



San Diego Convention Center

FY22 ANNUAL REPORT | JULY 1, 2021–JUNE 30, 2022



A Grand Reopening

This year, our San Diego Convention Center team returned to doing what they do best: hosting conventions, trade shows, and events that benefit the San Diego economy.

After serving as an emergency shelter for more than 15 months, we shifted back to our core purpose in July 2021, with less than three weeks to demobilize shelter operations and prepare our venue for the return of events.

Together with our clients, we were committed to providing a safe and welcoming environment for all our guests. Staff and partners exhibited patience and flexibility as public health requirements evolved throughout the year, sometimes including masks, proof of negative COVID-19 test results, and other protocols.

Joyous moments filled our buildings as events returned, beginning with SPIE Optics + Photonics and continuing with conventions such as the American Academy of Orthopaedic Surgeons' Annual Meeting, Anesthesiology® 2021, and a scaled-down Comic-Con event called Comic-Con: Special Edition. Attendees and exhibitors reunited, excited to travel and see each other after several years without in-person activities. By the end of the fiscal year, many events approached 75% of pre-pandemic attendance levels, with some events exceeding 2019 attendance!

Thank you to our dedicated team, clients, and community for making this extraordinary year possible.

Proudly Team San Diego,


Carol Kim
Board Chair


Rip Rippetoe, CVE
President and CEO



Carol Kim
Board Chair



Rip Rippetoe, CVE
President & CEO

Board of DIRECTORS

Carol Kim
Board Chair

Carlos Cota
Vice Chair

Jeff Gattas
Secretary

Shawn VanDiver
Treasurer

Jaymie Bradford
Board Member

Elvin Lai
Board Member

**Will
Rodriguez-Kennedy**
Board Member

“California’s high vaccination rates have paved the way for the safe return of meetings and conventions to San Diego. I join our tourism and hospitality industry in extending a warm welcome to event attendees coming to San Diego this year, along with heartfelt thanks to the San Diego Convention Center staff and community partners for their adaptability during our region’s pandemic response.”

—San Diego Mayor Todd Gloria, July 2021



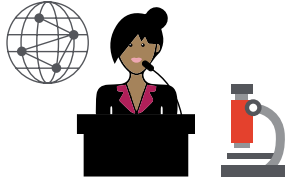
The San Diego Convention Center is the region's premier gathering place, hosting conventions, trade shows and community events that economically benefit the City of San Diego and advance our convention and tourism industry.



San Diego Convention Center's Success

BENEFITS SAN DIEGO

GATHERINGS



91 Events

Conventions, meetings, and events

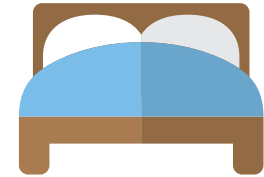
ATTENDANCE



300,000+

Visitors from around the world

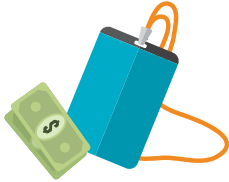
CONTRACTED HOTEL ROOM NIGHTS



583,000

Attendees and exhibitors stay throughout the region

DIRECT ATTENDEE SPENDING



\$507.8 Million

Spending at restaurants, hotels, attractions, and more

HOTEL & SALES TAX REVENUES



\$23.5 Million

Supporting core City services such as road repair and public safety

REGIONAL IMPACT



\$863 Million

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

Benefiting the Community as an Economic Driver

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.

During this year, event attendance built as people became comfortable gathering again and countries lifted Covid-19 travel restrictions. Convention attendance returned more quickly to San Diego than to many of our peer cities, with attendees taking advantage of our destination's outdoor attractions and restaurants.

~~~~~  
A Premier  
Gathering Place For  
Life-Changing Events



Comic-Con

# Event Highlights

*Our top economic generators included medical meetings, technology conventions, trade shows, and a special Comic-Con event!*

- Comic-Con Special Edition
- BIO International Convention
- American Academy of Orthopaedic Surgeons
- National Association of Realtors
- Digestive Disease Week
- American Education Research Association
- American Chemical Society
- National Apartment Association
- American Society of Anesthesiologists
- United Association of Plumbing and Pipefitting Industry



American Chemical Society



National Apartment Association



American Academy of  
Orthopaedic Surgeons



Digestive Disease Week

## Noteworthy Events

### *SPIE Optics + Photonics*

Welcomed as the first event to return to the San Diego Convention Center. "After more than a year of virtual meetings and online networking, we know how excited everyone is to see one another and return to San Diego, the city where our Society has been meeting for over 30 years," said SPIE CEO Kent Rochford before the August 2021 event.



### *BIO International*

With over 40% international attendance, the BIO International Convention in June 2022 brought the worldwide scientific community together to share critical insights and collaborate at the intersection of science, business, and policy. Venus Williams detailed her personal connection to advances in biotechnology during a keynote session.





## Team San Diego

### *Serving Children in Need: Operation Artemis*

During the COVID-19 pandemic, our team mobilized to meet a series of urgent humanitarian needs, first as a homeless shelter in support of Operation Shelter to Home and then as an emergency shelter for unaccompanied migrant children.

This second operation, known as Operation Artemis, began on March 27, 2021, in coordination with FEMA, the U.S. Department of Health and Human Services, and regional partners. Our site had an initial focus on sheltering girls between the ages of 13 and 17, later expanding to include children ages 5 to 12 and older siblings. Most of the children had been staying in crowded facilities near the U.S.-Mexico border after fleeing countries in Central America.

## Award-Winning Team & Partners

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

- LEAD San Diego honored our President and CEO Rip Rippetoe and our team with the Ronald Kendrick Memorial Award for Regional Collaboration for our role in Operation Shelter to Home and Operation Artemis, the two humanitarian operations we hosted during the pandemic.
- During the annual Create the Future Awards, the Downtown San Diego Partnership honored our team with the Vic Kops Humanitarian Award for our leadership in the shelter operations.
- CalTravel honored our team with the Advocate for the Homeless Award to recognize our service to San Diegans experiencing homelessness.
- The San Diego Business Journal named DeeAnne Snyder, our Director of Event Services, one of 2021's 50 Women of Influence. DeeAnne inspired teams to respond to the challenges of the 24-hour shelter operations during the pandemic and supported a successful reopening year.



## Community Giving

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



### 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.



### Tree Planting

Collaborating with the San Diego Downtown Partnership, SDCC employees volunteered to help give back to the community. On Arbor Day, trees were planted to help along our city streets. The team was so proud of their tree they gave it a name... Steve!



### Mayor's State of the City

In an evening address livestreamed from Lobby D, San Diego Mayor Todd Gloria spoke on our region's recovery and our bright future ahead.



### 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.





111 W. Harbor Drive, San Diego, CA 92101

619.525.5000

[VISITSANDIEGO.COM](https://visitsandiego.com)

