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## **FOR IMMEDIATE RELEASE**

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### **NAME APPROVED FOR THE MULTIPURPOSE BUILDING AT THE EXTRACO EVENTS CENTER**

**Waco, TX (December 15, 2020)** – This morning the members of the McLennan County Commissioners’ Court unanimously voted on the name of the new multipurpose building at the Extraco Events Center. The building, expected to open in March 2021, will be called the BASE.

The BASE is located in an area that was once known as Rich Field Army Air Base. In an effort to pay tribute to its history and represent what it will bring in the future, BASE quickly became a front runner in looking at names by a committee of local professionals. This group of professionals were brought together to strategically examine the building’s contribution that it will make to this area once it is up and running. The group agreed that The BASE offered the historical perspective, the future growth and the iconic name to be recognized. The name BASE represents business, arts, sports and entertainment, which are all events and activities it will host in the future.

“Several decades ago, leaders of the Heart O’ Texas Fair & Rodeo envisioned a grander facility of an already highly popular and well-equipped event center. I believe all those leaders that were involved would agree that we have exceeded our expectations with the BASE,” commented County Judge Scott Felton. “It will bring a level of diversity in the types of events that will be hosted by one of Waco’s best managed events center. The BASE will be the place for all types of indoor activities that will bring people to our community and further drive the existing significant economic impact we enjoy today.”

Construction for the BASE began in the summer of 2019. It was the first of several projects approved under the Venue Project, which was made possible thanks to McLennan County residents who voted in favor of an increase in hotel-motel and car rental taxes. The BASE is an 80,000-square-foot, state-of-the-art building that will serve the needs of the county, city and school, as well as create a positive economic impact on our community. Inside, the building there is almost 56,000 square feet of transformable space to host events like volleyball and basketball tournaments, boat shows, car auctions, cheerleading competitions, trade shows, meetings and much more.

The Extraco Events Center, home of the Heart O’ Texas Fair & Rodeo, is the center of entertainment in Central Texas. The premier multi-use facility hosts over 225 events with an attendance of 420,000 and an economic impact of more than \$47 million annually in McLennan County. For more information about the Extraco Events Center, visit [www.ExtracoEventsCenter.com](http://www.ExtracoEventsCenter.com).

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