

# **Las Cruces Convention Center Update**



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## Interoffice Memo

**Date:** August 19, 2013  
**To:** Mayor and City Council  
**From:** Philip J. San Filippo, Convention & Visitors Bureau Director *PSF*  
**Subject:** Las Cruces Convention Center  
**File No.:** FY-14-008

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There is a need for the Convention Center management to shift its emphasis away from local business and concentrate on bringing in new business from out-of-town. At the August 26<sup>th</sup> City Council work session, staff will outline the proposed course of action which is currently being negotiated with Global Spectrum, the City's transition plan and long-term operational objectives for the Las Cruces Convention Center by the City of Las Cruces and the Convention and Visitors Bureau.

Our efforts will be to shift the emphasis towards attracting more visitors to Las Cruces and making the Convention Center an economic driver for local tourism and the lodging industry. As part of this effort, the City will take an active role to ensure that fees are fair and reasonable for this marketplace, and that the Convention Center's primary focus centers on bringing in conventions and meetings. Once the terms of the new contract with Global Spectrum are negotiated, it will be brought before the City Council for approval.

cc: Robert Garza, City Manager *RG*  
Brian Denmark, Assistant City Manager/COO *BD*  
David Dollahon, Interim Community and Cultural Services Director *DD*