

# Convention Center

**Priority Outcome:** Equitable Neighborhood Development

**Service Number:** 855

**Fiscal 2022 Recommended Budget:** \$21,279,544

## Service Description

The Convention Center provides space and support services for meetings, trade shows, conventions and other functions conducted by local and national organizations that directly impact economic activity in Baltimore.

## Major Budget Items

- 2/3<sup>rds</sup> of the operating deficit is funded by the State. The funding is through legislation approved until 2030.
- FY21 revenues were derived from the fees associated with the State’s usage of the BCC as a COVID-19 response site
- Majority of event activity will return to the BCC until Fall of 2021 due to the State’s use of the Center for COVID-19 related operations

| Type    | Performance Measure                       | FY17 Actual | FY18 Actual | FY19 Actual | FY20 Target | FY20 Actual | FY21 Target | FY22 Target |
|---------|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Output  | # of Events                               | 122         | 140         | 114         | 120         | 80          | 94          | 72          |
| Outcome | Revenue (in millions) generated by events | \$9.7M      | \$9.3M      | \$10.9M     | \$10.8M     | \$7.5M      | \$9.8M      | \$5.2M      |
| Output  | # of Attendees                            | 513,715     | 479,114     | 489,063     | 526,639     | 346,971     | 593,000     | 579,350     |

| Economic Impact Statistics*              | FY16 Actual | FY17 Actual | FY18 Actual | FY19 Actual | FY20 Actual |
|--|-------------|-------------|-------------|-------------|-------------|
| City Tax Revenue Generated (in Millions) | 21.696      | 16.134      | 12.203      | 12.633      | 9.30        |
| City Jobs Created (Direct and Indirect)  | 5,760       | 4,200       | 3,470       | 3,410       | 2,500       |

\* Source: “Economic and Fiscal Impact Analysis of the Baltimore Convention Center”. Crossroads Consulting. Issued by The Maryland Stadium Authority. Fiscal Years 2016-2020