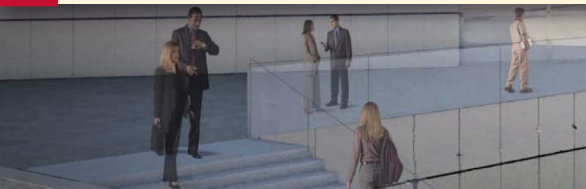


Your Spokane Public Facilities District:

STAYING COMPETITIVE. CREATING JOBS.



Recent Highlights

- Following the District's Vision 20/20 development plan, the District acquired the block of land south of the INB. In 2009, the District cleaned up the property and developed a first-class surface parking facility with perimeter walls, landscaping, and solar lighting. This property is land-banked for future growth and support of the Convention Center.
- After breaking attendance records in 2007, the U.S. Figure Skating Championships returned to the Spokane Veterans Memorial Arena in 2010 - where attendance records were broken once again.
- On September 1, 2010 the U.S. Green Building Council awarded the Spokane Convention Center Campus, which is comprised of the Exhibit Halls, original Convention Center building and INB Performing Arts Center, LEED Silver Certification.
- In 2010 the Spokane Veterans Memorial Arena in conjunction with Washington State University hosted the 2010 NCAA Division I Mens Basketball first and second rounds and in 2011 the NCAA Division I Women's Basketball Regional, giving Spokane the opportunity to watch the Gonzaga Women's team play in the Elite Eight against the Stanford Cardinals. The Spokane Regional was the best attended Women's Regional in 2011.
- In 2011, over 157,285 guests attended Broadway shows at the INB Performing Arts Center.
- In 2011 events in the Spokane Convention Center brought in 247,678 visitors who used 48,000 room nights and enjoyed area restaurants and retail stores.

A Brief History of the Spokane Public Facilities District

Over the last 20 years the Spokane Public Facilities District has been on a very exciting journey. Authorized by the voters of Spokane County in 1989, the District's purpose is to construct, own and operate public assembly facilities. We have made it our mission to provide Spokane with high quality event facilities that bring in world-class entertainment and sporting events, visitors and convention delegates, Broadway shows, dance recitals and many other events and attractions. Encompassing the Spokane Veterans Memorial Arena, the Spokane Convention Center and the INB Performing Arts Center, the District is committed to its Mission and the Vision - We create event experiences that make our guests say Wow!

Staying Competitive Requires Future Vision

The original Convention Center expansion project approved by voters in 2002 was a "build to the budget" effort. Dramatic and unanticipated increases in construction materials costs (concrete and steel) prevented us from fully realizing our vision for the Convention Center when construction began in 2004. To keep the project on time and on budget, a strategic decision had to be made to reduce the amount of space in the original plan with the goal of completing the project in full sometime in the future. The future is now.

Past and present users of our Convention Center along with tourism experts and stakeholders have told us that completing the original design is critical. This is our opportunity to meet the needs of our clients in an increasingly competitive environment. Fulfilling the Convention Center's original design will also ensure that we are able to attract more and larger groups, often simultaneously, to Spokane.

In order to remain competitive in the sporting and live entertainment world, adding 750 seats to the Spokane Veterans Memorial Arena will help meet the demands of high-profile events such as the NCAA Division I Men's Basketball Tournament along with large-scale touring events.

Learn more at spokanepfd.org/projects

Your Spokane Public Facilities District: STAYING COMPETITIVE. CREATING JOBS.

What is Measure 1 ?

The Spokane Public Facilities District Board of Directors adopted Resolution No. 11-04 A, concerning a proposition to reauthorize and extend the District's existing sales and use tax and hotel/motel tax from September 1, 2033 to September 1, 2043, to improve the Convention Center Exhibit Hall, the adjacent Centennial Trail and Riverbank and add seats to the Spokane Arena, with the taxes terminated upon final payment of the District debt for the Convention Center and the above projects according to Chapter 36.100 RCW.

Measure 1 will authorize a ten-year extension of the 1/10th of a cent sales tax and 2% room tax that were originally approved to fund the Spokane Veterans Memorial Arena. In 2002 Spokane County voters extended these same funding sources for ten years to construct the Convention Center Exhibit Hall. Voting for Measure 1 will not increase taxes, it will extend the current taxes for an additional ten years. No property or new taxes are a part of this project. The projects will provide 800 new jobs in our community.

What Are the Projects?

Your Spokane Public Facilities District venues are an economic engine for the region. The Convention Center, Spokane Veterans Memorial Arena and INB Performing Arts Center, which are owned and operated by the District, help account for over \$173 million in economic activity annually and provide more than 2,200 full and part-time jobs! A portion of the sales taxes now collected in Spokane and Spokane County would normally go to Olympia for other uses. This completion project ensures that these revenues will continue to be returned to our area and reinvested in our future!

Visit Spokane, the organization charged with developing and delivering future convention business for the Convention Center, estimates that 25% of the lost potential convention business is due directly to lack of space. That represents more than a \$300 million loss of economic impact on our community.

Why is Measure 1 Necessary?

Convention Center user groups, tourism experts and stakeholders have told us that the exhibit hall lacks certain features necessary to address their critical needs as well as keep up with current industry trends. The improvement will also ensure that we are able to attract more and larger groups, often simultaneously, to Spokane.

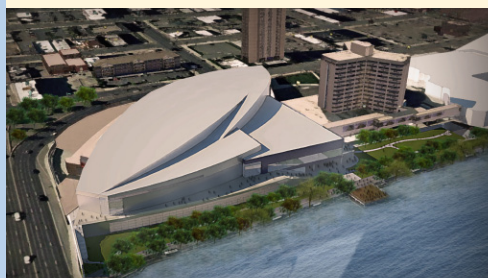
Spokane Convention Center

- Meet Demand for More Meeting Space
- Accommodate More Simultaneous Events
- Make Spokane a More Competitive Destination



Centennial Trail

- Shoreline Improvements
- Improved Public Access
- Good Stewardship



Spokane Veterans Memorial Arena

- Add 750 Seats
- Retain High-Profile Events
- Better Guest Experience



Learn more at spokanepfd.org/projects