

Buddy Holly Hall of Performing Arts and Sciences

HISTORICAL COMMUNITY INVOLVEMENT

- The Lubbock Entertainment and Performing Arts Association (LEPAA) was created on March 26, 2013, with the stated mission of raising funds for the construction of a performing arts center in Lubbock, Texas, with the goal of the construction to begin within three years of 2013.
- LEPAA's formation is the result of numerous community-driven initiatives to create a performing arts center spanning a 31-year period. They include:
 - Municipal Arts Committee of City Council, 1984
 - Goals for Lubbock – A Vision into the 21st Century, 1995
 - Mayor- Appointed Millennium Advisory Committee, 1998
 - 2005 Community Goals, referencing 1985 goals
 - Downtown Revitalization Plan, 2005 (available for review at www.ci.lubbock.tx.us)
 - Mayor's Lubbock Entertainment and Arts Facilities Task Force, 2001-2002
 - Civic Lubbock's Cultural Coalition Task Force Report, 2011
 - Imagine Lubbock Together conducted by ACP Visioning and Planning from New York, NY, 2013
- In June 2014, Maria Elena Holly gave LEPAA her permission to use her late husband's name in the title of this performing arts facility, free of royalty, as Buddy Holly Hall of Performing Arts and Sciences (BHH).
- In March 2016, the City of Lubbock approved 1300 Mac Davis Lane as the address for BHH.

ORIGINAL FACILITY PLANS 2012

- Initial plans in 2012 included 120,000 square feet, at a construction budget of \$85 million. Similar to other performing arts venues across the country, an annual operating loss of nearly \$950,000 was anticipated. To compensate for this expected annual shortfall, LEPAA planned to raise an additional \$30 million for an endowment, bringing the funding requirement to \$116 million.

CURRENT FACILITY PLANS

Beginning in 2013, the LEPAA board approached LISD, Ballet Lubbock and United Supermarkets to be resident partners; increasing the construction budget to \$155 million while also increasing projected annual operating revenues to minimize or nearly eliminate the anticipated annual operating shortfall, and possibly to reach positive operating results annually.

- Ballet Lubbock will raise \$9 million to cover their portion of construction costs.
- LISD has verbally committed to a minimum annual lease of the facility.
- United Supermarkets will provide a food and beverage operation that includes a bistro and commercial catering kitchen inside the facility, creating operating revenue for the facility over the first ten years.

Construction budget of \$155 million builds a 218,000 square foot, state-of-the-art facility:

- Helen DeVitt Jones Main Theater
 - 2,200 seats comfortably rise over four levels with two VIP lounges
 - Current Civic Center theater offers 1,377 seats
 - Acoustic rating NC 15
- The Crickets Studio Theater
 - 24,225 square feet designed with LISD's needs in mind
 - 425 seats, concessions and lounge area, dedicated lobby area, and private west entrance
- Multipurpose Room
 - 6,000 sub-dividable square feet functional for receptions, banquets, lectures, meetings and rehearsals
- Ballet Lubbock's Pre Professional School
 - 22,000 square-foot dance center, office and storage space
- Food and Dining
 - Approx. 2,500 square-foot commercial kitchen to accommodate all venue catering
 - Approx. 2,000 square-foot Bistro with a 100-seat capacity
- Christine DeVitt Main Lobby
 - Visual experience featuring a spiral staircase; serves as the main entrance to the Hall
 - Accommodates 300 seated people for banquets, weddings, etc.
- Back stage
 - Loading docks, control rooms, dressing rooms, visiting company offices, conference room, management and administrative offices, storage for sets and costumes and performers' lounges

RESIDENT PARTNER BENEFITS

Relationships with resident partners offer benefits to BHH, to the partners, and to the community.

LISD PERFORMING ARTS

- In 2012, LISD announced plans for a new performing arts center, located west of Coronado High School on 34th Street and Slide Road.
 - 1500 seat theater, front of house, back of house and lobby totaling 74,000 square feet at upward of \$25 million projected cost
- In 2013, LISD and LEPAA agreed to join efforts in the BHH of Performing Arts and Sciences
 - BHH will provide LISD with a centrally- located facility that will equally serve all LISD schools within the district.
 - LISD will have access to and use of 2,200 seat large theater, 425 seat theater and a 6,000 square foot multipurpose room, front of house, back of house, spacious lobby and concessions at 218,000 square feet without capital investment
 - LISD estimates 344 days of facility use annually at BHH
- More than 80% of the 29,000 students in LISD are involved in performing arts; 72% of those students are economically disadvantaged.
 - According to data from the Texas Cultural Trust, students who engage in the arts have a 15 percent higher pass rate on standardized tests than children who do not participate in arts programming.
- Students will have the opportunity for hands-on learning experience through collaboration with the arts community in a world-class facility.

BALLET LUBBOCK

- Ballet Lubbock's Pre-Professional School expects a 45 to 60 percent enrollment increase from 2015 to 2019
- Outreach services after relocation to the new venue are anticipated to increase by 100 percent.
- Ballet Lubbock offers free and subsidized dance classes in four elementary schools in LISD, and schools in the Frenship District and the Lubbock Cooper District; at Lubbock Boys' and Girls' Club and the Guadalupe/Parkway Neighborhood Centers.

THE UNITED FAMILY

- Finalized contract in March 2017 to provide food and beverage services including concessions, commercial catering kitchen, venue catering and bistro.
- Catering for all in-house events including weddings, educational events, meetings, galas, concessions, receptions, conferences, etc.

COMMUNITY BENEFITS

Education

- Estimated 135,000 students throughout West Texas will have access to a world-class facility
 - Includes LISD schools, Texas Tech University, Lubbock Christian University and the South Plains College (Levelland), Wayland Baptist University and 56 schools in Region 17.
 - Additional learning opportunities exist through technology in long-distance learning
- Lubbock County has a poverty rate of 20.4 percent as compared to the state's poverty rate of 17.6 percent.
- Many youth who attend Lubbock Title 1 schools are located in an area where 30 percent of the population lives in poverty and 93 percent of those students are on free or reduced lunch programs.
 - In Lubbock County, 27.6 percent of children ages 0-17 live in poverty (KidsCount Data Center).
- At-risk high school students who complete more than one art class are half as likely to drop out of school, according to data from the Texas Commission on the Arts.
- Creates career pathways in degreed and vocational levels in business, architecture, hospitality, culinary, service, management, engineering, and the visual and performing arts and technology.

Arts Community

A major benefit to the arts community is synergy among the entire state-designated arts district – Lubbock Symphony Orchestra, Louise Hopkins Underwood Center for the Arts (LHUCA), Lubbock Civic Center, Lubbock Moonlight Musicals, and more.

- The First Friday Art Trail is a monthly event driven by LHUCA which encourages art galleries and venues to be open late for patrons to visit. Through this event, FFAT had approximately 20,000 people visit its galleries in 2013. In addition, LHUCA has an average of 4,000 visitors each month and is located just east of the BHH site.

ECONOMIC IMPACT (Source: Webb Management Services Incorporated*)

- 1,194 new jobs from construction; 36 permanent jobs
- Adds \$3.7 million annually to Lubbock's sales tax revenue
- Construction alone will contribute \$158 million to economy over 30 months

**Original Webb Management Services Economic Impact study based on the 2012 projection of \$85 million project.*

PROJECT CONSULTANTS

<u>Role</u>	<u>Company</u>
Feasibility Assessment	Webb Management Services, New York, NY
Developer	Garfield Public/Private, LLC, Dallas, TX
Architects of Record	Parkhill, Smith & Cooper, Lubbock, TX MWM Architects, Lubbock, TX
Design Architects	Diamond Schmitt Architects, Toronto, Canada
Civil Engineering	Hugo Reed, Lubbock, TX
Theater Programming	Schuler Shook Theater Planners, Dallas, TX
Acoustic Engineer	Jaffe Holden, Norwalk, CT
Contractor	Lee Lewis Construction Inc., Lubbock, TX
Facility Operations	SMG Worldwide Entertainment, West Conshohocken, PA

PROJECT TIMELINE

Pre-Development Period	April – October 2014	Complete
Document Period	November – December 2014	Complete
DPS Demolition	December 2014	Complete
Schematic Design	January – June 2015	Complete
Design Development	June– November 2015	Complete
Construction Documents Preparation	November 2015- November 2016	Complete
Bidding and Guaranteed Maximum Price Determination	November 2016-February 2017	Complete
Groundbreaking	March 2017- June 2017	On Target
Construction	June 2017-December 2019	On Target
Ribbon Cutting	January – February 2020	On Target

The future belongs to those who give the next generation reason for hope. – Pierre Teilhard de Chardin