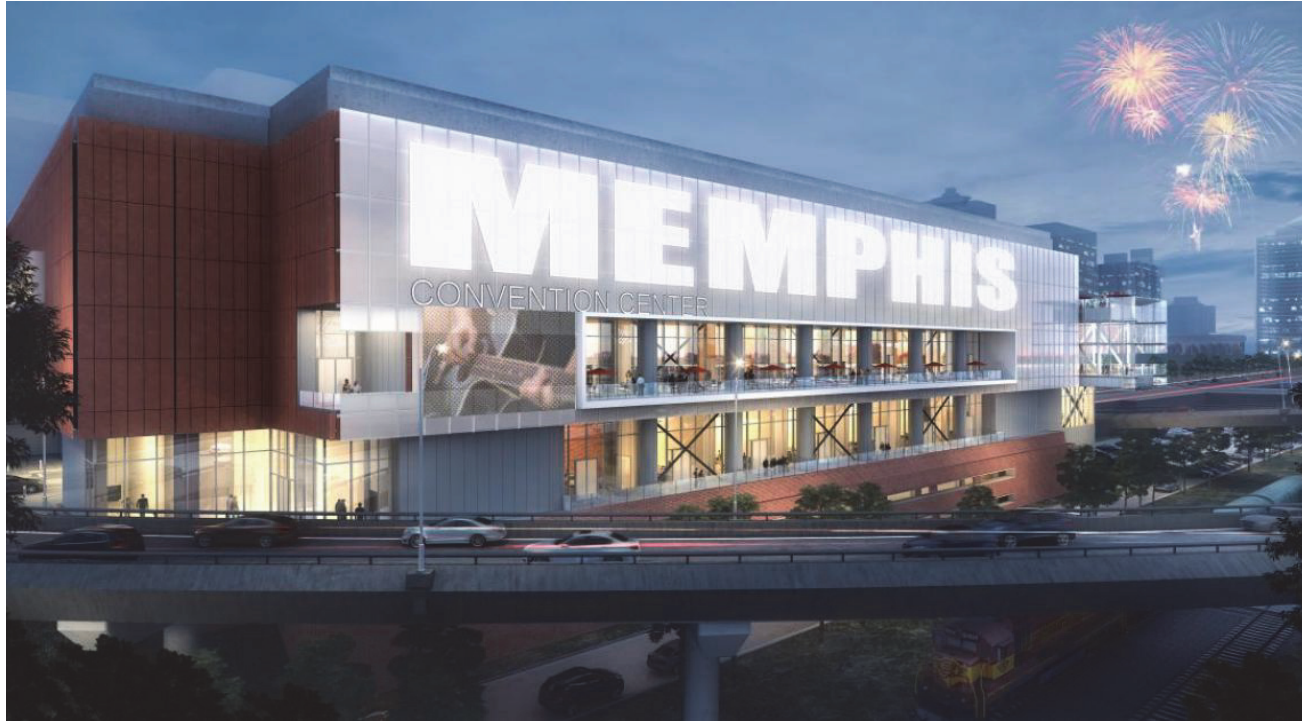


SIGNIFICANT ON-GOING PROJECTS

The City of Memphis is proud to highlight our significant on-going projects in the City's effort to continue to enrich the lives of all Memphians.

Memphis Cook Convention Center

The Memphis Cook Convention Center (CC) was the 18th largest in the country when it opened in 1974, but now it's not even in the top 125 in size.



As part of the Bicentennial Gateway Project, the City of Memphis proposes major changes to the 44-year-old center’s exterior and interior appearance. It’s intended to meld seamlessly with the last significant expansion, a 2003 project that replaced the historic Ellis Auditorium with Cannon Center for the Performing Arts and new ballrooms and meeting space.

The project will make the center’s largely concrete exterior shell more modern-looking with metal panels and metal column wraps, glass curtain walls, and some exposed steel structure. A brick veneer on the west side will conceal lower-level parking garages. Walls of glass and steel will bring more light into the exhibit hall and other interior spaces, including breakout meeting rooms. Plans call for the west side of the building to be reshaped with a new concourse, new meeting rooms, and several open-air balconies and terraces.

In the 125,000-square-foot main exhibition hall, new retractable ceiling lights and additional material upgrades will allow for a 40,000-square-foot second-

ary hall to be carved out from the west end. The number of breakout rooms will also be expanded from the current 30 to 52.



Access to the building will be updated with the addition of a new grand entrance and a new sky bridge. The new grand entrance will open to the Main Street Trolley station and neighboring Sheraton Memphis Downtown Hotel. The sky bridge will connect the

convention center to the Sheraton Hotel. Back-of-house access will also be improved with a redesign of the loading docks.

Located in downtown Memphis, every square inch of the convention center will be touched by this project, bringing hotel quality finishes and modern amenities desired by meeting planners and delegates. The collective vision will expand the footprint of the building with outdoor terraces and glass enclosed concourses and meetings spaces that embrace the river and skyline views, while adding valuable square footage that includes additional breakout meeting rooms. The project will allow the Memphis Convention and Visitors Bureau to pursue new meeting and convention opportunities. The transformation of this facility will aid the City in sustaining and growing the tourism and hospitality industry's impressive annual economic impact.

The \$200 million project is more than an expansion and renovation. It's a transformation of the building's interior and exterior, the upgrade will keep Memphis on the map for meetings and conventions. Every square inch of the convention center will be touched by this project, bringing high end finishes and amenities that are not only desired by meeting planners and their delegates, but necessary to compete for bookings and business.

Through an extraordinary effort of long range planning with meeting planners and groups that utilize space in the building annually, the Memphis Cook Convention Center will continue to host events and open for business during the renovation timetable.

Projected to be completed by Fall 2020, this game changing project for the tourism industry will be paid for by out of town visitors through the hotel/motel tax, Tourism Development Zone (TDZ) funds, and a \$175 million General Obligation Bonds issuance.



Bicentennial Gateway Project

“Named for the City's 200th birthday in 2019”



The program is called the Memphis Bicentennial Gateway Project, in honor of the 200th anniversary of Memphis, which occurred in 2019.

The concept envisions how Memphis’ riverfront can become a connective network that ties together people, the City, and the Mississippi River for collective benefit. The concept outlines a number of projects and programs intended to activate the Riverfront, including projects around Tom Lee Park, Fourth Bluff/Civic Commons, Mud Island, and others.

The plan's four listed goals are:

- **History/character:** Build on the unique history and texture of the Pinch District while maintaining a sense of place.
- **Mixed Use:** Create a place that encourages a vibrant mix of uses, including retail, office, residential, commercial, and hospitality.

- **Walkable Neighborhood:** Planned in order to allow and encourage walkable, pedestrian-oriented spaces and streets.
- **Connected:** Reinforce connections to St. Jude Children's Research Hospital, the Memphis Cook Convention Center, the Pyramid and the Uptown District.

The City and Shelby County committed to spending \$25 million in TDZ and tax-increment financing (TIF) funds on qualified public uses in the surrounding area, in addition to the \$12 million St. Jude is receiving from the State.

TDZ financing utilizes the increment on sales taxes generated within a bounded area after a baseline year to fund the development of a destination facility (also known as a “Qualified Public Use Facility” or

QPUF). Costs associated with the development of the QPUF are the only eligible expense for TDZ proceeds.

The improvements include no use of general or capital improvement funds.

The Bicentennial Gateway Project plans to tie together several large developments already in the works: St. Jude’s expansion, the convention center revamp, Pinch and Uptown district improvements, and redevelopment of Mud Island River Park and the riverfront.

The ultimate goal is to develop a renewed sense of arrival for people entering Tennessee from the Hernando DeSoto Bridge—Tennessee’s most traveled gateway. The project could drastically improve the view for the more than 40 million people who cross over the Hernando DeSoto Bridge every year.

The Pinch District will be the first phase.

The Pinch District is a historical district of downtown Memphis roughly bordered by the Wolf River lagoon on the west, Market Street on the south, Danny Thomas Boulevard on the east, and A.W. Willis Avenue on the north. The Pinch was one of the most history-rich places in the city. This was the first business district in Memphis, in the early days. The area of

North Memphis commonly known as the “Pinch District” has played an important role in local immigration since the early nineteenth century.

World War II greatly changed the dynamic of the Pinch District. America’s post-war affluence, along with opportunities provided by the G.I. Bill, led many young families to relocate to the eastern parts of the city. While family businesses initially remained in the area, they soon followed the residents toward East Memphis. The once vibrant Pinch District quickly deteriorated and was devoid of significant commercial development for many years.

Since the late 1980s, however, urban renewal has changed the character of the neighborhood once again. Endeavors such as the construction of the Pyramid and the development of downtown trolley lines revitalized the area. As a result, popular restaurants and bars now distinguish the Pinch District, and developers have recognized it as a promising area for the construction of new residences such as condominiums and townhouses.

The pedestrian bridge connecting Bass Pro Shops at the Pyramid to the Pinch District will be the City’s first major infrastructure project associated with the Bicentennial Gateway.

