

# MONROE COUNTY COMMISSIONERS

ARCHITECTURAL SERVICES FOR  
CIVIC/CONVENTION CENTER EXPANSION  
NOVEMBER 15, 2018



**Gensler**



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# HELLO

## Monroe County Commissioners

Monroe County and Bloomington have a unique opportunity to enhance economic development driven by the convention center. This project will require a results-driven process led by the various members of the design team to create a project that is purpose-built, economically successful, and a long-term community asset. We will do this through our:



### Better Foresight

Our knowledge of Bloomington and Monroe County will result in a facility that builds on the historic character and progressive attitudes of both—creating an experience for visitors *and* locals rooted in this specific place. This community-focused facility will build on your strategic and aesthetic goals, while driving convention business.



### Better Insight

Gensler's international experience setting best practices and utilizing lessons learned in convention and event center design on facilities *just like this one* in their size, scale, budget, and complexity ensures a best-in-class facility, capable of serving you now and into the future.



### Better On-Site

Our process has been specifically tailored around your commitment to community outreach and stakeholder consensus. Clear, comprehensive communication and a structured, results-driven process will ensure all stakeholders are continuously informed of the project's progress—that the board has the information and tools at hand to make good decisions to move forward.

Schmidt Associates' experience with the City and the County brings an exemplary understanding and affection for your community. The internationally-renowned convention center specialists Gensler and Conventional Wisdom ensure the design and program are tailored to your needs and incorporate best practices globally.

As a team, we cannot wait to work with the City and the County on this transformative project.

Sincerely,

  
Sarah K. Hempstead  
shempstead@schmidt-arch.com  
CEO/Principal-in-Charge

  
Eric Stultz  
eric\_stultz@gensler.com  
Principal



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# SIZE/SCOPE GENERAL

“The City of Bloomington’s Planning and Transportation Department has been working with Schmidt Associates for several months. Despite presenting them with a large number of projects to review within a very quick time frame, they have consistently followed through with professional and spot-on comments and recommendations. We are very pleased with the expertise provided by their team of professionals and the individualized attention we receive on our many high priority site plans and proposals.”

Terri Porter, Director of Planning & Transportation for City of Bloomington



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# SIMILAR SIZE PROJECTS

## Convention and Civic Spaces

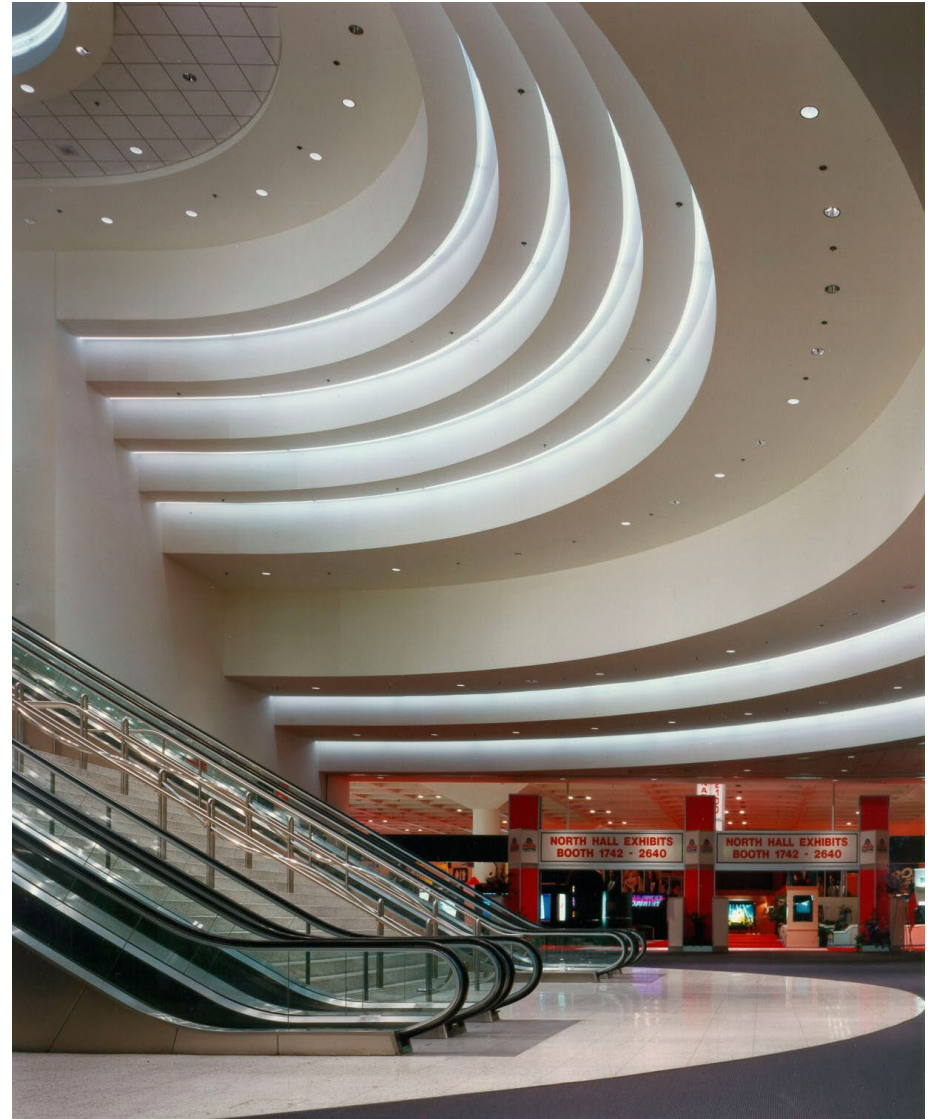
The key to a successful convention center is knowing what's important to you and applying our understanding of current meeting trends. Through incorporation of successful design strategies, creativity, and innovation, convention centers like yours can adapt and thrive.

The team has designed millions of square feet of convention space—including many projects where the size, scale, scope, and complexity are just like yours.

Four projects come to mind immediately as containing lessons to incorporate here:

1. La Crosse Center
2. Costa Rica National Convention Center
3. Austin Convention Center Master Plan
4. Ivy Tech Corporate Conference and Culinary Center

You'll find more information about each on the following pages.



*Moscone Convention Center*

# LA CROSSE CENTER

## At a Glance

**Location:** La Crosse, WI  
**Size:** 27,000 sq. ft. Meeting Rooms  
14,000 sq. ft. Ballroom  
**Cost:** \$37,000,000-  
\$49,000,000  
**Services:** Architectural Design  
(Core and Shell), Renovation,  
Master Planning, Community  
Outreach



## Similarities to Your Project

- Convention Center Expansion
- Extensive Community Outreach
- Renovation and Addition
- Tight Urban Site
- Anchored in "Place"

## Project Overview

The La Crosse Center is an existing Convention Center and Arena that needed to renovate the existing facility and expand to meet market demands. The client is currently examining multiple options for expansion and renovation that ranges from \$37,000,000 to \$49,000,000 in construction that would add a 14,000 sq. ft. ballroom and 27,000 sq. ft. of meeting rooms. The design knits together two of the most prominent features of the city of La Crosse—the historic core and the park along the Mississippi River. The current facility acts as a barrier between these two elements and turns its back on the river. The new design activates and invigorates both, making the Center a critical element on the future success of the city.



## Major Project Challenge

The La Crosse Center Board had a long list of potential improvements and expansion ideas that far exceeded their budget.

## Solution

Gensler and the project team developed detailed design studies of multiple options included pricing and projected economic payback so the client could make informed decisions.



# COSTA RICA NATIONAL CONVENTION CENTER

## At a Glance

**Location:** San José,  
Costa Rica

**Size:** 215,600 sq. ft.  
19,000 sq. ft. Meeting Rooms  
40,000 sq. ft. Ballroom

**Cost:** \$37,000,000

**Services:** Master Planning /  
Urban Design, Interior Design,  
Graphic Design, Signage / Way-  
finding



## Similarities to Your Project

- New Convention Center
- Sustainability as Major Driver of Decisions
- Place-Based Design
- Similar Budget

## Project Overview

The Centro Nacional de Congreso y Convenciones de Costa Rica is a 215,600 sq. ft. convention center facility embedded in San José, Costa Rica. The first convention facility built in the country of Costa Rica, it embodies the country's culture and represents its commitment to sustainability.

As a natural complement to the successful Costa Rican tourism industry, this building serves a growing need for state-of-the-art exhibit and conferencing venues. The building exhibit space features upgraded finishes and a dramatic sculptured fabric ceiling so the space can be used for formal banquets and lectures, as well as hosting exhibits. The main exhibit hall is supported by meeting space divided into six rooms of various sizes. A nine meter tall glass wall allows the prefunction space to feel enveloped in the garden space. The arrival hall is a 12 meter tall glass space, screened from direct sunlight by perforated stainless steel panels, patterned with images of the rain forest.

## Major Project Challenge

Design an iconic and high-functioning facility that represents Costa Rica for a burgeoning business tourism audience.

## Solution

The new facility is a beacon of sustainability and local culture, on track to pay back the country's initial investment within 2 years.



# AUSTIN CONVENTION CENTER MASTER PLAN

## At a Glance

**Location:** Austin, TX

**Size:** 240,000 sq. ft. Exhibit Hall  
70,000 sq. ft. Meeting Rooms  
56,000 sq. ft. Ballroom

**Cost:** N/A

**Services:** Master Planning, Public Outreach



## Similarities to Your Project

- Expansion of Existing Facility
- Tight Urban Context
- Significant Public Outreach
- Public/Private Partnership Opportunities
- Master Plan

## Project Overview

The long-range master plan illustrates a best-case scenario for the expansion of the Convention Center's facilities, public/private development within the Convention District, and improvements to existing infrastructure. Recommendations took into consideration:

- An analysis of the current market
- Industry trends and supply/demand
- An assessment of the existing facility and opportunities for future utilization
- A financial analysis of current and projected revenue, debt, and expenses
- A long-range implementation strategy for future expansion.

Completed in May 2015, the long-range master plan was fully endorsed by the Urban Land Institute's (ULI) Technical Assistance Panel Report in September 2015.

## Major Project Challenge

Deliver a master plan for expansion of the facility that balances the functional needs of the convention center and sensitivity of the local community to new development.

## Recommendations

The master plan's recommendations include facility expansion and the acquisition of four city blocks adjacent to the existing convention center. Expansion highlights include:

- A vertical development response to downtown density that doubles the existing convention space in half the footprint
- A three-city block urban park on the roof of the convention center
- An open air paseo passing through the expansion building at the street level, enhancing pedestrian mobility and housing local restaurants and shops serving Austin residents, downtown workers, and convention attendees
- Restaurants and bars embedded into the expansion building's street side façade, activating the streets around the Convention Center.



# CORPORATE CONFERENCE & CULINARY CENTER

Ivy Tech Community College



## At a Glance

**Location:** Indianapolis, IN

**Size:** 197,400 sq. ft.

**Cost:** \$33,000,000

**Type:** Renovation

**Services:** Architecture, Mechanical, Electrical, Plumbing, Interiors, Technology



*Courses Restaurant*



*Exterior*

## Similarities to Your Project

- Urban Location
- Seminar and Education Space
- Full Kitchens Available to Accommodate Multiple Uses
- Flexible Space in a Technology-Rich Environment
- Existing Renovation and Reuse
- Similar Budget

## Project Overview

Once the premiere north side hotel, The Stouffer's Hotel (constructed in 1965) spent several decades vastly under-used before Ivy Tech Community College acquired the building. Schmidt Associates was hired to transform the building into the Ivy Tech Corporate Conference and Culinary Center. The project renovated the building to create the new home of the Culinary Arts program and a full conference center.

The building design optimizes the existing square footage for multi-purpose rooms, flex classrooms, seminar spaces, distance education rooms, state-of-the-art kitchen and dining facilities for the culinary school, a restaurant, and a bakery.

## Major Project Challenge

The project budget was not sufficient to renovate the entire facility as originally desired.

## Solution

The design team worked with the Owner to divide the project into multiple phases, including the replacement of all key infrastructure. This allowed some floors to be completed as users changed and more funding became available. This strategy allowed all the key functions of the building to come on-line, on time and on budget.



Meeting Space

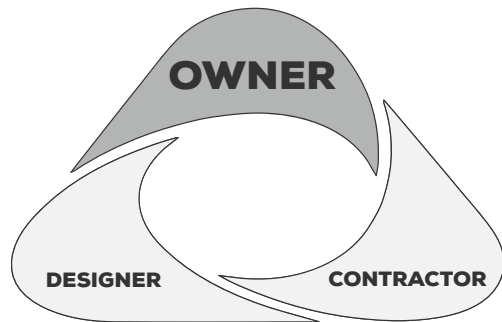
# CHALLENGES IN BUDGETING & BIDDING

The best thing we do for our clients is to create and manage a trust-based process between the Owner, design team, and the contractor.

Within that context, we can offer data-based alternatives—allowing all parties to make good, defensible decisions quickly and confidently. The cost of indecision is high. Our process ensures that you will have the information you need to move confidently forward.

In the work we have done in and around Bloomington, we know that the local market is booming—qualified labor is hard to come by and prices are going up. When we plan for work in Bloomington and Monroe County, we use materials that are as local as possible to make the work attractive to bidders. In addition, we work to engage a local and diversified group of contractors through outreach, expanding the available people who can partner.

For an unnamed local office building, we ran multiple detailed scenarios with alternative façades to allow the Owners actionable choices. In addition, we designed the project and site to easily accommodate growth via a second phase, when funds become available.



*Bloomington Utilities Building*



*Local Headquarters*



# Case Example: La Crosse Convention Center

## PRICING

1

- Cost Estimate, not a Bid
- Very Rough design and costs
- 1,700 line items
- All items 'fully loaded' including:
  - 3% Design Contingency
  - 3% Constuction Contingency
  - 1.9% Contractor Fee
  - 6% General Conditions
  - 9% Soft Costs
- Overlaps in Costs are Likely
  - 5-10% duplication is possible

## DEFERRED MAINTENANCE

FACILITIES CONDITIONS ASSESSMENT

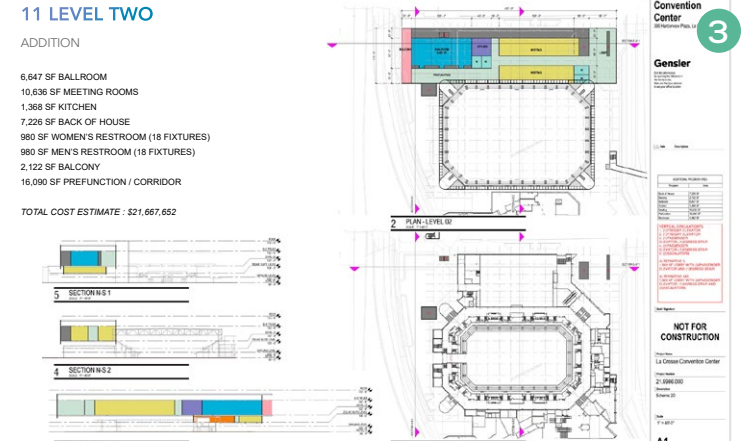
2

## 11 LEVEL TWO

ADDITION

- 6,647 SF BALLROOM
- 10,636 SF MEETING ROOMS
- 1,368 SF KITCHEN
- 7,226 SF BACK OF HOUSE
- 980 SF WOMEN'S RESTROOM (18 FIXTURES)
- 980 SF MEN'S RESTROOM (18 FIXTURES)
- 2,122 SF BALCONY
- 16,090 SF PREFUNCTION / CORRIDOR

TOTAL COST ESTIMATE : \$21,667,652



**Convention Center**  
1000 Riverside Plaza, La Crosse, WI 54601

**Gensler**

NOT FOR CONSTRUCTION

La Crosse Convention Center

21-0000-000

Rev: 03

Date: 11-1-2017

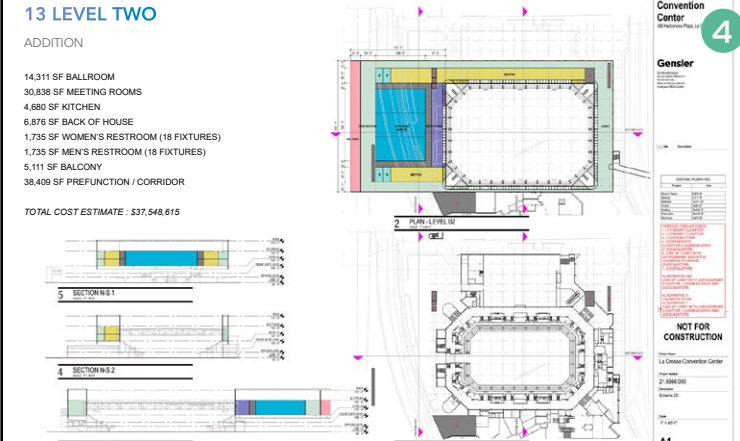
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## 13 LEVEL TWO

ADDITION

- 14,311 SF BALLROOM
- 30,838 SF MEETING ROOMS
- 4,680 SF KITCHEN
- 6,876 SF BACK OF HOUSE
- 1,735 SF WOMEN'S RESTROOM (18 FIXTURES)
- 1,735 SF MEN'S RESTROOM (18 FIXTURES)
- 5,111 SF BALCONY
- 38,409 SF PREFUNCTION / CORRIDOR

TOTAL COST ESTIMATE : \$37,548,615



**Convention Center**  
1000 Riverside Plaza, La Crosse, WI 54601

**Gensler**

NOT FOR CONSTRUCTION

La Crosse Convention Center

21-0000-000

Rev: 03

Date: 11-1-2017

A1

These pages from a presentation to the La Crosse Convention Center Board illustrate how budgeting was developed (1), examples of deferred maintenance issues that needed to be addressed (2), and multiple options for expansion configurations (3 & 4).

It is quite common for aspirations to exceed financial budgets, but the key to good decision-making is to have accurate and relevant data. The La Crosse Center expansion presented challenges along these lines, but the combination of thorough public outreach and visioning, transparent budgeting, and detailed visuals gave the

LCC Board a clear picture of the potential options within their reach. Integrating the full range of disciplines and contractor or cost-estimators early in the process is key. Our team explored multiple options that addressed their needs and presented the information in a way that was easy to comprehend.

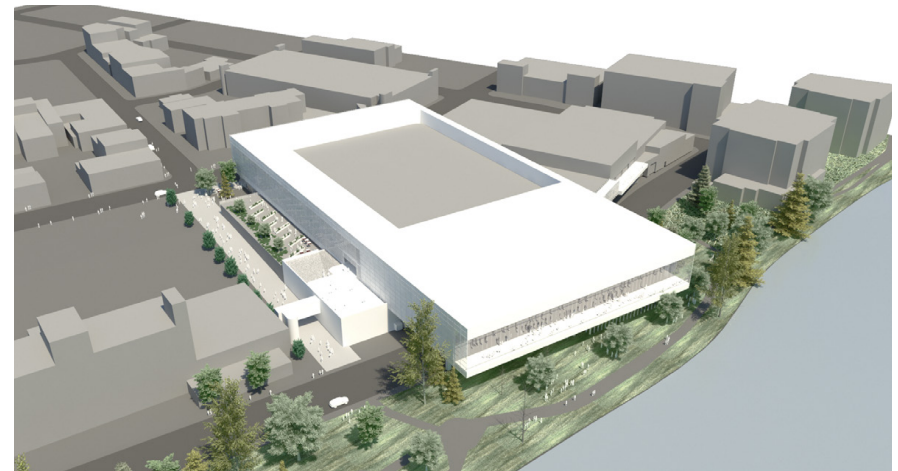
**RECOMMENDED**  
ARCHITECTURE SCHEMES



SCHEME A  
\$35,837,367

ADDITIONAL GSF BY LEVEL	
EXHIBITION LEVEL	8,031 sf
2ND STREET GROUND LEVEL	20,307 sf
ZIELKE LEVEL	11,373 sf
SOUTH HALL LEVEL 02	11,034 sf
LEVEL 02	55,962 sf
LEVEL 02 MEZZANINE	13,395 sf
<b>TOTAL</b>	<b>120,101 sf</b>

ADDITIONAL KEY PROGRAM AREA	
BALLROOM	12,013 sf
EXHIBITION	18,076 sf
MEETING	21,038 sf
OFFICE	5,562 sf



SCHEME B  
\$44,652,338

ADDITIONAL GSF BY LEVEL	
EXHIBITION LEVEL	14,895 sf
2ND STREET GROUND LEVEL	13,301 sf
ZIELKE LEVEL	10,507 sf
LEVEL 02	79,975 sf
LEVEL 02 MEZZANINE	18,590 sf
<b>TOTAL</b>	<b>137,268 sf</b>

ADDITIONAL KEY PROGRAM AREA	
BALLROOM	14,311 sf
EXHIBITION	23,080 sf
MEETING	27,749 sf
OFFICE	6,068 sf

# CHARACTER OF BLOOMINGTON

This team is built from people who love Bloomington, who went to school here, who work here professionally (with the University, the County, and the City), and people who live here.

And we all ❤️ Bloomington because:

- **It's rich with history**  
People preserved the places that made the community special
- **Bloomington is progressive**  
There is an energy here—in people and in places
- **It has a human scale**  
With many people working hard to ensure walk-ability/ bike-ability and feel of a community
- **Nature matters here**  
Bloomington and Monroe County brings not only in a commitment to sustainability, but to utilizing natural materials and respecting the beauty of the place
- **It's romantic**  
We spent formative years here—things look how we remember them
- **It's international and local**  
Bloomington has it all—at the same time
- **It's genuine**  
Bloomington is genuine of itself, it is not a rip-off or a replica, but a unique place in the world

## SO WHAT?

For the aesthetic of the Convention Center a “Contextual Modernism” seems entirely appropriate. A progressive design that, rather than landing like a spaceship, a place that grows from the material, scale, and proximity to its neighbors.

It needs to be a place built with local materials tailored to this site—welcoming the community and visitors—leaving an indelible connection to Monroe County and Bloomington.

It will be a place that will connect visitors to Bloomington.



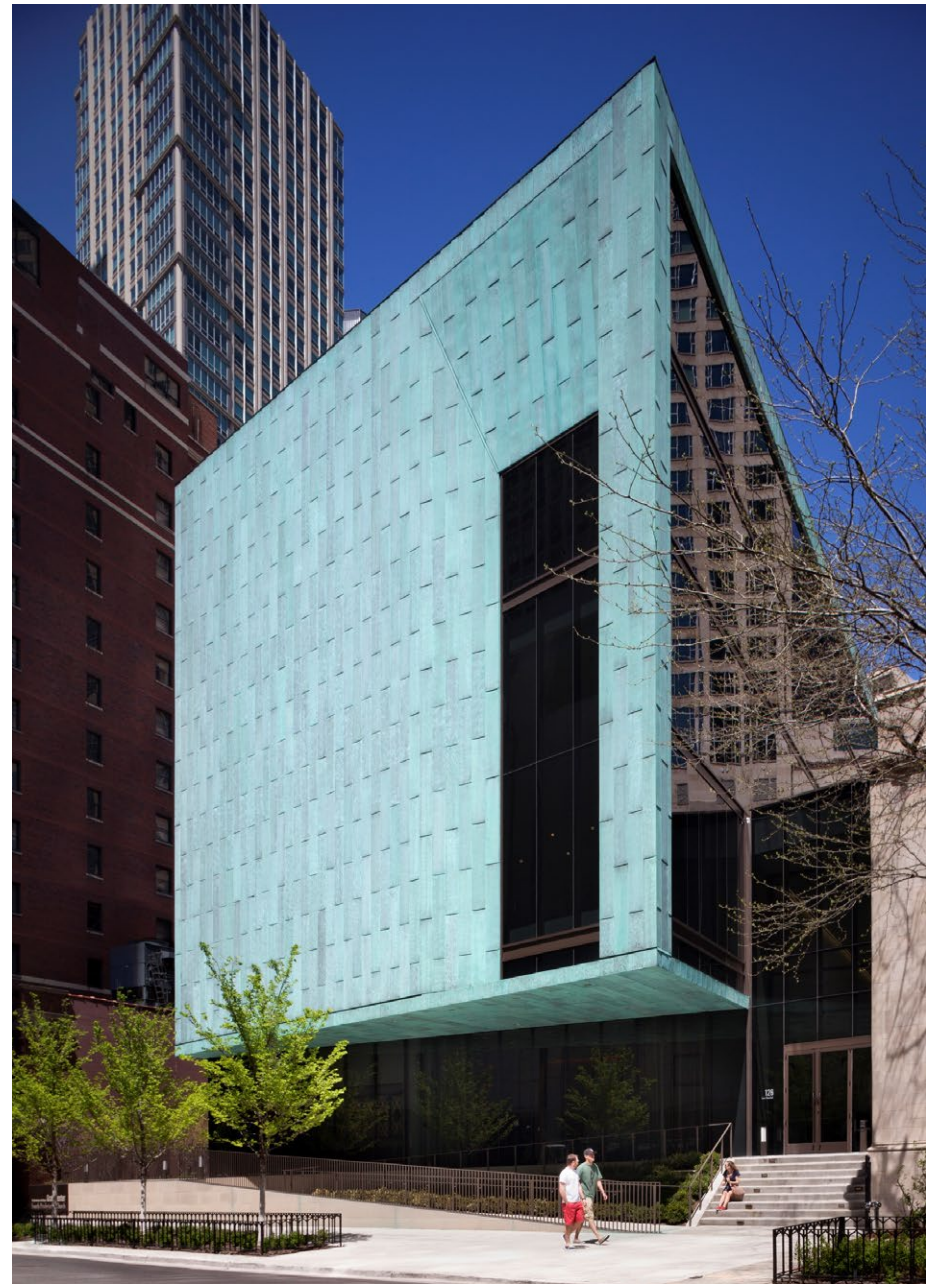
Downtown Bloomington



We ❤️ Bloomington



We ♥ Bloomington



Contextual Modernism



# Contextual Modernism

# INTEGRATING NEW DESIGN & EXISTING GRATZ CENTER FOURTH PRESBYTERIAN

## At a Glance

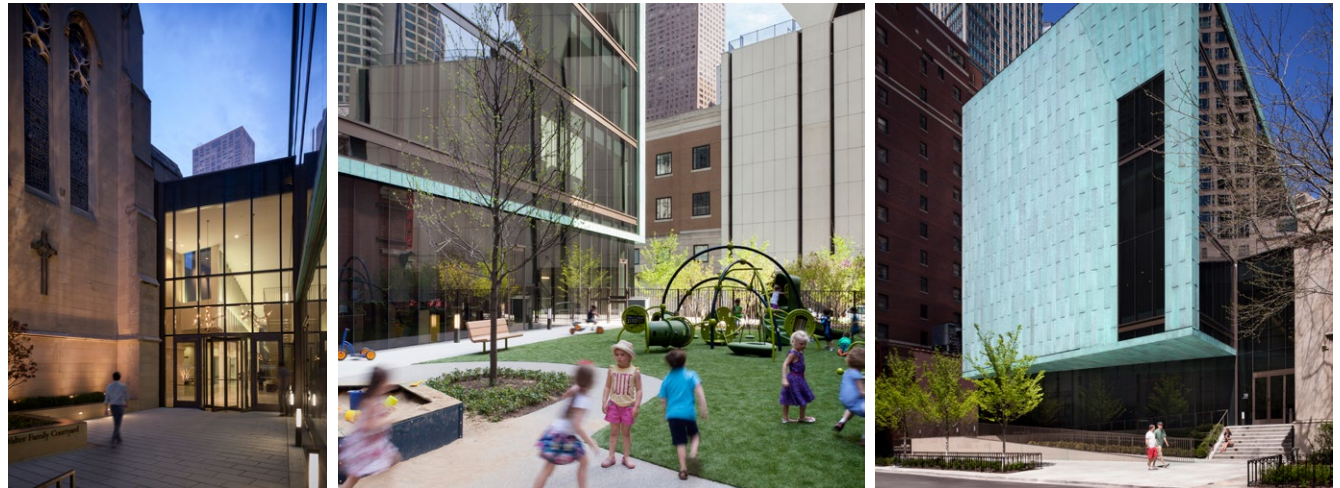
**Location:** Chicago, IL

**Size:** 76,000 sq. ft.

**Cost:** Confidential

**Type:** Addition and Renovation

**Services:** Architecture, Interiors,  
Master Planning, Signage &  
Wayfinding, Branding



*Student and Faculty Gathering Space*

*Exterior*

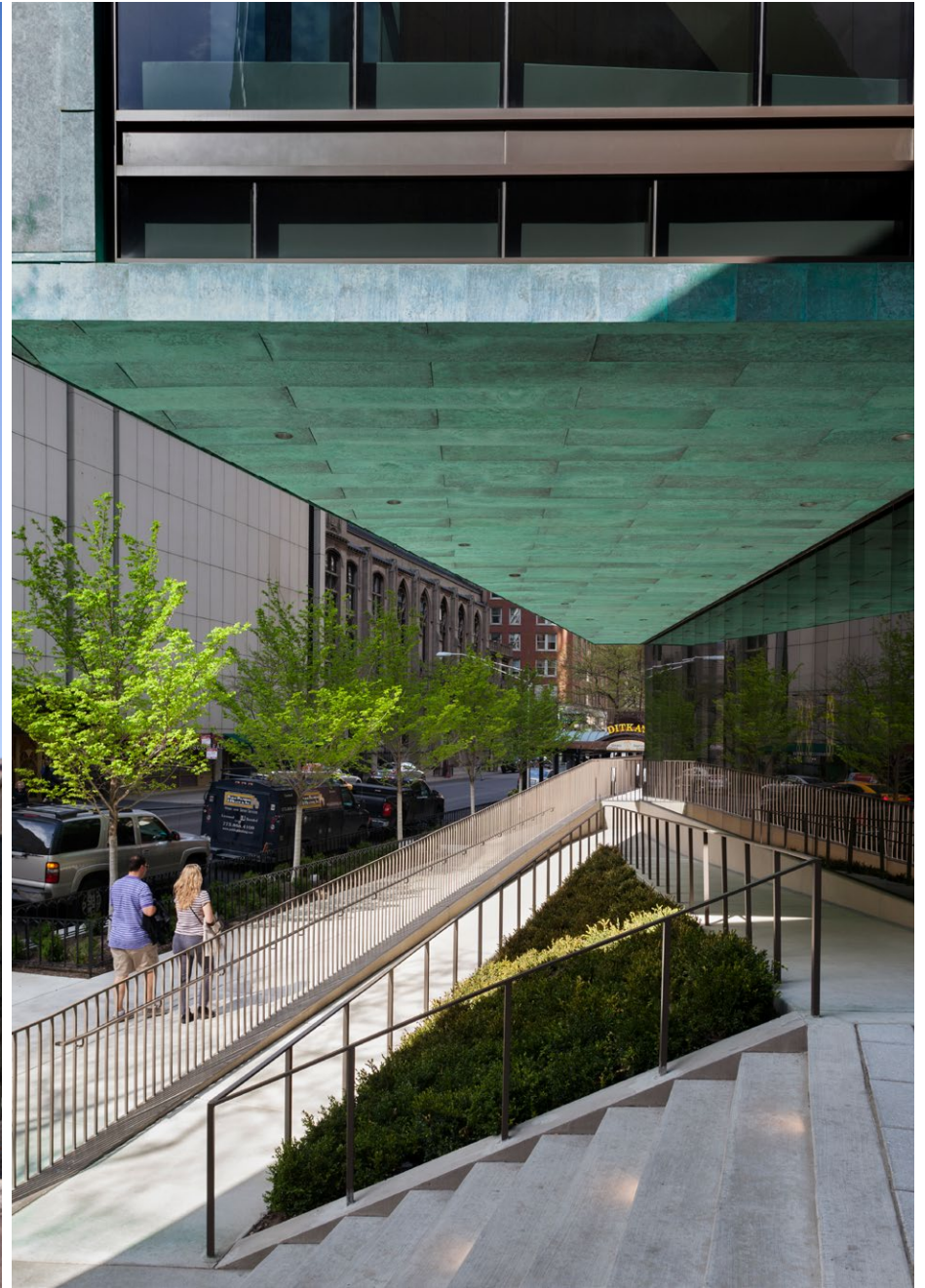
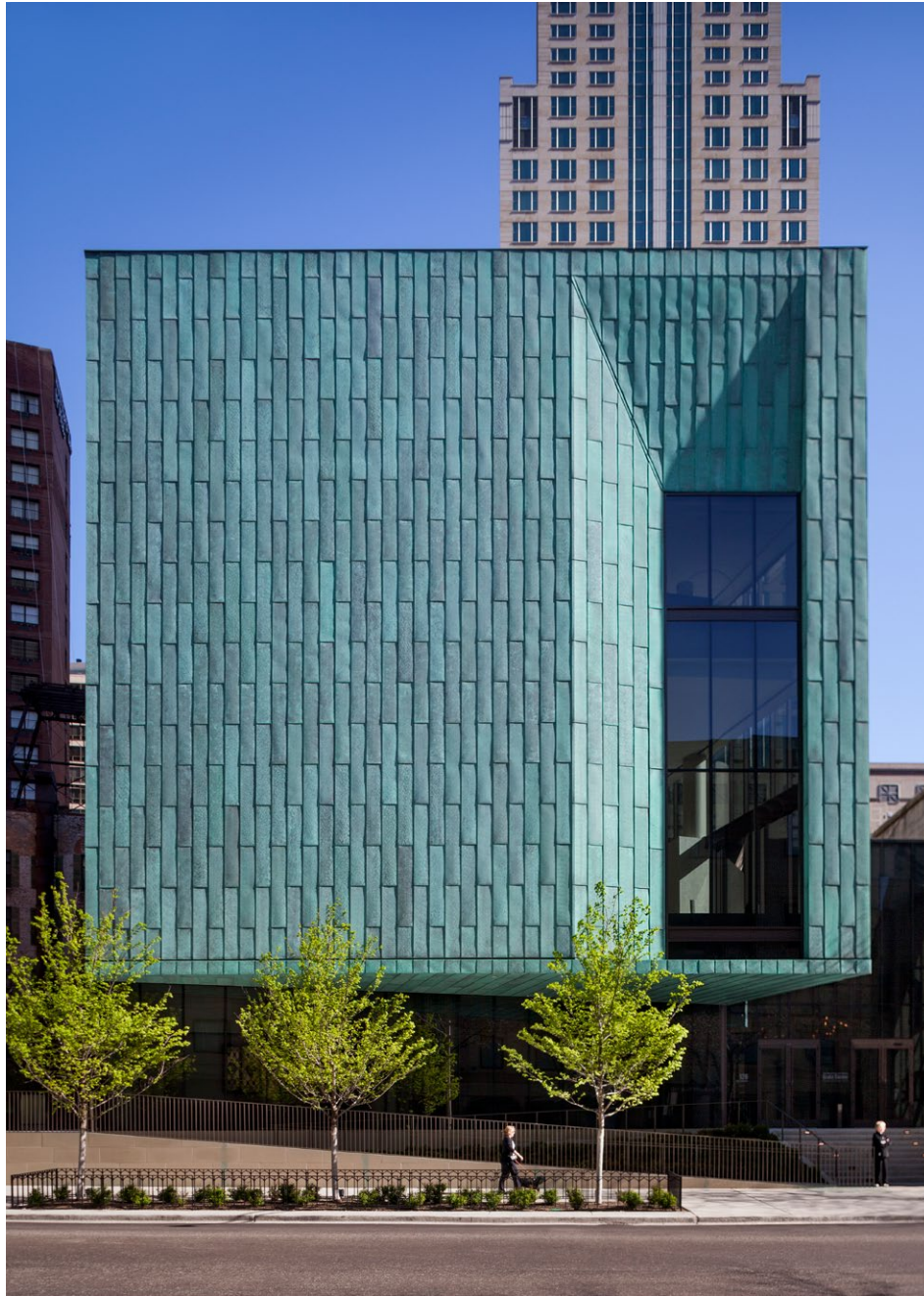
## Similarities to Your Project

- Modern Expansion of a  
Historic Structure

## Project Overview

As Fourth Church's membership and outreach programs grew, it became increasingly difficult to meet the needs of both the congregation and community activity in their existing space. Gensler was brought in to answer the church's challenge of how to add on to their facility to look toward its future without disregarding its historic past. The new 76,200 sq. ft. building was designed to tie together the old and the new by using modern interpretations of the existing gothic architecture. The addition allows the church to support a congregation of up to 10,000 members and to continue to serve the community.





# MINIMIZING DOWN TIME LOS ANGELES CONVENTION CENTER

Conventional  
Wisdom Gensler

## At a Glance

- Location:** Los Angeles, CA  
**Size:** 300,000 sq. ft. Exhibit Hall  
90,000 sq. ft. Meeting Rooms  
70,000 sq. ft. Ballroom  
**Cost:** \$350,000,000  
**Services:** Architectural Design,  
Master Planning



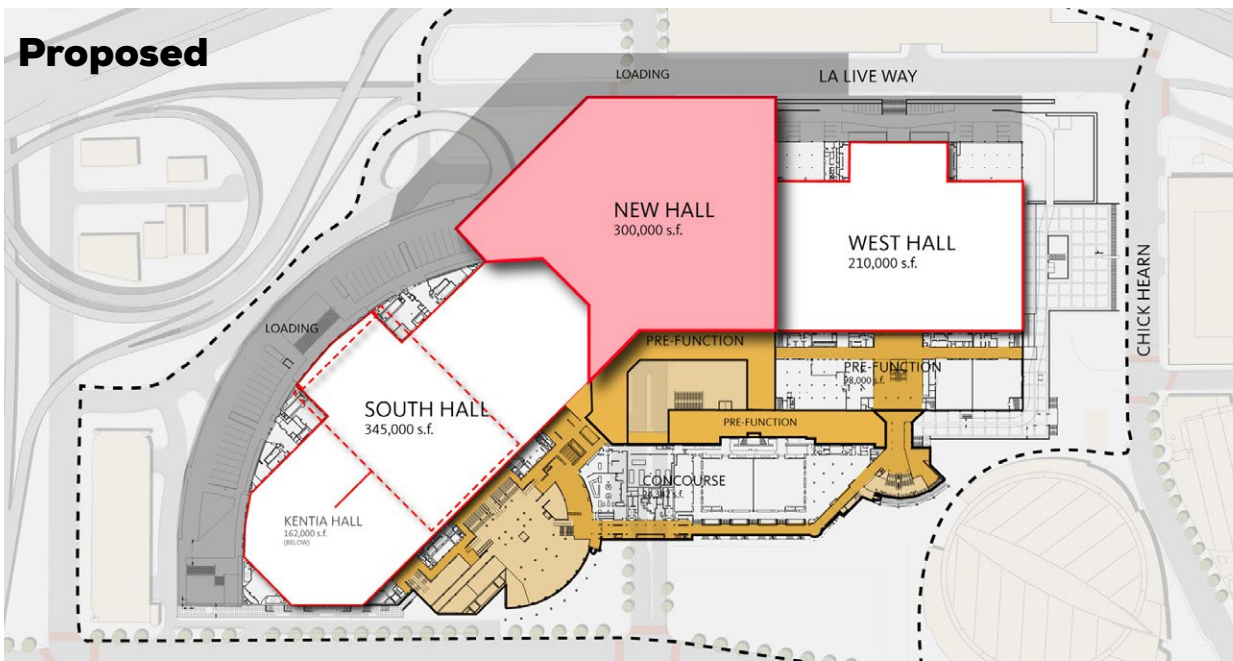
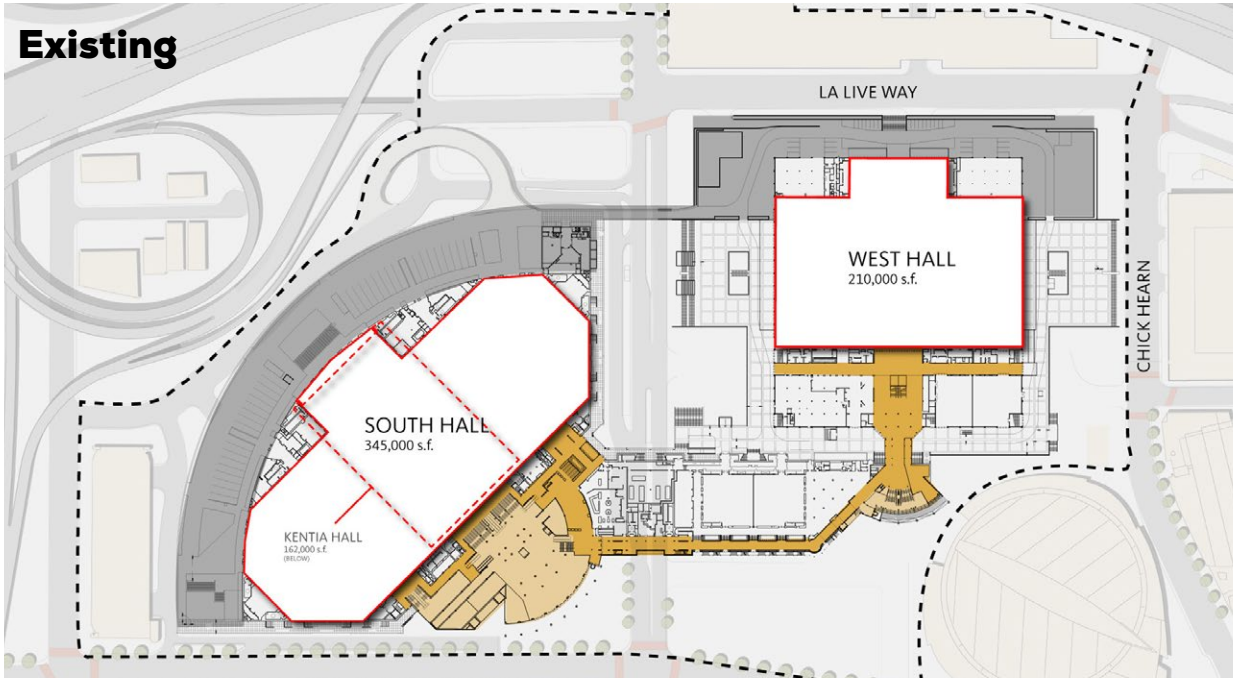
## Similarities to Your Project

- Expansion of Existing Facility
- Need to Maintain Continuous Operation
- Tight Urban Site

## Project Overview

Working with existing buildings is not a challenge that is exclusive to historic structures. All kinds of facilities require minimized down-time in order to maintain revenue streams or to ensure that key tenants or regular customers do not seek out other venues.

For the Los Angeles Convention Center, our team was the only one that prioritized a fully up and running facility during the major expansion. The LACC could not afford to lose the LA Auto Show or E3 to competing venues during downtime. As a result, the Gensler planning scheme was the one that was ultimately chosen. The solution took into consideration issues including physical connection, central plant continuity, electrical substations, and construction staging.



## Major Project Challenge

Expand the existing Convention Center and avoid disruption to ongoing events and operations.

## Solution

The expansion is placed between the two existing exhibit halls, and avoids both electrical vaults and central plants, thereby ensuring continuous operation during the entire construction period.

# ILLINOIS FALL CREEK CENTER

*Ivy Tech Community College*

## At a Glance

**Location:** Indianapolis, IN

**Size:** 230,000 sq. ft.

**Cost:** \$31,300,000

**Type:** Addition and Renovation

**Services:** Architecture, Interiors, Mechanical, Electrical, Plumbing, Technology, Civil, and Landscape Architecture



*Student and Faculty Gathering Space*



*Exterior*

## Similarities to Your Project

- Extensive Preservation, Renovation, and Additions
- Light-Filled Corridors and Classrooms Enhance Student Learning
- Integration of New and Historic
- Large Community Meeting Space and Food Court
- Community Outreach and Integration

## Project Overview

The Illinois Fall Creek Center (Old St. Vincent Hospital) consisted of an incredibly complex restoration, renovation, and addition. Originally built in 1911, the building had long been abandoned when it was given to Ivy Tech Community College by the City of Indianapolis. Working with the college and the community, Schmidt Associates developed a plan to restore the historic southern facade and central stair to renovate 50,000 sq. ft. of the existing building, demolish the central and northern building bays, and create a new 180,000 sq. ft. addition.

The award winning result serves as the campus center including classrooms, labs, a cafeteria and kitchen, as well as student commons and community meeting rooms. A new elevated pedestrian bridge connects to an additional historic structure—the AUL building—Ivy Tech’s first academic building on the Fall Creek campus.



*Historic Exterior*

# SCOTT COLLEGE OF BUSINESS

Indiana State University

## At a Glance

**Location:** Terre Haute, IN

**Size:** 93,700 sq. ft.

**Cost:** \$15,600,000

**Type:** Renovation, Adaptive Reuse, Addition

**Services:** Architecture, Mechanical, Electrical, Plumbing, Civil, Landscape Architecture, Interiors, Technology, and Sustainable Design



Central Corridor



Exterior Addition

## Similarities to Your Project

- Extensive Adaptive Reuse
- Technology-Rich Spaces
- New Classrooms Throughout
- New Faculty/Staff Offices Throughout
- Student Gathering Space
- New Systems Throughout
- Addition and Renovations

## Project Overview

At Indiana State University, the historic federal courthouse was renovated into the new College of Business. Classrooms and high-tech trading facilities permeate the existing facility, while an addition to the facility's south facade provides a huge opportunity to create student dining and commons space.

Full of historic character, the facility required a two-phase renovation to provide students with flexible learning environments and updated technology. Mimicking the original building's scale and materials, Schmidt Associates restored the timeless limestone façade of the building. We retained the historic character of the building with plaster-arched ceilings, decorative painting, marble wainscoting, and decorative light fixtures, while tucking new high-tech classrooms behind wide, restored corridors. The building's grandiose, two-story federal courtroom was fully preserved and simply rewired to accommodate modern technology.



Historic Facade

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# DESIGN QUESTIONS

“Schmidt Associates worked hand-in-hand with Hoosier Energy’s stakeholder teams to understand critical space adjacencies for a very diverse work force; but also to fully understand our very unique industry-specific space needs from power marketing to communications. Knowing that specific details may not have been volunteered by stakeholders, Schmidt Associates took extra steps to ask the right types of questions to ensure that every space requirement was understood.”

Matt Mabrey, Project Manager at Hoosier Energy Rural Electric Cooperative



# INCORPORATING SECURITY

Security Concerns for convention facilities have changed dramatically in the last 20 years, with the need to address active shooter and potential terrorist threats coming to the forefront. At the same time, the facilities need to remain welcoming to the large volumes of visitors that are looking for a seamless and hospitable experience. As a result, we address these issues in our designs every day. There are many similarities in our airport projects, so we have shown a few examples from there as well. Here are a few key considerations:

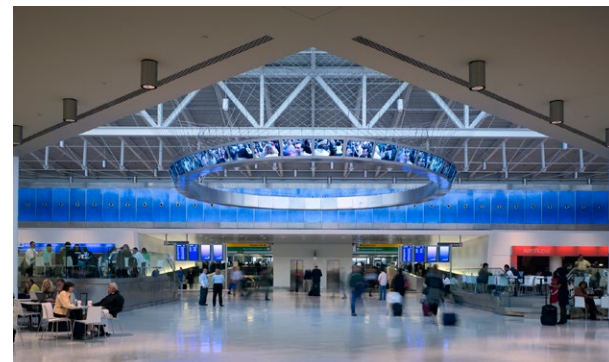
- Beginning at the site perimeter, physical barriers should be installed at potentially vulnerable entry points—this can be bollards, or simply cleverly designed landscaping at entrances.
- Physical design and technology cannot solve all security issues—a human component will always be necessary. Creating open space buffers to review and oversee the public entering the building gives security an opportunity to survey large crowds before they enter the building. Similarly, large prefunction areas can serve a similar function within the building.
- Access points to the building do not need to work the same way for entering and exiting the building. Entries should funnel visitors to a limited number of locations, thereby making efficient use of screening procedures. Loading docks and back-of-house access points need to conform to similar constraints.



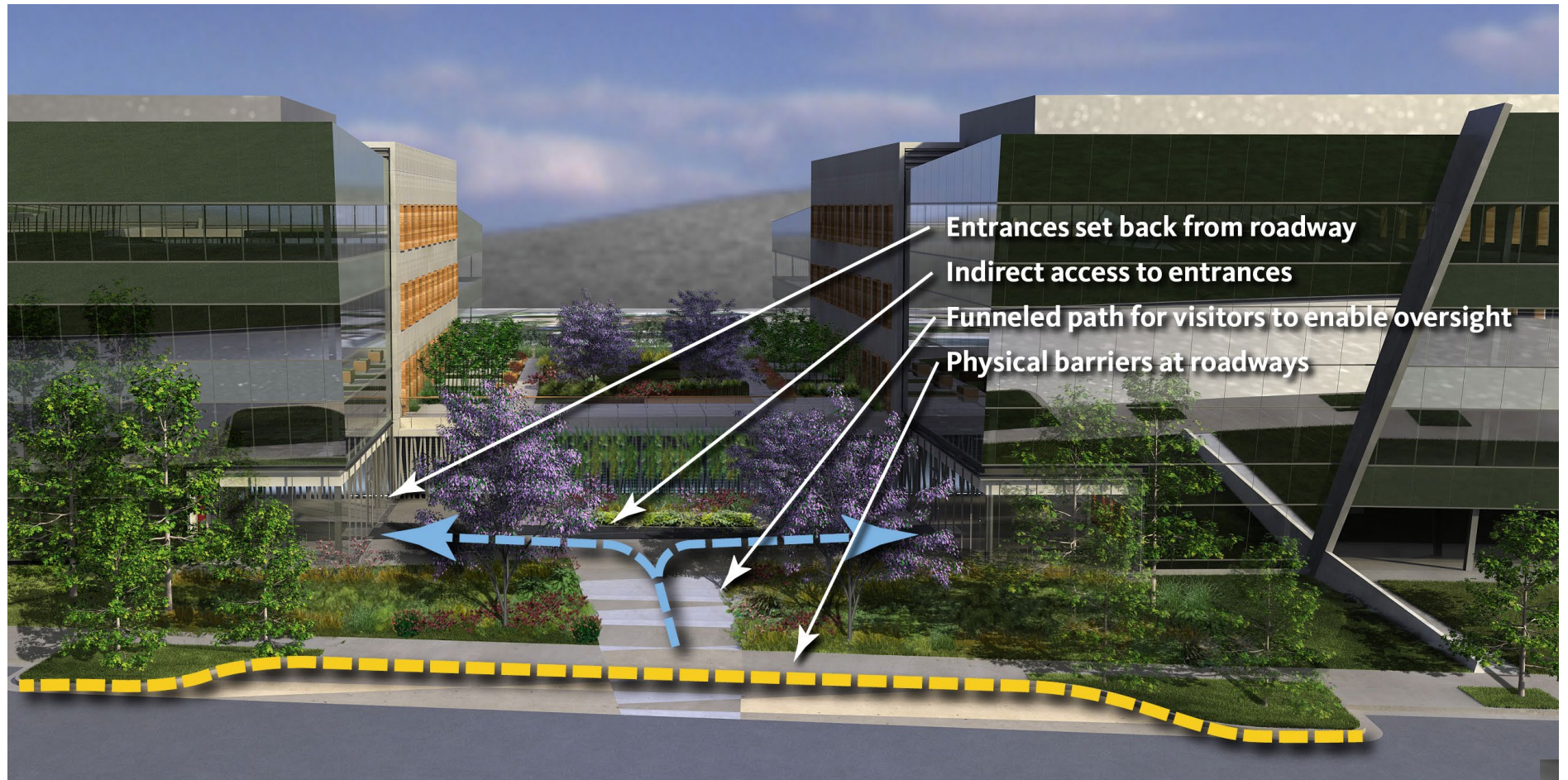
*Open pre-functions with high visibility*



*Reduced number of entry points*

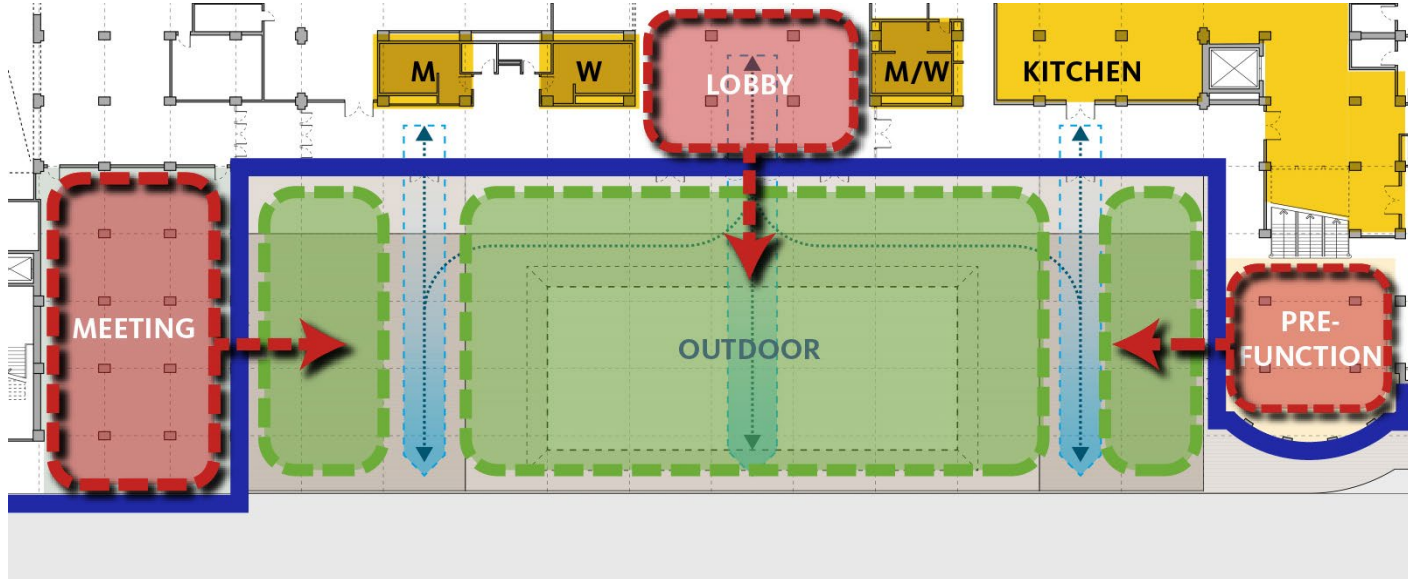


*Funnel visitors through easily observable areas*



*Security configurations at building perimeter*

# SPACE UTILIZATION



The keys to creating valuable secondary space is flexibility and support. Just about any large gathering space in the facility can be utilized for an event and since your potential tenants come in all shapes and sizes, they will be interested in leasing creative or unique spaces. Indoor prefunction areas, lobbies, and outdoor space fall into this category. However, the designs must incorporate a number of built-in features to maximize opportunities:

- Flexibility to be divided into multiple configurations
- Flexibility to be used for multiple different functions
- The ability to segregate areas for simultaneous events
- Proper electrical, A/V, and temperature controls (shade, outdoor heaters, etc.)
- The ability to serve the area from back-of-house spaces like kitchen and loading
- The ability to serve the area from front-of-house spaces like lobbies and prefunction areas
- Access to restrooms.



**Casual Outdoor Seating**



**Concert**



**Tented Space**

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# PUBLIC INPUT / BOARD SUPPORT

Engaging communities of interest impacted by planning and design decisions is critically important to the long term success.



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# PUBLIC INPUT/BOARD SUPPORT

Our team recognizes the importance of the future convention center's alignment with previous and ongoing initiatives (including the HVS Market Study, the City and County Master Plans, the City of Bloomington Comprehensive Plan, Et Al.). The area parameters of these studies encompass the convention center and surrounding area. It is important, therefore, that stakeholder meetings promote the coordination of these various initiatives with respect to land use strategies, mobility, overlaps and gaps, shared resources, and funding mechanisms.

Our team, working closely with the Monroe County Convention Center (MCCC) and its appointed Steering Committee, will explore a wide range of possible scenarios for future development in and around the convention center. Each scenario will take a holistic district-wide approach to solutions, acknowledging the interdependence between convention center and neighborhood.



Monroe County - WEDA Stakeholder Engagement

## Stakeholder Engagement

Developing a long-range master plan for a major civic asset like MCCC demands a highly collaborative process and input from a variety of constituent groups. Allowing each stakeholder to discuss and define its needs, anticipate market demand and growth, and come to a consensus is the only way to ensure the convention center expansion achieves a balance of interests for all parties. Our team's approach to development of the convention center expansion will promote a spirit of inclusion during MCCC meetings, Steering Committee work sessions, on-site planning workshops, and multiple stakeholder presentations and meetings.

The following opportunities for stakeholder engagement represent our team's approach to similar projects for (most recently) the City of Houston, City of Austin, City of St. Louis, City of Arlington, and City of La Crosse. Additionally, an MCCC/Stakeholder Engagement Plan graphic is included on page 44 to illustrate the levels of engagement throughout the planning process.

Simply stated, our team's approach promotes strategic thinking, consensus building, and informed decision-making.

## PROJECT KICK-OFF MEETING

We will begin the process with a goal-setting session with key representatives of MCCC and its Steering Committee. At that time, the assembled group will be asked to expand on its stated key objectives for the master plan report and co-develop a communications strategy for engaging civic, business, and industry leaders throughout the planning process.

## VISION SESSION

Our team will facilitate an all-day Vision Session with MCCC and Monroe County and City of Bloomington civic leaders, invited stakeholders, and industry leaders—including event specialists, meeting planners, and exhibitors. This consensus building workshop will provide a forum for an active discussion between all attendees about MCCC—sharing their observations and making recommendations for the future direction of the Convention Center. Additionally, Vision Session participants will share their observations and make recommendations for continued improvements to the surrounding neighborhood, related to amenities and attractions, hotel room supply, retail, entertainment, image, and character.

## PLANNING WORKSHOPS

Our team will conduct planning workshops with MCCC and key stakeholders identified in the communications plan developed during the Project Kick-Off meeting. The workshops will be conducted on-site in a meeting room at the convention center to foster a high level of participation by invitees.

Analysis of the project issues that influence MCCC's operations and competitiveness, a synthesis of conclusions from previous studies and the key principles identified in the Vision Session will provide the framework in Workshop #1 activities. The information that comes out of this exercise will give MCCC and the design team a clear direction in developing planning scenarios for MCCC and the surrounding district.

After the design team has had time to refine the planning scenarios developed in Workshop #1, a second planning workshop will be conducted with MCCC and invited key stakeholders. Each planning scenario will be reviewed and discussed in detail, the opportunities and constraints for each identified and documented. As feedback is received, some options will be eliminated and others retained for further consideration. At the conclusion of the second workshop, a preferred scenario for MCCC's future expansion will be identified for continued refinement.



*Kick-Off Meeting*

## STAKEHOLDER MEETINGS

As part of the communication strategy developed with MCCC, large and small meetings, community workshops, and presentations will be held throughout the planning and design process with local residents, public agencies, business leaders and the University to elicit their ideas and feedback for the options under consideration. Stakeholder feedback provides fresh perspectives for MCCC and the design team as the expansion plan continues to evolve. Stakeholder-inclusion fosters stakeholder support. The adoption and successful implementation of the MCCC expansion will rely heavily on support from the surrounding community.

To better understand our team’s approach to stakeholder engagement, a chart is included on the next page to illustrate how the meetings and workshops align with our envisioned scope of work.



Stakeholder Meeting

October 18, 2016

To Whom It May Concern:

In April 2014, Gensler was selected as the lead consultant to develop the Long Range Master Plan for the Austin Convention Center. Gensler was awarded the contract as their proposal clearly articulated they understood the Austin market and our desire to be a great convention and visitor destination.

The Gensler team, led by Alan Colyer, initiated the master planning process through significant public engagement. Vision sessions included the “Austin Convention Center is…” dialogue that sparked open and honest feedback regarding current perceptions of the Austin Convention Center. Planning sessions included discussing in detail each potential location for a possible convention center expansion and the pros and cons of each option. As facilitator, Alan Colyer has an incredible ability in engaging an audience and developing creative thought and enthusiasm about the topic at hand.

In November 2015, we jointly presented a draft version of our Long Range Master Plan to Austin City Council. The Plan included a recommendation to expand the convention center, but more importantly, included recommendations to transform the entire area around the convention center into a thriving district that will serve the needs of both the visitor and resident into the future. City Council has requested additional stakeholder input and we recently held a successful public meeting with the residents of Council District’s One and Three, which included a spirited visioning session led by Alan Colyer. We are continuing our stakeholder process and look forward to returning to Council for approval of the Plan in the near future.

We have developed a tremendous working relationship with the Gensler team. We relied heavily on their input and expertise and look forward to continuing our great relationship. I am available to provide additional information or answer any questions regarding Gensler’s performance or capabilities.

Best wishes,  
  
 Mark Tester  
 Director  
 Austin Convention Center Department



# EXAMPLE OF PUBLIC ENGAGEMENT PROCESS MCCC NOVEMBER 2018



Milestone Meetings,  
workshops &  
presentations



Progress meetings &  
as-yet scheduled  
meetings

Confirm final scope, schedule & communication channels; confirm key stakeholders & engagement strategy for future meetings; collect updated District site data.

Developing concepts with the MCCC team & key stakeholders based on the analysis & outcomes of the vision workshop; design responses to market trends & ongoing District-area initiatives.

Presentation to MCCC Leadership & invited Stakeholders to review the updated refinements to the preferred option selected during Planning Workshop #2. The meeting's format will provide an open forum for comments & direction from MCCC Leadership.

Following approval of the convention center expansion plan, the design team will proceed with the building design phase. Periodic progress reviews will be conducted with the Steering Committee for feedback & direction.

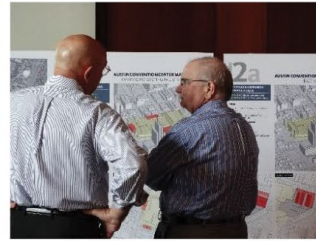


Building consensus on goals & aspirations for MCCC; project opportunities & constraints; what works & doesn't work; MCCC's new vision & timeline following the HVS economic study.

A review of the options developed during Workshop #1 with pros & cons for each option for MCCC team & stakeholder feedback & direction; selection of a preferred MCCC expansion option for continued refinement.

Public Engagement Session. Presentation of the City's vision for the future Convention District & MCCC-approved plan concept. Attendees would include community & business leaders, area residents & invited stakeholders whose feedback is welcomed.

Throughout the design process, regularly scheduled progress meetings & presentations will be conducted to the appropriate audiences. An inclusive process fosters community support.



# ARCHITECT OPERATIONS

“Schmidt’s approach to the project was organized and responsive to a variety of factors and inputs. They kept everything moving forward and the end result was just what we were looking for.”

Lynne Coyne, President & CEO of Bloomington Economic Development Corporation  
in reference to WEDA Branding and Placemaking



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# ERRORS & OMISSIONS INSURANCE

Total amount of protection provided: \$3,000,000 per occurrence; \$3,000,000 aggregate

Over the 42 years we have been in existence, we have rarely used our E&O insurance. In total, it has been less than .02% of total construction costs.

If required, we can obtain a specific project rider to meet your insurance needs.

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# SUMMARY

## **Schmidt Associates – A Unique Blend of Foresight, Insight, and On-Site**

Selecting a true partner to support you in any key aspect of an assessment or project is an important decision. At Schmidt Associates, we appreciate the importance of that decision. Everything we do, and the ways we do it, are intentionally designed to justify our clients' choice and to lead them to outcomes that satisfy their key criteria and exceed their expectations.

We offer the Foresight required to interpret client challenges with originality and effectiveness. We possess the Insight demanded to offer clients reassurance of successful delivery. And we have the On-Site experience needed to ensure in the end, the project that is built is the same as the project we designed.



### **Better Foresight**

Our knowledge of Bloomington and Monroe County will result in a facility that builds on the historic character and progressive attitudes of both—creating an experience for visitors *and* locals rooted in this specific place. This community-focused facility will build on your strategic and aesthetic goals, while driving convention business.



### **Better Insight**

Gensler's international experience setting best practices and utilizing lessons learned in convention and event center design on facilities *just like this one* in their size, scale, budget, and complexity ensures a best in class facility, capable of serving you now and into the future.



### **Better On-Site**

Our process has been specifically tailored around your commitment to community outreach and stakeholder consensus. Clear, comprehensive communication and a structured, results-driven process will ensure all stakeholders are continuously informed of the projects progress—that the board has the information and tools at hand to make good decisions and move forward.

**It would be our pleasure to serve Monroe County Commissioners!**



BETTER  
**FORESIGHT**



BETTER  
**INSIGHT**



BETTER  
**ON-SITE**



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