

MPC Feasibility Study – Professional Services



Solicitation No.: 2022-0450R

April 26, 2022

REQUEST FOR QUALIFICATIONS

Strategic Plan Goal:

No. 3 Promote the Visual Image of El Paso

3.1 Improve the visual impression of the community

No. 4 Enhance El Paso's Quality of Life through recreational, cultural and educational environments

2 Nov. 9th Council Directive:

November 9, 2021

Motion made by Representative Salcido, seconded by Representative Rivera, and unanimously carried to **DIRECT** the City Manager or designee to hire a consultant such as **ARCHITECTS, URBAN DESIGNERS, ENGINEERS** and to include studies such as an **ECONOMIC IMPACT ANALYSIS** and **PROGRAMMING OPERATIONS**; execute all contracts and amendments to develop the following information: **PROJECT CONCEPT; PARTNERSHIP OPPORTUNITY** guidelines including **PUBLIC-PRIVATE PARTNERSHIP SPECIFICATIONS**; and **FINANCIAL MODEL** to include estimate of **CAPITAL COSTS AND OPERATING COSTS** which is in compliance with all court rulings and legal decisions to **INCORPORATE PRESERVATION OF HISTORIC BUILDINGS** and to **PRESERVE HISTORIC CHARACTER** and to **DIRECT** staff to return with recommendations on how to **SAFEGUARD DAMAGED BUILDINGS** and options for funding sources in ways to align with the Temporary Restraining Order (TRO).

REQUEST FOR QUALIFICATIONS

- Nov. 9 – Council Action directs City to hire consultant for feasibility study
- Jan. 14 – RFQ issued
- Feb. 8 – 10 Submittals received
 - All offerors with local teaming partners





Gensler TEAM

Site/Program/Urban Design/Master Plan – Gensler

Market/Economic Assessment – CSL/Legends

Architectural/Structural Assessment – Countryman & Co.

Walter P. Moore/Mijares-Mora/Rider Levett Bucknall Ltd.

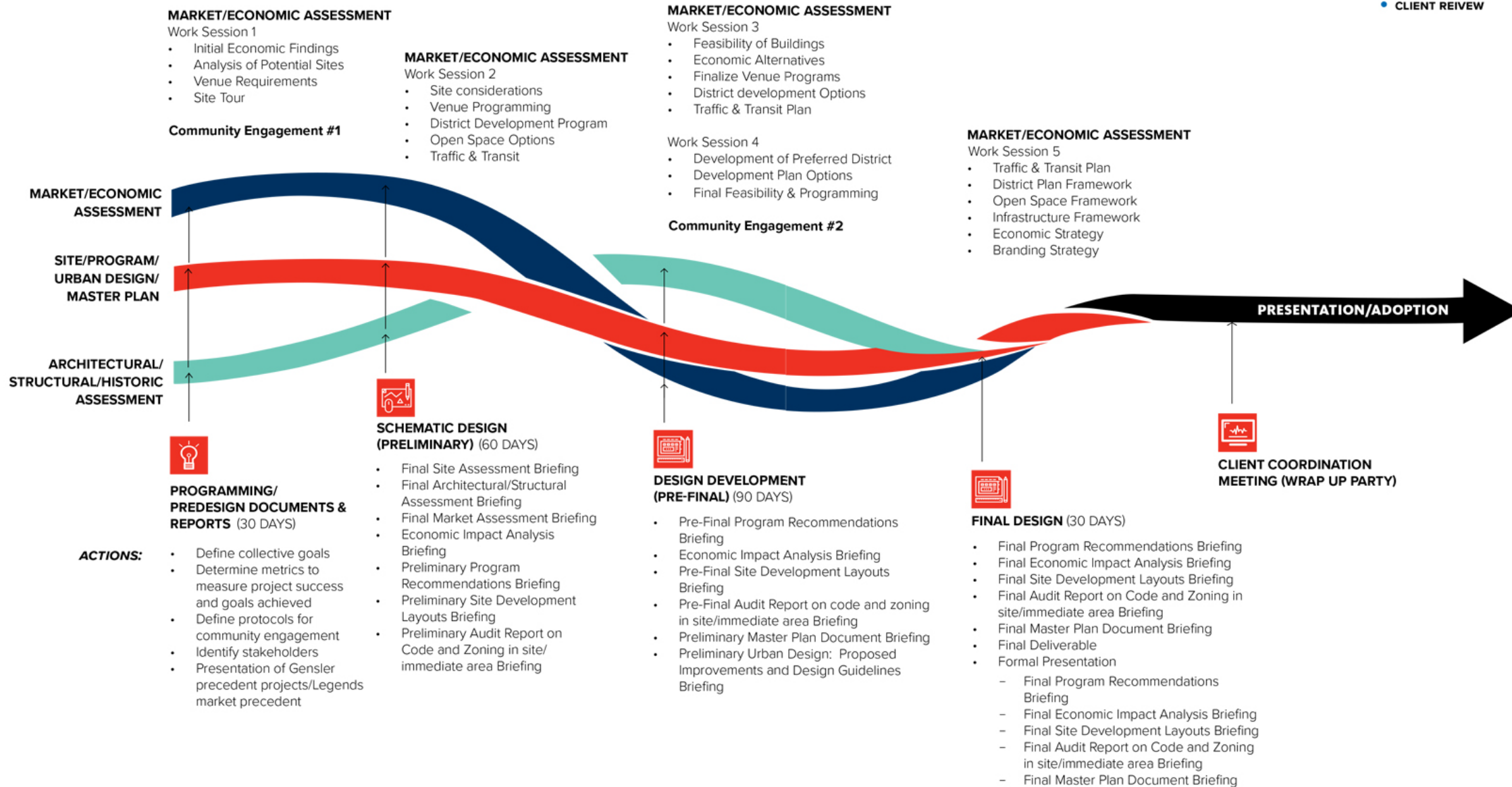
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SCOPE OF WORK:



CLIENT/COMMUNITY
TOUCHPOINTS:

• WEEKLY MEETING
• CLIENT REVIEW



7 MARKET/ECONOMIC ASSESSMENT

ECONOMIC IMPACT ANALYSIS

FINANCIAL MODEL

PUBLIC-PRIVATE PARTNERSHIP SPECIFICATIONS



- Confirm Goals, Objectives and desired Deliverables
- Review previous pertinent studies & develop detailed case studies of recently-built arenas:
 - Operation models
 - seating capacity
 - program elements
 - project costs & funding sources
 - financial performance
 - best practices & lessons learned.
- Assess local market conditions for short- and long-term market potential



8 MARKET/ECONOMIC ASSESSMENT

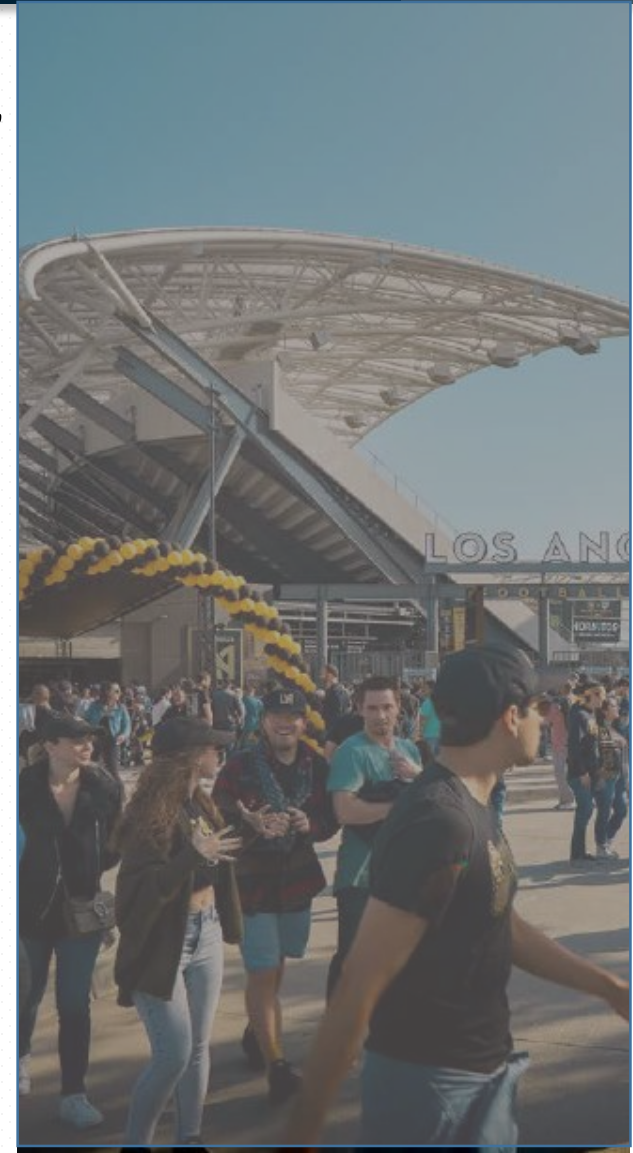
ECONOMIC IMPACT ANALYSIS

FINANCIAL MODEL

PUBLIC-PRIVATE PARTNERSHIP SPECIFICATIONS



- Interview event promoters (i.e. sporting events, concerts, family shows, trade shows etc.
 - Determine interest & program requirements
- Recommend key building program elements
 - Seating capacity & configurations
 - Hospitality areas
 - Merchandise and concessions
 - Restrooms, storage & parking
- Develop detailed financial projections
 - Based on planned program and historical operations
- Estimate the economic and fiscal impacts anticipated
 - Direct/indirect spending, jobs, earnings and tax revenues.



9 MARKET/ECONOMIC ASSESSMENT

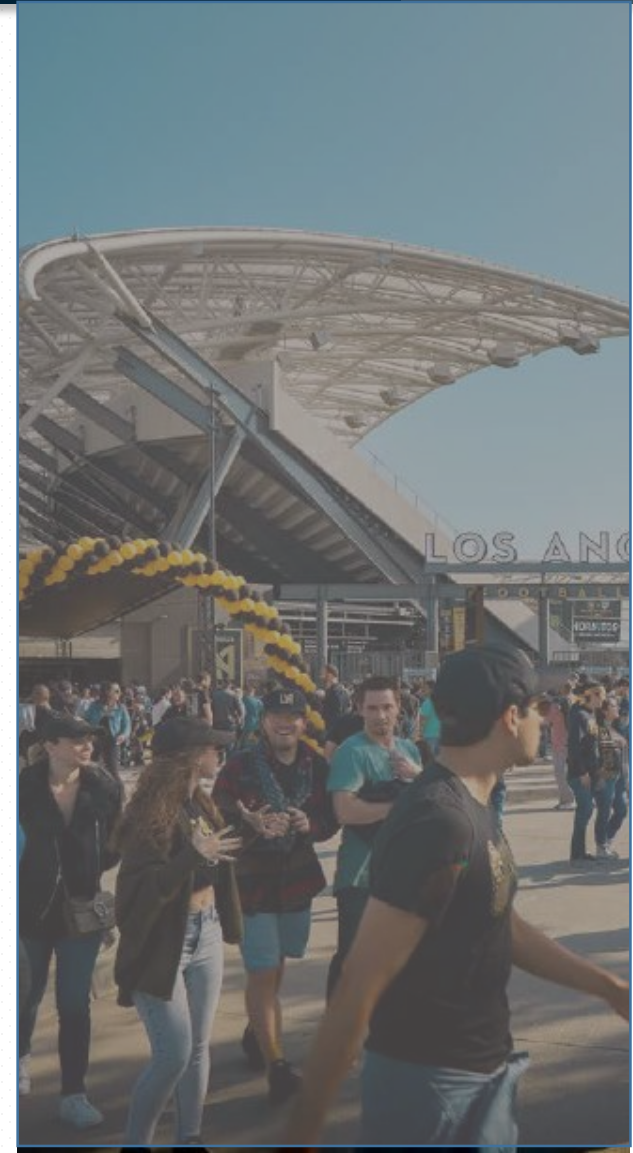
ECONOMIC IMPACT ANALYSIS

FINANCIAL MODEL

PUBLIC-PRIVATE PARTNERSHIP SPECIFICATIONS



- Develop various funding models
- Develop summary report containing research, analysis, projections & recommendations
- Identify potential regional markets
- Identify opportunities for reimagining of a one-use facility into a multi-use site development:
 - indoor and outdoor spaces
 - Incorporating existing built environment
- Provide input on El Paso's culture, local conditions and sense of place.



10 WORK SESSIONS

5 Work Sessions to cover:

- *Economic Findings*
- *Analysis of Potential Program Siting*
- *Venue requirements/programming*
- *District development*
- *Open space options*
- *Feasibility of buildings*
- *Community Engagement*
- *Traffic & transit plan*
- *Infrastructure framework*
- *Economic & Branding strategy*





- Research and document zoning, building code and accessibility codes applicable to project and future proposed development.
- Coordination with respective city departments on zoning
- Research & coordinate with local utility companies

HISTORIC PRESERVATION ADAPTIVE RE-USE

INCORPORATE PRESERVATION
OF HISTORIC BUILDINGS
PRESERVE HISTORIC CHARACTER



- Distill and analyze previous studies and current conditions
- Generate design strategies & case studies specific to existing structures
- Community engagement
- Coordinate with pertinent authorities on proposed design strategies
- Leverage cultural and historical knowledge in brand development
- Work collaboratively with creative team to find feasible adaptive re-use solutions to enhance project experience



13 COST ESTIMATES

CAPITAL COSTS AND OPERATING COSTS
PARTNERSHIP OPPORTUNITY



- Feasibility cost estimate for each project milestone:
 - Schematic Design Phase I
 - Design Development Phase II
 - Final Design Phase III



14 COMMUNITY ENGAGEMENT



Engagement Strategy: combination hybrid meetings and robust online presence.

- Phase I & II:
 - Stakeholder interviews
 - Citizen Steering Committee work session
 - Community Member Survey and sessions
- Phase III & IV:
 - Steering Committee feedback for validation
 - Update to the community



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PROJECT SCHEDULE & COST:



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PROJECT SCHEDULE

Notice To Proceed	5/9/2022		
Weekly Monday Meetings			
Predesign Documents and Reports Phase (Pre-Design) PD	30 days	5/9/2022	6/17/2022
Work Session #1 / Kick-off Session			
Community Engagement Meeting/Report #1			
Work Session #2			
Schematic Design Phase (Preliminary) SD	60 days	6/20/2022	8/19/2022
Work Session #3			
Community Engagement Meeting/Report #2			
Cost Estimate			
Schematic Design Report Submission			
Design Development Phase (Pre-Final) DD	90 days	8/22/2022	12/2/2022
Work Session #4			
Community Engagement Meeting/Report #3			
Cost Estimate			
Design Development Report Submission			
Final Design Phase FD	30 days	12/5/2022	1/13/2023
Work Session #5			
Formal Presentation			
Cost Estimate			
Final Submissions			

17 COST OF SERVICES

Market/Economic Assessment/Project Concept:	\$393,360
Operations/funding models/partnerships:	\$287,000
Zoning/Bldg. Code/Accessibility:	\$ 27,211
Structural/Civil/MEP:	\$ 23,000
Historic Preservation/Adaptive-Re-use:	\$ 25,090
 Total services:	 \$ 755,661
Expenses:	\$ 43,000
TOTAL	\$ 798,661



That the City Manager be authorized to sign an Agreement for Professional Services by and between the City of El Paso and Gensler & Associates Inc. For the project known as Feasibility Study for the Multi-Purpose Performing Arts and Entertainment Center for an amount not to exceed \$798,661.00.

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QUESTIONS ?

