



# Downtown Projects Update

November 18, 2015



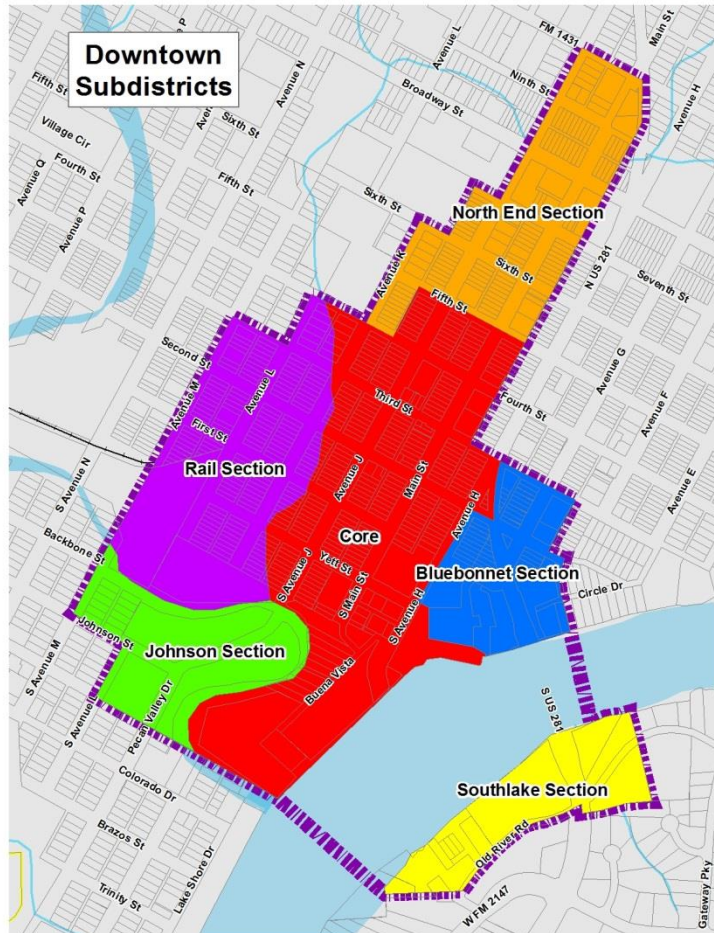
- **TIMELINE**
- **SCOPE**
- **VISION & CONCEPTS**
- **FEASIBILITY REPORTS**
- **INTEGRATION**
- **PROJECTED IMPACTS**
- **NEXT STEPS**



- **TIMELINE OF WORK COMPLETED**

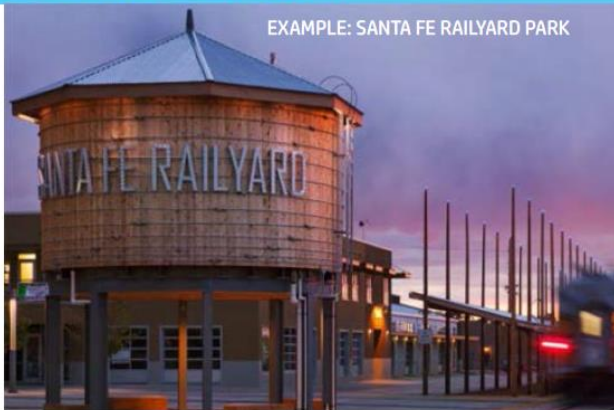
- February 2012 – Downtown Master Plan Adopted
- December 2013 – Downtown TIRZ Approved
- January – June 2014 – Properties Acquired by EDC
- July 2014 – Stakeholder Visioning Sessions
- January 2015 – Initial Concept Plans Prepared by Cobalt/Adams
- March 2015 – PKF Study Completed (Hotel / Conference Center Feasibility)
- August 2015 – Cobalt Completes Financial Feasibility Study
- October 2015 – Initial Interviews with Prospective Developers

- SCOPE



- VISION

LAKEFRONT DISTRICT DESTINATION PARK



- VISION

LAKEFRONT DISTRICT BOARDWALK & FLOATING PAVILION



- VISION

LAKEFRONT DISTRICT AMPITHEATRE



- VISION

LAKEFRONT DISTRICT BEACH





- VISION

LAKEFRONT DISTRICT PEDESTRIAN BRIDGE

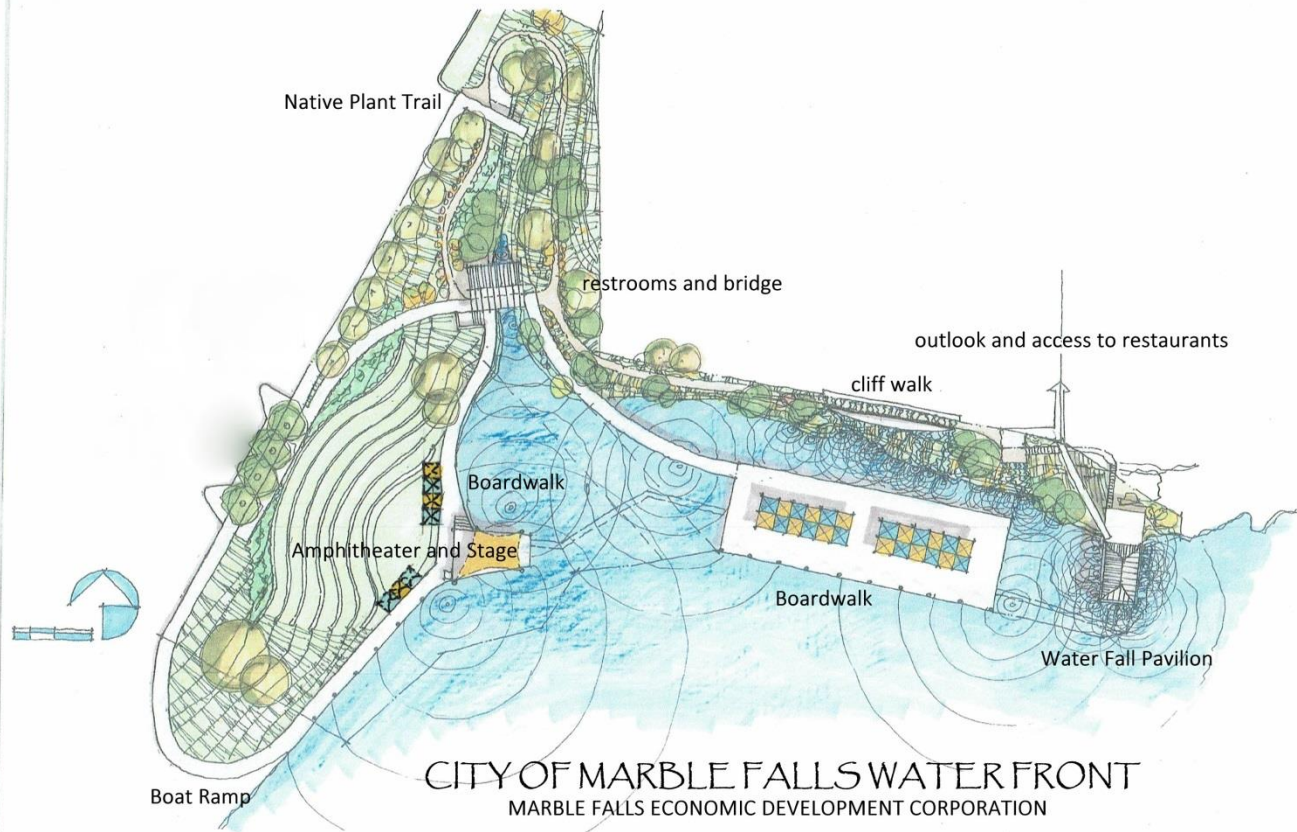


- VISION

LAKEFRONT DISTRICT HOTEL & CONFERENCE CENTER



- CONCEPTS



*Marble Falls*  
ECONOMIC DEVELOPMENT CORPORATION

- CONCEPTS



The BEACH at MARBLE FALLS



- **FEASIBILITY STUDY HIGHLIGHTS**

- **Hotel/Conference Center – 150 rooms, 12,000 sf of meeting space**
- **Residential – primarily western edge of Downtown, some higher-end in the core**
- **Retail – destination-oriented; multiple sectors have leakage**
- **Office – difficult to measure, but incremental, organic growth is probably preferable to speculative activity on a large scale**
- **Parking – combination of on-street and, later, structured**

# Marble Falls

ECONOMIC DEVELOPMENT CORPORATION

- INTEGRATION





- **PROJECTED IMPACTS**

- **More than \$1.5 million in Hotel Occupancy Tax Revenue over the first 5 years of operation (based on initial occupancy of 60%, ADR of \$131.00 and REVPAR of \$78.24)**
- **TIF revenues to the TIRZ Board: \$702,760**
- **TIF revenues to the City (General Fund): \$234,253**



- **NEXT STEPS**

- **EOY 2015 – Developer Selection**
- **Ongoing – Public Realm Improvements (funded first by EDC, then by TIRZ revenue)**
- **Ongoing – Residential, Retail Development**





**Questions?**