



## Center Update

### Improved Transportation Service

"Greetings" from the Orange County Convention Center (OCCC)! The OCCC has many updates to share with you in this summer 2010 edition of our newsletter including details of a new exclusive transportation services contract, continued green sustainability initiatives and a spotlight on Smart City - the OCCC' s exclusive provider of internet and telecommunication service.

We will begin this newsletter with a topic that affects all show managers, exhibitors, contractors, attendees and partners at the Center - improved transportation services. Earlier this year, the Orange County Board of County Commissioners voted 7-0 to approve a five year contract with a "prime" managing taxi company and three "support" companies to provide exclusive transportation services at the Orange County Convention Center. Effective April 23, 2010, MEARS Transportation is responsible for management of this new contract and 40% of the business. The remaining 60% is split up among Star Taxi Company, Diamond Cab Company and Sharp Cab Company. Mears will manage all operations, and will "queue" all taxis to ensure contract compliance in a manner that will be "seamless" to customers. All cabs and drivers will be professional (trained, inspected, metered, complaints managed, etc.).

We remain dedicated to making sure all guests of the OCCC experience the high quality of customer service and community partnership for which Orlando is known and believe this new transportation contract will continue and enhance our commitment.

### Expanded Wireless Options

From transportation improvements to technology enhancements, we finish this "Center Update" with two major announcements from Smart City - the OCCC's exclusive provider of internet and telecommunications. In keeping with its commitment to providing quality, competitive service, Smart City has reduced its daily attendee wireless rate to \$12.95. Additionally, Smart City now offers free WiFi "hotspots" at the OCCC in the West Concourse's food courts and, in the near future, "hotspots" will also be available in designated areas of the the North and South Concourses. Later in this newsletter, Smart City is featured in the "Partner Spotlight" where you can learn more about "technology out-of-the-box".

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## Area Development

### Peabody Orlando Expansion

The \$450-million expansion of The Peabody Orlando is fully underway and is on schedule for completion in Fall 2010. When finished, the hotel will feature over 250,000 square feet of flexible function space, over 99 meeting rooms, a new 22,000-square-foot Peabody Spa & Athletic Club, 13 unique and delectable entertainment options including a new Coffee bar, new Napa Valley wine-themed restaurant and bar with patios overlooking a new 3 acre lushly landscaped recreation area with free-formed zero-entry pools surrounded by cabanas with cascading waterfalls, new restaurants in the convention area and pool cabana area, and a new Peabody Parking Garage for 2,100 cars. To read more about The Peabody Orlando Expansion, [click here](#).



Artist's Rendering of The Peabody Orlando's Finished \$450-million Expansion

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## Green Initiatives

### LEED for Existing Building Certification

The Orange County Convention Center (OCCC) announces it has registered with the US Green Building Council for LEED (Leadership in Energy & Environmental Design) for existing buildings certification. The OCCC has implemented many energy-saving facility upgrades to significantly improve its operational efficiency. Some of these projects include, installation of a one-megawatt solar photovoltaic (PV) system; 5,000 compact fluorescent light bulbs; 12,000 square feet of LED lighting; 35 acres of Xeriscaping; 10 acres of drip irrigation; and 600 low-flow, metering faucets; as well as hosting a Climate Change Education Center for the general public. The OCCC is also utilizing green-seal certified cleaning products; 100 percent recycled-content toilet tissue and hand towels; and 85 percent recycled-content trash bags. Completing LEED certification will solidify and validate these efforts. [Click here to read full article](#).



Click on the LEED logo for additional information.

## Convene Green Alliance

In other "green" news, the Orlando Convention Center District (OCCD) has joined the Convene Green Alliance (CGA), pushing total membership for the organization to over 600 association and industry partners. As one of the Founding Industry Members, OCCD will receive visibility on the CGA website, contribute case studies, white papers, research and real-world experiences to the resources available to CGA members, and enjoy other benefits. [Click here to read full article.](#)



Click on the Convene Green Alliance logo for additional information.

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## Press

### Co-Locating for Success

On June 1st, the citywide sales teams from the Orlando/Orange County Convention & Visitors Bureau (CVB) and the Orange County Convention Center (OCCC) took their partnership to a new level when - for the first time in their history - the two groups officially began the co-location of their offices in the West Building of the OCCC facility.

Tammi Runzler, CVB Vice President of Sales & Marketing, and Yulita Osuba, OCCC Senior Director of Sales, Marketing, Event Management & Exhibitor Services, are co-leading the integration of the sales teams to ensure the unparalleled ability to advise new and existing convention clients on all aspects of Orlando's convention offerings. The combined sales force includes ten account managers from the Orlando CVB and seven from the OCCC, making it one of the largest destination sales forces in the country focused on citywide conventions. This move will streamline the proposal process, enhance communications and reduce duplicative efforts, as well as provide a central location for planning and servicing meetings, conventions and tradeshow.

"The new structure allows us to work faster, smarter and more efficiently. This combined 'dream team' is something planners have asked for and we're thrilled to now have the capability to more effectively cross-sell our products and services," said Tom Ackert, Executive Director of the OCCC.

"Through a shared vision and mutual cooperation with community and industry partners, Orlando will continue to work towards not only shaping and rebuilding the strength of Orlando's meeting, convention and tradeshow business but the industry at large," says Gary Sain, President & CEO of the Orlando CVB. "We have many challenges ahead of us but we are on an exciting path towards taking Orlando's meetings business to the next level in the global sales marketplace."



Members of the CVB and OCCC Sales & Marketing Teams  
*Photo compliments of Orlando/Orange County Convention & Visitors Bureau*

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## On The Road

### Connecting with Clients from Coast-to-Coast

The members of the Convention Center Sales Team have enjoyed meeting and reconnecting with clients this spring. From coast-to-coast the Team has hosted client appreciation events, attended conferences and met with clients all over the U.S. Here are is a sampling of this quarter's sales activity: SISO CEO Summit in Austin, ConferenceDirect Annual Partner Meeting in Atlanta, PCMA Foundation Dinner in Washington, D.C., ASAE & The Center's Springtime Expo in Washington, D.C., PCMA Leadership Conference in Montreal, HCEA Annual Meeting in New Orleans, sales calls in Portland, Las Vegas, Chicago, Milwaukee, Madison, New York and Washington, D.C and Intelligent Transportation Society of America (ITSA) Pre-Promote in Houston.

This summer's travel includes TS2 in Boston, MPI's World Education Conference in Vancouver, ASAE & The Center for Association Leadership Annual Meeting & Exposition in Los Angeles and sales calls in Boston and Chicago.



Yulita Osuba (OCCC) & Don Freeman (Freeman) at SISO CEO Summit - April 2010



Yulita Osuba (OCCC), Alan Enns (The Peabody Orlando), Deborah Sexton (PCMA) & Terry Ross (Centerplate) at PCMA Leadership Conference - June 2010

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# Resource Center

## Social Media

Since the beginning of 2010, the Orange County Convention Center (OCCC) has launched itself into the world of social media and now regularly contributes to and monitors Twitter, Facebook, Flickr and YouTube. The OCCC uses social media as it pertains to events at the discretion of each client. By monitoring events and attendees via Twitter, sharing best practices with show managers - as needed - and communicating relevant event information to the online community through our array of social media channels, the OCCC enhances the success of its events and provides a superior level of customer service.



Click on icons above to visit OCCC social media sites

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## Partner Spotlight

### Smart City: Out-of-the-Box Technology

As the exclusive provider of telecommunications for the Orange County Convention Center, Smart City offers a wide variety of solutions that place technology directly into the hands of attendees, exhibitors and event planners. Because staying connected is so important, people today simply cannot afford to leave technology behind when they travel. In Orlando, our services allow you to go more places, see more people and do more business.

Featuring the largest wireless network in the industry, you can feel confident with the reliable and secure connectivity made available to you throughout the Center. Wired, wireless or even mobile, Smart City offers solutions that deliver scalable high-speed products, a seamless wireless network between the Center and surrounding hotels and a nearly limitless way to utilize connectivity as part of an overall event business strategy. Because we understand the importance of technology within today's hospitality industry our product line is bigger than ever before.

Smart City understands how the role of technology has continued to evolve and expand for our customers. Many find themselves without either the resources or the understanding for how to adequately address the new face of technology for their event or organization. The days of requiring a phone line and a DSL connection are now a distant memory. They have been replaced by an ever growing amount of cell phones and a need to experience the internet, and its resources, at speeds never before seen within the consumer market.

So how do you find a solution that is the right fit for you? That's easy! Smart City leads the industry in supplying the highest level of customer service and support by taking a hands-on approach. Our team is dedicated to working with you to develop and maintain a solution that is tailor-made for your event. We strive to help you identify products that address your need to locate cost-effective solutions, as well as, rely on the freedom and convenience that technology can offer you.

In Orlando, we look forward to helping you take technology out-of-the-box and create an exciting and impactful experience for your staff and booth attendees. We invite you to explore technology without boundaries.

