



## **SPECTRA EXTENDS CONTRACT WITH NEWLY-REOPENED MIAMI BEACH CONVENTION CENTER**

**MIAMI (October 12, 2018)** — The Miami Beach Convention Center (MBCC) announced an extended contract with its decade-long venue management partner, Spectra. The extension comes as the MBCC reopens after a \$620 million renovation.

From **City Manager for the City of Miami Beach, Jimmy Morales**: “I feel confident that this partnership with Spectra, along with the investment we have made in reimaging the MBCC, will bring Miami Beach into the international spotlight as an elite destination for large-scale events of all kinds—I’m excited for what’s to come.”

The MBCC renovation includes the addition of a 60,000 square foot Grand Ballroom, 20,000 square foot roof top sunset view ballroom, 125,000 square feet of meeting space, along with roof top parking. In 2019, the six-acre parking lot right across the street will be converted into a public park, adding 1,287 trees to the city’s landscape. The renovated building is also LEED-certified by the U.S. Green Building Council.

**Dave Anderson, Spectra’s Senior Vice President of Convention Centers**, said: “We are very proud to carry on our partnership with the City of Miami Beach and as we reopen one of the top convention centers in the world. The investment that the City of Miami Beach has made in the MBCC will set the standard from an operational standpoint, but also treat attendees to one of the most beautiful convention center facilities you will ever see”.

The convention center hosted the American Health Information Management Association as its first citywide event on September 26 and the first major consumer show on October 5 with the Miami International Auto Show. Other upcoming highlight events include the International Society of Plastic Surgeons in October and the world-renowned Art Basel Miami Beach, which attracts more than 90,000 attendees from around the world in early December.

“Over the past ten years in Miami Beach, Spectra has developed strong working relationships with the community and local stakeholders, the industry’s top event organizers, and this renovation gives us the ability to host high-profile events from around the globe. It’s a world-class facility in a first-class, international destination,” adds **Freddie Peterson, General Manager of the MBCC**. “Our Spectra team is committed to excellence in customer service and exceeding expectations at the MBCC.”

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## **About Spectra**

Spectra is an industry leader in hosting and entertainment, partnering with clients to create memorable experiences for millions of visitors every year. Spectra's unmatched blend of integrated services delivers incremental value for clients through several primary areas of expertise: Venue Management, Food Services & Hospitality, and Partnerships. Learn more at [SpectraExperiences.com](http://SpectraExperiences.com). Follow Spectra on [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#).

## **About Miami Beach Convention Center**

Located on a 52-acre campus in the heart of Miami Beach with easy access to some of South Florida's best hotels, beaches, shopping, dining and entertainment, the Miami Beach Convention Center has undergone a lavish \$620 million renovation that has modernized the facility and made it one of the most technologically advanced convention centers in North America. The project, which features 500,000 square feet of exhibit space, includes a 60,000-square-foot Grand Ballroom that is the largest in the region. The convention center is located 12 miles east of Miami International Airport and within walking distance of the Art Deco District, Lincoln Road and world-famous beaches. With six acres of green space and canopy trees, the center is committed to sustainability and has invested \$7 million in acquiring public art, one of the largest public commissions in the nation. For general information, visit [www.miamibeachconventioncenter.com](http://www.miamibeachconventioncenter.com) or call 786-276-2600.