



AMARILLO DOWNTOWN REVITALIZATION PROJECT – PRESENTATION TO AMARILLO LGC



June 1, 2011



General Overview

- Downtown 2008 Strategic Action Plan
- Viable Downtowns are important to the overall health of a community
- Project goals
 - Attract family oriented venues, events and programs
 - Support the Civic Center area with a convention hotel
 - Multipurpose event venue
 - Shared public parking garage
 - Attract development of urban lifestyle living within Downtown and the adjacent area

- **Simply Put –**



Update on Current Efforts

- Wallace Bajjali has
 - Selected and received City concurrence on an architectural and engineering team and operator for the multipurpose venue.
 - Provided a pursuit cost budget to the City
 - Recommended to the City legislative efforts to create tools which would benefit the project. Working with City and local legislative delegation's support introduced amendments to bills. (i.e. HB 970)
 - Engaged Investment Banking Firm to assist in funding strategy development
 - Identified other funding tools and made recommendation to the City on consideration of other programs
 - Engaged an appraiser to identify the current value of Herring Hotel

Update on Current Efforts

- Wallace Bajjali has:
 - Attended Annual Chamber-sponsored trade show on May 12
 - Held numerous successful public meetings
 - Made presentations to variety of local community organizations, businesses and community members
 - Selected a hotel operator for recommendation to the City
 - Participated with DAI and City in Civic Center facility assessment efforts
 - Opened a dialog with Panhandle Aquatics and USA Swimming in response to feedback from public
 - Continued efforts to refine the planning and development process

- May 14 election results

Trade Show and Public Meetings

- Annual Chamber-sponsored trade show
 - More than a thousand people visited DAI's booth
 - People shared opinion comment cards and enthusiasm for downtown restaurants, entertainment and living choices

- Neighborhood meetings informing citizens of the downtown revitalization efforts have been successful
 - Series of public meetings in late April and early May
 - Questions answered
 - Provided meaningful feedback



Presentations

- Group Presentations, small group meetings, individual meetings to **over 500 people**
- Groups Presentations included
 - City Commission
 - AEDC
 - LGC
 - Center City
 - TIRZ Board
 - Chamber
 - Young Professionals
 - Business Clubs
 - etc ...

Public Meetings

□ Total attendance of **225** people

- Thursday, April 28
 - 48 attendees
 - 16 questions, 2 comment cards
- Monday, May 2
 - 32 attendees
 - 8 questions, 3 comment cards
- Tuesday, May 3
 - 45 attendees
 - 18 questions, 4 comment cards
- Wednesday, May 4
 - 39 attendees
 - 13 questions, 3 comment cards
- Thursday, May 5
 - 61 attendees
 - 16 questions, 2 comment cards



Discussions from Public Meetings

- Topics included:
 - Aquatics Center possibilities
 - Civic Center expansion
 - Bike accessibility
 - Discussions regarding urban design standards
 - Herring hotel feasibility as Civic Center hotel
 - Historic renovation vs. new building
 - Financing options
 - Support for financing
 - Construction impacts on existing businesses
 - Why a multipurpose event venue has been chosen

Discussions continued

- Relationship between values going up, sales tax increases and property tax decreasing and relation to Amarillo tax bill
- Prioritizing the order of the project undertaken
- Overall timeline
- If voted down, will Wallace Bajjali return?
- Impact on Dilla Villa if new a new stadium is built
- What are all the possibilities in the MPV?
- Impact of a new Civic Center hotel on the new Downtown Marriott
- Are there expansion plans for the current Civic Center?
- Future plans for public meetings

Outcome of Public Meetings- Other Opportunities

- Aquatics
- Recreation Center
- Integration of Civic Center Facility Needs
Assessment and Planning into Downtown
Redevelopment Project

Our Team

- **Wallace Bajjali Development Partners, L.P.**
- **Architectural Team**
 - **HKS Architects, Inc.**
 - Based in Dallas, Texas with over 70 years of experience
 - **Lavin Associates Architects**
 - Lavin Associates Architects is a local Amarillo firm with relevant experience throughout the Texas panhandle.
 - **ARCHITEXAS**
 - ARCHITEXAS is Texas' largest preservation-based architecture firm, including historic preservation, restoration, reconstruction, rehabilitation and new construction.
 - **FuMorton – Land Planning and Place Making**
 - Based in New York City, and the partners have worked together for over 25 years
 - **Kimley-Horn and Associates, Inc.**
 - A multi-disciplined firm recognized as a leader in providing comprehensive land development services
 - **Western Builders**
 - Based in Amarillo, focused on constructability and cost estimating

Architectural Team



Architectural Team



Architectural Team



Our Team

□ Financial Services

■ Estrada Hinojosa Investment Bankers

- PPP Experience
- New Market Tax Credits
- Historic Tax Credits
- Federal, State and Local Capital Sourcing

■ Civitas Capital Management, LLC

- EB-5

□ Legislative

■ Focused Advocacy

- Bill Amendment

□ Market Assessment

■ CSL - MPV

■ RCL Co – Land Use Mix Market Assessment

□ Legal

■ Andrews Kurth



Our Team

- MPV Operator
 - Southern Independent Baseball
 - Owns and Operates Independent Minor League Baseball Teams
 - League Affiliation – American Association
 - HQ in Dallas, TX
 - Currently Teams
 - Amarillo Sox – Amarillo, TX
 - Grand Prairie AirHogs – Grand Prairie, TX
 - Shreveport Captains – Shreveport, LA



Our Team



□ Hotel Operator

□ American Property Management Corp.

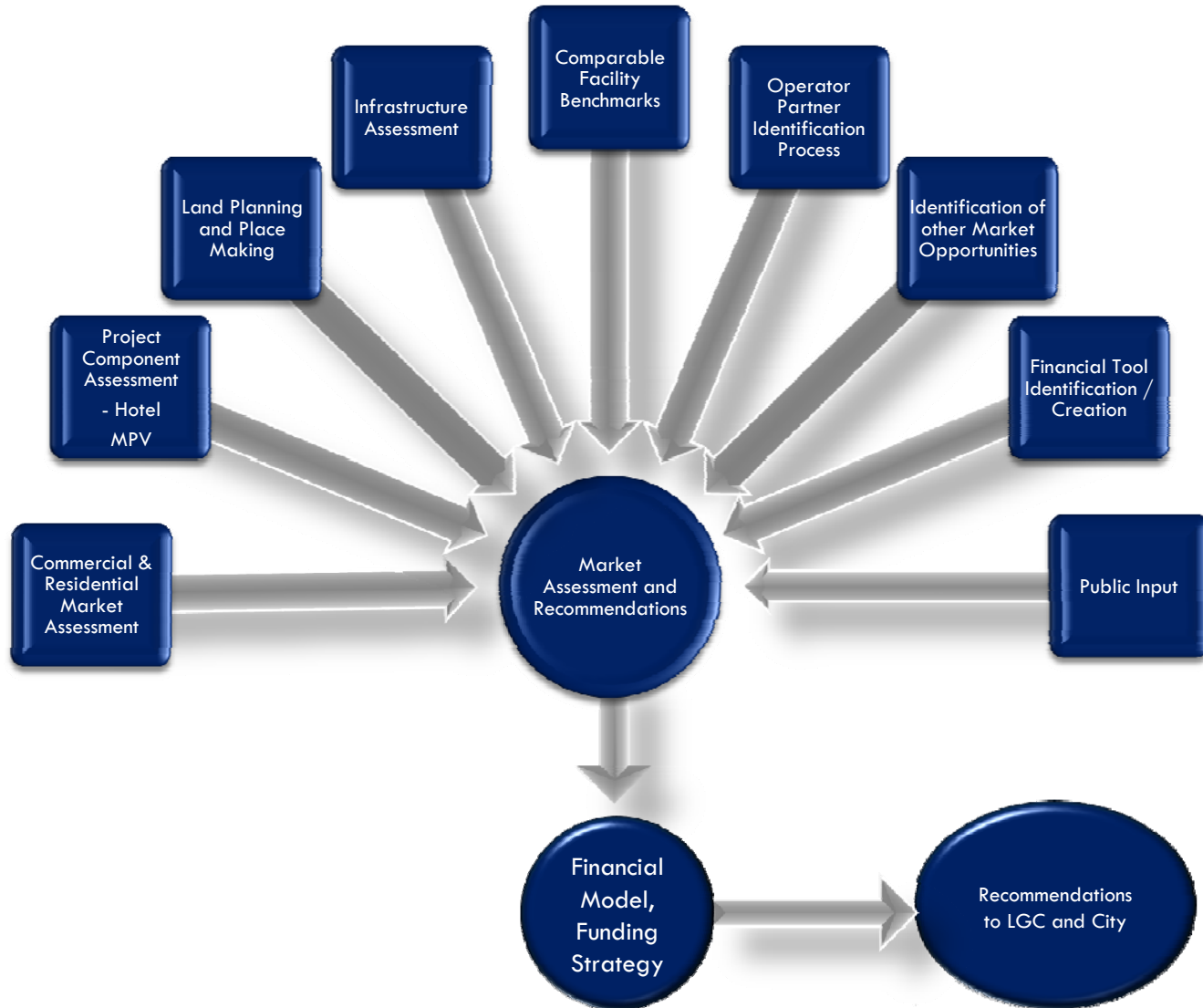
- Headquartered in San Diego, California
- operates hotels in six states as well as Spain
 - US locations are in California, New Mexico, Ohio, Oklahoma, Texas and Utah
- Texas hotels include
 - the Stoneleigh and Radisson Hotel Central in Dallas,
 - the St Anthony and Sheraton Gunter in San Antonio and
 - the Howard Johnsons Inns and Suites in Lackland
- Current portfolio of over \$2 billion owning or operating 30 properties which provide 6,500 hotel rooms
- Employs over 3,200 people in the US alone

Our Team - Local

- Public Sector and Community
 - City of Amarillo
 - Downtown Amarillo Inc.
 - AEDC
 - Downtown TIRZ
 - Center City
 - Chamber
 - Amarillo LGC
 - etc...



Project Assessment Process

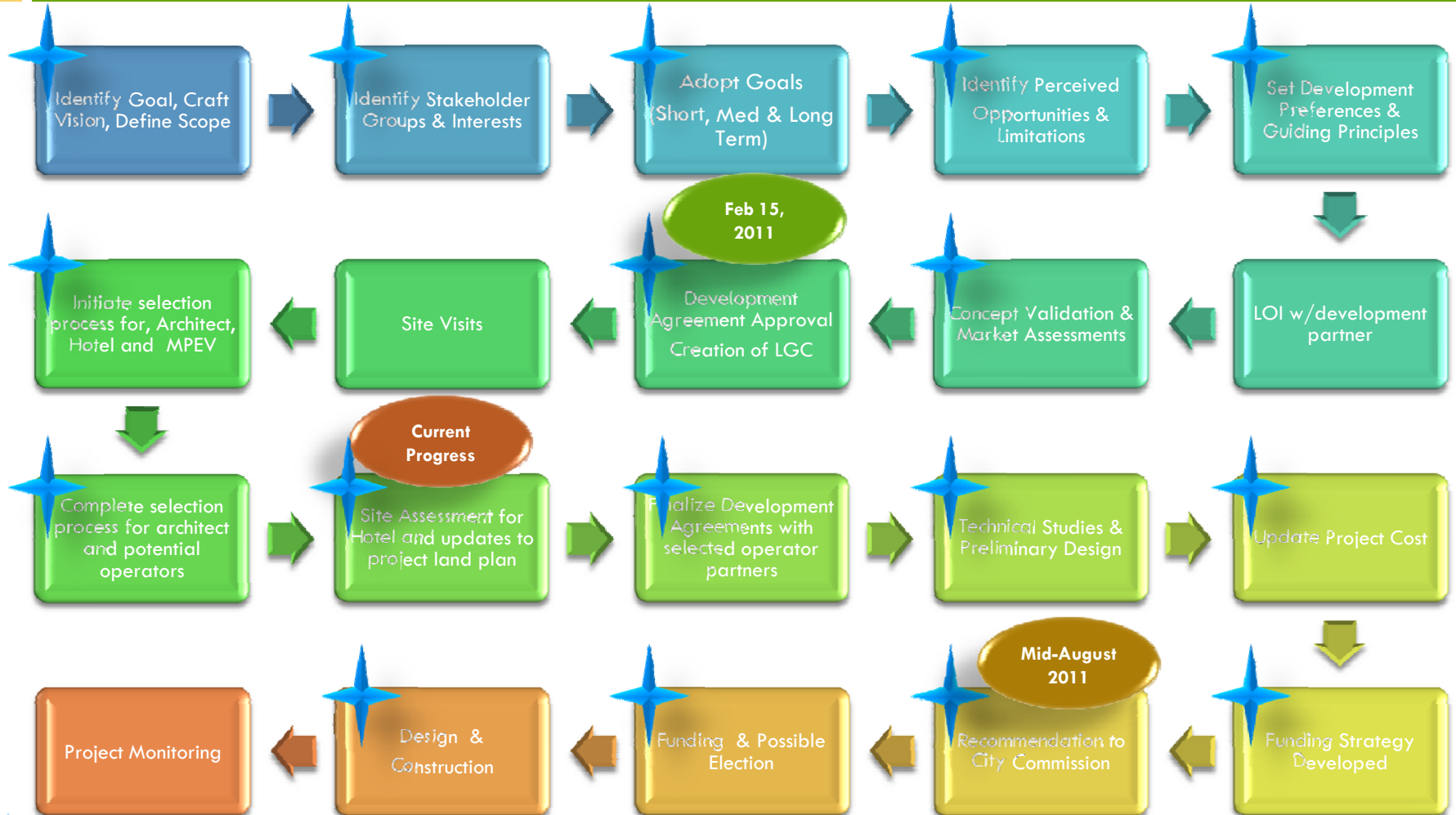


Path Forward



- Current Efforts
 - Facility Programming and Cost Estimating Underway
 - Place making
 - Financial Plan Development
 - Working with City to integrate Civic Center Facility Assessment in Planning
- Next Community Meeting – **June 25 @ Amarillo Civic Center, Grand Plaza**

Process (Major Steps)



★ = Opportunities for public discussion or input



Stay Informed

- Like Downtown Amarillo Inc. on Facebook
 - www.facebook.com

- Follow @DwtnAmarillo on Twitter
 - www.twitter.com/DwtnAmarillo

- View videos from the public meetings on YouTube.com
 - <http://www.youtube.com/user/dwtناماريللو>





Thank You