Wichita Century II and Bob Brown Convention Center

District & Visioning
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<tbody>
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</table>
Workshop Goals + Direction  February 28th, 2023

- Confirmation of program & planning opportunities around the Century II and The Bob Brown Convention Center District
- Review potential mobility, street, vehicular, pedestrian and circulation opportunities
- Review appropriate industry case studies for scale, trends & delivery comparison
- Architectural review of design views, aesthetic and vision
Reinvigorated Century II
- Designed to support the community and future needs

State-of-the-art Expanded Bob Brown Convention Center
- Expanded to host local, regional and national events and act as a revenue generator for the City.

Re-imagined & Re-purposed Public Library
- Improving access to the riverfront while uniting existing parks and amenities.

Modernized River Access & New Public Green Space
- Improving access to the riverfront while uniting existing parks and amenities.

The New Heart of the City
- A spectacular gathering spot in the heart of the city serving as a destination for all locals and visitors alike, as a complement to the neighborhood centered efforts in the region.

- A comprehensive and unified vision to connect development in the urban core, ensuring a vibrant city center—beautiful, engaging and walkable—that the entire region can be proud of.
PROJECT VISION Civic and Community Opportunities

- **Potential Transformative and Iconic Effects:**
  - High profile, state-of-the-industry convention and arts/entertainment facility projects like those outlined herein can have extensive, long-lasting transformative impacts on the Wichita community and destination.

- **Quality of Life for Residents**
  - New and enhanced public assembly facilities and public places provide diversified activities for local residents and families, which can make Wichita a more attractive and enjoyable place to reside.

- **New Visitation**
  - New visitors will be attracted to the area because of an event in the new/enhanced convention center and surrounding district. These attendees, in turn, may elect to return to the area later with their families, etc. for a vacation after visiting the area for the first time.

- **Adjacent Development**
  - New retail and other business tends to invariably sprout up near public facilities and open spaces, spurred by the associated operations and activities, representing additions to the local tax base.

- **Enhanced Connectivity**
  - This plan aims to significantly enhance connectivity between the West Bank and Downtown, while continuing to enhance Wichita’s riverfront parks and open space legacy.
PROJECT VISION  Riverfront Evolution and Reconnection

The Beginning of the grid
- City of Wichita is incorporated in 1870.
- Wichita is platted with an urban grid that starts east of Water St.
- The Arkansas River frequently floods the city

Density Thrives
- Douglas Avenue is a thriving commercial corridor in Downtown Wichita.
- The blocks of the city are dense with buildings and the urban grid runs right to the river.

The Emergence of the Super Block
- Urban Renewal is underway and the new Century II Convention Center construction fractures the urban fabric, displacing buildings and streets for parking lots.

The Pinnacle of the Super Block
- The site exists today as a series of large buildings, surface parking lots, and a broken urban grid. The connections from the Downtown Core to the River are present but lack cohesion and sense of place. Grass is present, but lack of amenities (like open bathrooms, pavilions or play structures) and concentrated, active uses leave these places deactivated and underutilized.

Reconnecting the City
- Wichita Century II & Bob Brown Convention Center Vision re-establishes the street grid, connects the city to the river, and provide
FEASIBILITY STUDY OF A
NEW CONVENTION CENTER

In Wichita, Kansas

February 28, 2023
ANALYZING WICHITA’S CONVENTION PRODUCT NEEDS

• STUDY PURPOSE:
  Feasibility analysis of a new Convention Center.

• PROJECT EXPERIENCE:
  1,000+ studies of convention centers & other event facility projects.

• BENCHMARKING:
  30+ competitive/regional/comparable facilities.

• INTERVIEWS & OUTREACH:
  135 interviews completed with convention planners representing 160+ total events.

STUDY COMPONENTS

1. CII Historical Analysis
2. Local Market Analysis
3. Industry Trends Analysis
4. Comparable Facilities Analysis
5. Market Demand Research
6. Supportable Program Analysis
7. Cost/Benefit Analysis
PANDEMIC—INDUSTRY RECOVERY

• UNPRECEDENTED DISRUPTION:
  Cancellations of nearly all live events between early 2020 and early 2021 occurred.

• RECENT RECOVERY:
  Since mid-2021, many live events have returned, with significant variability by region & industry.

• INDUSTRY ADAPTATION:
  Rapid roll-out of safety protocols, hybrid events & use of outdoor venues.

• POST-PANDEMIC RECOVERY EXPECTATIONS:
  Broad-based expectation for industry recovery by 2024/2025.
EMERGING & ACCELERATED INDUSTRY TRENDS

- Virtual/Real Life Hybrid Events
- Signature Outdoor Space
- Walkable Districts
- Dynamic/Interactive Meeting Spaces
- Unique & Authentic F&B
- Engaging Pre-function & Network Areas
- Augmented & Virtual Reality
- On-Demand Micro Meetings

Feasibility Study of a New Convention Center in Wichita, Kansas
## DECADES OF INVESTMENT BY WICHITA’S COMPETITORS

<table>
<thead>
<tr>
<th>Facility</th>
<th>City, State</th>
<th>Exhibit Space (SF)</th>
<th>Ballroom Space (SF)</th>
<th>Meeting Space (SF)</th>
<th>Total Sellable (SF)</th>
<th>Largest Contiguous (SF)</th>
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<tbody>
<tr>
<td>Albuquerque Convention Center</td>
<td>Albuquerque, NM</td>
<td>166,500</td>
<td>42,400</td>
<td>31,200</td>
<td>240,100</td>
<td>106,200</td>
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<tr>
<td>Birmingham-Jefferson Convention Complex</td>
<td>Birmingham, AL</td>
<td>207,700</td>
<td>79,300</td>
<td>14,000</td>
<td>301,000</td>
<td>94,300</td>
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<tr>
<td>Boise Center on the Grove</td>
<td>Boise, ID</td>
<td>68,400</td>
<td>12,600</td>
<td>20,000</td>
<td>101,000</td>
<td>68,400</td>
</tr>
<tr>
<td>Duke Energy Convention Center</td>
<td>Cincinnati, OH</td>
<td>195,300</td>
<td>44,300</td>
<td>57,300</td>
<td>296,900</td>
<td>195,300</td>
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<tr>
<td>Dayton Convention Center</td>
<td>Dayton, OH</td>
<td>146,900</td>
<td>48,800</td>
<td>28,800</td>
<td>224,500</td>
<td>96,100</td>
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<td>Iowa Events Center</td>
<td>Des Moines, IA</td>
<td>119,900</td>
<td>19,900</td>
<td>27,300</td>
<td>167,100</td>
<td>119,900</td>
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<tr>
<td>Grand Wayne Convention Center</td>
<td>Fort Wayne, IN</td>
<td>99,400</td>
<td>24,200</td>
<td>24,300</td>
<td>147,900</td>
<td>99,400</td>
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<tr>
<td>Knoxville Convention Center</td>
<td>Lexington, KY</td>
<td>80,200</td>
<td>24,700</td>
<td>19,400</td>
<td>124,500</td>
<td>80,200</td>
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<tr>
<td>Statehouse Convention Center</td>
<td>Little Rock, AR</td>
<td>200,730</td>
<td>39,600</td>
<td>45,000</td>
<td>285,330</td>
<td>200,730</td>
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<tr>
<td>Arthur R. Outlaw Mobile Convention Center</td>
<td>Mobile, AL</td>
<td>194,300</td>
<td>22,100</td>
<td>41,900</td>
<td>258,300</td>
<td>194,300</td>
</tr>
<tr>
<td>Oklahoma City Convention Center</td>
<td>Oklahoma City, OK</td>
<td>102,600</td>
<td>16,500</td>
<td>101,500</td>
<td>220,600</td>
<td>102,600</td>
</tr>
<tr>
<td>CII (with Hyatt meeting space)</td>
<td>Wichita, KS</td>
<td>170,000</td>
<td>10,200</td>
<td>35,500</td>
<td>215,700</td>
<td>93,000</td>
</tr>
<tr>
<td>CII (without Hyatt Regency meeting space)</td>
<td>Wichita, KS</td>
<td>170,000</td>
<td>0</td>
<td>27,600</td>
<td>197,600</td>
<td>93,000</td>
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<tr>
<td>Average (excluding Wichita)</td>
<td></td>
<td>120,339</td>
<td>29,731</td>
<td>33,444</td>
<td>183,514</td>
<td>107,836</td>
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<tr>
<td>Median (excluding Wichita)</td>
<td></td>
<td>111,250</td>
<td>24,550</td>
<td>28,050</td>
<td>182,550</td>
<td>99,722</td>
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</table>

Feasibility Study of a New Convention Center in Wichita, Kansas
SIGNIFICANT DEFICIENCIES OF WICHITA’S PRODUCT

Century II Performing Arts and Convention Center (CII)

Oklahoma City CC Exhibit Space (state-of-the-industry example)
SIGNIFICANT & GROWING UNMET MARKET DEMAND

SURVEYS & INTERVIEWS

• Interviews:
  Completed 130 interviews with convention planners representing 150 events.

• National Demand:
  National convention demand for a convention center increased materially.

• Mid-Sized Markets:
  Strengthening of interest among national convention planners was noted for mid-sized urban destinations.

TELEPHONE SURVEY OF NATIONAL CONVENTION PLANNERS

2013 SURVEY

75 interviews
38% positive response

2021 SURVEY

105 interviews
47% positive response

- Likelihood of Using a New Wichita Convention Center
  - Definitely: 2% (5% in 2013, 0% in 2021)
  - Likely: 6% (5% in 2021)
  - Possibly: 30% (30% in 2021)
  - Not Likely: 30% (33% in 2021)
  - Definitely Not: 32% (20% in 2021)
CONVENTION PRODUCT THAT MATCHES MARKET NEED

• FACILITY MODEL:
  A new downtown convention center needed to protect and grow Wichita’s national convention market share.

• EXISTING CII:
  Space inside existing CII Round Building needs to be transformed to appropriately complement new convention center investment.

• CONVENTION CENTER & HOTEL FUNCTIONALITY:
  The Hyatt Regency and Convention Center both need to control their own respective ballroom & meeting spaces.

• ADDITIONAL HOTEL NEEDS:
  Additional HQ hotel rooms will be required. Could involve a 100-room expansion of Hyatt or new adjacent hotel.

• GREATER SITE DEVELOPMENT:
  Development/inducement of an expanded set of visitor amenities within close walking distance.

MARKET SUPPORTABLE PROGRAM

• Exhibit Space:
  130,000 SF of contiguous, prime space (some Bob Brown space could be used)

• Ballroom Space:
  30,000 SF subdividable ballroom

• Meeting Space:
  40,000 SF total meeting space (some existing space could be renovated)

• Outdoor Space:
  20,000 SF of dedicated, signature space

• Headquarter Hotel:
  100 new full-service hotel rooms (attached or adjacent)
# NEW PRODUCT WOULD ALLOW FOR STRONG EVENT GROWTH

<table>
<thead>
<tr>
<th>UTILIZATION ESTIMATES</th>
<th>CII Base Case 2029</th>
<th>New Conv Ctr Stabilized Year 2029</th>
<th>Incremental</th>
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<tbody>
<tr>
<td><strong>NUMBER OF EVENTS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conventions - National</td>
<td>3</td>
<td>20</td>
<td>17</td>
</tr>
<tr>
<td>Conventions - State/Regional</td>
<td>18</td>
<td>27</td>
<td>9</td>
</tr>
<tr>
<td>Public/Consumer Shows</td>
<td>34</td>
<td>24</td>
<td>(10)</td>
</tr>
<tr>
<td>Banquets</td>
<td>10</td>
<td>80</td>
<td>70</td>
</tr>
<tr>
<td>Meetings</td>
<td>100</td>
<td>150</td>
<td>50</td>
</tr>
<tr>
<td>Other/Miscellaneous Events</td>
<td>52</td>
<td>50</td>
<td>(2)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>217</td>
<td>351</td>
<td>134</td>
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<tr>
<td><strong>EVENT DAYS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conventions - National</td>
<td>9</td>
<td>66</td>
<td>57</td>
</tr>
<tr>
<td>Conventions - State/Regional</td>
<td>41</td>
<td>68</td>
<td>26</td>
</tr>
<tr>
<td>Public/Consumer Shows</td>
<td>85</td>
<td>60</td>
<td>(25)</td>
</tr>
<tr>
<td>Banquets</td>
<td>10</td>
<td>80</td>
<td>70</td>
</tr>
<tr>
<td>Meetings</td>
<td>100</td>
<td>150</td>
<td>50</td>
</tr>
<tr>
<td>Other/Miscellaneous Events</td>
<td>62</td>
<td>65</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>308</td>
<td>489</td>
<td>180</td>
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## SIGNIFICANT INCREASE IN ATTENDANCE & ROOM NIGHTS

<table>
<thead>
<tr>
<th>ATTENDANCE ESTIMATES</th>
<th>CII Base Case 2029</th>
<th>New Conv Ctr Stabilized Year 2029</th>
<th>Incremental</th>
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<tbody>
<tr>
<td><strong>ATTENDEE DAYS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conventions - National</td>
<td>5,580</td>
<td>72,600</td>
<td>67,020</td>
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<tr>
<td>Conventions - State/Regional</td>
<td>16,560</td>
<td>33,750</td>
<td>17,190</td>
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<tr>
<td>Public/Consumer Shows</td>
<td>106,250</td>
<td>105,000</td>
<td>(1,250)</td>
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<tr>
<td>Banquets</td>
<td>3,400</td>
<td>56,000</td>
<td>52,600</td>
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<tr>
<td>Meetings</td>
<td>20,000</td>
<td>30,000</td>
<td>10,000</td>
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<tr>
<td>Other/Miscellaneous Events</td>
<td>46,800</td>
<td>65,000</td>
<td>18,200</td>
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<tr>
<td><strong>Total</strong></td>
<td>198,590</td>
<td>362,350</td>
<td>163,760</td>
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</tbody>
</table>

| HOTEL ROOM NIGHTS            |                    |                                   |             |
| Conventions - National       | 4,337              | 56,430                            | 52,093      |
| Conventions - State/Regional | 11,178             | 22,781                            | 11,603      |
| Public/Consumer Shows        | 1,195              | 1,181                             | (14)        |
| Banquets                     | 216                | 3,554                             | 3,338       |
| Meetings                     | 1,500              | 2,250                             | 750         |
| Other/Miscellaneous Events   | 1,800              | 2,500                             | 700         |
| **Total**                    | 20,226             | 88,696                            | 68,470      |
## Substantial Economic Impacts Would Be Delivered

<table>
<thead>
<tr>
<th>Total Economic Impacts</th>
<th>CII Base Case 2029</th>
<th>New Conv Ctr Stabilized Year 2029</th>
<th>Incremental</th>
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<tr>
<td>Total Attendee Days</td>
<td>198,590</td>
<td>362,350</td>
<td>163,760</td>
</tr>
<tr>
<td>Net New Non Local Visitor Days</td>
<td>49,013</td>
<td>140,995</td>
<td>91,983</td>
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<td>Net New Hotel Room Nights</td>
<td>20,226</td>
<td>88,696</td>
<td>68,470</td>
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<td><strong>Direct Spending</strong></td>
<td><strong>$8,946,252</strong></td>
<td><strong>$35,856,183</strong></td>
<td><strong>$26,909,931</strong></td>
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<td>Indirect/Induced Spending</td>
<td>$5,960,602</td>
<td>$24,010,161</td>
<td>$18,049,559</td>
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<td><strong>Economic Output</strong></td>
<td><strong>$14,906,853</strong></td>
<td><strong>$59,866,343</strong></td>
<td><strong>$44,959,490</strong></td>
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<td>Personal Income</td>
<td>$5,016,910</td>
<td>$19,957,208</td>
<td>$14,940,297</td>
</tr>
<tr>
<td>Employment (full &amp; part-time jobs)</td>
<td>206</td>
<td>818</td>
<td>612</td>
</tr>
<tr>
<td>City Sales Tax</td>
<td>$62,260</td>
<td>$249,744</td>
<td>$187,484</td>
</tr>
<tr>
<td>City Transient Guest</td>
<td>$162,250</td>
<td>$773,519</td>
<td>$611,269</td>
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<td>Tourism Fee</td>
<td>$74,365</td>
<td>$354,530</td>
<td>$280,165</td>
</tr>
<tr>
<td>County Sales Tax</td>
<td>$31,130</td>
<td>$124,872</td>
<td>$93,742</td>
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<tr>
<td><strong>Total Taxes</strong></td>
<td><strong>$330,004</strong></td>
<td><strong>$1,502,664</strong></td>
<td><strong>$1,172,660</strong></td>
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Feasibility Study of a New Convention Center in Wichita, Kansas
FAR-REACHING BENEFITS OF FACILITY INVESTMENT

- Potential transformative & iconic effects
- Quality of life for residents
- New visitation
- Spin-off development
- Anchor for revitalization
- Other intangible benefits

Feasibility Study of a New Convention Center in Wichita, Kansas
Existing Program:
1. Century II
2. Public Library (Currently Vacated)
3. Riverfront Park
4. Bob Brown Convention Center
5. Existing Campus Parking
6. Headquarters Hyatt Hotel
A BOLD VISION Site and Program Strategy

Re-Imagine:
1. New 30k sf ballroom inside of existing Century II
2. The “Library” Event Space
3. Re-purposed Century II
4. Century II Event Plaza

Expand:
5. Expanded Bob Brown EAST
6. Expanded Bob Brown WEST
7. Bob Brown Outdoor “Events” Plaza
8. Dedicated Back of House, Service and Loading
9. Hyatt “Tower II” Expansion

Connect:
10. Amplify connection to The Riverfront
11. “Up and Over” Landscape Connection
12. Pedestrian bridge
13. Dedicated Vehicular + Coach drop off
14. Sustainable “Flex Lot”

Re-Develop
15. Future HQ Hotel or other development
16. Multi-Modal Parking Approach
The Center of the Future and Industry Case Studies
The Center of the Future and Relevant Case Studies:

1. The Convention Center of the Future: INDUSTRY TRENDS
2. Oklahoma City Convention Center: DISTRICT DESIGN
3. ICC Sydney: COMMUNITY FIRST
4. BMO Centre Calgary: HOSPITALITY FOCUS
5. Climate Pledge Arena: MODERN HERITAGE
RETHINKING THE WAY WE GATHER
DESIGNING THE CONVENTION CENTER OF THE FUTURE
WHAT WE HEARD...AND WHAT THEY WERE PROUD OF

From these conversations with our industry partners, we wanted to hear what these leaders in the business were proud of about their facilities. What we found is that many of these facilities have already made great strides at changing the way we gather. It is important to highlight the advancements that many of these facilities have made in the industry and the positive impact they have made on their communities. These following quotes are just a few examples of some of the incredible designs and features of these global facilities and their critical roles in their cities.

- "GETTING RID OF OUTDATED PAINT COLORS, GETTING NEW CARPET, AND GETTING NEW TECHNOLOGY."
- "CALCULATE CARBON REDUCTION IN REAL TIME."
- "QUALITY OF DESIGN AND USER FUNCTIONALITY."
- "LEED CERTIFIED, GBAC CERTIFIED, SAFE TRAVELS CERTIFIED."
- "OPEN AND BRIGHT SPACES IN PRE-FUNCTION WITH NATURAL LIGHT AND VIEWS OF THE CITY."
- "SERVICE REPUTATION."
- "WE ARE NOW HELPING TO GENERATE OUR OWN ELECTRICITY."
- "ABLE TO REMAIN FLEXIBLE, RELEVANT, AND CONTEMPORARY PROVIDING AN EXCEPTIONAL GUEST EXPERIENCE DRIVING RETURN EVENTS."
- "KNOWN AS A FACILITY THAT CONNECTS COMMUNITY, CELEBRATING LIFE MILESTONES."
- "REPUTATION IN THE COMMUNITY FOR HIGH-END, PRESTIGIOUS EVENTS, PLUS BEING THE PLACE THAT PEOPLE REMEMBER COMING TO OVER THE YEARS."
- "WELL DESIGNED, CLEAN, EFFICIENT, FRIENDLY STAFF."

FEBRUARY 2023 // POPULOUS
ORGANIZING THE IDEAS

With a matrix full of ideas spanning across the board, it was critical to analyze, categorize, and organize these ideas into different themes. Drawing connections between overlapping ideas helped explore design possibilities, and precedent imagery not only helped support an idea, but inspire others to follow. As the matrix of ideas was broken down and redefined, a more cohesive understanding of the concepts emerged as the team continued to collaborate to evolve these design opportunities into the Convention Center of the Future.
THE CONVENTION CENTER OF THE FUTURE CARD GAME

The 128 ideas generated from our brainstorming sessions were turned into a deck of playing cards to be utilized in our Interactive Design Workshops.

HOW TO PLAY
The Populous Convention Center of the Future Playing Card Game is a tool for both the design team and clients to generate ideas and aid in the selection of design and program elements for their facility. The ideas on the cards that follow will help to kick-start the brainstorming process and get conversations flowing about the goals of the facility. The deck features a variety of themes including, experience, technology, sustainability and wellness, community, form, and typography, and wild cards. Each idea has different implications on cost, time, and impact, so be mindful of these as you create your future facility.
CONVENTION CENTER OF THE FUTURE CAMPUS

A - Coworking Space
B - Aviary Lounge + Meeting Glass Dome
C - Pop-out Meeting Space
D - Layered Convention Center
E - Art Installation + Meeting Space
F - Lighting the Way
G - Floating Meeting
H - Bike Ramp
I - Under the Canopy
J - Tactility + Responsive Floor
K - Retractable Curtain
L - Vertical Farming
M - Hyper Speed Train
N - Marketplace
O - Meeting Space
P - Rainwater Harvesting Tube
Q - Retractable Exterior Wall
R - Massive Digital Screen
S - Charging Station
T - Hyper Speed Train Station
A. ENABLING WORKS - DEMOLITION

B. PROGRAM

C. IDENTITY
THE EXCHANGE

Creating a whole new experience for the way guests gather in a convention center, The Exchange becomes the hub of activity for the building. Anchored by the centerpiece of the fireplace, this space provides a variety of experiences for people to gather from exchanging ideas on the grandstand, grabbing a drink at the Lasso bar, or watching the buzz of activity up in the Birds Nest.
Climate Pledge Arena
1962
Century 21 Coliseum

2021
Climate Pledge Arena
The Vision and Transformation of Wichita Expanded:

**A. RE-IMAGINE**: Reinvigorate Century II, the Public Library and the surrounding campus

**B. EXPAND**: Modernize and expand the Bob Brown Convention Center to meet market demand

**C. CONNECT**: Unite the district and reinforce connections to the riverfront

**D. RE-DEVELOP**: Encourage additional development and community assets
OVERALL DEVELOPMENT: Design + Vision

A. RE-IMAGINE
B. EXPAND
C. CONNECT
D. RE-DEVELOP
RE-IMAGINE: Reinvigorate Century II and the surrounding campus
EXPAND: Modernize and expand the Bob Brown Convention Center to meet market demand.
CONNECT: Unite the district and reinforce connections to the riverfront

- Pedestrian Bridge
- Amplify connection to the Riverfront
- "Up and Over" Landscape Connection
- Vehicular Drop Off
- Perspective
RE-DEVELOP: Encourage additional development and community assets
RE-IMAGINE: Reinvigorate Century II and the surrounding campus
EXPAND: Modernize and expand the Bob Brown Convention Center to meet market demand
CONNECT: Unite the district and reinforce connections to the riverfront
RE-DEVELOP: Encourage additional development and community assets

Ground Level Retail

Community Plaza

Development Ready
PARKING STRATEGY: Replace existing, expand in place and re-imagine

Parking Analysis

Parking (Existing) on Site: Approximately 850 spaces
Parking (Displaced) for Expansion: Approximately 250 spaces
Parking (Additional) through Development: Approximately 1000 spaces

Total Campus Parking Strategy: Approximately 1600 spaces
PROJECT COSTS  Rough Order of Magnitude*

A. Century II Program:
   30,000 sf Ballroom + Service and Infrastructure: $30 Million
   Remaining Century II Modifications: $25 Million
B. Bob Brown Expansion: $170 Million
C. Re-purpose of the Library Event Space: $15 Million
D. Additional Site Development, Parking, Landscape Connection & Riverfront Access: $160 Million

TOTAL PROJECT COST: $400 Million

* Assume an industry standard 20% estimation contingency at this phase
* Assume a 4%-7% Percent escalation contingency year over year 2023 and forward