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2009 Annual Report
Washington Convention Center Authority





BIG THINGS HAPPEN HERE

Since it first became the nation's capital in 1790, big things have happened in Washington, DC. And since the Walter E. Washington Convention Center opened its doors in 2003, big things have happened here.

2009 has been a particularly big year for the Walter E. Washington Convention Center. Centrally located in the city's historic Shaw neighborhood, the Center started off the year with a bang by hosting six simultaneous Presidential Inaugural Balls in January, becoming the only building in the world to do so. The guest of honor, President Barack Obama, returned to the Center four more times throughout the year, the most visits of any sitting president.

As President Obama has said in remarks throughout the year, hospitality and travel are important industries in our country. During 2009, the Center has enhanced its amenities to make the

Center *the* destination for meetings and events of all sizes. Planning those events got easier this year when we unveiled a cutting-edge interactive website, a first for a convention center.

The Center's flexible design made it possible for us to host over 16,000 people for the largest sit down dinner ever or organize a business meeting for fifty. Our flexibility also allowed us to assist in the construction of a massive 20,000 square foot exhibit inside our building for Cable Show '09.

Over the summer, we welcomed Master Chef Phillippe Chin to our Centerplate/NBSE culinary team; he has already

tweaked and improved our food service. As part of our comprehensive sustainability efforts, we also introduced a new green initiative, Alert to Divert. This education program has already helped show organizers and event attendees increase recycling rates.

As big as we are, though, we are still very much connected to the community in which we work and play. The fall brought a pop-up art display titled *Windows Into DC* to the Center's street-level storefronts and windows, and two local community holiday traditions, *Feast of Sharing* and *Winter Wonderland*, returned.

LET THE FESTIVITIES BEGIN: THE CONVENTION CENTER HOLDS SIX OFFICIAL INAUGURAL BALLS

The year began in a flurry of excitement as Walter E. Washington Convention Center staff prepared to host six official presidential inaugural balls — simultaneously.



Though the Center has hosted inaugural balls since Ronald Reagan's second inauguration in 1985, the staff was up for the challenge of hosting the new President and thousands of revelers in our world-class facility.

Successfully coordinating the Obama Home States, Biden Home States, Mid-Atlantic, Midwest, Western, and the first-ever Neighborhood Inaugural Balls required a massive coordination effort led by the Authority's teams, the Presidential Inaugural Committee, the United States Secret Service, various federal and local agencies, and the official event contractors.

Centerplate/NSBE, our catering company, required 1,800 labor hours to prepare the enormous menu for the evening. In fact, the menu was so extensive that 21 tractor trailers were brought in to house the supplies and products. The size of the wait staff and kitchen staff ballooned to include 250 bartenders, 150 cashiers, 100 servers, 100 cooks, 150 stewards and porters, and 45 managers.

After an intense month of planning, all 200 WCCA employees and 1,000 additional vendors and contractors were ready for the big night.

On the historic evening of January 20th, over 42,000 people, including President

Barack Obama, First Lady Michelle Obama, Vice President Joe Biden, and Dr. Jill Biden, celebrated along with an A-list roster of celebrities. Oprah Winfrey, Leonardo DiCaprio, Queen Latifah, Denzel Washington, Tom and Rita Hanks, Ron Howard, Tyra Banks and Jamie Foxx were in the crowd, turning the Center into Hollywood-on-the-Potomac.

A star-studded musical line-up including Stevie Wonder, Beyonce, Mariah Carey, Shakira, Alicia Keyes, Marc Anthony, Maroon 5, Mary J. Blige, Jay-Z, Faith Hill and the Motown Revue had everyone on their feet, dancing the night away.

"We were honored to showcase our facility on the world stage to celebrate the inauguration of President Barack



The Center was especially proud to host the first-ever Neighborhood Inaugural Ball that was broadcast live nationally on network television (ABC). The idea was proposed by President Obama in order to make the inaugural celebrations accessible to all Americans. Tickets were either free or affordable, with a large portion set aside exclusively for District of Columbia

"THIS IS AN INAUGURATION FOR ALL AMERICANS. I wanted to make sure that we had an event that would be open to our new neighborhood here in Washington, DC, and also neighborhoods across the country."

President-Elect Barack Obama prior to Inauguration Day

Obama," said Washington Convention Center Authority Chief Executive Officer and General Manager Gregory A. O'Dell. "Our team showed its commitment to hospitality and first-class service to make the festivities enjoyable for all of the guests."

residents. To make it even more inclusive, the ball had a unique interactive component that included webcasting and text messaging in order to link neighborhoods across the country with both the new president and the event.

PRESIDENT OBAMA RETURNS TO THE CENTER — FOUR MORE TIMES

The Presidential Inaugural Balls and the striking beauty of the Walter E. Washington Convention Center must have made quite an impression on President Obama, because he returned to the Center four more times during 2009.

On June 19th, President Obama kept the audience laughing with his remarks at the **65th Annual Radio & Television Correspondents Association Dinner**, which was held for the first time at the Center. The dinner included an awards ceremony honoring the best reporting in broadcasting.

“We are thrilled to be hosting this year’s dinner at the Walter E. Washington Convention Center, a new venue showcasing the dynamic growth of Washington, DC,” said RTCA 2009 chair Heather Dahl. “We saw the Convention Center as an opportunity to do something different with the dinner for the new White House administration and Congress, and in that change, gave the members of the Association a spectacular and unforgettable evening.”

The **Congressional Hispanic Caucus Institute’s Annual Awards Gala** drew more than 2,200 guests to the Center on September 16th. The gala is the premiere event of Hispanic Heritage Month, bringing together industry and community leaders to recognize the achievements of the Latino community and to develop the next generation of Latino leaders. President Obama first attended the gala as Candidate Obama in 2008, and the Caucus was thrilled to welcome him back as the first minority president of the United States and as a strong proponent of the Latino community.

The **Congressional Black Caucus** welcomed back President Obama and First Lady Michelle Obama at their **Annual Phoenix Awards Dinner** held at the Center on September 26th. In

2008, Candidate Obama was presented with the Caucus’ prestigious Phoenix Award, which recognizes the efforts and accomplishments of individuals who have made a significant contribution to society.

In his remarks to the 3,000 attendees, President Obama spoke about the tremendous progress of civil rights and liberties in the United States and the tasks that remain to close the racial divide. The Congressional Black Caucus Foundation, Inc. has worked tirelessly on these issues since 1976, seeking to increase the political influence of African Americans through its work as a non-partisan public policy, research, and educational institute.



“I HAVE BEEN DOING A LOT OF TRAVELING. I just returned from a trip abroad, as you know. In Egypt, we had the opportunity to tour the Pyramids. By now I’m sure all of you have seen the pictures of Rahm on a camel. I admit I was a little nervous about the whole situation. I said at the time, “This is a wild animal known to bite and kick and spit. And who knows what the camel might do?”

President Barack Obama
65th Annual Radio & Television Correspondents Association Dinner



On October 10th, President Obama delivered the keynote address at the **13th Annual Human Rights Campaign Dinner** held at the Center. The Human Rights Campaign is the nation’s largest lesbian, gay, bisexual and transgender civil rights organization that champions the

United States’ bedrock ideals of liberty and justice for all.

President Obama spoke to the 3,000 dinner guests following a performance by international singer-songwriter Lady Gaga and the cast from the new Fox television hit comedy, *Glee*.

“ACROSS AMERICA, millions of American children set their sights higher. Our success depends on our willingness to see our challenges together.”

President Barack Obama
Congressional Hispanic Caucus Institute’s Annual Awards Gala

GIVING THANKS, GIVING BACK

IT'S OFFICIAL: THE CONVENTION CENTER IS IN GUINNESS WORLD RECORDS



Thanksgiving Feast of Sharing

As a visible, active member of the DC business community, the Washington Convention Center Authority has made it a priority to give back to the residents of the District of Columbia. For the past ten years, the Authority has teamed up with Safeway to sponsor the Thanksgiving Feast of Sharing event for less fortunate District residents. Since it began, more than 40,000 people have been served hot Thanksgiving meals by hundreds of volunteers. The event has become a District tradition, growing to include more than just a meal: a community services and job fair; workshops including interviewing tips, resume writing, dressing for success; and health screenings with free flu vaccinations from the DC Immunization Program.



Winter Wonderland Toy Distribution and Holiday Party

For eleven years, the Walter E. Washington Convention Center has hosted *Winter Wonderland* in partnership with Advisory Neighborhood Commission 2C. The *Winter Wonderland* has become an eagerly anticipated community tradition since it was first suggested by Lawrence Thomas, former chairman of the commission.

This event is much more than a toy distribution event, though. For 100 neighborhood children and their families, it is a festive holiday party complete with holiday music, an 8-foot Nutcracker, gingerbread houses, complimentary souvenir photos, fabulous raffle prizes, and delicious holiday treats.

Authority staff and their children serve as volunteers sorting and distributing toys, while Centerplate/NBSE fills tables with drinks and enticing holiday fare and service partner Projection Presentation Technology contributes state of the art sound and audiovisual equipment.

“EACH YEAR WE ARE HUMBLLED BY THE SPIRIT of generosity that this occasion fosters. The Annual Feast of Sharing is instrumental in strengthening our sense of community here in the District and reminds us all to be thankful for the present and hopeful about our future.”

District of Columbia Mayor Adrian Fenty

On April 16th, the Walter E. Washington Convention Center was formally inducted into the Guinness World Records for hosting the largest sit-down dinner in the history of conventions worldwide. This record-breaking event occurred on July 17, 2008, when 16,206 members of the Alpha Kappa Alpha Sorority dined at the Center during their Centennial Boulé Celebration and Annual Conference.

Mayor Fenty, city officials, Authority Board Members and staff, Alpha Kappa Alpha's International President Barbara A. McKinzie, Centerplate CEO Des Hague and a delegation of District business and hospitality leaders attended the ceremony when Guinness adjudicator Danny Girton, Jr. presented the honor to

the Authority. The previous world record was set on April 28, 2001 when 11,483 people attended a dinner party sponsored by Vodafone Group PLC at Earls Court in London.

“Earning the Guinness World Record recognizes a monumental effort on the part of our staff and our catering partner, Centerplate/NBSE,” said Gregory A. O’Dell, Washington Convention Center Authority CEO and General Manager. “All along, our goal has been to serve our guests in Alpha Kappa Alpha with the same high level of service that they have extended to their communities over the past 100 years, and winning this award is proof of that commitment.”



GUINNESS WORLD Records receives approximately 60,000 applications each year from would-be record holders. Only 3% are eventually accredited as Guinness World Records achievements.

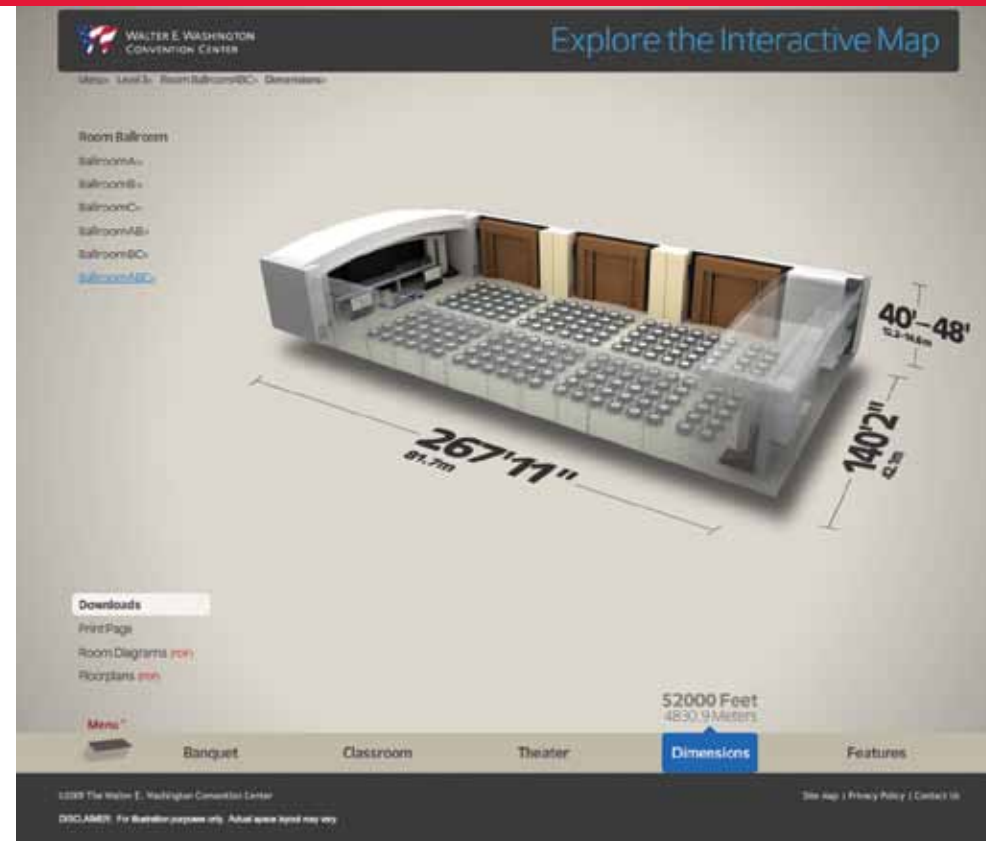


TECHNOLOGY

The Walter E. Washington Convention Center has received widespread recognition for its cutting-edge design and fully integrated technology features.

“THIS WEBSITE WAS built with the needs of our customers, exhibitors and their attendees in mind. We think the site will create a new standard for online tools that convention centers can provide for their clients.”

Gregory O'Dell, General Manager and CEO of the WCCA



Website

In September, the Center took another technological jump forward by launching a dramatically enhanced, interactive Web site that showcases the Center's flexibility, functionality, and world-class features.

Interactive floor plans featuring 3-D renderings and fly-bys of the building exterior and 3-D images of typical set-ups for each meeting room, exhibit hall, and ballroom provides our clients with a unique virtual gateway to the Center. A custom-designed, up-to-date home page events calendar and event planning guides for exhibitor and vendors are also prominently featured. In addition to these innovations, the updated design navigates easier, loads faster, links to the Center's Facebook and Twitter pages, and translates into French and Spanish for the Center's international clientele.

The site also includes a fun promotional video on the home page that highlights the Center's location in the heart of Washington, DC. A revamped image

gallery with new photos of the facility was also added to complement the video and interactive floor plans, giving website visitors a thoroughgoing overview of the Center's many features.

Broadband Nation Exhibit Wows Cable Show '09 Attendees

Each year The Cable Show wows cable industry leaders and decision makers with the newest in technology breakthroughs, exceptional cable-only programming, and educational seminars packed with business intelligence. As part of their April show, the National Cable and Telecommunications Association (NCTA) delivered the wow of all wows: a 20,000 square foot exhibit, the size of a Best Buy store, built inside the Walter E. Washington Convention Center.

Broadband Nation recreated a Main Street America experience in the Center's Hall C to showcase how broadband has enhanced our daily lives in the areas of

education, healthcare, business, recreation, entertainment, and home automation. Packed with hands-on interactive demonstrations, it was the massive centerpiece of the exhibition floor.

To make the exhibit possible, the Center partnered with the NCTA and built a new cable TV network inside the building. This network, based on fiber optic cable and so new it is not yet widely available, required all new equipment to be installed throughout the building. The major project was worth the effort: this cutting edge equipment is now running the Center's network.



CENTER ENHANCEMENTS

The Washington Convention Center Authority continually seeks to meet its clients' changing needs.



Small is Good: The Distinctive Meetings Package Makes Small Better

Though the Walter E. Convention Center is known for high-profile events, its convenient location, flexible meeting space, event planning expertise, and gracious hospitality are perfect for smaller meetings and events. The *Distinctive Meetings Package*, a special meetings package designed for business meetings of 500 people or less and launched during the summer months, has quickly attracted the interest of the local business community.

With a *Distinctive Meetings Package*, clients maximize event dollars, receive high-quality customer service, and access the same state-of-the-art amenities that are utilized by large-scale conventions, tradeshows, and special events. In order to personalize events and ensure flawless execution, a dedicated sales manager and event manager work closely with meeting organizers, remaining onsite with the meeting organizers through the day of the event.

From corporate board meetings to strategic planning meetings, through seminars to interactive product shows, the Center's flexible meeting space is easily

configured to accommodate theatre, classroom, conference, or banquet style set up. All event attendees have access to the Center's world-class concierge services, on-site full service business center, and complimentary Wi-Fi services. Though big things happen here, the *Distinctive Meetings Package* has proved that small things easily happen here, too.

You Asked, We Listened: More Meeting Space Being Added

The Washington Convention Center Authority continually seeks to meet its clients' changing needs. Perhaps the biggest way we did so during 2009 was with a retrofit construction project that is projected to be completed in February 2010. The project adds 40,000 square feet of flexible meeting space to the East and West Registration areas near the Grand Lobby and the upper levels overlooking 7th and 9th Streets. These new function spaces will be outfitted with custom-made carpeting, upgraded lighting, electrical and sound systems, and state-of-the-art Skyfold® Partition Wall systems and can be quickly configured for meetings, exhibits, banquets, receptions, and other special events.

CENTER ENHANCEMENTS

Environmentally-friendly, conveniently located, and dedicated to economic development.



It's So Easy Being Green

The Walter E. Washington Convention Center has been at the forefront of implementing environmentally-friendly practices since its opening in 2003. From high efficiency lighting and energy management control systems to its own storm water management system, green energy practices are built into the building itself. Green products are used by our food and housekeeping service partners, organic and locally grown produce is used whenever possible, products and services are procured from local businesses to reduce delivery distances and emissions, and regular mass transit travel to the Center makes it conveniently accessible to residents and convention attendees alike.

An extensive recycling program is one of the hallmarks of the Center's green initiatives. The *Know the Code* recycling compliance program uses a color-coded approach to separate cardboard, mixed paper, glass, and aluminum and plastic from waste at the source. Recycling stations are found in all exhibitor halls and meeting rooms. More importantly,

the program is introduced to clients as a standard practice to ensure maximum buy-in and participation by our guests.

Because the Center is dedicated to the success of its recycling program, the *Alert to Divert* educational outreach initiative was introduced in spring 2009. With *Alert to Divert*, the Center sets the example for implementing a comprehensive recycling program successfully on a large scale. Additionally, by focusing on education prior to an event, the Center helps clients both increase recycling rates and save money: recycling removal is free, but trash removal is not.

The Convention Center Headquarters Hotel Takes Shape

The Walter E. Washington Convention Center will add a new 1,167-room headquarters hotel when a \$537 million, four-star Marriott Marquis hotel opens in 2013. The world-class hotel will be one of only three Marriott Marquis properties in the country, and it will be conveniently located across the street from the Center at the northwest corner of 9th Street and Massachusetts Avenue, NW.

With nearly 765,000 square feet of gross floor area, a health club, pool, retail space, and an underground connector concourse to the Center, the headquarters hotel will be an important addition to the economic development of the Shaw neighborhood and the District — the Marriott Marquis's work force will be composed of 51 percent District residents. In a nod to the Center's green programs, the hotel will be built with maximum environmental responsibility in mind.



CENTER ENHANCEMENTS

Raising the bar, now and in years to come.

“WE ARE DELIGHTED TO WELCOME PHILIPPE Chin as the latest addition to our network of culinary experts. With the addition of Philippe — a highly acclaimed master chef with an unparalleled record — we will continue to raise the bar by delivering unmatched culinary innovation.”

Des Hague, President and CEO of Centerplate/NBSE



Et Voila! French Master Chef Philippe Chin Brings His Culinary Expertise to the Center

The Washington Convention Center Authority was thrilled to welcome highly acclaimed Master Chef Philippe Chin to the Center’s Centerplate/NBSE team this summer. Business and hospitality leaders, clients, and community leaders joined Authority staff and board members to welcome Chef Chin in a special reception and tour of the Walter E. Washington Convention Center’s top-of-the-line kitchen on June 25.

Chef Chin has over 30 years of experience in fine dining, and a stellar resume to match. Chef Chin graduated in the

top ten of his class from the elite *l’Ecole Hoteliere de Paris* and has served as chef/owner of *Chanterelles* in Philadelphia, executive chef at *Philippe on Locust* in Philadelphia, and executive chef at *The Partridge Inn* in Augusta, GA. He was nominated for the James Beard Foundation’s Best Chef in the Mid-Atlantic Award and is the youngest chef on record to be accepted and inducted into the prestigious *Maîtres Cuisiniers de France*.

The welcoming dinner held in his honor reflected Chef Chin’s specialty French-Asian fusion cuisine, which marries his Northern China roots with his Parisian childhood. The delectable menu included caviar, roasted Muscovy duck roll, red chile-crust sea scallops, beef tenderloin, herb roasted rack of lamb, smoked salmon, oysters, boiled shrimp, and sushi.



Windows Into DC Brightens the Center Streetscape

Another first, a pop-up art exhibit titled *Windows Into DC*, was unveiled at the Walter E. Washington Convention Center on June 29. Fourteen local artists, including the Shaw neighborhood’s New Community for Children, created a diverse and colorful collection of art work energizing the Center’s storefronts and windows and connecting with District residents and visitors.

The art on display offers a glimpse into the artists’ vision of the District and serves as an innovative complement to the striking \$4 million permanent art collection displayed throughout the Center. Pop-up galleries and art spaces are popular in such major cities as New York and London. *Windows Into DC* has set a cultural example that other property owners could follow.

Looking Toward 2010...and Beyond

During 2009, the Walter E. Washington Convention Center has raised the bar in the hospitality industry. Big things have happened here, from hosting events on the world’s stage to welcoming an award-winning master chef to our team. We are proud of our sustainability efforts and our flexible, technology-focused infrastructure that keeps us ahead of the pack.

In 2010 and beyond, big things will continue to happen at the Walter E. Washington Convention Center.

LETTER FROM THE CHAIR

BOARD OF DIRECTORS



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Beverly L. Perry
Chairman, Board of Directors

pictured opposite

Beverly L. Perry
Senior Vice President, Government Affairs and Public Policy
Pepco Holdings, Inc.
Chairman, Board of Directors
Member, Development Committee
Member, Finance Committee
Member, Operations Committee

pictured above, left to right from top:

Mitchell Schear
President
Vornado/Charles E. Smith
Vice Chairman, Board of Directors
Member, Development Committee

Mark Michael
Co-Founder and CEO
Occasions Caterers
Member, Operations Committee
Member, Sales and Marketing Subcommittee

Max Brown
Partner, 360JMG
Treasurer, Board of Directors
Chairman, Sales and Marketing Subcommittee
Member, Finance Committee
Member, Operations Committee

Joslyn N. Williams
President
Metropolitan Washington Council/AFL-CIO
Secretary, Board of Directors
Member, Operations Committee
Member, Development Committee

Jay Haddock Ortiz
President
Capital Hotels
Member, Operations Committee
Member, Sales and Marketing Subcommittee

James Abdo
President & CEO
Abdo Development
Chairman, Development Committee

Dr. Natwar Gandhi*
Chief Financial Officer
Government of the District of Columbia
Chairman, Finance Committee

Neil Albert*
Deputy Mayor for Planning and Economic Development
Government of the District of Columbia



*denotes ex-officio members

LETTER FROM THE CEO



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Gregory A. O'Dell
CEO and General Manager

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- Total events chart
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Gregory A. O'Dell, CEO and General Manager

Washington Convention Center Authority
A Component Unit of the District of Columbia Government

FINANCIAL STATEMENTS

And Management's Discussion and Analysis (with Independent Auditors' Report Thereon)
September 30, 2009 and 2008

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