


**RIVERSIDE**  
A NEW 'SIDE OF CLASSIC CALIFORNIA



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**RAINCROSS**  
HOSPITALITY CORPORATION


**RIVERSIDE CONVENTION CENTER**  
*Building Operations and Food & Beverage Operations*

**RIVERSIDE CONVENTION & VISITORS BUREAU**  
*Sales and Marketing*

**RIVERSIDE SPORTS COMMISSION**  
*Sports Group Management, Sales and Marketing*



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## RIVERSIDE CONVENTION CENTER


### *By the Numbers - Fiscal Year 2015-16*

#### CONVENTION CENTER ACTIVITIES

Number of Events:	314
Number of Attendees:	166,599
Number of Meals Served:	114,340
Client Satisfaction:	94.7%
Clients Likely to Return:	98.4%
Total Revenue:	\$5,918,801
Net Operating Income:	\$489,695 *
Net Operating Income %:	8.27%

\* Including Riverside Convention Center net operating income, convention center parking revenue collected by the city, and sales tax that flows to the City of Riverside from convention center events, the revenue to the City from the convention center's operation is \$615,338

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## RIVERSIDE CONVENTION CENTER


### *By the Numbers - Fiscal Year 2015-16*

#### EMPLOYMENT & LOCAL IMPACT

- 29 Full Time & 74 Part Time = 103 Total Associates
- 53.4% or 55 Associates reside in the City of Riverside
- Payroll - Associates who live and work in Riverside: \$1,106,550
- Riverside vendor expenditures: \$1,043,076




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### RIVERSIDE CONVENTION CENTER Year-over-Year Positive Growth

	# of Events	Attendance	Meals Served	Revenue	Net Operating Income	NOI %
<b>FY2015-16</b>	314	166,599	114,340	\$5,918,801	\$489,695	8.27%
<b>FY2014-15</b>	334	151,507	98,000	\$5,128,056	\$473,976	9.24%
<b>Variance</b>	-20	15,092	16,340	\$ 790,745	\$ 15,719	-0.97%
<b>% Variance</b>	-5.99%	9.96%	16.67%	15.42%	3.32%	

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### RIVERSIDE CONVENTION CENTER Strong Economic Impact

	Convention Center Economic Impact
<b>FY 2015-2016</b>	\$10,528,797 <sub>1</sub>
<b>FY 2014-2015</b>	\$9,109,881 <sub>1</sub>
<b>Variance</b>	\$1,418,916
<b>% Variance</b>	15.58%

Economic Impact Calculation Formula includes:

- Convention Center Revenue
- City share of net parking income
- Hotel Revenue: City-wide groups utilizing Center
- Transient Occupancy Tax (City-wide Groups)
- City of Riverside retained sales tax
- Center vendor spend in Riverside
- City of Riverside Resident employee wages

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## HOTEL PARTNER IMPACT


### City-wide Conventions

	Hotel Revenue	Consumed Hotel Room Nights	Hotel Average Daily Rate (ADR)
<b>FY 2015- 2016</b>	<b>\$2,083,079</b>	<b>17,197</b>	<b>\$121.13</b>
<b>FY 2014-2015</b>	<b>\$1,558,158</b>	<b>13,987</b>	<b>\$111.41</b>
<b>Variance</b>	<b>\$524,921</b>	<b>3,210</b>	<b>\$9.73</b>
<b>% Variance</b>	<b>33.69%</b>	<b>22.95%</b>	<b>8.73%</b>





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## RIVERSIDE CONVENTION & VISITORS BUREAU



### Positive Growth




	Booked Room Nights <sup>2</sup>	Consumed Room Nights <sub>2</sub>	Average Daily Rate (ADR)	Room Revenue	Attrition %
<b>FY 2015-2016</b>	<b>23,012</b>	<b>21,178</b>	<b>\$118.76</b>	<b>\$2,515,029</b>	<b>7.97%</b>
<b>FY 2014-2015</b>	<b>19,542</b>	<b>17,491</b>	<b>\$111.56</b>	<b>\$1,951,262</b>	<b>10.50%</b>
<b>Variance</b>	<b>3,470</b>	<b>3,687</b>	<b>\$7.20</b>	<b>\$563,767.00</b>	<b>-2.53%</b>
<b>% Variance</b>	<b>15.08%</b>	<b>17.41%</b>	<b>6.06%</b>	<b>22.42%</b>	

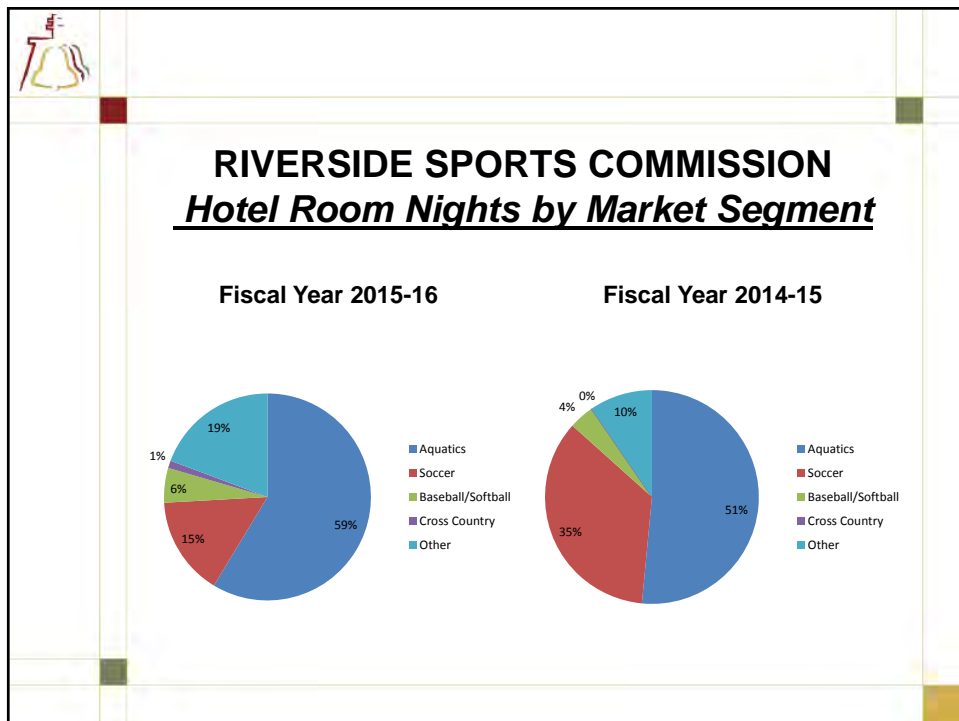
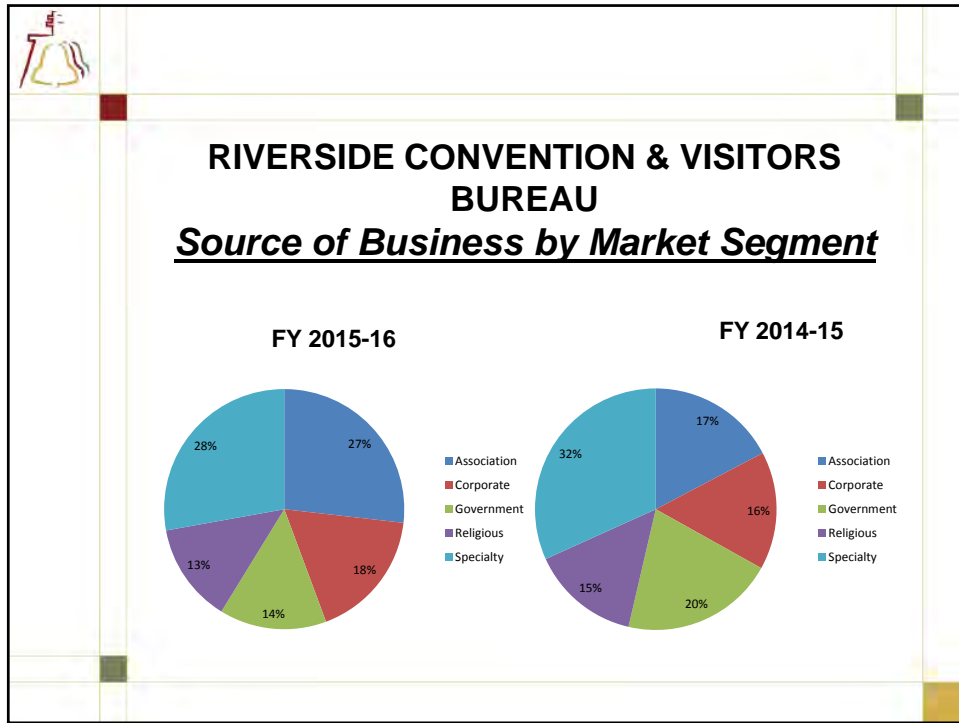
<sup>2</sup> Booked Room Nights and Consumed Room Nights include City-wide events and hotel-only events




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 <h2 style="text-align: center;">RIVERSIDE SPORTS COMMISSION</h2>					
	Booked Room Nights <sub>2</sub>	Consumed Room Nights <sub>2</sub>	Average Daily Rate (ADR)	Room Revenue	Attrition %
FY 2015-2016	7,487	5,843	\$ 111.92	\$653,926	21.96%
FY 2014-2015	8,830	6,841	\$107.27	\$733,846	22.53%
Variance	(1,343)	(998)	\$4.64	\$ (79,920.00)	-0.57%
% Variance	-17.94%	-17.08%	4.15%	-12.22%	
<p><i>2 Booked room nights and consumed room nights include City-wide events and hotel-only events</i></p> 					
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 <h2 style="text-align: center;">RIVERSIDE CVB AND SPORTS COMMISSION</h2> <h3 style="text-align: center;"><u><i>Positive Growth</i></u></h3>					
	Booked Room Nights	Consumed Room Nights	Average Daily Rate (ADR)	Room Revenue	Attrition %
FY 2015-2016	30,499	27,021	\$117.28	\$ 3,168,956	11.40%
FY 2014-2015	28,372	24,332	\$110.35	\$2,685,109	14.24%
Variance	2,127	2,689	6.92	\$483,847.00	-2.84%
% Variance	6.97%	9.95%	5.90%	15.27%	
 					
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**RIVERSIDE CONVENTION CENTER**  
***Quarter-over-Quarter Positive Growth***  
***First Quarter 2016-17***

	# of Events	Attendance	Meals Served	Revenue	Net Operating Income	NOI %
Q1 FY 2016-17	57	30,623	29,249	\$1,306,110	\$79,059	6.05%
Q1 FY 2015-16	52	36,264	23,373	\$963,034	\$(83,265)	-8.70%
Variance	5	(5,641)	5,876	\$343,076	\$162,324	14.75%
% Variance	9.62%	-15.56%	25.14%	35.62%	194.95%	14.75%

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**RIVERSIDE CVB AND SPORTS COMMISSION**  
***Quarter-over-Quarter Positive Growth***  
***First Quarter 2016-17***

	Booked Room Nights	Consumed Room Nights	Average Daily Rate (ADR)	Room Revenue	Attrition %
Q1 FY 2016-17	6,169	5,851	\$153.45	\$897,862	5.15%
Q1 FY 2015-16	5,958	5,724	\$111.04	\$635,578	3.93%
Variance	211	127	\$42.42	\$262,284	1.23%
% Variance	3.42%	2.17%	27.64%	29.21%	

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## RAINCROSS HOSPITALITY CORPORATION

### *Future Challenges/Opportunities*

- California Minimum Wage – 5% increase Jan 2017 net increase of 50% through 2022
- FLSA (Fair Labor Standards Act) – Salaried personnel transitioning to hourly classifications
- Staffing Challenges – Given 30+% year over year growth
- Lack of Committable Hotel Room Supply
- Lack of Convention Center Space

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## RAINCROSS HOSPITALITY CORPORATION

### *Looking Forward*

**Website -** 

**Videos -** Convention Center  
Convention & Visitors Bureau  
Sports Commission

**Partnerships -**    

**Sustainability –**    

**Bring It Home! -** 

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**THANK YOU!**



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