
Dinner Meeting Update: Charlotte Convention Center Expansion

Charlotte City Council
September 11, 2017

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Presentation Outline

- Project Background
- Project Description
- Next Steps



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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**
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 - Maximize impact of “One CRVA”
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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



Project Description

STONEWALL CORRIDOR INFORMAL MEETING AREA



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Project Description

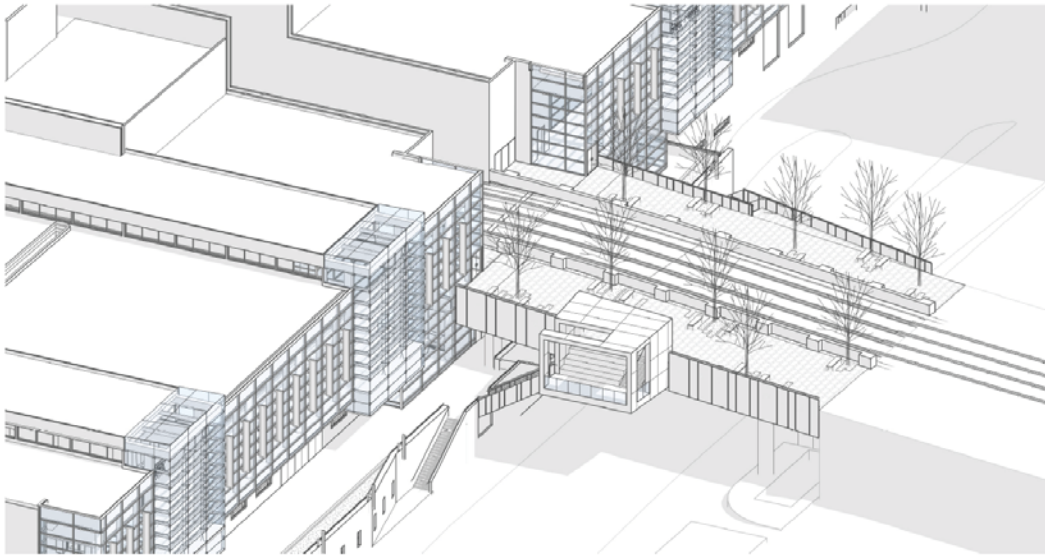


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Project Description

PEDESTRIAN CONNECTION



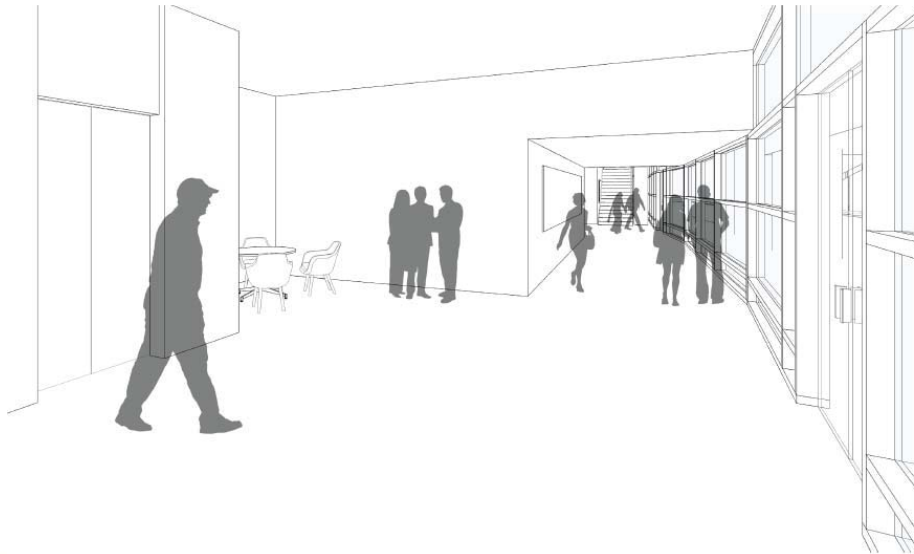
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Project Description



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Project Description



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 upon debt issuance for the full project in FY19.
- Over next 18 months: Design development and construction drawings completed
- Early 2019: Council request to approve a full construction contract and approve debt financing.
- Early 2021: Construction expected to be complete