



May 3, 2019 FFNF Highlights

Lancaster County Convention Center and Marriott Expansion

Presenters:

Kevin R. Molloy, Executive Director, Lancaster County Convention Center Authority
**Josh Nowak, Director of Marketing & Sales, Lancaster County Convention Center and Lancaster
Marriott at Penn Square**

- Attendance to events is measured specifically in Freedom Hall, the largest space in the Lancaster County Convention Center (LCCC) at 46,000 square feet.

- Metrics for Freedom Hall from 2018 were as follows:

- 69 Freedom Hall Events
- 205 event days
- More than 201,000 in attendance
- 18 new events (26% of business is new)
- 20 events – overflow (outside HQ)
- 13 events – overflow (multiple hotels)



- Many of the events at the LCCC are able to grow their event and come back to Lancaster on a regular basis.
- In the first quarter of 2019, the LCCC hosted 20 events in Freedom Hall. These events cover a wide variety of interests including: the PA Fly Fishing Show, Zenkaikon (a Japanese anime cosplay conference), American Quilters Society, and the Eastern Winery Exposition.

- The number of Priority 1 and Priority 2 events hosted at the LCCC has increased from two events in 2009 to 16 events in 2018. Projections for the next three years show an increase in the number of Priority events. In 2020, there is projected to be 22 events at the LCCC.
- On December 18, 2018, HVS completed an Economic Impact Study for the LCCC using LCCC event demand, LCCC user surveys, STR Global data, IMPLAN data, City of Lancaster data, and other third-party sources.
- Overnight and day-trip visitation has grown steadily since 2014. While overnight visitation is smaller than day-trip visitation, it has a much larger impact per visitor. On average an overnight visitor spends \$160.36 per day while someone not staying overnight (day tripper) will spend an average of \$21.71.
- Potential growth of event attendees staying overnight is possible with the addition of new convention quality hotel rooms that are walkable from the LCCC. The two hotels that fall into this category are the Lancaster Marriott at Penn Square and the Holiday Inn Lancaster.
- A survey conducted of attendees from three events in 2018 produced 649 unique responses. 63% stayed overnight and 37% were day-trip visitors. Of those staying multiple days, 34% stayed two days, 23% stayed three days, 26% stayed four days, and 9% stayed five days. The size of the party also varied greatly. Of note, 31% of the parties had one person, 42% of the parties had two people, 13% of the parties had three people, 7% of the parties had four people, 3% of the parties had five people, and 4% of the parties had six or more people.
- The HVS survey showed that in 2017 the LCCC had a \$34,600,000 economic impact to the City of Lancaster, (Total impact excluding the any visitation from residents of the City of Lancaster Pennsylvania), a \$26,900,000 economic impact to Lancaster County (Total impact excluding the any visitation from residents of Lancaster County Pennsylvania), and a \$20,500,000 economic impact on the State of Pennsylvania (Total impact excluding the any visitation from residents of the Commonwealth of Pennsylvania).
- As part of this survey, 200 businesses were surveyed. 41% respondents indicated that during the week of an event at LCCC event their business increased by 0-5%, 31% said their business increased by 5-10%, 6% said their business increased by 10-15%, 6% said their business increased by 15-20%, 12% said their business increased by 20-25%, and 4% said their business increased by more than 25%. Roughly 60% of businesses report that the LCCC causes significant increase of business (greater than a 5% increase).

- The survey also showed that 54% of businesses reported a significant positive impact on their business from LCCC. When asked “Would you have opened your business without the LCCC?” 16% of businesses indicated they may not have existed if it were not for the LCCC.
- In 2005, the LCCC made six commitments to the Lancaster County Community. The commitments and the progress made toward honoring them are below:
 - **Increased tourism:** In 2005 LCCC projected annual attendance to be between 104,000 and 132,500. In 2018, there was an attendance of more than 201,000.
 - **Financing Plan Adherence:** With assistance from the Lancaster Board of Commissioners and Discover Lancaster, the LCCCA and Bank agreed to a new 5 year bond term.
 - **Enhanced Marketing:** In 2005 the proposal was to have Discover Lancaster to work actively to attract conventions. In 2019, the Marketing Consortium has a budget of \$518,000 and is quite effective.
 - **Economic Impact:** In 2000, it was estimated that the total LCCC Annual Economic Impact to the County would be between \$11,000,000 and \$16,300,000 (this is approximately \$23,765,000 in 2017 dollars). In 2017 LCC had an Annual Economic Impact to the County of \$26,900,000. This economic impact only includes "Net New Demand" for events held in Freedom Hall and excludes any Net New Demand that only utilized meeting and ballrooms.
 - **Job Creation:** In 2005 it was forecasted that the LCCC would hire 27 managerial positions and 200-300 support positions. In 2018, the LCCC had hired 32 managerial positions and 225 support positions.
 - **Area Revitalization:** In 2005 the LCCC committed to rejuvenate the City’s focal point (Penn Square); restore Watt & Shand & Montgomery House landmarks; honor Thaddeus Stevens’ legacy; provide a catalyst for restaurant, entertainment, retail, hotel, transportation, and parking growth; and make Downtown Lancaster a better place to live, work, and play. In 2018, there were 150 net new businesses to downtown Lancaster and the Watt & Shand & Montgomery House landmarks have been renovated and have become vital elements in Lancaster.
- The new 175 foot tall Marriot East Tower will open in June 2019. The new tower will feature a new “M Club” (a full-service concierge club), 110 rooms, a rooftop restaurant, and the Plow Restaurant and Bar located on the first floor. The entire Marriott hotel will now have 416 guest rooms.
- Over a seven year period (2015-2022) the CRIZ Authority will invest \$5,000,000 into the Convention Center to refresh the building including the installation of new carpeting, new furniture, and new lighting.