

# Dinner Meeting Update: Charlotte Convention Center Expansion

Charlotte City Council  
September 11, 2017

# Presentation Outline

- Project Background
- Project Description
- Next Steps



# Project Background

- Convention Center is 22 years old
- Market has evolved
  - Hotels less reliant on convention events
- Meetings industry has evolved
  - Less exhibit focused
  - More meeting focused
  - Higher emphasis on attendee experience



# Project Background

- In 2015 the CRVA engaged Jones Lang LaSalle (JLL) to develop recommendations to improve competitiveness
- Methodology
  - Survey responses from 176 meeting planners
  - Meeting planner focus groups
  - One on one meetings with meeting planners and CRVA staff
  - Competitive destination site visits and research
  - Technology expert interviews
- Conclusions
  - Enhance meeting experience
  - Increase the amount of breakout space
  - Create pedestrian friendly connection between CCC & Center City
  - Plan for Convention Center Expansion
  - Maximize impact of “One CRVA”
  - Develop a more competitive technology plan



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  - **Enhance meeting experience**
  - **Increase the amount of breakout space**
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  - Plan for Convention Center Expansion
  - Maximize impact of “One CRVA”
  - Develop a more competitive technology plan

# Project Background

- Engaged tvsdesign to develop Convention Center improvement design concepts
- September 2016 - Updated Council on conceptual designs and estimated \$100M+ project cost
- December 2016 - tvsdesign selected as design partner by committee made up of members from Engineering and Property Management and CRVA
- In January 2017 Council approved \$1.6M in funding for completion of schematic design
- May 2017 – Holder/Edison Foard selected as construction management firm by a committee made up of members of Engineering and Property Management and the CRVA
- July 2017 schematic designs completed

# Project Background

## Source of Funding:

- Convention Center Fund, supported by Hospitality Tax revenues
  - 1% Prepared Food Tax
  - 3% (of 8%) Occupancy Tax
- Fund uses are limited to:
  - Convention Center
  - Amateur Sports
  - Bank of America Stadium
- Current cost estimates envision completing the two most critical areas of need for the Convention Center in phase 1 for \$110M
  - Stonewall Breakout Space
  - Pedestrian bridge
- Management & Financial Services has confirmed the Convention Center Fund can accommodate up to \$110M for the expansion



# Project Description

EXTERIOR VIEW OF MEETING SPACE ON STONEWALL ST.





# Project Description

## STONEWALL CORRIDOR INFORMAL MEETING AREA





# Project Description

## MEETING AND PREFUNCTION SPACE



# Project Description

## PEDESTRIAN CONNECTION





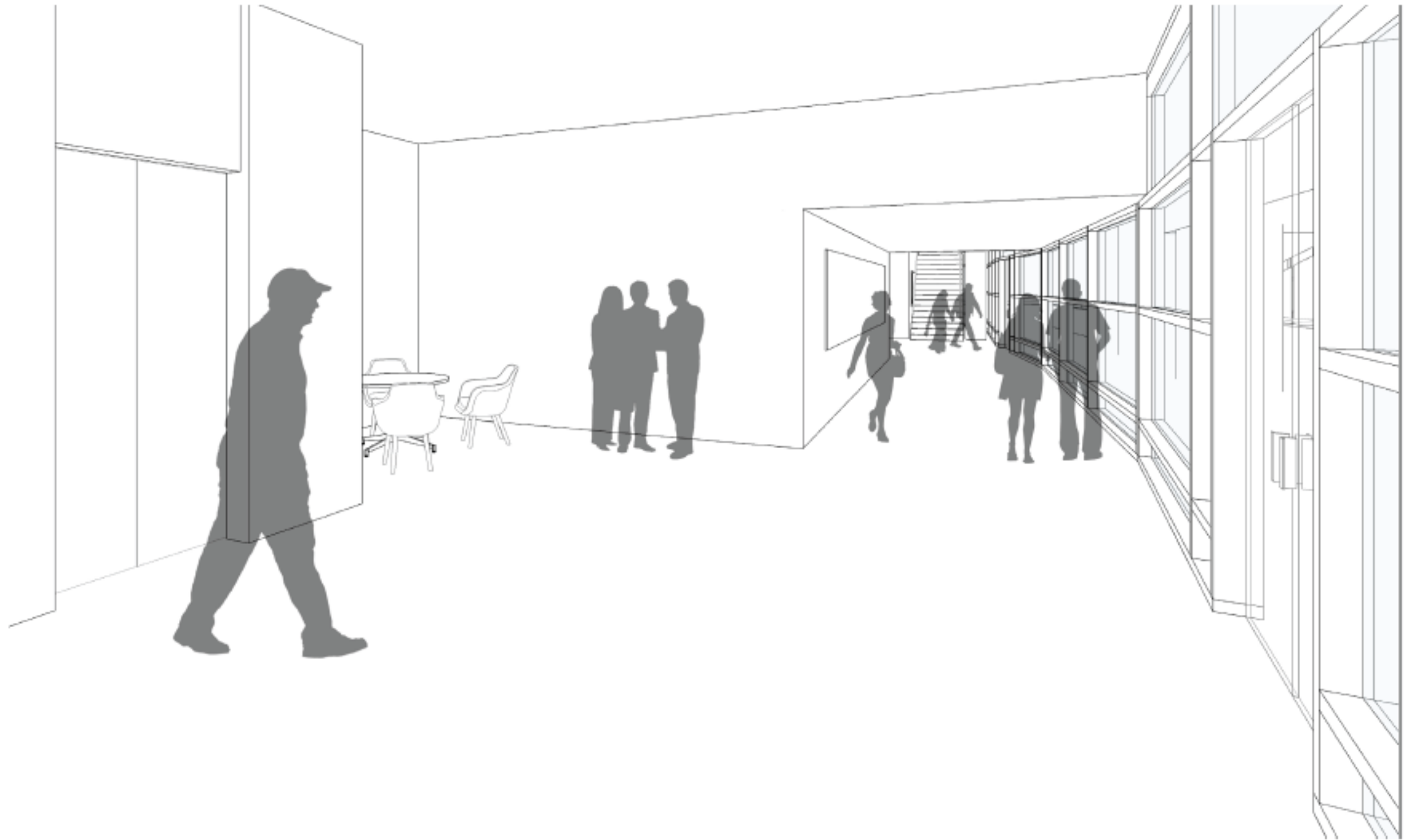
# Project Description

## STREET LEVEL VIEW OF PEDESTRIAN CONNECTION



# Project Description

STREET LEVEL ACCESS TO CENTER FROM STONEWALL ST.



# Next Steps

- Tonight: Council briefing
- September 25: Council to consider approval of interlocal agreement for CRVA to contract for pre-construction services up to \$8.5M. CRVA to be reimbursed in FY 2019 for funding advanced.
- Over next 18 months: Design development and construction drawings completed
- Early FY 2019: Council request to approve a full construction contract and approve debt financing.
- Early 2021: Construction expected to be complete