



For Immediate Release

Greater Richmond Convention Center Unveils Improvements for Post-Pandemic Events

Richmond, Va. (May 27, 2021) – With Virginia’s COVID-19 restrictions coming to an end later this month, the state’s largest meeting and exhibition facility is ready to welcome events and visitors back.

During 2020, the Greater Richmond Convention Center (GRCC) undertook a broad array of cosmetic and aesthetic improvements as well as new safeguards designed to put a premium on visitors’ health and wellbeing.

With no event activity for three months at the beginning of the pandemic due to state mandated restrictions, the GRCC staff focused on instituting its “Together Again” reopening plan and welcomed some 65,000 visitors over the next ten months. Developed in keeping with CDC and state guidelines, the initiative enabled the Convention Center to continue a limited schedule of events during the pandemic by incorporating a set of new anti-COVID protocols, including the use of new electrostatic disinfectant sprayers, disinfecting agents and UVC lighting disinfection equipment. Staff received the coveted GBAC Star Facility accreditation for its’ plan further validating that correct work practices, procedures and systems are in place to prepare, respond and recover from outbreaks and pandemics. The facility also installed clear barriers to separate pedestrian traffic, new elevator cab air filtration systems, touchless electronic door openers and acrylic sneeze guards as well as other safety measures.

“When the public health crisis hit, we focused on two parallel tracks – first, making the Convention Center as safe as possible with the resources we had available so that we could be back up and running quickly, and second, taking advantage of the relative downtime to make general improvements to the space,” said Michael Meyers, Spectra’s general manager at the Greater Richmond Convention Center. “As a result, we were able to continue operations while at the same time making notable investments in Virginia’s largest event venue. We’re excited about what lies ahead.”

Among the technological and cosmetic improvements to GRCC are new LED lighting and LED RGB color lighting, new monitors, new digital signage, and a new digital sound system as well as new tile, accents and paint scheme. In addition to new pub-style tables and seating, there is a

new executive lounge in the former Business Center space and the food court and service desk area have been renovated along with maintenance on the center's parking deck.

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About Greater Richmond Convention Center

The Greater Richmond Convention Center is the largest meeting and exhibition facility in the Commonwealth of Virginia with 178,159 sq. ft. of contiguous exhibit space, a 30,550 sq. ft. Grand Ballroom and 50,000 sq. ft. of additional meeting room space . The convention center was built as a result of regional cooperation between the City of Richmond and the surrounding counties of Henrico, Chesterfield and Hanover by their participation in the incorporation of the Greater Richmond Convention Center Authority.

About Greater Richmond Convention Center Authority (GRCCA)

GRCCA, a political subdivision of the Commonwealth of Virginia, was created by the local governmental jurisdictions of Richmond, Henrico, Chesterfield and Hanover to acquire, finance, expand, renovate, construct, lease, operate and maintain the GRCC. GRCCA is governed by a five-member commission made up of the chief administrative officer of each of the four incorporating political subdivisions and the president of the Retail Merchants Association. Visit richmondcenter.com for more information.

About Spectra

The Greater Richmond Convention Center is managed on behalf of GRCCA by Spectra Venue Management. Spectra Venue Management is the industry leader across a full range of services that impact the bottom-line success of public assembly venues, including marketing and sales, corporate partnerships, event booking, ticket services and box office management, customer service, operations and engineering and finance and administration. Learn more at SpectraExperiences.com.