



## **Nearly Half a Million Dollars in Audio Visual Upgrades at Greater Zion's Dixie Convention Center**

*Enhancements Provide More Options for Meeting Remotely or In Person*

**St. George, Utah – April 22, 2021** – The Dixie Convention Center in St. George, Utah just completed nearly half a million dollars in audio visual enhancements to make meeting remotely and in person even easier. Located in the heart of Greater Zion, The Dixie Center is the largest meeting facility in the region with more than 100,000 square feet of space, capable of accommodating 10 to more than 5,000 attendees based on event setup.

“Meetings mean business in Greater Zion and as people begin to gather more in the coming months, we’ve enhanced our systems at The Dixie Center to increase productivity in person or remotely,” said Kevin Lewis, director of the Greater Zion Convention & Tourism Office. “We were able to make these upgrades due to funding made available through the Coronavirus Aid, Relief and Economic Security Act (CARES Act).”

Audio visual upgrades were made to all 13 of The Dixie Center’s main meeting rooms, including the 10,000-square-foot Ballroom and 7,000-square-foot Garden Room. Audio enhancements include new speakers and amplifiers, wireless microphones, acoustical wall treatments to reduce sound reverberation and new microphones with musical performance capabilities. Video improvements include pan-tilt-zoom (PTZ) cameras in all meetings rooms, capability to record or live stream events as well as interact with remote audiences and presenters. New lighting also was integrated to provide presenters more illumination. The whole system also was upgraded to better integrate laptop usage for monitoring and presenting.

Clients already are experiencing the convenience of the new audio visual system. “The new A/V system was great,” said Bailee Woolstenhulme from the Utah Farm Bureau. “I loved that we could just connect our computer and have the Zoom up and running just like that! Super easy and simple to use!”

As businesses begin traveling and meeting again, The Dixie Center is committed to providing a safe, comfortable experience for all attendees. Rooms can be set up to accommodate social distancing and the convention center has increased its sanitation procedures which include fogging each room between meetings with a special disinfectant, regularly wiping down frequently touched surfaces and more hand sanitation stations in public areas. Behind the scenes, The Dixie Center has germicidal UV lighting and electrostatic air purifiers connected to all air circulation systems.

“Meeting planners will have more options for how events are conducted,” added Lewis. “As rules and safety regulations shift due to COVID-19, we are able to meet the needs of any group when it comes to their set up and comfort. We look forward to welcoming more groups back to southwest Utah.”

Although meetings mean business in Greater Zion, meetings also mean there is an opportunity for fun and unlimited adventures when business concludes. Greater Zion offers more than 2,400 square miles of adventure and inspiration. Zion National Park, the third most visited National Park in the United States, is the premier attraction, but Zion is only the beginning. Four state parks and a multitude of year-round recreational lands set the stage for a burgeoning mountain biking scene, some of the best off-highway vehicle riding in the country, scenic and challenging play at 13 top-rated golf courses, world-class cultural performances at Tuacahn Center for the Arts and so much more.

Conveniently located in Southwest Utah, Greater Zion is easily accessible with major access points along the I-15 corridor. The region is located approximately 100 miles north of Las Vegas and 300 miles south of Salt Lake City. St. George Regional Airport (SGU) is located six miles southeast of St. George and offers daily roundtrip flights via United Airlines, American Airlines and Delta Air Lines with seasonal travel via Allegiant. The airport offers non-stop flights to and from key hubs such as Salt Lake City, Denver, Phoenix, Los Angeles and Dallas/Ft. Worth. Another option to access the Greater Zion region is McCarran International Airport in Las Vegas, a short 90 minute drive from the destination.

For more information on group and meeting programs, please contact Jacqueline Grena at [jacqueline@greaterzion.com](mailto:jacqueline@greaterzion.com) or 435-986-6612. For more information on lodging, activities and dining throughout Greater Zion, please visit [GreaterZion.com](http://GreaterZion.com) or call (435) 634-5747.

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