

NASCAR Hall of Fame / Convention Center Ballroom

East Martin Luther King Boulevard at South Brevard Street

Cost:	\$195 million
Completion:	2010
Size:	130,000 SF Hall of Fame; 400,000 SF office
Height:	20 floors
Use:	Entertainment, Museum, Office
Architect:	Pei, Cobb, Freed & Partners
Owner/ Developer:	City of Charlotte

In March 2006, NASCAR awarded Charlotte the right to build the Hall of Fame. To be completed in 2010, the complex will include a new convention center ballroom and a 400,000 square foot office tower which will be home to NASCAR's licensing office and sports media operations. The venue is projected to have an economic impact of nearly \$62 million a year, create nearly 1,000 new jobs and attract nearly 550,000 visitors per year. Construction is currently underway on the site. The complex was designed by architect Pei Cobb Freed of New York. For more information, visit belongshere.com

