

# CHARLOTTE CONVENTION CENTER EXPANSION | FACT SHEET



**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

	BEFORE EXPANSION	AFTER EXPANSION
PRE-FUNCTION SPACE	90,800 SQUARE FEET	117,000 SQUARE FEET
MEETING ROOMS & BALL ROOMS	126,500 SQUARE FEET	145,000 SQUARE FEET
EXHIBIT SPACE	280,000 SQUARE FEET	280,000 SQUARE FEET
TOTAL LEASABLE SPACE	550,000 SQUARE FEET	600,000 SQUARE FEET

## PROJECT HIGHLIGHTS

- 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.

### 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

#### KAREN BRAND

Director of Communications, karen.brand@crva.com, 704.414.4172

#### MOLLY RUGGERE

Public Relations Manager, molly.ruggere@crva.com, 704.414.4185

FOLLOW THE PROGRESS AT:  
[CHARLOTTEMEETINGS.COM/EXPANSION](http://CHARLOTTEMEETINGS.COM/EXPANSION)



**SPRING 2016**  
Jones Lang LaSalle (JLL)  
feasibility study



**FALL 2016**  
Master Plan completed  
by tvsdesign



**EARLY 2017**  
Schematic design begins



**SEPTEMBER 2017**  
Charlotte City Council approves  
allocation of \$110M for project  
and design development begins



**EARLY 2018**  
Holder-Edison Foard-Leeper (HEFL)  
hired as Construction Manager

**EARLY 2019**  
Design completed and  
project bidding begins



**SEPTEMBER 2019**  
Charlotte City Council gives final  
approval of amended budget  
of \$126.9M



**WINTER 2019**  
Groundbreaking and  
construction begins



**SPRING 2020**  
Building structure erected



**SUMMER 2020**  
Building structure complete  
Exterior enclosure begins



**WINTER 2020**  
Interior begins to take shape  
Exterior enclosure complete



**SUMMER 2021**  
Finishing touches on interiors



**LATE SUMMER 2021**  
Project complete and  
ribbon cutting