



ANNUAL REPORT

2023



MONTGOMERY
COUNTY
CONVENTION
FACILITIES
AUTHORITY

Progress | Hospitality | Growth

OUR YEAR IN REVIEW



Michael Stevens
MCCFA Chairperson




Pam Plageman
MCCFA Executive
Director/CEO

We are pleased to prepare this Annual Report on behalf of the Montgomery County Convention Facilities Authority (MCCFA)! The MCCFA is a local government organization formed in 2019 by the Montgomery County Board of Commissioners and the City of Dayton. It assumed ownership of the Dayton Convention Center in April 2021, and the MCCFA completed its first full year of operation in 2022.

The MCCFA is the overarching strategic owner of the Dayton Convention Center; responsible for investing in, building, and developing convention facilities. In addition, the MCCFA advocates for the continued success and growth of convention business within the Montgomery County communities. These primary areas of focus are directly linked to the MCCFA's investment in and support of services, resources, facilities, and community projects that enhance the use and improvement of the Dayton Convention Center.

The MCCFA is governed by an 11-member Board of Directors, appointed by Montgomery County, the City of Dayton, and the local Mayors and Managers Association. It is funded by a 3% hotel/motel occupancy lodging tax and receives the City of Dayton's 3% lodging tax collections. These revenues are used to renovate the DCC and fund operations. Since its inception, the Board, leadership, and key stakeholders have formed the foundation for a dynamic organization that has grown its way through the COVID pandemic and is well on its way to consistently offer preferred and emerging types of amenities that will spur economic growth.



The Dayton Convention Center celebrates its 50th Anniversary in 2023. On January 13, 1973, the grand opening of the convention center hosted "Dayton on Parade", a showcase of local and regional businesses. The original cost of the convention center was \$6.1 million and its original size was 77,325 square feet.

The center now boasts 150,000 square feet of meetings and event space.

Our Vision

The Dayton region will be the leading Midwest destination for conventions, meetings and events, known for thriving and vibrant convention facilities and accommodations that drive significant economic impact.

Our Mission

The Montgomery County Convention Facilities Authority owns, operates and manages the Dayton Convention Center facilities, and is responsible for the renovation, revitalization, growth, and expansion of the convention facilities by advocating for the Dayton region and supporting the growth of overnight stays and the region's economy.

PROGRESS | HOSPITALITY | GROWTH

Invest.
Advocate.
Communicate.



Restore and
revitalize the
heartbeat of our
hospitality
community

BOARD OF DIRECTORS

Michael Stevens, Chairperson,
and Mayor, City of Clayton

Belinda Kenley, Vice Chairperson, and
Vice President of Sales, Energy
Optimizers, USA

Amy Schrimpf, Secretary, and
Economic Development Manager,
City of Kettering

Walter Reynolds, Immediate Past
Chairperson, and Partner, Porter
Wright Law Firm

Jacquelyn Powell, President & CEO,
Dayton/Montgomery County
Convention & Visitors Bureau

C. LaShea Lofton, Deputy City
Manager, City of Dayton

Paul Gruner, Montgomery County
Engineer

Kevin Weckesser, President,
Brixey & Meyer, Accountants

Jeff Gore, Mayor, City of Huber
Heights

Tom Whelley, Partner, Dinsmore &
Shohl Law Firm

Michael Roediger, Director & CEO,
The Dayton Art Institute

EXECUTIVE TEAM

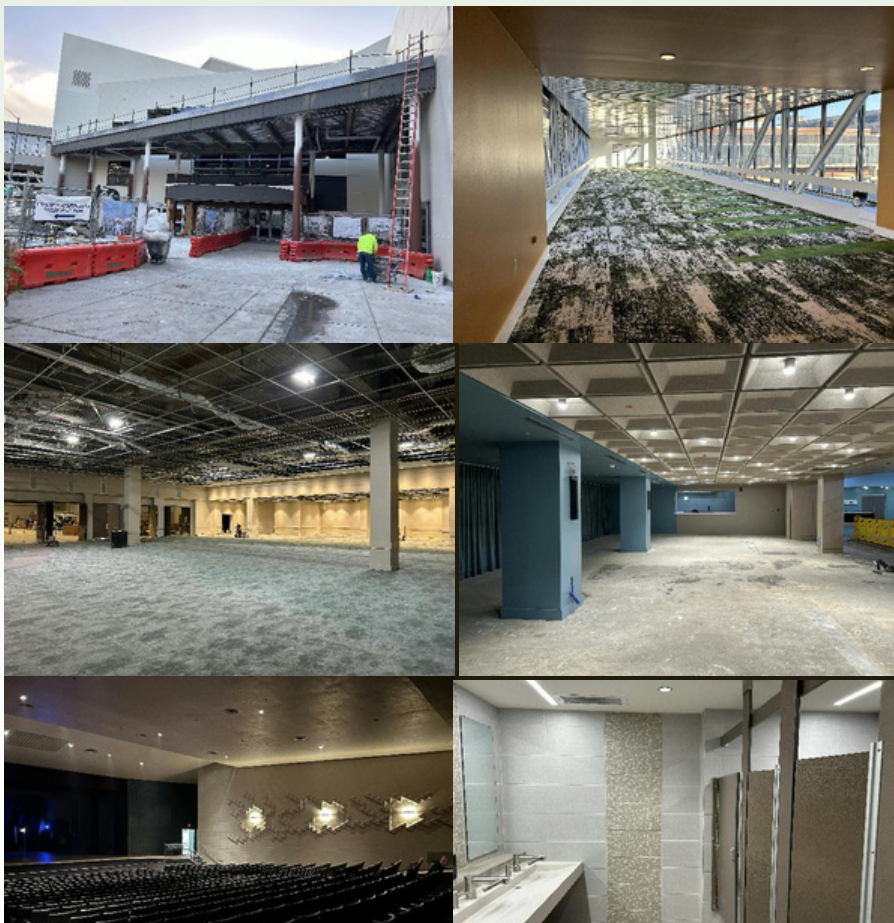
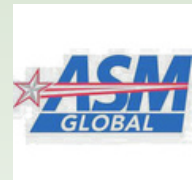
SEAN FRAUNFELTER
Fiscal Officer

PAM PLAGEMAN
Executive Director & CEO

TERI LEMMAN
Executive Assistant

TRANSFORMATION

In January 2022, the MCCFA received a commissioned feasibility study that provided market analysis on the current state of the DCC, the regional market, accommodations and desired future state with recommended improvements. This study served as the motivation for revitalizing the center. On August 16, 2022, the Dayton Convention Center kicked off a \$40 million renovation project that will serve as an integral part of the downtown economic revitalization. The premier event facility in the region will be updated to respond to evolving customer needs and demands. The DCC will serve as one of the main drivers for the downtown Dayton renaissance. In addition to hotel facilities, mixed-use facilities, residential inventory, restaurants and entertainment coming online, Dayton will now have the benefit of an innovative convention center to create a sense of place and enhance civic pride. Renovations are expected to be completed Q1-2025. **At the close of 2023, the project was 45% complete.**



- Refreshed exterior with timeless colors and welcoming exterior entry plaza
- Redesign of the 68,000-square-foot exhibit hall to include 18,000 square feet of flex space that will serve as a state-of-the-art ballroom
- A new outdoor terrace overlooking public green space for a city block
- Upgraded HVAC system, life-safety systems, escalators and elevators
- Renovated restrooms and transformed lobbies
- Enhanced LED lighting in all public spaces
- \$1.3 million telescopic seating system boasting more than 1,300 seats
- Modern carpeting, displays and new place settings

TRANSFORMATION JOURNEY

Since April 2021, the MCCFA has accomplished significant milestones to
Create A New Guest Journey.



Hired ASM Global, a professional venue management company

Commissioned market guidance study

Approved renovation Master Plan

Hired design team and construction partner

Held public launch event

Established funding

Finalized design

Conducted Value Engineering exercises

Renovations begin March 2023

#DestinationDaytonConventionCenter



PARTNERSHIPS & COMMUNITY IMPACT

The MCCFA values its partnership with downtown and regional partners.



Arcade Phase 2 Celebration



Ronald McDonald House
Miami Valley Meals

The MCCFA is engaged with its community.

Supporting local nonprofits and small business is a value embraced by the Board and leadership.



Big Brothers Big Sisters Holiday Giving

Back to School with Crayons to Classrooms!



I70/75 Development Association & Chamber Annual Meeting

STRATEGIC PLANNING



In 2023, the MCCFA engaged a dynamic panel of regional leaders to help it map the future of the Dayton Convention Center. The 2024-2028 Strategic Plan highlights six areas of focus:

1. Drive investment in the DaytonVibe convention and entertainment district.
2. Invest in the DaytonVibe Convention and Entertainment District's street-level vibrancy.
3. Connect the DaytonVibe Convention District to entertainment districts throughout the city.
4. Advance and advocate a multi-hotel development strategy.
5. Develop and execute a laser-focused parking strategy.
6. Provide sound fiscal leadership.



MCCFA 2024-2028 Strategic Plan Task Force

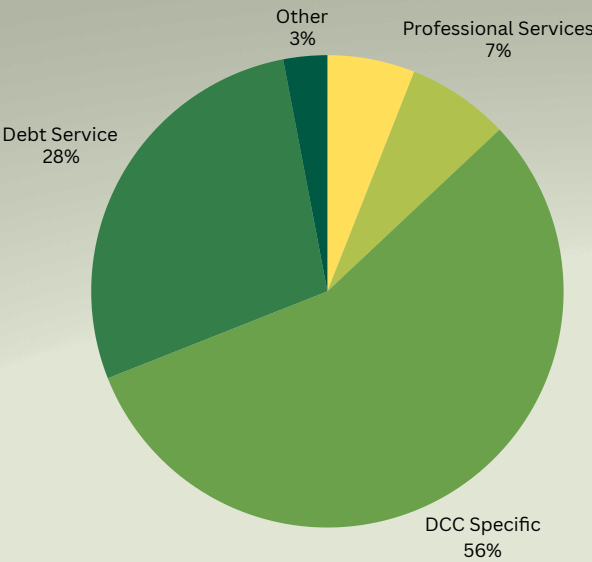
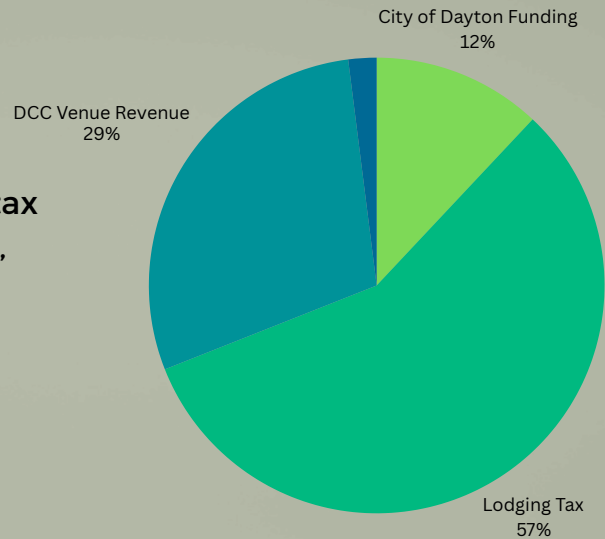
Kelli Donahoe, DCC/ASM General Manager
Vicki Giambrone, CBD Advisors
Paul Gruner, Montgomery County Engineer
Sandy Gudorf, President, Downtown Dayton Partnership
Dan Kane, President, CityWide Development Corp.
Chris Kershner, President, Dayton Area Chamber of Commerce
LaShea Lofton, Deputy City Manager, City of Dayton
Pam Plageman, Executive Director/CEO, MCCFA
Jacquie Powell, President/CEO, Convention & Visitors Bureau
Michael Roediger, President, Dayton Art Institute
Amy Schrimpf, Economic Development Manager, City of Kettering
Mike Stevens, Mayor, City of Clayton
Ryan Thorpe, Regional Operations Manager, ASM
Lisa Wagner, Executive Director, Levitt Pavilion

FINANCIALS

REVENUE

\$7,138,927

The MCCFA collects 3% lodging tax from Montgomery County hotels, receives the City of Dayton's 3% lodging tax, and receives event revenue.



EXPENSES

\$6,788,103

Includes debt service



FISCAL STEWARDSHIP

For the second year in a row, the MCCFA has been recognized by the Ohio Auditor of State for excellence in financial reporting.



MCCFA FINANCE COMMITTEE

LaShea Lofton, Chairperson
Tom Whelley, MCCFA Board of Directors
Walter Reynolds, MCCFA Board of Directors
Pam Plageman, MCCFA Executive Director/CEO
Sean Fraunfelter, MCCFA Fiscal Officer