



Community Engagement Plan for Potential Disposition of Phoenix Convention Center South Building and Site

This report, at the request of the Planning and Economic Development Subcommittee at its May 7, 2019 meeting, provides a comprehensive overview of a robust multi-department community and stakeholder engagement plan to seek input for the possible expansion, disposition, and/or redevelopment of the Phoenix Convention Center South Building and property. Also, request Subcommittee recommend City Council approval to implement the proposed community and stakeholder engagement plan.

THIS ITEM IS FOR DISCUSSION AND POSSIBLE ACTION.

Summary

The Phoenix Convention Center South Building (South Building) opened in 1985 as part of an expansion of the then Phoenix Civic Plaza. Since that time, the building has undergone two major renovations: the first in 1996, and most recently, in 2008 at a cost of \$18.5 million as part of the overall \$600 million convention center expansion project.

The South Building consists of 286,000 gross square feet and is situated on a 9.27-acre site located between Washington and Jefferson streets from 3rd to 5th streets. The building features 143,400 square feet of rentable exhibition, meeting and ballroom space and is used primarily for local consumer shows, meetings and banquets. The South Building is utilized an average of 218 days to host 86 events annually with an average attendance of 172,000 each year.

To assist the City Council in gathering information and input into the future of the South Building, the Phoenix Convention Center and the Community and Economic Development departments developed a proposed outreach strategy to maximize public input for the possible expansion, disposition and/or redevelopment of the South Building site. This comprehensive community engagement plan will seek to engage in a discussion with users of the facility, downtown stakeholders, destination marketing organizations and tourism groups, citywide community groups, adjacent property owners, and citizens looking to offer input. The plan will include both group and

individual stakeholder meetings over a period of approximately two months with the goal of returning to the Planning and Economic Development Subcommittee on Sept. 3, 2019 with an overview of the outreach conducted. The plan will incorporate the following key elements:

Outreach Plan:

- Organization/Community Association Meetings (attend organization’s individual meetings).
- Group Meetings (City to host large forum meetings where the public can attend).
- Individual Stakeholder Meetings (one-on-one meetings with key stakeholders).

Through this outreach plan, staff will be able to meet with a myriad of key downtown stakeholders and those who assist in the promotion and use of the South Building. These groups will include: the Greater Phoenix Convention and Visitors Bureau, Phoenix Community Alliance, Downtown Phoenix Inc., Warehouse District, Downtown Neighborhood Association, Downtown Voices Coalition, Collier Center, Phoenix Suns, Arizona Diamondbacks, Central City Village Planning Commission, St. Mary’s Basilica, Herberger Theater, Arizona Science Center, ASU and UA, Eastlake Garfield, user groups and downtown hotels, as well as community meetings around the City in each Council District. During these outreach meetings, staff will present background information of the site, history and current uses, plans for future expansion, and then seek public input regarding the future of the South Building site.

Concurrence/Previous Council Action

In September 2002, City Council adopted a convention center expansion master plan and development concept that includes the South Building site as a future phase expansion site.

On May 7, 2019, the Planning and Economic Development Subcommittee heard information about the South Building and directed staff to bring forward a community outreach plan.

Location

100 N. 3rd St.

Council District: 8

Responsible Department

This item is submitted by Assistant City Managers Milton Dohoney, Jr., and Deanna Jonovich, and the Phoenix Convention Center and Community and Economic Development departments.