

<b>Agency</b>	Metropolitan Pier And Exposition Authority
<b>Program Name</b>	Exposition and Convention Promotion
<b>Program Description</b>	To fund the operations of the authority including paying debt service on McCormick Place Expansion Project bonds, make grants to attract meetings and trade shows to Chicago, and pay Choose Chicago pursuant to a marketing agreement with MPEA.
<b>Target Population</b>	National and international visitors, tradeshow, exhibitions, meetings and conventions to Chicago
<b>Activities</b>	MPEA provides subsidies and endeavors to increase available meeting and hotel space, and supports the marketing efforts of Choose Chicago.
<b>Goals</b>	Attract national and international visitors, tradeshow, exhibitions, meetings and conventions to Chicago and create maximum net economic impact.
<b>Outcome</b>	Unassigned

**PROGRAM FUNDING**

Appropriations (\$ thousands)		
FY18 Actual	FY19 Enacted	FY20 Recommended
222,028	208,069.3	222,703.7

**MEASURES**

**Total estimated attendance at McCormick Place**

**Reported** : Annually    **Key Indicator** : Yes    **Desired Direction** : Increase

**Benchmark** : Exceed 1.5 million in attendance, annually.    **Source** : MPEA management

**Baseline** : 2.1 million    **Baseline Date** : 6/30/2012

**Methodology** : Total estimated attendance at tradeshow, conventions, meetings, consumer shows and corporate events held at McCormick Place based on historical attendance and projected attendance provided by McCormick Place staff.

FY 2018	FY 2019	FY 2020 Est.	FY 2021 Proj.
2826975	3030655	2711817	