Austin Convention Center Long-Range Master Plan Proposed Convention Center Expansion

Presented to
Pedestrian Advisory
Council







Outline

- Background
- Community/Stakeholder Engagement
- Combining Input, Opportunities, Needs
- Financing





Background

- Important Past Action/Milestones
 - March 27, 2014 contracted with Gensler to develop Austin Convention Center (ACC) Long-Range Master Plan (Plan)
 - December 11, 2014 Council Resolution 20141211-218 Urban Land Institute review Plan
 - August 24, 2015 Presented to Economic Opportunity Committee
 - November 12, 2015 Council Resolution 20151112-033





Summary of Master Plan

- Austin's Convention Facility was identified as the top priority, or "weakest link", that needs to be addressed in order to remain competitive
 - Austin's facility is the oldest and among the smallest of competitors
 - Austin's facility's mix of event space is inhibiting performance
- Maximum practical occupancy for a convention facility is 65%
 - At time of Plan (FY13), ACC occupancy was 52%, and is now at 65%
- Lost business due to lack of ACC availability or inadequate size at time of Plan (FY13) was 34%, and has risen to ~50% in FY16
- Plan considered 5 options and recommended expansion to the West
- Expansion to the West forecasts the overall highest/optimal combination of incremental room nights, utilization, revenues of any of the options considered





Summary of ULI Master Plan Review

- Urban Land Institute (ULI) reviewed the Plan and concurred with the consultants' recommendation. More points about ULI and their work include:
 - ULI's mission is to provide leadership in the responsible use of land and in creating and sustaining thriving communities
 - ULI's goal is to bring the finest expertise in the real estate field to bear on complex land use planning and development projects, programs, and policies
 - The recommendation included direction to:
 - Utilize the option to expand to the West of the existing convention center
 - Expand design plan to create a convention center district
 - Include street level venues, retail and restaurant space
 - Increase Hotel Occupancy Tax to 17% to fund full vision
 - Purchase land now



Community/Stakeholder Engagement

- To date, ACCD has had conversations, meetings, presentations to many:
 - Town Halls Districts 1 & 3, 9
 - Downtown resident groups
 - Hotel Community & Employees
 - Downtown Commission
 - Waller Creek Conservancy

- Rodeo Austin
- Chambers of Commerce
- University of Texas
- Downtown Austin Alliance
- Austin Area Urban League







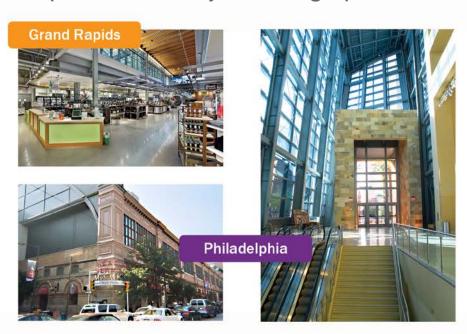


Community/Stakeholder Engagement

- Eventual design will include significant stakeholder/community input
- Features from other sites that could be included: Unique art, food court, retail area, public market, unique community meeting space











Opportunities, Needs, Impact of Plan

- Putting it all together
- Community/Stakeholder Input
- Industry/Convention needs
- Financing Capabilities

Provides for possibilities















Palm School

Financing concepts define the path

ACC Historic Homes





Input, Opportunities, Needs

What we have heard so far -

- Multi-use / Partnership Elements
 - Facility Components
 - Community Space
 - Open / Walkable Space
 - Restaurant / Retail Space
 - Downtown Fire Station
 - Austin Energy Chiller

ts "What could your

Convention Center District

look like?"





Input, Opportunities, Needs













Input, Opportunities, Needs

What we have heard so far -

- Multi-use / Partnership Elements (continued)
 - Area Improvements
 - Waller Creek Area
 - Palm School
 - Historic Homes on Red River
 - Brush Square Area

Convention Center District look like?"

"What could your

- Opportunities for Additional Funding for:
 - Cultural Arts
 - Tourism and Promotion
 - Historic Preservation





Input, Opportunities, Needs

What we need –

- Industry / Convention Center Needs
 - Need to keep industry strong
 - 4th largest employment sector 124k jobs
 - Diversified economy
 - Provides economic impact to small/local business and City's general fund
 - Need to meet is real
 - Adult education is ongoing
 - Need space to meet demand
 - Today's lost business would fill expanded space





Financing

How we can get there -

Two main financing concepts have been identified

Concept	Approval	HOT Rate	Venue	Est Project Capacity*	Potential for Add'l Funding
2% HOT (Ch. 334)	Voter	15%	Yes	~\$400 million	No
2% HOT (Ch. 351)	Council	17%	No	~\$600 million	Yes

^{*} Project estimates based on current market conditions, conservative revenue estimates, standard financing approach; amounts subject to change





More Information

Links to Related Information

- Austin Convention Center Long-Range Master Plan
 http://www.austintexas.gov/edims/document.cfm?id=242405
- Vol II Austin Convention Center Long-Range Master Plan
 http://www.austintexas.gov/edims/document.cfm?id=242406
- Urban Land Institute's Technical Assistance Panel Report Review of Long-Range Master Plan http://www.austintexas.gov/edims/document.cfm?id=242407
- Austin Convention Center Department Responses to Council Resolution 20151112-033
 http://www.austintexas.gov/edims/document.cfm?id=271538





