



Press Release

For Immediate Release

Largest Convention Group Ever Booked by Spokane Regional Convention & Visitors Bureau and Partners

(Spokane, WA, July 1, 2008) - The National Square Dance Association threw the Spokane Regional Convention & Visitors Bureau into a do-si-doe this weekend when they awarded the **61st National Square Dance Convention®** to Spokane, the largest single piece of convention business ever booked by the CVB.

Regional Piece of Business

The event will be held in June 2012 at the Spokane Convention Center and RV stays at the Spokane County Fair & Expo Center in Spokane Valley. With attendance expected at nearly 8,500, the convention will deliver some 7,200 room nights and an estimated economic impact of \$8.6 million. This will truly be a "regional" piece of business effecting all of Spokane County.

"This two year effort led by CVB Sales Manager Shannon Shannon and CVB Vice President & Director of Convention Sales Keith Backsen came to a successful close Saturday night in Wichita, Kansas, at the 2008 National Conference," says Harry Sladich, CVB President & CEO. "Spokane was selected over Oklahoma City, a city that was very, very competitive."

Yellow Rocks

"There were plenty of yellow rocks all around," says Shannon, referring to the term used by square dancers for hugs.

Several CVB partners played a critical role in the bid process and traveled with the CVB team including Judy Alexander and Robyn Karp from the Doubletree Hotel Spokane City Center, Cheri Hanson from Red Lion Hotels and Kelsey Soukup from the Spokane Public Facilities District.

Spokane Mayor Sends Email

Even Spokane Mayor Mary Verner promised in a last-minute email to swing her partner round and round at the event, naming Sladich her dance partner in the opening ceremony.

The annual convention will be held in Long Beach, CA, Louisville, KY, and Detroit, MI, before heading to Spokane in 2012. During a two-hour early registration session, Spokane preregistered an unprecedented 500 plus dancers for 2012.

CVB Creates Music Video

To see just one of the ways Spokane differentiated over their bid city competitors, check out our [custom music video](#).

Promenade Around This Town is written and performed by CVB partners Scott and Pamela Brownlee of Rockin' B Ranch Cowboy Supper Show. Corner Booth Productions worked with the CVB to shoot and edit the square dance music video.



About Spokane Regional CVB

The Spokane Regional Convention & Visitors Bureau generates economic growth for Spokane County by successfully marketing the Spokane Region as the destination for conventions and leisure travelers from around the world. The proof is in: Visitors to Spokane County spent an estimated \$739.8 million in 2006, providing jobs for nearly 9,860 residents and generating \$55.7 million in non-resident tax dollars collected in Spokane County.*

**Figures provided by the Washington State Community, Trade and Economic Development Tourism Office in the [October 2007 Dean Runyan associates](#) report for the year ending 2006.*

SPOKANE
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