



LCCCA Operations Committee Meeting

July 11, 2013

Josh Nowak | Mark Moosic

Q2 2013 – in review

- 20 Freedom Hall events
- 35 event days (-2 from last update)
- (+ 17 set up/tear down days) +1 from last update
- 41K+ attendance (-2K from last update)
- 6 new events



YOU'RE INVITED

To a VALUED CUSTOMER EVENT

held by the Lancaster County Convention Center &
Lancaster Marriott At Penn Square

FRIDAY MAY 17, 2013 11:30am - 1:30pm

FEDERAL TAP HOUSE

234 N. 2nd Street, Downtown Harrisburg

Enjoy fine lunch offerings with specially paired beers
from brewmasters

RSVP by May 10

to Candice.Gallagher@interstatehotels.com or 717.207.4000



TAKE ADVANTAGE OF EXTRAORDINARY EVENT INCENTIVES!

(ASK YOUR SALES PROFESSIONAL)



LANCASTER COUNTY CONVENTION CENTER AND LANCASTER MARRIOTT AT PENN SQUARE

Where history and sophistication meet.

Unique among Northeast meeting locations, Lancaster, PA, offers an unmatched blend of fascinating tradition and history, solid customer service ethic, reasonably priced goods and services and friendly urban sophistication.

The Lancaster County Convention Center and Lancaster Marriott at Penn Square, in the heart of vibrant Downtown Lancaster, offers more than 90,000 square feet of flexible, light-infused, finely appointed meeting space in an unrivaled setting.



CONVENTION CENTER HOTEL FACILITY FEATURES:

- Spacious 45,000-foot-exhibition space
- Two elegant 9,000-square-foot ballrooms
- Flexible pre-function space
- Anchored Marriott hotel
- Abundance of diverse lodging throughout Lancaster County
- Beloved small city ranked #1 in nation for well-being
- Restored Beaux-Arts facade of former Watt & Shand Department Store
- Located just 90 minutes from Philadelphia and Baltimore

Guests will enjoy an exceptional array of activities and attractions just beyond our doors, including Central Market, dozens of artist galleries, a diverse selection of dining and unique retail, the esteemed Fulton Theatre and the Demuth Museum.

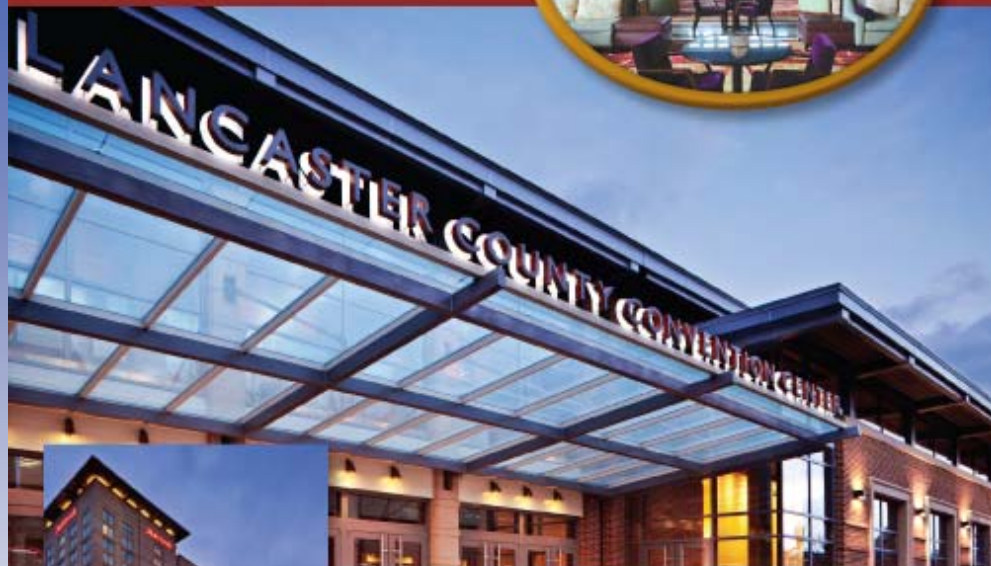
[Request Information](#)

For larger meetings, ask about our incentive agreements!

Josh Nowak
Director of Sales & Marketing
Lancaster County Convention Center
717.207.4044

Marriott
LANCASTER
AT PENN SQUARE

An Extraordinary Venue for Hosting Events.



The Lancaster County Convention Center and Lancaster Marriott at Penn Square is a bright, shining gem of a facility that provides an array of flexible space for corporate events, conferences, galas, concerts, sporting events, or exhibits of any size.

Delivering the finest in guest experience, this magnificent integrated facility offers chic and luxurious surroundings and the very latest in technology and meeting amenities. Five-star service, exquisite walkable surroundings, and reasonable cost make this the meeting planner's choice for hosting a superbly memorable event.

This world-class facility is located in the heart of vibrant and pedestrian-friendly Downtown Lancaster, a beloved small American city recently ranked #1 in the nation for wellbeing. Lancaster is steeped in authentic history and tradition and brimming with attractions and experiences.

Providing more than 90,000 square feet of combined space, this \$177-million landmark facility is ideal for groups ranging in size from five to 5,000 in a location that is convenient to northeast metropolitan cities – but not as demanding on event budgets.

- Spacious 46,000-square-foot exhibit hall
- More than 20,000 square feet of flexible pre-function space
- Elegant 8,700-square-foot ballroom
- Adjoining Marriott Hotel with 299 hotel guest rooms

Tradeshow / Marketing 2013



Tradeshow	Date	Goal	Visits	Results	Update
Marriott Flower Show	Feb.	(2) RFPs – + '14	150 ppl	6 interested organizations	
PASAE Expo	Feb.	(6) RFPs – + '14	107 ppl	(5) RFPs '14, '15, '15, '16, '17	All active
Conference Direct	Mar.	(2) RFPs - '13, +'14	60 ppl 18 apts	'15 - LEVEL II	Site Visit in Lancaster in June
Helms Briscoe	April	(6) RFPs – '13, + '14	287ppl	(4) RFPs '14, '15, '16, '16 – LEVEL II	All active
NACS	June	(2) RFPs	78ppl		

Booking Activity

Event	Attendees	Date	New/Repeat	# of Days
Local - Concert	500	04/2013	New	1
Local – Charity	1000	01/2014	Repeat	1
Corporate Tradeshow	500	01/2014	Repeat	2
Gate Show	8000	02/2014	Repeat	3
National Association	1500	02/2014	Repeat	3
Corporate Conference	1000	02/2014	Repeat	2
Gate Show	2400	02/2014	Repeat	2
National Association	300	03/2014	New	1
State Association	700	03/2014	Repeat	1
Corporate Conference	2500	04/2014	Repeat	3
Competition	1200	05/2014	Repeat	2

Booking Activity

Event	Attendees	Date	New/Repeat	# of Days
Gate Show	8000	09/2014	Repeat	3
Corporate Tradeshow	1600	10/2014	Repeat	2
Gate Show	2800	11/2014	Repeat	2
National Association	1500	01/2015	Repeat	3
Gate Show	2400	02/2015	Repeat	2
Religious Conference	8000	04/2015	Repeat	4
Competition	1200	05/2015	Repeat	2
National Association	1500	02/2016	Repeat	2

Lancaster County Convention Center

2013

BOOKING COMPARISON

**Mar-13
TOTAL**

**Jun-13
TOTAL**

(Var)

Exhibit Hall & Conference Rental		587,946	
Conference Services		747,021	
Food & Beverage Commission		193,422	
Retail Revenue (Concessions)		124,050	
Total Revenue Budget	A	1,652,439	
Total Revenue Budget (Trackable)	B	1,346,465	
Definite on the books	C	1,023,941	1,227,710
(Variance)		(322,524)	203,770
% Revenue on the books	D	76%	91%
Definite on the books (STLY)	E		1,085,919
	F		200,366
Pipeline	G	76,150	34,200
Pipeline (STLY)	H		67,207

Lancaster County Convention Center

REVENUE	Q1 2013	Q2 2013	JUL	AUG	SEP	Q3 2013	OCT	NOV	DEC	Q4 2013	Total
Exhibit Hall & Conference Rental	164,991	173,925	36,300	24,510	50,500	111,310	93,050	36,245	8,425	137,720	587,946
Conference Services	202,536	224,783	45,869	28,346	50,795	125,010	148,176	41,312	5,205	194,693	747,021
Food & Beverage Commission	35,370	68,315	6,850	11,259	15,841	33,950	22,421	18,407	14,959	55,787	193,422
Retail Revenue (Concessions)	63,250	27,500	9,300	0	6,000	15,300	10,000	8,000	0	18,000	124,050
Total Revenue Budget	A 466,147	494,523	98,319	64,115	123,136	285,570	273,647	103,964	28,589	406,200	1,652,439
Actual Revenue	562,885	568,238	0	0	0	0	0	0	0	0	1,131,123
% of Budget	120.8%	114.9%	0%	0%	0%	0.0%	0%	0%	0%	0.0%	68.5%
Same Time Last Year (6/30/2012)	97%	85%									
Total Revenue Budget (Trackable)	B 379,661	409,140	79,150	51,469	100,488	231,107	210,671	90,002	25,884	326,557	1,346,465
Definite on the books	C 456,450	471,103	47,587	49,413	52,318	149,318	112,750	26,024	12,066	150,839	1,227,710
(Variance)	76,789	61,963	(31,563)	(2,056)	(48,170)	(81,789)	(97,921)	(63,978)	(13,818)	(175,718)	(118,755)
% Revenue on the books	120%	115%	60%	96%	52%	65%	54%	29%	47%	46%	91%
Pipeline	D 0	0	700	13,500	0	14,200	5,000	15,000	0	20,000	34,200
Same Time Last Year (6/30/2012)	E 97%	85%	94%	32%	58%	60%	53%	53%	34%	50%	76%
Exhibit Hall & Conference Rental - Budget	164,991	173,925	36,300	24,510	50,500	111,310	93,050	36,245	8,425	137,720	587,946
Definite on the books	F 183,853	176,911	26,420	38,044	36,534	100,998	58,510	16,320	4,575	79,405	541,167
(Variance)	18,862	2,986	(9,880)	13,534	(13,966)	(10,312)	(34,540)	(19,925)	(3,850)	(58,315)	(46,779)
% Revenue on the books	G 111%	102%				91%				58%	92%
Same Time Last Year (6/30/2012)	E 94%	86%	144%	26%	73%	76%	70%	98%	10%	67%	82%
Conference Service (Trackable) - Budget	116,050	139,400	26,700	15,700	29,000	71,400	85,200	27,350	2,500	115,050	441,900
Definite on the books	H 149,942	186,894	12,850	1,500	2,000	16,350	40,475	750	0	41,225	394,411
(Variance)	33,892	47,494	(13,850)	(14,200)	(27,000)	(55,050)	(44,725)	(26,600)	(2,500)	(73,825)	(47,489)
% Revenue on the books	129%	134%				23%				36%	89%
Food & Beverage Commission - Budget	35,370	68,315	6,850	11,259	14,988	33,097	22,421	18,407	14,959	55,787	192,569
Definite on the books	I 39,358	59,848	3,317	9,869	13,784	26,970	13,765	8,954	7,491	30,209	156,385
(Variance)	3,988	(8,467)	(3,533)	(1,390)	(1,204)	(6,127)	(8,656)	(9,453)	(7,468)	(25,578)	(36,184)
% Revenue on the books	111%	88%				81%				54%	81%
Retail Revenue (Concessions) - Budget	63,250	27,500	9,300	0	6,000	15,300	10,000	8,000	0	18,000	124,050
Definite on the books	J 83,297	47,450	5,000	0	0	5,000	0	0	0	0	135,747
(Variance)	20,047	19,950	(4,300)	0	(6,000)	(10,300)	(10,000)	(8,000)	0	(18,000)	11,697
Thursday, July 11, 2013	132%	173%				33%				0%	109%

Lancaster County Convention Center

2014

**Mar-13
2014**

**Jun-13
2014**

(Var)

BOOKING COMPARISON

Exhibit Hall & Conference Rental			640,861	
Conference Services Revenue			806,783	
Food & Beverage Commission revenue			201,159	
Retail Revenue (Concessions)			127,772	
Total Revenue TARGET	A		1,776,575	
Revenue Target (Trackable)*	B		726,861	
Definite on the books	C	229,935	358,845	128,910
(Variance)		(496,926)	(368,016)	128,910
% Revenue on the books	D	32%	49%	18%
Definite on the books (STLY)	E		296,684	83,745
	F			
Pipeline	G	173,100	123,560	(49,540)
Pipeline (STLY)	H		194,001	

Lancaster County Convention Center

Futures 2015+ +

BOOKING COMPARISON

Mar-13
2015+

Jun-13
2015+

(Var)

Revenue Target by End of 2013	A		425,908	
Definite on the books	B	180,449	218,109	37,660
(Variance)		(245,459)	(207,799)	37,660
% Revenue on the books	C	42%	51%	9%
Definite on the books (STLY)	D		126,462	17,345
	E			
Pipeline	F	66,835	71,450	4,615
Pipeline (STLY)	G		214,134	



LCCCA Operations Meeting

July 11, 2013

Mike Messina



PDCVB Sales Update

- Staffing Changes
- Actively working twelve new county-wide leads of which seven have potential for LCCC
- Close to signing a 5-year priority 1 at LCCC
- Booked four Priority 1 or 2 sporting events
- Three trade shows upcoming
- Working on LCCC/CVB client event for Q3

PDCVB Marketing Update

- TV campaign running in NY, Philadelphia, HLLY
- Outdoor
- Website refresh
- Segmented emails
- Remarketing
- Increased SEO
- Viral videos



YTD Lodging Summary

Through 6/29	2013	2012	Variance
Occupancy	52.2%	50.5%	3.4%
ADR	\$92.88	\$90.69	2.4%
RevPar	\$48.51	\$45.80	5.9%
Supply	1,236,350	1,270,051	-2.7%
Demand	645,693	641,471	0.7%
Revenue	\$59,973,076	\$58,173,767	3.1%

Source: Smith Travel Research