



BCCA BOARD RETREAT AGENDA

Tuesday, September 26 – 4:00pm-8:00pm

AC Hotel, Private Dining Room

208 106th Place NE, Bellevue, WA

- I. Call to Order
- II. Attendance
- III. Communications with the Public
- IV. Approval of Minutes - None
- V. Chairman's Report
- VI. Staff Report

Topic	Presenter
DRAFT - Meydenbauer Center Expansion Strategies, HVS White Paper <i>(document)</i> & Expansion Feasibility Study	Tom Hazinski Managing Director, HVS
- Conceptual Plans (LMN)	Tim Carr
- Project Cost(s) LMN & Timing	Tim Carr
- Neighborhood Development Plans <ul style="list-style-type: none">- Kaye Smith Properties- Elevate 8- Bellevue 600- Grand Connection (COB)- 2018 Civic Center Study/ COB	Tim Carr
BCCA Finance Plan(s)	Patrick McCluskey
Destination Development Plan – Resonance Study Discussion	Stacy Graven
Next Steps Strategies <ul style="list-style-type: none">- Timing Options- City of Bellevue Strategy	Stacy Graven
Organizational Development	Stacy Graven

VII. Executive Session - None

VIII. Adjournment

Next Board Meeting: **Tuesday, October 24 @ Noon**

Meydenbauer Center, Conference Room,
11100 NE 6th Street
Bellevue, WA 98004



MEYDENBAUER
CENTER



DRAFT

Meydenbauer Center Expansion Strategies Bellevue Washington

September 2017



Convention, Sports & Entertainment
Facilities Consulting
Chicago, Illinois

September 15, 2017

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Mr. Timothy Carr
Bellevue Convention Center Authority
11100 NE 6th Street
Level 3 Administrative Offices
Bellevue, WA 98004

Re: Meydenbauer Center
Expansion Strategies

Atlanta
Boston
Boulder
Chicago
Dallas
Denver
Las Vegas
Mexico City
Miami
Nassau
New York
Newport
San Francisco
Toronto
Vancouver
Washington
Athens
Buenos Aires
Dubai
Hong Kong
Lima
London
Madrid
Mumbai
New Delhi
Sao Paulo
Shanghai
Singapore

Dear Mr. Carr:

In May 2017, HVS Convention, Sports & Entertainment Facilities Consulting ("HVS") completed an analysis of a potential expansion of the Meydenbauer Center in Bellevue, Washington. The Bellevue Convention Center Authority ("BCCA") subsequently engaged HVS to prepare a companion report analyzing the role the Meydenbauer Center plays in the local economy and the civic and strategic destination benefits of the recommended expansion of the Meydenbauer Center.

Attached you will find our DRAFT Meydenbauer Center Expansion Strategies report. This report is a companion piece to our original expansion study and refers to assumptions and analyses detailed in the that report.

We certify that we have no undisclosed interest in the property, and our employment and compensation are not contingent upon our findings. This study is subject to the comments made throughout this report, HVS's original expansion study, and to all assumptions and limiting conditions set forth therein.

It has been a pleasure working with you. We look forward to hearing your comments.

Sincerely,
HVS Convention, Sports & Entertainment
Facilities Consulting

DRAFT

Thomas A Hazinski
Managing Director

DRAFT

Catherine Sarrett
Senior Director

THE MEYDENBAUER CENTER'S ROLE IN THE BELLEVUE COMMUNITY



Located in downtown Bellevue, the Meydenbauer Center serves the city as the primary public venue for conventions, meetings, and trade shows. It also hosts sporting events, consumer shows, banquets, entertainment, and other civic events. The Meydenbauer Center currently offers approximately 53,000 square feet of total function space. Originally opened in 1993, the facility has undergone two major renovations, the most recent of which was a \$12.5 million interior upgrade completed in 2014.

Cities and communities across the country recognize the role that convention centers play in local economies. Convention centers provide a forum for the exchange of products and information. By hosting events, the Meydenbauer Center fosters the efficient operations of local corporations and facilitates civic and social activities. Fostering economic and social exchange is the Meydenbauer's most important function and why it is an essential component of the Bellevue economy and civic life.

Conventions, conferences, and trade shows also attract out-of-town delegates and exhibitors. The meeting and group visitors produce room nights in local hotels that

supplement corporate and leisure business, smoothing occupancy cycles and supporting demand during shoulder seasons. In addition, the spending that these visitors generate in a local market can be significant.

Bellevue, Washington benefits from its proximity to downtown Seattle and Redmond, the corporate global headquarters of Microsoft Corporation. Due to this proximity and its central location, Bellevue is home to numerous office campuses for Microsoft and other high-tech-related firms. Bellevue is also home to many private technology corporations and smaller companies in technology, interactive media, and cloud computing. Corporate presence includes 45 corporate headquarters and 70 international companies. Over the past three years, 45 local corporations have used the Meydenbauer Center.

Area Corporations Using Meydenbauer

Bellevue	31
Seattle	7
Redmond/ Kirkland	4
Issaquah/ Kent	3
Total	45



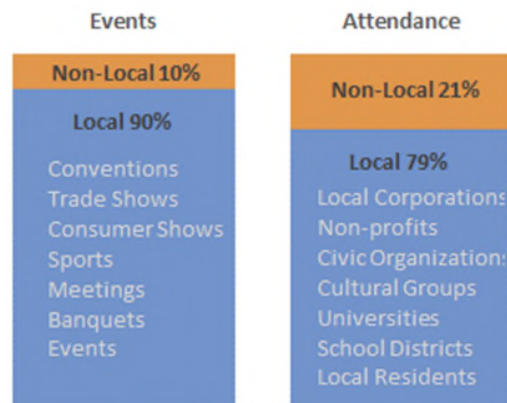
Without the Meydenbauer Center, many of the corporations listed below would have to move their events to locations outside of Bellevue, exporting spending and forfeiting the visiting attendees to other markets.

Business that Use the Maydenbauer Center

Bellevue	
Accenture	Peterson Russell Kelly PLLC
Bungie	SBW Consulting
Chempoint	SEA-VR, LLC
Clark Nuber	Excell C++
Concur Technologies	Sunrise Identity
Ebay	Symetra Financial
Edie Bauer	Tecplot
Expedia	TEKsystems
Hitachi	The Boeing Company
LifeWire	The Pokemon Company Intl
MarsJewett	T-Mobile
MOD Pizza	Valve Corporation
Nintex	Vestory
Outerwall	Visa
PACCAR	Voicebox Technologies
Parker, Smith & Feek	
Seattle	Redmond/ Kirkland Issaquah/Kent
Axon VR	Costco
Boston Scientific	Carlisle Interconnect Tech.
Facebook	DigiPen
LG Consulting	L'Oreal - USA
Sur La Table	Microsoft
Voldal Wartelle & Co PS	Pushpay
Zillow, Inc.	Sanmar Corporation

In addition to its important role in the corporate community, the Meydenbauer Center has served as a community gathering space for local schools, nonprofits, civic organizations, and local government. Many groups rely on the Meydenbauer Center for multiple events each year. In 2016 alone, the Meydenbauer Center hosted meetings and special events for Washington DECA, the University of Washington, Bellevue College, the City of Bellevue, Bellevue Downtown Association, King County, the Detlef Schrempf Foundation, the Michael-Ryan Pattison Foundation, the OneRedmond Foundation, the YMCA, local unions, and multiple other nonprofit foundations and humans service organizations.

Of the Meydenbauer Center's 300 annual events approximately 90% are generated by local business, community, and civic groups.





THE MEYDENBAUER CENTER'S CURRENT CHALLENGES

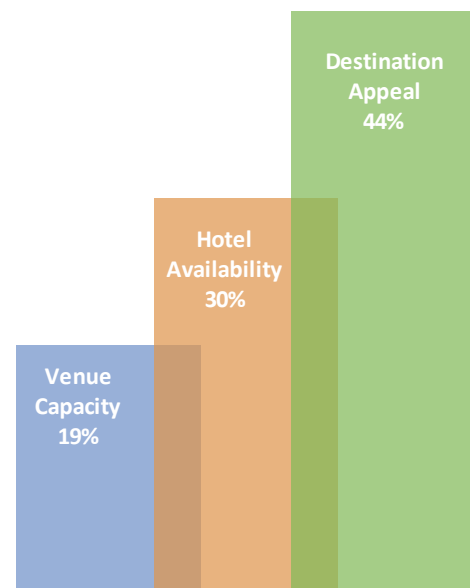
The Meydenbauer Center currently faces multiple challenges in its efforts to accommodate high impact conventions and conferences that make clear the need for expanded space and lodging capacity. The Meydenbauer Center's lost business reports indicate that the lack of sufficient function space, notably meeting rooms and a large multipurpose space, is a primary reason for large events not booking the venue.

Due to high occupancies and room rates in nearby hotels, the Meydenbauer Center has difficulty securing room block commitments for convention events. Strong mid-week transient business demand commands rates that often exceed those that convention and meeting groups are willing to pay. Lost business reports confirm this assessment with nearly one-third of lost events attributed to hotel rate and availability related issues.

Nearby destination amenities, including restaurants, night life, and shopping, are important factors for event site selection. Destination preference is the primary reason for not hosting at the Meydenbauer Center. The nearby Bellevue Square and Lincoln Square developments are making significant progress in enhancing Bellevue's destination appeal, and appropriate linkages to the Meydenbauer Center and supporting hotels are vital.

Without the Meydenbauer Center, many local corporations would have to move their events to locations outside of Bellevue, exporting spending and forfeiting the visiting attendees to other markets.

REASONS FOR NOT SELECTING BELLEVUE



Just west of Interstate 405, the Meydenbauer Center anchors the eastern edge of downtown Bellevue. Most retail and dining establishments are west of the Meydenbauer Center and within a 15-minute walk of the venue. While the Meydenbauer Center has a good supply of hotels within walking distance, it lacks an immediately adjacent property. Event planner surveys stress the importance of a connected hotel on meeting site selection. In addition to an expansion of Meydenbauer function space, we recommend the development of hotel rooms in one or more adjacent or attached hotel properties.



CASE STUDIES

Municipalities throughout the U.S. recognize the important role that their convention venues play in the local economy and that they are a primary vehicle for generating economic and fiscal impacts. Downtown convention centers are recognized as integral components of the corporate business community and as primary destination assets. Master planning efforts often revolve around convention centers that anchor the destination. Headquarters hotels are a well-recognized complementary development to convention centers.

We have selected the following five cities with downtown convention centers.

Cobb Galleria Center
Cobb County, GA

DeVos Place
Grand Rapids, MI

New Oklahoma City Convention Center
Oklahoma City, OK

Raleigh Convention Center
Raleigh, NC

Spokane Convention Center
Spokane, WA

Each city's convention center has at least one adjacent or attached hotel property, and many are planning the additional of additional nearby hotels. Detailed case studies are presented at the end of this report. The case studies highlight the primary role that downtown convention centers can play in a local economy.

Many of the convention centers in comparable destination are like the Meydenbauer Center, on the periphery of nearby tourism assets. Pedestrian, vehicular, and public transportation connections to hotel, restaurant, retail, and entertainment establishments are essential.

Lessons from the Case Studies

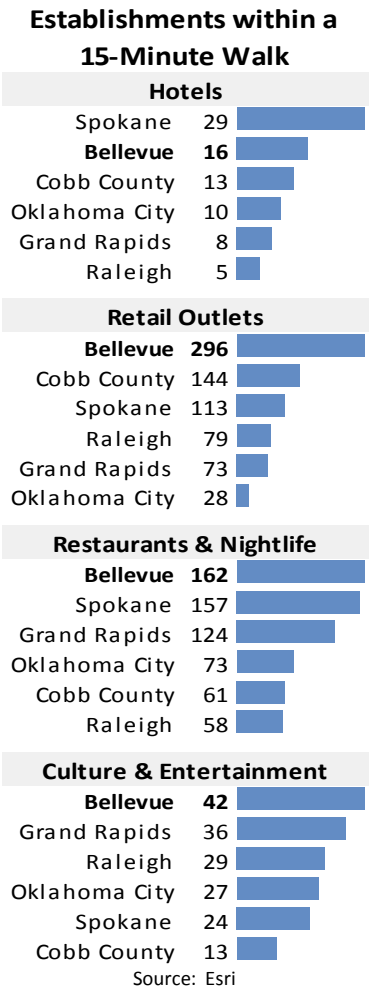
All of these successful convention center developments emerged as part of larger downtown revitalization projects. Common features of these developments include the following.

- A long-term commitment to development and urban renewal formalized in comprehensive plans that outline the goals and phases of development.
- Multiple and simultaneous development of complementary land uses including commercial, retail, hospitality, entertainment, and residential developments.
- Emphasis on pedestrian, vehicular, and public transportation connections within the development area.
- Street and park infrastructure investments that improve the quality of resident and visitor experiences.
- Dedicated sources of public funding and incentives for private development.
- Recognition of convention centers and hotels as integral components of the corporate business community and as primary destination assets.

Bellevue is similarly engaged as it's downtown evolves from a suburban city to a thriving urban center. A civic investment has the ability to improve the connection of Meydenbauer Center and adjacent public and private developments to the rest of downtown

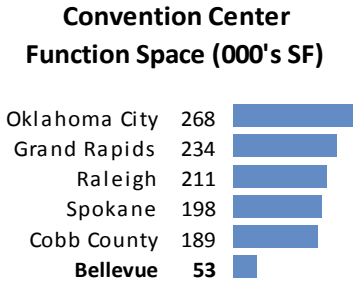


The success of a convention center depends on the destination appeal of the surrounding neighborhood. Downtown Bellevue compares favorably to other similar destinations with respect to the proximity of tourism assets near close to the convention center. The following figure compares Bellevue’s tourism amenities to the five other cities.



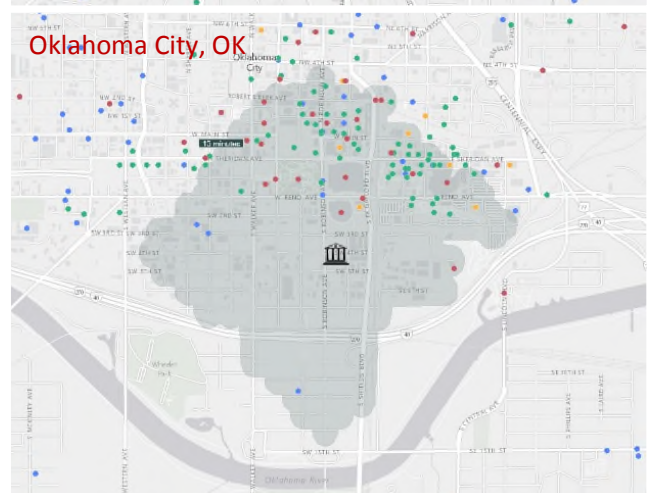
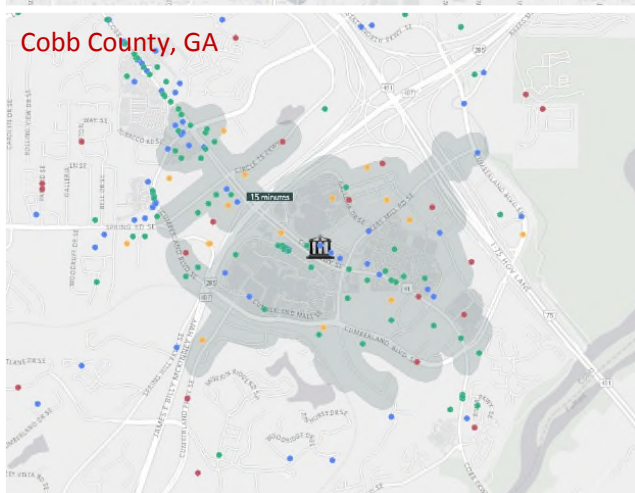
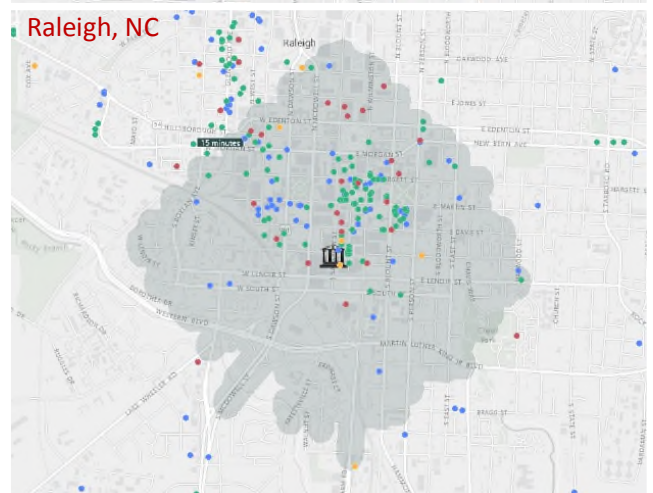
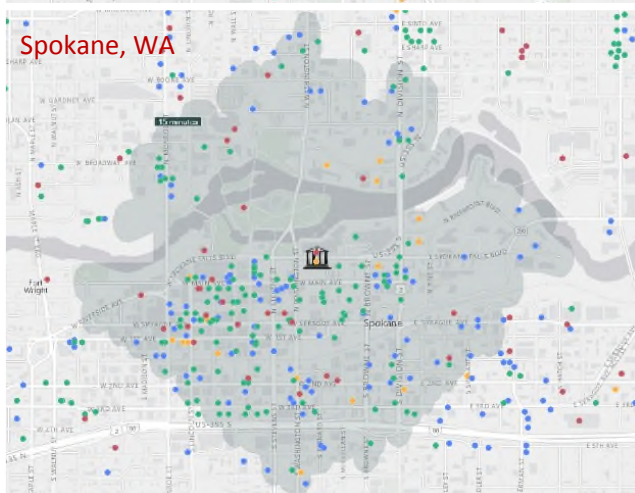
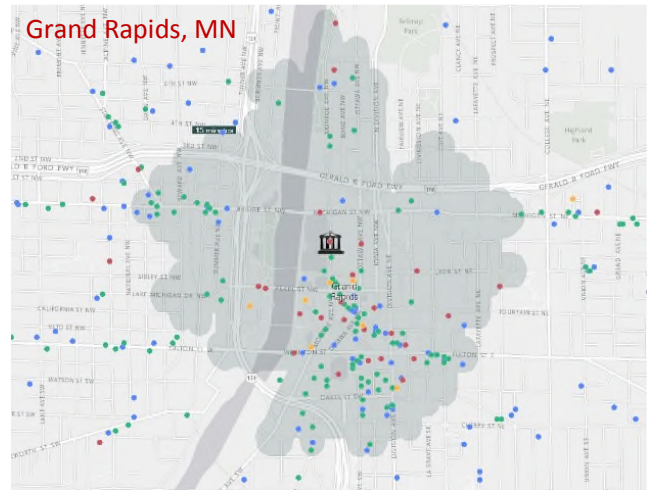
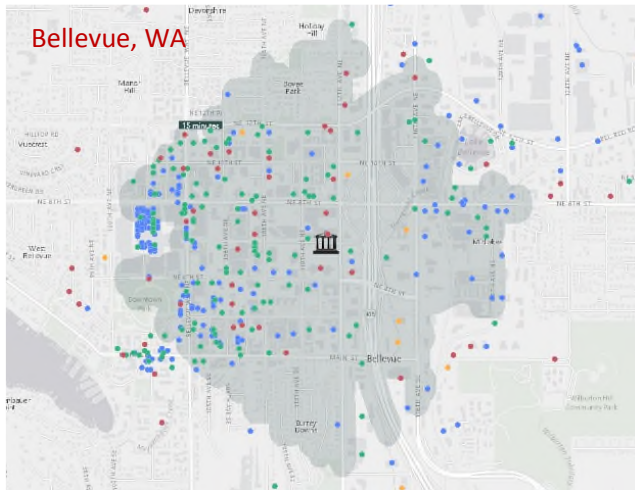
Among the comparable cities, downtown Bellevue offers more restaurant, retail and entertainment venues and has the second most number of hotels.

Despite an advantage in amenities and corporate presence, the following figure demonstrates that Bellevue’s convention center offers significantly less function space than the comparable venues.



The above analysis suggests that the size of the Meydenbauer Center limits its ability to serve the Bellevue market. A larger venue would attract more events, better serve local corporations, and allow the Meydenbauer Center to play a more active role in the local economy.

The maps on the following page highlight the location of lodging, dining, retail, and cultural amenities in relation to the convention center.



PROPOSED FACILITY IMPROVEMENTS

HVS recommends improvement to the Meydenbauer Center that would position it to attract more regional and national conventions, conferences, and tradeshows to Bellevue. Expanding exhibition space would allow the Meydenbauer Center to compete more effectively against other regional venues for exhibit-based events. The development of a flexible, dedicated ballroom and additional meeting spaces would allow the Meydenbauer Center to better serve conventions that require simultaneous use of exhibit, banquet, and meeting spaces. Additional meeting and ballroom spaces would also allow the facility to recapture events that have been turned away due to the Meydenbauer Center's inability to handle simultaneous events. Our building program recommendations include the following.

- Reconfigure south end of Center Hall to a 9,000-square foot lobby/pre-function space.
- Expand existing Center Hall onto the expansion site, creating a 50,000 to 55,000 square foot multipurpose hall. Reconfigure partitions to create a minimum of three divisions.
- Construct new 18,000 to 23,000 square foot grand ballroom on the meeting room level of the expansion site. Incorporate a flexible wall system to allow use as banquet and breakout meeting space. The ballroom should divide into three large rooms, with further divisions and interior corridors to create multiple room options.
- Add approximately 5,000 square feet of additional breakout meeting space on the theater entry level of the expansion site.
- Develop at least 400 new hotel room on adjacent sites.
- Outdoor terraces and other unique reception areas allow additional opportunities for on-site event receptions and stand-alone social functions. A rooftop terrace at the Meydenbauer Center would be an optional element to the expansion that could increase facility utilization.



STRATEGIC INITIATIVES

In addition to the physical expansion of the Meydenbauer Center's function spaces, strategies to address current trends in event and planner needs could improve the Meydenbauer's potential in the group meetings industry and position the venue for the future.

Nearby destination amenities, including restaurants, night life, and shopping, are important factors for event site selection. While many planners surveyed for this analysis noted Bellevue's lack of destination appeal, significant improvements have been made in recent years. The nearby Bellevue Square and Lincoln Square developments have more than 250 retail stores and 45 dining and entertainment venues. Continued improvements to connections to these destinations are crucial to creating a pedestrian friendly passage.

In addition, an easy to navigate connection to the adjacent Shops at Bravern would provide event attendees a convenient off-site option for meals and shopping. Local tourism and economic development organizations are actively working to evaluate and improve Bellevue's tourism potential, including an ongoing study to develop a destination development plan. Two major projects, the Link Light Rail System and Grand Connection, will

improve access, mobility, and connectivity to the west end of downtown Bellevue and Meydenbauer Center. East Link Light Rail construction has begun and is scheduled for completion in 2023. The Bellevue Downtown Station, located directly across from the Meydenbauer Center, will be the only downtown light rail stop.

Event planners choose destinations rather than buildings. Connecting the Meydenbauer Center to the rest of downtown will improve the overall destination appeal of downtown Bellevue.

The Grand Connection is a long-term project that will develop a non-motorized connection and public community spaces running from the Meydenbauer Bay to the convention center district. These developments and other efforts to bring complementary visitor amenities to the area surrounding the Meydenbauer Center would create a more attractive convention and meeting destination, enhancing Bellevue's presence in the convention and meetings industry.

GRAND CONNECTION PRIMARY ROUTES



Source: City of Bellevue, Washington

IMPACT OF EXPANDED MEYDENBAUER CENTER

Expanding the Meydenbauer Center's banquet capacity would allow the venue to host simultaneous conventions and other events that require a combination of exhibit, ballroom, and meeting spaces. The Meydenbauer Center expansion should allow the venue to expand utilization by making more dates available to existing clients and by attracting a greater share of larger conventions, conferences, and meetings.

Impact of Expansion on Events and Attendance

Current → Expanded

Events

336 → 462

Attendees

173,200 → 236,660

The impact of a facility expansion on the number of events and attendance varies by the nature of the expansion and the unique demand characteristics of a market. The percentage of function space added in an expansion can range between 1.5 to three times the increases in events and attendance. The above projections suggest that a 73% increase in function space would generate a 37.5% increase in events and a 36.6% increase in attendance, which is within industry norms.

The development of a flexible, dedicated ballroom and additional meeting spaces would allow the Meydenbauer Center to better serve conventions that require simultaneous use of exhibit, banquet, and meeting spaces.

Based on the demand projections and an analysis of historical Meydenbauer Center operations, HVS prepared a forecast of financial operations. For comparison purposes, we also considered the scenario in which the Meydenbauer Center is not expanded. Without expansion, planned hotel development would attract a modest number of new conventions and conferences to the Meydenbauer Center. Facility limitations would, however, continue to limit the size of all events and preclude any additional local corporate meetings and banquets booking the facility. The following figure compares the financial operation of the expansion and no expansion scenarios. Dollar figures are for a stabilized year of demand in uninflated 2017 dollars.

FINANCIAL IMPACTS OF EXPANSION

	No Expansion	Expansion	Change
OPERATING REVENUE			
Facility Rental	\$2,081	\$3,393	\$1,312
Event Services (Gross)	1,585	2,908	1,323
Food & Beverage (Gross)	6,250	9,392	3,142
Event Parking	223	276	53
Other Parking	491	491	0
Other Revenue	32	32	0
Catering Credit	(907)	(1,274)	(367)
Total	\$9,755	\$15,219	\$5,464
OPERATING EXPENSES			
Salaries & Benefits	\$4,831	\$7,329	\$2,498
Event Services Costs	151	436	286
Food & Beverage Costs	1,313	2,348	1,036
Contractual Services	117	183	66
Administrative & General	698	1,076	378
Supplies & Equipment	195	304	109
Repair & Maintenance	346	568	222
Marketing & Sales	271	441	169
Utilities	380	619	239
Parking Costs	157	169	12
Total	\$8,459	\$13,473	\$5,014
OPERATING INCOME (LOSS)	\$1,296	\$1,745	\$450

By a stabilized year of demand and in uninflated dollars, the proposed expansion of the Meydenbauer Center would generate \$450,000 more in annual net operating income, enhancing the self-sufficiency of the facility.

Based on the above demand and financial projections, we identified the new spending that would occur in the Bellevue economy due to the proposed expansion of the Meydenbauer Center. Direct spending estimates yield indirect and induced spending, jobs, and municipal tax collections. The following figures compare the impacts currently created by the operation of the Meydenbauer Center and those that would occur with the proposed expansion. Corresponding annual fiscal impacts of the spending that would occur within the City of Bellevue are also presented. All dollar values represent 2017 dollars.

By a stabilized year of demand, the Meydenbauer Center expansion would generate over \$22 million in additional economic impact, \$327,000 in additional taxes collected by the City of Bellevue, and 140 new jobs

Annual Impact of Proposed Improvements

Current  Expanded

Spending Impact

\$34.3 M  \$56.6 M

Fiscal Impact

\$516,000  \$844,000

Permanent Full-time Jobs

210  350



CASE STUDY 1

NEW OKLAHOMA CITY CONVENTION CENTER



Opening in 2020, the new Oklahoma City Convention Center will have 200,000 square feet of exhibition space, 30,000 square feet of ballroom space, and 45,000 square feet of meeting space.

MAPS3 is a City capital improvements program in Oklahoma City that uses a one-cent sales tax to fund debt-free projects. The \$280 million convention center is a major component of \$777 million program which also

includes a 600-room headquarters hotel, a 72-acre public park, and a public streetcar system. City officials have recognized the new convention center's key role in reshaping the OKC skyline, deeming it the bridge linking the downtown district to expansion to the south.

The new convention center will replace the 154,000-square foot Cox Convention Center also in downtown Oklahoma City. The new convention center is expected to generate 90 new events and attract 240,000 new visitors to the City.

Currently under construction, a 6.9-mile streetcar system that will serve the central business district and Bricktown will include a convention center stop.

1 - Bricktown

Former warehouse district converted to an entertainment district with restaurants, nightlife, and entertainment venues

2 - Omni Hotel

Proposed 600-room convention center headquarters hotel

3 - Chesapeake Energy Arena

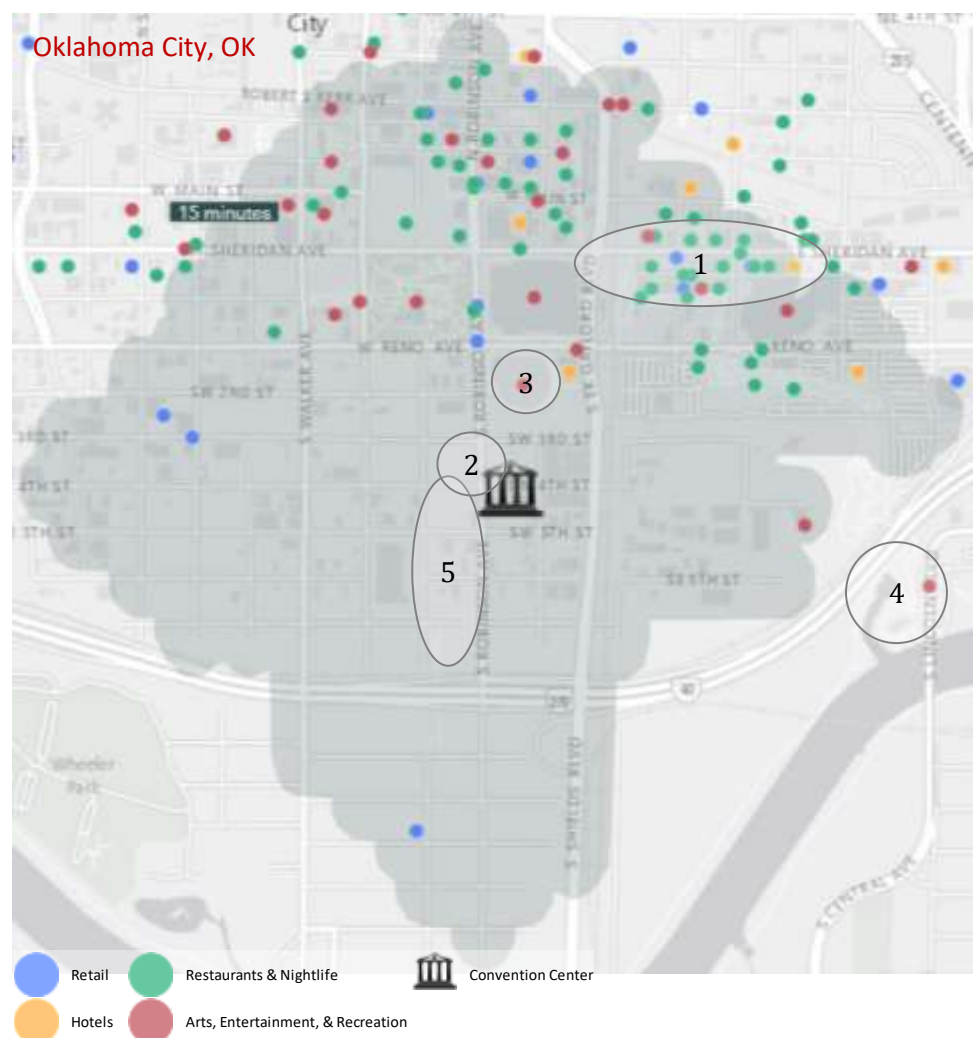
Home of the NBA Oklahoma City Thunder

4 - Boathouse District

Outdoor recreation district with Kayak and rafting center, rock climbing, zip lines, and other river activities

5 - Scissortail Park

Future 72-acre public park with programmatic features



CASE STUDY 2

COBB GALLERIA CENTRE (SUBURBAN ATLANTA)



Opened in 1994, the CGC has 144,000 square feet of exhibition space, 25,000 square feet of ballroom space, and 20,000 square feet of meeting space.

The Cobb Galleria Center is part of the Galleria Complex in suburban Atlanta. The 88-acre mixed use development also includes office, retail, and hotel development. The Cobb Galleria Centre lies at the heart of the Cumberland Improvement District, a 6.5 square mile business

community in the northwest portion of the Atlanta metropolitan area. Around 190 commercial property owners within the Cumberland CID pay an additional five mills of property taxes to Cobb County. These collections are often used to fund preliminary engineering and design for projects, providing a head start until construction funds become available. Property owners pay between \$5-6 million annually. Through 2018, the CID will have committed \$140 million to a variety of local improvements.

The Cobb Galleria Centre hosts over 600 events annually, most of which support the local corporate community.

1 - Battery Atlanta

Recently opened entertainment district with Atlanta Braves' Sun Trust Park, Omni Hotel (260 rooms), restaurants, and a future pedestrian bridge to CGC.

2 - Waverly Renaissance Hotel

522-room attached HQ hotel

3 - Sheraton Hotel

278-room hotel

4 - Cumberland Mall

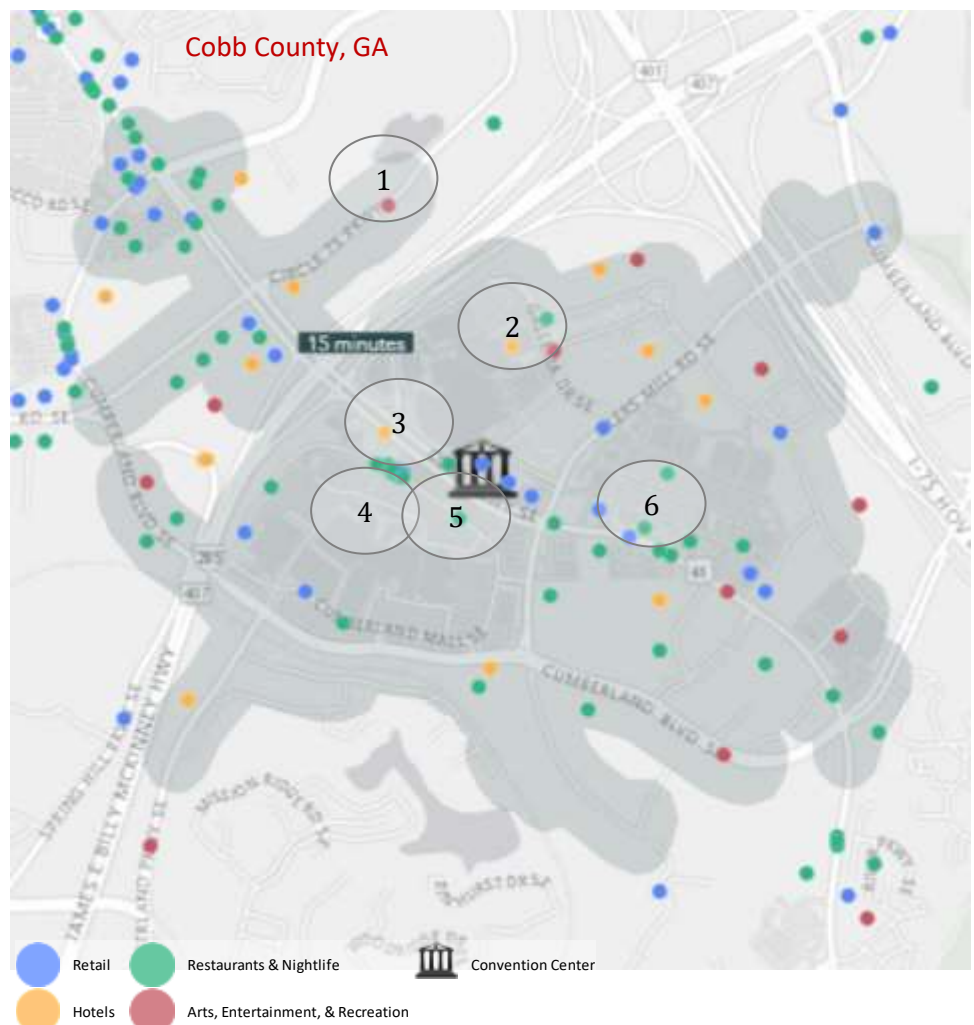
One million square foot shopping mall with 150 stores

5 - HQ Hotel

Proposed 350-room attached convention center hotel

6 - Akers Mill Square

Shopping center with big box tenants



CASE STUDY 3

SPOKANE CONVENTION CENTER



Opened in 1976, the Spokane Convention Center has 120,000 square feet of exhibition space, 50,000 square feet of ballroom space, and 27,000 square feet of meeting space. The SCC has undergone two major expansions in 1989 and 2007. An expansion of 300,000 square feet has been proposed.

Produced in 2009, the Vision 20/20 Plan provides the Spokane Public Facilities District with a strategic roadmap for the expansion of the SCC. Recognizing that the SCC is one of many City assets, Local official seeks to develop a convention center district that aligns with the urban planning goals of the Downtown Plan. One such

opportunity involves the development of the adjacent Riverfront Park. The Vision 20/20 Plan recommends the park greenery and connections extend to the SCC grounds such that the SCC becomes a part of Riverfront Park, rather than an adjacent amenity. \$64 million in Park improvements began in 2014 and are scheduled from completion in late 2017. Other connection points include Spokane's downtown retail shopping district. The Plan recommends shortening the perceived distance from the SCC through enhancements to street level activity and encouragement of retail, restaurant, and other development.

Street improvements are also underway, investigating ways to provide pedestrian friendly linkages, calm traffic, and provide easier access to the SCC's entrance for pedestrian and bus traffic. Plans for a future streetcar system call for routes passing the SCC.

1 – Riverfront Park

100-acre park along the Spokane River. Site for multiple city festivals and contains, amusement park, IMAX theater, sky ride, carousel, and pavilion

2 – INB PAC

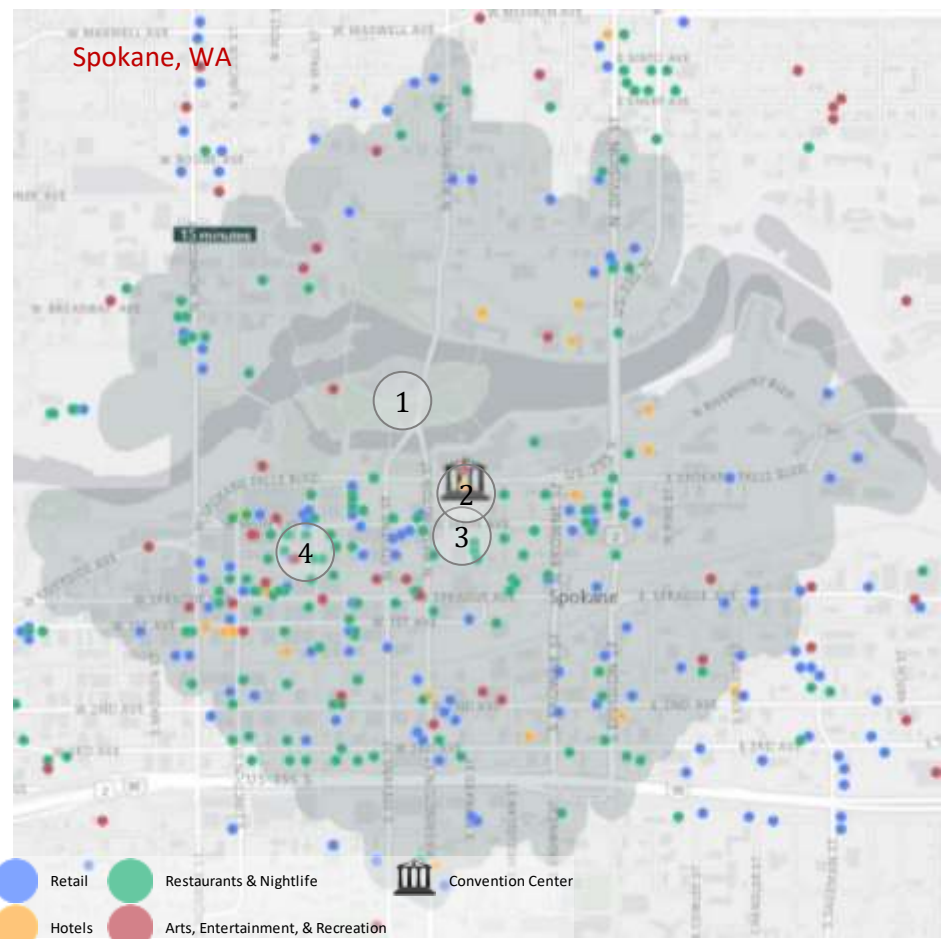
2,700-seat theater features concerts and theatrical performances

3 – Double Tree Hotel

375-room connected HQ hotel

4 – Downtown Retail Shopping District

Destination shopping district with retail store and restaurants



CASE STUDY 4

DEVOS PLACE (GRAND RAPIDS)



Opened in 2005, the DeVos Place has 162,000 square feet of exhibition space, 40,000 square feet of ballroom space, and 31,000 square feet of meeting space, and a 2,400-seat auditorium. An expansion of 115,700 square feet has been proposed.

Grand Rapids. Key components of this study are the expansion of the DeVos Place convention center and the development of a new adjacent headquarters hotel. Other recommendations include the restoration of the Grand River which runs just west of DeVos Place. A future River Destination Center would leverage the river, encouraging outdoor recreation and commercial development along the river. Current plan designates DeVos Place as a location for a major entry point to the river.

Future public transportation plans indicate the development of a “Tourism Spine” that provides bus routes to major points of interest including DeVos Place.

Produced in 2017, a Destination Asset Survey highlights recommended improvements public facility and natural assets that will enhance the overall destination appeal of

1 – Grand River Rapids Development

A \$35 million development projects to reconstruct the Grand River through Grand Rapids. Includes mixed use development and access point near DeVos Place

2 – Three connected HQ hotels:

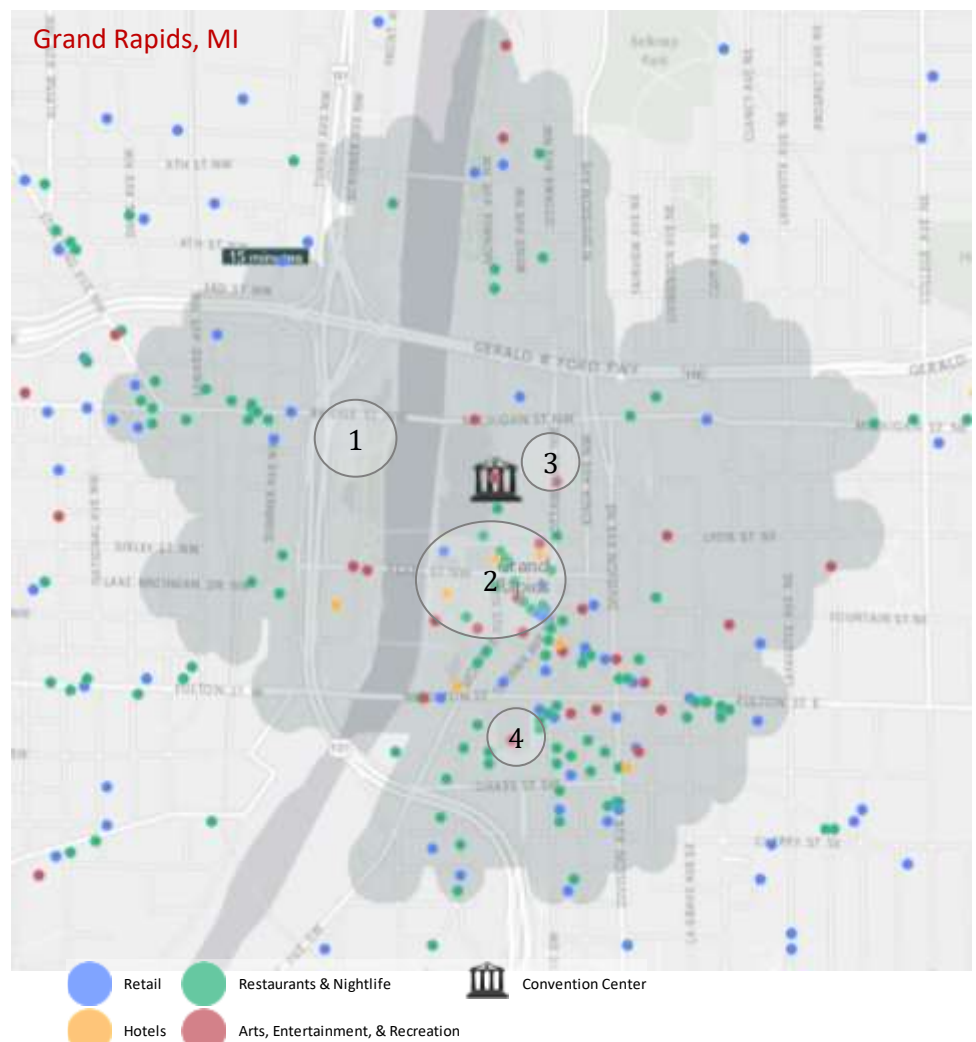
Amway Grand Plaza
JW Marriott
Homewood Suites

3 – HQ Hotel

Proposed 350 to 500-room hotel

4 – Van Andel Arena

10,800-seat arena featuring minor league hockey and concerts



CASE STUDY 5

RALEIGH CONVENTION CENTER



Opened in 2008, the Raleigh Convention Center has 146,000 square feet of exhibition space, 33,000 square feet of ballroom space, and 33,000 square feet of meeting space.

Begun in 2002, Raleigh's Livable Streets Initiative sought to identify actions and strategies to improve downtown Raleigh. During the year-long planning process, citizens were encouraged to share ideas a variety of means, including open design charrettes. Over 130 specific

actions resulted from the process, including five key actions. Recognizing the need to attract more national conventions and trade shows, the development of a new downtown Raleigh Convention Center was one of the five. Opened in 2008, the RCC has exceeded projections, hosting 230 events and nearly 400,000 attendees annually. The City is currently contemplating an expansion of the RCC and the addition of a third headquarters hotel.

The Livable Streets Initiative also led to Raleigh's R-Line. Begun in 2009, the R-Line is a free circulator bus service that connects government offices, retail and dining districts, the Raleigh Convention Center and other points of interest.

1 – Fayetteville Street

Major north-south thoroughfare that connects the State Capitol and the RCC. Home to variety of shops, restaurants, bars, and other attractions

2 – Sheraton Raleigh Hotel

353-room hotel

3 – Red Hat Amphitheater

6,000-seat music amphitheater

4 – Marriott City Center

400-room hotel

5 – Duke Energy PAC

Performing arts center with 1,700-seat concert hall, 600-seat opera theater, and 170-seat black box theater

6 – HQ Hotel

Proposed 400-room hotel

