



MEMORANDUM

TO: Mayor and Council

FROM: Kimberly A. McNeeley, CPRP, Acting Director
Austin Parks and Recreation Department

DATE: December 12, 2017

SUBJECT: Council Resolution No. 20171109-046 Explore Potential Major League Soccer Sites

The Parks and Recreation Department (PARD) was assigned to lead the process of exploring potential City-owned properties in the full purpose jurisdiction (including the Travis County Exposition Center). In addition, PARD was asked to look at underutilized parkland that might be appropriate for a soccer stadium, as well as sites outside the urban core where practice fields and ancillary uses could serve a Major League Soccer (MLS) team and surrounding community. This preliminary exploration was conducted by several City departments. Special coordination was conducted with the Acting City's Chief Financial Officer, Austin Transportation Department, and the Office of Real Estate Services. To the extent possible, given the time constraints, the Parks and Recreation Department engaged a number of resolution-specific named stakeholders. However, a more comprehensive stakeholder process is needed and will take more time to complete.

The full report and associated back up will outline:

- The basics of Major League Soccer operations
- An economic analysis of direct and indirect benefits
- General community benefits
- Properties that seemingly meet base criteria and require additional exploration, analysis and engagement
- Traffic considerations
- Potential opportunities
- Potential challenges
- A community engagement plan and suggested site specific stakeholders

The properties listed for additional exploration, analysis and engagement include:

- St. John's Home Depot/Chrysler 7211 N IH35, Austin 78752
- McKalla Property 10414 McKalla Place, Austin, TX 78758
- Toomey Ballfields- 1501 Toomey Rd, Austin, TX 78704
- Travis County Exposition Center- 7311 Decker Ln, Austin, TX 78724
- Roy G. Guerrero Colorado River Metro Park - 400 Grove Blvd, Austin, TX 78741
- Walnut Creek Sports Complex- 7800 Johnny Morris Rd, Austin, TX 78724
- Bolm Road District Park- 6700 Bolm Rd, Austin, TX 78725
- Tony Burger Activity Center and Stadium- 3200 Jones Rd, Austin, TX 78745*

It is important to note, Tony Burger Activity Center and Stadium is not a City of Austin owned property; however, in the very preliminary engagement with Austin ISD (AISD), AISD agreed this property is appropriate for discussion.

It is important for the City of Austin to continue property analysis in order to provide City Council with quality information. While an initial preliminary report will be made available by the resolution due date, staff plan to continue exploration and have a more comprehensive report in January, 2018. Staff intends to bring this information to Council in February, 2018.

Should you have any questions, please contact my office at (512) 974-6722.

Cc: Elaine Hart, Interim City Manager
Sara Hensley, CPRP, Interim Assistant City Manager
Greg Canally, Chief Financial Officer
Lauraine Rizer, Director, Office of Real Estate Services
Rob Spillar, Director, Austin Transportation Department

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Potential MLS Locations

- Stadium, COA Parkland
- Practice Field, COA Parkland
- Stadium, COA Non-Parkland
- Practice Field, COA Non-Parkland
- Practice Field, AISD Property

Map Legend

- City of Austin Park
- MetroRail
- Urban Core
- Austin Full Purpose
- Austin Limited Purpose
- Austin ETJ
- Austin ETJ Agmt

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