

A G E N D A



Recommendation for Council Action

Austin City Council	Item ID	31632	Agenda Number	15.
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Meeting Date:	4/17/2014	Department:	Parks and Recreation
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Subject

Authorize negotiation and execution of an interlocal agreement with Travis County to conduct a jointly funded market and feasibility study on future uses and improvements of the Walter E. Long Metropolitan Park and Travis County Exposition Center. Related to Item # 16.

Amount and Source of Funding

The study will be jointly funded by the City, Travis County, and Star of Texas Fair and Rodeo. The City's portion of funding is available in the Fiscal Year 2013-14 Operating Budget of the Parks & Recreation Department.

Fiscal Note

There is no unanticipated fiscal impact. A fiscal note is not required.

Purchasing Language:	
Prior Council Action:	
For More Information:	Kimberly Springer, Deputy Budget Officer, 512-974-2924
Boards and Commission Action:	
MBE / WBE:	
Related Items:	

Additional Backup Information

The Travis County Exposition Center was initially constructed in 1983 by the Austin Travis County Livestock Show to be used for staging livestock exhibitions and sales, equestrian shows, expositions, rodeos, performing arts events, and other public recreational, educational, cultural, and historical events. The Center is the current home of the Star of Texas Fair and Rodeo and is located on approximately 128 acres of City owned parkland at Walter E. Long Metropolitan Park. It is operated via a 50-year lease agreement between Travis County and the City of Austin.

The City of Austin and Travis County have a long history of participating in joint-use projects and are now proposing to partner to identify opportunities to improve the Travis County Exposition Center and the adjacent Walter E. Long Metropolitan Park to better meet and serve the region's demand for event facilities now and in the future. Components of the proposed market and feasibility study include the following:

- Reviewing the history, site plan, conditions, and current utilization of the facilities at the Exposition Center and adjacent Walter E. Long Metropolitan Park
- Assessment of relevant market conditions and marketability of the Exposition Center and adjacent parkland
- Recommendations regarding the optimal level of investment in the Exposition Center and parkland, including types/sizes of facility improvements/amenities, required support aspects, phasing options, and complimentary activities
- Financial feasibility assessment associated with facility recommendations

The Star of Texas Fair and Rodeo has committed to funding \$25,000 toward the study. The City of Austin and Travis County will be responsible for contributing no more than \$50,000 each. The City of Austin's Purchasing Office will manage the procurement process and ongoing contract administration. Staff from the City and County will jointly participate in scope development, evaluation, selection of the consultant, and oversight of the consultant services.