

## **427.9 Downtown Community Theaters & Historic Cultural Landscape**

**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 Eckbo Landscape, and the Leo Rich Theater 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.

**Scope:** Music Hall Theater: Scope of work potentially includes renovation of the existing 75,000 square foot theater with seating capacity for 2,289. Renovations would include new fixed seats, house lighting, theatrical sound, lighting, 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 potentially includes renovation to the existing 5,500 square foot 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 4.3 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 way finding 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 considered 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.

Bond funding will prioritize completion of the Music Hall and Leo Rich Theaters.

**Benefits:** The renovations of the Music Hall Theater, the Leo Rich Theater, and the Eckbo Landscape are a capital improvement to the overall TCC campus with direct and indirect economic benefits. Renovations will improve the overall patron experience and as well as the facilities for the performers. This investment will increase event booking which will in turn increase ticket sales and generate additional revenue for the City and the Tax Increment Financing (TIF) district. An increase in performances at both facilities will bring new patrons to the facilities and

downtown Tucson. These facilities are vital to the success of the newly formed Entertainment District and the revitalized downtown. They provide a distinct sense of place and strengthen regional identity.

The Music Hall Theater, Leo Rich Theater, and the Eckbo Landscape programmatically and functionally complement each other. A combined and organized design and construction effort has the added benefit of lower project soft costs and coordination of events which in turn saves the project money.

**Total Cost Estimate:** \$36,900,000

**Bond Funding Estimate:** \$23,500,000

**Other Funding Estimate:** \$13,400,000 – Sources of other funding and/or partnerships include:

- TCC Today, a non-governmental organization, is currently working on a fundraising strategic plan for philanthropic gifts and are raising funds for a second and third demonstration area
- Possible partnerships with Rio Nuevo Multipurpose Facilities District
- Partial project 3D scan and as-built documentation through the UA-Drachman Institute and Pima Community College class contracted with City of Tucson

**Implementation Periods:** 1, 2, 3

**Project Schedule by Major Task:** Planning and design at 18 months, construction at 20 months contingent on coordination with Music Hall and Leo Rich event schedules.

**Project Manager:** City of Tucson (Project requested by City of Tucson)

**Operator:** City of Tucson has contracted with SMG – World Wide Entertainment and Convention Venue Management company to operate the facility.

**Future Operating and Maintenance Costs:** City of Tucson will cover operations and maintenance costs, which are estimated at \$150,000 per year.

**Regional Benefits:**

- Project will reposition Tucson as a regional destination.
- Part of a larger multi-phased project and vision for downtown Tucson.
- Streetcar line connection to UA, downtown, and businesses.
- Project is pivotal to downtown success and coordination needs to coincide with other current development such as the El Presidio Park Master Plan and future renovation as outlined in the January 8th Memorial request for qualifications.
- Economically aligned with all current development occurring in downtown Tucson Integral to the new Entertainment District.
- Project compliments the “Stravenue” concept and New Urbanism strategies: Entertainment, Housing, and Cultural districts.