

Memorandum



CITY OF DALLAS

DATE October 12, 2022

TO Honorable Mayor and Members of the City Council

SUBJECT **Synopsis for the November 8, 2022 Special Called Election**

Attached please find a synopsis (**Attachment – A**) of facts about the Kay Bailey Hutchison Convention Center Dallas (KBHCCD) Master Plan and Fair Park in advance of the special called election on November 8, 2022.

Should you have any questions, please contact Rosa Fleming, Director, Convention and Event Services, at 214.939.2755 or rosa.fleming@dallas.gov.

A handwritten signature in blue ink, appearing to read 'M. Al-Ghafry'.

Majed A. Al-Ghafry, P.E.
Assistant City Manager

c: T.C. Broadnax, City Manager
Chris Caso, City Attorney
Mark Swann, City Auditor
Biliera Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizer Tolbert, Deputy City Manager
Jon Fortune, Deputy City Manager

M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager
Dr. Robert Perez, Assistant City Manager
Carl Simpson, Assistant City Manager
Jack Ireland, Chief Financial Officer
Genesis D. Gavino, Chief of Staff to the City Manager
Directors and Assistant Directors

ATTACHMENT A

KAY BAILEY HUTCHISON CONVENTION CENTER DALLAS (KBHCCD) MASTER PLAN AND FAIR PARK SYNOPSIS

PROCUREMENT, CONTRACTS, AND TIMELINE

- Master planning contract with WSP USA, Inc. (WSP) was approved by City Council on January 27, 2021.
- Master planning process began the third week of February 2021.
- WSP was selected through a Request for Qualifications/Request for Proposals process conducted in coordination with multiple stakeholders and 14 city departments:
 - The initial contract approved by Resolution No. 21-0245 on January 27, 2021 for \$4.89M
 - A 1st supplemental agreement increased the contract amount by \$64,500 to \$4.95M by administrative action 21-6017 on August 12, 2021.
 - A 2nd supplemental agreement approved on November 19, 2021 extended the contract term with no cost consideration to July 28, 2023 by administrative action 21-6604.
 - A 3rd Supplemental Agreement approved by City Council on May 11, 2022 Resolution No. 22-0732:
 - increased the contract amount by \$1,157,674.50 for additional expenses related to professional services performed for the 3C West of Lamar alternative, adopted by City Council by Resolution No. 22-0334, on February 9, 2022; and
 - provided for additional transportation and land use planning and public meeting services.
 - Draft master plan deliverables were provided by WSP to Convention and Event Services staff and city leadership on September 8, 2022, with a follow-up document provided on September 30, 2022.
- On February 9, 2022 City Council requested additional analysis due in November 2022 to address the following key considerations related to the selected 3-C West of Lamar concept:
 - Coordination of proposal with TxDOT and I-30 Canyon Project;
 - Coordination of proposal with Rail Corridor stakeholders;
 - Development and refinement of KBHCCD, Memorial Arena, and The Black Academy of Arts and Letters (TBAAL) programming and requirements;
 - Site definition related to geotechnical analysis, land survey, utility analysis, and public rights of way for new and existing streets;
 - Refinement of master plan concept and identification of any potential concept alternatives to address any identified site constraints; and
 - Development of overall project schedule to include project phasing to maintain current building operations, coordination with adjacent projects, and permitting milestones; and
 - Estimation of construction costs.
- An advance planning and feasibility contract for the KBHCCD Dallas Master Plan was approved on May 11, 2022 by Resolution No. 22-0742 for \$14,924,394 to address the following:
 - Advanced planning for the KBHCCD 3-C West of Lamar concept, the arena, and The Black Academy of Arts and Letters (TBAAL);
 - Feasibility of coordination on timing with the I-30 overbuild studies;
 - Recommendation of construction phasing and contracting strategies; and
 - Coordination with transportation and railroad stakeholders.
- A 1st supplemental agreement to Contract No. CCT-2022-00019207 regarding the Feasibility Study for Cadiz Street was approved on September 14, 2022 by CR 22-1349 in the amount of \$1,320,299.00 to plan alterations to Cadiz Street from Riverfront Boulevard to Botham Jean Boulevard. The study addresses the planning process, historical documentation, public involvement, planning schematic, and railroad coordination.
- A reimbursement agreement with Union Pacific Railroad (UPRR) was approved by City Council on September 14, 2022 by Resolution No. 22-1348 for an amount not to exceed \$200,000 to cover UPRR's review of the existing convention center concepts and future impacts.

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MASTER PLANNING PROCESS AND OUTCOME

- Fourteen convention center and area plan concept alternatives were identified and presented to City Council Committees:
 - Baseline/Patch and Repair – Lowest investment that would address deferred maintenance and provide for modest increases in ballroom, meeting, and kitchen space.
 - Campus-Hybrid – Mid-range investment that would involve partial retention and construction of the existing convention center.
 - Expansion Alternatives – Higher investment and included two alternatives:
 - 3-D Underground – complete demolition and expansion of the existing convention center with the construction of the exhibit floor (800,000 ft²) below grade. The ballroom and meeting space would be constructed above grade.
 - 3-C West of Lamar – partial demolition of the existing convention center to allow expansion and construction of a new facility west of Lamar Street.

3C-West of Lamar Concept

- Allows the existing convention center to remain throughout construction;
- Adds approximately 430k square feet of programmable space within the building;
- Adds approximately 400k square feet of programmable outdoor space;
- Once the convention center construction is completed, there will be approximately 30 acres of available land to be developed; and
- Concept maintains TBAAL and the Dallas Memorial Arena.

Public/Stakeholder Engagement

- From February 2021 through September 30, 2022, 4,500 individuals from the public, agencies, and other stakeholders have participated in the public involvement for the project:
 - Five Public Meetings
 - Hybrid Public Meeting/Symposium (Scheduled for September 2022)
 - Two MetroQuest Public Surveys
 - Two ADA Public Meetings
 - Two Telephonic Town Hall Meetings
- Dynamic English and Spanish project website developed:
 - Launched March 1, 2021
 - Total Site Visits: 6,800
 - Total Unique Visitors: 5,400
 - Total Page Views: 15,000
 - Year-to-date Page Views: 7,500
- Since February 2021, the master Plan team has hosted more than 120 stakeholder meetings with key stakeholders, community groups, agency partners, advocacy and industry groups, and others. Some of these stakeholders include:
 - North Center Texas Council of Governments (NCTCOG)
 - Transportation – TxDOT, City of Dallas Transportation, etc.
 - Passenger Rail – DART, TRE, Texas Central, Amtrak, City of Dallas Streetcar
 - Freight Rail – NCTCOG, Union Pacific, BNSF, etc.
 - City of Dallas: 14 City Departments and various committees

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- The Black Academy of Arts and Letters(TBAAL)
- Trinity Park Conservancy and Trinity Corridor Local Government Corporation
- Hotel Association of North Texas (HANTX)
- Downtown Dallas, Inc.
- Developers – Matthews Southwest, Hunt Consolidated, Perkins & Will (Station Architects), Hoque Global
- Major Hotels – Omni Dallas, Hyatt Regency, Sheraton Dallas, Hilton Anatole, Renaissance Dallas, Westin Galleria, etc.
- Bell Corporation, Corgan, and Joby Aviation
- Asian American Contractor Association of Texas
- Cedars Neighborhood Association
- Construction Management Association of America (CMAA)
- Dallas Black Chamber of Commerce
- Dallas Citizens Council
- Dallas Convention Center Hotel Development Corporation Board
- Regional Hispanic Contractor Association
- Texas Trees Foundation
- The Real Estate Council

FAIR PARK

- The City Council, by Resolution No. 22-1136 on August 10, 2022, shall use good faith efforts to spend 20% of the revenues derived from the new 2% hotel tax increase for improvements to six Fair Park facilities:
 - Cotton Bowl
 - Coliseum
 - Music Hall
 - Automotive Building
 - Centennial Building
 - Band Shell
- Average age of Fair Park facilities that are planned for improvement is nearly 100 years old (92 years):
 - The Automobile Building at Fair Park was originally built in 1905 and last improved in 1986
 - The Bandshell was built in 1935 and was last improved in 2002
 - The Centennial Building at Fair Park was originally built in 1935 and last improved in 1999
 - The Coliseum was built in 1955 and was last improved in 2019
 - The Cotton Bowl Stadium was built in 1930 and was last improved in 2008
 - The Music Hall was built in 1925 and was last improved in 1999
- Fair Park is a registered National Historic Landmark.
- The anticipated improvements to Fair Park were detailed in the Fair Park Masterplan Update, approved in 2020.
- The Fair Park Masterplan Update identified \$333M in differed maintenance needs.
- A recent facility needs assessment was conducted by architect Bryan Trubey of Overland Partners. Renderings were released to the public September 8, 2022.
- The estimated \$300M in proceeds would represent the largest investment in Fair Park since the construction of the Texas Centennial Exhibition in 1936.
- Based on statistics provided to the City of Dallas by entities that organize events at Fair Park has an average 6 million visitors per year.