



JAVITS
CENTER®

Marketplace for the World

2012 - 2013 Annual Report: *A Year in Review*





Cloudforce (Event Rehearsal)

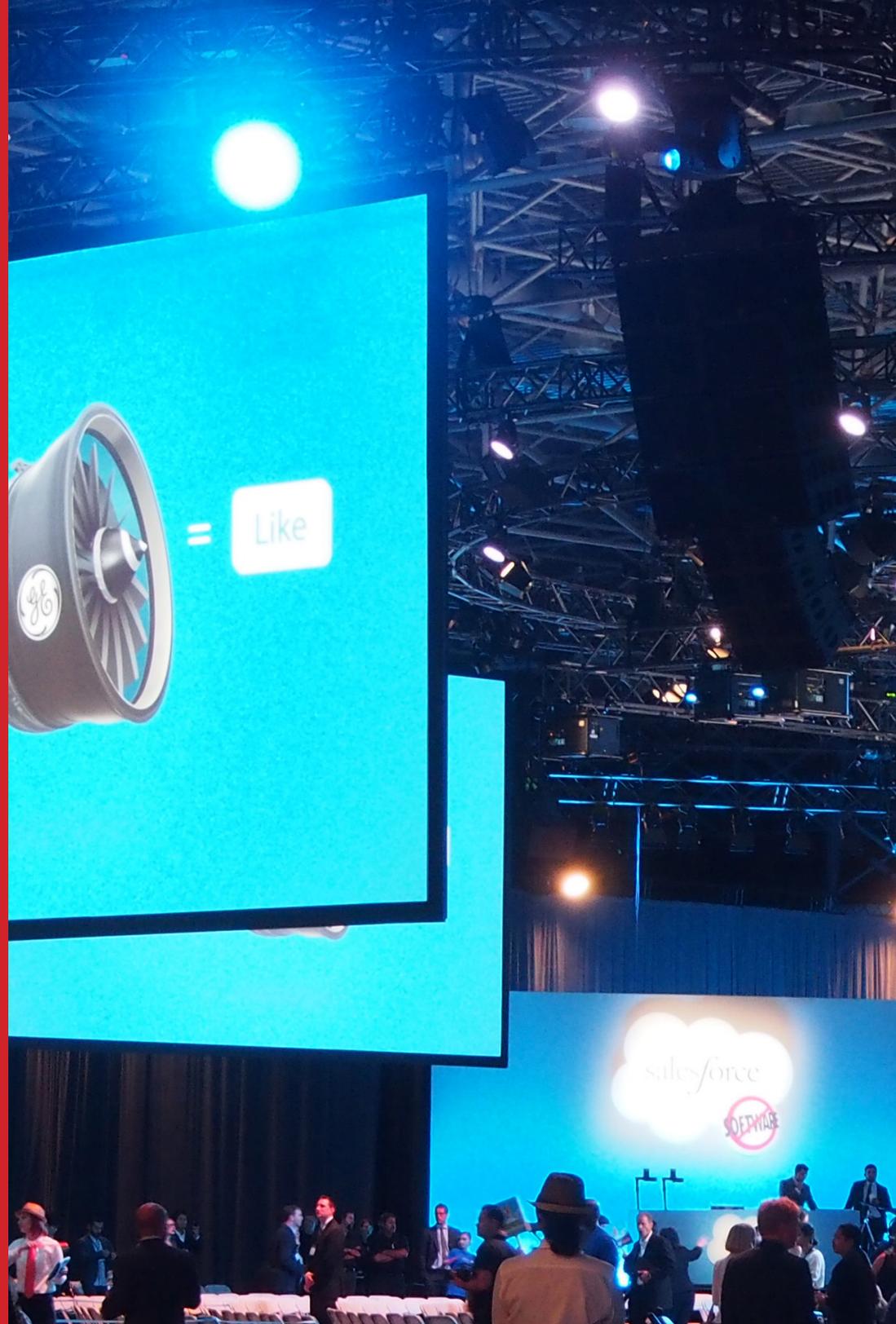


Table of Contents

- 4 Message from the President
- 7 Board Members/Executive Staff
- 8 Mission Statement
- 10 Show Calendar
- 12 Sustainability & Energy
- 15 Centerplate/Pride of New York Program
- 16 Hurricane Sandy Recovery
- 17 Capital Projects
- 18 NYCCOC Renovation & Expansion Project
- 21 Financial Statement
- 23 Economic Impact

ING Marathon



Message from the President & CEO



While the fiscal year of 2013 was yet another period of transition for New York's "Marketplace for the World", it was also a year when an impressive amount of business continued to be conducted at the Jacob K. Javits Convention Center.

The Center hosted 141 events during FY 2013, and is by any measure one of the busiest Convention Centers in the nation. It welcomed some 2 million visitors, while marking the third year of a four year building renovation. It also marked the 26th Year in which the Center delivered on its mission to generate economic impact for the State and City. And it marked my first year as President and CEO.

As a former customer of the building I was offered the opportunity to improve the delivery of the services which I had for many years received. I was offered the opportunity to create the culture I had long sought in the building. I was offered the opportunity to be responsible for the building as it entered the final phases of its renovation, and future plans for the Convention and Trade Show industry were being actively discussed.

Our goal at the outset of the year was to improve customer service in measurable terms at all levels of our organization. I'm delighted to report that we have achieved that goal. We have made many positive strides. Where problems have existed we have sought solutions. We have introduced a new vision of service to our customers; we have introduced new standards of performance for our staff; we have begun a dialog with our communities about their needs and expectations of us. We have met our goals for MWBE purchasing.

I'm proud of our people and the efforts they make every day to move in, set up, maintain and move out the thousands of customers we serve. Whether they are in our administrative team, a member of our Solutions groups, or part of our Labor teams, they are hardworking, skilled and dedicated. Their efforts in response to Hurricane Sandy deserve particular mention. Despite the extensive damage caused by the storm, the building was open to customers within 24 hours of the storm surge, and was fully operational, in all aspects of the building's services, within seven days. This was a team effort of no small proportions.



On an industry front, the Center has continued to feel the effects of challenges to our customers in the events business. The Center for Exhibition Industry Research reports an exhibition industry increase in overall performance of 1.5% in calendar year 2012, with a forecast of a lower increase of 1.1% in calendar year 2013. At the same time we have increased our investment in the facility to ensure it can meet our future customers' expectations. While face to face marketing has recovered somewhat from the significant impact of the recession, exhibit space sales and attendance have both been slower to recover than was first predicted. Both measures have impacts upon our income.

Total Operating Revenues increased 2.5% to \$125.2 million in FY2013. While exhibit space rental revenue was down 3.2% as a result of lower exhibit space sales, (due in part to the ongoing renovation and its impact on available exhibit space) orders for labor plus other products and services resulted in service and other revenues increasing by 3.5%. Total Operating Expenses increased over the same period by 4.4%.

As with all year to year comparisons in this industry, the Javits Center performance to plan was affected by the timing of three events moving to a different fiscal year. Together with additional expenses associated with the ongoing renovation of the building, costs related to new software systems necessary for the operation of the business, and unreimbursed expenses associated with Hurricane Sandy, budgets were constantly challenged. Overall however, the Javits Center performed well during FY 2013, with an Operating Loss 21% better than plan. In line with plan, net Assets decreased as a result of the Center's Operating Loss and increased Capital Asset investments.

As to the future, we've begun to make investments in our infrastructure, particularly as it relates to technology, to ensure we can deliver the mobile services needed by our customers. We've also begun to focus on our sustainability goals, and to prepare for the delivery of our new green roof, which will be the largest in New York State.

We have a new emphasis on our relations with the communities we serve, and a commitment to source more products locally as part of that program. We are proud to be part of Governor Andrew Cuomo's efforts to make the Empire State the tourism capital of the World.

FY 2014 has new opportunities for the Javits Center, many associated with the completion of the building renovation. The newly refurbished building will increase the amount of exhibition space available to our customers, and improve substantially the environment in which our customers operate. The completion of the number 7 line extension, which will connect the Center to New York's subway system for the first time and significantly improve connections between midtown hotels and local rail services, will create a major change in transportation access to the building. The opening of the High Line to 34th Street and the proximity of the Hudson River Park, both increase the appeal of the area in which we operate and offer both opportunities and challenges. Together with our commitment to make every Javits experience a memorable success and our infrastructure investments in new technology platforms, we will maximize the Center's positive impact on the economy of the City and the State.

At the Jacob K Javits Convention Center, our aim is to deliver exceptional customer service, to every customer, every time.

We hope this annual report helps convey that message.

Alan Steel



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Executive Staff

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Vice President/Facilities Management





Times Square, New York City

Mission Statement

The primary mission of the New York Convention Center Operating Corporation, as set forth in its enabling legislation, is to manage and maintain the Javits Center to maximize the Center's positive impact on the economy of the City and the State. NYCCOC meets this objective by booking events that bring out-of-town guests to the City to fill its hotel rooms, restaurants, theaters and retail shopping outlets; by stimulating the growth of the local economy through events that benefit New York businesses and inform New York consumers; and by providing work opportunities to its own labor force and to contractors and other service providers.

As a secondary goal, NYCCOC strives to operate the facility and to manage its funds in such a way as to be self-supporting. NYCCOC meets this objective by directly supplying as many services to its customers as it can efficiently administer, and by carefully managing its expenses.

NYCCOC meets this objective by soliciting input from its customers and by cooperating with the New York Convention Center Development Corporation to secure the most cost effective improvements to the Center.



Greater New York Dental Meeting

Event Schedule FY 2012-13

April 2012

- 4-15 NEW YORK INTERNATIONAL AUTOMOBILE SHOW
- 19 AMAZON WEB SERVICES USER SUMMIT
- 21-22 NEW YORK GREEN FESTIVAL
- 22-24 INTERNATIONAL BEAUTY SHOW
- 22-24 INTERNATIONAL ESTHETICS COSMETICS SPA SHOW
- 22 COLLEGE FAIR NACAC
- 25-26 ASIS NEW YORK CITY CHAPTER TRADE SHOW
- 26-30 NACA AMERICAN DREAM EVENT NEW YORK 2012
- 27 BIG APPLE JOB FAIR

May 2012

- 1-3 INTERPHEX
- 2-3 7TH ANNUAL NEW YORK XPO FOR BUSINESS
- 5 CREFLO DOLLAR MINISTRIES
- 7-9 ACCESSORIES THE SHOW MODA MANHATTAN FAME FASHION 2 GO
- 8-10 THE ASI SHOW INC
- 9-10 SUPPLYSIDE MARKETPLACE
- 12 IONA GRADUATION CEREMONY 2012
- 14 ROBIN HOOD DINNER DANCE
- 15 PUTTING AMERICA BACK TO WORK
- 17 NEW YORK STATE NURSES ASSOCIATION
- 18 THE NEW SCHOOL 2012 COMMENCEMENT CEREMONY
- 19 FINANCIAL RISK MANAGERS EXAM
- 19-22 INTERNATIONAL CONTEMPORARY FURNITURE FAIR
- 20-23 NATIONAL STATIONERY SHOW SUPPLY SIDE SURTEX
- 22 2012 FIT COMMENCEMENT EXERCISES
- 25 OELL PARENT CONFERENCE
- 26-27 LOVE FELLOWSHIP TABERNACLE SERVICES
- 29 HUNTER COLLEGE 2012 GRADUATION
- 30 FESTIVAL OF PEACE
- 30 BARUCH COLLEGE 2012 COMMENCEMENT CEREMONY
- 31 JOHN JAY COLLEGE 2012 COMMENCEMENT & GRADUATION CEREMONY

June 2012

- 1 BMCC GRADUATION 2012
- 2 MEDGAR EVERS COLLEGE 2012 COMMENCEMENT
- 4 NEW YORK CITY COLLEGE OF TECHNOLOGY 2012 GRADUATION
- 5-7 BOOK EXPO AMERICA
- 9 MONROE COLLEGE GRADUATION 2012

9 METROPOLITAN GRADUATION 2012

- 10 NEW YORK CITY CHURCH OF CHRIST RELIGIOUS SERVICE
- 11-14 CLOUD COMPUTING EXPO
- 12-14 INFO 360/ON DEMAND
- 12 TCI 2012 GRADUATION
- 15-17 INTERNATIONAL FRANCHISE EXPO
- 19-21 HBA GLOBAL EXPO
- 21-23 PRI-MED
- 26-27 THE BAR & RESTAURANT SHOW
- 27 MURRY BERGTRAUM HIGH SCHOOL 2012 GRADUATION
- 29 LAW REVIEW COURSE
- 29 PROMOTION DAY

July 2012

- 9-11 AMMA TOUR 2012
- 22-24 MRKET/VANGUARD
- 24-26 TEXWORLD USA HOME TEXTILES SOURCING EXPO AND THE INTERNATIONAL APPAREL SOURCING SHOW
- 24-25 LAW EXAM
- 29-31 JA NEW YORK SUMMER SHOW
- 30 ADOBE PHOTOSHOP

August 2012

- 5-7 ACCESSORIES CIRCUIT-INTERMEZZO COLLECTIONS
- 5-7 MODA MANHATTAN ACCESSORIES THE SHOW FAME FASHION 2GO
- 5-7 CURVENY
- 10 MPRE EXAM
- 18-22 NEW YORK INTERNATIONAL GIFT FAIR

September 2012

- 9-11 VALUE PLUS VARIETY EXPO
- 9-12 THE RUG SHOW 2012
- 12-13 FINOVATE FALL 2012
- 19-21 FASHION COTERIE SOLE COMMERCE
- 19-21 MODA MANHATTAN ACCESSORIES THE SHOW FAME
- 20-21 SUNY COLLEGE NIGHT
- 21 LAGUARDIA COMMUNITY COLLEGE 2012 COMMENCEMENT
- 25-26 YOM KIPPUR SERVICE

October 2012

- 2-4 SMX EAST
- 3-4 INTEROP
- 6-7 CIRCLE OF SISTERS
- 9 NEW YORK CHAPTER IAEE ANNUAL MEETING
- 11-14 NEW YORK COMIC CON
- 16 ADVANCE JOB FAIR 2012
- 16 PERFORMING AND VISUAL ARTS COLLEGE FAIR
- 17 PRI MED FALL ACCESS WITH ACP FALL
- 17 NEW YORK BUSINESS EXPO AND CONFERENCE
- 19 CLOUDFORCE FALL 2012 NEW YORK CITY
- 19-21 AMERICAN CRAFT SHOW AND CONTEMPORARY ART FAIR
- 20-21 MEET THE BREEDS
- 21-23 CHILDRENS CLUB
- 24 BIZ BASH
- 25-27 PDN PHOTO PLUS INTERNATIONAL CONFERENCE
- 27 PIX 2012 HEALTH AND WELLNESS EXPO
- 28-30 JA SPECIAL DELIVERY

November 2012

- 1-3 NEW YORK CITY MARATHON
- 7-8 CUSTOMER ENGAGEMENT TECHNOLOGY WORLD
- 7-8 AD TECH EXPO
- 11-13 INTERNATIONAL HOTEL MOTEL RESTAURANT SHOW
- 11-12 BOUTIQUE DESIGN NEW YORK
- 14-15 CONTENT AND COMMUNICATIONS WORLD
- 17 FINANCIAL RISK MANAGERS EXAM
- 18 NEW YORK NATIONAL PORTFOLIO DAY 2012
HOSTED BY PARSONS THE NEW SCHOOL FOR DESIGN
- 19 THE WOLF OF WALL STREET
- 25-28 GREATER NEW YORK DENTAL MEETING
- 28-29 ISC EAST
- 29 DOMESTIC VIOLENCE MEETING

December 2012

- 1 CHARTERED FINANCIAL ANALYST EXAM
- 1 MORRIS CERULLO CRUSADE

January 2013

- 3-6 NEW YORK BOAT SHOW
- 6-8 ACCESSORIES THE SHOW MODA MANHATTAN FAME FASHION 2 GO
- 14-15 NATIONAL RETAIL FEDERATION ANNUAL CONVENTION AND EXPO
- 14-16 TEXWORLD USA
- 18-20 PROGRESSIVE INTERNATIONAL MOTORCYCLE SHOW
- 18-20 NEW YORK TIMES TRAVEL SHOW
- 19-21 VALUE MERCHANDISE SHOW NY
- 19 POLY FLOOR HOCKEY TOURNAMENT
- 20-22 MRKET VANGUARD
- 26-30 NEW YORK INTERNATIONAL GIFT FAIR

February 2013

- 10-13 AMERICAN INTERNATIONAL TOY FAIR
- 13 ADIDAS PRODUCT LAUNCH
- 16-17 MMA WORLD EXPO 2013
- 16-17 THE VOICE CASTING
- 16-17 I CAN DO IT
- 24-26 FASHION COTERIE SOLE COMMERCE
- 24-26 JA NEW YORK WINTER SHOW
- 24-26 CURVENY
- 24-26 MODA MANHATTAN ACCESSORIES THE SHOW FAME

March 2013

- 1-3 NEW YORK WINE SHOW
- 3-5 INTERNATIONAL RESTAURANT AND FOOD SERVICE SHOW OF NEW YORK
- 7-9 NEW YORK CITY FIRST ROBOTICS COMPETITION
- 7-10 COFFEE FEST NEW YORK
- 9 AMERICAN DIABETES ASSOCIATION DIABETES EXPO
- 9-10 20TH ORIGINAL GLBT EXPO
- 10-12 CHILDRENS CLUB
- 13-15 WORLD FLORAL EXPOSITION EXPO
- 14 ADVANCE JOB FAIR SPRING 2013
- 15-17 INTERNATIONAL VISION EXPO
- 19 ADOBE PHOTOSHOP
- 29-4/7 NEW YORK INTERNATIONAL AUTOMOBILE SHOW



The Javits Center is developing new sustainability programs and improving those already in place. The goals are to exceed the State mandate of reducing energy and water consumption 20% by the year 2020 and reducing waste stream produced by the office space by more than the required 10% annually. These sustainability programs center on energy consumption reduction, water usage and reduction, creating a healthy building, green procurement practices and community outreach. To help achieve these goals, the Javits Center has joined the Green Meeting Industry Council. GMIC is an important source of sustainability knowledge for the meeting, events and conference industry.

Current recycling practices have kept large amounts of waste out of landfills. During 2012, the areas of concentration for recycling were compacted trash, mixed stream recycling (mixed paper, cardboard, plastic, aluminum, glass, newspaper) and magazines.

The Javits Center was able to recycle 501.47 tons of mixed recyclable goods throughout 2012. The average was 41.79 tons per month. The composting total for the year was 70.30 tons with an average of 5.85 tons per month. Between recycling and composting, the total amount of material kept out of landfills was 571.77 tons, with an average of 47.65 tons monthly.

As a result of the CCDC renovation project, the Javits Center is on track to achieving LEED Silver certification. One of the major contributors to LEED certification is the installation of a 22 acre green roof. This will be the second largest green roof in the country. Drexel University has partnered with the Javits Center to conduct a series of research projects on the roof to determine levels of storm water run-off, absorption and wind speeds. Data collection on the north roof has already begun and is expected to continue for the next three years. Recycled construction debris from the renovation is up to 76.4% as of April 2013. This is a total of 6,811 tons of waste diverted from landfills. *(Source: Javits Expansion and Renovation Demolition and Construction Waste Management Log)*

Centerplate, the Javits Center's exclusive caterer, handles the composting from their kitchens. All organic materials are collected in compost bins, including the compostable utensils used by Centerplate. The compostable material is collected by the Javits contracted waste hauler and taken off site where it is further processed for use on farms, golf courses, landscaping projects and by private home owners.

Centerplate also participates in the Governor's *Pride of New York* program by using agriculture products grown and other food products processed in New York State. Buying local food helps to reduce greenhouse gas emissions by decreasing the distance food needs to be transported and supports local businesses.

In 2012, the recycling totals translated into 8,525 trees saved, 39,616 gallons of oil not being used and 1,065,330 gallons of water saved.

(Source: 2012 IESI Recycling Chart)



Centerplate compost bin.



Javits Green Roof (In progress)





As the exclusive caterer for the Javits Center, Centerplate is proud to have joined the Pride of New York program. The program was initiated by Governor Cuomo to promote the sale of agriculture products grown and food products processed in New York State. Centerplate offers local products in its catering menus and café offerings.

New York Juices, based on treasured local flavors, have been served in the Café for the past several months. The Café also sells Red Jacket Juices from Finger Lakes Farm, fresh fruit and raw vegetable juices, aloe water, granola, popcorn, kale chips and fried onions from Squeeze Raw Snacks in Brooklyn. Other local farms and businesses include; Benti's Fresh Bread, NYC, Continental Organics, New Windsor, NY, Island Fresh of Staten Island, NY and Johns Pizza in New York City.



Centerplate chefs have also been visiting local farms in New York State. A recent visit to Continental Organics, a local aquaculture farm located in New Windsor, NY, ended in a business partnership between Centerplate and Continental Organics. The farm does not use genetic modified products. Plants are cultivated by using a fish-based fertilizer and grown hydroponically, reusing the bi-product from the fish production process. They also farm raise salmon and tilapia. Centerplate is currently exploring the procurement of produce and herbs from a rooftop farm located in Brooklyn. This farm will also grow all the products hydroponically.

Moving forward, Centerplate will be implementing new and innovative New York Ideas. Centerplate chefs are in the process of developing a "New York State of Mind Salad" for the Tossed Salad Bar that will be made up of all New York State products. Eventually, a New York State only salad station will carry New York State produce, grains, legumes and proteins. Centerplate is also sourcing seasonal local fruits and berries which will be integrated into their menus.

In addition to promoting and selling local NYS products Centerplate handles the composting of organic materials from the kitchen that is used on local farms.

4th Qtr. 2012 New York State Food & Beverage Products Purchased*

Produce	Totals
Spring Mix	3 Cases
Lettuce	6 Cases
Basil	15 Kilos
Dairy	
Yogurt	13 Cases
Milk	21 Gallon
Feta Cheese	5 Lb
Butter	12 Pint
Eggs	60 Dz
Juice/Cider	
Apple Cider	13 Cases
Apple Juice	10 Cases
Strawberry	10 Cases
Raspberry	10 Cases
Cranberry	8 Cases
Orange	4 Cases
Soups	
Manhattan Clam Chowder	18 Cases
New England Clam Chowder	50 Cases
Cream Of Tomato w/Chicken	71 Cases
Chicken Sausage	
Jambalaya	48 Cases
Chicken Noodle	38 Cases
Chicken Vegetable	30 Cases
Chicken Pot Pie	130 Cases
Classic Minestrone	46 Cases
Three Lentil	24 Cases
Ten Vegetable	11 Cases
Vegetable Split Pea	126 Cases
Tuscan White Bean	50 Cases
Italian Wedding Soup	205 Cases
Cream Of Broccoli	59 Cases
Loaded Baked Potato	30 Cases
Tomato Bisque	75 Cases
Bakery	
Pizza Dough 5oz	714 Lb
Pizza Dough 20oz	237 Lb



*Program started 4th quarter 2012



Level One Meeting Rooms and Loading Dock



Hurricane Sandy Recovery

On October 28, 2012, with Hurricane Sandy making its way up the northeast coast, a mandatory evacuation order was issued for all low lying areas of New York City. Within six hours, the Javits Center team evacuated the JA Special Delivery show. The Javits Center had a crisis management plan in place, but when the storm hit the next day, no one imagined the damage that a super storm like Sandy could inflict.

Damage brought on by the Hudson River water surge was assessed and remediation efforts began almost immediately. VP of Facilities Management, Kenneth Sanchez called in two disaster remediation companies who went right to work. Indoor air quality was tested and a de-humidification process was put in place. Independent labs were called in to test for mold spores and affected areas were sanitized and repainted. Damaged electrical and data boxes were replaced. Contaminated material such as carpeting, furniture, walls, equipment, flooring etc. was removed. Temporary carpet was installed and the walls re-sheet rocked and painted.

Within 24 hours, the ING New York City Marathon Expo was moving in. Within seven days, Level One meeting rooms and exhibit halls were restored. By the first week of November, the entire building was open for business. Customer Engagement Technology World, Ad Tech, International Hotel Motel Restaurant Show and Boutique Design New York moved in and exhibited as scheduled.

Disaster recovery efforts on Level One are continuing. All the elevators and escalators will be refurbished by the end of 2013. New carpeting is scheduled to be installed in the meeting rooms and in exhibit halls as well as new customized air walls later this year. In addition, flood gates will be installed on the west side of the Center. Renovation of the operations shops, offices and storage areas affected by the storm will be completed by early August 2013.



Remediation and Recovery of Level One Meeting Rooms

Capital Projects

The Javits Information Technology Plan focuses on the use of IT to support conventions, trade shows, events, meetings and administrative support services. Technology has become an integral part of the convention industry and most administrative support services provide an infrastructure for interaction, collaboration and revenue growth. It can also be a transformative agent that, not only enhances traditional modes of deploying technology, but also enables new methods of doing business.

Technology has the potential to facilitate and enable change across the Jacob K. Javits Convention Center and help the center achieve its goals. In fiscal year 2012-2013, the Javits Center started the design process for increased network bandwidth and high-speed connections to all areas of the building. Giving reliable access to network resources needed to support trade shows, events, meetings and administrative support services is critical to the success of our business.

Infrastructure investments will continue in fiscal year 2013-2014 in order to provide full technology in the building, continued expansion of wireless network services and improved delivery of internal business services with the creation of a property-wide Intranet connected venue project.

The new Distributed Antenna System (DAS), will bring to Javits a state of the art fiber fed network of hundreds of antennas that will deliver superior cellular coverage. The main function of the DAS is to increase the capacity and bandwidth available to the cellular carriers' subscribers and Javits Center visitors, exhibitors, organizers and staff. The service, which is due to be available in October 2013 will significantly improve cell service coverage at the Center.

User demand for both functionality and scalability are growing due to the rapid proliferation of new network devices and applications. The number of devices and connections per user at the Center is steadily increasing. Most Javits users today not only have a primary computing device but also at least one other smart device. This, and the dramatic increase in user densities, has created substantial competition for resources. In addition, this rapid increase in demand in an already congested spectrum is further complicated by the use of network devices which are designed for use in the home which creates challenges in large public spaces.

The high density wireless solution will enable the Javits Center to provide industry leading services to our patrons. In addition, the wireless network can offload traffic from the DAS environment to ensure that the Javits patrons have a world class experience.



NYCCDC Renovation & Expansion Project

In 2009, the New York Convention Center Development Corporation (NYCCDC) embarked upon a multi-year \$463 million renovation and expansion of the Jacob K. Javits Convention Center.

In June 2010, the \$38.750 million expansion was completed on schedule and on budget. Javits Center North is an 110,000 gross square foot pre-engineered structure that has been well received by the convention industry. This unique column-free event space has attracted a new customer base.

In July 2010, construction started on the \$391 million renovation program whose major components include: replacement of the exterior curtain wall, replacement of the roof, replacement of the heating and cooling system, painting of the structural space frame and selected interior renovation. Significant features of the renovation program include the largest green roof on the eastern seaboard and LEED Silver status.

During the Fiscal Year ending 2013, the Project achieved approximately 90% completion. As a result of savings achieved through favorable bidding and careful management of contingency, an additional \$40 million of work was added to the project in FY 2013. This additional project scope includes a new food service venue, retail kiosks, site work and new interior flooring. The project is anticipated to be complete in December 2013, with close-out completed in the first quarter of 2014.

Curtain Wall Replacement in Progress



March 31

2013

2012

Assets

Current Assets

Cash and cash equivalents	\$6,182,730	\$2,024,594
Short-term investments	69,987,189	75,491,863
Accounts receivable, net of allowances of \$1,207,609 and \$1,316,739 in 2013 and 2012, respectively	6,041,066	5,456,733
Other asset	12,414,771	688,202
Total current assets	94,625,756	83,661,392

Property, Plant And Equipment, Net

Total assets	12,535,943	7,454,999
	\$107,161,699	\$91,116,391

Liabilities and Net Assets

Current Liabilities

Accounts payable	\$10,754,236	\$3,623,934
Accrued expenses	10,577,878	4,923,131
Unearned revenue	19,408,453	16,220,851
Reserve for emergency repairs	2,593,011	480,154
Estimated litigation and insurance claims	741,504	961,849
Other postretirement employee benefits obligation. Current	341,851	278,912
Total current liabilities	44,416,933	26,488,831
Accrued expenses	841,743	1,386,496
Other postretirement employee benefits obligation	28,102,841	25,247,399
Total liabilities	73,361,517	53,122,726

Commitments and Contingencies

Net Assets

Invested in capital assets	12,535,943	7,454,999
Board designated for other postretirement employee benefit obligation	28,444,692	25,526,311
Unrestricted	(7,180,453)	5,012,355
Total net assets	33,800,182	37,993,665

Total liabilities and net assets	\$107,161,699	\$91,116,391
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	March 31	
	2013	2012
Operating Revenues		
Space rentals	\$18,285,464	\$18,885,786
Event-related services	100,610,074	98,284,337
Concession commissions	4,573,474	3,998,943
Advertising income	1,619,384	863,390
Other income	97,158	119,406
Total operating revenues	125,185,554	122,151,862
Operating Expenses		
Employee compensation and benefits	107,226,029	104,493,077
Facility operating expenses	9,612,962	8,115,805
Selling, general and administrative expenses	8,223,888	7,227,063
Annual other postemployment benefits expenses	3,156,932	2,956,620
Total operating expenses	128,219,811	122,792,565
Operating Loss Before Depreciation and Amortization	(3,034,257)	(640,703)
Depreciation and Amortization	1,257,301	883,363
Operating Loss	(4,291,558)	(1,524,066)
Non-Operating Revenues		
Interest Income	98,075	99,305
Net Loss	(4,193,483)	(1,424,761)
Net Assets, Beginning	37,993,665	39,418,426
Net Assets, Ending	\$33,800,182	\$37,993,665





ADIDAS Product Launch (Event Installation)

Introduction

The following pages present estimates of the economic and tax benefits to New York City and the State of New York generated by conventions, trade shows, and public (consumer) shows held at the Jacob K. Javits Convention Center ("Javits") in calendar years 2011 and 2012. Figures prepared as part of prior studies for the 2010 calendar year have also been presented for comparison purposes.

Estimates are based on the annual event activity at Javits and a variety of inputs and assumptions related to the types and levels of expenditures by event delegates, association/event organizer representatives, and exhibiting companies/exhibitors. A summary of the annual event activity at Javits in the calendar years analyzed is presented below.

Economic Impacts

Events at Javits generate spending from non-resident delegates, association/event organizer representatives, and exhibiting companies/exhibitors who would not otherwise have spent money in the local economy. As direct spending from these sources flows through the economy, additional rounds of spending, employment, and earnings are generated. The total impacts generated are estimated by applying "multipliers" derived from the economic infrastructure of New York City and the State of New York to the estimates of initial direct spending.

The following table presents the estimated total effect of delegate, event organizer, and exhibiting company/exhibitor spending for conventions, trade shows, and public shows held at Javits in 2011 and 2012 compared to prior year estimates.

Fiscal Impacts

New York City and the State of New York also benefit from Javits operations in the form of tax revenues. The primary taxes affected by Center-related expenditures include sales tax, hotel occupancy tax, and personal income tax.

The total fiscal benefits to New York City and the State of New York presented below are based on the estimated total expenditures generated by conventions, trade shows, and public shows held at Javits in 2010, 2011 and 2012 and the applicable tax rates.

Event Activity

	2010 ²	2011 ²	2012 ²
Events ¹	69*	78*	73*
Attendance	1,952,900	1,938,900	1,937,700
Number of Exhibiting Companies	33,924	34,402	32,632

¹Event figures represent licenses. It should be noted certain licenses host multiple events throughout the year (e.g. the 78 licenses in 2012 yielded 91 events).

²Between 8,500 and 840,000 square feet of function space was closed for renovation at any point in time from July 2010 through the end of 2012. The Center's available square foot days were reduced by approximately 9 days in 2010, 17 days in 2011, and 84 days in 2012 as a result of the function space closures.

* Special events not included.

Total Economic Impacts

	2010	2011	2012
New York City:			
Sales	\$1.5B	\$1.4B	\$1.4B
Income	\$591M	\$692M	\$685M
Employment	12,100	12,900	12,600
State of New York:			
Sales	\$1.5B	\$1.5B	\$1.4B
Income	\$596M	\$646M	\$635M
Employment	13,900	14,800	14,300

Note: Financial data is rounded to the millions and presented in terms of dollars for that year. For example, 2011 figures are presented in 2011 dollars.

Note: City and State impact estimates cannot be added.

Total Fiscal Impacts

	2010	2011	2012
New York City:			
Sales	\$37.2M	\$37.6M	\$37.1M
Hotel	\$13.2M	\$13.7M	\$13.5M
Income	\$11.6M	\$15.1M	\$15.0M
Total City	\$62.0M	\$66.5M	\$65.6M
State of New York:			
Sales	\$33.1M	\$33.5M	\$32.6M
Income	\$22.4M	\$25.4M	\$24.9M
Total State	\$55.5M	\$58.9M	\$57.5M
MTA¹:			
Sales	\$3.1M	\$3.1M	\$3.1M
Total Fiscal Impact	\$120.6M	\$128.5M	\$126.3M

¹Metropolitan Transit Authority

Note: Financial data is rounded to the millions and presented in terms of dollars for that year.

For example, 2011 figures are presented in 2011 dollars.

