

BETWEEN EVENTS

SCOOP FROM THE TOP

Last year turned out to be a year of records for the new Washington Convention and Sports Authority, and as always, we owe our success in 2010 to you — our customers and stakeholders.

Even before the busy convention season got underway last spring, the Walter E. Washington Convention Center opened its doors to hundreds of thousands of people attending some of our marquee public shows and events, including the Washington Auto Show and the NBC4 Health and Fitness Expo, the largest free consumer health event in the United States. The Capitol Hill Classic Volleyball Tournament continues to set attendance records, growing over the last five years to now include 20,000 attendees over the President's Day weekend.

In the following months, we welcomed cancer researchers, orthodontists, librarians, critical-care nurses and pharmacists, not to mention the Nuclear Security Summit, the largest gathering of world leaders since the 1945 United Nations organizing conference. A number of our customers had higher-than-projected attendance, including Microsoft, which brought its Worldwide Partner Conference to Washington for the first time last July. Later in the year, geneticists, surgeons, urban planners and the men and women of the United States Army filled our halls.

After our merger with the DC Sports and Entertainment Commission in October 2009, we forged new partnerships in the area of sporting and special events. Our signature sponsored programs, including the Nation's Triathlon, the National Cherry Blossom Festival and the Capital Criterium bicycle race, created economic benefits for the city in furtherance of our expanded mission.

We also broke ground on the long-awaited 1,175-room Washington Marriott Marquis, a four-star property that will serve as the headquarters hotel for the Convention Center. With construction getting underway in November, we expect the hotel will be open in spring 2014.

The year came to end with a record-setting crowd of more than 38,000 fans at the Military Bowl presented by Northrop Grumman, the Authority's post-season college football bowl game at historic Robert F. Kennedy Memorial Stadium. RFK Stadium is also home turf for the DC United soccer team, which made global headlines in May with a 3–2 victory over Italian powerhouse A.C. Milan before a crowd of more than 30,000 fans.

On behalf of our Board of Directors and staff, thank you for your continued support in 2010. We look forward working with you on memorable meetings and exciting events in 2011 and beyond.



Greg O'Dell
President and Chief Executive Officer



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WASHINGTON MARRIOTT MARQUIS CONVENTION CENTER HOTEL IS UNDERWAY

The Washington Convention Center Authority, Marriott International, and Destination DC break ground on the construction of monumental convention center hotel.

Wednesday, November 10, 2010 marked the official groundbreaking for the highly anticipated Washington Marriott Marquis hotel. The groundbreaking event featured not only the ceremony, but was amplified with the VIP breakfast for dignitaries and customers, as well as the post-ceremony reception sponsored by Centerplate/NBSE. The ceremony featured remarks from Mayor Adrian M. Fenty, Mayor-elect Vincent C. Gray, Chairman-elect Kwame Brown, our president and CEO Greg O'Dell, J.W. Marriott, president and CEO of Destination DC Elliott Ferguson, WCSA Board Chairman Beverly L. Perry, Councilmember Jack Evans, WCSA Board

Member James Abdo, Quadrangle Development Corporation's president Robert Gladstone, Capstone Development Corporation's president Norman Jenkins, and our customer General Gordon R. Sullivan. The reception was highlighted with special musical entertainment by the Lively Stones band.

The 1,175-room, 46-suite Washington Marriott Marquis is designed to reflect its surroundings and compliment the Convention Center

The Washington Marriott Marquis Hotel will be adjacent to the Convention Center spanning between 9th and 10th Streets and L Street and Massachusetts Avenue. Built onto the historic Federation of Labor building with its design reflecting the characteristics of the community, the hotel architecture will feature an elaborate glass and masonry exterior that replicates



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the current convention center design. The Marriott Marquis will have 1,175 rooms, with more than 100,000 square-feet of function space. It will lay 94 feet below ground and span nearly 14 stories above. Meeting and event facilities will include a 30,000 square-foot grand ballroom, over 53,000 square feet of meeting rooms, both indoor and rooftop terraces, and more! Moreover, with WCSA continuing its green initiatives, this development is projected to be the largest hotel in the country to earn a silver LEED (Leadership in Energy and Environmental Design) certification.

The hotel is slated to open in spring 2014.

WHAT A DIFFERENCE A DAY MAKES

The Convention Center sales department is always looking for innovative and creative ways to generate new business opportunities. Since we have been in the business of small meetings for the past two years, we decided it was time to create a package that was unique and exclusive in the economically challenged and competitive meetings industry.

An outstanding campaign was designed titled, "What A Difference A Day Makes." The intention was to promote our One-Day/Small Meetings initiative by utilizing direct mail and interactive initiatives. The direct mail piece included a CD from the artist Dinah Washington singing her legendary hit, "What A Difference A Day Makes." We enhanced the campaign with interactive media targeting online sites that are frequently visited by our target customers. The key incentive was to reach two customer bases: third party planners and nonprofit organizations.

We knew our clients would like the sound of this. For the first time in Convention Center history, we offered a 10% commission to third-party planners and a 15% discount to nonprofit organizations who booked a meeting before September 30, 2010. The buzz took off in the industry and since the program was so successful, we extended the offer until April 15, 2011.

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Besides focusing on what a difference a deal makes, we emphasized these additional benefits:

What A Difference A Space Makes

With our retrofit project completed, WCSA now offers 77 meeting rooms, 365 days per year for events beginning as small as 20 people.

What A Difference Our Staff Makes

Each meeting has their own event manager assigned for flawless execution with space, food/beverage, technology, electrical and audio-visual requirements.

What A Difference A Location Makes

Located in downtown Washington, DC, the Yellow/Green Line Metro stops next to the building along with over 3,000 parking spaces in a three-block radius.

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SPORTS AND ENTERTAINMENT NEWS

The Sports & Entertainment scene was hopping with plenty of action. The Walter E. Washington Convention Center rocked the red on October 2 as host to the popular Capitals Convention, a day-long interactive and informational celebration of the Washington Capitals. Among the many highlights of the day was the unveiling of the 2011 Winter Classic jersey and appearances by the entire roster of current Caps players and prominent alumni. Fans had the opportunity to get

The EagleBank Bowl was renamed the Military Bowl presented by Northrop Grumman, benefiting the USO, expanding on the bowl's mission to support our men and women in armed services.

autographs and photos, participate in skills clinics and attend panel discussions with hockey notables. The Stadium-Armory campus saw new beginnings and farewells as the DC Roller girls opened their fifth season at the DC Armory on October 2 and D.C. United closed out their 2010 season at RFK Stadium October 23. At the final game, United bid farewell to Jaime Moreno, an RFK Stadium legend who has played with United

DC Roller girls kicked off their fifth season with a rip-roaring crowd and the same hard-hitting roller derby action fans around the District have grown to love.

since the team's inception in 1996. The first 10,000 fans to arrive at the stadium received a commemorative Jaime Moreno poster courtesy of the WCSA. At the Armory, the DC Roller girls kicked off their fifth season with a rip-roaring crowd and the same hard-hitting roller derby action fans around the District have grown to love. Their season continues with monthly bouts through May 2011.

Most notable this fall was the rebranding of D.C.'s college football bowl game with a new title sponsor and charitable partner. On October 26, the EagleBank Bowl was renamed the Military Bowl presented by Northrop Grumman, benefiting the USO, expanding on the bowl's mission to support our men and women in armed services. On December 29, RFK Stadium hosted more than 38,000 fans, the highest attendance in the bowl's three-year history. The Maryland Terrapins defeated the East Carolina Pirates, 51-20, in Ralph Friedgen's final game as Maryland's head coach.

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Other Bowl Week activities included the Official Teams Luncheon hosted by NBC4's Lindsay Czarniak, the "Battle of the Bands" on Freedom Plaza, the popular Official Tailgate Party and "The After Party," both at the DC Armory.

TELL US WHAT YOU THINK

Share your thoughts about your experience with the Convention Center and earn the chance to win an Apple iPad. We are conducting iPad drawings four times a year, selecting one winner each from our customers, exhibitors and attendees who submitted a survey during the previous quarter. Feedback about our service is important to our organization, and with updated versions of our surveys available in print or online, we have made the process even easier to complete (we have also made the printed version a business reply piece, so exhibitors and attendees can fill out at their leisure and drop in the mail). "Superior service is at the core of our organizational values," said Gregory A. O'Dell, President and CEO of the Authority.

We have already conducted one drawing from our set of exhibitor surveys collected this winter. The lucky winner was Melissa Ingraham with Teleflex Medical, an exhibitor during the American Association of Critical Care Nurses' meeting.

Share your thoughts about your experience with the Convention Center and earn the chance to win an Apple iPad.

When we spoke to Ingraham, she had positive things to say about her experience at the show, the building and the destination overall. "I get tons of surveys everywhere I go," she said, "but the possibility of winning an iPad was too much to pass up."

Stayed tuned as we develop new ways to share information with you, our customer, and continue to elevate the exhibitor and attendee experience at the Walter E. Washington Convention Center.