Charlotte’s building for better meetings. As one of the nation’s largest and fastest-growing cities, Charlotte is not only a city on the rise, but also a premier destination for meeting planners aiming to impress. Conveniently located just 7 miles from Charlotte Douglas International Airport, the Charlotte Convention Center is a central hub for meetings, conventions, trade shows and sporting events. In Charlotte’s convention district, attendees are just steps away from more than 5,600 hotel rooms offering diverse accommodation options, innovative culinary experiences, creative art venues, professional sporting venues and the LYNX light rail. Charlotte is ready to deliver an enhanced experience for meeting planners and attendees.

BY THE NUMBERS

$126.9 MILLION PROJECT
MORE THAN 50,000 SQUARE FEET OF NEW MEETING ROOM AND PRE-FUNCTION SPACE
FEATURES TWO NEW 10,000 SQUARE-FOOT MEETING SPACES
55 TOTAL BREAKOUT SPACES (UP FROM 40)

BEFORE & AFTER

<table>
<thead>
<tr>
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<th>BEFORE EXPANSION</th>
<th>AFTER EXPANSION</th>
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<tbody>
<tr>
<td>PRE-FUNCTION SPACE</td>
<td>90,800 SQUARE FEET</td>
<td>117,000 SQUARE FEET</td>
</tr>
<tr>
<td>MEETING ROOMS &amp; BALL ROOMS</td>
<td>126,500 SQUARE FEET</td>
<td>145,000 SQUARE FEET</td>
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<td>EXHIBIT SPACE</td>
<td>280,000 SQUARE FEET</td>
<td>280,000 SQUARE FEET</td>
</tr>
<tr>
<td>TOTAL LEASABLE SPACE</td>
<td>550,000 SQUARE FEET</td>
<td>600,000 SQUARE FEET</td>
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The Charlotte Convention Center will undergo a $126.9 million expansion beginning in fall 2019 and will be completed by late summer 2021. The Charlotte Convention Center will remain open and be able to accommodate groups in the unaffected meeting and exhibit spaces.

The expansion will add more than 50,000 square feet of meeting room and pre-function space, bringing the total leasable square footage to approximately 600,000 square feet. More than 40,000 square feet of additional back-of-house space will support the expansion.

The expansion will bring total individual breakout spaces to 55 (up from 41), which includes the Crown Ballroom, 50 meeting rooms and the ability to divide the 35,000-square-foot Richardson Ballroom into four 7,700-square-foot breakout spaces.

The additional flexible meeting space will include two 10,000-square-foot spaces each divisible into 19 different configurations with seating capacities from 200 to 1,200 theater-style.

The new meeting room and pre-function spaces will add floor-to-ceiling glass windows bringing in more natural light while adding a modern, clean design to the exterior along Stonewall Street.

New concourses and corridors will feature informal meeting areas for networking.

The expansion will also create an exterior overstreet pedestrian walkway with a picturesque jewel box design that connects to The Westin Charlotte, Whole Foods and the LYNX Blue Line light rail Stonewall Station, which provides access to abundant dining, retail and nightlife.

A public art component that illustrates the energy and vitality of the city is also in the project scope.

The Charlotte Convention Center will seek LEED Certification and continue sustainability efforts as part of expansion project, which includes replacement of HVAC chillers, boilers and cooling towers for enhanced energy efficiency.

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**WHY EXPAND?**

Years of data, surveys, feedback and research showed us what meeting planners want in a convention city. In 2015, the Charlotte Regional Visitors Authority (CRVA)—the umbrella organization of the Charlotte Convention Center—engaged Jones Lang LaSalle (JLL) to develop recommendations for improving competitiveness of the facility.

JLL’s research included:

- Meeting planner surveys
- Meeting planner focus groups
- One-on-one meetings with meeting planners and CRVA staff
- Competitive destination site visits and research
- Technology expert interviews

JLL’s recommendations combined with Charlotte data from STR’s 2016 and 2018 DestinationMAP (Meetings Assessment Program) have guided the expansion project with a focus on the following:

- Enhancing the meeting experience
- Increasing breakout/flexible space
- Creating a pedestrian-friendly connection between the facility and Center City
- Maximizing the impact of “One CRVA”
- Developing a more competitive technology plan

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