

Public-Private Partnerships Create Opportunity



Case in Point –

A Multi-Use Events Center, High School Sports Facility,
Cowboys Practice Facility and Headquarters:
Achieving more than the sum of their parts

Who Are the “Partners” ?

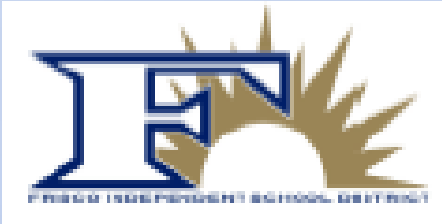


- City of Frisco
- Frisco Community Development Corporation
- Frisco Economic Development Corporation



- Frisco Independent School District

Defining the Public Need/Benefit –



NCAA/College Events,
Trade Shows, TAFF Events,
Concerts, Etc.



City Events (4th of July,
Memorial Day, Etc.)

Do we need a new
facility?



High School Sports Events
(Football, Soccer, Etc.)

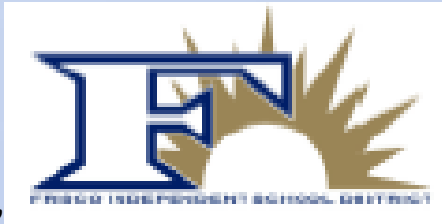


High School
Graduations

Indirect Additional Benefits –



Hotels, Businesses, Retail Sales,
Quality of Life



NCAA/College Events,
Trade Shows, TAFF Events,
Concerts, Etc.



High School Sports Events
(Football, Soccer, Etc.)

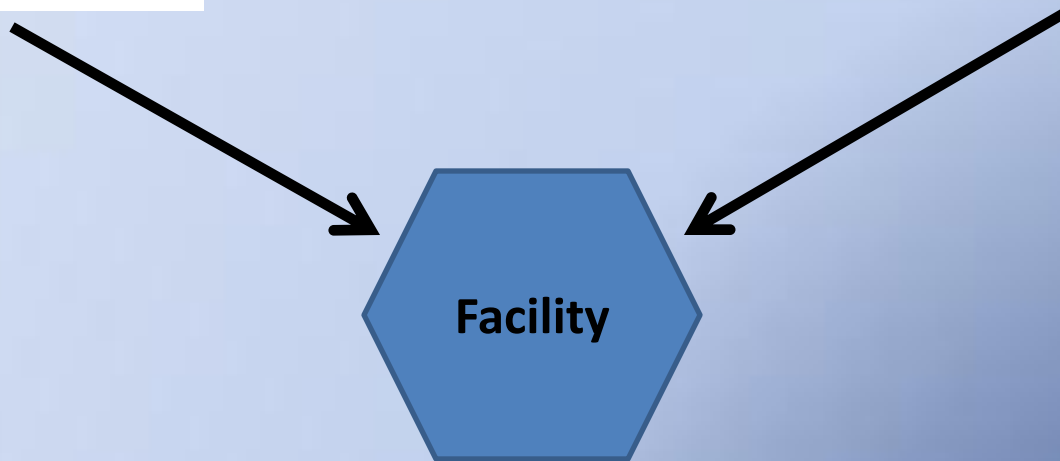


City Events (4th of July,
Memorial Day, Etc.)



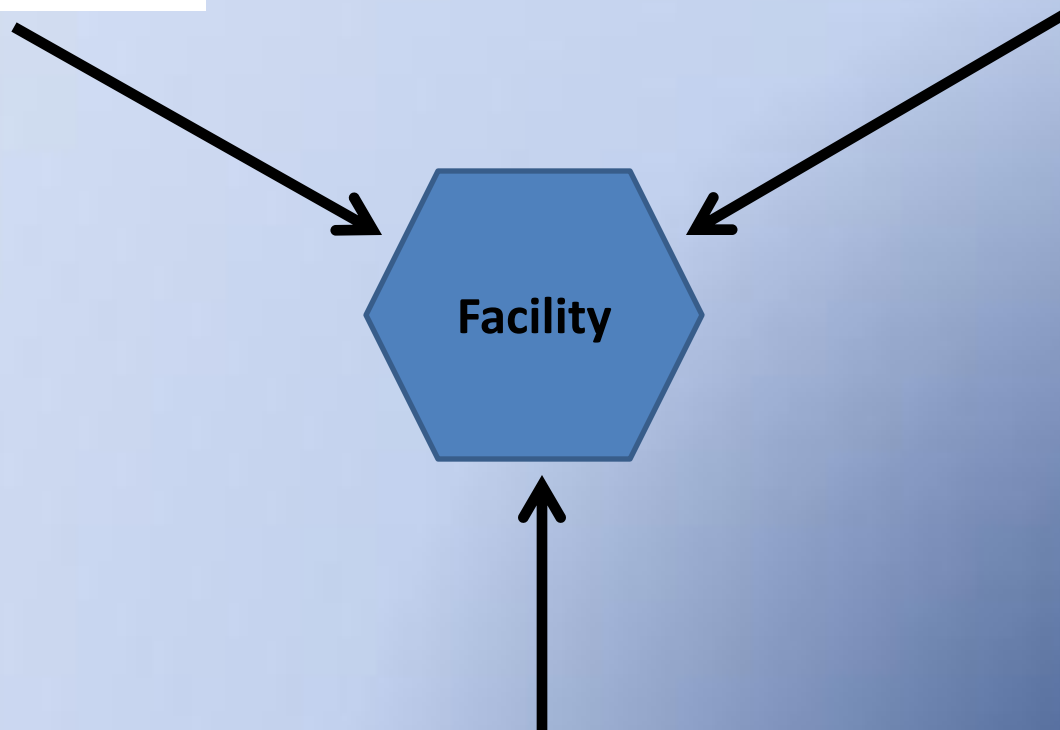
High School
Graduations

Continuing to Define the Need/Benefit –



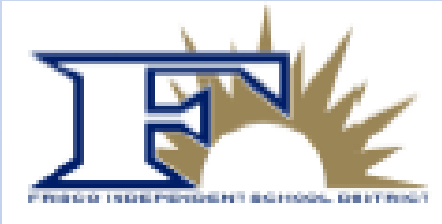
- Defined public need/benefit –
 - High School Sports Events (Football, Soccer, Etc.)
 - High School Graduations
 - City Events (4th of July, Memorial Day, Founders Day, Etc.)
 - Concerts, NCAA/College Events, Trade Shows, TAFF Events, Etc.
 - Indirect - Hotel Nights, Retail Sales, Restaurant Visits, Jobs
- **Publicly Funded**
- **Publicly Owned**
- **NOT Publicly Operated (Recognize what is NOT your core competency!)**

Continuing to Define the Need/Benefit – Take Into Account “All” of the Partners



- **Benefits to Operating Entity**
 - Tax Exempt Facility (Publicly Owned)
 - Tax Only on Leasehold Value
 - Long Term Lease with a Stable Lessor/Owner
 - Partner with Sports/Event Centric Community

Current Partnerships –



2003



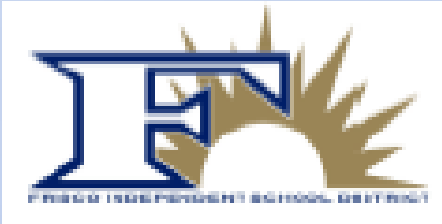


**Baseball
Stadium**



**Roughriders/M
andalay Sports**

Current Partnerships –



2004



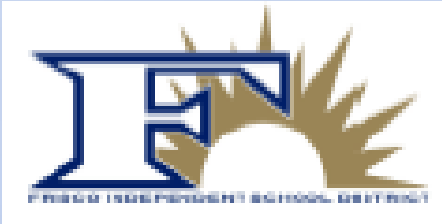


Ice /
Arena



Dallas Stars

Current Partnerships –



2006





Soccer Stadium

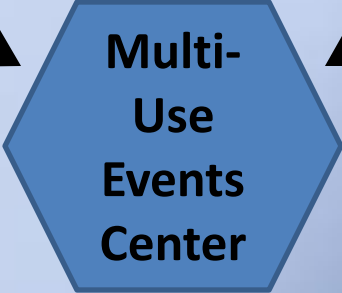
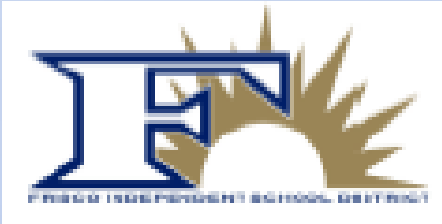


FC Dallas

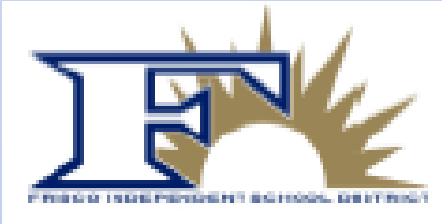
Newest Partnership –



Needs Identified
FISD – Stadium
City – MU Venue

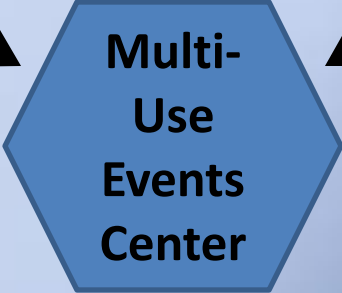


Newest Partnership –



- City of Frisco
 - \$30 Mill
- Frisco CDC
 - \$25 Mill
- Frisco EDC
 - \$5 Mill

- Fisd
 - \$30 Mill



- Operating Entity
 - Enter Long Term Lease
 - Share in Naming Rights
 - Responsible for Operating and Maintenance Cost
 - Responsible for All Construction Cost over \$90 Mill





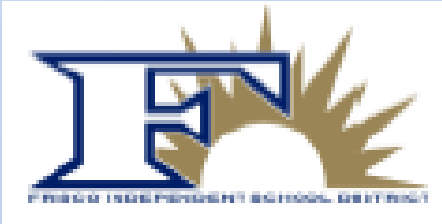
**Multi-
Use
Events
Center**

**Additional Benefit –
World Headquarters Facility
\$25 Mill FEDC Incentive**

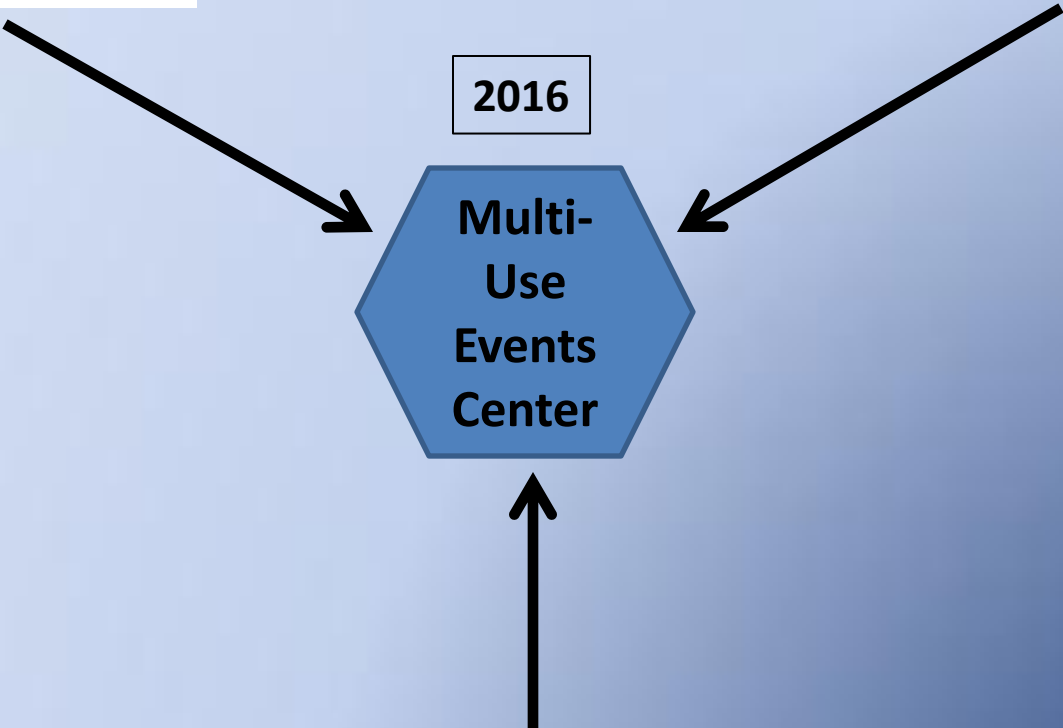
**Dallas
Cowboys**

COWBOYS

Simple 3 Way Partnership



2016



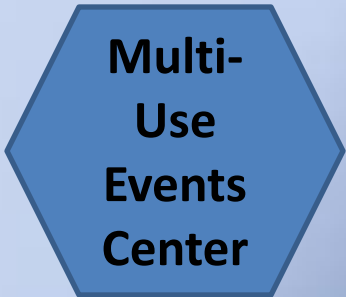
Simple 3 Way Partnership – Not Quite So Simple

City of Frisco



Frisco Independent School District

Frisco Community Development Corporation



- Adjacent Property Ownership
- Congruent Development
- ROW for Infrastructure

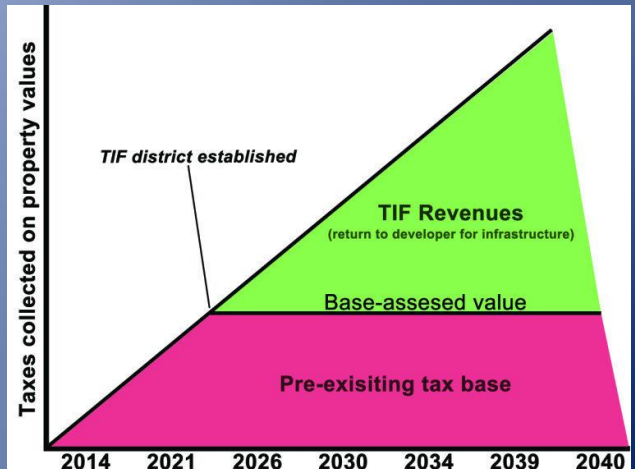


Frisco Economic Development Corporation



- Dallas Cowboys
- Blue Star Land

Tax Increment Financing District(s)



Simple 3 Way Partnership – Not Quite So Simple

City of Frisco



7 Members

Frisco Community Development Corporation



7 Members

Frisco Economic Development Corporation



7 Members



- Dallas Cowboys
- Blue Star Land

7 Members



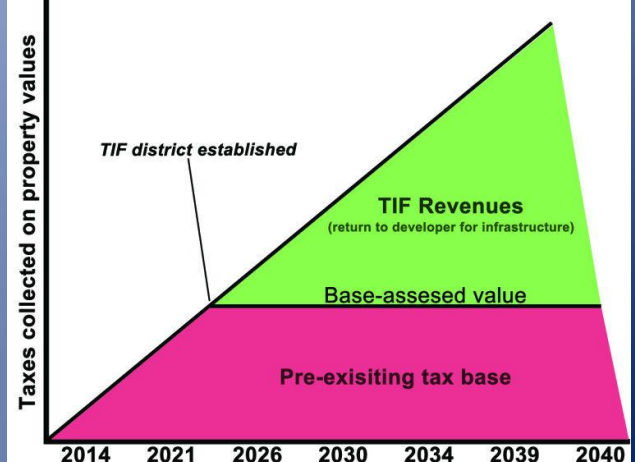
Frisco Independent School District

- Adjacent Property Ownership
- Congruent Development
- ROW for Infrastructure



Tax Increment Financing District(s)

7 Members +



Simple 3 Way Partnership – Complexity Continues

Partnerships and Agreements



- City of Frisco
- Frisco Community Development Corporation
- Frisco Economic Development Corporation



- Frisco Independent School District



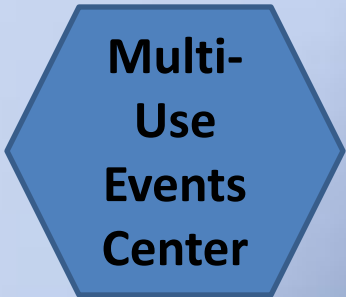
- Dallas Cowboys



- Adjacent Property Ownership



- Tax Increment Financing District(s)



Design and Construction



- Master Planner



- MUEC and HQ Architect



- Construction Manager at Risk



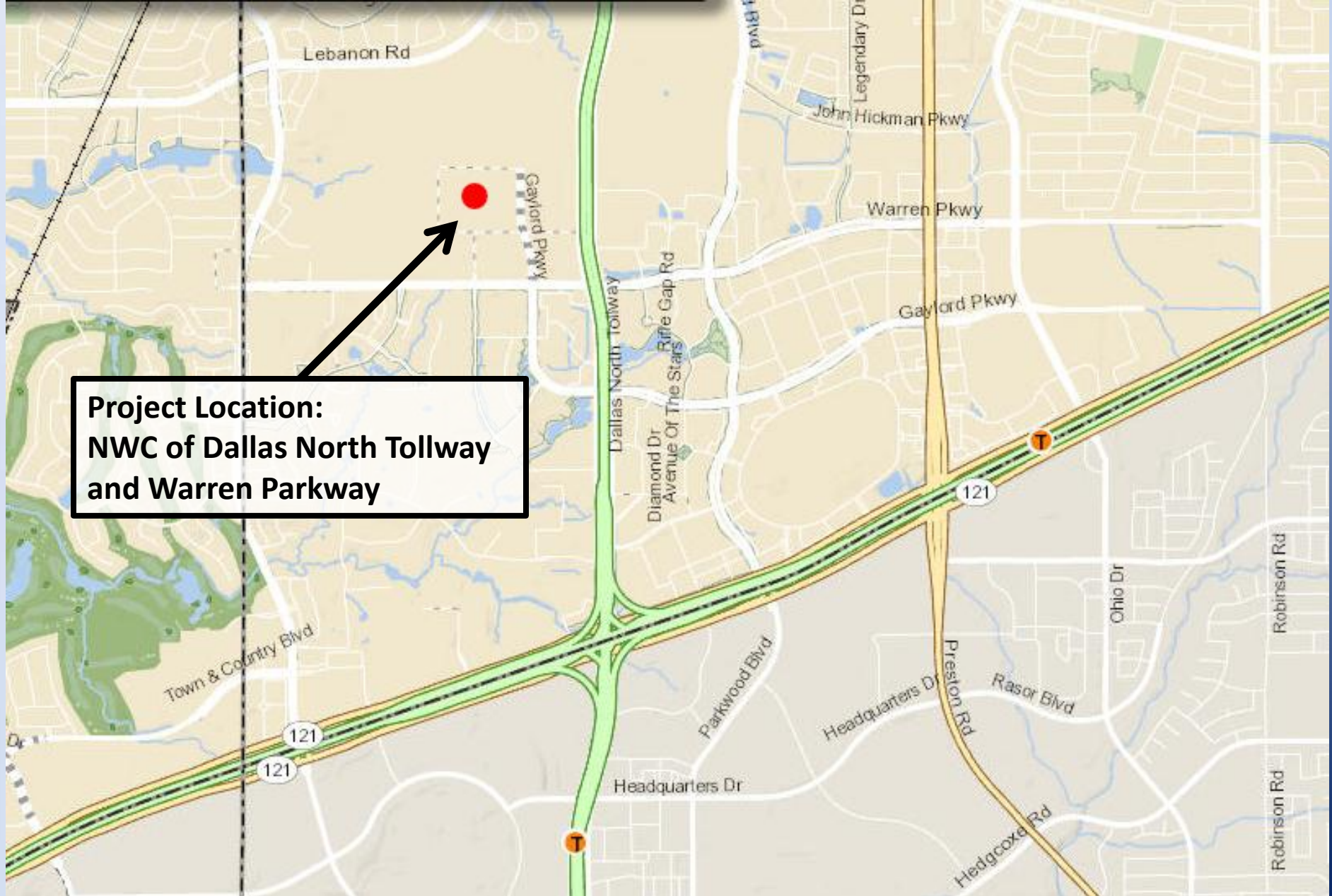
- Engineering



- Geotechnical Services

- 14 and Counting
Other Sub-consultants

Project Location –

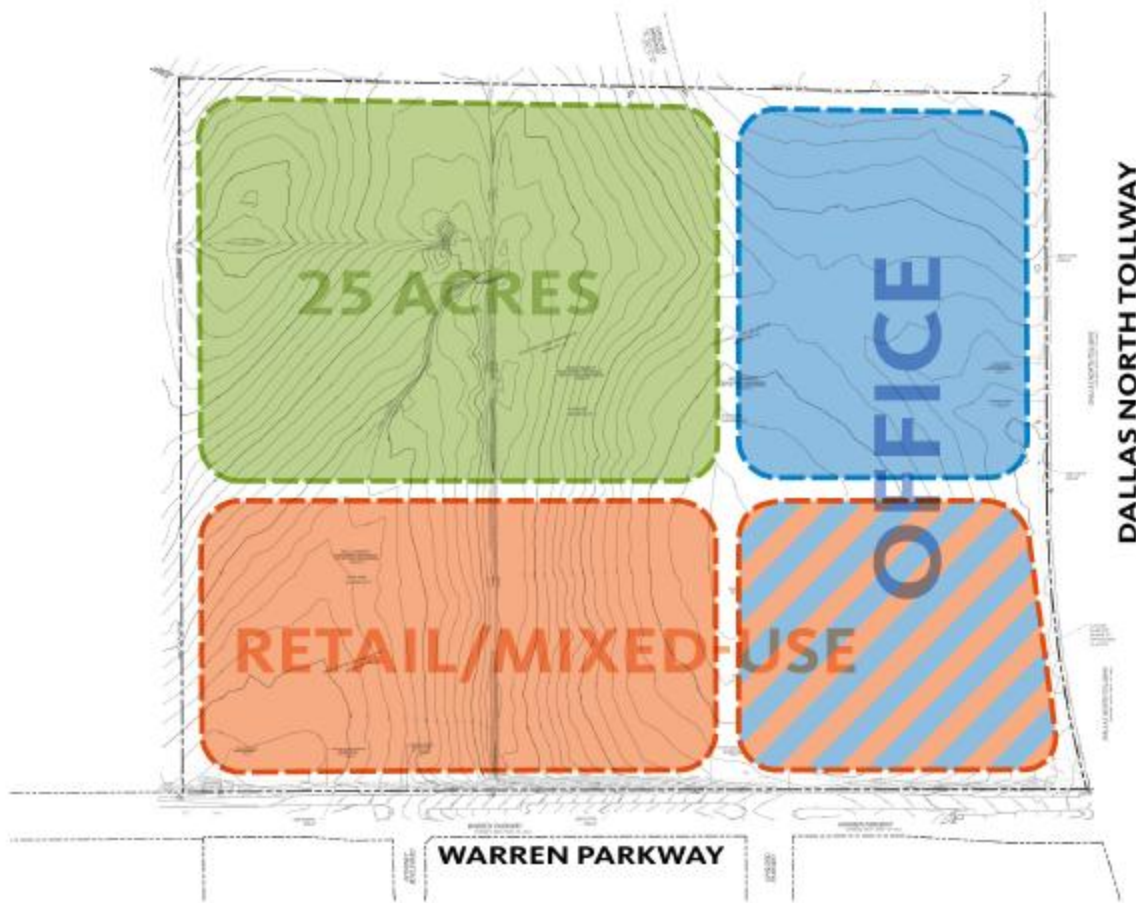


**Project Location:
NWC of Dallas North Tollway
and Warren Parkway**

Project Location –



Project Definition – Uses Defined; Not Just Zoning; Cohesive Functionality



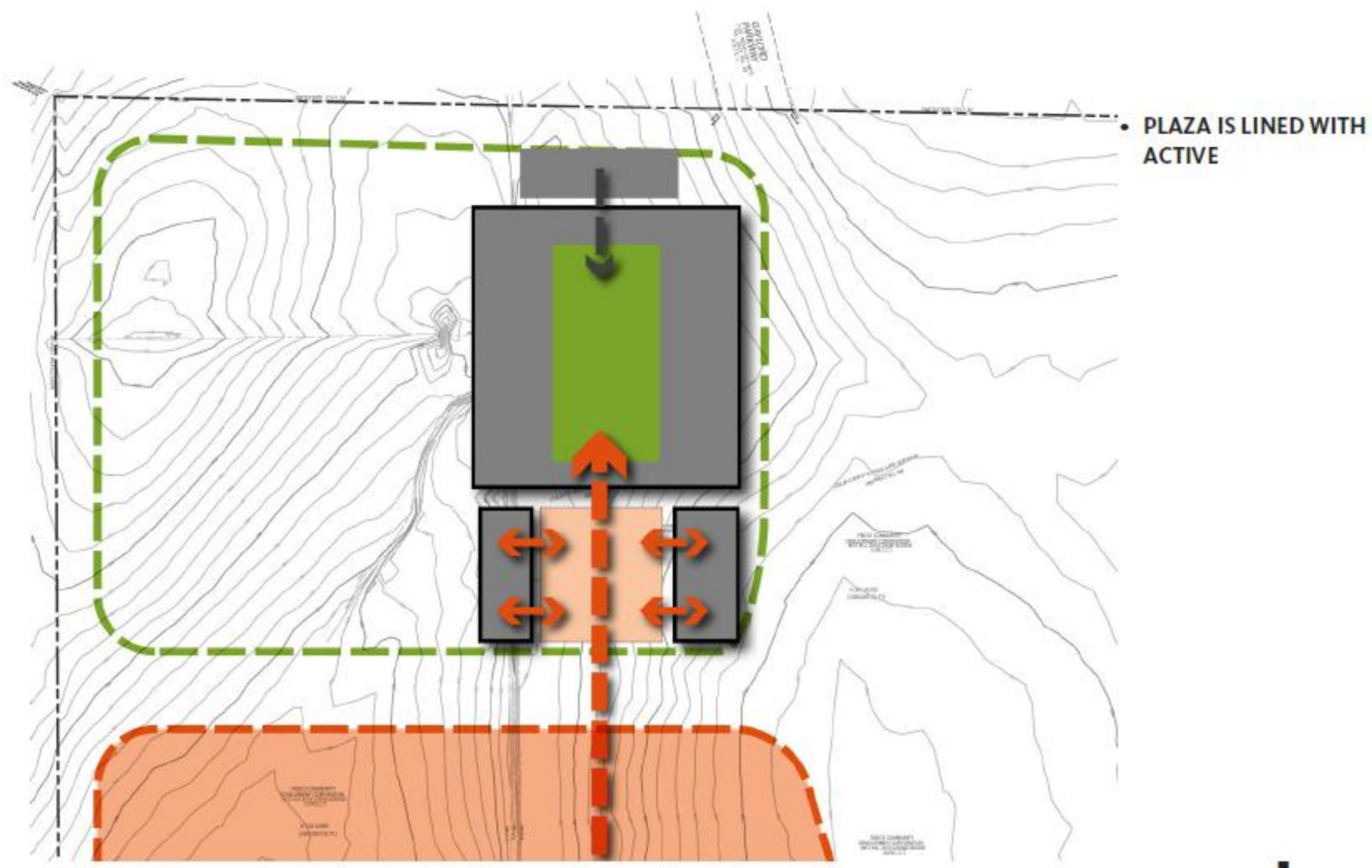
- MULTI-USE VENUE IS A DESTINATION
- VISIBILITY OF COMPLEMENTARY PROGRAM ELEMENTS
- TOPOGRAPHY AND GRADING ISSUES

Master Plan Development

Frisco Event Center and Cowboys Training Facility | March 31, 2014

25-acre site 

Project Definition – Plaza/Entrance Identity

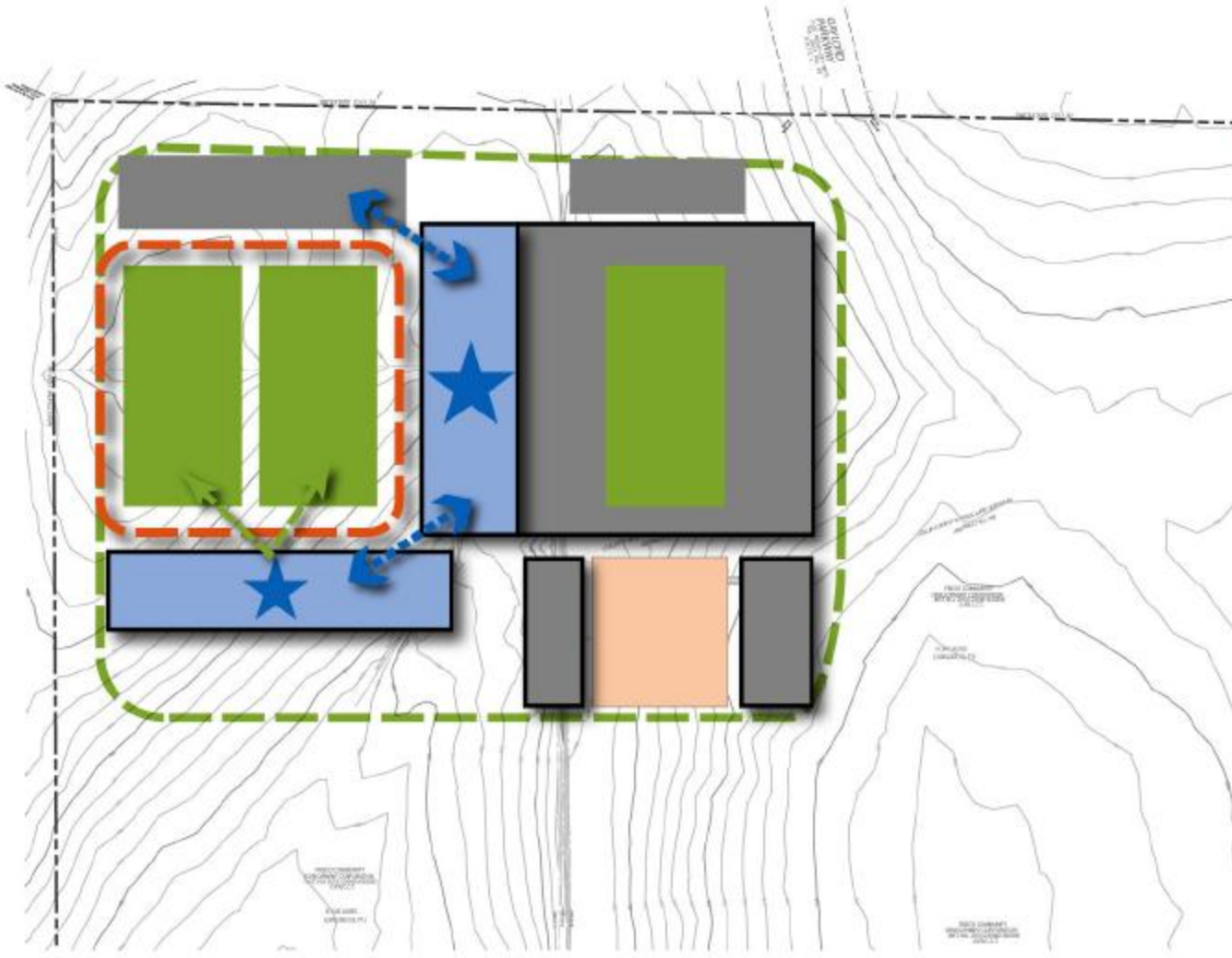


Master Plan Development

Frisco Event Center and Cowboys Training Facility | March 31, 2014



Project Definition – Operational Requirements



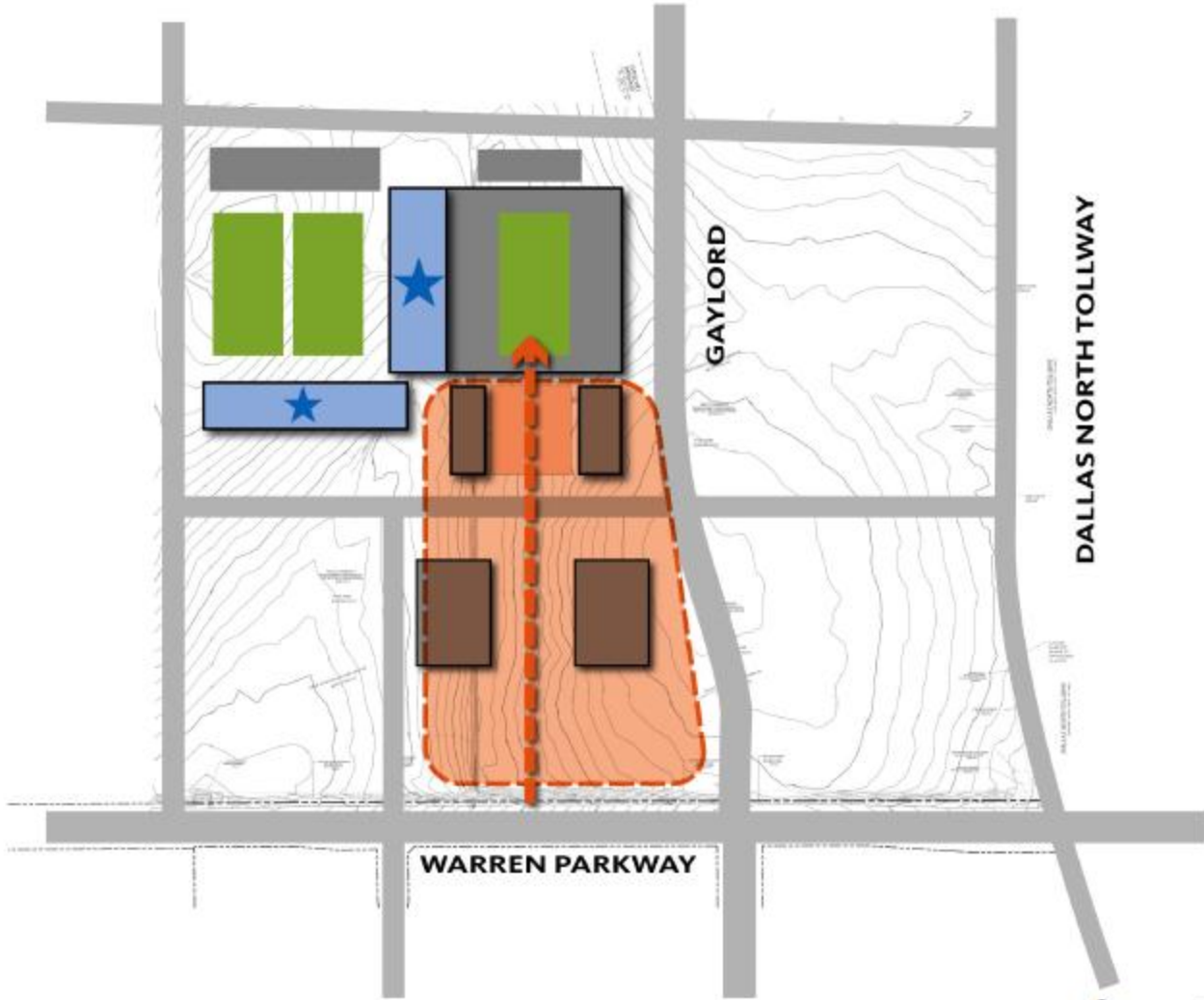
- HQ BUILDING
- CONNECTED TO OPERATIONS
- VISIBILITY TO FIELDS
- ACCESS FROM PUBLIC ROADS
- BUFFER FOR FIELDS
- PLAYER PARKING
- SEPARATE FROM PUBLIC
- CONNECTED TO OPERATIONS
- SECURE
- BUFFER FOR FIELDS

Master Plan Development

Frisco Event Center and Cowboys Training Facility | March 31, 2014

cowboys HQ 

Project Definition – Iconic Views



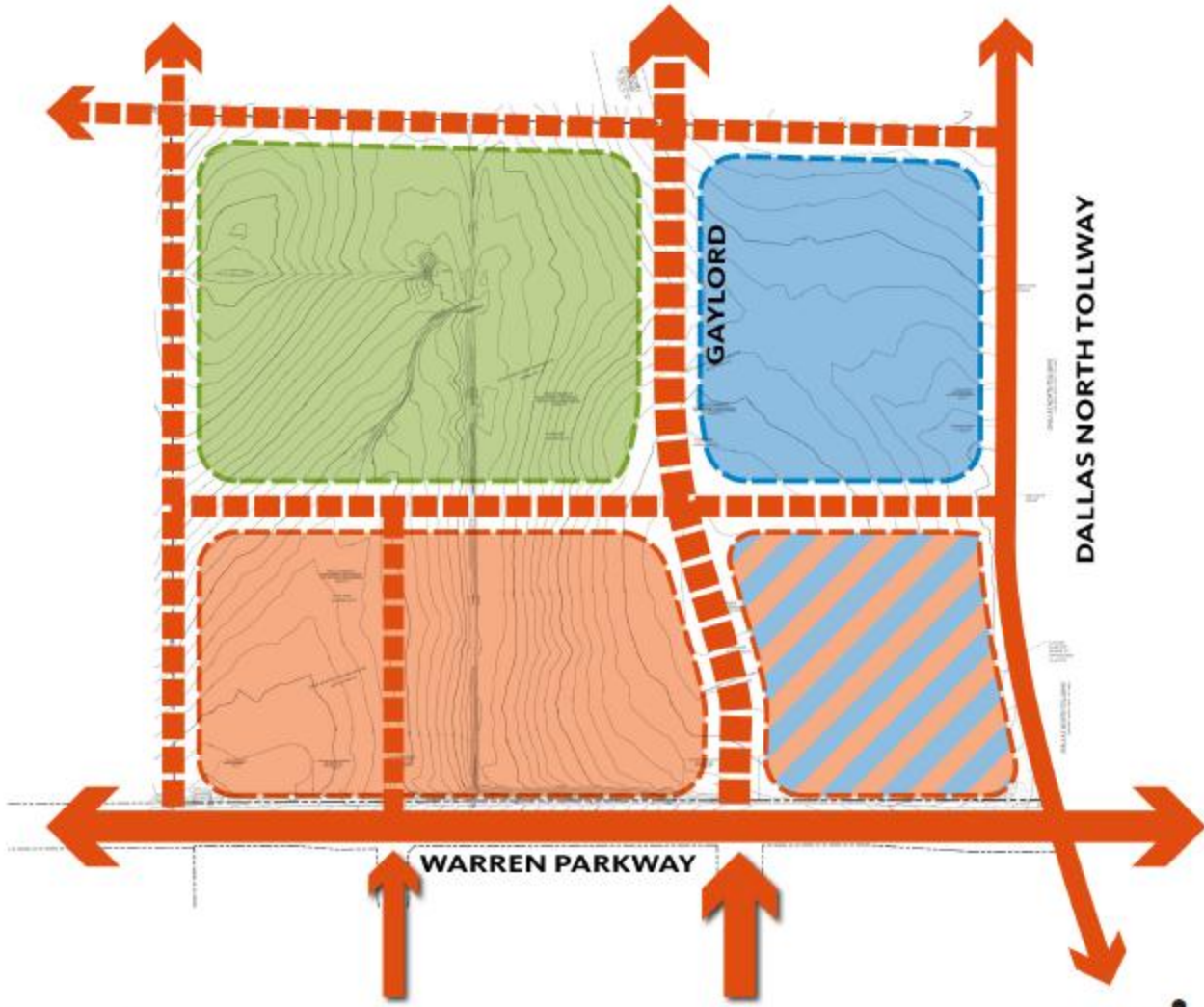
- ENTERTAINMENT/RETAIL/ MIXED-USE DISTRICT
- PEDESTRIAN-ORIENTED
- CLOSED STREETS DURING EVENTS
- PARKING STRUCTURES WITHIN BOUNDARIES

Master Plan Development

Frisco Event Center and Cowboys Training Facility | March 31, 2014

main street district

Project Definition – Transportation and Utility Needs Defined

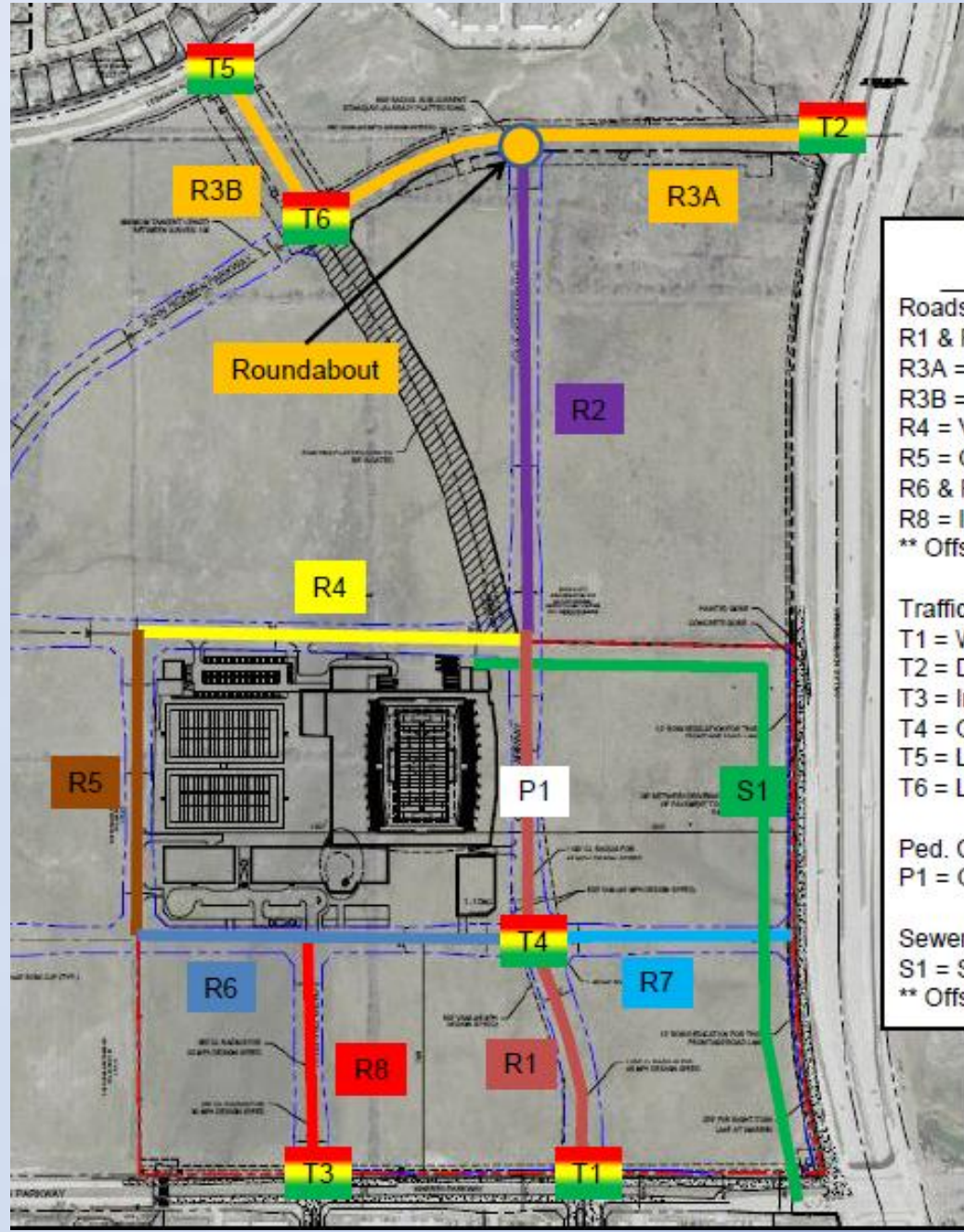


- CONNECT TO REMAINING EXISTING ROADWAY NETWORK
- PROVIDE ADDITIONAL PARCEL ACCESS
- APPROPRIATE SIGNAL SPACING

Master Plan Development

new interior roads 

Project Definition – Transportation and Utility Needs Defined



Site Improvements – Capital Projects

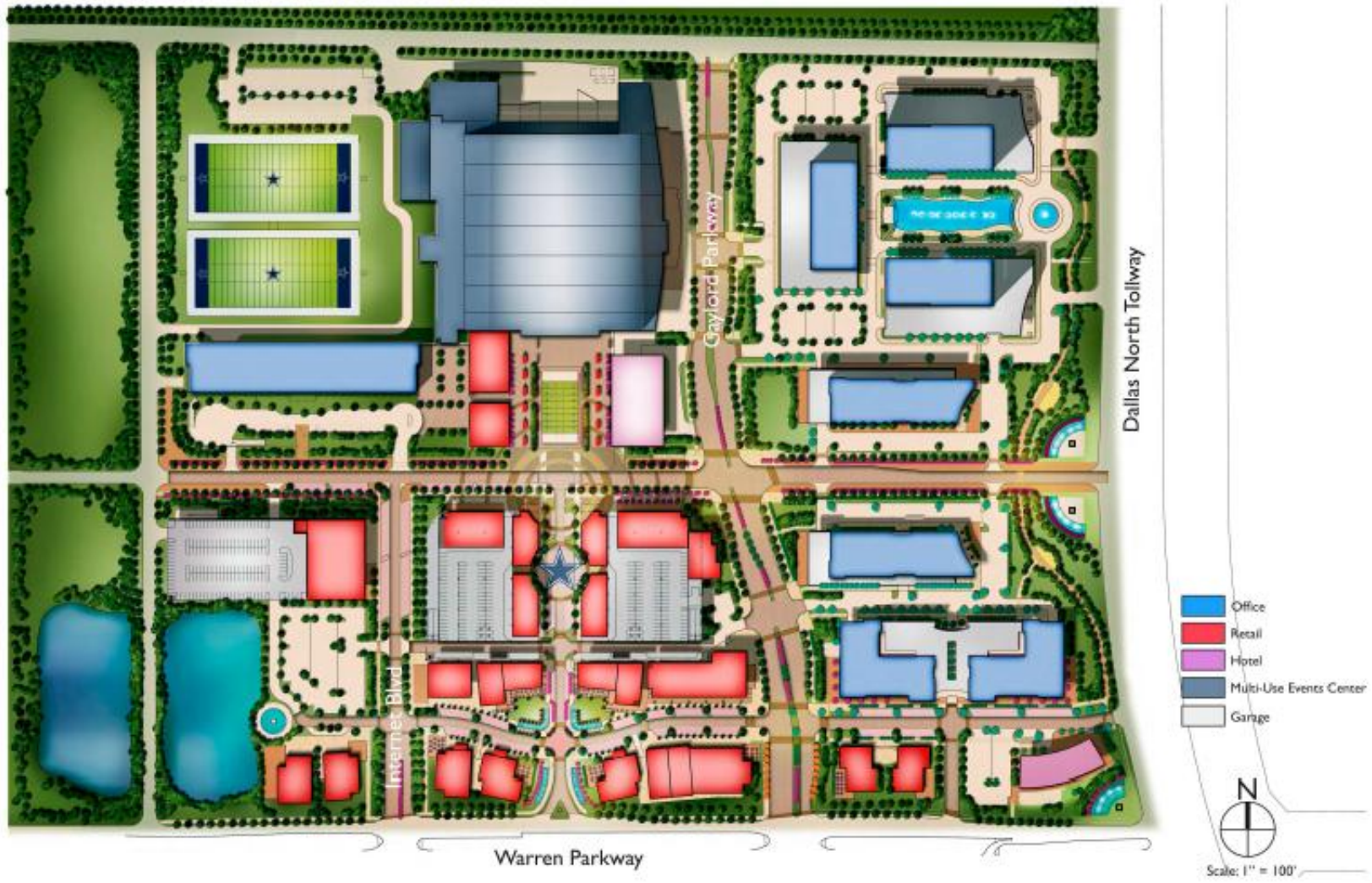
Roads – "R#"
 R1 & R2 = Gaylord Pkwy 4-Lane Divided
 R3A = John Hickman Pkwy 4 Lane Divided
 R3B = John Hickman Pkwy-Lebanon Connect 4 Lane Divided
 R4 = Varsity Lane 3 Lane Non-Divided
 R5 = Gridiron Road 2 Lane Non-Divided
 R6 & R7 = Cowboys Pkwy 2 Lane Non-Divided
 R8 = Internet Blvd. 2 Lane Non-Divided
 ** Offsite road – Dallas Pkwy 3rd Lane

Traffic Signals – "T#"
 T1 = Warren Pkwy & Gaylord Pkwy
 T2 = Dallas Pkwy & John Hickman Pkwy
 T3 = Internet Blvd & Warren Pkwy
 T4 = Gaylord Pkwy & Cowboys Pkwy
 T5 = Lebanon & Lebanon Connector
 T6 = Lebanon Connector & John Hickman

Ped. Crossing Improvements – "P#"
 P1 = Gaylord Pkwy

Sewer Line – "S#"
 S1 = Serves Entire 91 Ac.
 ** Offsite sewer – upsizing \$4.7 million

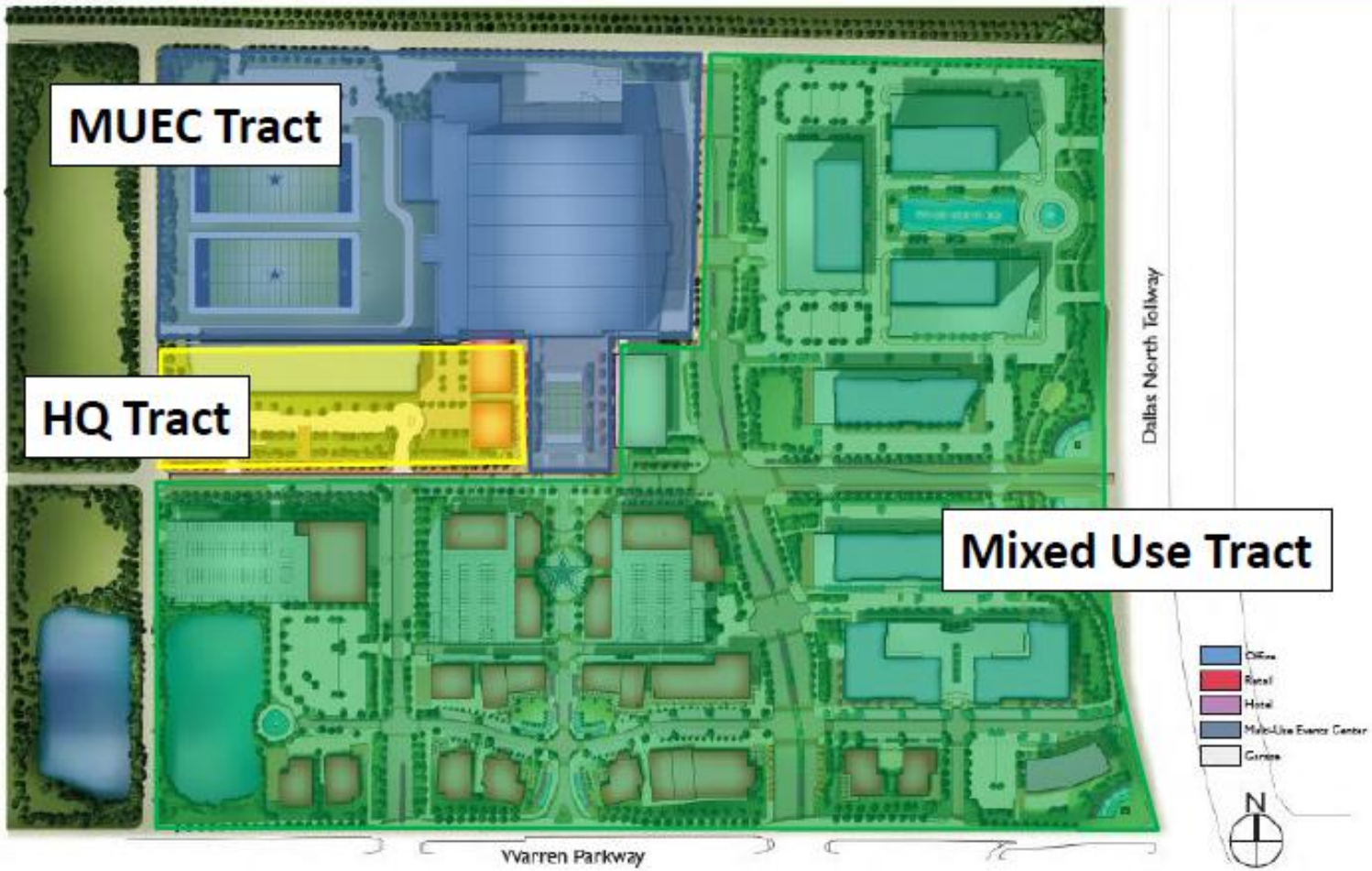
Project Description –



Overall Site Plan

Frisco Multi-Use Event Center & Cowboys Training Facility & Cowboys Headquarters | May 15, 2014

Uses Defined – Not Just Zoning; Cohesive Functionality

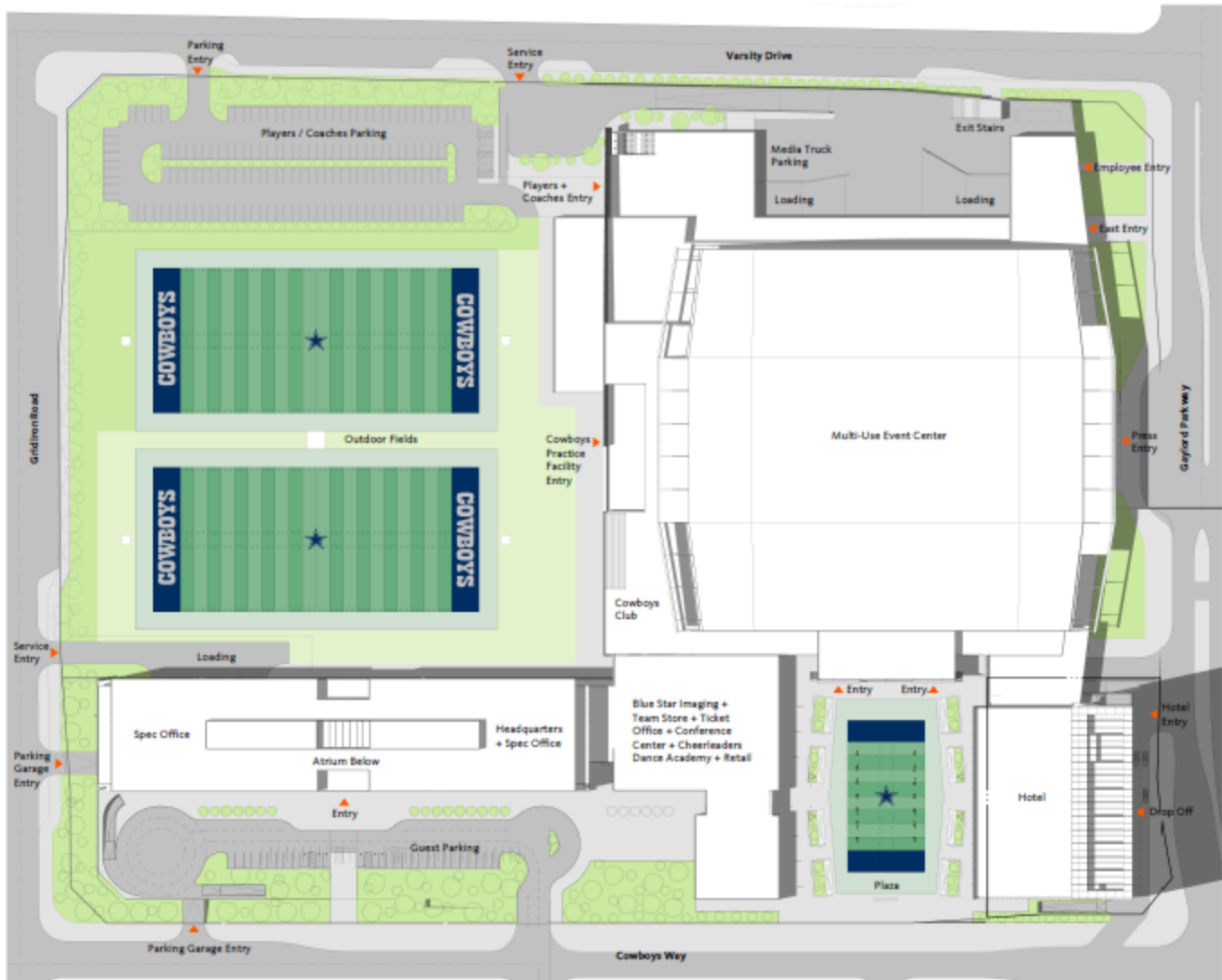


Project Description –



RETAIL VIABILITY DEPENDS ON EXPOSURE TO WARREN, REGIONAL TRAFFIC, HALL OFFICE PARK, OFFICE TO THE EAST, AND BRAND IDENTITY WITH THE COWBOYS

Project Description –

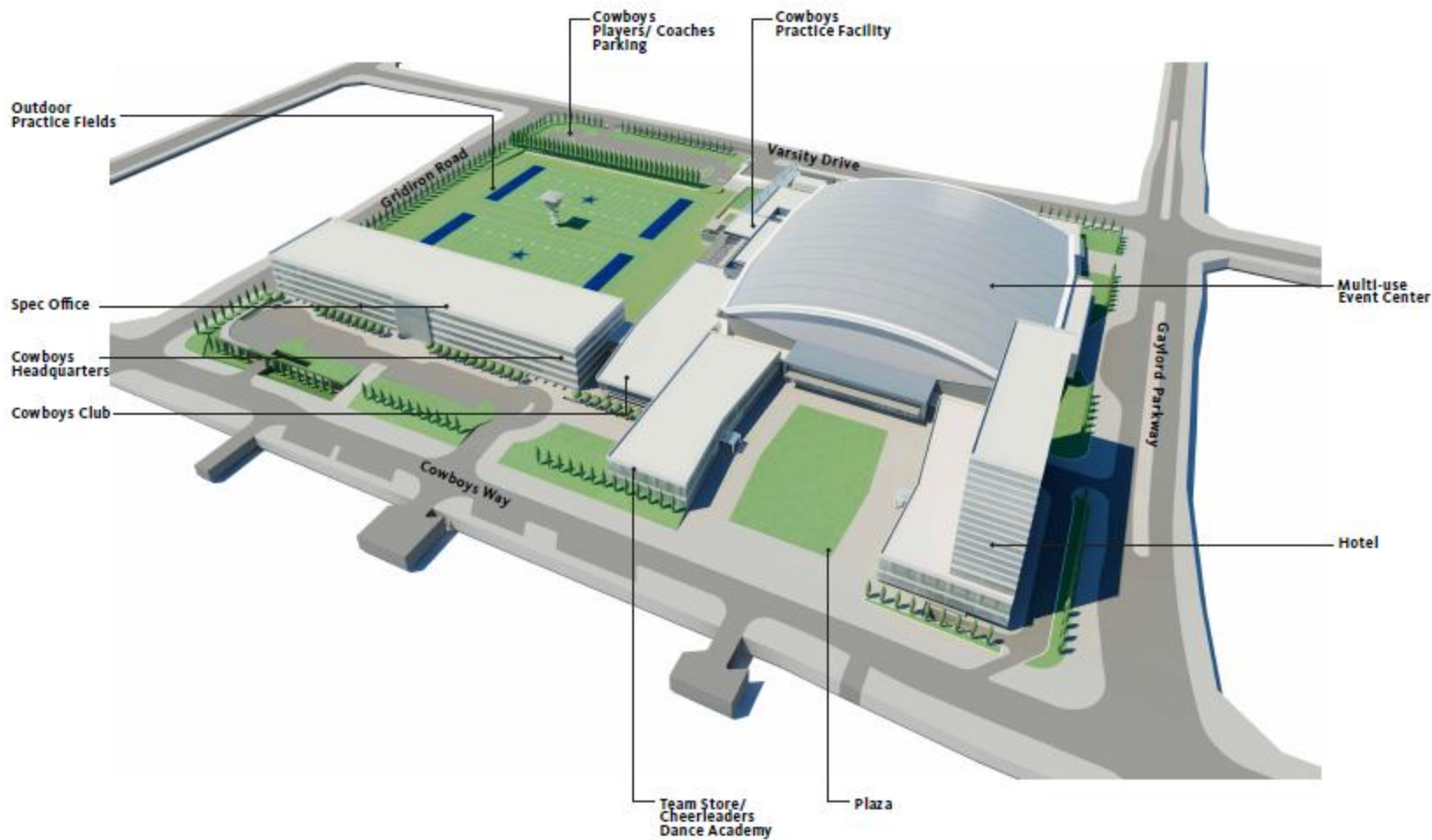


Overall Site Plan

Frisco Multi-Use Event Center & Cowboys Training Facility & Cowboys Headquarters | May 15, 2014

** PRELIMINARY ** THESE DOCUMENTS ARE INCOMPLETE AND NOT FOR REGULATORY APPROVAL, PERMITTING OR CONSTRUCTION / TED KOLLAJA - 13842

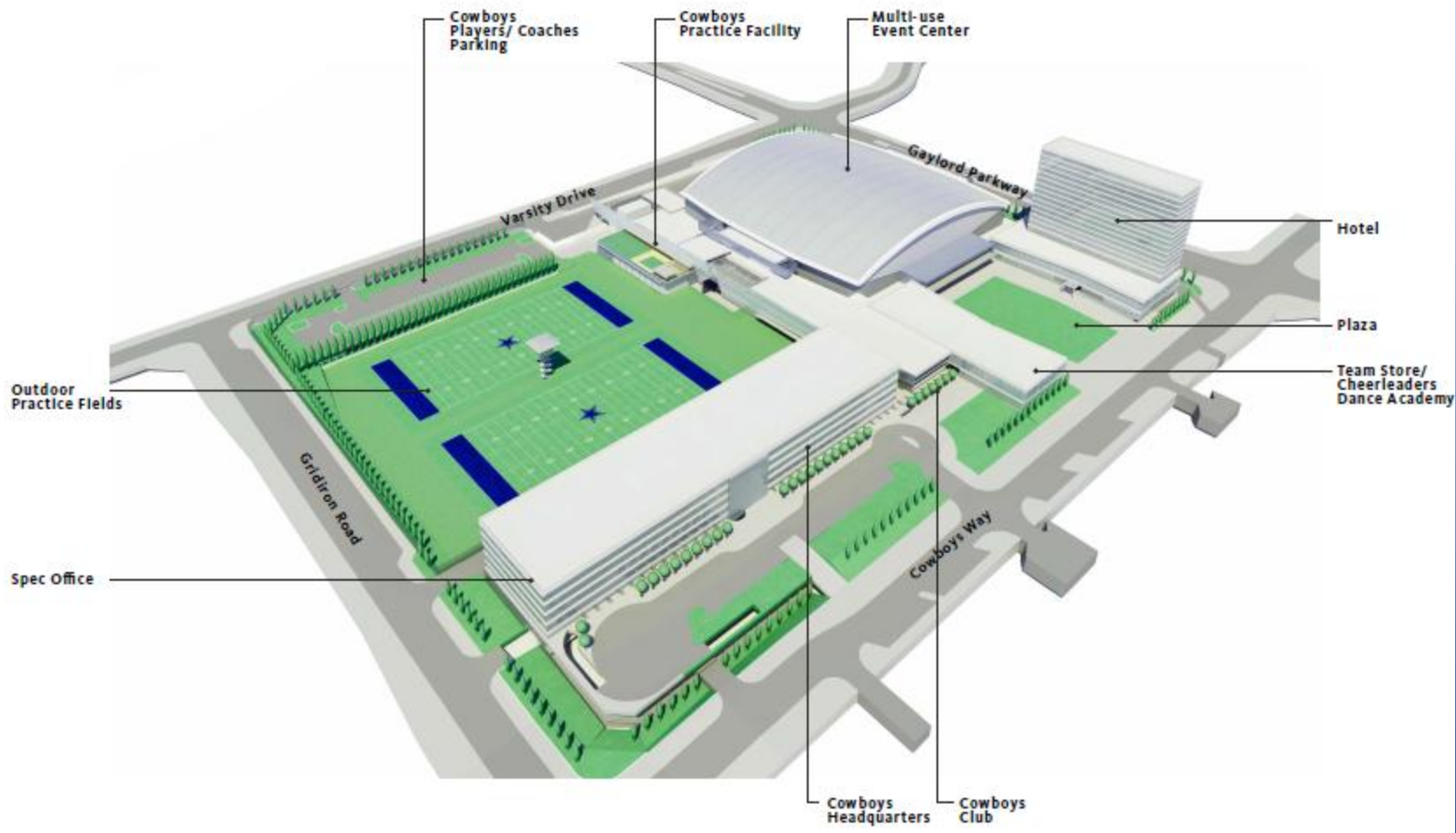
Project Description –



Aerial View

From South East

Project Description –

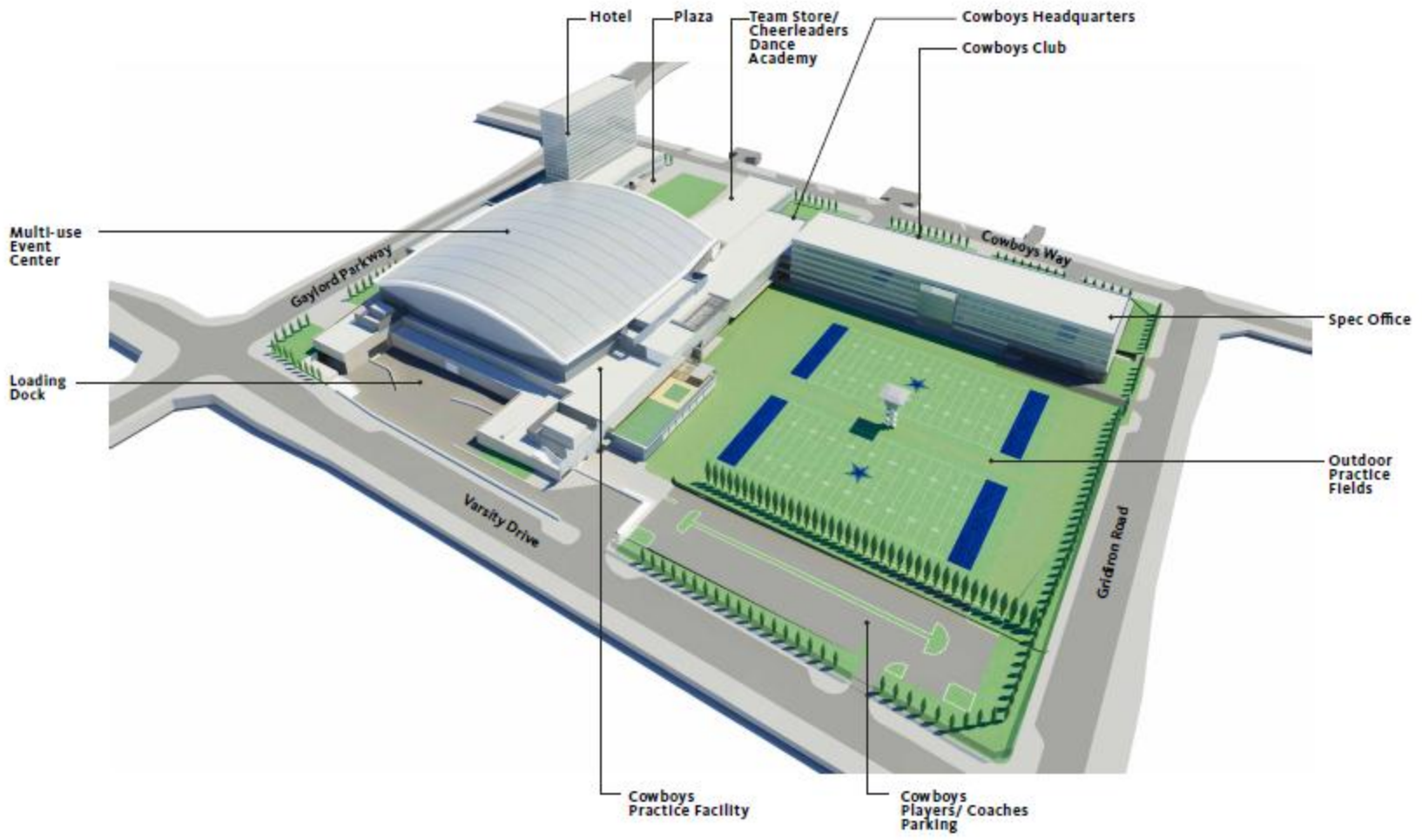


Aerial View

From South West

Frisc Multi-Use Event Center & Cowboys Training Facility & Cowboys Headquarters | April 22, 2014 ** PRELIMINARY: THESE DOCUMENTS ARE INCOMPLETE AND NOT FOR REGULATORY APPROVAL, PERMITTING OR CONSTRUCTION | TED KOLLAJA - 13842

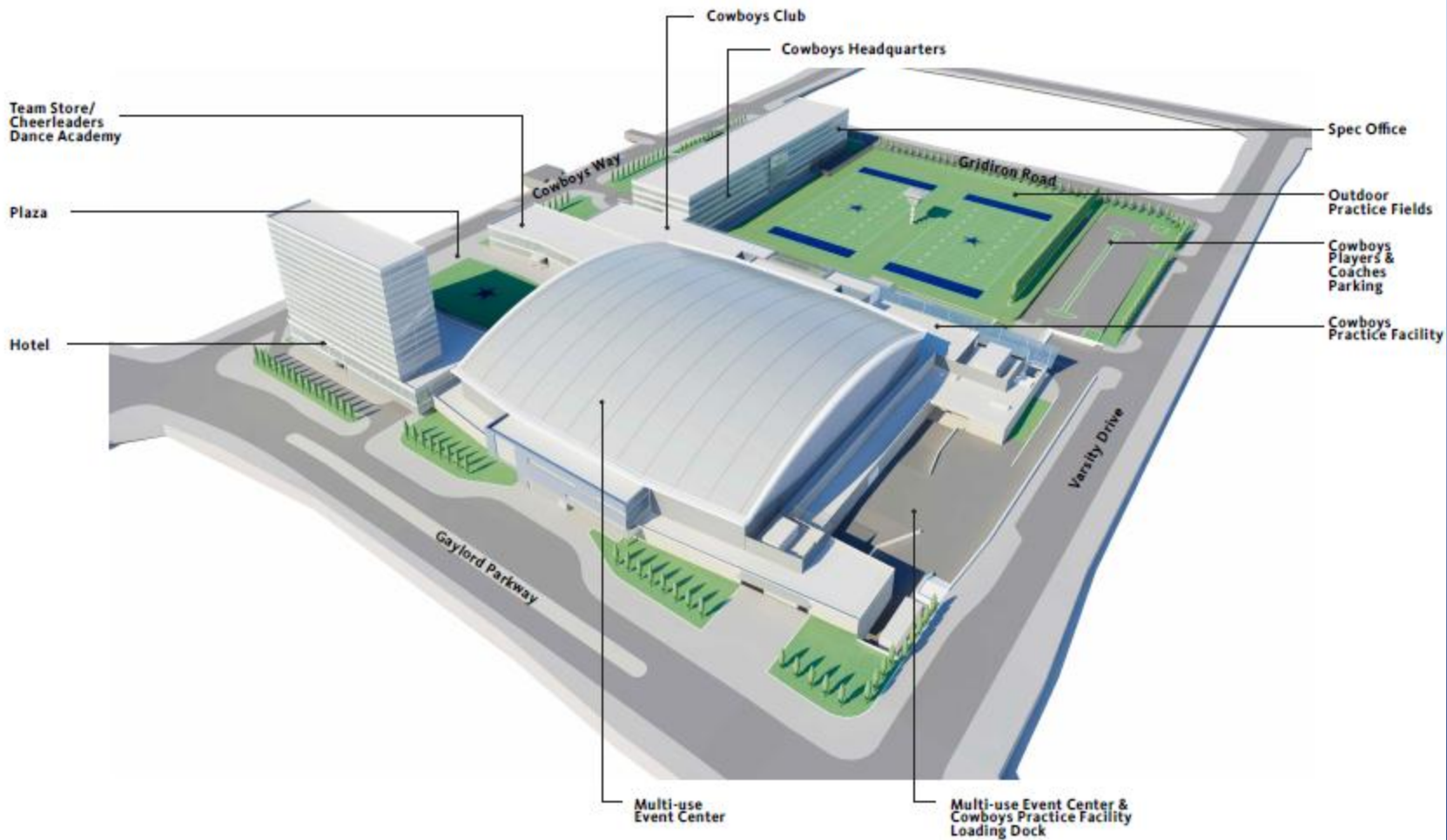
Project Description –



Aerial View

From North West

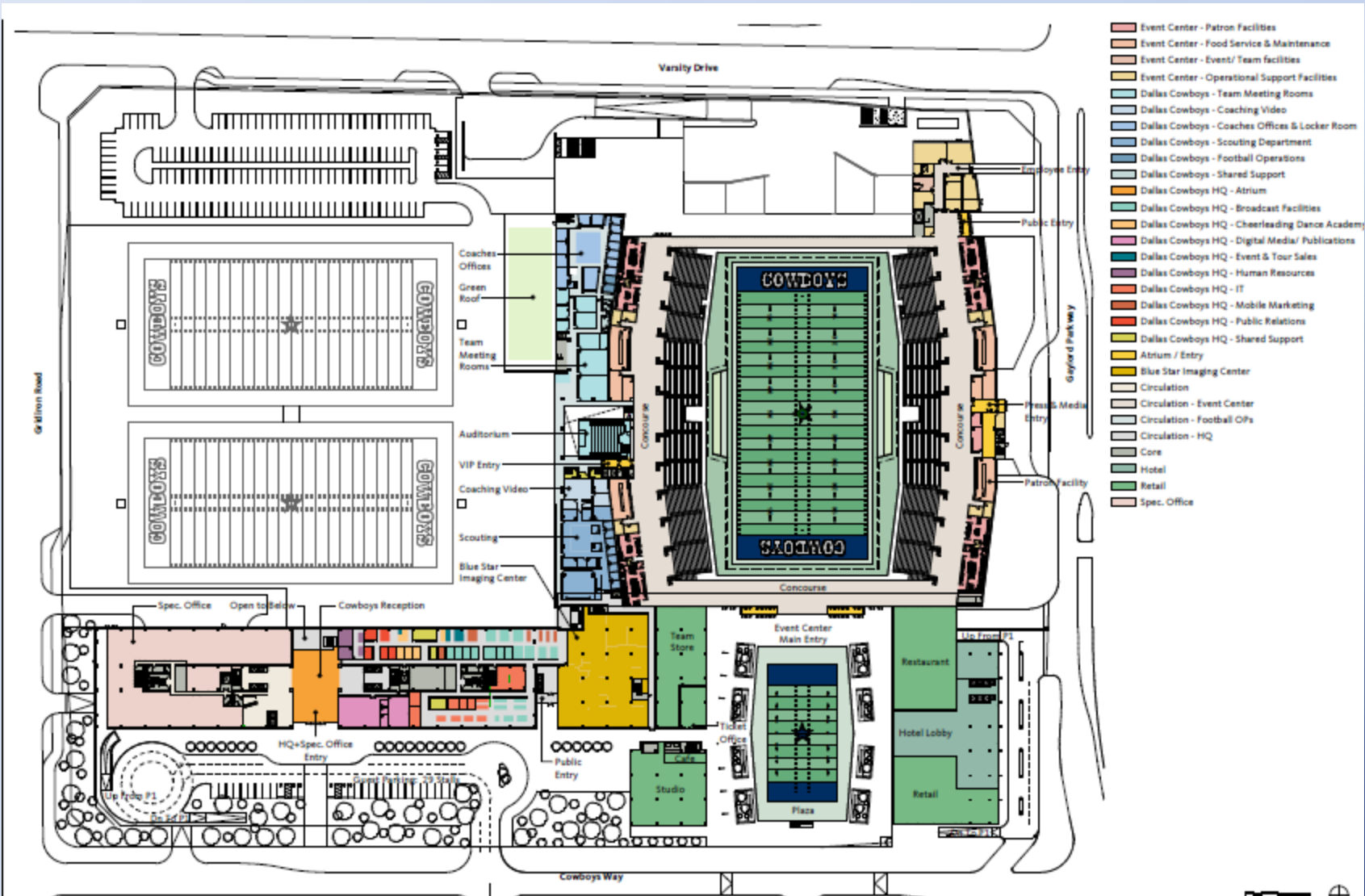
Project Description –



Aerial View

From North East

Project Description –



- Event Center - Patron Facilities
- Event Center - Food Service & Maintenance
- Event Center - Event/ Team facilities
- Event Center - Operational Support Facilities
- Dallas Cowboys - Team Meeting Rooms
- Dallas Cowboys - Coaching Video
- Dallas Cowboys - Coaches Offices & Locker Room
- Dallas Cowboys - Scouting Department
- Dallas Cowboys - Football Operations
- Dallas Cowboys - Shared Support
- Dallas Cowboys HQ - Atrium
- Dallas Cowboys HQ - Broadcast Facilities
- Dallas Cowboys HQ - Cheerleading Dance Academy
- Dallas Cowboys HQ - Digital Media/ Publications
- Dallas Cowboys HQ - Event & Tour Sales
- Dallas Cowboys HQ - Human Resources
- Dallas Cowboys HQ - IT
- Dallas Cowboys HQ - Mobile Marketing
- Dallas Cowboys HQ - Public Relations
- Dallas Cowboys HQ - Shared Support
- Atrium / Entry
- Blue Star Imaging Center
- Circulation
- Circulation - Event Center
- Circulation - Football OPs
- Circulation - HQ
- Core
- Hotel
- Retail
- Spec. Office

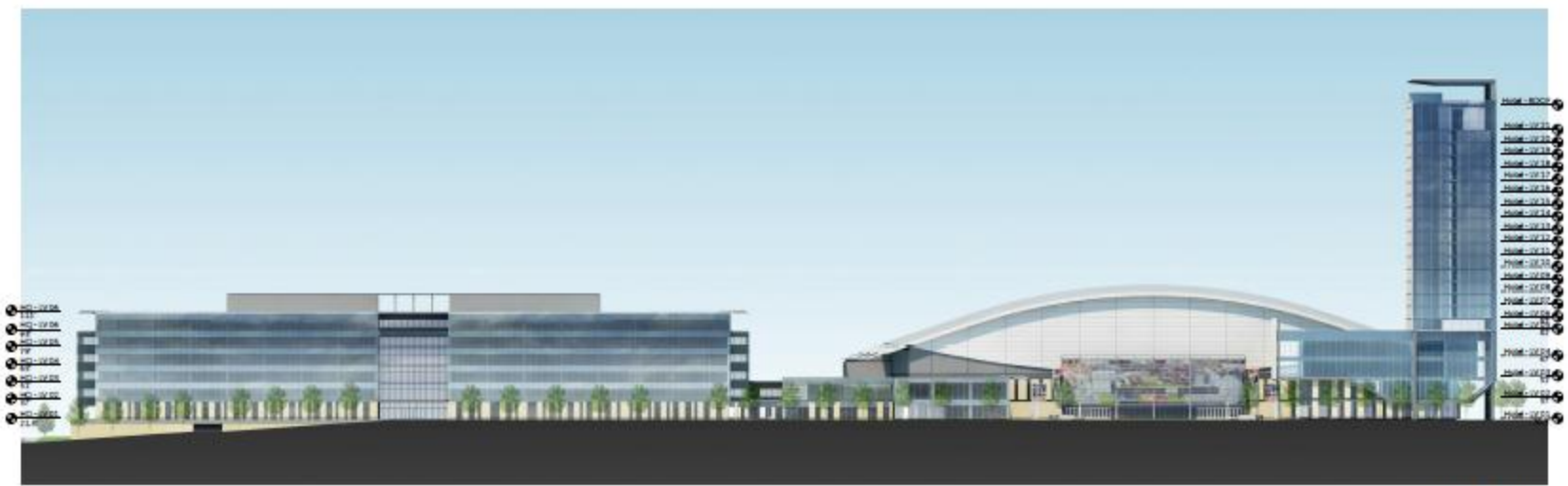
Floor Plans

Frisco Multi-Use Event Center & Cowboys Training Facility & Cowboys Headquarters | May 15, 2014

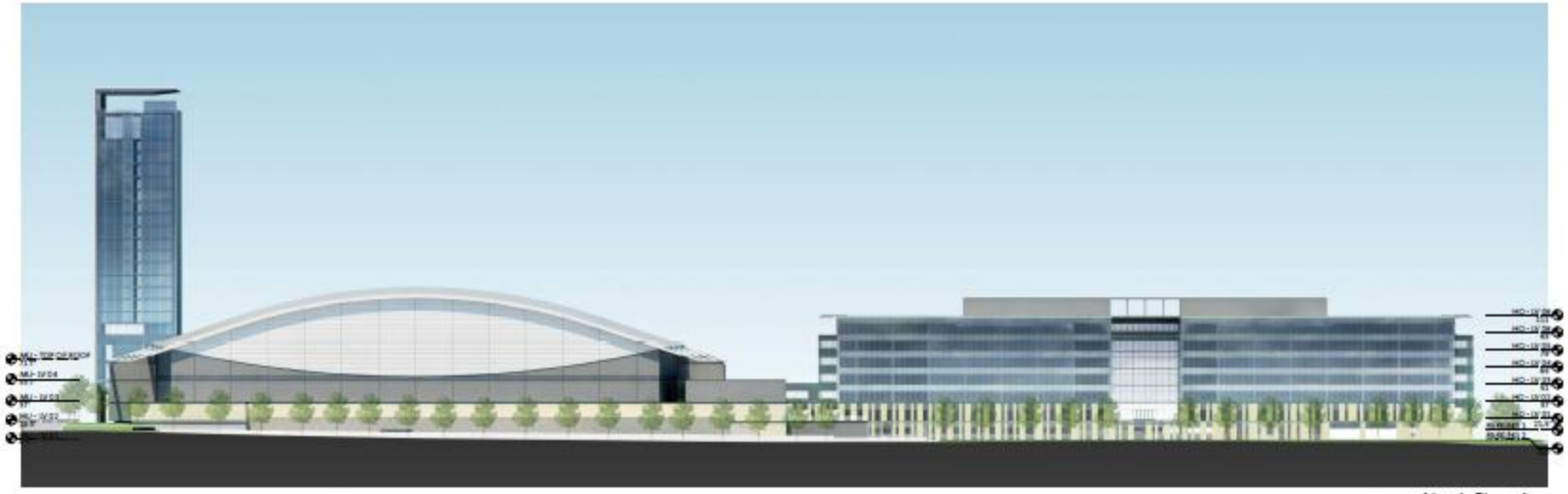
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Level 01 : +21.50'

Project Description –



South Elevation



North Elevation

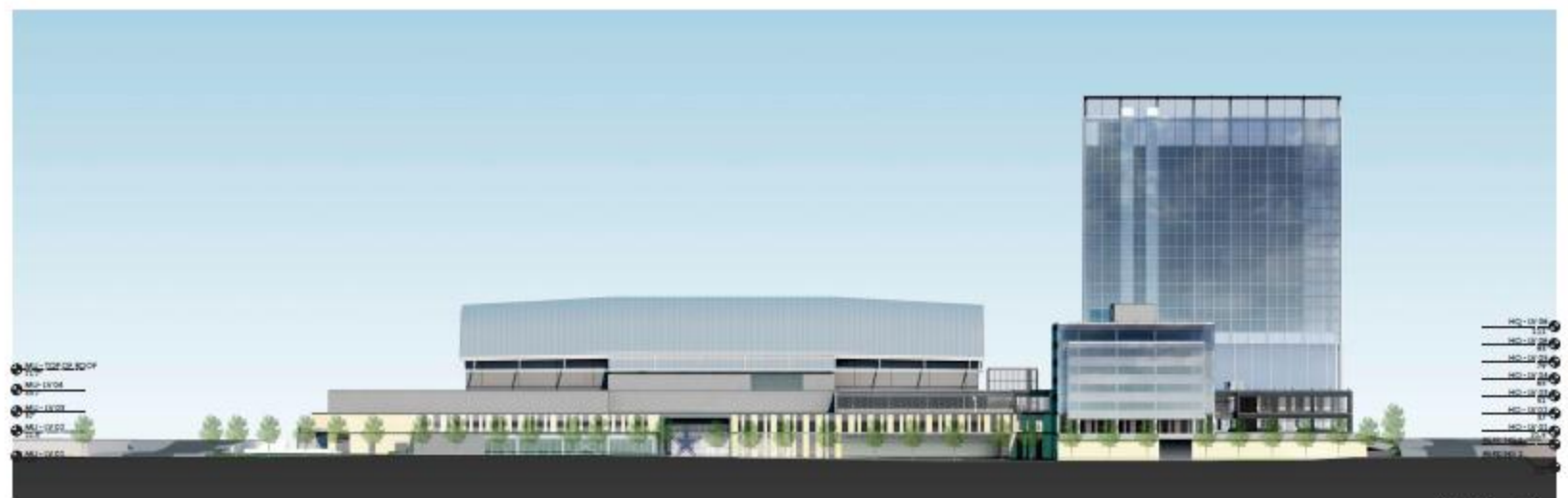
MU/HQ Building Elevation

North/South

Project Description –



East Elevation



West Elevation

MU/HQ Building Elevation

East/West

Frisco Multi-Use Event Center & Cowboys Training Facility & Cowboys Headquarters | May 15, 2014

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Project Status –



Project Status –



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Thank You

Question?