



CONVENTION FACILITY ADVISORY BOARD

CALVIN L. RAMPTON
SALT PALACE
CONVENTION CENTER
A SALT LAKE COUNTY FACILITY



**MOUNTAIN
AMERICA**

EXPOSITION CENTER

A SALT LAKE COUNTY FACILITY

SEPT. 2024

Agenda

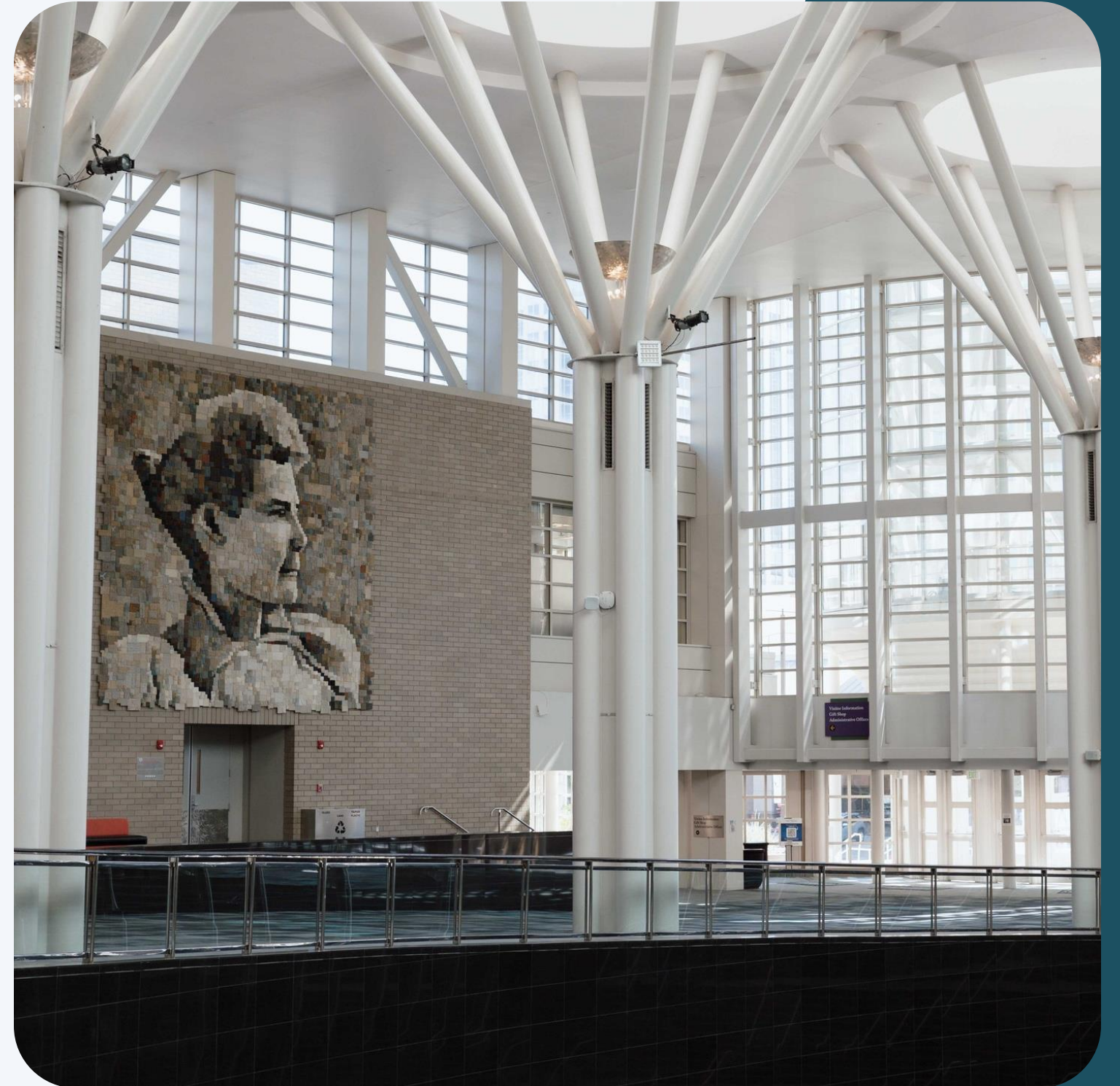


- Roll Call & Agenda Review
- Review of Public Comments
- Approval of Minutes from 5/30/24
- Public Comment Policy Adoption
- 2024 YTD Performance
 - Financials
 - Sales & Event Highlights
 - Sustainability Initiatives & Recognition
- 2025 Budget & Capital Projects
- Objectives & Key Results Cascade
- Upcoming Meeting - TBD

Review of Public Comments



Review of Public Comments Policy



CFAB

Public Comments Policy

In compliance with Salt Lake County Ordinance 2.08.120, the Convention Facility Advisory Board adopts the following policies and procedures by which the public may provide verbal and written comments.

1. The Board shall publish on the Utah Public Notice website, instructions on how members of the public may provide public comments during Board meetings.
2. Public comments will be heard at the beginning of each meeting.
3. Attendees wishing to comment must identify themselves by first and last name and indicate their city of residence.
4. Verbal public comments are limited to three minutes. The Chair may interrupt and end participation of any speaker exceeding this time limit.
5. Written comments must be submitted prior to the start of a meeting. Written public comments must contain the first and last name and city of residence of the person submitting the comments.
6. Written public comments may not exceed 500 words and will be distributed to each Board member at the start of the meeting immediately prior to the time allotted for verbal public comments. Written comments will be attached to the minutes of the meeting.
7. Comments must be related to the authority of the Board. Any comments not related to the authority of the Board, or which contain abusive, derogatory or inflammatory language will not be allowed. The Chair will explain the reason comments were omitted on the record.



2024 YTD Performance

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Salt Palace Convention Center Mountain America Expo Center 2024 YTD Financial Performance



Let's make
business
more human.

Salt Palace Convention Center

2024 Financial Forecast

	FINANCIAL CATEGORY	JAN-AUG ACTUALS	FORECAST SEP-DEC	ANNUAL BUDGET	EST VARIANCE	
	Revenue	\$11,882,533.01	\$4,550,992.91	\$13,691,920.46	+ \$2,741,605.45	
	Expenses	\$11,264,424.02	\$5,879,732.56	\$17,827,714.97	- \$448,517.39	
	Subsidy Requirement	\$618,108.99 NI 0 Sub Requirement	-\$1,328,739.65	-\$3,885,211.51	+ \$3,190,122.85	

Salt Palace Convention Center

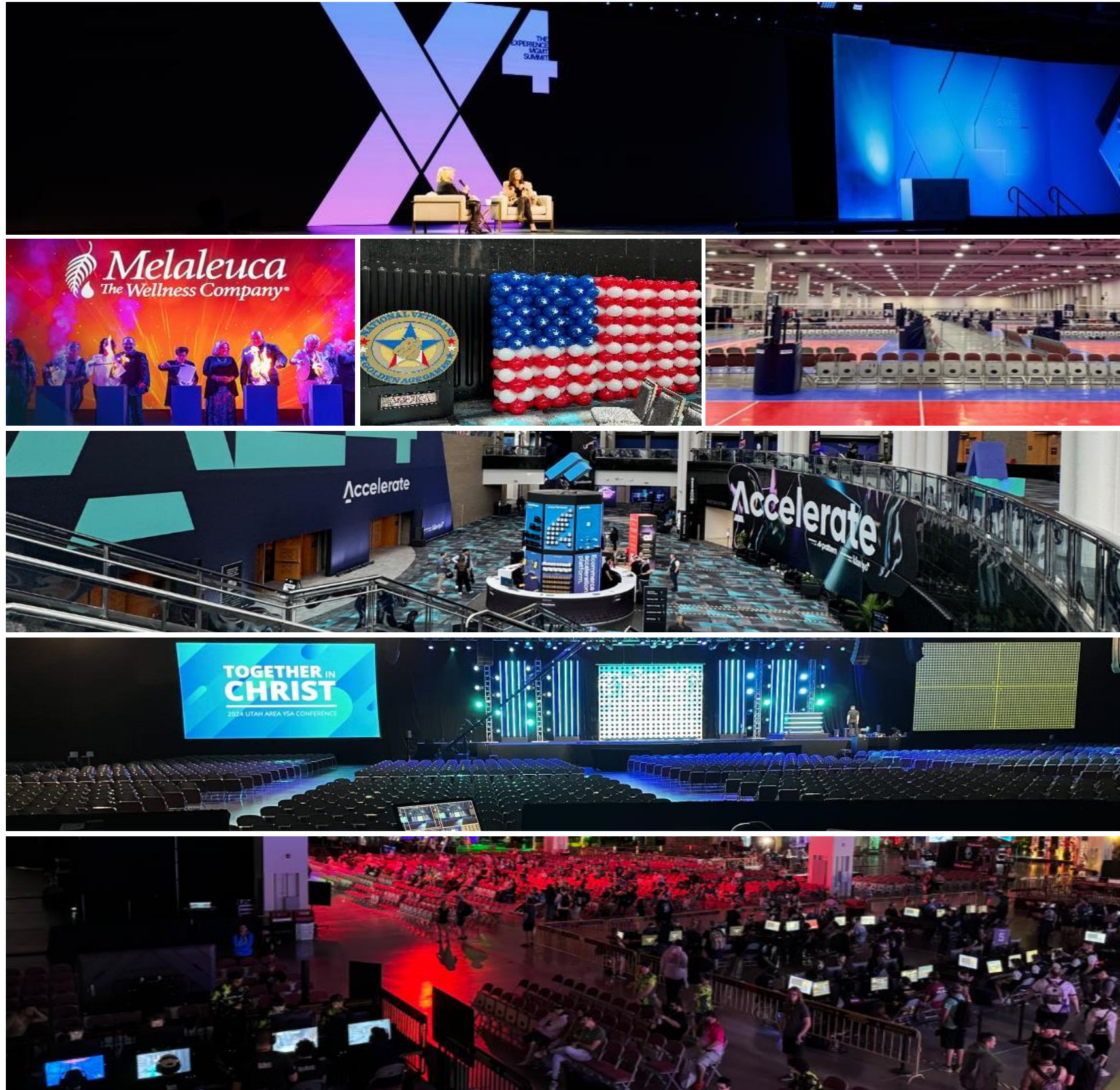
2024 YTD ACTUALS



Project Name	Quarter	ADVERTISING	AUDIO VISUAL	BOOTH CLEANING	F&B	ELECTRICAL	INTERNET	MISC	PARKING	RENTS	SECURITY CHARGES	SET UP CHARGES
65-41945 2024 Qualtrics X4	Q2				805,110	46,458	143,360	3,600	2,311	5,278	8,300	97,458
554004 2024 The College Board AP Reading (ETS)	Q2		3,294		540,432	19,298	306,340	4,875	3,952	1	20,265	27,285
65-53567 2024 YSA	Q3		9,073			13,603	156,300	7,760	9,571	394,551	25,710	43,959
402959 2024 Melaleuca National Convention	Q2		30,687		173,065	23,078	60,355	3,100	5,252	131,708	33,086	61,113
465494 2024 Rootstech	Q1		10,486	2,330	239,501	21,612	127,445	14,829	19,040	1,086	20,360	36,306
65-17470 2024 Young Living	Q3		12,508		4,398	20,260	95,450	28,796	28,391	200,595	8,665	60,294
461503 2024 Western Hunting & Conservation Expo	Q1		6,616		-4,828	26,974	36,760	2,180	15,341	201,631	23,390	66,065
65-21224 Society Of Toxicology 2024	Q2		60,116	18,034	59,623	21,654	120,180	5,745	5,307	52,243	5,519	23,825
65-17761 2024 KeHE Distributors Summer Show	Q1		9,257		38,255	61,132	56,035	1,944	17,856	94,070	4,928	37,430
65-34046 2024 Pattern Conference	Q2		15,819		148,642	11,316	43,090	9,400	12,900	34,248	3,510	19,636
601539 Society of Interventional Radiology 2024 Annual Meeti	Q2	2,250	10,999		71,596	50,147	81,025	3,746	18,171	1,448	6,180	34,481
65-28873 2024 4Life International Convention	Q2		8,064		26,786	5,950	37,145	570	12,850	156,227	5,558	24,220
65-36669 2024 NuSkin Global Convention	Q3		5,642		1,782	14,162	50,800	666	3,647	174,143	5,671	26,940
65-42909 2024 SolarCon	Q2		1,789		32,475	17,044	8,795	38	335	113,070	5,063	24,484
65-28786 Association of State Floodplain Managers: 2024 Annu	Q2	800		394	151,812	6,314	12,945	11,760	64	386	7,166	11,323
65-29724 2024 Salt Lake City Showdown Girls Qualifier	Q2		1,498		102,060	1,512	16,595	733	11,240	1	15,383	49,557
65-32187 2024 Associated Food Stores Tradeshow/Annual Meetin	Q1		831	1,308	2,945	15,465	33,370	242	18,999	64,020	2,025	28,287
65-35865 2024 UCET Annual Conference	Q1		33,425		7,820	7,548	46,400	47	4,363	52,671	3,105	10,282
65-45595 WGU Commencement	Q3		2,454			6,264	12,000	175	3,202	87,140	2,550	16,303
65-33086 2024 Outdoor Retailer Summer Market	Q2		10,980		22,374	47,524	15,573	480	1,930	1	5,975	24,709
65-42266 2024 Maverik Sales & Leadership Summit	Q2				94,495	7,772	15,590	720		311	4,430	3,935
65-46081 2024 Utah Republican Party's Nominating Convention	Q3				4,517	3,450	37,095	530	10,050	41,443	2,325	11,930
528263 Presbyterian Church (U.S.A.) 226TH General Assembly (	Q3		5,986		13,129	10,058	64,585	678	1,250	1	7,858	7,045
65-36474 2024 Cholangiocarcinoma Annual Conference	Q2		26,527		50,045	2,176	17,665	380	335	11,255		1,490
65-34201 2024 Utah Dental Association	Q1		11,150		4,839	5,359	1,395	310	10,852	60,282	2,633	9,778
65-26426 2024 AAAC/ACC Airport Planning, Design and Const	Q3		4,193		43,582	4,575	17,235	1,909	7,037	16,000	2,460	6,797
65-13291 American Farm Bureau Federation 105th Annual Conven	Q1		2,525	3,252	-33,579	28,331	45,024	15,476	2,711	1	7,793	27,987
554892 American Institute for Conservation of Historic & Art	Q2		14,732	270	63,702	1,537	14,239	-4,370		1		8,901
65-40313 Salt Lake City Tattoo Expo	Q2				14,471	2,784			17,591	46,050	3,645	9,612
65-25727 2024 National Holstein Convention	Q3		13,574		46,395	844	375	4,330		20,440	200	7,702

Salt Palace Convention Center

Celebrating Key YTD Completed 2024 Events



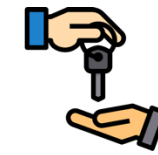
\$3,712,581 total revenue from the highest revenue earning YTD completed five events in 2024.



47%, \$1,758,108, from **F&B** ancillary revenue earned by SLCO through Sodexo.



21%, \$793,800, from **internet** ancillary revenue provided in-house.



14%, \$532,623, from **rent** charged after discounts.



13,857,965 total contracted building square footage YTD, 12% of all individually contracted events for over 500k sq ft so far in 2024. **14% increase YoY YTD.**

Salt Palace Convention Center

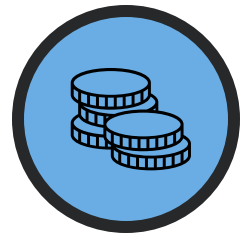
Updated Parking Contracts



Price per stall negotiated to **\$20 per stall** for the **2024-2025** season from \$18. At 379 stalls in the West Garage, we are collecting **\$7,440 revenue per home game**.



Contact signed for all NHL home games with the Delta Center, an amendment on top of the previous Jazz contract.



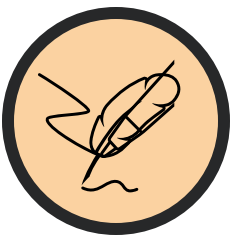
With **43 Jazz home games** and **42 NHL home games** planned, we anticipate a total parking revenue of **\$632,400** for the 2024-2025 season. **All operating and staff costs** will also be imbursed by the Delta Center in addition.





Salt Palace Convention Center

Updated Branding Invoicing



Post-Covid is an entirely different world for convention centers. Revenue sources have evolved as venues identify new sources of income (event & non-event). In response to a changing world, an opportunity to start charging for branding has become available to us.



After Q1 2024 we have started to include the would-be 2025 **branding fees in the invoices** so returning shows can anticipate the **increase of advertising fees in their invoices next year**. This change has been positively received.



Invoice example of gross revenue and expenses removed from the 2024 event invoice. Clients are also informed to plan appropriately for their budget next year. All branding is now documented as invoicing support.

Branding	1	28,935.00
Branding Discount	1	(28,935.00)

Mountain America Expo Center

2024 Financial Forecast

	FINANCIAL CATEGORY	JAN-AUG ACTUALS	FORECAST SEP-DEC	ANNUAL BUDGET	EST VARIANCE	
	Revenue	\$4,162,181.65	\$1,822,128.65	\$5,036,563.66	+ \$947,746.65	
	Expenses	\$3,832,502.52	\$2,085,595.94	\$5,890,491.73	- \$27,606.73	
	Subsidy Requirement	\$329,679.13 NI 0 Sub Requirement	-\$263,467.28	-\$853,928.08	+ \$920,139.92	

Mountain America Expo Center

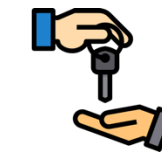
2024 YTD ACTUALS



Project Name	Quarter	ADVERTISING	AUDIO VISUAL	BOOTH CLEANING	F&B	ELECTRICAL	INTERNET	MISC	RENTS	SECURITY CHARGES	SET UP CHARGES
401727 2024 Greenband Enterprises Utah Sportsman's Vacation	Q1		156		23,191	16,777	10,505	1,648	166,934	10,450	42,717
401661 2024 Greenband Enterprises Utah Boat Show&Watersport	Q1		2,102		13,225	9,638	9,480	9,356	154,098	8,343	40,820
454693 2024 Utah International Auto Expo	Q1		388		-15,030	8,880	880	930	174,170	44,260	14,992
433872 2024 Marketplace Events Salt Lake Tribune Spring Home	Q1		1,263		15,322	20,243	780	5,212	145,147	8,463	30,441
65-18595 International Sportsmen's Exposition	Q1		383		9,745	3,169	1,785	5,870	88,938	4,675	30,048
65-39994 O'Reilly Auto Parts Autorama	Q2		1,102		8,970	2,532			90,572	3,500	24,986
65-19108 Salt Lake Off-Road and Outdoor Expo	Q1		442		20,094	5,107	4,480	673	70,555	3,940	12,103
65-13001 2024 Salt Lake Home Show	Q4		242		-5,070	10,450	2,220	4,420	70,229	14,208	6,243
65-44122.1 2024 Rocky Mountain Showcase/Big Mountain Jam	Q2				-12,087	1,617	6,340		66,550	9,000	16,447
65-40026 2024 Ultimate Sports Bash - SLC	Q3				2,593	2,274	2,200		70,060	2,556	7,571
65-43035 Utah Spring RV Show	Q2		1,961			2,506	800	830	64,120	7,130	6,105
65-29186 2024 FitCon	Q2	190	399		3,115	3,015	2,490		45,000	4,636	19,061
65-24843 2024 National Archery in the Schools Program Wester	Q2		1,150		4,151	166	1,260		50,000	3,775	11,131
65-40089 2024 Jurassic Quest	Q2	385			5,688	1,776	540		48,090	4,375	7,855
65-44826 Show Up For Teachers	Q3	95	825	201	30,534	2,818	4,470		13,174	1,313	12,218
65-46142 2023 Hot Tub & Swim Spa Sale	Q1					735		1,574	54,460		2,564
65-39356 2024 Salt Lake City Home Expo	Q4	335	401		291	2,195		802	48,090	1,855	2,210
65-47071 2024 Brickslopes A Lego Fan Event	Q3					819	720	1,080	41,401	2,644	3,770
65-39386 2024 SheTech	Q1		255		14,526	4,078	4,190	40	14,944	875	11,481
65-38078 Salt Lake City Jewelry Show	Q1		242		635	4,505	1,650	145	31,917	4,750	6,527
65-51583 2024 Salt Lake City Super Show	Q3	150			11,065	1,307	420		26,747	3,600	5,712
65-37114 2024 Utah Green Industry Conference & Trade Show	Q1		214		-4,642	2,331	3,385	80	41,508	2,703	2,333
65-36605 The Utah Asphalt Conference	Q1		5,339		27,169	1,538	120		6,375	925	5,529
65-50335 2024 Unicorn World	Q3					2,126			40,075	2,288	2,060
65-25427 2024 Triple Crown Volleyball Western Invitational	Q2		539		-5,773	308	4,650		25,000	6,275	14,675
65-39513 2024 Gem Faire	Q2				944	3,565			26,377	5,200	9,161
65-39963 Reptilian Nation Expo	Q1				4,714	931	2,200	2,448	24,045	2,250	7,979
65-44892 2024 Gem Faire	Q3		146		651	3,739			25,575	5,150	9,253
65-34683 Anime Town Utah	Q1				896	166			35,245	1,951	2,507
65-46334 2024 Joyce University Commencement	Q2		3,343		-174		660		24,415	625	11,669

Mountain America Expo Center

Celebrating Key YTD Completed 2024 Events



64% of all YTD revenue comes from **rent**; **\$2,471,426**



15% of all YTD revenue from **setup charges** ancillary revenue totaling **\$557,707**.



5%, of all YTD revenue from **F&B** earned by SLCO through Sodexo; **\$195,455.07**.



7,646,600 total contracted building square footage YTD, 11% of all individually contracted events have utilized over 200k sq ft so far in 2024. **4% increase YoY YTD.**



Sustainability Initiatives



Honeycomb Strategies is the leader in sustainable solutions for the hospitality, sports, venue, and event industries. We assess and design custom sustainability programs, measure and report through transparent data management, and work with all stakeholders to develop long-lasting results to satisfy environmental, social, and economic goals.

ASM Global Partner



Recent Accolades



Salt Palace Convention Center is being awarded by Utah Business Magazine and Rocky Mountain Power as a **2024 Green Business Honoree**



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Salt Palace Convention Center

2025 Operating Budget Changes



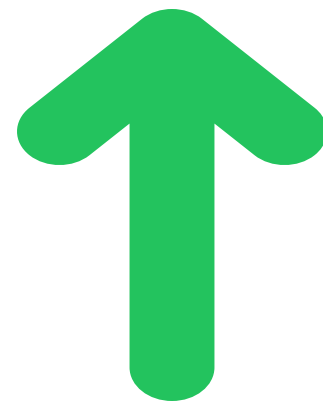
Salt Palace Revenue and Expense Changes

2025 Budget



Revenue Changes

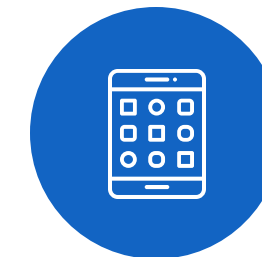
Increased revenue from strong 2025 event portfolio and increase in non-event revenue from parking operations.



\$1.5M



\$1.2M



Expense Changes

Increased expenses from increased cost of doing business and talent adjustment back to pre-covid levels,



Salt Palace Highlighted Events

2025 Budgeted Revenue Breakdown

			
\$ 1,011,451 Est. Revenue	\$ 649,464 Est. Revenue	\$ 612,990 Est. Revenue	\$ 611,964 Est. Revenue
			
\$ 488,102 Est. Revenue	\$ 476,650 Est. Revenue	\$ 424,178 Est. Revenue	\$ 395,890 Est. Revenue
			
\$ 383,530 Est. Revenue	\$ 298,877 Est. Revenue	\$ 288,325 Est. Revenue	\$ 280,992 Est. Revenue



Expense Increase Breakdown

2025 Budgeted Expense Increases

\$1.2M



Software

~ **\$150,000** increase in software upgrades and rising subscription prices.



Utilities

~ **\$ 200,000** increased in electrical and gas utilities.



Talent

~ **\$ 350,000** increase in talent to support growing business.



General Liability

~ **\$ 450,000** increase in general liability is budgeted.

Mountain America Expo Center 2025 Operating Budget Changes



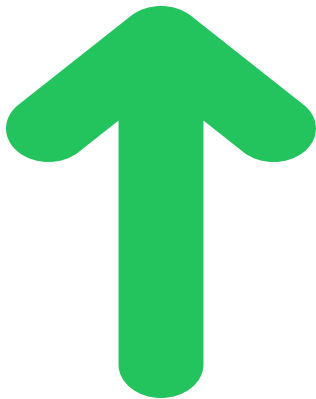
Mountain America Revenue and Expense Changes

2025 Budget

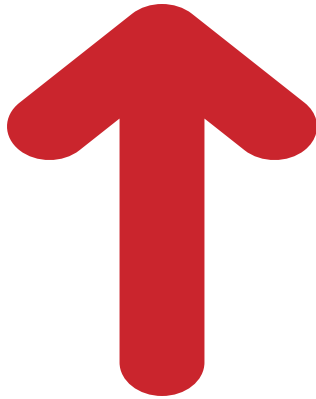


Revenue Changes

Increased revenue from strong
2025 event portfolio



\$600k



\$550k



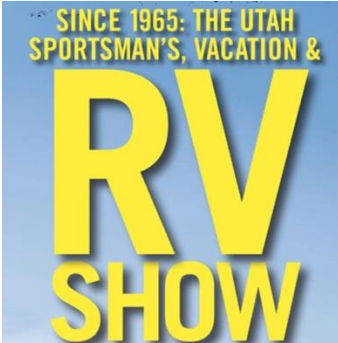
Expense Changes

Increased expenses from
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Mountain America Highlighted Events

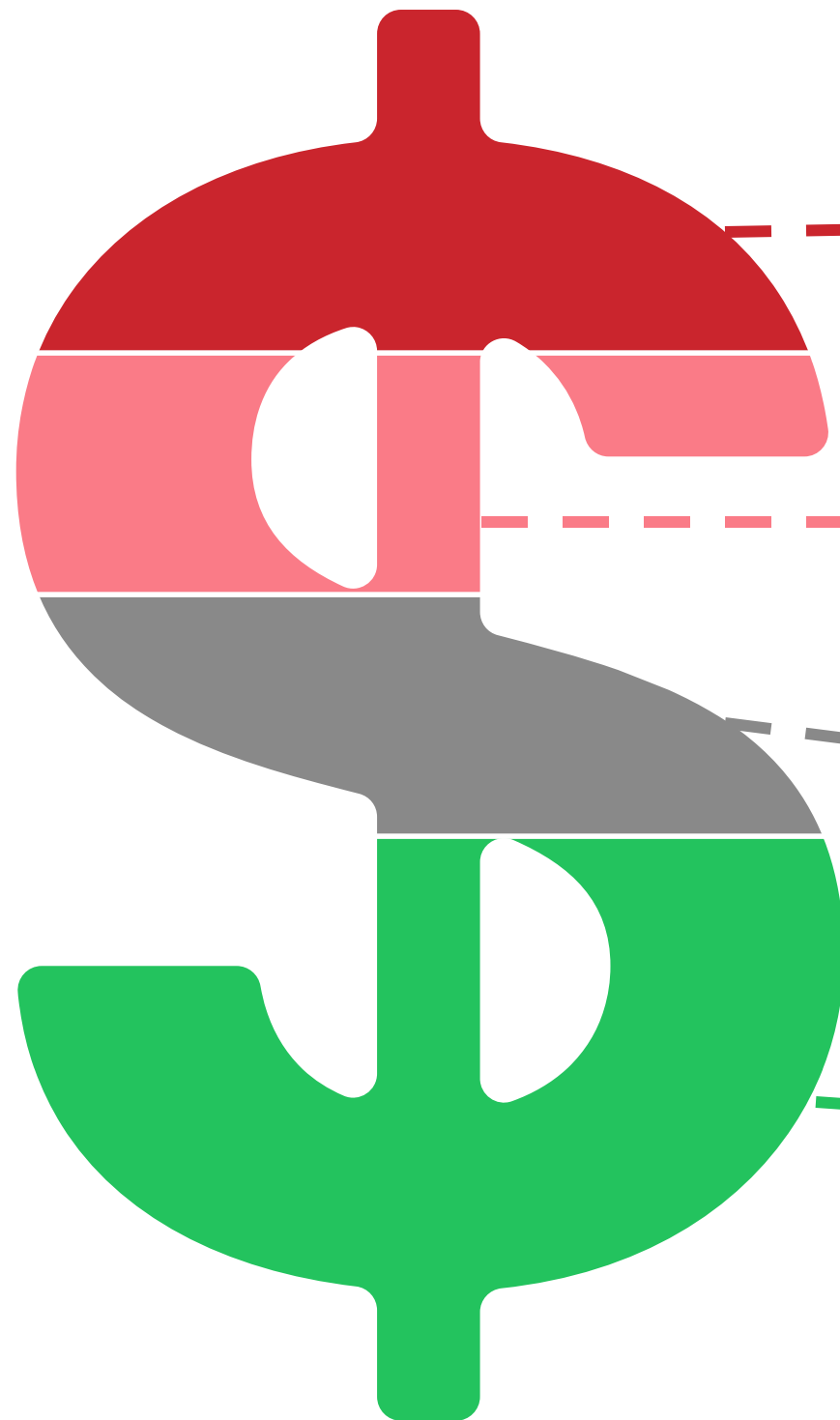
2025 Budgeted Revenue Breakdown

			
\$ 224,169 Est. Revenue	\$ 207,551 Est. Revenue	\$ 201,904 Est. Revenue	\$ 177,749 Est. Revenue
			
\$ 170,055 Est. Revenue	\$ 168,403 Est. Revenue	\$ 163,145 Est. Revenue	\$ 140,527 Est. Revenue
			
\$ 138,536 Est. Revenue	\$ 132,962 Est. Revenue	\$ 131,413 Est. Revenue	\$ 129,744 Est. Revenue

Expense Increase Breakdown

2025 Budgeted Expense Increases

\$550k



Software

~ **\$ 150,000** increase in software upgrades and rising subscription prices.



Utilities

~ **\$ 100,000** increased in electrical and gas utilities.



Talent

~ **\$ 50,000** increase in talent.



General Liability

~ **\$ 250,000** increase in general liability is budgeted.

Capital Projects Review - 2024

		2024 Budget	Remaining Budget	Direction 01/2024	Direction 09/2024
Rebudgets		\$17,802,887	\$17,802,887		
Sidewalk and brick damage	\$481,250			Paused	Paused
Major Technology Upgrade	\$525,562			Completed	
Concourse Carpet	\$333,220			Completed	
Repair Brick Cap south docks	\$5,830			Completed	
Fire and Security panel re-vamp	\$361,644			in process	in process
Upgrade Elevators	\$684,141			in process	in process
DA Tank and Tube Bundle	\$2,882			Completed	
Replace HVAC Air Compressor	\$153,298			Completed	
200 West Dock Improvement	\$102,300			Paused	Paused
Chiller Replacement	\$12,497,460			Paused	Paused
Condensate Line, SPCC to Abravanel	\$281,250			Paused	Paused
Replace Main Cooling Towers	\$1,874,600			Paused	Paused
Interior Paint Project	\$499,450			in process	ADD IN BALLROOM



Capital Projects Review - 2024

2024 New Projects - FUNDED		\$9,924,825	\$9,924,825	Direction 01/2024	Direction 09/2024	
Environmental Sensors Main Comm Rm	6/2/2024	\$61,875	\$61,875	Paused	Paused	
Cardboard/Plastic Baler Cover	7/1/2024	\$65,000	\$65,000	Paused	Begin	
Structural Repair, Water Retention - South Parking	9/29/2025	\$2,500,000	\$2,500,000	Paused	Paused	
Replace Ballrm Lighting to LED	12/30/2024	\$928,125	\$928,125	Paused	Begin	
Replace Plow Truck, Plow System	6/1/2024	\$75,000	\$75,000	Paused	Begin	
Repair Landscape Sprinkler Leak	8/30/2024	\$60,000	\$60,000	Paused	Begin	
VFD Projects	9/29/2025	\$1,400,000	\$1,400,000	Paused	Paused	
Elevator remodels - interior	12/30/2024	\$125,000	\$125,000	in process	in process	
Seating Bleachers	7/1/2024	\$875,000	\$875,000	in process	in process	
Replace Hall 5 tower Fill Media	9/29/2024	\$321,200	\$321,200	Paused	Paused	
Roofing remaining black section	10/30/2024	\$446,875	\$446,875	Paused	Paused	
West Temple Landscape	12/1/2024	\$412,500	\$412,500	Paused	Paused	
Replace kitchen condensate line	6/2/2025	\$240,625	\$240,625	Paused	Paused	
South Tower Sign update	9/29/2024	\$44,000	\$44,000	Paused	Begin	
Update Ballroom sound panels	12/30/2024	\$343,750	\$343,750	Paused	Begin	
Video Security System	11/4/2024	\$481,250	\$481,250	Paused	in process	
Lighting Controls	12/3/2024	\$450,000	\$450,000	Paused	Paused	
Meet Room Carpet	9/29/2024	\$944,625	\$944,625	Paused	Begin Ballroom Carpet only	
Lighting - South Parking Structure	12/30/2024	\$150,000	\$150,000	Paused	Begin	



Capital Projects Review - 2025

2025 New Projects - REQUESTED	6,711,000
SP - New Firewalls	300,000
SP - Facility Maintenance Network	150,000
SP- Escalator Upgrade	3,300,000
SP - Public Facility Scrubbers	80,000
SP- Facility Capital Maintenance	1,000,000
SP - South Tower Elevator Rebuild	800,000
SP - Key Card Access System	400,000
MA - FF&E	135,000
MA - HAVC/Mechanical	245,000
MA - Elevator Modernization	51,000
MA - Surveillance Cameras	250,000
MA - Asphaly Slurry REB	80,000

Objectives and Key Results Cascade





Vision:

As the world's premier convention and exposition destination, we set the benchmark for excellence through unreasonable hospitality.

As dream weavers, we craft unforgettable experiences that inspire and captivate, ensuring the Salt Palace Convention Center and Mountain America Exposition Center shine as leading global destinations for events and conventions.

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UNREASONABLE HOSPITALITY

“When you create a hospitality-first culture, everything about your business improves—whether that means finding and retaining great talent, turning customers into raving fans, or increasing your profitability,”

– Will Guidara’s

Aligned Objectives



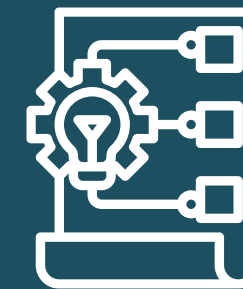
Objective 1

Secure our financial future through strategic community and economic initiatives.



Objective 2

Transform Salt Lake into a must visit destination by generating widespread awareness and capturing the imagination of travelers.



Objective 3

Cultivate a curiously informed, empowered, and collaborative workforce.

