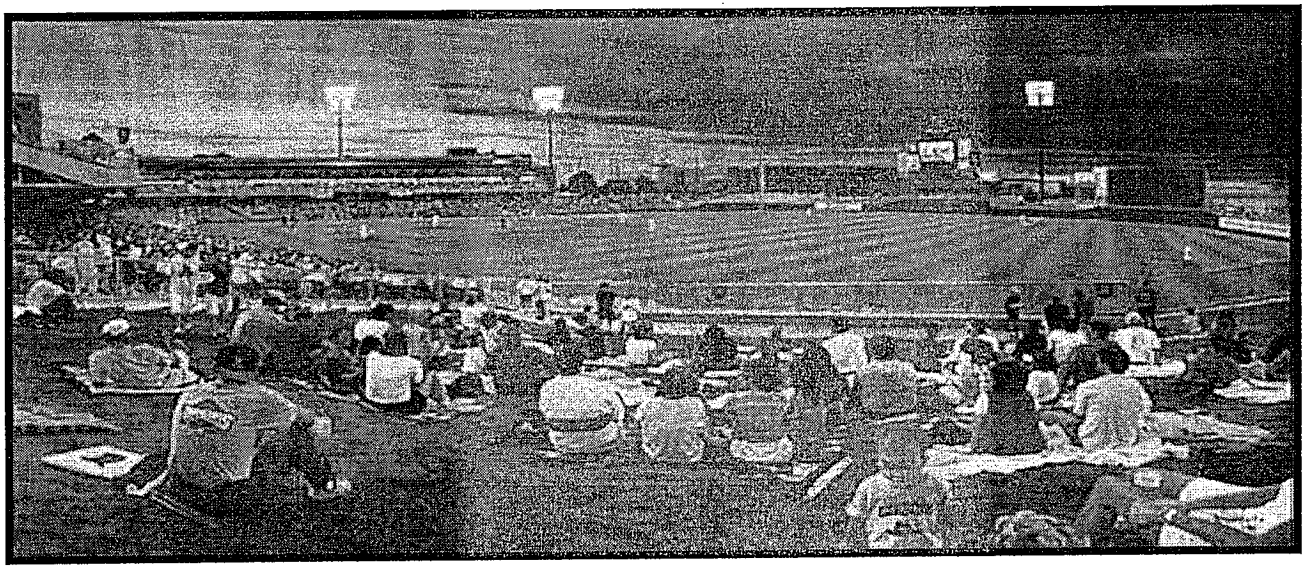
SERVICE SOLUTIONS SUCCESS

Triple-A Baseball in El Paso, Texas



Presented to City Council
Regular City Council Meeting
June 26, 2012

Presentation Outline

1. Discussion and action on a presentation of the Downtown Sports Complex Study as developed by Urban Design+. *(Bill Studer, Deputy City Manager)*
2. Discussion and action on a presentation of the financial impacts of a downtown stadium. *(Carmen Arrieta-Candelaria, Chief Financial Officer)*

Presentation Outline (continued)

3. Discussion and action on a resolution that the City Manager be authorized to sign the Term Sheet as agreed upon by the City of El Paso and Mountain Star Sports Group, LLC, in order to signal the creation of the public/private partnership and the intent of the City Council to construct a public sports facility ("Stadium") in Downtown El Paso; that the City Council intends to locate the Stadium in the site currently occupied by City Hall, Insights Museum, the community garden and the supporting parking area fronting on Franklin Street and authorizes the City Manager to take measures to complete the evaluation of site, take steps to make the site available for the construction including termination of leasehold interests, and to move forward to formulate long term and short term plans for the relocation of City operations from the City Hall site to other locations in the downtown area in the event the site is necessary for construction of the Stadium; that the City Manager be authorized to proceed with the preparation of a financing plan to include the possible use of (i) a venue hotel occupancy tax if approved by the voters at a duly-called election; (ii) lease revenue bonds issued by a local government corporation formed by the City; and/or (iii) other debt obligations issued by or on behalf of the City for the construction and development of the Stadium; and that the City Manager or her designee be authorized to negotiate a contract containing the terms and conditions set forth in the Term Sheet for the construction and future operations of the Stadium and to present it to City Council for consideration upon completion of the negotiations. (Carmen Arrieta-Candelaria)

Presentation Outline (continued)

4. Discussion and action on a resolution providing for the planning, acquisition, establishment, development and construction of a sports and community venue project and designating the method of financing the project pursuant to Chapter 334 of the Local Government Code. (Studer and Arrieta-Candelaria)

SERVICE SOLUTIONS SUCCESS

Discussion and action on a presentation of the Downtown Sports Complex Study as developed by Urban Design+.

(Bill Studer, Deputy City Manager)

El Paso Downtown Sports Facilities Study

Summary Report

19. June, 2012

URBAN DESIGN+
urban design planning sustainability

Project Objectives

- *Identify sites for three major sports facilities:*
  - *AAA Baseball Stadium*
  - *MLS Soccer Stadium*
  - *Multi-purpose Events Arena*

- *Minimize takings of private properties—prioritize city-owned properties*

- *Facilitate fast track development, especially for AAA facility*

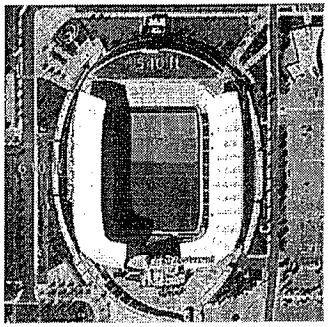
- *Support the continuing improvements in downtown El Paso and create synergies between uses*

Project Methodology

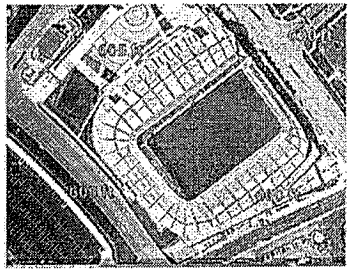
- *Identify all city-owned properties in the downtown and adjacent areas*
- *Evaluate best practices for downtown sports facilities*
- *Test fit sports facility footprints on available site*
- *Identify synergies with existing plans, programs, and facilities downtown*
- *Coordinate phasing and location strategies with TxDOT Paisano/Border Highway project*

Scale Precedents

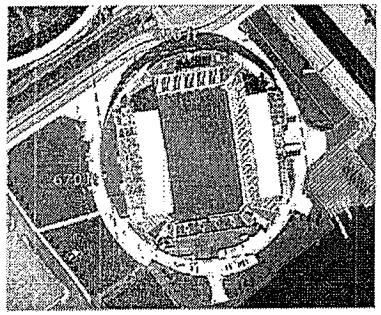
MLS Soccer



Homedepot MLS staiudm
Carson ,California
Capacity : 27,000

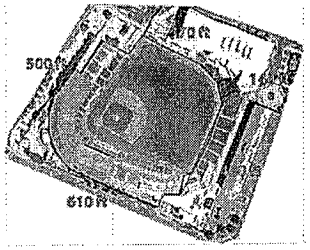


Livestrong Sporting Stadium
Kansas City
Capacity : 18,467

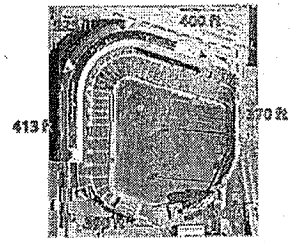


Union Stadium
Philadelphia, Pensylnevia
Capacity: 18,500

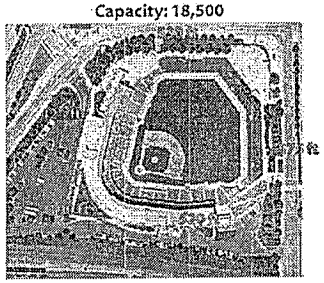
AAA Baseball Stadium



Durham Bulls
Durham, North Carolina
Capacity : 10,000

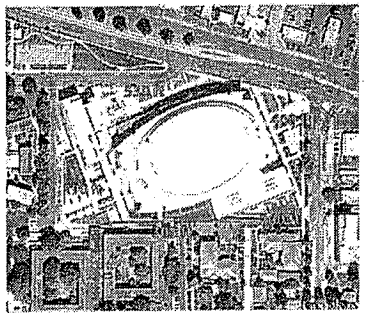


Coca-cola Field
Buffalo, New York
Capacity : 18,025

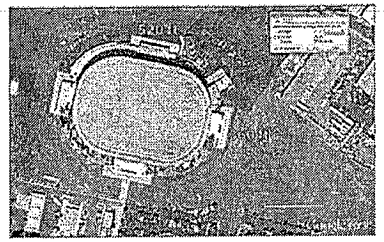


Victory Field
Indianapolis, Indiana
Capacity : 12,500

Multi . Purpose

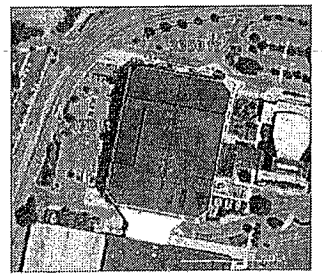


Matthew Knight Arena
Eugene, Oregon
Capacity : 12,540



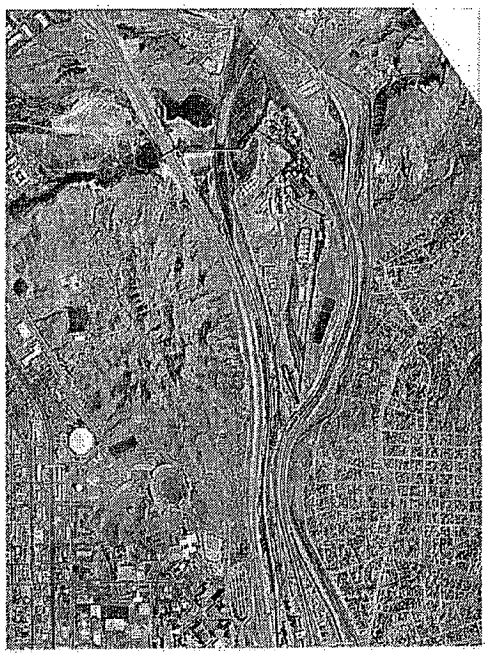
AEG San Diego Arena
San Diego , CA
capacity : 14,500

Bi-lo center Arena
Greenville, SC
capacity : 14,900

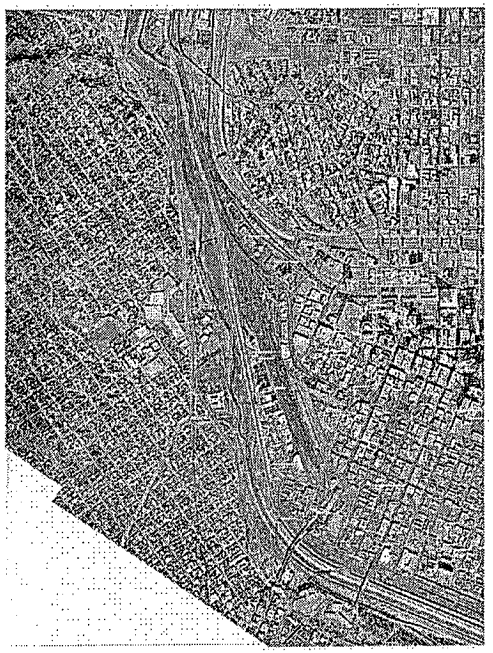


Greensboro Arena
NC
capacity : 23,000

Opportunity Areas



ASARCO
Land is not ready
Far from downtown



Downtown
Multiple potential sites

Railyards
Land is not ready
Far from downtown

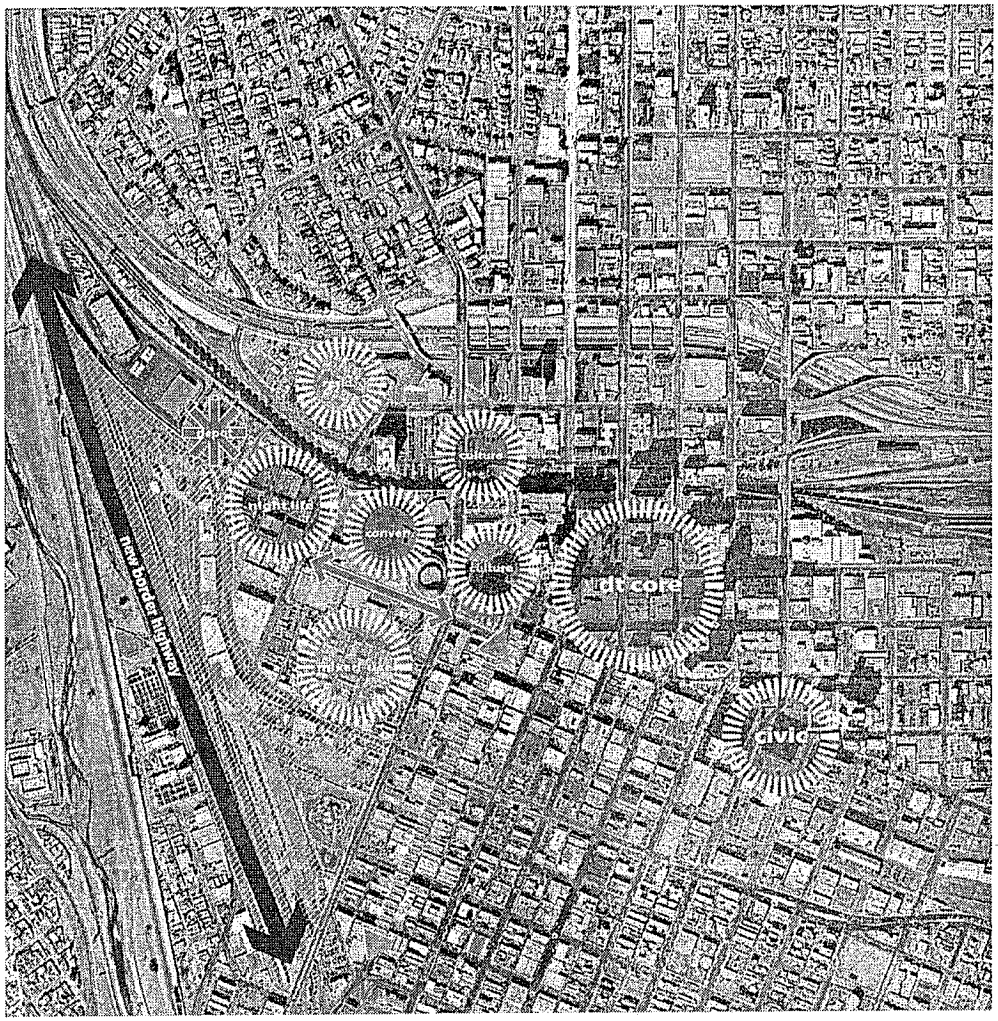
Downtown Focus Area

Potential Downtown Sites

- City-owned properties
- PDN-owned properties
- Other potential properties

Downtown Site Summary

Downtown Opportunities



Best Available Sites

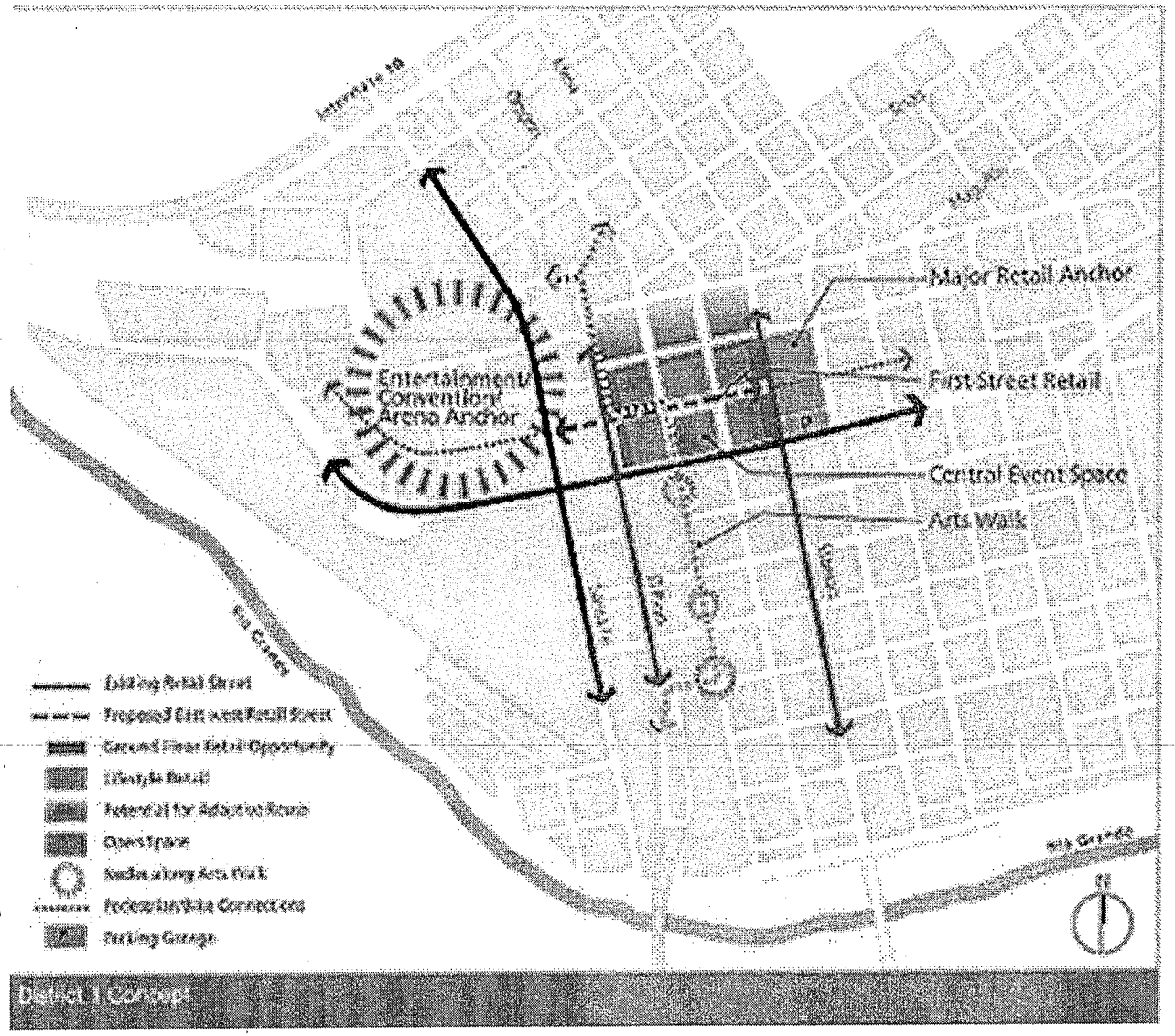
- *Initial studies of scale, test fit, and adjacencies suggest that:*
  - *Only a few sites work for the proposed facilities*
  - *Existing entertainment, cultural, and convention facilities in the Santa Fe Street area are very synergistic uses*
  - *Existing parking supply in the area is sufficient for joint use parking*

- *Four sites are the best opportunities for the facilities:*
  - *Publicly-owned and railyards land near the Depot*
  - *The existing City Hall site*
  - *Publicly-owned land south of Paisano*
  - *Privately-owned land south of the Convention Center*

Best Available Sites

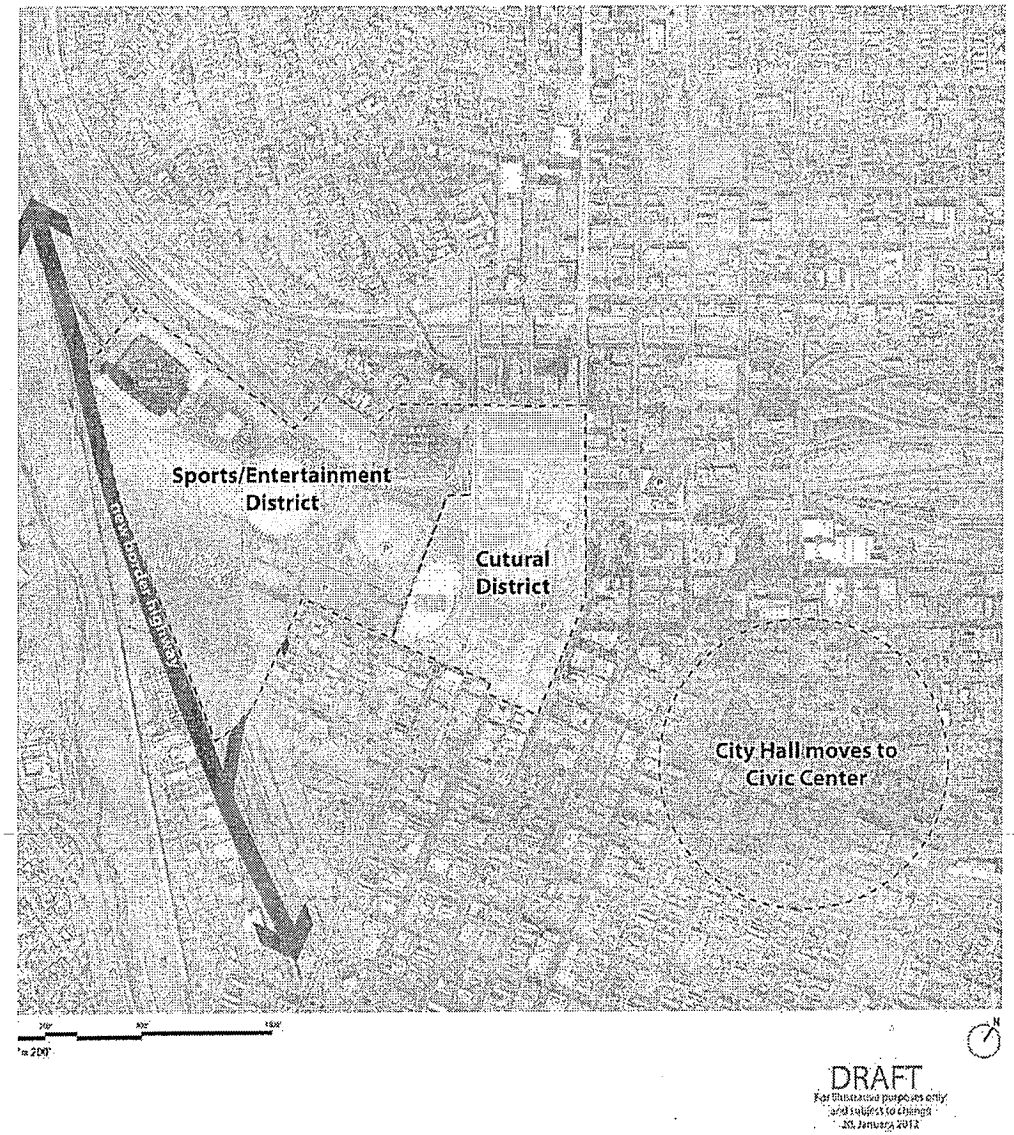
- *HOWEVER . . .*
  - *Each of the sites is not interchangeable—due to the requirements of each of the facilities (scale and orientation) not every site works for every facility*
  - *Each of the sites is not equal for availability and phasing*

2006 Downtown Plan Entertainment Complex Proposal



URBAN DESIGN
urban design planning sustainability

Scheme 1

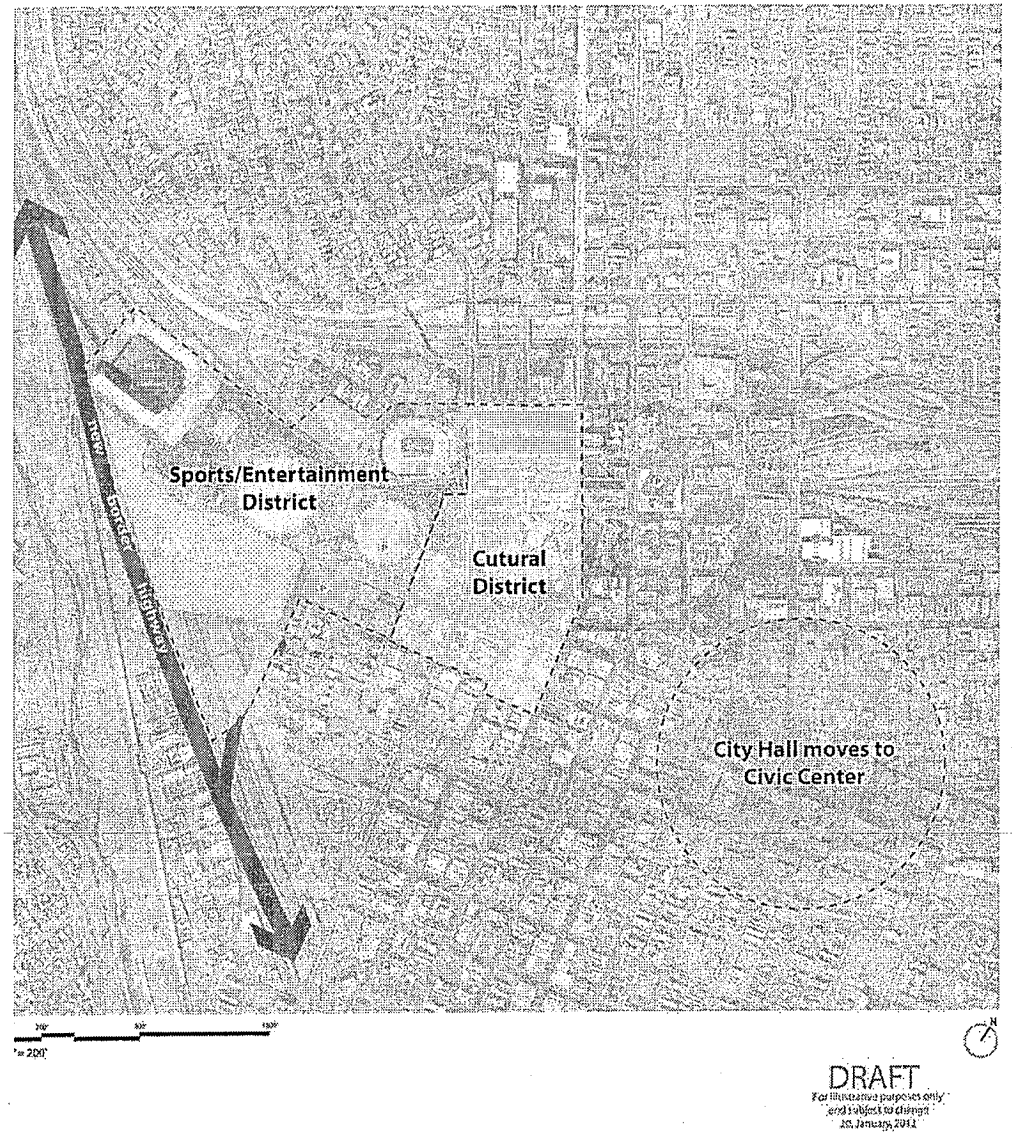


- Sports entertainment district anchored by existing entertainment district
- Cultural district on Santa Fe Street

Scheme 1

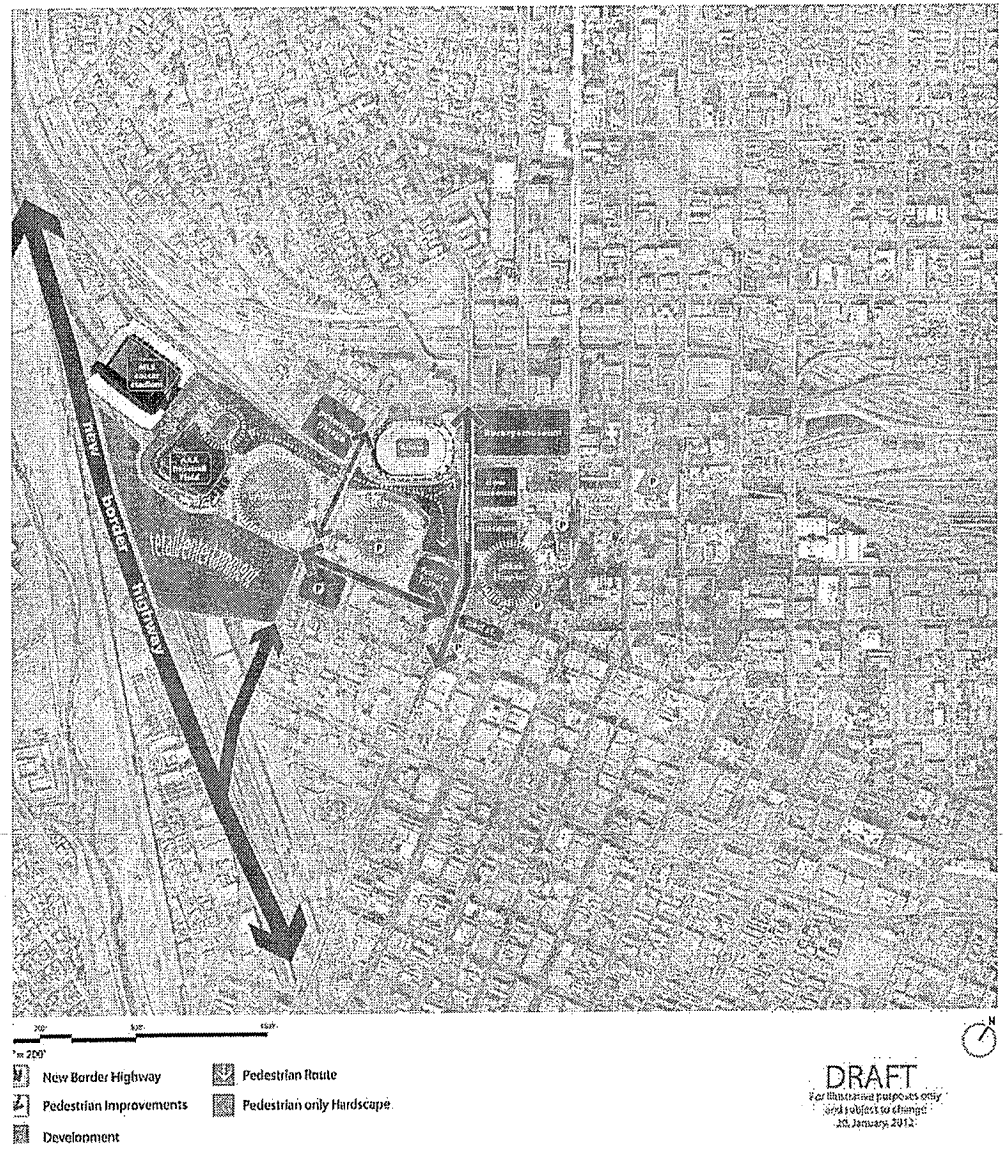
- Baseball on City Hall site
- Arena on Convention Center site
- Soccer on Depot site
- Relocated museums within Cultural Center
- City Hall relocated
- Potential corollary redevelopment
- Ballfields on railyards

Scheme 2



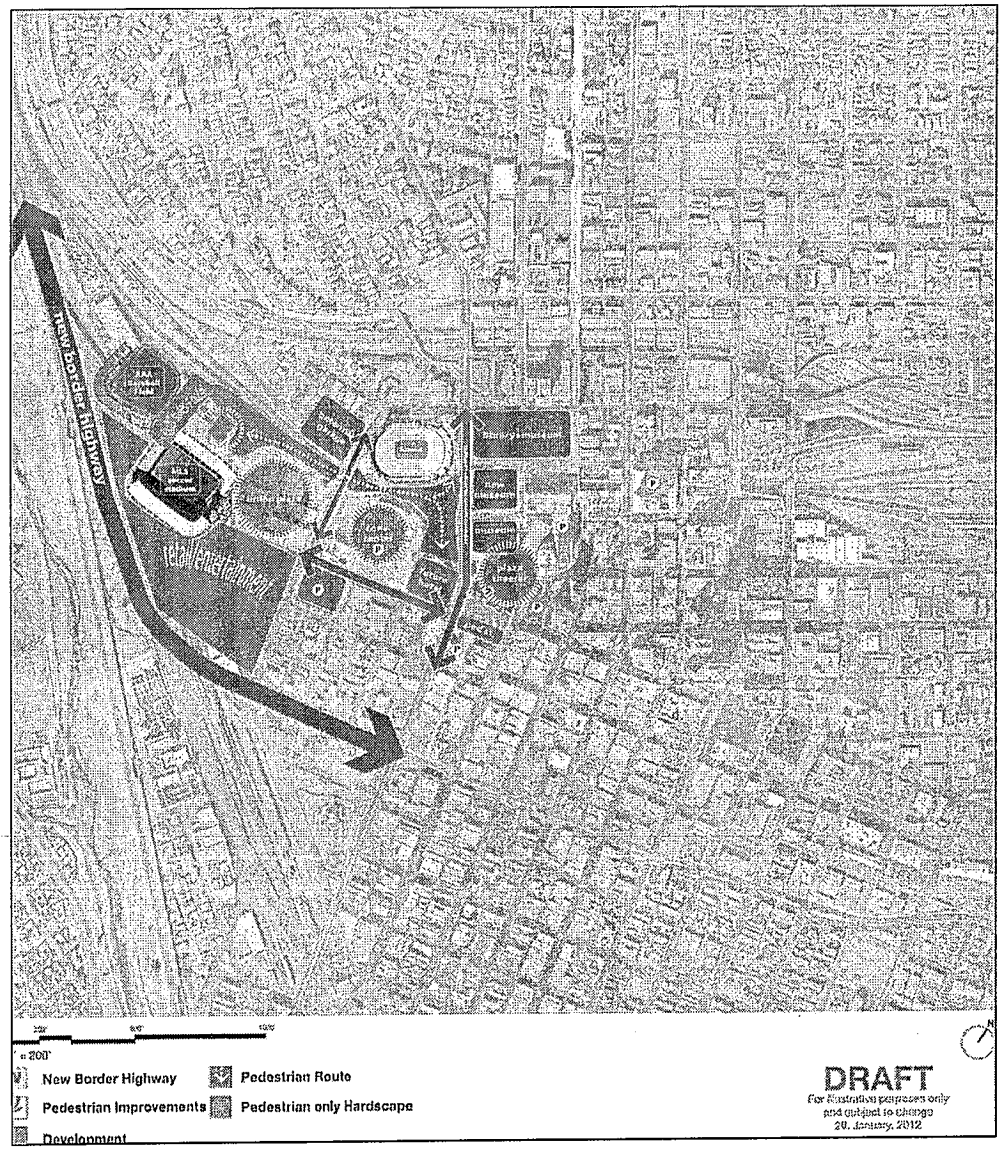
- Sports entertainment district anchored by existing entertainment district
- Cultural district on Santa Fe Street

Scheme 2



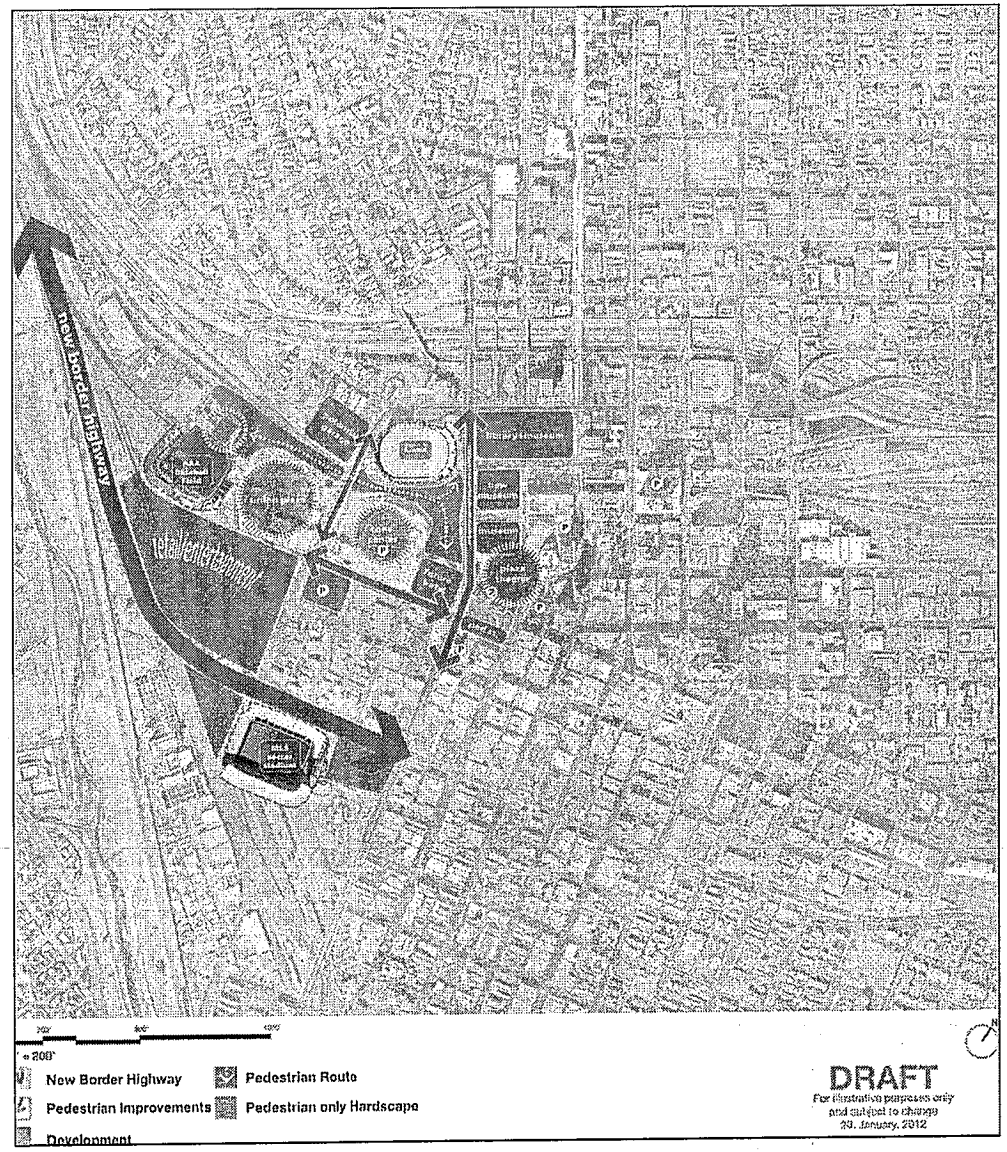
- Arena on City Hall site
- Hotel on Convention Center site
- Soccer on Depot site
- Baseball on Railyards
- Relocated museums within Cultural Center
- City Hall relocated
- Potential corollary redevelopment

Scheme 3



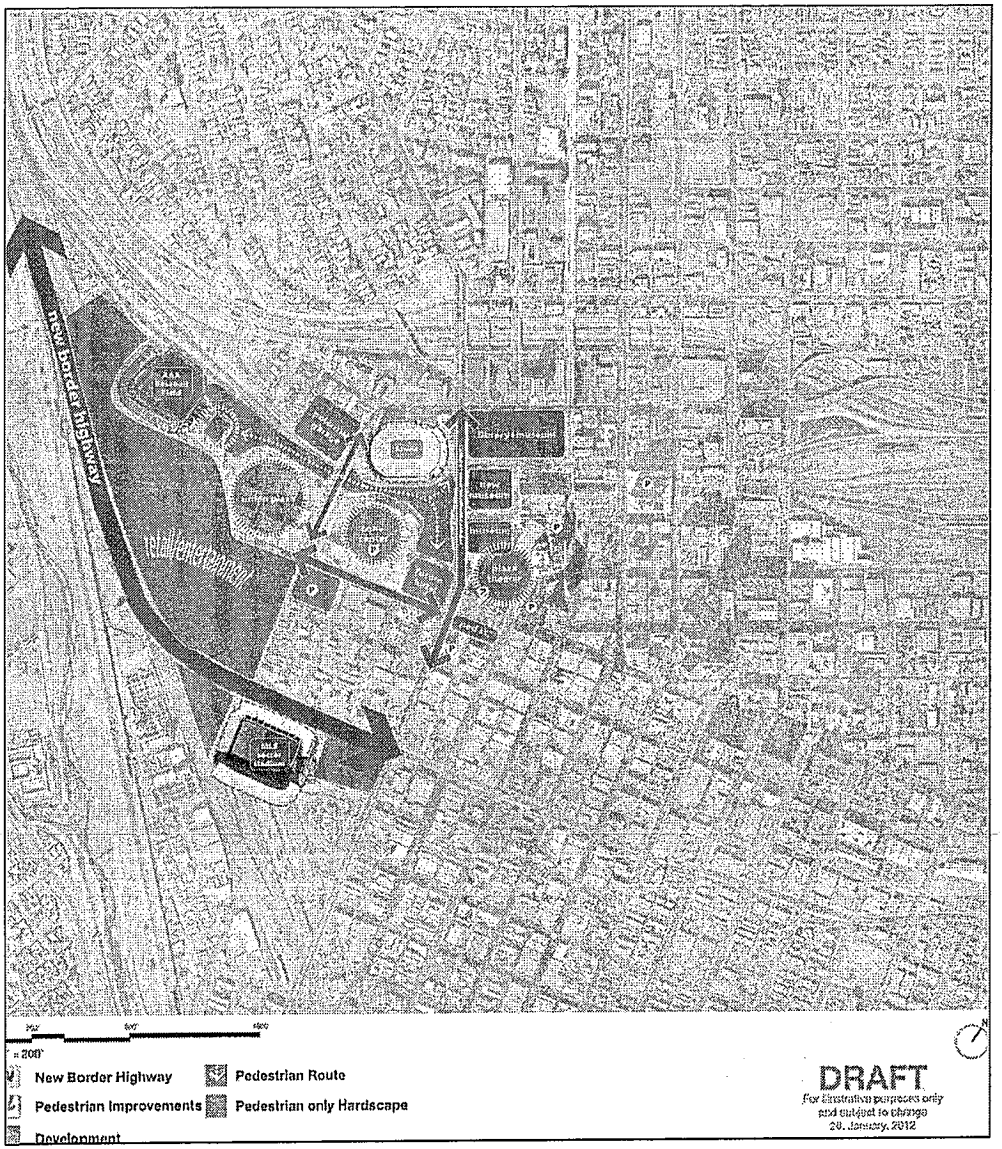
- Baseball on Depot site
- Arena on City Hall site
- Soccer on Railyards site
- Relocated museums within Cultural Center
- City Hall relocated
- Potential corollary redevelopment

Scheme 4



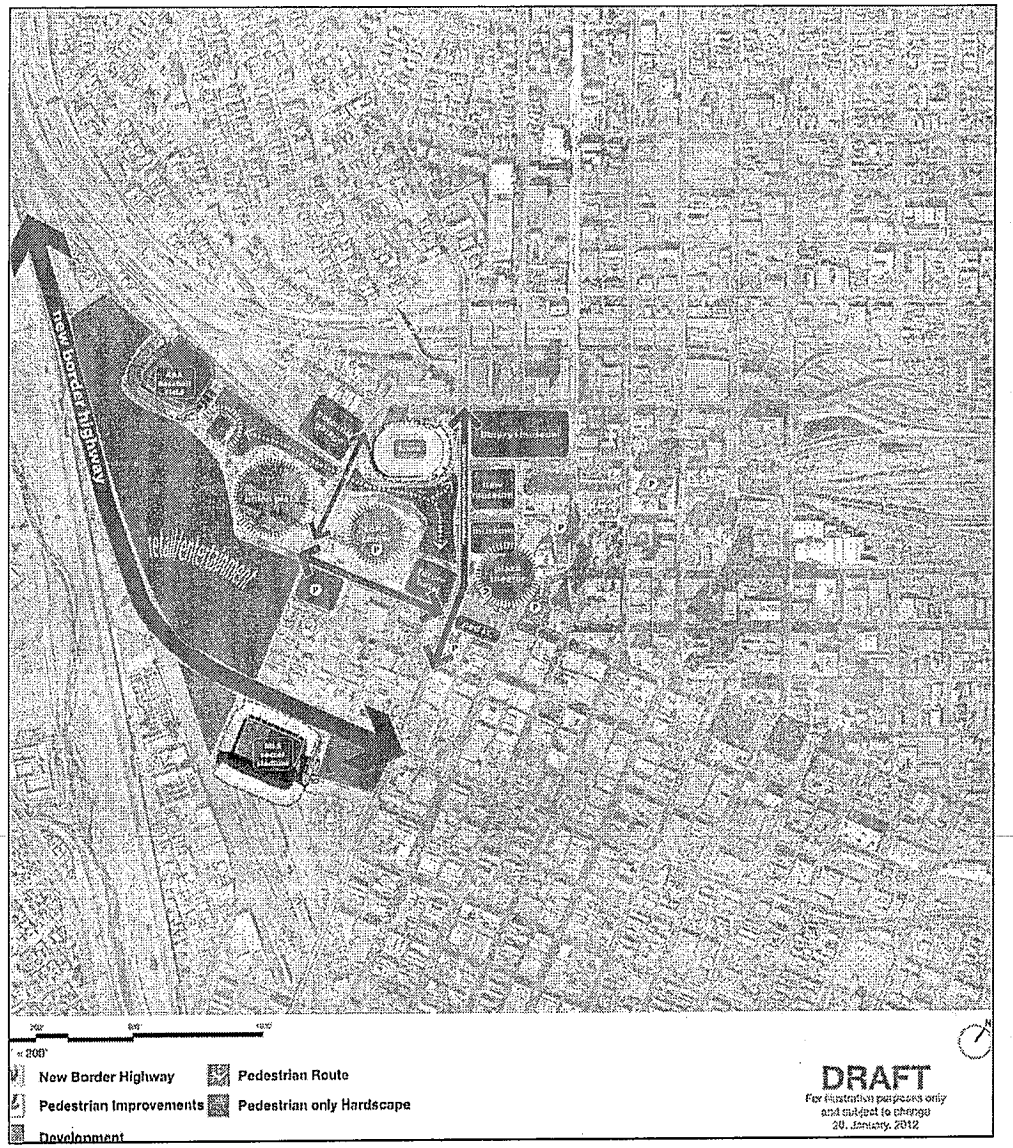
- Baseball on Railyards site
- Arena on City Hall site
- Soccer on Paisano site
- Relocated museums within Cultural Center
- City Hall relocated
- Potential corollary redevelopment

Scheme 5



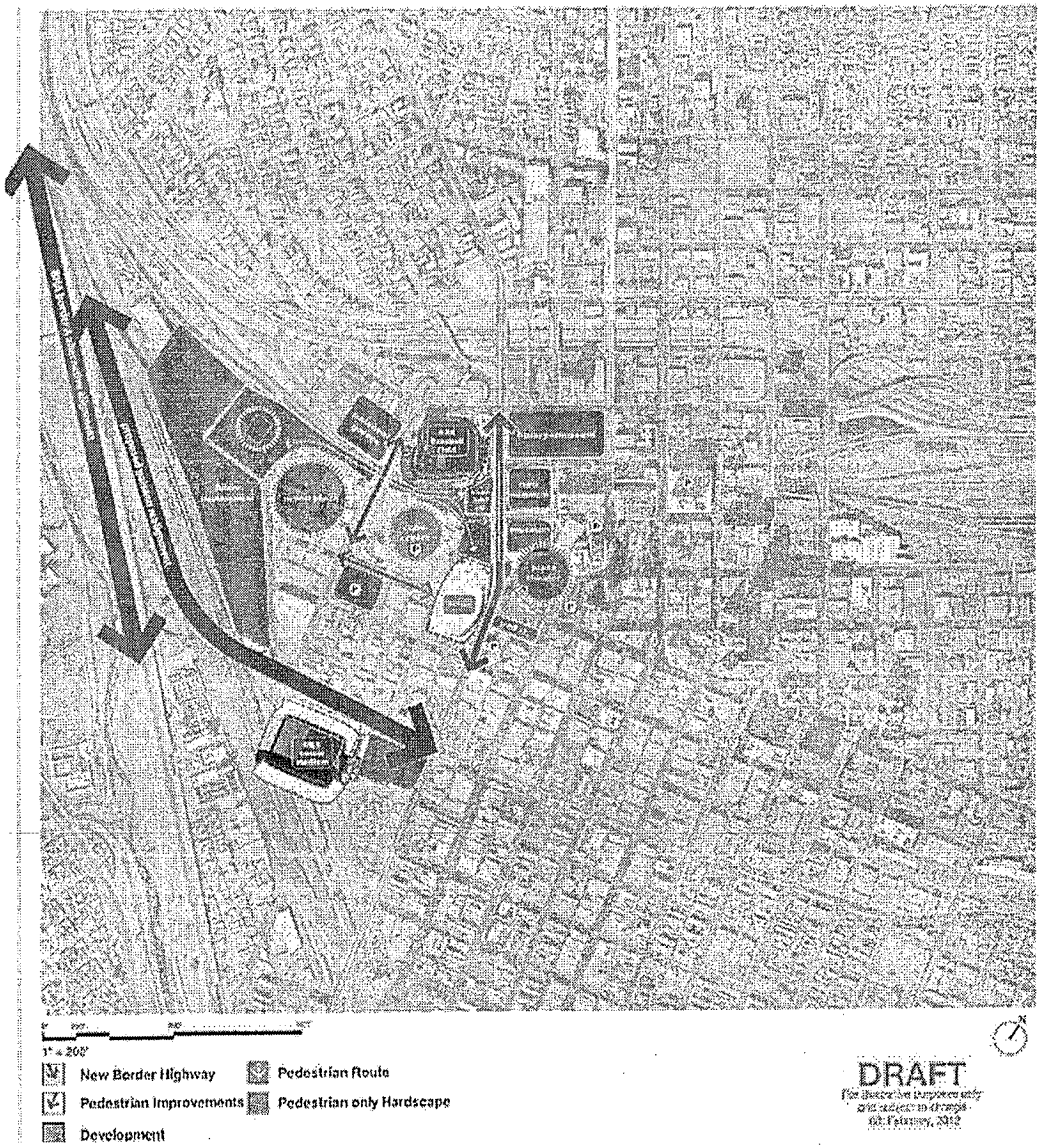
- Baseball on Depot site
- Arena on City Hall site
- Soccer on Paisano site
- Relocated museums within Cultural Center
- City Hall relocated
- Potential corollary redevelopment

Scheme 6



- Baseball on Depot site (and adjacent)
- Arena on City Hall site
- Soccer on Paisano site
- Relocated museums within Cultural Center
- City Hall relocated
- Potential corollary redevelopment

Scheme 7



- Baseball on City Hall site
- Arena on Convention Center site
- Soccer on Paisano site
- Relocated museums within Cultural Center
- City Hall relocated
- Potential corollary redevelopment
- Preferred alternative for the Border Highway

Scheme 8

- Baseball on City Hall site
- Arena on Convention Center site
- Soccer on Depot site
- Relocated museums within Cultural Center
- City Hall relocated
- Potential corollary redevelopment
- Non-preferred alternative for the Border Highway

Site Evaluation

Site	Baseball	Arena	Soccer	Synergy	Timing	Parking
City Hall						
Conv Center						
Paisano						
Depot						

Test Fit Conclusions

- *Baseball stadium only fits on the City Hall site and adjacent to the depot*
- *Soccer fits on the Paisano site and adjacent to the depot*
- *Arena fits on all three sites*
  - *Sites adjacent to the depot are isolated from downtown, have fewer synergies with existing development, would require more new parking lots, and are contingent on both the railyards acquisition and clean-up and the Border Highway construction*

Test Fit Conclusions

- *The City Hall site is the best site for the AAA baseball stadium*
  - *The size of the site can accommodate baseball in the required orientation*
  - *The adjacent historic sites add critical authenticity to the facility—a hallmark of successful new fields*
  - *The location at the entry to downtown provides an opportunity for iconic architecture*
  - *Strong synergies with existing Convention Center*
  - *City Hall is in need of extensive repairs and relocation can reinforce the Government Center area*
  - *Site could work with proposed AAA timeline*
  - *Other sites have significant size, schedule, and acquisition constraints*

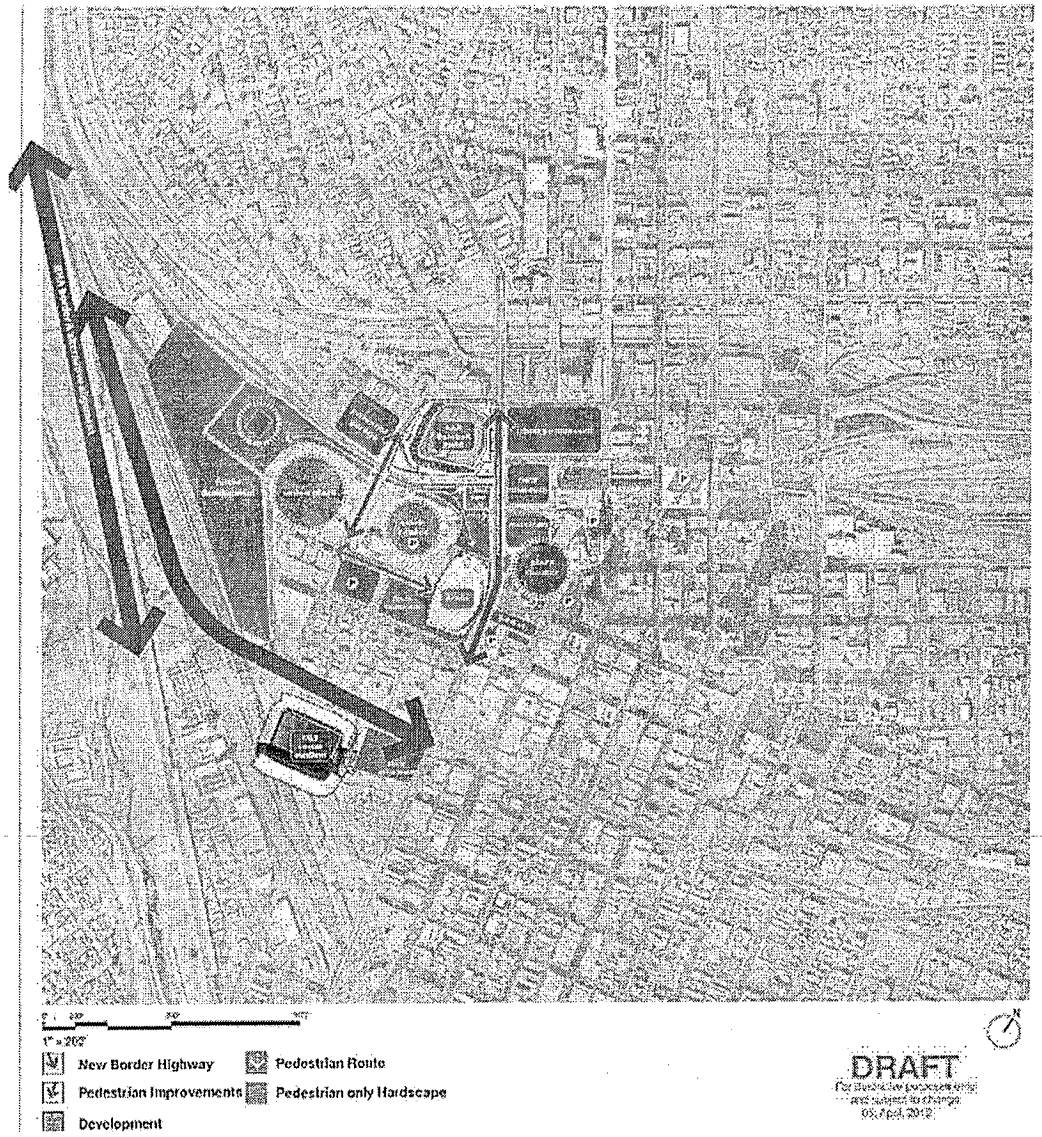
Test Fit Conclusions

- *The south of Paisano site is best for the MLS Soccer facility*
  - *The size of the site can accommodate a soccer stadium*
  - *Minimal brownfields impacts from railyards*
  - *Not contingent on the Border Highway construction timeline*
  - *Proximity to border aligns to market potentials*
  - *Could be a significant catalyst for adjacent private development opportunities*

Test Fit Conclusions

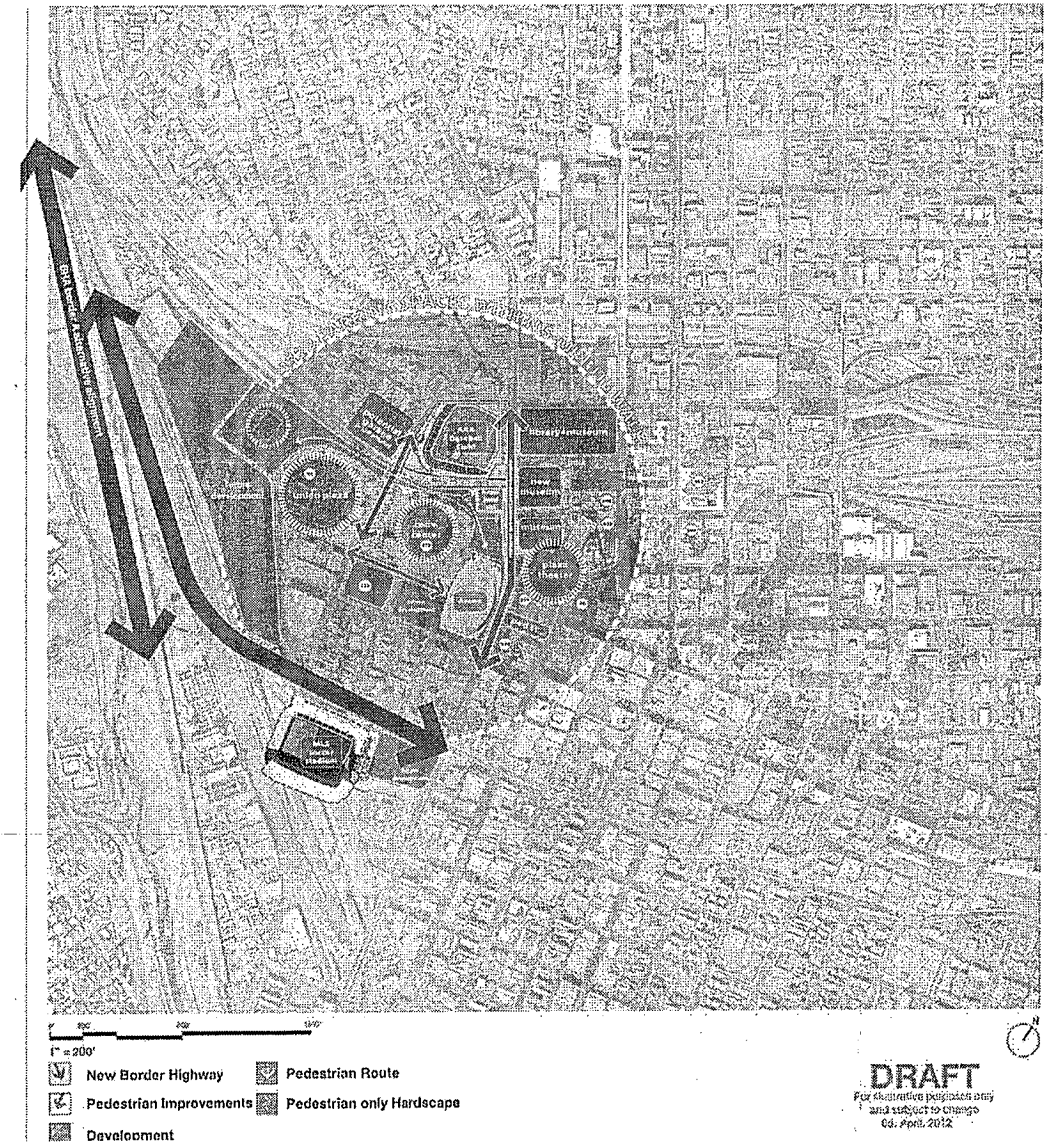
- *The Convention Center site is best for the Arena facility*
  - *Strong cross-facility opportunities with the existing Convention Center*
  - *Reinforces the investments in the area (Plaza Theater, Mills Building, parking, Santa Fe entertainment district)*
  - *Will provide a strong catalyst for continued development and expansion of the Santa Fe entertainment district*
  - *Chavez Theater needs extensive improvements*

Preferred Alternative



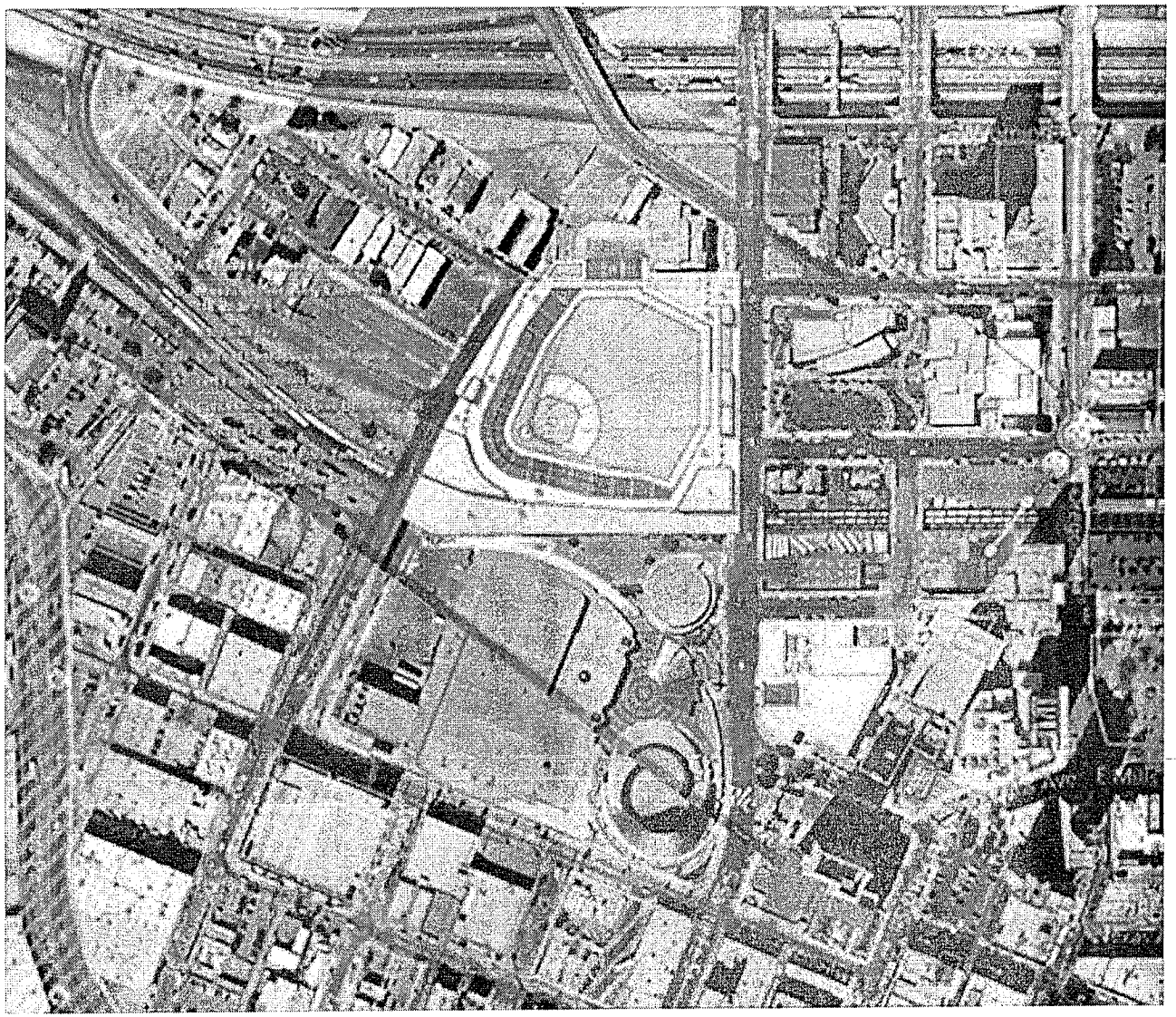
- Baseball on City Hall site
- Arena on Convention Center site
- Soccer on Depot site
- Relocated museums within Cultural Center
- City Hall relocated
- Potential corollary redevelopment
- Preferred alternative for the Border Highway

Parking Opportunities



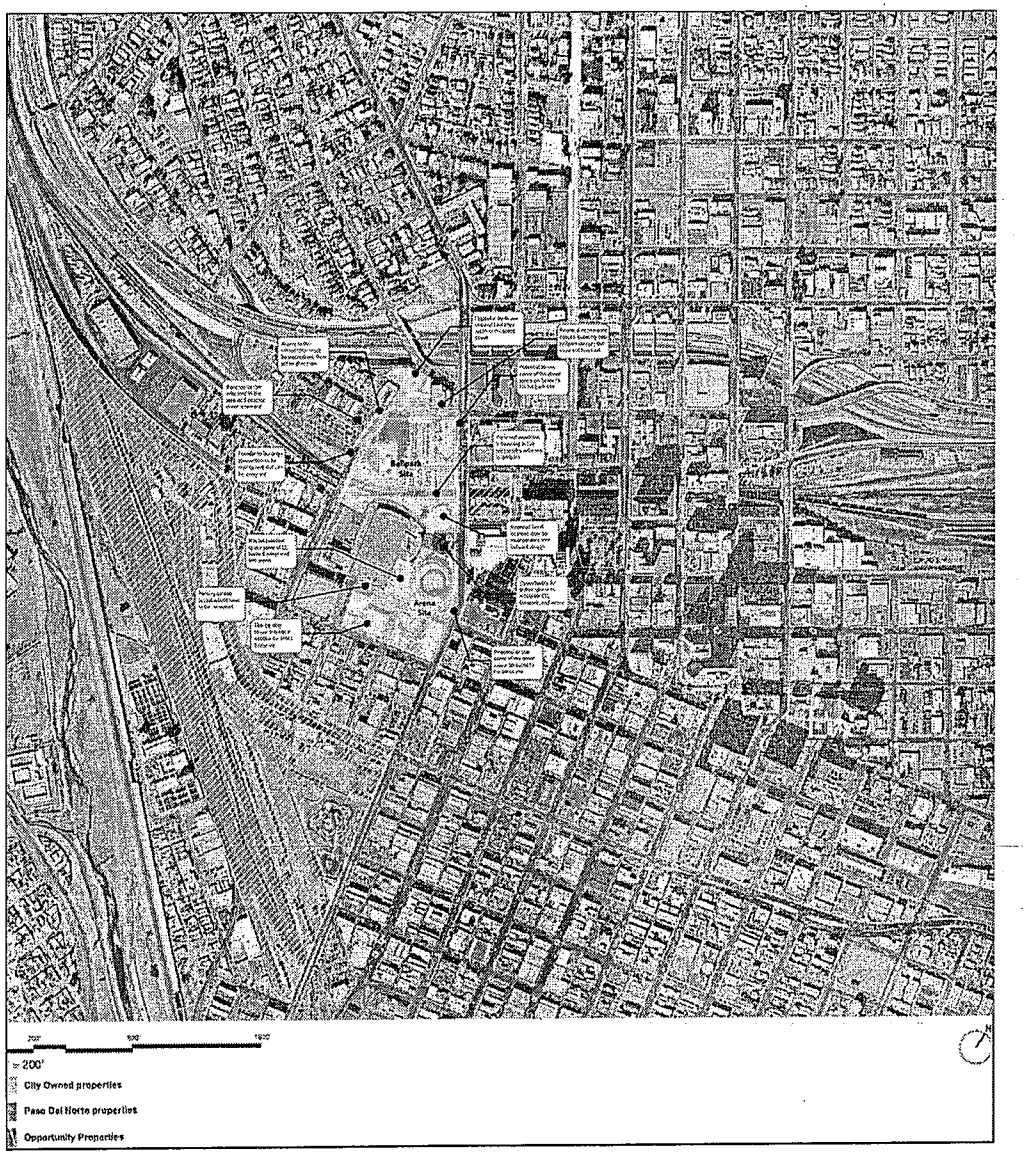
4322 Existing parking spaces within a 5 minute walk of the Convention Center

Proposed AAA Ballpark on City Hall Site

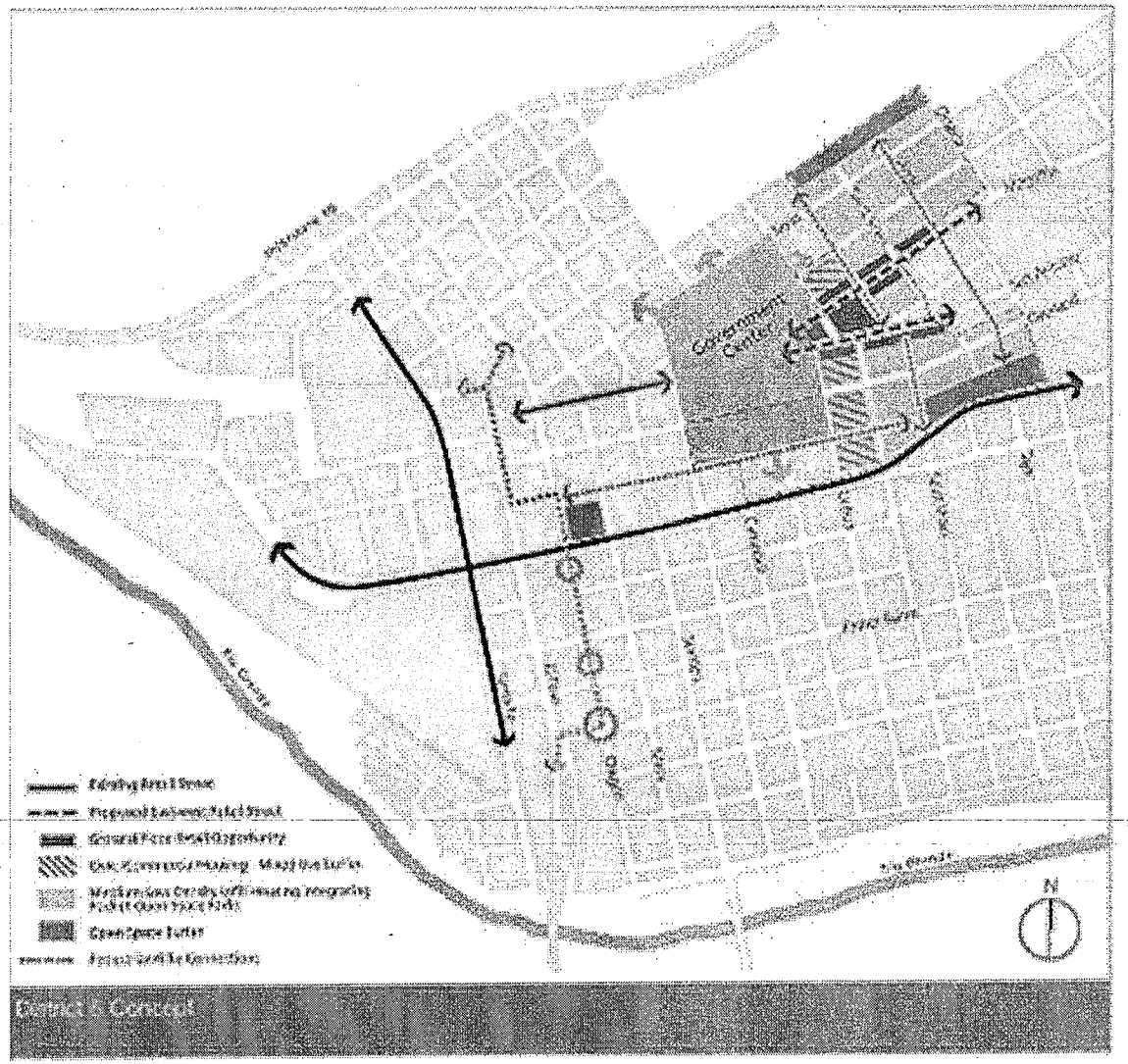


Developed by Populous

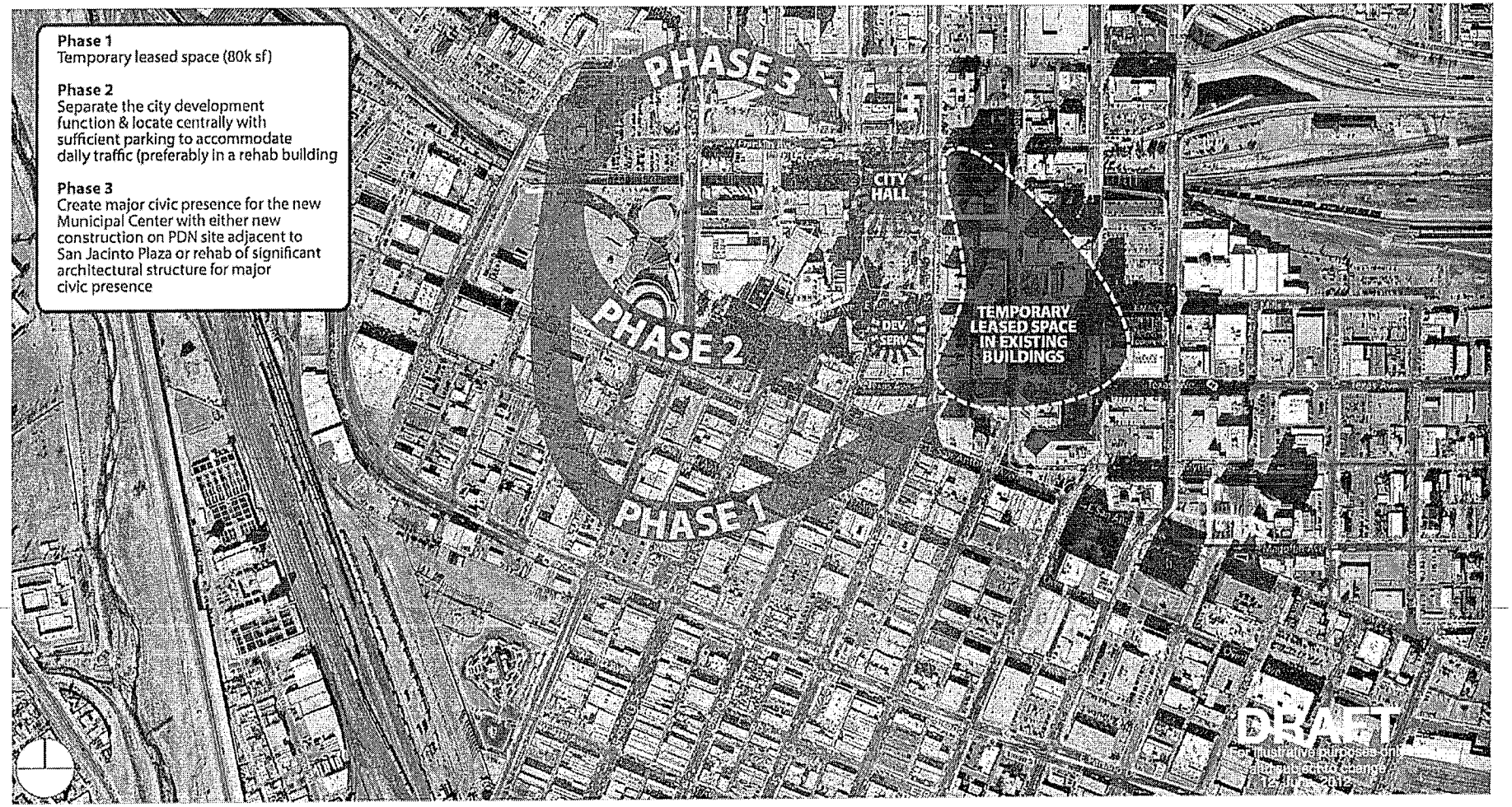
Detailed Site Opportunities for Preferred Alternative



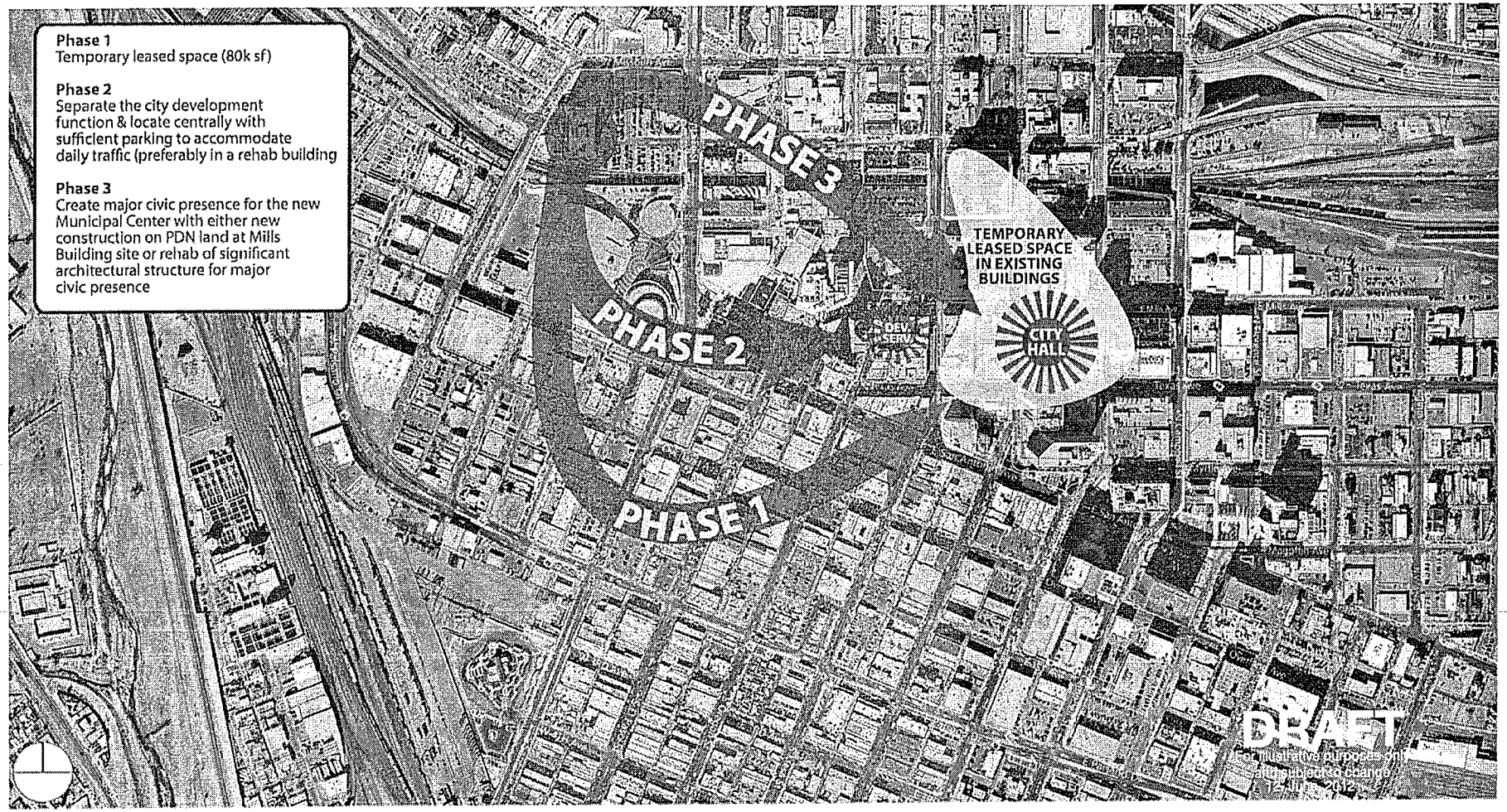
2006 Downtown Plan Government CenterProposal



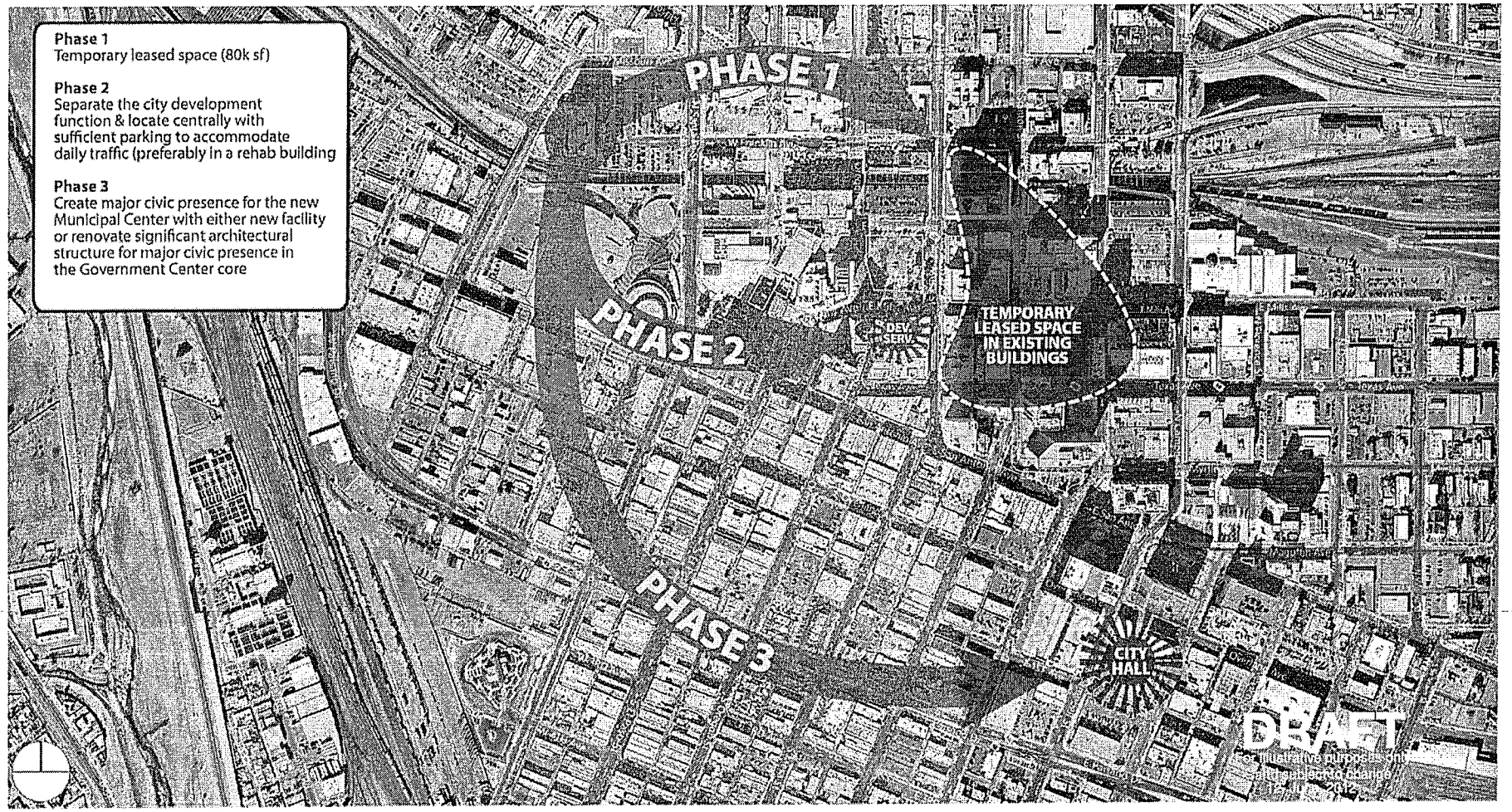
City Hall Relocation—Option 1



City Hall Relocation — Option 2



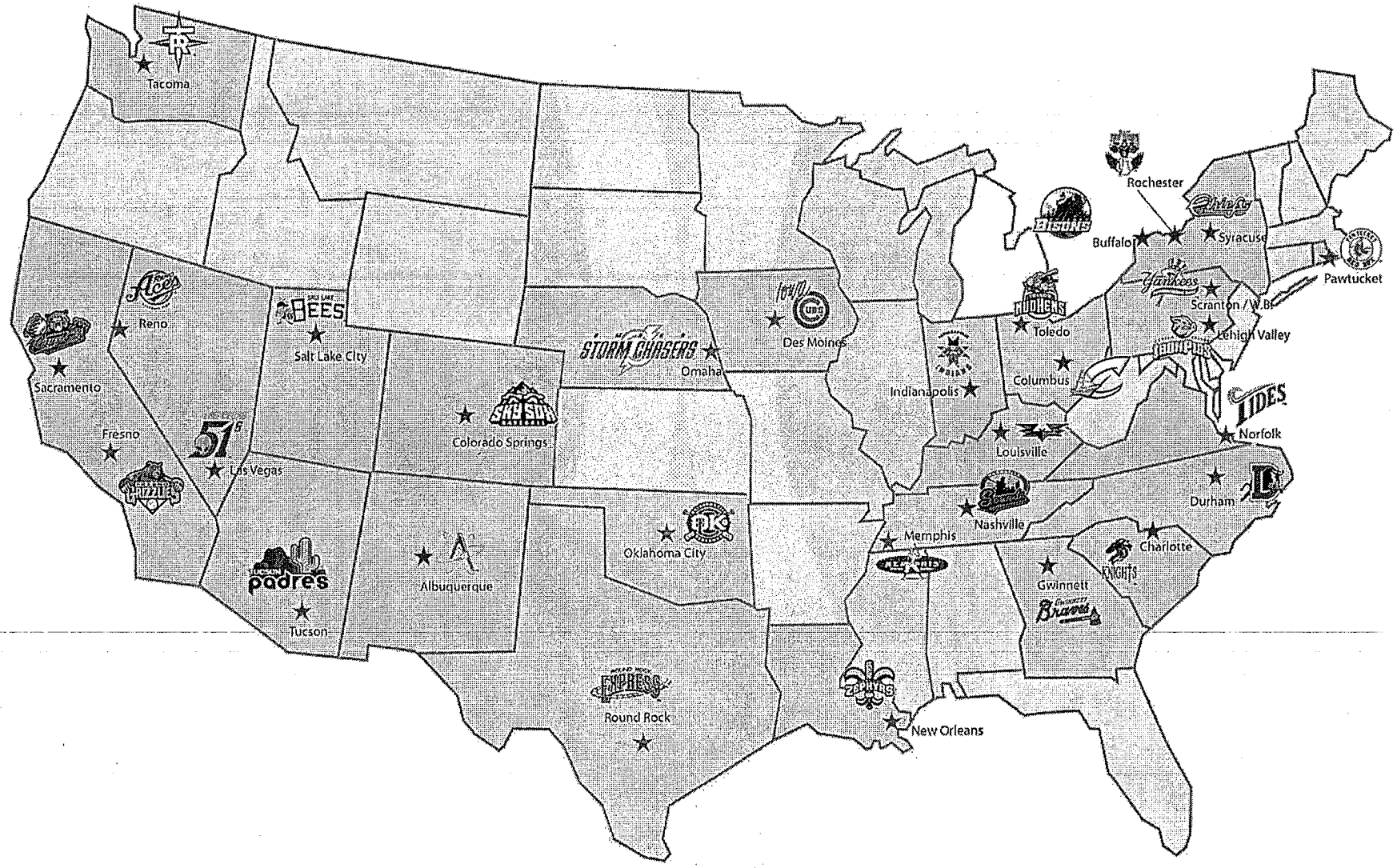
City Hall Relocation—Option 3



Discussion and action on a presentation of the financial impacts of a downtown stadium.

(Carmen Arrieta-Candelaria, Chief Financial Officer)

SERVICE SOLUTIONS SUCCESS



Triple-A Baseball in the US

The Pacific Coast League (Established 1903)

American Conference

Team	MLB Affiliation	City
Iowa Cubs	Chicago Cubs	Des Moines, Iowa
Memphis Redbirds	St. Louis Cardinals	Memphis, Tennessee
Nashville Sounds	Milwaukee Brewers	Nashville, Tennessee
Omaha Storm Chasers	Kansas City Royals	Papillion, Nebraska
Albuquerque Isotopes	Los Angeles Dodgers	Albuquerque, New Mexico
New Orleans Zephyrs	Miami Marlins	Metairie, Louisiana
Oklahoma City RedHawks	Houston Astros	Oklahoma City, Oklahoma
Round Rock Express	Texas Rangers	Round Rock, Texas

Pacific Conference

Team	MLB Affiliation	City
Colorado Springs Sky Sox	Colorado Rockies	Colorado Springs, Colorado
Reno Aces	Arizona Diamondbacks	Reno, Nevada
Salt Lake Bees	Los Angeles Angels	Salt Lake City, Utah
Tacoma Rainiers	Seattle Mariners	Tacoma, Washington
Fresno Grizzlies	San Francisco Giants	Fresno, California
Las Vegas 51s	Toronto Blue Jays	Las Vegas, Nevada
Sacramento River Cats	Oakland Athletics	West Sacramento, California
Tucson Padres	San Diego Padres	Tucson, Arizona

El Paso Benchmark Cities with a Triple-A Franchise

City	Triple A-Franchise	League
Austin, Texas	Round Rock Express	PCL
Fort Worth, Texas	-	-
Charlotte, North Carolina	Charlotte Knights	INTL
El Paso, Texas	-	-
Memphis, Tennessee	Memphis Redbirds	PCL
Las Vegas, Nevada	Las Vegas 51s	PCL
Oklahoma City, Oklahoma	Oklahoma City RedHawks	PCL
Albuquerque, New Mexico	Albuquerque Isotopes	PCL
Tucson, Arizona	Tucson Padres	PCL
Mesa, Arizona	-	-

El Paso Benchmark Cities with a MLB or Triple A Team

City	Team	League
Austin, Texas	Round Rock Express	PCL
Fort Worth, Texas	Texas Rangers	MLB
Charlotte, North Carolina	Charlotte Knights	INTL
El Paso, Texas	-	-
Memphis, Tennessee	Memphis Redbirds	PCL
Las Vegas, Nevada	Las Vegas 51s	PCL
Oklahoma City, Oklahoma	Oklahoma City RedHawks	PCL
Albuquerque, New Mexico	Albuquerque Isotopes	PCL
Tucson, Arizona	Tucson Padres	PCL
Mesa, Arizona	Arizona Diamondbacks	MLB

City of El Paso Population Comparison-Benchmark Study

City	Population
Austin, Texas	790,390
Fort Worth, Texas	741,206
Charlotte, North Carolina	731,424
El Paso, Texas	**649,121**
Memphis, Tennessee	646,889
Las Vegas, Nevada	583,756
Oklahoma City, Oklahoma	579,999
Albuquerque, New Mexico	545,852
Tucson, Arizona	520,116
Mesa, Arizona	439,041

Key Point: El Paso is the only City in the benchmarking study without a major or minor league baseball team

City of El Paso Demographic Comparison – PCL Market

	Market Population			Ballpark Capacity			2011 Average Attendance Per Game		
	Low	Median	High	Low	Median	High	Low	Median	High
Pacific Coast League (AAA)	425,417	1,283,054	3,439,809	9,023	11,351	15,411	3,410	6,152	8,587

- CBSA population for El Paso is 820,790
- Ranks 4th lowest in the CBSA comparison among Class AAA markets (out of 17 CBSA)

City of El Paso Median Age – PCL Comparison

- In general, the 26 to 34 year old age group is regarded as one of the age groups more than likely to attend events such as a minor league baseball game; 35 to 54 is also considered a strong group.
- Average Median Age among PCL - Class AAA markets is 35.2 years
- El Paso's AMA is 32.5 years with 38% of its population between 18 and 44 years of age and 30% of its population under 18 years
  - El Paso ranks as third youngest among the 17 PCL – Class AAA markets

PCL Ticket Pricing

Goal: Affordable Entertainment

Albuquerque Isotopes		
2012 Season	Advanced Purchase Price	Game Day Price
Club Level	$23.00 per seat	$25.00 per seat
Box Level	$13.00 per seat	$15.00 per seat
Reserved Level	$11.00 per seat	$13.00 per seat
Berm Seating	*Not Available	$7.00 per seat

New Orleans Zephyrs		
General Admission	$8.25	
1st Base Line	$11.25	$14.25
3rd Base Line	$11.25	$14.25
Home Plate	$11.25	$14.25

Tucson Padres	
2012 Season	
General Admission	$7.00
Box Seats	$10.00
Premier	$15.00

Memphis Red Birds	
Berm	$6.00
Reserved	$10.00
Box	$13.00
Club	$20.00

Round Rock Express	
Berm	$6.00
Home Run Porch	$9.00
Reserved Seats	$14.00

Omaha Storm Chasters		
	M-Th	Fri-Sat
Berm	$6.00	$7.00
Home Run Porch	$7.00	$8.00
Box	$9.00	$10.00
Field Box	$11.50	$12.50
Club	$15.50	$16.50

- El Paso is proposing general admission, suites, and club seating

City of El Paso Comparable and Competitive Facilities

- There are no comparable competitive facilities of this nature in the El Paso downtown area to be considered to be direct competitors with the proposed ballpark
  - El Paso Diablos of the American Association Independent League play in Northeast El Paso at Cohen Center – built in 1990 – capacity hold 9,725 – 50 games are held in this venue – Lease expires April 2016
- Class AAA Minor League Teams similar in size do not exist within close proximity of El Paso
  - Albuquerque, NM to the north – 266 miles
  - Round Rock, Texas to the East – 586 miles

The Pacific Coast League Ball Parks

Stadium	City	Capacity
Principal Park	Des Moines, Iowa	11,500
AutoZone Park	Memphis, Tennessee	14,384
Herschel Greer Stadium	Nashville, Tennessee	10,300
Werner Park	Papillion, Nebraska	9,023
Isotopes Park	Albuquerque, New Mexico	12,379
Zephyr Field	Metairie, Louisiana	10,000
Chickasaw Bricktown Ballpark	Oklahoma City, Oklahoma	13,066
Dell Diamond	Round Rock, Texas	11,000
Security Service Field	Colorado Springs, Colorado	8,500
Aces Ballpark	Reno, Nevada	9,100
Spring Mobile Ballpark	Salt Lake City, Utah	15,411
Cheney Stadium	Tacoma, Washington	9,600
Chukchansi Park	Fresno, California	12,500
Cashman Field	Las Vegas, Nevada	9,334
Raley Field	West Sacramento, California	14,014
Kino Veterans Memorial Stadium	Tucson, Arizona	11,500

Economic Value of AAA Baseball Team

Select PCL facilities completed 2000-2011

Team & Facility	Broke Ground	When Opened	Months to Construct	Construction Cost in 2012 $ (cpi)	Capacity	Suites
Albuquerque Isotopes (Isotopes Park)	10/25/01	4/11/03	17.77	$29.1 Million	12,379	30
Fresno Grizzlies (Chukchansi Park)	8/8/00	5/1/02	21.03	$59.4 Million	12,500	33
Omaha Storm Chasers (Werner Park)	8/12/09	4/11/11	20.23	$37.2 Million	9,023	15
Reno Aces (Aces Ballpark)	2/25/08	4/17/09	13.90	$54.2 Million	9,100	22
Round Rock Express (Dell Diamond)	2/26/99	4/16/00	13.83	$33.7 Million	11,000	30
				Average: $42.72 Million	**10,800**	**26**