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Travis County Expo Center & Walter E. Long Metropolitan Park Market and Feasibility Study



Hunden Strategic Partners

October 13, 2015

Key Questions

- How has the Travis County Expo Center (TCEC) performed?
- What is the current physical condition of the TCEC?
- What is TCEC's competition mix of local and statewide facilities? Any trends to be aware of?
- What are comparable/competitive venues?
- What are the needs of the planner's events? What do current customers want from the TCEC?
- What are initial findings and recommendations?

Headlines

- The TCEC is performing as well as it can, given physical conditions and financial independence.
- Arena, show barn and banquet all are aged and have much deferred maintenance. Limits revenue-generating potential.
- Uncertainty surrounding Erwin Center, events will be displaced and/or relocated until a new venue is developed.
- Without quality space, TCEC will be limited in attracting higher revenue-generating events.
- Competition continues to grow/improve in Texas and in North America.

Headlines

- Difference in needs between Rodeo/Stockshow and Equestrian. Austin can and should likely serve both well.
- In static market, only upgrades or replacement needed. However, in exploding market like Austin, there is need for new public event facilities to absorb demand and replacement facilities to accommodate existing events.
- Market needs high quality exhibit/expo space, but also mid-to large-sized arena, as well as support spaces like flex hall/ballroom and meeting rooms. Downtown is running out of space for all manner of events: conventions, expos, public events, entertainment, festivals and professional sports.

Headlines

- Currently, facility serves low-cost events that need space (all sizes. Users like it because it fits their budget, but realize space is in older condition.
- Nothing in market serves middle/upper middle rated events and needs, especially in growing market.
- Austin has no large, dedicated event/entertainment facility.
- Austin's situation is similar to Fort Worth's (arena + rodeo)
- HSP Team conducting three scenarios.

Population & Growth Rates

| Population and Growth Rates | | | | | |
|-----------------------------|-------------|--------------------|-------------|---------------|-------------------------------|
| | 1990 | Population 2000 | 2010 | 2013 Estimate | Percent Change 2000 - 2010 |
| United States | 248,709,873 | 281,421,906 | 308,745,538 | 316,128,839 | 9.7% |
| State of Texas | 16,986,510 | 20,851,820 | 25,145,561 | 26,956,958 | 20.6% |
| Austin-Round Rock MSA | 846,227 | 1,249,763 | 1,716,289 | 1,943,299 | 37.3% |
| Travis County | 576,407 | 812,280 | 1,024,266 | 1,151,145 | 26.1% |
| City of Austin | 465,622 | 667,555 | 774,229 | 885,400 | 16.0% |
| City Pop. As % of MSA | 55.0% | 53.4% | 45.1% | 45.6% | -- |

Source: U.S. Census Bureau

- Population in city, county and MSA is booming. Public event facilities and other infrastructure struggle to keep pace.

Profile of Travis County Expo Center

Profile

- Built in 1983 by Rodeo Austin
- 6,500-seat multi-purpose Luedcke Arena (25,000 SF floor)
- Home to Star of Texas Fair & Rodeo
- 210,000-SF Show Barn (no walls)
- 20,000-SF Banquet Hall
- 10,000-SF Skyline Club (in arena)
- Travis County currently owns and operates

TCEC Complex Overview

Travis County Expo Center Function Space

| | Total (SF) | By Division (SF) | Divisions |
|------------------------------|------------|------------------|-----------|
| Exhibit Space | | | |
| Leudecke Arena | 25,000 | | 1 |
| The Banquet Hall | 20,000 | | 1 |
| | 45,000 | | 2 |
| Meeting Space | | | |
| The Skyline Club | 10,000 | | 1 |
| | 10,000 | | 1 |
| Other | | | |
| Show Barn | 210,000 | | 1 |
| Leudecke Arena (6,400 seats) | | | |
| | 210,000 | | 1 |

| | | |
|---|---------|--|
| Walkable Hotel Rooms | 0 | |
| Total Exhibit Space | 45,000 | |
| Total Ballroom Space | 0 | |
| Total Meeting Space | 10,000 | |
| Other Space | 210,000 | |
| Total Function Space | 265,000 | |
| Total Exhibit Space Divisions | 2 | |
| Ballroom Divisions | 0 | |
| Meeting Room Divisions (incl. lecture hall) | 1 | |
| Other Divisions | 1 | |
| Total Divisions | 4 | |

Source: Cvent, Hunden Strategic Partners

What is the current physical condition of the TCEC?

Travis County Expo Center



Banquet Hall



- Banquet Hall
- Basic concrete block. Minimal lighting.

Travis County Expo Center

- Facility is 30+ years old.
- Operates on revenue and limited budget.
- \$6.5 million of investment over the past 15 years
 - \$4.5 million to improve Arena's HVAC.
- Extensive deferred maintenance.

How has the Travis County Expo Center (TCEC) performed?

TCEC Events

| Travis County Expo Center - Events | | | | | | |
|------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| Event Type | 2010 | 2011 | 2012 | 2013 | 2014 | Average |
| Animal Show | 4 | 5 | 5 | 4 | 4 | 4 |
| Community | 6 | 7 | 5 | 11 | 4 | 7 |
| Concert | 4 | 6 | 1 | 3 | 3 | 3 |
| Consumer Show | 12 | 19 | 20 | 15 | 10 | 15 |
| Equestrian/Rodeo | 20 | 18 | 21 | 21 | 20 | 20 |
| Family Show | 2 | 2 | 2 | 2 | 1 | 2 |
| Meeting | 6 | 9 | 7 | 6 | 5 | 7 |
| Other | 5 | 8 | 7 | 2 | 2 | 5 |
| Special Event | 15 | 10 | 10 | 3 | 6 | 9 |
| Sports | 15 | 13 | 9 | 19 | 21 | 15 |
| State Fair | 2 | 1 | 1 | 2 | 2 | 2 |
| Total | 91 | 98 | 88 | 88 | 78 | 89 |
| Arena Events | 37 | 43 | 33 | 37 | 33 | 37 |
| Show Barn Events | 27 | 28 | 31 | 31 | 25 | 28 |
| Banquet Hall Events | 21 | 28 | 22 | 13 | 18 | 20 |

Source: Travis County, Hunden Strategic Partners

- Sports shows are mostly outdoor events (5k, Runs)
- Gun show ban left gap in consumer show performance=

TCEC Operating Revenues

| Travis County Expo Center - Operating Revenues | | | | | |
|--|--------------------|--------------------|--------------------|--------------------|--------------------|
| Event Type | 2010 | 2011 | 2012 | 2013 | 2014 |
| Building Rental | \$692,031 | \$735,831 | \$728,795 | \$841,778 | \$746,931 |
| Arena | \$369,642 | \$432,897 | \$408,465 | \$449,623 | \$423,430 |
| Show Barn | \$42,180 | \$48,500 | \$50,240 | \$57,820 | \$49,434 |
| Banquet | \$45,375 | \$61,375 | \$69,300 | \$42,000 | \$69,360 |
| Other | \$234,833 | \$193,059 | \$200,790 | \$292,335 | \$204,707 |
| Concessions | \$365,646 | \$342,161 | \$367,775 | \$359,489 | \$328,711 |
| Misc. | \$10,360 | \$25,225 | \$28,488 | \$131,600 | \$124,864 |
| Total | \$1,068,036 | \$1,103,217 | \$1,125,057 | \$1,332,866 | \$1,200,505 |

Source: Travis County, Hunden Strategic Partners

For a facility its size in a market this large, revenues are fairly weak. An optimal expo/event /rodeo facility in a market this large can generate \$4 - \$10 million gross, depending on many factors.

What is the market demanding from Expo Centers? Any trends to be aware of?

Expo Center Trends

- Increased need for large ballrooms and/or flexible space.
- Ability to host sports and other spectator events in exhibit hall or flex hall environment.
- More breakout spaces, especially to accommodate higher rated corporate training, educations and certification business
- Unique event types, beyond sports, dance & cheer.
- Attendees stay shorter duration but spend as much or more. Have done research online and now can talk to vendors to become educated, then make their purchases.

Austin, TX State Supply of Expo Centers



Numerous Statewide Expo Facilities.
Generally serve local public shows.

Texas Exposition Centers

| Facility | Location |
|---|-------------|
| Amarillo Tri-State Exposition | Amarillo |
| Andrew County Expo | Andrews |
| Beaumont Civic Center Complex | Beaumont |
| Bee County Exposition Center | Beeville |
| Bell County Expo Center | Belton |
| Big Town Exhibition Hall | Mesquite |
| Brazos County Expo Complex | Bryan |
| Dallas Market Center | Dallas |
| Expo Center of Taylor County | Abilene |
| Ford Park Event Center | Beaumont |
| Freeman Expo Hall | San Antonio |
| George H Henderson Expo Center | Lufkin |
| J K Northway Exposition Center | Kingsville |
| Lubbock Civic Center | Lubbock |
| Marbach Expo Center | San Antonio |
| Novaro County Exposition Center | Corsicana |
| NRG Center | Houston |
| Ochiltree County Expo Center | Perryton |
| Orange County Convention & Expo Center | Orange |
| Perlman Basin Fair-Exposition | Odessa |
| Red River Valley Fair Grounds & Expo Center | Paris |
| Rusk County Youth Expo Center | Henderson |
| Somervell County Expo & Texas Amphitheater | Glen Rose |
| The Lone Star Convention & Expo Center | Conroe |
| Taylor County Expo Center | Abilene |
| Trinity Valley Exposition | Liberty |
| Will Rogers Memorial Center | Fort Worth |

Source: Various Facilities, Hunden Strategic Partners

Texas Expo Centers

Palmer Events Center



Palmer Events Center

Palmer Events Center

| | |
|-------------------------------|--------|
| Total Function Space | 73,500 |
| Exhibit Space | 67,500 |
| Ballroom Space | 6,000 |
| Meeting Space | 6,000* |
| Arena/Theater Capacity | 4,671 |
| Walkable Hotels | 3 |
| Walkable Hotel Rooms | 808 |

* included in ballroom space

Source: Palmer Events Center

FY 2014 Total Revenue: \$12.4 Million. This is nearly \$2 Million over budgeted expectations.

Expo Center Overview

- Palmer Event Center (PEC) is only viable expo center in Austin, but is often used for conventions and other events as well. Very busy. Convention Center is shifting events there so it can open up its schedule.
- PEC could transition to higher rated mix of business if TCEC had a dedicated exposition facility that it could shift public show business to.
- Lack of space is pushing events to Cedar Park Center.

Arena Trends and Facilities

Local Arenas

Austin Metro Multipurpose Arenas

| Facility | Address | Location | Capacity | | | Opened | Civic or University |
|--------------------|--------------------------|------------|------------|----------|--------|--------|---------------------|
| | | | Basketball | Concerts | Hockey | | |
| Frank Erwin Center | 1701 Red River St | Austin | 16,346 | 17,800 | 16,000 | 1977 | University |
| Cedar Park Center | 2100 Avenue of the Stars | Cedar Park | 7,200 | 8,700 | 6,800 | 2009 | Civic |
| Leudecke Arena | 7311 Decker Lane | Austin | -- | 9,400 | 6,400 | 1983 | Civic |

Source: Various Facilities, Hunden Strategic Partners

No dedicated, large, high quality arena.

Local Sports Facilities

Austin Metro Sports Stadiums

| Facility | Location | Use | Capacity | Year Opened / Renovated | Owner |
|---------------------------------------|------------|-----------|----------|-------------------------|-------------|
| Circuit of the Americas | Austin | F1 Racing | 120,000 | 2012 | Private |
| Texas Memorial Stadium | Austin | Football | 100,119 | 1924 / 2009 | University |
| Bobcat Stadium | San Marcos | Football | 30,000 | 1981 | University |
| Mike A Myers Stadium and Soccer Field | Austin | Soccer | 20,000 | 1999 | University |
| Dell Diamond | Round Rock | Baseball | 8,800 | 2000 | Civic |
| Strahan Coliseum | San Marcos | Football | 7,200 | 1982 | University |
| Disch Falk Stadium | Austin | Baseball | 6,756 | 1975 / 2008 | University |
| House Park | Austin | Soccer | 6,000 | 1939 | School Corp |
| Red & Charline McCombs Field | Austin | Baseball | 1,252 | 1998 | University |

Source: Various Facilities, Hunden Strategic Partners

Most of the sports facilities are single-use, except for Circuit of the Americas, which also has an amphitheater.

Austin, TX Area Sports Stadiums



Local Sports Facilities Overview

- Austin's primary sports teams are UT-oriented
- Cedar Park Center hosts minor league professional sports that could move to a new facility in Austin
- With a new facility, Austin and the County can have an active civic entertainment arena

Texas Statewide Arenas

| Arena | City | Year Opened/Renovated | Capacity | | |
|--|-----------------|-----------------------|----------|------------|--------|
| | | | Concert | Basketball | Hockey |
| Alamodome | San Antonio | 1993/2007 | 77,000 | 39,500 | 3,600 |
| American Airlines Center | Dallas | 2001 | 21,000 | 19,200 | 18,350 |
| AT&T Center | San Antonio | 2002/2014 | 19,000 | 18,581 | 16,000 |
| Toyota Center | Houston | 2003 | 19,000 | 18,055 | 17,800 |
| Frank Erwin Center (Texas) | Austin | 1977/2003 | 17,800 | 16,346 | 16,000 |
| United Supermarkets Arena (Texas Tech) | Lubbock | 1999 | -- | 15,098 | -- |
| Reed Arena (A&M) | College Station | 1998 | 14,989 | 12,989 | -- |
| Don Haskins Center (UTEP) | El Paso | 1977 | 12,567 | 12,222 | -- |
| Ferrell Center (Baylor) | Waco | 1988/2010 | 12,000 | 10,284 | -- |
| Freeman Coliseum | San Antonio | 1949 | 11,700 | 9,800 | -- |
| Laredo Energy Center | Laredo | 2002 | 11,360 | 10,000 | 8,065 |
| UNT Coliseum (North Texas) | Denton | 1973 | -- | 10,500 | -- |
| Montagne Center | Beaumont | 1983 | 10,200 | 10,080 | -- |
| American Bank Center | Corpus Christi | 2004 | 10,111 | 8,500 | 8,000 |
| Ford Park | Beaumont | 2003 | 9,737 | 9,100 | 8,200 |
| Kay Yeager Coliseum | Wichita Falls | 2003 | 9,376 | 7,500 | 7,500 |
| Hoffheinz Pavillion (Houston) | Houston | 1969/2010 | 9,000 | 8,479 | -- |
| Cedar Park Center | Cedar Park | 2009 | 8,700 | 7,200 | 6,800 |
| Allen Event Center | Allen | 2009 | 8,600 | 6,275 | 6,275 |
| Berry Center | Cypress | 2006 | 8,500 | 8,300 | -- |
| Bert Ogden Arena | Edinburg | 2016 | 8,500 | -- | 9,000 |
| NRG Arena | Houston | 1974 | 8,000 | 6,500 | 6,000 |
| Ed and Rae Schollmaier Arena (TCU) | Fort Worth | 1961/2015 | -- | 7,200 | -- |
| Moody Coliseum (SMU) | University Park | 1956/2006 | -- | 7,000 | -- |
| College Park Center (Texas at Arlington) | Arlington | 2012 | -- | 7,000 | - |
| State Farm Arena | Hidalgo | 2003 | 6,800 | 5,500 | -- |

Source: Various Facilities, Hunden Strategic Partners

Austin, TX State Supply of Sports Arenas



Performance Venue Trends and Facilities

Local Concert/Performance Facilities

Austin Metro Indoor/Outdoor Performance Venues

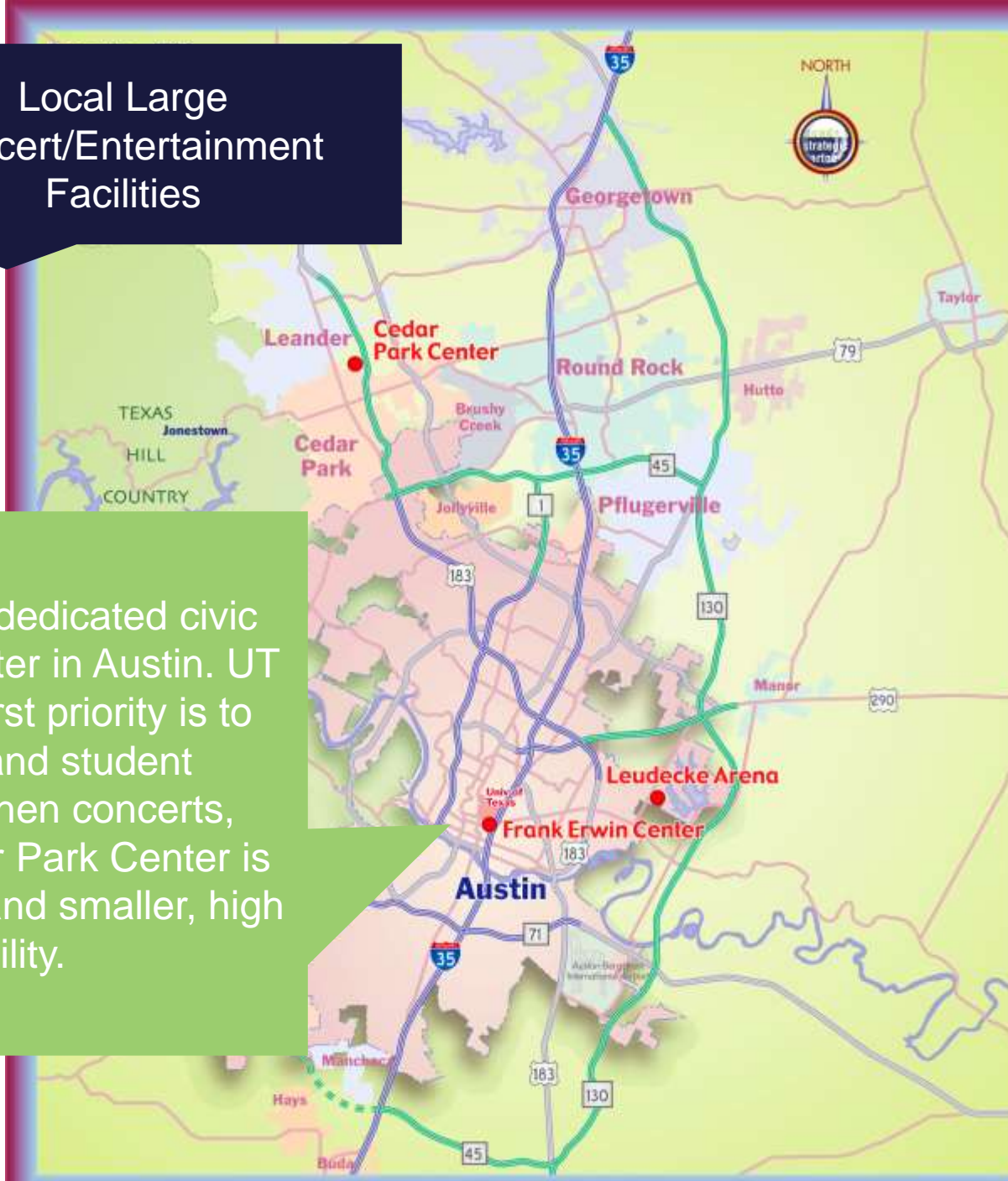
| Venue | Location | Capacity | Type | Year Opened / Renovated |
|--|----------|----------|----------------------|-------------------------|
| Southpark Meadows | Austin | 25,000 | Amphitheatre | |
| Frank Erwin Center | Austin | 16,800 | Arena | |
| Austin360 Amphitheater | Austin | 13,756 | Amphitheatre | 2013 |
| Fire Lake Event Center @ Stunt Ranch | Austin | 10,000 | Amphitheatre | |
| The Backyard | Bee Cave | 7,500 | Amphitheatre | |
| Palmer Events Center | Austin | 5,596 | Auditorium / Theatre | |
| Frogs on the Pond | Austin | 5,000 | Club | 2015 |
| City Terrace At The Long Center | Austin | 5,000 | Auditorium / Theatre | |
| Waterloo Park | Denison | 5,000 | Amphitheatre | |
| Nutty Brown Cafe & Amphitheatre | Austin | 4,140 | Amphitheatre | |
| Austin Music Hall* | Austin | 3,400 | Auditorium / Theatre | 1995 |
| Bass Concert Hall | Austin | 2,910 | Auditorium / Theatre | 1977 |
| Austin City Limits Live at The Moody Theater | Austin | 2,765 | Auditorium / Theatre | 2011 |
| Dell Hall At The Long Center | Austin | 2,442 | Auditorium / Theatre | 2008 |
| Riverbend Centre | Austin | 2,305 | Amphitheatre | 2002 |

* to be demolished in 2016

Source: Various Facilities, Pollstar, Hunden Strategic Partners

Local Large Concert/Entertainment Facilities

No large, dedicated civic event center in Austin. UT facility's first priority is to students and student athletes, then concerts, etc. Cedar Park Center is far north and smaller, high quality facility.



Austin Metro Indoor/Outdoor Performance Venues

- Frank Erwin Center and Austin City Limits are selling highest percentage of tickets.
- Frank Erwin Center events highest average ticket prices.
- Average ticket prices are with \$10 range between most venues.



Statewide Concert/Performance Facilities

Texas Performance Venues 6,000 Seats and Larger

| Venue | Location | Capacity | Type |
|--------------------------------------|---------------------|----------|----------------------|
| Gexa Energy Pavilion | Dallas, TX | 19,878 | Amphitheatre |
| The Cynthia Woods Mitchell Pavilion | The Woodlands, TX | 16,015 | Amphitheatre |
| Ford Park Pavilion | Beaumont, TX | 14,000 | Amphitheatre |
| Austin360 Amphitheater | Austin, TX | 13,756 | Amphitheatre |
| Music Mill Amphitheatre | Arlington, TX | 10,200 | Amphitheatre |
| Concrete Street Amphitheater | Corpus Christi, TX | 10,000 | Amphitheatre |
| Amphitheatre @ Lone Star Event Ctr. | Lubbock, TX | 7,500 | Amphitheatre |
| The Backyard | Austin, TX | 7,500 | Amphitheatre |
| Wolf Pen Creek Amphitheater | College Station, TX | 7,500 | Amphitheatre |
| RiverStage | San Angelo, TX | 7,000 | Amphitheatre |
| Smart Financial Centre At Sugar Land | Houston, TX | 6,400 | Auditorium / Theatre |
| Verizon Theatre At Grand Prairie | Grand Prairie, TX | 6,333 | Auditorium / Theatre |
| Billy Bob's Texas | Fort Worth, TX | 6,000 | Club |

Source: Pollstar, Hunden Strategic Partners

Convention Trends & Facilities

Convention/Meeting Trends

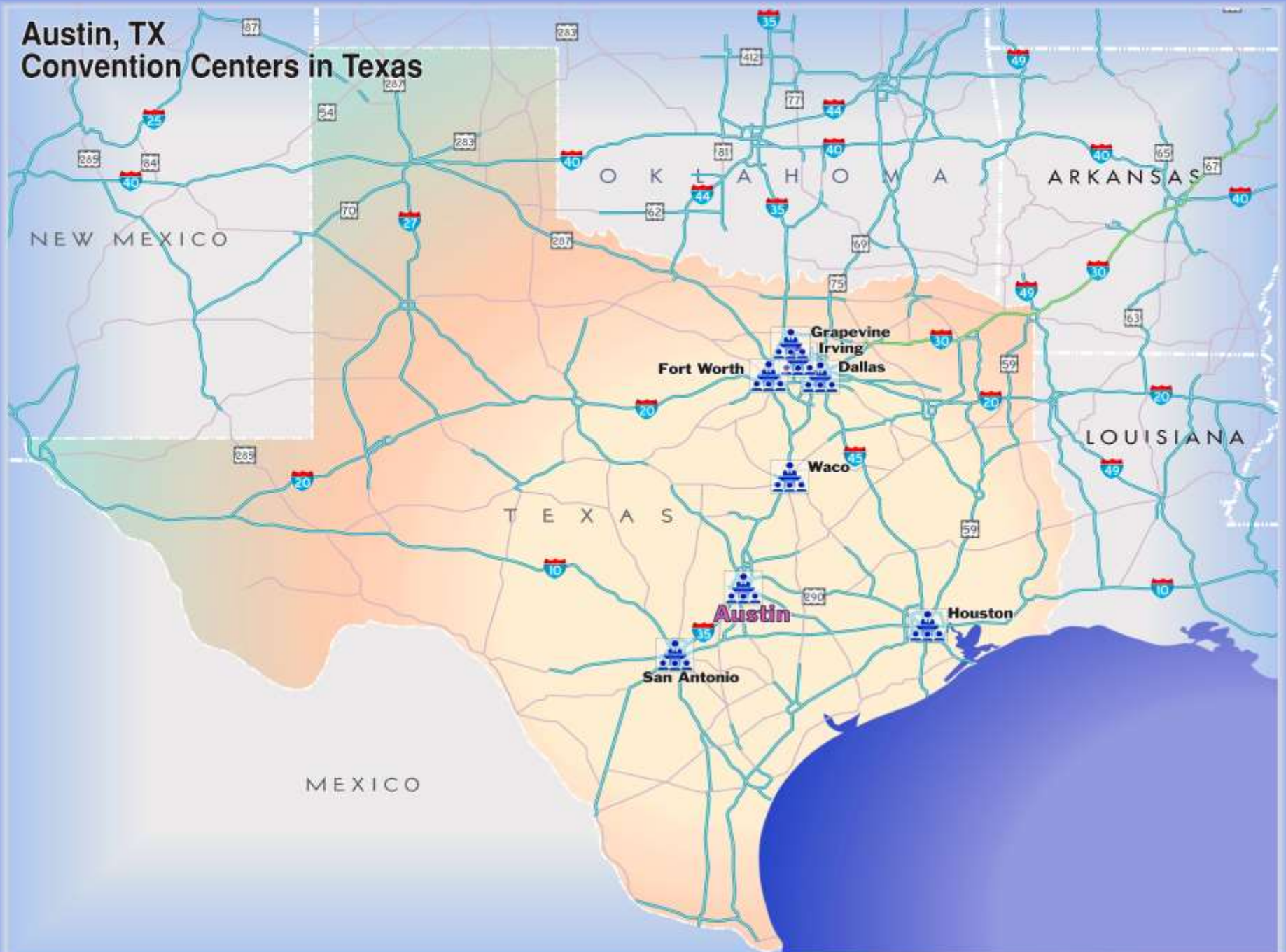
- Convention Center is at full capacity
- Performing better than national market
- Pushing events out to other facilities
- New hotels help

Statewide Convention/Meeting Facilities

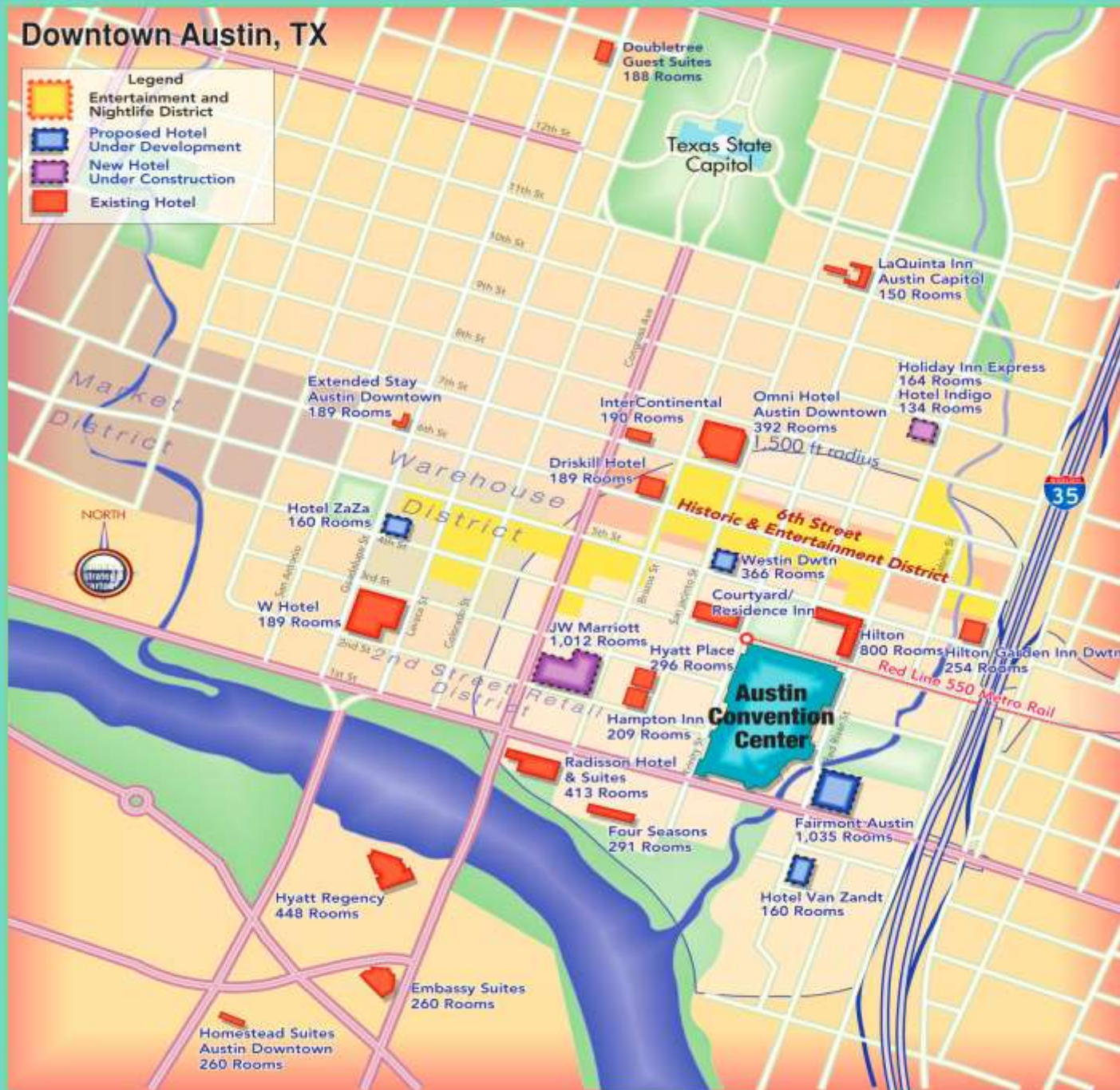
| Statewide Convention Centers | | | | | | | | |
|---|-------------|-------------------------|----------------|----------------|-----------------------|------------------------|-----------------|-------------------------|
| Facility | City | Total Function Space | Exhibit Space | Ballroom Space | Meeting Room Space | Arena/Theater Space | Walkable Hotels | Walkable Hotel Rooms |
| Kay Bailey Hutchison Convention Center | Dallas | 1,383,190 | 949,526 | 65,129 | 97,245 | 271,290 | 6 | 3,183 |
| George R. Brown Convention Center | Houston | 989,689 | 862,000 | 31,590 | 96,099 | -- | 6 | 3,278 |
| Henry B. Gonzalez Convention Center | San Antonio | 616,367 | 423,769 | 89,102 | 103,496 | -- | 30 | 8,911 |
| Austin Convention Center | Austin | 366,893 | 246,097 | 63,928 | 56,868 | -- | 14 | 5,866 |
| Fort Worth Convention Center | Fort Worth | 340,253 | 227,613 | 28,160 | 58,520 | 25,960 | 8 | 1,867 |
| GaylordTexan Resort & Convention Center | Grapevine | 286,439 | 179,280 | 59,372 | 47,787 | -- | 1 | 1,511 |
| Irving Convention Center | Irving | 85,261 | 48,576 | 26,104 | 10,581 | -- | 3 | 839 |
| Waco Convention Center | Waco | 83,358 | 48,300 | 13,818 | 18,003 | 3,237 | 2 | 348 |
| Average | | 518,931 | 373,145 | 47,150 | 61,075 | -- | 9 | 3,225 |

Source: Hunden Strategic Partners

Austin, TX Convention Centers in Texas



Downtown Austin, TX



Local Major Meeting Hotel Facilities

| Austin Major Meeting Hotels | | | | | | |
|--|------------|----------------------|---------------|----------------|--------------------|--------------|
| Property | Rooms | Total Function Space | Exhibit Space | Ballroom Space | Meeting Room Space | Misc. |
| JW Marriott Austin | 1,012 | 108,793 | 23,175 | 53,200 | 32,418 | -- |
| Fairmont Austin* | 1,035 | 106,000 | TBD | TBD | TBD | UC |
| Hilton Austin Convention Center | 800 | 66,917 | -- | 41,128 | 25,789 | -- |
| Renassance Austin | 492 | 63,710 | 30,300 | 14,184 | 19,226 | Auditorium |
| AT&T Executive Education and Conference Center | 297 | 47,643 | -- | 25,132 | 22,511 | Amphitheater |
| Omni Barton Creek Resort and Spa | 318 | 45,849 | -- | 11,440 | 34,409 | -- |
| Hyatt Regency Lost Pines Resort and Spa | 491 | 34,191 | -- | 23,529 | 10,662 | -- |
| Hyatt Regency Austin | 448 | 33,080 | -- | 31,958 | 1,122 | -- |
| Average | 612 | 63,273 | 26,738 | 28,653 | 20,877 | |
| *Under Construction - Approximate Figures | | | | | | |
| Source: Hunden Partners, CVENT | | | | | | |

What are the needs of the planner's events?
What do current customers want from the TCEC?

User Interviews

User Group & Event Planner Interviews

| Event/Organization | Type | Event/Organization | Type |
|---|----------------|--|-------------|
| Color in Motion | 5k Run | Vintage Glass Show | Glass |
| Colormered | 5k Run | Elgin High School | Graduation |
| 4-H Ag Extension | Animal Show | Saxet Gun Show | Guns |
| Trail of Lights | Attraction | Australian Versatility Competition | Horse |
| Golden Gloves | Boxing | Black Stallion Literacy | Horse |
| Heat Wave | Car | CAQHA Capital Area Quarter Horse | Horse |
| Lonestar Round Up Rod & Kustom Car Show | Car | Central Texas Arabian Horse Association | Horse |
| American Cheer Power | Cheerleading | Feathered Horse Classic | Horse |
| Cheer America | Cheerleading | Harris County Sherrif's Office | Horse |
| Homebuilders of Greater Austin | Chili Cook Off | Hunter Jumper Show | Horse |
| Pachanga Latino Music Festival | Concert | Bombat | Meeting |
| ACEA Fish Fry | Conference | Republic of Texas Motorcycle Rally | Motorcycle |
| Austin Kennel Club | Dog | TX Quinceaneras Expo | Quinceanera |
| Guadalupe Valley Dog Show | Dog | Rodeo Austin | Rodeo |
| Travis County Dog Kennel Club | Dog | Travis County Youth Show | Rodeo |
| Austin Doll Collectors' Society | Dolls | Driver Training ADT | Training |
| Chuys Floats | Floats | Main Attraction Entertainment - Outlaw Nationals | Truck |

Source: Hunden Partners

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User Feedback: Overview

- Users are happy with the service, layout, and maintenance, but aging complex that needs improvements
- Larger user groups have have outgrown the current facilities
- Lighting, audio, visual and digital components need improvements throughout the entire complex
- Increased rental prices in recent years have forced many users to consider other venues, mostly smaller groups
- Concessions variety, quality and pricing could be improved
 - Sharing revenues would incentivize organizers, it is currently one-sided and restrictive

User Feedback: Overview

- Alcohol policy needs adjustment as it currently deters organizers
- Noise, traffic and activity necessitates establishing relations with adjacent neighborhoods.
- Landscaping of open fields/spaces creates attractive scenes for outdoor events and enhances value for indoor users
- Ingress and egress must be improved if larger events are hosted
- Revising current security policies dictating employing city officers vs. county deputies may further attract organizers

User Feedback: Show Barn

- Overall, users are happy with the layout and offerings of the show barn, but the facility is showing its age.
- Lighting has been an issue. Additional restrooms are needed
- Additional shading is needed throughout the venue
- There are no fans to move air, resulting in unusual winds throughout the barn area
- Users must pay a premium price for an aging product
- Only venue capable of hosting many events in Austin

User Feedback: Arena

- Offers the necessities, but in need of a facelift
- Not large enough to host mainstream shows and performances
- Feels old and dirty compared to competitive facilities
- Quality of seating and audio/visual components are poor
- Cost of hauling dirt for events is extremely high compared to other facilities

User Feedback: Grounds

- Great venue to host 5K themed runs
- Parking supply is adequate for the number of attendees
- Austin is very event-heavy with runs/event, TCEC hosts many. Market is becoming over-saturated, and supply is outpacing demand
- Potentially determine rental fees on a variable cost?
- Parking surface has inconsistencies

User Feedback: Banquet Hall

- Users are typically happy with the facility
- Size has been an issue, a larger venue could attract larger events
- Additional tables, chairs, and bleachers are needed. Certain user groups believe these costs should be included
- Could improve finishes, lighting and A/V to suit more events
- Catering experiences have been positive overall, prices are getting expensive

User Feedback: Pricing

- Pricing has been a primary issue for many of the smaller user groups
- Users have seen significant increases in recent years, forcing some to move to other venues
- Not-for-profits have struggled with the increases, and some are considering canceling their events
- Larger show prices are fairly competitive within the industry

User Feedback: Rodeo

- Have outgrown the facility and prefer a new venue should be developed from scratch
- There are many issues with the current layout and design
 - Currently has 200 to 300 stalls, need thousands
 - There are no warm-up areas, a necessity for larger events
 - Quality of seats is poor
 - Don't have the ability to leverage corporate partnerships
 - Unable to offer a premium hospitality package
 - Dressing rooms are inadequate for larger acts
 - Loading and unloading is difficult
- Carnival is lucrative portion of business model, can't be forgotten

User Feedback: Rodeo

- Efficient ingress/egress is a very important component
- Can't miss a rodeo season, operate through new construction
- Expo Facility – could be two or three times larger
- Just want a stable partner with a fair agreement
- Feld Entertainment – Book events five years out
- Need a multipurpose venue for tradeshow, conventions, and livestock events

User Feedback: Rodeo

- Priority One:
 - 15,000 fixed-seat multi-purpose arena
 - Climate controlled, state-of-the-art lighting, air filtration
 - Adjoining Multi-Purpose Center
- 30 Luxury Suites
- 13 dressing rooms and production offices
- State-of-the-art audio/visual capabilities
- Private club lounges

Facility Desires: Rodeo

- Priority One:
 - 15,000 fixed-seat multi-purpose arena (plus 3,000 temporary)
 - Climate controlled, state-of-the-art lighting, air filtration
 - Adjoining Multi-Purpose Center
- 30 Luxury Suites
- 13 dressing rooms and production offices
- State-of-the-art audio/visual capabilities
- Private club lounges
- Parking: On-site - 15,000 paved, 200 RV

Facility Desires: Rodeo

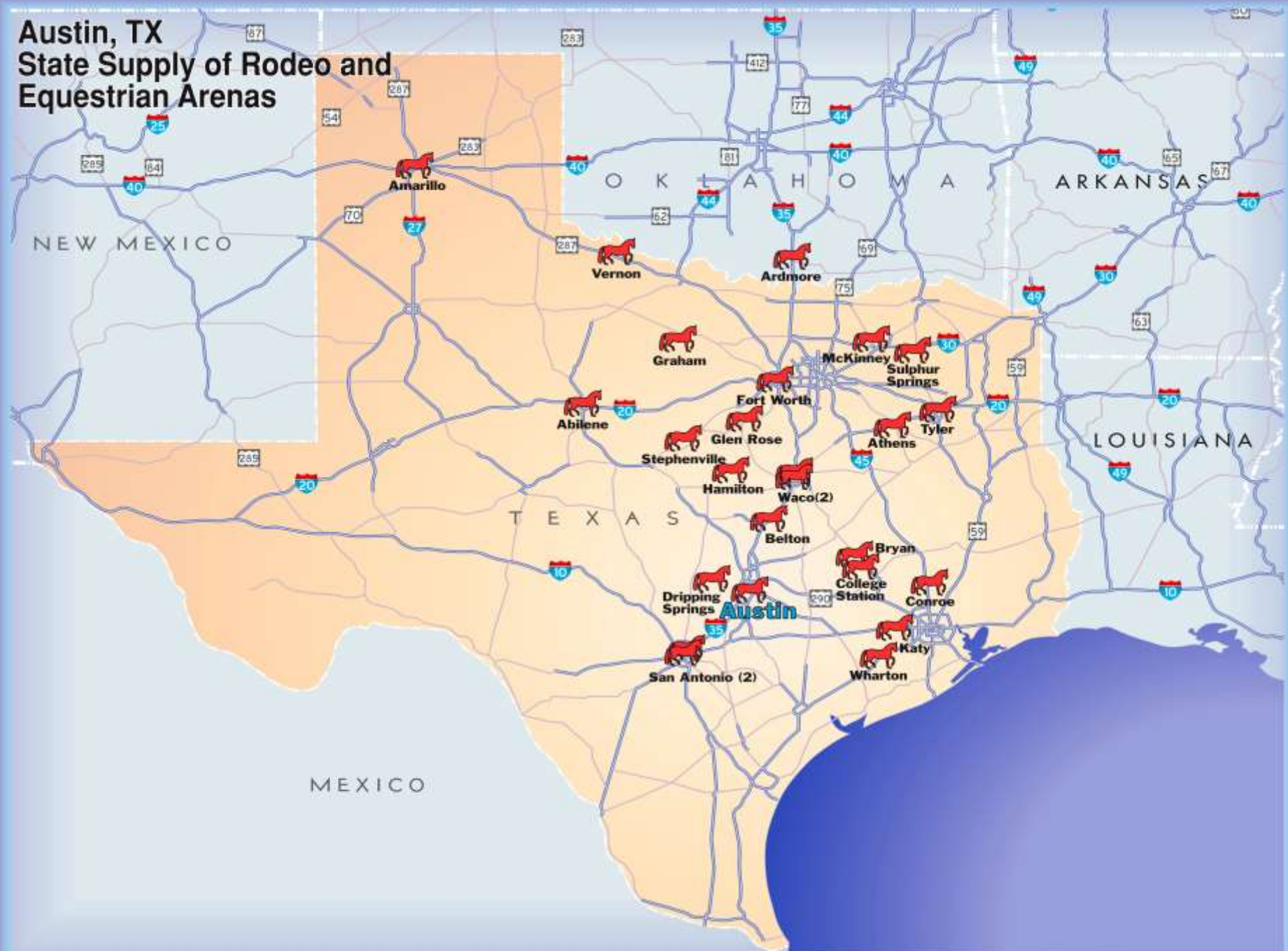
- Priority Two:
 - Two-Story Multi-Purpose Center
 - First Floor: 500k sf exhibit space, 6 divisions
 - 150k sf marshaling area (livestock unloading)
 - 30 meeting rooms
 - Indoor warm-up area
 - Elevators/Escalators
 - Second floor: 30k sf pre-function, 30k sf ballroom
 - 10k sf junior ballroom, 8 meeting rooms
 - Administrative HQ: 15k sf
- 20 Concourse TV Monitors

Facility Desires: Rodeo

- Priority Three:
 - Renovate existing facilities
 - Fairgrounds
 - Carnival and Midway: 300k sf, level, paved surface
 - All amenities underground
 - Permanent guard/paring booths at each traffic gate
 - Permanent outer perimeter fencing
- Busing: Adjoining busing station

Equestrian/Rodeo Trends and Facilities

Austin, TX State Supply of Rodeo and Equestrian Arenas



Texas Equestrian/Rodeo Facilities

| Facility Name | City |
|--|------------------|
| Bell County Expo Center | Belton |
| Brazos County Expo | Bryan |
| Circle T Arena | Hamilton |
| Dick Freeman Arena | College Station |
| Dripping Springs Ranch Park & Event Center | Dripping Springs |
| Expo Center of Taylor County | Abilene |
| Extraco Events Center | Waco |
| Great Southwest Equestrian Center | Katy |
| Hardy Murphy Coliseum | Ardmore |
| Heart O' Texas Fair Complex | Waco |
| Henderson County Fairpark Complex | Athens |
| Hopkins County Civic Center | Sulphur Springs |
| Lone Star Arena | Stephenville |
| Myers Park & Event Center | McKinney |
| San Antonio Rose Palace | San Antonio |
| San Antonio Stock Show & Rodeo | San Antonio |
| Somervell County Expo Center | Glen Rose |
| Texas Rose Horse Park | Tyler |
| The Lone Star Convention & Expo Center | Conroe |
| Travis County Expo Center | Austin |
| Tri-State Fairgrounds | Amarillo |
| Wharton County Youth Fair & Exposition | Wharton |
| Wilbarger County Event Center | Vernon |
| Will Rogers Equestrian Center | Fort Worth |
| Young County Arena | Graham |

Source: Texas Horseman's Directory, Hunden Strategic Partners

Texas Equestrian & Rodeo Facilities

Statewide Equestrian/Rodeo Facilities

- Needs of equestrian and rodeo/stock events are very different
- Most facilities in Texas are smaller, with Fort Worth the largest by a large margin
- Austin does not offer much for the equestrian community, but there is a strong desire to have facilities to host equestrian events. Value of horses and spending ability of attendees is extremely high relative to rodeo and stock
- Key is protection from rain and mud

What are comparable/competitive venues?

Comparable Rodeo and/or Equestrian Facilities

Comparable Rodeo Venues

| Venue | Location | Year Opened | Number of Arenas | Largest Arena Capacity | Number of Barns | Number of Stalls | Total Function Space |
|-------------------------------|-------------------|-------------|------------------|------------------------|-----------------|------------------|----------------------|
| AT&T Center | San Antonio, TX | 2002 | 3 | 19,000 | 4 | 2,550 | 78,857 |
| CenturyLink Center | Omaha, NE | 2003 | 1 | 18,975 | -- | TBD | 257,000 |
| Calgary Stampede | Calgary, Alberta | 1912 | 2 | 17,000 | 4 | 1,500 | 70,000 |
| Oklahoma City State Fair Park | Oklahoma City, OK | 1965 | 2 | 8,500 | 9 | 2,969 | 70,000 |
| NRG Park | Houston, TX | 1987 | 6 | 8,000 | -- | 4,000 | 1,119,800 |
| National Western Complex | Denver, CO | 1905 | 3 | 7,277 | 1 | 400 | 100,667 |
| WestWorld | Scottsdale, AZ | 1987 | 12 | 6,756 | 20 | 936 | 159,850 |
| Expo Square | Tulsa, OK | 1932 | 6 | 6,311 | 5 | 2,028 | 455,500 |
| Will Rogers Memorial Center | Fort Worth, TX | 1896 | 12 | 5,652 | 10 | 4,750 | 112,000 |
| Total | | -- | 5 | 10,830 | 8 | 2,392 | 269,297 |

Source: Various rodeo venues, Hunden Strategic Partners

Facilities may include options for: Rodeo, Equestrian & Livestock/Fairs. Needs of each use vary.

What are initial findings and recommendations?

Findings

- Austin is behind in availability, quality and condition of event facilities: rodeo, equestrian, fair, entertainment, sports, exposition
- Similar to Ft Worth, Austin can create a multi-purpose event complex to suit its growing market size
- Complex can and should anchor a revitalized east side of Austin and will host hundreds of events of all types throughout the year, supporting numerous jobs

Recommendations

- Develop Rodeo complex
- Develop equestrian complex that allows Austin to host local, state and other events
- Develop flexible arena for concerts, sports and events
- Develop quality expo space, with the ability for future phased expansion. Provide covered event areas that can accommodate events until the remainder can be enclosed.

Next Steps

- Continue to gather supply and demand data
- Refine recommendations
- Refine park recommendations
- Create models for scenarios



QUESTIONS?

Flickr Geo-tagging Map

- Blue – Local
- Red – Tourist
- Yellow - Both