Table of Contents

Mission
The Greater Pittsburgh Convention & Visitors Bureau was established in 1935 to create revenue and jobs in Allegheny County and the City of Pittsburgh by generating convention, tradeshows and leisure travel business. The GPCVB’s mission remains intact today as the official tourist promotion agency of Allegheny County and as an independent, nonprofit organization serving its business membership.

> Letter from Our Chairperson: B.J. Leber 4
> Letter from the President & CEO: Joseph R. McGrath 6
> The Convention & Meetings Industry 8
  Convention Sales 9
  Convention Services and Housing Services 11
  Sports Marketing: Pittsburgh’s Got Game 13
  National Performing Arts Convention 14
> Tourism and Cultural Heritage 15
  Pittsburgh and Its Countryside 19
> Membership 20
> Communications 23
  Pittsburgh MythBusters 26
> Finance & Administration 27
  Financial Highlights 29
> 2004 GPCVB Board of Directors 30
> 2004 Key Events 31
In 2004, I had the honor of taking on the role of chair of the Greater Pittsburgh Convention & Visitors Bureau (GPCVB). I agreed to serve because of my commitment to Pittsburgh and because of my belief that the GPCVB is an integral part of the economic vitality of our region.

Tourism and conventions are generating a significant return for our community, and the GPCVB’s efforts to market and sell Pittsburgh continue to create outstanding results.

New convention business booked by the GPCVB in 2004 includes notable events such as the 2006 American Wind Energy Association, the 2009 American Physical Society, and the 2011 National Square Dance Convention. The majority of these events would not have considered Pittsburgh had we still been operating our old facility, reinforcing the fact that our spectacular new convention center was well worth the investment.

Events at the Convention Center this past year included the United States Chess Federation, National Association of Black Social Workers, National Rifle Association, United Methodist Church, Quilts Inc., National Performing Arts Convention, the Presbyterian Church in America, and SC 2004 (SuperComputing), to name just a few.

While these bookings are impressive, perhaps the most significant and rewarding highlight of this past year has been the tremendous spirit of collaboration among our community leaders. Economic development, hospitality, arts and business leaders are working together toward the shared goal of changing old perceptions of Pittsburgh and attracting business, visitors and talent to our region. It is refreshing, it is exciting and it is bringing real results.

In 2004, the GPCVB, in collaboration with the Allegheny Conference on Community Development and a local organizing committee comprising business, tourism and corporate leaders, secured the CITGO Bassmaster Classic for Pittsburgh. Local arts leaders helped convene the first National Performing Arts Convention, bringing top-level arts administrators from across the country to Pittsburgh.
Kevin McClatchey and the Pittsburgh Pirates scored an incredible hit by landing the 2006 All-Star Game; organizers and volunteers continue to work tirelessly to prepare for this summer’s Senior Games; and a committee has come together to plan for the 250th anniversary of Pittsburgh in 2008.

The collective energy behind these efforts is tremendous, and underscores that Pittsburgh is the place where it all comes together.

In closing, I would like to thank the GPCVB Board of Directors for their time and support. Your leadership keeps us on course and enables us to achieve the accomplishments outlined on the following pages.

B.J. Leber
Chair
In 2005, the GPCVB celebrates its 70th year of marketing Pittsburgh as a tourism and convention destination.

While there have been many changes in the industry over the years, one constant remains – and that is the GPCVB’s commitment to putting each and every marketing dollar to its best and smartest use.

Whether we are selling the new convention center to decision-makers, putting together a unique getaway package for tourists, hosting a familiarization tour for meeting planners or pitching a story about Pittsburgh to journalists, we do it all with the goal of creating measurable, positive results.

We retained Strategic Advisory Group (SAG), a destination marketing research firm based in Atlanta, to review our convention sales efforts. SAG surveyed 100 meeting planners, benchmarked infrastructure, service and sales performance areas of the GPCVB against nine competitive convention destinations, and reviewed GPCVB internal convention sales planning processes.

Survey findings showed that GPCVB sales and services were perceived as excellent, with the GPCVB scoring 4.7 out of 5 overall by customers. According to the study, the GPCVB’s level of sales is “at practical maximum given funding constraints, and additional investment in sales managers, advertising and related costs is necessary to increase sales results.”

We conducted a user study and an assessment of our Web site. And after hearing from our customers, we determined that www.visitpittsburgh.com was due for a complete overhaul. The resulting new site will not only be more user-friendly and loaded with features that will enable us to...
increase online sales of Getaway packages, it will also save us more than 50 percent in overall annual Web-related costs.

We are also looking at new and creative ways to attract convention business. Building on the success of 2004 bookings that included the National Field Archery Association (2005 and 2006), National Intercollegiate Soccer Officials Association (2006), Major League Baseball All-Star Game (2006) and Cheer Nation (2005), the GPCVB has launched a new sports marketing sales division to pursue sports-related conferences and sporting events. This market holds tremendous potential for Pittsburgh, and we have assembled an outstanding community task force to assist us in this endeavor.

In a move that is already enhancing convention sales efforts, a new sales database system, iDSS, was secured. This Web-based system provides GPCVB convention sales staff with 24/7 access to critical customer data, information and resources when they are on the road, while improving the efficiency in which convention leads are distributed to member hotels.

I am also pleased to report that we closed 2004 in our best financial position since 2000.

These efforts, together with the accomplishments outlined in the pages that follow in this report, underscore the fact that we are working harder and smarter to bring business home to Pittsburgh.

There’s more work to be done, no doubt. But the foundation that was laid in 2004 in measuring the effectiveness of our efforts will prove vital as the GPCVB continues to garner positive perceptions of Pittsburgh as a desirable place to visit for business or pleasure.

Joseph R. McGrath

President & CEO
WHILE THE CONVENTION SALES DEPARTMENT PROVED INSTRUMENTAL IN LURING SOUGHT-AFTER EVENTS, THE CONVENTION SERVICES DEPARTMENT PROVIDED AWARD-WINNING SERVICES TO CONFERENCES THAT SET ATTENDANCE RECORDS.
Service awards, satisfaction scores and striking statistics demonstrate the rather remarkable year of the GPCVB’s Convention Sales and Services Departments. In fact, 2004 marked renewed growth in the number of convention attendees, room nights and room revenue increases.

While the Convention Sales Department proved instrumental in luring sought-after events, such as the 2005 CITGO Bassmaster Classic and Major League Baseball’s All-Star Game in 2006, the Convention Services Department provided award-winning services to conferences that set attendance records, including the National Rifle Association (61,000 attendees) and the National Performing Arts Convention (4,730 attendees).

CONVENTION SALES

In 2004, an unprecedented number of familiarization tours and site visits paid off. All told, 501 meeting planners, including the Religious Conference Management Association, visited Pittsburgh. At the close of 2004, 411 future conventions and meetings were booked at the David L. Lawrence Convention Center and other venues throughout the region. Consider the following:

- Convention room nights sold in 2004 for future years increased 46.5 percent from 2003
- Group rooms booked in 2004 rose nearly 32 percent over the average of the past six years – marking the largest contribution in history
- Room night leads distributed to the hotel community increased 32 percent over 2003

Convention bookings for the new David L. Lawrence Convention Center exceeded SMG’s (the Center’s facility management company) projections for the first and second years of operations.

<table>
<thead>
<tr>
<th>Examples of new business booked in 2004 include:</th>
<th>Year</th>
<th>Attendance</th>
<th>Economic Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>CITGO Bassmaster Classic</td>
<td>2005</td>
<td>45,000</td>
<td>$29.6 million</td>
</tr>
<tr>
<td>American Wind Energy Association</td>
<td>2006</td>
<td>2,500</td>
<td>$1.6 million</td>
</tr>
<tr>
<td>Society of General Internal Medicine</td>
<td>2008</td>
<td>1,800</td>
<td>$1.6 million</td>
</tr>
<tr>
<td>American Physical Society</td>
<td>2009</td>
<td>5,000</td>
<td>$5.3 million</td>
</tr>
<tr>
<td>National Square Dance Convention</td>
<td>2011</td>
<td>8,000</td>
<td>$5.5 million</td>
</tr>
</tbody>
</table>

In May 2004, Quilts Inc. drew 5,500 people to Pittsburgh, accounting for nearly $4 million in direct spending.
The Convention & Meetings Industry

By The Numbers
In 2004, the Sales staff:
• Conducted 27 sales trips resulting in 786 personal sales calls on meeting planners
• Increased familiarization-tour and site-inspection customers by nearly 72 percent
• Booked 37,909 international room nights
• Participated in 20 industry trade shows, which generated 450 contacts and 37 leads

The Bring It Home campaign, which encourages local members of national organizations to bring meetings to the Greater Pittsburgh area, resulted in 118 future bookings. This represents 90,008 anticipated attendees and 82,275 room nights. Total Bring It Home events booked in 2004 represent a nearly $70.5 million economic impact, the largest since the program’s 2000 inception.

A new initiative, dubbed the “Three City Coalition,” commenced in 2004 with strategically located partners in Wisconsin and Oregon. Together, the GPCVB, Visit Milwaukee and the Portland Oregon Visitors Association are pooling resources and sharing sales information about market destinations in order to appeal to a broader reach of clients. Momentum is expected to build for this wave-of-the-future partnership, themed “A River Runs Through It,” thus named for the rivers that all three cities enjoy.

A six-month study of Pittsburgh’s convention sales and marketing practices by an Atlanta-based destination marketing research group, Strategic Advisory Group (SAG), has found that meeting planners hold an overall positive perception of Pittsburgh as a convention destination.

The 2004 SAG study noted that GPCVB sales and service were perceived as excellent, with the GPCVB scoring 4.7 points out of 5 overall by convention center meeting planners and tour operators, and 4.5 points for hotel-based meeting planners. The David L. Lawrence Convention Center received high marks, scoring 4.7 to 4.9 points out of 5 for the building’s quality, location, size, configuration and functionality.

“Clean, green and cosmopolitan define the new ‘Renaissance City of the East.’”
– Meetings East, June 2004
The Convention & Meetings Industry

CONVENTION SERVICES AND HOUSING SERVICES
With their whatever-it-takes attitude, the award-winning Convention Services team steps in once meetings and conventions are booked. But their job doesn’t stop after taking a hotel reservation or providing referral assistance. Not by a long shot.

In fact, it’s not unusual for members of the team to give out their home phone numbers to ensure a client’s peace of mind. The Convention Services team has customer satisfaction as their highest priority, around the clock, seven days a week.

The GPCVB’s outstanding customer service has not gone unnoticed. GPCVB is the 10-time winner of Meetings & Conventions magazine’s Gold Service Award; the 11-time winner of Corporate & Incentive Travel magazine’s Award of Excellence; and the 12-time winner of Successful Meetings magazine’s Pinnacle Award.

Pittsburgh also received a 2004 Top Destination Award from Facilities & Destinations magazine based on such criteria as quality of convention center, accessibility, attractiveness of destination and professionalism of staff.
The Convention & Meetings Industry

By The Numbers
In 2004, the Convention Services staff:
• Processed reservations for five citywide conventions totaling more than 48,000 room nights
• Provided services to more than 400 meeting planners who will be holding future conventions in Pittsburgh
• Placed 1,171 restaurant reservations and referrals for 17 major conventions

Among the convention groups reporting highly successful meetings in Pittsburgh during 2004 are:
• The Religious Conference Management Association, which attracted 1,400 people, including 400 convention planners who coordinate 16,000 meetings each year
• SC 2004 (SuperComputing), which drew more than 7,900 attendees from 45 countries and 45 states—a figure that is almost double the 4,000 people that attended SuperComputing the last time this conference was held in Pittsburgh in 1996
• The National Rifle Association pulled in more than 61,000 visitors for its meeting—the highest count ever for the NRA. The meeting featured US Vice President Dick Cheney as keynote speaker.

With more than 61,000 attendees at this year’s convention in Pittsburgh, the National Rifle Association required significant assistance with its hotel room block and with fielding phone calls and information requests. At a post-convention wrap-up meeting, the NRA applauded the GPCVB Housing staff, calling them “a national treasure.”
The Convention & Meetings Industry

SPORTS MARKETING:

PITTSBURGH’S GOT GAME

Pittsburgh. It’s a city whose name is synonymous with sports. And it’s why the GPCVB intends to further jump-start its presence in the lucrative sporting market.

In 2004, Pittsburgh lured the CITGO Bassmaster Classic, a world-class event that’s expected to attract 45,000 people to the city July 29-31, 2005. There will be daily weigh-ins at Mellon Arena, and thousands will visit the David L. Lawrence Convention Center for the ESPN Classic Outdoors Expo, one of the largest consumer shows in the outdoor industry.

Besides reeling in upwards of $30 million in economic impact for the region, professional fishing’s biggest event will weigh in an even bigger catch: the opportunity to further enhance the image of a clean and green Pittsburgh.

Also booked in 2004 was the 2006 All-Star Game. Our impressive, sparkling city is sure to captivate the 38,456 attendees and millions of home viewers watching the game at PNC Park, voted best ballpark in Major League Baseball, according to ESPN.

With the National Senior Games already on the scorecard for June 2005, the GPCVB actively pursued additional sporting events in 2004, including the U.S. Hockey Federation (2004), National Field Archery Association (2005/2006), Cheer Nation (2005) and U.S. Amateur Boxing Inc. (2006). Together, more than 46,000 people are expected to attend these events.

To continue to gain momentum in this lucrative arena, GPCVB initiated a Sports Marketing Task Force in 2004. The group will represent the professional and collegiate sports community, as well as local business and political leaders, hospitality partners and sports venues. These volunteers will help the GPCVB, and its newly hired Sports National Sales Director, to create even more opportunities to attract sporting events and sports-related conventions to Pittsburgh. The GPCVB is ready to play ball!

By The Numbers

• “The Pittsburgh region had the highest share of visitors attending sports events (12 percent) of the 14 tourism regions in the state — a share that was well above the state average of 5 percent
  
Source: Pennsylvania Tourism Office
• All told, more than 50,000 room nights were booked in 2004 for the sports-related market

“Getting this game here is going to help the city and allow the rest of the country to see a new city by 2006.”

— Kevin McClatchy

Pittsburgh Pirates

MLB.com July 20, 2004
NATIONAL PERFORMING ARTS CONVENTION
This 2004 convention was the largest gathering of nonprofit art executives in the United States. In an unprecedented show of unity, 12 arts organizations — including Opera America, Dance/USA, Chorus America and the American Symphony Orchestra League — held their annual conventions simultaneously in Pittsburgh in June.

All told, NPAC drew 4,730 arts professionals from 1,400 cities and 67 states, countries and provinces from as far away as Australia. Nine other arts organizations will hold off-year gatherings at downtown Pittsburgh hotels.

The four-day conference generated more than $5 million for the local economy.

“People fell in love with Pittsburgh. I still get calls from people who came to the Arts Convention telling me how beautiful Pittsburgh is and how impressed they are with the exceptional quality of the arts in this city.”

— Mark Weinstein
General Director
Pittsburgh Opera
VISITOR INQUIRIES TO THE GPCVB HIT AN ALL-TIME HIGH IN 2004, WITH NEARLY 620,000 INQUIRIES GENERATED.

IN 2004, THE GPCVB TRACKED 225,000 TOURISTS WHO VISITED PITTSBURGH THROUGH TOURISM AND CULTURAL HERITAGE PROGRAMS, ACCOUNTING FOR $49 MILLION IN DIRECT SPENDING.
Tourism and Cultural Heritage Department

2004 marked a year of transition with the merger of two departments: Tourism and the Office of Cultural Tourism. Besides streamlining and improving operations—both behind the scenes and on the front lines through technology and our Welcome Centers—the new Tourism and Cultural Heritage Department initiated a number of developments to better market Pittsburgh as a travel destination.

Specifically, the department adopted a change in philosophy by identifying key customer segments and then designing Getaway Packages and advertising campaigns to fit the needs of these potential buyers. It was a strategy that paid off big. Visitor inquiries to the GPCVB hit an all-time high in 2004, with nearly 620,000 inquiries generated. In 2004, the GPCVB tracked 225,000 tourists who visited Pittsburgh through Tourism and Cultural Heritage programs, accounting for $49 million in direct spending.

All told, the Tourism and Cultural Heritage Department spent $1.3 million in combined departmental marketing and advertising campaigns to promote the region’s attractions and drive overnight tourism business. Advertising messages focused on Getaway Packages as part of a new regional cooperative campaign to better leverage marketing dollars.

To promote Getaway Packages to consumers, the department created a full-color, 32-page brochure called “Get Away to Pittsburgh” that offers hotel amenities packages and discount offers from 61 regional attractions and hotels. This involvement marked the highest participation among partners since the program began in 1990.

Advertisements promoting Getaway Packages ran in targeted markets, including newspapers in Cleveland, Erie and Toronto, and in national publications, such as USA Today, The New York Times, Better Homes & Gardens and Ladies’ Home Journal. Outdoor billboard advertising was placed along the Pennsylvania Turnpike.

A BIG WELCOME
The GPCVB changed the name of its Visitor Information Centers to Welcome Centers in order to, well, be more welcoming. These Welcome
Tourism and Cultural Heritage Department

By The Numbers

In 2004, the Tourism and Cultural Heritage Department:

- Generated the most inquiries from visitors ever recorded — nearly 620,000
- Sold the highest number of attraction tickets per web site order ever — nearly six tickets per order
- Tracked $49 million in direct spending from leisure and group visitors using GPCVB services
- Tracked 24,142 leisure room nights sold

Centers, which visitors have come to rely on, have made an important contribution to excellent customer service.

To attract attention to the Welcome Center at the Pittsburgh International Airport, the GPCVB began plans to place permanent banners on site to welcome visitors and convention attendees to the Pittsburgh region. Communications also improved when the Center’s telephone systems were upgraded to handle the overflow of calls during peak times.

In addition, Welcome Center staff received new uniforms in order to present a more engaging and unified appearance. In all, 64,538 visitors stopped at the Welcome Centers in 2004.

ALL ABOARD

The group tour division tracked 22,420 room nights in the domestic and international markets in 2004, generating almost $12 million in direct spending in Allegheny County. Staff attended 22 trade and group leader shows and conducted one sales blitz promoting Pittsburgh to more than 1,000 tour operators and group leaders.

In addition, the staff hosted 186 clients on familiarization tours of the region.

HAPPY TRAVELERS

Visitors who purchased getaways through the GPCVB were happy with their travel experience, and plan to return. Surveys of 2004 package buyers showed that 77 percent were “very likely” to visit Pittsburgh again, and 95 percent rated their hotel stay in Pittsburgh as “good” or “excellent.”

And that’s good economic news for the region. In 2005, the Pennsylvania Tourism Office reported a significant increase in Pittsburgh visitor spending on both a “per person” and a “per trip” basis from 2003. The average per person daily spending levels rose by $23 to $94, while per trip spending rose $117 to $674.
The Pittsburgh region hosted 7 million leisure overnight visitors in 2003, a 0.5 percent increase in the region’s leisure visitors.

Source: Pennsylvania Tourism Office, released in January 2005

“It isn’t often that a middle-sized American city arranges for a spectacular array of packages for visitors, and it’s even less often that they are as superior as the five dreamed up by the Greater Pittsburgh Convention & Visitors Bureau. Here’s hoping other cities take the hint and copy what Pittsburgh has done.”

— Frommer’s, October 2004

“I love Pittsburgh. I’ve been here before some years ago, and I’ve always said Pittsburgh has the most beautiful approach of any city in America.”

— Alex Trebek, host of Jeopardy, in Whirl magazine, December 2004

“We love Pittsburgh! Everything is new and clean. Transportation is great. Waterfront is beautiful. There are all kinds of things to do! Please invite Mayor Bill Johnson, Rochester, N.Y., to Pittsburgh to see how it is done!”

— Kathleen / Kendall, New York

“Your getaway packages are attractive for several reasons: pricing, convenience (package at hotel desk upon arrival) and quality of attractions and entertainment.”

— Lisa / Madison, Ohio
TECHNOLOGY LEADS THE WAY
Throughout 2004, the GPCVB took an in-depth look at its overall Internet presence. Feedback from user studies and technology assessments resulted in one course of action: a complete overhaul of the Web site, www.visitpittsburgh.com.

Despite having the Web site under construction during the last four months of the year, more than 521,500 visits to the site were made in 2004 — the most in any year except one! And viewers of the site stay tuned on an average for more than seven minutes per visit.

While e-commerce capabilities, streaming videos and 360-degree photography will remain a mainstay on www.visitpittsburgh.com, the new site will also provide new features to increase online sales of Getaway Packages. These will include special promotional offers, contests, photo tours, itinerary builders, links to partner sites, an interactive mapping program and a more user-friendly process for booking packages.

Visitor inquiries come from a mix of telephone, mail and online activity, but trends indicate that more inquiries are currently being made on the Web than by phone or mail.

Other 2004 technology initiatives to boost tourism sales included the hiring of a nationally recognized database marketing consultant to assist in mining customer data. By instituting a database marketing program, the Tourism and Cultural Heritage Department is able to generate more inquiries and create a solid communications plan to better respond to these inquiries.

PITTSBURGH AND ITS COUNTRYSIDE
In 2004, Pennsylvania increased funding by $200,000 for the unique Pittsburgh and Its Countryside program, awarding a $1.3 million/year three-year grant to this regional marketing effort. This funding, which required significant effort by the GPCVB, will allow 12 southwestern Pennsylvania counties to jointly promote the region as a tourism destination.

In 2004, GPCVB developed a new Web site, www.pittsburghanditscountryside.com, which showcases the many offerings throughout the region. And for the first time, the Pittsburgh and Its Countryside group co-sponsored an event at the CrossSphere Convention in Toronto in preparation of Pittsburgh hosting this important National Tour Association event in 2008.
IN JANUARY, THE MEMBERSHIP DEPARTMENT LAUNCHED ITS NEW MEMBERSHIP WEB SITE, WWW.CONNECTPITTSBURGH.COM. THIS SITE SERVES AS THE OFFICIAL INFORMATION PORTAL FOR THE LOCAL BUSINESS COMMUNITY AND GPCVB MEMBERS. HERE, MEMBERS HAVE ACCESS TO A CONFIDENTIAL SECTION OF THE WEB SITE THAT FEATURES AN ONLINE CONVENTION CALENDAR — AN ESSENTIAL PLANNING AND MARKETING TOOL.
Membership

The Membership Department concentrates on improving business opportunities for the GPCVB’s 768 members. In 2004, 140 new members joined the organization, bringing total dues revenue to $433,130. The department also generated $328,580 in advertising sales and an additional $78,716 in non-dues revenue, for a total of $840,426 in revenue.

In January, the Membership Department launched its new membership Web site, www.connectpittsburgh.com. This site serves as the official information portal for the local business community and GPCVB members. Here, members have access to a confidential section of the Web site that features an online convention calendar — an essential planning and marketing tool.

In addition to its ongoing efforts to link members with visiting customers, the Membership Department hosts regular educational opportunities and network-building events. The department hosted 16 events during the year, attracting hundreds of members.

In 2004, the enthusiastic GPCVB Connection Committee instituted a “Bridging Business Partners” initiative to expand both member programming and recruitment. To this end, the very active committee assisted tremendously by hosting a prospective member reception, making monthly member mentoring calls and coordinating a membership drive sales blitz on the South Side.

The Membership Department was instrumental in researching and producing an interactive Pittsburgh map that will be introduced in 2005, in conjunction with the new www.visitpittsburgh.com site launch. American Express signed on to be the title sponsor of these customizable “map guides,” which meeting planners and visitors can retrieve online in printed, CD-ROM and PDA formats.

The Membership Department also assisted with the production and publication of the 2004 editions of the Destination Planning Guide and the Convention Services Directory. A marketing summit with retail members resulted in plans for the GPCVB to produce a retail guide in 2005 for distribution to conventioneers and visitors.

By The Numbers
In 2004, the Membership Department:
• Recruited 140 new members
• Generated $840,426 in total membership revenue
• Hosted 16 member events
VISITORS EAT IT UP!
Visitors to Allegheny County spend $2.36 billion annually. They account for 30 percent of sales at fine-dining restaurants and 20 percent at casual-dining establishments.

GPCVB members receive dining leads for convention and motor coach groups, and listings in the "dining section" on all GPCVB Web sites. Also, members can take advantage of menu placement at the Restaurant Information Booth at the David L. Lawrence Convention Center.
IT WOULDN’T BE A STRETCH TO COMPARE THE GPCVB’S COMMUNICATIONS DEPARTMENT TO THE DISCOVERY CHANNEL’S “MYTHBUSTERS.” JUST AS THE HOSTS OF THE WEEKLY TELEVISION SHOW DISPEL MYTHS OF ALL SORTS, THE COMMUNICATIONS DEPARTMENT WORKS INDUSTRIOUSLY TO DISPEL THE SMOKY, INDUSTRIAL STEEL CITY IMAGE AND SPREAD THE WORD THAT PITTSBURGH IS AN ASTONISHINGLY CLEAN AND AMAZINGLY ATTRACTION PLACE TO VISIT.
In its goal to promote Greater Pittsburgh as a destination, the Communications Department generated extensive positive press coverage for Pittsburgh, including articles highlighting the local economic impact of conventions and tourism in 2004.

The Communications Department frequently assists convention groups in building attendance by providing hands-on public relations support, including pitching themed story ideas to regional and national press. Key stories in 2004 focused on the National Rifle Association’s annual convention, the 35th CITGO Bassmaster Classic to be hosted in Pittsburgh in 2005 and the National Performing Arts Convention.

In 2004, the Communications staff also helped to promote the Carnegie International, the Festival of Firsts, the French & Indian War Commemoration and the opening of the Western Pennsylvania Sports Museum at the History Center, among others.

The Communications team generated 851 media placements, including such high-profile media outlets as The New York Times, Christian Science Monitor, Chicago Tribune, Detroit Free Press, AARP Magazine, Family Travel Network and Toronto Star.

Several popular travel guides also included prominent sections about Pittsburgh in 2004, including Frommer’s, Mobil Motorist, Midwest Airlines Magazine and the Japanese Globe-Trotter Travel Guidebook, a leading Japanese travel guide.

Articles featuring cultural and heritage attractions in and around Pittsburgh appeared in Washington Times, Edinburg Evening News (UK) and the Freizeitstimme Reise (Germany). Other international media efforts included hosting press visits for journalists from France, Italy and Australia.

The Communications Department actively works with the Pennsylvania Office of Travel, Tourism and Film Promotion, and participates in many other professional organizations. In 2004, staff attended the Pennsylvania Convention & Visitors Bureau workshop in Harrisburg and participated in New York Media Day, coordinated by the State.
In addition, the Communications Department is instrumental in keeping community leaders abreast of positive national and international publicity through the distribution of “Convention & Tourism Update,” an e-newsletter.

The Communications Department is also directly involved with other GPCVB publications, including the annual Destination Planning Guide for tourists and meeting planners, the Convention Services Directory, the quarterly EventSource calendar and the Get Away to Pittsburgh brochure for weekend travelers.

**By The Numbers**

In 2004, the Communications Department:

- Generated 851 media placements for Pittsburgh
- Hosted 42 members of the media, including 13 representatives from international media outlets
- Generated 37 article placements in national convention trade publications
- Helped coordinate press visits for media from six countries
Communications

PITTSBURGH MYTHBUSTERS

It wouldn’t be a stretch to compare the GPCVB’s Communications Department to the Discovery Channel’s “MythBusters.” Just as the hosts of the weekly television show dispel myths of all sorts, the Communications Department works industriously to dispel the smoky, industrial Steel City image and spread the word that Pittsburgh is an astonishingly clean and amazingly attractive place to visit.

Shedding that smokestack image is an ongoing battle, but great strides have been made in 2004 to do just that. Here’s a sampling of some “myth-busting coverage” that put Pittsburgh on the map as the clean, vibrant and remarkable city that it is:

“Someone switched cities while I wasn’t looking. Don’t worry — the city of three rivers is still the familiar steel town of the Penguins, Pirates and Steelers, but the new version of the city is also a cultural and recreation mecca for families.”
— Family Travel Ezine, July 2004

First Impression on Pittsburgh:
“This place is much too clean and active from a boater’s perspective to be dubbed an industrial city.”
— Boatinglife.com, June 2004

“Forget everything you ever heard about Pittsburgh as a grimy industrial town. The stunning Pittsburgh Cultural District has built a fountain of youth in downtown with theaters, concert halls and a high-tech school for the arts mixed in among galleries and cafes.”
— The Cincinnati Enquirer, June 20, 2004

“The word that kept coming up when I told people I was going to Pittsburgh was ‘surprising’... There were the rivers, the bridges and the dramatic city skyline. The verdant countryside I had been admiring had disappeared behind us, and before me lay a throbbing, energetic city just waiting to be explored.”
— Copley News Service, 2004
Finance & Administration

By The Numbers

In 2004, the Finance & Administration Department:

• Secured $1.3 million in Regional Marketing Initiative funding from the Commonwealth — representing an 18 percent increase over the previous grant award

• Increased board-designated reserve fund from $110,000 to $310,000

• Assisted in securing $590,000 in foundation grants in support of Cultural & Heritage Tourism

When it comes to the bottom line, 2004 marked the best year for the GPCVB since the years following the events of September 11, 2001. Bureau revenue was up six percent over budget projections, while spending was two percent under budget.

In addition, the Finance & Administration Department obtained $1.3 million from the Commonwealth of Pennsylvania’s Regional Marketing Initiative program — an 18 percent increase over the previous grant award. Tourism Promotion Agency funding from the state totaled $1 million, and foundation grants in support of Cultural & Heritage Tourism totaled $590,000.

Hotel tax revenue for 2004 was nearly $4.9 million — $120,000 over budget projections. In-kind services provided by GPCVB members totaled $389,086. These valuable donations of goods and services allow the GPCVB to present Greater Pittsburgh in the best light possible to decision-makers who can have a positive economic impact on our region.

Also in 2004, the Finance & Administration Department developed an internal workplace safety team that enabled GPCVB to qualify for discounts on workers’ compensation insurance premiums. The department upgraded information systems, including a new accounting system to better track and report financial performance, and an upgrade of its Local Area Network.

Human resources activities involved several Martin Luther King Task Force initiatives, including a blood drive that set a Regional Enterprise Tower record of 38 collected units. In addition, the GPCVB sponsored a January food drive in collaboration with the Greater Pittsburgh Hotel Association, SMG and the Regional Enterprise Tower, collecting 1,660 pounds of food for the Greater Pittsburgh Community Food Bank.

Finally, staff, board and members participated in a volunteer service day in the community on the Martin Luther King Jr. holiday.

In other community outreach initiatives, as part of the annual United Way Day of Caring, 14 staffers devoted a day in September to residents of a senior living center.
## Finance & Administration

### Financial Highlights

**Year Ended December 31**

<table>
<thead>
<tr>
<th><strong>Sources of Funding</strong></th>
<th>2004</th>
<th>2003</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership Investment</td>
<td>$454,828</td>
<td>500,190</td>
</tr>
<tr>
<td>Allegheny County Hotel Room Tax Revenue</td>
<td>4,865,458</td>
<td>4,529,899</td>
</tr>
<tr>
<td>Commonwealth of Pennsylvania Tourism Promotion Grant*</td>
<td>1,466,942</td>
<td>1,060,997</td>
</tr>
<tr>
<td>Commonwealth of Pennsylvania Regional Marketing Initiative Grant*</td>
<td>1,062,882</td>
<td>1,181,811</td>
</tr>
<tr>
<td>Restricted Grants and Revenues</td>
<td>1,345,908</td>
<td>752,944</td>
</tr>
<tr>
<td>Contributions in Kind</td>
<td>389,086</td>
<td>406,163</td>
</tr>
<tr>
<td>Other Revenues</td>
<td>654,357</td>
<td>282,303</td>
</tr>
<tr>
<td><strong>Total Support and Revenue</strong></td>
<td><strong>$10,239,461</strong></td>
<td><strong>8,714,307</strong></td>
</tr>
</tbody>
</table>

**Expenses**

**Convention Initiatives:**
- Convention Sales: $3,736,028, 3,572,242
- Convention Services: $812,119, 603,302
- Tourism & Cultural Tourism Initiatives: $3,098,505, 3,120,697
- Communications: $298,087, 316,381
- Membership Development/Services: $628,489, 750,878
- Management/Operating: $527,220, 598,863

**Total Expenses** $9,100,448, 8,962,363

*The amount received in a reporting period could vary significantly depending on when the GPCVB qualifies for the grant and due to the fact that the grant year of the Commonwealth is not a calendar year, as is the GPCVB’s.*
OFFICERS
Chair of the Board
B.J. Leber
Senior Vice President & Station Manager
WQED Multimedia
Vice Chair
Dennis Burrell
Vice Chair
Doris Carson Williams
President & CEO
African American Chamber of Commerce of Western Pennsylvania
Secretary
The Honorable Dan Frankel
Member
Pennsylvania House of Representatives
Treasurer
Tom Danielson
Partner
Ernst & Young LLP
Past Chair
Linda A. Dickerson
Principal
SMHLLP
EXECUTIVE COMMITTEE
Brad Koeneman
General Manager
Hilton Pittsburgh
Jeffrey W. Letwin
Attorney
Schnader Harrison Segal & Lewis, LLP
Marcia A. Martin
Vice President
Gateway Health Plan
Andrew E. Masich
President & CEO
Senator John Heinz Pittsburgh Regional History Center

BOARD OF DIRECTORS
Robert J. Balanti
Vice President Human Resources
Real Estate Finance, Business Credit & Leasing
PNC Bank
The Honorable Twanda Carlisle
Member
Pittsburgh City Council
The Honorable Frank Dermody
Member
Pennsylvania House of Representatives
Ed Diggs
Partner
Kirkpatrick & Lockhart Nicholson Graham LLP
Kent George
Executive Director
Allegheny County Airport Authority
I.N. Rendall Harper, Jr.
Chairman
American Micrographics Company, Inc.
Joseph Kane
General Manager
Westin Convention Center Hotel
Robbee Baker Kosak
Vice President of University Advancement
Carnegie Mellon University
J. Kevin McMahon
President
The Pittsburgh Cultural Trust
Richard J. McMaster
Director of Operations
Zyg Asian Grill
Thomas A. Michiolic
Partner
Grand View Golf Club
Pearl Moore
Chief Executive Officer
Oncology Nursing Society
Lesli Reynolds
General Manager
Omni William Penn Hotel
Tom Rooney
President
The Rooney Sports Entertainment Group
Alexander R. Scott
Executive Director
The Minerals, Metals & Materials Society
Gordon O. Seaman
General Manager
Sheraton Station Square Hotel
Jack Shea
President
Allegheny County Labor Council
Paul Skoutelas
Chief Executive Officer
Port Authority of Allegheny County
Jack Wagner
Auditor General
Commonwealth of Pennsylvania
Richard L. White
Retired, Executive Vice President
Bayer Corporation
EX-OFFICIO DIRECTOR
Mark J. Leahy
General Manager
David L. Lawrence Convention Center
STAFF
Joseph R. McGrath
President & CEO
Greater Pittsburgh Convention & Visitors Bureau
THE GPCVB STAFF IS ON THE GO – WHETHER IT'S HOSTING NETWORKING MEETINGS AND EVENTS FOR MEMBERS OR HOSTING FAMILIARIZATION TOURS OF PITTSBURGH FOR PRESS AND POTENTIAL CLIENTS.
2004
Key Events

CONVENTION SALES

Religious Conference Managers Association
Jan. 27-30
Hosted 388 meeting planners.

Council of Engineering & Scientific Society Executives
Feb. 25-28
Hosted a breakfast during the Mid-Winter Meeting in Phoenix, Ariz.

Cultural Familiarization Tour
March 11-13
Hosted 30 meeting planners.

Washington, D.C., Sales Effort
April 13-16
Along with members of the hospitality community, formed five teams that conducted 91 sales calls on key clients. Hosted a breakfast at Smith Bucklin & Associates, a lunch at Conferon and a dinner for key meeting planners.

Council of Engineering and Scientific Society Executives Annual Meeting
July 13-16
Hosted a coffee break for 300 meeting planners in Miami, Fla.

Decorator Familiarization Tour
Sept. 8-10
Hosted eight top convention service contractors.

Harrisburg Sales Effort
Oct. 6-8
Along with members of the hospitality community, focused on key Pennsylvania state association accounts that may not have considered Pittsburgh as a viable destination. In addition, hosted 48 meeting planners at a customer reception.

Chicago Sales Effort
Nov. 3-5
With members of the hospitality community, made 39 calls on key meeting planners. Four group presentations were made, including one at Smith Bucklin & Associates and one at Conferon. Hosted a first-ever event with football legend Mike Ditka; more than 40 representatives from Chicago-area associations attended.

TOURISM AND CULTURAL HERITAGE DEPARTMENT

Heartland Travel Showcase
Pre-Familiarization Tour
Feb. 18-19
Hosted eight tour operators.

Quarterly Marketing Directors Summits
March 11, June 17, Sept. 9, Dec. 9
Convened quarterly forum for regional cultural and heritage marketing professionals and hospitality agents to discuss tourism issues.

The Starr Tours
Familiarization Tour
March 16-17
Hosted 32 group leaders, resulting in the Starr Tours featuring Pittsburgh & Its Countryside on the front cover of its 2005 Group Leader Newsletter.

Rohrer Tours Group Leader
Familiarization Tour
April 20-22
Hosted 16 group leaders from Harrisburg.

US Airways/Austrian
Familiarization Tour
May 4-5
Hosted 10 travel agents from Austria.

FUN Tours Group Leader
Familiarization Tour
May 25-28
Hosted 28 group leaders, resulting in one booking to date.

The Pittsburgh Pirates Hotel
Training Session
July 19
Partnered with the Pittsburgh Pirates to hold training session for regional hotel front desk managers and concierges.
2004

Key Events

UK Soccer Familiarization Tour
July 29-30
Hosted 11 travel agents from the United Kingdom.

VISIT-PA Hospitality Training
Aug. 4
Coordinated tourism partners to meet with Pennsylvania’s fulfillment center, Telatron, in Erie.

Global Tourism – Canadian Teachers Familiarization Tour
Aug. 16-18
Hosted 51 teachers, resulting in one school group booking to date.

International Association of Convention & Visitor Bureaus Annual Meeting
Aug. 21-24
Attended the annual event in Boston for professionals working in destination marketing.

Advising The Tourism And Cultural Heritage Efforts (ATTACHE) Committee Meetings
Sept. 17 & Nov. 5
Convened ad hoc committee of regional travel and tourism advocates to promote Pittsburgh as a destination for the tourism cultural and heritage market.

Western Pennsylvania River Park and Museum Charette
Sept. 30-Oct. 3
Participated in a planning committee that reviewed the concept of a regional, multi-attraction, multi-activity river park and museum.

Travel Industry Association of America Outlook Forum
Oct. 27-30
Attended association meeting forecasting outlook for travel in 2005.

Cultural & Heritage Tourism Alliance Annual Meeting
Nov. 17-21
Attended seventh annual meeting of cultural and heritage tourism professionals.

COMMUNICATIONS

Calendar Photo Tour
March 2-5
Hosted photographer from Browntrout Publishers for Pittsburgh 2005 calendar.

Food Network
March 8-9
Organized logistics for television crew from Food Nation/Food Network. Show aired June 2004 in France.

Edinburgh Evening Times
May 13-15
Hosted journalist. Article in Edinburgh Evening Times.

Frommer's USA Guidebook
May 22-26

French Press Tour
June 9-12
Hosted international photographer and journalist from City Magazine. Show aired June 2004 in France.

Kidsburgh Press Tour
July 23-25
Coordinated visit for journalist from Jamestown Post-Journal.

German Press Tour
June 20-23
Hosted four German journalists. Focus of tour was an overview of Pittsburgh attractions, including art and history museums, combined with a day trip to the Laurel Highlands. Articles appeared in the following German publications: Reisemagazin, Sonnabend/Sonntag (October 2004), Samstag (August 2004), Freizeitstimme (August 2004) and Sonntagsjournal (August 2004).

U.K. Golf Press Tour
June 18-20
In conjunction with the PA Tourism Office, coordinated visit for representatives from Golf Monthly, World Golfer, Golf and International Association of Golf Tour Operators.
2004
Key Events

Woman’s Day Magazine Press Tour
July 28-Aug. 1
Hosted travel writer for general destination feature. Article expected spring 2005.

Washington Times Press Tour
Aug. 27-29
Coordinated visit. Article expected early-mid 2005.

U.K. Pop Art & Architecture Press Tour
Oct. 11-15
Hosted journalists representing The South Wales Echo, Take A Break Magazine and Sunday Herald.

Underground Railroad Press Tour
Sept. 17-18
Hosted seven African American journalists representing: Black Meetings & Tourism Magazine, the Cincinnati Herald, the Philadelphia Tribune, the Toledo Journal and about...time Magazine.

Australian Press Tour
Oct. 18-21
Hosted Australian journalist from the Sydney Morning Herald and The Age (Melbourne). Travel articles to be published spring 2005.

German Press Tour
Sept. 17-19
Coordinated visits for German journalists from Great Lakes German Travel Guide.

Italian Press Tour
Oct. 19-21
Hosted international journalists from Mototurismo. Awaiting article on “Fly & Drive Pennsylvania.”

New York Times Press Tour
Nov. 7-9
Coordinated visit.

Explore PA Film Crew
Nov. 15-17
Hosted crew from public television station WITF-TV (Harrisburg) for new “Explore PA” travel series. Show premiered February 2005; will air on WQED April 2005.

MEMBERSHIP

Business First
Jan. 16, March 19, May 21, July 23, Sept. 24, Nov. 19
A bimonthly executive networking breakfast meeting co-sponsored by the Pittsburgh Business Times.

PNC Park Media Visit
Aug. 27
Hosted regional journalists at Pittsburgh Pirates game at PNC Park, resulting in public radio station WJFF airing two Pittsburgh stories – Andy Warhol Museum (aired Nov. 9, 2004) and a story highlighting historic Downtown Pittsburgh (aired Oct. 8, 2004); New Castle News published stories on GPCVB Getaway Packages and Carnegie International (September 2004).

Explore PA Film Crew
Nov. 15-17
Hosted crew from public television station WITF-TV (Harrisburg) for new “Explore PA” travel series. Show premiered February 2005; will air on WQED April 2005.

New Member Marketing Orientation
April 14, Aug. 11, Nov. 10
Informational sessions to help new members understand the GPCVB and how it works.

Prospective Member Reception
May 13
A “meet-and-mingle” event for prospective members.

GPCVB & Pittsburgh Technology Council Event
May 27
“Face to Face” networking event for members.

14th Annual GPCVB Golf Outing
Aug. 23
Networking event.

14th Annual GPCVB Golf Outing
Aug. 23
Networking event.