



BLOOMINGTON-MONROE COUNTY
CONVENTION/CIVIC CENTER EXPANSION
BLOOMINGTON, INDIANA

OPTIONS REVIEW
MAY 08, 2024

Agenda

- Recap of Project Goals
- Convention Attendance
- Program Summary
- Layout Options
- Available Parking
- Options Summary – Potential Advantages/Disadvantages
- Options Summary – Cost Review
- Funding Strategies
- Next Steps



Project Goals

1. Space: Need **more**, with better functionality and flexibility (Public Space – Interior and Exterior)
2. Inspiring Architecture: Create a memorable experience
3. Bloomington Unique: Entrance/Arrival Sequence, History, Themes: creativity, limestone, bikes, food, international, etc.
4. Connectivity to B-Line, Downtown, Hotel(s), Existing Convention Facility, Other destinations
5. Sustainable/Green
6. Address Transportation Issues: Parking, Loading, Pedestrian, Alternative, & Safety
7. Branding & Wayfinding - Convention vs. Civic Center & In Building, Around Town
8. Unique Food Offerings
9. Technology-Rich Environment
10. Amenities to Create Vibrant Space – Arts, Activity, Refreshment



Convention Attendance Stats - Context

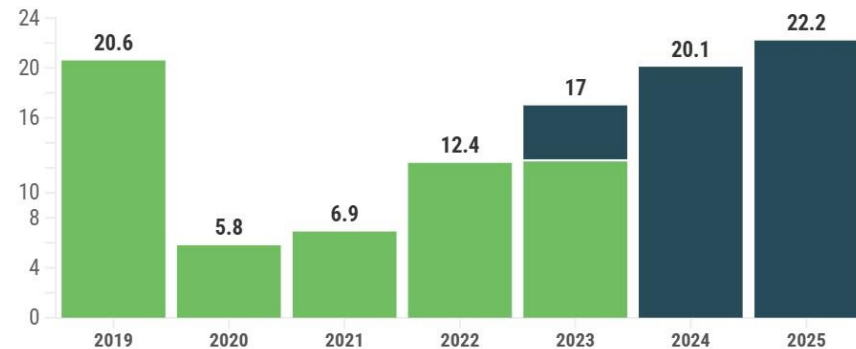
Visit Indy Statistics

1. Based on convention bookings and hotel occupancy, Indianapolis has recovered 100% from pre-pandemic levels.
2. Downtown hotel occupancy is at 59% through March. The US average is at 58% through March—so ahead of US in driving visitation (“heads in beds.”)
3. Convention center is at 78% occupancy through March. The US average is 55%.

Trade Show Crowds to Return by 2025

Based on the attendee count data from EventsXPO and the Center for Exhibition Industry Research, trade show attendance is due to rebound fully in 2025.

Attendance figures: ■ Actual ■ Projected



Sources: [EventsXPO](#), [Center for Exhibition Industry Research](#) • Forecast derived using a moving average-model based on trade show attendance data from 2019 to 2023



A Flourish map



Convention Attendance Stats - Bloomington

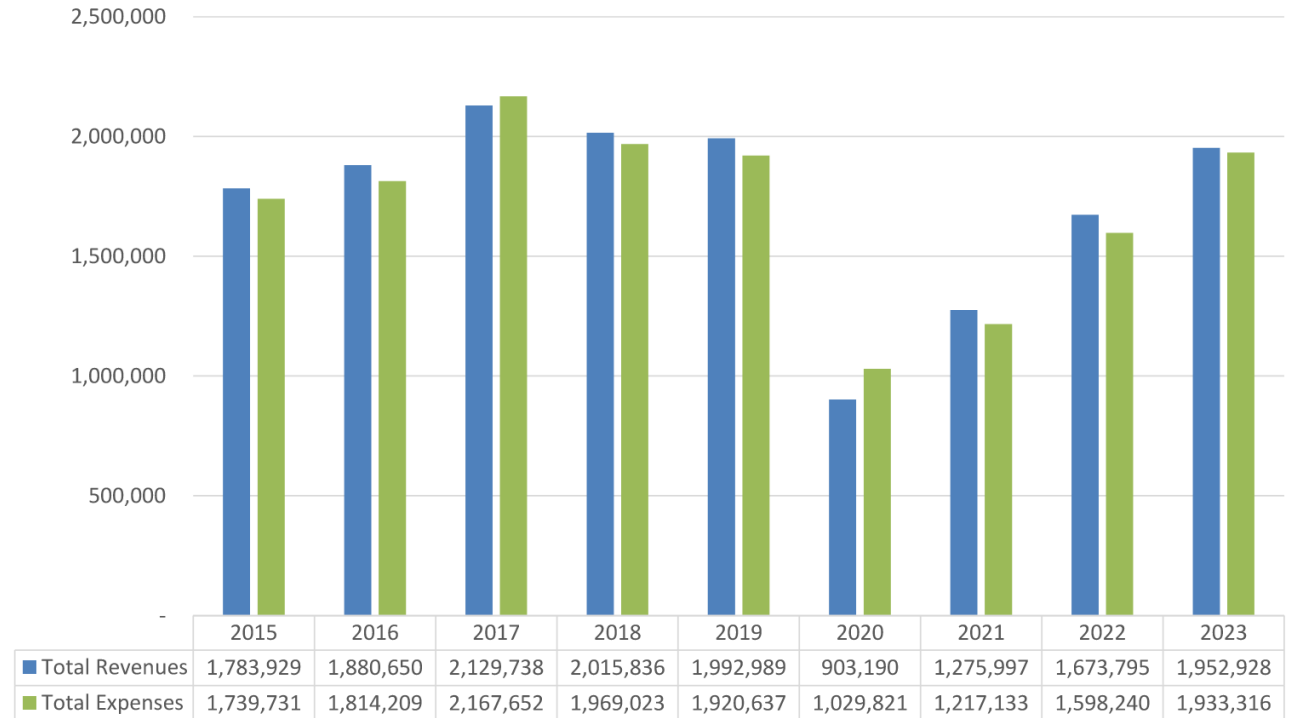
Bloomington Stats

1. In 2023, hotel occupancy was within 1% of pre-pandemic numbers and trending up.
2. In 2023, Convention Center revenue was within 2% of pre-pandemic numbers and trending up.

Hotel Occupancy

Year	Occupancy	Supply	Demand
2023	59.6	882,892	526,578
2022	58.5	882,892	516,077
2021	55.9	856,286	478,319
2020	41.9	801,490	336,194
2019	60.7	923,485	560,807
2018	68.7	847,855	582,442

Monroe Convention Center



■ Total Revenues
■ Total Expenses



Program Review

Program:	Flexible Ballroom/Exhibit Space	35,000	SF
	Junior Ballroom	9,000	SF
	Breakout Meeting Rooms	11,000	SF
	Prefunction/Restrooms	25,000	SF
	Kitchen/Storage/Support	20,000	SF
	Total	100,000	SF
Existing:	New Construction	60,000	SF
New	Renovation	40,000	SF
	Total	100,000	SF
Net:	Net Sellable Square Footage	55,000	SF
Gross	Non-Sellable Square Footage	45,000	SF
	Total Gross Area	100,000	SF



Options Summary (From Design Charette)



NORTH EXPANSION



SOUTH EXPANSION

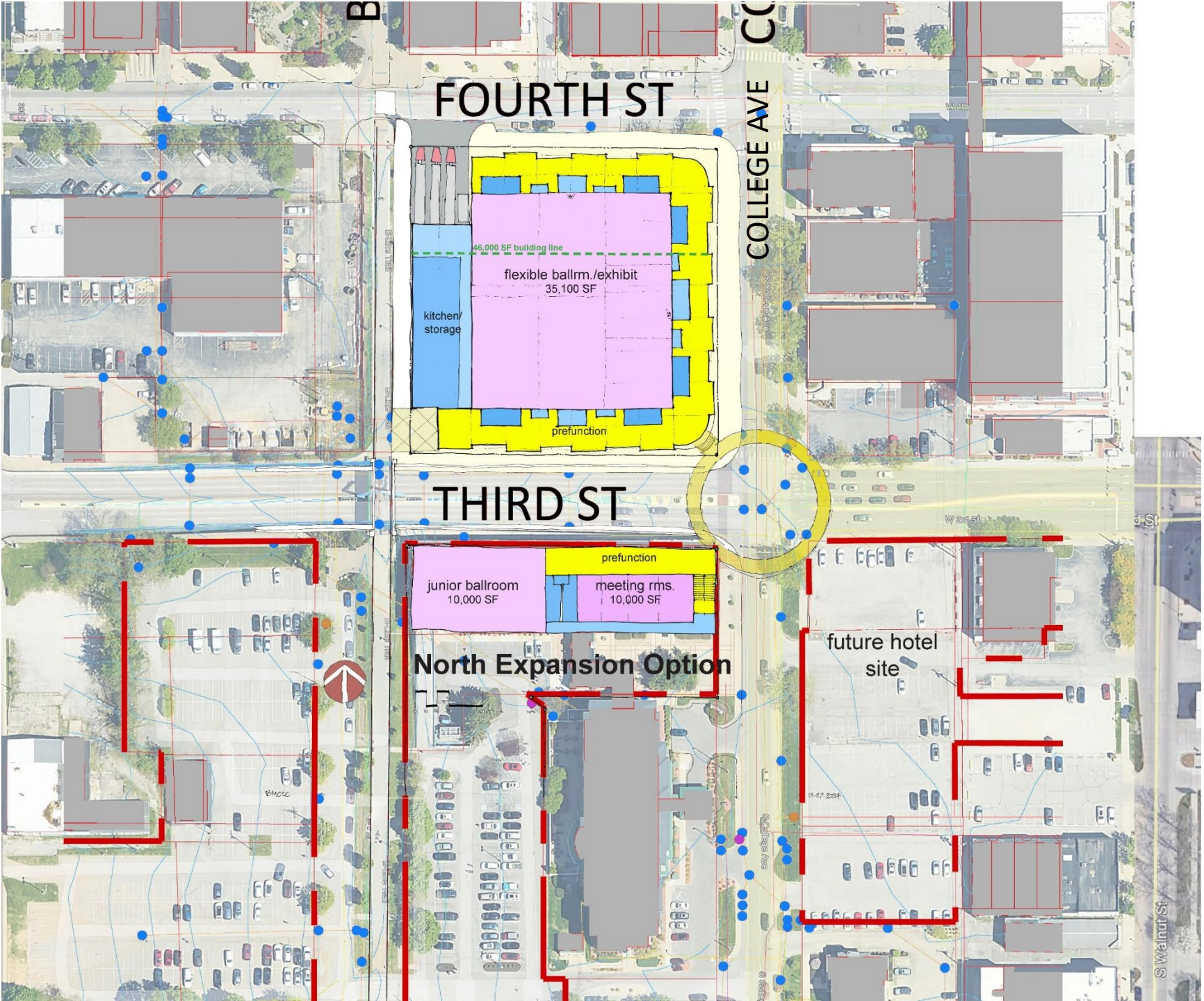


EAST EXPANSION

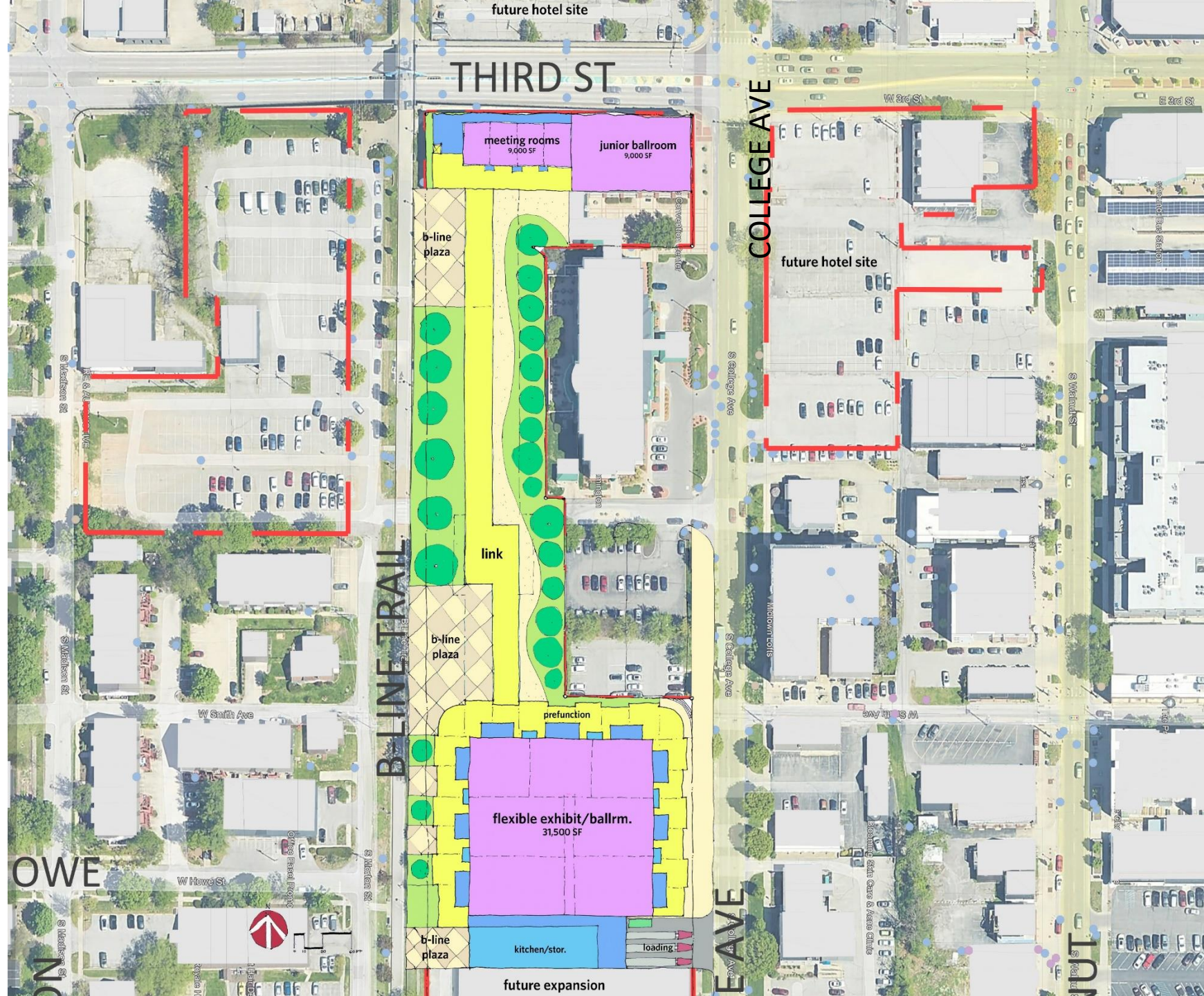


WEST EXPANSION

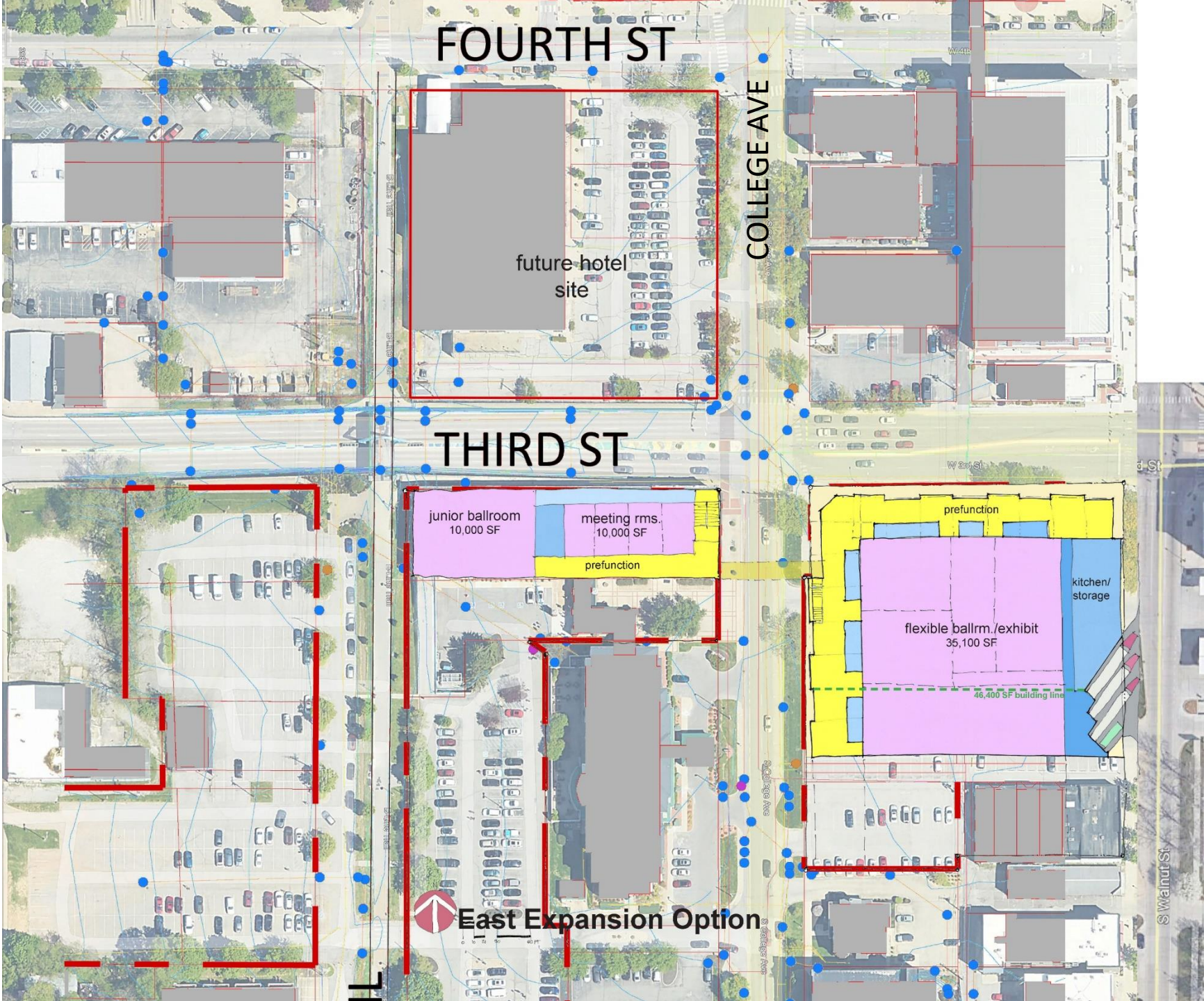
North Option



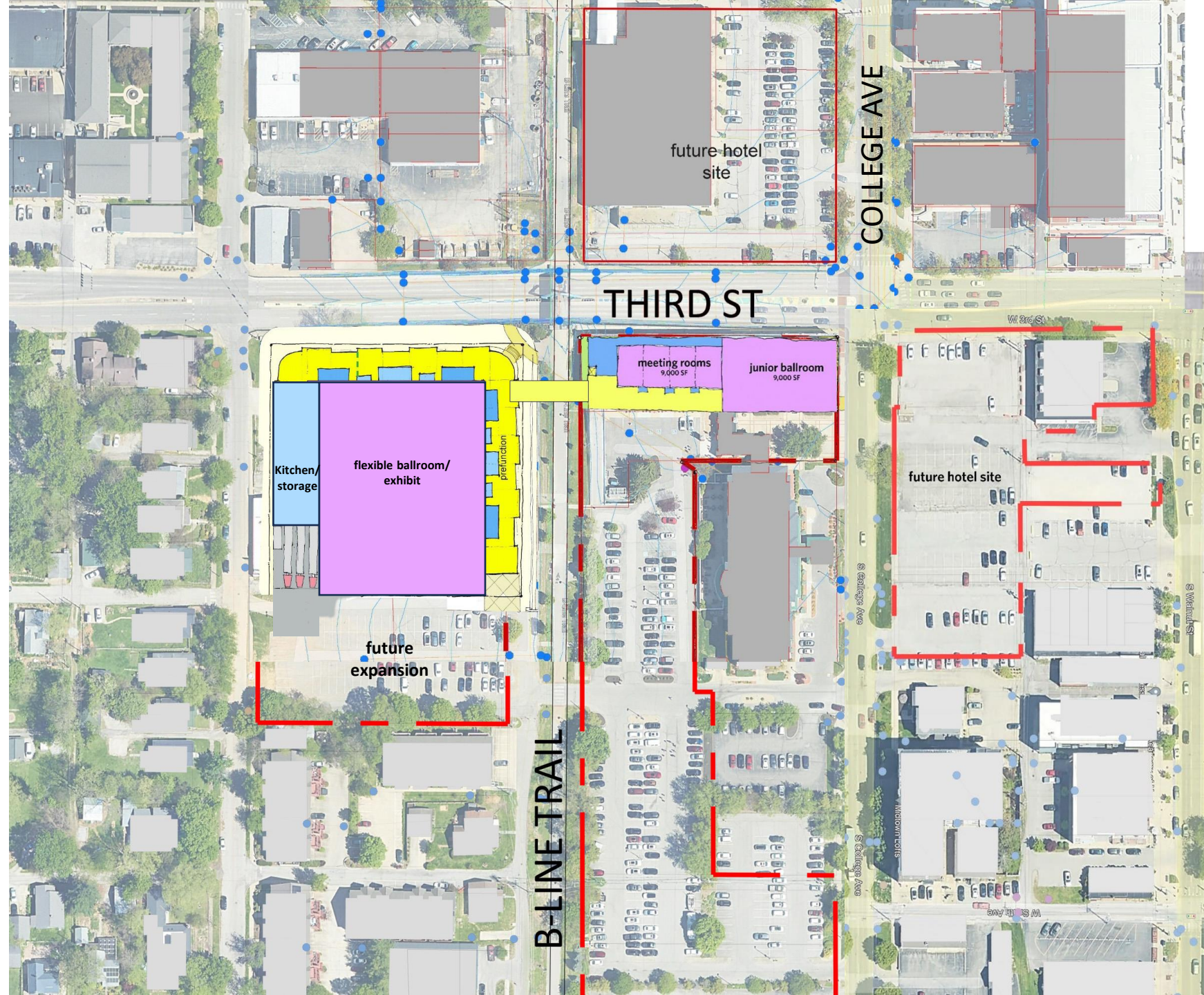
South Option



East Option



West Option



Available Parking



(Existing) Parking Capacity

- Surface Lots: 471 available spaces (not counting North lot)
- 4th St Garage: 524 total spaces (195 unaccounted)

Total existing parking spaces available (adjacent lots): 666

Bloomington UDO Requirement: 2 spaces per 1000 Gross SF

- 216 spaces required for 108,000 Gross SF

Best Practice Parking capacity (based on facility size): 750 spaces

Options Summary

	NORTH EXPANSION	SOUTH EXPANSION	EAST EXPANSION	WEST EXPANSION
Pros - Potential Advantages	<p>Views to the Courthouse Square & B-Line connection</p> <p>Direct connection to Hyatt Place</p> <p>Creates a network of connections to hotels and parking garages</p> <ul style="list-style-type: none"> Alley connection to 4th Street Garage Possible overhead walkway to Hyatt 	<p>Multiple B-Line connection points</p> <p>Two potential new hotels sites (north and east)</p> <p>Land availability</p> <p>Future expansion to south</p> <p>Only one overhead walkway to hotel required – I moved this up</p>	<p>Close connection to the 4th Street Garage</p> <p>Two potential new hotel sites (north and west)</p> <p>Land availability</p> <p>Future expansion to south</p> <p>Enables restaurant/retail development to the south</p>	<p>Strong connection to the B-line</p> <p>Existing Building becomes a hub to all the hotels</p> <p>Future expansion to the south</p> <p>Possible overhead walkway over B-line</p>
Cons - Potential Disadvantages	<p>Land availability</p> <p>Requires two overhead walkways: 3rd Street and College to new hotel</p> <p>Lacks simple expansion scenario</p>	<p>Lacks clear connection to Hyatt Place</p> <p>Added cost of link to south addition – up front cost and operating cost</p> <p>Inconvenience of traversing link/Bisected building sites</p>	<p>Lacks clear connection to Hyatt Place</p> <p>Requires two overhead walkways: College and 3rd Street to new hotel</p>	<p>Property Acquisition required</p> <p>Large scale building adjacent to residential area</p>

*This preliminary list is not inclusive of all issues. Parking differences will need to also be evaluated for each option.



Options Summary - Costs

BLOOMINGTON CONVENTION CENTER COST OPTIONS - 40K SF ADDITION					
		North	West	East	South
Total Project Cost (2025)	LOW RANGE	\$ 50,000,000	\$ 50,500,000	\$ 50,625,000	\$ 55,375,000
	HIGH RANGE	\$ 53,500,000	\$ 54,000,000	\$ 54,500,000	\$ 58,000,000
		Could be between			
Potential Site Acquisition		\$0 - \$7,000,000	\$0	\$0	\$0

Lowest to highest without land acquisition 

BLOOMINGTON CONVENTION CENTER COST OPTIONS - 60K SF ADDITION					
		North	West	East	South
Total Project Cost (2025)	LOW RANGE	\$ 64,250,000	\$ 64,750,000	\$ 64,875,000	\$ 69,625,000
	HIGH RANGE	\$ 65,500,000	\$ 66,000,000	\$ 66,500,000	\$ 70,000,000
		Could be between			
Potential Site Acquisition		\$0 - \$7,000,000	\$0	\$0	\$0

Note: Parking solution impact to be determined.

Potential Funding

City of Bloomington

Historic Food & Beverage Receipts

Year	Food & Beverage Receipts	Cumulative
2018	\$2,247,037	
2019	\$3,062,279	\$5,309,316
2020	\$2,447,183	\$7,756,499
2021	\$3,183,911	\$10,940,410
2022	\$3,772,181	\$14,712,591
2023	\$4,107,387	\$18,819,978

Cash Balance December 31, 2023 - \$17,454,361

Bonding Capacity – Between \$37-59M

TOTAL POTENTIAL FUNDING: \$54M-76M



Next Steps

- CIB vote on preferred site option – targeted for 6/12/24 CIB meeting

Note:

- Project has been delayed 3 months from schedule outlined in December 2023 Board Meeting (earliest occupancy is now estimated at Q1 2027).
- Project cost is estimated to increase 0.3% (or approximately \$150,000) for each month project is pushed back.

