



Intracoastal Waterfront District

The Greater Fort Lauderdale/Broward County Convention Center is South Florida's premiere waterfront conference center – a 600,000 square foot LEED Gold Certified facility. Plans for expansion include an additional 525,000 square-feet of exhibit and meeting space and an 800-room, 4 Diamond Omni Hotels & Resorts Headquarters Hotel. The combined effect of the expansion and new hotel, that include public spaces and waterfront amenities, is expected to bolster the local economy by more than \$100 million a year by attracting more convention and trade show business, increasing tourism and creating jobs in Broward County.

- **Create and sustain jobs** - direct spending associated with conventions and meetings contributes to all areas of our local economy and creates jobs beyond the Convention Center and Headquarters Hotel. Workers will spend their paychecks locally which further stimulates the economy. Business travelers will spend a few extra days to enjoy our community and add additional revenues.
- **Increased sales tax revenue** – attendees contribute to an enhanced quality of life as they help pay for programs and services that residents enjoy.
- **Generate direct and indirect attendee spending** - convention attendees typically spend more, on average, than leisure travelers and local residents. They stay in hotels, dine at local restaurants, shop in local stores, visit local attractions, and use public transportation or taxis to get around. The Convention Center expansion and headquarters hotel project is expected to generate over 1,000 jobs.
- **Less traffic**- after the expansion is complete, the focus will be on larger national and international shows that attract a fly-in audience rather than regional conferences which typically bring in more vehicles from outside the county.
- **Better traffic flow** – a companion project to the expansion is the construction of a bypass road from Federal Highway to the Convention Center complex, relieving congestion on 17th Street and providing better access to neighborhoods near Broward's Port Everglades and the Convention Center.
- **Community based events** - new outdoor programming will provide additional entertainment options for Broward residents plus consumer shows that include boat/auto shows, civic events, educational events and other community-based events.
- **Local small business opportunities** – local small businesses may provide services offered by the Convention Center and Headquarters Hotel and there is a 30 percent County Business Enterprise (CBE) goal on eligible contracts during construction.
- **More dining and entertainment options** - local residents can enjoy a new shopping and dining destination near the waterfront. An acoustic amphitheater will also provide for music and artistic performances.
- **No property tax dollars** – construction of the Convention Center expansion will be funded by tourist development tax revenue and hotel operating income. The Headquarters Hotel will be developed using the sale of existing bonds. No ad valorem taxes will be used.
- **Better access to the waterfront** – the expansion project will open up walking traffic from the north side of the causeway and create panoramic views of the Intercoastal waterway.
- **Increased parking** – the expansion of the Convention Center and creation of the Headquarters Hotel along with a new parking garage at the Port will add additional parking spaces that local residents can take advantage of.