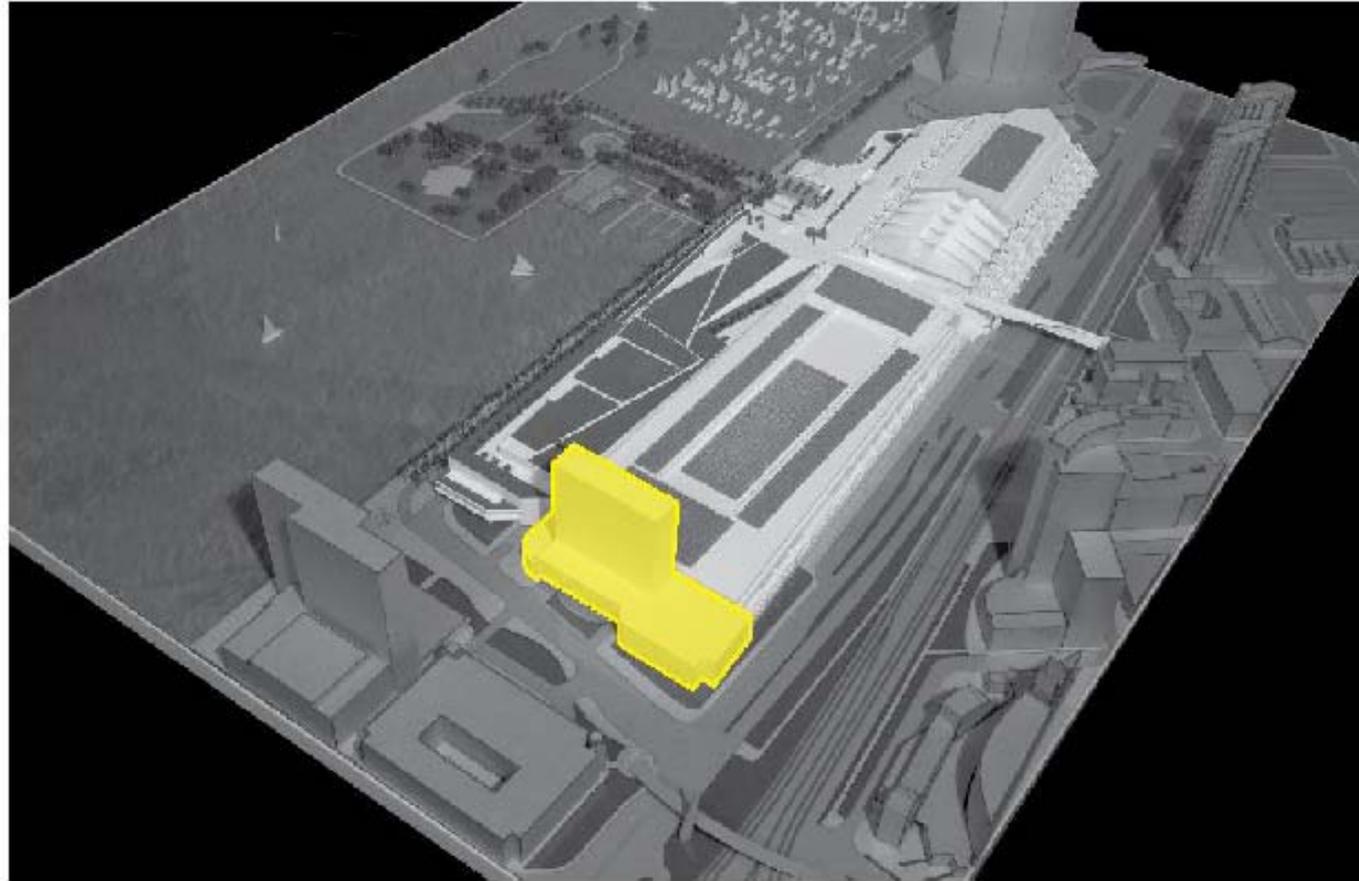


public art



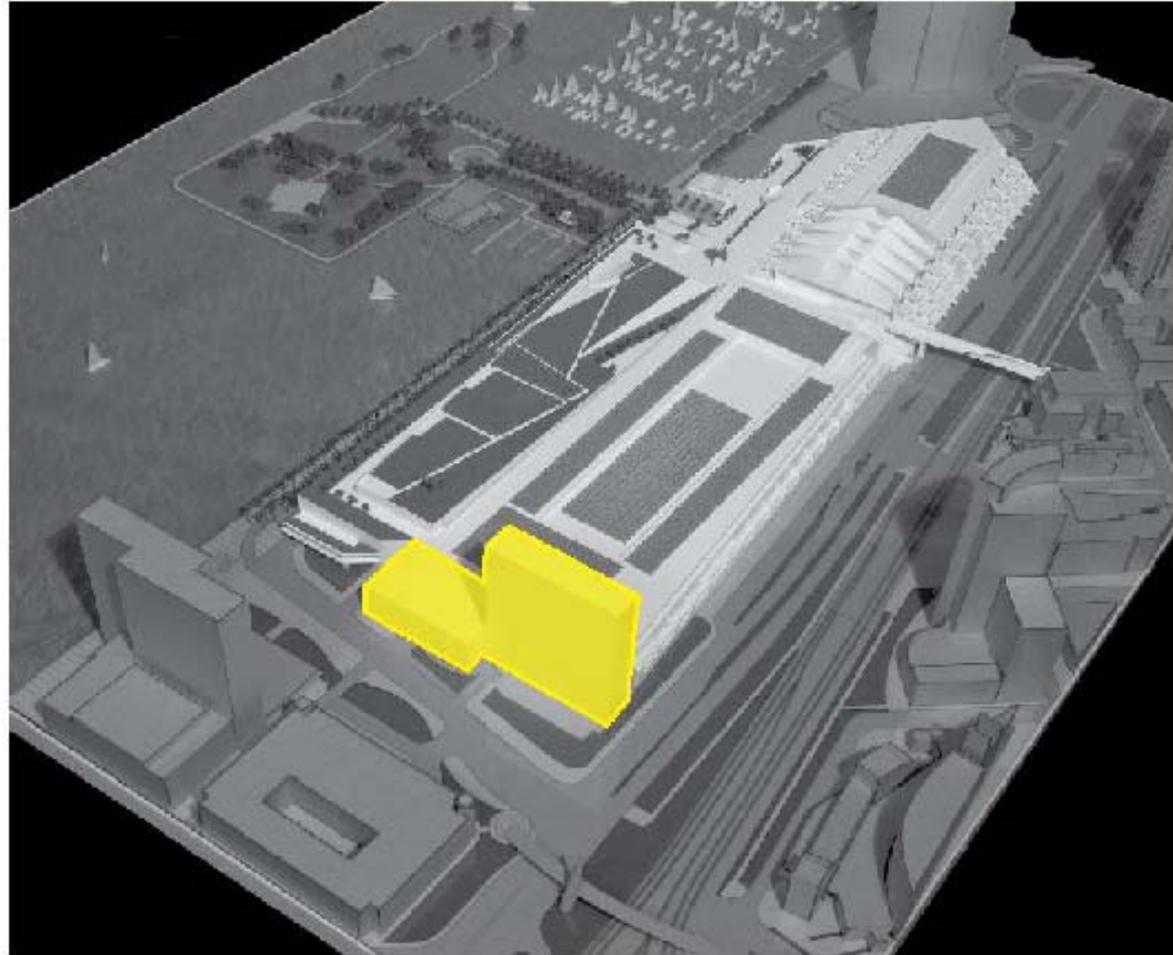
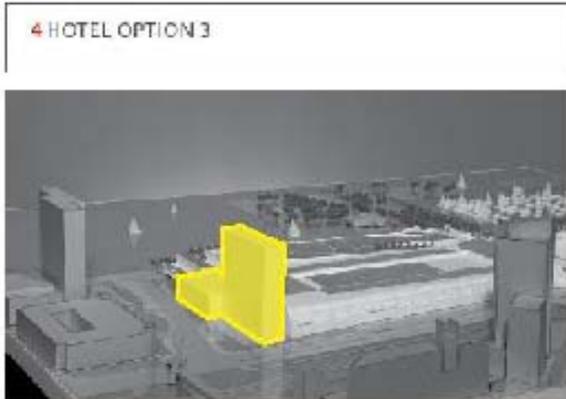
hotel placement 1a

4 HOTEL OPTION 1A



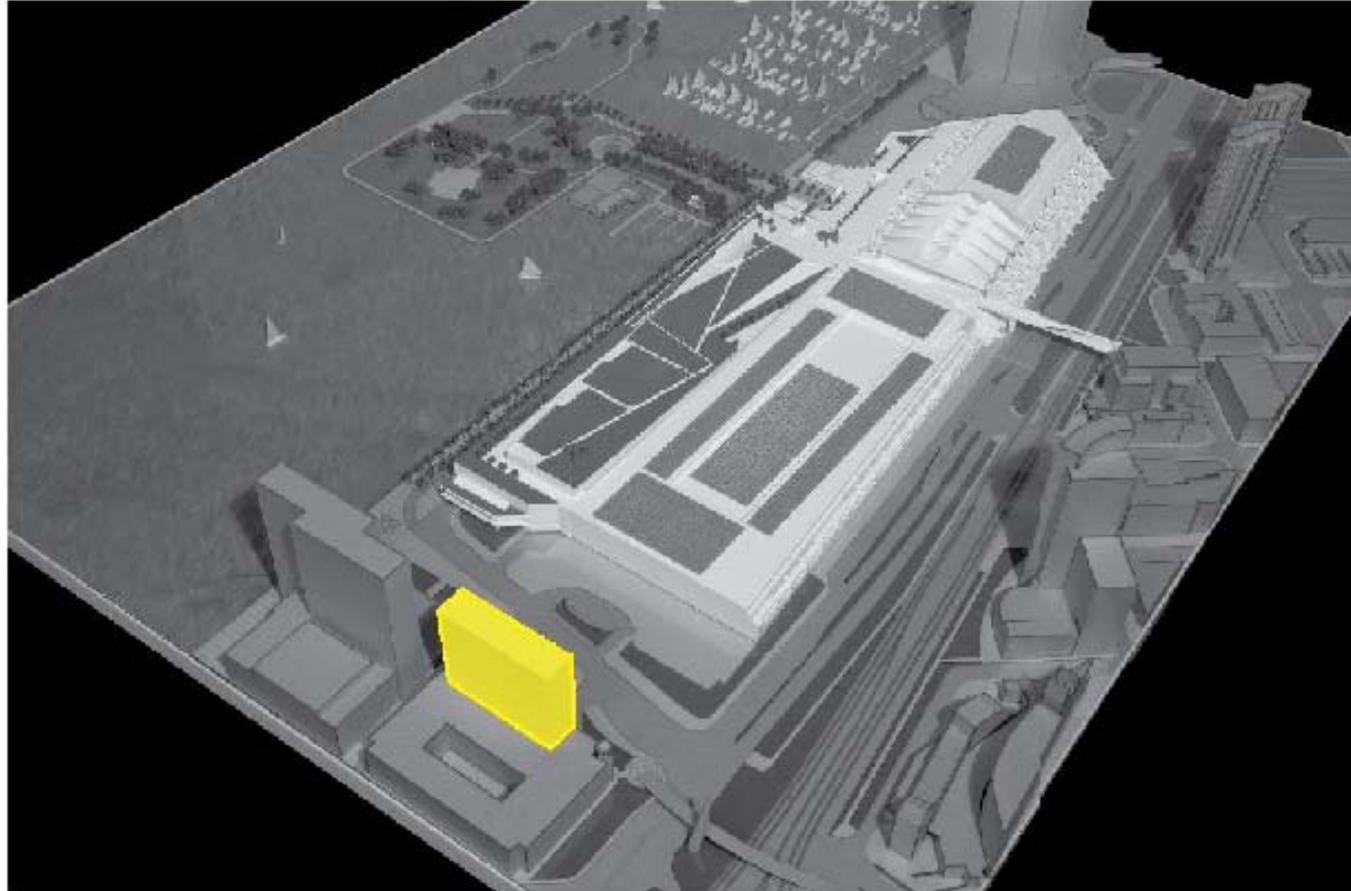
4 HOTEL OPTIONS

hotel placement 1b



hotel placement 2

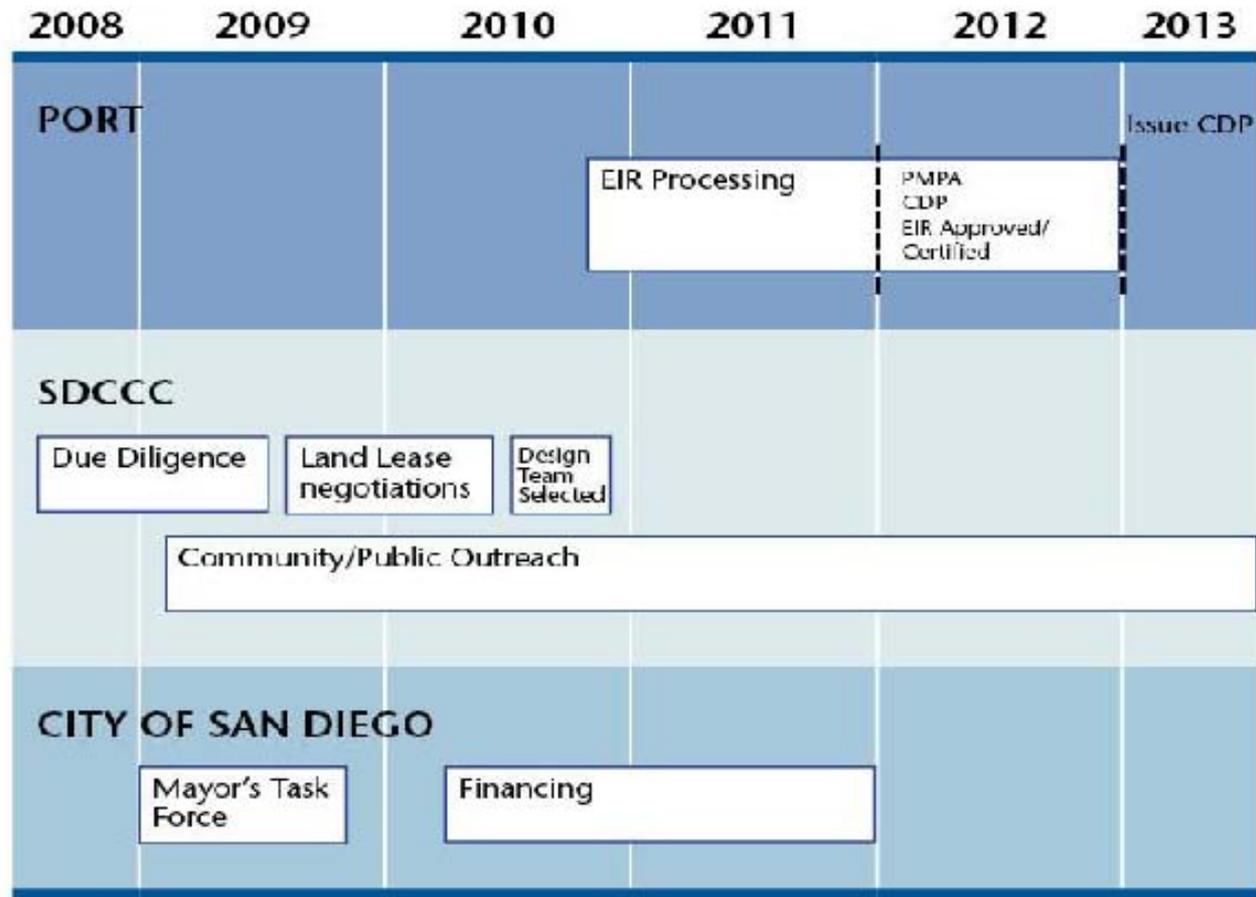
4 HOTEL OPTION 2



4 HOTEL OPTIONS

project schedule

Preliminary Project Schedule



An iconic waterfront project
benefiting all of san diego



welcome

carol wallace
president and ceo
san diego convention center corporation

design team selection

charles black
expansion project manager