

## **Utah Valley Chamber Newsletter, June 2010 Issue**

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### Utah Valley Convention Center to Benefit Utah County

The Utah Valley Convention Center is scheduled to open in March 2012. This tourism funded facility will enable Utah Valley to compete with like size communities throughout the western U.S. and attract groups that bring big money and in turn boost our local economy through tourist and visitor spending. When meeting and event delegates visit our cities, they stay in our hotels, eat in our restaurants and shop in our stores. Their money goes directly into our economy. More visitors help support existing infrastructure and can also create demand for new businesses – new restaurants, additional hotels, better shopping, and a host of additional businesses and services. This creates private sector jobs, raises wages, and fuels a growth cycle that ups everyone's standard of living.

Since the Davis Conference Center opened in Layton in 2004, 20 new restaurants, 4 new hotels (opened or planned) and scores of additional retail stores have opened in the surrounding area. Within two years of opening, demand for the conference center was so strong that Davis County began an expansion that doubled the center's size – and business is still flowing in. Each year, meetings and events held at the Davis Conference Center generate approximately \$20 million dollars that goes straight into Layton's economy and is spread throughout Davis County, creating more jobs and opportunities than ever before.

The Utah Valley Convention Center in downtown Provo will also have a positive economic impact on all of Utah County. With approximately 62,000 square feet of sellable meeting space (including an 18,000-square-foot ballroom), the Utah Valley Convention Center will accommodate much larger - and spendier – groups. That means more visitors, more commerce, and more money for the local economy. With a proactive marketing strategy aimed at bringing more visitors to Utah Valley, the Utah Valley Convention and Visitors Bureau projects total revenues of up to \$18 million per year, all coming from groups and events held at the Utah Valley Convention Center.

This is a very exciting time for Utah Valley. We are looking to the future and the Utah Valley Convention Center will be a critical piece of the infrastructure that will help us accommodate our current needs and the growth our future will bring.

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