



WACO

- CULTURE
- ARTS
- PERFORMANCE

Sharing Progress

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OMA



Why Invest in Culture, Arts & Performance?

- Leading quality of life indicator;
- Key characteristic of economically successful and sustainable communities;
- Vital for attracting and retaining talent
- Waco is losing economic impact of downtown performing arts programming (95% hemorrhage);
- Waco cannot grow performing arts capacity due to lack of suitable facilities;
- The arts are a powerful force for connection, shared experiences, unity and hope...and we need that.





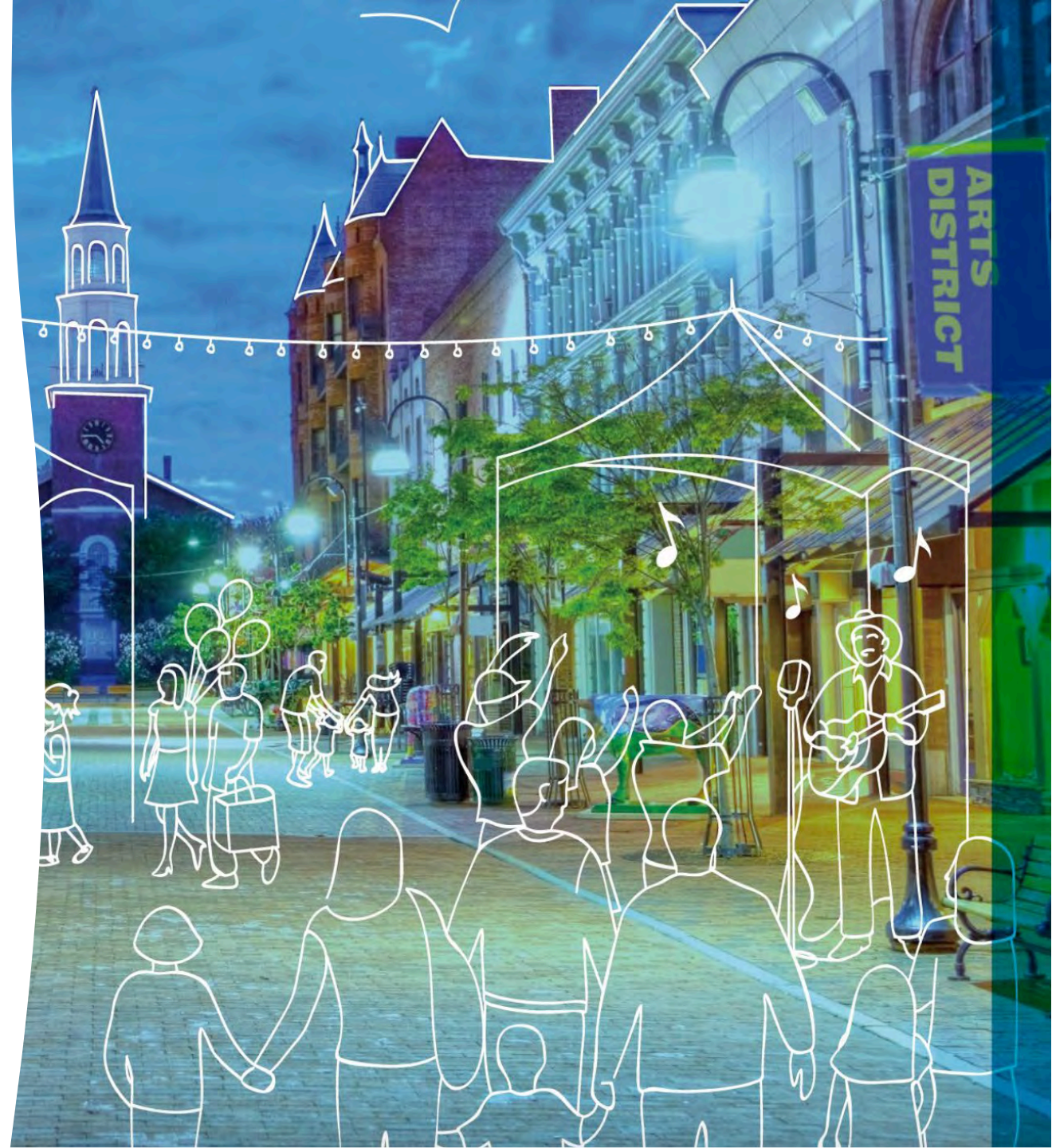
Feasibility Study Keen Independent Research

sept 2019 – feb 2022

- 1/ Is it feasible to build and sustain a PAC in downtown Waco?
- 2/ If feasible, what characteristics should a PAC have?
- 3/ What are the recommended next steps?

Key Findings

- 95% of Waco population spends \$ to attend performing arts experiences in other cities;
- our community has Nationally and internationally recognized performing arts expertise that could be a major source of programming, identity and branding;
- steady growth in market and demand is projected across all performing arts disciplines;
- Several viable options for venue management.



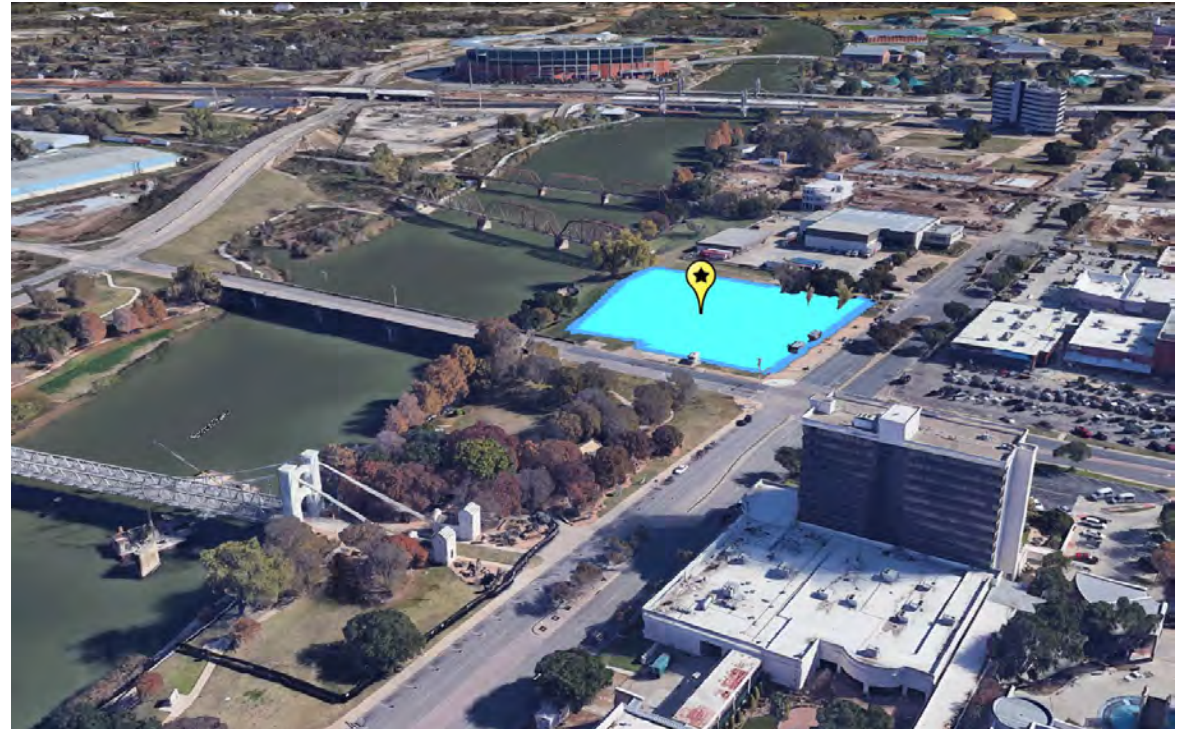


After Feasibility Study...

- Took recommendations and issued an RFQ for design/architecture firms
- Identified a viable site – University Parks & Franklin Ave.
- Outstanding field of RFQ submissions

3 shortlisted firms competed in a design challenge (fall 2022)

- Design a riverfront performing arts center, optimizing this iconic location;
- 2,000 auditorium;
- “black box” (flexible) space;
- Digital media production/recording studio;
- Public visibility and pedestrian connectivity on all 4 sides;
- Food & beverage opportunities;
- Parking and loading ease;
- Quality, Internationally “breakthrough” facility.



OMA selected

- City contracted with CW to manage design process
- OMA is a leading international partnership practicing architecture, urbanism, and cultural analysis.
- renowned for incredible range of high quality, high impact architectural projects across the World
 - CCTV Headquarters in Beijing
 - Qatar National Library
 - Seattle Central Library,
 - Casa da Música in Porto,
 - Fondazione Prada in Milan.
- Project working group met regularly to
 - refine the renderings
 - Update cost analysis
 - and prepare material to share.



Jason Long, OMA

- Jason Long: Master in Architecture (Harvard 2004)
- Based with OMA since 2003, NY office since 2007
- Specializes in cultural projects
 - Quebec National Beaux-Arts Museum
 - Wyly Theatre in Dallas
 - Faena Arts Center (Miami)
 - Marina Abramovic Institute in Hudson, New York



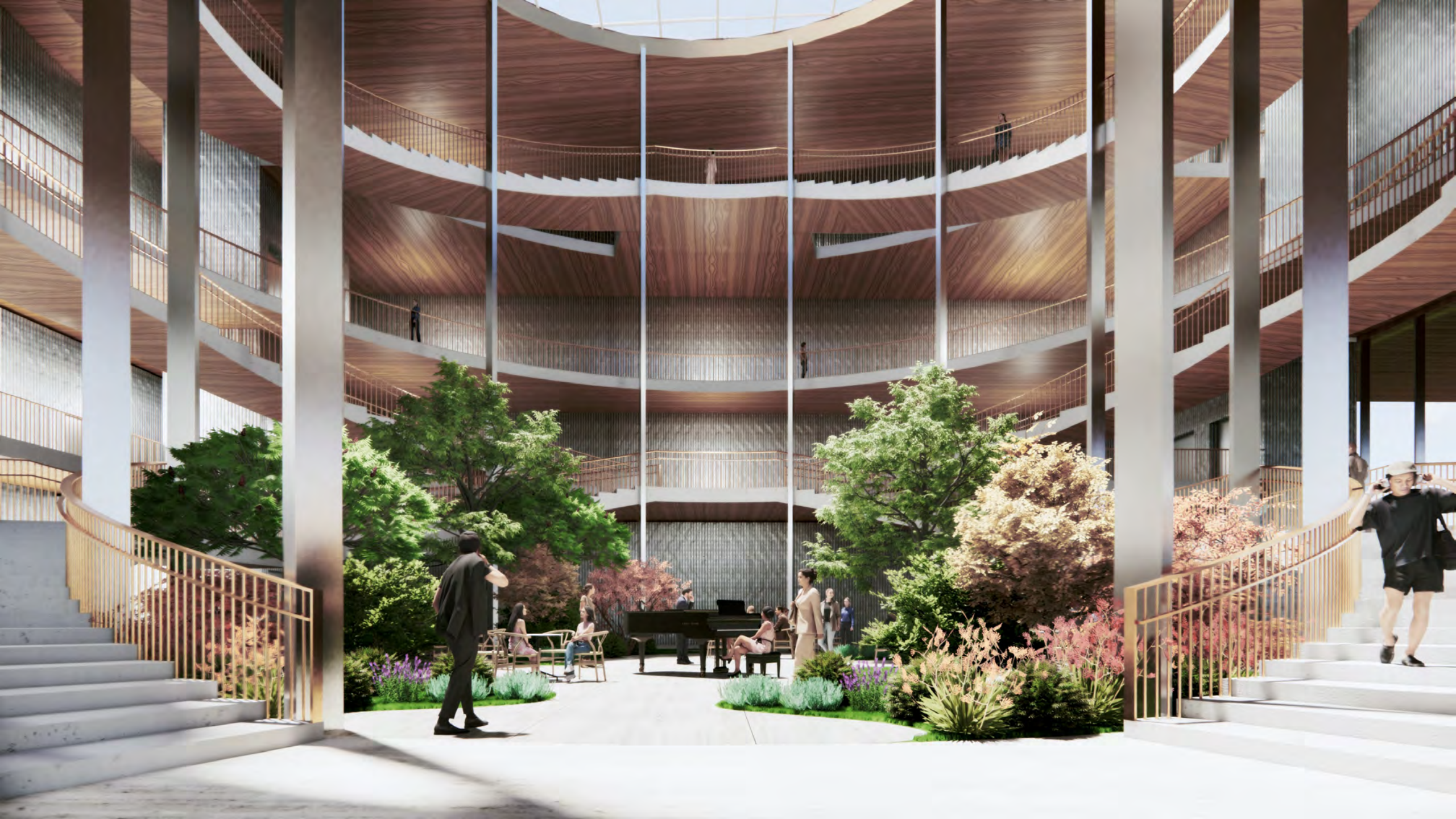




WACO
C·A·P

WACO MUSIC
FESTIVAL

CULTURE ARTS PERFORMANCE



















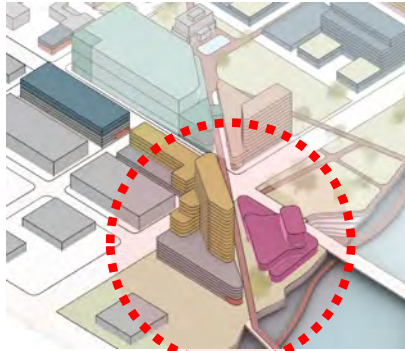


Location & Development Context

CAP Project is part of a wider portfolio of downtown and riverside infrastructural development

It serves as a vital intersection for many downtown visions

Could be considered the *Heartbeat Project*



Philanthropic Analysis

CCS Consulting Services

9/5/23 Council approved contract with CCS to conduct philanthropic analysis

Goals: Analyze and advise on philanthropic components for the CAP project;
Socialize stakeholders on the value proposition of building the CAP;
Build an advisory committee who will drive and champion the process;
Identify fundraising ability of our community;
Develop a preliminary fundraising plan.

- 9/19/23 Project kick off
- 10/13/23 First meeting with community stakeholders
- March 2024 Anticipated Return to City Council with findings on local market capacity

