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 –

Do we need a new facility?

- Facility
- NCAA/College Events, Trade Shows, TAFF Events, Concerts, Etc.
- High School Graduations
- City Events (4th of July, Memorial Day, Etc.)
- High School Sports Events (Football, Soccer, Etc.)
Indirect Additional Benefits –

- Hotels, Businesses, Retail Sales, Quality of Life
- NCAA/College Events, Trade Shows, TAFF Events, Concerts, Etc.
- High School Graduations
- City Events (4th of July, Memorial Day, Etc.)
- High School Sports Events (Football, Soccer, Etc.)

Facility
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 –

Operating Entity

Baseball Stadium

2003

FRISCO

Frisco Independent School District
Current Partnerships –

Operating Entity

Ice / Arena

2004

FRISCO

Frisco Independent School District
Current Partnerships –

Soccer Stadium

Operating Entity

2006
FC Dallas
Soccer Stadium
FC Dallas
Newest Partnership –

Needs Identified
FISD – Stadium
City – MU Venue

Multi-Use
Events Center

Operating
Entity
Newest Partnership –

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

- FISD
  - $30 Mill

**Multi-Use Events Center**

- 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
Simple 3 Way Partnership

FRISCO

Multi-Use Events Center

2016

Frisco Independent School District

Dallas Cowboys
Simple 3 Way Partnership – Not Quite So Simple

City of Frisco

Frisco Community Development Corporation

Frisco Independent School District

Multi-Use Events Center

Frisco Economic Development Corporation

- Adjacent Property Ownership
- Congruent Development
- ROW for Infrastructure

Dallas Cowboys

Blue Star Land

Tax Increment Financing District(s)

Simple 3 Way Partnership – Not Quite So Simple

City of Frisco

Frisco Community Development Corporation

Frisco Independent School District

Multi-Use Events Center

Frisco Economic Development Corporation

- Adjacent Property Ownership
- Congruent Development
- ROW for Infrastructure

Dallas Cowboys

Blue Star Land

Tax Increment Financing District(s)
Simple 3 Way Partnership – Not Quite So Simple

City of Frisco

Frisco Independent School District

• Adjacent Property Ownership
• Congruent Development
• ROW for Infrastructure

Frisco Community Development Corporation

Frisco Economic Development Corporation

Management Team

• Dallas Cowboys
• Blue Star Land

Partnership Group

Tax Increment Financing District(s)
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:
NWC of Dallas North Tollway and Warren Parkway
Project Location –
Project Definition – Uses Defined; Not Just Zoning; Cohesive Functionality
Project Definition – Plaza/Entrance Identity
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
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
Project Definition – Transportation and Utility Needs Defined

- Connect to remaining existing roadway network
- Provide additional parcel access
- Appropriate signal spacing

Master Plan Development
Frisco Event Center and Cowboys Training Facility | March 31, 2014
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 –
Uses Defined – Not Just Zoning; Cohesive Functionality

- MUEC Tract
- HQ Tract
- Mixed Use Tract
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 –
Project Description –
Project Description –
Project Description –
Project Description –
Project Description –
Project Description –
Public-Private Partnerships Create Opportunity

Thank You

Question?