

**CITY OF DUBUQUE, IOWA
CITY COUNCIL PROCEEDINGS
SPECIAL SESSION**

The Dubuque City Council met in special session at 6:00 p.m. on May 14, 2018 in the Historic Federal Building, 350 W. 6th Street.

Present: Mayor Buol; Council Members Del Toro, Jones, Larson, Resnick, Rios, Shaw; City Manager Van Milligen, Assistant City Attorney Quann

Mayor Buol read the call and stated this is a special session of the City Council called for the purpose of conducting a work session on the Five Flags Civic Center Assessment and Study.

**WORK SESSION
Five Flags Civic Center Assessment and Study**

Leisure Services Manager Marie Ware and Bill Krueger of Convention, Sports & Leisure (CSL) International, Minneapolis, MN presented the Five Flags Civic Center Assessment and Study. Topics included:

- Background the study, CSL and their qualifications
- Scope of services related to a feasibility study
 - Primary market research focus
- Background and current issues:
 - Long-serving community asset
 - Multipurpose venue
 - Significant Changes have recently occurred
 - Need to evaluate options
- Historical utilization
 - FFCC events, arena events, theater events
- Regional arena competition
- Advancing state-of-the-industry comparisons
 - Building interiors/exterior, food and beverage, seating, amenities, layout, naming sponsorships
- Current assessment
- Market surveys, interviews & outreach
- Market demand conclusions
- Market-supportable programs
 - For arena side / theater side
- Identified scenarios
 1. Status quo with deferred maintenance
 2. Deferred maintenance and limited renovation
 3. Deferred maintenance, theater renovation and arena expansion
 4. Deferred maintenance, theater renovation and new arena construction
- Aerial layouts and renderings of each scenario

- Deferred & upcoming capital items
 - Costs & timelines
- Estimated construction costs
 - Upfront by scenario
 - Capital costs through year 15 by scenario
- Utilization estimates / modeling performance by scenario
 - Number of events
 - Event days
 - Utilization days
- Attendance estimates by scenario
 - Attendee days
 - Attendee days (non-local)
 - Hotel room nights
- Financial operation estimates by scenario
 - Stabilized year / 15-year cumulative
 - Operating revenues
 - Operating expenses
 - Net operation profit/deficit
- Economic impact estimates by scenario
 - Stabilized year / 15-year cumulative
 - Construction impacts
 - In-facility impacts
 - Out-of-facility impacts
- Cost/benefit comparisons/conclusions by scenario
 - Stabilized year / 15-year cumulative
 - Quantifiable costs / quantifiable benefits
- Modern sponsorship opportunities
- Key determinants of value
- Naming rights - by capacity or population
- Location
 - Entertainment / spectator events in core downtown

Mr. Krueger and Ms. Ware stated that a detailed report will be made available to the City Council and the public. Ms. Ware pointed out the May 16 public input session with the Five Flags Center Commission.

The presenters responded to questions from the City Council regarding facility deficiencies compared to state-of-industry facilities; RFP timeline and required elements; market needs; cooperation between Grand River Center and Five Flags Center in terms of flat-floor events, conferences, tournaments, and entertainment/spectator events; potential construction duration impact on revenue loss; impact on parking and need for directional signage; impact of SW Arterial opening; facility location and economic impact on downtown; community vision; quality of life project; market support; utilizing private/public partnerships; and workforce considerations.

There being no further business, upon motion the City Council adjourned at 8:02 p.m.

/s/Kevin S. Firnstahl, CMC
City Clerk

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