

# 2022 Annual Report

## Pueblo Convention Center



OVG  
360

  
PUEBLO  
CONVENTION CENTER  
*on the Riverwalk*

*Celebrating 25 Years!*



## **TABLE OF CONTENTS**

OUR PURPOSE.....	3
MESSAGE FROM THE GENERAL MANAGER.....	4
ORGANIZATIONAL STRUCTURE.....	5
VENUE AT A GLANCE.....	6
FINANCIAL RESULTS.....	7
EVENT HIGHLIGHTS.....	8
EVENT MILESTONES & CUSTOMER COMMENTS.....	9
FUTURE OUTLOOK.....	10



## OUR PURPOSE

Under the direction of Pueblo Urban Renewal Authority (PURA), OVG360 strives to generate meaningful economic impact for the City of Pueblo by creating exceptional event experiences for out-of-town visitors and local organizations alike. OVG360 accomplishes this goal by pursuing events with guests that will stay in hotels, eat in local restaurants and spend time enjoying downtown Pueblo.

The Pueblo Convention Center understands the best way to accomplish this goal is to actively engage with our local community and establish ourselves among state and regional groups. We take pride in our team's participation on local nonprofit boards, local Chambers of Commerce and Visit Pueblo. In addition to participation in state and regional groups, our activity in the local community is key to our overall success.

OVG360 is grateful for the opportunity to continue our important work at the Pueblo Convention Center, and we look forward to continue doing our part to support the City of Pueblo and its residents.



## A MESSAGE FROM THE GENERAL MANAGER

---

As General Manager of the Pueblo Convention Center, I am pleased to announce our 2022 year-end results. By almost any measure, 2022 was the Pueblo Convention Center's best in its 25-year history. We hosted approximately 278 events, including conventions, conferences, meetings, banquets, consumer shows, trade shows, and sporting events. Over 46,805 people from all over the world walked through our doors, marking one of the venue's strongest attendance years on record. These figures represent a 14% increase in events and a 36% increase in total attendance compared to 2021. The Pueblo Convention Center generated nearly 4,000 hotel room nights in 2022, more than double that of 2021 comparatively.

The Pueblo Convention Center saw its gross revenues rise to \$2,380,378 in 2022, an increase of nearly 87% compared to 2021 and a 5x increase compared to the COVID-19 pandemic low in 2020. The Convention Center exceeded its gross revenue budget by \$746,499 and its net revenue budget by \$139,648. Our management team attributes this success to PURA's continued investments in the facility, changes in the regional competitive landscape, strong sales & marketing activities, robust partnerships with key local stakeholders (the City and County of Pueblo, the Greater Pueblo Chamber of Commerce, Visit Pueblo, the Pueblo West Chamber of Commerce, the Latino Chamber of Commerce), and developments in the Convention Center's service business, including food & beverage products and event management and logistics.

The above numbers really suggest a rebound and a sense of optimism for our organization, town, and nation. There's no arguing that connection with people is an inherent aspect of human society. Events at the Convention Center in 2022 nurtured connection and cultivated joy; supporting the biological programming to gather in groups that the COVID-19 pandemic had previously challenged. One of the most notable events we had the opportunity to celebrate was our very own 25th Year Anniversary by hosting a grand community event that took us back in time to celebrate the blood, sweat and tears our Pueblo community put into making this building a reality. On top of that the Center hosted several unique events that played an important role in our success for the 2022 calendar year. One of the year's most exciting events was the USA Boxing International Invitational, which brought over 100 Olympic-caliber amateur boxers to Pueblo from China, Germany, Puerto Rico, Azerbaijan, the Philippines, and Team USA athletes from across the country. Visit Pueblo, the PBR Sport Performance Center, Ybarra's Boxing Club, and the Pueblo Convention Center worked together to attract the event to Pueblo and hope to develop Pueblo as a premier destination for combat sports in the future. Furthermore, Illuminate Colorado's Strengthening Colorado Families and Communities Conference, brought over 500 people to the Pueblo Community in September and the Phantom Darts Rumble in the Rockies competition saw top dart throwers from around the region descend on Pueblo to compete in the inaugural event.

Year after year the Pueblo Urban Renewal Authority continues to support the success of the Pueblo Convention Center. Between 2021 and 2022 PURA invested \$655,000 into our operating and infrastructure equipment. We also collaborated with them to install Tesla Superchargers this past year, in addition to completing The Walk of Legends as a part of the Regional Tourism Project. This established partnership has played an important role in our growth and revenue in 2022 and will boast upgrades to the facility in 2023.

In closing, this past year laid the foundation for future growth. The Pueblo Convention Center will wield the momentum hard fought in 2022 to advance in 2023.

Sincerely,

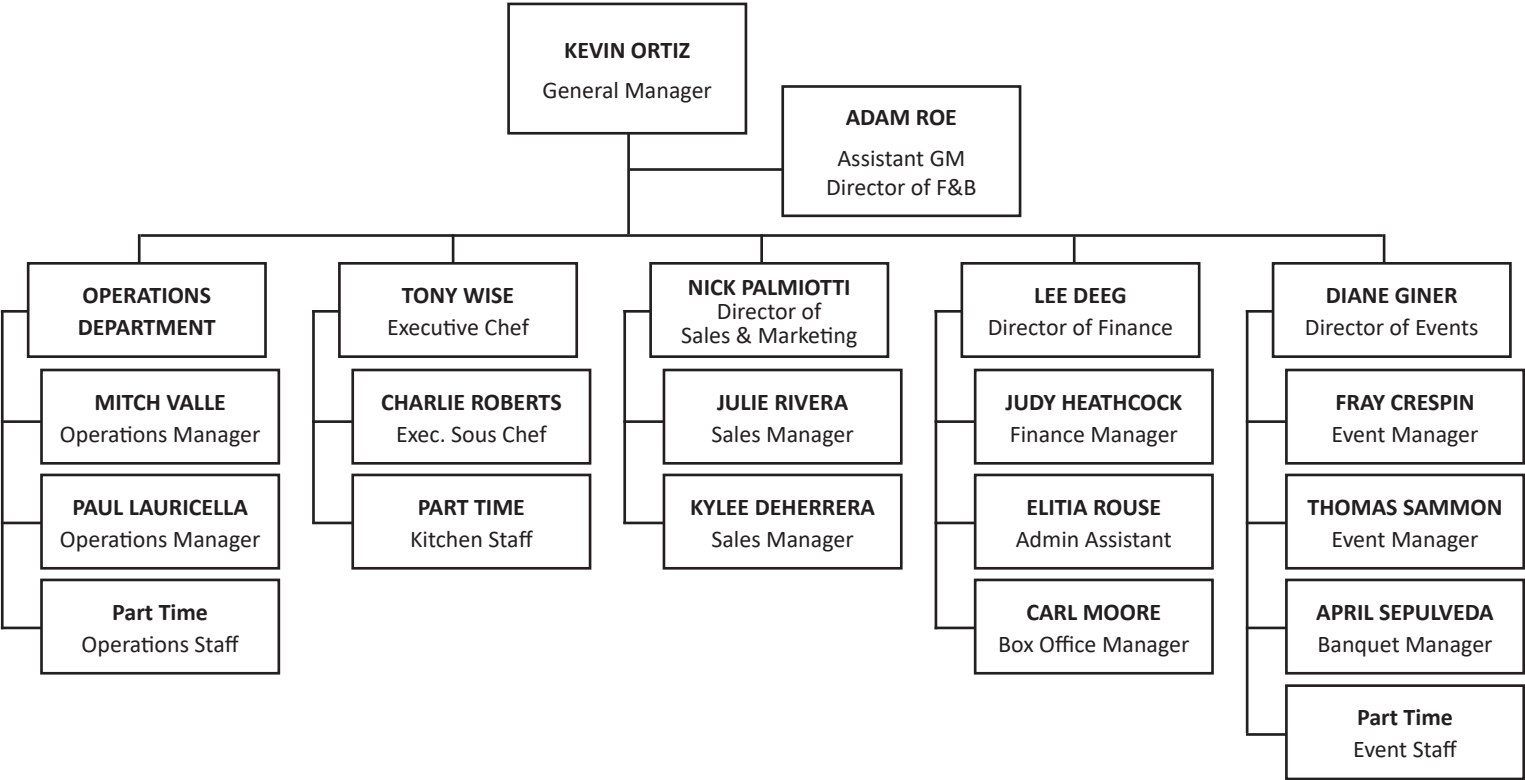


Kevin Ortiz  
General Manager





# ORGANIZATIONAL STRUCTURE



## VENUE AT A GLANCE

The Pueblo Convention Center features 47,000 square feet of event space consisting of upgraded ballrooms, inviting meeting rooms, versatile pre-function space, upgraded facilities throughout, and a 17,500 sq. ft. Exhibit Hall.

### BUILDING SPECIFICATIONS

- Ballroom - 16,200 square feet
- Exhibit Hall - 17,500 square feet
- Meeting/Breakout Space - 3,000 square feet
- Reception Space - 5,000 square feet
- Pre-function Space - 5,000 square feet

The Pueblo Convention Center's Exhibit Hall (opened in summer 2019) has proven to be a valuable asset to the community. We have hosted a variety of unique events, such as MMA fights, sporting events, trade shows, consumer shows, and other special events.



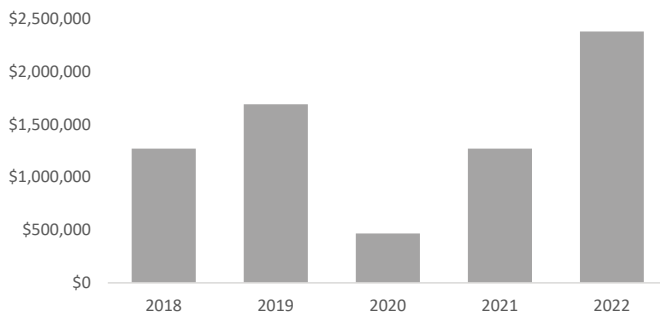


## FINANCIAL RESULTS

	<u>ACTUAL</u>	<u>ORIG BUDGET</u>	<u>Variance</u>
<b>NO OF EVENTS</b>	<b>273</b>	<b>291</b>	<b>(18)</b>
<b>ATTENDANCE</b>	<b>46,805</b>	<b>31,795</b>	<b>15,010</b>
<b>DIRECT EVENT INCOME</b>	<b>\$ 143,356</b>	<b>\$ 178,338</b>	<b>\$ (34,982)</b>
<b>ANCILLARY INCOME</b>	<b>\$ 1,217,371</b>	<b>\$ 891,659</b>	<b>\$ 325,712</b>
<b>TOTAL EVENT INCOME</b>	<b>\$ 1,360,727</b>	<b>\$ 1,069,997</b>	<b>\$ 290,730</b>
<b>MISCELLANEOUS INCOME</b>	<b>\$ 29,195</b>	<b>\$ 7,752</b>	<b>\$ 21,443</b>
<b>ADVERTISING&amp;OTHER RENTAL INC</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>TOTAL OTHER INCOME</b>	<b>\$ 29,195</b>	<b>\$ 7,752</b>	<b>\$ 21,443</b>
<b>TOTAL NET OPERATING INCOME</b>	<b>\$ 1,389,922</b>	<b>\$ 1,077,749</b>	<b>\$ 312,173</b>
<b>INDIRECT EXPENSES</b>	<b>\$ 2,053,897</b>	<b>\$ 1,881,372</b>	<b>\$ (172,525)</b>
<b>OPERATING NET INCOME (LOSS)</b>	<b>\$ (663,975)</b>	<b>\$ (803,623)</b>	<b>\$ 139,648</b>

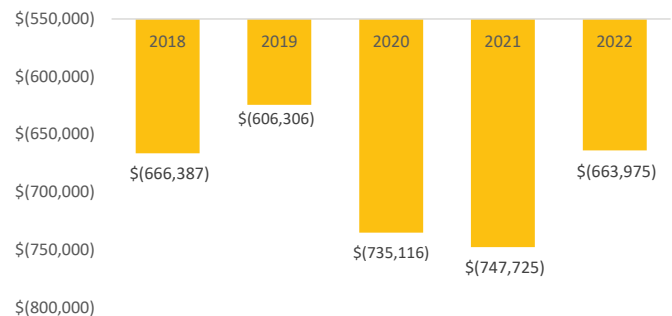
### GROSS REVENUE

We are proud to report that the Pueblo Convention Center EXCEEDED its gross revenue budget by \$746,499, reporting \$2,380,378 gross revenue vs. a budget of \$1,633,879.

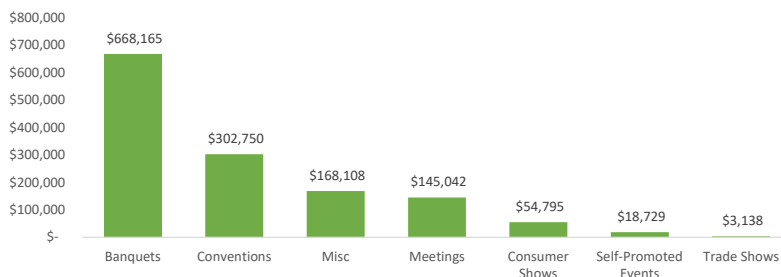


### NET INCOME

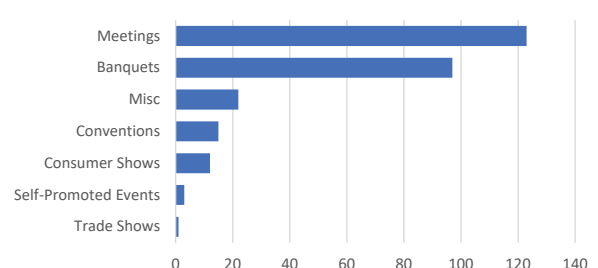
We are proud to report that the Pueblo Convention Center EXCEEDED its net income budget by \$139,648, reporting an operating loss of (\$663,975) vs. a budget of (\$803,623).



### INCOME BY EVENT TYPE



### NUMBER OF EVENTS BY EVENT TYPE



## EVENT HIGHLIGHTS

### Celebrating 25 Years with the Pueblo Convention Center

The Pueblo Convention Center opened its doors on June 13, 1997, marking an important milestone for the Pueblo community. With the backing of Pueblo leaders and citizens, this important Southern Colorado city began to establish itself as a legitimate destination for business and entertainment along the Colorado Front Range. Excluding the results from 2022, it is estimated that the PCC has directly and indirectly driven more than \$340 million of economic activity, served nearly 1 million people, and generated over 100,000 hotel room nights over its 25-year history.



### Exhibit Hall Expansion Showing Its Potential

The Pueblo Convention Center expansion project was completed in 2019 and was supported by Pueblo's taxpayers in hopes that the new 17,500 square foot exhibit hall would attract larger and new types of events to the Pueblo area. The exhibit hall hosted 40 events in 2022 and contributed all or in part to approximately 20% of the PCC's overall revenue.

"2022 was the first year where we could finally start to realize the exhibit hall's full potential," said Ortiz. "Not only does the additional space allow us to book more events on the same day, but it allows us to book larger events that wouldn't have otherwise been able to come to Pueblo."



### USA Boxing Comes to Pueblo!

One of the year's most exciting events was the USA Boxing International Invitational, which brought over 100 Olympic-caliber amateur boxers to Pueblo from China, Germany, Puerto Rico, Azerbaijan, the Philippines, and Team USA athletes from across the country. Visit Pueblo, the PBR Sport Performance Center, Ybarra's Boxing Club, and the Pueblo Convention Center worked together to attract the event to Pueblo and hope to develop Pueblo as a premier destination for combat sports in the future. Furthermore, Illuminate Colorado's Strengthening Colorado Families and Communities Conference, brought over 500 people to the Pueblo Community in September and the Phantom Darts Rumble in the Rockies competition saw top dart throwers from around the region descend on Pueblo to compete in the inaugural event.





## EVENT MILESTONES AND CUSTOMER COMMENTS

### NOTABLE EVENT MILESTONES

HOSTED  
**273 TOTAL EVENTS**

*Returning to pre-pandemic levels!*

**46,805**  
TOTAL ATTENDANCE

*Beating budget by 15,010!*

HOSTED A TOTAL OF  
**15 CONVENTIONS**

*Which exceeded the original budget projection!*

GENERATED MORE THAN  
**3,656 HOTEL ROOMS**

*Which exceeded budget projection and returned to pre-pandemic levels.*

BOOKED OVER  
**\$1.3 MILLION**  
IN THE YEAR, FOR THE YEAR

*Our best year on record.*

*“What a wonderful evening for our big event. Our experience overall was excellent. The food was great, staff were available, friendly, and professional.”*

### CUSTOMER RATINGS

Did your meeting room/ banquet space meet your needs?

**4.8**  
OUT OF 5



How likely are you to recommend the PCC to a friend?

**4.62**  
OUT OF 5



What was your overall impression of our staff?

**4.86**  
OUT OF 5



Was the F&B service staff courteous & professional?

**4.89**  
OUT OF 5



## FUTURE OUTLOOK

2022 marked an exciting return to pre-pandemic event levels and the most successful year for the Pueblo Convention Center in its 25-year history!

Looking ahead, we expect to face continued headwinds from on expenses in the short-to-medium term. Inflationary pressure in the labor market, energy prices, and food costs continue to compress margins on all of our events. We do not see a clear end in sight, but we continue to work diligently on maximizing value for our business as well as our customers.

Coming off of the highest-grossing year on record, we're happy to report that bookings for 2023 are strong! Recent and ongoing major capital projects have given us expanded capacity and more opportunity to increase our total event revenue. Current demand for event bookings throughout the year is strong, and provided there are no major economic challenges, all indications point to a positive outlook from a gross revenue standpoint.

As we are every year, we remain focused on our primary objectives: increasing the City's lodging and sales tax revenue, leveraging available space to host unique events, and growing our existing business by maximizing the profitability of every event day. While we will certainly face some headwinds related to rising costs and economic challenges, demand for event bookings is strong, and the future for the Pueblo Convention Center is bright!

