

# MURDO Multipurpose Performing Art and Entertainment Center

October 30, 2018

# Table of Contents

## I. Previous Presentations

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I. Historic Documentation (9-18-18)

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II. Downtown Revitalization (10-2-18)

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III. Project History (10-16-18)

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IV. Public Investment

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## II. Quality of Life Impact

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## III. Economic Development Impact

# Prior Presentations

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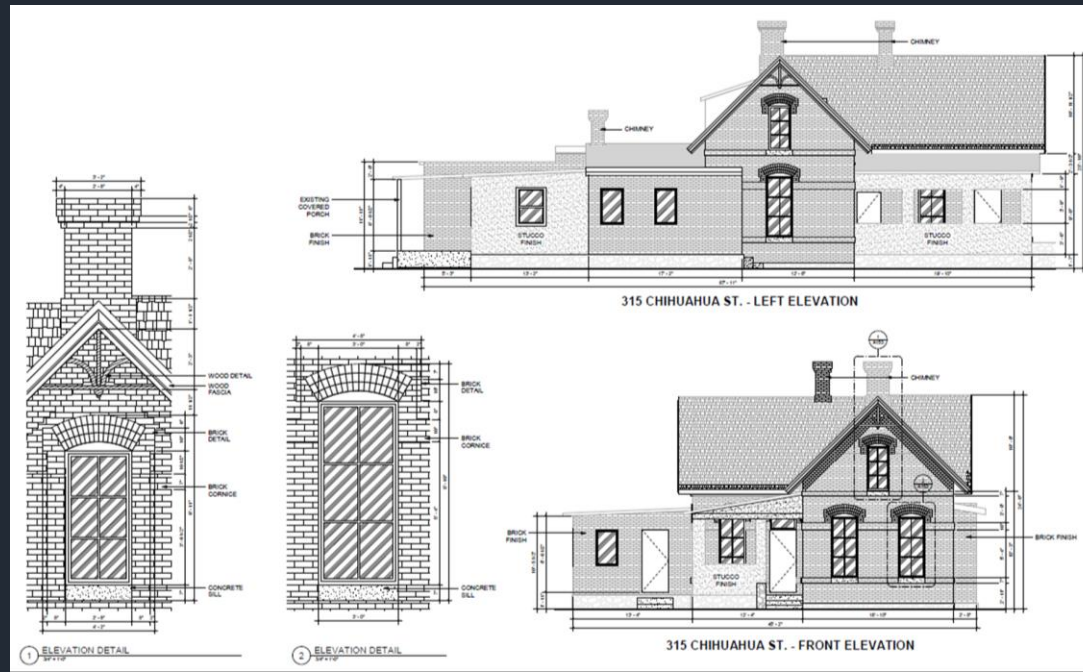
- Historic Documentation
- Downtown Revitalization
- Project History
- Public Investment

# Historic Documentation – Archeology

- Secure the site with Permanent Fencing and Cameras
- Moore to conduct field investigations under Permit 8525 received 10-15-18
  - Phase I – Ground Penetrating Radar (GPR)
  - Phase II – Mechanical Survey (excavation) of Footprint area
  - Artifacts found will be collected, cleaned, restored, modeled electronically in 3D, and made available for researchers, public, and interested parties

# Historic Documentation – HABS

- City is electing to record eight structures within the footprint through the Historic American Buildings Survey (HABS)
- Will be included in permanent database with the Library of Congress



# Revitalization

- Southwest University Park – Award winning ballpark, opened 2014 home of the El Paso Chihuahuas and temporary home for the USL El Paso Locomotive FC soccer team





# Select Public Investment

- 4.8 mile trolley streetcar system, \$97 million investment connecting Downtown to Uptown
- Three of the Rapid Transit System (RTS) corridors will be feeding into Downtown
- Upcoming Paseo de las Luces, part of the Sun City Lights
- San Jacinto Plaza
  - Investment: \$6.3 Million
  - Project completed in 2016



# Private Investment

- Incentivized 21 projects in the downtown area representing nearly \$307 million in private investment

## Private Investment since 2013 continues to spur more than:

- 354+ new residential units
- 1,700+ hotel rooms
- 95,000+ square feet of new and rehabilitated office/retail spaces
- New class-a office space

## Smart-growth residential development:

- Essex Alley - \$1.23 million
- Campbell Apartments - \$3 million
- Franklin Avenue Apartments - \$1 million
- Artspace Lofts - \$9 million
- The Martin Building - \$5 million
- \$19+ million invested in residential





# Facts and Stats

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- 8 Bike Share Stations
- 12 Registered Outdoor Cafes
- 20 Public Art Installations
- 63 Registered Historic Structures
- 72 Transit Stops
- 84 Acres of Historic District Land
- 1,578 Photos Posted on Instagram Using the Downtown Hashtag

# Policies and Strategies are working

## America's Best Cities Report

The 2018 America's Best Cities Report ranks the nation's best large and small cities using Resonance Consultancy's unique combination of statistical performance and qualitative evaluations by locals and visitors in 28 areas grouped into six core categories.

For full profiles of all top-ranking U.S. cities, please go to [BestCities.org](https://BestCities.org).



**PLACE**  
Perceived quality of a city's natural and built environment



**PROGRAMMING**  
The arts, culture and entertainment in a city



**PROSPERITY**  
Employment, GDP per capita and corporate head offices



**PRODUCT**  
A city's key institutions, attraction and infrastructure



**PEOPLE**  
Immigration and diversity of a city

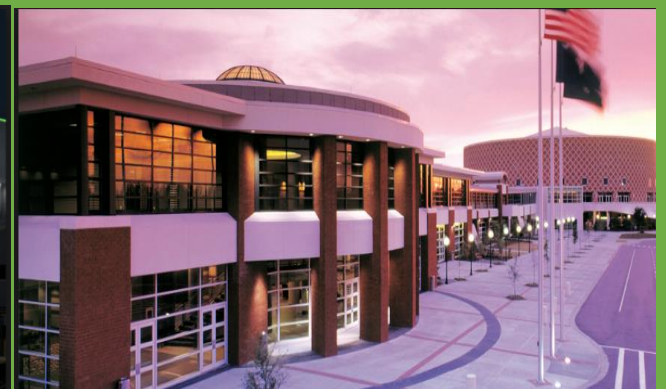


**PROMOTION**  
Quantity of articles, references and recommendations online

1. Honolulu
2. Omaha

3. Albuquerque
4. Charleston

## El Paso ranked 5<sup>th</sup> Nationwide



# Quality of Life Impact

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- Established Vision

# Impact – *Plan El Paso*

- Overall goal – “Direct public funding and private development of exemplary design to the Downtown where it will have economic and social benefits shared by the entire City”
- “It was envisioned to attract national and international events”
- “The 2015 Plan sees the arena as serving as an adjunct facility to the existing convention center and increasing the overall capacity of El Paso to attract major conventions. It anticipated an economic benefit to the City based on the spillover effect into downtown retail and the Union Plaza and Golden Horseshoe districts.”
- “The arena is intended to act as a catalyst for commercial opportunities downtown and draw larger entertainment acts to the City”



# Impact – 2015 *Downtown Plan*

- “The opportunity to locate a major event/entertainment venue is seen as a key to energizing the downtown.”



Artist rendering from  
2015 Downtown Plan

# Events

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Downtown has seen continued growth in events and activities to include:

- Sun City Craft Beer Festival

- Ice Cream Festival

- WinterFest

- Broadway in El Paso

- El Paso Marathon

- Chalk the Block

- Neon Desert Music Festival

- Plaza Classic Film Festival

- El Paso Symphony and El Paso Opera concerts

Attendance at the Convention Center, Abraham Chavez Theatre, and Plaza Theatre increased 8% in FY2018 to 494,737

El Paso Chihuahua's Baseball 2018 season attendance of 539,520

# Proposed Entertainment District



# Economic Impact

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- Convention Competitiveness



# Economic Impact

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- Augment our Convention Space
- Support downtown vibrancy
- Walkable plan for convention center
- Compliments arts district
- Companies look for these amenities when they relocate
- The longer we wait, the harder it will be to compete for future jobs

## ■ Conventions

- Increase in downtown hotel room inventory to 1,194 rooms, makes El Paso more competitive to attract meetings and conventions
- Continuing to develop and improve our downtown facilities and infrastructure makes El Paso more competitive as a destination
- Visit El Paso has opened a Sales Office in Austin with a full time staff member to sell El Paso as a meeting destination to state associations
- Recent Meetings and Conventions that have selected El Paso include:
  - Smart Airports and Regions 2019
  - Society of American Travel Writers 2019
  - Minor League Baseball Innovations Seminar 2019
  - Connect Texas 2020

## ■ Competitiveness

- El Paso was ranked 5<sup>th</sup> in the America's Best Small Cities – up from 10<sup>th</sup> the year prior
- Ranked a Top City for Conventions by MeetingSource.com in 2018
- Affordability, authenticity, hospitality and unique experiences are core strengths of El Paso as a destination
- El Paso continuously ranks among the safest cities

# We cannot stay at #5

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# Summary

- I. Deliver the wishes of the Voters
  - A. Preserve Archaeology
- II. Work with legal to establish a timeline for the Solicitations
- III. Time is of the Essence



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# Thank you

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