

Application of Criteria for Pima County Bond Project Proposals

Project Name: Downtown Community Theaters and Historic Cultural Landscape

Location: The proposed project is located in the Entertainment District of downtown Tucson at the Music Hall Theater, the Leo Rich Theater, and the Eckbo Landscape on the campus of the Tucson Convention Center (TCC). The area, which is bound by Congress St. to the north, Cushing St. to the south, Church Ave. to the east, and Granada Ave. to the west is located within Pima County (Districts 2 and 5) and within the City of Tucson (Ward 6).

1. Broad Demonstrated Support by Public: City of Tucson has invested over \$18M to the TCC campus over the past couple of years. In addition, the Rio Nuevo Multipurpose Facilities District is investing \$8M in the TCC Arena, which includes establishing design standards for the TCC campus, which includes the Music Hall, Leo Rich Theater, and the Eckbo Landscape. The Urban Land Institute (ULI), the University of Arizona, the Drachman Institute, and the Museum of Contemporary Art also support the project and encourage the activation of the TCC campus. TCC Today, a Non-Governmental Organization (NGO) whose mission is to support the TCC is currently fundraising to support the rehabilitation. The Eckbo Landscape, also supported by the Tucson Historic Preservation Foundation, was recently entered in the Arizona State Register of Historic Places.
2. Has Regional Public Benefit:
 - Project will reposition Tucson as a regional destination
 - Supports ULI findings to strengthen downtown with a focus on the TCC as an anchor
 - Integral to the new Entertainment District
 - Streetcar line: connection to UA, downtown, and businesses
 - Project compliments the “Stravenue” concept and New Urbanism strategies: Entertainment, Housing, and Cultural districts
 - Economically aligned with all current development occurring in downtown Tucson
 - Part of a larger multi-phased project and vision for downtown Tucson
 - Community is eager to improve community and revitalize downtown
 - Project is pivotal to Downtown success and coordination needs to coincide with other current development
 - Connection to Pima County’s Loop
 - New partnerships and businesses are developing

The renovations of the Music Hall Theater, the Leo Rich Theater, and the Eckbo Landscape are a capital improvement to the overall Tucson Convention Center campus with direct and indirect downstream economic benefits. Renovations will improve the overall patron experience and as well as the facilities for the performers. A renewed commitment to the theaters and the shared adjacent historic landscape will increase event booking which will increase ticket sales and generate additional revenue. The increased use of the theaters and the historic community landscape will have a positive economic impact to the local adjacent neighborhoods, the overall Tucson community, and the region as a whole. As downtown Tucson icons, the Music Hall Theater, the Leo Rich Theater, and the Eckbo Landscape are vital to the identity of the newly formed Entertainment District, which in turn will strengthen the regional identity. The Urban Land Institute report and the Museum of Contemporary Art also support the project and encourage the activation of the TCC campus.

As the theaters and landscape are renovated, there will be an increase in performances at both facilities, which will bring new patrons of all ages to the TCC campus and downtown Tucson. In addition, new patrons will generate a new and vibrant dynamic to the TCC campus. Neighbors and the community will explore and define new uses for the historic community landscape. It will become a downtown landmark once again where people want to be and connect with their community. The Music Hall Theater, Leo Rich Theater, and the Eckbo Landscape provide a distinct sense of place and this project will help to revitalize that unique place for Tucson and the region.

3. Partnerships: City of Tucson, Pima County, Rio Nuevo Multipurpose Facilities District, Urban Land Institute, Museum of Contemporary Art, TCC Today, Tucson Historic Preservation Foundation, University of Arizona, and the Drachman Institute.

4. Other Funding Sources or Matches: Leveraging existing public investments: \$8M renovation of the TCC Arena funded by the Rio Nuevo Multipurpose Facilities District and \$18M by City of Tucson in TCC facilities, completed in 2012 – 2014. Leveraging existing planning efforts: Partnership with TCC Today, Non-Governmental Organization (NGO) and Rio Nuevo Multipurpose Facilities District, ULI, MOCA, University of Arizona - College of Architecture + Planning + Landscape Architecture and the Drachman Institute. TCC Today is collaborating with government and NFPs to make initial improvements on Eckbo's Fountain Plaza. Success will lead to a philanthropic fundraising campaign that complements government funds and corporate support.
5. Education and Workforce Training: Educational collaboration and training will occur with University of Arizona, College of Architecture + Planning + Landscape Architecture and the Drachman Institute.
6. Advances Board Adopted Principles of Sustainability and Conservation: Renovations incorporate Board adopted principles of sustainability and conservation.
7. Previously Authorized Large-scale Bond Projects or Programs that are Now Short of Funding: Not applicable.
8. Phasing of Large Projects: This is a multiple phase project that would be executed under one design and construction (CM@R) contract. The design and construction contracts would be competitively bid and awarded. The consistent design and construction team will allow for planning, design, and construction coordination, TCC event coordination, consolidated responsibility and accountability thereby gaining efficiencies and project cost savings.

Music Hall Theater: Scope of work includes renovation of the existing 75,000 SF theater with seating capacity for 2,289. Renovations would include new fixed seats, house lighting, theatrical sound, lighting, and acoustics, data and power, replacement of HVAC systems, new carpet, paint, interior and exterior signage, new video displays, complete restroom and dressing room renovations, new doors and hardware, IT infrastructure for patrons and events, new sound booth equipment and finishes, new roof, new lobby passenger elevator, ADA renovations, and an environmental assessment and abatement.

Leo Rich Theater: Scope of work includes renovation to the existing 5,500 SF theater entrance and lobby with seating capacity for 511. Renovations of new doors and hardware, interior and exterior paint, windows, additional data and power, PA sound system, lighting and acoustics, finishes and carpet, interior and exterior signage, video displays, ADA renovations, and an environmental assessment and abatement would be limited to the entrance and lobby.

In addition, the entrance and lobby of both theaters would be renovated to address ingress and egress, and how to engage the Eckbo Landscape as programmable and revenue generating space for events.

Eckbo Landscape: This is a historic preservation project that would provide historic rehabilitation to restore and rebuild a mid-twentieth century modern landscape unique to Tucson and Arizona. Renovations would include a restoration of the approximately 5.75 acres which encompasses existing fountains, water features, landscapes, site lighting, site furniture, hardscape, walkways, and finishes. System replacement associated with the landscape including mechanical rooms, mechanical and electrical equipment, irrigation, site lighting for wayfinding and safety as well as accent lighting, and plumbing would be included in the project scope. Renovations would also address the immediate health and safety issues associated with ponding water and empty fountains.

Replacement of security and monitoring system would also be included as a part of the renovations for the Music Hall Theater, the Leo Rich Theater, and the Eckbo Landscape. Renovations to all three facilities will also improve energy and water efficiency thereby reducing operating costs and greenhouse gases

Breakdown of the scope identified above is as follows. Project total includes soft costs and project contingency. Music Hall Theater: \$19M, Leo Rich Theater: \$500K, Eckbo Landscape: \$8.5M,
Project Total: \$28M
9. Impact on Operating and Maintenance Costs for Governments and Commitment to Fund These Ongoing Costs: Renovations to all three facilities will improve energy and water efficiency thereby reducing operating costs. No Operating and Maintenance Costs are associated with this project.
10. Project or Program is a Capital Improvement, Not a Repair or Maintenance Project: The renovations of the Music Hall Theater, the Leo Rich Theater, and the Eckbo Landscape are a capital improvement to the overall Tucson Convention Center.