



HISTORY OF THE ORANGE COUNTY CONVENTION CENTER 1969-2005

PHASE I

- JUNE 1969** THE ORLANDO AREA BEGINS MARKETING ITSELF AS A CONVENTION DESTINATION.
- 1977** THE STATE LEGISLATURE PASSES A STATUTE TO ALLOW FLORIDA COUNTIES TO IMPOSE A "TOURIST DEVELOPMENT TAX." RECEIPTS OF THE TAX ARE LIMITED TO CERTAIN USES AND VOTERS HAVE TO APPROVE BY REFERENDUM.
- 1977** THE ORANGE COUNTY BOARD OF COUNTY COMMISSIONERS (BCC) CREATES THE TOURIST DEVELOPMENT COUNCIL (TDC) TO CRAFT THE "TOURIST DEVELOPMENT PLAN", DEFINING PROPOSED USES FOR THE TAX.
- MARCH 1978** THE BOARD OF COUNTY COMMISSIONERS ENACTS AN ORDINANCE DEFINING "THE PLAN" AS RECOMMENDED BY THE TDC, WHICH AUTHORIZES THE LANGUAGE FOR THE REFERENDUM FOR A TOURIST DEVELOPMENT TAX.
- APRIL 1978** ORANGE COUNTY VOTERS APPROVE A TOURIST DEVELOPMENT TAX TO BUILD A CONVENTION AND CIVIC CENTER FOR PROMOTING TOURISM AND TO BEGIN PLANNING FOR AN ARENA. VOTERS, IN A NON-BINDING "STRAW BALLOT," PREFER THE "ORLANDO CENTRAL PARK" SITE FOR THE FUTURE ORANGE COUNTY CONVENTION CENTER.
- MAY 1978** ORANGE COUNTY BEGINS COLLECTING THE INITIAL 2% TOURIST DEVELOPMENT TAX. RECEIPTS FOR THE FIRST YEAR ARE \$3 MILLION.
- AUGUST 1978** THE BOARD OF COUNTY COMMISSIONERS SELECTS ORLANDO CENTRAL PARK AS THE SITE FOR THE ORANGE COUNTY CONVENTION & CIVIC CENTER (CURRENT SITE ON INTERNATIONAL DRIVE).
- SEPTEMBER 1978** THE MASTER PLAN FOR THE 325,000 SQUARE FOOT ORANGE COUNTY CONVENTION & CIVIC CENTER (OCCCC) IS SUBMITTED TO THE BCC.
- JUNE 1979** THE BCC APPROVES THE LAND DONATION AGREEMENT WITH ORLANDO CENTRAL PARK. THE AGREEMENT DONATES LAND FOR THE OCCCC AND PROVIDES AN OPTION TO THE COUNTY FOR ADDITIONAL LAND. THE AGREEMENT ALSO REQUIRES ORLANDO CENTRAL PARK TO DEVELOP ADJACENT SITES AS HOTELS AND COMMITMENT OF A 1% SURCHARGE OF HOTEL ROOM REVENUES FOR 30 YEARS.
- OCTOBER 1980** PHASE I GROUNDBREAKING; HELMAN HARLEY CHARVAT PEACOCK (HHCP) OF MAITLAND FLORIDA WAS PREVIOUSLY SELECTED AS THE ARCHITECTS FOR THIS PROJECT.
- FEBRUARY 1983** PHASE I IS COMPLETED AT A COST OF \$54 MILLION. THE BOSTON POPS PERFORMS AT THE OCCCC'S GRAND OPENING CONCERT.
- 14,000 PEOPLE SHOW UP FOR THE OCCCC OPEN HOUSE.



OCCC HISTORY (CONT.)

- JUNE 1984** THE COUNTY EXERCISES ITS OPTION AND PURCHASES 45 MORE ACRES FOR FUTURE EXPANSION FOR \$2 MILLION.
- JUNE 1985** THE BOARD OF COUNTY COMMISSIONERS ANNOUNCES ITS PLAN FOR A \$60 MILLION EXPANSION.
- THE TEAM OF SVERDUP, HELLMUTH OBATA & KASSABAUM, INC. (HOK) AND VICKEY/OVRESAT ASSUMB ASSOCIATES, INC. (VOA) ARE SELECTED FOR ARCHITECTURAL AND ENGINEERING SERVICES (PHASE II).
- PHASE II**
- MAY 1986** THE FLORIDA LEGISLATURE PASSES A BILL THAT ALLOWS ORANGE COUNTY COMMISSIONERS TO INCREASE THE RESORT TAX BY 1% MAKING IT A TOTAL 3%.
- 1986** THE ORLANDO AREA IS NAMED THE 13TH MOST POPULAR CONVENTION DESTINATION IN THE UNITED STATES ACCORDING TO BUSINESS TRAVEL NEWS.
- FEBRUARY 1987** PHASE II GROUNDBREAKING BEGINS, THE PROJECT, WHICH WILL ADD APPROXIMATELY 150,000 GROSS SQUARE FEET OF EXHIBITION SPACE, A 50,000 SQUARE-FOOT MULTIPURPOSE ROOM AND 50,000 SQUARE FEET OF MEETING ROOM SPACE.
- JANUARY 1989** PHASE II IS COMPLETED AT A COST OF \$83.5 MILLION, MAKING THE TOTAL OCCCC EXHIBITION SPACE 344,790 GSF. THE BCC APPROVES AN INCREASE OF 1% TOURIST DEVELOPMENT TAX TO FUND PHASES IIA, III, & IV OF THE CENTER'S EXPANSION, AND FUNDING FOR IMPROVEMENTS TO THE FLORIDA CITRUS BOWL. THE TAX TOTALS 4% AT THAT TIME.
- PHASE IIA**
- DECEMBER 1990** PHASE IIA IS COMPLETED AT A COST OF \$13 MILLION. THE ADDITIONAL 100,000 GROSS SQUARE FEET INCREASES BOTH LOBBY AND REGISTRATION AREAS AND ADDS 5,000 SQUARE FEET OF OFFICE SPACE.
- PHASE III**
- JANUARY 1991** THE DESIGN TEAM OF HUNTON BRADY PRYOR MASO ARCHITECTS (HBPM), AND THOMPSON, VENTULETT, STAINBACK & ASSOCIATES (TVS), OWNERS REPRESENTATIVE ZHA INCORPORATED, AND CONSTRUCTION MANAGER: CRSS/KELSY/HARDIN ARE SELECTED BY THE BCC FOR THE PHASE III PROJECT.
- DECEMBER 1992** THE TOURIST DEVELOPMENT COUNCIL AND THE BCC APPROVE THE MISSION STATEMENT FOR THE CONVENTION CENTER AND THE WORD "CIVIC" IS REMOVED FROM THE CENTER'S OFFICIAL NAME.



OCCC HISTORY (CONT.)

- JANUARY 1996** PHASE III IS COMPLETED AT A COST OF \$219.5 MILLION. THE EXPANSION ADDS 383,400 GROSS SQUARE FEET TO BRING THE TOTAL EXHIBITION SPACE TO 728,190 GROSS SQUARE FEET.
- PHASE III CONSTRUCTION BRINGS THE TOTAL OCCC'S MEETING SPACE TO 213,457 GROSS SQUARE FEET. PHASE III ALSO INCLUDES A 2,643-SEAT AUDITORIUM AND A 160-SEAT LECTURE THEATER
- PHASE IV**
- MAY 1992** HELMAN HARLEY CHARVAT PEACOCK ARCHITECTS (HHCP), AND THOMPSON, VENTULETT, STAINBACK (TVS) ARE AWARDED THE PHASE IV DESIGN CONTRACT.
- NOVEMBER 1994** AS AUTHORIZED BY FLORIDA STATUTES, THE TOURIST DEVELOPMENT COUNCIL RECOMMENDS A 1% INCREASE (THE "FIFTH CENT") OF THE RESORT TAX BE INSTITUTED IN ORANGE COUNTY. THE BOARD OF COUNTY COMMISSIONERS APPROVES THE INCREASE ON DECEMBER 6, 1994 AND IT IS IMPLEMENTED ON FEBRUARY 1, 1995.
- AUGUST 1996** PHASE IV IS COMPLETED AT A COST OF \$198.7 MILLION, ADDING 367,200 GROSS SQUARE FEET OF EXHIBITION SPACE AND 99,683 GROSS SQUARE FEET OF MEETING SPACE. THIS MAKES THE TOTAL CONTIGUOUS EXHIBITION SPACE AT THE CENTER 1,095,390 SQUARE FEET.
- PHASE I**
RETROFIT
- OCTOBER 1994** BORRELLI AND ASSOCIATES ARE AWARDED THE DESIGN CONTRACT FOR THE RETROFIT PROJECT.
- AUGUST 1996** THE RETROFIT OF HALLS D1 AND D2 ARE REQUIRED TO BRING PHASE I INTO COMPLIANCE AND CONFORMANCE WITH CURRENTLY APPLICABLE LIFE SAFETY CODES. SOME MODIFICATIONS WERE MADE FOR OPERATIONAL AND/OR FUNCTIONAL REQUIREMENTS AND WERE NOT NECESSARILY REQUIRED AS A RESULT OF CODE COMPLIANCE.
- JUNE 1997** THE OCCC MARKETING DEPARTMENT UPDATES THE TOURIST DEVELOPMENT COUNCIL REGARDING ITS "LOST BUSINESS REPORT". A SIGNIFICANT AMOUNT OF BUSINESS HAD BEEN REGRETTED DUE TO A LACK OF AVAILABLE DATES OR SPACE.
- DECEMBER 1997** THE PHASE I RETROFIT IS COMPLETED AT A COST OF \$32.6 MILLION.
- JANUARY 1998** WITH THE COMPLETION OF THE RETROFIT, THE ORANGE COUNTY CONVENTION CENTER (OCCC) TOTALS 1,103,538 SQUARE FEET OF CONTIGUOUS EXHIBITION SPACE, WITH APPROXIMATELY 4 MILLION SQUARE FEET OF TOTAL BUILDING SPACE.



OCCC HISTORY (CONT.)

PHASE V

JUNE 1998

THE TOURIST DEVELOPMENT COUNCIL RECOMMENDS THAT THE BOARD OF COUNTY COMMISSIONERS BEGINS IMMEDIATE ENDORSEMENT OF A 3 MILLION SQUARE FOOT EXPANSION OF THE ORANGE COUNTY CONVENTION CENTER.

THE BOARD OF COUNTY COMMISSIONERS APPROVES RETAINING THE 5TH CENT OF THE TOURIST DEVELOPMENT TAX FOR PAYOFF OF SPORTS FACILITY DEBT (ORLANDO ARENA AND CITRUS BOWL), AND TO FUND A PHASE V LAND PURCHASE AND OCCC EXPANSION.

NOVEMBER 1998

THE WORLD EXPO CENTER'S FINANCING PARTNER, NOMURA SECURITIES CO., PULLS OUT OF THE PROJECT.

DECEMBER 1998

A LOCAL DEVELOPER, JEAN PIERRE CUENANT SUBMITTED A PROPOSAL TO COUNTY CHAIRMAN MEL MARTINEZ FOR PRIVATE DEVELOPMENT OF PHASE V. AS A RESULT, THE COUNTY CHAIRMAN SUSPENDS ALL ACTIVITY RELATED TO OCCC EXPANSION AND CREATES THE MARTINEZ CONVENTION CENTER COMMISSION (MCCC) TO REVIEW THE PROPOSAL AND TO MAKE RECOMMENDATION TO THE BCC.

THE BCC AUTHORIZES THE COUNTY TO PAY \$69 MILLION TO UNIVERSAL STUDIOS FOR THE 239 ACRES NEEDED FOR PHASE V EXPANSION.

MARCH 1999

JEAN PIERRE CUENANT PROPOSES TO THE MCCC THAT THE COUNTY JOINS PARTNERSHIP WITH PRIVATE INVESTORS (EXPO DEVELOPMENT PARTNERS) AND SUGGESTS THAT HE CAN BUILD A BIGGER CENTER FASTER.

MAY 1999

THE MCCC SUBMITS ITS REPORT TO THE BOARD OF COUNTY COMMISSIONERS. THE REPORT RECOMMENDS THAT THE COUNTY CONTINUE THE PHASE V EXPANSION AS PREVIOUSLY APPROVED. THE MCCC ALSO RECOMMENDS THE CREATION OF A CITIZENS OVERSIGHT COMMITTEE.

THE BOARD OF COUNTY COMMISSIONERS UNANIMOUSLY VOTES TO REJECT EXPO DEVELOPMENT PARTNERS'S BID.

JUNE 1999

THE BOARD OF COUNTY COMMISSIONERS VOTES TO SELECT A PHASE V ARCHITECTURAL TEAM. THE BCC CONTRACTS HELMAN HURLEY CHARVAT PEACOCK ARCHITECTS, INC., THOMPSON, VENTULETT, STAINBACK & ASSOCIATES, INC. AND HUNTON, BRADY, PRYOR, MASO ARCHITECTS P.A.

THE BOARD OF COUNTY COMMISSIONERS SELECTS O'BRIEN KREITZBERG AS OWNER'S REPRESENTATIVE OF THE PHASE V EXPANSION PROJECT.



OCCE HISTORY (CONT.)

- JANUARY 2000** THE BOARD OF COUNTY COMMISSIONERS SELECTS THE CONSTRUCTION MANAGER, HUBER, HUNT & NICKOLS.
- THE FIRST CITIZENS OVERSIGHT COMMITTEE (COC) REPORTS TO THE BOARD OF COUNTY COMMISSIONERS.
- MARCH 2000** THE SOUTH FLORIDA WATER MANAGEMENT DISTRICT APPROVES A PERMIT FOR THE OCCE WETLANDS PROJECT.
- THE DISTRICT RECOMMENDS THE PURCHASE AND DEDICATION OF 734 ACRES OF REMOTE ENVIRONMENTALLY SENSITIVE WETLANDS.
- MAY 2000** GOPHER TORTOISES ARE SUCCESSFULLY RELOCATED TO AN ENVIRONMENTALLY-SAFE LOCATION.
- AUGUST 2000** THE ORANGE COUNTY CONVENTION CENTER'S OFFICIAL PHASE V GROUNDBREAKING TAKES PLACE.
- REED EXPOSITION COS. ANNOUNCES A COMMITMENT TO BRING 43 OF ITS FUTURE EVENTS TO THE ORANGE COUNTY CONVENTION CENTER.
- HILTON HOTELS CORPORATION CONFIRMS PLANS TO BUILD A 1,400-ROOM CONVENTION HOTEL, WHICH WILL BE ADJACENT TO THE OCCE'S PHASE V EXPANSION.
- SEPTEMBER 2000** ORANGE COUNTY PURCHASES KENTUCKY FRIED CHICKEN AND TACO BELL SITES, WHICH COMPLETES PHASE V LAND PURCHASES.
- JANUARY 2001** THE CITIZENS OVERSIGHT COMMITTEE MAKES ITS REPORT TO THE BOARD OF COUNTY COMMISSIONERS.
- JUNE 2001** COUNTY CHAIRMAN RICHARD CROTTY HIRES EDGERTON K. VAN DEN BERG, FORMER ORLANDO ATTORNEY AND EXECUTIVE DIRECTOR OF THE GREATER ORLANDO AVIATION AUTHORITY, TO CONDUCT AN AUDIT OF PHASE V, CONFIRMING THE PHASE V PROJECT IS RUNNING SMOOTHLY.
- JUNE 2002** THE PEDESTRIAN CONNECTOR/OVERSIGHT BRIDGE IS PLACED OVER INTERNATIONAL DRIVE.
- SEPTEMBER 2003** PHASE V OPENS A MONTH BEFORE THE ORIGINAL EXPECTED COMPLETION DATE OF OCTOBER. SURF EXPO IS THE FIRST TRADESHOW HELD IN THE NORTH/SOUTH BUILDING (SEPTEMBER 12TH), THE ORLANDO HOME SHOW IS THE FIRST SHOW OPEN TO THE PUBLIC (SEPTEMBER 26TH TO 28TH).



OCCC HISTORY (CONT.)

NOVEMBER 21, 2003

“CENTERFEST”, THE OFFICIAL GRAND OPENING OF THE NORTH/SOUTH BUILDING, TAKES PLACE ON NOVEMBER 21ST.

CENTERFEST CONTINUES ON NOVEMBER 22ND, LOCAL CITIZENS ENJOY STREET VENDORS, LIVE CONCERTS AND A SPECIAL CHRISTMAS TREE LIGHTING CEREMONY.

2004

FOR THE FIFTH CONSECUTIVE YEAR, THE ORANGE COUNTY CONVENTION CENTER WINS THE CONVENTION INDUSTRY’S INNER CIRCLE AWARD. THIS AWARD RECOGNIZES THE OCCC’S EXCELLENCE IN SERVICE TO THE ASSOCIATION MEETINGS MARKETPLACE.

**AUGUST &
SEPTEMBER 2004**

OVER A SIX-WEEK PERIOD, HURRICANES CHARLEY, FRANCES, IVAN AND JEANNE POUND THE STATE OF FLORIDA.

THE ORANGE COUNTY CONVENTION CENTER HOUSES ORANGE COUNTY FIRE AND RESCUE UNITS, URBAN SEARCH AND RESCUE UNITS, RESCUE HELICOPTERS AND THE ORANGE COUNTY SHERIFF’S OFFICE MARINE, K-9 AND EQUINE UNITS. PROGRESS ENERGY SAFEGUARDS APPROXIMATELY 1,000 TRUCKS AT THE CONVENTION CENTER. THE OCCC ALSO SERVES AS A STAGING AREA FOR HEAVY DEBRIS REMOVAL TRUCKS AND AS A RECEIVING AND DISTRIBUTION POINT FOR SUPPLIES SUCH AS ICE, WATER AND MOSQUITO REPELLANT. MEDIA UNITS (TRUCKS, HELICOPTERS, ETC) COVERING THE HURRICANES ARE ALSO INVITED TO PARK AT THE CENTER.

THE OCCC OPENS ITS DOORS AS A SHELTER FOR EMERGENCY RESPONDERS AND AS A SPECIAL NEEDS SHELTER FOR FEMA (FEDERAL EMERGENCY MANAGEMENT AGENCY).

JANUARY 2005

THE ORANGE COUNTY CONVENTION CENTER HOSTS 270,900 ATTENDEES IN THE MONTH OF JANUARY WITH MAJOR SHOWS SUCH AS THE INTERNATIONAL BUILDERS’ SHOW, THE SUPER SHOW AND THE PGA MERCHANDISE SHOW. AS A RESULT, FIRST QUARTER 2005 SHOW ATTENDANCE ALONE EXCEEDS THE TOTAL YEARLY ATTENDANCE OF THE OCCC’S FIRST SIX YEARS OF OPERATION.