

SCHEMATIC MASTER PLAN AND COST PRESENTATION AGENDA

VALDOSTA MUNICIPAL AUDITORIUM
Valdosta, Georgia
IPG Project No. 1160

August 2, 2012

Valdosta City Hall Annex – Multipurpose Room

1:00 pm – 1:30 pm	General Overview <i>Process</i> <i>Funding and Operations Subcommittee Meetings</i> <i>Technical Criteria Meeting</i>
1:30 pm – 2:00 pm	Schematic Master Plan Design <i>Overview</i>
2:00 pm – 2:45 pm	Cost Model Presentation <i>Overview and Breakdown</i> <i>Design Data</i> <i>Cost Summary</i>
2:45 pm – 3:30 pm	Funding and Operations <i>Project "Account Balance" and Project "Income"</i> <i>Capital Campaigns</i>
3:30 pm – 3:45 pm	Break
3:45 pm – 4:45 pm	Discussion and Recommendations <i>Review</i> <i>Discussion</i> <i>Decision Making</i>
4:45 pm – 5:00 pm	Conclusions and Next Steps <i>Decisions</i> <i>Schematic Design Final Presentation - Date</i>
5:00 pm	Adjourn

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CONTACTS/ATTENDEES

City Representatives:

Mara Register | Pat Collins | Matt Martin - City of Valdosta

Steering Committee Members:

Dr. John Gaston, VSU
Nancy Warren, LVAC
David Motley, Valdosta Lowndes Conference Center & Tourism Authority
Jennifer Powell, Fresh Beginnings
Allen Lane, Lowndes County
Ed Crane, South Georgia Pecan
John Crawford, VSU
Bob Goddard, III, LVAC
Giovanni Panizzi, Team Temps
Kelly Lentz, South Georgia Regional Library (ex-officio)
Cheryl Oliver, LVAC (ex-officio)
Tim Riddle, VLCCCTA (ex-officio)

Design Team:

Rob Evans | Matt Hart - IPG

Additional Guests:

Chris Wood, Mathis Auditorium

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ARCHITECTS & PLANNERS
807 Northwood Park Drive Valdosta, Georgia 31602 (229) 242-3557 Fax # (229) 242-4339
E-mail: mail@ipgarchitects.com <http://www.ipgarchitects.com>

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DISCUSSION

OPENING REMARKS AND REVIEW

Rob Evans provided opening remarks to the group.

Matt Hart indicated this meeting is sixth in the series to deliver a Schematic Design for the Valdosta Municipal Auditorium. This is an interim meeting to present the final schematic site plan and discuss the costs associated with the project. The meeting will generate discussions that will lead to additional (and final) recommendations by the Steering Committee that will ultimately define the project elements and scale of the project. The critical items that the Design Team needs final decisions on are : to include, eliminate or reserve space for a Black Box Theater; final seat count; recommended Site Amenities; number of Balconies (one or two); number and size of Administrative Areas; and the recommended Building and Site Finish Standards. These specific final recommendations are necessary to refine and complete the cost model that will be presented later in the meeting.

The agenda for the day was reviewed in detail. The Design Team is developing a package for a final presentation (this future meeting date to be determined later in the meeting).

Matt Hart reviewed the discussions from SubCommittee meetings held since the last Steering Committee Meeting. It was at these meetings that the decision was made to present the cost information to the entire Steering Committee.

Funding and Operations SubCommittee (held on 12 July and 25 July)

Reviewed and discussed in detail the cost model process and specific figures developed around the Steering Committee's recommendations at its June 21, 2012 meeting regarding the scope, scale, and program of the facility. Capital Campaign Planning and Income as well as Operation and Management Funding avenues were discussed. Further discussion and resolution to these specific issues was tabled at the request of the SubCommittee members. It was their recommendation to prepare and present all the information reviewed to the full Steering Committee on August 2, 2012.

Technical Criteria SubCommittee (held 18 July)

Reviewed and discussed in detail the Theatrical Equipment Systems Description and Cost Summary that was prepared by the Design Team. Questions and comments from the SubCommittee were passed along to the Theater Consultant for further information. Revisions and clarifications will be provided within the package of information presented to during the Final Schematic Design Presentation.

SCHEMATIC MASTER PLAN DESIGN

The Final Schematic Master Plan was presented to the full committee. The plan further refines the site design selected at the Schematic Design Selection Meeting held on June 21, 2012.

The plan provides a main entrance to the site off the Northbound Lane of Ashley Street, between the two proposed Roundabouts...additional ingress/egress locations are found at or near the existing entrances/exits to the site (off North Oak Street next to Wendy's and off Ashley Street adjacent to Gene Seago's property – which includes the Five Point's Liquors and Whisk Buildings). The main entry drive extends over the main detention pond along Ashley Street at the west edge of the site and weaves around the Main Library's property line. The entrance road, at the pond, will likely be supported by culverts rather than bridging the pond.

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The Valdosta Municipal Auditorium Building faces west and is set on the higher elevated side of the site. This location will provide prominence from Ashley Street heading north and from Patterson Street heading south. The new Main Library Building sits closer to Ashley Street and is elevated below the auditorium. The east façade of the new Main Library Building is tied to the auditorium building across a hardscape/landscape ellipse. This ellipse creates a plaza between the two projects and also provides for independent drop-off entry points for the two buildings.

The approximate 120,000 sq. ft. Valdosta Municipal Auditorium Building is shown as a three story facility with full amenities including Black Box Theater, Outdoor Amphitheater, 1,300 Fixed Seats, and back-of-house supports (including three truck bays for loading/unloading).

The two storm water detention areas were located due in part to the site's topography and are required for water quality and flood storage capacity. The larger facility is located on the lower elevated end of the site, fronting North Ashley Street. The smaller, facility is located on the west side of the site, over the crest, behind the auditorium building. The smaller pond will collect runoff generated by the parking areas to the north of the pond and other areas on the back-slope of the crest. Both ponds will be sized for the capacity as defined in the land development regulations and will become further developed in later stages of development. The ponds will accommodate both the Auditorium and the Regional Library buildings and the surrounding infrastructure improvements.

The two roundabout scheme is provided as a conceptual footprint...final design, coordination, and construction will be developed in later stages.

Items to Consider:

- Eliminate Landscape Island between Main Library Parking and Parking Adjacent to Ellipse.
- Confirm Loading Dock Accessibility for 53' Tractor Trailers.
- Water Feature Element at main Detention Pond (at the west edge of the site)
- Define Hardscape, Landscape, and Water Features at Ellipse/Drop-Off Area (between buildings)
- Determine location for American and State Flag. Local Flag (?)
- Provide Large Bay Parking for Tractor Trailers, Tour Buses, and Delivery Vehicles.
- Indicate designated Walking Trail (and distance).

COST MODEL

Matt Hart provided an overview of the process involved with Cost Models. These models are a starting point to develop and amend (increase/decrease) the scope of the project based on available funds. Throughout the project's design process, the cost model is generated, refined, and developed as follows:

Milestone	Stage
Schematic Design(current stage)	10%
Design Development	50%
Construction Documents	100%

note: the percentages provided are not "percentage complete" but rather indicate development stages.

As the project is further defined throughout the design process, the cost model is also refined and developed. As the project progresses, the cost model becomes more complex. In the Schematic Design Phase, the Cost Model includes contingency and variable percentages are in place to adjust the model over the course of the project. As the design develops, the model is further refined and the contingency/variable percentages reduce.

The breakdown of the project costs includes Building Costs, Site Work, and Variables. As explained below:

- The Building Costs include the costs associated with the “shell”, or exterior and interior walls, roof, doors, windows, etc. These costs also include costs associated with the “fit-up”, or finishes, including carpet, tile, paint, ceiling treatment, etc.
- The Site Work component includes all work on the site, including utilities, roads, parking, lighting, landscaping, hardscape, etc. All work that extends approx. five feet outside the building are included in these costs. (i.e. utility connections to the building are figured into the Building Costs). The Amphitheater and Walking Trail amenities are included in this line item.
- The Variables fluctuate with the construction market and development of the design. These include current contractor driven costs such as General Conditions and Requirements (Mobilization, Labor, Taxes, Close-Out, etc.) and Overhead and Profit. In addition, these costs also include contingencies directly based on the development of the project. As the project is more refined, these percentage costs – Development Contingency and Escalation – fluctuate with the construction market and current trends in the economy.

The data used to develop the Cost Model includes the recommendations made by the Steering Committee during the entire development process. The decisions made and conclusions gathered during the entire process have affected each piece of the cost model. These elements include:

Building Program – Assignable

Front of House
Auditorium
Multi-Purpose and Flexible Black Box Theater
Back Stage Support and Services
Administrative Areas

Building Program – (UN)Assignable

Mechanical, Chases, Electrical, Interstitial Space

Fixtures and Equipment (based on Technical Criteria)

note: figures do not include furnishings (couches, paintings, etc.)

Proscenium Theater
 Rigging and Stage Equipment
 Lighting and Audio|Visual Systems
 Fixed Seating
 Flooring
 Curtain
 Orchestra Pit and Enclosure
Multi-Purpose and Flexible Black Box Theater
 Rigging and Stage Equipment
 Lighting and Audio|Visual Systems
 Retractable Seating (and loose seats)
Lobby Support Spaces and Offices

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Site Work (full 18 Acre Development)

Earthwork – “moving dirt”
Paving – Roads and Parking
Landscaping – Trees, Shrubs, Grass
Hardscape – Pavers, Sidewalks, Patios
Lighting
Utilities
Amenities – Amphitheater, Walking Trail

The Design Team presented three distinct Cost Models. These models were discussed at length and are listed below.

These figures DO include state of the art equipment, lighting, and seats as well as paving (parking and drives), landscaping, site lighting, and maintains the seven sq. ft. per person design calculation for the Lobby space. These figures DO NOT include furniture, design fees, or the administration area (approx. 2,600 sq. ft.).

Auditorium Developed by the Five Points Steering Committee (approx. 117,000 sq. ft.)

Building Cost per Sq. Ft. = \$335.67 Total = \$39,270,000
Site Development Cost = \$55.76 Total = \$6,530,000
TOTAL = \$45,800,000

Auditorium Developed without Black Box Theater (approx. 97,000 sq. ft.)

this scheme reduces the total square footage by approx. 20,000 sq. ft.

Building Cost per Sq. Ft. = \$329.54 Total = \$32,025,000
Site Development Cost = \$44.35 Total = \$4,310,000
TOTAL = \$36,335,000

Auditorium Developed without Black Box Theater and Seat Reduction (approx. 94,300 sq. ft.)

this scheme “replaces” the two main components of Mathis Auditorium (approx.. 30,000 sq. ft.) with 1,200 Seats and the Multi-Purpose Room while increasing the Lobby and Back-of-House areas to current standards in the industry.

Building Cost per Sq. Ft. = \$324.24 Total = \$34,080,000
Site Development Cost = \$37.35 Total = \$3,520,000
TOTAL = \$34,080,000

Note: The Administration Area must be defined by the Steering Committee through the operations and management of the facility. This area includes offices, restrooms, and supports spaces for these potential staff members. The Funding and Operation SubCommittee will be developing and recommending the operation and management structure of the facility at a future date.

The Design Team generated approximate costs associated with large elements of the project that will further define the final scope of the project. These were chosen to help the Steering Committee understand the costs associated with their previous design recommendations. These specific items will be reviewed at the conclusion of the meeting to determine the final recommendations for the Design Team.

Remove Black Box Theater (and all associated support spaces and equipment)

Anticipated Cost Savings approx. \$9,500,000

this would remove the convertible multi-purpose room, eliminate equipment and retractable seats, reduces the final bathroom count, the total lobby sq. ft., and the back-of-house support spaces.

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Decrease Seat Count from 1,300 to 1,200 (and all associated support spaces)

Anticipated Cost Savings approx. \$2,500,000

this would decrease the final seat count to the same number as the current Mathis Auditorium facility. It would also reduce the final bathroom count and the total lobby sq. ft.

Reduce Site Work to Limited Scope and Code Minimums

Anticipated Cost Savings approx. \$1,250,000

this would eliminate the amphitheater, walking trail, specialty pavers, and other extensive site work features to minimums provided by the Valdosta Land Development Regulations (LDR).

Eliminate Administration Area (2,600 sq. ft.)

Anticipated Cost Savings approx. \$600,000

this would eliminate the administration area entirely from the project based on the operation and management structure of the facility.

Reconfigure Auditorium from Two Balcony to One Balcony Scheme

Anticipated Cost Savings approx. \$800,000

Design Team does NOT Recommend this Option. By reconfiguring the facility to a one balcony scheme, the facility would be reduced to a two-story structure and would reduce the available opportunities of house size and ticket pricing. This would not affect seat count.

Reduce Finish Levels

Anticipated Cost Savings approx. \$200,000 to \$500,000

Design Team does NOT Recommend this Option. This reduction in finish levels would reduce the durability and long term maintenance of the finishes in the building.

The Design Team provided background information on SKyPAC, Southern Kentucky's Performing Arts Center. The project was not provided as a case study for operation and management, but rather for a construction cost perspective. The information provided was found at <http://www.theskypac.com> and provided a snapshot of the facility that recently opened in Bowling Green, KY. The rough cost for construction on this project was \$300/sq. ft. It was noted that this project was constructed during a unique time on the construction market and a local general contractor was awarded the project.

Matt Hart indicated that the final construction cost of the project will be determined during the bid process by the lowest bid (in a Design-Bid-Build Scenario). However, the Steering Committee will influence the final cost of the project in two ways: 1) by setting the fundraising/capital campaign goal later in the day; and 2) by actually raising the funds during a capital campaign for the facility. The Capital Campaign dollars raised may exceed (or not) the goal set by the Steering Committee. The Design Team will be prepared to adjust the scope (+ or -) based on the funds raised. Policies and Procedures are in place within the Design Process to provide "additive alternates" and "deductive alternates" for the project to increase or decrease scope based on available dollars and the bids. The Design Team will work with the City of Valdosta to set these alternates during the final stages of the design process.

CAPITAL CAMPAIGNS

Matt Hart presented an overview of the "balance sheet" that the City of Valdosta currently holds on the project. This includes \$20,000,000 dedicated to the project through SPLOST VII Referendum. It was noted that the sale of the existing Mathis Auditorium will net dollars that must be attributed to the debt service of the current facility.

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Note: Staff determined through further research that proceeds from existing Mathis Auditorium must be dedicated to prior approved uses to include: 1) eliminate the deficit in the Mathis Auditorium and Zoning Enterprise Funds; and 2) the remaining balance to replenish the General Fund Reserves.

The utility infrastructure and transportation improvements at the Five Points area will be allocated with dollars available through different funding streams. The dollars available are unknown at this time, but will be allocated and accounted for as the project progresses.

Additional "income" over and beyond the SPLOST VII Referendum dollars, additional City of Valdosta funding streams for utilities and transportation, and the sale of Mathis Auditorium will be raised and determined through In-Kind Donations and Public Donations through Naming Opportunities.

In-Kind Donations are goods and services (not cash) such as building materials and site improvements (landscaping) that are donated to the project through companies directly related to the products/manufacturing.

Public Donations through Naming Opportunities includes dollars (cash) donated for the purpose of naming rights to pieces and parts of the entire facility. These naming rights could extend to the Entire Building/Facility as well as rooms in the building including the Auditorium, the Multi-Purpose Room, the Lobby, the Balconies, the Green Room, the Box Office, etc. In addition, other opportunities for naming rights could extend to the exterior of the building, including the amphitheater, the covered entry, and hardscape/landscape elements. Finally, the architectural elements of the facility such as columns, stairs, and theater seats can also be named as incentives to donate towards the Capital Campaign.

Mara Register provided information gathered through the Funding and Operations Subcommittee for Capital Campaign development and implementation. This information, mostly gathered online, is intended to help the Steering Committee understand the policies and procedures as well as the processes required for Capital Campaigns. This information is not intended to be exhaustive, but rather a start in developing the Capital Campaign for the Valdosta Municipal Auditorium project.

OPERATION AND MANAGEMENT

Mara Register provided information regarding the operation and management deficit of the existing Mathis Auditorium facility. Additional funding opportunities were discussed by the Steering Committee, culminating in a review of the current Accommodations (aka Hotel/Motel) Tax collected by the City of Valdosta. The revenues based on the current 5% tax in the City of Valdosta net approx. \$1,600,000 of which a mandatory 40% is allocated directly to Tourism Promotion. The potential revenues based on a 7% tax would net approx. \$2,240,000 of which a mandatory 28% is allocated directly to Tourism Promotion. The increase in this tax would NOT decrease the costs allocated for Tourism Promotion nor would they affect (increase/decrease) the dollars currently attributed to the Conference Center, Airport Authority, Arts Commission, Tax Commission, or to the General Fund. The balance of dollars collected due to the increase of the Accommodations Tax would net approx. \$588,000. Information was also distributed that listed the 2010 Hotel/Motel Tax report for each County and Municipality in the State of Georgia.

Motion was carried and passed (unanimously) that the Valdosta Municipal Auditorium Steering Committee recommends to the City Council to raise the Accommodations (Hotel/Motel) Tax in the City of Valdosta from 5% to 7% and that the funds generated in excess of the existing budgeted dollars be allocated for current and future operating costs of the Valdosta City Auditorium.

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SPLOST VII REFERENDUM TIMELINE

Mara Register also provided a timeline of events for the SPLOST VII Referendum. All municipalities, including Lowndes County are on target to meet the deadlines set for including the referendum vote in the November 2012 Election.

FINAL RECOMMENDATIONS

Black Box Theater

The Black Box Theater does not currently have any established usage for the Valdosta/Lowndes County Market. AMS Planning and Research did not research or review anticipated productivity, marketability, and/or revenue generator for this piece of the program.

Motion was carried and passed to remove the Black Box Theater from the project but maintain the placeholder in the Master Plan for anticipated expansion and growth.

Seat Count

The 1,300 seat count currently designed increases the capacity of the existing facility. In addition, an extra 100 seats can be provided onstage for specific events such as graduations.

Motion was carried and passed to maintain the Seat Count at 1,300.

One or Two Balcony

It was noted that the two balcony scheme provides for more opportunities to establish ticket prices and reduce the "house size" of the auditorium. The sight lines on the two balcony scheme are much closer to the stage than the two balcony scheme.

Motion was carried and passed (unanimously) to maintain the Two Balcony Scheme.

Site Work, Administration Area, Finish Levels

The Steering Committee voted unanimously to table the final three recommendations until a later date.

Fundraising Level

The Steering Committee discussed at length the potential to raise dollars in the local economy. It was noted that other organizations may begin their own capital campaign in the near future, potentially creating competition in the area. The final fundraising level will establish the construction cost limitation for the Design Team as the Final Schematic Design is completed.

Motion was carried and passed to set the Capital Campaign Limit at \$20,000,000 over and beyond the established dollars set forth by the City of Valdosta in the amount of \$20,000,000. The Construction Cost Limitation set at this time for the entire projects is \$40,000,000.

The final set of business for the Steering Committee was to set the date for the next meeting. *The Final Schematic Design Presentation Meeting is set for 25 September 2012 from 1:00p-5:00p at the City Hall Annex Multi-Purpose Room.*

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END OF MEETING MINUTES

Respectfully Submitted,

IPG, Incorporated



Matthew S. Hart, Associate AIA
Project Manager

cc: Meeting Attendees (.pdf)
Job Team (.pdf)
IPG File: 1160/A1 and Project Notebook

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