



Kentucky International Convention Center

TOPPING OFF CEREMONY

October 19, 2017

A steel beam, signed by local and state officials, ironworkers and project officials, is hoisted to the top of the Kentucky International Convention Center (KICC). It carried an evergreen, symbolizing good luck, and a U.S. flag, in honor of the American Dream.

DID YOU KNOW

The origin of the Topping Off Ceremony stretches back 1,000 years to a Scandinavian custom that celebrates the raising of a building's highest structural element.

HIGHEST POINT

KICC's highest point is 118'-4", the top of the existing supertruss above the main concourse floor. The new construction's highest, most visible element is 69'-10", the white canopy above the main concourse floor.

HEAVY WORK

The renovation and expansion project requires heavy-duty machines, currently totaling six cranes and five excavators. The debris diverted and generated during the process include:

- Total debris: 34,701.66 tons
- Diverted for recycling and reuse: 29,831.28 tons
- Percentage diverted: 85.96%, goal of 75% exceeded

The amount of steel in the renovated portion of the Kentucky International Convention Center weighs in at 4,800 tons.

OPENING DATE

Opening day for the new Kentucky International Convention Center is slated for Aug. 1, 2018.

NATIONAL RANKING

The Kentucky International Convention Center will compete in the top-tier convention center market. The expansion can accommodate 90-95% of the national event market and provide a competitive edge over Nashville, Cincinnati, Kansas City, St. Louis, Indianapolis, Charlotte and Columbus. Projections include a 25% increase in the types of conventions and tradeshow that KICC can now market to given the increased space.

The new facility will offer:

- 200,125 sq. ft. contiguous Class A exhibit space
- 40,000 sq. ft. column-free ballroom, with color-changing LED walls
- 52 meeting rooms
- 175-seat tiered conference theatre
- 15,000 meals-per-day kitchen capacity
- Simplified pedestrian circulation and wayfinding

COMPETITIVE ADVANTAGES

KICC offers competitive pricing and, upon completion, will operate as a best-in-class convention center that few can rival. Together Louisville and the Kentucky International Convention Center provide additional advantages other cities and facilities cannot, including:

- Walking distance to downtown attractions such as Whiskey Row, Slugger Museum, Muhammad Ali Museum, 4th Street Live, Urban Bourbon Trail, Frazier History Museum, NuLu and more
- Close proximity to more than 6,000 hotel rooms
- Within a day's drive of 65% of the U.S. population
- Named one of the top 10 food cities by National Geographic, 2017
- Named one of the top 50 cities for meetings and events in the U.S. by Cvent, 2016
- Recognized as host to five of the country's largest 100 trade shows by Trade Show News Network, 2016
- Named one of the top 15 friendliest cities in America by World & Leisure, 2016
- Named one of the 14 places in America you have to visit by USA Today, 2016

ECONOMIC IMPACT

The \$207-million KICC renovation and expansion project is an economic driver, bringing work, economic impact, economic growth and new jobs to the Commonwealth of Kentucky. Contributions include:

- Awarded 20% of work to companies headed by minorities and 5% to woman-owned companies
- Committed to hiring local, with Jefferson County workers completing 60% of hours worked
- Generating \$53 million in annual economic impact when complete
- Increasing downtown business by up to 25 percent when complete
- Supporting an estimated 1,055 full and part-time jobs
- Increasing Louisville's status as a destination city
- Stimulating growth in downtown's hospitality industry:

Year	Hotels	Hotel Rooms
2017	17	4,790
2018	25	6,316

TOP 3 CONVENTIONS: \$26 MILLION IN ECONOMIC IMPACT

More than 50 conventions are already booked for 2018 and beyond, including:

- Connect Marketplace
August 2019, \$5.3 million economic impact, 11,000+ hotel room nights, 5,000 attendees
- National Association for College Admission Counseling
September 2019, \$6.5 million economic impact, 12,000+ hotel room nights, 6,000 attendees
- American Legion
August 2020, \$14.5 million economic impact, 17,000+ hotel room nights, 9,200 attendees

ENERGY SAVINGS

The new Kentucky International Convention Center will be LEED (Leadership in Energy and Environmental Design) Silver certified. Administered by the United States Green Building Council, the program encourages sustainable design, energy efficiency and the reduction of waste products. The KICC concept and design incorporated a focus on recycled content, low-emitting materials and optimized energy performance.

Projections for the new "green" Kentucky International Convention Center include a 34% energy use savings, resulting in:

- 24% reduction in utility cost
- 32% reduction in water use

TECHNOLOGICAL ADVANCES

KICC will feature the latest technology throughout the facility:

- High-capacity Wi-Fi

- Digital signage-wayfinding-meeting schedulers
- High-definition audiovisual systems
- Facility-wide sound system for announcements and alarms
- High-efficiency LED lighting and HVAC systems

GUEST-FOCUSED FEATURES

The Kentucky International Convention Center will continue to focus on improving guest experience with new features and elements that are both aesthetic and functional.

- Building design features a great deal of glass, visually connecting inside and outside spaces
- Canopy skylights deliver natural light to lobbies
- 4th Street lobby showcases a grand staircase. Grand staircase features two sets of 7' wide steps and provides an 11' wide seating area.
- Pre-function and circulation spaces make wayfinding easier
- Large rooftop canopy makes KICC easily identifiable from several blocks away
- Kitchen expansion and relocation improves efficiency and capacity
- Meeting room expansion, enhancement and relocation provide improved guest experience

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Located in the heart of downtown, the [Kentucky International Convention Center](http://www.kyconvention.org) (KICC) is closed for expansion and renovation, and will reopen summer of 2018. For updates on the construction project, visit www.kyconvention.org.

Two public parking garages are available to visitors: the KICC (Cowger) Garage at Fourth and Market Streets, and the KICC (Commonwealth) Garage on Jefferson Street between Third and Fourth Streets (next to the Hyatt Regency Hotel).