



South Padre Island Convention Centre Feasibility Study Update South Padre Island, TX

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Status Report

Section 1: Introduction & Executive Summary

- 50% complete

Section 2: Economic & Demographic Profile

- 100% complete

Section 3: Industry Trends

- 100% complete

Section 4: Comparable Analysis

- 100% complete

Section 5: Survey Analysis

- Survey launched – collecting responses

Section 6: Gap Analysis & Program Confirmation/ Recommendations

- 70% complete

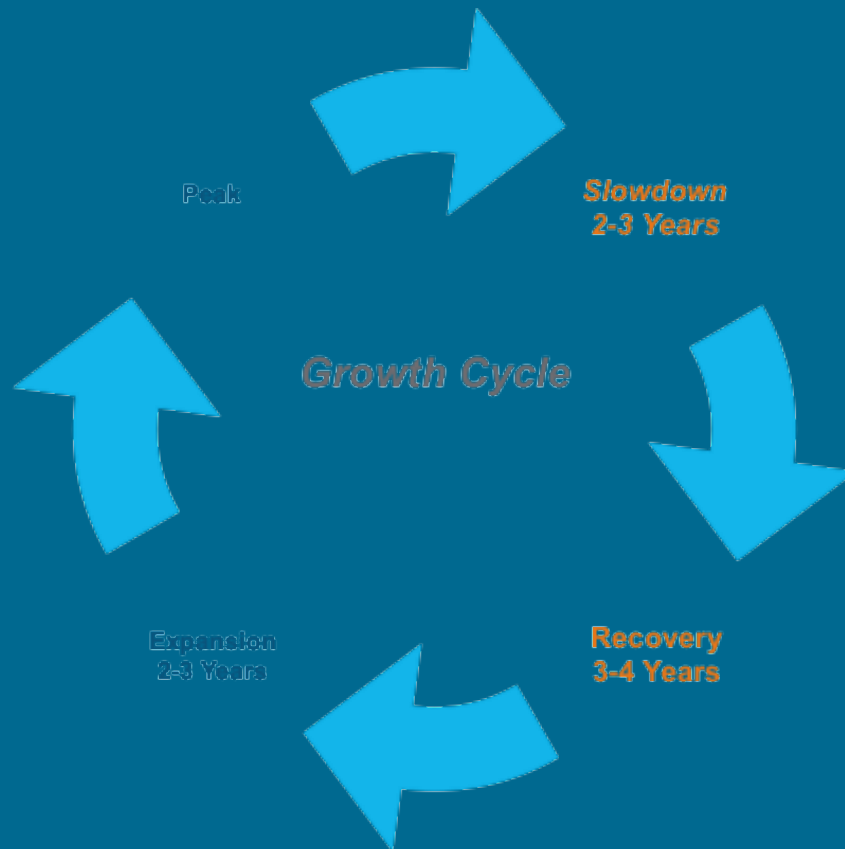
Section 7: Demand & Financial Projection

- To be completed

Section 8: Feasibility Study Conclusion

- To be completed

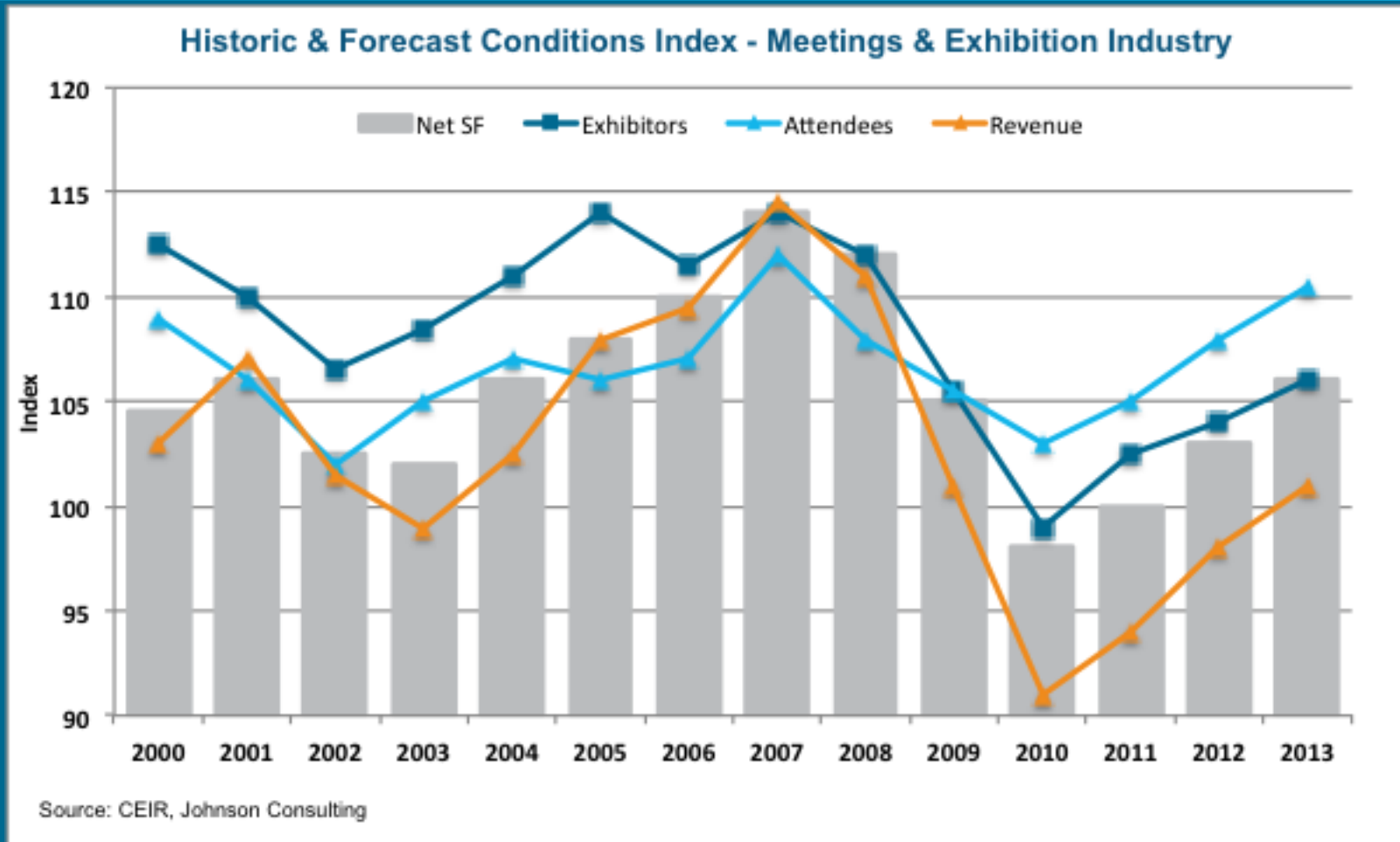
Industry Trends



Source: Red 7 Media, Johnson Consulting

- Basis for meetings and tradeshow has never changed- most efficient way to sell product and communicate ideas
- Internet has not supplanted need for meetings- it has created wiser attendees and makes meetings more valuable
- Face to face exchange is essential
- Texas is one of the nation's largest state association markets

Industry Trends



Facility Program

Existing Facility:

- Exhibit Hall: 22,500 SF
- Meeting Space: 11,692 SF

2005 Facility Recommendations:

- Exhibit Hall: 30,000 SF
- Ballroom: 12,000 SF
- Meeting Space: 17,000 SF

Current Facility Recommendations:

- Exhibit Hall: 40,500 SF
- Ballroom: 10,000 SF
- Meeting Rooms: 11,692 SF

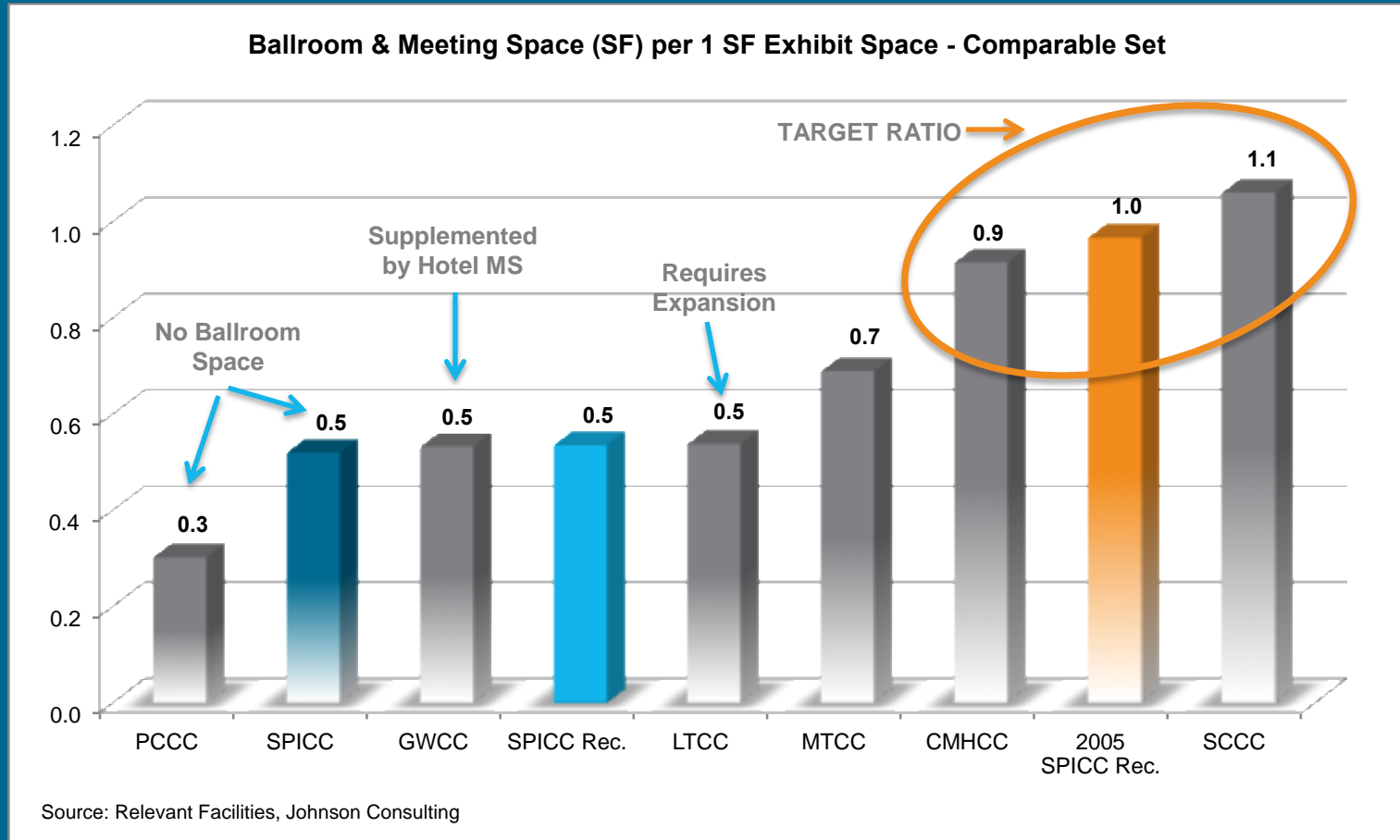
Current Facility Recommendations



Exhibit to Ballroom & Meeting Space Ratios

| Ratio of Exhibit Space to Ballroom & Meeting Space - Comparable Set | | | |
|---|--------------------|-------------------------------|--|
| | Exhibit Space (SF) | Ballroom & Meeting Space (SF) | Ballroom & Meeting Space (SF) per 1 SF Exhibit Space |
| South Padre Island Convention Centre | | | |
| Existing | 22,500 | 11,692 | 0.5 |
| 2005 CHJC Recommendation | 30,000 | 29,000 | 1.0 |
| Current Recommendation | 40,500 | 21,692 | 0.5 |
| Monona Terrace Community & Convention Center | | | |
| | 37,200 | 25,630 | 0.7 |
| Pueblo Colorado Convention Center | | | |
| | 16,200 | 4,900 | 0.3 |
| Lake Terrace Convention Center | | | |
| | 14,755 | 7,936 | 0.5 |
| Grand Wayne Convention Center | | | |
| | 48,480 | 25,793 | 0.5 |
| Coralville Marriott Hotel and Conference Center | | | |
| | 29,596 | 27,078 | 0.9 |
| St. Charles Convention Center | | | |
| | 27,600 | 29,249 | 1.1 |
| Source: Relevant Facilities, Demographics Now, Johnson Consulting | | | |

Exhibit to Ballroom & Meeting Space Ratios



Facility Program Recommendations

- Current recommendations should allow for **additional meeting space**.
- One hall division should allow for use as meeting / general session/ banquet space.
- Headquarters hotel (\pm 250 rooms) could address meeting space shortage by offering 13,000-17,000 SF.
- May be lag in hotel development.
- SPICC lobby space should be designed to be sufficiently wide enough to accommodate **food service events** – critical if additional meeting space is not provided.

Questions & Next Steps