



Wichita Century II and Bob Brown Convention Center **District & Visioning**

T A B L E O F
C O N T E N T S

01

Project Goals
+ Design
Drivers and
Mission

02

What We've
Heard + The
Future

03

The Center
of the Future
and Industry
Case Studies

04

Wichita, Bob
Brown, Century
II and the Future
District Vision

05

Program
Context and
Precedents

06

Process,
Schedule and
Next Steps

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

PROJECT VISION Marquee Program 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.

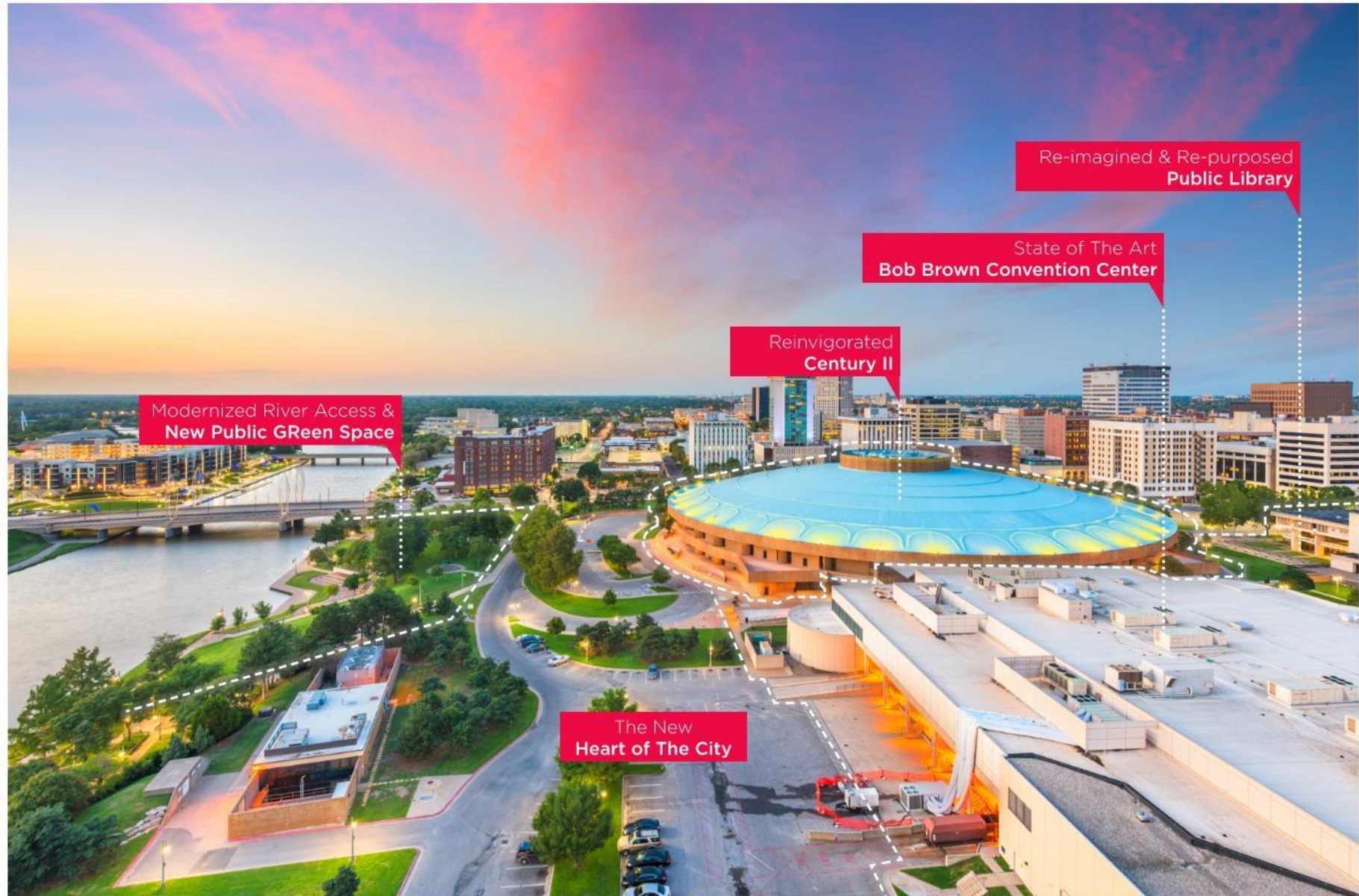
■ Modernized River Access & New Public Green Space

- 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 walk able—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.

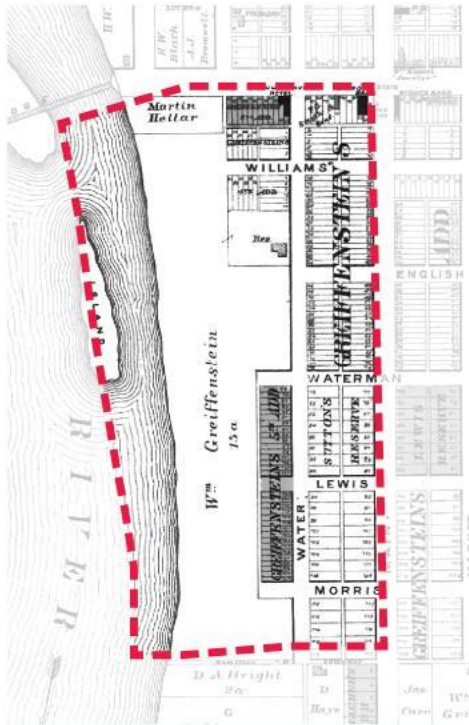
Enhanced Connectivity

- 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



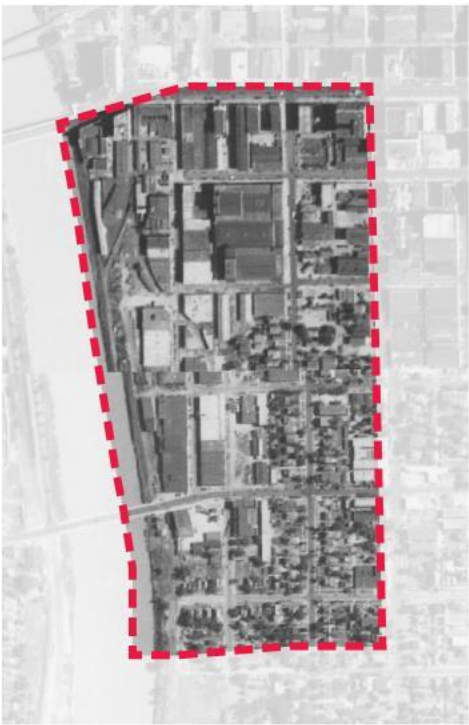


PROJECT VISION Riverfront Evolution and Reconnection



1882

- 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



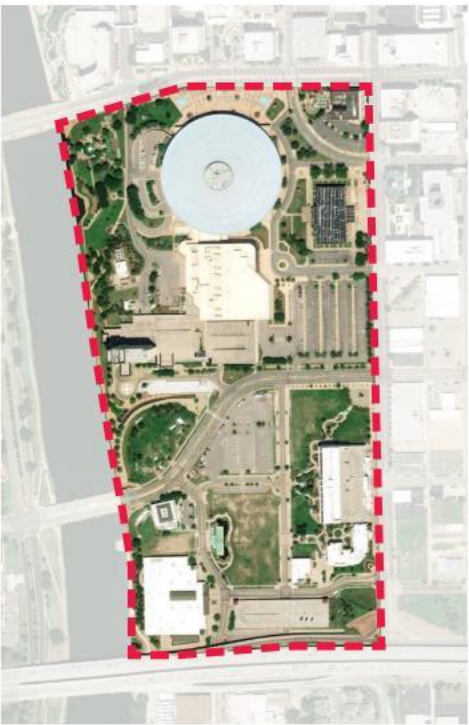
1938

- 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.



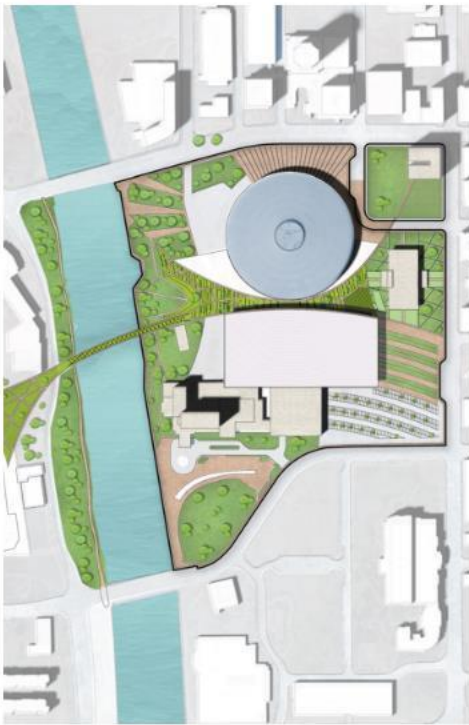
1974

- 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.



2023

- 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.



2030

- 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

CSL

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.

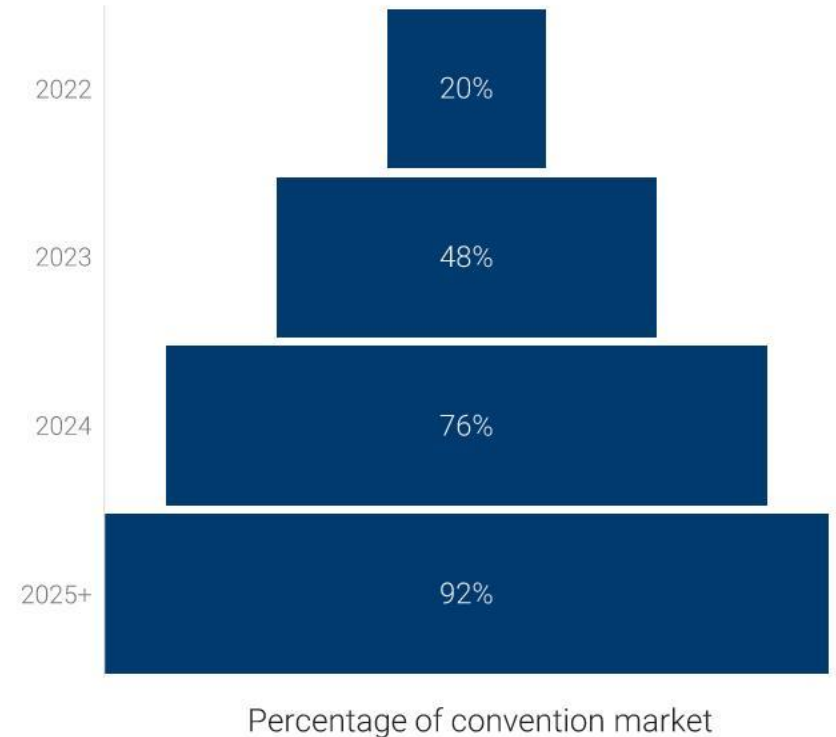
- **INDUSTRY ADAPTATION:**

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.

Survey of Convention Planners
Expectation of the year by which the convention industry will return to pre-pandemic conditions



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



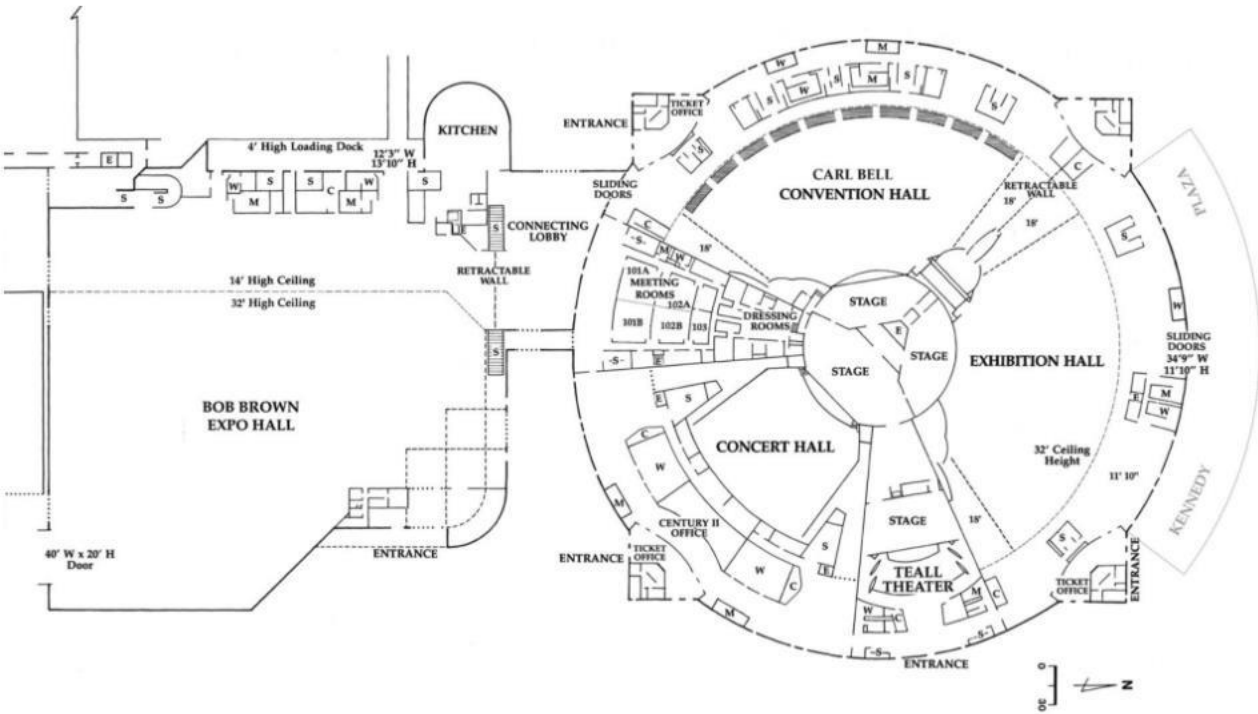
DECADES OF INVESTMENT BY WICHITA'S COMPETITORS



	Facility	City, State	Exhibit Space (SF)	Ballroom Space (SF)	Meeting Space (SF)	Total Sellable (SF)	Largest Contiguous (SF)
1	Albuquerque Convention Center	Albuquerque, NM	166,500	42,400	31,200	240,100	106,200
2	Birmingham-Jefferson Convention Complex	Birmingham, AL	207,700	79,300	14,000	301,000	94,300
3	Boise Center on the Grove	Boise, ID	0	19,300	42,200	61,500	24,400
4	Duke Energy Convention Center	Cincinnati, OH	195,300	44,300	57,300	296,900	195,300
5	Dayton Convention Center	Dayton, OH	68,400	12,600	20,000	101,000	68,400
6	Iowa Events Center	Des Moines, IA	146,900	48,800	28,800	224,500	96,100
7	Grand Wayne Convention Center	Fort Wayne, IN	48,500	11,500	16,000	76,000	48,500
8	Knoxville Convention Center	Knoxville, TN	119,900	19,900	27,300	167,100	119,900
9	Central Bank Center	Lexington, KY	99,400	24,200	24,300	147,900	99,444
10	Statehouse Convention Center	Little Rock, AR	80,200	24,900	19,400	124,500	80,200
11	Arthur R. Outlaw Mobile Convention Center	Mobile, AL	100,000	25,900	15,500	141,400	100,000
12	Oklahoma City Convention Center	Oklahoma City, OK	200,730	39,600	45,000	285,330	200,730
13	CHI Health Center Omaha	Omaha, NE	194,300	22,100	41,900	258,300	194,300
14	Spokane Convention Center	Spokane, WA	120,000	27,300	50,700	198,000	120,000
15	Glass City Convention and Event Center	Toledo, OH	75,000	17,100	0	92,100	75,000
16	Cox Business Center	Tulsa, OK	102,600	16,500	101,500	220,600	102,600
	CII (with Hyatt meeting space)	Wichita, KS	170,000	10,200	35,500	215,700	93,000
	CII (without Hyatt Regency meeting space)	Wichita, KS	170,000	0	27,600	197,600	93,000
	Average (excluding Wichita)		120,339	29,731	33,444	183,514	107,836
	Median (excluding Wichita)		111,250	24,550	28,050	182,550	99,722

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

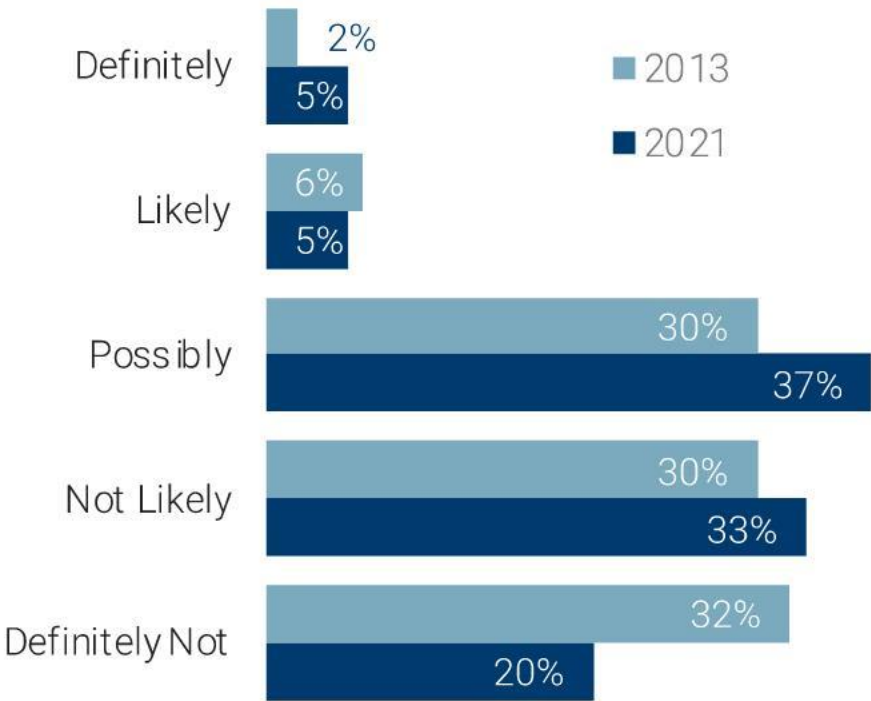
2013 SURVEY

75 interviews
38% positive response

2021 SURVEY

105 interviews
47% positive response

Likelihood of Using a New Wichita Convention Center



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

UTILIZATION ESTIMATES		CII Base Case 2029	New Conv Ctr Stabilized Year 2029	Incremental
	NUMBER OF EVENTS			
	Conventions - National	3	20	17
	Conventions - State/Regional	18	27	9
	Public/Consumer Shows	34	24	(10)
	Banquets	10	80	70
	Meetings	100	150	50
	Other/Miscellaneous Events	52	50	(2)
	Total	217	351	134
	EVENT DAYS			
	Conventions - National	9	66	57
	Conventions - State/Regional	41	68	26
	Public/Consumer Shows	85	60	(25)
	Banquets	10	80	70
	Meetings	100	150	50
	Other/Miscellaneous Events	62	65	3
	Total	308	489	180

SIGNIFICANT INCREASE IN ATTENDANCE & ROOM NIGHTS

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

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

FAR-REACHING BENEFITS OF FACILITY INVESTMENT

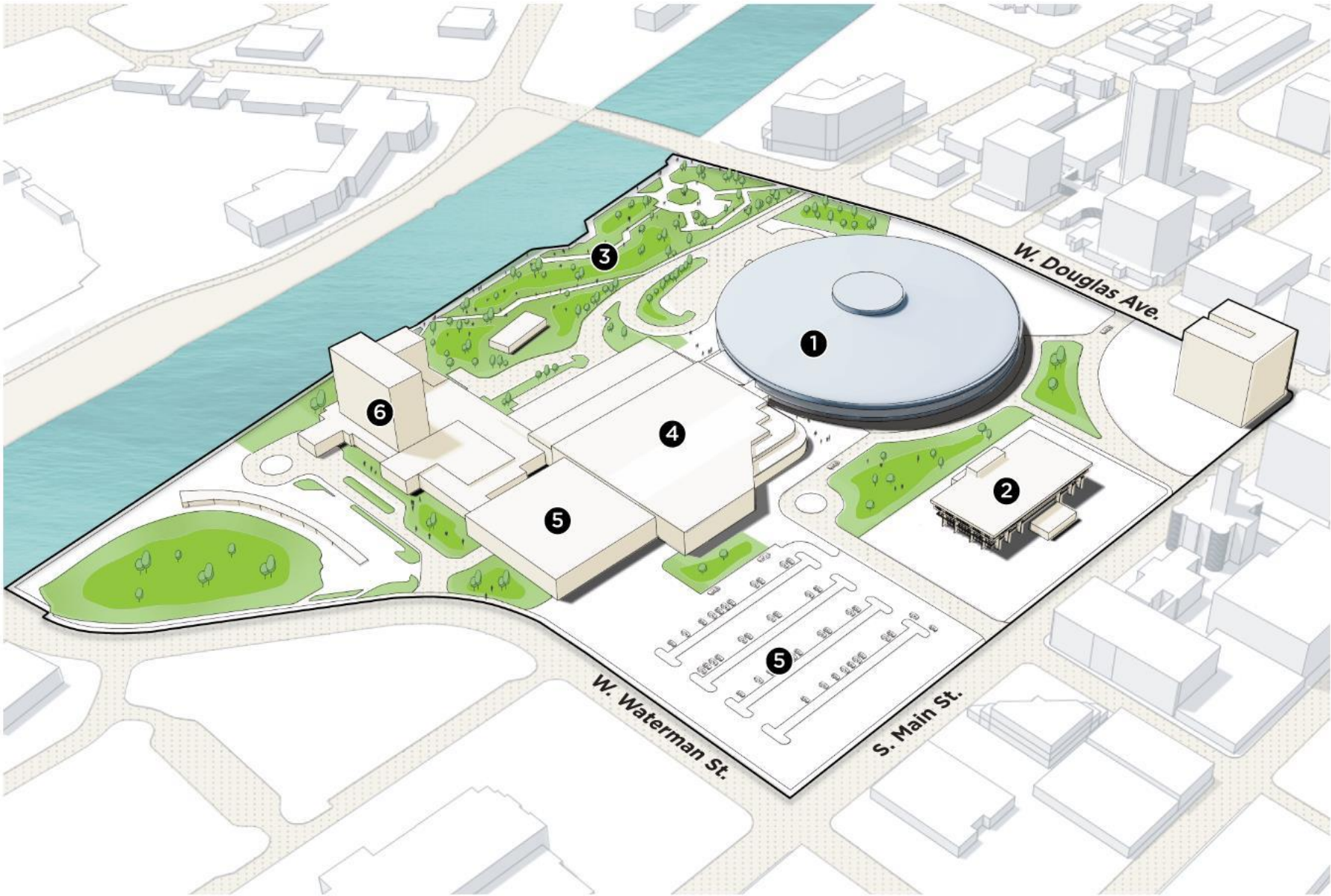
-  Potential transformative & iconic effects
-  Quality of life for residents
-  New visitation
-  Spin-off development
-  Anchor for revitalization
-  Other intangible benefits



A BOLD VISION Existing Site and Facility Conditions

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:

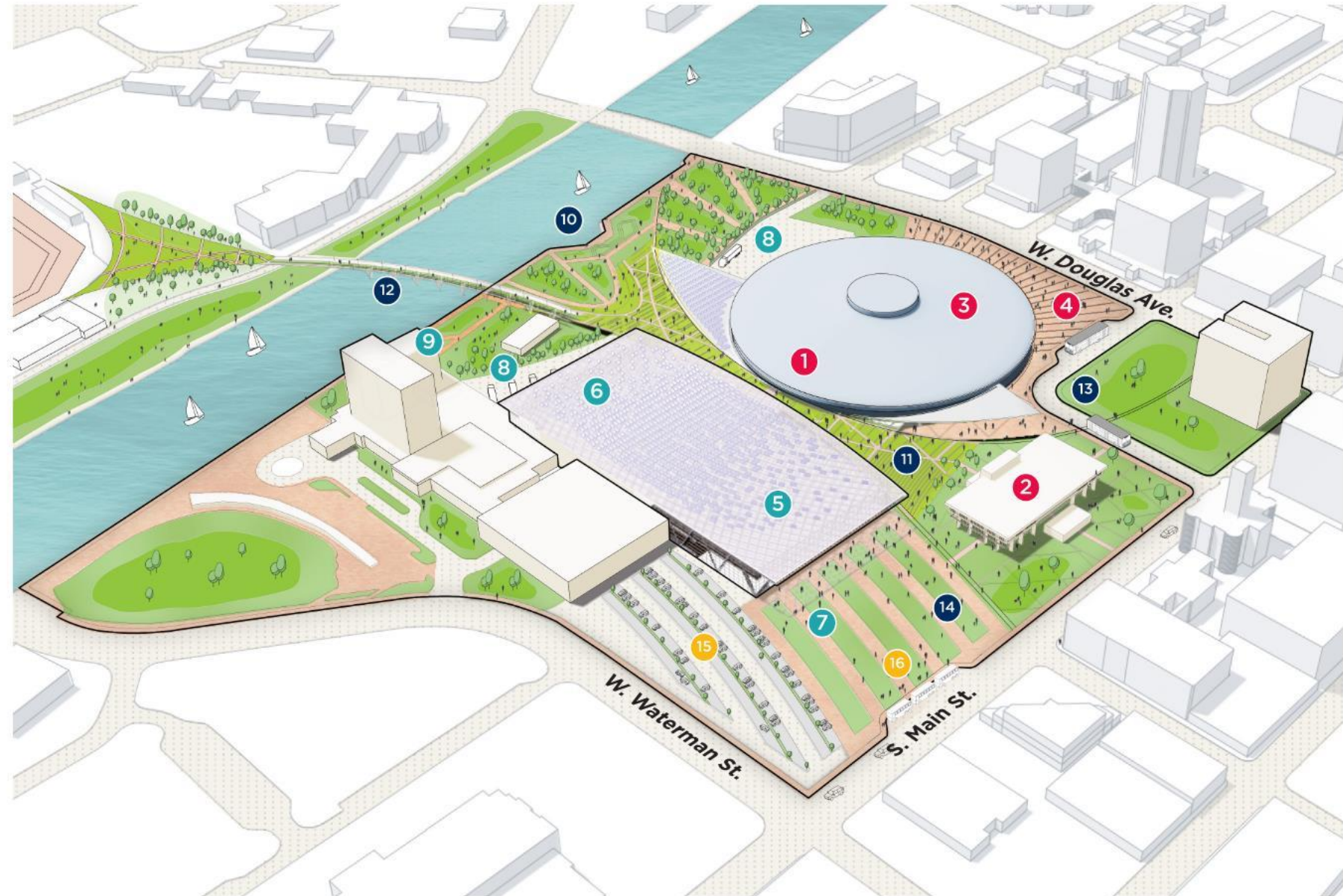
- 5 Expanded Bob Brown EAST
- 6 Expanded Bob Brown WEST
- 7 Bob Brown Outdoor "Events" Plaza
- 8 Dedicated Back of House, Service and Loading
- 9 Hyatt "Tower II" Expansion

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 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."

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 expose 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 typology, and wild cards. Each idea has different implications on cost, time, and impact, so be mindful of these as you create your future facility.



THE MAIN CATEGORIES

Each of the many following ideas fits into one overarching category.

TECHNOLOGY

EXPERIENCE

SUSTAINABILITY

WELLNESS

COMMUNITY

FORM + TYPOLOGY

WILD CARD

IDEA QUALIFIERS

Each of the many following ideas has different implications for money, time, and impact.

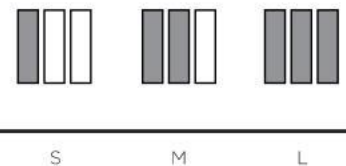
MONEY

\$ \$\$ \$\$\$

TIME



IMPACT



THE PLAYING CARDS



EVENT LAYOUT



□ mBox Meeting & a Box

□ Alex → Raj

□ Design Charrette

□ Deliverable to 7/30?

□ WHAT ELSE?

□ Meeting/Team Room



THE CC INGREDIENTS



The Convention Center of the Future





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 - Floating Meeting Pods
- B - Massive Main Display
- C - Hyperspeed Train
- D - Vertical Farming
- E - Lighting the Way
- F - Layered Convention Center
- G - Aviary Meeting Space
- H - Meet from Anywhere



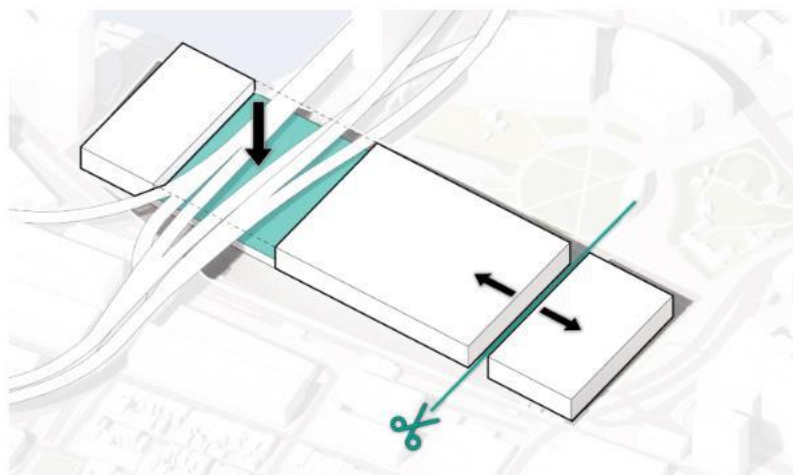




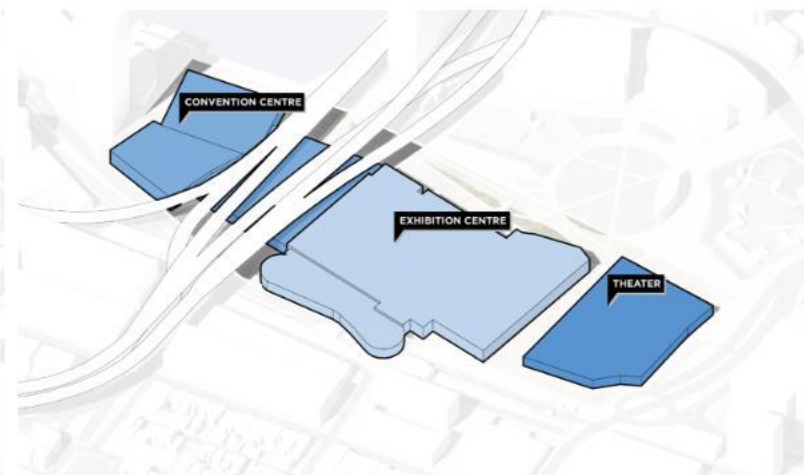




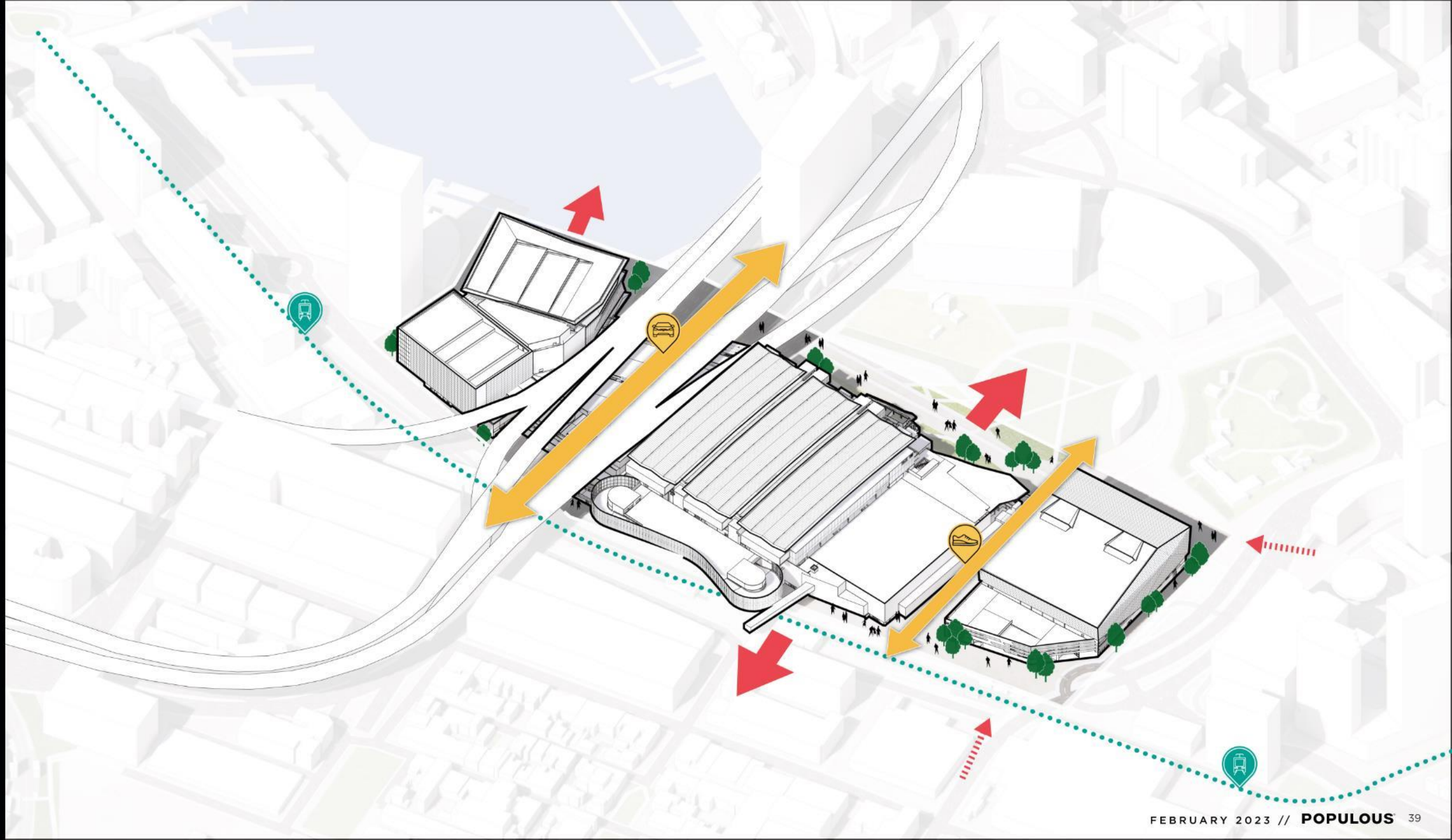
A. ENABLING WORKS - DEMOLITION



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.

A - Natural Light

B - Fireplace

C - Connection to Old
Convention Center

D - Birds Nest

E - Grandstair

F - Lasso Bar

G - Grandstand



Climate Pledge Arena





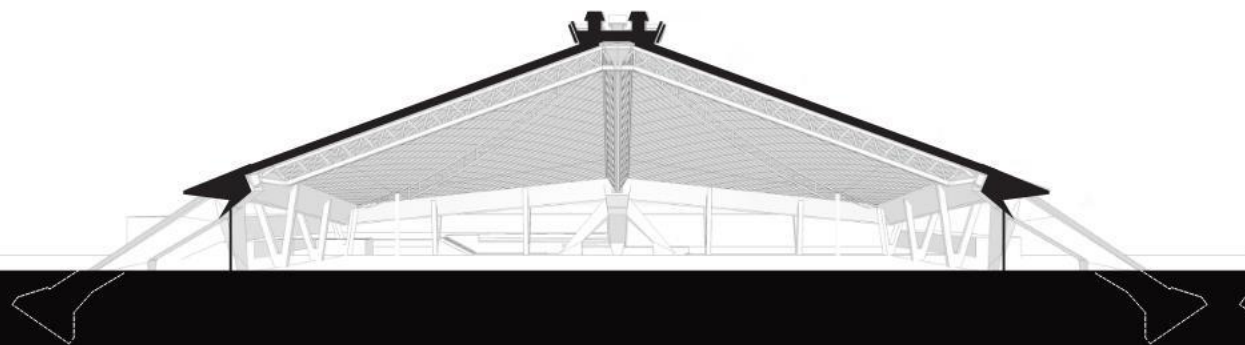
1962: Century 21 Coliseum



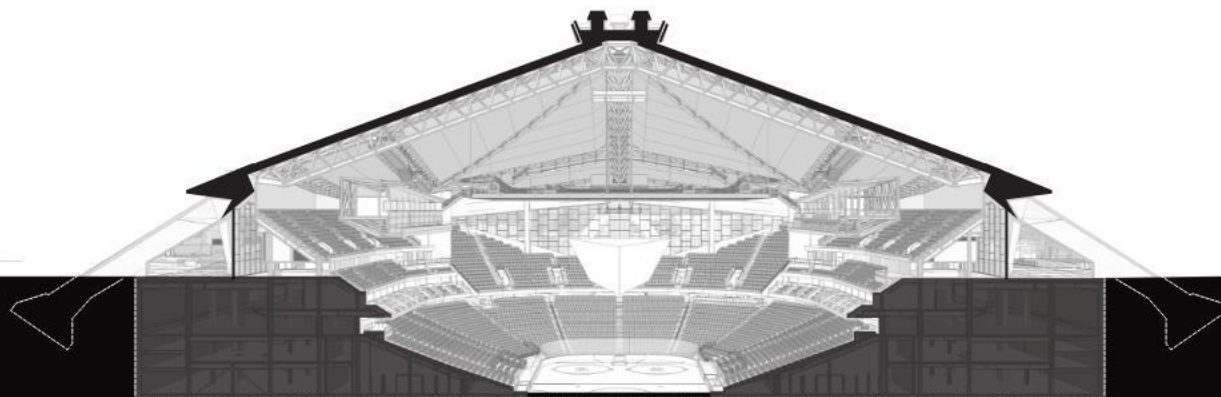
1964: The Beatles Concert



Roof Construction

**1962**

Century 21 Coliseum

**2021**

Climate Pledge Arena



Climate Pledge Arena

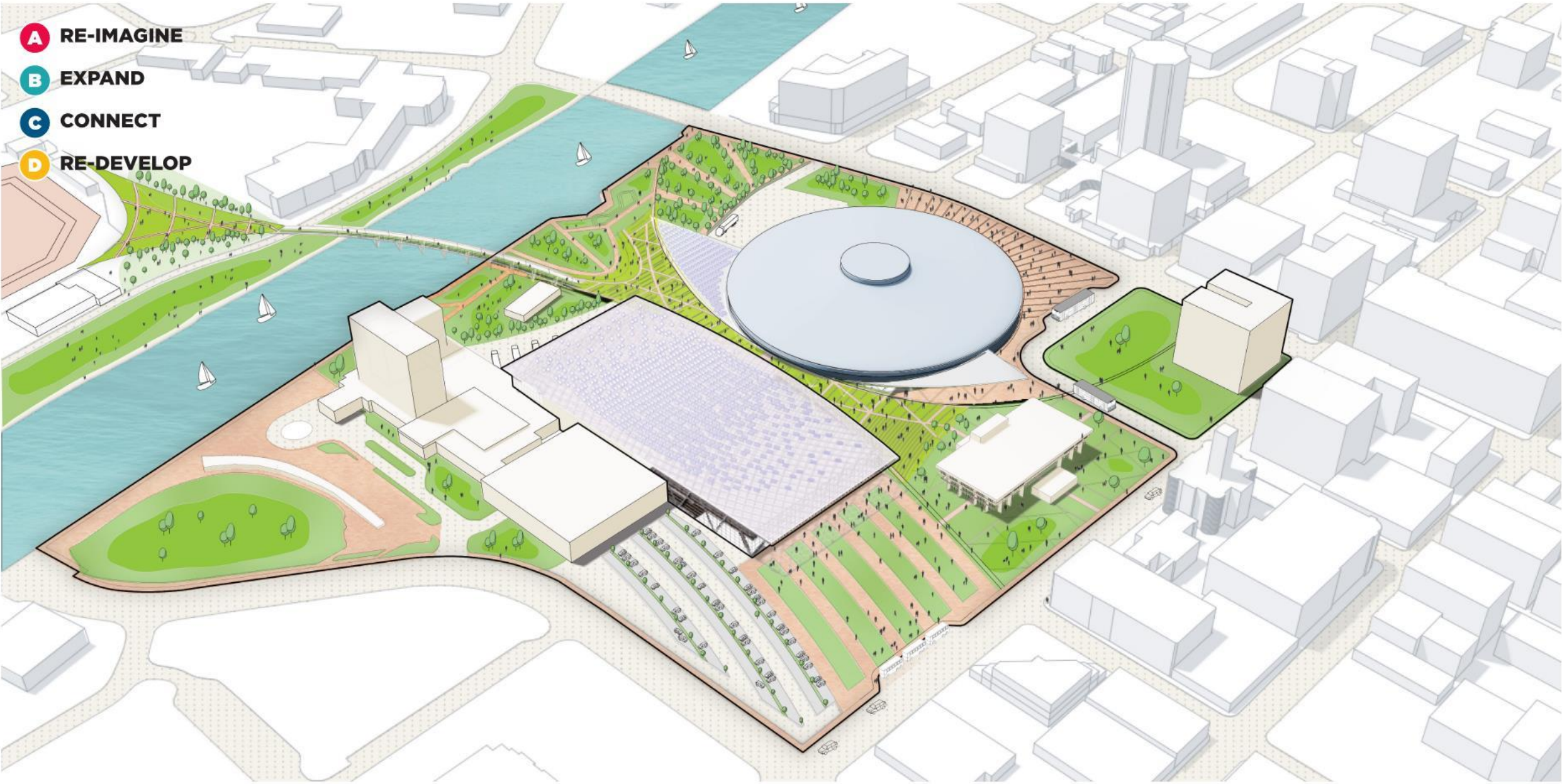


Climate Pledge Arena

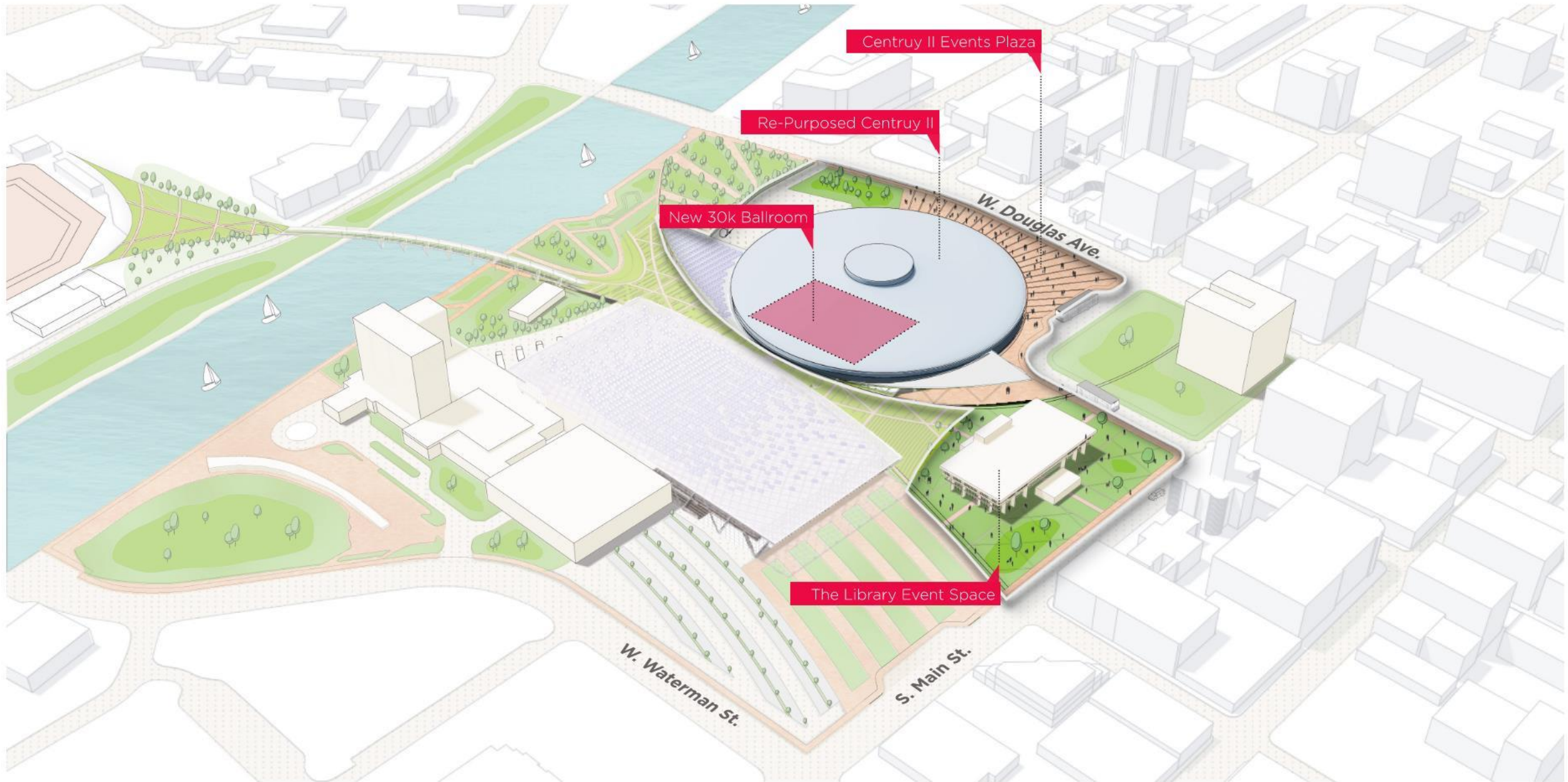
The Vision and Transformation of Wichita Expanded:

- 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

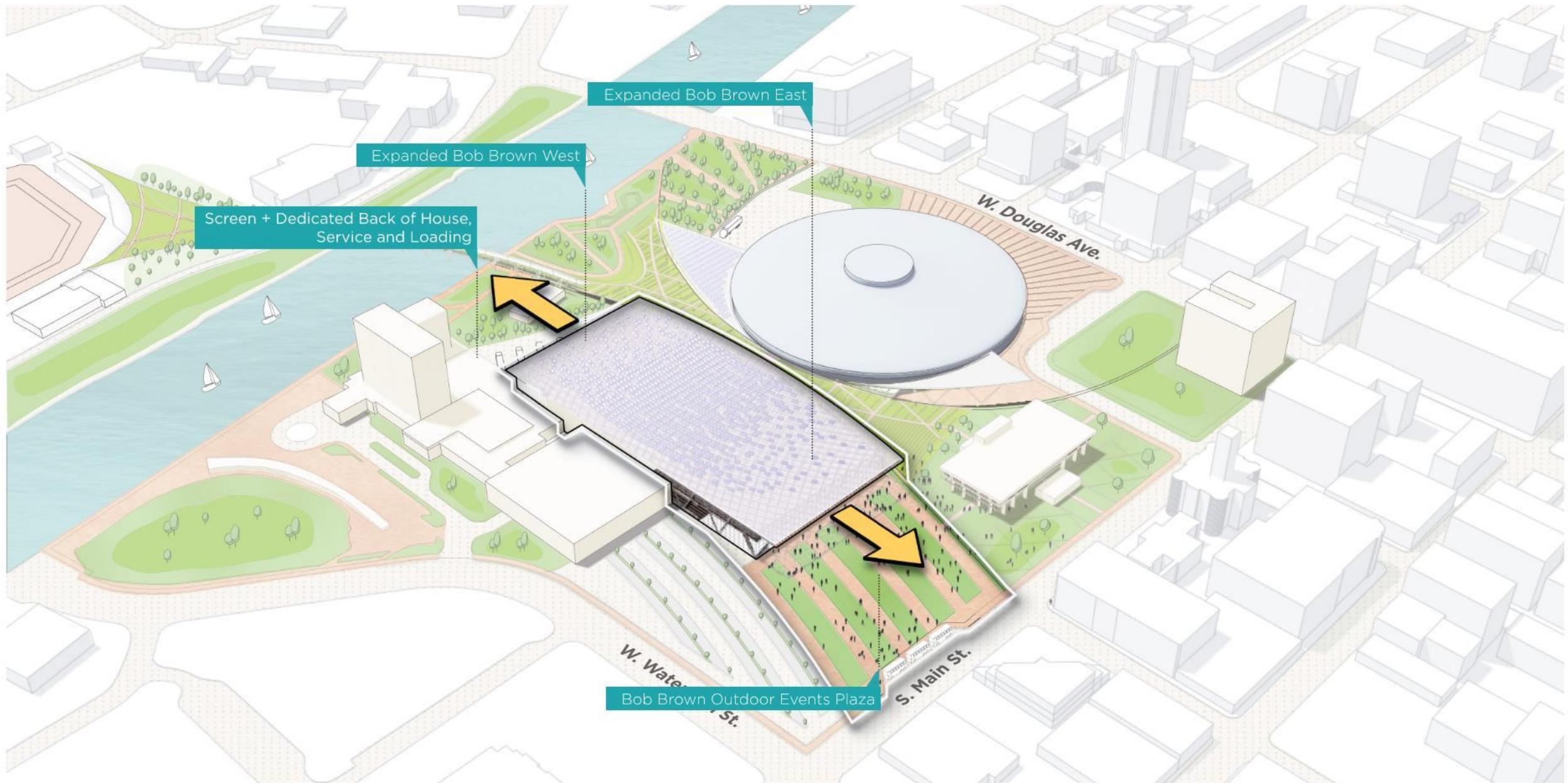
OVERALL DEVELOPMENT: Design + Vision

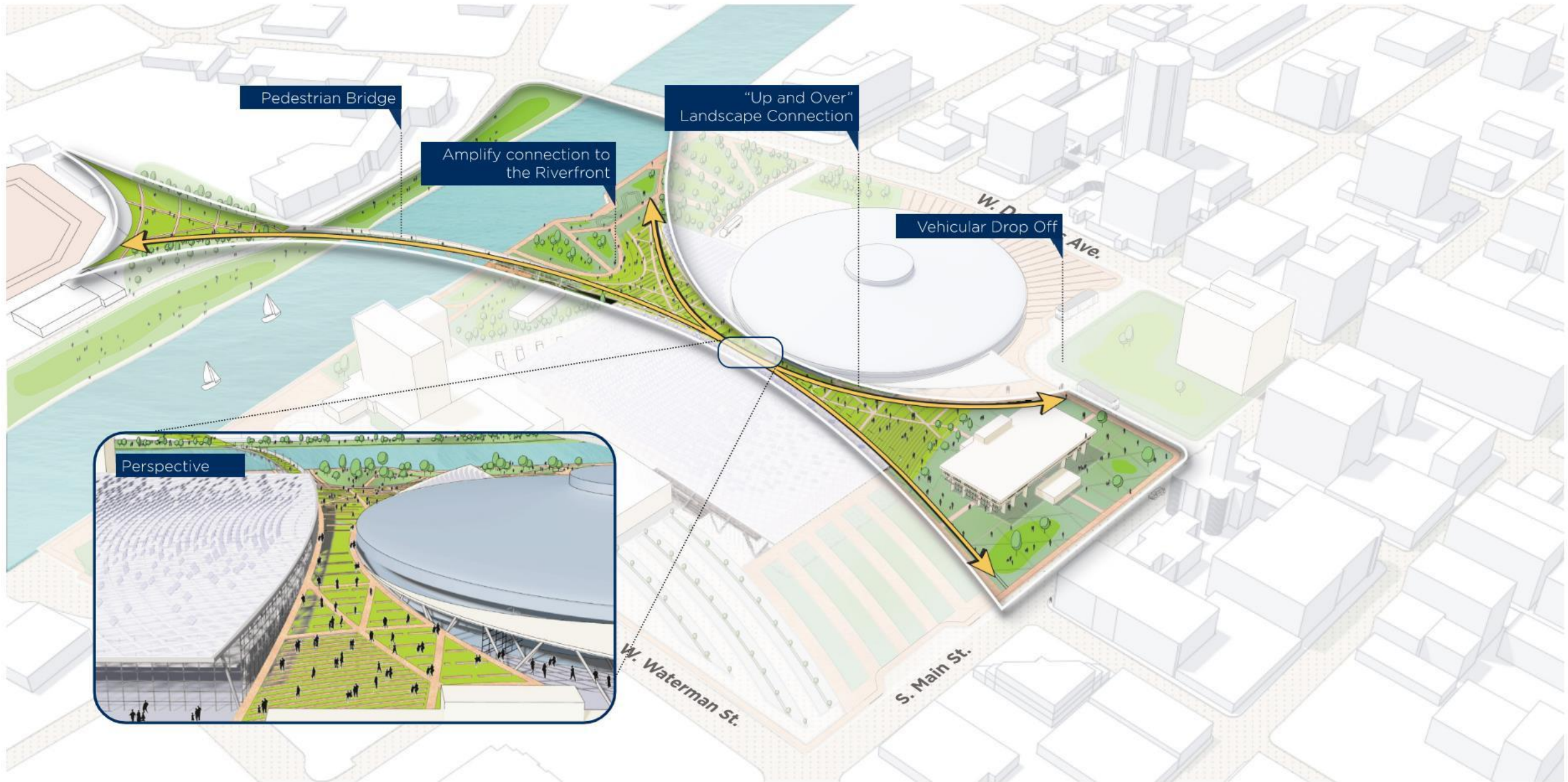


A RE-IMAGINE : Reinvigorate Century II and the surrounding campus

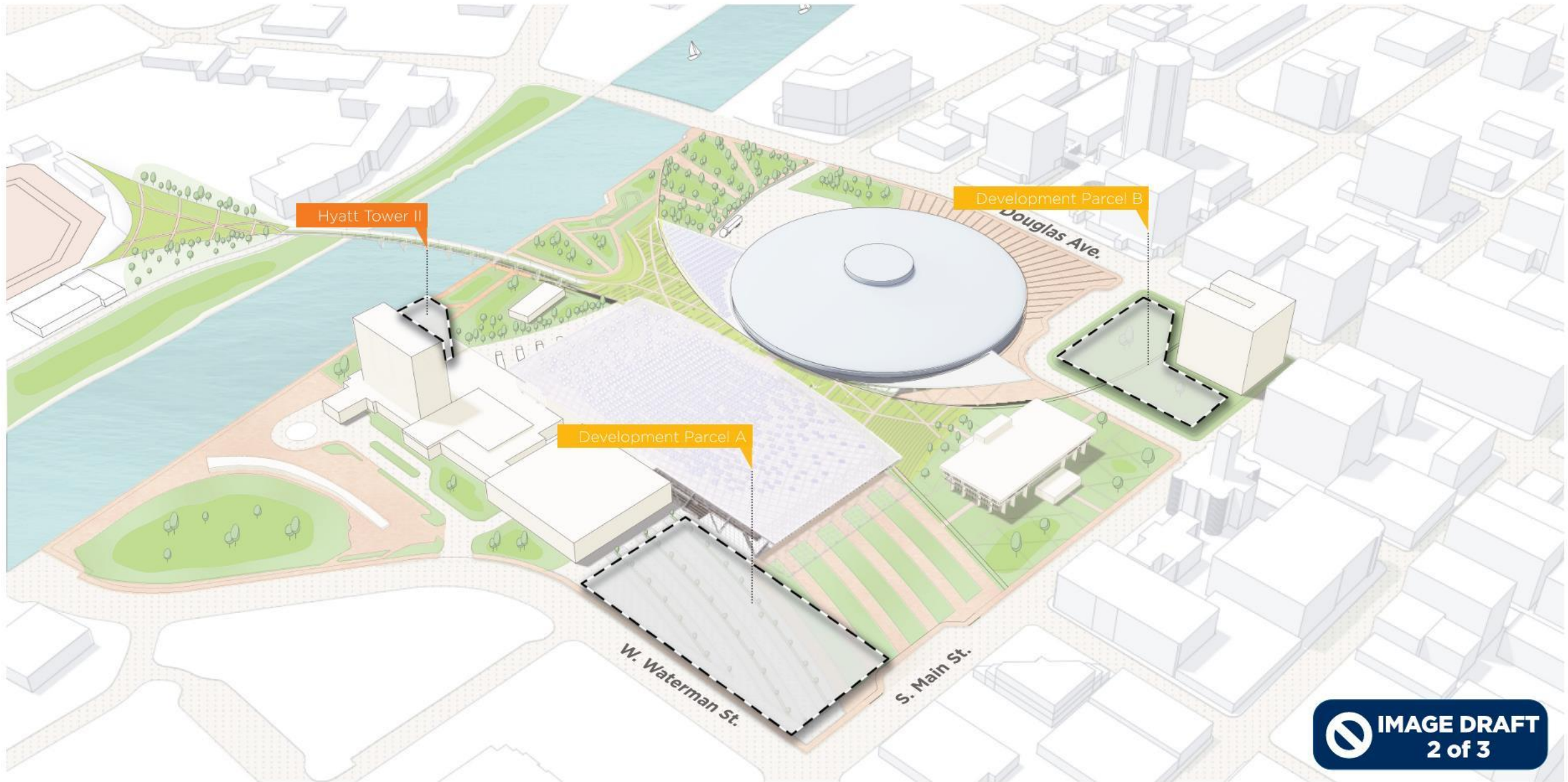


B EXPAND : Modernize and expand the Bob Brown Convention Center to meet market demand





D RE-DEVELOP : Encourage additional development and community assets







Hyatt Tower II

Expanded Bob Brown

Century II

The Library Event Space

Event Plaza / Parking



Sustainable Opportunities





Riverfront Connection

Century II

Expanded Bob Brown

Hyatt Tower II

Pedestrian Connection

Back of House & Loading



Sustainable Opportunities



The Library Event Space

Expanded Bob Brown

Century II





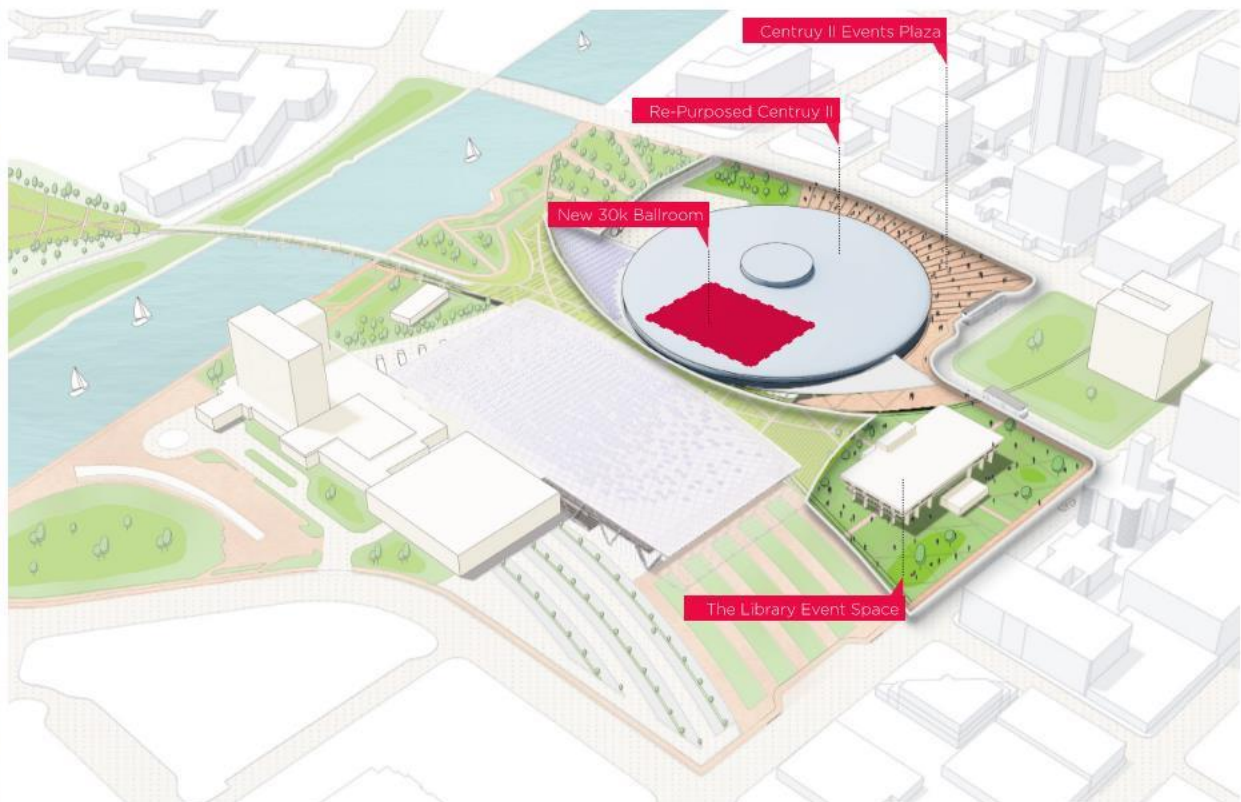
Connection to Century II

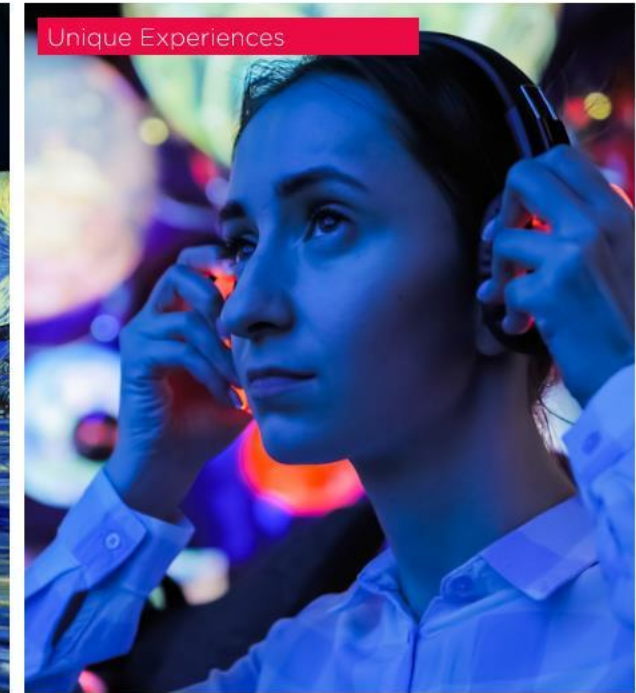
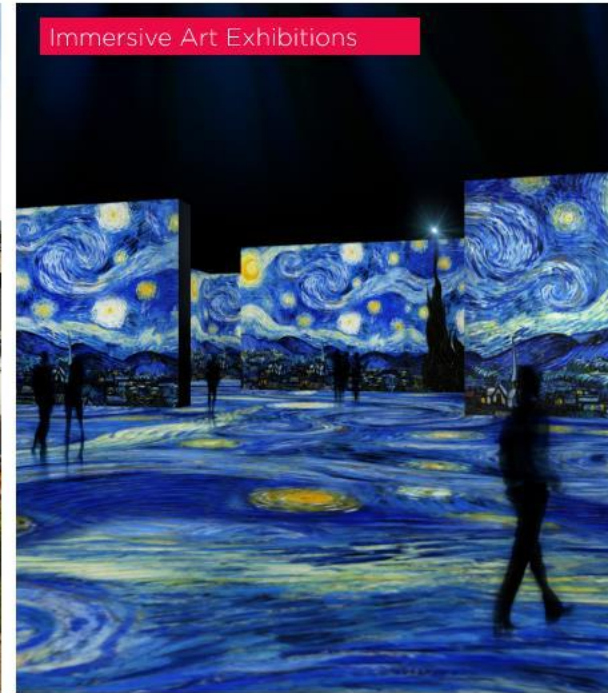
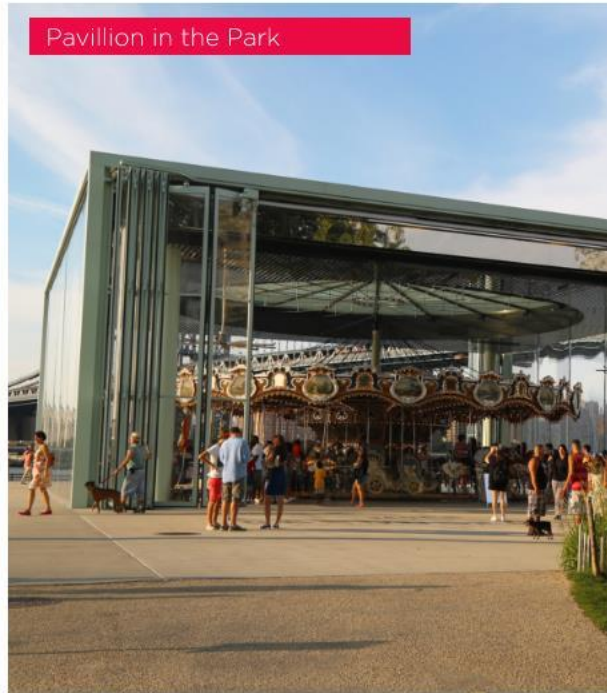




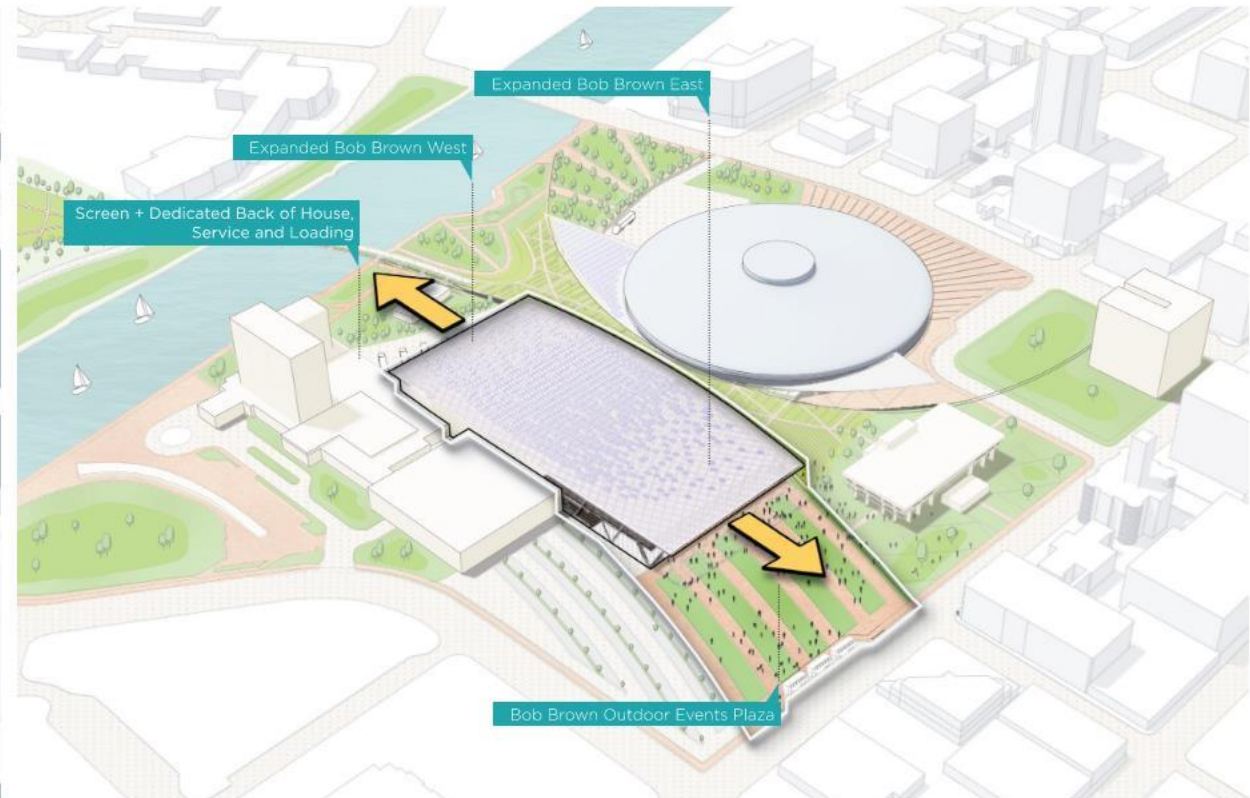
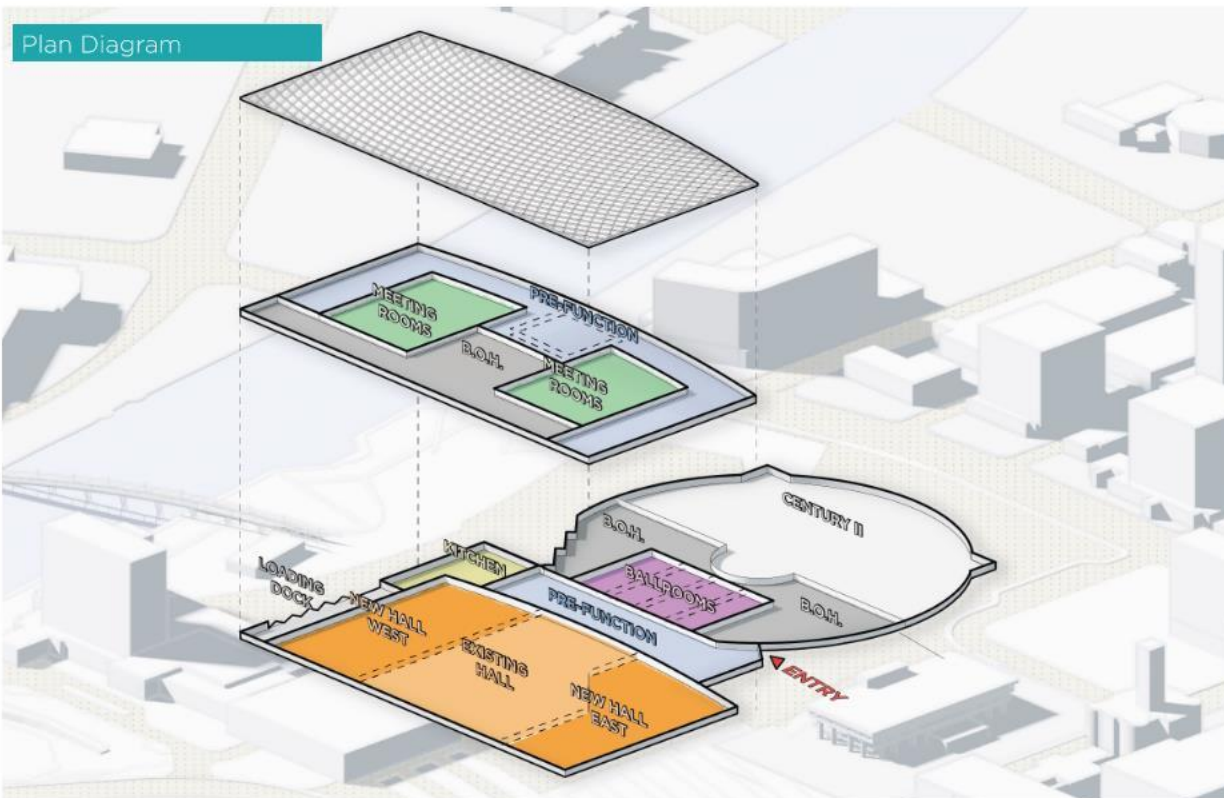
Downtown View

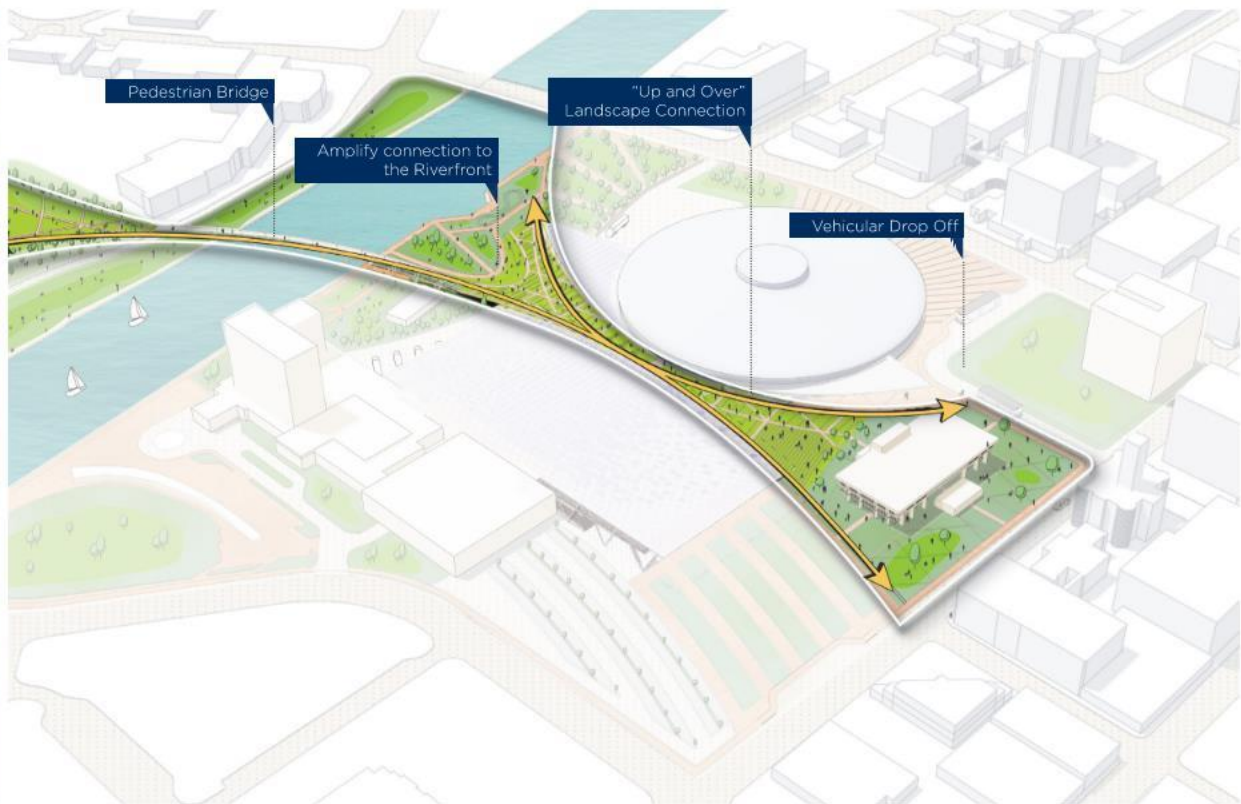
A RE-IMAGINE : Reinvigorate Century II and the surrounding campus



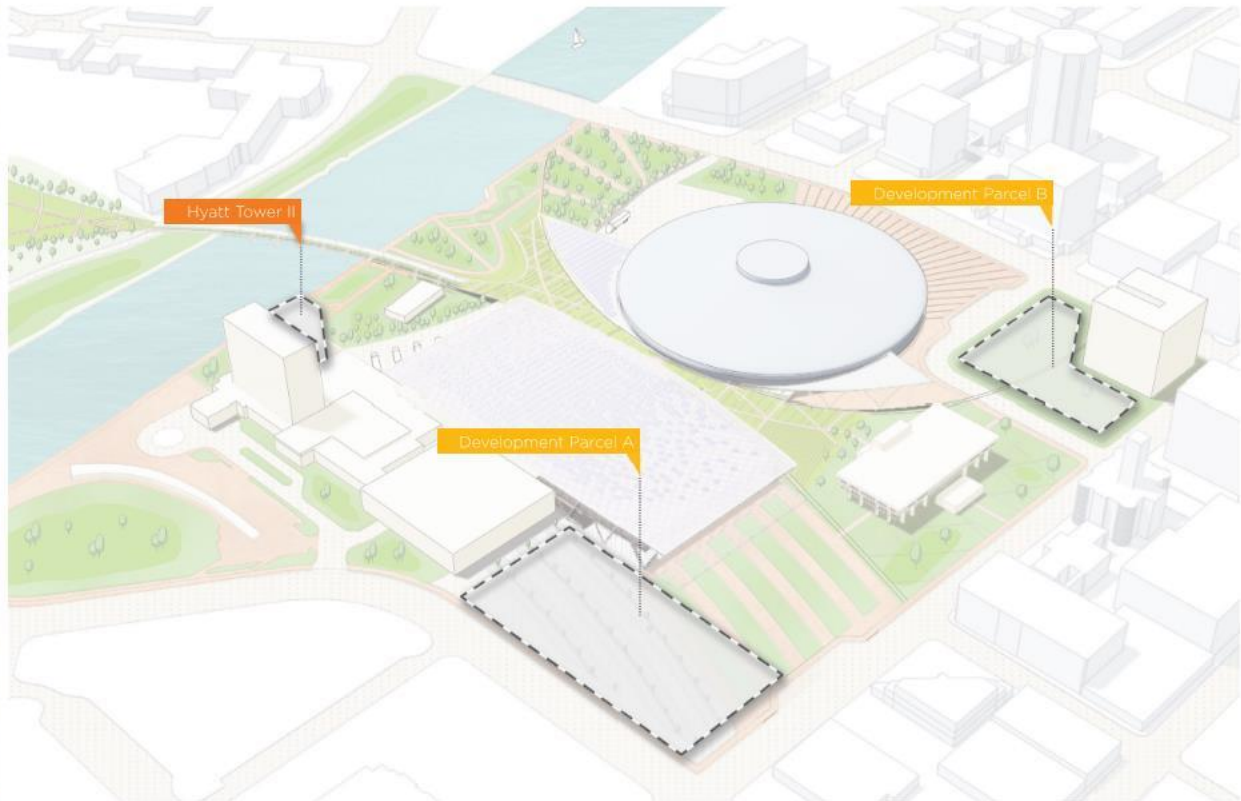


B EXPAND : Modernize and expand the Bob Brown Convention Center to meet market demand



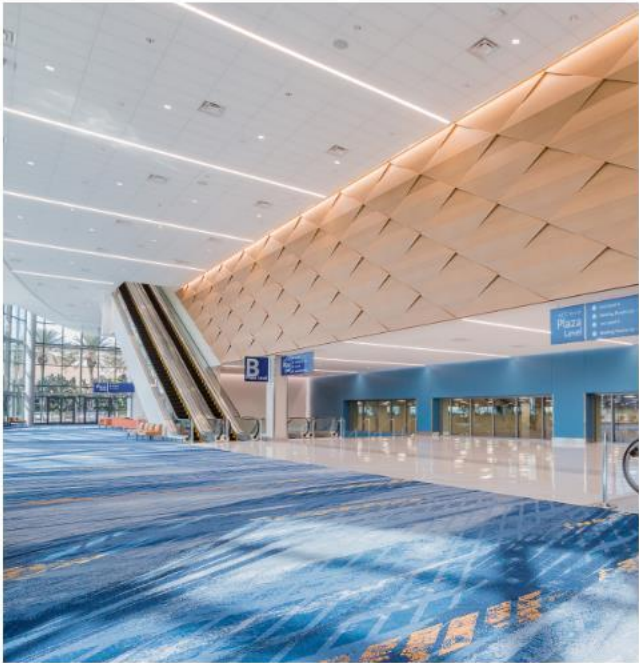
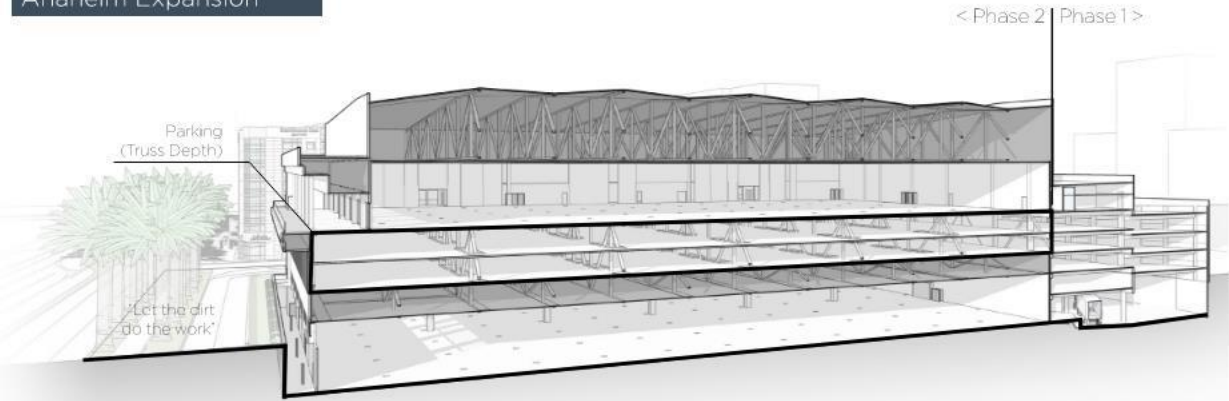


D RE-DEVELOP : Encourage additional development and community assets



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

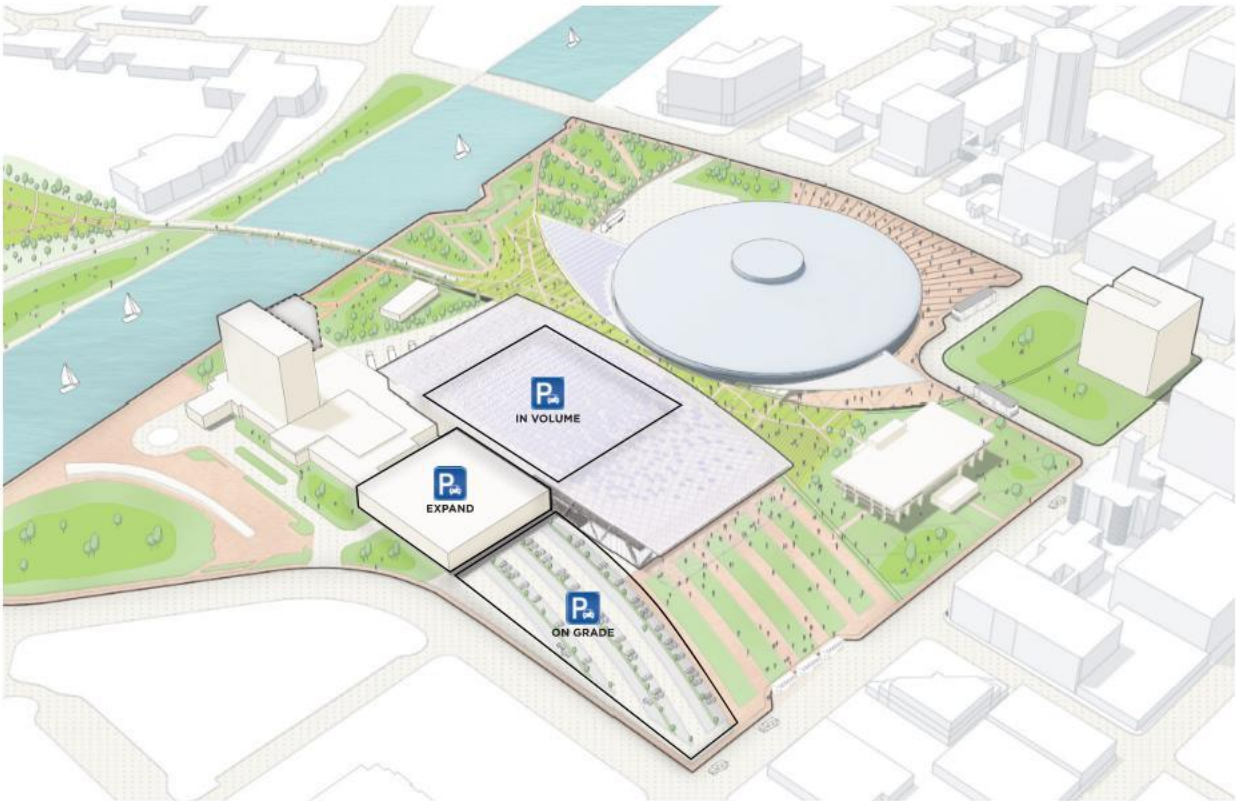
Anaheim Expansion



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

