

# YAKIMA CONVENTION CENTER ADDITION

In the last several years, the Yakima Convention Center (YCC) has lost numerous conferences to other cities due to the insufficient convention center meeting space and availability.

## COMMUNITY IMPACT

**\$ 8.9**  
EST.  
**MILLION**  
LOST IN VISITOR SPENDING

### Opportunities were lost in:

- Group business for the Yakima Convention Center
- Visitor spending on food, gas, retail and lodging, affecting jobs in those industries and our economy
- Sales tax revenue that helps pay for roads, public safety, parks and other services our community enjoys
- YCC could lose another 12 groups that are outgrowing the building

**PLAN OF ACTION** **18,000** **SQUARE FOOT ADDITION**

This approved addition will add more than 18,000 square feet of needed exhibit and support space. It will be funded by an existing Public Facilities District state sales tax rebate plus a lodging tax paid by visitors staying at hotels and motels. The addition will not require any funds from the City of Yakima's (COY) general fund or fees and taxes to local residents.

## COMMUNITY BENEFITS

- YCC will be better able to meet the demand to host conferences and conventions.
- It will generate new visitor spending that supports our businesses and community.
- The community's income will increase, bringing additional sales tax to pay for public services.
- The additional space will also be available for rent to the public for local events, seminars and celebrations.

### For more information

Visit [yccaddition.com](http://yccaddition.com) for the latest news and project updates.

## PROJECT TIMELINE

### 2016-18

Market studies, preliminary scenarios and design completed

### 2017

YCC addition is included in City of Yakima's Economic Development Strategy

### 2018

Yakima City Council approves proposed addition as part of the 2019 COY's budget

### 2019

Architectural firm selection process; propose, finalize and approve renderings and engineering designs

### 2020

Construction begins

### 2021

Construction complete



**YAKIMA  
CONVENTION  
— CENTER —**

## About the Yakima Convention Center (YCC)

- The Yakima Convention Center opened in 1976. It was expanded to the north in 1996 and, in 2002, the South Ballroom was added for a total building size of 72,000 square feet. In 2010 the Outdoor Plaza was added on the east entrance.
- In addition to conventions, the YCC is a place where local groups, organizations and families gather, learn and celebrate. Thousands of residents annually attend events at the Center, ranging from weddings, quinceañeras and anniversaries to club meetings, corporate training, speaker series and more.
- Speakers at the center have included Caroline Kennedy, Cicely Tyson, Garrison Keillor, Danny Trejo, Doug Baldwin, Laura Bush, Robin Givens and Betty White.
- Since opening, it is estimated that **3.2 million people have visited the YCC** for a convention or local event.
- Annually, the YCC generates an estimated **\$10.8 million in local visitor spending**.
- The YCC is important to the vitality of Downtown Yakima. It supports Downtown businesses while helping to spur new hotels, restaurants, and developments that create jobs.
- Between the YCC management, operations and Centerplate Catering there are **63 full and part-time employees**.
- The YCC and Centerplate Catering support **more than 60 local vendors** for goods and services. These include local food stores, linen and supply companies, construction firms, landscapers, carpet cleaners, plumbers, electricians, HVAC repair, printing, janitorial supplies, wineries and breweries.
- The YCC operates on the revenues it generates, lodging taxes paid by visitors and the PFD state sales tax rebates dedicated to the YCC.
- This addition has the support of:
  - City of Yakima Council
  - Yakima Regional Public Facility District
  - Yakima Valley Lodging Association
  - Yakima Valley Tourism
  - Greater Yakima Chamber of Commerce
  - Downtown Association of Yakima