

# New Bern Riverfront Convention & Visitors Center



# Convention Center Features

45, 000 sq.ft Facility

12,000 sq. ft Ballroom

Can be divided into 3 Separate Ballrooms

8,000 sq. ft bright flexible pre-function space/Heritage Hall

3 second floor meeting rooms

Executive Board Room

State of the art kitchen facility for the preferred caterers

# Convention Center Layout



Room	Area (Square Feet)	Dimensions (Feet)	Room Capacities				Booths 10x10
			Theatre	Classroom	Reception	Banquet	
Colonial Capital Ballroom (A, B & C)	12,000	100x120	1,350	770	1,350	1,000	75
Ballroom A	6,000	60x100	650	375	650	500	38
Ballroom B	3,500	58x60	390	220	390	250	21
Ballroom C	2,500	42x60	280	175	260	150	15
Tryon Room (A & B)	2,030	42x48	225	145	225	150	
Tryon Room A	1,100	42x26	140	85	140	90	
Tryon Room B	930	42x22	70	55	75	60	
Berne Room	1,680	42x40	175	120	175	120	
Craven Boardroom	450	19x24	Permanent Seating for 12				
Heritage Hall	8,000				800		27
Promenade	1,900				50		
Riverfront Veranda	3,740				400	100	

# Convention Center Mission

The New Bern Riverfront Convention Center's mission is to generate a positive economic impact on Craven County. The convention center will create new dollars for Craven County from out-of-town conventions and trade show attendees. Convention and trade show attendees direct spending will result in an expansion of Craven County's local economy and tax base.

# Convention & Visitor Center Mission

The Craven County Convention & Visitors Center is the sales and marketing arm of the Craven County Tourism Development Authority. The Convention & Visitor Center's primary goal is to increase the economic impact of the hospitality and visitor industry in Craven County.

# New Bern/Craven County Convention & Visitor Center Personnel

Director – Mary Harris

Asst. Director – Michelle Lynn

Sales/Tourism Executive – Tarshi McCoy

Facility Operations Coordinator – Aaron Inman

Administrative Assistant – Anna Evans

Sales/Service Assistant – Open

Sales/Communications Assistant – Amy Hammond

Visitor Representatives – Nick Kosco

Event Representative – Tovoris Moore

Event Representative – Erica Barnes

Part-time Event Representative – Zach Chenoweth

Part-time Event Representative – Setsoko Wainwright

# Booking Policies

There are **three** booking policies:

**First** – Priority to national, regional and state conventions which generate significant attendance from outside Craven County.

**Second** – Priority to public shows/exhibitions, local corporate meetings.

**Third** – Priority to special events, banquets, entertainment events, and local business meetings.

As the Director, I have made it a goal to rebook and place tentative hold on a client's event within 48 hours. This event might be held the next year or within the next two years. We have been very successful with rebooking events once the group experiences the meeting destination and than they return for more.

# How the NBRFCC Impacts Craven County

- **First Benefit** – Increase of travelers to the area and the spending associated with their visits.
- **Second Benefit** – Economic benefit derived from providing services to conventions, trade show, public shows and special events.
- **Third Benefit** – Pride community has in the building. The community refers to the Convention Center as its show place.



The New Bern Riverfront Convention Center hosted more than 235 groups in 2009/2010 with an impact of over \$9,126,895.



In 2009/2010 fiscal year the Convention Center contracted with ten preferred caterers. The total outside catering revenue generated is \$920,000 in food and beverage.



This attractive, well run facility and accommodating staff make the Riverfront Convention Center one of the most valuable features of our beautiful community. We are fortunate to have it!

- Linda Staunch

# Group Economic Impact Calculation...

Number of Event Days (A)

Total # of Room Nights (B)

Total # of Day Attendess (C)

See Attachment A

# Bike MS 2010 Economic Impact Numbers

Number of Event days (A) - 2

# of Rooms per day 1,700 x (A) 2 = 3,400 (B) Total # of Room Nights

Total # of Room nights (B) - 3,400

# of ppl per day 2,400 x # of days 2(A) = Total # of ppl 4,800

Total # of ppl 4,800 - Total # of Rooms (B)3,400 = (C) 1,400

Total # of Attendees (C) 4, 200

**Day Impact + Overnight Impact = Total Estimated Group Economic Impact**

**Total Group Estimated Economic Impact \$1,607,500**

# Competition in the Carolinas

1. Wilmington Convention Center
  2. Raleigh Convention Center
  3. Myrtle Beach Convention Center
  4. Greenville Convention Center
  5. Charleston Convention Center
  6. Charlotte Convention Center
  7. Greensboro Convention Center
- and many more....

# Future Outlook

Due to increase competition and the downturn in the economic climate, I foresee 2011/2012 being slightly down over previous years. However, I am committed to bringing new and creative ideas to New Bern/Craven County and the Convention Center to make this Eastern Region a meeting destination for outside organizations.



Any questions?