

Background and Summary of Community Event Center Development

Date	Meeting/Report	Summary
11/11/2014	City Council Meeting	Presentation from Denton Community Market (“DCM”) to City Council requesting the use of City facilities for market operations. Facilities considered included Quakertown Park, Civic Center, and 300 McKinney St. parking lot (Old Tax Office). Council discussed also considering 121 Exposition as well. Council provided direction to further explore the Exposition and McKinney Street sites.
04/06/2015	DCM Proposal	DCM provided a formal proposal that included a request to use the 300 McKinney St. site and noted that Exposition site was not considered viable.
04/24/2015	Informal Staff Report	Staff provided an Informal Staff Report regarding the request of DCM to use the 300 McKinney St. parking lot for market operations.
05/26/2015	City Council Meeting	Market proposal is reviewed and considered by Council, including the desired improvements and amenities being requested by DCM. DCM expressed a desire for the site to be multi-purpose site that could be used for other groups and presents a proposed conceptual layout for site. Council discussed the possibility of phasing-in the site amenities, which was amenable to DCM. DCM expressed a desire for permanent restroom facilities. DCM expressed they did not favor the Exposition site because it had an industrial feel and felt it would make them an island of activity. Council expressed concerns that the McKinney site would not be permanent home for DCM since it was purchased for economic development purposes. Council asked DCM to reconsider their position on the Exposition site and proposed having DCM conduct test markets at both the McKinney and Exposition sites. Council also wanted DCM to consider redevelopment occurring near Exposition site and meet regularly with staff. Council also asked that cost estimates be more refined so that it can be discussed as part of budget process.

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08/18/2015	City Council Meeting	<p>As part of budget discussions, Council was presented with information regarding refined costs provided by DCM. Two budget packages were being considered, \$403,000 for the reconstruction of the Exposition lot and \$268,000 for site amenities (per DCM's provided information). Council discussed the Exposition lot as a potential catalyst project for the area and expanded on the idea of the site amenities being available for other community groups to use. Council discussed the impact a "community event center" could have on area and the added benefit it would bring to established events. Staff communicated that even without the "event center" amenities, the parking lot would need to be reconstructed due to hazards on the current lot, including pad sites that remained from demolition. Council provided direction to fund DCM in the budget, but acknowledged that their current funding request left off amenities that they would need, including restrooms. Council discussed the need to commit funding to this project as part of a multi-year process and DCM would likely need to return for additional funds to complete the site in the future. Council asked DCM to consider finding community or corporate sponsors for additional improvements so that the City did not need to fund all improvements in the future. Council also discussed the issue with providing money to DCM if it is in competition with brick and mortar businesses or showing favoritism to one community event over others. Council also asked that this project be considered a "community event center" and DCM was only one of the entities which would benefit from the project. Council settled on included \$253,000 for site amenities at the Exposition site in the budget. Direction was provided to start considering lease terms with DCM.</p>
8/25/2015	City Council Meeting	<p>As part of the general budget discussion, Council directed staff to use \$150,000 that was earmarked for the convention center to the community event center project.</p>

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09/01/2015	City Council Meeting	Council provided direction to reduce the funding for the Community Event Center to \$103,000 from the General Fund and fund the remaining \$150,000 from HOT funds. Council directed that those funds be used for amenities at the site. The \$405,000 would be included for reconstruction of the parking lot.
10/13/2015	City Council Meeting	Staff presented an update to City Council regarding needed and desired enhancements to the Exposition site. The amenities presented were based on the \$253,000 approved by Council as part of the budget for non-parking lot related enhancements. Elements included a need for one acre of green space and one acre of parking. Council agreed to create an ad hoc committee to facilitate the development of the site and asked that staff meet with community stakeholders to discuss other uses for facility. Council also asked staff to review naming policy and consider reaching out to the business community for sponsorships of site amenities, such as a pavilion or stage.
11/09/2015	Community Stakeholders Meeting	Staff met with community stakeholders to discuss the vision and needs at site as it relates to downtown development and events/festivals (unrelated to DCM) that could use the event center site. Attendees included representatives from different festivals and downtown merchants. Desire was to have the site be a unique, innovative space to match the industrial feel of the area. Meeting attendees asked that the site not be a typical green space with a gazebo. The consensus was that the site was not necessarily a good secondary site for events/concerts/festivals because DCM would operate at the same time. However the site would provide additional parking for those events when DCM was not operating (on Fridays, Saturday nights, and Sundays).
11/17/2015	City Council Meeting	The City Council Community Event Center Committee was created by resolution.

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12/11/2015	Council Community Event Center Committee Meeting	<p>The first meeting of the City Council Community Event Center Committee was held. The Committee discussed whether DCM is considered a place for commerce or a place for fun, and how that difference could affect the lease rates negotiated. The Committee asked that DCM develop a clear statement of return on investment. The Committee also discussed other markets and their related amenities and asked that DCM do a thorough comparison on the business models and involvement of cities with the other markets. The Committee also had a discussion about the need to maintain parking in the Exposition lot for use by City Hall East employees, the Public Safety Training Center, and as DCTA overflow. Staff presented parking data on existing facilities and asked that as the Committee moves forward in the design process that an emphasis be kept on the need for at least 80 parking spaces in the lot. The Committee provided staff with direction to hold off moving forward with engaging a design firm until the Council meeting in January, noting however that funds were not allocated in the budget specifically for design and engineering. The Committee asked DCM to provide financial data supporting the project.</p>
02/11/2016	Council Community Event Center Committee Meeting	<p>The Committee received information from staff regarding additional property along the drainage channel. Staff was directed to contact the owner to discuss the property. Staff presented the Committee with an update on the project. Staff asked that the Committee consider using an outside design firm due to the volume of work currently being done by the City's Engineering department and the Committee was agreeable. The Committee also discussed moving forward with a complete "master plan" design for the event center, however keeping in mind that many elements may be phased in later. The Committee discussed bringing in stakeholders for the design process and the list of "must haves" from DCM. Staff also discussed stalling the lease negotiations until the Committee had a better understanding of what the project would entail. One possible consideration for the lease term would be recuperating some operational costs at the site from DCM and staff felt that it was too early to negotiate that term until the design process was further along. The Committee agreed and asked that any lease term not</p>

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02/11/2016 <i>(Continued from previous page)</i>	Council Community Event Center Committee Meeting	overburden DCM. The Committee asked DCM come back at the next meeting to present a competitive market analysis, their idea for what a lease would look like, information on what they need from the City, and a return on investment analysis. The Committee was in consensus to keep in mind the synergy going on around this site and the other events and uses that will benefit from a community event center.
05/02/2016	Council Community Event Center Committee Meeting	DCM presented their Strategic Plan, which included awards and endorsements for the market, data gathered from touring other area markets, an analysis of other markets, and the value that DCM brings to the community. DCM also informed the Committee about the difficulty of determining an ROI because not all value from the market was monetary. Additionally, DCM listed their needs for the new site. The Committee discussed viewing the market as both a community event and a business incubator. Staff asked for clarification from the Committee regarding the potential lease rates, but consensus was to work to identify the operational costs, after moving forward with a design, so that more information would be available for the lease discussion. Staff also presented the Committee with a plan to engage stakeholders in the design process and defined the design concept process. Staff then presented a timeline for design and construction. The Committee was informed that the City had formally engaged Pacheco Koch to design the community event center.
05/18/2016	Stakeholder Design Meeting	Members of DCM and staff met with Nick Nelson of Pacheco Koch to work through a visioning exercise and discuss what design elements needed at the site. Attendees were able to sketch out their vision of the event center.
06/02/2016	Stakeholder Design Meeting	Staff members met with Nick Nelson of Pacheco Koch to work through a visioning exercise and discuss design elements needed at the site. Attendees were able to sketch out their vision of the event center.

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06/22/2016	Council Community Event Center Committee Meeting	<p>The Committee discussed pursuing the purchase of an additional tract of land, and asked that it go before the full Council for budget consideration. Staff presented an update on the status of the project and timeline for completion. The timeline is tight and the Committee established that they need to meet soon to keep the project moving forward. Staff presented the status of the design meetings. DCM representatives expressed concern over the timeline and worried that the project would not be complete by April 2017. Staff acknowledged that this might be a concern, but they are working as fast as possible to move the project forward. Staff expressed a desire to have the design finalized in mid-July so that it can move forward to the DRC process. Staff also reiterated that any design will not be fully funded and will require the phased-in approach. Staff asked that DCM provide input through the City's budget portal in order to be considered for supplemental funding in the upcoming budget cycle.</p>
06/30/2016	Public Stakeholder Design Meeting	<p>Staff and DCM representatives met with Nick Nelson with Pacheco Koch to review three (3) possible conceptual designs. Attendees provided feedback and discussed the advantages and disadvantages of each design. No consensus could be reached among the group, so multiple designs will be presented to the Committee at the next meeting. Public stakeholders were invited to this meeting, but none attended.</p>
07/06/2016	Council Community Event Center Committee Meeting	<p>The Committee received a presentation regarding the three (3) conceptual designs. After some discussion, the Committee unanimously recommended one of the concepts to move forward in the development process. The recommended concept provides for green space along Hickory St., includes the most parking spaces, and creates flexibility and allows for utilization by the Public Safety Training Center. The Committee also discussed estimated costs for each site and the need to include this project in the budget discussions. Staff was directed to prepare a presentation for the whole Council to discuss the recommended concept, the budget, address parking concerns, and provide an update on the status of the project overall.</p>