

**Global Spectrum
Convention Center Annual Report**

Las Cruces Convention Center

2009-2010 Annual Report



Managed by
**GLOBAL
SPECTRUM.**
a subsidiary of ComcastSpectrum



Statement of Purpose

Global Spectrum is committed to providing professional management by operating the facilities with the highest level of efficiency and professional integrity, being good corporate citizens and striving to exceed expectations of our customers, clients and business partners.

The management and staff of the Las Cruces Convention Center fulfill its mission by providing quality service with the corporate "How You Doin'?" customer philosophy. The entire team is dedicated to creating memories and experiences at the Las Cruces Convention Center and in Las Cruces that will last a lifetime.

The Las Cruces Convention Center is dedicated to developing a partnership between government and private enterprise, to generate new dollars and new opportunities within the Las Cruces community. The Las Cruces Convention Center provides a venue for the City of Las Cruces and its citizens to bring a variety of events to the marketplace.



How You Doin'?

Customer First

Use all resources available to serve internal and external customer interactions.

Golden Rule

Treat co-workers and customers with complete respect, fairness and courtesy.

Listen

Ask open-ended questions, be attentive and clarify understanding to improve accuracy of responses.

Think "YES"

Consistently demonstrate a can-do approach in thoughts and actions.

Be Professional

Represent Global Spectrum in an ethical and positive manner with all interactions.

Positive Attitude

Solve problems creatively by making decisions that positively impact the entire organization.

24-Hour Rule

Act with an appropriate sense of urgency when responding to any and all requests.

Everybody Sells

Suggest and implement new ways to drive and improve our business.

Enthusiasm

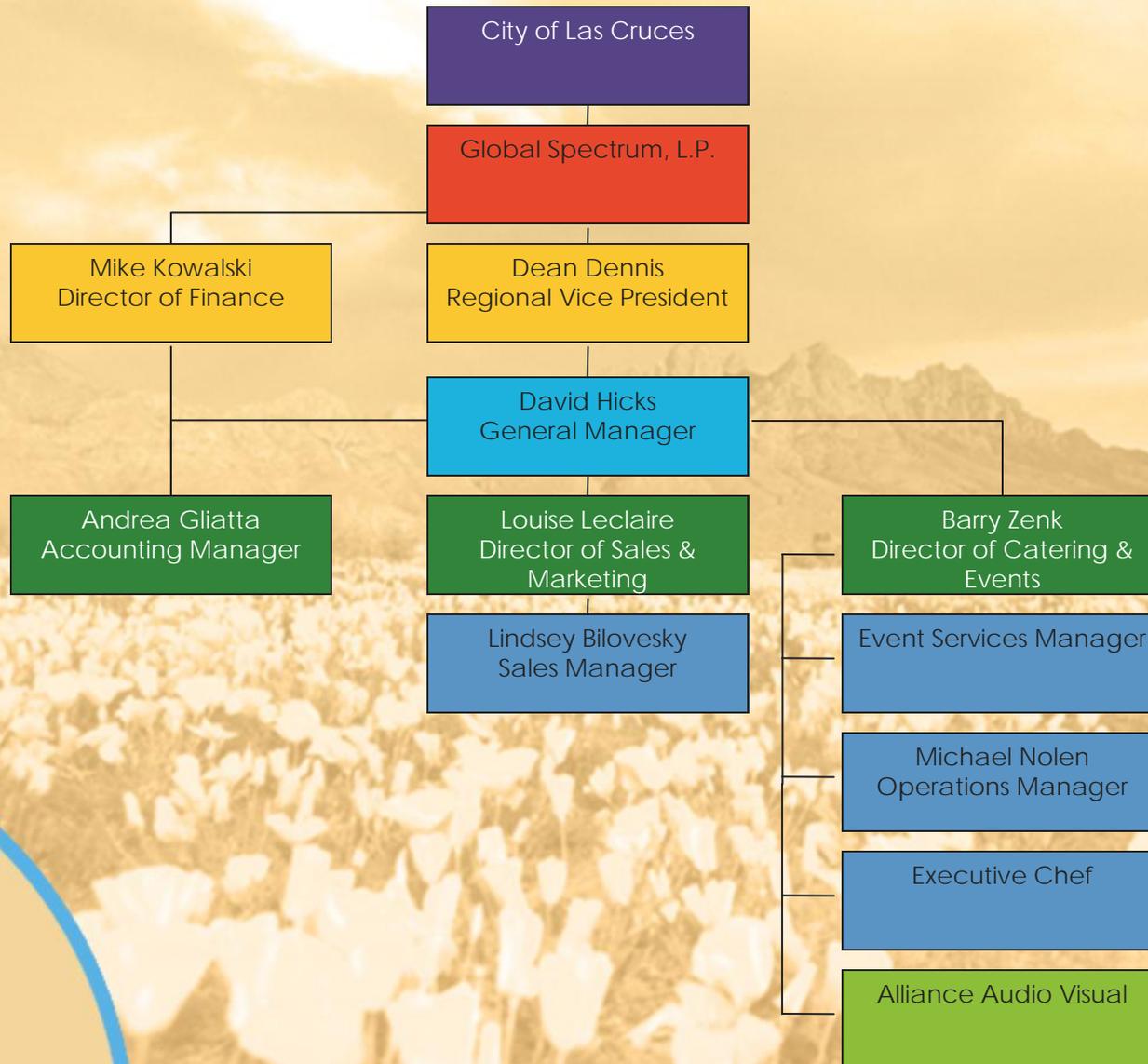
Work with a passion towards achieving individual, team and organizational growth and success and encourage others to do the same.

Do It Now

Deliver on the things you have committed to doing and/or are accountable for producing.



Team Las Cruces



Accomplishments

- Financial
- Consultation
- Sales
- Marketing & Public Relations
- Partnership with NMSU – HRTM for internships



Financial

	<u>Actual</u>	<u>Budgeted</u>	<u>Variance</u>
Income			
Rental Revenue	\$ -	\$ -	\$ -
Service Revenue	\$ -	\$ -	\$ -
Ancillary Revenue	\$ -	\$ -	\$ -
Total Gross Operating Revenue	\$ -	\$ -	\$ -
Expenses			
Event Expenses	\$ -	\$ -	\$ -
Personnel	\$ 180,772	\$ 212,896	\$ (32,124)
Operating Expenses	\$ 194,412	\$ 269,213	\$ (74,801)
Total Expenses	\$ 375,183	\$ 482,108	\$ (106,925)
Net Profit	\$ (375,183)	\$ (482,108)	\$ 106,925
Other Revenue	\$ -	\$ -	\$ -
NET INCOME (LOSS)	\$ (375,183)	\$ (482,108)	\$ 106,925



Consultation

- **Construction Consultation**
 - City of Las Cruces Facilities Department
 - HNTB Architects
- **Fixtures Furnishings & Equipment**
 - Defined items needed for FF&E
 - Wrote the budget for the FF&E
 - Working closely with Las Cruces Convention & Visitors Bureau & City of Las Cruces Facilities Department to procure



Sales

- Working closely with the Las Cruces Convention & Visitors Bureau to finalize deals and prospect long term business.
 - National Association of Active & Retired Federal Employees – April 2011
 - Beta Sigma Phi – June 2011
 - New Mexico High School Coaches Association – July 2011 & 2014
- Booked a total of \$216,410 for January 2011 & beyond
 - Totaling over 1,400 room nights
 - Direct Spending Impact over \$250,000
- Booked numerous events that will have an impact on the area and interest local attendees
 - KidsFest – February 2011
 - Las Cruces Bridal Showcase – March 2011
 - Southwest Senior Expo – March 2011



• Finalized a partnership with Alliance Audio Visual



Marketing & Public Relations

- Working in concert with the Las Cruces Convention & Visitors Bureau to create customized proposals for groups.
- Sending out press releases as major developments happen with the Las Cruces Convention Center
 - Events & conventions being booked
 - Employees starting with the Las Cruces Convention Center
 - Partners being brought on board



Community Involvement

- Rio Grande Rotary
- Greater Las Cruces Chamber of Commerce
- Commercial Space Committee - Greater Las Cruces Chamber of Commerce
- Hispano Chamber of Commerce de Las Cruces
- Dona Ana Community College – Pre-Hotel Restaurant Tourism Management Advisory Board
- Junior Achievement of New Mexico
- Amador Hotel Foundation Board
- March of Dimes Celebrity Dinner



NMSU Interns

- Started Internship Program in May 2010
- Full Internship Program starting in Dec/Jan
- Each student has a requirement to fulfill a 400 hour internship.
 - Facility Operations – 80 hours
 - Food and Beverage – 100 hours
 - Event Services – 80 hours
 - Sales and Marketing - 100 hours
 - Administration – 40 hours



Las Cruces Convention Center

www.MeetInLasCruces.com



Managed by
**GLOBAL
SPECTRUM.**
a subsidiary of Comcast-Spectacor

