

Town of Vail Civic Area Plan

Town Council Update #5

July 16, 2019

Today's Agenda

Guiding Principles

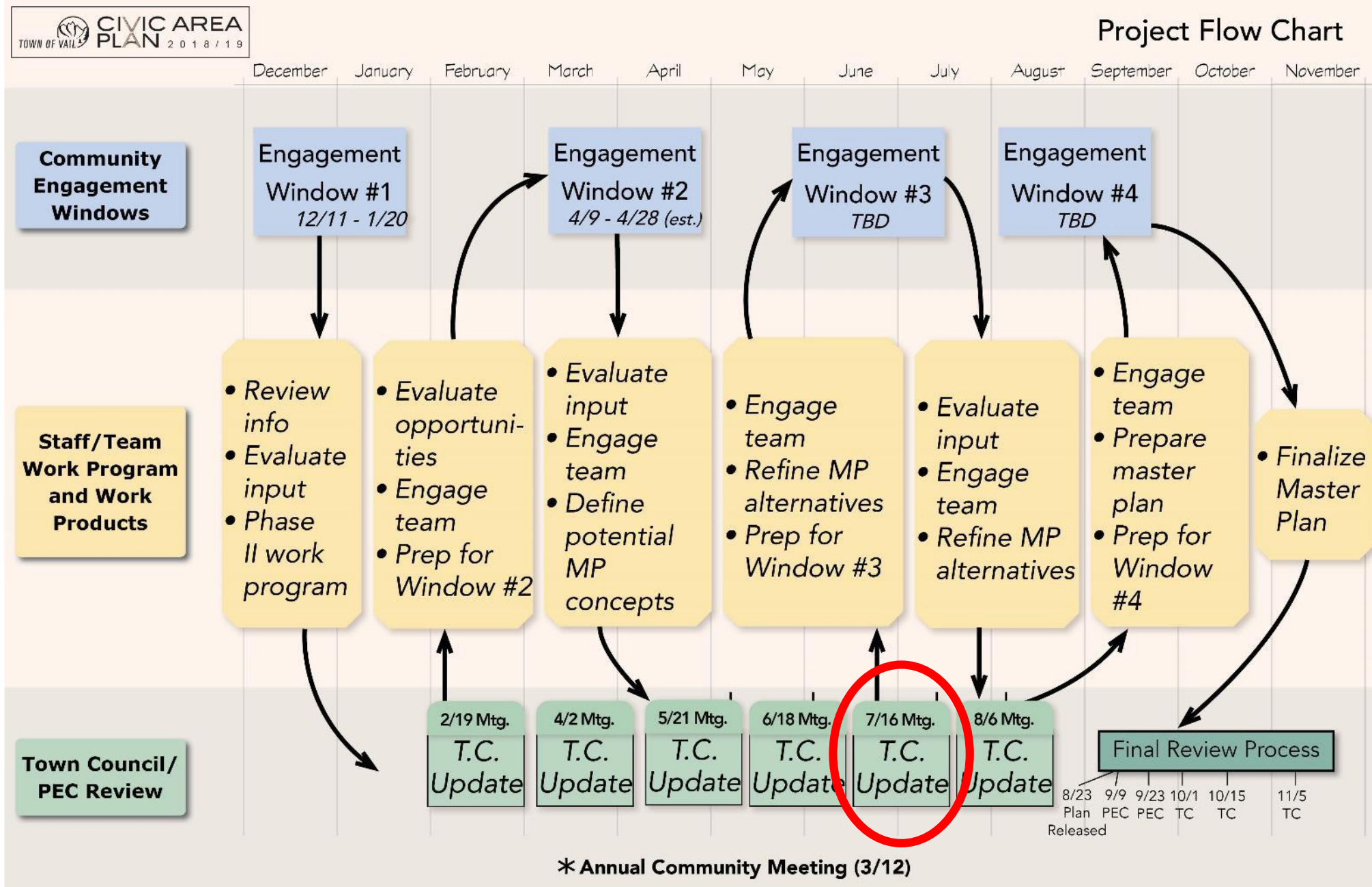
What makes a Civic Area

South Frontage Road

Dobson Ice Arena

Multi-purpose events space

Project Timeline



Upcoming Meetings

June 18

- Examples of multi-use facilities
- Master plan concepts
- Revenue/funding possibilities

July 16

- Guiding Principles
- Update on market and cost info
- Present refined Master Plan Concepts
- Goal – narrow discussion of what the MP could be

Aug 6th

- Present preferred concept

Formal Review Process

Guiding Principles

Guiding Principles

The Vail Civic Area is a place that:

- **Is inclusive to all, a public place that fosters interaction and builds community**
- **Embraces the outdoors and connect with nature, provide access to Gore and Middle Creek while protecting these ecological resources**
- **Includes facilities that will foster economic activity while providing amenities for both residents and guests**
- **Reinforces connectivity throughout the town and between Vail Village and Lionshead**
- **Is sustainable, both financially and environmentally**

What makes a Civic Area?

What makes a civic area

Facilities

Programing

Activities

Connectivity

Nature

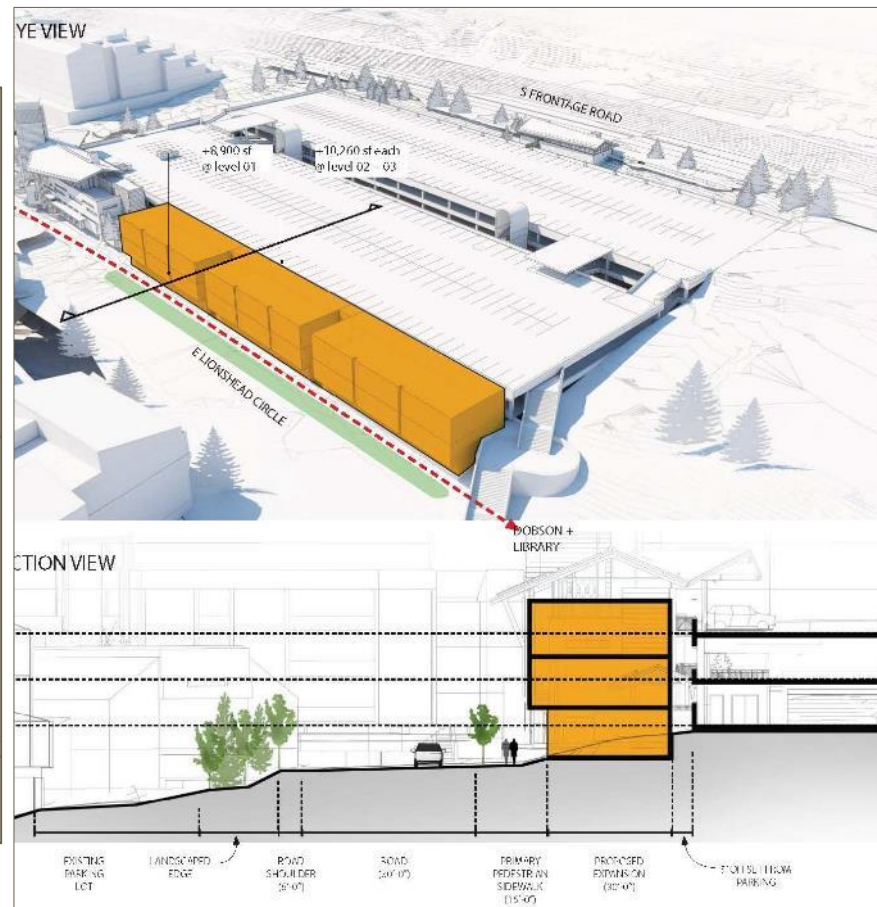
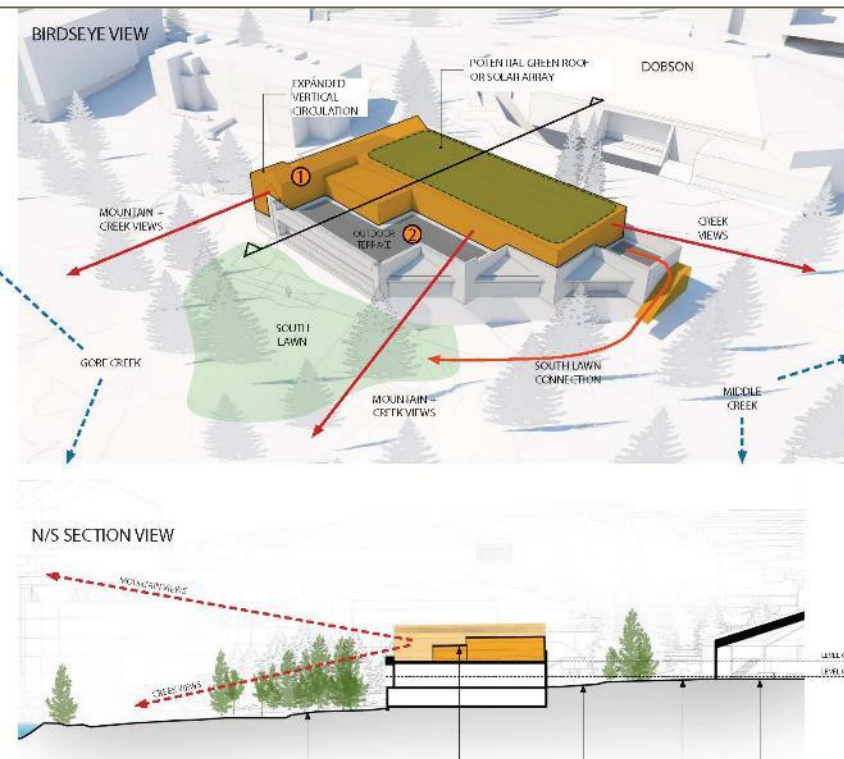
Interaction

Community

“Place Making”



South Frontage Road Dobson Ice Arena Multi-use events facility

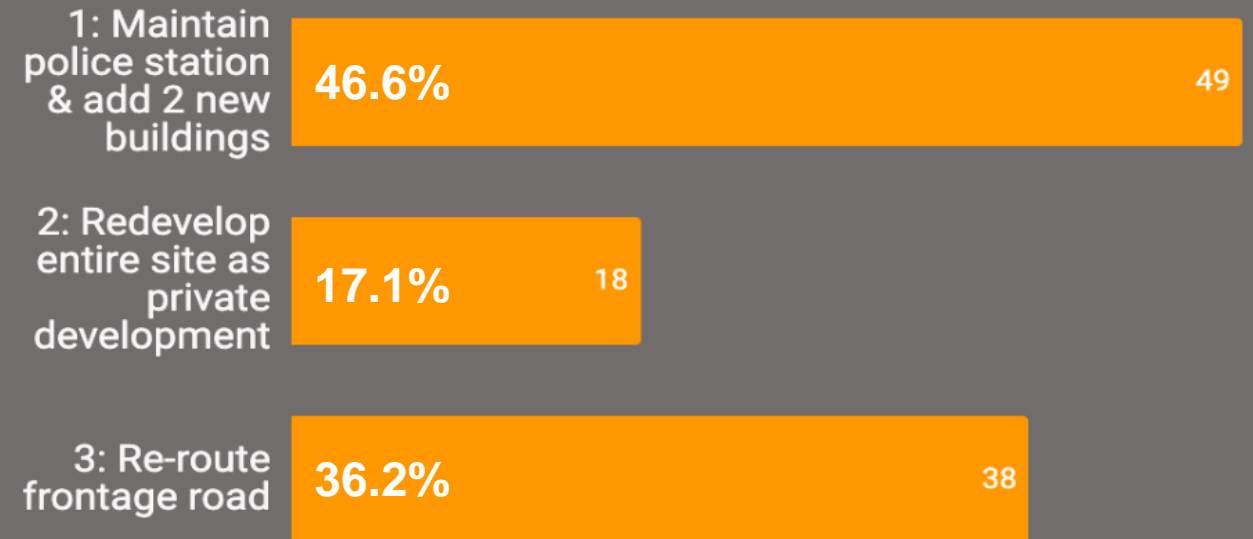


South Frontage Road

What we've heard
The idea
The cost
The benefit
How to handle in MP

South Frontage Road

Question 2. Which idea presented resonates the most for you in terms of scale of needed / comfortable change?



South Frontage Road



South Frontage Road



South Frontage Road

Approved/Funded SFR Upgrade

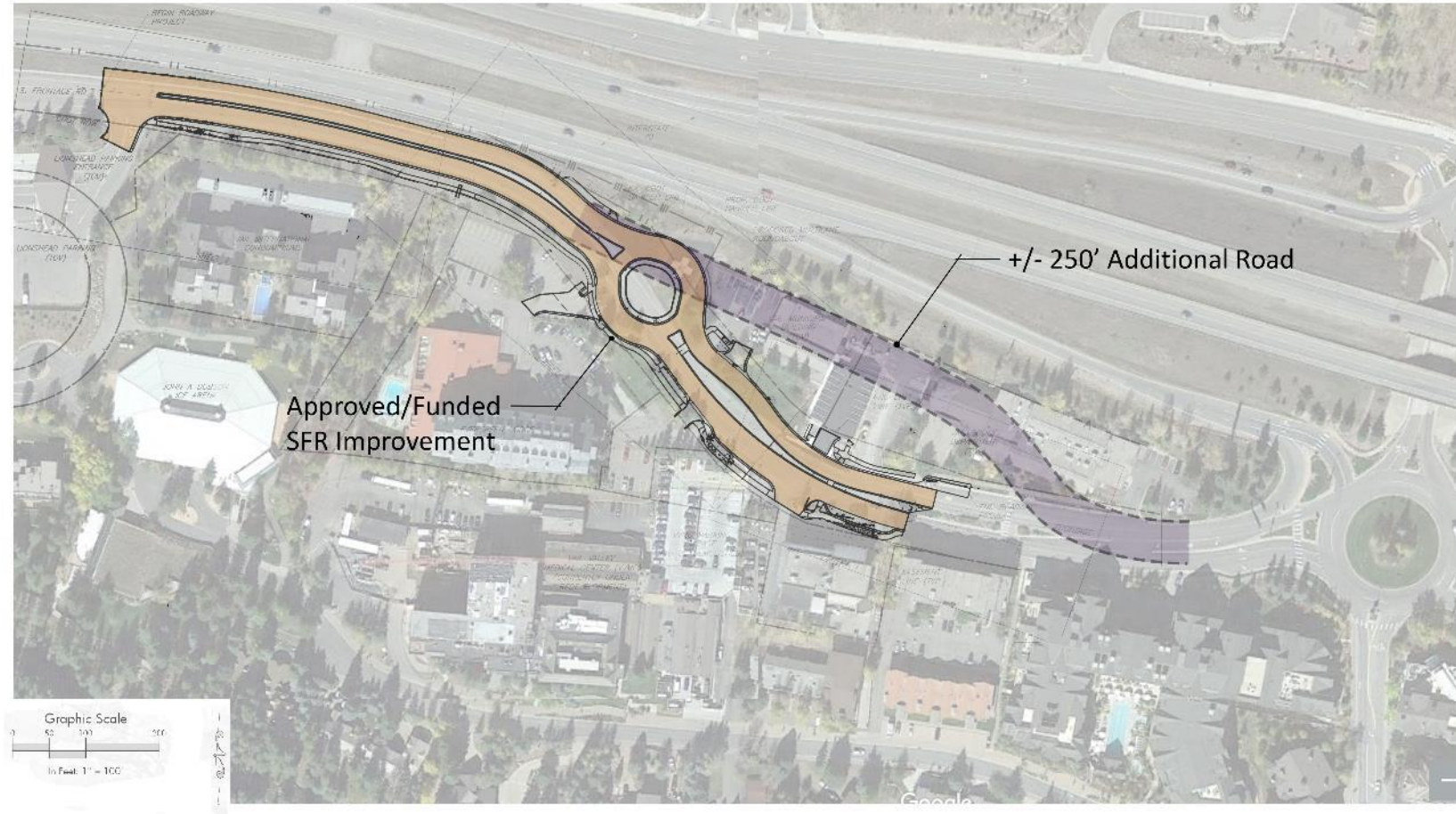
Cost estimate \$8.1 mil

Budgeted funds \$9.0 mil

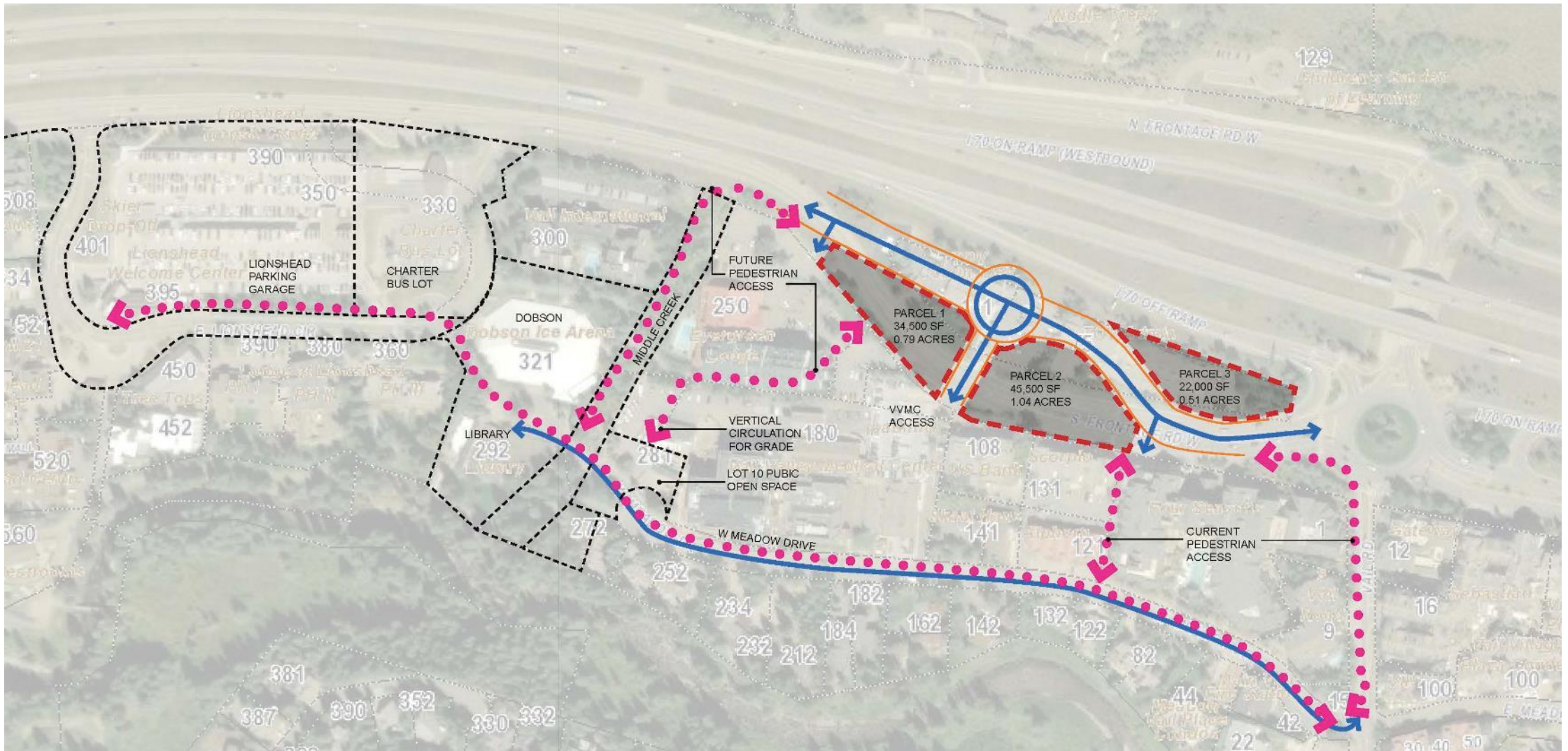
SFR Re-location

+/-250' additional road

Est. additional cost \$4 mil



South Frontage Road



South Frontage Road

Site Area

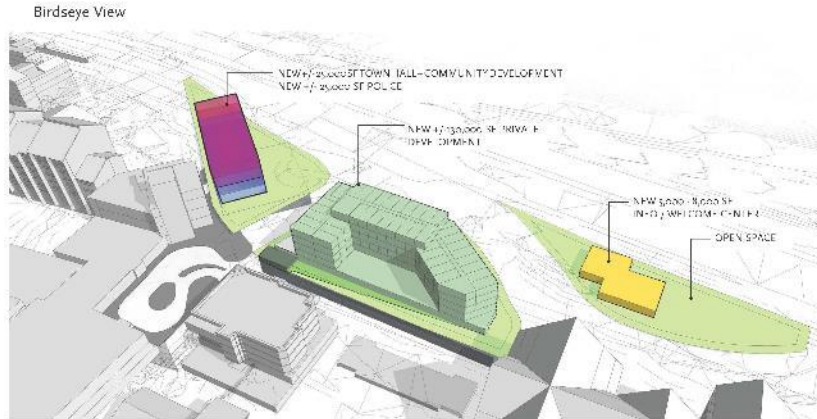
Qualitative Considerations

Challenges

- Site access
- Vail Health (wayfinding, ambulances, etc.)
- Parcel 3?

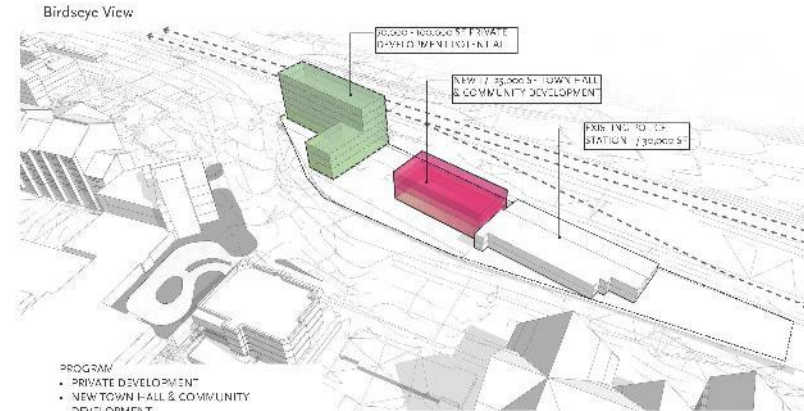


South Frontage Road



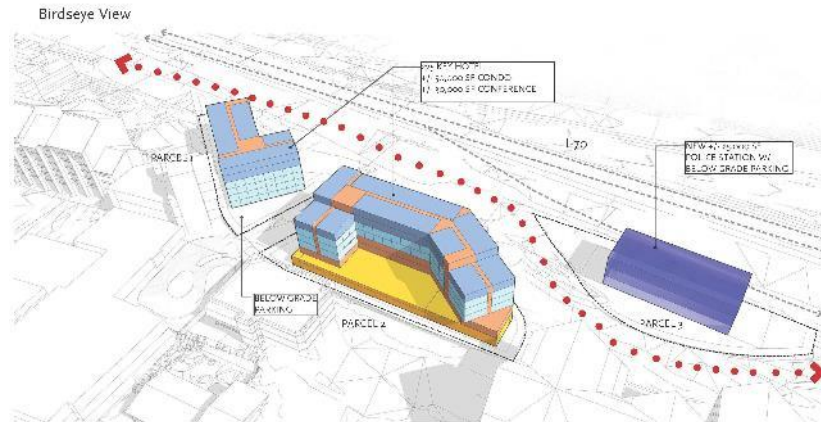
- PROGRAM
- NEW TOWN HALL & COMMUNITY DEVELOPMENT
 - NEW POLICE STATION
 - PRIVATE DEVELOPMENT
 - OPEN SPACE
- MUNICIPALITY

MUNICIPAL SITE - CONCEPT 4



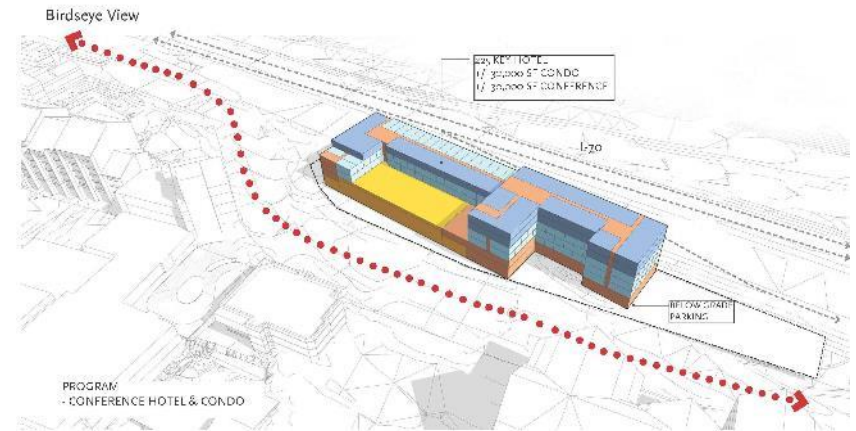
- PRIVATE DEVELOPMENT
- NEW TOWN HALL & COMMUNITY DEVELOPMENT
- EXISTING POLICE REMAINS

MUNICIPAL SITE - CONCEPT 3



- PROGRAM
- CONFERENCE HOTEL & CONDO
 - NEW POLICE STATION

MUNI SITE - CONCEPT 1



- PROGRAM
- CONFERENCE HOTEL & CONDO

MUNICIPAL SITE - CONCEPT 2

Dobson Ice Arena

What we've heard

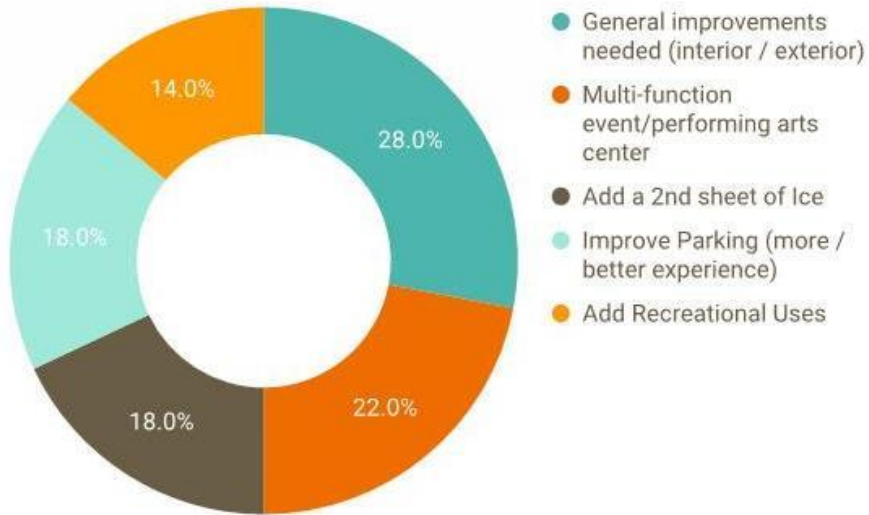
Options/Ideas

Potential Opportunities

Economic Considerations/O&M/etc.

Dobson Ice Arena

Dobson Ice Arena	# of Responses	Don't Change Anything	Minor Upgrades	Major Upgrades	Total Re-DO
Allows Town of Vail and its customers to conduct business in an efficient and dependable way	4	4			
Provides free or low cost community space for public meetings	4	4			
Accommodates great events and community gatherings	332			332	
Large range of things to do for all residents and guests of all ages	330			330	
Accessible by bus, bike, or on foot	348	348			
Family Friendly	322		322		
Safe and Secure	312		312		
Fosters a sense of community and place	332		332		
A place for year round activity and opportunity	338		338		
Accessible by people of all ages and abilities	324		324		
Contributes to economic well-being of the Town of Vail	305		305		
Convenient Parking	339		339		



What we heard/Window #2

- Connection to Library
- Potential second sheet of ice
- Upgrade, expand, enhance multi-use
- Protection/connection to Gore and Middle Creek
- Parking and access

Dobson Ice Arena

Question 3. Which idea presented resonates the most for you in terms of scale of needed / comfortable change?

1: Horizontal expansion 5 4.5%

2: Horizontal expansion with new West entry 45.9% 51

3: Completely re-develop 49.5% 55

Question 2. Would a West entry be an effective way to improve existing pedestrian connectivity to the Lionshead Parking Structure?

Yes 69.8% 95

Maybe 19.1% 26

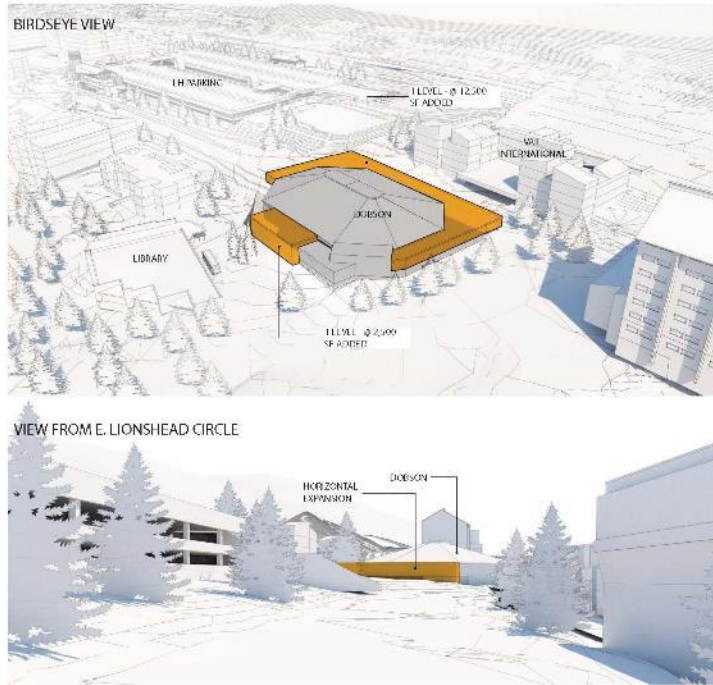
No 15 13.5%

Stakeholder Input
VRD
Friends of Dobson
Vail Mountaineer
Hockey Club

Dobson Ice Arena

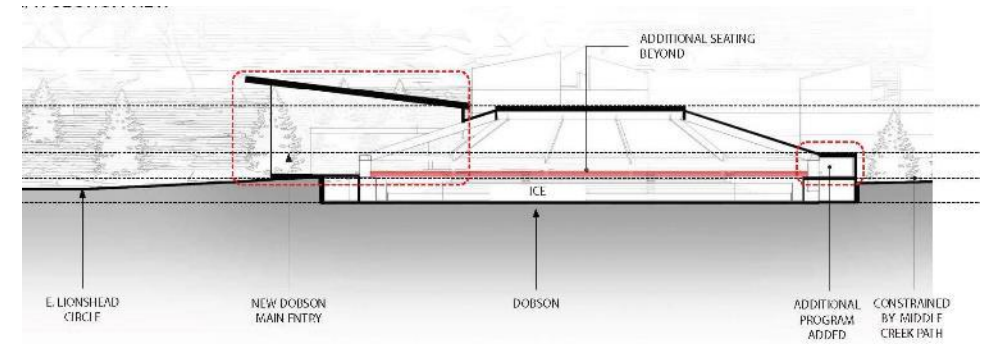
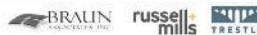
STUDY - HORIZONTAL EXPANSION

- 15,000 SF OF ADDITIONAL PROGRAM SHOWN
 - 2,500 SF @ SOUTH ENTRY
 - 12,500 SF WEST, NORTH & EAST
- EXPAND AND UPGRADE SOUTH ENTRY W/ RELOCATED TICKETING & ADMIN SPACES
- HORIZONTAL EXPANSION TO SOUTH INCREASES SEATING
- HORIZONTAL EXPANSION TO NORTH AND EAST INCREASES CIRCULATION AND SUPPORTING PROGRAM FUNCTIONS
- PARKING DEMAND OF POTENTIAL PROGRAM ADDED
- POTENTIAL PROGRAMS
 - RECREATION FACILITY
 - BETTER OPERATIONS
 - LOADING
 - SNACK BAR / CAFE
 - LOCKER ROOMS
- ADDITIONAL SEATING CAPACITY ON NORTH AND SOUTH



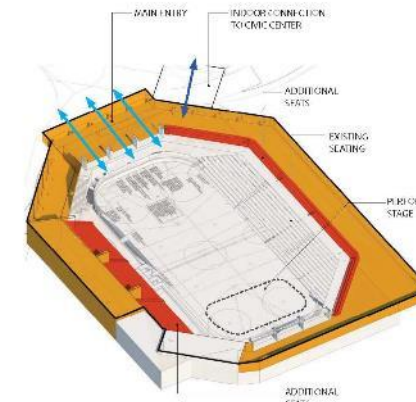
DOBSON ARENA - OPTION 1

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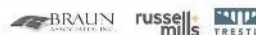
STUDY - HORIZONTAL EXPANSION W/ NEW WEST ENTRY

- 47-20,000 SF OF ADDITIONAL PROGRAM SHOWN
- NEW INTUITIVE ENTRY RE-LOCATED TO WEST SIDE
- 2 LEVEL HORIZONTAL EXPANSION TO SOUTH INCREASES SEATING & PROGRAMMABLE SPACES
- ADDITIONAL SEATING CAPACITY ON SOUTH W/ RELOCATED ENTRY
- PARKING DEMAND OF POTENTIAL PROGRAM ADDED
- POTENTIAL PROGRAMS
 - REC FACILITY
 - CLIMBING WALL
 - BETTER OPERATIONS
 - LOADING
 - SNACK BAR / CAFE
 - LOCKER ROOMS
 - PHYSICAL THERAPY



DOBSON ARENA - OPTION 2

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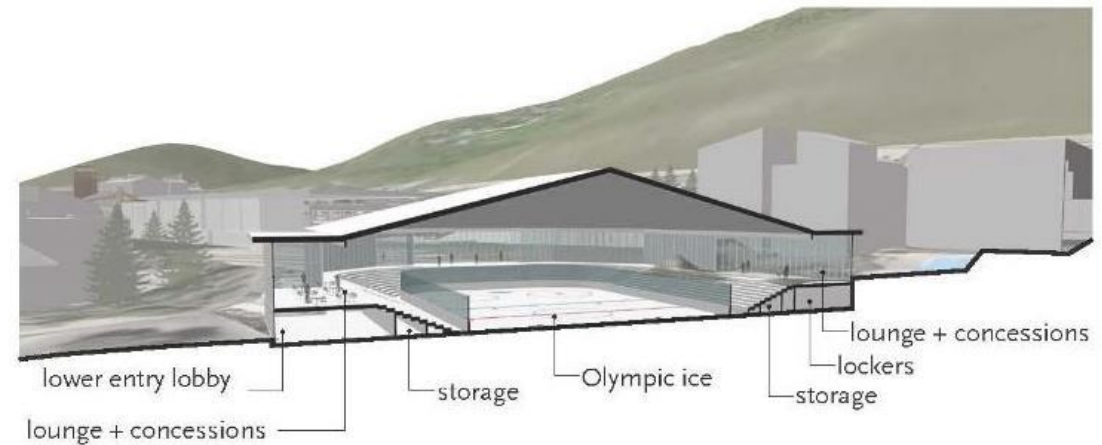
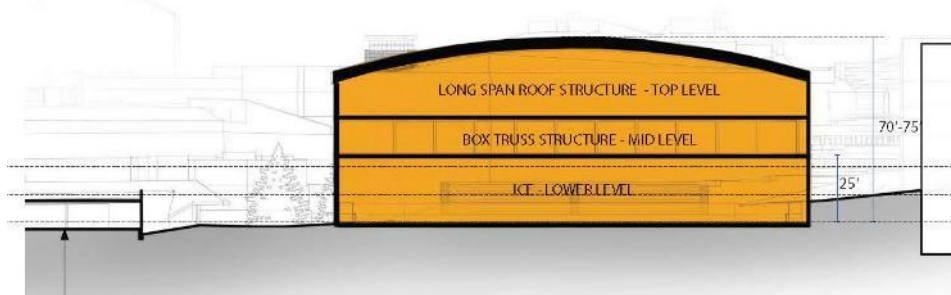
Modest renovation/expansion

Major renovation/expansion

Dobson Ice Arena



N/S SECTION VIEW



Redevelopment-2-levels/2 sheets

Redevelopment-Olympic ice/multi-use

Dobson Ice Area

The Opportunities

Dobson

A. What is the optimal capacity for a new arena?

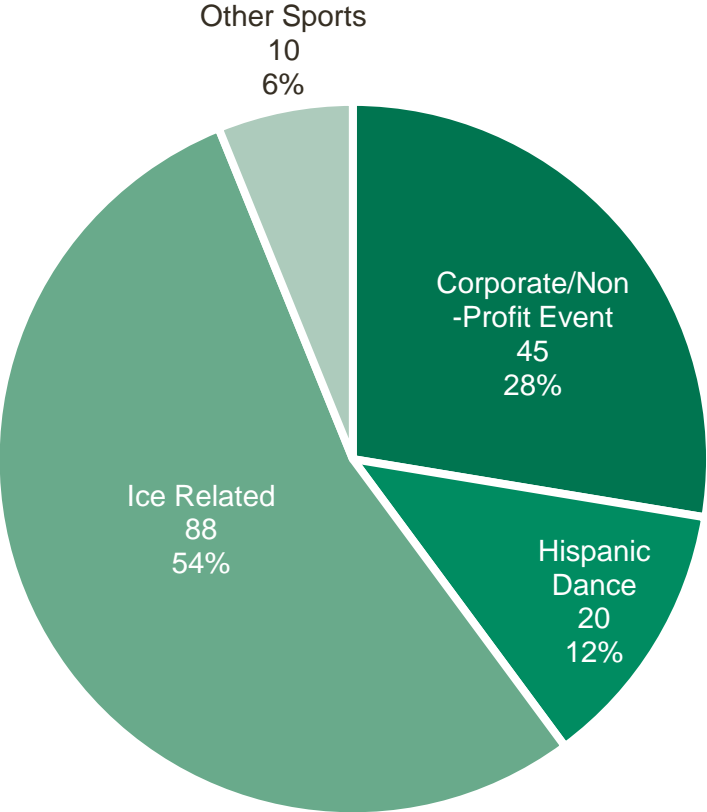
- Rink size - Conventional or Olympic?
 - VRD suggests 'Conventional'
- Event potential – Seating for 4,000 to 5,000 people?
 - Expands event opportunities
 - Increases revenue potential
 - Leverages relationship with marketing group
 - VRD interested in all of these

B. Is there demand for a second sheet of ice?

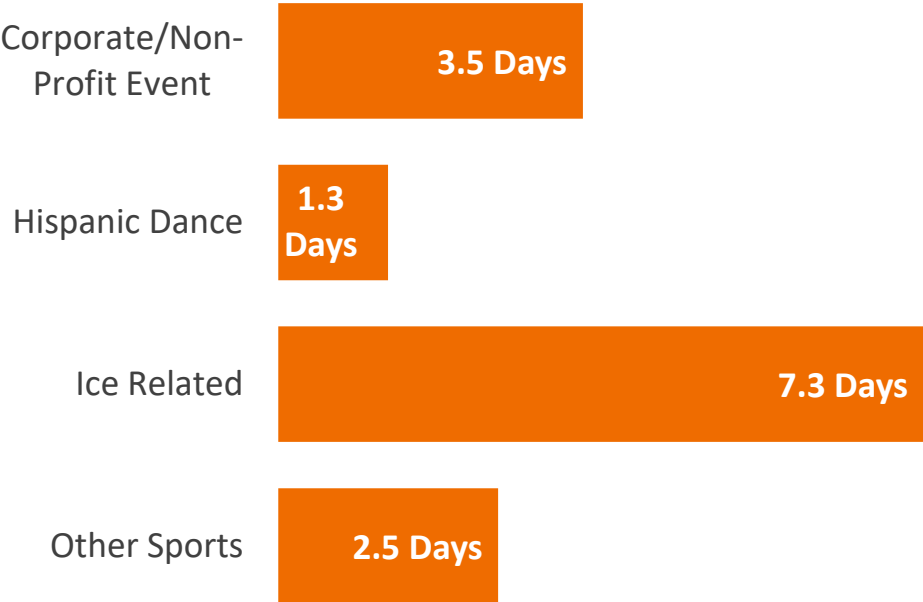
- A reconstructed Dobson should meet existing demand for ice
- State of the art construction that allows for conversion of Dobson within a single day is a critical to increasing utilization
- Depending on utilization rate of primary sheet of ice for events (such as concerts), an auxiliary sheet of ice may be needed.

Dobson Events

Total Days
(2016-2019)



Average Duration (including set-up)



Source: VRD; Economic & Planning Systems

Source: VRD; Economic & Planning Systems

Dobson Mock Schedule

- Hypothetical mock schedule, by VRD
- Rink 1 well utilized
- Less demand for Rink 2 on a daily basis
- One rink is expected to be sufficient, unless primary rink is heavily utilized for events
- Revenue sources could involve Naming Rights and/or Philanthropy

RINK 1

	Mon, Jan 21	Tue, Jan 22	Wed, Jan 23	Thu, Jan 24	Fri, Jan 25	Sat, Jan 26	Sun, Jan 27
6:00 AM		Freestyle Skating		Freestyle Skating			6:00 AM
6:15 AM		Freestyle Skating		Freestyle Skating			6:15 AM
6:30 AM		Freestyle Skating	Val Yel	Freestyle Skating			6:30 AM
6:45 AM		Freestyle Skating	Val Yel	Freestyle Skating			6:45 AM
7:00 AM		Freestyle Skating	Val Yel	Freestyle Skating			7:00 AM
7:15 AM		Freestyle Skating	Val Yel	Freestyle Skating			7:15 AM
7:30 AM		Freestyle Skating	Val Yel	Freestyle Skating			7:30 AM
7:45 AM		Freestyle Skating	Freestyle Skating	Freestyle Skating			7:45 AM
8:00 AM		Freestyle Skating	Freestyle Skating	Freestyle Skating			8:00 AM
8:15 AM		Freestyle Skating	Freestyle Skating	Freestyle Skating			8:15 AM
8:30 AM							8:30 AM
8:45 AM							8:45 AM
9:00 AM	Val Mountain Hockey Club	Val Mountain Hockey Club	Val Mountain Hockey Club	Val Mountain Hockey Club			9:00 AM
9:15 AM							9:15 AM
9:30 AM							9:30 AM
9:45 AM							9:45 AM
10:00 AM			Story Time Skating				10:00 AM
10:15 AM			Story Time Skating				10:15 AM
10:30 AM			Story Time Skating				10:30 AM
10:45 AM			Story Time Skating				10:45 AM
11:00 AM			Story Time Skating				11:00 AM
11:15 AM			Story Time Skating				11:15 AM
11:30 AM			Story Time Skating				11:30 AM
11:45 AM			Story Time Skating				11:45 AM
12:00 PM	Public Skating	Stick & Puck Hockey	Public Skating	Stick & Puck Hockey			12:00 PM
12:15 PM	Public Skating	Stick & Puck Hockey	Public Skating	Stick & Puck Hockey			12:15 PM
12:30 PM	Public Skating	Stick & Puck Hockey	Public Skating	Stick & Puck Hockey			12:30 PM
12:45 PM	Public Skating	Stick & Puck Hockey	Public Skating	Stick & Puck Hockey			12:45 PM
1:00 PM	Public Skating	Stick & Puck Hockey	Public Skating	Stick & Puck Hockey			1:00 PM
1:15 PM	Public Skating	Stick & Puck Hockey	Public Skating	Stick & Puck Hockey			1:15 PM
1:30 PM							1:30 PM
1:45 PM	VRD Dobson Arena						1:45 PM
2:00 PM	VRD Dobson Arena						2:00 PM
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3:15 PM	Freestyle Skating		Freestyle Skating				3:15 PM
3:30 PM	Freestyle Skating		Freestyle Skating				3:30 PM
3:45 PM	Freestyle Skating						3:45 PM
4:00 PM	Freestyle Skating						4:00 PM
4:15 PM	VR Prep Class Session 2	VRD Girls' Hockey	VRD Girls' Hockey	VRD Girls' Hockey			4:15 PM
4:30 PM	VR Prep Class Session 2	VRD Girls' Hockey	VRD Girls' Hockey	VRD Girls' Hockey			4:30 PM
4:45 PM	Freestyle Skating	VRD Girls' Hockey	VRD Girls' Hockey	VRD Girls' Hockey			4:45 PM
5:00 PM	Freestyle Skating	VRD Girls' Hockey	VRD Girls' Hockey	VRD Girls' Hockey			5:00 PM
5:15 PM	Freestyle Skating	VRD Girls' Hockey	VRD Girls' Hockey	VRD Girls' Hockey			5:15 PM
5:30 PM	Freestyle Skating	VRD Girls' Hockey	VRD Girls' Hockey	VRD Girls' Hockey			5:30 PM
5:45 PM	Freestyle Skating	VRD Girls' Hockey	VRD Girls' Hockey	VRD Girls' Hockey			5:45 PM
6:00 PM	Val Mountain Hockey Club	Val Mountain Hockey Club	Freestyle Skating	Freestyle Skating			6:00 PM
6:15 PM	Val Mountain Hockey Club	Val Mountain Hockey Club	Freestyle Skating	Freestyle Skating			6:15 PM
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RINK 2

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Expanded Event Calendar

- A new facility has the potential to increase the number of events and improve the diversity and quality of the events.
- A new facility will also address current challenges associated with set-up and take-down
- If technology can be incorporated to allow for one-day events (including set-up and take-down) ice time for local needs can be preserved
- Conversations with AEG indicate strong demand for events at this location if the new center could accommodate 4,000 to 5,000 people. Demand could range from an additional 16-20 events from mid-November to April and an additional 3-5 events during the summer months.
- VRD could expect to see additional revenue, based on expanded use of the facility.
- These types of events typically have a positive economic impact on the Town.

Dobson Concert Event Economic Impact

● Total Attendees	5,000
● Overnight Attendees	1,000 (20%)
● Average Stay	2 Days / 1 Night
● Average Daily Spending (Retail/F&B)	\$250/day/person
● Average Cost of Lodging	\$360/night
● Total Retail/F&B Spending	\$500,000
● Total Lodging Spending (1.5 people/rm.)	\$240,000
● TOV Sales Tax Revenue (4.0%)	\$20,000
● TOV Lodging Tax Revenue (1.40%)	\$3,360
● TOV Annual Revenue (10 events/yr.)	\$233,600

Overarching Questions

A. How should the TOV consider costs related to deferred maintenance?

- Dobson – need for substantial maintenance in the (near) future
 - (Town Hall has similar considerations)
- Costs – can be viewed in terms of total project costs or marginal cost to TOV
- Additional research to quantify base level investments needed

B. How should the TOV view additional events?

- Potential benefits from diversification
 - Wider range of activities within the community
 - Broader appeal
- Potential dilution of the brand
 - The success of Vail should be recognized
- Can a balance be found?

Dobson Ice Arena

Questions of TC:

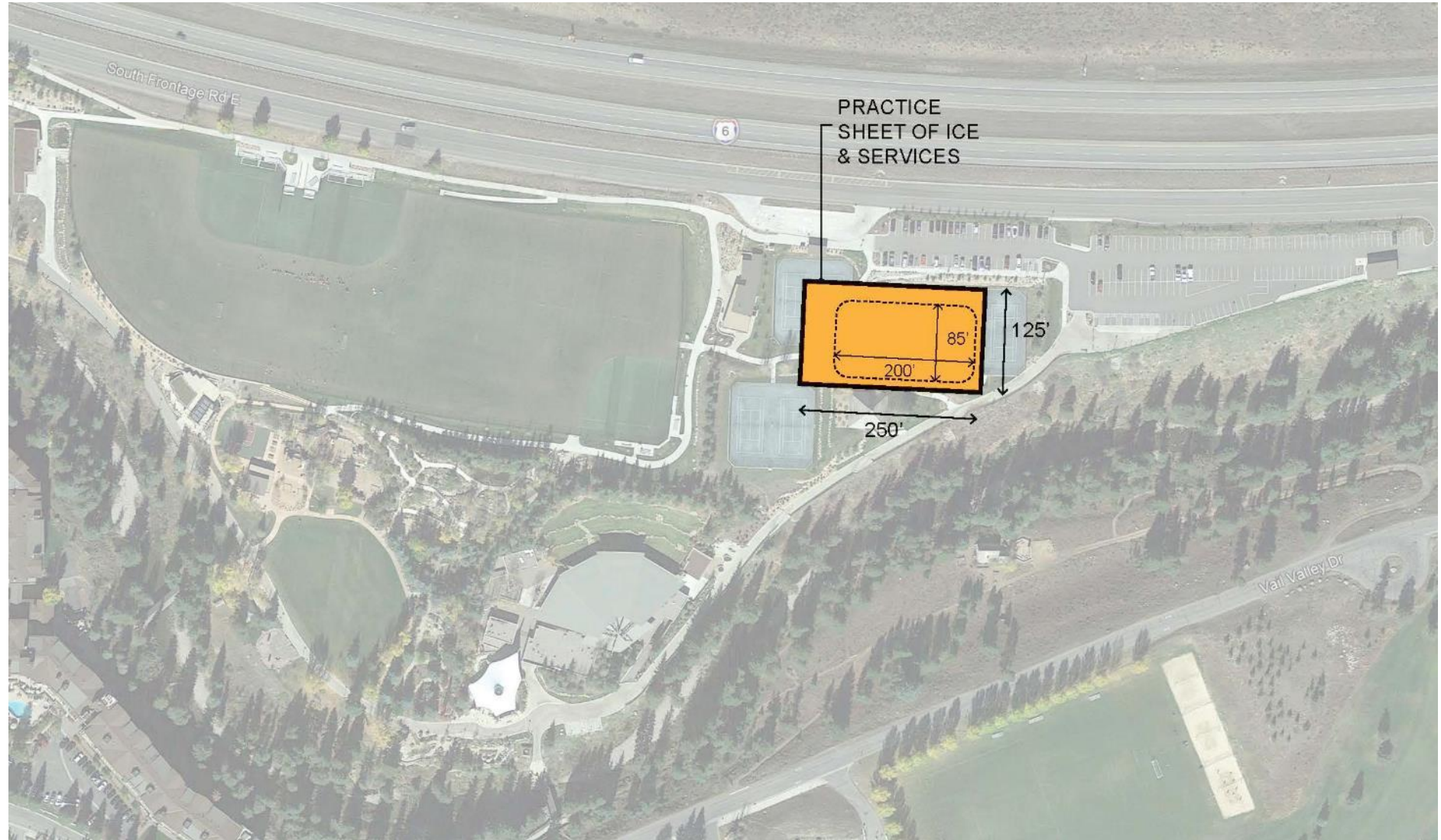
What role do we want Dobson to play ?

- Predominantly ice w/limited event use, or
- Predominantly ice w/additional recreation use, or
- Ice and sized to accommodate special events/concerts
- Something else

Second sheet of ice?

Other recreation uses within Civic Area?

Dobson Ice Arena



Dobson Ice Arena



CHARTER BUS LOT & DOBSON - CONCEPT 2

Dobson Ice Arena

What role do we want Dobson to play ?

- Predominantly ice w/similar event use, or
- Predominantly ice w/additional recreation use, or
- Ice and sized to accommodate larger special events/concerts
- Something else

Second sheet of ice?

Other recreation uses within Civic Area?

Multi-purpose events space

What we've heard

Options/Ideas

Economic Considerations/O&M/etc.

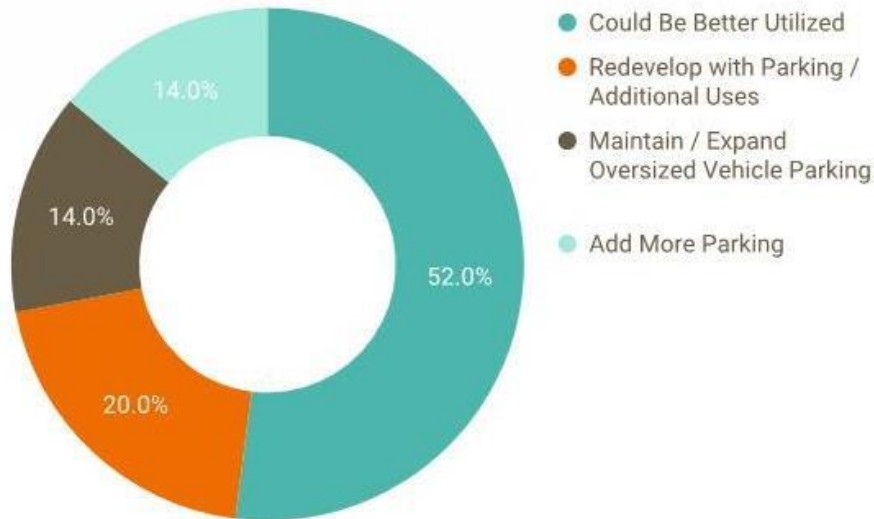
Public/Private venture

Location

Multi-purpose events space

Charter Bus Lot

Charter Bus Lot	# of Responses	Don't Change Anything	Minor Upgrades	Major Upgrades	Total Re-DO
This is an efficient and best use of land	260				
Serves a much needed function close in to Vail	270				
Safe and Secure	287				
Accessible by people of all ages and abilities	215				



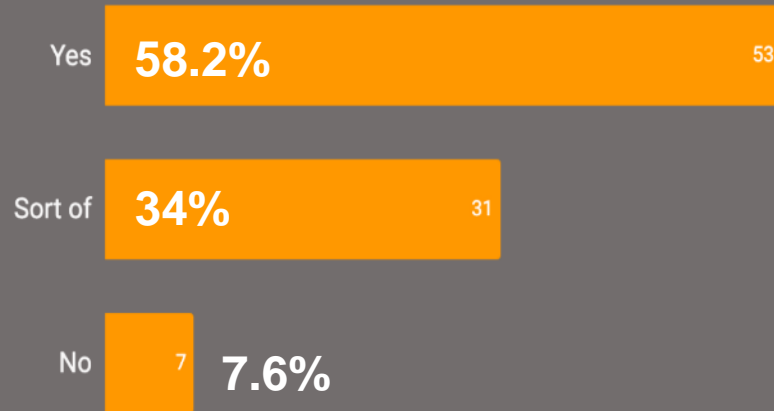
What we heard

- Key site to “stitch the civic area together”
- Improve connectivity
- Improve utilization of the site

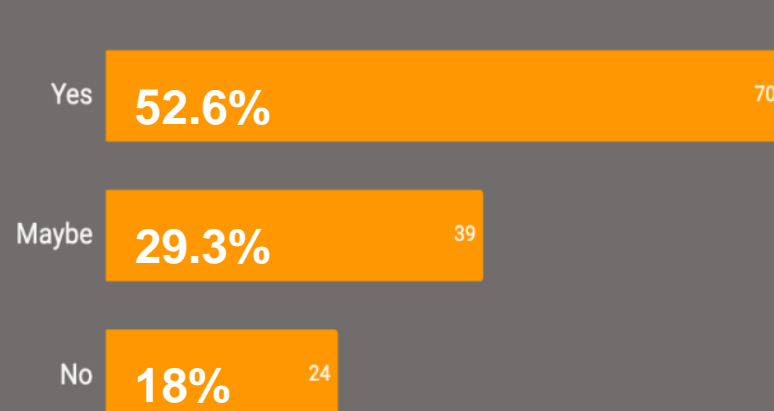
Multi-purpose events space

Charter Bus Lot

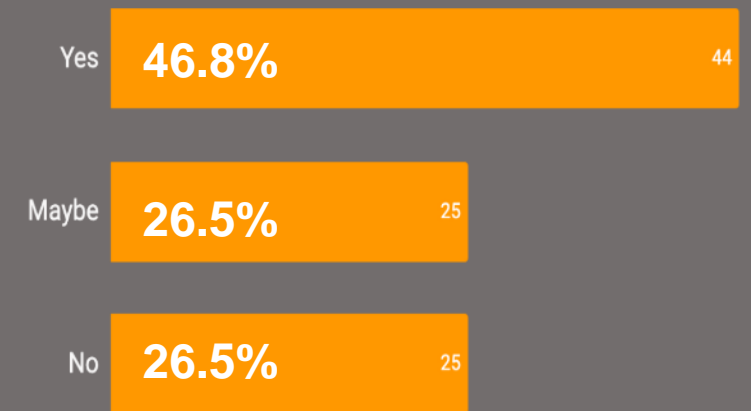
Question 1. Are the ideas presented for the Charter Bus Lot in line with what we heard from the community?



Question 4. Are the ideas presented for the Charter Bus Lot an effective way to improve existing pedestrian connectivity from the Lionshead Parking Structure to Dobson Ice Arena and the Library?



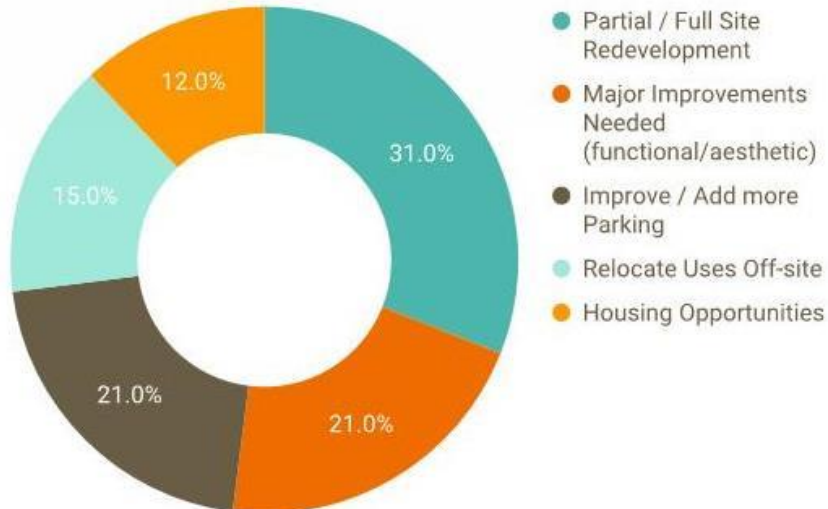
Question 3. Would moving the Town Hall to this location be a benefit for the Civic Area and to free up existing Municipal Site for other programs/uses?



Multi-purpose events space

Muni Site

Municipal Complex	# of Responses	Don't Change Anything	Minor Upgrades	Major Upgrades	Total Re-DO
Provides efficient space for municipal services	299			■	
Provides free or low cost community space for public meetings	248			■	
Accessible by bus, bike, or on foot	324		■		
Safe and Secure	289	■			
Fosters a sense of community and place	295			■	
Buildings evoke a sense of pride representing Vail	325			■	
Accessible by people of all ages and abilities	291		■		
Contributes to economic well being of the Town of Vail	265		■		
Convenient Parking	315		■		



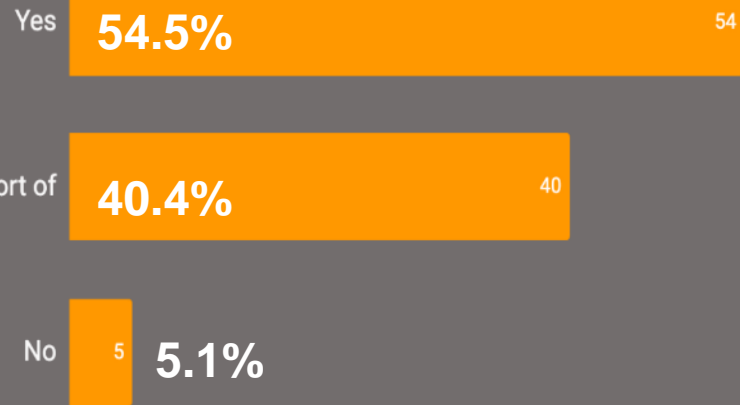
What we heard

- Partial or full redevelopment
- Major improvements needed
- Improve/add parking
- Re-locate uses
- Housing opportunities

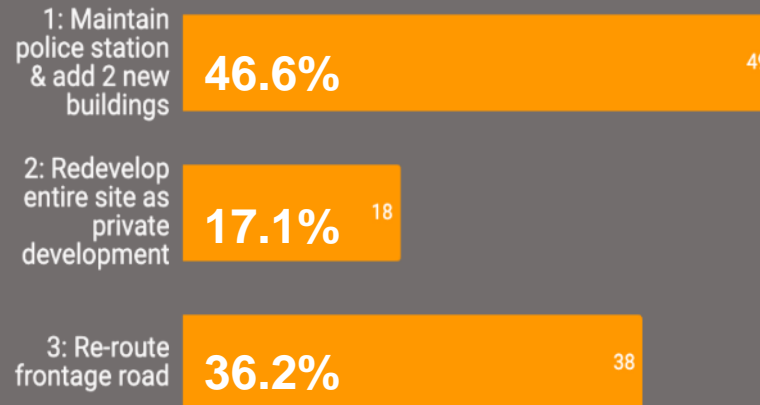
Multi-purpose events space

Muni Site

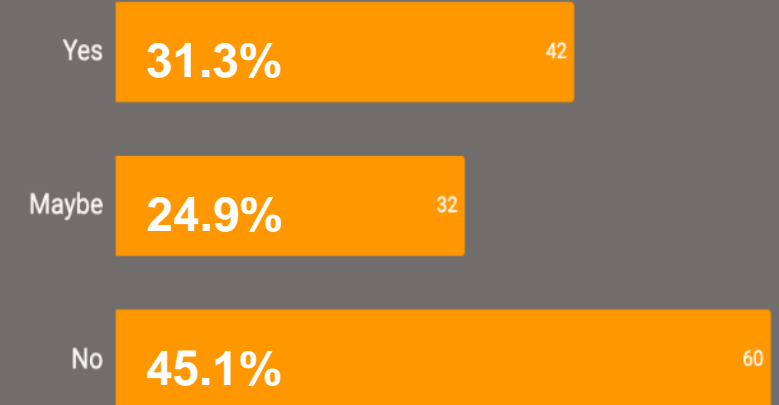
Question 1. Are the ideas presented for the Municipal Site in line with what we heard from the community?



Question 2. Which idea presented resonates the most for you in terms of scale of needed / comfortable change?



Question 5a. Would you see a community benefit of relocating the Municipal Site services to a more central / civic area within Town?



Multi-purpose events space

Stakeholder Input

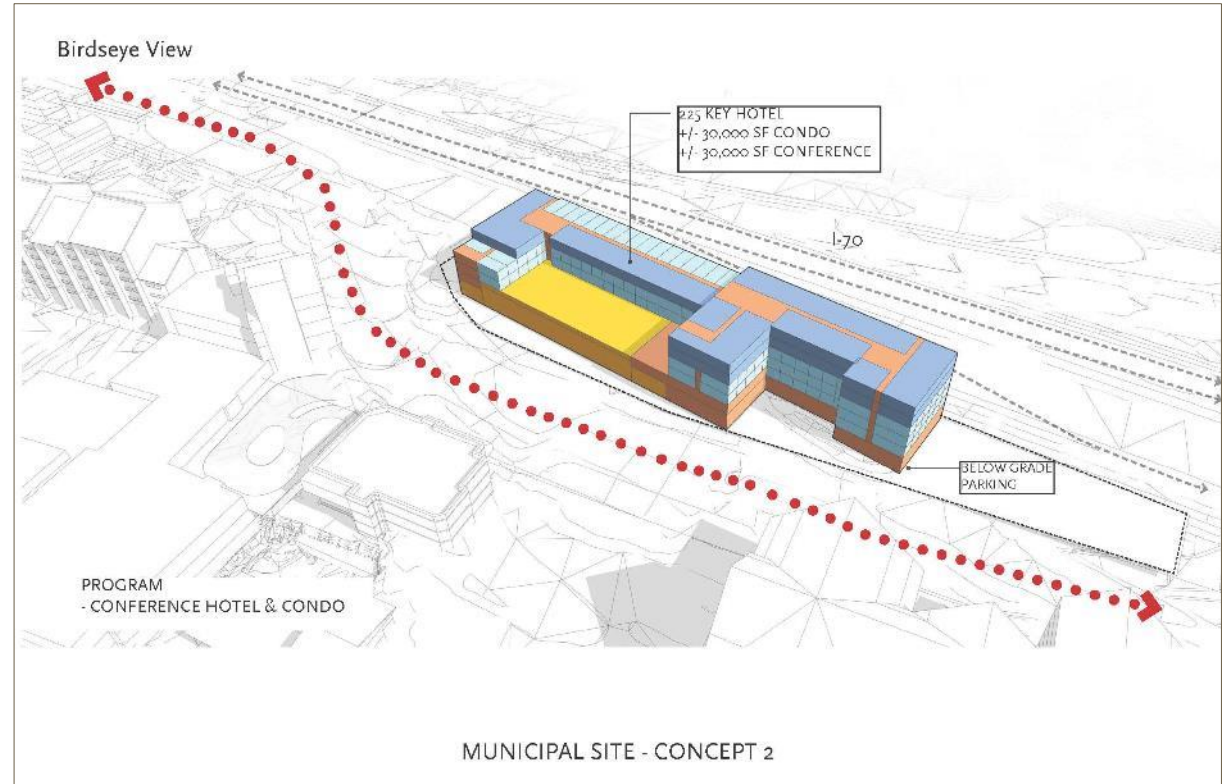
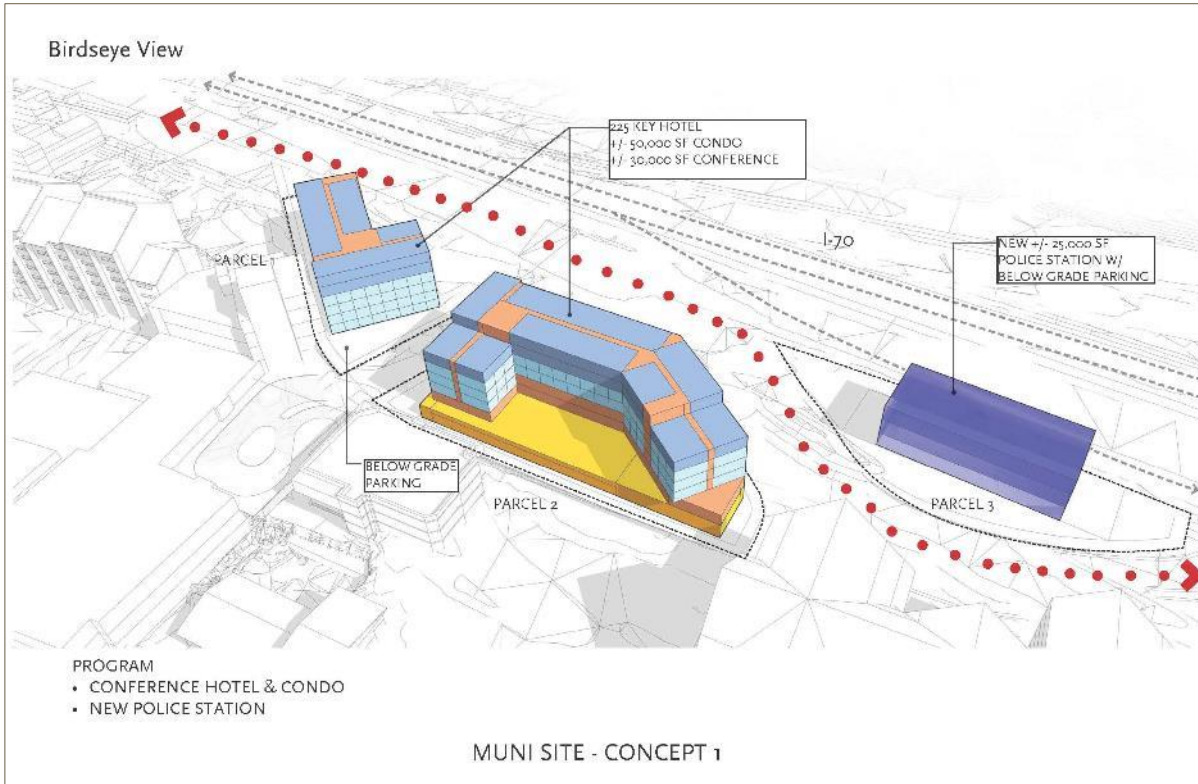
Vail Economic Advisory Council

Commission on Special Events

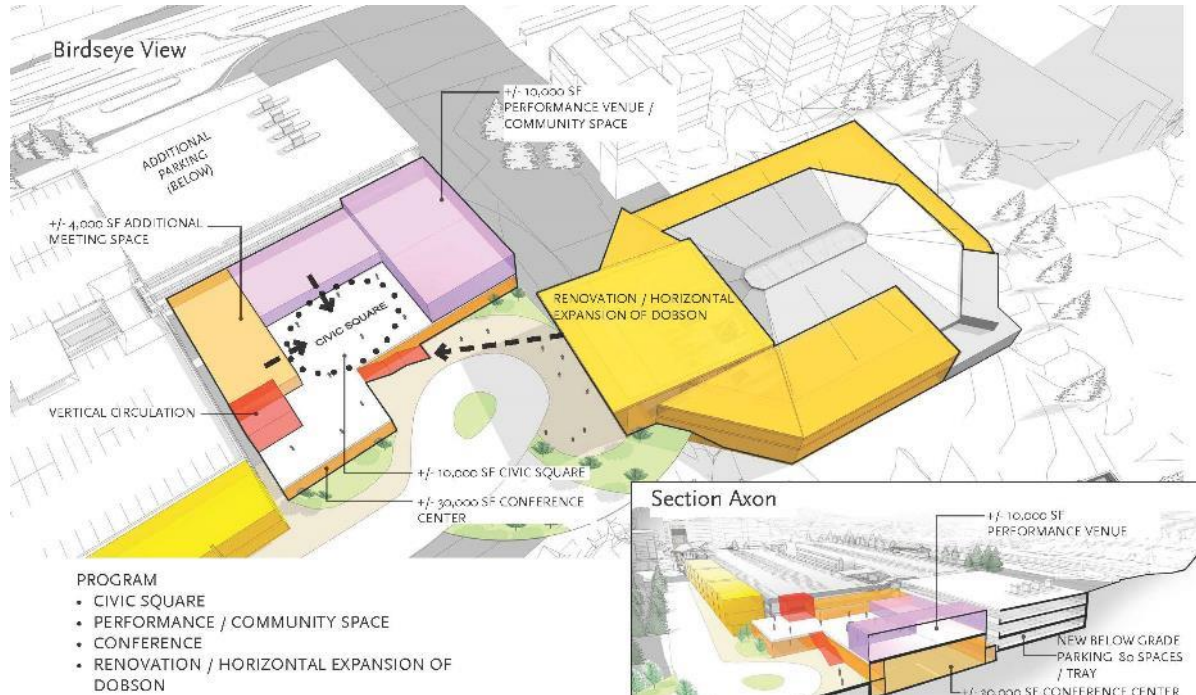
Vail Local Marketing District Advisory Council

Bravo!Vail

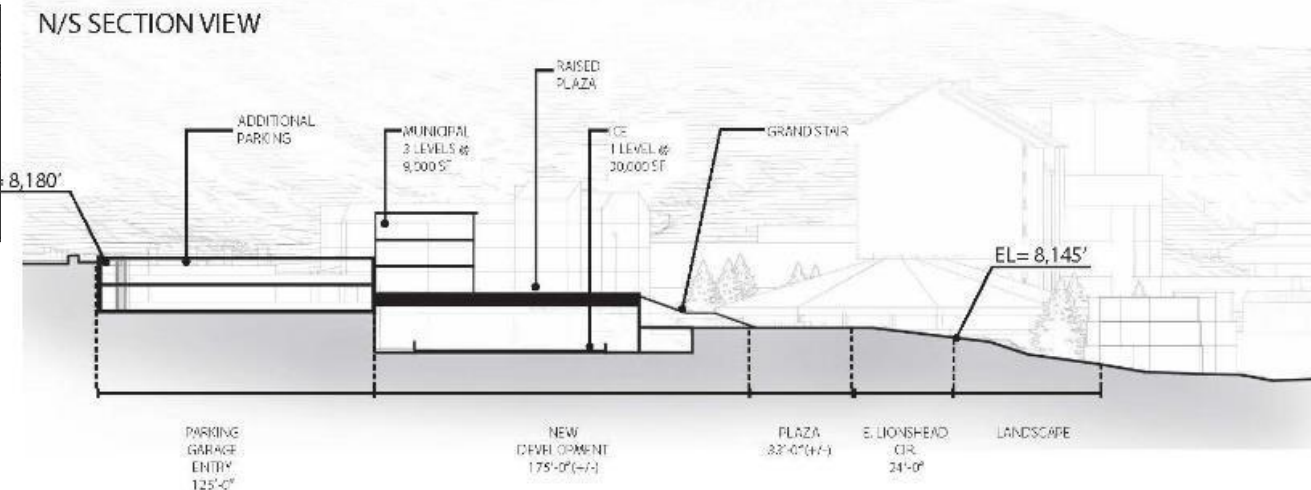
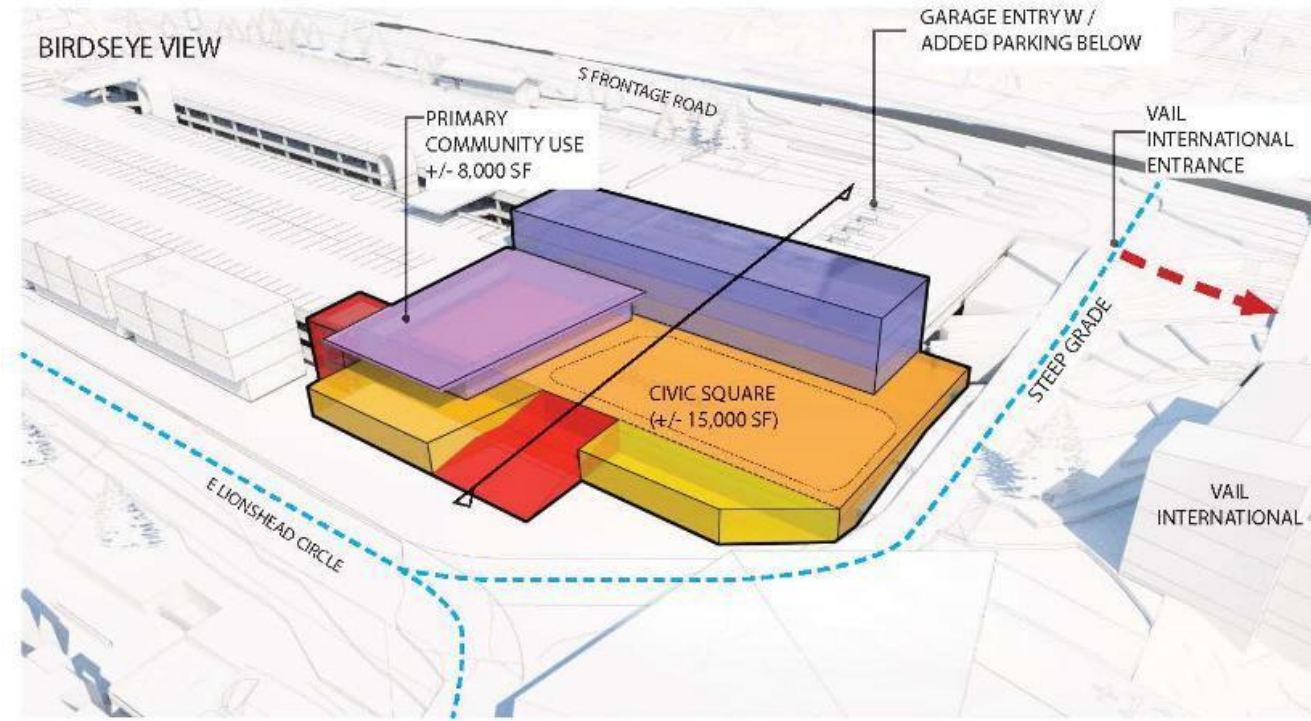
Multi-purpose events space



Multi-purpose events space



CHARTER BUS LOT & DOBSON - CONCEPT 3



Multi-purpose events space

Charter Bus Lot

- Central location
- Scale of conference/hotel
- Contribution to civic space
- Impact on other potential uses at Charter Bus lot
- Access off SFR
- Vail International

Municipal Site

- Connectivity/SFR challenges
- Scale of conference/hotel
- Allows for other opportunities at Charter Bus lot

Multi-Use Event Space

The Opportunities

Multi-Use Event Space

Is there Market Support for a Multi-use Event Space?

- Yes.
- Local group-meeting operators indicate unmet demand.
- The Vail Local Marketing District Advisory Council indicates sufficient market support.
- Given complexities, an updated feasibility study -- with a focus on economic subsidy -- should be completed.

Will it be Economically Viable?

- Not without public support.
- Publicly Owned and Funded Option:
 - Requires significant capital funding
 - Requires annual outlay of \$1.4M to subsidize operations
 - Fiscal benefit could be \$1.5M annually
 - Risk of operations falls to the Town
 - PIF and/or dedicated lodging tax and/or DDA **likely** required
- Privately Owned and Funded Option:
 - Additional research shows more realistic understanding
 - Expected to require contribution of free land
 - May require portion of TIF to offset capital costs
 - No annual operating subsidy
 - Fiscal benefits comparable, at \$1.5M annually
 - Risk of operations falls to private operator
 - DDA **likely** required

Hotel Update

Is there Market demand for an additional hotel in Vail?

- Yes, depending on price point.
- Luxury product in demand, with market niche willing to pay for high quality product
- Below luxury, the field becomes more crowded
- Entitlements pertaining to EverVail a significant factor
- Large segment of condominiums imperative
- Important difference between hotel flags and hotel developers

Vail Local Marketing District Advisory Council Statement

- “It should include but not be limited to one 21,000 square foot room...with adjacent pre-function spaces, back of house production facilities, outdoor venues, kitchen facilities and small (20-60 person) meeting rooms that supplement larger programs.”
- “Without a multi use facility such as this, Vail and local lodges are losing large scale groups and events to other resorts with more user friendly, flexible facilities.”

Proposed Development Program

Vail Local Marketing District Advisory Council Statement Comments:

- “Create a single, flexible, scalable and adaptable, multi purpose, fully integrated state-of-the-art indoor event facility to complement existing Vail assets and businesses to grow revenue, especially during low demand periods.”

Key Features Requested:

- “30,000 square feet of flexible, integrated, multi-use event space to accommodate up to 1,500 - 2,000 guests at one time (21,000 square foot ballroom)
- Financially sustainable model for build and maintenance over the long term.
- Facility should be run by a professional enterprise in partnership with the town.
- Central location between Vail Village and Lionshead (current Dobson or Charter Bus lot sites).”

Existing Conference Space and Lost Events

Existing Space Summary

Facility	Lodging Rooms	Total Function Space (Sq. Ft.) ¹	Largest Ballroom Space (Sq. Ft.)	Max Single Room Banquet Capacity	SF per Capacity
Vail Cascade Resort and Spa	292	21,555	5,940	490	12.12
Park Hyatt Beaver Creek	274	16,350	8,631	710	12.16
Ritz-Carlton	237	14,040	7,200	600	12.00
Vail Marriott Mountain Resort & Spa	344	13,736	8,286	690	12.01
Manor Vail Resort	144	8,710	3,496	290	12.06
Lodge at Vail	165	7,433	5,424	450	12.05
Evergreen Lodge	128	5,936	1,942	160	12.14
Lion Square Lodge	118	5,380	3,070	250	12.28
Sonnenalp	90	4,820	4,265	350	12.19
Sebastian	84	8,500	3,808	350	10.88
Four Seasons	<u>97</u>	<u>8,480</u>	<u>3,530</u>	<u>300</u>	<u>11.77</u>
Average	179	10,449	5,054	422	11.97
Proposed Facility	225	30,000	16,000-21,000	1,333-1,750	12.0

¹Excludes prefunction space terraces, outdoor space, and hallways

Source: Respective facilities and HVS; Economic & Planning Systems

Lost Events

Category of Attendance	Events Lost	% Total
Less than 500	42	31.6%
500 to 999	64	48.1%
1,000 to 1,499	18	13.5%
1,500 to 2,000	5	3.8%
Over 2,000	4	3.0%
Total	133	100.0%

Source: Vail Valley Chamber & Tourism Bureau; HVS; Economic & Planning Systems

Competitive Set Report

Location	Largest Ballroom	Location	Location	Largest Ballroom	Location
North Lake Tahoe	4,800	Event Center	Sun Valley	8,470	Sun Valley Inn
Park City/Deer Valley	5,882	Park City Marriott	Beaver Creek/Avon	8,631	Park Hyatt BC
Telluride	6,069	Conference Center	Banff	10,440	Conference Center
Steamboat	6,300	Sheraton Steamboat	Aspen/Snowmass	10,823	Westin Snowmass
Breckenridge	7,200	Beaver Run	Whistler	16,500	Conference Center
Copper Mountain	7,776	Conference Center	Keystone	19,800	Conference Center
Vail	8,286	Vail Marriott			

Multi-purpose events facility

Questions of TC:

Does a multi-purpose events space have a place in the Civic Area Plan?

Implementation – Town funded or P3?

Charter Bus Lot or Town Hall site?

Wrap-up

What are your priorities for the
Civic Area?

Next Steps

August 6th

- Present refined master plan concepts