



SACRAMENTO CONVENTION CENTER EXPANSION HOTEL INFORMATION

Visit
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SACRAMENTO CONVENTION CENTER EXPANSION TIMELINE

Visit Sacramento's Board of Directors created an infrastructure committee to position Sacramento's convention industry for growth by examining the need and potential ROI for an expanded center.

2012

Visit Sacramento hired Populous Group LLC to create architectural concepts that would meet the growing national demands and trends required for attracting new conventions and meetings.

2014

Discussions begin in earnest with City of Sacramento officials, theater renovation proponents and Visit Sacramento to determine how both projects can be simultaneously completed.

2016

2013

Visit Sacramento hired Convention, Sports & Leisure (CS&L) to conduct a market analysis for an expanded facility. The research findings indicated that there were significant opportunities to retrofit and expand various areas within the facility to help address the convention center's shortcomings.

2015

As the City of Sacramento is deciding the renovation fate of the Community Center Theater, Visit Sacramento introduced the opportunity to leverage the City's investment by joining the two projects into a Convention Center Theater District to bring about cohesion.

2017

Newly elected Mayor Darrell Steinberg sets up fact-finding committee and public meetings to review and evaluate necessity and feasibility of a convention center expansion. City Council voted May 30 to move forward with plans for a renovation and expansion of our convention center at a cost of \$90 million (originally \$140 million). Populous is hired by City of Sacramento as architects.

WHAT TO TELL YOUR CLIENT

IMMEDIATE NEXT STEPS

City Council voted May 30 to move forward with plans for a renovation and expansion of our convention center. The City is currently in the process of selecting and hiring a general contractor for the project. The expected timeframe for a general contractor to be hired is July or August.

With the expansion project approved, the City of Sacramento will soon move into the initial design phase. Visit Sacramento, together with the City of Sacramento, will work to accommodate our customers as the construction timeline takes shape. Visit Sacramento has developed a website - <https://www.visitsacramento.com/sccexpansion> - to keep you informed as details are confirmed. If you have any questions please feel free to reach out to your Visit Sacramento sales person directly.

PROJECTED MARCH 2018 START

The first phase – pre-construction – of work could start as early as March 2018. This may be the beginning of early utility work and site preparation. This “back of the house” work will not cause disruption to customers booked into the building. Once a contractor is selected, timelines will become clearer.

WHAT HAS BEEN APPROVED FOR PHASE I

Increase the building's capacity
Expand flexible space
Make the building easier to navigate
Transform the building's interior
Upgrade the building's technology
Introduce new indoor/outdoor meeting and function options
Pre-function space and entrances on both J Street side and 15th Street side

Exhibit Hall Space

Growing exhibit space from 137,500 sq. ft. to 161,500 sq. ft.

(24,000 sq. ft.)

Ceiling height in halls C,D and E will be raised, electrical will be moved to floor and acoustics improved

40,000 sq. ft. of this space will be multipurpose space (carpeted)

Meeting Space

Activity building will be torn down to make room for expanded exhibit space and outdoor activities plaza between the center and theater

All meeting space will now be located on the third floor. Square footage of space is expected to stay the same in this initial phase

The 24,282-sq.-ft. ballroom will be renovated

Additional Key Improvements

Loading dock will be reconfigured to allow for loading into halls

D and E when halls A, B, and C are in use

Easier transition from the west side to the east side of the building

Quality of all spaces throughout the building will be improved (carpet, paint, airwalls, FF&E)

Phase I Estimated Sellable Totals – 205,000 sq. ft.

WHAT HAS BEEN PROPOSED, BUT NOT APPROVED FOR PHASE II

Additional 40,000-sq.-ft. ballroom and kitchen on the third floor

Phase 2 Estimated Sellable Totals – 245,000 sq. ft.

THE IMPACT OF THE EXPANSION ON SACRAMENTO'S MEETING & CONVENTION BUSINESS

By investing in the convention center, the City of Sacramento will provide existing customers with the space needed to expand their events, helping to keep them in the market.

With the project under way, Visit Sacramento can pursue future meetings and conventions that were previously not viable prospects because of existing space constraints in the convention center.

WORKING WITH VISIT SACRAMENTO

Visit Sacramento will continue to track the expansion project and share information on key milestones at visitsacramento.com/sccexpansion

Information can also be found at City of Sacramento's website:
<http://www.cityofsacramento.org/Convention-Cultural-Services/Divisions/Convention-Center/Renovation>

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