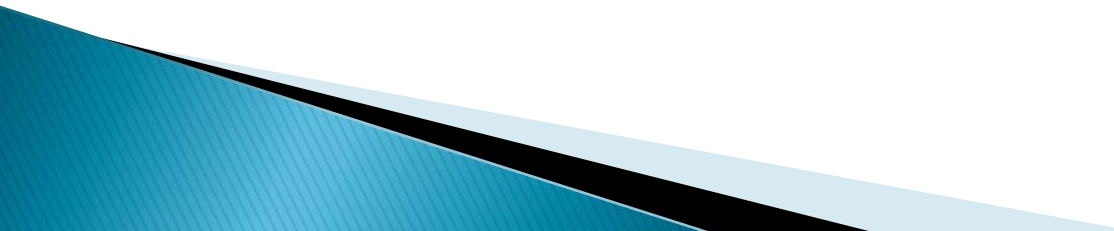
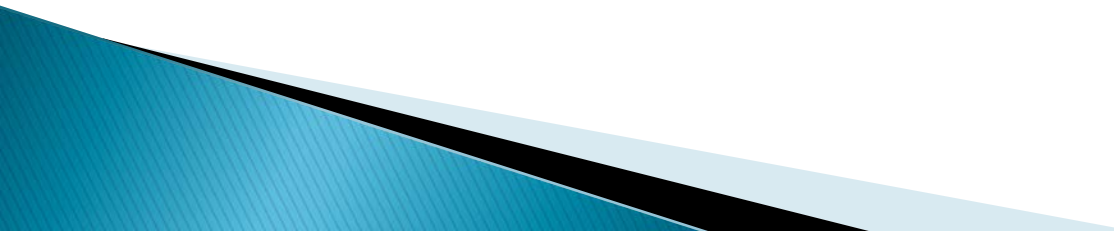




# Ocean Center Mission Statement

- ▶ The mission of the Ocean Center is to generate economic impact for the community, improve the quality of life, operate efficiently and provide a positive experience.
- 

# History

- ▶ The original facility opened in 1985
  - ▶ Original building consisted of the following:
    - Arena – 42,146 square feet of space and seating for 9,300
    - Ballroom – 11,904 square feet of space
    - 11 meeting rooms
    - One boardroom
    - One VIP Suite
- 

# History

- ▶ Christian pop singer Amy Grant, performed the first concert at the Ocean Center  
Oct 3<sup>rd</sup>, 1985 singing to 2,938 people
- ▶ John Denver was the grand opening act two days later performing to a crowd of 7,368.
- ▶ Some of the Meetings & Conventions were:
  - Florida Baptist Convention
  - Amateur Ballroom Dancers Assoc.
  - Sports Network Youth Football
  - Charisma Women's Conference
  - National Reptile Breeders Expo



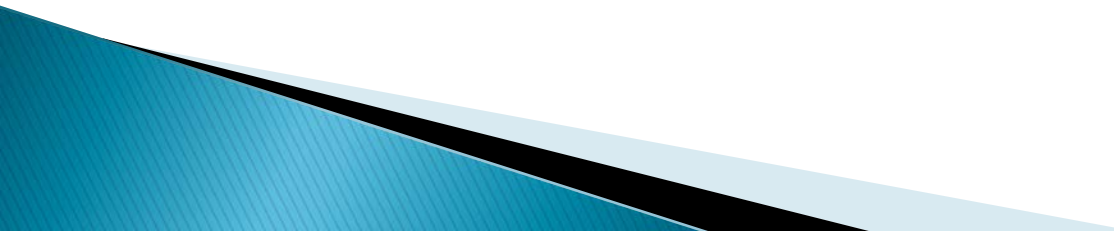
# Before Expansion



# Ocean Center Expansion



# Current Facility

- ▶ The expansion now provides over 200,000 square feet of space
  - ▶ The expansion provides the following:
    - Opportunity to host simultaneous events
    - Larger Conventions
    - Increased economic impact to the area
    - Providing a positive experience to visitors
- 

# Current Capacities

- ▶ Exhibit Hall
  - 93,028 sq. ft. of space; 504 10' x 10' foot booths; 32-foot ceiling heights
- ▶ Arena
  - 42,145 sq. ft. of space; 240 10' x 10' foot booths; Seats 9,300
- ▶ Ballroom
  - 11,904 sq. ft. of space; 54 10' x 10' foot booths; Banquet seating for 768
- ▶ 32 meeting rooms
  - 32,000 sq. ft. of space



# Market Strengths

- State of the Art Convention Facility
  - Proximity to Atlantic Ocean
  - Walkable Amenities
  - Client Retention
  - Superior Service
  - Food & Beverage Quality and Presentation
  - Transportation Access
  - Experienced Staff
  - Proximity to Major Attractions
  - National Name Recognition
  - Climate
  - Affordable
  - Strong SMERF, National and Regional Associations, Sports and Competitive Arts
- 

- Some of the events that have provided major economic impact for the area are the following:
  - State Cheer & Dance – 12,028 attendees
  - Fire Rescue East – 5,700 attendees
  - Joseph Volleyball Academy – 9,700 attendees
  - National Dance Association International Championships – 10,921
  - National Cheerleading Association Cheer and Dance Championships – 9,467
  - Student Life – 6,218 attendees
  - New Spring Youth Conference – 2,700 attendees
  - Sports Network Drill Competition – 4,100
  - Florida Federation of Color guards Circuit Championship – 7,800
  - BigStuf Youth Conference – 3,250



# State Cheer & Dance – 12,028



# Fire Rescue East – 5,700 attendees





# Joseph Volleyball Daytona 100 – 9,700 attendees



National Cheerleading Association/National Dance Assoc. International Championships – 10,921 attendees & National Cheerleading Assoc. Cheer and Dance Competition – 9,467 attendees





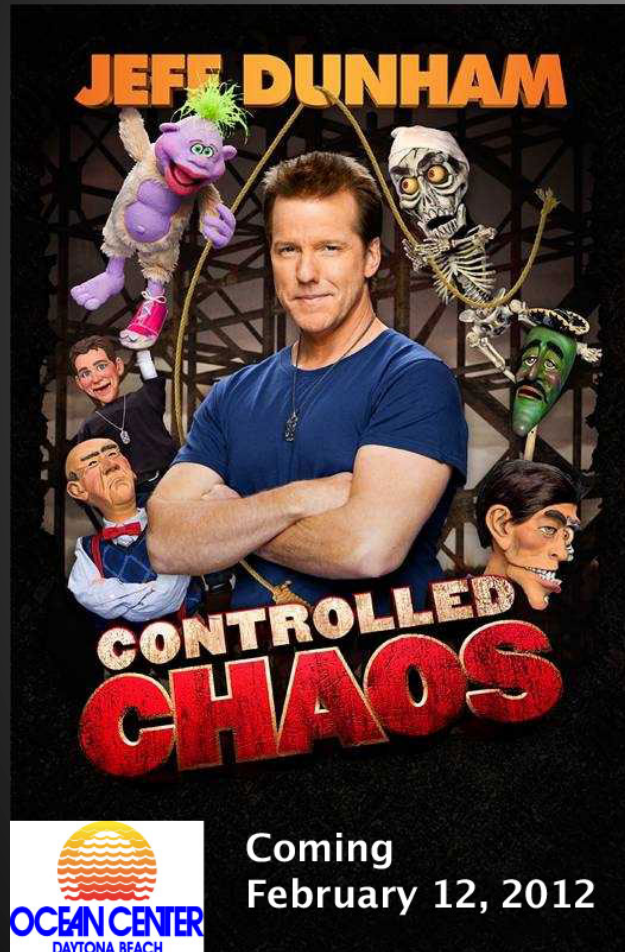
# Student Life Youth Conference

6,218 attendees



# Jeff Dunham & Zac Brown Band

Jeff Dunham – 7,200 attendees & Zac Brown Band – 6,300





# South Entrance



# Ballroom – Theatre Style





# Ballroom – Banquet Style



# Meeting Rooms – Classroom





# Ballroom – Pre-function



# Exhibit Hall





# Artwork



# West Concourse





# Aerial Shot – Ocean Walk Village



# Current Website





# New Creative for Website



WHEN THE MEETING BREAKS, THE OCEAN AWAITS!

# Website – Planner Menu



DOWNLOAD A MEETING PLANNER KIT  
INTERACTIVE FLOOR PLANS  
CAPACITY CHARTS  
FOOD SERVICE  
MENUS  
THEMED EVENTS  
CONCESSIONS & BARS  
FACILITY SERVICES & AMENITIES  
BUSINESS CENTER  
CONTRACTORS  
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Like us on Follow us on Watch our video Event Calendar






# New Advertising Print Creative



**BOOK SMART.**

The Ocean Center.  
World-class conventions at the world's most famous beach.




**OCEAN CENTER**  
DAYTONA BEACH  
101 N. Atlantic Ave.  
Daytona Beach, FL 32118  
855-376-8149  
oceancenter.com

WHEN THE MEETING BREAKS, THE OCEAN AWAITS!



**Fun and games.**

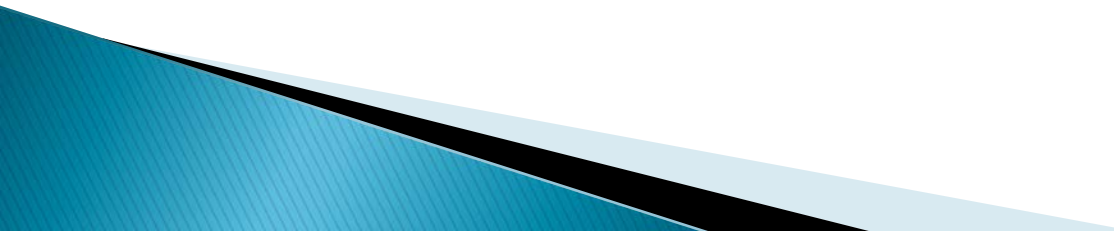
Book your sporting event at The Ocean Center, a world-class complex at the world's most famous beach...just for the fun of it.



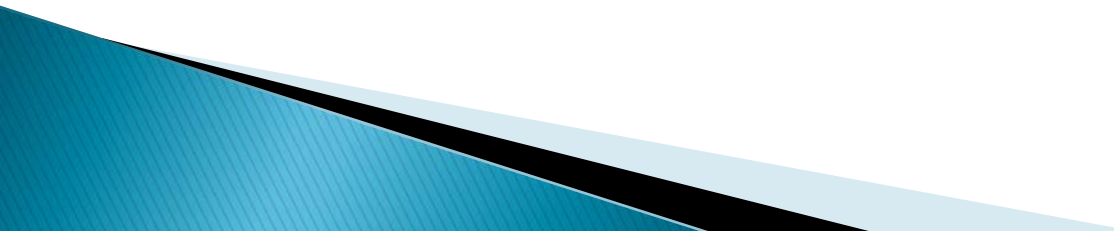
**OCEAN CENTER**  
DAYTONA BEACH  
101 N. Atlantic Ave.  
Daytona Beach, FL 32118  
855-462-0751  
oceancenter.com

WHEN THE MEETING BREAKS, THE OCEAN AWAITS!

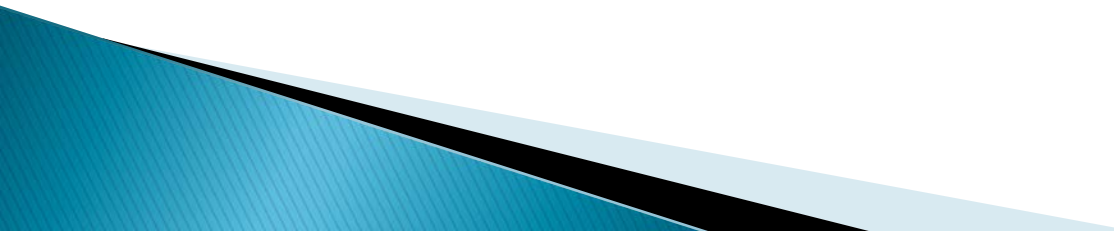
# Current Market Segments

- National, Regional and State Associations
  - Sports
  - Competitive Arts
  - SMERF – Social, Military, Fraternal, Religious and Educational
  - Corporate
- 

# Familiarization Tours

- Familiarization Tours, showcasing our destination to meeting planners, is one of our best selling tools. The Ocean Center team along with the Convention & Visitors Bureau and hotel partners have hosted several key tours. The Ocean Center hosted receptions or dinners for the following:
  - Successful Meetings University
  - Visit Florida – Florida Encounter
  - Shriners Site Visit
  - Ocean Center FAM in conjunction with the Jeff Dunham Show
  - Christian Meetings Conference Association
  - Convention & Visitors Bureau Sports FAM
- 

# New Events

- Florida Federation of Color Guards
  - Florida School Nutrition Assoc.
  - 2012 Christian Meetings & Conventions Assoc.
  - Florida Public Transportation Assoc. – Bring A Meeting Home lead – Ken Fischer, Votran
  - Sports Turf Managers Association Conference
  - Parachute Industry Association Symposium
  - Lifeway Living Proof with Beth Moore
  - AAU Gymnastics
  - Fellowship of Christian Cheerleaders Association
  - National Judges Cup Championship
  - Assembly of God – Fusion
- 



# Holiday Event





# Daytona Beach Ocean Center Economic Impact Analysis Fiscal Year 2014-15

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# Study Purpose

- FEA commissioned by Volusia County in October, 2014 to conduct economic impact analyses for DBOC
- Fiscal Year 2014-2015 (Oct. 2014 – Sep. 2015) is the period of study
- Purpose: To estimate total economic impacts to Volusia County from scheduled events at DBOC during FY 14-15, and create a “return on investment” metric for the County

# Impact Results

**TABLE 1: DAYTONA BEACH OCEAN CENTER  
ECONOMIC IMPACTS TO VOLUSIA COUNTY OF SCHEDULED EVENTS  
FISCAL YEAR 2014-2015 (SUMMARY)**

	Quarter 1 (Oct.-Dec.)	Quarter 2 (Jan.-Mar.)	Quarter 3 (Apr.-Jun.)	Quarter 4 (Jul.-Sept.)	TOTAL FY 2014-15
Total Number of Events	20	28	34	29	111
Total Event Attendees	36,188	69,284	96,581	33,072	235,125
Total Event Days [1]	46	93	85	52	276
Average Days Per Event	2.30	3.32	2.50	1.79	2.49
Average Attendees Per Event	1,809	2,474	2,841	1,140	2,118
Average Event Attendance Per Day [2]	787	745	1,136	636	852
Total Economic Output (Sales)	\$ 13,825,239	\$ 31,809,404	\$ 30,715,701	\$ 15,613,168	\$ 91,963,512
Total Earnings (Employee Wages/Benefits)	\$ 5,402,184	\$ 12,429,460	\$ 12,002,098	\$ 6,100,814	\$ 35,934,556
Total Employment Created/Supported					
Annualized Full-Time Equivalent [3]	168.1	386.7	373.4	189.8	1,118
FTE Job Periods Supported During Events [4]	13,524	27,556	31,143	21,122	93,345

- [1] "Event Days" represents the sum of all event days for the individual events held throughout the year; it does not reflect the total number of days in which the Ocean Center held events
- [2] "Average Event Attendance Per Day" is calculated by dividing the total number of event attendees by the total number of event days for each of the individual events held throughout the year; therefore it reflects an average attendance per day for an individual event within the specified periods of time; it does not represent overall Ocean Center average daily attendance
- [3] "Annualized Full Time Equivalent Employment" represents the total number of year-round full-time equivalent jobs generated in Volusia County (calculated as 1 full-time employee working a 250-day work year)
- [4] "FTE Job Periods Supported During Events" represents the total number of full-time equivalent jobs supported for each event during the days in which that event is held. Readers must be strongly cautioned when interpreting this statistic. An "FTE Job Period" is not the same as a year-round full-time equivalent job. A single full-time equivalent year-round job is generally supported by numerous FTE job periods throughout the year. For estimates of year-round full-time equivalent employment supported in Volusia County as a result of Ocean Center Events, please refer to the Annualized Full-Time Equivalent employment estimate.



# Impact Results

## TABLE 2: DAYTONA BEACH OCEAN CENTER ESTIMATION OF "RETURN ON INVESTMENT" METRIC LOCAL CONTRIBUTION V. ECONOMIC IMPACT FY 2014-15 (11/19/2015 UPDATE)

A. Total FY 2014-15 Attendance	235,125
B. Total FY 2014-15 Economic Impact - Output	\$91,963,512
C. Total FY 2014-15 Operating Contributions - Transfers In	\$4,944,063
D. Return on Investment - Economic Output (B divided by C)	18.60 x