



Cobo Conference & Exhibition Center Capital Improvement Program 2010-2015

BROAD PROGRAM OBJECTIVES

1. To increase the competitiveness of Cobo Center in the highly competitive market for conventions, conferences, trade shows and other special events that have a large, positive economic impact on the Detroit regional economy.
2. To revitalize Cobo Center, including updated image.
3. To make Cobo Center financially viable.

DETAILED PROGRAM OBJECTIVES

1. To significantly improve Cobo Center's customer experience.
2. To improve Cobo Center's customer service.
3. To reduce Cobo Center's customer costs.
4. To ensure greater reliability in Cobo Center's systems and operations.
5. To enhance life safety and security.
6. To improve operational efficiency and thereby reduce operational costs.
7. To accomplish significant energy savings for the national benefit.
8. To make significant progress towards a "Green" building and "Green" operations.
9. To promote asset protection and preservation.
10. To establish a meaningful relationship with the immediate district and downtown activities.

CAPITAL IMPROVEMENT PROGRAM PHASES

Phase I: \$3 million budget
Phase I exhibition electrical power improvements.
Roof leak reduction.
Exhibition hall wet floor box leak reduction.
Completed on schedule and on budget by NAIAS 2010

Phase IIa: \$21 million budget
Infrastructure improvements.
Support for NAIAS 2011.
NAIAS 2011 projects completed on schedule.

Phase IIb: \$27 million budget
Five projects:

- Enclosure of loading dock.
- Phase II exhibition electrical power improvements.
- Creation of 500 parking spaces under Detroit Hall.
- Addition 25,000 gross square feet of exhibition space.
- Partial reroofing of building.

Phase III: Announced on March 2, 2011
\$221 million budget
Combination of major physical changes and continuation of infrastructure improvements:

1. Development of Cobo Arena as new 40,000 square-foot ballroom with meeting rooms under. Major features include:
 - 40,000 SF high quality ballroom capable of seating 2,600 for dining and 5,000 for general sessions.
 - Ballroom capable of subdivision into smaller units.
 - Ballroom overlooks Hart Plaza
 - Prefunction space overlooking Detroit River.
 - Prefunction space overlooking new signature atrium space.
 - New kitchen serving both ballroom and new food court.
 - Entry to ballroom area directly from Jefferson Avenue.
 - Exterior terrace overlooking Detroit River and Hart Plaza
 - Lift directly into Ballroom capable of raising automobile.
 - Meeting rooms below ballroom relating the Michigan Hall.
2. Creation of Atrium connecting main concourse to river and opening lower level/Michigan Hall to main level space. Major features include:
 - Creates a central “signature” space.
 - Opens views from main level concourse directly to Detroit River.
 - Creates route from main concourse down to Detroit riverfront.
 - Creates second major entrance from Civic Center Drive into building and up to main concourse.
 - Connects main level exhibition space with lower level Michigan Hall exhibition space.
 - Improves viability of lower level spaces.
3. Renovation of south side constructed in 1960 and not included in 1989 upgrade. Major features include:
 - Approach to south side from main concourse area through new “signature” atrium space.
 - Creation of prefunction space overlooking Detroit River through new glazed exterior wall
 - Reconfiguration of rentable space into new appropriately sized meeting rooms directly off prefunction space.
 - Configuration with back-of-house spaces allowing materials handling to new south side spaces and to new materials handling service areas on east side minimizing interface with public areas.
 - New food service support areas
 - Lower level opened up south of Michigan Hall as extension of concourse system.
 - New glazed wall along south side of lower level opening area to Detroit riverfront.
 - Much improved entrance experience from Civic Center Drive curbside drop-off.
4. Upgrade of east side main concourse and adjacent spaces. Major features include:
 - Reconfiguring rentable and non-rentable spaces to locate rentable spaces in prime locations
 - Upgraded concourse finishes and lighting

This information embargoed until 10:00 am EST, March 2, 2011.

- Upgraded rentable space finishes
 - Minimization of service traffic in public circulation areas by addition of “back-of-house” service corridors.
 - Widening of concourse by elimination of some escalators.
 - New food court and improved food concession spaces
5. New east side exterior skin with “media mesh”. Major features include:
- Upgraded appearance for new image
 - Creation of canopy to provide weather protection for main entrance
 - Addition of “media mesh” to allow dynamic images of Cobo Center events on exterior.
6. Infrastructure improvements continuing work in Phase IIa including:
- Parking system improvements
 - HVAC improvements including further efficiency enhancements, improved controls, etc.
 - Plumbing changes including low flow fixtures.
 - Fire protection enhancements including fire protection extension throughout all areas and system upgrades
 - Electrical testing and correction of deficiencies.
 - Special system upgrades including enhanced CCTV system and communications system

Facebook: <http://www.facebook.com/pages/Detroit-Regional-Convention-Facility-Authority/176937915684921>

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