

Mayor's Citizen Task Force on Convention Center Project

Key Criteria Matrix

| Criteria | Yes | No | Uncertain | Remarks |
|---|-----|----|-----------|---------|
| <p>The SDCC currently has significantly outperformed projections on:</p> <ul style="list-style-type: none"> Economic Impact Hotel Room Nights Attendance Tax Revenues Exhibit Hall Occupancy | | | | |
| <p>Sufficient market demand exists for additional exhibit and meeting space</p> | | | | |
| <p>Proposed expansion accommodates exhibit and meeting space to meet market demand</p> | | | | |
| <p>The Expansion design adequately addresses:</p> <ul style="list-style-type: none"> • Pedestrian Access • Retail Connectivity • Proximity to Hotels • Surrounding Amenities • Views • Open Space Impacts | | | | |
| <p>Cost-Benefit Analysis has been conducted</p> | | | | |

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|---|--|--|--|--|
| <p>Financing mechanisms exist to finance the proposed expansion project Expansion funding relies mainly on revenues generated by Convention Center and/or related developments</p> | | | | |
| <p>Expansion benefits will generate new quality jobs</p> | | | | |
| <p>Expansion will enhance San Diego's ability to retain and expand its market share</p> | | | | |
| <p>Expansion proposal incorporates environmental and sustainability elements</p> | | | | |
| <p>Expansion proposal identifies key issues related to:</p> <ul style="list-style-type: none"> • public access, • resource conservation • waterfront enhancement | | | | |
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