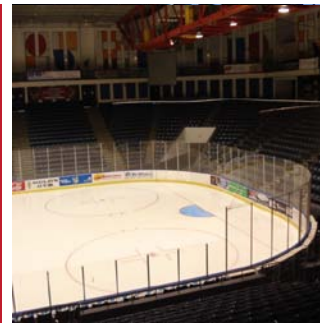




DONALD GRINBERG, FAIA

ARCHITECTURE+ PLANNING+



Amarillo Civic Center
Preliminary Market Analysis & Assessment
Update
June 15, 2011

HVS MARKET ANALYSIS SUMMARY

In the first phase of research, HVS was engaged to provide a market study and facility recommendations, which culminates in a recommended building program to be further tested by the planning team.

Methodology

- The first phase market analysis involved the following tasks
 - HVS personnel toured the Amarillo Civic Center and met with facility management, the Amarillo Convention and Visitors Council, and other stakeholders.
 - Economic and demographic analyses for Amarillo and surrounding areas within specified drive times of the venue.
 - Review and analysis of existing tourism infrastructure in Amarillo including:
 - Civic Center
 - hotel supply
 - transportation (roadways and air service)
 - other tourism attractions.
 - Collected data and analyzed the venues and their surrounding markets of:
 - 10 competitive Texas facilities
 - 10 comparable US venues

Methodology (continued)

- Review and analysis of historical operating data including:
 - historical event demand and attendance figures,
 - financial statements,
 - staffing,
 - lost business.
- Interviewed
 - current users and tenants of the Amarillo Civic Center to understand current and future event needs and overall impressions of Amarillo and the Civic Center
 - event planners who did not select Amarillo for their event to understand the main reasons for not selecting Amarillo and overall impressions of the city.

Key Findings

- Amarillo's local economy is capable of supporting and expanded Civic Center with a stable population base, relatively strong employment levels, and growing income levels.
- Amarillo's current tourism infrastructure does not satisfy the needs of meeting event planners. Airport improvements, hotel development, and collateral development surrounding the Civic Center will enhance Amarillo's competitiveness.
- As compared to other competing and comparable venues, the Amarillo Civic Center has a comparable amount of function space, however, space is disjointed and lacks a large contiguous exhibit space.

Key Findings (continued)

- Of all competing and comparable cities studied, Amarillo has the fewest number of fixed arena seats as compared to its population.
- Several existing users of the Civic Center, including trade shows, consumer shows, and the annual rodeo report that their shows are at capacity.
- Several existing users of the Civic Center, including entertainment and concert events, report that they incur higher labor costs in Amarillo due to the configuration of the loading dock.
- Lost business reports and subsequent interviews with event planners indicate that reasons for not selecting Amarillo include the lack of an adjacent hotel property and insufficient and outdated facility elements.

Facility recommendations

Function Space	Existing ACC Size and Configuration		Proposed Size and Configuration	
Exhibit Space	68,456 SF	2 separate exhibit halls and arena floor	Up to 100,000 SF	Contiguous exhibit hall and arena floor
Meeting and Ballroom Space	51,905 SF	Heritage room, Grand Plaza, Regency Room, Hospitality	50,000 SF	Heritage room plus 2 additional meeting room blocks
Arena Seating	4,870	Single concourse	5,500 to 7,500	Single concourse 200-300 premium seats
Auditorium Seating	2,324		2324	

Physical Needs Assessment

- The second phase of the assessment involves the following tasks
 - Don Grinberg and DPS personnel toured the Amarillo Civic Center and met with facility management, the Amarillo Convention and Visitors Council, and other stakeholders.
 - Hosted a Focus Group meeting of current event users and vendors.
 - Final stages of drafting report that includes annotated photos, room data sheets, spatial analysis illustrations, and detailed narrative.
 - Physical Needs Assessment Serves as basis for subsequent master planning.

Next Steps

- Master Plan
 - Don Grinberg and DPS personnel begin developing master plan options.
 - Coordinate with Wallace Bajjali downtown redevelopment projects.
 - Rank options
 - Construction Costs from Independent Cost Estimator.
 - HVS will develop financial/economic modeling based on preferred option.
- Final Report

Discussion