Travis County Expo Center Market Study

Open Space, Environment, and Sustainability Committee

Brian Block, Development Administrator
City of Austin, Parks and Recreation Dept.

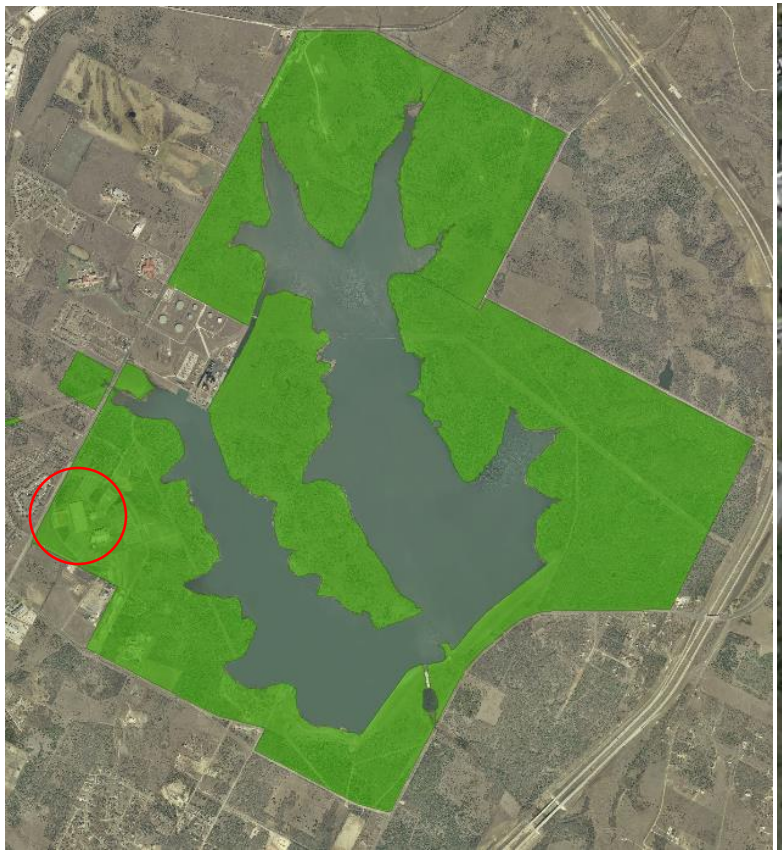
April 27, 2016

Walter E. Long Park

- 1,872 Acres
- Service Area: Citywide
- Current uses:
  - Travis County Expo Center
  - Fishing
  - Boating
  - Canoeing/Kayaking
  - Picnicking
  - Aeromodelers
  - Trap & Skeet Shooting



Travis County Expo Center





Travis County Expo Center

Operated and Managed by Travis County



Four primary structures

Luedecke 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

Background/Overview

- Built in 1983
- 128 Acre Site
- 50 year lease through 2033
- Authorized by Austin voters

Annual Events

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

Scope of Market Study

- Review facility condition, site location, regional context and long-range plans for this area
- Conduct stakeholder meetings and gather input
  - Robust data gathering and interview process including elected officials, city and county leadership, neighbors, business, and current user groups
- Market analysis
  - Industry trends
  - Comparable facilities analysis
  - Market demand and gap analysis
- Facility Recommendations
- Capital Construction Cost Analysis
- Demand and Financial Performance Projections
- Financial Needs Analysis* (annual payment necessary)
- Economic Impact Analysis

*Financing plan to investigate and recommend how the debt would be financed and the source of the annual payment is not part of the scope of this study

Current Situation

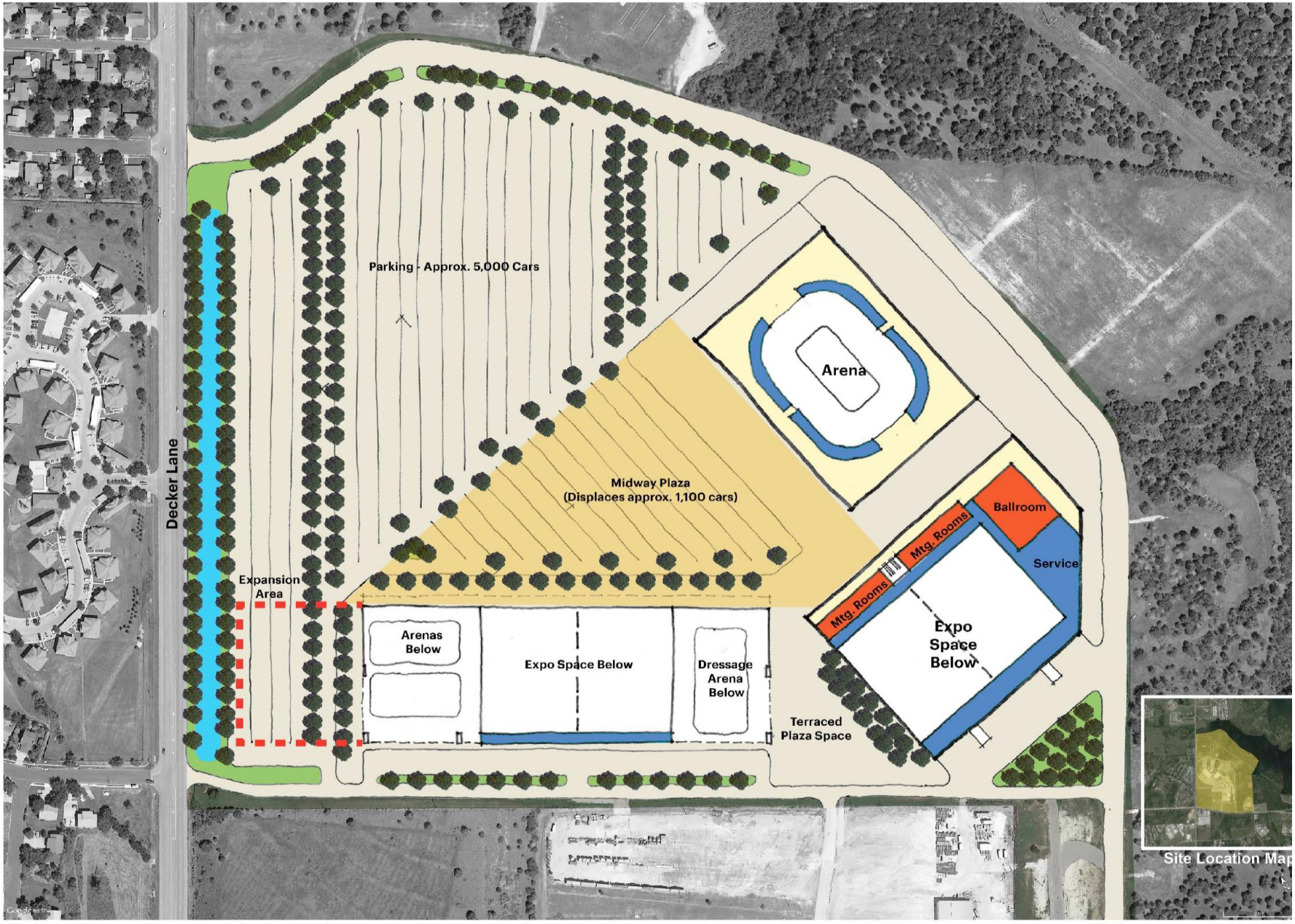
- The draft report has been completed by the consultant team
- Report is being reviewed by multiple City Departments, Travis County and Rodeo Austin
- Staff presentations on draft report to Boards and Council Committees
- Key next steps include:
  - Submit feedback comments to the consultant
  - Consultant to provide final report
  - Final report presentation at City Council

Draft Report Highlights

- Based on market and facilities current condition replacement of all existing facilities recommended
- Current Market
  - Existing facilities at Travis County Expo Center obsolete and too small
  - Limited supply and expanding demand in Austin
  - Nothing in the current market serves middle/upper middle rated events and needs
  - Downtown is running out of space, No dedicated Expo facility for Trade/Consumer Shows
- Market needs
  - High quality exhibit/expo space
  - Support spaces like flex hall/ballroom and meeting rooms
  - Mid to large size arena
  - Austin's market can support a multi-purpose entertainment, sports and exposition facility
  - Exhibit/expo needs and market are different than the Austin Convention Center & Palmer
    - This doesn't address Convention Center needs, but could help, especially of the Expo component is co-managed
- Proposed complex addresses market needs

Draft Report Highlights

- Recommendations: Modern Arena, Expo Halls, Ballroom, Meeting Rooms, Rodeo & Equestrian Facility
- Estimated construction cost in 2015 dollars:
  - Phase 1 - $470m
    - Arena – ~$320m
    - Expo, Ballroom, Mtg Rooms - ~$150m
  - Phase 2 & 3 – Additional Expo and Equestrian - $150m
- Estimated annual payment for Phase 1 over 30 years
  - $25.4m/year
- Estimated net operating income
  - $2.9m in year 1 increasing to $5.3m in year 10
- Estimated Economic Impact
  - $3.3b in spending over 30 years
  - $110m in new taxes from spending over 30 years
  - 1,200 new and ongoing full time equivalent jobs
  - 5,205 temporary job-years due to construction impact



Travis County Expo Center
November 20, 2015

Proposed Master Plan - Upper Level

0 100 300

hunden strategic partners · CARTER • DESIGN ASSOCIATES · HKS

Project Schedule:	
City of Austin and Travis County, with an additional funding contribution from Rodeo Austin, established a partnership to jointly conduct the market study	May, 2014
A request for proposals from consultants interested in conducting the study was issued	July, 2014
Community and Stakeholder Outreach Meeting*	August, 2014
Consultant proposals received and evaluated. Recommendation made for consultant to conduct the study	Sept – Dec, 2014
Community and Stakeholder Meeting – Open House*	January, 2015
Approval process for contract	Jan-Feb, 2015
Contract executed with Hunden Strategic Partners to conduct the study	March, 2015
Market Study Kick Off*	May, 2015
Preliminary Recommendations*	October, 2015
Draft Report	February, 2016
City of Austin and Travis County Review	Feb - Apr, 2016
Presentation at Travis County Commissioners Work Session	March, 2016
Presentations at City Boards and Council Committees	April, 2016
Final Report and Presentation to Austin City Council	May, 2016 (proposed)

*Community Outreach Meeting or Component