



PRESS RELEASE

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Contact: Carol Bowden, Director of Public Affairs

919-731-1445

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Wayne County Investments Reap Dividends

Wayne County, NC – Investments in their community are paying off for Wayne County officials with a sizeable increase in hotel occupancy and income over the past fiscal year. The Maxwell Center and the Bryan Multi-Sports Complex were opened in March and April of 2018, contributing to a more than 20% increase over anticipated income from July 1, 2018 through June 30, 2019. Additionally, income rose 27% over the previous fiscal year.

The Bryan Multi-Sports Complex is the first joint P4 partnership between a military base and its home community, and is a successful pilot project of sharing resources between government and private entities.

The Maxwell Center, or Maxwell Regional Agricultural and Convention Center, is a joint project with the local agriculture community and the state's NC Tobacco Trust Fund Commission. The building hosts more than 66,000 square feet, including Wayne County Cooperative Extension, Soil & Water Conservation and USDA Farm Service Agency offices, and over 14,000sf of ballroom space. Exceeding all expectations during its first year, with more than 200 events attended by over 50,000 guests, The Maxwell Center has added to the increase in hotel occupancy and restaurant catering.

County Manager Craig Honeycutt said, "Investing in our community is not only smart, it's essential. And when you are able to turn these investments into partnerships, you can accomplish great things. We are thrilled to have both the Bryan Multi-Sports Complex and The Maxwell Center as two more reasons to visit Wayne County."



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