

# CHARLOTTE CONVENTION CENTER EXPANSION | FACT SHEET



**Charlotte built 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 6,000 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 & BALLROOMS | 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 \$126.9 million Charlotte Convention Center expansion project broke ground in fall 2019 following years of data, surveys, feedback and research. The Charlotte Convention Center expansion delivers an enhanced experience designed to meet the needs of meeting planners and their attendees.
- The project added more than 50,000 square feet of meeting room and pre-function space, bringing the Charlotte Convention Center's total leasable space to approximately 600,000 square feet. The expansion also includes 40,000 square feet of additional back-of-house space.
- The expansion increases total individual breakout spaces from 41 to 55, 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 includes two 10,000-square-foot spaces each divisible into 19 different configurations with seating capacities ranging from 200 to 1,200 theater-style.
- The new meeting room and pre-function spaces contain floor-to-ceiling glass windows, bringing in more natural light and adding a modern, clean design to the exterior along Stonewall Street.
- The newly added concourses and corridors include informal meeting areas for networking.
- Included in the expansion is an exterior overstreet pedestrian walkway, which connects the Charlotte Convention Center to the adjacent 700-room Westin Charlotte and a LYNX Blue Line light rail stop, providing access to 200-plus restaurants, more than 6,000 hotel rooms and countless entertainment options.
- In addition to its picturesque jewel-box design, the overstreet pedestrian walkway is home to a new public art component. "SKYLINE" is a dynamic LED art installation that was created and engineered for the Charlotte Convention Center by the award-winning Narduli STUDIO.

### 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

LEARN MORE AT:  
[CHARLOTTEMEETINGS.COM/EXPANSION](https://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



**OCTOBER 2021**  
Project completion\* and  
ribbon cutting

