

## NEWS

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### **Lancaster County Convention Center Authority seeks input from community as it updates strategic priorities**

**LANCASTER, PA. (March 21, 2011)** – The Lancaster County Convention Center Authority (LCCCA) announced today that it is seeking input from members of the community as part of a process to establish strategic priorities over the next five years. To this end, interested residents and other stakeholders are encouraged to attend and participate in the LCCCA’s next board meeting, March 31, 2011, at 6 p.m. in City Council Chambers (located at Downtown Lancaster’s Southern Market on Queen Street just south of King Street).

“In the spirit of transparency and community engagement,” said Kevin R. Molloy, executive director of the LCCCA, “we are requesting that members of the community join us and participate in this meeting to discuss strategic initiatives. The LCCCA board really wants to be sure to factor in all points of view as we assess and establish strategic priorities over the next five years,” said Molloy.

The LCCCA is partnering with strategic planning consultant Lois Dostalick, President and CEO of E4 Exchange, Inc. – a highly regarded local firm. E4 Exchange has assisted dozens of organizations, for- and not-for-profit, throughout Lancaster City and County. E4 also has clients in the Mid-Atlantic and New England states.

The authority also plans to conduct a focus group with county and city business leaders and executives. Subsequently, a preliminary findings meeting will be held to allow the business community’s input.

After factoring in all of the community input, a set of strategic priorities for the next five years will be developed.

#### **About the integrated facility**

Anchoring Downtown Lancaster and boldly incorporating the 110-year-old *Beaux Arts* façade of the historic former Watt & Shand department store, the uniquely integrated convention center / hotel facility offers a combined 90,000 square feet of meeting space and the latest technology for conventions, events, and trade shows. Appealing as a unique world-class facility set in a smaller, less expensive urban destination, the convention center facility is centrally located to the metropolitan areas of Philadelphia, Pittsburgh, Baltimore, Washington, D.C. and New York. The new venue offers space for groups up to 5,000 and includes a convention and exhibition hall, two grand ballrooms, and several finely appointed meeting and board rooms.

**Booking information**

To book an event at the integrated facility, call Josh Nowak at 717-207-4044. For more information, visit [www.lancasterconventioncenter.com](http://www.lancasterconventioncenter.com).

**About ownership of the integrated facility**

The Lancaster County Convention Center is a publicly owned entity under the direction of the Lancaster County Convention Center Authority; Kevin Molloy, executive director. The Lancaster Marriott at Penn Square is owned by the Redevelopment Authority of the City of Lancaster and leased to Penn Square Partners, the private company that holds the Marriott franchise.

**About the Lancaster County Convention Center Authority**

The Lancaster County Convention Center Authority is established under the Municipal Authority Act of 1945 and the Third-Class County Convention Center Authority Act. The Convention Center Authority is run by a seven-member volunteer board, which is appointed by city and county officials. The LCCCA board was charged with developing a unique and inviting convention/exhibition venue with an integrated privately owned first-class lodging facility.

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