

MPC FEASIBILITY & PROGRAMMING STUDY UPDATE

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

EXPAND YOUR PALETTE AT THE ART SPOT

Consider a varied arts-focused environment for curation, creation, and exploration. View different art displays and performances by locals or create your own artwork.



Gensler

COOL OFF AT THE DOWNTOWN OASIS

Consider an accessible space for patrons of all ages to cool off in and around refreshing water features and displays.



Gensler

Agenda

- 1 Previous Work Completed
- 2 Preliminary Market Assessment: Key Findings & Preliminary Figure Ground Studies
- 3 Feasibility Report of Existing Bldgs.
- 4 Upcoming Milestones & Project Schedule



Council Directive

Council approved the study in April 2022 by hiring Gensler and

Associates, an architect-led consulting team, to continue a positive

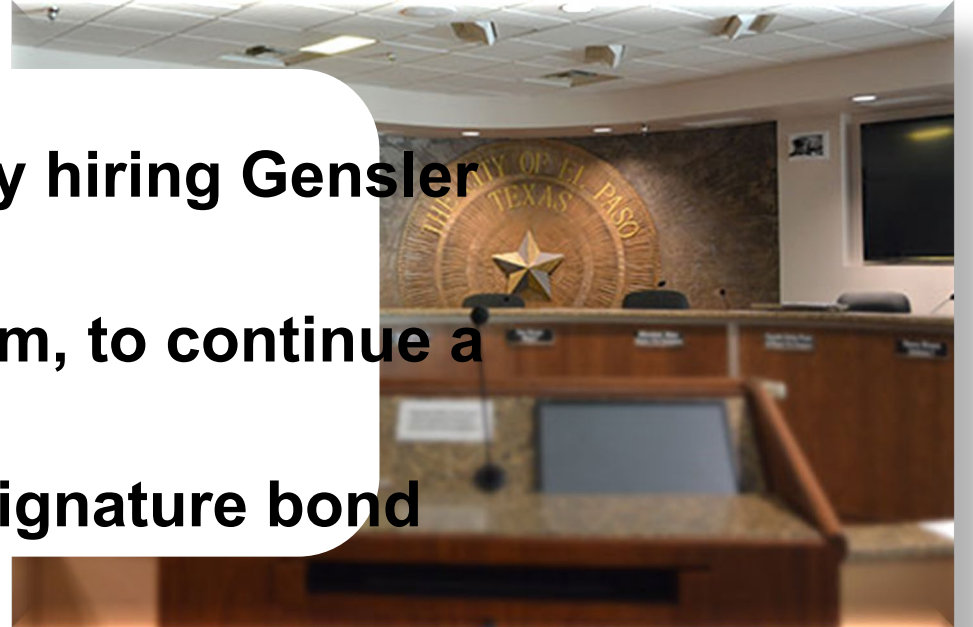
step forward in the City's voter-approved signature bond project.

The multi-phase study kicked off in May 2022.

Results are expected to be presented to Council in early 2023.

The professional services agreement awarded to Gensler and Associates will explore:

- Financial models that include estimates of capital and operating costs
- Public-private opportunities



The 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.

Gensler

- Brian Nicodemus
- Barry Hand
- Kim Dresdner
- Bonnie Reese
- Kevin Turner

 **LEGENDS**

- Michael Delano (LPD)
- Jay Lenhardt (CSL)
- Adam Kerns (CSL)

**EP
TX**
CITY OF EL PASO

City of El Paso

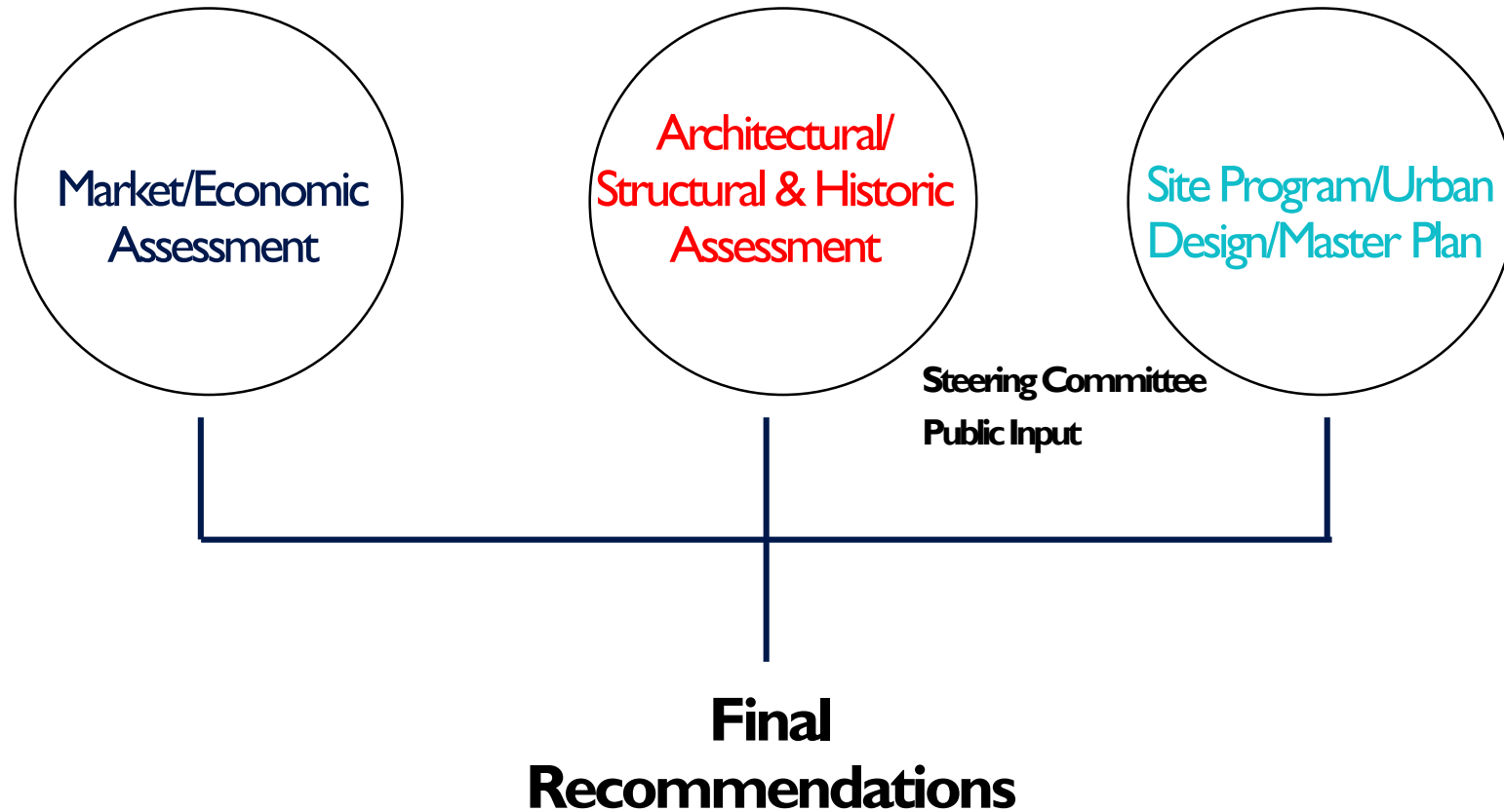
- Daniela Quesada
- Daniel Garcia
- Marcella Attolini
- Appolonia Roldan
- Tammy Fonce

I. Work Completed

- Steering Committee work session 1 & 2
- Vision Statement & Guiding Design Principles
- First Public Meeting: Process & Vision
- Local Stakeholder Interviews / Council briefings
- Preliminary Market Assessment: Key Findings
- Preliminary Exist. Bldg. Feasibility Assessment



I.1 Process and Approach

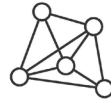


1.2 Guiding Design Principles



Authentic

Retain connections to history and enable organic growth.



Integrated

Take cues from the existing neighborhood scale and context to be connecting and enhancing.



Generative

Provide new community assets and resources and grow new businesses and connections.



Flexible

Draw people from morning till night with spaces that can serve different needs at different times.



Inviting

Welcome people from different walks of life with many ways to access and engage.



Vibrant

Celebrate El Paso's rich culture and natural beauty.

2. Preliminary Market Assessment: Key Findings



Stakeholder Engagement



Local Market Conditions



Competitive Landscape



Comparable Benchmarking



Promoter Outreach & Estimated Utilization

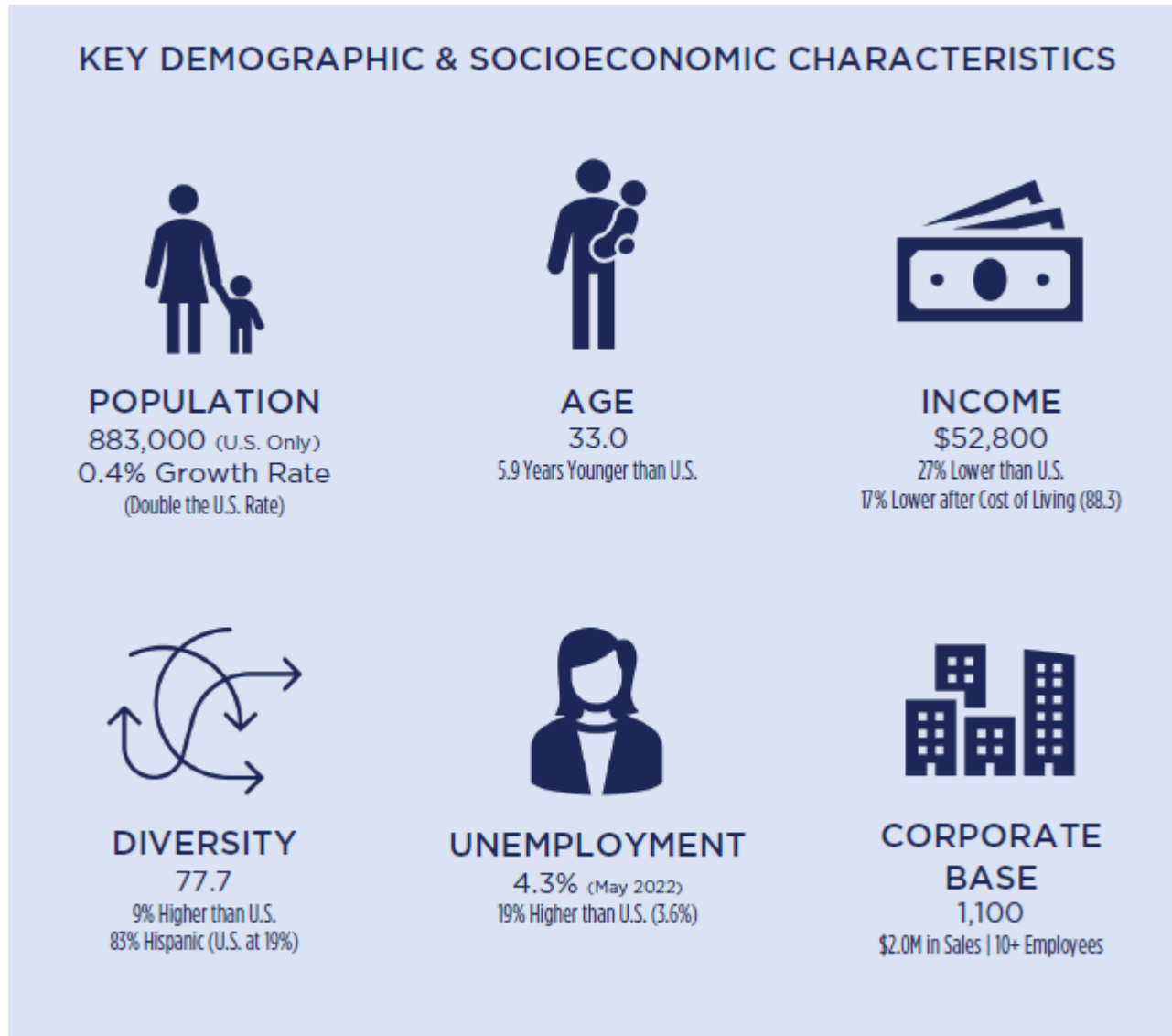


Building Program Evaluation*
*In Progress

2.1 Local Market Conditions

KEY TAKEAWAYS:

- **Young population-** strong base for entertainment events
- **Access to Juarez Market-** Additional regional market;
- **High Diversity-** Programming should be geared to cater to diverse population
- **Income Analysis-** spending propensity needs to be further analyzed when considering discretionary income available



Source: ESRI, Hoovers.

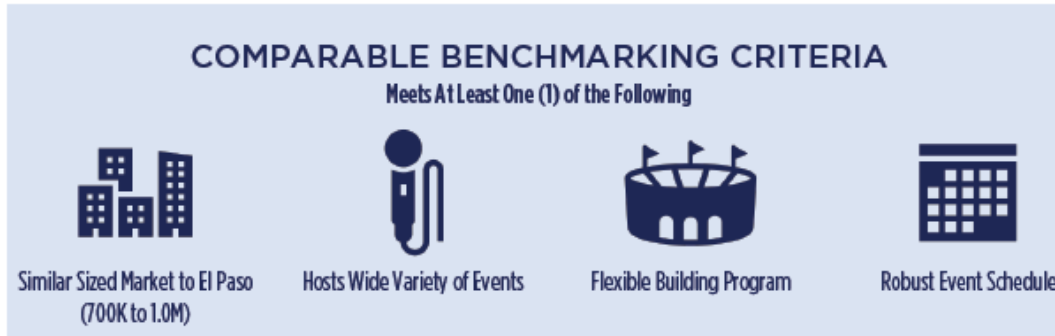


2.2 Competitive Market : 8,000-10,000 seat facility gap



KEY TAKEAWAY
 There are multiple market gaps for modern entertainment venues within the greater El Paso market, including both for mid-sized venues (3,000 to 8,000) and large-scale venues (10,000+)

2.3 Comparable Benchmark



| Comparable Facilities | | | | | | |
|------------------------|----------------|-------------|------------------|-----------------|--------------------------|-------------------|
| Venue | Location | Year Opened | Outdoor Capacity | Indoor Capacity | Historical Project Costs | Market Population |
| Arena | | | | | | |
| PPL Center | Allentown, PA | 2014 | -- | 8,500 | \$177.0 M | 846,000 |
| Stockton Arena | Stockton, CA | 2005 | -- | 11,800 | \$68.0 M | 768,000 |
| CHI Health Center | Omaha, NE | 2003 | -- | 18,320 | \$291.0 M | 954,000 |
| Average | | 2007 | -- | 12,873 | \$178.7 M | 856,000 |
| Hybrid Facility | | | | | | |
| Toyota Music Factory | Irving, TX | 2017 | 8,000 | 4,000 | \$50.0 M | 7,694,000 |
| KEMBA Live! | Columbus, OH | 2001 | 5,200 | 2,300 | \$5.5 M | 2,138,000 |
| Stage AE | Pittsburgh, PA | 2010 | 5,500 | 2,400 | \$13.0 M | 2,309,000 |
| Average | | 2009 | 6,233 | 2,900 | \$22.8 M | 4,047,000 |

2.3 Comparable Benchmark: Arena



PPL CENTER

Location: Allentown, PA

Year Opened: 2014

Owner: City of Allentown

Operator: OVG

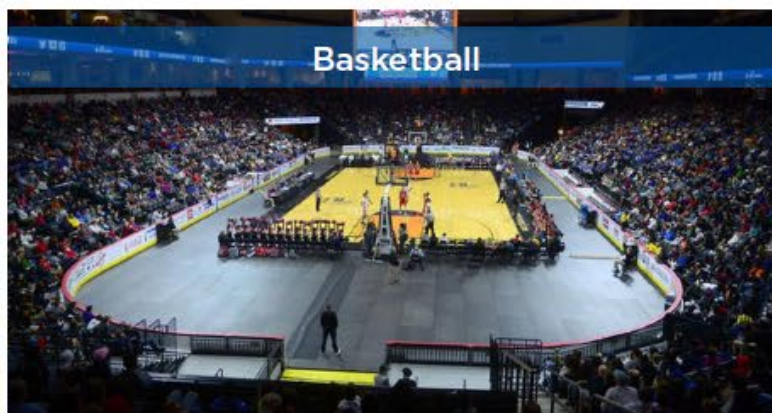
Concert Capacity: 10,500

Hockey Capacity: 8,420

Cost: \$177M - 2014



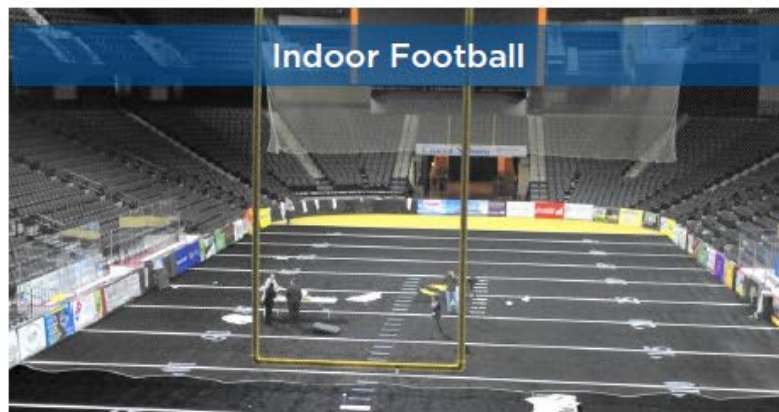
Monster Jam



Basketball



Disney on Ice



Indoor Football



Private Events - Arena Floor



Private Events - The Morning Call Club

2.3 Comparable Benchmark: Hybrid Facility



TOYOTA MUSIC FACTORY

Location: Irving, TX

Year Opened: 2017

Owner: ARK Group

Operator: Live Nation

Outdoor Capacity: 8,000

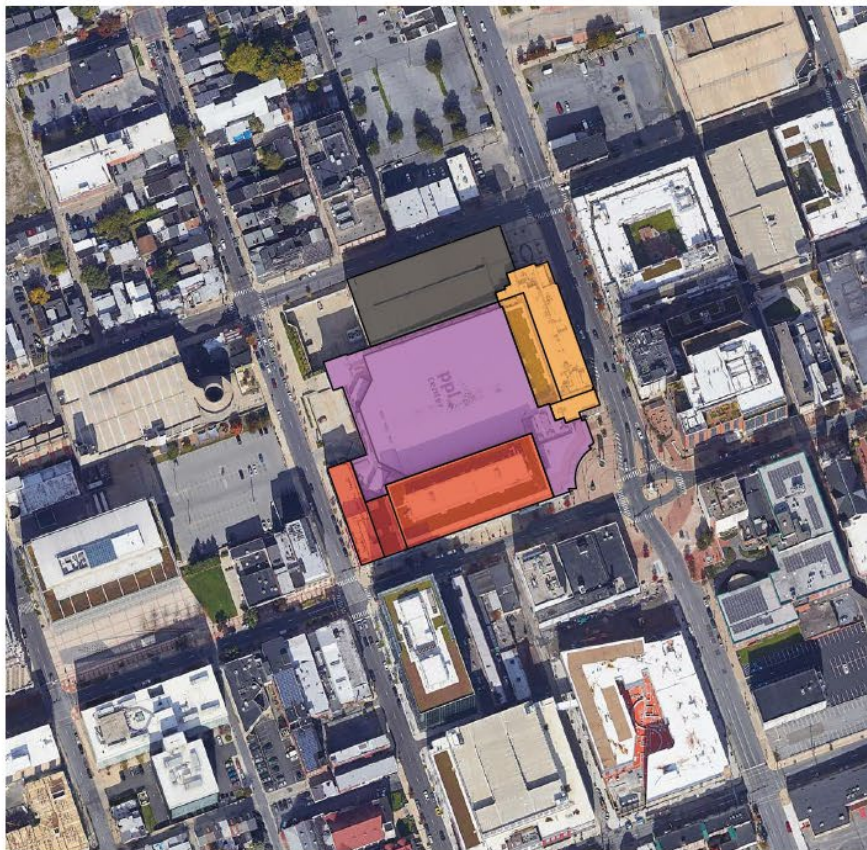
Indoor Capacity: 4,000

Cost: \$50M - 2017

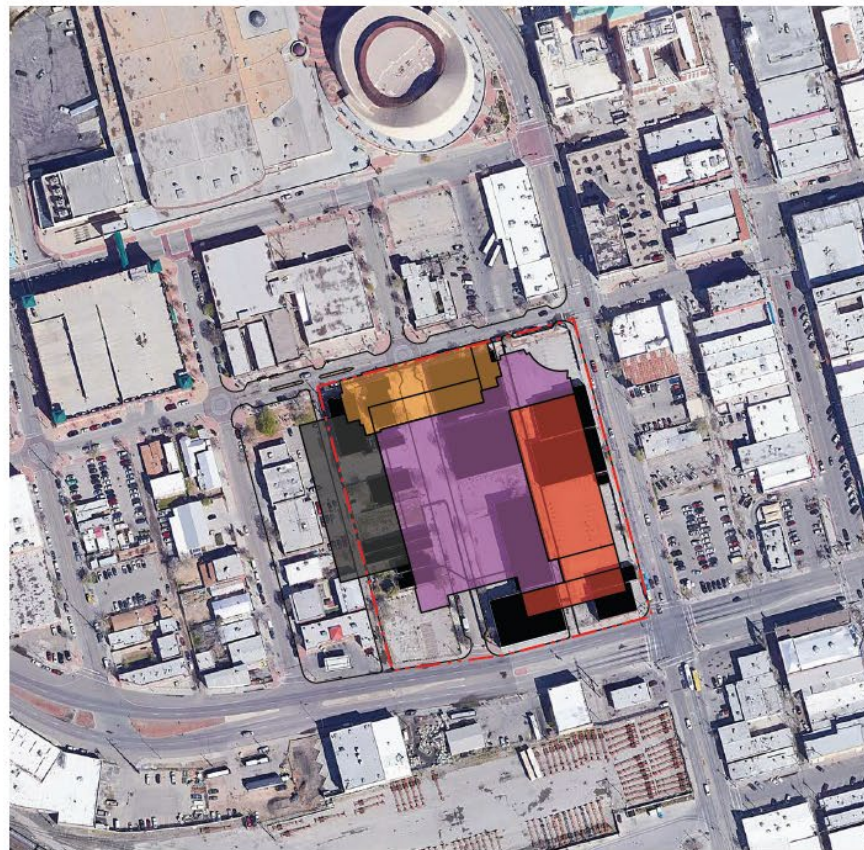


2.3 Comparable Figure Ground Studies

PPL CENTER - ALLENTOWN, PA



PPL CENTER ON EL PASO SITE



- VENUE
- SUPPORT - RETAIL
- SUPPORT - HOTEL
- SUPPORT - STRUCTURED PARKING



2.3 Comparable Figure Ground Studies

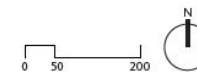
TOYOTA MUSIC FACTORY - IRVING, TX



TOYOTA MUSIC FACTORY ON EL PASO SITE



- VENUE - INDOOR SPACE
- VENUE - LAWN SPACE
- SUPPORT - RETAIL



2.4 Promoter Outreach

KEY PROMOTER FEEDBACK



Strong Market Need for a New Venue

Promoters largely agreed that the El Paso market could be better served by the development of a new entertainment venue



Limited Market Competition

There are no venues in the El Paso area that would be directly competitive with the proposed Performance Center. Promoters indicated demand for a mid-sized flexible venue with capacity between 6,000 and 8,000 or a larger arena between 10,000 and 14,000



Ideal Tour Routing

El Paso is ideally situated geographically to pick up event utilization routing between the Dallas/Austin and Phoenix corridor



Desire for Multi-Purpose / Flexible Venue

Promoters indicated a desire for a flexible venue capable of hosting a wide range of events at various levels of capacity



Juárez Potential

The direct proximity of the Juárez market could provide a unique marketplace for Performance Center events, including many Latin/Mexican entertainment acts



Potential for Redevelopment of Downtown

Multiple promoters noted that the development of the proposed Performance Center could directly lead to the redevelopment and revitalization of the identified site in downtown

PREFERRED EVENT TYPES



Concerts

Promoters indicated a strong market for concerts in general, but particularly emphasized Latino and EDM performers.



Family Shows

Family shows promoters indicated strong interest, noting they would perform in the market every year with multi-show stops

3. Preliminary Existing Bldg. Feasibility Assessment

Summary of work completed:

- Coordination with all Potential Authorities having Jurisdiction
- On-site visits of all buildings completed
- Draft report of Preliminary Existing Buildings' Feasibility
- Figure Ground Diagrams of Site & Access

Upcoming Milestones:

- Structural Engineering Report
- Final report of Existing Buildings' Feasibility

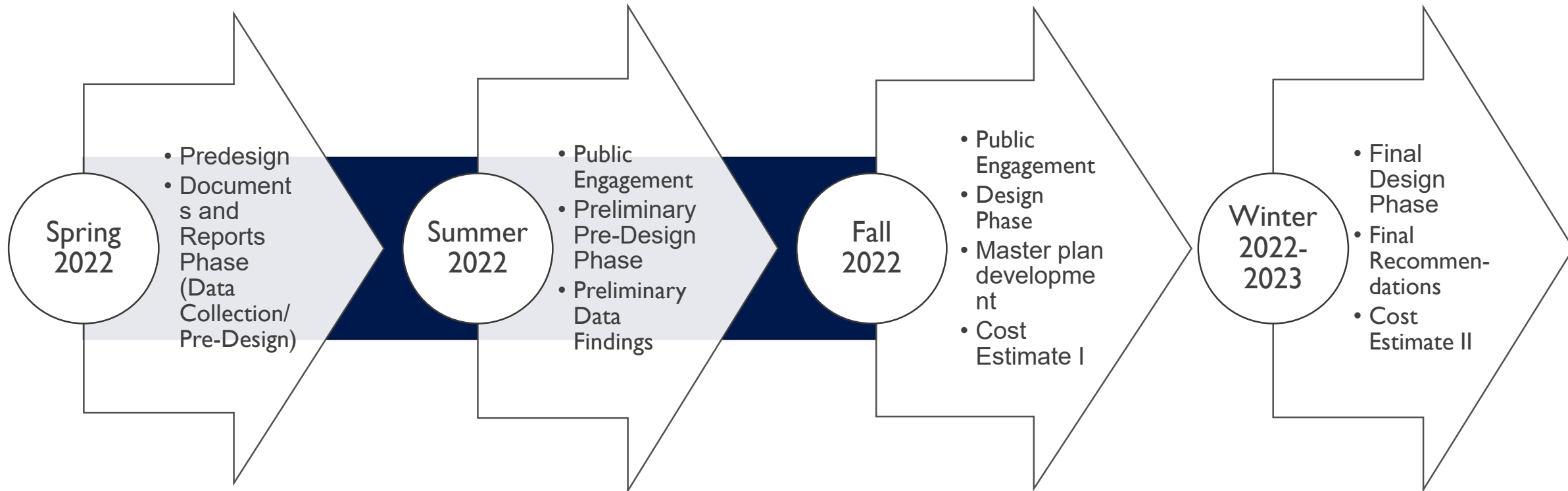


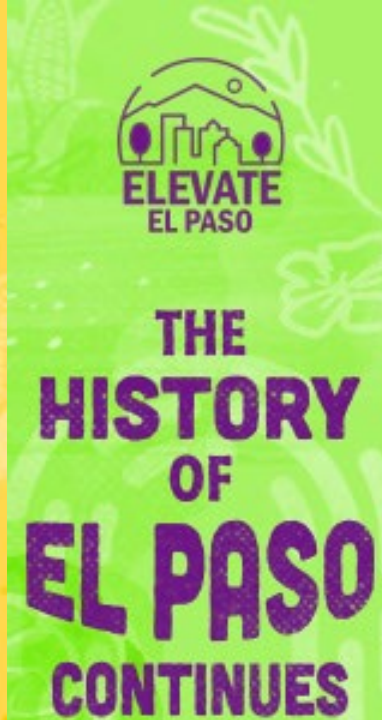
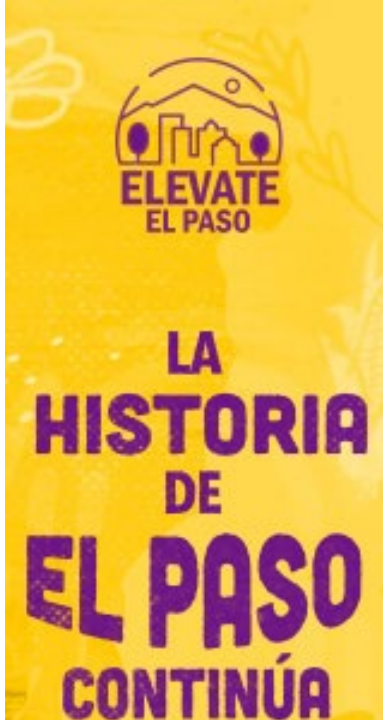
4. Next Steps & Milestones



4.1 Project Schedule

NTP 05/09/2022





THANK YOU QUESTIONS?

<https://www.elev8ep.com/calendar-events-mpc>



Imaginemos juntos
el futuro de Union Plaza.

Let's imagine the future
of Union Plaza together.