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**LITTLE ROCK CONVENTION & VISITORS BUREAU, LOCAL OFFICIALS
TOP OUT CONFERENCE CENTER**

LITTLE ROCK, AR (July 1, 2015) – The Little Rock Convention & Visitors Bureau (LRCVB), members of the Little Rock Advertising and Promotion Commission (LRA&P), local officials, and members of the design and construction teams hosted a topping out ceremony July 1, 2015 at 10:00 AM for the Robinson Center’s new conference facility, signifying a one-year milestone in the 28-month, \$70 million renovation and expansion project.

Following a press conference and ceremonial beam signing held on the western side of the Robinson Center, local media and special guests were given tours of the magnificent ballroom platform and conference center located on Robinson’s north side. This new addition not only provides some of the most dramatic enhancements of the project, but will also provide groups with spectacular views of the Arkansas River and the city’s illuminated bridges.

Along with additional meeting and pre-function space situated above its ballroom, the new conference center will also provide a new connection to the DoubleTree Hotel, with an adjoining lobby and additional pre-function space. As the work on this project continues, the DoubleTree Hotel is also embarking on a multi-million dollar renovation of its own this year — one that will include updates to its lobby, restaurant and guest rooms, and will provide its guests with a new and stylish look.

“As we celebrate this exciting milestone today at the Robinson Center, we also look to the highly anticipated renovations of our neighboring DoubleTree Hotel with great enthusiasm,” said Gretchen Hall, LRCVB President & CEO. “Combined we will offer 45,000 gross sq. ft. of contiguous conference center space, allowing for the successful execution of meetings and events of all sizes,” Hall added.

For more information on the Robinson Center Second Act renovation and expansion project, visit www.RobinsonCenterSecondAct.com and follow us on <https://www.facebook.com/pages/Robinson-Center/276515585880> and <https://twitter.com/RobinsonCenter> .

Robinson Construction Facts to Date:

- Nearly 10,000 tons of material have been recycled, representing 91% of the waste material diverted
- 1,216 tons of steel has been erected
- 2,300 cubic yards of concrete has been placed
- 470 individuals have gone through CDI/Hunt Safety Orientation
- 73% of the project subcontractors are local
- 130,000 man hours have been spent to get us here today

Robinson History

The historic Robinson Auditorium has long been a landmark in Central Arkansas. Construction of the Joseph T. Robinson Memorial Auditorium began in 1937 and officially opened in December, 1939. The structure was a WPA (Works Progress Administration) project, and is an excellent example of the Art Deco style architecture of the time. The building was added to the National Register of Historic Places in 2007. The facility is owned by the City of Little Rock and managed by the Little Rock Convention & Visitors Bureau.

About the LRCVB:

The Little Rock Convention & Visitors Bureau (LRCVB) is the official destination marketing organization for the City of Little Rock, charged with marketing and selling the city as a meetings, sports and leisure travel destination. The LRCVB also operates the Statehouse Convention Center, Robinson Center, River Market and multiple parking facilities. Visit www.LittleRock.com or www.RobinsonCenterSecondAct.com for more information.

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