

# Memorandum



CITY OF DALLAS

DATE May 31, 2024

Honorable Members of the Economic Development Committee: Mayor Pro Tem Tennell  
TO Atkins (Chair) and Council Members Omar Narvaez (Vice Chair), Adam Bazaldua, Paul Ridley,  
and Chad West

SUBJECT **Kay Bailey Hutchison Convention Center Dallas (KBHCCD) Master Plan Update**

On May 20, 2024, Convention and Event Services (CES) released Request for Qualifications - CIZ24-CCT-3085 in Bonfire to begin the solicitation process for architecture/engineer design services for the convention center expansion portion of Component 1 of the Kay Bailey Hutchison Convention Center Dallas (KBHCCD) Master Plan. In preparation for the solicitation and evaluation period related to the procurement, talking points have been prepared for Council Members and are included as **Attachment-A**.

CES, in coordination with Inspire Dallas, has also engaged in a robust engagement and outreach campaign related to the overall Master Plan, with a Thursday, May 30 scheduled telephone townhall to provide an update on the reorientation and move-forward plan. Additionally, throughout the months of April and May CES and Inspire Dallas have conducted update meetings with external stakeholders and the Mayor's Taskforce to provide relevant updates about the project.

Updates to stakeholders and the public include information about estimated completion of utility work, overall reorientation of the convention center concept (**Attachment B**), and next steps with other components of the master plan, including the Black Academy of Arts and Letters and the Dallas Memorial Auditorium.

Future updates will include information about the planned June 26 groundbreaking, for which planning and outreach are currently underway.

*Rosa Fleming*  
Rosa Fleming (May 29, 2024 16:41 CDT)

Rosa Fleming  
Director  
Convention and Event Services

[Attachment-A: Talking Points / Attachment-B: Reorientation: Project Footprint and Building Program]

c: Kimberly Bizar Tolbert, City Manager (i) M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager  
Tammy Palomino, City Attorney Dr. Robert Perez, Assistant City Manager  
Mark Swann, City Auditor Donzell Gipson, Assistant City Manager (i)  
Biliera Johnson, City Secretary Robin Bentley, Assistant City Manager (i)  
Preston Robinson, Administrative Judge Jack Ireland, Chief Financial Officer  
Jon Fortune, Deputy City Manager Genesis D. Gavino, Chief of Staff to the City Manager  
Majed A. Al-Ghafry, Assistant City Manager Directors and Assistant Directors

## Important Notice:

*The outlined talking points are the only information that City of Dallas leadership, including City Council, the Interim City Manager, and the Mayor, are authorized to discuss publicly regarding this Request for Qualifications (RFQ). This is to ensure compliance with the RFQ process and to avoid any interference or perception of bias.*

## Background and Purpose

- The City of Dallas Convention and Event Services Department (CES) has issued a Request for Qualifications (RFQ) for qualified firms to provide architectural and engineering design services for the expansion of the Kay Bailey Hutchison Convention Center Dallas (KBHCCD) west of Lamar Street, which is part of Component 1.
- TxDOT will design the greenspace connector over IH-30, which is also part of Component 1.
- The decommissioning and demolition of the existing convention center east of Lamar Street, another part of Component 1, will be addressed in a separate RFQ.
- This solicitation is a crucial step in the implementation of our long-term strategy to maintain Dallas as a premier destination for conventions and events, ensuring we meet the growing demand for high-quality exhibition and meeting space.

## AED

- The RFQ for Architecture/Engineering Design Services is used to clearly define the project requirements and selection criteria for choosing the most highly qualified A&E firm for Component 1 Kay Bailey Hutchison Convention Center Dallas (KBHCCD) Expansion-West of Lamar Street Only.
- The RFQ outlines the factors the City will use to evaluate the proposers, including the firm's experience with similar projects, their design approach, qualifications of the proposed team, and their proposed timeline. The scope of services includes the overall concept, layout, and aesthetics of the building, ensuring it meets functional requirements and adheres to building codes. Also included are Structural & Civil Engineering, HVAC systems, plumbing, and other mechanical systems, as well as designing and specifying the electrical wiring, lighting systems, and communication infrastructure.
- Once selected, the Design team will engage with City Staff as well as multiple stakeholders to further define the programming elements necessary for a world-class convention center while achieving the goals of the KBHCCD Master Plan including enhanced transportation network, a healthy and safe urban environment, and a diverse/vibrant Convention Center District that represents the values, equity, and inclusion of the City of Dallas.



### **Timeline**

- September 13, 2023, Inspire Dallas was awarded a \$71 million project management services contract for Component 1 of the Kay Bailey Hutchison Convention Center Dallas Master Plan.
- February 29, 2024, McKissack & McKissack was awarded nearly \$7.7 million for the renovation and reconstruction of the Dallas Memorial Auditorium.
- February 29, 2024, Dikita Enterprises was awarded a \$9.2 million contract for the project management related to the renovation and reconstruction of TBAAL.
- March 6, 2024, the City Council was briefed on the project's reorientation.

### **Project Scope and Goals**

- The selected firm will work closely with City leadership, staff, and stakeholders to deliver top-quality design and engineering services.
- Our goals are to design a modern, efficient, and adaptable convention center that serves as an economic catalyst, an engaging destination, and a fully accessible facility that promotes local and regional investment.

### **Community and Economic Impact**

- The implementation of the KBHCCD Master Plan is expected to leverage more than \$5 billion in private investment, create approximately 50,000 construction jobs, and generate 30,000 ongoing full-time jobs.
- We are committed to ensuring this project promotes racial equity and inclusion, inflates local economic growth, and develops sustainable local workforce programs.
- Our vision is to use this project as a model for enhancing equity in procurement, capacity building, mentorship, workforce development and job training.

### **Engagement and Timeline**

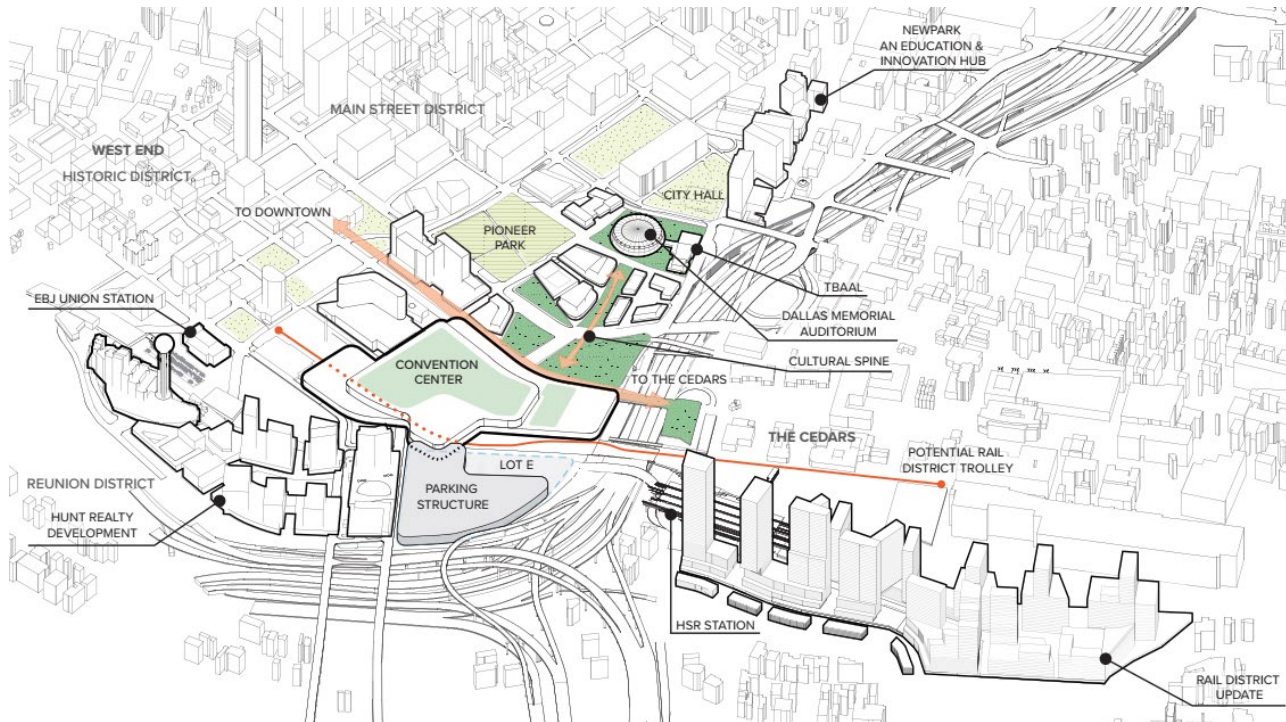
- The City of Dallas and Inspire Dallas will collaborate with the selected architectural and engineering design firm to refine our project timeline and ensure all milestones are met. We anticipate providing a detailed project update to City Council in six months.
- Public engagement will be a critical component of this process, ensuring that community input is incorporated into the final design. Inspire Dallas will ensure that all stakeholders have a voice in this important project.



# Attachment – B: KBHCCD Reorientation / Programming



## Reorientation: Project Footprint



**Note:** New footprint de-conflicts with Texas Department of Transportation and Union Pacific Railroad rights-of-way

## Building Program

- The design process will require significant stakeholder involvement to achieve all the proposed programming needs for a successful convention center
- Proposed square footage for each building element:
  - 800,000 Exhibit Hall
  - 170,000 Ballrooms
    - 100,000 Largest ballroom
  - 260,000 Meeting Rooms
- Program includes ~2,000 parking spaces
- Additional circulation and centralized logistics

