

# Convention Center Expansion: Original Projections vs. Actual Performance

	PriceWaterhouse	Actual
Primary Business Attendance	430,000 <sup>1</sup>	553,455 <sup>3</sup>
TOT <sup>2</sup>	\$11,381,202	\$24,865,010
Exhibit Hall Occupancy	55.0%	73.1%

Note (1): Amounts are "midpoint" estimates from PwC 1991 Expansion Analysis

Note (2): PwC amount provided (\$5,141,000) is in 1991 \$'s and at 9.0% hotel tax rate, then increased based on current 10.5% hotel tax rate and escalated annually through "mid-point" (FY 2006) of Actual column using Smith Travel Research San Diego County Hotel ADR annual escalation factor

Note (3): Amounts are averages from post-Expansion stabilized years (FY 2004 - FY 2008)