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LITTLE ROCK CONVENTION & VISITORS BUREAU ANNOUNCES ROBINSON CENTER RENOVATION AND EXPANSION PROJECT HAS ACHIEVED LEED GOLD CERTIFICATION

IT JOINS A SELECT GROUP OF NATIONAL REGISTER STRUCTURES TO ACHIEVE THIS LEVEL

LITTLE ROCK, Ark. (August 22, 2017) – The Little Rock Convention & Visitors Bureau (LRCVB) is pleased to announce that the Robinson Center’s renovation, restoration and expansion has exceeded original expectations to be LEED-certified, and has achieved a LEED Gold rating. A press conference announcing this achievement was held earlier this afternoon.

“We are very excited to achieve LEED Gold Certification, and believe that this rating demonstrates the commitment of our team of owner’s representatives, architects, engineers and construction professionals that have worked on this project,” said LRCVB President and CEO, Gretchen Hall. David Porter, AIA, Principal, Polk Stanley Architects, noted “The design team is thrilled to be part of a sustainable story that started with a monumental decision by the City of Little Rock to reinvest in the Robinson Center and is now manifested in a LEED Gold Rating. It’s a testimony to a community that values historic architecture and has the vision to reimagine it in new ways for future generations.”

Robinson Center Reimagined: LEED Project Highlights:

- The exterior envelope of the original historic building has been restored and continues to be the primary south entrance of the performance hall, in addition to various area of original brickwork now being exposed inside a new conference center addition.
- LEED-certification highlights:
  - Water Use Reduction exceeds current state minimums by 37%
  - Energy Use Reduction exceeds current state minimums by 32%
  - Robinson Center has Achieved Exemplary LEED Performance in the following areas:
    • Regional Materials: 57% of Building Material used in the reconstruction of Robinson Center are Regional Materials (meaning they were extracted and produced within 500 miles of the project site)
    • Recycled Content: Building Materials used in the reconstruction contain 39% recycled content
  - LRCVB has made a 2-year commitment to purchase 70% of the building power from Renewable Power Sources
  - LRCVB has established a sustainable purchasing program for evaluating all future Robinson center purchases of goods and supplies.
Robinson Center Usage (first nine months): November 2016-July 2017

During the press conference, the LRCVB also presented an update regarding the Robinson Center’s usage for both its Performance Hall and its new Conference Center. According to staff reports, since its re-opening November 10, 2016, there have been 174 events held in the first nine months, totaling almost 195,000 patron says. Of those total events, 42 were live performances held in the Robinson Performance Hall. An example of the tremendous growth in usage is exemplified by the annual Broadway Theater Series, presented by Celerity Attractions. There were 3,414 season subscribers when the series closed out its 2013-2014 season and the hall closed on July 1, 2014. Subscriptions fell to 1,500 during the construction phase and have rebounded to 5,000, as of this week. ASO has also increased their season base and individual sales over the same period.

About Little Rock Convention & Visitors Bureau (LRCVB):

The LRCVB is the official destination marketing organization for the City of Little Rock, charged with marketing and selling the city as a meeting, sports and leisure travel destination. It also operates the Robinson Center, Statehouse Convention Center, River Market and multiple parking facilities. LRCVB is governed by the Little Rock Advertising & Promotion Commission (A&P Commission) For additional details about the Robinson Center project, its design challenges and project narrative, please visit www.RobinsonCenter.com.

Robinson Center Project Team:

The design team consisted of Ennead Architects of New York and Polk Stanley Wilcox Architects of Little Rock. Other firms on the design team include: Schuler Shook theatrical consultants; Jaffe Holden acoustics; Engineering Consultants Inc.; TME Inc.; Tillotson Design Associates; McClelland Consulting Engineers; Landscape Architecture Inc.; Caradine Companies Architecture; and Venue Consultants.

CDI Contractors and Hunt Construction Group, who formed a joint venture, were selected as the General Contractors and Construction Managers.

The Owner’s representatives throughout the project were: Gretchen Hall, President & CEO; Jim Rice, Senior Vice-President & COO; Mike Steelman, AIA, all representing the A&P Commission and Mayor Mark Stodola, representing the City of Little Rock and the A&P Commission.

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