

Webb County



Fairgrounds Master Plan



Agenda

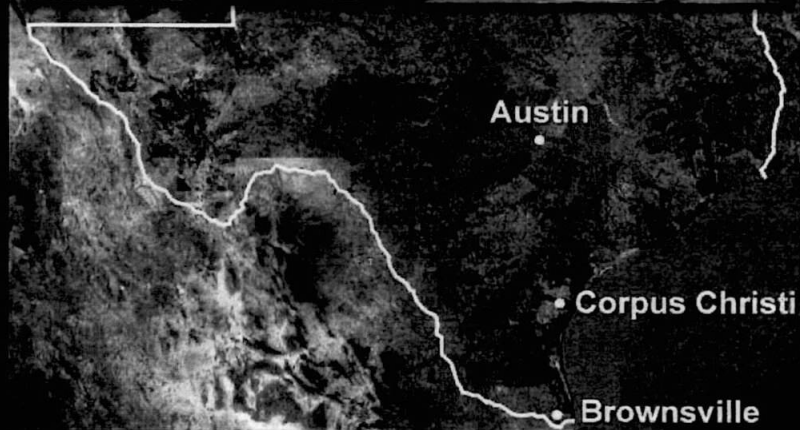
- Introductions
- Team Profiles
- Evaluation of Sites
- Master Plan Process
- Similar Facilities
- Multipurpose Buildings
- Mission, Goals & Objectives
- Questions

Team Profiles

Qualifications and Experience



Prime Firm



- Land Planners, Architects and Landscape Architects
- Civil, Structural, Transportation & Coastal Engineers
- Environmental & Geo-Science Engineers
- Construction Managers & Construction Administrators
- Surveyors & GIS Specialist
- Building Information Modeling, 3-D Graphics and Rendering
- Serving public and private clients throughout South Texas for over 67 years
- Offices in Corpus Christi, Brownsville & Austin



Fairgrounds Planners

BSP
BULLOCKSMITH
consultants in fairground planning and design



- Founded 1984
- Over 170 relevant projects in 50 states, seven Canadian provinces, Australia, Mexico, and the UK.
- Over 100 design awards
- IAFE Member – International Association of Fairs & Expositions
- US Green Building Council Member
- Project types include fairgrounds, exposition centers, equestrian parks and arenas
- Offices in Knoxville & Nashville

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Community Planning • Architecture • Urban Design
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Infrastructure • Planning • Economics

Engineers



- Founded 2003
- Texas Registered Engineering Firm
- Texas Registered Surveying Firm
- Project types include:
Water/Wastewater Management,
Transportation System Design,
Surveying, Storm Water Management,
and Land Development
- Offices in Laredo and Austin



Evaluation of Sites



Site Evaluation / Selection

- What's the goal?
 - Relocation, Development of new facilities, or Expansion / Replacement of existing facilities?
- Scope of work
 - It could be as simple as evaluating the property for expanded parking and multi-use lawns.
 - Concept plans may need to be developed for each site to determine if the size and shape of the proposed sites are adequate, and to compare construction budgets for opportunities and constraints between sites.
- How to compare?
 - We evaluate a proposed site, or compare multiple sites using a weighted evaluation matrix to identify sites that are appropriate and sustainable from both an economic and land use model.
 - The team develops evaluation and budgeting of on-site and off-site infrastructure requirements including utilities and roadways
- How long will it take?
 - The process can take 60 to 90 days depending on the availability of information.
- The end result
 - A Final Report summarizing findings and recommendations including site diagrams, analysis comparison charts and tables.



Master Plan Process

Three steps to success



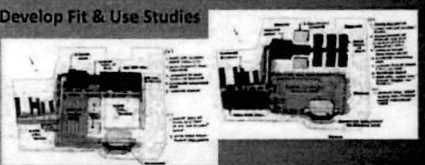


Economic Feasibility & Market Trends

Dialog with Community & User-Groups

STEP 1: Research & Analysis

- Establish Fairgrounds Project
- Set Goals & Objectives
- Explore shared vision for property
- Understand particular market & operational needs
- Confirm Facility Program



Concept Pros & Cons

STEP 2: Development of Alternatives

- Explore aesthetic, cultural & contextual direction
- Define quality level expectations
- Develop approaches to facility use & visitor experience
- Outline building and infrastructure needs and align with operation and energy management plans



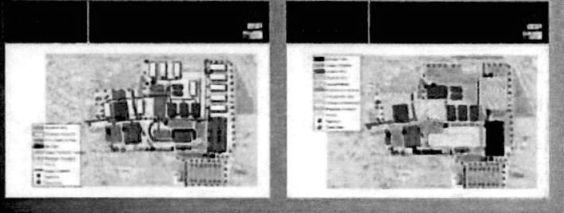
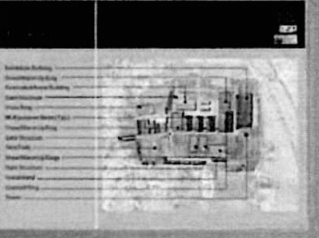
STEP 4: Final Master Plan

- Renderings of Key Buildings & Other Imagery
Creating a Vision for Future Fairgrounds Development
- Total Build-out, Cost Estimates, & Conceptual Schedules



STEP 3: Refinement of Preferred Concept

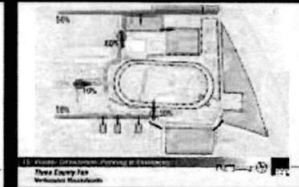
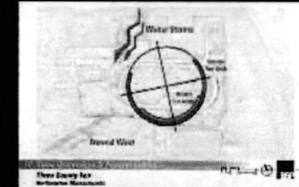
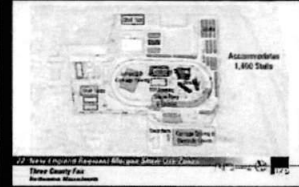
- Refine facilities program and confirm with Goals & Objectives
- Establish realistic schedule and budget, phased as necessary
- Clearly identify elements with functional relationships based on known events & opportunities
- Validate Preferred Concept with Fairground Team & Core Groups



BSP Master Planning Process

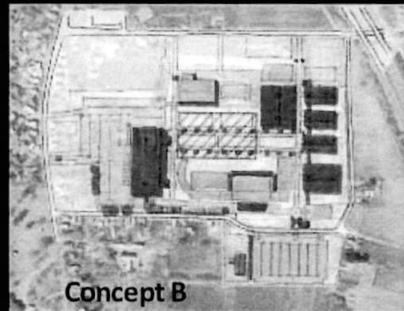
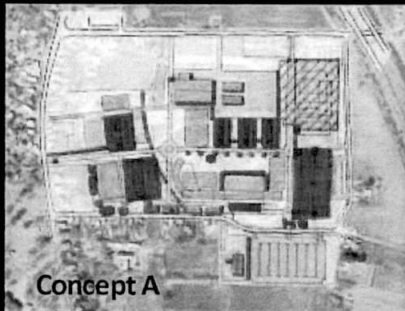
Master Plan Process

- Step 1: Research and Analysis
 - Milestone #1: Kick-Off Meeting
 - Milestone #2: Data Collection and Stakeholder Meetings



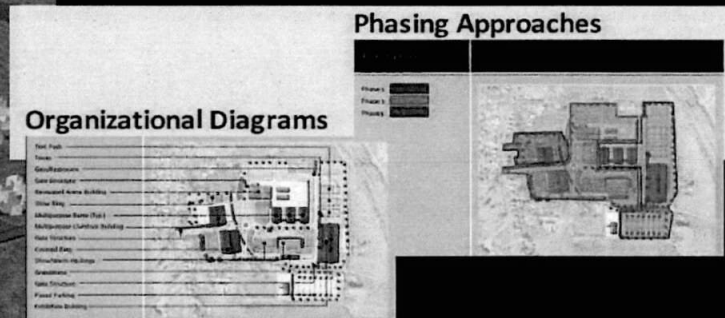
Master Plan Process

- Step 2: Development Alternatives
- Milestone #3: Present Alternatives to Committee and Commissioners
 - Milestone #4: Public Meeting and Input



Master Plan Process

- Step 3: Recommended Site & Use Components / Final Presentation
- Milestone #5: Present Draft to Committee and Commissioners / Public Meeting
 - Milestone #6: Present to Commissioners for Final Approval



Similar Facilities

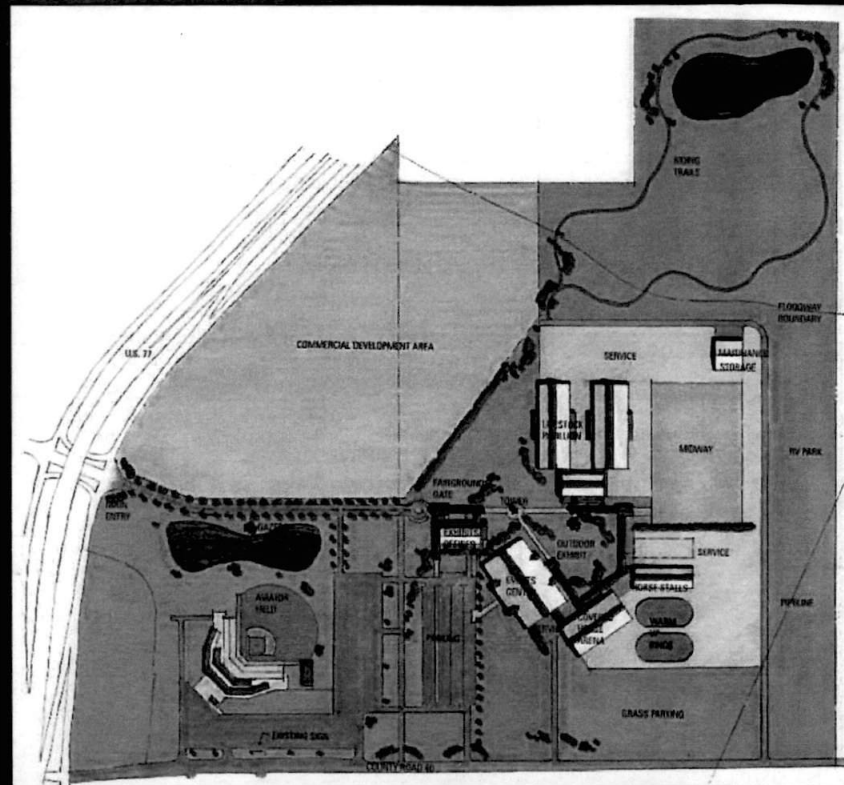
Implemented Master Plans



Richard M Borchard Regional Fairgrounds

Robstown, Texas

- Phased Master Plan (95 Ac) & CD's
- Phase 1: \$23M
- Conference Center
- Central Pavilion with 80' x 150' show ring, 1900-seat bleachers, concessions
- 2 - 50K exhibit buildings capable of trade show or 200 stalls with wash racks
- Phase 2: \$7M
- Covered equestrian arena, 150' x 300' ring, 1000-seat bleachers, concessions
- Stall barn, 150 stalls, wash racks
- 2 - Warm up rings, lighted
- Maintenance building
- Phase 3: \$8M
- Added Parking, RV Park, & Additional Building Upgrades



San Patricio County Fairgrounds

Sinton, Texas

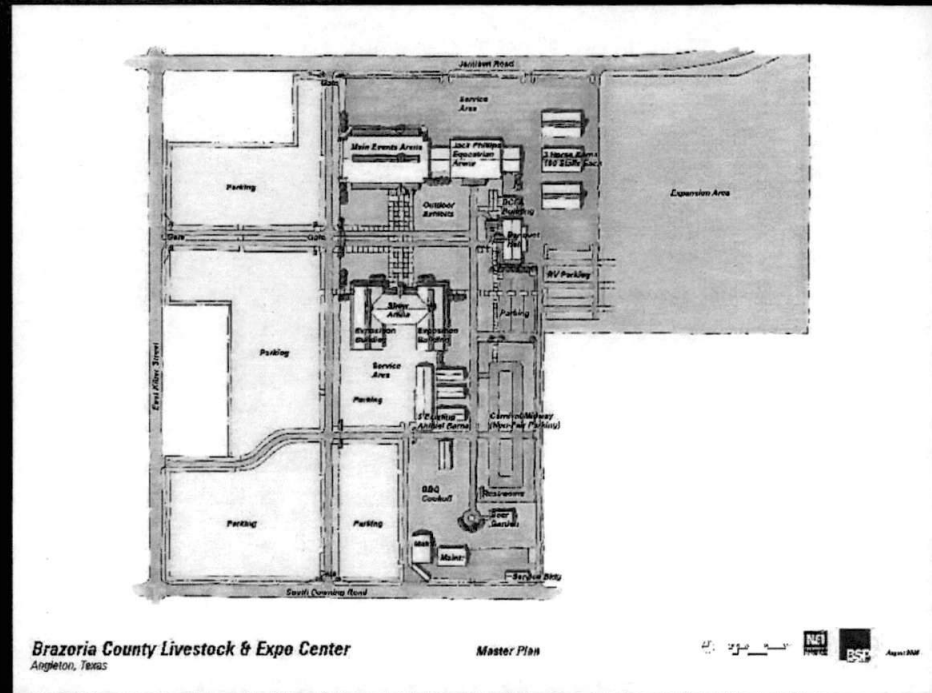
- Phased Master Plan (40 Ac) & CD's
- Phase 1: \$22M
- Civic Center 17,200 SF with 10,000 SF hall and 1,300 SF meeting space
- 4H & Exhibit Hall 35,000 SF
- Events Center 50,000 SF with 80x60 show ring, 970 bleacher seats, concessions, penning, wash racks
- Covered Arena 92,000 SF 128x250 ring, 1600 bleacher seats, 70x185 warm-up ring, concession, announcers booth
- Horse Barn
- RV Park
- BBQ Facilities
- Open greenfield
- Total Cost: \$23M



Brazoria County Fairgrounds

Angleton, Texas

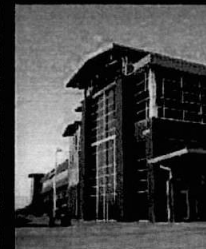
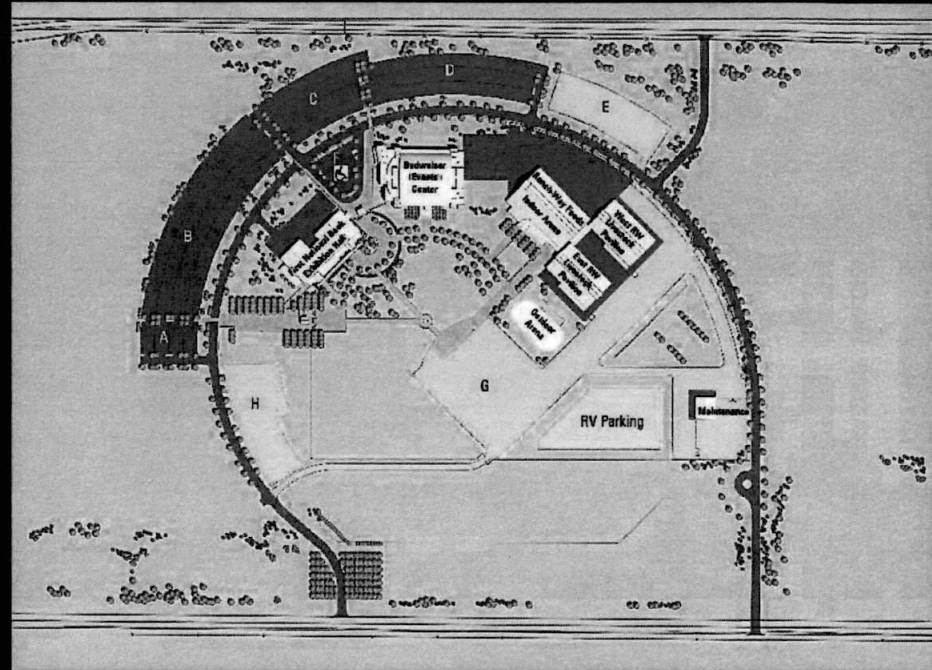
- Phased Master Plan (141 Ac)
- Total Value: \$73M
- Main Events Arena, 5000 seats, dividable into a 8000 SF and 12000 SF exhibition space
- Banquet Hall / Auditorium 20,000 SF, 2000 seat
- Show Pavilion
- Festival Lawn / Carnival Area
- RV Area
- Office 3,500 SF



The Ranch Larimer County Fairgrounds and Event Center

Loveland, Colorado

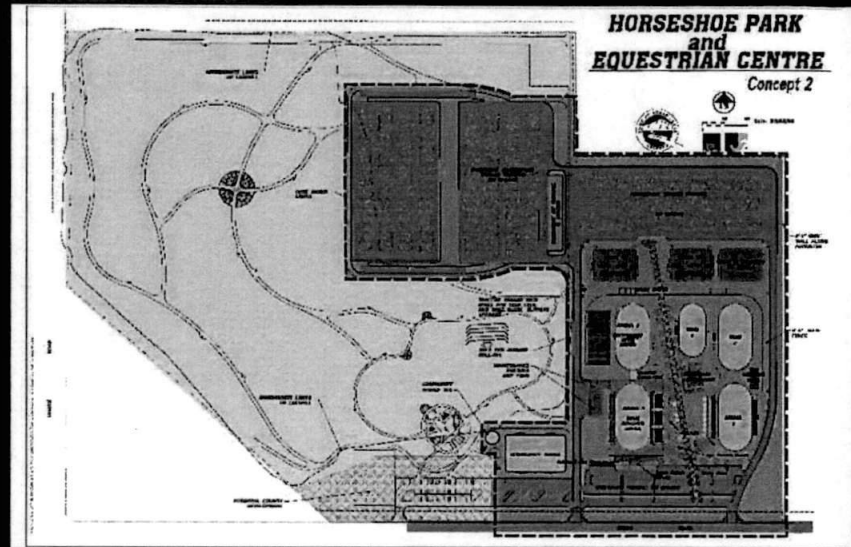
- Phased Master Plan (243 Ac) & CD's
- Phase 1: \$65M
- 163,000 SF Budweiser Events Center with 5,200 fixed-seats and an additional 1,800 floor seats,
- 69,700 SF Indoor livestock exhibition arena
- Two adjoining 42,000 SF Livestock Pavilions - each with a 200 stall capacity,
- 55,000 SF Exhibition & 4H Building featuring twin halls joined by a central service area and break out spaces
- 8,100 SF pre-engineered maintenance building



Horseshoe Park Equestrian Center

Queen Creek, Arizona

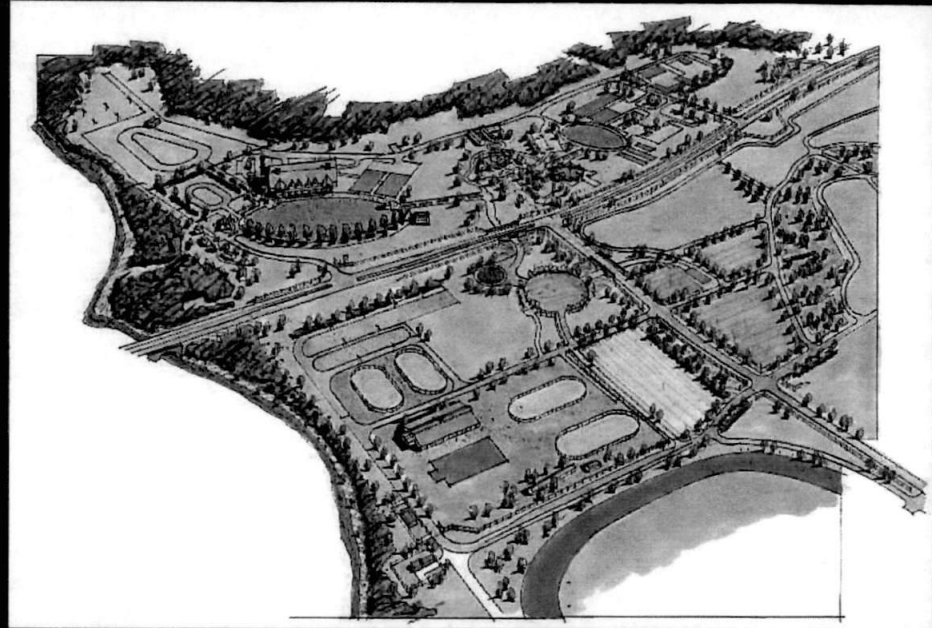
- Phased Master Plan (128 Ac) & CD's
- Phase 1: \$17M
- Covered arena, 150' x 300' competition ring, 1200-seat bleachers, 388 box seats
- Warm-up arena, 150' x 300'
- 2 - Open arenas, 150' x 300'
- Stall barn, 100 stalls plus expansion for two more
- Riding trails
- Livestock penning area
- Multipurpose building



The Meadow Event Park

Caroline County, Virginia

- Phased Master Plan (375 Ac) & CD's
- Phase 1: \$13M buildings, \$35M site
- Exhibit Hall 63,000 SF
- Multipurpose Pavilion 7,000 SF
- Horse Barn, 143 stalls
- 4-H Exhibit Space
- 4 - Outdoor Rings with moveable bleachers
- Future Phases:
 - Covered arena, 150' x 300' ring, 2400-seat bleachers, concessions, museum
 - Steeplechase track
 - Multipurpose arena, 5000 seats
 - Additional barns



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Osceola County Agricultural Center at Osceola Heritage Park

Kissimmee, Florida

- Phased Master Plan (20 Ac) & CD's
- Phase 1: \$49.3M
- Indoor Arena, 201,000 SF, 8,100 fixed seats, 2,400 floor seats
- 4-H & Exhibition Building, 87,000 SF, 2 halls
- Open Sided Multipurpose Building, 40,000 SF
- UF Extension Services, 22,600 SF
- Livestock Show Pavilion, 39,000 SF
- Show Ring
- Enclosed Animal Holding

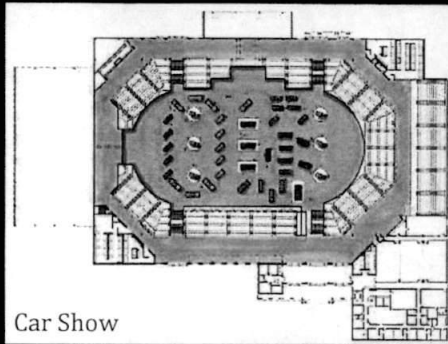


Multipurpose Buildings

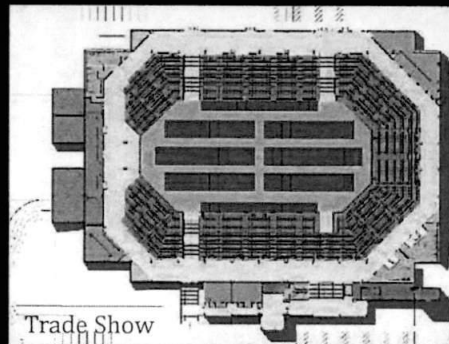
Arenas | Exhibition | Livestock | Barns



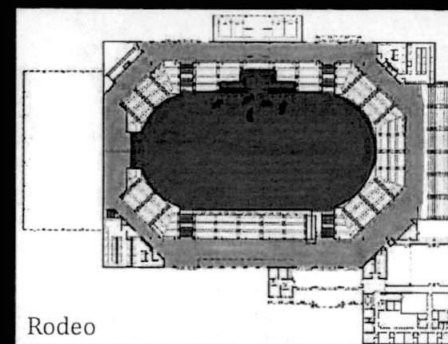
Multipurpose Arenas



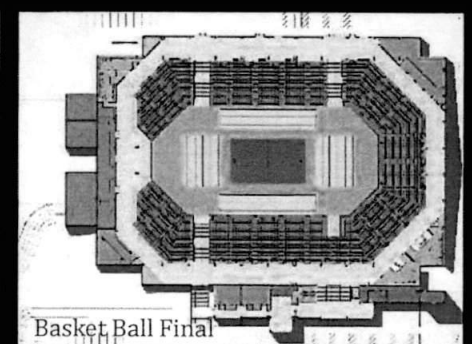
Car Show



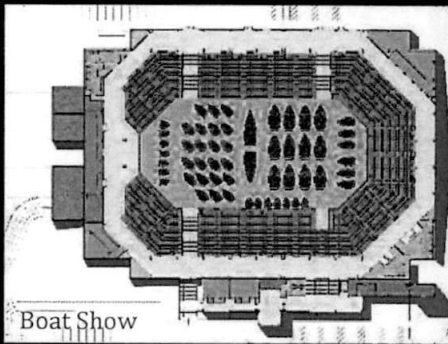
Trade Show



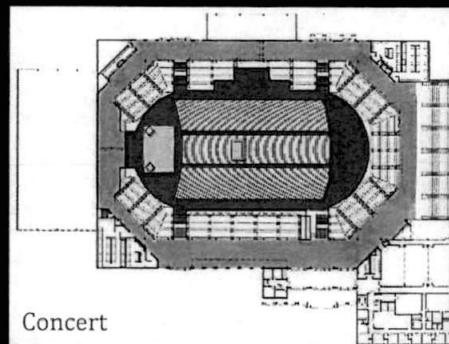
Rodeo



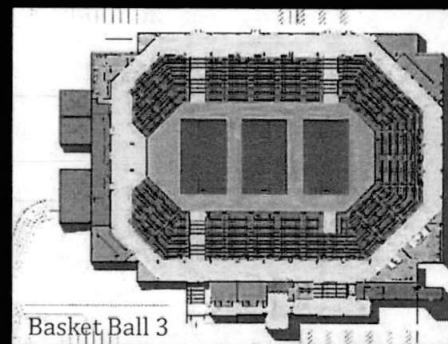
Basket Ball Final



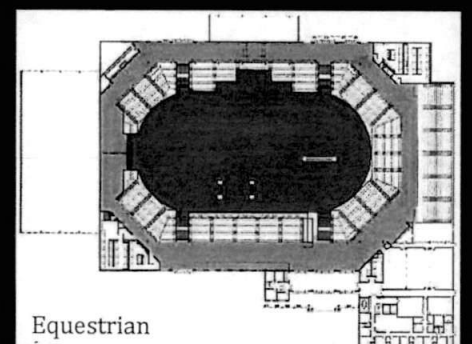
Boat Show



Concert

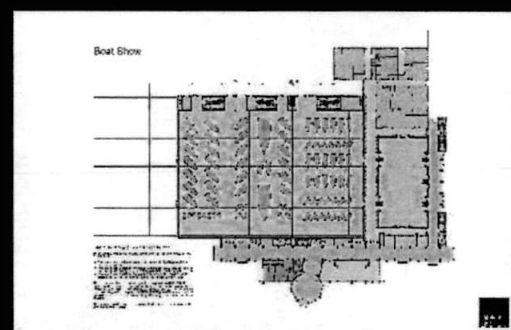
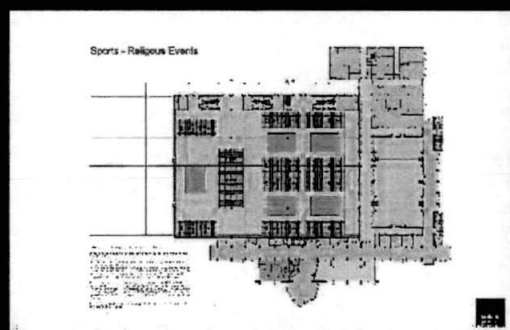
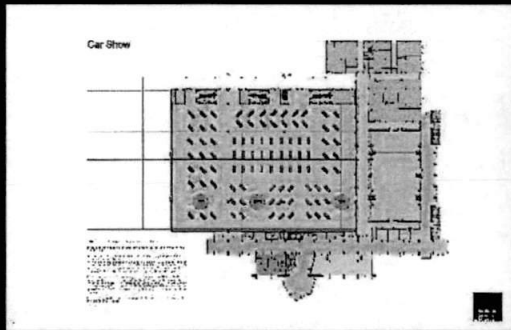
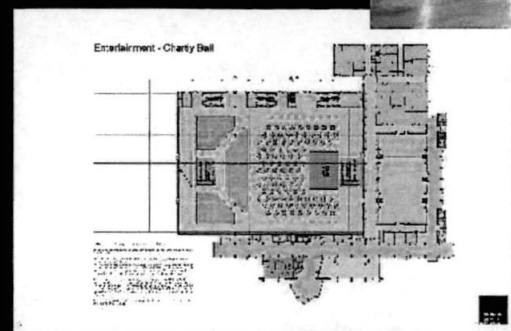
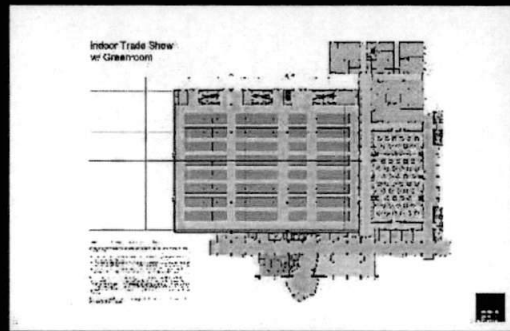
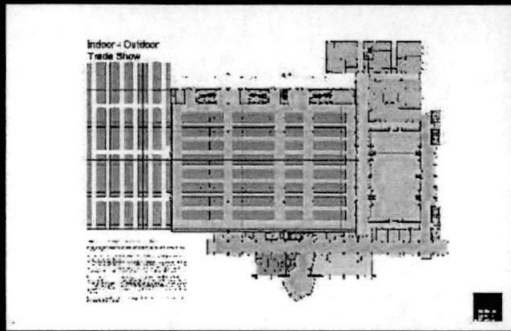


Basket Ball 3

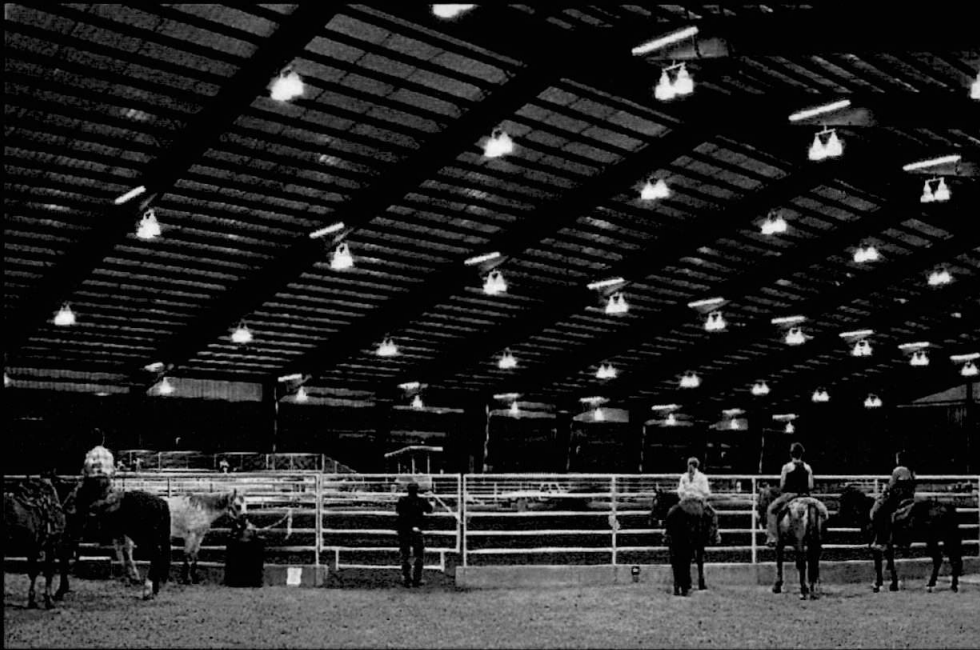


Equestrian

Multipurpose Exhibition Buildings



Multipurpose Livestock Buildings



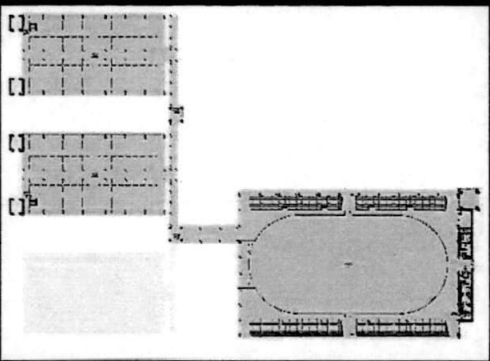
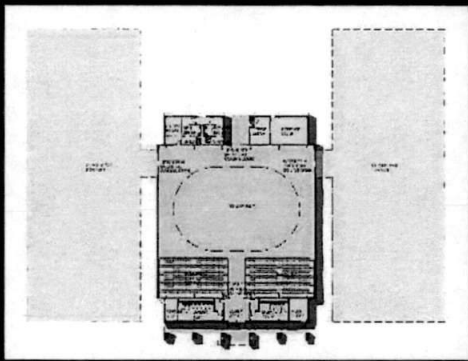
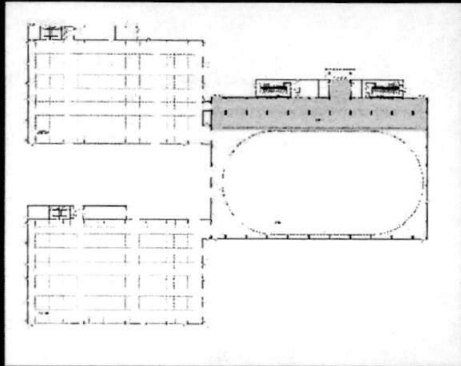
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Multipurpose Barns



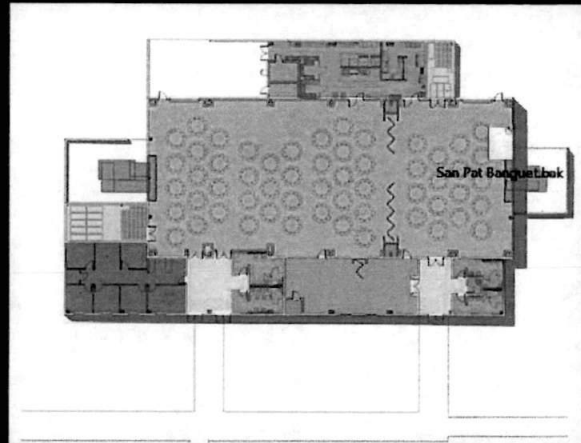
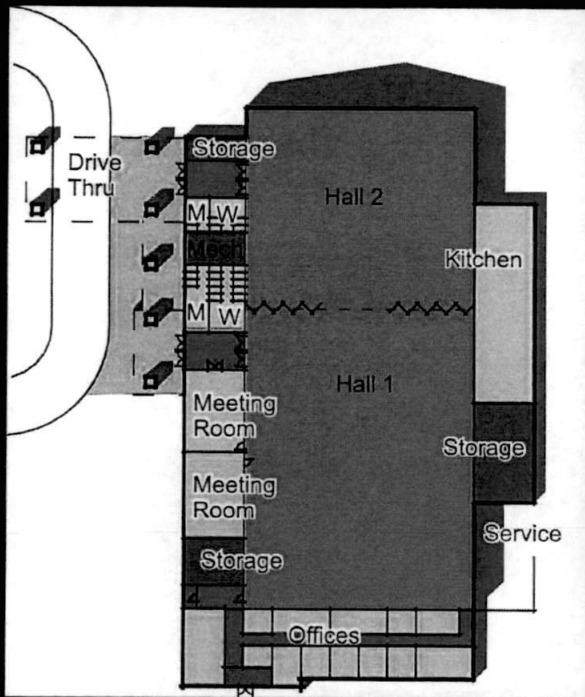
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Multipurpose Banquet Facility





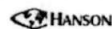
Mission, Goals & Objectives



Mission, Goals & Objectives

1. Promote the areas of agriculture, horticulture, home economics, and vocational/industrial trades.
2. Working with the youth of the community, specifically those involved in the vocational/industrial clubs, and county wide 4-H clubs and FFA chapters.
3. Give students an opportunity to compete with their projects and sell them through an auction.
4. Provide facilities which can be utilized by the community for recreational and entertainment purposes.

Questions and Comments?



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