



For Discussion Purposes Only

*Grand Vision:
Wichita Performing Arts & Convention Center
'Millennials Place'*



1871

Home of William
Greiffenstein



1911

The Forum



Envision...

...a downtown area alive with activity; a 'gathering place' for the arts, that capitalizes on the river and stands as a grand vision, as Century II was in its time.



Originally opened in 1969, Century II Performing Arts and Convention Center (CII) continues to serve as Wichita's primary convention facility. A major expansion in 1986, adding Bob Brown Expo Hall (Expo Hall), and the addition of a 303-room headquarters hotel in 1997 were two important convention infrastructure improvement milestones.

Surveys of existing and past users consistently report high satisfaction with service quality, but also cite

a number of critical deficiencies pertaining to functionality, event logistics, space levels and apportionment, aesthetics and marketability to exhibitors/attendees.

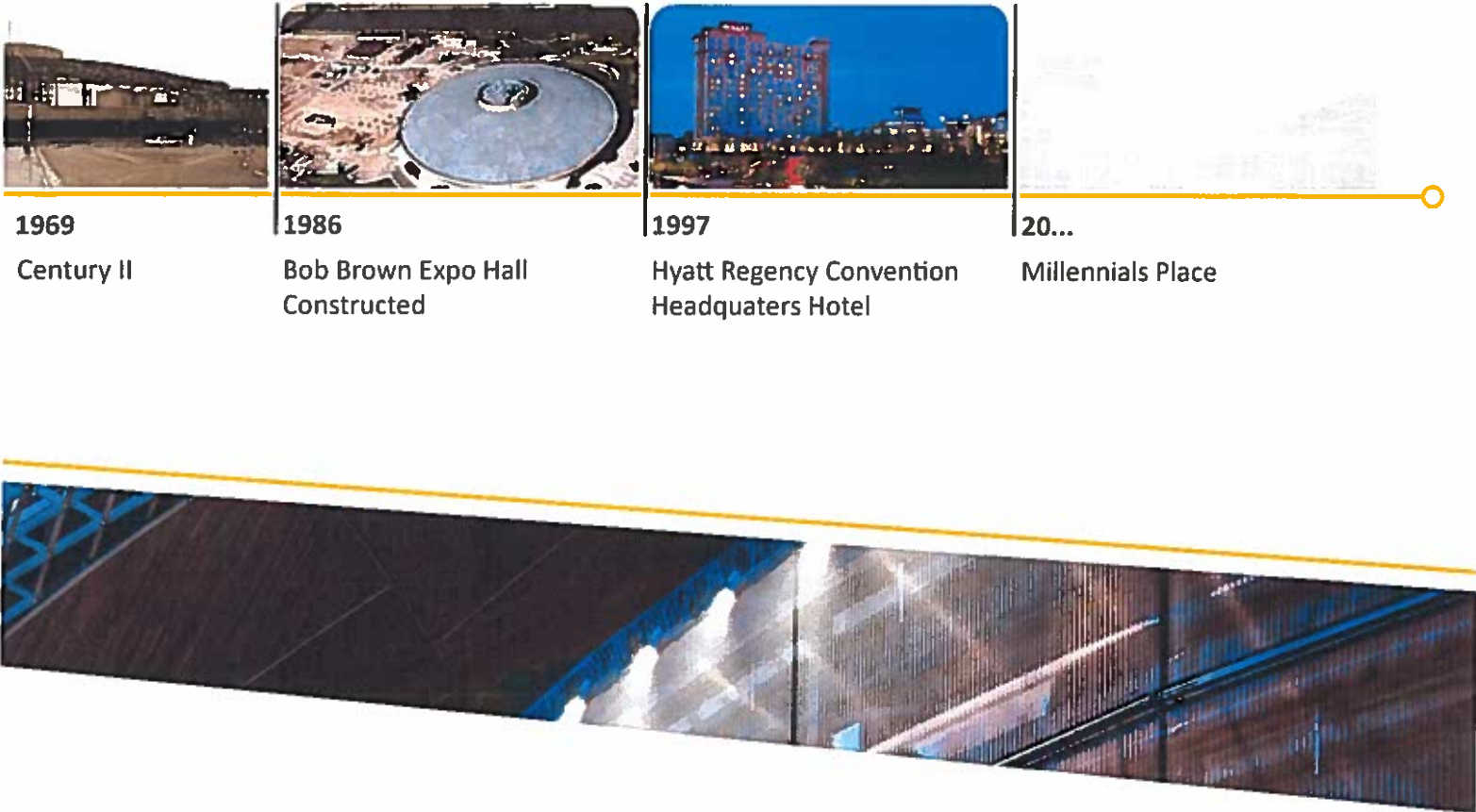
In today's industry environment, CII "works" as a local event facility, but it does not compete well in the broader national marketplace as a convention center. **Wichita continues to fall behind its competition in terms of convention product and convention destination attractiveness due to**

limited public sector investment in recent decades (concerning convention and visitor industry product development).

Omaha, Tulsa, Oklahoma City and Overland Park are prominent examples of convention and destination return-on investment success stories, particularly as they relate to strategic planning and investment in facilities and urban planning projects relating to the convention and visitor industries.

Launching points for a new convention & performing arts center:

- Stable economic growth
- Hyatt Regency Wichita convention headquarters hotel success
- Visit Wichita's recent convention & destination marketing
- Intrust Bank Arena success
- Downtown master planning efforts + committed public & private investment
- New Wichita Dwight D. Eisenhower Airport



PROJECT OVERVIEW

CONVENTION CENTER

- Scheme 1: Competitive Viability Option
- Scheme 2: Renovated CC + New PAC (Separate)
- Scheme 3: New CC + New PAC (Combined)
- Scheme 4: New CC + New PAC (Separate)

Ideally with an orientation both towards walkable amenities of downtown and the river, convention center development should tie in directly with the downtown master plan strategy for the future—maximizing synergy and leveraging of public and private dollars.

CONVENTION CENTER

A convention center acts as an economic generator and a public resource for the local community, hosting conventions, conferences, tradeshow, public/consumer shows, meetings, civic events and other activities of both a non-local and local nature. An important goal of a convention center is to attract nonlocal events to the local area that otherwise cannot be accommodated by other existing local facilities, providing increased visitation and related economic impact in the local area.

Throughout the country, public sector investment in convention product development is increasingly targeting both convention facility (physical facilities and policies/procedures) and its supporting visitor amenities (hotel, restaurants, entertainment, attractions, etc.) — all geared towards enhancing attractiveness compared to other competitive destinations. A majority of Wichita's peer destinations have expanded or developed new convention centers within the past 15 years alone. Further, many of these communities have also invested substantial public sector dollars into enhancing the convention product's supporting amenity infrastructure, including incentivizing appropriate headquarter hotel products and entertainment/mixed use districts and infrastructure nearby the convention center.

CII (inclusive of Bob Brown Expo Hall) has served a critical need in Wichita for decades—serving local and non-local events of a wide variety of types. Wichita is well-established and demanded in the state/regional convention market. However, beyond niche industries (e.g., aerospace and aviation), Wichita is currently challenged in its ability to compete in the national convention market.

The state-of-the-industry in terms of convention center physical product aesthetics and functionality has continued to advance year-over-year since the original construction and subsequent expansion of CII, now decades ago. As would be expected, this has degraded Wichita's ability to compete for national pieces of convention, conference, tradeshow and meeting business (and its resulting economic impact).

While Bob Brown Expo Hall offers a significant amount of concrete floor exhibition space (93,000 gross square feet in total), it has a number of characteristics that work to reduce CII's (and Wichita's) competitiveness in the national convention marketplace.

Based on the previous analyses, key aspects of a market supportable facility program for a state-of-the-industry convention center in Wichita are:

Exhibit Space:

- 150,000 square feet of contiguous exhibit space in a single hall.
- Planning consideration for an adjacent parcel to accommodate up to 100,000 square feet in additional exhibit space under a potential future expansion.

Ballroom Space:

- Approximately 30,000-square foot, sub-dividable, column-free space

Breakout Meeting Space:

- Approximately 30,000 sq ft of apportioned space

Hotel Support:

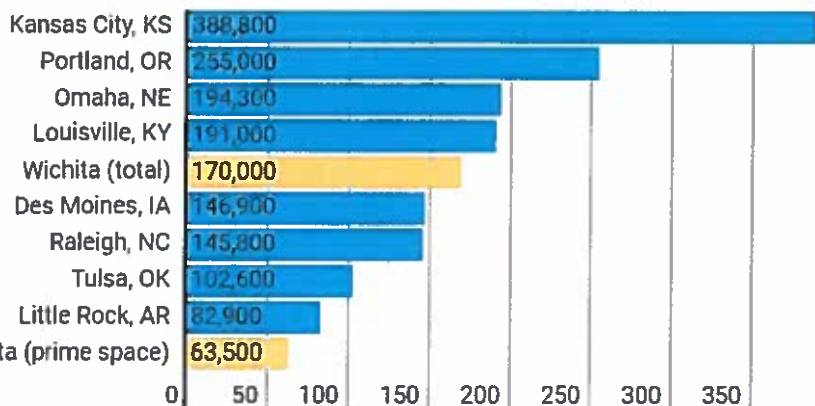
- 400 full-service hotel rooms attached/adjacent. This is an amount approximately 100 more than presently provided by the Hyatt Regency Wichita. A separate hotel feasibility study would be necessary to evaluate the overall market, financial and cost implications of new hotel product development.
- 500 committable hotel rooms within close walking distance.
- 1,000 total hotel rooms within one-half mile.

Typical State-of-the-industry Convention Center Characteristics:

- Column-free, contiguous, concrete floor space.
- Ceiling heights in excess of 30 ft.
- A rectangular hall shape with a length to-width ratio that approximates 2:1.
- Sub divisibility of the space into several individual spaces via modern movable air walls, with public access and service access possible for each subdivided
- space. This importantly allows for the accommodation of concurrent events and enhances marketability to events with exhibitions of a size smaller than the entire available hall.
- Floor utility boxes on a 30-by-30-foot matrix.
- Significant pre-function space leading into the exhibit halls.
- Back of house service into the exhibit hall to allow for event set up without working through public spaces.
- Covered loading docks for exhibit halls separate from docks for other facility operating needs.
- State-of-the-industry capabilities with respect to wireless internet, audiovisual, telecommunications, electrical, etc.

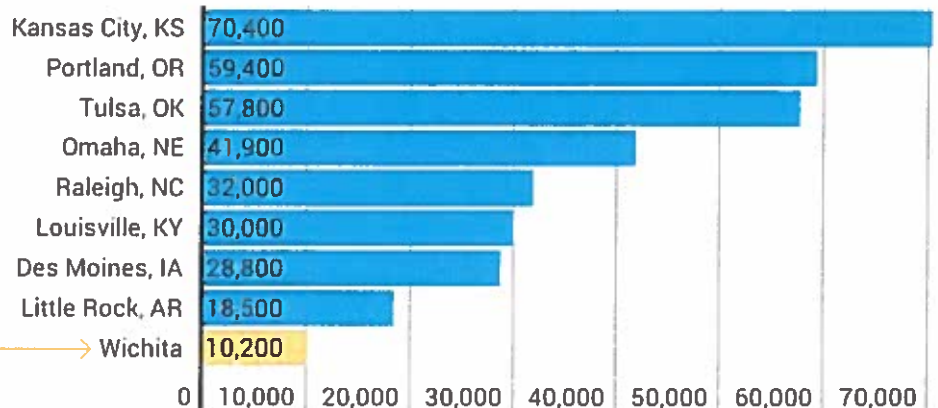
Comparable Convention Centers vs Exhibition Space

The total ballroom and exhibition space in Wichita is not enough to make the city a competitive convention center destination on a national level.



Exhibition Space

Comparable Convention Centers vs Ballroom Space

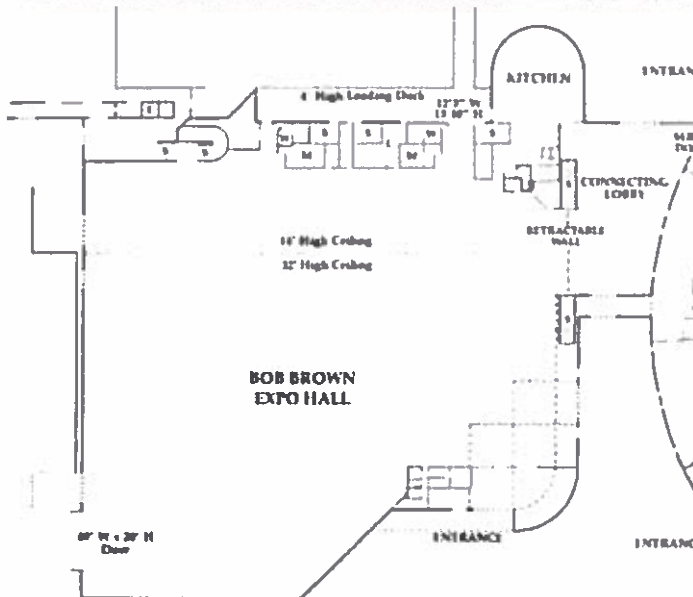


Ballroom Space

Exhibition spaces need divisibility of the space into several individual spaces via modern movable air walls, with public access/service access possible for each space. This allows for the accommodation of concurrent events and enhances marketability.

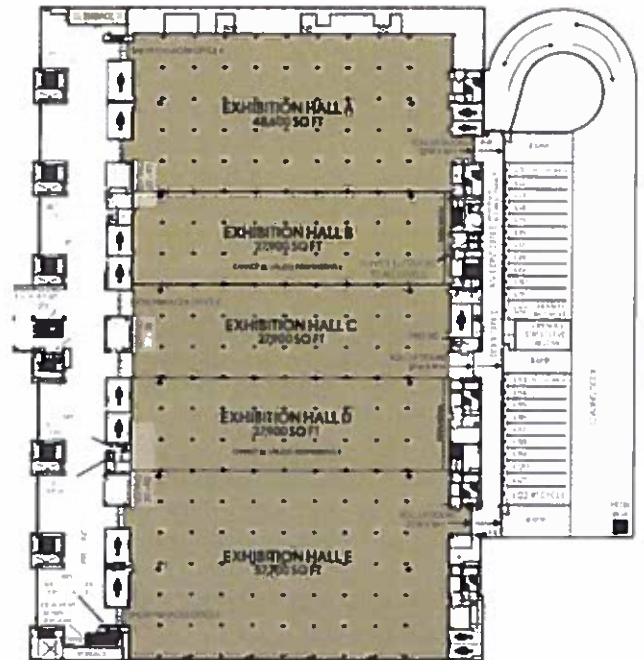
Bob Brown Expo Hall

No subdivisibility



Phoenix Convention Center (Populous, architect)

5 subdividable halls – North Building



Cincinnati, OH



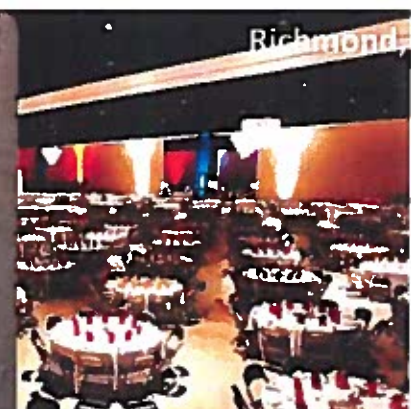
Fort Worth, TX



Omaha, NE



Raleigh, NC

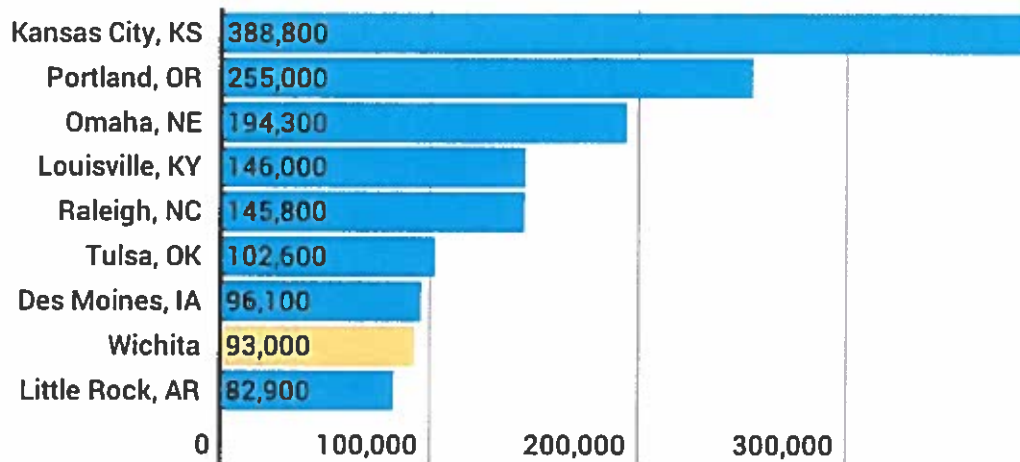


Richmond, VA

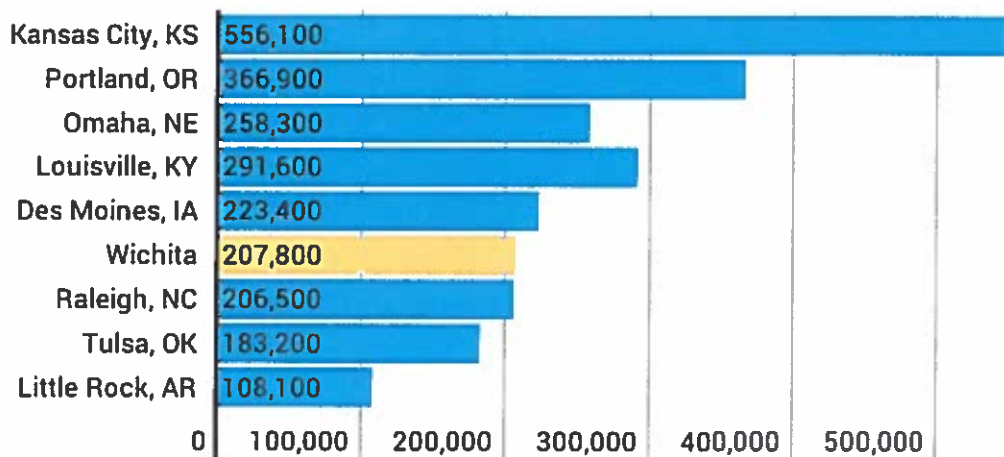
Overall, market analysis results suggest that the development of a state-of-the-industry convention center product, appropriately-sized and apportioned to Wichita's measured market demand, could allow Wichita to significantly better penetrate national and regional convention, tradeshow and conference markets, in addition to reversing a projected slow decline in non-local event accommodation should no major capital facility investment be forthcoming in the future.

The report outlined a market supportable facility program for a state-of-the-industry convention center in Wichita. This program would consist of state-of-the-industry apportioned and configured spaces, including 150,000 square feet of contiguous exhibit space in a single hall, a 30,000-square foot ballroom, and 30,000 square feet of breakout meeting space.

Comparable Convention Centers vs Largest Contiguous Space



Comparable Convention Centers vs Total Sellable Space



PERFORMING ARTS CENTER

Limitations of existing venues at CII:

- Wing space
- Stage size
- Sound bleed
- Loading docks
- Number and condition of dressing rooms
- New shell is needed
- Too few fly lines
- Number of rehearsal rooms
- A/V Equipment
- Union labor costs
- Accessibility in theaters and other spaces

Additional spaces that are desired but not currently available at CII:

- Small, flexible use, Black box style theatre
- Bar or restaurant attached
- Parking structure (indoor) connected to the building
- Banquet facilities
- Thrust stage
- Outdoor exhibit space
- Low or free rent spaces for performances and rehearsals
- Space for artists to experiment
- Venue for Film

As performing arts are an integrated activity in the CII building, any consideration that a new convention center be built necessarily requires an analysis of the impact and opportunity that provides for the performing arts in Wichita. AMS Planning & Research Corporation engages in a series of tasks to develop a profile of current and future arts and entertainment offerings in Wichita and assess the opportunity created by the potential development of a new convention center. Specifically, AMS (with assistance from the Fisher Dachs Associates) set to understand how well the existing CII serves the needs of current and future performing arts in Wichita, what reasonable investment(s) would ensure its serviceability for the future and compare that to the potential development of a new facility.

PROJECT OVERVIEW

PERFORMING ARTS CENTER

- There is no project without the convention center.
- If the Convention Center project moves forward there will be an arts component.
- Community appreciates economic and social impact of the arts.
- Arts community is stable but not growing.

Success looks like:

- All assets completely leveraged.
- Healthy interaction with downtown.
- A Grand Vision, as CII was in its time.
- Capitalize on the River.
- Alive with activity; a 'gathering place' around the arts.

Wichita's arts organizations have learned how to adapt and adjust to some of the unique attributes of CII, but the facility does not provide some functionality that is essential for long-term success, including lack of sound isolation between spaces, inefficiency in operation (especially loading), insufficient production areas (wing space, backstage), substandard equipment, and certain patron amenities (parking, accessibility). It is believed that Wichita has a unique opportunity to provide an enhanced performance venue in conjunction with the convention center initiative.

Survey Says

- Over 85% of respondents believe there is a need for new or renovated performing arts facilities in Wichita.
- The majority of respondents stated their utilization of Century II would increase if it met their needs.
- Wing space, stage size, sound bleed, and loading are some of the most needed areas of improvement in the current Century II facilities.
- Unmet needs include smaller flexible use performance and rehearsal spaces.
- 63% of current users would use CII more if it was upgraded to met their needs.
- 57% of potential users would use CII if it was upgraded to met their needs.
- Classical music, youth and family programming, and musical theatre are the most popular programs among current and potential users. There may be a need for space for festivals, film, and non-musical stage plays.

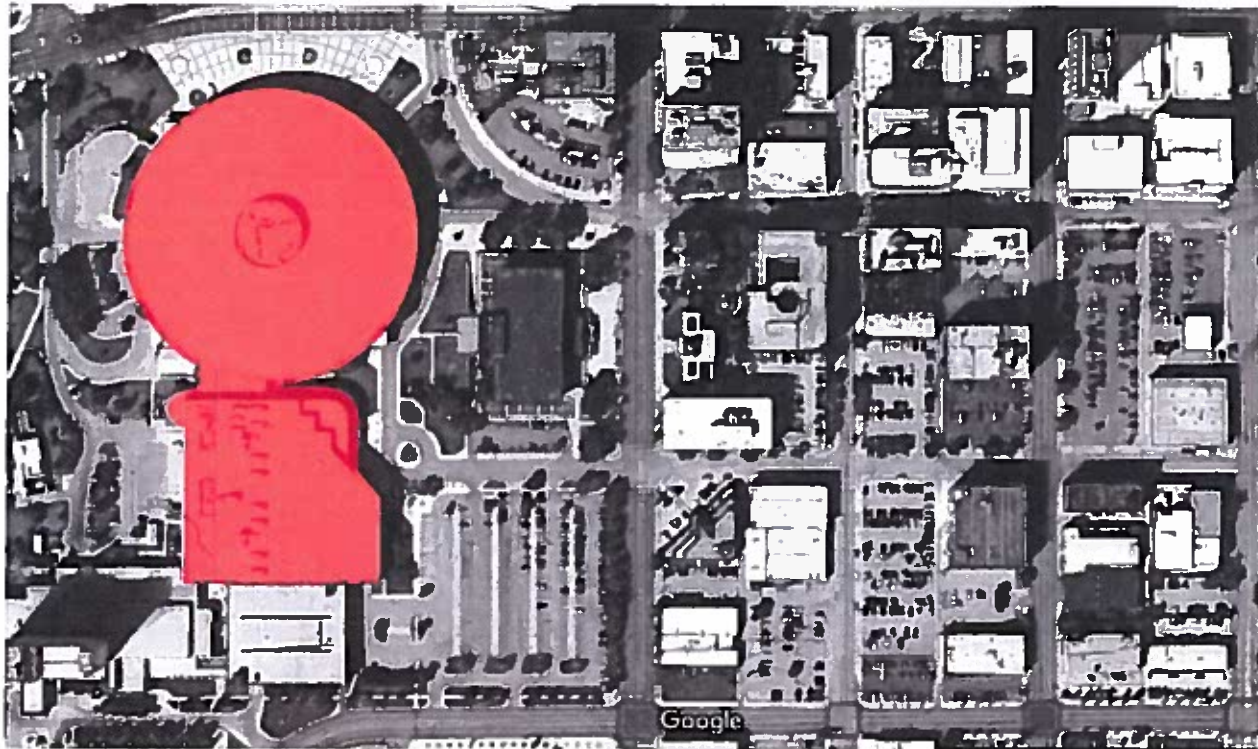
Building Program:

- 2,500-seat Multipurpose Hall (lowest count acceptable for touring Broadway and MTW)
- Stage and backstage areas are sized for Broadway touring and MTW
- Trap room; included for MTW and/or Opera.
- Orchestra Pit: two sizes (Broadway, up to 35 musicians, and Opera, up to 45 musicians).
- Larger lobby – 15nsf per person
- Patron Lounge -- 100 standing; 60 sit down
- Multipurpose / Events room
 - Sized for large music ensemble
 - Receptions, dinners, small performance, rental opportunities
 - Seats 200-240
 - Located adjacent to public lobby and FOH support
 - Not for black box theatre
- Catering warming rooms; not a full kitchen
- Rehearsal spaces
 - Multi-tenant use; appropriate for both MTW & Symphony
 - One large, two medium, one small rehearsal room
 - Storage, including dedicated musical instrument
 - Could be rented to outside groups
- Production spaces
 - Scene shop, paint shop, costumes, props, tools, storage, offices
 - Shops would be adjacent to stage and loading; not adjacent to public spaces
- Administration
 - Offices for the PAC and current major tenants

PROJECT BUDGET SUMMARY

SCHEME 1 \$271.8

Competitive Viability Option



Scheme 1 represents a major renovation of the existing CII structure, but does not involve the development of new convention center or performing arts facilities. It reflects a scenario that would involve capital improvements to maintain base operating and safety standards through the 2030 projection period, as well as critical renovations to bring the performing arts and convention center spaces to nationally-competitive standards.

SCHEME 2 \$349.5

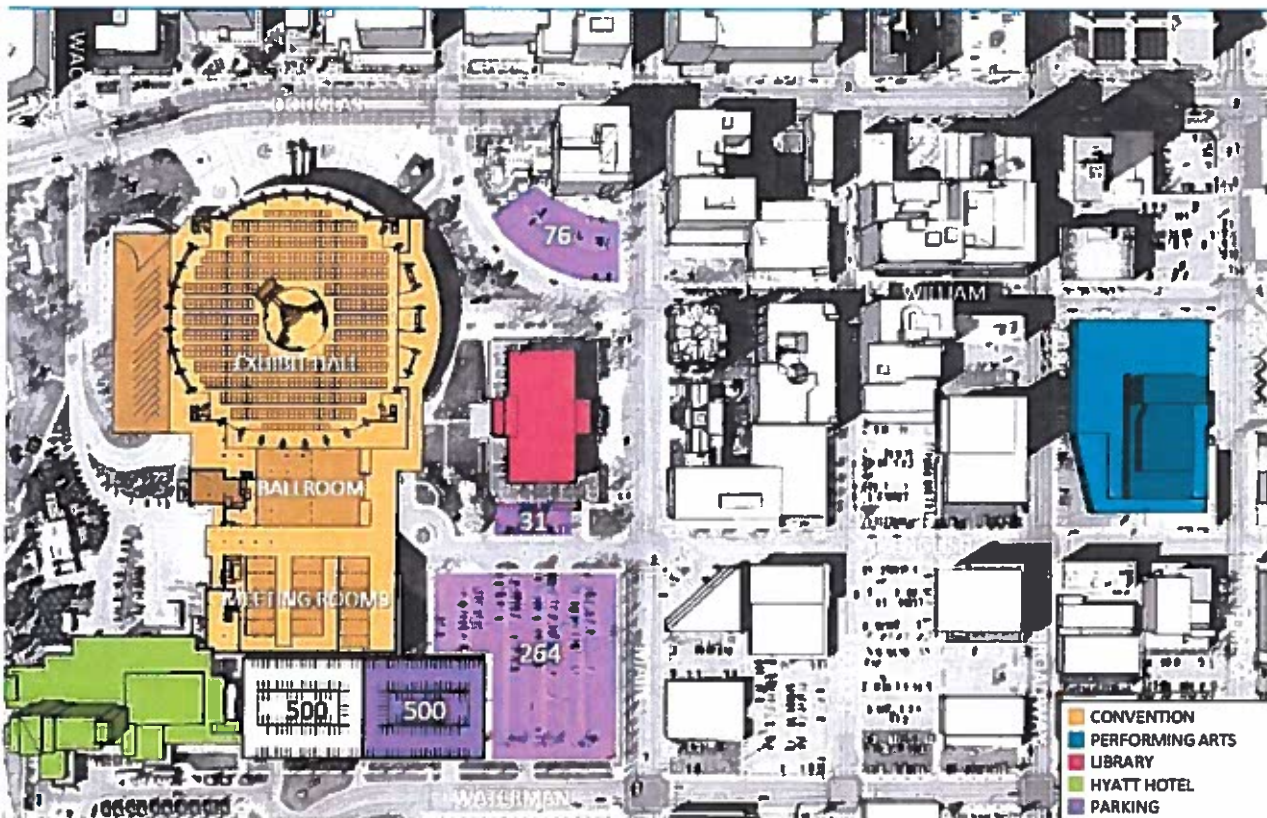
Renovated CC + New PAC (Separate)

\$117.4 Performing Arts Center

\$206.1 Convention Center

\$19.5 Parking

\$6.5 Site Development



Scheme 2 retains the CII “blue dome”, but would involve development of a new performing arts center separated from the convention center at a different downtown location. While the market supportable convention center building program could fit under this scheme, there are a number of challenges associated with the marketability and functionality of dedicated exhibit space programmed within the CII round building.

SCHEME 3 \$491.7

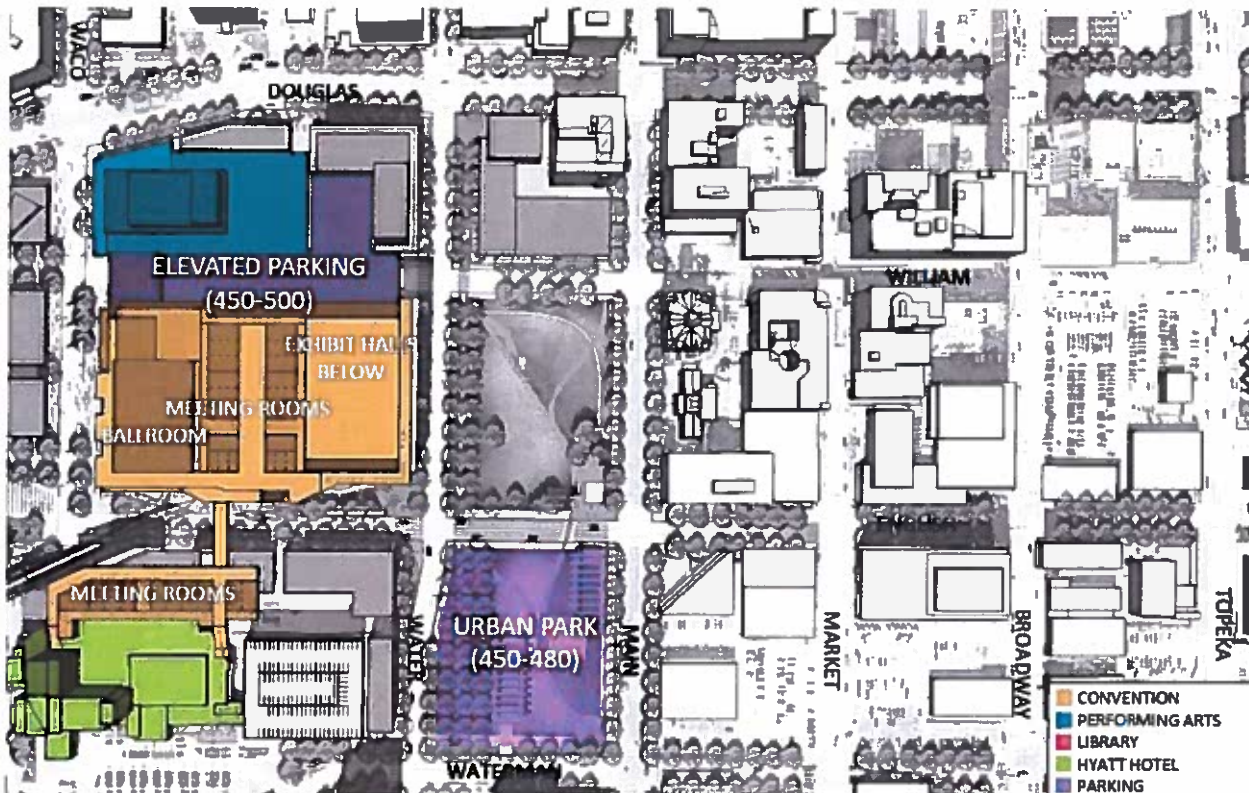
New CC + New PAC (Combined)

\$124.3 Performing Arts Center

\$254.7 Convention Center

\$40.4 Parking

\$72.3 Site Development

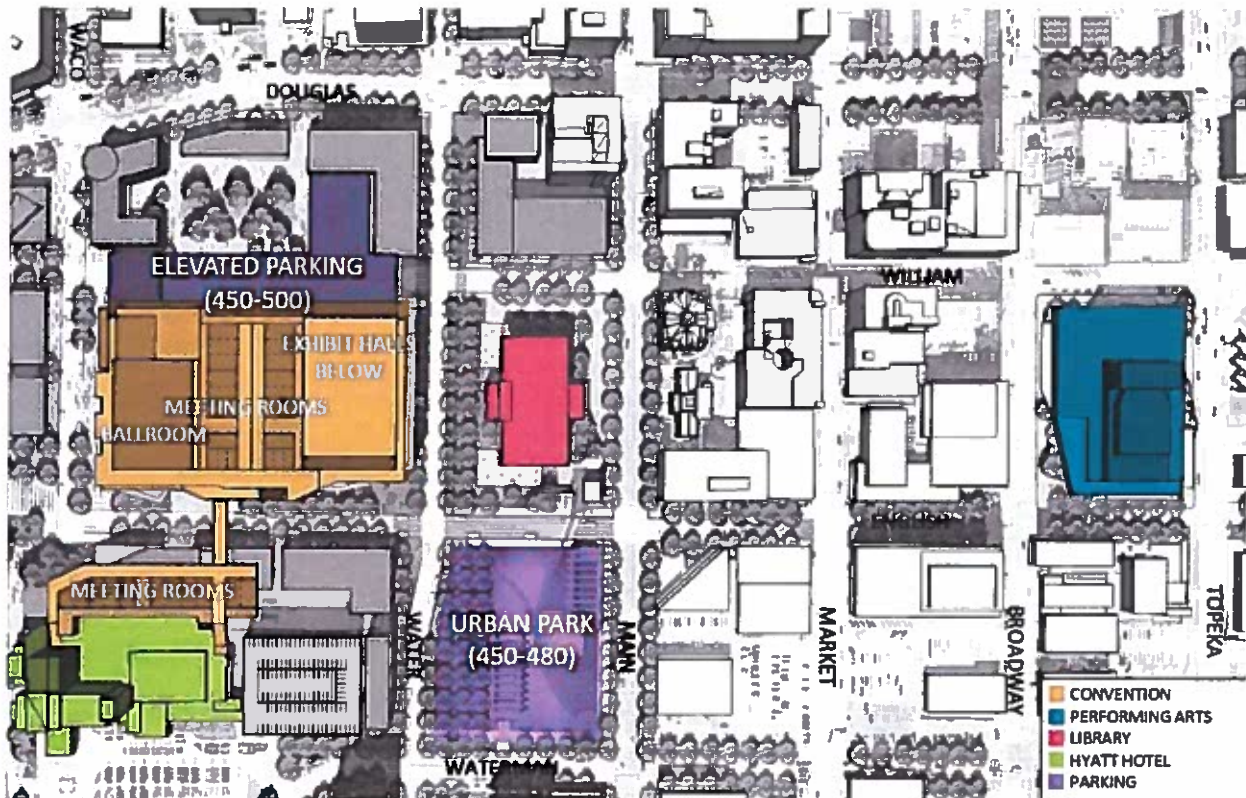


Scheme 3 would involve a complete redevelopment of the CII site, resulting in a physically and operationally combined new convention center and performing arts center.

SCHEME 4 \$484.6

New CC + New PAC (Separate)

\$117.4 Performing Arts Center
 \$238.4 Convention Center
 \$40.4 Parking
 \$88.4 Site Development



Scheme 4 would involve a complete redevelopment of the CII site, resulting in a new convention center at the former CII site, while a new, separated performing arts center would be built elsewhere in the downtown.

Convention and Performing Arts Center Benefits

Summary of Key Estimated Quantifiable Costs and Benefits by Scenario (in 2016 Dollars)

COST SUMMARY	Scenario 1: Competitive Viability Option		Scenario 2: Renovated CC • New PAC		Scenario 3: New CC • PAC Combined		Scenario 4: New CC • PAC Separate	
	Stabilized Year	10-year Total	Stabilized Year	10-year Total	Stabilized Year	10-year Total	Stabilized Year	10-year Total
One-time Costs:								
Hard Construction Costs	--	\$200,290,000	--	\$247,310,000	--	\$305,430,000	--	\$287,460,000
Soft Construction Costs	--	58,600,000	--	71,200,000	--	98,300,000	--	98,300,000
Site / Infrastructure Costs	--	0	--	6,300,000	--	53,100,000	--	66,500,000
Other Development Costs	--	12,900,000	--	24,800,000	--	34,800,000	--	34,300,000
Private Contribution	--	0	--	0	--	0	--	0
Total Cost	--	\$271,790,000	--	\$349,610,000	--	\$491,630,000	--	\$484,560,000
Ongoing Operations:								
Operating Revenues								
Convention Center	\$1,154,000	\$12,334,000	\$3,800,000	\$36,860,000	\$5,144,000	\$49,897,000	\$5,144,000	\$49,897,000
PAC	510,000	5,100,000	2,237,000	22,176,000	2,237,000	22,176,000	2,237,000	22,176,000
Subtotal	\$1,664,000	\$17,434,000	\$6,037,000	\$59,036,000	\$7,381,000	\$72,073,000	\$7,381,000	\$72,073,000
Operating Expenses								
Convention Center	\$2,450,000	\$24,010,000	\$5,689,000	\$55,183,300	\$5,703,000	\$55,319,000	\$6,198,000	\$60,121,000
PAC	1,312,000	13,120,000	4,283,000	41,789,000	3,792,000	37,015,000	4,283,000	41,789,000
Subtotal	\$3,762,000	\$37,130,000	\$9,972,000	\$96,972,300	\$9,495,000	\$92,334,000	\$10,481,000	\$101,910,000
Total Operating Costs	\$2,098,000	\$19,696,000	\$3,935,000	\$37,936,300	\$2,114,000	\$20,261,000	\$3,100,000	\$29,837,000
Ongoing Costs:								
Debt Service	\$15,718,000	\$157,180,000	\$20,218,000	\$202,180,000	\$28,431,000	\$284,310,000	\$28,022,000	\$280,220,000
Operating Deficit	2,098,000	19,696,000	3,935,000	37,936,300	2,114,000	20,261,000	3,100,000	29,837,000
Capital Reserve Funding	0	0	0	0	0	0	0	0
New DMO Marketing	0	0	0	0	0	0	0	0
Private Contribution	0	0	0	0	0	0	0	0
Total Annual Costs	\$17,816,000	\$176,876,000	\$24,153,000	\$240,116,300	\$30,545,000	\$304,571,000	\$31,122,000	\$310,057,000
BENEFIT SUMMARY	Scenario 1: Competitive Viability Option		Scenario 2: Renovated CC • New PAC		Scenario 3: New CC • PAC Combined		Scenario 4: New CC • PAC Separate	
	Stabilized Year	10-year Total	Stabilized Year	10-year Total	Stabilized Year	10-year Total	Stabilized Year	10-year Total
Ongoing Quantifiable Benefits:								
Direct Spending	\$10,095,704	\$118,066,474	\$26,136,177	\$400,949,399	\$33,833,717	\$540,018,130	\$31,171,164	\$511,903,466
Indirect/Induced Spending	6,790,485	79,637,803	17,653,372	272,503,503	22,865,634	367,272,598	20,993,716	347,547,239
Total Output	\$16,886,189	\$197,724,277	\$43,789,549	\$673,452,902	\$56,699,351	\$907,290,728	\$52,164,880	\$859,450,705
Personal Income (earnings)	\$5,708,152	\$66,795,752	\$14,842,042	\$227,781,869	\$19,178,774	\$306,433,415	\$17,764,032	\$291,389,642
Employment (full & part-time jobs)	233	428	600	2,438	776	3,364	720	3,271
City Taxes	\$294,565	\$3,160,757	\$782,198	\$8,428,590	\$1,037,497	\$11,405,588	\$672,407	\$9,622,807
County Taxes	54,111	609,219	141,980	1,878,040	186,265	2,535,116	183,385	2,308,325
State Taxes	668,512	7,926,839	1,730,220	27,783,858	2,240,795	37,476,758	2,062,311	35,589,820
Total Tax Revenue	\$1,017,188	\$11,696,815	\$2,654,398	\$38,068,497	\$3,464,558	\$51,417,442	\$3,098,104	\$47,700,953
COST/BENEFIT SUMMARY	Scenario 1: Competitive Viability Option		Scenario 2: Renovated CC • New PAC		Scenario 3: New CC • PAC Combined		Scenario 4: New CC • PAC Separate	
	Stabilized Year	10-year Total	Stabilized Year	10-year Total	Stabilized Year	10-year Total	Stabilized Year	10-year Total
Benefit to Cost Ratio (Overall)	0.95	1.12	1.81	2.80	1.86	2.98	1.68	2.77

Potential non-quantifiable benefits include:

• **Potential Transformative and Iconic Effects**

High profile, state-of-the-industry convention and arts/entertainment facility projects like those outlined herein can have extensive, long-lasting transformative impacts on the Wichita community and destination, in terms of quality of life, community prestige, perception by visitors and non-locals, and other such effects.

• **Quality of Life for Residents**

New/enhanced public assembly facilities provide diversified activities for local residents and families, which can make Wichita a more attractive and enjoyable place to reside. Quality public assembly facilities can contribute to enhancing community pride, self-image, exposure and reputation. All these items can assist in retaining and attracting an educated workforce, particularly younger adults who often desire quality entertainment, cultural, leisure and recreational amenities.

• **New Visitation**

New visitors will be attracted to the area because of an event in the new/enhanced convention and performing arts facility products. These attendees, in turn, may elect to return to the area later with their families, etc. for a vacation after visiting the area for the first time.

• **Spin-Off Development**

New retail/business tend to invariably sprout up near event facilities, such as convention center and performing arts centers, spurred by the operations and activities associated with the event facilities, representing additions to the local tax base. Enhanced economic growth and ancillary private sector development surrounding the new, renovated and redeveloped performing arts and convention facilities in Wichita's key central business district and waterfront spurred by the operation of project.

• **Anchor for Revitalization**

Convention and performing arts facility development can oftentimes be the base of community-wide master development plans to enhance and revitalize markets.

• **Other Benefits**

Increased synergy with the other local entertainment facilities can lead to increased tourism activity to Wichita and Sedgwick County. Likewise, the proposed facility investment would be expected to enhance affordable entertainment, cultural, educational and leisure alternatives for families in the Wichita area.

The analysis and conclusions presented within this report represent a culmination of a variety of efforts in recent years to assess key market, program, concept/design, cost/benefit, and return-on-investment issues associated with potential investment in Wichita's performing arts and convention center product. Key contributors to this effort included a set of national and local organizations and stakeholders (both public and private), including several accomplished, nationally-recognized experts in relevant areas that pertain to the project. Contributors include:

- AMS Planning & Research Corporation (AMS)
- Arts Council of Wichita
- City of Wichita
- Conventions, Sports & Leisure International (CSL)
- Fisher Dachs Associates
- GLMV Architecture
- Visit Wichita Convention and Visitors Bureau
- Populous
- Sasaki
- Shelly Willis Art Consultant
- Wichita Downtown Development Corporation
- Conventions Sports Leisure

Moving forward:

June -
Task Force
Discussion
of Funding
Sources

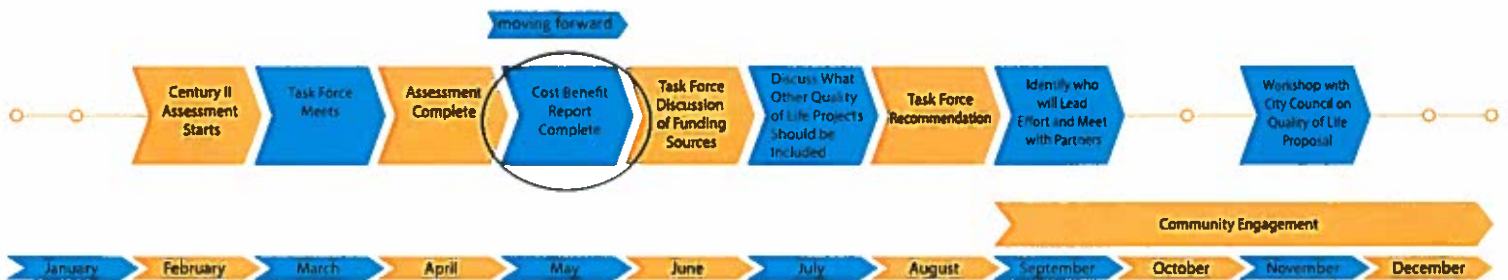
July -
Discuss What
Other Quality
of Life Projects
Should be
Included

August -
Task Force
Recommendation

September -
Identify who
will Lead Effort
and Meet
with Partners
+ Community
Engagement

November -
Workshop with
City Council
on Quality of
Life Proposal
+ Community
Engagement

Century II Performing Arts & Convention Timeline 2016



2017

