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### **Broward County Convention Center Celebrates 20<sup>th</sup> Anniversary**

*Building enhancements, sustainability efforts contribute to success and continued growth*

**Fort Lauderdale, Fla.** – The SMG-managed Greater Fort Lauderdale / Broward County Convention is celebrating its 20th anniversary this year with plans to build upon its already exceptional reputation as a venue known nationwide for superior customer service, culinary excellence, environmentally friendly practices and beautiful spaces.

The Convention Center has hosted more than 5 million guests and more than 5,500 meetings since opening its doors in 1991. Numerous events, such as the Fort Lauderdale International Boat Show, Fort Lauderdale Home & Design Show and the Tropical Plant Industry Exposition, have come back to the Convention Center year after year since the building's opening.

Expansion, enhancement and excellence have been the hallmarks of the past 20 years, with the Convention Center team unwavering in its commitment to winning the loyalty of every meeting planner and guest every time they visit. Growing from 270,000 to 600,000 square feet of space with state-of-the-art technology and new amenities keeps the Convention Center on the leading edge of facilities.

“Every new day presents fresh opportunities to be the facility that meeting planners love,” said Nicki Grossman, president of the Greater Fort Lauderdale Convention & Visitors Bureau. “We are a great success story that keeps getting better all the time.”

New plans for the Convention Center include an innovative light sculpture by famed artist Larry Kirkland that will greet guests at the entryway to the Convention Center's skywalk. Additional exterior enhancements that have already been completed include a new lush landscape of verdant plants and trees indigenous to South Florida, and renovations to the building's front walkway, which now features colorful pavers in a beautiful design reflecting the facility's motif.

The revamped landscape not only looks beautiful but also reduces the Convention Center's irrigation needs. The new plants and trees and new, less water-dependent turf grass are irrigated by an efficient micro-drip system that uses an estimated 65 percent less water than the previous sprinkler system, contributing to an overall goal of reducing the Convention Center's water usage for irrigation from 10 million gallons annually to less than 5 million.

The Convention Center has been on the forefront of sustainability in the meeting planning industry since the creation of its multi-faceted recycling program in 1992. The facility is on track to complete the comprehensive Leadership in Energy & Environmental Design (LEED) certification process by the end of this year. Upon achieving certification from the U.S. Green Building Council for operations and management of an existing building, the facility will become one of only 18 LEED-certified convention centers in the country.

To make this accomplishment a reality, numerous eco-friendly enhancements have been made to the Convention Center's daily operations, from water usage, lighting, recycling, and energy

conservation to other key applications such as a newly installed, state-of-the-art commercial organic waste decomposition machine (the “Digester”) that turns all organic kitchen waste into water that is similar to waste water from a sink, which is then recycled at the water treatment plant and returned as potable water.

On the culinary front, SAVOR, the creative team of food and beverage professionals at the Center, is supporting the Center’s initiative to achieve LEED certification. Known for their use of the highest-quality ingredients and innovative recipes, the Convention Center’s eco-friendly culinary team follows a number of sustainable practices in the kitchen, from energy-efficient food preparation and non-toxic cleaning, recycling and water conservation to purchasing locally produced food and beverages whenever possible.

With enthusiastic support from the Broward County Board of County Commissioners and the Greater Fort Lauderdale Convention & Visitors Bureau, SMG is committed to completing the conversion of the 600,000-square-foot Convention Center into an energy-efficient and environmentally sound, carbon neutral building.

“We’re fond of saying that the sky is the limit when it comes to delighting our guests,” said Regional General Manager of the SMG-managed Greater Fort Lauderdale/Broward County Convention Center, Mark Gatley. “Our commitment to green certification positions us as a ‘LEEDer’ among convention centers and our creative approach to food, beverage and overall service keeps every experience fresh. We’re approaching our twentieth anniversary with many exciting new ideas in the pipeline!”

After 20 years of servicing Broward County, the Convention Center continues to take pride in all its accomplishments and looks forward to its continued growth and success in years to come.

**About the Broward County Convention Center:**

The Broward County Convention Center is located on 17 acres at the northern end of Port Everglades, the world’s second largest cruise port. It has been operated by SMG, since 1989. For additional information on the Convention Center, call (954) 765-5900 or visit the facility online at [FtLauderdaleCC.com](http://FtLauderdaleCC.com).

**About SMG:**

Headquartered in Philadelphia, SMG provides facility services to 195 venues in 41 states, Puerto Rico, Mexico, Canada and Europe, controls more than 1.5 million entertainment seats worldwide, and manages more than 10 million feet of exhibition space. For additional company information, visit [www.smgworld.com](http://www.smgworld.com).

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