

Attachment B:

TARGET SETTING CONSIDERATIONS

- Performance targets should represent feasible markers of excellent performance within expected market conditions.
- Most performance targets impact the allocation of budgetary resources within the Convention and Cultural Affairs Fund to support facility operations
 - Overly aggressive performance targets would negatively impact the fund if not met
 - Given lower activity levels since the pandemic, the fund operates at an extremely thin margin
- The timing of when performance targets are set during the budget process often does not line up with when large customers commit to host events.