



SACRAMENTO CONVENTION CENTER  
EXPANSION & RENOVATION  
03/09/2017

***FEBRUARY 23 MEETING  
3 OPTIONS REVIEW***

# FACILITY OPTIONS

## **OPTION 01**

**MAJOR RENOVATION OF EXISTING FACILITY**  
**IMPROVES CONNECTIVITY - FRONT AND BACK OF HOUSE**  
**EXPANDS EXHIBIT + MEETING SPACE**  
**NEW EAST LOBBY**  
**IMPROVED FOOD SERVICE**

## **OPTION 02**

**DEMOLITION OF ORIGINAL FACILITY**  
**EXPANSION OF EXHIBIT + MEETING + BALLROOM SPACE**  
**IMPROVES CONNECTIVITY - FRONT AND BACK OF HOUSE**  
**NEW EAST + WEST LOBBIES**  
**IMPROVED FOOD SERVICE**  
**CREATION OF EVENTS PLAZA BETWEEN CC + THEATER**

## **OPTION 03**

**DEMOLITION OF ORIGINAL FACILITY**  
**PHASED EXPANSION OF EXHIBIT + MEETING + BALLROOM SPACE**  
**IMPROVES CONNECTIVITY - FRONT AND BACK OF HOUSE**  
**NEW EAST + WEST LOBBIES**  
**IMPROVED FOOD SERVICE**

# OPTIONS ASSESSMENT



## EXISTING % INCREASE

**E:** 137,000 SF  
**M:** 21,667 SF  
**B:** 24,282 SF  
**T:** 182,949 SF

## OPTION 01

**E:** 145,300 SF **6.0%**  
**M:** 37,645 SF **73.7%**  
**B:** 24,282 SF **0.0%**  
**T:** 207,227 SF **13.2%**

## OPTION 02

**E:** 160,000 SF **16.7%**  
**M:** 45,000 SF **107.7%**  
**B:** 40,000 SF **64.7%**  
**T:** 245,000 SF **33.9%**

## OPTION 03 PHASE 01

**E:** 195,300 SF **42.6%**  
**M:** 25,103 SF **15.9%**  
**B:** 24,282 SF **0.0%**  
**T:** 244,685 SF **33.7%**

## OPTION 03 PHASE 02

**E:** 195,300 SF **42.6%**  
**M:** 56,904 SF **62.6%**  
**B:** 40,000 SF **64.7%**  
**T:** 292,204 SF **59.7%**

- **Market Deficiency**
- **Deficiency**
- **Improved Deficiency**
- **Market Adequate**

	EXISTING	OPTION 01	OPTION 02	OPTION 03 P1	OPTION 03 P2
<b>BALLROOM</b>					
Must Be Used as Meeting Space	●	●	●	○	○
Lobby Too Small	○	○	●	○	●
Kitchen Too Small	○	○	○	○	○
Kitchen Not Adjacent	○	○	○	○	○
<b>Meeting Rooms 100-105</b>					
Too Small	●	●	●	●	●
Circulation	○	○	○	○	○
<b>Meeting Rooms 201-205</b>					
Too Small	●	●	●	●	●
Too Big	○	○	○	○	○
Circulation	○	●	●	●	●
<b>Meeting Rooms 301-305</b>					
Too Small	○	○	○	○	○
Too Few	●	●	●	○	○
<b>Meeting Rooms 316-319</b>					
Too Small	○	○	○	○	○
Too Few	●	●	●	○	○
<b>Exhibit Hall A</b>					
Lobby Too Small	●	●	●	●	●
<b>Exhibit Hall B</b>					
Lobby Too Small	●	○	○	●	●
<b>Exhibit Hall C</b>					
Ceiling Height - Too Low	●	●	●	●	●
Utilities	○	○	○	○	○
<b>Exhibit Hall D</b>					
Ceiling Height - Too Low	●	●	●	●	●
Utilities	○	○	○	○	○
Truck/Service Access	●	●	●	●	●
Lobby Too Small	○	○	○	○	○
<b>Exhibit Hall E</b>					
Ceiling Height - Too Low	●	●	●	●	●
Utilities	○	○	○	○	○
Truck/Service Access	●	●	●	●	●

# OPTION 02 - KEY FEATURES

## **OPTION 02**

**DEMOLITION OF ORIGINAL FACILITY**

**EXPANSION OF EXHIBIT + MEETING + BALLROOM SPACE**

**IMPROVES CONNECTIVITY - FRONT AND BACK OF HOUSE**

**NEW EAST + WEST LOBBIES**

**IMPROVED FOOD SERVICE**

**CREATION OF EVENTS PLAZA BETWEEN CC + THEATER**

## **SELLABLE AREA:**

**151,500-161,500 SF EXHIBIT HALL\***

**43,500 SF MEETING SPACE\*\***

**28 BREAKOUT ROOMS**

**40,000 SF BALLROOM**

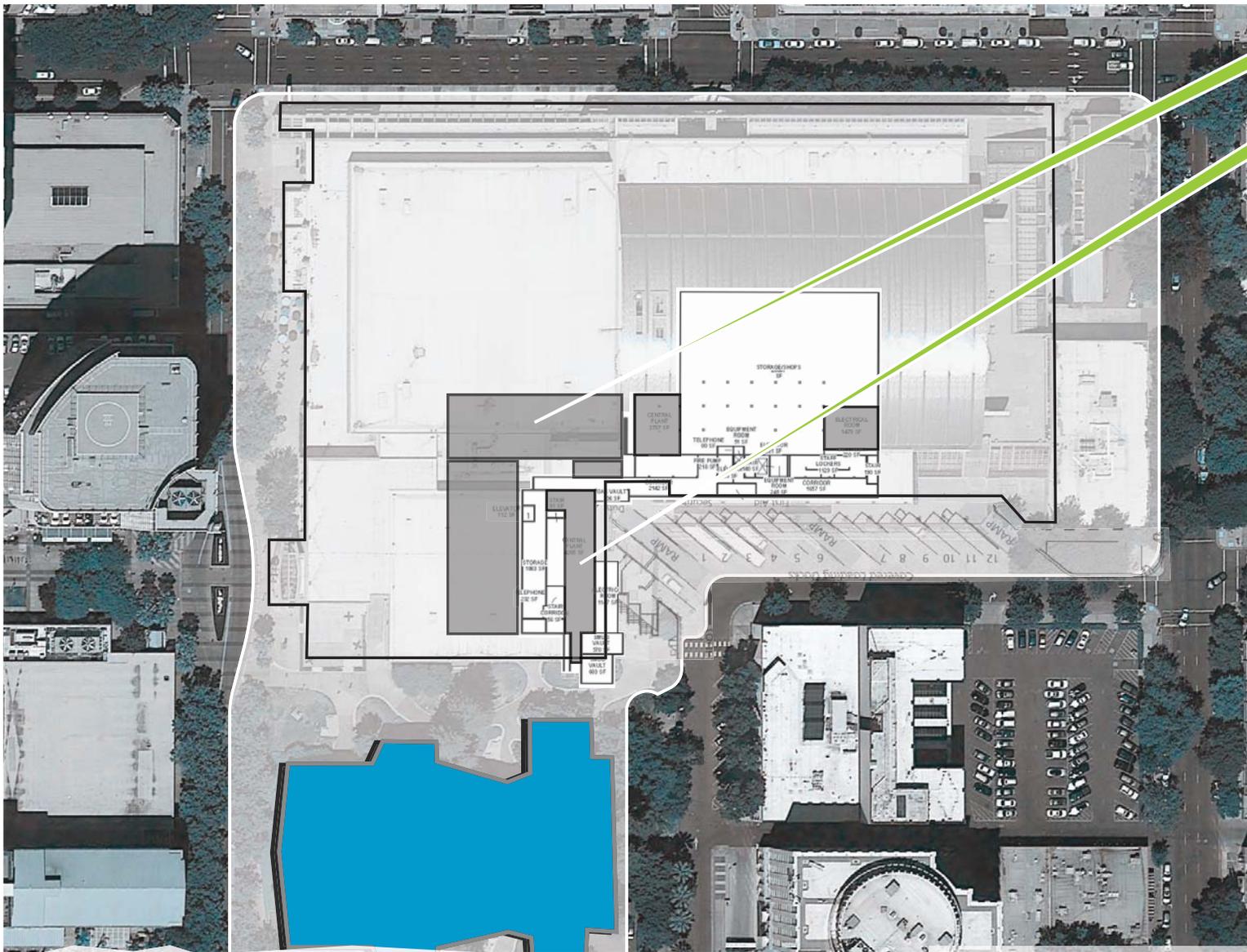
*\*FLEX CORRIDOR ALONG 13TH STREET*

*\*\*INCLUDES EXISTING BALLROOM AS MEETING SPACE*



**DEMO OF EXISTING FACILITIES**

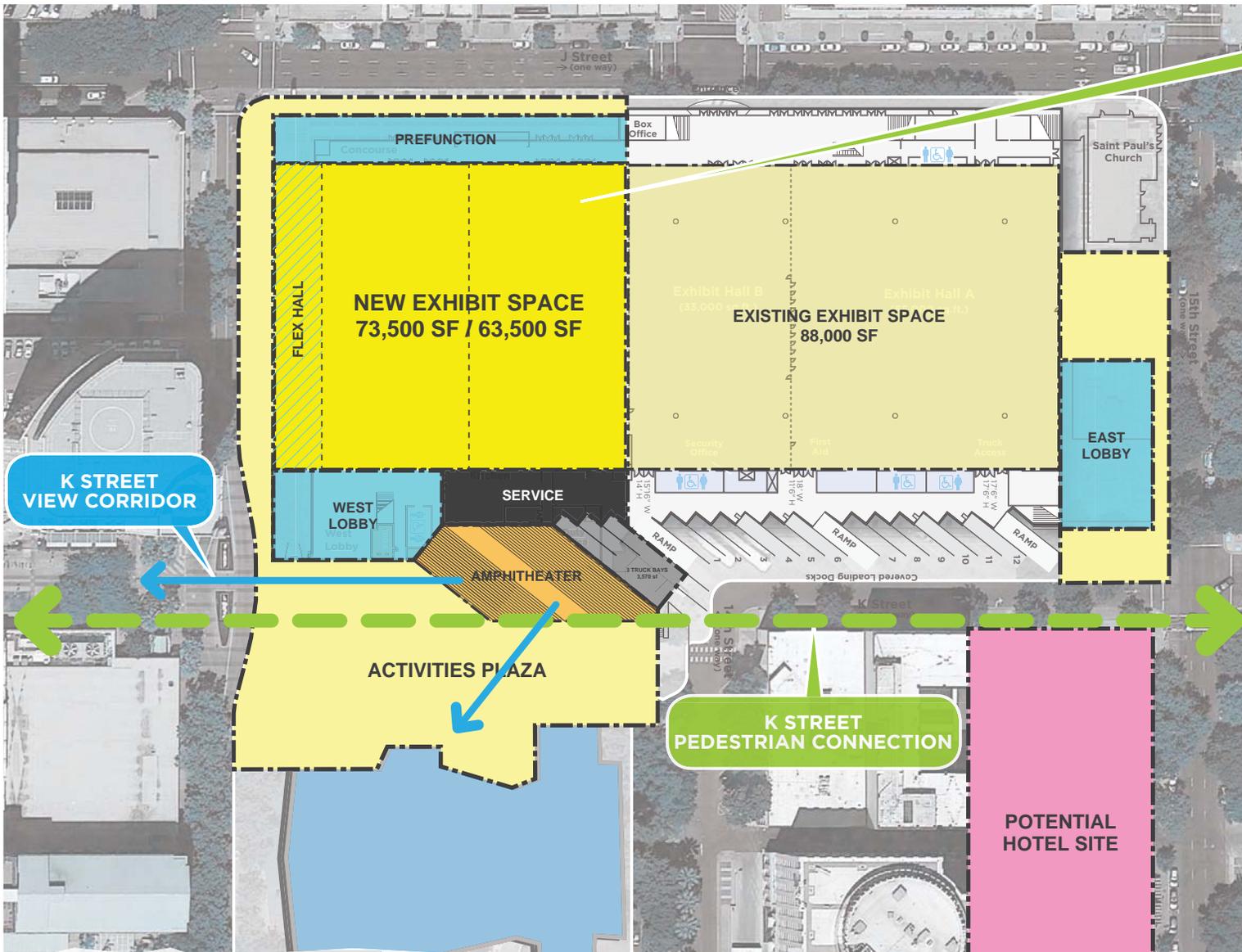
**OPTION 02 - DEMO**



**NEW STORAGE**

**NEW SHARED CENTRAL PLANT**

**NEW SELLABLE TOTALS**  
**EXHIBIT HALL: 161,500 SF**  
**MEETING SPACE: 43,500 SF**  
**BALLROOM: 40,000 SF**  
**OPTION 02 - LEVEL 00**



**EXHIBIT HALL EXPANSION**

**K STREET VIEW CORRIDOR**

**K STREET PEDESTRIAN CONNECTION**

**NEW SELLABLE TOTALS**

EXHIBIT HALL:	161,500 SF
MEETING SPACE:	43,500 SF
BALLROOM:	40,000 SF

**OPTION 02 - LEVEL 01**

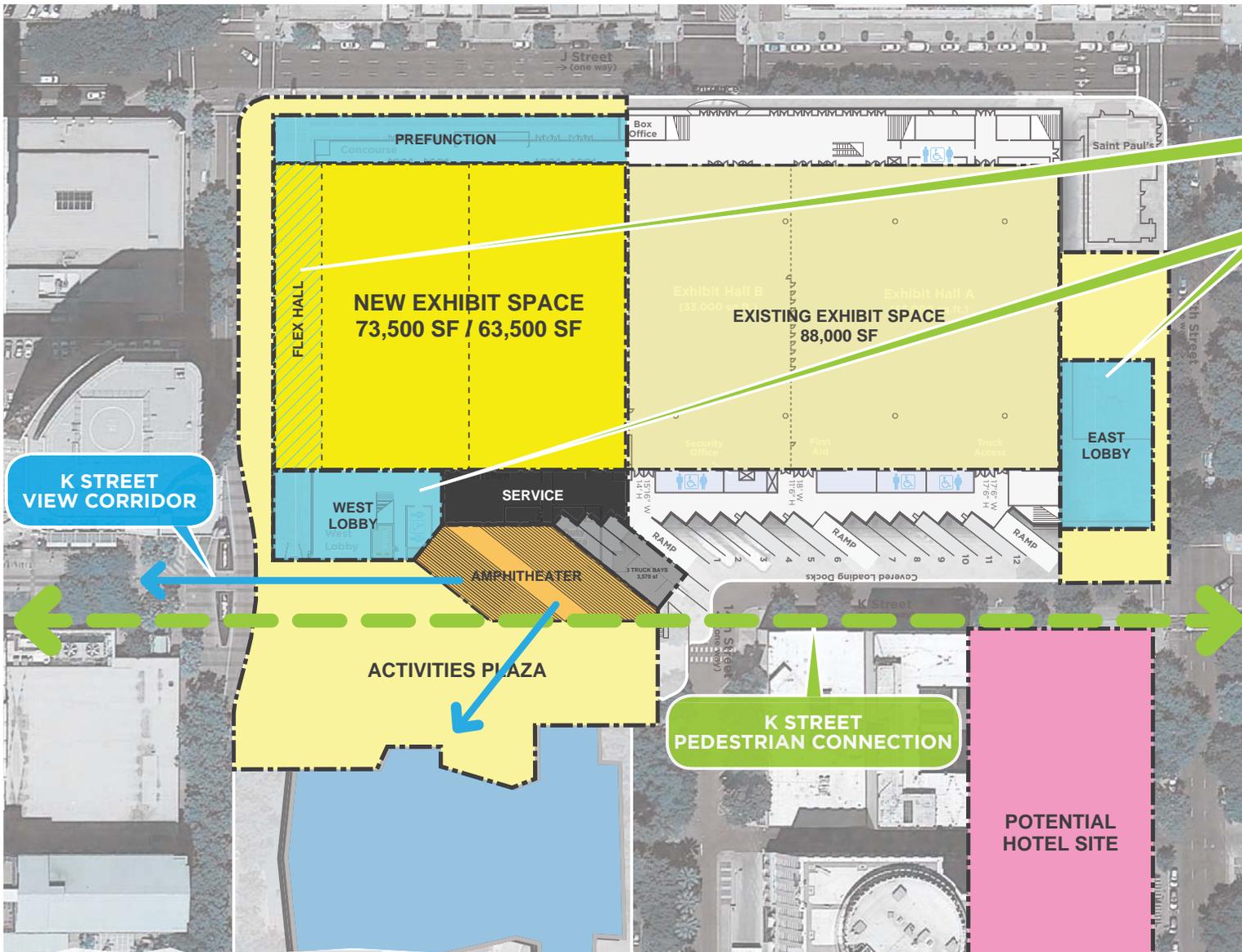


EXHIBIT HALL EXPANSION

PREFUNCTION CONNECTION

NEW LOBBIES

K STREET VIEW CORRIDOR

K STREET PEDESTRIAN CONNECTION

**NEW SELLABLE TOTALS**

EXHIBIT HALL:	161,500 SF
MEETING SPACE:	43,500 SF
BALLROOM:	40,000 SF

**OPTION 02 - LEVEL 01**

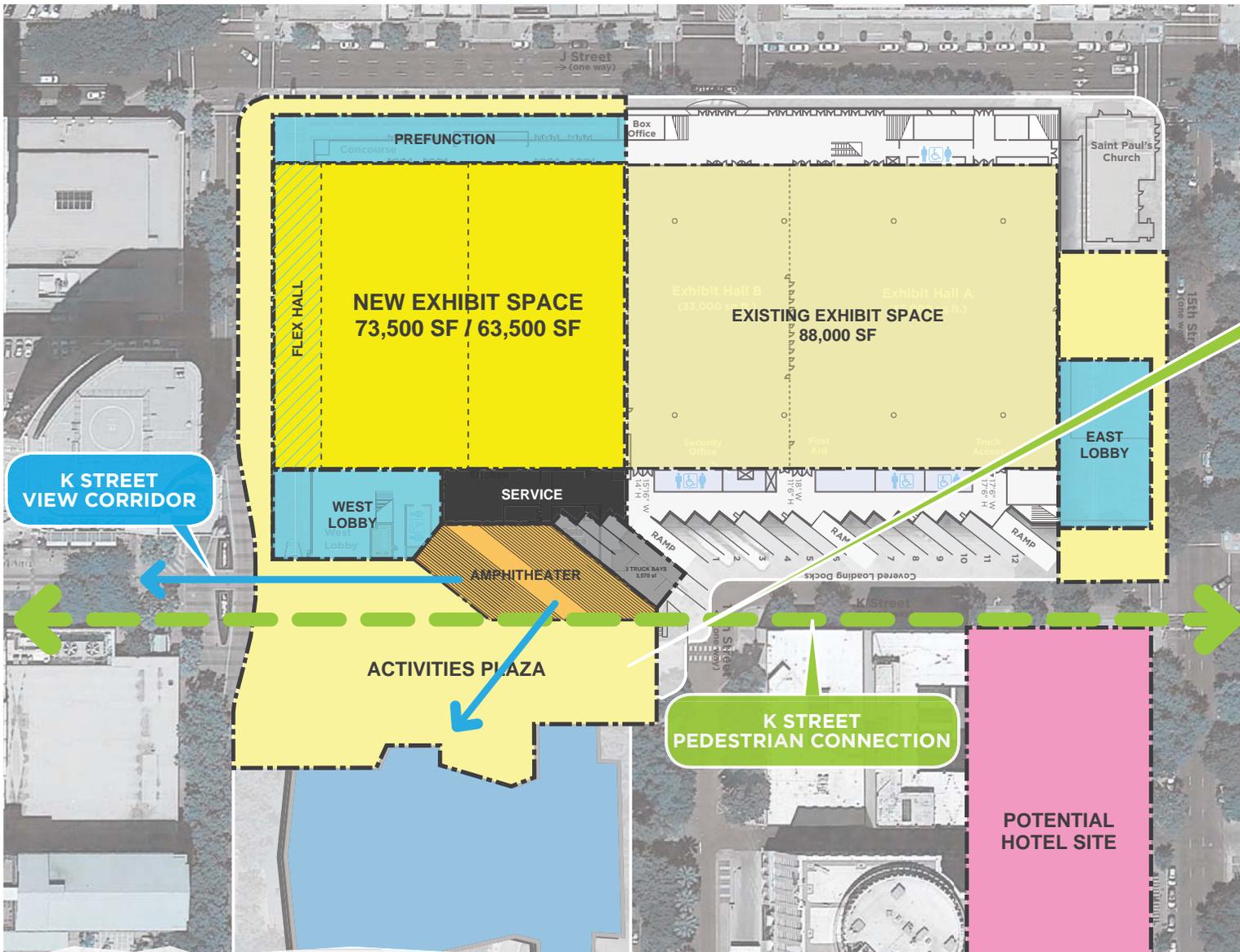


EXHIBIT HALL EXPANSION

PREFUNCTION CONNECTION

NEW LOBBIES

NEW EVENTS PLAZA

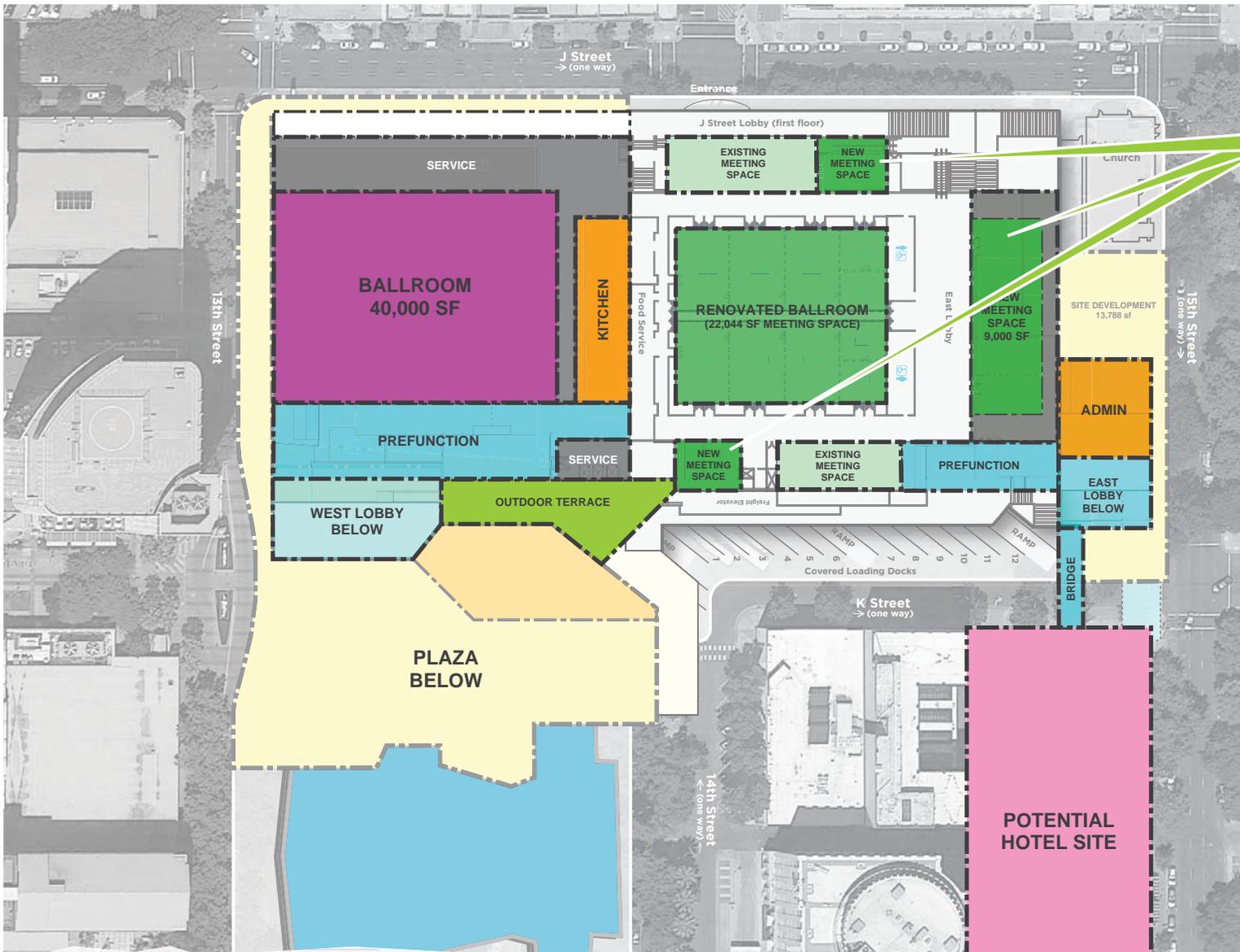
K STREET VIEW CORRIDOR

K STREET PEDESTRIAN CONNECTION

**NEW SELLABLE TOTALS**

EXHIBIT HALL:	161,500 SF
MEETING SPACE:	43,500 SF
BALLROOM:	40,000 SF
<b>OPTION 02 - LEVEL 01</b>	





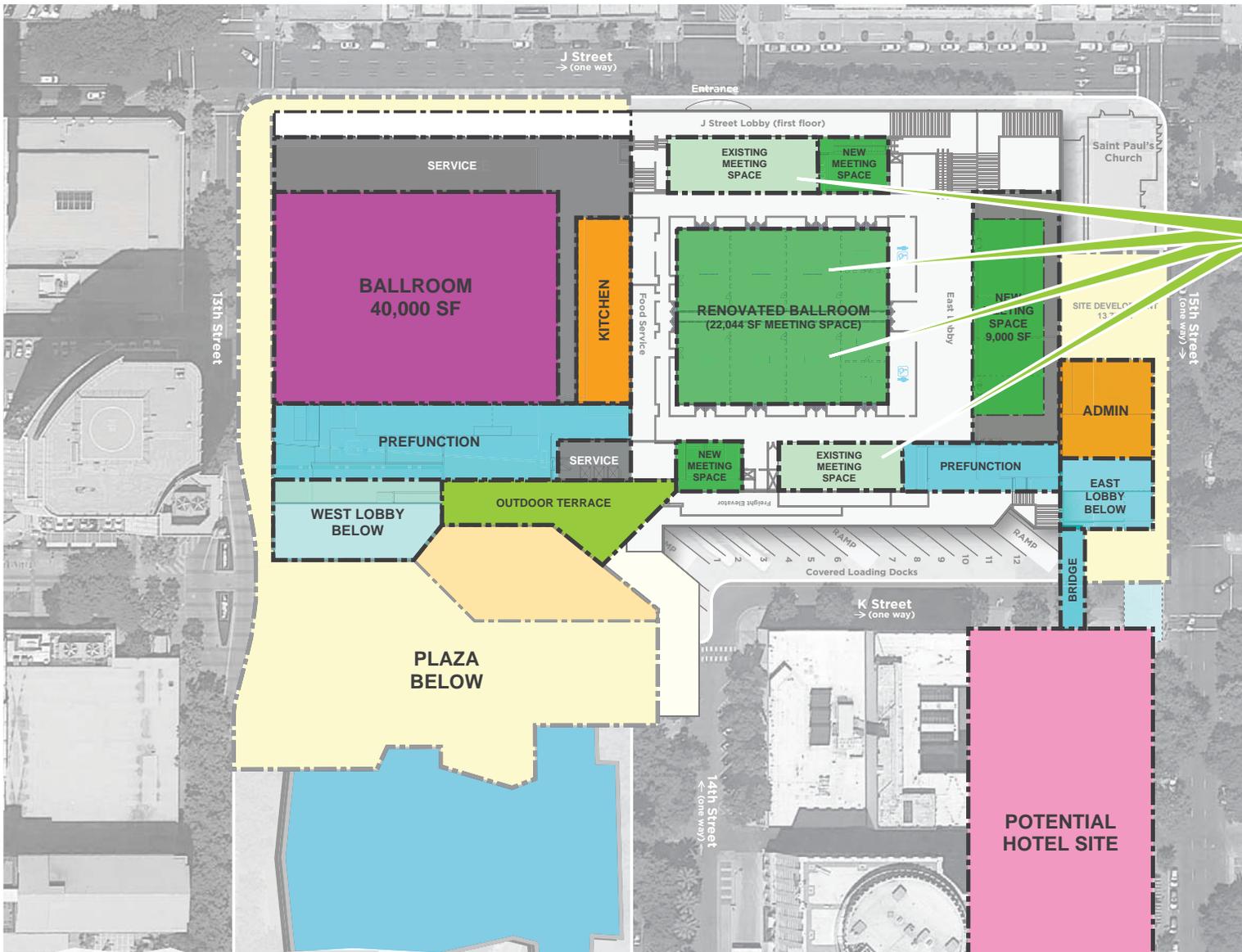
**NEW BALLROOM**

**NEW MEETING SPACE**

**NEW SELLABLE TOTALS**

EXHIBIT HALL:	161,500 SF
MEETING SPACE:	43,500 SF
BALLROOM:	40,000 SF

**OPTION 02 - LEVEL 02**

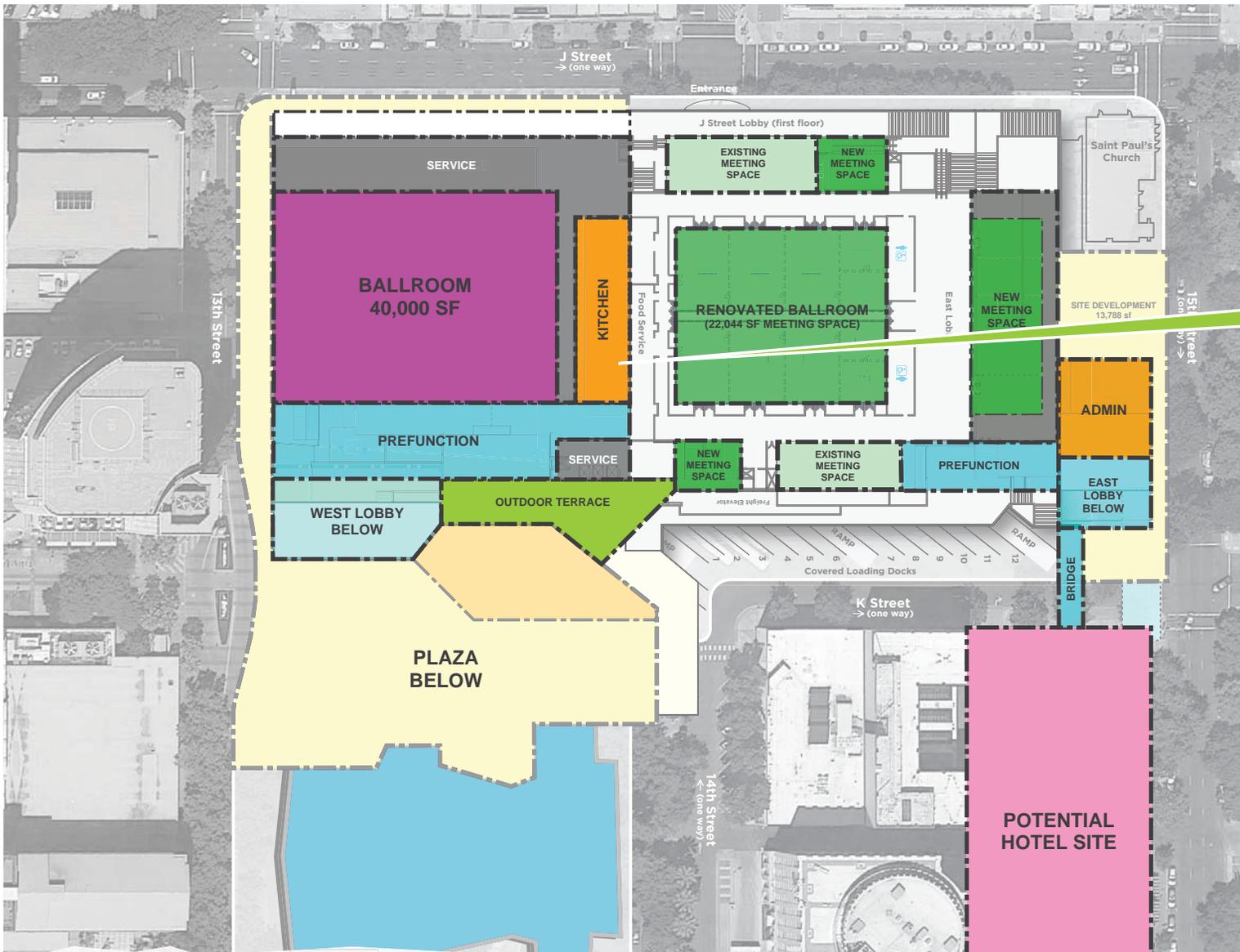


- NEW BALLROOM
- NEW MEETING SPACE
- RENOVATED MEETING SPACE

**NEW SELLABLE TOTALS**

EXHIBIT HALL:	161,500 SF
MEETING SPACE:	43,500 SF
BALLROOM:	40,000 SF

**OPTION 02 - LEVEL 02**



NEW BALLROOM

NEW MEETING SPACE

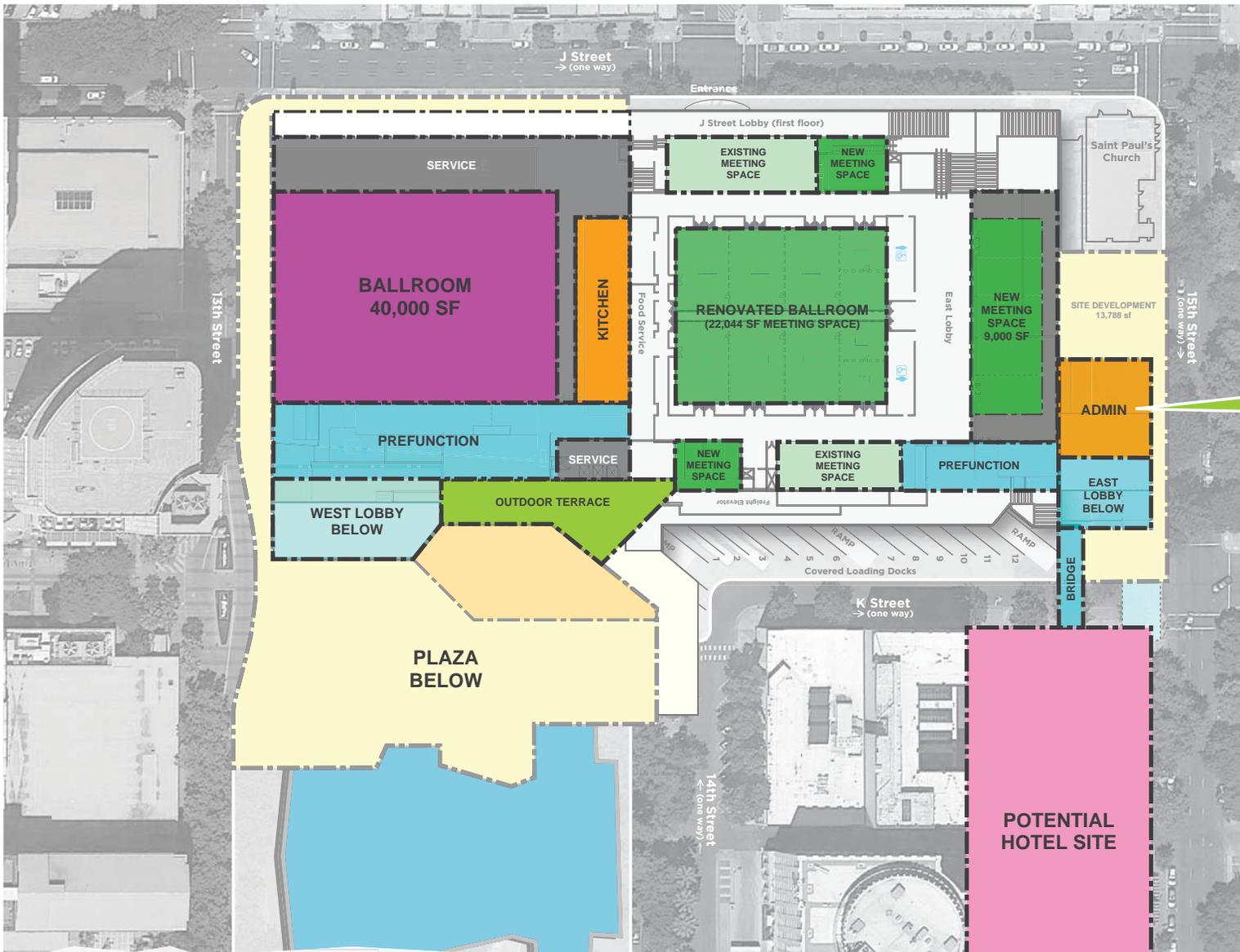
RENOVATED MEETING SPACE

NEW KITCHEN

**NEW SELLABLE TOTALS**

EXHIBIT HALL:	161,500 SF
MEETING SPACE:	43,500 SF
BALLROOM:	40,000 SF

**OPTION 02 - LEVEL 02**

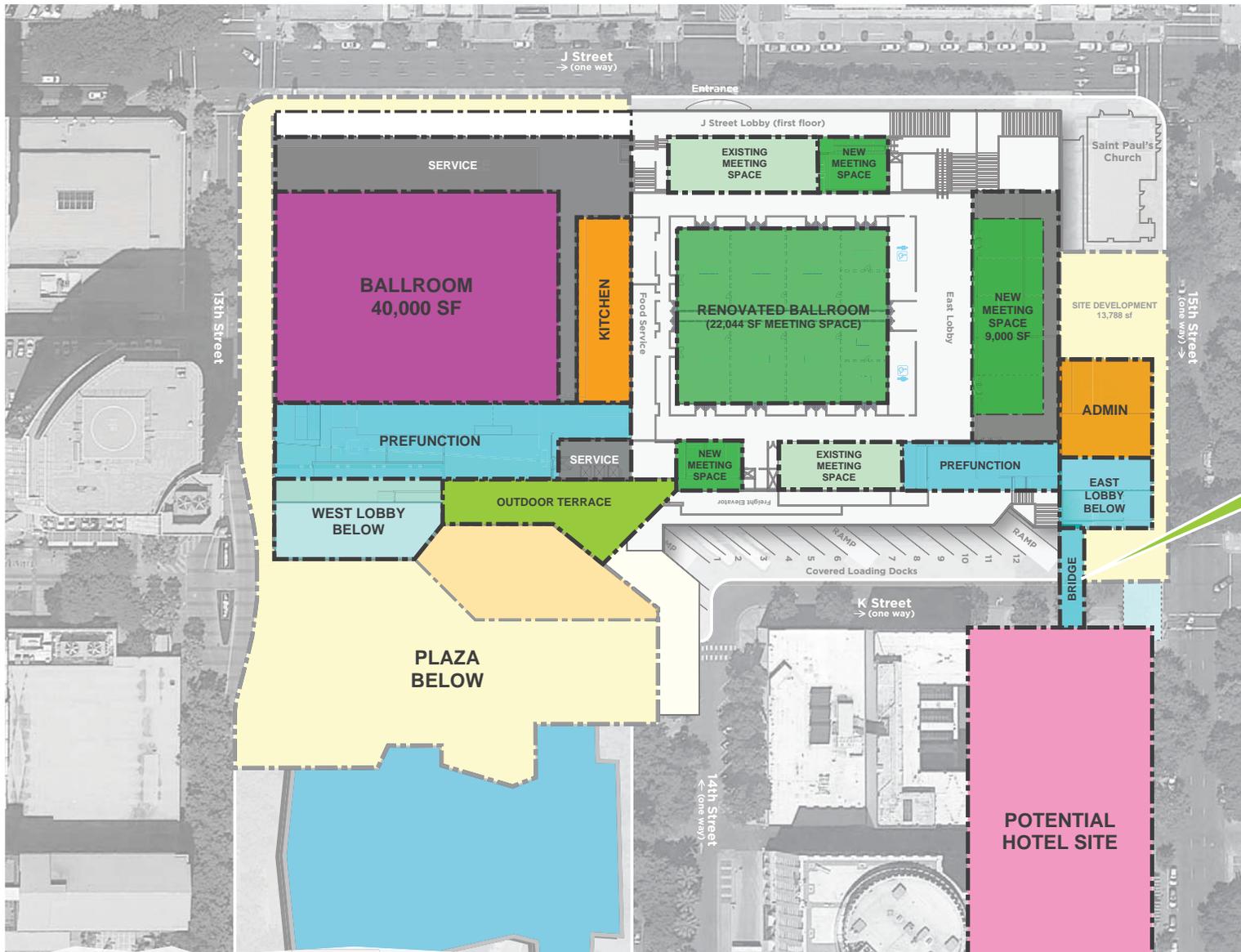


- NEW BALLROOM
- NEW MEETING SPACE
- RENOVATED MEETING SPACE
- NEW KITCHEN
- NEW ADMIN

**NEW SELLABLE TOTALS**

EXHIBIT HALL:	161,500 SF
MEETING SPACE:	43,500 SF
BALLROOM:	40,000 SF

**OPTION 02 - LEVEL 02**



- NEW BALLROOM
- NEW MEETING SPACE
- RENOVATED MEETING SPACE
- NEW KITCHEN
- NEW ADMIN
- OPTIONAL HOTEL BRIDGE

**NEW SELLABLE TOTALS**

EXHIBIT HALL:	161,500 SF
MEETING SPACE:	43,500 SF
BALLROOM:	40,000 SF

**OPTION 02 - LEVEL 02**

***EXHIBIT SPACE VS.  
FLEX SPACE***

# *WHAT IS FLEXIBLE SPACE?*

## ***EXHIBIT HALL SPACE***

***30' CLEAR HEIGHT TO STRUCTURE***

***90' MINIMUM COLUMN GRID***

***CONCRETE FLOOR***

***NO FINISHED CEILING - MINIMAL ACOUSTICAL PERFORMANCE***

***FLOOR BOXES - POWER, DATA, PLUMBING, AIR***

***TRADESHOW OCCUPANCY (1:15)***

## ***MULTIPURPOSE SPACE:***

***25'-30' CLEAR HEIGHT TO STRUCTURE***

***COLUMN-FREE FOR SIGHTLINES***

***CARPET FLOOR***

***ACOUSTICALLY IMPROVED CEILING AND WALLS***

***FLOOR BOXES - POWER & DATA***

***INCREASED LIGHTING CONTROLS***

***INCREASED HVAC CONTROLS***

***HIGHER LEVEL OF FINISH***

***HIGHER OCCUPANCY CAPABILITY (1:7 or 1:10)***

# WHAT IS FLEXIBLE SPACE?



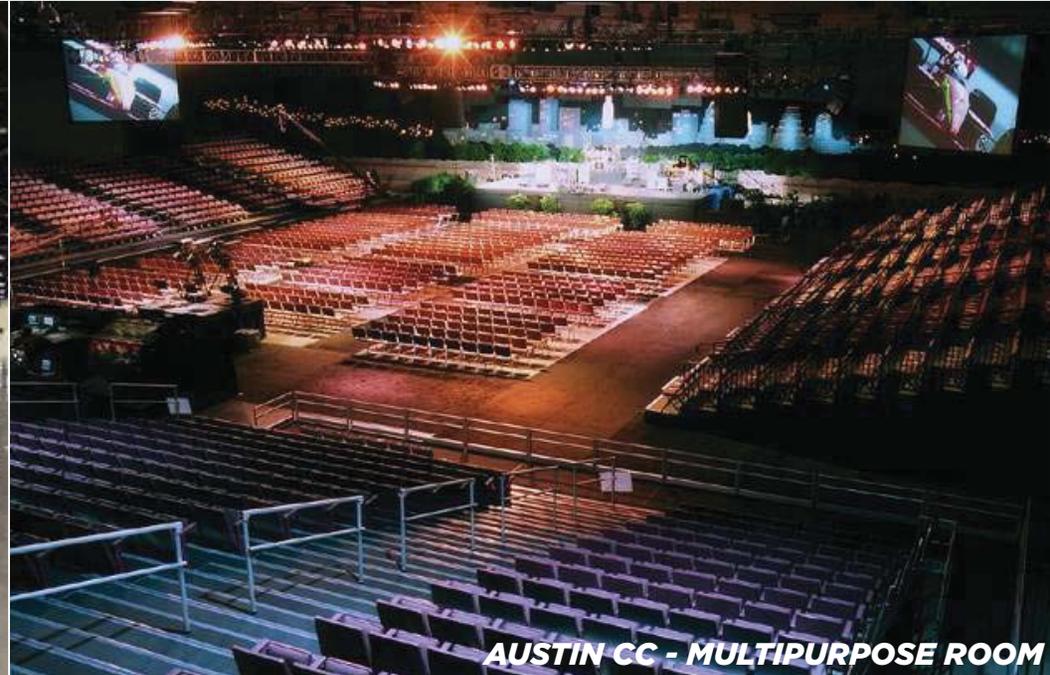
**ANAHEIM CC - MULTIPURPOSE ROOM**



**PHOENIX CC - WEST BALLROOM**



**SAN ANTONIO CC - MULTIPURPOSE SPACE**

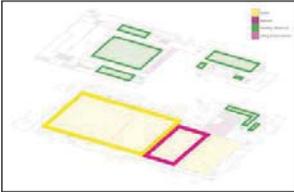


**AUSTIN CC - MULTIPURPOSE ROOM**

# HOW MUCH FLEX SPACE DO WE BUILD?

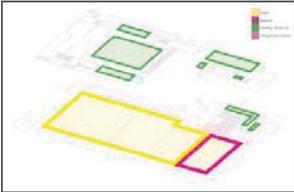
**GROUP 01**

**4,153 Room Nights**  
**75,000 SF Exhibit Space**  
**1,200 General Session in Hall C**  
**ALL Meeting Rooms**



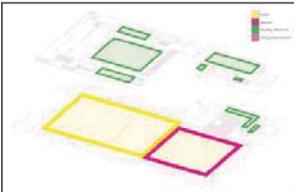
**GROUP 02**

**5,185 Room Nights**  
**100,000 SF Exhibit Space**  
**1,800 General Session in Halls D+E**  
**ALL Meeting Rooms**



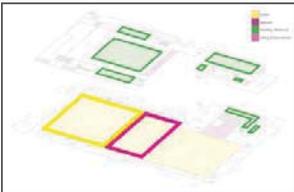
**GROUP 03**

**5,876 Room Nights**  
**88,000 SF "Exhibit Space"**  
**General Session in Halls C+D+E**  
**ALL Meeting Rooms**



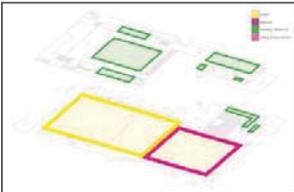
**GROUP 04**

**2,947 Room Nights**  
**55,000 SF Exhibit Space**  
**General Session in Hall B**  
**ALL Meeting Rooms**



**GROUP 05**

**2,300 Room Nights**  
**88,000 SF Exhibit Space**  
**General Session in Halls C+D+E**  
**ALL Meeting Rooms**



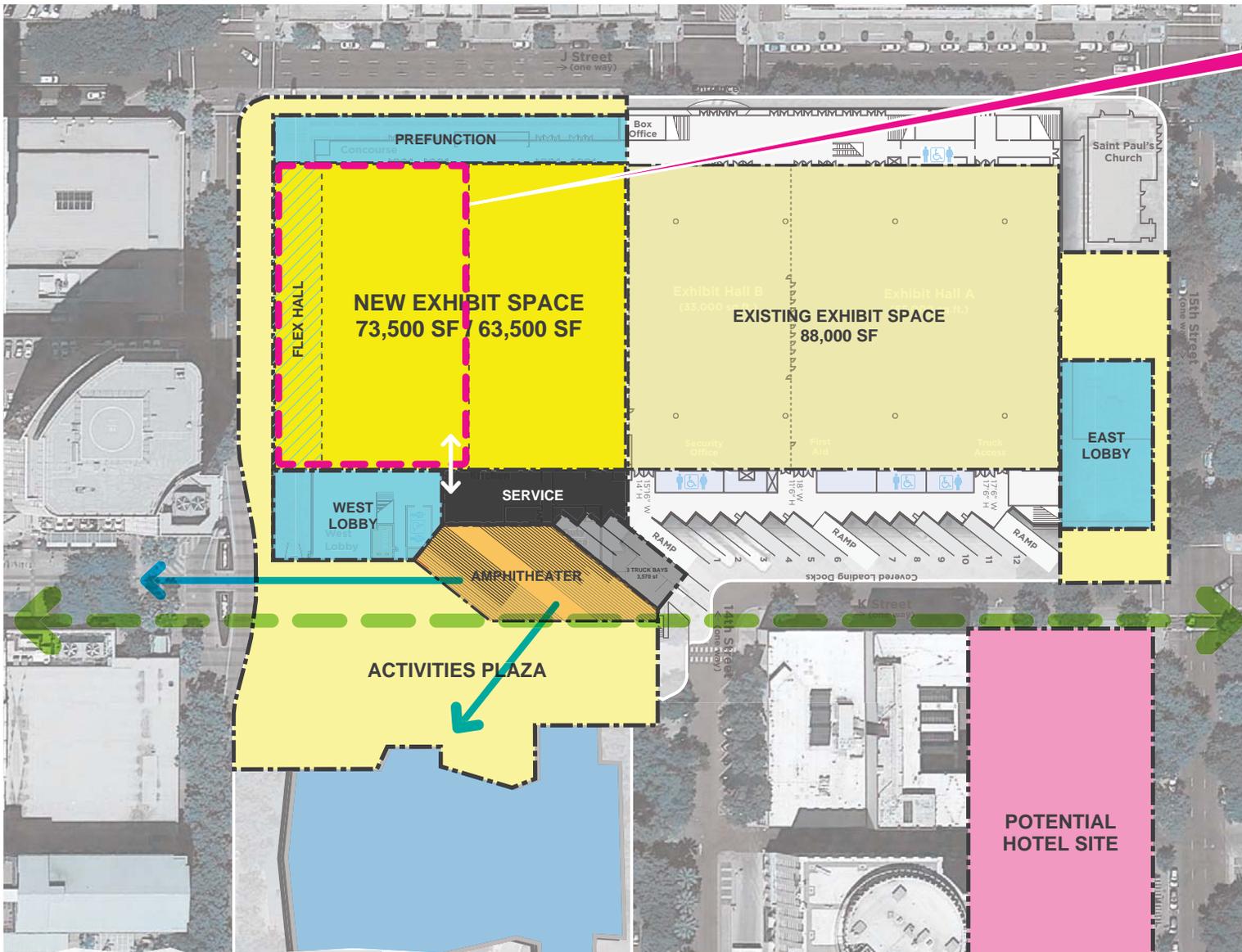
**AVERAGE AREA SOLD\***

<b>Exhibit Hall:</b>	<b>81,200 SF</b>
<b>Meeting:</b>	<b>43,711 SF</b>
<b>Ballroom:</b>	<b>35,000 SF</b>
<b>Total</b>	<b>133,600 SF</b>



**4,092 AVERAGE ROOM NIGHTS**

*\*AS PRESENTED ON 02/23*



**40,000 SF MULTIPURPOSE SPACE**

**NEW SELLABLE TOTALS**

EXHIBIT HALL:	161,500 SF
MEETING SPACE:	43,500 SF
BALLROOM:	40,000 SF

**OPTION 02 - LEVEL 01**

# ***COST ANALYSIS***

NEW KITCHEN  
\$4M-\$5M

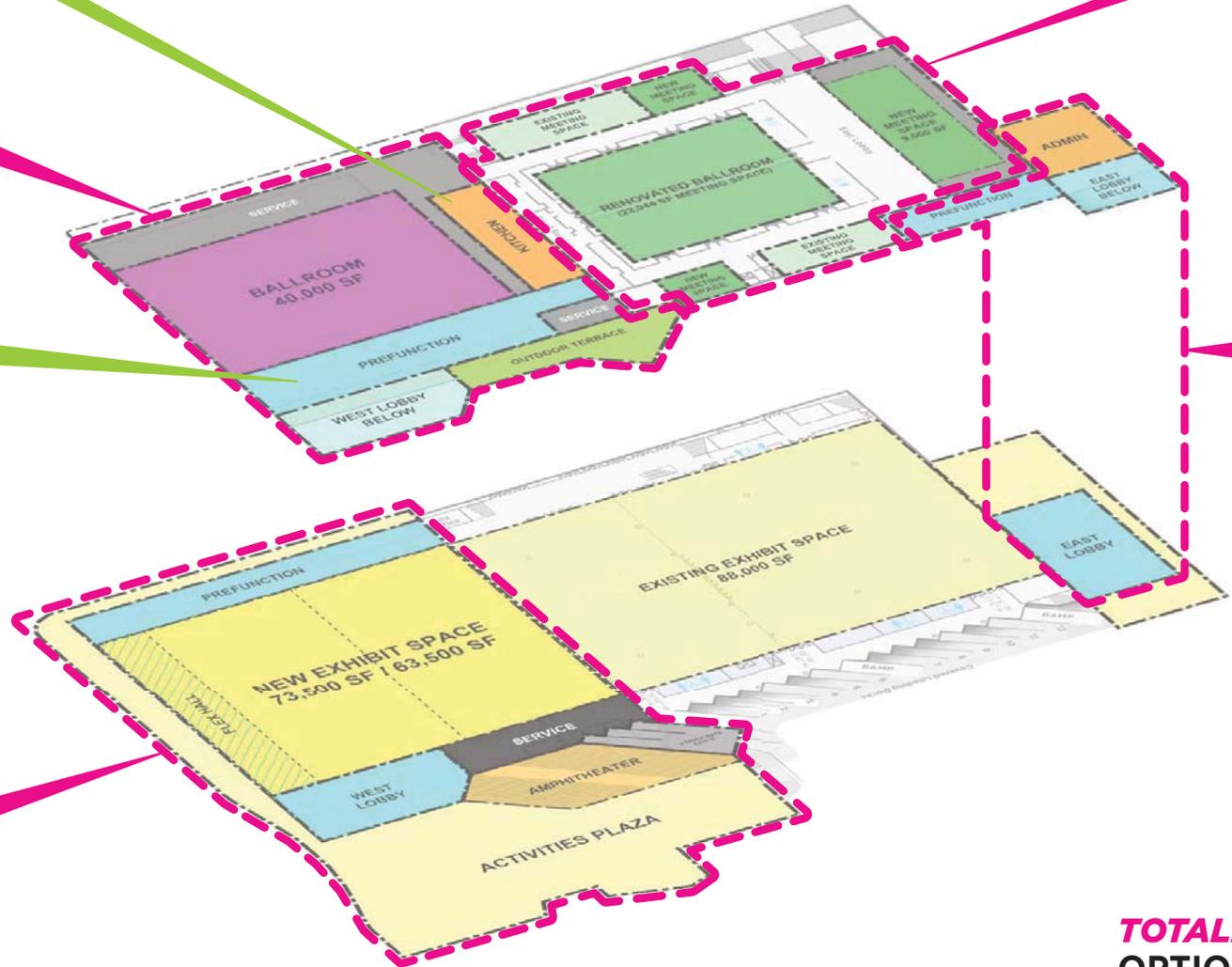
LEVEL 02 (TOTAL)  
\$61M-67M

CONNECTOR  
\$4M-\$5M

LEVEL 01  
\$91M-\$100M

EXPANDED MEETING  
\$8M-\$12M

EAST LOBBY + ADMIN  
\$17M-\$19M



**TOTAL: \$175M-\$200M**  
**OPTION 02 - PRICING**

