

Multipurpose Event Centers: Meeting Community Needs & Creating Economic Impact



TAF&E Convention

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Outline

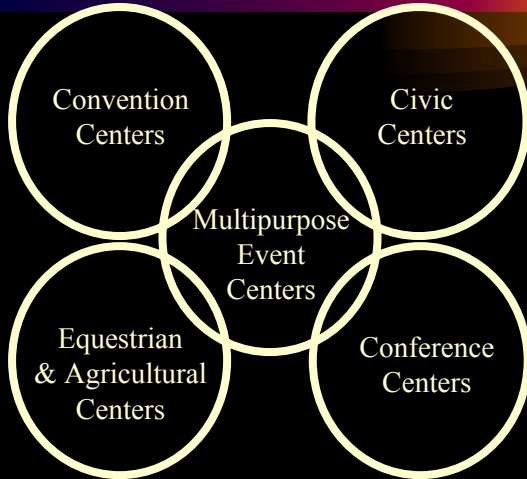


- Introduction
- Driving forces
- Multipurpose event centers
- Preparing for 2000
- Process of renovation, expansion or new facility development
- Examples
- Guidelines

Driving Forces

- Population growth
- Move to exurbia
- Return to our roots
- The search for family entertainment
- The new ruralism
- The pursuit of the “good country life”
- Mass customization of sports entertainment
- Computers, telecommunications & transportation

Elements of an Industry



Types of Multipurpose Event Centers



- Type 1 - Event Destination Area
- Type 2 - Regional Exposition Center
- Type 3 - Community Center
- Type 4 - Heritage Center

Typical Event Destination Area

- Four basic types of structures
 - Arenas (2 to 3)
 - Show barn
 - Exposition center
 - Coliseum
 - Auditorium (sometimes)
- Developed surrounding area
- Four major programming areas
 - State, national and international multi-day events
 - Large local hosted events
 - Large single day events
 - Regional and community activities
- Permanent seating
 - Coliseum: 8,000 to 10,000
 - Arena: 3,000 to 5,000
- Not-for-profit corporation
- Multi-million dollar operation
- Purpose is economic impact
- Average county size: 700,000

Typical Regional Exposition Center

- Three basic structures
 - Arenas (2)
 - Show barn
 - Exposition center
- Site development only
- Two major programming areas
 - Local and regional, primarily weekend events
 - Community usage during week and weekends
- Permanent seating
 - Arena: 6,500 to 8,000
 - Show barn arena: 1,500 to 3,500
- Not-for-profit corporation or public managed
- Approximately a million dollar operation
- Purpose is to serve region with moderate economic impact
- Average county size: 300,000

Typical Community Center

- Three basic structures
 - Arenas (1 or 2)
 - Show barn or pavilion
 - Meeting center
- Moderate site development
- Two major programming areas
 - Local and regional events
 - Traveling shows
- Permanent seating
 - Arena or meeting center: 1,500 to 3,000
- Public or not-for-profit managed
- Multi-hundred thousand dollar operation
- Purpose is community development and service with some economic impact
- Average county size: 100,000

Typical Heritage Center

- One or two basic structures
 - Arena with pens
 - Show barn
- Minimal site development
- Local and regional events
 - Equestrian events
 - Agricultural events
- Approximately 1,000 seats
- Public or not-for-profit managed
- Less than \$100,000 operation
- Average county size: <50,000

Economic and Community Development

- Economic
 - Primary
 - Jobs created
 - New contracts
 - Increase in direct spending
 - Secondary
 - Taxes
 - Sales
 - Hotel/Motel
 - Ad valorem
- Community
 - History
 - Culture
 - Service
 - Philanthropy
 - Leadership
 - Teamwork
 - Celebration

Preparing for 2000



- Renovating & new construction
- Repositioning & responding to the market
- Realizing economic impact
- Rethinking the business paradigm
- Retooling financial kits

Project Description



- Phase 1: Needs
- Phase 2: Feasibility
- Phase 3: Development
- Phase 4: Management

Benefits



- Lower risk
- Build consensus and collaboration
- Maximize value
- Minimize overall costs
- Guarantee continuity
- Ensure competitiveness

Examples



- Williamson County
- Hays County
- Giddings/Lee County
- Hillsboro
- Wichita Falls
- Live Oak

Guidelines for Success



- Know your area
 - Demographics
 - Social
 - Economic
 - Political
- Understand the desires of your stakeholders
- Make sure that you meet the needs of your customers
- Assess the strengths and weaknesses of your center and its staff
- Balance community and economic development
- Keep yourself prepared



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