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The Delta Sigma Theta convention, by the numbers



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If you were anywhere in or around D.C. for the past week, it was hard to miss the hordes of crimson-and-cream-clad Delta Sigma Theta sorority members in town for the sorority's 51st National Convention.

Nearly 40,000 members of the group, which is the largest African-American women's organization in the U.S., descended on the District for the convention, which was held at the Walter E. Washington Convention Center.

Their sheer numbers yielded some impressive stats, according to Events D.C., the city's convention and sports authority. The Deltas sold out the approximately 20,000-seat Verizon Center for the convention gala on Saturday night, which turned more somber when one of the gala performers revealed the not-guilty verdict in the murder trial of George Zimmerman, who killed Trayvon Martin, an unarmed black teenager in Florida.

Throughout the week, pulling off the convention required a lot of resources, including:

- 45,000 chairs
- 60 digital video screens
- 9,000 feet of truss

Between July 15-17, the convention center's catering partner, Centerplate/NBSE, served:

- 49,780 meals, including:
- 23,250 lbs of chicken breasts;
- 8 tons of vegetables;
- 14,400 liters of water;
- 4,800 gallons of iced tea; and
- 6,300 lbs of cheese.

The meal service required 3,100 servers and 42 refrigerated trucks for the food.

Tourism officials touted the benefits to the city's hospitality sector.

"Every facet of the hospitality community benefited from the attendees and their profound presence in our city over the past seven days, making them feel welcome and comfortable as they dined, shopped and experienced the nation's capital," Elliott Ferguson, president and CEO of Destination DC, said in a statement. "The economic impact was, as expected, far reaching."

Rebecca Cooper covers retail, restaurants, tourism and the arts.

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Yoli M Dixon · ★ Top Commenter
The dates are not June 15-17 but should be July 15-17.
Reply · 4 · Like · Follow Post · July 20 at 11:49am



Toya M. Jones · ★ Top Commenter · Illinois State
Thanks for sharing the positive impact our conference had on the economy hopefully our next convention we will have more support from businesses.
Reply · 3 · Like · Follow Post · July 19 at 10:23am



Debra Harris
You had to be there because it was totally awesome! Thank you Lord that I was there!
Reply · 2 · Like · Follow Post · July 20 at 9:26pm



TheLegendary Chris Washington · Howard University
What is the economic impact of Howard Homecoming on Washington, DC?
Reply · 2 · Like · Follow Post · July 20 at 8:45pm



Dale Burley · Works at NYC Media
Most hc's -at least from a big and/or perennially popular HBCU perspective- are one day, two night events. I'm wagering that the recent DST much like the AKA convention several years ago were far more financially significant, they're truly five night events.
Reply · Like · July 20 at 9:12pm



Chelle TheRegulator · ★ Top Commenter · University of New Mexico
This was a great convention. We now pass the baton to the Men of Phi Beta Sigma Fraternity, Inc. who will be celebrating their Centennial in 2014.
Reply · 2 · Like · Follow Post · July 19 at 2:27pm



Sharon Clark Woodside · Attorney at Law at Law Offices of Sharon Clark Woodside
While I wouldn't refer to my Soror as "hordes of crimson-and-cream,"she got it right that Delta Sigma Theta "the largest African-American women's organization in the U.S., descended on the District" and no doubt "The economic impact was, as expected, far reaching."
Reply · Like · Follow Post · Monday at 7:57pm



Sandra Foster · Consultant at Communities In Schools of Philadelphia
So proud of my sorors contribution to the DC economy and most important a continued commitment to our founders' vision.
Reply · Like · Follow Post · 19 hours ago



Pat Heath · Follow · Fayetteville, North Carolina
It was really great to see so many sorors in one great city. I was surprised that there were not more welcoming signs around the District in view of there being so many sorority sisters there. I'm sure a lot of money was pumped into the local economy.
Reply · Like · Follow Post · Sunday at 3:54pm



Sherri Studstill
Wanted to share the article, but the dates are wrong...really, wow...
Reply · Like · Follow Post · Sunday at 5:35pm



Robyn Lawrence · USF
I emailed the author.
Reply · Like · Sunday at 9:04pm



Nikki Nicole Triplett MA · Savannah State
Extraordinary women
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