



Media Advisory

Polk County Town Hall Meeting To discuss Iowa Events Center Expansion

Thursday, April 16, 2009 - 6 p.m.

What: The Polk County Board of Supervisors invites the public to attend a Town Hall Meeting to receive information and provide input regarding a possible expansion of meeting and ballroom space at the Iowa Events Center (IEC).

Who: Polk County Board of Supervisors

When: 6 p.m., Thursday, April 16, 2009

Where: Polk County River Place
Conference Room 1
2309 Euclid Avenue
Des Moines, Iowa

Background: Due to the age, condition and cost of renovating the Polk County Convention Complex (Plex), the Polk County Board of Supervisors engaged Economic Research Associates (ERA) to provide an assessment regarding whether or not there was a need for a possible expansion of meeting and ballroom space at the IEC. The Plex is in need of up to 20 million dollars in renovation and repairs. To strengthen the convention and hospitality industry in Des Moines, ERA's assessment pointed to the need to develop modern ballroom and breakout space attached to the IEC. The study advised that at a minimum, replacement of the Plex would require a 60,000 sq. ft. program (in addition to the 14,400 sq. ft. already at HyVee Hall (HVH)), with a modern, fully divisible ballroom in the 25,000 sq. ft. range and additional breakout space. On March 11, 2009, RDG architects presented two concepts for an expansion within Veterans Memorial Auditorium. The Polk County Town Hall meeting will provide information on the proposed concepts and allow for public input regarding the project.

Contact: Sue Elliott, Project Manager
Polk County Board of Supervisors
(515) 286-3128

####