



MEDIA ADVISORY
FOR IMMEDIATE RELEASE
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**PRESS CONFERENCE TO ANNOUNCE MIDLAND CONVENTION CENTER UPDATES AND
SIGNING OF FIRST CONTRACTS**

WHO: Midland Convention Center & Centennial Plaza

WHAT: Midland Convention Center & Centennial Plaza will be providing updates on the project, signing the first contracts for events taking place at the new facility, and releasing introductory rates to the public. Representatives from the convention center will be available for questions, and live broadcasts from the event are welcome and encouraged.

WHEN: Thursday, February 1st, 4:30-6:30pm

WHERE: Double Tree by Hilton Midland Plaza, 117 W. Wall Street, Midland, TX 79701

WHY: The 20 year economic impact of the new Midland Convention Center is estimated to be \$129,200,000. The expanded space will allow several large events to use the building at the same time which will potentially increase direct revenue by more than 50%. The increase in downtown traffic will enhance commerce for businesses and restaurants in downtown.

THE MIDLAND CONVENTION CENTER is the city convention center for Midland, Texas and managed by the Midland Chamber of Commerce. The Midland Center was demolished in 2017 paving the way for a completely new, state of the art, 75,000 square foot Midland Convention Center. Upon completion, the Midland Convention Center will have a 20,000 square foot Exhibit Hall, a 6,000 square foot Ballroom, and 3,000 square foot Meeting Room. Amenities include an 800 square foot hospitality suite with restroom and shower, cutting edge kitchen facilities, state of the art audio/visual and technology capabilities and the ability to have multiple large and small events occurring at the same time.

CENTENNIAL PLAZA will be accessible from the new Convention Center, and a glass wall will overlook the park, allowing for interaction with the surrounding downtown as the desire to get outside and use green spaces is becoming a more sought after request. The proposed, new Centennial Plaza will more than double the size of the old park and have a built in, covered stage, walking path, and splash pad for community members and meeting goers to enjoy.

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