

# 2013 Wild Ride

*The Impact of Hospitality,  
Sports & Tourism in Pima County*



# TUCSON CONVENTION CENTER

*\$145 million Estimated Economic Impact (EEI)*

**W**ith over 205,000 square feet of meeting space, the Tucson Convention Center has the size and flexibility to accommodate every type of meeting, convention, trade show, or banquet event you may be planning. The Tucson Convention Center offers the largest ballroom in Pima County! In addition to our meeting space the Tucson Convention Center has three modifiable show facilities which are appropriate for sporting events, ice shows, theatrical performances, and concerts.

Rio Nuevo Multipurpose Facilities District is investing \$6M dollars into the Tucson Convention Center (TCC) Arena. The goal of the project is to enhance the customer's overall experience, from the patrons to the performers. The community will see a noticeable difference at the TCC Arena once the project is complete. Project scope and budget will be approved by the Rio Nuevo Board and the City of Tucson will be notified of all improvements.

Renovations being considered range from restroom improvements, signage / wayfinding, cosmetic concession stand renovations, floor seats, lighting, ice floor improvements and bowl seats. A Design Standard will also be established for the TCC. If future renovations take place at the TCC, the Design Standard will guide material selections and assist the TCC in having a consistent image.

The design team will also be considering the maintenance and durability of selected materials considering the high volume of traffic in the Arena.

Rio Nuevo is working with the City of Tucson and the TCC end-users to understand and identify their needs. The end-users are just one of many stakeholders whose buy-in is vital to the success of the project. Construction will also need to be scheduled around the TCC event schedule.

Swaim Associates of Tucson, Arizona is the Architect for the project and will be coordinating the design team through construction.

