



AUSTIN CONVENTION CENTER

REDEVELOPMENT AND EXPANSION PROJECT

Presentation for the Waller Creek Local Government Corporation

- Austin Convention Center Expansion Team
- December 20, 2023





EXPANSION HISTORY

EXPANSION TIMELINE





PROJECT OVERVIEW

- The new Center will be a larger, more efficient facility within a smaller footprint, and the project will deliver an active, community-friendly event facility that enhances the culturally rich fabric of the Palm District

Rentable Square Footage			
	Current Space (sq. ft.)	Master Plan Target (sq. ft.)	Proof of Concept (sq. ft.)
Meeting Space	65,000	120,000 – 140,000	152,000
Exhibit Space	247,000	450,000	372,000
Multipurpose Space			100,000
Ballroom Space	64,000	100,000 – 120,000	85,000
Total	376,000	670,000-710,000	709,000



PROOF OF CONCEPT

Existing Site

- Inadequate space for event demand
- Barrier between east and west
- **No ground level public interaction**
- Low density
- **No green space**

Potential Future

- **Reaches target size with a vertical approach**
- Integrated redevelopment with adjacent community investments (Project Connect, Palm District)
- **Economically beneficial to the City**
- Possibility for private development opportunity on the site
- **Exhibit halls and loading docks underground**
- 2nd and 3rd street reopened to multi-modal traffic, reconnecting east and west



FINANCIAL MODEL

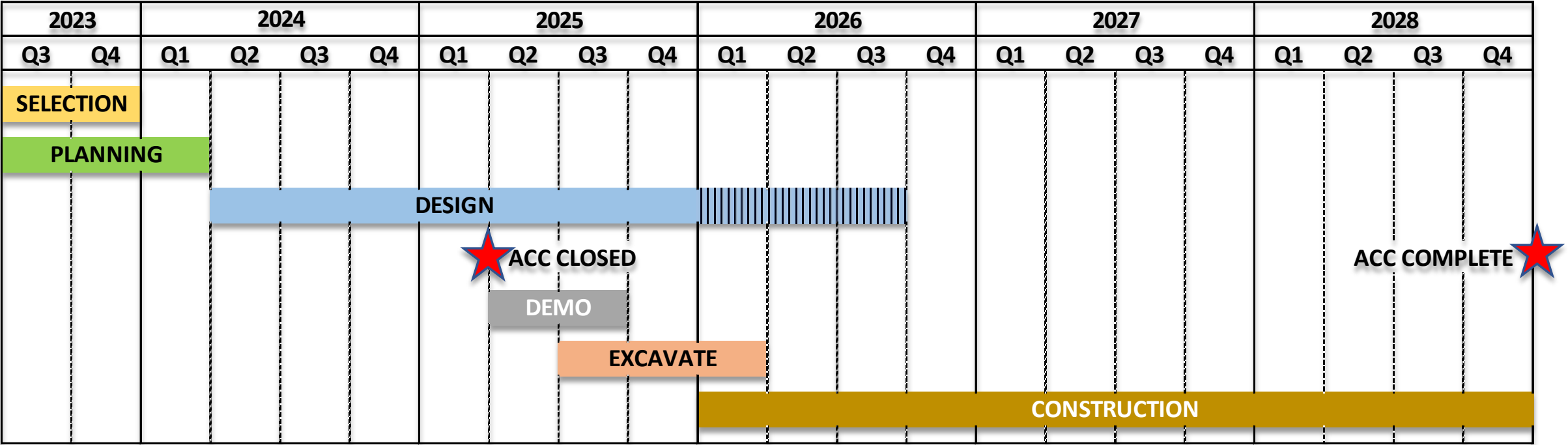
FINANCIAL MODEL



- Project construction and operations remain fully funded through the Convention Center allocation of Hotel Occupancy Tax (HOT), 2% expansion HOT, and Convention Center revenues.
- Funding model developed in conjunction with City finance team and outside financial advisors



DRAFT REDEVELOPMENT PROJECT SCHEDULE



CONTRACTS AND NEXT STEPS



RFQ for Design/Engineering

- Released May 22nd, 2023
- Council Approval October 19, 2023



RFP for Construction Management Services

- Released June 19th, 2023
- Council Approval October 19, 2023



RFP for Project Management & Technical Services

- Released June 26th, 2023
- Council Approval November 9th 2023



RFP for Marketing and Communications Support

- Released August 7th, 2023
- Council January 2024



Design Work Begins

- January 2024

THANK YOU



AUSTIN
CONVENTION CENTER
DEPARTMENT