

## PERFORMANCE MEASUREMENT PROGRAM INFORMATION

**Department:** Convention Center

### **Purpose Statement:**

The mission of the Orange County Convention Center is economic development. By hosting regional, national and international conventions, meetings and trade shows, the Center infuses the local economy with new money and expanding business opportunities.

The mission of our staff is to provide outstanding service to the clients and users of the Center, to stimulate their desire to return and to enhance the community's reputation for excellence.

### **Program Description:**

The Convention Center divisions work together as a cohesive team to book, coordinate and provide services to their many clients. Each division provides special skills to meet clients' needs. Thus, no one portion of the team can stand alone without jeopardizing the services provided to the client. The goal of the Center is to provide outstanding customer service to facilitate the client's desire to return to the Center, thus optimizing the economic impact to the local economy. The program goals listed below support our Strategic Planning Goals of:

- Promoting and selling the facility to increase the economic impact to the community.
- Enhancing productivity and quality of service, utilizing technology as applicable to operate efficiently and effectively.
- Improving transportation systems in the community so the Center can be successful in meeting its mission of bringing additional visitors and dollars into the community.
- Maintaining knowledgeable and customer-oriented staff to increase rebookings and maintain the Center's reputation as a premier facility.
- Maintaining long term capital and operational planning to ensure the Center's capability to meet existing and future commitments to our clients.
- Increasing the community's understanding of the Convention Center, its mission and impact.

### **Comments/Highlights:**

Please refer to the Performance Measurement section for an enhanced description of the county's Performance Based Measurement System (PBS). Under this system, each division keeps records to track the performance measures of their respective programs. Many of these measures have been developed or implemented within the last two years, or have been revised too recently for comparative measures to be available, or to quantify results at this time.