



SAN DIEGO CONVENTION CENTER

FY23 Annual Report | July 1, 2022–June 30, 2023



A RECORD-BREAKING YEAR



This year, Comic-Con crowds returned to Hall H to see the biggest names in Hollywood. Exhibitors filled trade show floors with innovative products and concepts. Educational sessions brought together researchers, students, medical professionals, and business leaders from around the world.

As some of the biggest and most notable conventions in the United States returned to our building, we didn't just rival pre-pandemic numbers; in many cases, we exceeded them.

In fiscal year 2023, 101 events generated a record-breaking economic impact of \$1.4 billion.

This economic impact flowed to area businesses, nonprofit organizations, hospitality sector employees, and residents across our city who benefited from public services funded, in part, from the hotel and sales tax revenues that conventions generate.

Together with our talented and dedicated team, we're proud to contribute to San Diego's economic recovery. We encourage you to read on for details about this year's activities and join us in celebrating the robust return of live events!

Proudly Team San Diego,

Carlos Cota
Board Chair



Rip Rippetoe, CVE
President & CEO



BOARD OF DIRECTORS

Our Board sets policy for the public benefit corporation the City of San Diego created to exclusively manage, market, and operate our 2.6 million-square-foot waterfront facility.

Carlos Cota
Board Chair

Jeff Gattas
Vice Chair

Shawn VanDiver
Treasurer

Will Rodriguez-Kennedy
Secretary

Jaymie Bradford
Board Member

Alyssa Turowski
Board Member

Carol Kim
Board Member



American Society of Cataract and Refractive Surgery



Association for Talent Development



Art San Diego

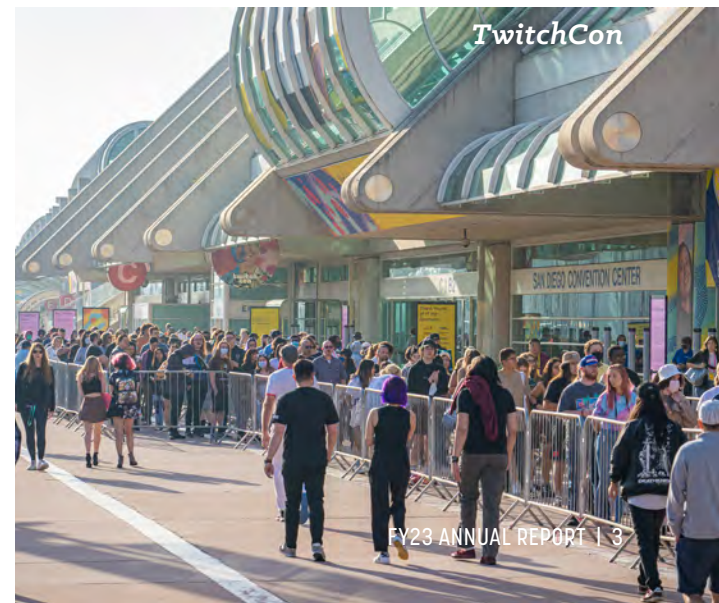
The San Diego Convention Center is the region's premier gathering place, hosting conventions, trade shows and community events that economically benefit the City of San Diego and advance our convention and tourism industry.



Full House in Ballroom 20



Holiday Bowl Parade

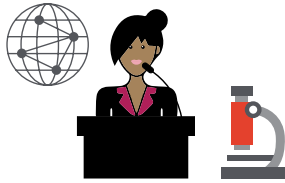


TwitchCon

San Diego Convention Center's Success

BENEFITS SAN DIEGO

GATHERINGS



101 Events

Conventions, meetings,
and events

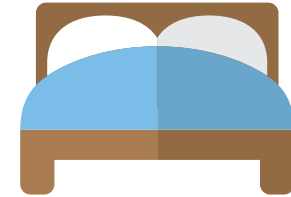
ATTENDANCE



736,000+

Visitors from around
the world

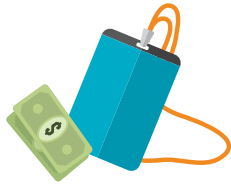
HOTEL ROOM NIGHTS



715,000+

Attendees and exhibitors stay
throughout the region

DIRECT ATTENDEE SPENDING



\$800+ Million

Spending at restaurants, hotels,
attractions, and more

HOTEL & SALES TAX REVENUES



\$30+ Million

Supporting core City services
such as road repair and
public safety

REGIONAL IMPACT



\$1.4 Billion

Total value of the event
to the San Diego economy,
directly and indirectly

YOUR SAN DIEGO CONVENTION CENTER HELPS DRIVE BUSINESS THROUGHOUT DOWNTOWN SAN DIEGO AND THE REGION

Visitors come from all over the world to attend conventions and interact with local retailers, attractions, special event venues, hotels, bars, restaurants, transportation providers, and more. With the influx of people, an economic ripple effect can be seen across the county.

A PREMIER GATHERING PLACE FOR LIFE-CHANGING EVENTS

FY23 Event Highlights

Our top economic generators included medical meetings, technology conventions, trade shows, and the full-scale return of Comic-Con!



1. **Comic-Con International**

July 2022 • \$164.1M Regional Impact • 135,000 Attendees



2. **TwitchCon**

October 2022

\$74.2M Regional Impact • 30,000 Attendees



3. **Society for Neuroscience**

November 2022

\$66.7M Regional Impact • 24,327 Attendees



4. **DreamHack Festival**

April 2023

\$59M Regional Impact • 41,000 Attendees



5. **ESRI**

July 2022

\$54.9M Regional Impact • 16,996 Attendees



6. **American Diabetes Association**

June 2023

\$54.9M Regional Impact • 10,000 Attendees



7. **American Physical Therapy Association**

February 2023

\$40.7M Regional Impact • 14,660 Attendees

8. **American Society of Cataract & Refractive Surgery**

May 2023

\$38.8M Regional Impact • 10,000 Attendees

9. **National Safety Council**

September 2022

\$38.7M Regional Impact • 9,563 Attendees

10. **Association for Talent Development**

May 2023

\$35.4M Regional Impact • 10,500 Attendees



Pride Parade



Pie Donations



Blanket Drive

IN THE COMMUNITY

Your San Diego Convention Center is part of your community. We proudly support and partner with local organizations throughout San Diego.

San Diego Pride

Together with Team Tourism, we marched in this year's Pride Parade to celebrate and support the LGBTQ+ community. We had more than 150 total volunteers in our Team Tourism parade group!

Beautifying the Bay

As part of our commitment to sustainability, SDCC team members took part in Operation Clean Sweep, volunteering to pick up trash and other litter in communities along the San Diego Bay.

Thanksgiving Pies

Our food and beverage team baked and donated 100 pumpkin pies to San Diegans in need through Mama's Kitchen. A nonprofit providing nutritional support to San Diego residents at risk of malnutrition due to critical illnesses, Mama's Kitchen is an organization we are thankful for and proud to support.



Bay Clean Up

Komen San Diego MORE THAN PINK Walk

The team at SDCC joined an estimated 6,000 participants during the Susan G. Komen MORE THAN PINK Walk, supporting Komen's mission to improve the lives of those diagnosed with breast cancer.

San Diego County High School Hospitality Conference

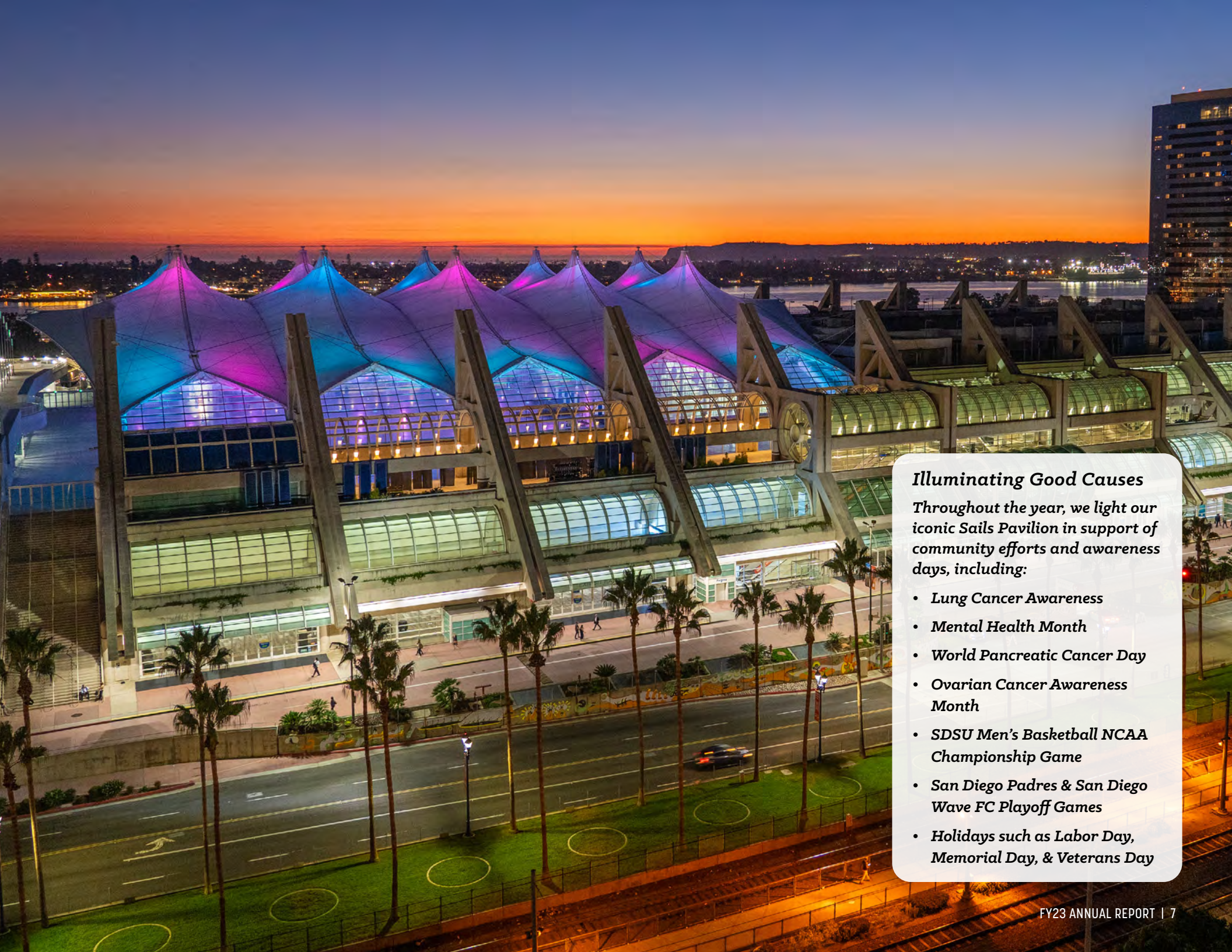
SDCC welcomed over 50 high school students from schools across the San Diego region for a behind-the-scenes tour of the facility. Students, many of whom visited the Convention Center for the first time, learned about the management of meetings and conventions as well as the opportunities for professional development within the hospitality industry.

Holiday Blanket Drive

Our SDCC team partnered with local homelessness services provider PATH (People Assisting the Homeless) to collect donations of new blankets. We donated over 75 blankets to support PATH clients in their transition to a new home.



High School Hospitality Tour



illuminating Good Causes

Throughout the year, we light our iconic Sails Pavilion in support of community efforts and awareness days, including:

- *Lung Cancer Awareness*
- *Mental Health Month*
- *World Pancreatic Cancer Day*
- *Ovarian Cancer Awareness Month*
- *SDSU Men's Basketball NCAA Championship Game*
- *San Diego Padres & San Diego Wave FC Playoff Games*
- *Holidays such as Labor Day, Memorial Day, & Veterans Day*

AWARD-WINNING TEAM



Local and statewide organizations recognized our team's leadership and service.

- The **San Diego Business Journal** honored our Chief Financial Officer, Mardeen Mattix, as **CFO of the Year** in the Nonprofit Organization category, highlighting both her tenure with Convention Center and the ability to navigate the facility through uncertain times during the pandemic.
- **CalTravel** honored our team with the **Advocate for the Homeless Award** to recognize our service to San Diegans experiencing homelessness.
- The **San Diego Regional Task Force on Homelessness** honored the SDCC team with the **Key to Ending Homelessness Partner** for our team's efforts during the pandemic.
- The **YWCA of San Diego County** recognized Maren Dougherty, Executive Director of Marketing and Communications, and Victoria Mitchell, Director of Engineering and Capital Projects, as **Tribute to Women and Industry (TWIN) Award** honorees for their achievements in their respective leadership roles.
- **Exhibitor Magazine** recognized SDCC with the **Centers of Excellence** distinction, an award issued to only 25 facilities across the country.



An Evening at the CalTravel Awards



Advocate for the Homeless Award



TWIN Award



SD Business Journal, CFO of the Year



San Diego Regional Task Force on Homelessness Award



*In March 2023,
LEGOLAND California
opened MINILAND San Diego,
a new display featuring more
than 50 San Diego landmarks,
including the San Diego
Convention Center!*



SAN DIEGO
convention center