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RSCVA Celebrates Completion of Reno-Sparks Convention Center West Plaza Expansion

RENO, Nev. (Thurs., Feb. 28, 2008) —The Reno-Sparks Convention and Visitors Authority (RSCVA) today celebrated the completion of the \$2.37 million Reno-Sparks Convention Center west plaza expansion.

The six-month construction project, contracted to Building Solutions, LLC., lowered and leveled approximately two-thirds of an acre in front of the convention center's concourse C facing Virginia Street. Contractors developed a new limousine staging and parking area, added lighting, improved the disabled ramp access and enhanced the Virginia Street entrance with landscaping.

The west plaza expansion is part of the master plan to join the 35-acre site surrounding the convention center into one contiguous super block. Since the master plan was initiated in the early 1990s, the convention center and surrounding acreage has undergone a significant transformation – most notably with the \$105 million convention center expansion/renovation completed in 2002 and the 2004 relocation of the Lake Mansion.

"The initial completion of the super block marks the success of a long-term undertaking that has truly improved the quality of our convention center and the experience of those who visit for conventions," said President and CEO Ellen Oppenheim. "Meetings and conventions contribute significant economic benefits to Reno-Tahoe, and having quality facilities is critical to our ability to attract and retain convention business."

Of the 5.1 million people who visited Washoe County in 2006, 14 percent traveled to attend a meeting or convention according to the RSCVA visitor profile study.

The west plaza expansion, which came in under budget, was financed from a medium-term loan. Land acquisition cost \$997,000, along with \$1.37 million for construction and demolition as well as legal fees and other related costs.

Future improvements to the convention center include a sky bridge slated for completion in late 2008. The sky bridge will connect the Atlantis Casino Resort Spa to the north end of the convention center building, providing convention center visitors easier, all-weather access.

The RSCVA is the primary tourism agency supporting convention and tourism business for the Reno-Tahoe region. Reno-Tahoe, America's Adventure Place supports unlimited possibilities from outdoor recreation to 24-hour Nevada style gaming and entertainment.

For more information about Reno-Tahoe, America's Adventure Place call 800-FOR-RENO (800-367-7366) or visit www.VisitRenoTahoe.com.

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