

The City of Waco

Downtown Development Project

10.17.2023



Tom Balk, Director of Strategic Initiatives

Lisa Blackmon, Assistant City Manager

Jeremy Pesina, Economic Development Analyst



AGENDA

- Project Area and Opportunity
- Gensler Study and Conceptual Plan
 - Key Public and/or Public-Private-Partnership Facilities Identified
- Current Action Items
 - Master Developer Request for Qualifications
 - Market Study
 - Survey and Environmental
 - Project Story Map
- Timeline and Next Steps

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before presentation.

PROJECT AREA & OPPORTUNITY

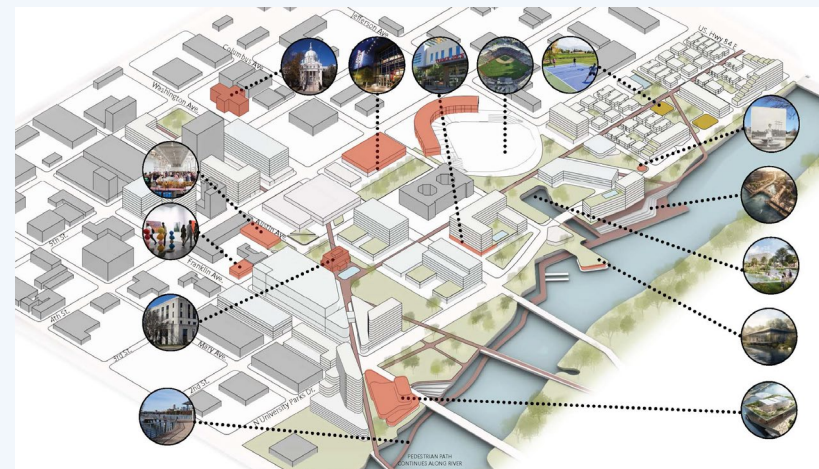


- More than 60 prime acres in the heart of Downtown
- River views and parkland proximity
- \$2 billion Development Opportunity
- Decades in the making, with many collaborators
- Heartbeat of a Regional Economy



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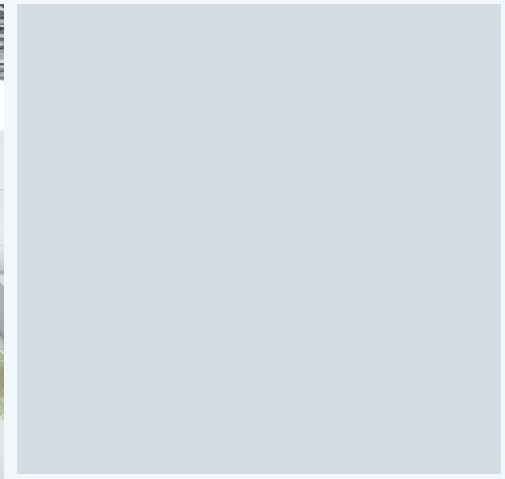
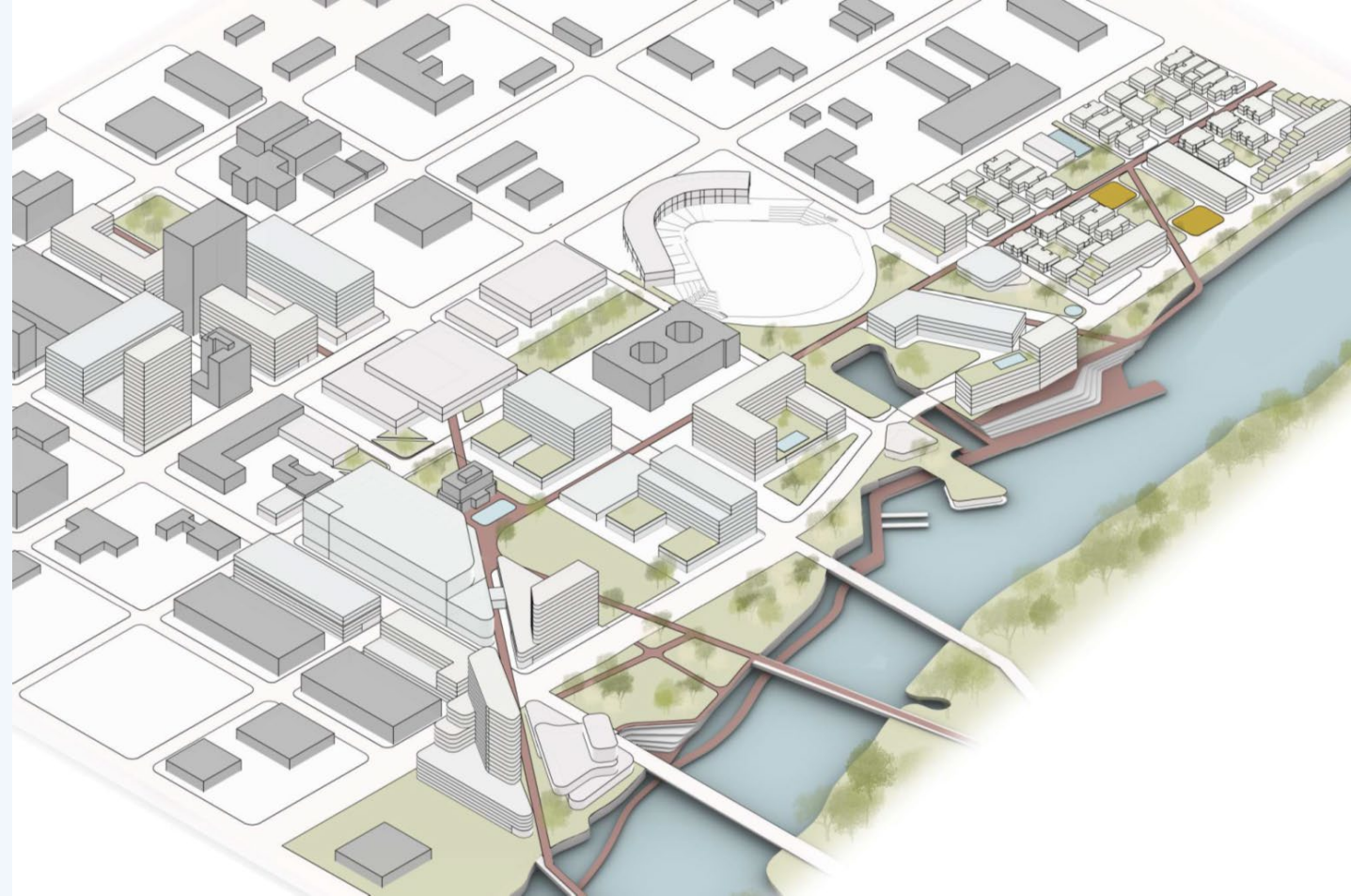
GENSLER STUDY & CONCEPT TIMELINE



GENSLER STUDY & CONCEPT FINDINGS

VISION: *Activated downtown both day and night with diverse events and businesses that creates a pedestrian friendly destination for all ages.*

- Embrace Waco's own unique character and the Brazos River
- Vibrant street life and year-round entertainment are essential
- Must be equally inviting to all residents and visitors



GENSLER STUDY & CONCEPT PUBLIC/P3 FACILITIES

- Convention and HQ Hotel
- Activated Great Lawn, anchoring outdoor events and pedestrian
- Baseball Stadium (Multi-Purpose) & Surrounding Mixed Use
- New “City Hall” Complex
- Performing Arts Center





CURRENT ACTION ITEMS

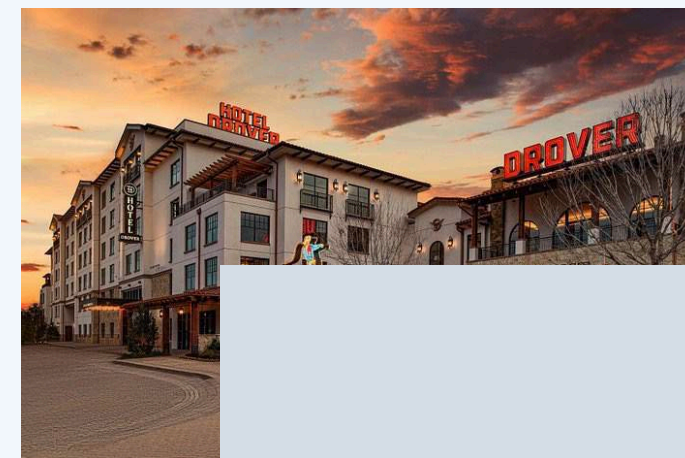
RFQ / Market Study / Survey

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MASTER DEVELOPER REQUEST FOR QUALIFICATIONS

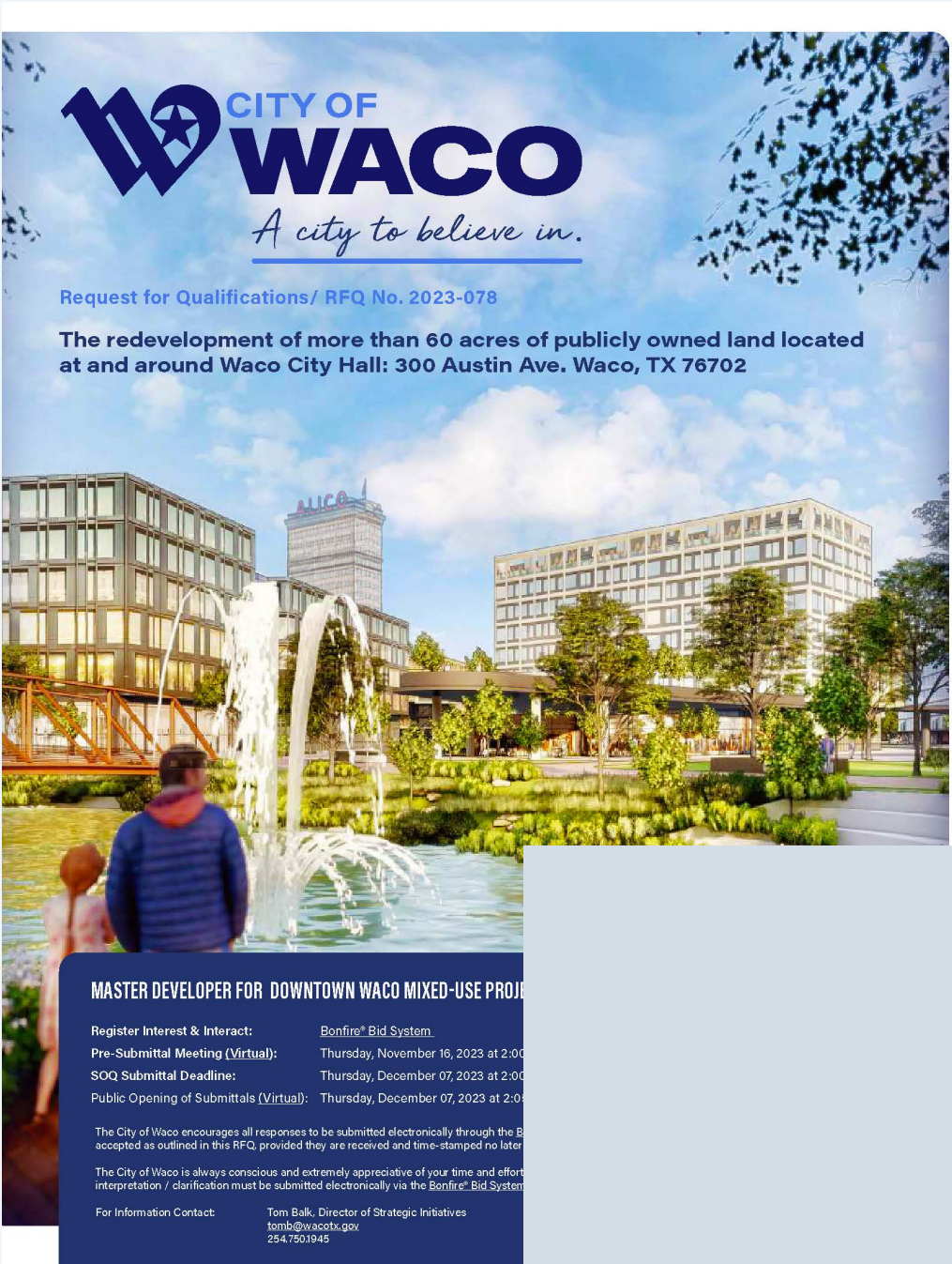


- Previous, smaller efforts relied on a Request for Proposals, as recently as 2015 (Heritage Square)
- Scale and exceptional location of the 60 acres afford Waco an opportunity to market the project widely and secure a team with values and capabilities that fit the project best
- Should the City choose to do so, a single master developer team could be engaged for the entire project area to ensure continuity of vision over the numerous phases.



MASTER DEVELOPER REQUEST FOR QUALIFICATIONS

- RFQ Issued Friday, October 13
- Strategically markets Waco’s opportunity by providing resources that anticipate information needs
- Allows submitters 8 weeks to prepare Statements of Qualification addressing: past work, design and sustainability approach, public/municipal experience, financial capacity and prior funding models, quality of team, and references.
- Evaluation of proposals for subsequent recommendation will be performed by leadership representatives across many working groups.



CITY OF WACO
A city to believe in.

Request for Qualifications/ RFQ No. 2023-078

The redevelopment of more than 60 acres of publicly owned land located at and around Waco City Hall: 300 Austin Ave. Waco, TX 76702

MASTER DEVELOPER FOR DOWNTOWN WACO MIXED-USE PROJECT

Register Interest & Interact:	Bonfire® Bid System
Pre-Submittal Meeting (Virtual):	Thursday, November 16, 2023 at 2:00 PM
SOQ Submittal Deadline:	Thursday, December 07, 2023 at 2:00 PM
Public Opening of Submittals (Virtual):	Thursday, December 07, 2023 at 2:00 PM

The City of Waco encourages all responses to be submitted electronically through the Bonfire® Bid System as outlined in this RFQ, provided they are received and time-stamped no later than the deadline.

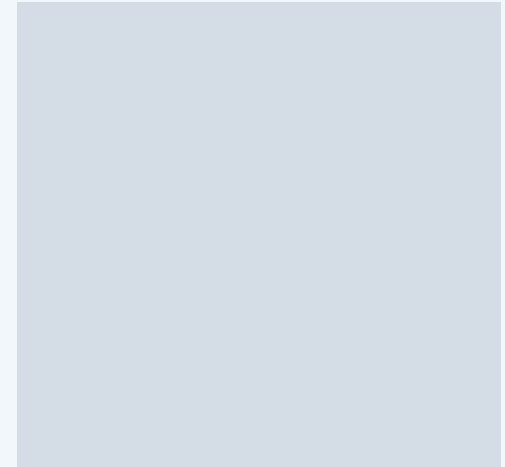
The City of Waco is always conscious and extremely appreciative of your time and effort. Any questions or clarification must be submitted electronically via the Bonfire® Bid System.

For Information Contact: Tom Balk, Director of Strategic Initiatives
tomb@wacotx.gov
254.750.1945

MASTER DEVELOPER REQUEST FOR QUALIFICATIONS



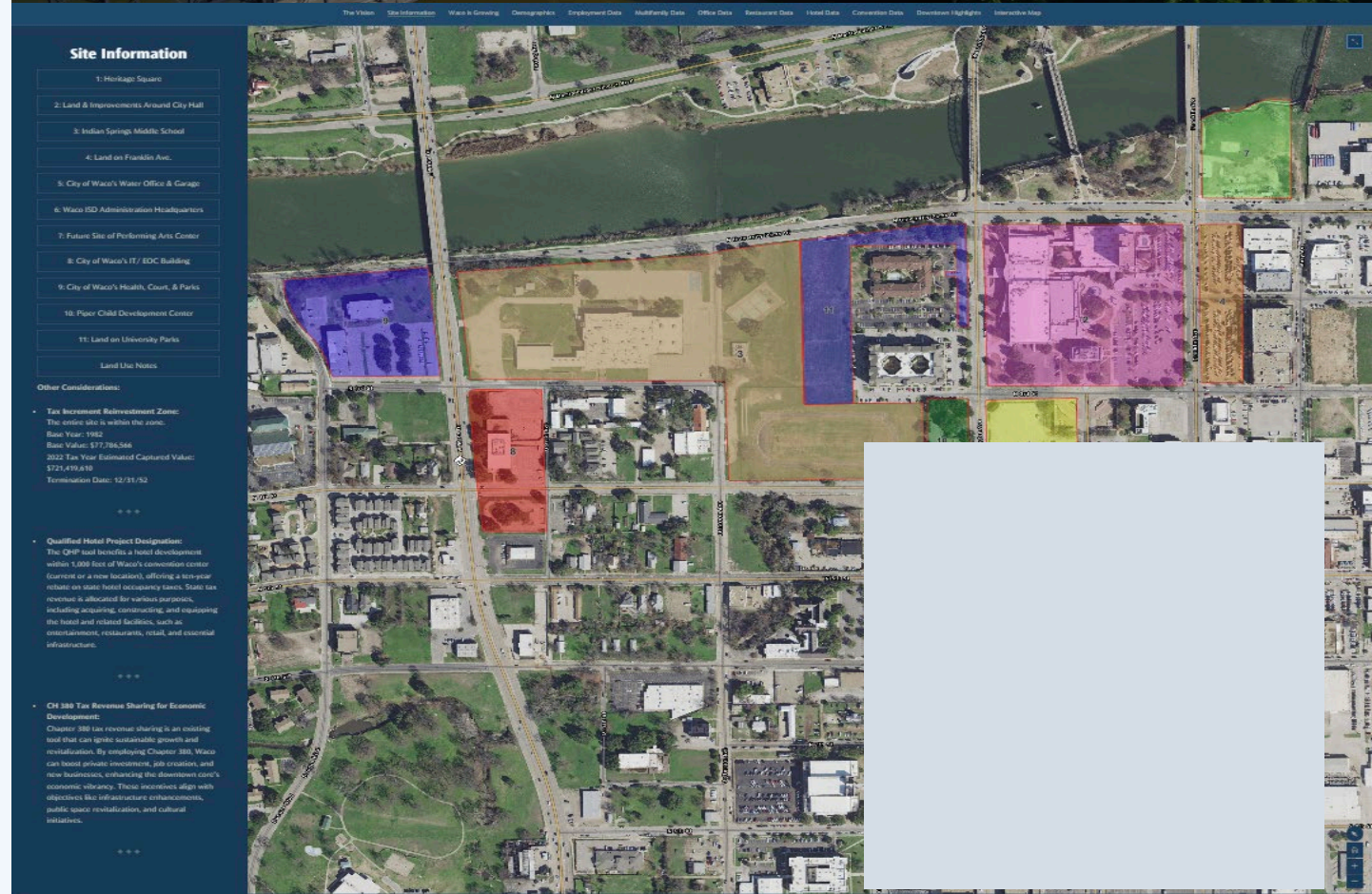
- Finalist Interviews take place the first week of January, undergoing evaluation by the same staff scoring team
- Presentation of Finalist(s) to City Council follow on January 9, 2024
- City Council authorization to enter into a Pre-Development Agreement is anticipated for the January 16, 2024 City Council Meeting



INTERACTIVE PROJECT TOOL STORY MAP



- Excels at quickly orienting interested development teams into Waco's Project and Vision
- Provides key information resources
- Anticipates economic data and mapping needs
- Interactive map to highlight adjacent attractions, developments, and plans



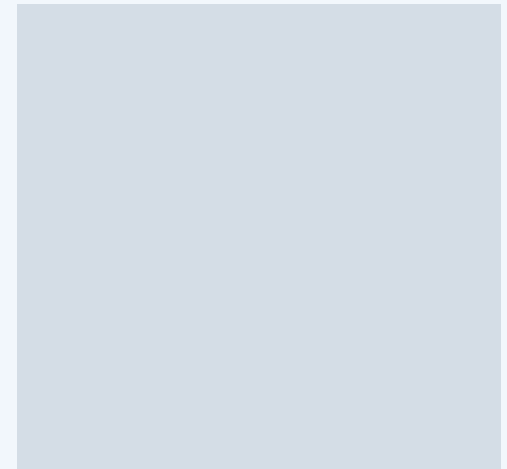
MARKET ANALYSIS HUNDEN PARTNERS



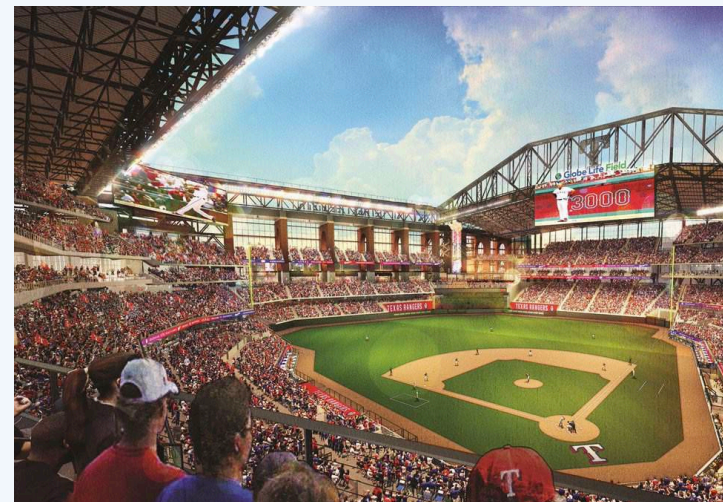
Provides Thorough Analysis of our Key Public / P3 Elements:

Baseball Stadium Concept | Convention Center and HQ Hotel | Mixed-Use Concepts

- Evaluates the feasibility of development based on the current market demand
- Forecasts viability of the project
- Highlights opportunities and pitfalls
- Proactively obtaining this information helps speed the planning process and further supports attracting qualified developers
- 3-5 month process



MARKET ANALYSIS HUNDEN PARTNERS

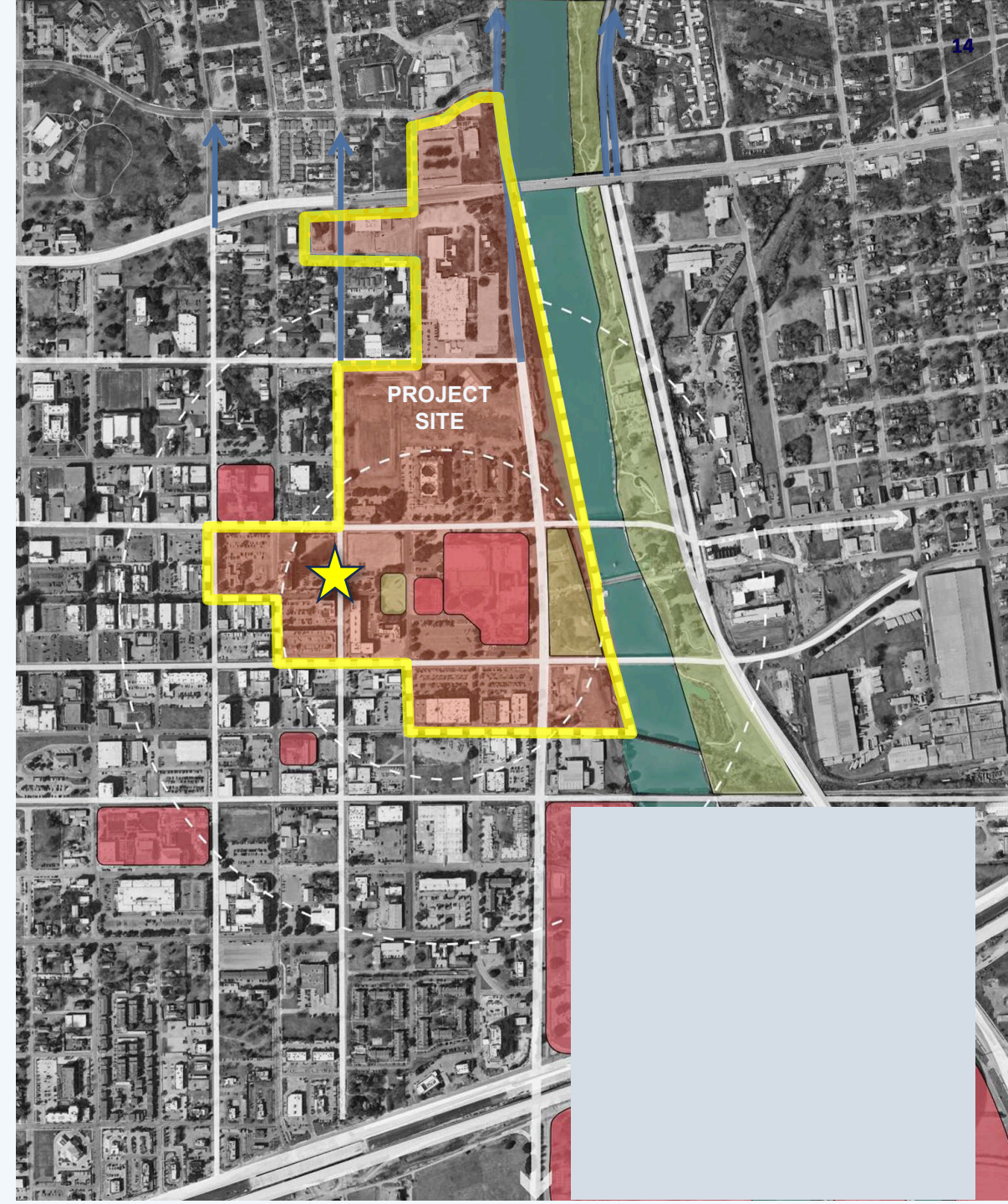


Respected leaders in research and advisory services supporting economic development, tourism development, and destination real estate development.

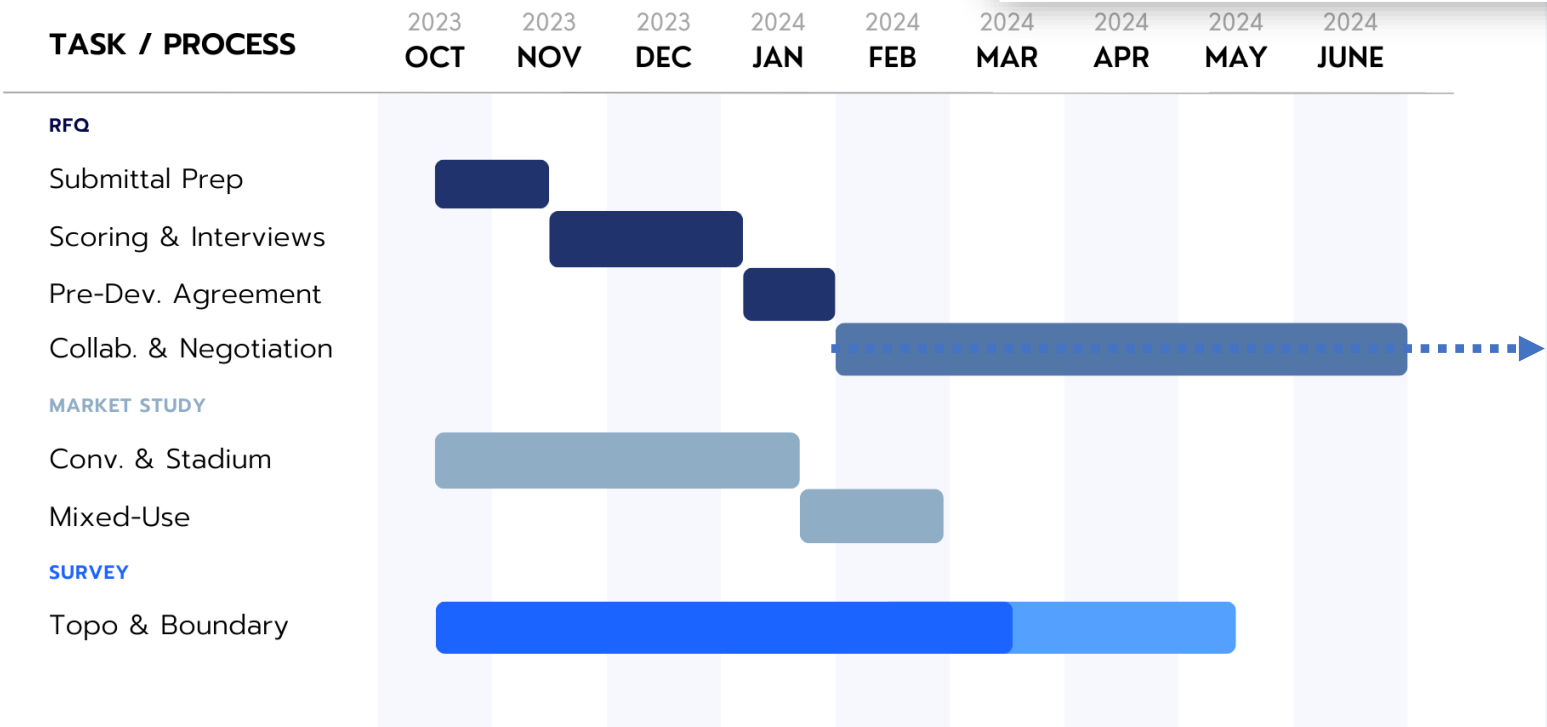
- Strong reputation across sectors
 - MLB, MiLB, Private Developers, and Municipal
- Project Experience in every category, at a wide range of scales
- Waco's project attracts the direct involvement of Executive Team, led by CEO Rob Hunden

PROPERTY SURVEY WALKER PARTNERS

- Topographic survey services
- Boundary verification
- 5-7 month process
- Proactively obtaining this information helps speed the planning process and further supports attracting qualified developers



TIMELINE & NEXT STEPS



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THANK YOU.

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