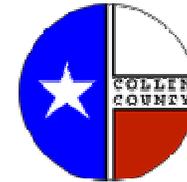


A Master Development Plan for Myers Park and Event Center

Collin County, Texas



Prepared for Collin County

March 2, 2007



Half Associates

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Acknowledgements

The following individuals are recognized for their significant contributions to the preparation of the Myers Parks and Event Center Master Development Plan for Collin County.

County Commissioners

Elected County Judge – Keith Self
Commissioner Precinct 1 – Phyllis Cole
Commissioner Precinct 2 – Jerry Hoagland
Commissioner Precinct 3 – Joe Jaynes
Commissioner Precinct 4 – Jack Hatchell

Myers Park Advisory Board

Chairman – Jack Evans
Board Member – Paul Furr
Board Member – Glen Renfro
Board Member – Normal Gidner

Collin County Staff

Myers Park and Event Center – Linda Dixon
Special Projects/Open Space – Jeff Durham

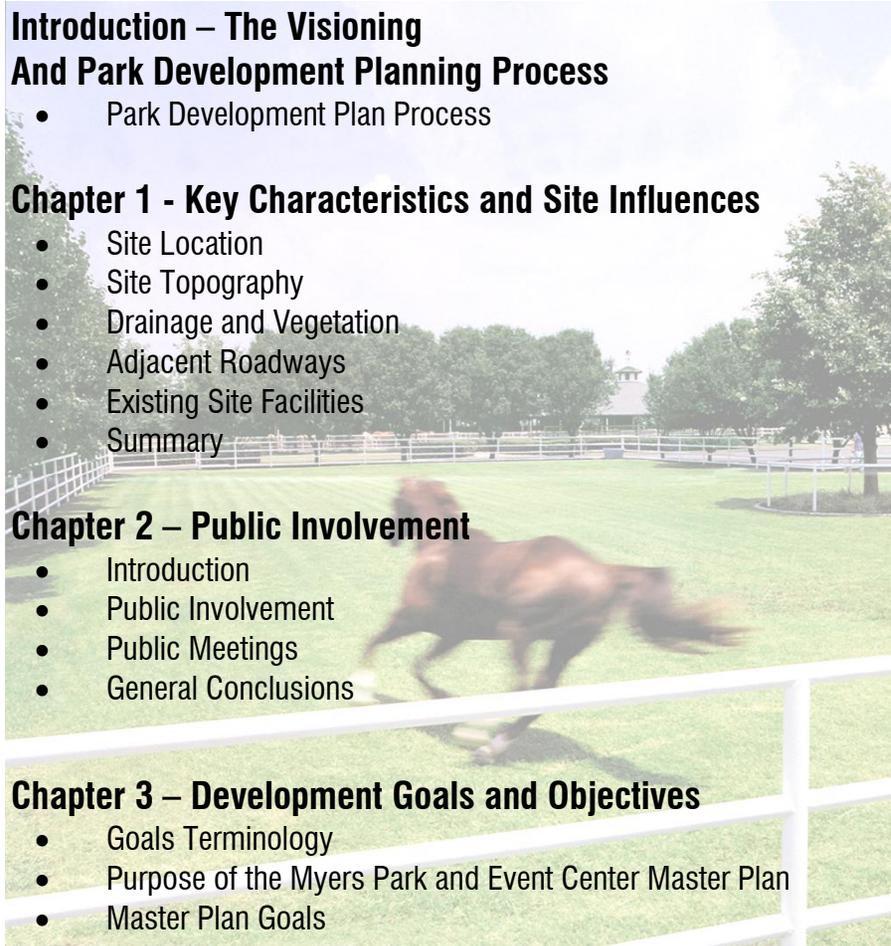
Consulting Team

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Executive Summary

A Vision for Collin County

Collin County has embarked on an ambitious mission to enhance and promote “Myers Park and Event Center”. The vision is embraced by the leadership of Collin County and the need is confirmed by citizen public input meetings, conducted as a part of this effort. The report reflects the charge of Collin County in supporting its goals of engaging current and future users of Myers Park, future business developers, and other stakeholders to retain and improve the economic and real estate vitality of Myers Park, by improving its current and potential expansion of facilities.

This “vision” guided the preparation of the Master Development Plan design recommendations along with practical implementation strategies. The result is a master plan to make the vision a reality for Collin County and its citizens.

Existing Conditions and Analysis

Collin County is a rapidly growing bedroom community at the northern extent of the DFW area. The City of McKinney, the County Seat, is a regional hub in Collin County for education, retail trade, entertainment, and other activities. Myers Park and Event Center was originally created as the Collin County Youth Park in 1969 with donated acreage and has since grown to over 168 acres of rolling land, open pastures, creeks and lakes. A visual survey of the site revealed that Myers Park is a “park” in transition” with the potential for new development transforming its open space and rural areas into a system of “developed outdoor rooms”. The park offers a Show Barn and Indoor Arena, Outdoor Arena, Stall Barn, Reception Hall, Gazebo, Pole Barn (Picnic Pavilion), and two primitive group camping areas as rental venues.

An analysis of the existing conditions uncovered many positive things as well as inconsistencies in the appearance and utilization of the park. The analysis found the following deficiencies:

- No sense of entry to current park facilities, leaving it with a lack of identity.
- Insufficient vehicular and trailer parking for customer use.
- Existing facilities are under sized for large events.
- The presence of an office facility is desired for the collection of fees , marketing and organization of events
- Future expansion of CR 166 and 168 will remove existing parking along the street frontage.



On the positive side, Myers Park's natural assets of trees, rolling hills, creeks and open space contribute to the image of Myers Park and Event Center. Large open fields, located on the western part of the property have signs of past disturbances and are ideal for future expansion and development. The natural sloping terrain provides a potential location for an outdoor amphitheater with an enlarged pond for the backdrop. Ecologically, the vegetative tree lines are an important habitat for bird and animal life. The vegetative covered edge acts as an important buffer to bio-filtrate pollutants deriving from non-point source pollution including oil from roads and chemicals from lawns and agricultural fields.

The report addresses how to preserve these assets and correct the deficiencies by establishing goals and objectives for Collin County and providing specific design recommendations and implementation strategies.

Market and Preliminary Economic Analysis

Collin County is uniquely situated within the most important equine activities region in North America. There are nearly 1 million horses in Texas (the most of any state) and an estimated 455,649 Texans are directly involved in the horse industry, millions if spectators were counted. Collin and Denton Counties in north Texas are known as "Horse Country USA" and have the highest concentration of horses and horse farms in the state. In total, the Texas horse industry supports more than 32,000 full-time jobs. The total economic impact of the horse industry in Texas: more than \$3 billion, with local, state and federal tax revenue of more than \$110 million. (Source: 2005 Economic Impact Study of the Texas Horse Industry by KPMG)

Additionally, all major world championship and national championship equine events occur in Ft. Worth, Oklahoma City, or Tulsa, and event calendars at these major national venues are saturated. Furthermore, Interstates 35 and 75 are the key transportation routes between these key venues and are the most heavily traveled equine routes in the United States.

There are no significant, modern equine event centers between Dallas/Ft. Worth and Oklahoma City with the capability to host regional events, therefore venue competition for this crucial event type is virtually non-existent. The redeveloped Myers Park will be strategically "right-sized" to host events deemed too small for the major national venues in the region and to pick up events that are unable to garner dates at the major venues. Additionally, the major national venues are often too expensive for regional events. The "right-sizing" of Myers Park will allow for lower facility utilization costs, as compared to these larger national venues.

1. Preliminary study indicates that the proposed new facilities will generate more than \$1.4 million in gross operating revenue during the first full year of stabilized operations. It is anticipated that some excess operational revenue generated by these new facilities could be utilized to supplement the operation of the existing non-profit / public service event facilities.



2. Equine-related events are expected to be a major event type at Myers Park and both facility revenue and the economic impact generated from these events is projected to be enormous. Year one equine-related facility rental revenue is estimated to exceed \$560,000, and the direct economic impact from equine events in Collin County is estimated to be greater than \$6.2 million (\$15+ million induced impact). As a comparison, the Oklahoma City Convention & Visitors Bureau reported a total direct impact of \$107 million for the 15 largest equine events held at the Oklahoma State Fair Park in 2005.
3. Non-equine/non-ticketed events are expected to generate nearly \$150,000 in estimated facility rental revenue, and ticketed spectator events are expected to generate more than \$300,000 in facility rental revenue. It is further estimated that these event types will generate more than \$5.2 million in direct economic impact (\$12.7 million induced impact).
4. Third party concession agreement fees, catering, animal feed & bedding sales, advertising & sponsorships, RV hookup fees, and other miscellaneous income is expected to generate approximately \$390,000 in facility revenue.
5. Direct on-site and off-site expenditures due to the operation of the Myers Park Event Center are anticipated to generate nearly \$1 million in sales and hotel occupancy taxes in Collin County.

Goals and Objectives

The Purpose of Myers Park and Event Center Master Development Plan is to provide the framework for orderly and consistent planning, development and improvement of Myers Park and Event Center, establish priorities based on researched and documented facts based upon user needs and to guide Collin County Park Board Members and Commissioners in acquisition and development of park land to meet current and future park needs.

The following objectives guide the decision making process for the Myers Park and Event Center Development Master Plan.

- **Goal #1** - Adhere to and respect the original charter of Myers Park to provide for the “education and recreation for the citizens of Collin County”.
- **Goal #2** - Evaluate the addition of new facilities and the improvement of existing facilities.
- **Goal #3** - Be operationally self sufficient with any new facilities.
- **Goal #4** - Increase revenue producing utilization of existing facilities.
- **Goal #5** - Create a unified architectural and landscaping theme.
- **Goal #6** - Brand the facility – Create instant recognition in Collin County.
- **Goal #7** - Create economic impact and generate community support.
- **Goal #8** - Maintain open space and a park setting within the community.



- **Goal #9** - Identify timelines for improvements including immediate improvements and future improvements at 5 years, 10 years and ultimate build out.

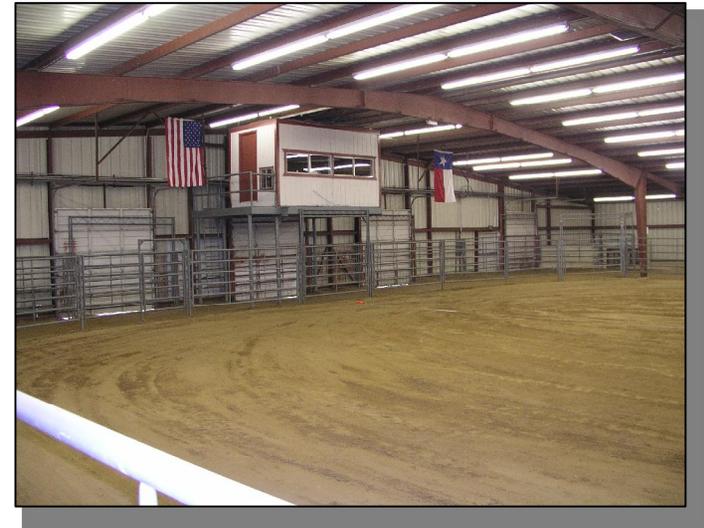
Master Development Plan Recommendations

The recommendations for the Myers Park and Event Center Master Plan are designed to reflect the recreational needs and desires of the citizens of Collin County. Myers Park and Event Center should be master planned and designed to reflect the growth and changing needs of the community and yet still honor and respect its original charter “to provide for the education and recreation for the citizens of Collin County”.

The Master Plan designates significant improvements to be made to the existing facilities at Myers Park. Architectural landmarks and signage would give Myers Park an identity, other such treatments such as developing an architectural theme for the entrances and improvements to the building façade to give a sense of entry and place within the development. The enhancement of the existing “Wedding Gazebo” with a new wedding chapel would provide an increase in use and revenue for Myers Park.

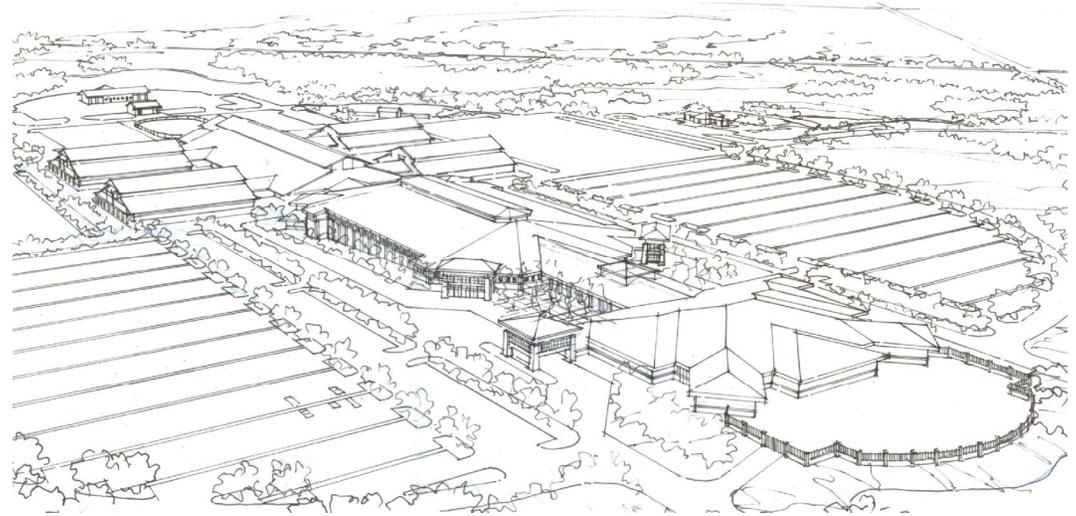
Additions and Improvements for Consideration:

- Maintain and improve existing Arena for youth and other organization livestock shows including insulation, ventilation, lighting, footing, bleachers, PA sound system, acoustics, and equipment.
- Maintain Stall Barn.
- Evaluate the Rodeo Arena in the Master Plan including demolishing the Rodeo Arena to allow for alternate uses, parking for vehicles and trailers, maintenance facilities, equipment, etc.
- Add improved parking for all venues Arena, Stall Barn and Rodeo Arena.
- Acquire additional land for parking, trailer parking and maneuvering, cars, etc. south of the existing Stall Barn.
- Provide R/V parking, hookups and facilities for R/V's and horse trailers with R/V quarters.
- Create a unified architectural theme for the existing buildings and any new construction with attention to creating new visual identities for entrances to be used by the public.



Additions and Improvements for Consideration:

- Develop a Multi-Use Event and Exposition Center with a focus on the equestrian market, but with the flexibility to book multi-use venues to achieve maximum utilization of the facility.
- Develop support facilities including covered warm-up arenas, outdoor practice arenas, stall barns, multi-purpose meeting facilities and spectator facilities.
- R/V Park with hookups.
- Trailer Parking with R/V hookups close to the multi-use Expo Center.
- Acquire additional land for multi-use facilities.
- Encourage retail, restaurant and hotel development on adjacent and near by land to support multi-use facilities through zoning changes.
- Develop a complimentary relationship between the new Multi-Use Exposition Center and the existing/relocated/upgraded facilities.
- Provide long-term expansion and growth opportunities



Implementation Strategies

The vision of the Myers Park and Event Center Master Development Plan can become a reality by establishing a prioritization of improvements from immediate actions to ongoing, long term commitments. Projects are listed and categorized as being initiated within the short term (1-5 years), medium term (5-10 year), or long term (10 or more years). Ongoing action items are listed as county/city development occurs.

Conclusion

The Master Development Plan presented in this report is a vision for Collin County and a tool to make it happen. The intent of this plan is to facilitate the creation and development of improvements to Myers Park and to plan and develop a strategy for the implementation of an Event Center able to hold major equine and non-equine related events that can consistently attract other large multi-use events. This is a “once in a lifetime” opportunity to take advantage of ideal local, regional, and national market conditions to develop an economically viable multi-use event venue for Collin County. However, lack of land for modernization and expansion in response to market demand (being land-locked) is a leading problem faced by an overwhelming number of public event facilities nationwide. This redevelopment effort and future facility growth is jeopardized by the rapid rate of development encroaching upon the Myers Park site. It is imperative that adequate land be acquired now to ensure the long-term viability of public investment in Myers Park. Strength of the local economy, very low unemployment, population growth, progressive development, lack of competition, and strength and expansion of the equine industry nationwide are overwhelmingly positive factors key to the successful redevelopment of Myers Park. Implementing this plan will be a significant undertaking for Collin County, yet it will be a means by which to positively shape the future of the County.

Timing of the Proposed Redevelopment is Ideal but also Crucial.

