

Raleigh Convention Center (RCC) Expansion

FREQUENTLY ASKED QUESTIONS

The Raleigh Convention Center is expanding! The existing RCC has had a big impact on Raleigh and the local economy. The existing building is LEED Silver certified, NC Green Travel certified, and GBAC STAR accredited. The venue is also a proud recipient of several awards, including the International Association for Venue Managers Education and Service Award (2022), a five-time winner of the Exhibitor Magazine Centers of Excellence Award, the VenuesNow Excellence in Concessions Award (2021), and has earned awards from ConventionSouth magazine and the City of Raleigh.

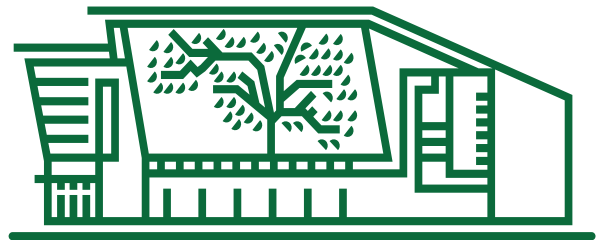
Here are some FAQs about the RCC and what's driving the expansion:

What are some of the statistics for the current convention center?

- The venue has welcomed over 5.7 million guests at 3,641 events since opening in September 2008.

What is the impact of RCC on the local economy?

- In 2023, Wake County had 18.5 million visitors who generated \$3.2 billion in direct spending. The total hospitality tax collected that year was \$83 million.
- The RCC has already booked \$67.5 million in economic impact for 2025, putting it more than \$8 million ahead of 2024.
- In FY24, RCC hosted 141 events with 353,759 people.



Current Convention Center

500,000

TOTAL SQUARE FEET



365,000

ANNUAL ATTENDEES

160

ANNUAL
EVENTS



350

EVENT
DAYS



20

MEETING ROOMS



32,500

SQUARE FOOT
GRAND BALLROOM



150,000

SQUARE FOOT
EXHIBIT HALL

What is driving the need for the expansion?

- The RCC books 88% capacity for sellable dates (benchmark for Centers is typically 70%).
- 50% of events are typically booked in advance, while 50% are booked during the same year.
- Bookings continue to exceed previous years and average attendance has grown to approximately 365,000 per year.

How is the expansion being funded?

- The expansion was approved in August 2023 by the City of Raleigh and Wake County. It is being funded with interlocal funds, not general fund tax dollars.

When will the expansion project begin and end?

- The start date will coincide with the final movement of the Red Hat Amphitheater in 2026. The projected completion date is late 2028.

What are some of the highlights of the new building?

- 80,000 square feet in flex space
- Approximately 20 additional meeting rooms
- A second kitchen
- The new building will exceed ADA regulations for greater inclusion

Will the view of the shimmer wall be impacted by the new center?

- With the expansion, we'll see our shimmer wall differently. Passers by will still see the oak tree swaying in the breeze. However, it will be less visible when viewing the skyline from a distance. This is one of many changes that is remaking the face of downtown, and the City will continue to share information and opportunities for input into these projects.

What are some fun facts about the Shimmer Wall?

- The Shimmer Wall was unveiled in 2009, a few months after the original RCC opened.
- It was designed by Thomas Sayre, co-founder of Clearscapes, which was the design firm hired for the existing RCC building.
- The wall is 210 x 44 ft wide and uses nearly 80,000 4" aluminum panels.
- The piece was upgraded in 2022 with high-output LED lights to improve color accuracy and sustainability, as well as allow for animated displays.
- The Shimmer Wall cannot be relocated as it serves an important purpose for the original RCC building – it hides the venue's massive HVAC systems.

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