





CONVERSATION:

Civic Center





AMARILLO 1964 → 2020

Amarillo voters made history on May 2, 1964 when the \$5.5 million Amarillo Civic Center Complex (ACCC) was approved at the ballot box- the first modern-style arena in Amarillo.

This ambitious vote helped put Amarillo on the entertainment map for 50+ years, and the massive economic impact of the ACCC has benefitted Amarillo and the Texas Panhandle in countless ways for more than half a century.

Amarillo can embrace and enhance this 50-year legacy with another progressive vote for the city's future.

On the ballot in May 2020 will be up to a \$279 million bond that will create a new, modern and state-of-the-art ACCC that meets the demands of a changing and evolving entertainment market.

The total project cost is \$319 million. The proposed project will include renovation and expansion of the civic center, including the addition of a 75,000 sq ft exhibit hall, the addition of a new 10,100 seat arena, renovation of the historic santa fe depot, creation of a large central plaza (park), and relocation of City Hall with an additional parking structure.

More than 50 years ago, voters had a vision for Amarillo. That vision remains a priority today. Amarillo can once again show its commitment to a quality of life for all residents and cast a vision for the next 50 years.



HISTORY

The timeline of Amarillo losing the Amarillo Air Force Base coincided with the birth of the Amarillo Civic Center Complex, and this was not necessarily a coincidence.

The U.S. Department of Defense decided to close the air base in 1964, and Amarillo voted to build the ACCC on May 2, 1964 at cost of \$5.5 million. The ribbon-cutting for the ACCC was Aug. 31, 1968, while the air base was deactivated on Dec. 31, 1968.

Over the past 50+ years, the ACCC has undergone several expansions and renovations to meet the needs of a growing and changing city. The first expansion of the ACCC was in 1978, with additional expansion/renovation projects in 1991 and 2003.

Since the 1990s, the ACCC has faced a more competitive market. This reality is primarily due to the ACCC's physical restrictions, which include limited seating and a relatively small venue at the Cal Farley Coliseum for more modern acts that use large video screens and large stage sets.



50 YEARS OF THE CIVIC CENTER

The Current Facility

- Generally obsolete facilities
- Lack of contiguous exhibit space
- Events outgrowing ballroom
- Inefficient guest/delegate flow with no prefunction lobby space
- Loading areas conflict with guest entrances
- Antiquated guest amenities (concessions, restrooms, natural light)
- Arena capacity too small
- Shared loading area for auditorium and coliseum
- Inadequate support areas (dressing rooms, locker rooms, offices, catering area, media, etc.)
- Coliseum steel height at 38' 9" (eliminates large tours)

The Expansion Project

- Modern expansion and renovation of the convention center and iconic arena
- 75,000 sq ft exhibit hall
- 30,000 sq ft ballroom
- Large, welcoming lobby space with a true front door
- True back of house with docks for exhibit hall and new arena
- Full-service kitchens, modern concession areas, state of the art technology, inviting spaces
- New arena max capacity 10,100 (8,900 end stage)
- Large loading areas connected to coliseum allowing for larger youth tournaments and other events
- New locker rooms, dressing rooms, offices, catering, media, AV, etc.
- Arena steel height at 60'+ meets industry standard

50 YEARS OF THE CIVIC CENTER

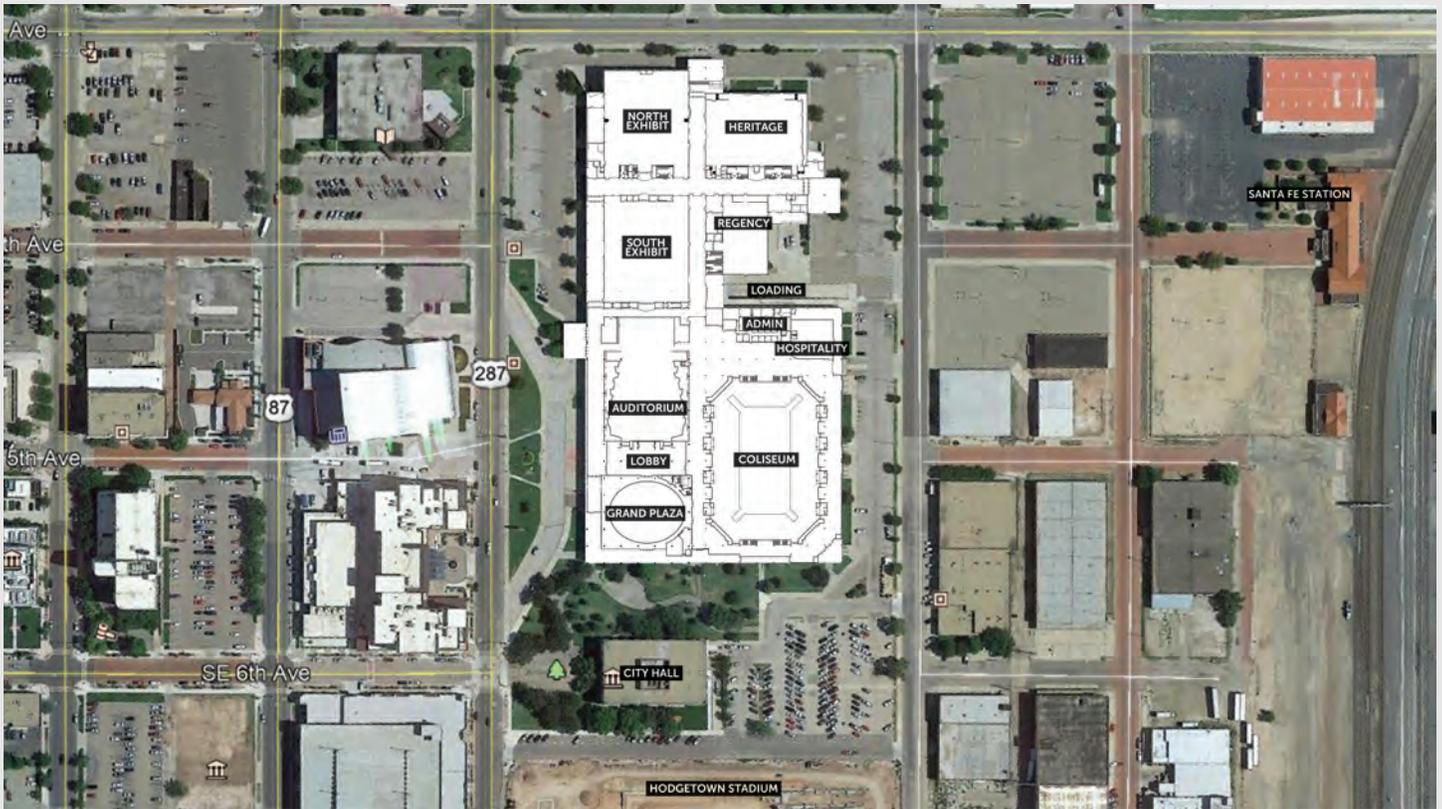
In a do-nothing scenario where the ACCC continues to operate without a major renovation and expansion:

- The value of the facility will continue to depreciate
- The number of events, attendees, room nights, and economic impact generated by the ACCC will decrease
- The ACCC will fall far behind its competition due to declining status
- The ACCC's economic impact in Amarillo will decrease significantly as the facility loses additional events

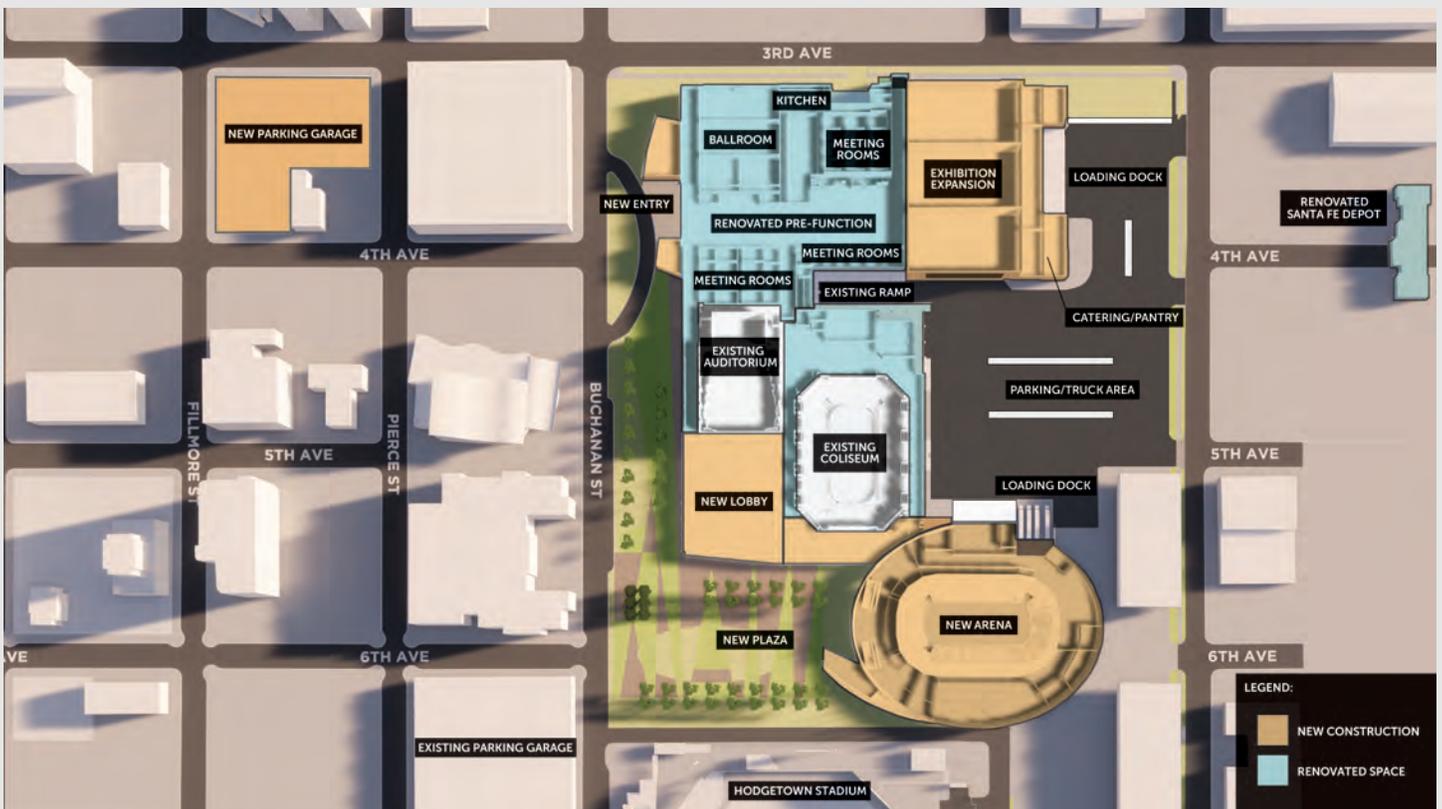
In a proactive scenario where the citizens of the community decide to invest in the future of the ACCC:

- The facility will attract new and larger events from around the nation
- Artists and organizations will reach out to Amarillo as it becomes a "must stop" venue in Texas
- The project will include redevelopment of historic Amarillo properties including the Santa Fe Depot
- City Hall will be relocated to create a central plaza and green space in the heart of the downtown entertainment district, anchored by the Arena, Civic Center, and Hodgetown

EXISTING FACILITY FOOTPRINT



PROPOSED FACILITY FOOTPRINT



A NEW CONCEPT

More than 50 years ago, Amarillo had a proactive concept for a civic center that would serve as the center of the community and entertainment for all of Amarillo and the entire Texas Panhandle.

This concept was the Amarillo Civic Center Complex (ACCC).

The new proposed ACCC is a modern and expansive facility that will meet demands and needs that have changed significantly over the past five decades – and will help enhance the future of Amarillo.

Here's how:

√ Recommended Concept Plan

Amarillo has a Recommended Concept Plan (RCP) for a new ACCC. The good thing is this RCP combines the past with the present – and the future. The RCP includes a timeline that allows for current scheduled events to continue during construction/renovation of new ACCC facilities. For example, the RCP includes a new exhibit hall on vacant land, and also allows for regular events at Cal Farley Coliseum (CFC) to continue. There are many possibilities for CFC including as a practice arena, for overflow crowds or as exhibition space.

√ Curb Appeal

The new ACCC will feature natural lighting, and a large lobby area will have space for a food court, Internet café, exhibit areas, etc. The new iconic arena will be clearly visible around the downtown area. The new ACCC will include an outdoor plaza with native landscaping and seating areas. The outdoor central plaza will provide a hub for other downtown features such as Hodgetown and the Embassy Suites.

√ The Numbers

The most important part of the new ACCC is what is inside. The new ACCC arena will seat a maximum of 10,100 people. Inside, the arena will have a steel height of 60'+. These two primary, modern features will greatly increase Amarillo's chances of landing major shows and entertainers. The ACCC will also have a new 75,000 square-foot exhibit hall and expanded 30,000 square-foot ballroom. There will be modern dressing/locker rooms and modern concession/restroom facilities.

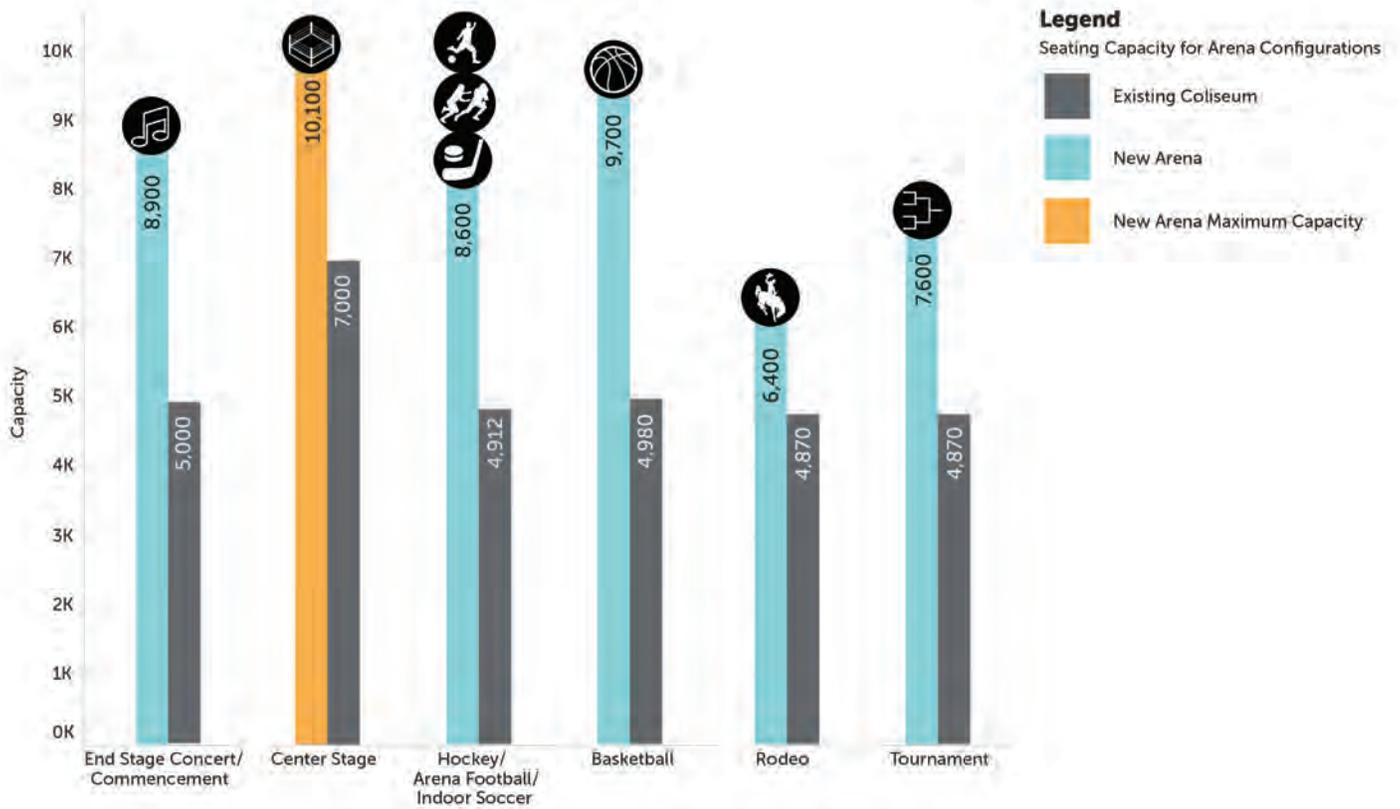
√ Space Matters

No longer will guests coming to see a show or event be combined with those setting up for the show or event. The new ACCC will have distinct and separate areas for loading zones. For example, new exhibit hall loading docks will accommodate eight trucks – and these locations will be separate from public areas.

√ Parking

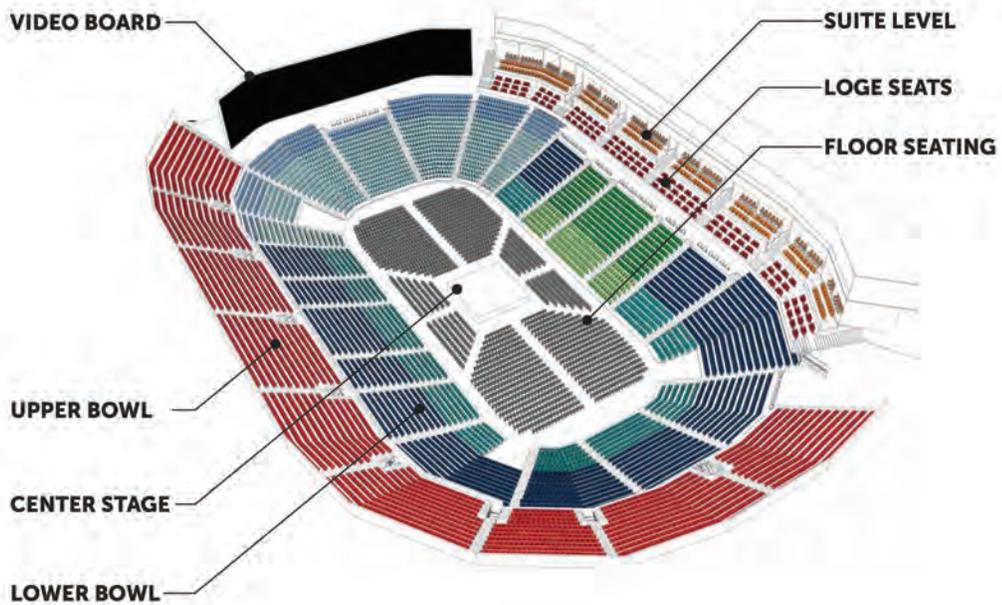
Parking is always a concern – and parking at the ACCC has not been overlooked. The new ACCC will include a new multi-level parking deck, located in the northeast quadrant of downtown.

ARENA CAPACITY & CONFIGURATIONS



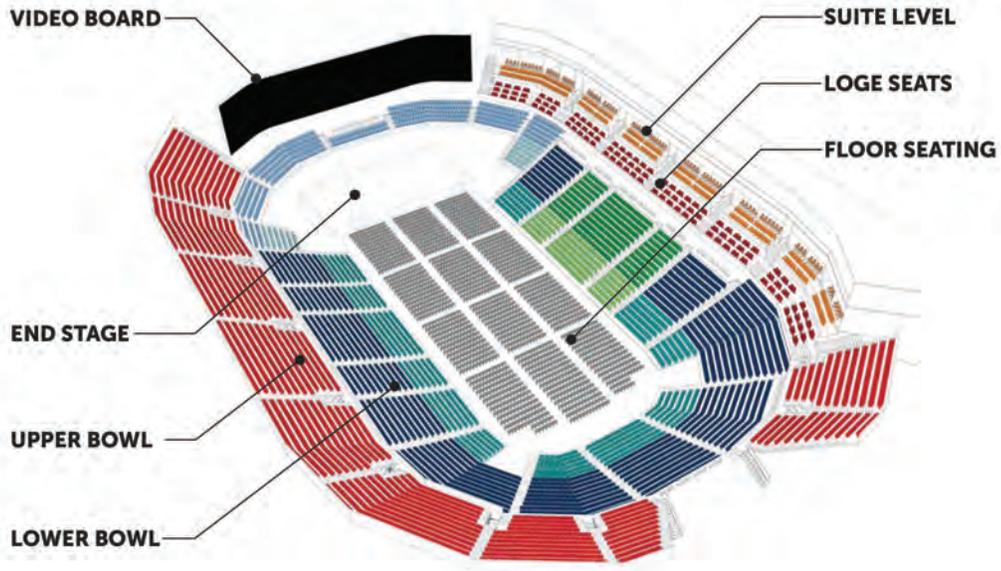
CENTER STAGE CONFIGURATION

10,100 SEATING CAPACITY



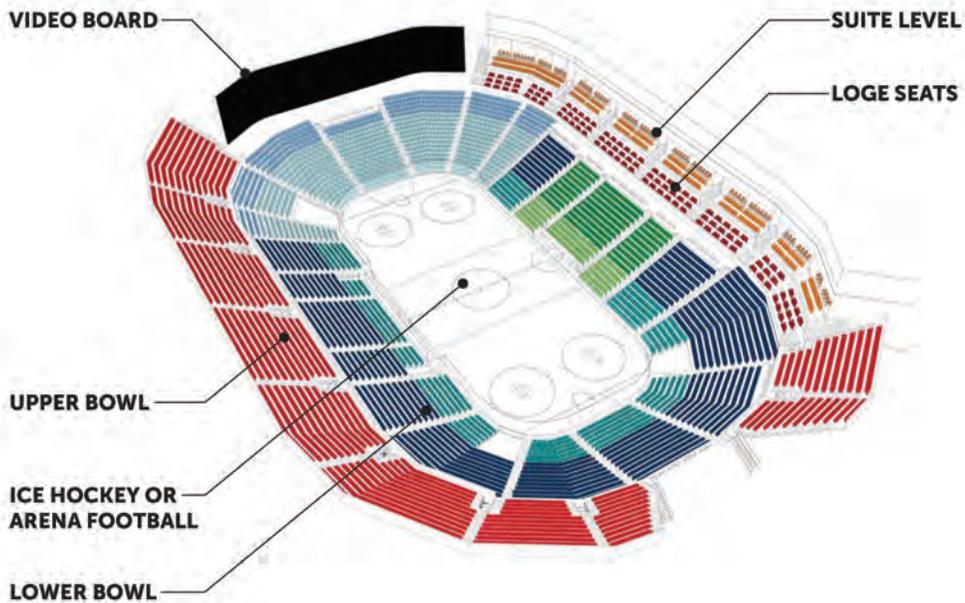
END STAGE CONCERT/COMMENCEMENT CONFIGURATION

9,000 SEATING CAPACITY



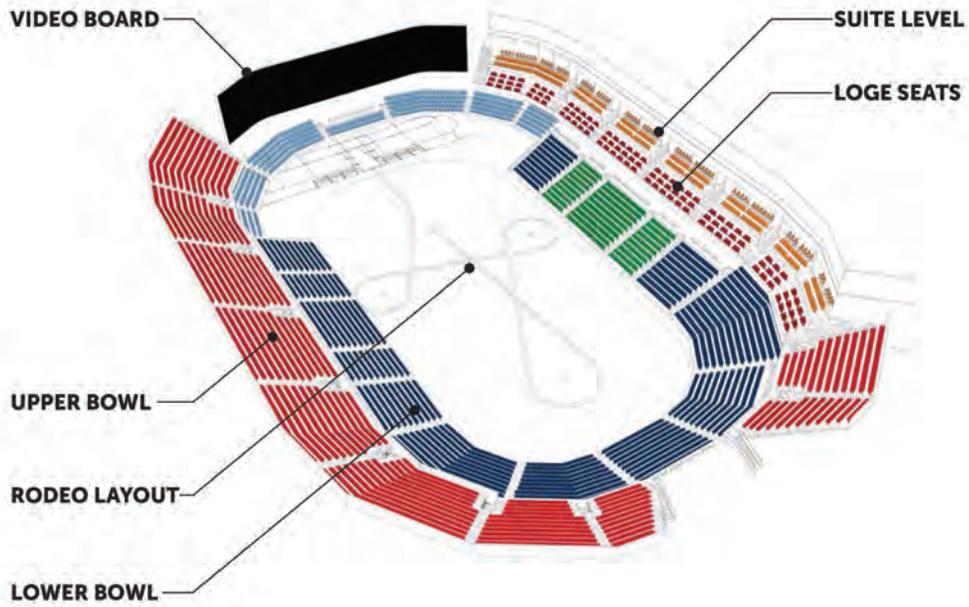
HOCKEY/ARENA FOOTBALL CONFIGURATION

8,600 SEATING CAPACITY



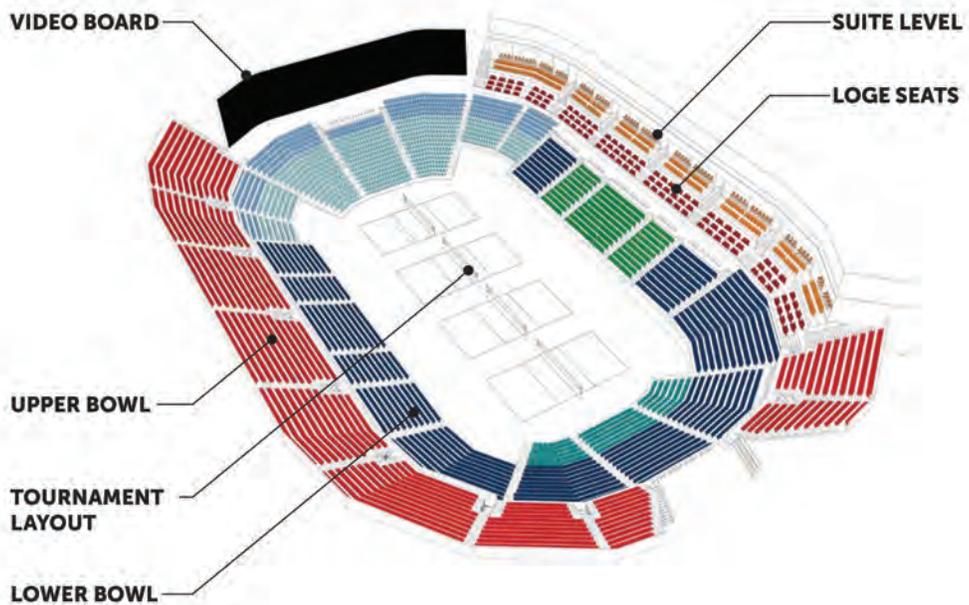
RODEO CONFIGURATION

6.400 SEATING CAPACITY



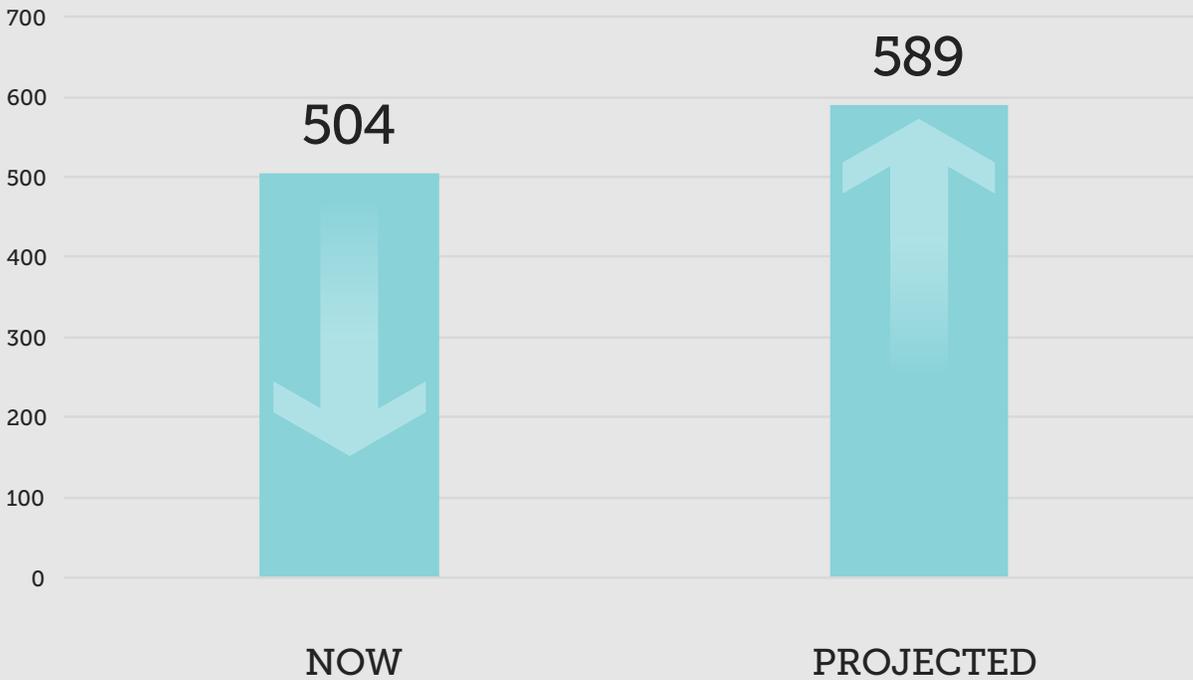
TOURNAMENT CONFIGURATION

7.600 SEATING CAPACITY



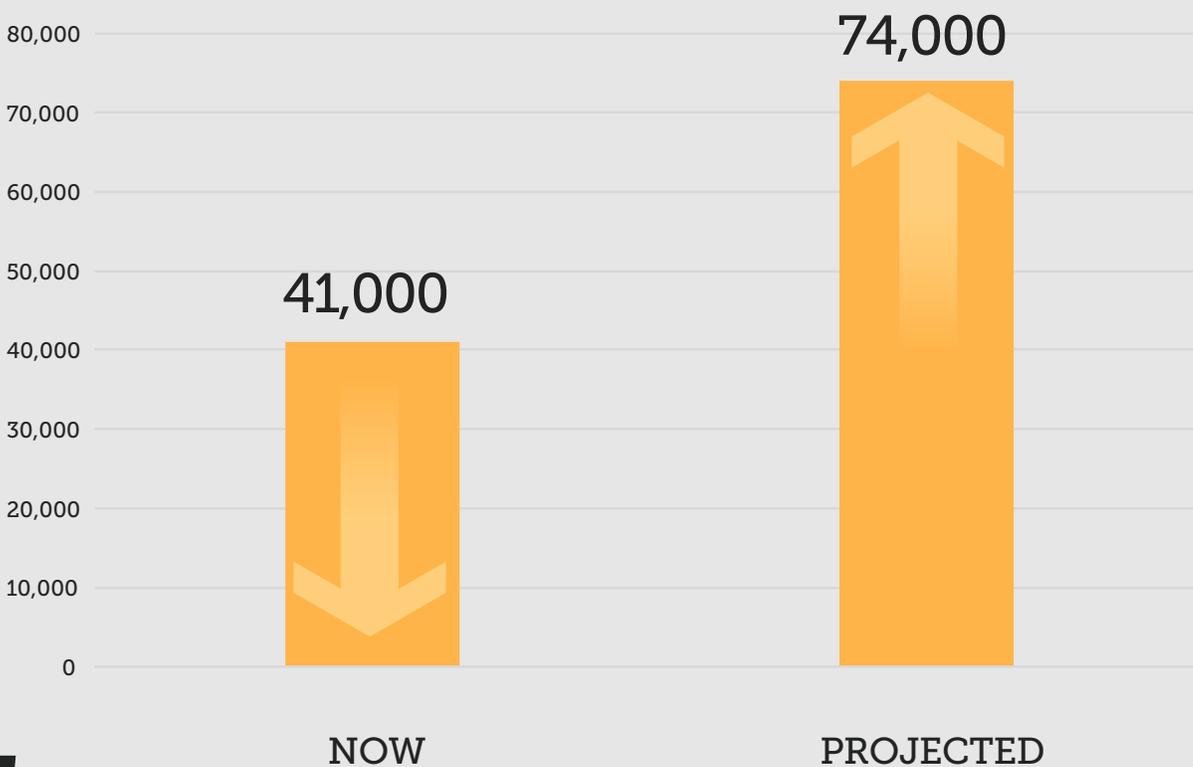
PROJECTED NUMBER OF EVENTS

85 ADDITIONAL EVENTS ANNUALLY



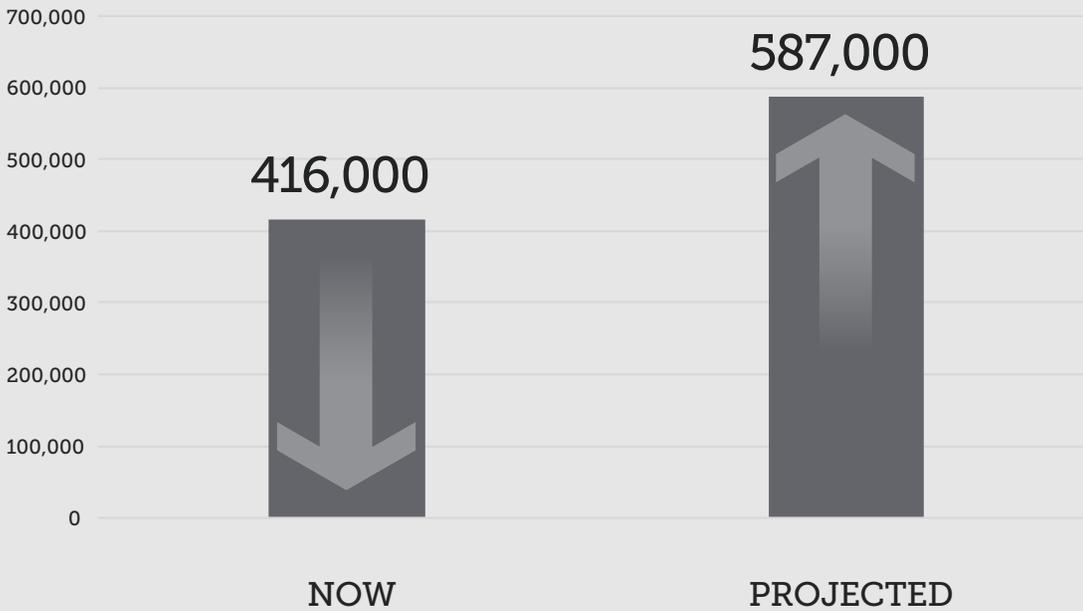
PROJECTED HOTEL ROOM NIGHTS

33,000 ADDITIONAL ROOM NIGHTS ANNUALLY



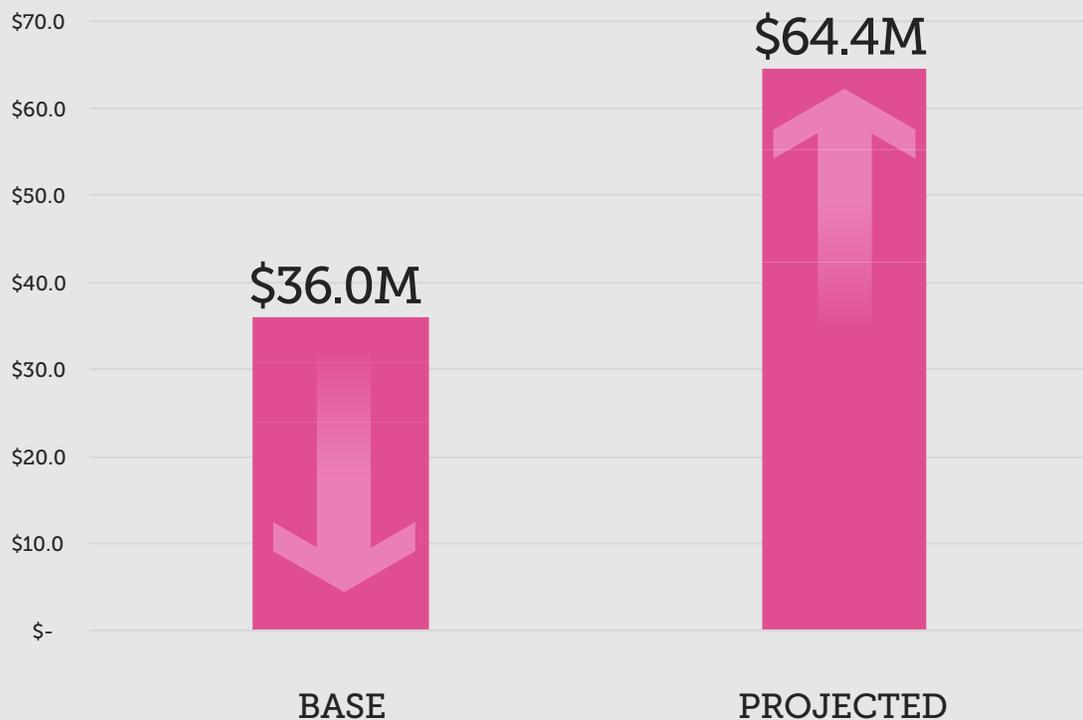
PROJECTED ATTENDANCE

171,000 ADDITIONAL ATTENDEES ANNUALLY



PROJECTED ECONOMIC IMPACT

\$28.4ML INCREASED ECONOMIC IMPACT ANNUALLY



ANNUAL ECONOMIC IMPACTS

| Summary of Impacts* | Base | Expanded ACCC | Increase from Project |
|----------------------------|--------|---------------|-----------------------|
| Economic Impact (millions) | \$36.0 | \$64.4 | \$28.5 |
| Fiscal Impact (Thousands) | \$963 | \$1,732 | \$768 |
| Jobs | 292 | 513 | 222 |
| *In a stabilized year. | | | |

ONE TIME CONSTRUCTION ECONOMIC IMPACT

| Impact (\$ millions) | 2020 | 2021 | 2022 | 2023 | 2024 |
|----------------------|--------------|---------------|----------------|----------------|---------------|
| Net Direct | \$2.2 | \$40.6 | \$102.7 | \$76.9 | \$26.0 |
| Indirect | 0.6 | 10.4 | 26.4 | 19.8 | 6.7 |
| Induced | 0.4 | 8.0 | 20.3 | 15.2 | 5.1 |
| Total | \$3.2 | \$59.0 | \$149.5 | \$111.9 | \$37.8 |

EMPLOYMENT IMPACT OF CONSTRUCTION

| Full-Time Equivalent Jobs | 2020 | 2021 | 2022 | 2023 | 2024 |
|---------------------------|-----------|------------|------------|------------|------------|
| Direct | 5 | 100 | 260 | 194 | 65 |
| Indirect | 3 | 56 | 141 | 106 | 36 |
| Induced | 2 | 43 | 109 | 82 | 28 |
| Total Jobs | 10 | 198 | 510 | 382 | 128 |

NET INCREASE IN FISCAL IMPACT

| Tax Category | Tax Base | Effective Tax Rate | Estimated Tax Revenue |
|----------------------|--------------|--------------------|-----------------------|
| City Sales & Use Tax | \$20,853,000 | 1.50% | \$312,800 |
| EDC Sales & Use Tax | 20,853,000 | 0.50% | 104,300 |
| Auto Rental | 697,000 | 5.00% | 34,900 |
| City HOT | 3,028,300 | 7.00% | 212,000 |
| Venue District HOT | 3,028,300 | 2.00% | 60,600 |
| Telecommunications | 293,000 | \$2.32/month/line | 13,000 |
| Electricity | 569,000 | 5.00% | 28,500 |
| Natural Gas | 43,000 | 5.00% | 2,200 |
| | | Total | \$768,300 |

ONE TIME CONSTRUCTION JOBS IMPACT

| Full-Time Equivalent Jobs | 2020 | 2021 | 2022 | 2023 | 2024 |
|---------------------------|-----------|------------|------------|------------|------------|
| Direct | 5 | 100 | 260 | 194 | 65 |
| Indirect | 3 | 56 | 141 | 106 | 36 |
| Induced | 2 | 43 | 109 | 82 | 28 |
| Total Jobs | 10 | 198 | 510 | 382 | 128 |

SUMMARY OF DEMAND PROJECTIONS WITH EXPANSION

| | Base Year* | New Exhibit Hall Opens | Full Expansion Opens | | | Stabilized |
|------------------------------|----------------|------------------------|----------------------|----------------|----------------|----------------|
| | FY 2020 | FY 2023 | FY 2024 | FY 2025 | FY 2026 | FY 2027 |
| Events | | | | | | |
| Convention | 5 | 3 | 3 | 8 | 9 | 10 |
| Trade Show | 15 | 10 | 10 | 16 | 18 | 20 |
| Consumer Show | 37 | 37 | 37 | 38 | 40 | 45 |
| Meeting & Conferences | 90 | 10 | 10 | 95 | 110 | 126 |
| Banquet | 107 | 75 | 75 | 109 | 112 | 115 |
| Tenant Sports | 38 | 38 | 38 | 38 | 39 | 38 |
| Rodeo | 4 | 4 | 4 | 4 | 4 | 4 |
| Other Sports | 7 | 7 | 7 | 8 | 10 | 13 |
| Concerts and Entertainment | 50 | 50 | 50 | 54 | 58 | 62 |
| Assembly | 35 | 35 | 35 | 37 | 40 | 40 |
| Other | 30 | 30 | 30 | 30 | 30 | 30 |
| GNC Performing Arts | 80 | 80 | 80 | 80 | 80 | 80 |
| GNC Assembly | 6 | 6 | 6 | 6 | 6 | 6 |
| Total | 504 | 385 | 385 | 523 | 556 | 589 |
| Attendees | | | | | | |
| Convention | 10,000 | 6,000 | 6,000 | 18,000 | 20,250 | 22,500 |
| Trade Show | 30,000 | 20,000 | 20,000 | 40,000 | 45,000 | 50,000 |
| Consumer Show | 48,100 | 48,100 | 48,100 | 60,800 | 64,000 | 72,000 |
| Meeting & Conferences | 24,750 | 2,750 | 2,750 | 26,125 | 30,250 | 34,650 |
| Banquet | 44,405 | 31,125 | 31,125 | 49,050 | 50,400 | 51,750 |
| Tenant Sports | 45,600 | 45,600 | 45,600 | 57,000 | 58,500 | 57,000 |
| Rodeo | 15,500 | 15,500 | 15,500 | 20,000 | 20,000 | 20,000 |
| Other Sports | 6,300 | 6,300 | 6,300 | 8,800 | 11,000 | 14,300 |
| Concerts and Entertainment | 71,250 | 71,250 | 71,250 | 110,700 | 118,900 | 127,100 |
| Assembly | 52,500 | 52,500 | 52,500 | 62,900 | 68,000 | 68,000 |
| Other | 13,500 | 13,500 | 13,500 | 13,500 | 13,500 | 13,500 |
| GNC Performing Arts | 52,000 | 52,000 | 52,000 | 52,000 | 52,000 | 52,000 |
| GNC Assembly | 1,800 | 1,800 | 1,800 | 1,800 | 1,800 | 1,800 |
| Total | 415,705 | 366,425 | 366,425 | 520,675 | 553,600 | 584,600 |
| * Based on historic averages | | | | | | |

EMPLOYMENT IMPACT

| Full-Time Equivalent Jobs | Base | Expanded ACCC | Increase from Project |
|-----------------------------|------------|---------------|-----------------------|
| Direct | 227 | 394 | 167 |
| Indirect | 37 | 70 | 33 |
| Induced | 28 | 49 | 22 |
| Total Permanent Jobs | 292 | 513 | 222 |

PRELIMINARY PROJECT COSTS (in millions)



- **\$117.5: CONVENTION CENTER EXPANSION/RENOVATION**
- **\$155: NEW ARENA**
- **\$20: CITY SERVICES RELOCATION**
- **\$15: PARKING GARAGE**
- **\$8: SANTA FE DEPOT RESTORATION**
- **\$3.5: CENTRAL PLAZA (PARK)**

PROPOSED VOTER-APPROVED BOND AMOUNT

**\$279
MILLION**
(MAY 2020)

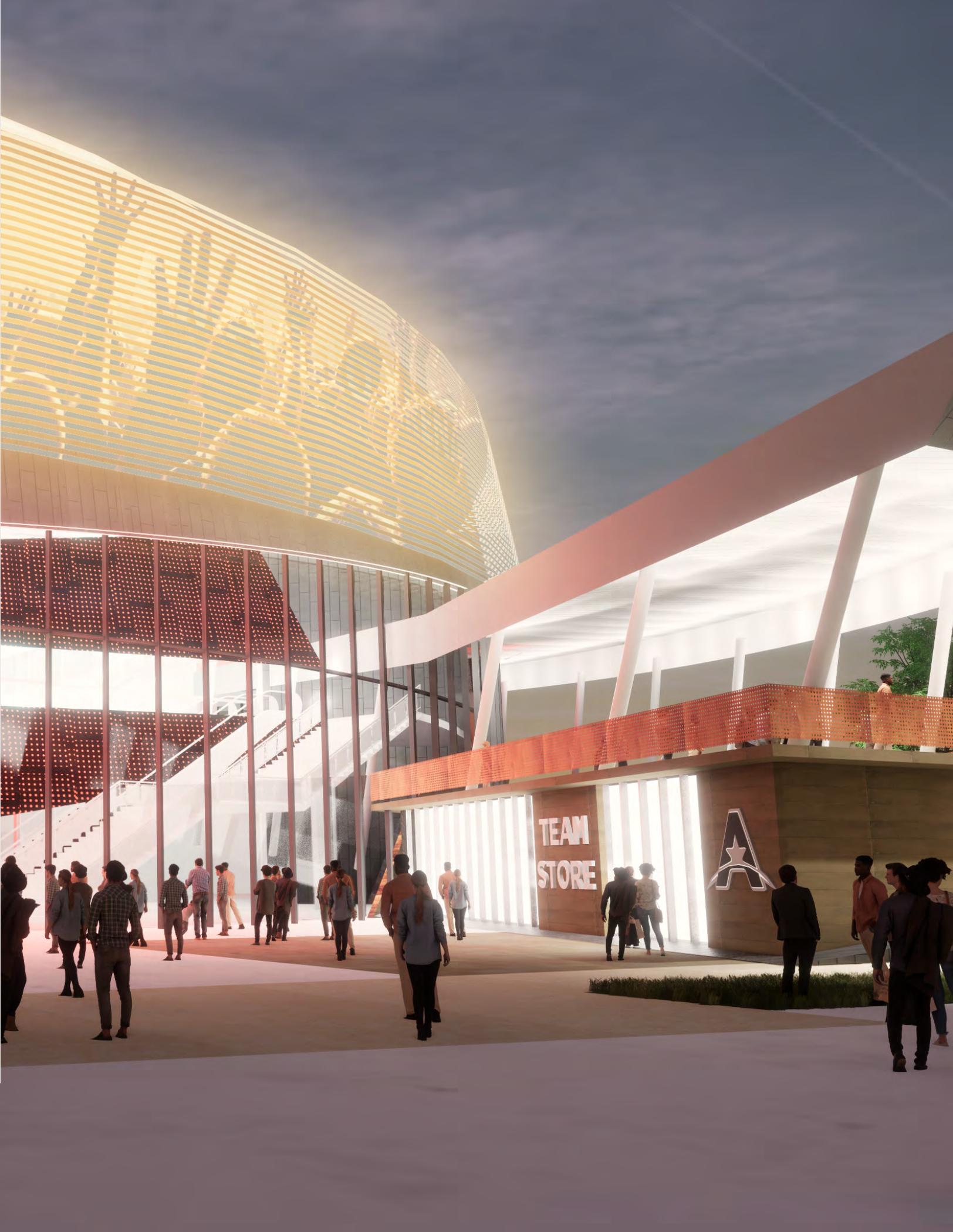
TAXPAYER IMPACT

| | |
|---|-----------------|
| Increase to Property Tax Rate: | \$0.151 |
| Annual Tax Increase: (PER \$100,000 VALUATION) | \$150.85 |
| Monthly Tax Increase: (PER \$100,000 VALUATION) | \$12.57 |
| Tax Increase for those with frozen taxes: (QUALIFYING AGE AND DISABILITY EXEMPTIONS) | \$0.00 |

IMAGES PROVIDED BY



POPULOUS®



TEAM
STORE



