

**Exhibit A**  
**Statement of Work — DRAFT REVISED**

Convention Center Space-making and Downtown Place-making:  
The Physical and Economic Planning Implications of  
Alternative Convention Center Scenarios

This proposed study will assist City Council and staff at assessing options related to Convention Center space.

**Statement of Inquiry**

Can new, programmatic spatial configurations and economic models for urban convention centers be applied to Downtown Austin in a meaningful and community-based manner?

**Research Questions**

1. How does the Austin Convention Center currently contribute to the local economy and to other aspects of civic and social well-being in the downtown area?
2. Considering factors such as mixed-use development, public and private investment, financing frameworks, how might the Austin Convention Center be re-imagined/renovated/recomposed/expanded?
3. Given possible steady-state current configurations, renovations, s/re-composition or expansion scenarios:
  - (a) What are the implications for convention center programming and operations, including consideration of local, non-convention events?
  - (b) What are the local social and economic impacts?
  - (c) What are the implications and opportunities for adjacent public venues and activities.
  - (d) What are the implications in regard to Imagine Austin and the Downtown Plan, with special consideration for the goal of creating a compact and connected city?
  - (e) What are opportunities to leverage the efforts of the Downtown Austin Alliance's current initiative to create a Vision for downtown?

The proposed work will be executed by The University of Texas at Austin Center for Sustainable Development. The project team includes faculty and researchers from the School of Architecture and the McCombs School of Business.

The investigators will:

- Synthesize previous assessments of the Austin Convention Center, including all work products, as well as prior stakeholder input and public testimony
- Aggregate and review scholarship on best practices and new approaches to convention center space design
- Create an economic model to assess current state of the convention center, as well as the contributions of a renovated/recomposed/expanded Austin Convention Center to the local economy under different financial structures
- Analyze the competitive position, business model, and financial performance-of the Austin Convention Center among peer facilities across the United States
- Identify constraints on building size (footprint, number of floors, etc.) for any reconfiguration and/or expansion of the Austin Convention Center
- Identify a range of physical/spatial planning alternatives for the reconfiguration and/or expansion of the Austin Convention Center
- Assess the spatial, economic, and social impacts of each alternative

### **Project Deliverables**

The project team will provide an initial DRAFT written report of its findings by end of October 2018. The project team will also provide diagrams, drawings, and renderings of the elements/options for the Convention Center. These will include analytical, volumetric, and programmatic-level diagrams that assess and analyze possible scenarios for the Convention Center.

### **Center for Sustainable Development Project Personnel**

#### Principal Investigator

- Dean Almy, AIA, FFUD, Associate Professor and Director of the Urban Design Program, School of Architecture

#### Co-Principal Investigators

- Greg Hallman, Senior Lecturer in Finance and Real Estate Finance, McCombs School of Business
- Jake Wegmann, Assistant Professor of Community and Regional Planning, School of Architecture
- Allan W. Shearer, Ph.D., ASLA, Associate Professor and Co-Director of the Center for Sustainable Development, School of Architecture

#### Collaborating Investigators

- Sarah Wu, Program Manager of the Center for Sustainable Development
- Faculty Research Fellow (to be identified)

#### Graduate Research Assistants

- To be identified