



# Walter E. Long Metropolitan Park Travis County Expo Center

## Market and Feasibility Study Contract Recommendation

Brian Block, Development Administrator  
City of Austin- Parks & Recreation Department

Presentation to Parks and Recreation Board

January 27, 2015



# Walter E. Long Master Plan

Updated in 1978



Acquired  
parkland in 1965

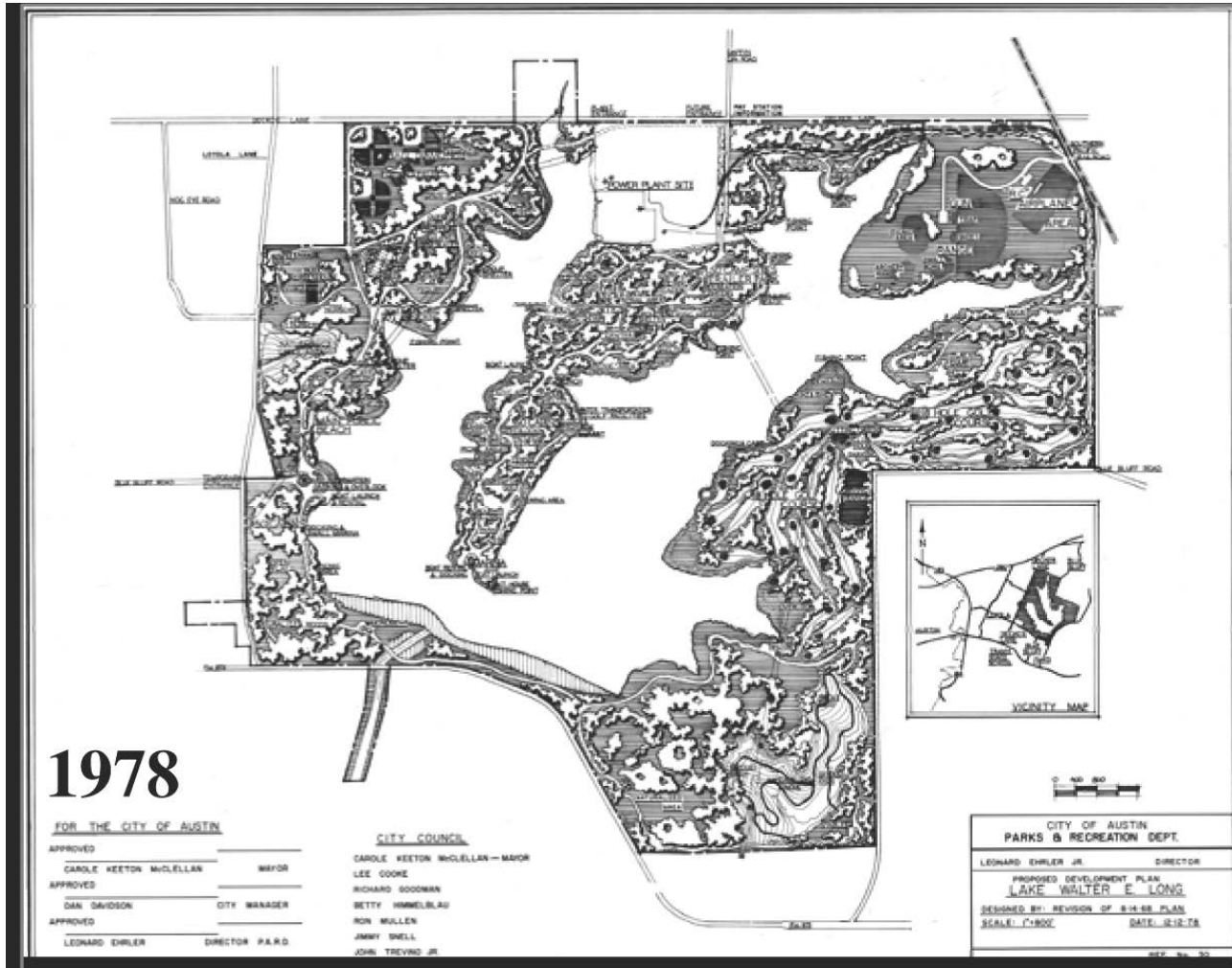
1872.33 acres

Plan  
Implemented:

- ✓ Fishing Piers
- ✓ Boat Ramps
- ✓ Picnic Areas
- ✓ Volleyball Courts
- ✓ Aeromodelers
- ✓ Rifle Range

Pending:

- Golf Course
- SW portion of park near Expo Center



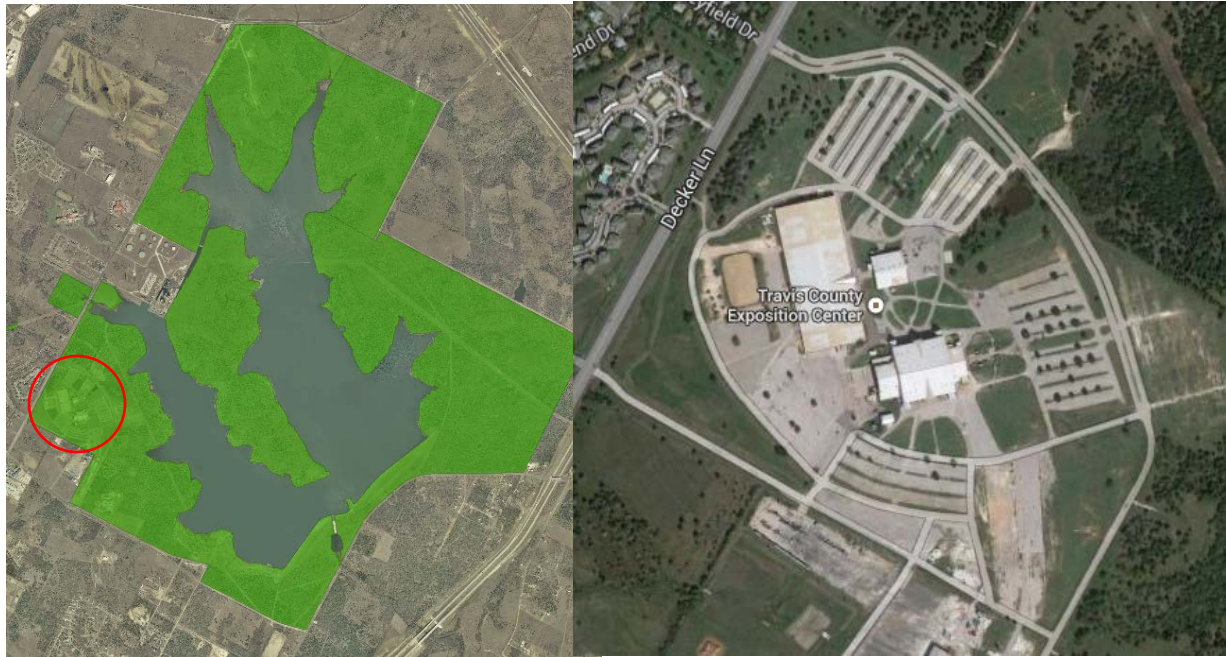
# Walter E. Long Park Today

- Remains City owned
- Current uses:
  - Travis County Expo Center
  - Fishing
  - Boating
  - Canoeing/Kayaking
  - Picnicking
- Service Area: Citywide
- Major Community Changes
  - Population Growth
  - SH 130



# Travis County Expo Center

Operated and Managed by Travis County



Travis County  
Expo Center Built  
in 1983

128 acres

- 50 year lease with Travis County
- Expires 2033
- Built to host livestock exhibitions, rodeos, equestrian shows, and other recreational events.



# Travis County Expo Center



## Annual Events

- Star of Texas Fair and Rodeo Austin
- Republic of Texas Biker Rally
- Livestock, Auto, & Craft Shows
- Races & Triathlons
- Weddings and Banquets

## Four primary structures

**Luedcke Arena** – 25,000 sq. ft, 9,400 capacity (6,400 seated)

**Show Barn** – 210,000 sq. ft.

**Banquet Hall** – 15,000 sq. ft. 1,000 capacity

**Skyline Club** – 10,000 sq. ft, 1,500 sq. ft. balcony, 450 capacity



# Inter-Local Agreement



- April 17, 2014 – City Council authorized negotiation and execution of an inter-local agreement with Travis County to share the cost for a market and feasibility study
  
- May 6, 2014 – The City of Austin and Travis County entered into an inter-local agreement for the market and feasibility study
  
- The City and County agreed to:
  - Hire a qualified consultant to conduct the study and produce a report of findings to the City and County
  - Jointly participate in the development of the scope of work, evaluation and consultant selection
  - Share the consultant fees up to \$50,000 each, after deducting \$25,000 in funding pledged by the Star of Texas Fair and Rodeo



# Purpose of Market & Feasibility Study



- Review facility condition and assessment, site location, regional context and long-range plans for this area
- Conduct stakeholder meetings and gather input
  - Robust community engagement process including neighbors, business, and current user groups
- Market analysis
  - Industry trends
  - Comparable facilities analysis
  - Market gap and demand analysis
- Facility Recommendations
  - Both for multi-purpose facility and overall park
- Financial Feasibility Assessment
  - Operating analysis, capital costs, financing options and economic impact analysis
- Key Points
  - Process is at a VERY early stage
  - Current activities are exploratory and focus on data gathering and analysis
  - Study will be used to help determine desired long-term next steps
  - Long-term next steps will have a significant public engagement process



<b>Project Schedule:</b>	
Briefing on proposed study at Colony Park Sustainable Community Initiative Meeting*	April 22, 2014
City and Travis County entered into Inter-local Agreement for study	May 6, 2014
RFP Released	July 14, 2014
Community and Stakeholder Outreach Meeting*	August 27, 2014
Proposals Due	September 9, 2014
Proposal Evaluation	October 24, 2014
Briefing to Parks Board Contract & Concession Committee	November 25, 2014
Community and Stakeholder Meeting – Open House*	January 14, 2015
Present to Parks & Recreation Board	January 27, 2015
Present to Austin City Council	February 12, 2015
Market & Feasibility Study Completed	Summer 2015'
Consultant Presents Study Findings and Recommendations to City and County Staff	Summer 2015'
Presentation of Study Findings and Recommendations to Parks Board, City Council and County Commissioners	Fall 2015'
Partners come together to review feasibility, phasing, and funding strategies to implement the study recommendations	Late 2015' - Early 2016'





# Possible Long-Term Next Steps



Next steps will be determined after the study is completed but some possible outcomes could include (but are not limited to):

- ❑ No change to existing facilities;
- ❑ Improve existing facilities with future bonds (estimated timeframe tbd);
- ❑ Pursue a Public-Private Partnership
  - Could include (but not limited to): construction of improvements, management and operations, programming, other services. (estimated time frame 1-2 years);
- ❑ Update the 1978 Plan for Walter E. Long Metro Park; (estimated time frame 1 year).

# PARB Action Requested & Next Steps



- PARD and Travis County have completed a thorough evaluation and have identified a qualified vendor who has demonstrated the capacity to deliver the requirements outlined in the scope within the project budget.
- Make a recommendation to the City Council to authorize award, negotiation, and execution of a contract with HUNDEN STRATEGIC PARTNERS, or one of the other qualified offerors to RFP No. TVN0041, to complete a feasibility study for Travis County Exposition Center and adjacent parkland, for a total contract amount not to exceed \$125,000.
- Upon approval of City Council to authorize the award, negotiation and execution of a contract, PARD will seek to negotiate a contract within the project budget of \$125,000