



CONVENTION CENTERS EXPAND UP AND OUTSIDE

A distinctive experience to meet attendees' expectations evolving rapidly

by TOM GRESHAM

For decades, the basics of the convention center experience varied little for attendees, said Brian Tennyson, principal with LMN Architects. One meeting room looked much like another, no matter what city you were visiting.

"If you were at a meeting hall in Chicago, it really didn't differentiate itself much from one in Orlando or New Orleans," Tennyson said. "You were just in this dark box listening

to a speaker. You could have been anywhere."

However, Tennyson said, "Those days are gone."

"The collapse in '07-'08 forced everybody to be a bit more competitive and also for delegates to be more choosy about events and where they would go," Tennyson said. "So centers really started differentiating themselves. The term destination design, which you hear quite a bit now, became more of an issue."

Colorado Convention Center, Denver; Charlotte (N.C.) Convention Center; Washington State Convention Center, Seattle; and Anaheim (Calif.) Convention Center.



The challenges to creating a distinctive experience are abundant, and convention center operators, architects and designers working on new construction and renovation projects must contend with a range of considerations when investing in a convention center's physical space to better serve meeting attendees.

"Whether new construction or renovation, convention center design is currently focused on catering to the needs of not only current generations, but future ones as well," said Adam Paulitsch, senior associate at Populous. "As a result, convention centers are becoming 'multigenerational' to fit the mold of the current user, while anticipating the needs of the next."

AN EMPHASIS ON FLEXIBILITY

Paulitsch said convention centers have inherent potential as homes for innovative, flexible spaces.

"The modern convention center is arguably one of the most versatile building types on the planet, and as they evolve to meet an ever-increasing list of demands for upcoming generations this point will only grow stronger," Paulitsch said.

Susan Sieger, principal with Crossroads Consulting Services, which advises the convention, sports and entertainment industry, said convention and meeting planners have adopted an emphasis on "more flexible and unique spaces that can be customized to their specific usage demands."

"Facilities are continually trying to differentiate themselves from the competition via physical space within their buildings," Sieger said. "Instead of simply adding single-use dedicated space, such as exhibit halls and meeting rooms, many centers are adding hybrid, flex space which can be utilized for a variety of purposes and types of events and can be expanded or contracted depending on each meeting planner's needs."

Paulitsch said the International Convention Center Sydney and the Anaheim (Calif.) Convention Center both represent examples of flexible, multigenerational design.

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FINANCING OPTIONS INCLUDE DBFOM AND MORE

Convention center experts are watching closely for signs of a softening market that could affect the industry.

"Convention centers are subject to several macro influences," said Ken Stockdell, vice president, convention center group practice leader at HKS Architects. "The state of the economy generally has an effect on business travel in both directions, as we've seen a couple of times in the past 15-20 years. There are signs that things are softening a bit, so that is a concern. Also, the ability to obtain public sector funding for projects is even more difficult than usual in the prevailing political environment, particularly in second- and third-tier communities where renovations may be needed or are long overdue."

Deborah Breiter Terry, a professor at the University of Central Florida, Orlando, who specializes in convention and trade show management, said "the ability of convention centers to get the funding they need to remain relevant, up to date, and attractive" will continue to be a concern.

"There seems to be a lot of pushback in many communities to the amount of hotel tax that goes to convention centers," Breiter Terry said. "Local politicians and media love the idea of using some of the money for other things (like schools). But will they kill the goose that lays the golden egg in cities where convention business depends on the most up-to-date venues?"

Stockdell said he has observed some innovative approaches to financing.

"We're seeing an increase in the interest in design-build as an approach to procurement, and the recent discussion of the Design/Build/Finance/Operate/Maintain (DBFOM) option in L.A. introduces an even more turnkey kind of process into the mix. It will be interesting to see if bringing this kind of creative approach — that has been used elsewhere in the world — to the U.S. market will take hold."

Susan Sieger, principal with Crossroads Consulting Services, said the public sector often will build a convention center based on the belief that the private sector will fund and construct a headquarters hotel to accompany it.

"However, increasingly, more convention centers are being developed in partnership with the private sector to include hotels and surrounding development," Sieger said. "Public-private partnerships are being utilized to drive hotel development adjacent to convention centers through government subsidies to private developers to spur projects forward."

Convention center expansion projects are prevalent across the United States, and Sieger cites the growing supply of convention space as a concern for the future. She said convention centers that invest in growth must think strategically and not fall into the trap of growing just to grow.

CONVENTION CENTERS... CONTINUED FROM PAGE 7

"ICC Sydney embodies this by breaking down the traditional singular convention center building into multiple," Paulitsch said. "This effectively creates a campus which enables multiple events to take place simultaneously, affording each one its own unique experience. The movable walls featured in Anaheim's most recent convention center expansion also follow this concept, transforming one expansive space into several."

MEETING PLANNERS' CHANGING PREFERENCES

Tennyson said pre-function spaces previously were employed as nothing more than spaces to pass through. Now, meeting planners are looking to make them lively parts of their events, places where attendees can gather between sessions in impromptu or lightly organized fashion.

"The idea of the one-hour speaker with an audience either sitting in a classroom setup or a lecture setup, where that used to be the majority of events, you're going to start seeing that in the minority," Tennyson said. "I don't think they'll disappear, but the industry is evolving — people learn differently and design should reflect that."

Ken Stockdell, vice president, convention center group practice leader at HKS Architects, said the shift toward nontraditional room sets and "blurring the lines between the meeting space, where content has traditionally been delivered, and the public concourses is an interesting trend with the meeting planners. It will be interesting to see how upcoming projects respond to this. I think there will be an increase in public concourse space as a percentage of gross area to accommodate a variety of furnishings and amenities in these spaces."

CHANGING APPETITES

Convention-goers' dining expectations have evolved in alignment with general food trends. In particular, Damon Bell, senior director of convention sales with Georgia World Congress Center Authority, said, "Locally grown and flexible dining options continue to have influence."

For instance, the Georgia World Congress Center recently opened Social Table, which features a rotating menu of Southern cuisine. The convention center also houses Southern Roots Cafe, which has locally sourced coffee, pastries and produce, and Googie Burger, which is located in Centennial Olympic Park

and emphasizes Georgia-based ingredients.

Stockdell said convention center retail food options increasingly feature variety and health-conscious selections. In addition, "farm-to-table is becoming the norm for banquet menu choices."

GOING UP

Stockdell said convention center expansions increasingly are using vertical construction to add new space.

"On urban sites, where most convention centers are or want to be located, land is a precious commodity, so the only way to go is up or down," Stockdell said. "We've seen this happen in San Francisco with Moscone Center's expansion; Baltimore is planning on a similar strategy. The expansion that is planned at the Colorado Convention Center is on its existing roof, and the expansion underway in Seattle is another example."

A COMMUNITY ANCHOR

Deborah Breiter Terry, a professor at the University of Central Florida who specializes in convention and trade show management, said convention centers tend to be more naturally integrated into their neighborhoods in Europe and Asia than in the U.S.

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"But we are starting to see convention districts develop [in the U.S.] that have more shopping and entertainment options that local residents might want to visit," Terry said.

Stockdell said thinking about convention centers as part of an events/entertainment district is gaining momentum in the U.S.

"There are numerous examples of convention centers that were built in open land on the edges of cities — Atlanta, Houston and L.A. are three examples — that have taken as much as 20 years to create enough development momentum to fill the gap," Stockdell said. "The realization that it may take incentives to accelerate this process is taking hold more broadly, and that's beginning to change the thinking about how a convention center integrates with its neighborhood."

Sieger said she is seeing more designs that emphasize urban planning and the convention center's place in its city.

"This includes integration into the surrounding neighborhood to create a full destination experience for both convention attendees and local business and residents, resulting in a more seamless integration with the surrounding neighborhoods and communities rather than just a standalone facility," Sieger said.

Sieger said meeting planners and attendees are looking for campus-style settings around the convention center, providing amenities such as hotels, restaurants, entertainment venues and attractions within walking distance of the convention center. She pointed to Los Angeles' L.A. Live campus, which includes Los Angeles Convention Center, Staples Center and Microsoft Theater alongside retail and restaurant offerings, as an example of this layout. Stockdell noted that "ground-level retail and street-facing restaurants are increasingly discussed as part of the project planning."

Bell said hotels play a major role in the convenience and accessibility equation.

"Connectivity and ease of convention traffic is always top of mind with any organizer of large conventions and events," he said. "Convention hotels continue to be added to the landscape in the U.S., particularly adjacent to centers such as ours. Marriott recently added 1,000-plus-room hotels next to the convention centers in Chicago and Houston, and the Georgia World Congress Center soon will be announcing our plans for a new connected hotel in Atlanta."


OUTDOOR SPACE

Just as the use of pre-function space is being re-evaluated, Breiter Terry said convention cen-

ters are finding more value in their outdoor property.

"For several years, convention centers have been competing with hotels to create attractive spaces that are warm, welcoming and sometimes stimulating," Breiter Terry said. "There are more outdoor spaces being used at convention centers (other than parking lots for big exhibits). Connecting convention centers to nearby hotels with skybridges (whether enclosed or not) will continue.

Sieger said multifunctional outdoor spaces give attendees a less traditional way to connect with each other and to engage with a convention center's setting and other nearby elements.

"Rather than comprising just four walls and no natural light, the new plazas, covered or partially tented rooftops, terraces, lawns and other spaces provide a unique view and interaction with the city around them," Sieger said. 

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CONVENTION CENTER CONSTRUCTION UPDATE

ARGENTINA

BUENOS AIRES BUENOS AIRES EXPO AND CONVENTION CENTER

Avenida Presidente Figueroa Alcorta y Av. Pueyrredón
+54 11 5030 9200 ext. 2152
centrodeconvenciones@buenosaires.gov.ar
CAPACITY: 914,000 sq. ft. including 254,000 sq. ft. of interior space; 48,400 sq. ft. of exhibit space, 190,000 sq. ft. of exterior green space. Able to accommodate up to 5,000 delegates.
OPENING DATE: September 2017
COST OF CONSTRUCTION: \$45.9 million
STAKEHOLDERS: Owner: Ministry of Tourism of Buenos Aires; **Management:** La Rural, a joint venture of OFC SRL as well as Ogden Argentina and Entretenimiento Universal; **Architect:** Edgardo Minond.
FEATURES: The convention center features three underground levels, built beneath existing landscaped parks so that they are preserved. Integrated solar panels help make the convention center LEED certified. The center's main auditorium can be divided into three parts, and the second auditorium into two parts. It is located in the Recoleta neighborhood, home to some of the most popular attractions.

ECUADOR

QUITO QUITO METROPOLITAN CONVENTION CENTER

+593 099 878 6547
dbeltran@quito-turismo.gob.ec
CAPACITY: 300,000 sq. ft.
OPENING DATE: September 2018
STAKEHOLDERS: Owner: City of Quito.
CONTACTS: GM Quito's Visitor's Bureau: Veronica Sevilla; **Dir. Strategic Partnerships:** David Beltran, +593 299 3300.
FEATURES: The convention center will feature meeting spaces, ballrooms for large and small events, hotel and office buildings, recreational space and an onsite arena.

OMAN

MUSCAT OMAN CONVENTION & EXHIBITION CENTRE (OCEC)

PO Box 1659, Al Athaiba, PC 130, Oman
+968 2423 3800
CAPACITY: Theatre – 3,200 seats; Exhibition Space – 241,068 square feet; Grand Ballroom – 2,688 theatre; Junior Ballroom – 1,026; Auditorium – 456. OCEC has more than 55 venue spaces.
OPENING DATE: Ballrooms and more meeting rooms will open in December 2017.
STAKEHOLDERS: Owner: OCEC is owned and developed by Omran; **Management:** AEG Ogden.
CONTACTS: GM: Trevor McCartney, tmcartney@oman-convention.com; **Director of Business Development:** Gillian Taylor, gtaylor@omanconvention.com; **Marketing and Communications Manager:** Ekta Ghandi, eghandi@omanconvention.com.
FEATURES: OCEC is located in a fully integrated precinct. Owned and developed by Omran, the center forms part of phase one of Madinat Al Irfan, a new urban center. The precinct includes the JW Marriott and Crowne Plaza hotels with a combined total of 600 rooms. The area is surrounded by a nature reserve that is a haven for Oman's exotic birdlife, together with parklands and a wadi (valley) park.

UNITED STATES CALIFORNIA

SAN FRANCISCO MOSCONE CENTER (NORTH AND SOUTH EXPANSION)

747 Howard St., 5th FL., 94103-3118
(415) 974-4000
Fax: (415) 974-4073
www.mosconeexpansion.com
www.sftravel.com/moscone-center
CAPACITY: 505,000 sq. ft.; 215,600 sq. ft. of meeting space.
ORIGINAL OPENING DATE: 1981
COST OF EXPANSION: \$551 million
STAKEHOLDERS: Management: SMG; Owner: City and County of San Francisco; **Architect:** Skidmore, Owings & Merrill, LLP (SOM) with Mark Cavagnero Associates; **General Contractor:** Webcor Builders. **Catering:** SAVOR San Francisco.
CONTACTS: S.V.P. Convention Sales: Lysa Lewin, (415) 227-2616,

lysa@sftravel.com; **GM:** Bob Sauter, (415) 974-4000, bsauter@moscone.com.
FEATURES: With the completion of this latest expansion in 2018, Moscone Center's North and South buildings will offer more than 500,000 sq. ft. of contiguous space that can be used for exhibitions and/or meetings – almost double the space currently offered in its largest hall; two ballrooms, including a new 50,000-sq.-ft., column-free ballroom; 82 meeting rooms, 126,000 sq. ft. of light-filled pre-function lobbies offering dramatic views of the city; and more than 25,000 sq. ft. of secure outdoor terraces ideal for receptions. The expanded facility is designed to garner the highest LEED certification possible and generate less carbon emissions per delegate than any major convention center in North America. Moscone West building will remain open for business throughout the expansion.

COLORADO

AURORA GAYLORD ROCKIES RESORT AND CONVENTION CENTER

(720) 452-6900
www.gaylordrockies.com
COMPLETION DATE: Late 2018
COST: \$800 million, including cost of hotel
STAKEHOLDERS: Owner: Owner and development partnership led by RIDA Development and Ares Management. **Management:** Marriott International. **Architect:** HKS Architects.
FEATURES: The center will feature more than 1,500 guest rooms, including 114 suites, and more than 485,000 square feet of meeting and convention space. The convention center will include a 175,000-sq.-ft. exhibit hall with a 20,000-sq.-ft. outdoor patio, which is one of six outdoor event spaces. Four ballrooms will range from 8,000 sq. ft. to 59,736 sq. ft. while up to 81 breakout rooms offer flexibility.

DENVER COLORADO CONVENTION CENTER (EXPANSION)

700 14th St. 80202
(303) 228-8000
Fax: (303) 228-8103
denverconvention.com

EXPANSION COMPLETION: TBD
COST OF EXPANSION: \$233 million
STAKEHOLDERS: Owner: City and County of Denver. **Operator:** SMG.
FEATURES: The development of new flexible meeting and ballroom space of up to 80,000 sq. ft., the addition of 100,000 sq. ft. of new pre-function and service space that will also include a 50,000-sq.-ft. terrace, which will be located on the roof of the existing convention center. The pre-function and outdoor event spaces will feature unobstructed views of the Rocky Mountains and the city skyline. Technology improvements will include increased capacity for Wi-Fi and streaming video. The convention center opened in 1990 and doubled in size through an expansion in 2004.

FLORIDA

FORT LAUDERDALE FORT LAUDERDALE CONVENTION CENTER (EXPANSION)

1950 Eisenhower Blvd., Fort Lauderdale, Fla. 33316
(954) 765-5900
Fax: (954) 763-9551
www.ftlauderdalecc.com
EXPANSION COMPLETION DATE: First quarter of 2022
COST OF EXPANSION: \$344 million for convention center (\$384 million for related hotel)
STAKEHOLDERS: Owner: Broward County. Developer: Matthews Southwest.
CONTACTS: Mark Gatley, general manager, mgatley@ftlauderdalecc.com; Tweek Vuong, dir of sales and marketing, tvuong@ftlauderdalecc.com.
FEATURES: Includes approximately 115,000 sq. ft. of new meeting space, including ballroom space of 65,000 sq. ft., and an upscale 800-room hotel. Exhibition space remains to be determined, but it is expected to range from 75,000 sq. ft. to more than 200,000 sq. ft. The project will feature an intermodal transportation area and a plaza with views of the Intracoastal Waterway. The convention center portion of the project is projected to start construction in late 2018.

MIAMI BEACH MIAMI BEACH CONVENTION CENTER (EXPANSION)

1901 Convention Center Drive

Miami Beach, FL 33139
786-276-2600
Fax: 305-673-7435
www.miamibeachconvention.com
CAPACITY: 1.4 million sq. ft.
ORIGINAL OPENING DATE: 1957
EXPANSION OPENING DATE: 2018
COST OF EXPANSION: \$615 million
STAKEHOLDERS: Concessions: Centerplate; **Housekeeping:** In-house; **Management:** Spectra; **Owner:** City; **Security:** In-house.
CONTACTS: GM: Matt Hollander, (786) 276-2650, matt_hollander@miamibeachconvention.com; **Dir. of Sales/Mktg.:** Ileana Garcia, (786) 276-2607, ileana_garcia@miamibeachconvention.com.
FEATURES: Nearly 500,000 sq. ft. of renovated exhibit hall space, a new 60,000-sq.-ft. grand ballroom, additional meeting rooms with flexible arrangements, a 20,000-sq.-ft. glass rooftop junior ballroom, and versatile indoor/outdoor public spaces. Eight hundred parking spaces located across the street from the center will be relocated within the footprint of the building, thus allowing the 5.8-acre parking lot to be converted into a public park. Lead architect is Fentress Architects, and Arquitectonica and West 8 worked on the design. Clark Construction is building the project.

ORLANDO

ORANGE COUNTY CONVENTION CENTER (EXPANSION)

P.O. Box 691509, 32869-1509
(800) 345-9845
info@occc.net
EXPANSION COMPLETION DATE: Approximately five years once approved by Orange County
COST OF EXPANSION: \$500 million
STAKEHOLDERS: Owner: Orange County.
FEATURES: Would gain a new multipurpose venue and the all-new Convention Way Grand Concourse. The multipurpose venue would add 200,000 sq. ft. of open space for trade shows and 40,000 sq. ft. for meeting space on the North/South Building's east side. The Convention Way Grand Concourse project would add 60,000 sq. ft. for ballroom space and 40,000 sq. ft. for meeting rooms. The expansion, located on the other side of the building, also

creates an enclosed walkway for visitors traveling between the convention center's North and South concourses.

GEORGIA

ATLANTA GEORGIA WORLD CONGRESS (EXPANSION)

285 Andrew Young International Blvd NW 30313
(404) 223-4000
www.gwcca.org
COMPLETION DATE: 2019
COST OF EXPANSION: \$55 million
STAKEHOLDERS: Owner: State of Georgia; Operator: Georgia World Congress Center Authority.
FEATURES: Would create a fixed gateway between exhibit halls in Buildings B and C to create more than 1 million sq. ft. of contiguous exhibition space. The proposed expansion will include a new 100,000-sq.-ft. exhibit hall, 48,000 sq. ft. of new meeting space and a 20,000-sq.-ft. lobby.

KENTUCKY

LOUISVILLE KENTUCKY INTERNATIONAL CONVENTION CENTER (EXPAN- SION)

221 S. Fourth St., 40202
(502) 595-4381
www.kyconvention.org
EXPANSION OPENING: 2018
COST OF EXPANSION: \$207 million
STAKEHOLDERS: Owner: Kentucky State Fair Board.
Management: Kentucky Venues.
Architects: EOP/HOK.
FEATURES: Construction began in the summer of 2016 on the expansion project. The convention center, which first opened in 1977, shut down during the construction process. The expansion will add 50,000 sq. ft. of exhibit space, increasing the total available exhibit space to more than 200,000 sq. ft. The project also includes the addition of a 40,000-sq.-ft. ballroom. Organizers hope the expansion will bring up to 25 percent more business to the convention center, resulting in an estimated \$53 million in annual economic impact to downtown Louisville.

MASSACHUSETTS

BOSTON BOSTON CONVENTION AND EXHIBITION CENTER (EXPANSION)

415 Summer St., 02210
(617) 954-2100
Fax: (617) 954-2299
info@massconvention.com
www.massconvention.com
CAPACITY: Exhibit Space —

516,000 sq. ft.; Grand Ballroom — 40,020 sq. ft.; Meeting Space — 160,000 sq. ft.

ORIGINAL OPENING DATE: 2004
STAKEHOLDERS: Concessions: Levy Restaurants; Housekeeping: ABM Industries; **Management:** Massachusetts Convention City Authority (MCCA); **Owner:** Massachusetts Convention City Authority (MCCA). **Security:** In-house.

CONTACTS: Exec. Dir.: David Gibbons, (617) 954-1155; Maureen Shea Baker, (617) 954-2073; **Dir. of Comm./Mktg.:** Nate Little, (617) 954-2309, nlittle@massconvention.com
FEATURES: The Massachusetts Convention Center Authority issued a request for proposal in August for master planning and feasibility services for an expansion project. The goal for the RFP is to outline a building program that is financially self-sufficient, maximizes the MCCA's competitive advantage and connects the convention center building into the host South Boston neighborhood, the Fort Point neighborhood and the South Boston Waterfront. Bids were due Sept. 27, and a decision on the plans is expected in the first quarter of 2018. The RFP includes a 1.3 million-sq.-ft. expansion, the addition of approximately 75,000 sq. ft. of ballroom space and the construction of 335,000 sq. ft. of exhibit hall space.

MICHIGAN

MUSKEGON MUSKEGON CONVENTION CENTER

OPENING DATE: As early as 2020
COST OF CONSTRUCTION: \$15 million
STAKEHOLDERS: Owner: City of Muskegon; **Management:** Parkland Properties
FEATURES: Facility to be built downtown, using a public/private agreement that includes the city of Muskegon, Muskegon County and Parkland Properties, which is the owner of a nearby Holiday Inn. The convention center, which will be connected to LC Walker Arena and the Holiday Inn.----

NEVADA

LAS VEGAS LAS VEGAS CONVENTION CENTER (EXPANSION)

3150 Paradise Rd., 89109
702-892-0711
www.lvcva.com
www.vegasmeansbusiness.com
CAPACITY: 3.2 million sq. ft.
ORIGINAL OPENING DATE: 1959
COST OF EXPANSION/RENOVATION: \$1.4 billion

STAKEHOLDERS: Concessions: Centerplate; **Management and Owner:** Las Vegas Convention and Visitors Authority

CONTACTS: Pres./CEO: Rossi Tjicinsky@lvcva.com; **Sr. VP of Mktg.:** Cathy Tull, ctull@lvcva.com; **SVP Ops.:** Terry Jicinsky, tjicinsky@lvcva.com; **VP of Global Business Sales:** Chris Meyer, (702) 892-2855, cmeyer@lvcva.com.
FEATURES: Project will update key infrastructure, utilities and aesthetics and improve and add meeting room and exhibit space and a comprehensive transportation plan. The project will feature the addition of 600,000 sq. ft. of new exhibit space. The expansion and renovation will be completed in a phased approach with a projected completion date of 2023. Phase 1 was the acquisition and demolition of the Riviera Hotel & Casino site, and Phase 2 will be the construction of the new 1.4 million-sq.-ft. expansion with 600,000 sq. ft. of exhibit space and the accompanying meeting rooms and support space. This phase is projected to be complete by 2021.

NORTH CAROLINA

CHARLOTTE CHARLOTTE CONVENTION CENTER (EXPANSION)

501 S. College St., 28202
(704) 339-6000
www.charlotteconventionctr.com
ORIGINAL OPENING DATE: 1995
COST OF EXPANSION: \$110 million
STAKEHOLDERS: Owner: Charlotte Regional Visitors Authority; **Schematic Design:** TVS Design.
FEATURES: Expansion construction will begin in spring 2019 and is slated to be completed in December 2020. The expansion would add 26,000 sq. ft. of breakout space and 24,000 square feet of pre-function space. The project also includes a pedestrian bridge over Stonewall Street linking the convention center with The Westin Charlotte hotel and the Stonewall Street LYNX light rail station, providing expanded access to dining, retail, hotels and transportation. The new wing of the convention center will overlook this area in the midst of a \$2.7 billion development boom.

OKLAHOMA

OKLAHOMA CITY OKLAHOMA CITY CONVENTION CENTER

www.okc.gov/government/maps-3/projects/downtown-convention-center

OPENING DATE: 2020

COST OF CONSTRUCTION: \$288 million

STAKEHOLDERS: Owner: Oklahoma City.

FEATURES: The new Oklahoma City Convention Center will replace Oklahoma City's current, aging convention center. The center will feature a 200,000-sq.-ft. exhibit hall, a 45,000-sq.-ft. meeting space, and a 30,000-sq.-ft. ballroom. The ballroom is complemented by 10,000 sq. ft. of pre-function space and a 4,000-sq.-ft. panoramic balcony.

OREGON

PORTLAND OREGON CONVENTION CENTER (EXPANSION)

777 NE Martin Luther King Jr. Blvd. 97232
(503) 235-7575
Fax: (503) 731-7802
www.oregoncc.org
CAPACITY: Exhibit Space — 255,000 sq. ft.; two ballrooms with 34,000 and 25,000 sq. ft. of space; 52 meeting rooms with 50,000 sq. ft.; Additional Convention Space — 123,760 sq. ft.
ORIGINAL OPENING DATE: 1990
STAKEHOLDERS: Architect: LMN; Concessions: Aramark, locally branded as pacificwild; **Owner:** Metro; **Management:** Metro Exposition and Recreation Commission.
CONTACTS: Executive Director: Craig Stroud, (503) 235-7575; Deputy Director: Matt Pizzuti, (503) 235-7577.
COST OF EXPANSION: \$35 million
FEATURES: The scope of the work is an approximately 90,000-sq.-ft. exterior plaza renovation, the addition of canopies at two main convention center entrances and a series of interior improvements. Construction work will begin in 2018 and is expected to be completed in 2019 in time for the opening of the nearby 602-room Hyatt Regency Portland at the Oregon Convention Center.

TEXAS

MIDLAND NEW MIDLAND CONVENTION CENTER

303 W. Wall St., Ste. 200, 79701
432-682-6234
www.midlandconventioncenter.com
CAPACITY: 20,000 sq. ft. exhibit hall; 3,000 sq. ft. meeting rooms; 6,000 sq. ft. ballroom; 2,800 (theater seating in all three areas)
OPENING DATE: September 2019
COST: \$42.8 million total project cost
STAKEHOLDERS: Managed by the

Midland Chamber of Commerce.

CONTACTS: Pres./CEO: Bobby Burns, bobby@midlandtxchamber.com; **EVP Tourism & Facilities:** Brad Barnett, brad@visitmidland.com

FEATURES: The new convention center will replace the current convention center, which has been demolished. The project will expand lobby and pre-function space, upgrade and expand kitchen facilities based on input from current caterers, and upgrade to state-of-the-art audio/visual and technology capabilities. The convention center will have an improved ability to host multiple large and small events at the same time. New designs for the outdoor Centennial Plaza will be announced in the fall of 2017. At the convention center's website, www.midlandconventioncenter.com, visitors can watch ongoing construction on the space.

WASHINGTON

SEATTLE WASHINGTON STATE CONVENTION CENTER (ADDITION)

705 Pike St., 98101
(206) 694-5000
Fax: (206) 694-5191
www.wscc.com
CAPACITY: Exhibit Space — 236,700 sq. ft.; Additional Convention Space — 123,760 sq. ft.
COMPLETION DATE FOR ADDITION: 2021
COST OF ADDITIONAL BUILDING: \$1.6 billion
STAKEHOLDERS: Architect: LMN Architects; **Catering:** Aramark; **Management:** Washington State Convention Center; **Owner:** Public Facilities District; **Security:** In-house.
CONTACTS: Pres./CEO: Jeffrey Blosser, (206) 694-5010, jeff.blosser@wscc.com; **Dir. of Sales:** Michael McQuade, (206) 694-5105, michael.mcquade@wscc.com; **VP of Ops.:** Ed Barnes, (206) 694-5040, ed.barnes@wscc.com; **VP of Admin./Asst. GM:** Linda Willanger, (206) 694-5107, linda.willanger@wscc.com.
FEATURES: The additional facility will be a second, stacked convention center located one block from the existing facility. The addition will include a 60,000-sq.-ft. ballroom, 255,000 sq. ft. of exhibit space, 125,000 sq. ft. of meeting space, information and pre-function areas, and approximately 700 parking spaces. Construction is projected to begin in 2018 and be completed in 2021.

SOURCE: Venues Today Research and International Venue Resource Guide