

# **EXXONMOBIL BAYTOWN EVENTS CENTER & STERLING LIBRARY RENOVATION UPDATE**

**PRE-DESIGN PHASE**

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**CITY COUNCIL RETREAT  
FEBRUARY 19, 2026**

# 1. GREETINGS!

THOMAS REEVES, BRANT GARY, & JEFF WILLIAMS

# 2. INTRODUCTIONS

“RIGHT TEAM, RIGHT PROJECT, RIGHT TIME”

# INTRODUCTIONS – “RIGHT TEAM, RIGHT PROJECT, RIGHT TIME”



**JEFF**

**WILLIAMS**

**OWNERS**

**REPRESENTATIVE**

GRAHAM ASSOCIATES, INC



**KEVIN**

**ARMSTRONG**

**LEAD ARCHITECT**

BRS ARCHITECTURE



**MICK**

**MASSEY**

**PROJECT PLANNER**

BRS ARCHITECTURE



**MARGARET**

**SULLIVAN**

**LIBRARY DESIGN**

MARGARET SULLIVAN STUDIO



**LARRY**

**AUTH**

**SPORTS CONSULTING**

LT SPORTS

**LEADERS IN COMMUNITY, LIBRARY & RECREATION DESIGN, SPORTS & EVENTS**

## CITY COUNCIL RETREAT

# EXXONMOBIL BAYTOWN EVENTS CENTER & STERLING LIBRARY RENOVATION UPDATE

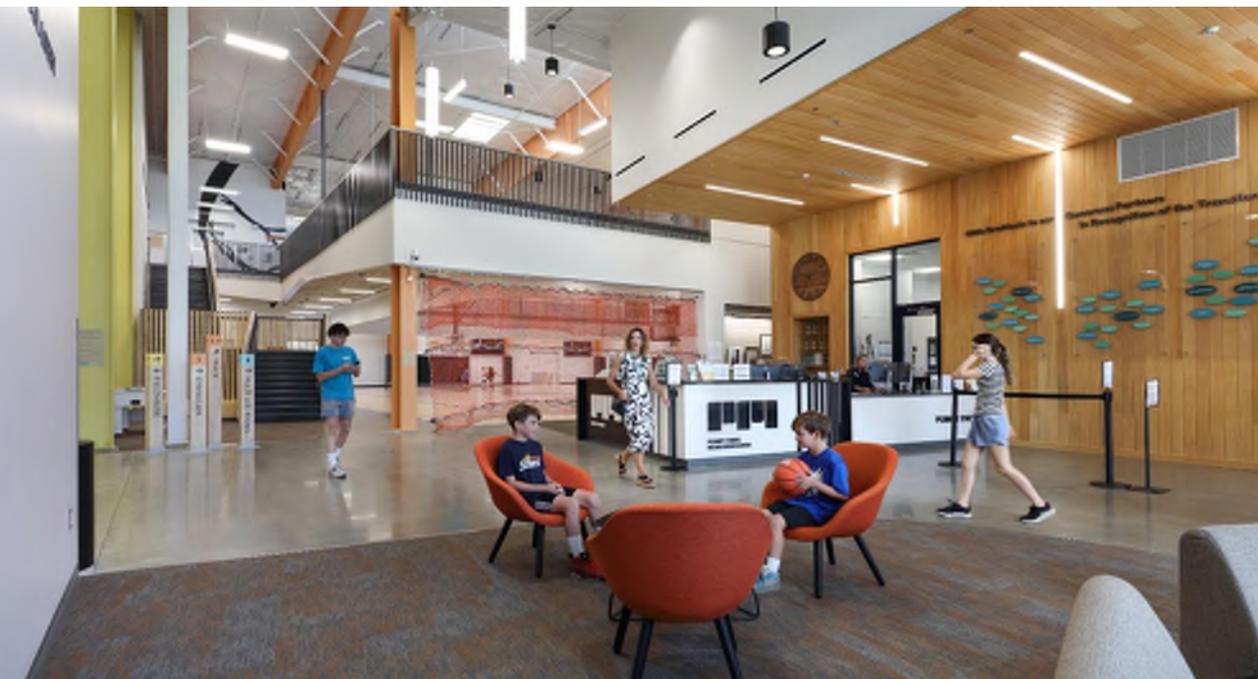
## MEETING AGENDA

1. Greetings!
2. Introductions of Presenting Consultants “Right Project, Right Time, Right Team”
3. Core Project Overview
4. Project Process, Program & Approach
5. Total Project Budget & Operational Considerations
6. Pre-Design Conclusion and Confirm Council Input Items
7. Next Steps and Q&A

# ORG CHART



# INTRODUCING BRS ARCHITECTURE



DESIGN TEAM LEAD

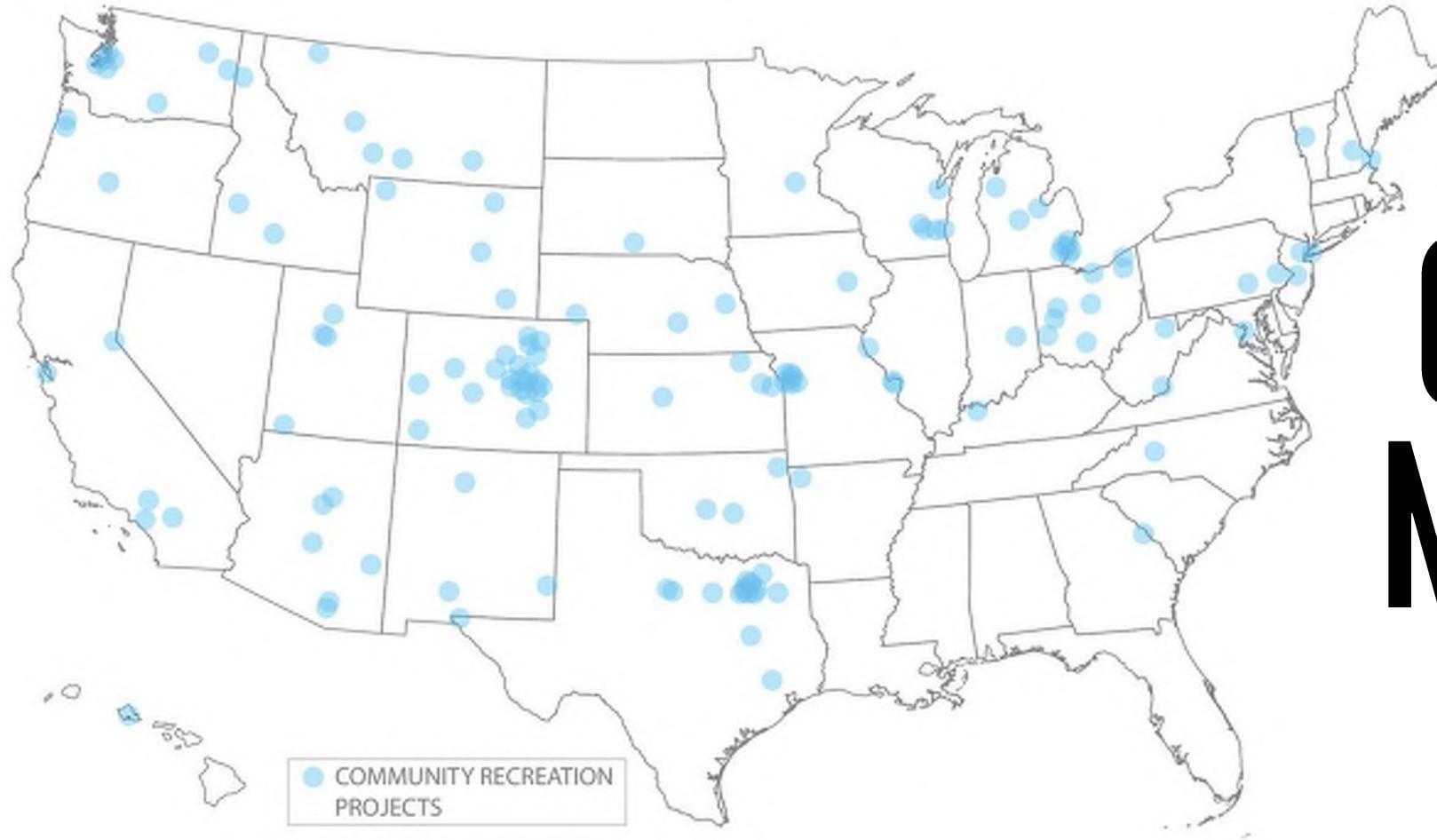


BARKER  
RINKER  
SEACAT  

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ARCHITECTURE

FRONT-RUNNERS IN COMMUNITY SPORTS & RECREATION



**OVER 350+**  
**NATIONWIDE**

# BRS FIRM BACKGROUND

50

YEARS OF CONTINUOUS PRACTICE  
**COMMUNITY RECREATION EXPERTISE**

350+

COMMUNITIES ASSISTED  
**PUBLIC RECREATION PROJECTS NATIONWIDE**

90%

OF OUR WORKLOAD & EXPERIENCE IS IN  
**COMMUNITY SPORTS & RECREATION DESIGN**

20-30

ENGAGEMENTS A YEAR AT RECREATION  
**CONFERENCES & PUBLIC SPEAKING**

1.6M

MILLION SQUARE FEET DATABASE OF  
**RECREATION FACILITIES BENCHMARKING**



**50**  
YEARS



# BENCHMARKING | PERFORMANCE VERIFICATION



**18**  
centers

**7**  
states

**1.6 M**  
sq. ft.

# RELEVANT BRS PROJECTS

This project is unique to Baytown, however  
we can draw inspiration from proven  
success

# CITYNET CENTER AT THE BRIDGE SPORTS COMPLEX | BRS ARCHITECTURE



# CITYNET CENTER AT THE BRIDGE SPORTS COMPLEX | BRS ARCHITECTURE



# CITYNET CENTER AT THE BRIDGE SPORTS COMPLEX | BRS ARCHITECTURE



# STEPHEN G. TERRELL SPORTS & RECREATION | BRS ARCHITECTURE



# STEPHEN G. TERRELL SPORTS & RECREATION | BRS ARCHITECTURE



# STEPHEN G. TERRELL SPORTS & RECREATION | BRS ARCHITECTURE



# YOUNG FAMILY ATHLETIC CENTER | BRS ARCHITECTURE



# YOUNG FAMILY ATHLETIC CENTER | BRS ARCHITECTURE



# YOUNG FAMILY ATHLETIC CENTER | BRS ARCHITECTURE



# INTRODUCING MARGARET SULLIVAN STUDIOS

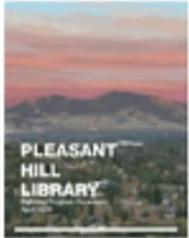




**Margaret Sullivan**  
*Margaret Sullivan Studio  
Principal in Charge*



# NATIONAL EXPERIENCE



# NATIONAL LEADERS



**Richland Library  
Columbia, SC**

**ARCHITECT**

**Annapolis Library  
Annapolis, MD**



**Ives Squared Library  
New Haven, CT**



## The LIBRARY as Intercommunity Hub

TEXT BY ED KERRAN



**ANNAPOLIS, MD., PLAYED A MORE PIVOTAL ROLE** in the early life of the United States than most know, serving as the nation's capital immediately following the Revolutionary War. In 1783, George Washington resigned his commission as commander-in-chief of the Continental Army in the Maryland State House in the city's downtown, a moment in history that lives on in the words of his resignation speech, now on display on custom panels over the "nose" of the new Michael E. Busch Annapolis Library in Anne Arundel county.

"Washington's act of resigning his commission is perhaps one of the greatest acts of selflessness and service in our brief American history: the idea that the individuals and the entities (military, in this case) selected to lead our nation do so in service to the larger American community," says Jeremy Kline, AIA, a principal with local firm WCOM Architecture and Interiors. The library's "nose" mission is service to the Anne Arundel community, and this space helpfully reinforces some of those parallels to the library customers."



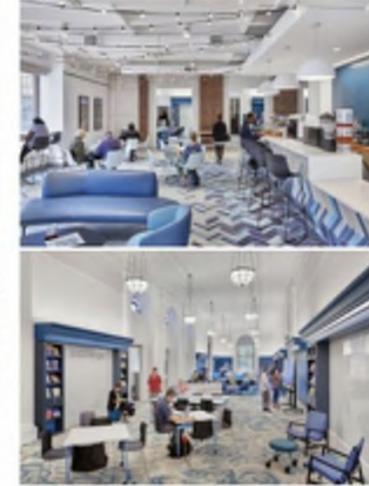
**WCOM ARCHITECTURE** designed the new Annapolis Library's interior. Photos by David Rowland.

Design defined the design services of Margaret Sullivan Studio to design a four-month long planning and programming study, focused on community co-creation. More than 100 people, from city leaders and community partners to underserved residents, came together to define the vision, mission, and experiences they wanted to share the services, technology, and space that makes up Ives Squared, a model of community based on design thinking. The 4,500 square foot space offers community members varied and engaging opportunities to take on this from conception to program and implementation.

The renovation was timely: it came online as the state and a network of entrepreneurs launched its Innovation Place grant competition. In partnership with the city, Ives Squared was selected as an anchor institution for the program and now participates in the City City Innovation Collaborative.

**ELEGANT EFFICIENCY**

The interior renovation has respectfully updated the 1907 Cass Gilbert designed reading room, an example of neo-classical design, into a 21st century multipurpose and public realm. Creatively embedded structural paneling on the upper walls of the double-height space and in the Ives Lab intelligently machines noise from HVAC-systems and LED systems. The original bookshelves, with vintage covers, were preserved; they now showcase 3D prints and negatives. Elegantly modern but recreation-friendly treatments guide users through areas that offer specialized services. In a nod to another Cass Gilbert work, the Woodstock Building, a rich oak-laminate surface and allows patrons to visually communicate the digital services within it. The expanded reading room connects seamlessly to a 1920s addition, also renovated to have a rich that spans the architectural progression.



**WCOM ARCHITECTURE** designed the new Ives Squared Library's interior. Photos by David Rowland.

Every inch of Ives Squared serves as part of an integrated whole. The Swiftboard area supports the "lighter" stage of design thinking and offers a collaborative workspace for users looking for both library and regional services and resources; the Exchange offers flexible social space for collaboration and co-working; multiple seating areas are available for both short and long programs; and flexible technology is available throughout; a curated collection of recent publications covers topics such as social entrepreneurship and business planning; and the Theater Lab offers a multidisciplinary experience, with 3D printers, a laser cutter, and a vinyl cutter, among other tools. Library staff teach regular sessions and a small program offers certification for people who want to use the equipment during regular hours. Finally, the cafe and patio offer a place to connect with others and, since opening, has hosted over 30 programs with more than 400 attendees.

While honoring the building's history, the renovation created a new kind of work environment that is people-driven. "Connected through community-driven design thinking workshops, Ives Squared intentionally builds the conditions for new ideas; existing knowledge economy to be anchored and practiced in the library," says designer Margaret Sullivan.

# FOR A PROSPEROUS VISION OF A CONNECTED BAYTOWN

**BEAUTIFICATION  
&  
ENVIRONMENTAL  
STEWARDSHIP**



Downtown Houston

25 miles

George Bush Intercontinental Airport



36 miles

**OUTDOOR  
RECREATION &  
AMENITIES**



Chevron Phillips Chemical



**ECONOMIC  
PROSPERITY**



Houston Methodist Baytown Hospital



ExxonMobil



Lee College

**STERLING  
MUNICIPAL  
LIBRARY**

**CRITICAL  
INFRASTRUCTURE  
& MOBILITY**



Galveston Texas A&M at Galveston  
University of Texas Medical Branch

41 miles



NASA

22 miles

Port of Houston



TGS Cedar Port



Rice University



University of Houston



Downtown Houston

25 miles

William P. Hobby Airport



25 miles

INTERSTATE  
69

INTERSTATE  
610

INTERSTATE  
10

INTERSTATE  
45

INTERSTATE  
610

90

99

99

Houston Ship Channel

# RELEVANT LIBRARY PROJECTS

# Richland Public Library - Main



# Omaha Public Library - Central



Omaha Public Library - New Central Library  
Omaha, NE

# Michael E. Busche Annapolis Library



Michael E. Busche Annapolis Library  
Annapolis, MD

# ImaginOn: The Joe & Joan Martin Center



ImaginOn- The Joe & Joan Martin Center  
Charlotte, NC

# Stockton Public Library



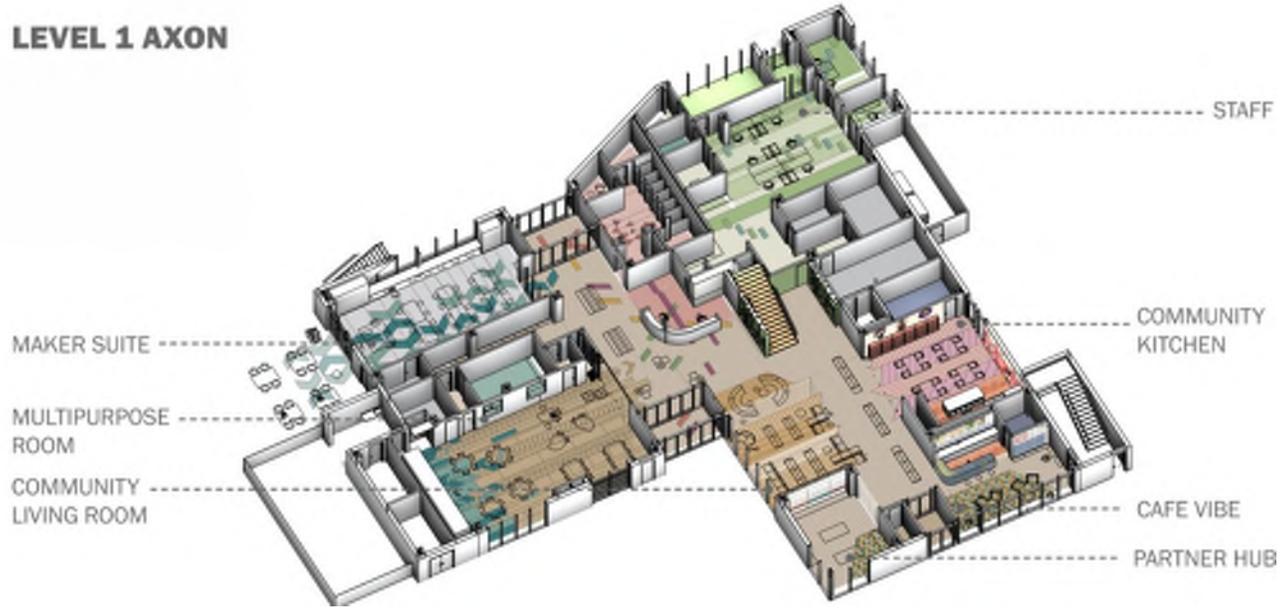
Northeast Stockton Library & Community Center  
Stockton, CA

# East Las Vegas Library



# North Wilmington Library – Think Do Hub

## LEVEL 1 AXON





# SPORTS FACILITIES INTRODUCTION

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# WHO ARE WE

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- 70 years of combined management experience in the hospitality industry
- Game On Sports brand has spurred widespread interest for their knowledge, experience, and expertise
- LT Sports Consulting provides cities, municipalities, recreation departments, and independent developers with the guidance necessary to achieve optimal long-term success

# Meet the Team



**Trevor Armstrong**  
Partner



**Larry Auth**  
Partner



**Lane Auth**  
Finance Strategy Lead



**Chris Auth**  
Operations Specialist



**Kelly Todd**  
Strategy Director



**Deborah Fox**  
Marketing



**Sue Swift**  
Finance Director



# KNOWLEDGE / EXPERIENCE / SUCCESS

- Youth and adult sports are on the rise in the United States
- First class, successful sports complexes from concept to operations

## SERVICES



New Facility Feasibility



Facility Design Consulting



Management Consulting



Partner Development



Finance Structure



P&L Management



Public Funding Advisory

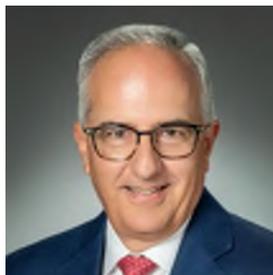


Strategy



Marketing & Branding





- CG Group is a strategic communications consulting firm
- Advising Fortune 500 corporations, privately held businesses, law firms, professional associations, philanthropic leaders, family offices, commercial developers and sports and entertainment venues
- Instrumental in shaping major public-private partnerships, economic development initiatives, and high-profile multi-decade community initiatives

## PROJECTS

DICKIES ARENA · TEXAS MOTOR SPEEDWAY · EPSN  
FORT WORTH STOCKYARDS · NATIONAL FOOTBALL LEAGUE

## SERVICES



Understanding &  
Engaging Key  
Audience



Aligning  
Business &  
Community  
Priorities



Strategic  
Communication for  
Growth & Stability





## SCOPE OF SERVICES

### PHASE 1

- Discovery, Visioning, Feasibility
- Site Analysis & Planning
- Preliminary Facility Programming & Conceptual Layouts
- Preliminary Budget & Financial Model
- Deliverables

### PHASE 2

- Project Management Support
- Program, Concept, and Business Model
- Design Collaboration
- Deliverables

### PHASE 3

- Operational Implementation & Training

# **RELEVANT LT SPORTS PROJECTS**



GAME ON **ARENA SPORTS**

EST.  
2006



GAME ON **SOCCER SHOP**

EST.  
2012



GAME ON **SPORTS COMPLEX**

EST.  
2016



EST. 2019

# EXISTING PROJECTS

- Champions Ranch - Multi-Sport Complex - Tallahassee, FL
- City of Anna - Recreation Center - Anna, TX
- City of Fort Worth - Sports Complex - Fort Worth, TX
- City of Grand Prairie - THE EPIC, Grand Prairie, TX
- City of Greenville - Multi-Sport Complex- Greenville, TX
- Game On Arena Sports - Multi-Sport Complex - Fort Worth, TX
- Game On Sports Complex - Multi-Sport Complex - Fort Worth, TX
- New Life Academy - Multi-Sports Complex - Woodbury, MN
- Southwood Sports Complex - Roanoke, TX



Champions Ranch,  
Tallahassee, FL



Greenville Sports Complex,  
Greenville, TX

# RELEVANT ENTERTAINMENT PROJECTS

# ENTERTAINMENT AND EVENTS EXPERIENCE - TEXAS LIVE



# ENTERTAINMENT AND EVENTS EXPERIENCE - TEXAS LIVE



# ENTERTAINMENT AND EVENTS EXPERIENCE - TEXAS LIVE



# TOYOTA MUSIC FACTORY



# TOYOTA MUSIC FACTORY

HANMUSIC

ALAMO  
BRAUERY CINEMA



TEXAS RHYTHM FEST



# TOYOTA MUSIC FACTORY



## RELEVANT EXPERIENCE

Why does this matter for Baytown?

“We bring *'lessons learned'* to ensure Baytown achieves a premier, cost-effective result.”

# 3. CORE PROJECT OVERVIEW

BIG PICTURE STRATEGIC CONCEPTS



# IDENTIFIED PROJECT 'BIG PICTURE' STRATEGIC CONCEPTS

- **Development of indoor courts to attract youth sports**
- **Incorporation of the existing library into the project**
- **Multi-use recreational space for community use**
- **Self-Funded Operations**
- **Positioned as an Economic Driver for Local Businesses**
- **Focus on Community & Stakeholder Engagement**
- **Supports Baytown as a Youth Sports/Sports Tourism/Special Events Destination**
- **Provide Educational, Entertainment, & Recreational Opportunities**
- **Produce a Regional Attraction and a Community Asset**
- **Ensure long-term market viability**



# WHAT WE NEED FROM CITY COUNCIL IN THE 'PRE-DESIGN PHASE'

- Confirm Established Project Strategic Concepts
- Base vs. Stretch: Project Budget, Programming, Operations, and Amenities
- Decision-Making for Project Budget, Scope, Schedule, Phases, and Major Milestones
- Council Goals for Balancing Community Access vs. Cost Recovery
- Capture Council's Community Snapshot
- What Does a "WIN" Look Like for This Project?
- Confirm Approach for Public Engagement Strategy

# CORE PROJECT OVERVIEW

## The Dual-Goal Project:

- Design/Construction of a state-of-the-art sports and event center + renovation of the Sterling Municipal Library

## Council Input:

- Confirm Established Project Strategic Objectives for:
  - Mission, economic development, civic gatherings, tourism, or community recreation

# 4. PROJECT PROCESS, PROGRAM, & APPROACH

FINDING THE RIGHT BALANCE

**CONSIDER**  
**PROJECT PROCESS**

*'Right Decisions, Right Time'*

Development of indoor courts to attract youth sports

Incorporation of the existing library into the project

Multi-use recreational space for community use

# FINDING

THE RIGHT  
BALANCE



ENSURE THE BUILDING WORKS FOR THE COMMUNITY, STAYS WITHIN BUDGET,  
AND LOOKS ICONIC WHILE REFLECTING THE CHARACTER OF BAYTOWN

# THE 3 C'S

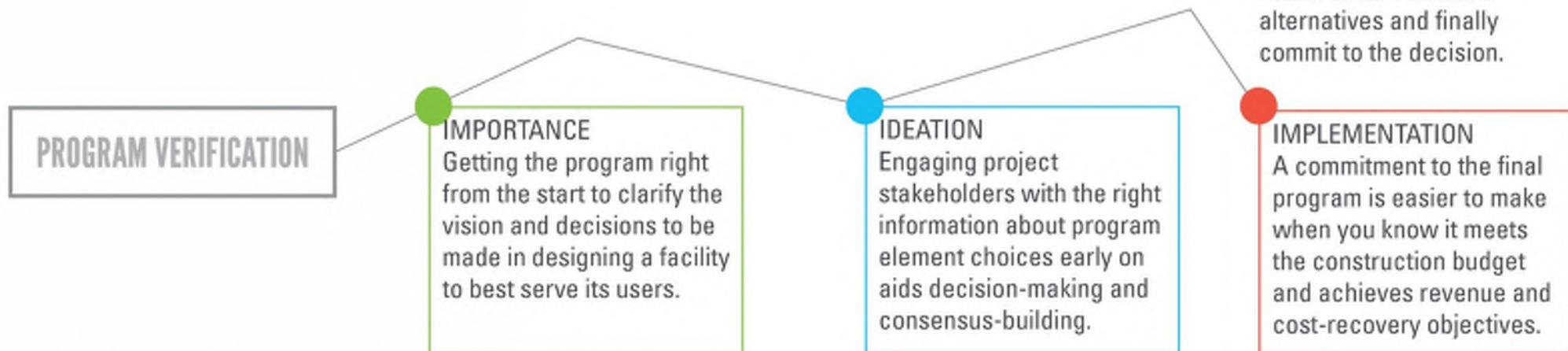
# CONSIDER. CONFIRM. COMMIT.®

THE RIGHT DECISIONS  
AT THE RIGHT TIME  
WITH THE RIGHT INFORMATION

The first step is the "Consider" stage where we introduce the team to a decision point, be it a material choice or an alternative design approach.

At the next workshop we will discuss the issue in depth, having had some time to understand the implications of the decision and "Confirm" the decision.

The following meeting we would "Commit" to the decision. This allows the client and the community to have enough time to fully understand the issues, research and consider alternatives and finally commit to the decision.



*The three decision-making stages of the Owner's Decision Matrix.*

# OWNER'S DECISION MATRIX (ODM)

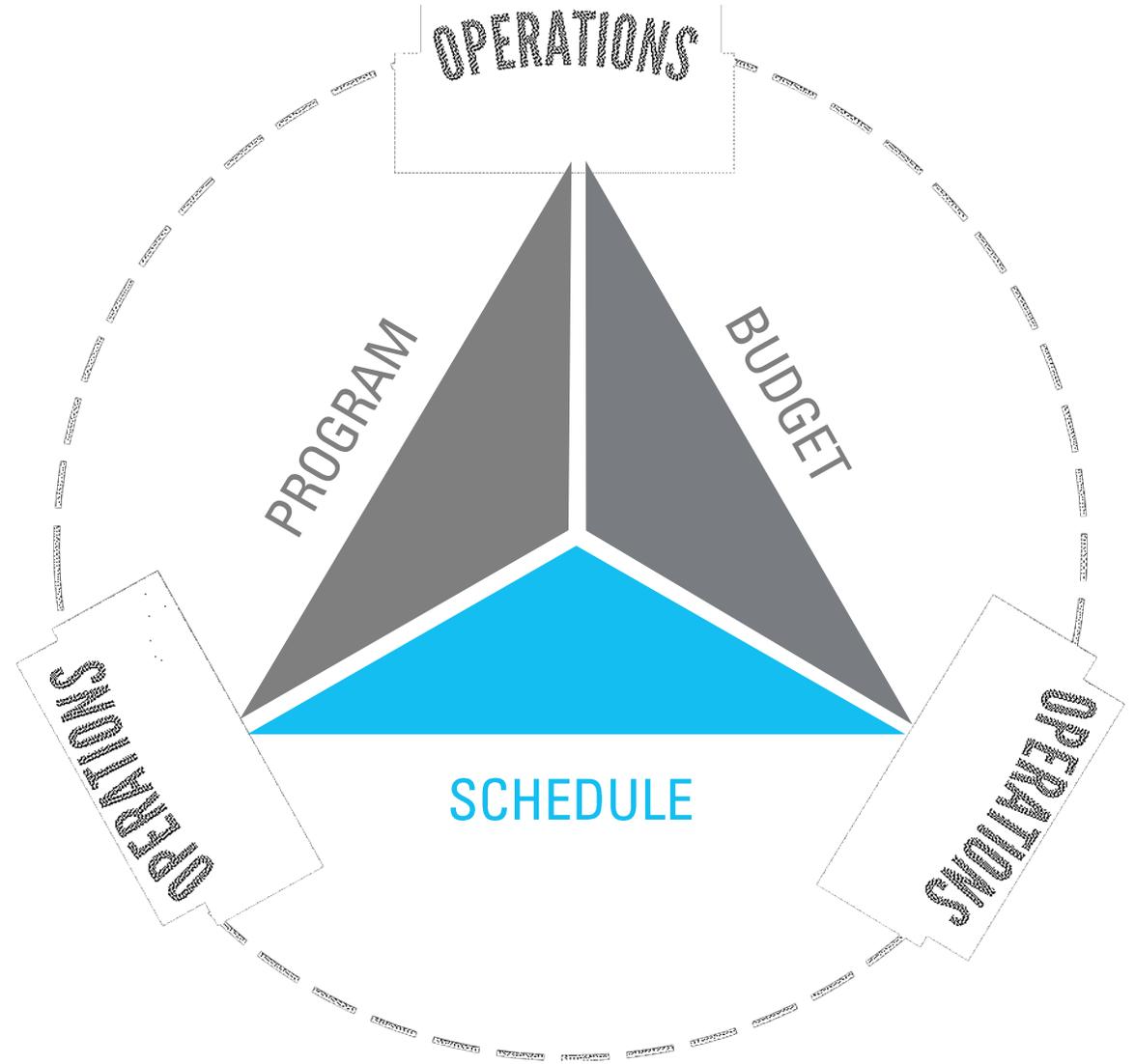
PHASE 1			
SCHEMATIC DESIGN			
Phase 1: SD Kickoff (date) / Client Workshop	Phase 1: Client Workshop #1 (date)	Phase 1: Client Wkshp #2 (date) Phase 1: Public Meeting #1 (date)	Phase 1: Client Workshop #3 (date)
<u>Project Administration</u>	<u>Project Administration</u>	<u>Project Administration</u>	<u>Project Administration</u>
<b>Confirm</b> stakeholder project aims	<b>Commit</b> stakeholder project aims		<b>Commit</b> LEED certification and/or sustainability goals
<b>Consider</b> LEED certification and/or sustainability goals	<b>Confirm</b> LEED certification and/or sustainability goals		<b>Program / Budget</b>
<u>Program / Budget</u>	<u>Program / Budget</u>	<u>Program / Budget</u>	<b>Program / Budget</b>
<b>Consider</b> program (spaces & sizes)	<b>Confirm</b> program (spaces & sizes)		<b>Commit</b> program (spaces & sizes)
<b>Confirm</b> continuous / "live" estimating process	<b>Commit</b> continuous / "live" estimating process		<b>Consider</b> OPACs
<b>Consider</b> security / systems	<b>Confirm</b> security / systems	<b>Commit</b> security / systems	

# OUR PROCESS – PULL PLAN



**LEAN PROJECT MANAGEMENT**

# SCHEDULE



# HISTORICAL TIMELINE

## Discovery Phase

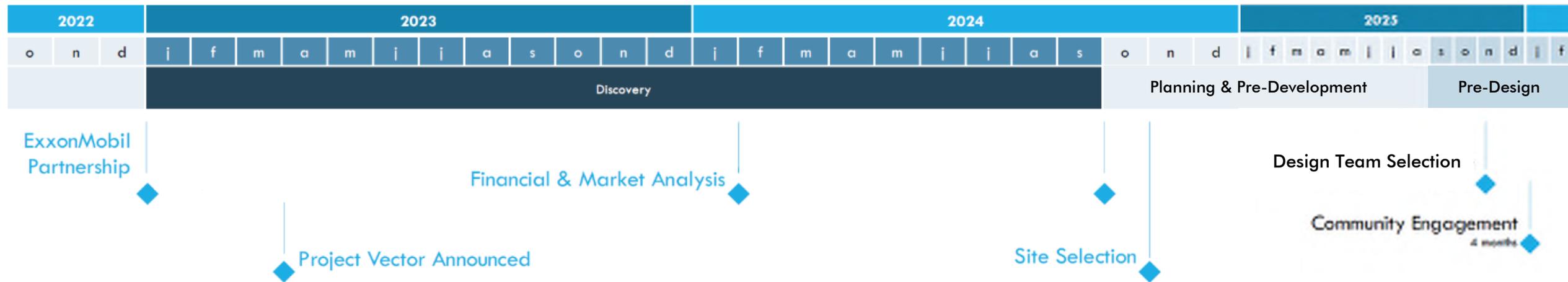
- Dec. 2022 – Sept. 2024
  - ExxonMobil Partnership
  - Project Vector (now EMBEC) formal announcement)
  - Fiscal & Market Analysis
  - Ongoing Facility Visits & Project Discussions

## Planning & Pre-Development

- Oct. 2024 – Dec. 2025
  - Site Selection
  - Ongoing Facility Visits & Project Discussions
  - Confirmation of Owner’s Representative Firm
  - Site Analysis
  - RFQ for Design Services Issued

## Pre-Design Phase

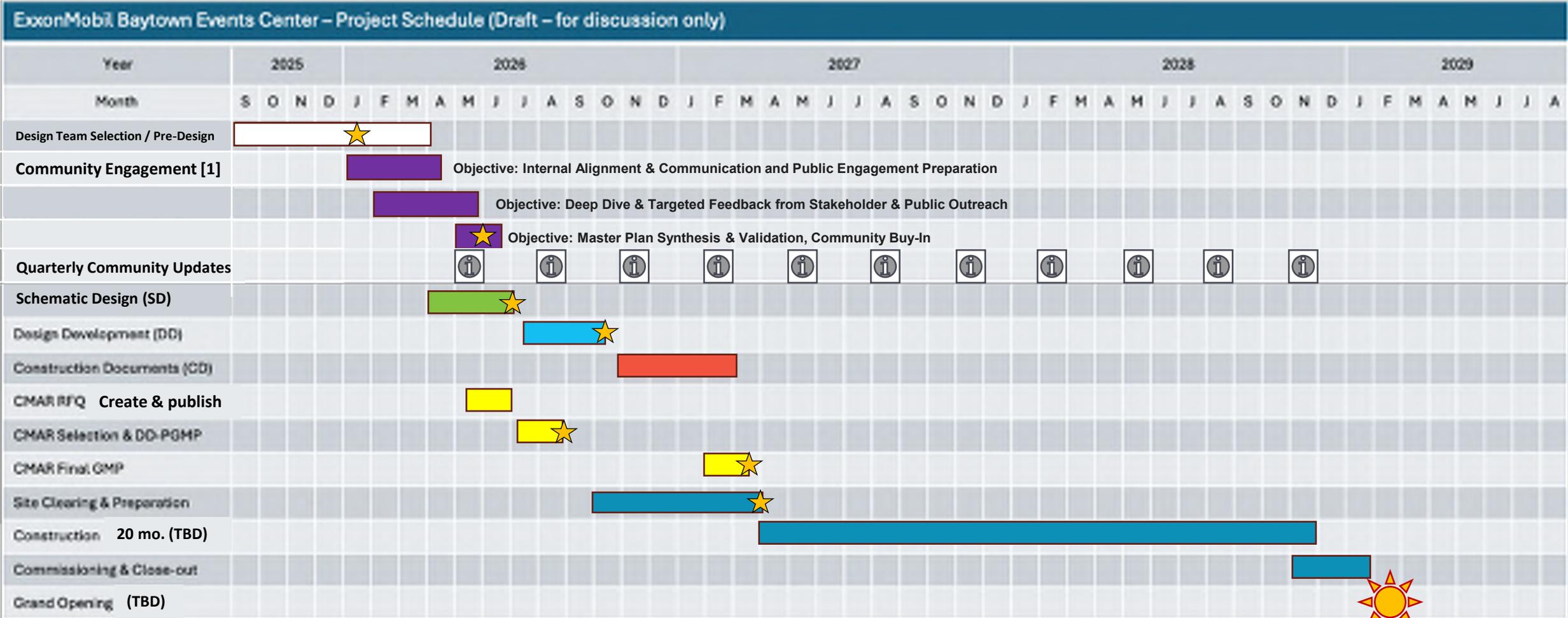
- Jan. 2026 – Current
  - Selection of Design Team
  - Community Engagement



# Community Engagement

# CMAR Selection & GMP

# Construction



★ Indicates City Council approval/direction is required before proceeding to the next step

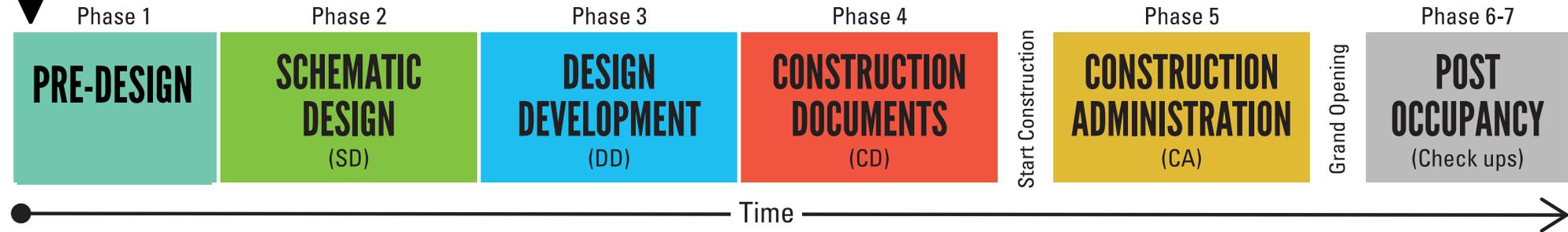
[1] Community engagement will continue throughout the project, includes City Council, City Departments, Internal and external stakeholders, and the public.

# DESIGN & CONSTRUCTION PROCESS

We are here



## THE DESIGN PROCESS



# The Squiggle With labels

by Damien Newman

Noise / Uncertainty / Patterns / Insights

Clarity / Focus

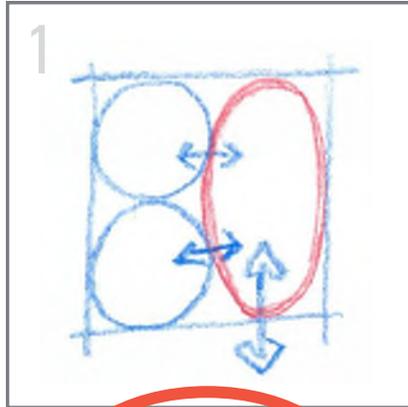


Research & Synthesis

Concept / Prototype

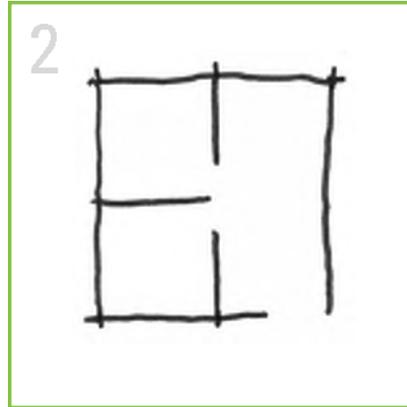
Design

# MAKING THE RIGHT DECISIONS AT THE RIGHT TIME



## PRE-DESIGN

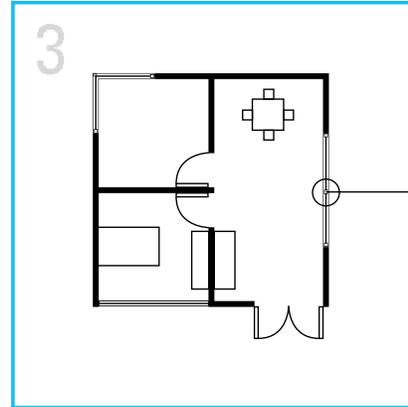
- Building Program
- Budget
- Schedule
- Operations Planning



## SCHEMATIC DESIGN

(SD)

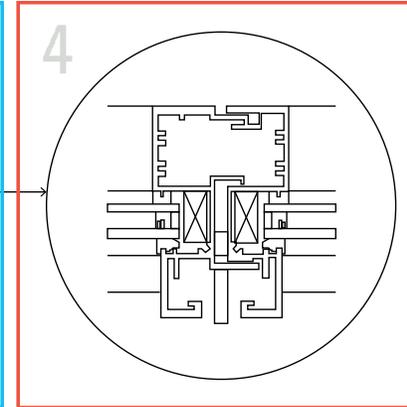
- Finalize Program adjacencies & connections
- Rough layout of walls, windows, doors
- Determine volume for program spaces
- Determine building character & materials
- Selection of structural, mech, & electrical systems
- Rough layout of site plan with building location/orientation, parking, landscaping



## DESIGN DEVELOPMENT

(DD)

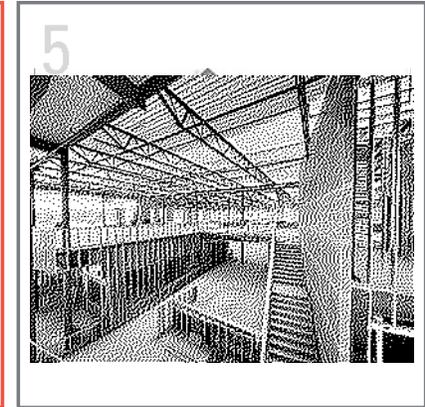
- Finalize layout of walls, windows, doors, furniture layout
- Finalize exterior elevations, interior elevations, roof plan, ceiling plan
- Layout selected structural, mech, & electrical systems
- Finalize site design including building vehicle/pedestrian access, utilities locations/sizes, rough grading, landscaping design



## CONSTRUCTION DOCUMENTS

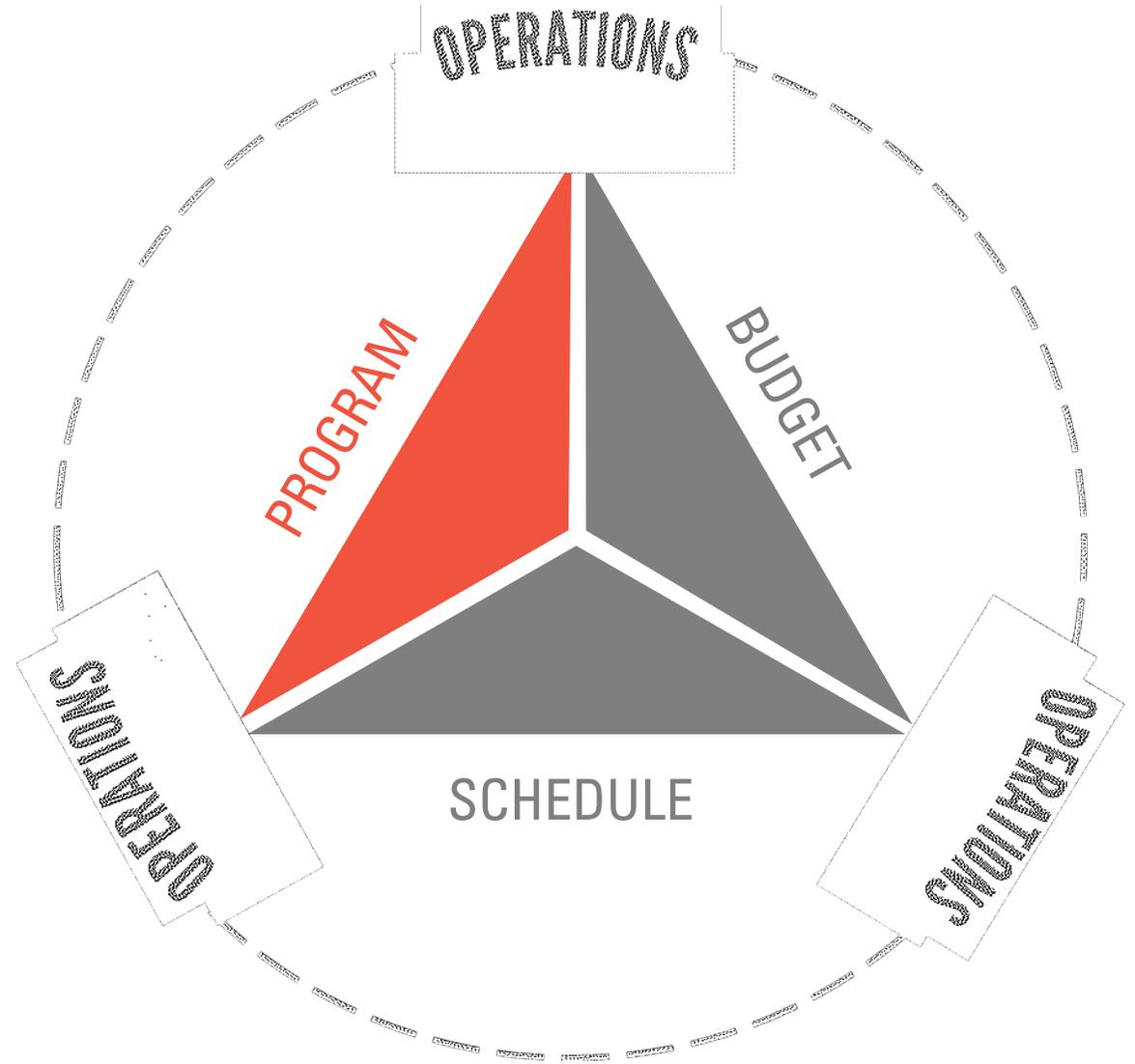
(CD)

- Entire building and site described in detail
- Final drawing details
- Final Specification booklet (Project Manual)



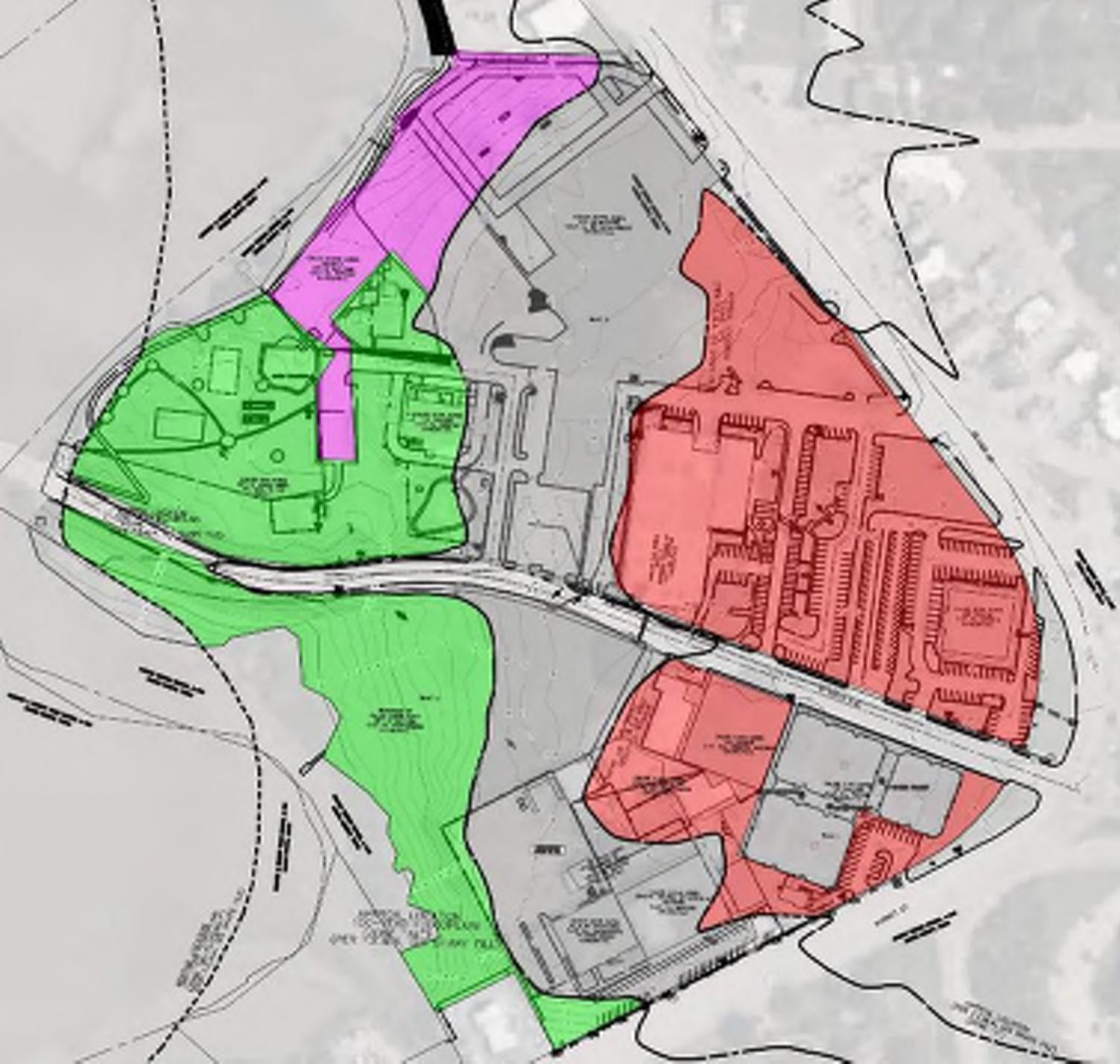
## CONSTRUCTION

# PROGRAM



**CONSIDER**

**EXXONMOBIL BAYTOWN EVENT CENTER PROGRAM**



# SITE INFORMATION & BUILDABLE AREA

	<p><b>Buildable Area</b> 476,000 sq. ft</p> <ul style="list-style-type: none"> <li>• N – 360,000 SF (8.26 AC)</li> <li>• S – 116,000 SF (2.66 AC)</li> </ul>		<p><b>Parking Area</b> 476,000 sq. ft 500 Year Flood Plain</p> <ul style="list-style-type: none"> <li>• N – 285,000 SF (6.54 AC)</li> <li>• S – 191,000 SF (4.38 AC)</li> </ul>
	<p><b>Park &amp; Grassland</b> 100 Year Flood Plain</p> <ul style="list-style-type: none"> <li>• 419,000 SF (9.62 AC)</li> </ul>		<p><b>Existing Parking</b> 100 Year Flood Plain</p> <ul style="list-style-type: none"> <li>• 110,000 SF (2.52 AC)</li> </ul>

# EVENT CENTER & LIBRARY CAMPUS

GOOSE CREEK  
PARK

100-year  
Flood Plain

500-year  
Flood Plain

DECKER DR

W TEXAS AVE

PROJECT SITE

MARKET ST



## KEY CONSIDERATIONS:

- Creating a Destination
- Making Meaningful Connections to Downtown & Goose Creek Park
- Balancing Sports Tourism with Daily Recreation & Library Users
- Relationship Between Facilities
  - Court Sports
  - Library
  - Gathering Spaces
- Working with Existing Features
  - Floodplain
  - Site Circulation
  - Estate Trees
- How Can the Campus be Developed for Longevity, Resiliency, & Growth

**It Begins with Meaningful Planning  
& Connections to the Community!**

# EXISTING SITE CONTEXT

GOOSE CREEK  
PARK

100 YR FLOODPLAIN

HIGH SCHOOLS



HWY 146

DECKER DR

500 YR FLOODPLAIN

STERLING MUNICIPAL LIBRARY

LEE COLLEGE  
SMALL BUSINESS  
DEVELOPMENT  
CENTER

PEDESTRIAN  
CONNECTIVITY

LEE COLLEGE  
PERFORMING ARTS  
CENTER

DOWNTOWN

HWY 146

MARKET ST

DWIGHT LOHKAMP  
TENNIS FACILITY

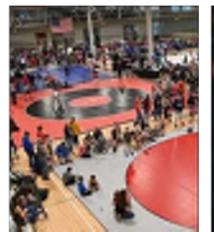


W TEXAS AVE



# BASE PROGRAM

- INDOOR COURTS
- EVENT SUPPORT SPACES & SERVICES:
  - LOCKER ROOMS
  - TEAM ROOMS
  - TRAINING ROOMS
  - TOURNAMENT OFFICES
  - NURSING ROOM
  - SENSORY ROOMS
  - FIRST AID
- ADMINISTRATION
- SECURITY OFFICE
- LAUNDRY
- STORAGE
- MECH/ELEC



# BASE PROGRAM

- EVENT CENTER LOBBY, GATHERING SPACES, & CONCESSION
- CHECK-IN/RECEPTION
  - CHECK-IN DESK W/ TWO (2) OFFICES
- RESTROOMS
- LIBRARY RENOVATION

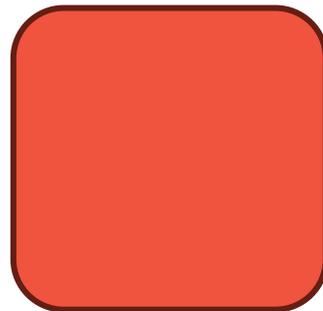


# BASE FACILITY BUILDING BLOCKS

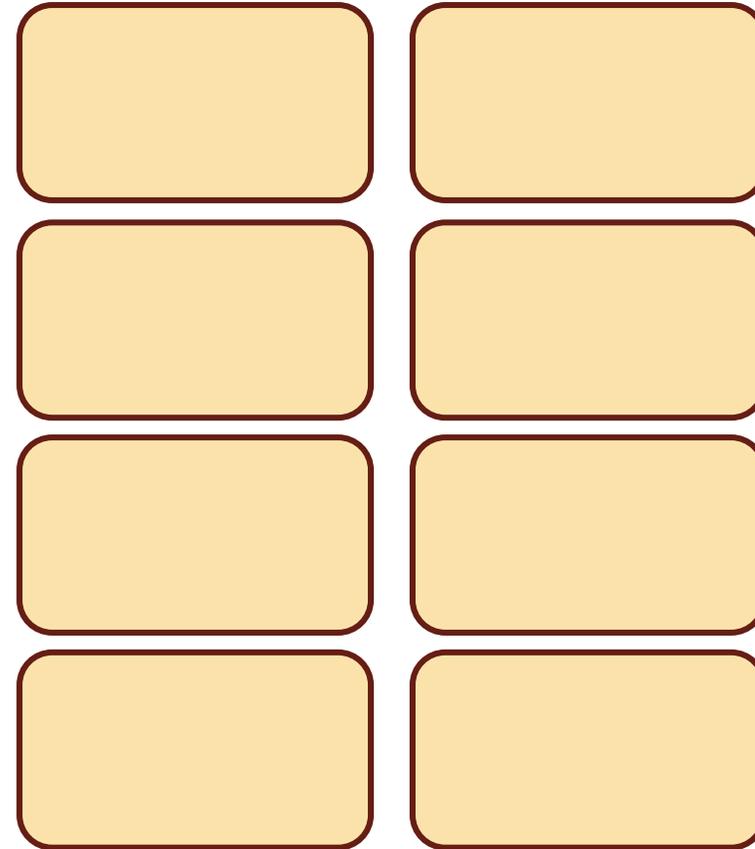
- Lobby/Gathering Space
- Check-in Reception
- Restrooms
- Nursing & Sensory Rooms
- First Aid
- Administration
- Security Office
- Laundry
- Storage
- Mech/Elec Support



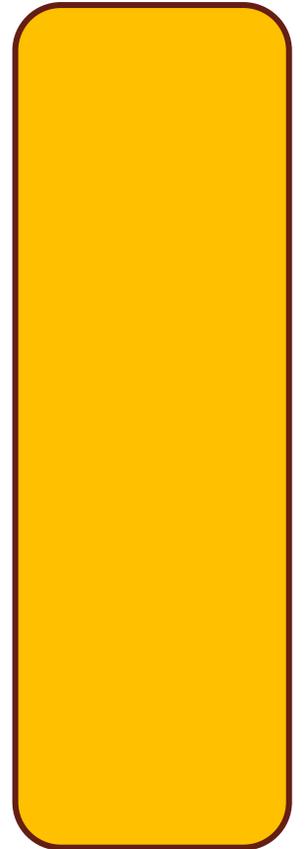
- Locker Rooms
- Training Rooms
- Tournament Office/ Referee Lounge



- Gymnasium: Indoor Courts
  - Multi-use Events
  - Basketball, Volleyball, Pickleball, Mat Sports



- Library



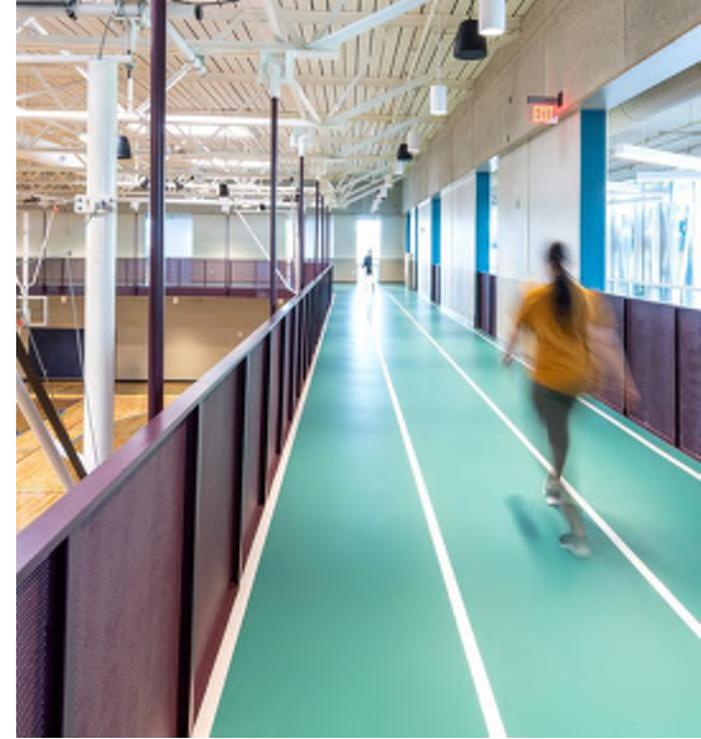
# STRETCH PROGRAM

- ADDITIONAL COURTS
- CHAMPIONSHIP COURT
- ADDITIONAL ARENA SEATING & CLUB/PREMIUM SEATING
- MEETING ROOMS & KITCHEN
- LEASE/FLEX SPACE



# STRETCH PROGRAM

- Meeting Rooms
- Conference Room
- Kitchen / Concessions
- Indoor Playground
- Community Room
- Walk/Jog Track



- Production Office
- Dressing Rooms
- Marshalling Area



INDUSTRY OVER  
VIEW

## TRACKING THE EXPLOSIVE GROWTH IN YOUTH SPORTS

\* THE INDUSTRY IS  
EXPECTED TO GROW BY

8-10%  
PER YEAR

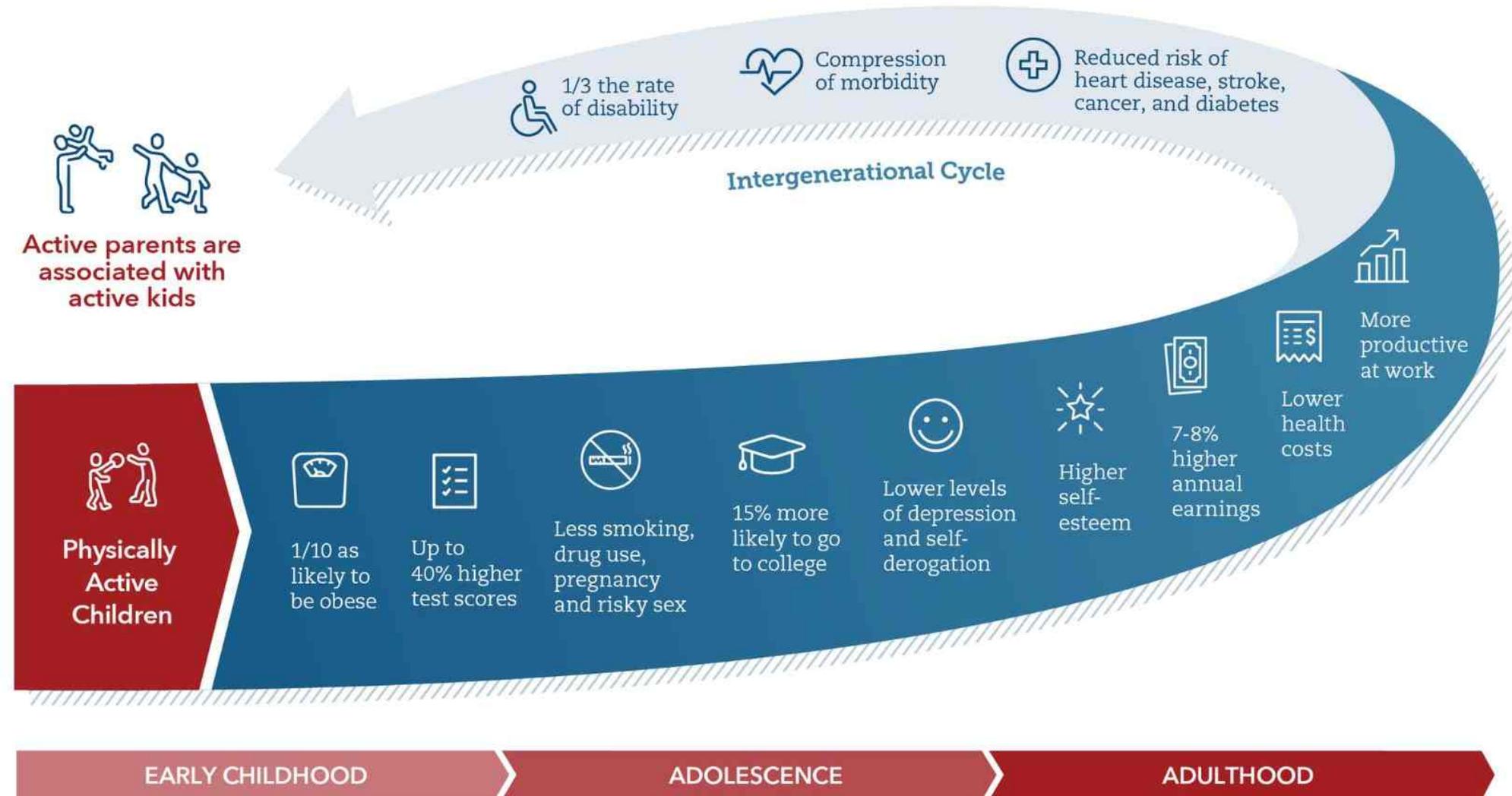
**\$40**  
**BILLION**  
YOUTH SPORTS  
INDUSTRY

ANNUALLY OVER THE NEXT  
5-7 YEARS

*\* According to Youth Sports Business Report/New York Times*

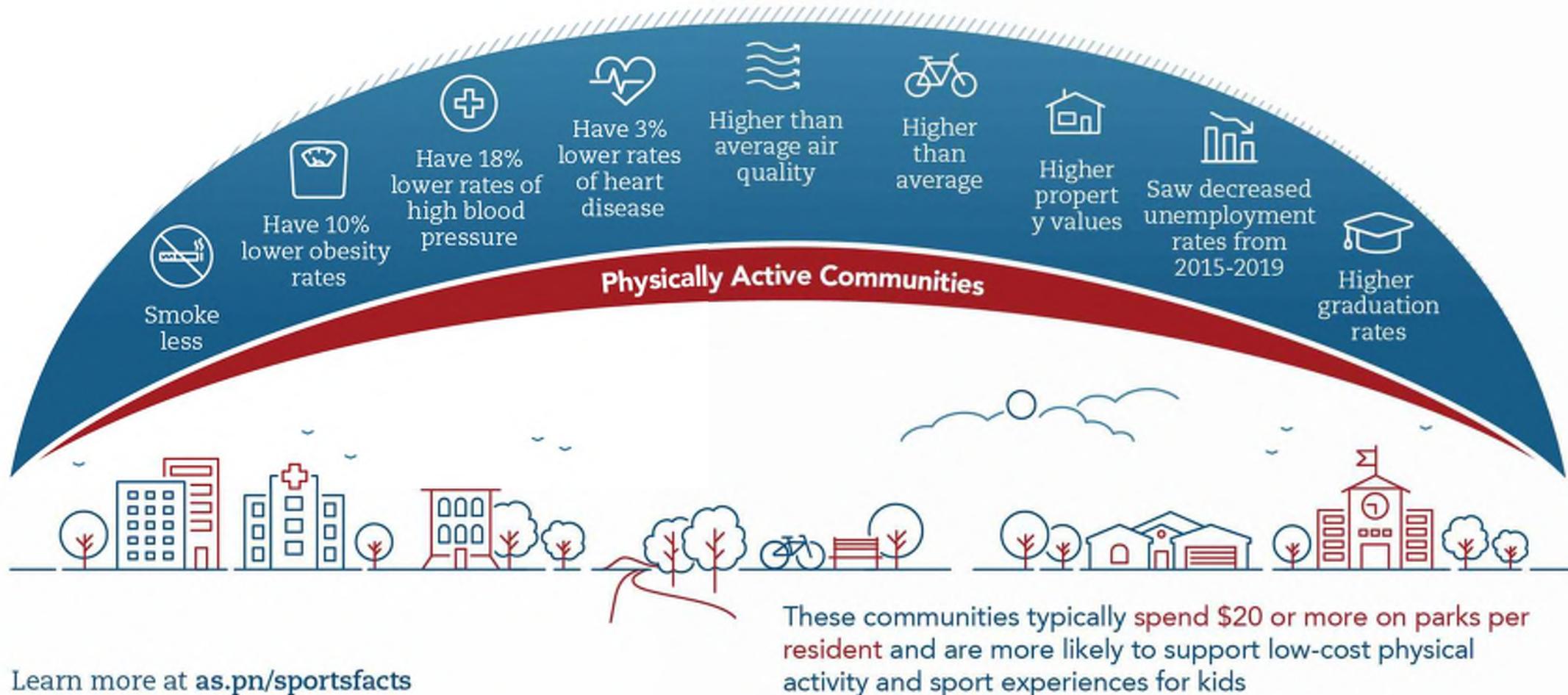
# ACTIVE YOUTH DO BETTER IN LIFE

What Research Shows on the Lifetime Benefits



# Active Communities Do Better

What Research Shows on the Benefits to Residents



# BASE vs. STRETCH: THE POLICY DECISION

## BASE:

- Core courts and limited amenities
- Higher operating reserve likely
- Lower upfront cost with potentially lower revenue

## STRETCH:

- Added amenities and premium features
- Higher revenue and reduced reserve need

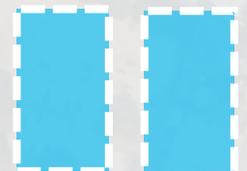
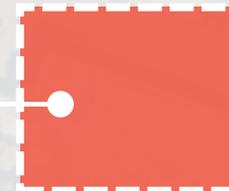
# PROGRAM | EVENT CENTER & LIBRARY CAMPUS



- **Creating a Destination**
  - Relationships & Connections
  - Placemaking
  - A Great Front Door
  - Thoughtful Access
- **Working with Existing Features**
  - Optimizing Operations
  - Stretching the Budget
- **Phasing Potential**
- **Enhancing the User Experience**

BASE

STRETCH



GYMNASIUM  
COURT SPACES

COMMON SPACES  
SUPPORT SPACES

# CONCEPT A BASE | EVENT CENTER & LIBRARY CAMPUS

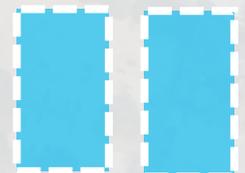
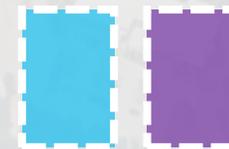
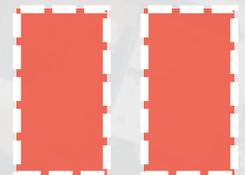


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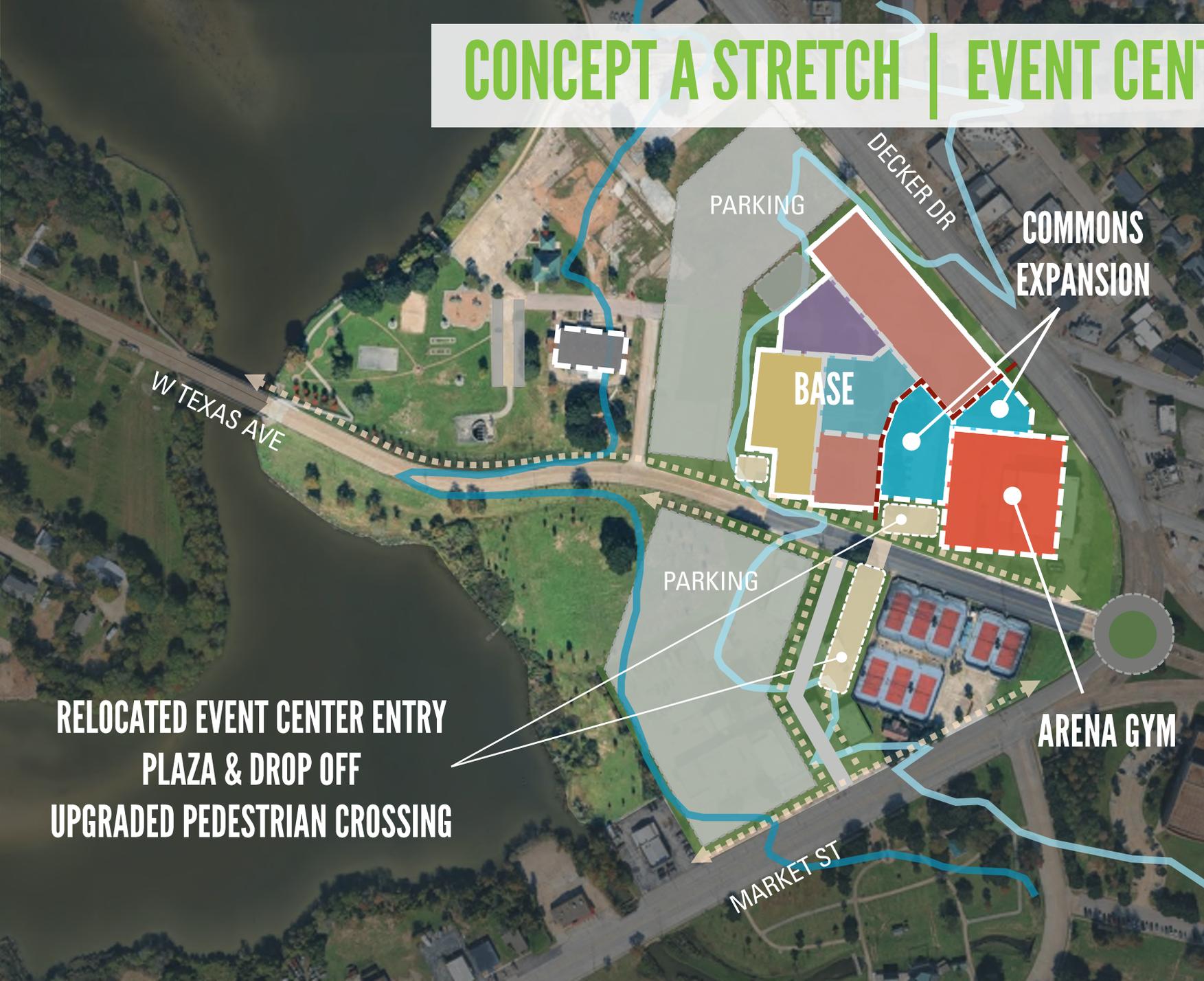
BASE



STRETCH

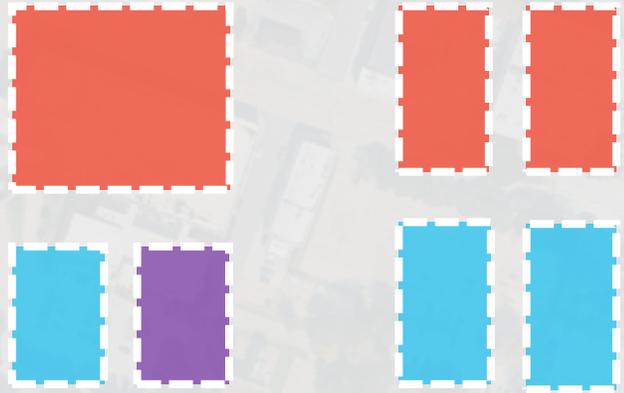


# CONCEPT A STRETCH | EVENT CENTER & LIBRARY CAMPUS



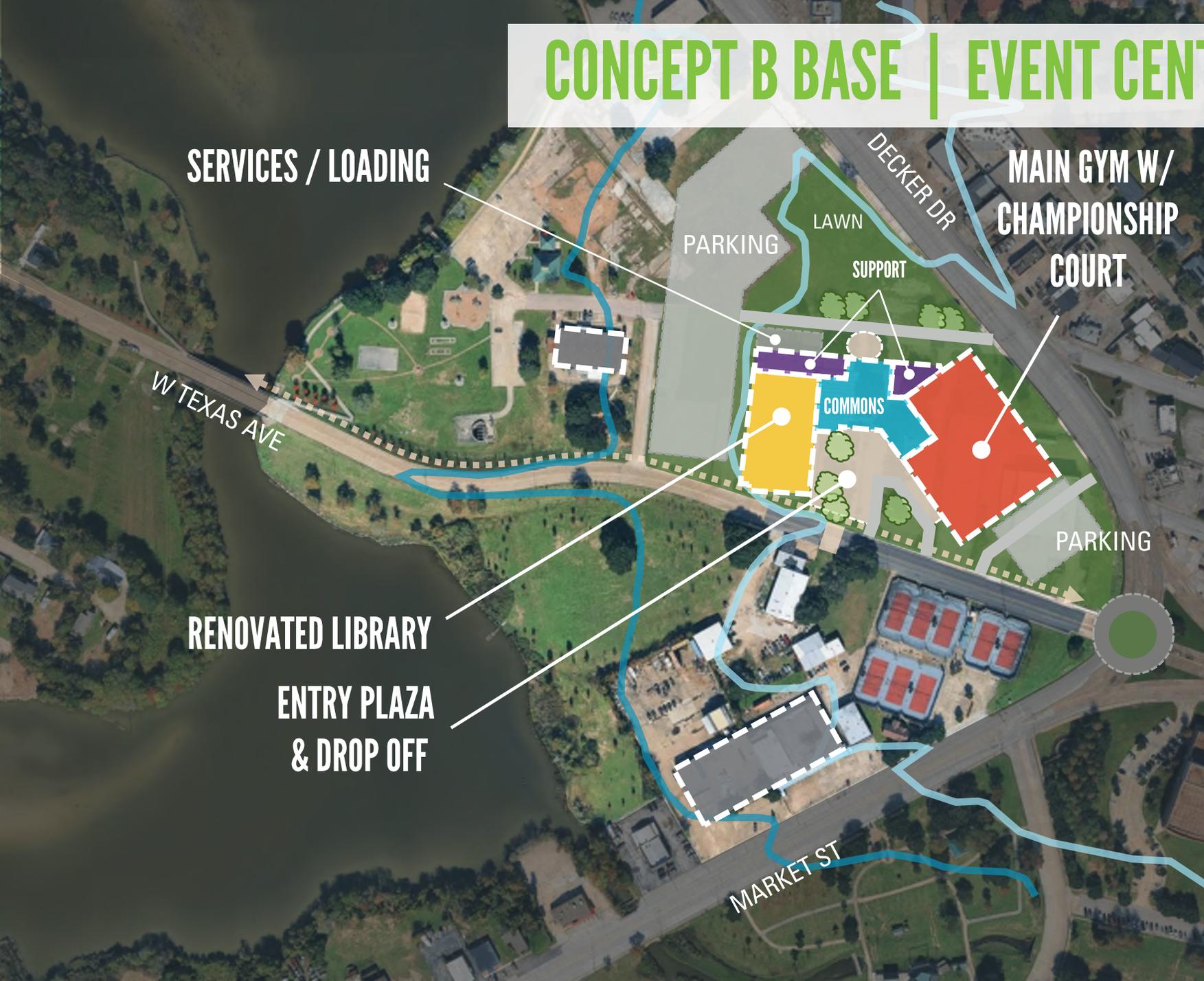
- **Creating a Destination**
  - Relationships & Connections
  - Placemaking
  - A Great Front Door
  - Thoughtful Access
- **Working with Existing Features**
  - Optimizing Operations
  - Stretching the Budget
- **Phasing Potential**
- **Enhancing the User Experience**

BASE                      STRETCH



**RELOCATED EVENT CENTER ENTRY  
PLAZA & DROP OFF  
UPGRADED PEDESTRIAN CROSSING**

# CONCEPT B BASE | EVENT CENTER & LIBRARY CAMPUS

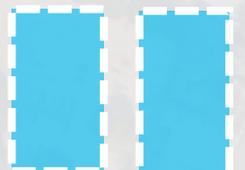
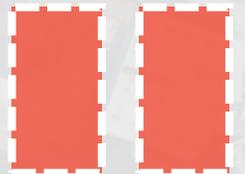


- **Creating a Destination**
  - Relationships & Connections
  - Placemaking
  - A Great Front Door
  - Thoughtful Access
- **Working with Existing Features**
  - Optimizing Operations
  - Stretching the Budget
- **Phasing Potential**
- **Enhancing the User Experience**

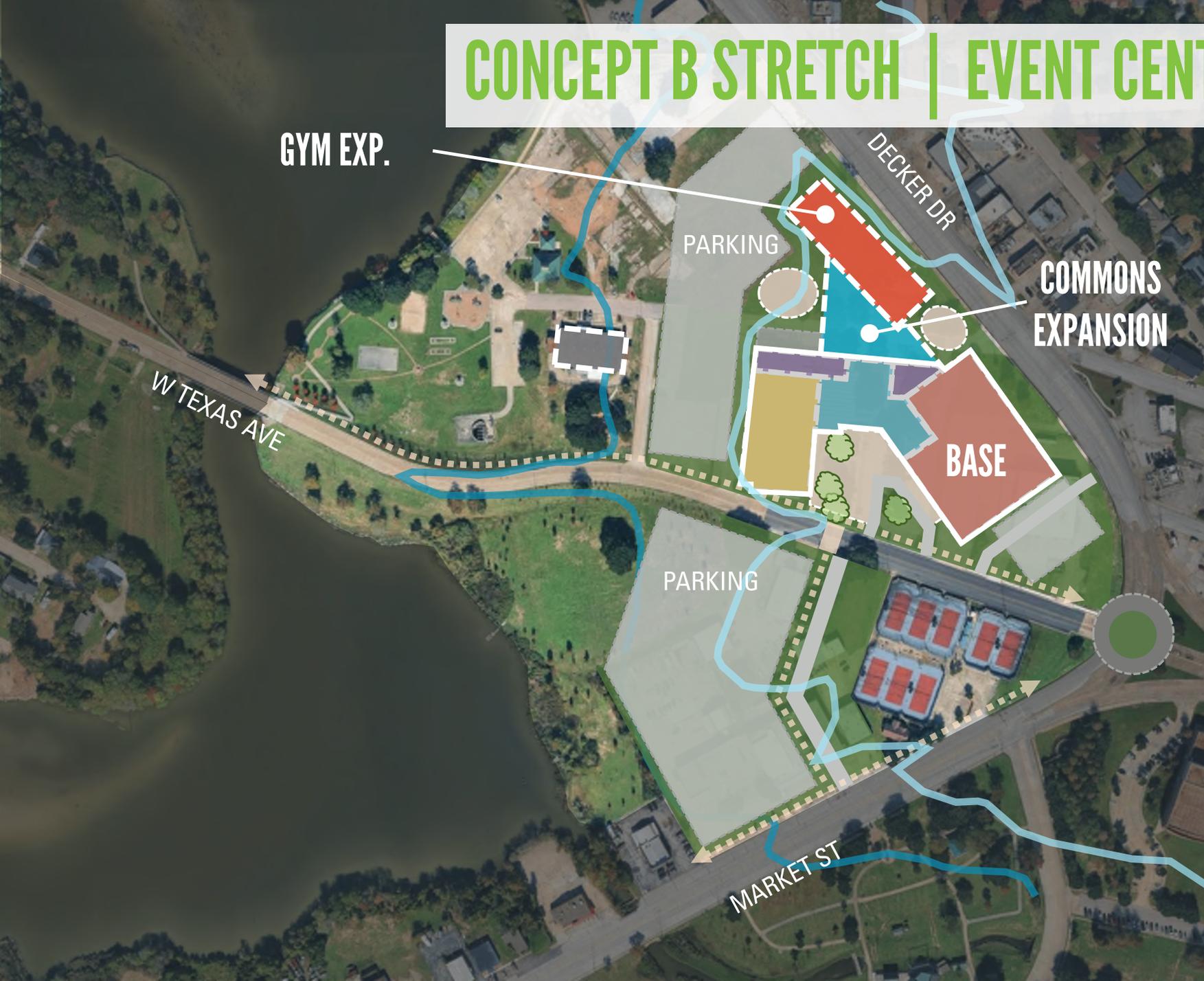
BASE



STRETCH



# CONCEPT B STRETCH | EVENT CENTER & LIBRARY CAMPUS

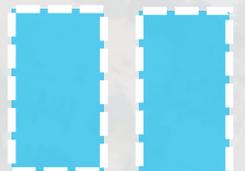


- **Creating a Destination**
  - Relationships & Connections
  - Placemaking
  - A Great Front Door
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- **Enhancing the User Experience**

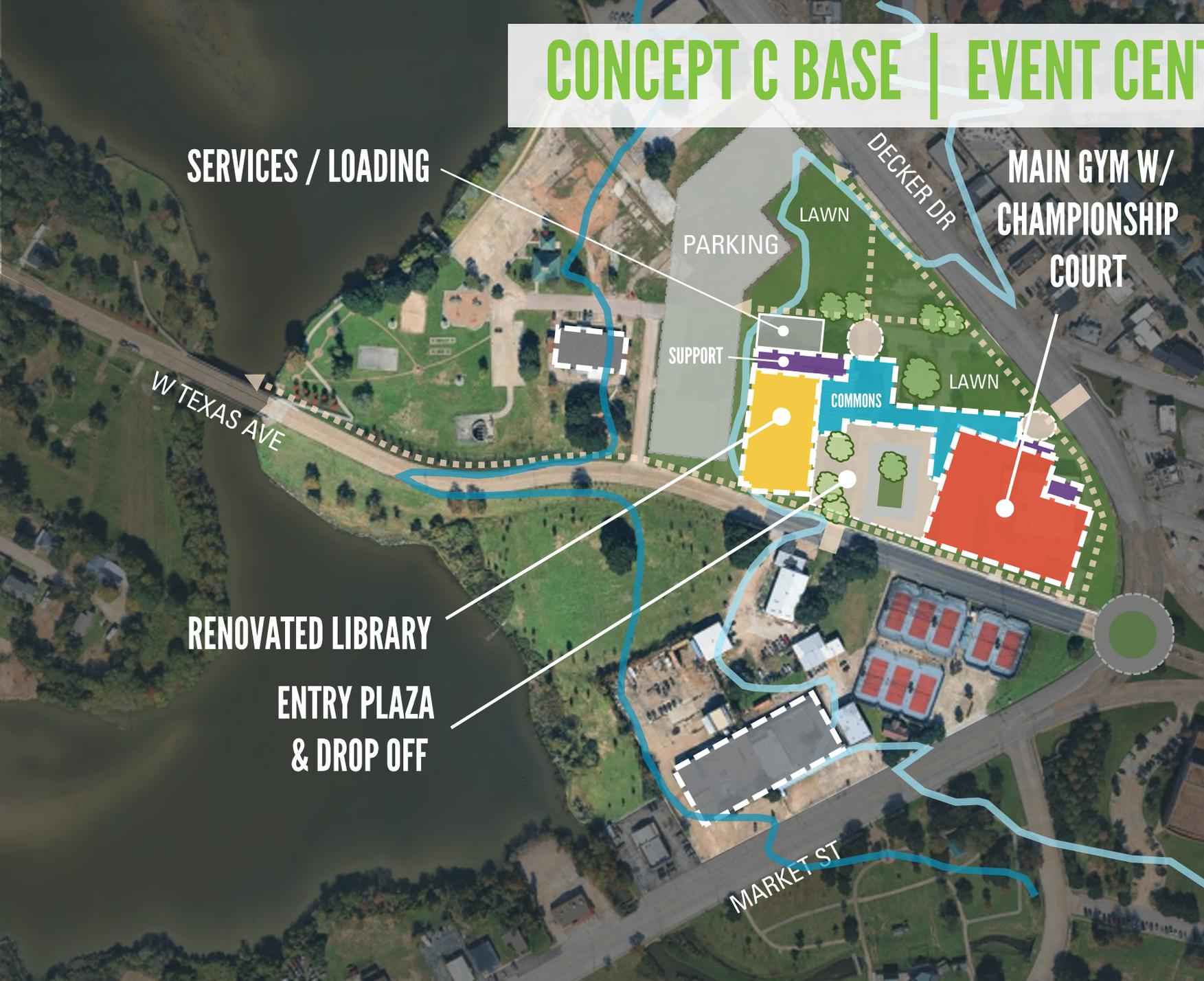
**BASE**



**STRETCH**



# CONCEPT C BASE | EVENT CENTER & LIBRARY CAMPUS



SERVICES / LOADING

MAIN GYM W/  
CHAMPIONSHIP  
COURT

PARKING

LAWN

SUPPORT

LAWN

COMMONS

LAWN

W TEXAS AVE

MARKET ST

DECKER DR

RENOVATED LIBRARY

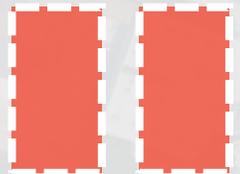
ENTRY PLAZA  
& DROP OFF

- **Creating a Destination**
  - Relationships & Connections
  - Placemaking
  - A Great Front Door
  - Thoughtful Access
- **Working with Existing Features**
  - Optimizing Operations
  - Stretching the Budget
- **Phasing Potential**
- **Enhancing the User Experience**

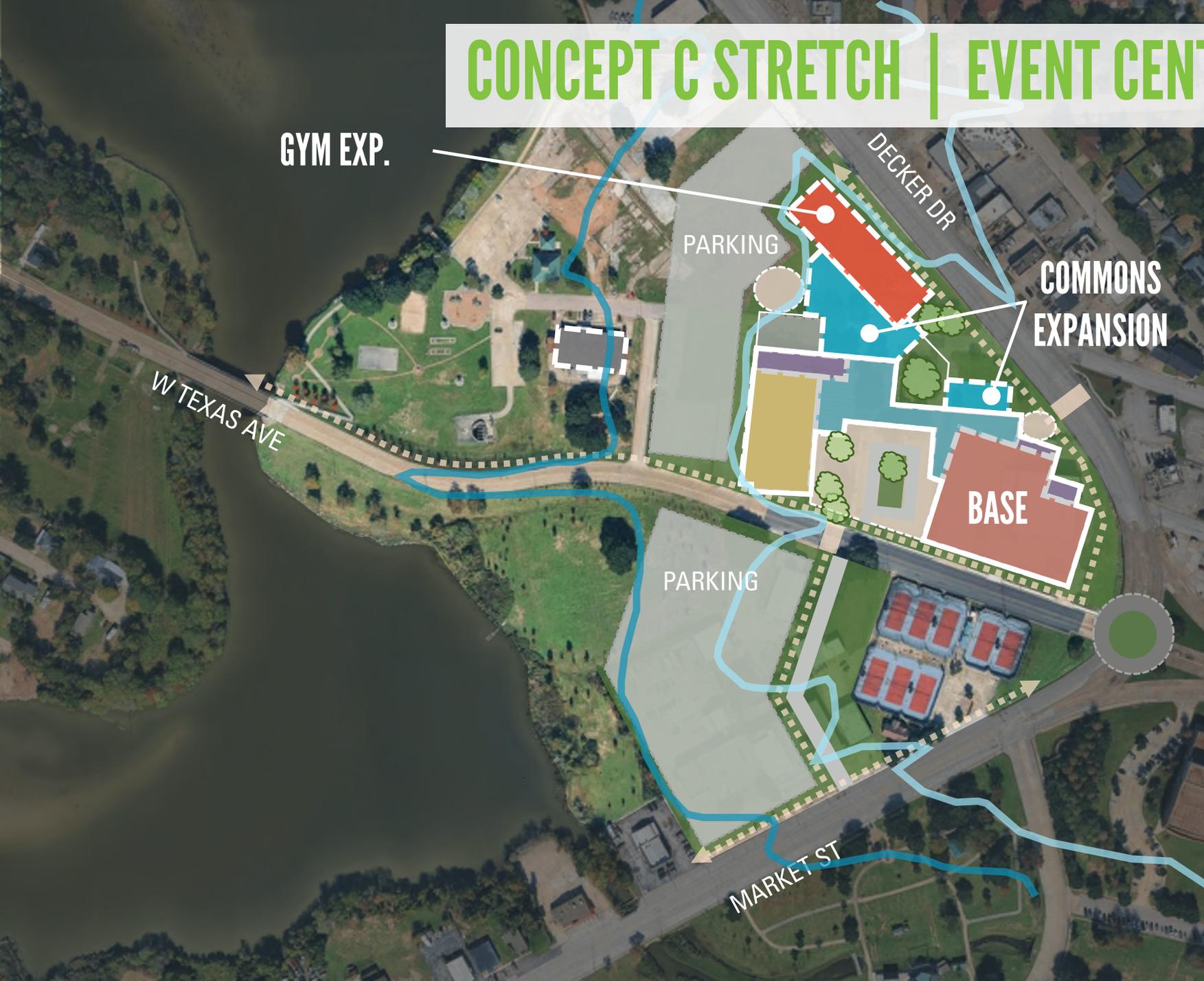
BASE



STRETCH



# CONCEPT C STRETCH | EVENT CENTER & LIBRARY CAMPUS

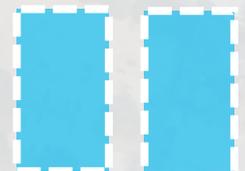
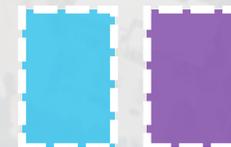
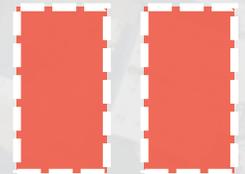


- **Creating a Destination**
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  - Stretching the Budget
- **Phasing Potential**
- **Enhancing the User Experience**

BASE



STRETCH



# PROJECT PROCESS, PROGRAM & APPROACH

## Council Input:

- **Confirm: Understanding of the Project Schedule, Phases, and Major Milestones.**

# EXTERIOR PROGRAMMING | EVENT CENTER & LIBRARY CAMPUS



## Spaces for play

Places where children can play, and their families can watch in comfort



## Spaces for comfort

Spaces to escape the Texas heat and provide comfortable outdoor experiences with a variety of uses



## Places that cool

Spaces that cool you off and provide experiences for all the senses



## Trail connections

Integrates into the larger greenway system by connection with Goose Creek Trail and adjacent recreation spaces for walkers, runners and bikers

# EXTERIOR PROGRAMMING | EVENT CENTER & LIBRARY CAMPUS



## Spaces for storytelling

Spaces that tell stories of the past, educating on key elements of the site and city, linking experiences to the land



## Places for relaxation

Places that provide areas to sit, lay down, and relax



## Places to gather

Spaces that bring the community or a party together whether in a small group or a large crowd



## Spaces for entertainment

Creating linger and dwell time, acting as that third place where enjoyment and time seems to lapse

# EXTERIOR PROGRAMMING | EVENT CENTER & LIBRARY CAMPUS



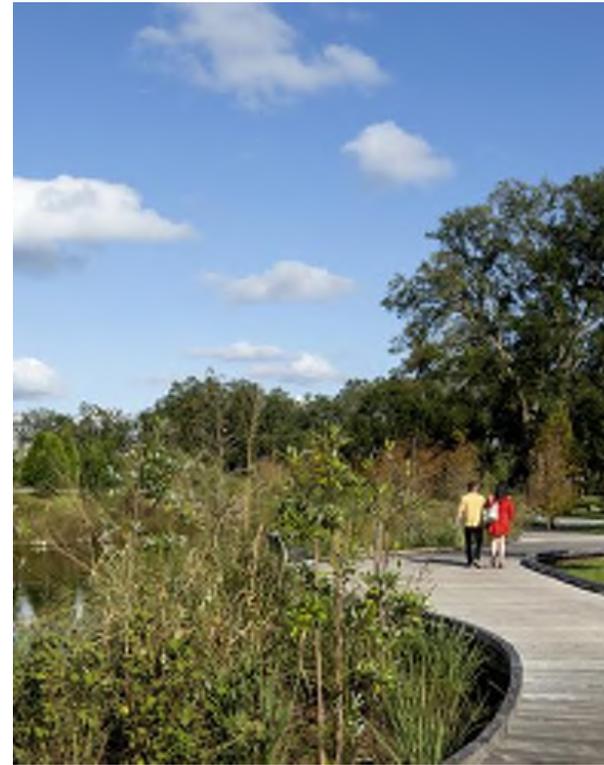
## Places that heal

Spaces that respond adaptively to floodplain dynamics, using natural systems to absorb and manage water, support biodiversity and sustain long-term environmental health



## Opportunities to explore

Spaces to elevate the terrain to create unique experiences allowing users to choose their own path and experience new environments



## Places that connect

Generating opportunities for engagement with Goose Creek, connecting this venue with the natural creek environment



## Places to stroll

Enhancing the street to make it more pedestrian friendly utilizing traffic calming devices, benches, bike racks and planting areas

# EXTERIOR PROGRAMMING | EVENT CENTER & LIBRARY CAMPUS



## Spaces to educate

Places that showcase sustainable systems from rain gardens to visible solar and wind technologies, demonstrating ecological design in action



## Places to compete

Places that provide areas to play games and generate physical wellness



## Spaces that engage nature

Places that create an urban oasis, providing a tranquil green refuge where visitors can escape the bustle of life



## Places to perform

Places that allow for events and performances – either impromptu or planned in advance

**CONSIDER**

# **STERLING MUNICIPAL LIBRARY PROGRAM**

A Legacy of Growth Since 1963; Expanded in '75 and '95

11,000 visitations per month

# Our **Process**

# The Process

This Process Merges Progressive Library Facilities Planning With Community Economic Development Practices

Community economic developers value placemaking because it can significantly improve a community's attractiveness and livability, leading to increased economic activity by attracting new businesses, residents, and visitors, while also fostering a strong sense of community identity and boosting local spending through revitalized public spaces and cultural initiatives.



# Who is Your Community?

- What kind of community experience do you want to create?
- What community outcomes do you want to intentionally impact?



# Applying Asset-Based Human Centered Design

The questions we need to ask:

What are their strengths and motivations?

- What's their story?
- What are their strengths & motivations?
- What are their aspirations & goals?

What is their community?

- Who do they live?
- Who are the people in their life?
- What places do they go & why?

What are their needs?

- What problem are they solving?
- How do they define success?
- What are some barriers to success?

How can the library be a partner?

- How do they feel about their experience?
- What's working and what isn't?
- What ideas do they have for us?



# Search Institute: 40 Developmental Assets

## EXTERNAL ASSETS

### SUPPORT



1. Family Support
2. Positive Family Communication
3. Other Adult Relationships
4. Caring Neighborhood
5. Caring School Climate
6. Parent Involvement in Schooling

### EMPOWERMENT



7. Community Values Children
8. Youth as Resources
9. Service to Others
10. Safety

### BOUNDARIES & EXPECTATIONS



11. Family Boundaries
12. School Boundaries
13. Neighborhood Boundaries
14. Adult Role Models
15. Positive Peer Influence
16. High Expectations

### CONSTRUCTIVE USE OF TIME



17. Creative Activities
18. Youth Programs
19. Religious Community
20. Time at Home

## INTERNAL ASSETS

### COMMITMENT TO LEARNING



21. Achievement Motivation
22. Learning Engagement
23. Homework
24. Bonding to School
25. Early Literacy/Reading for Pleasure

### COMMITMENT TO LEARNING



26. Caring
27. Equality and Social Justice
28. Integrity
29. Honesty
30. Responsibility
31. Self-Regulation

### SOCIAL COMPETENCIES



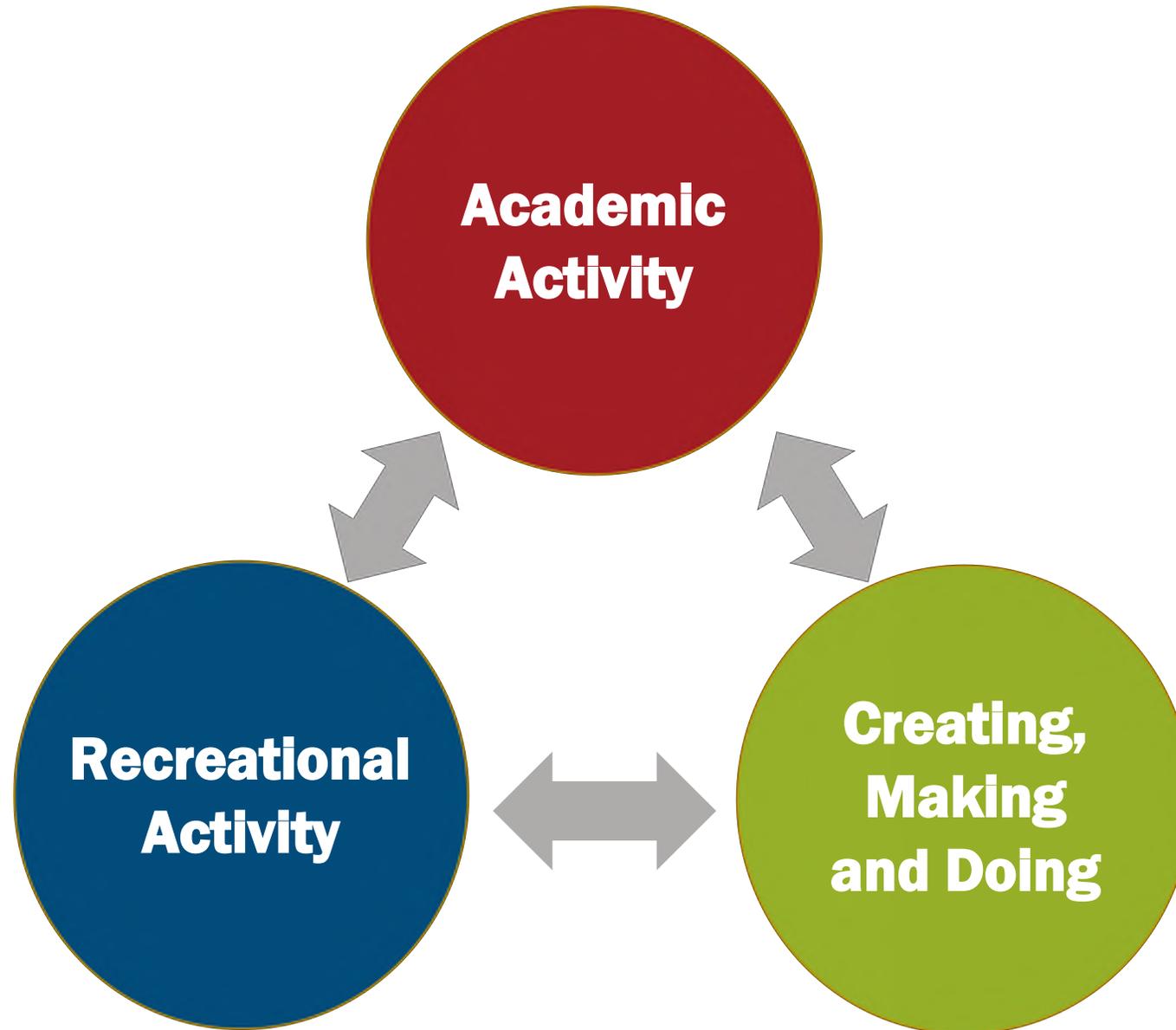
32. Planning and Decision Making
33. Interpersonal Competence
34. Cultural Competence
35. Resistance Skills
36. Peaceful Conflict Resolution

### POSITIVE IDENTITY



37. Personal Power
38. Self-Esteem
39. Sense of Purpose
40. Positive View of Personal Future

# Search Institute: 40 Developmental Assets



# What are the activities and programs?

**Gather with friends at the vibrant café**

**Connect with a Career mentor**

**Design and build a birdhouse**

**Perform in a local talent showcase**

**Workshop your business ideas with local entrepreneurs**

**Write and record a song**

**Practice for a virtual job interview**

**Share recipes with local families**

**Craft a community mural**

**Make a “Library Life Hacks” video**

**Be a reading buddy for local kids**

**Promote your business in a pop-up market**

**Join an improv session**

**Create a library time capsule**



# What are the learning outcomes?

**Discover a New Career Path**

**Place to Call Theirs**

**Receive Help from Advisors**

**Favorite Place to Hang-out**

**Build Confidence with Practice**

**Learning About New Technology**

**Safe Environment**

**Childhood Enrichment**

**Parental Modeling**

**Connections to Agencies**

**Best Place for Entertainment**



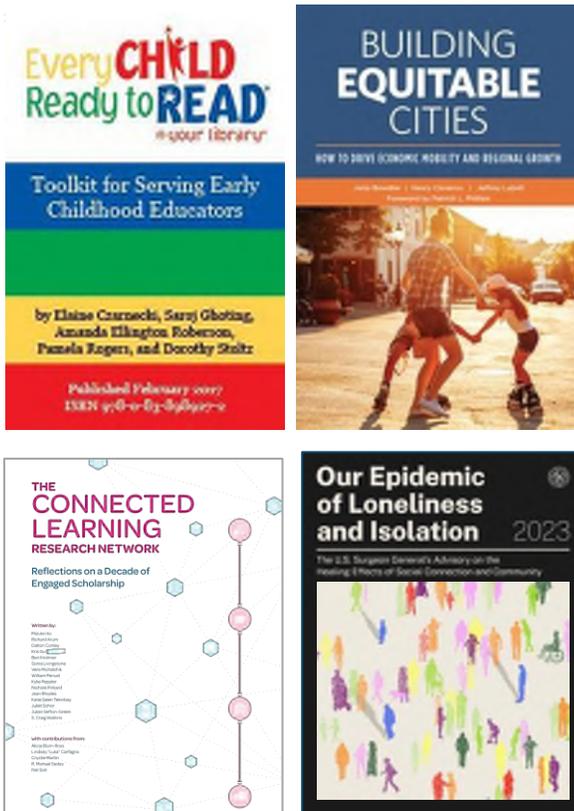
# What are the feelings we want to evoke?

COMMUNITY ARTISTS EDUCATION SINGING  
BASKET WEAVING STORYTELLING PLAY  
COOKING TECHNOLOGY RECORDING SEW DIVINE  
HAPPINESS GARDENING ACCOMPLISHMENT  
DISCOVERY BELONGING PASSION  
& JOY



# Look All Around You!

## Research to Practice



## Connect with Experts



**Alex Gilliam**  
Public  
Workshop



**Katie Salen**  
Institute of Play



**Austin Greene**  
DreamYard



**Maira Kalman**  
Illustrator



**Rudy Blanco**  
Educator &  
Independent  
Nonprofit  
Consultant



**Hillary Kolos**  
Technology &  
Educational  
Consultant

## Partners



# Look All Around You!

## Go on Service Safaris



Phipps Conservatory and Botanical Gardens



Carnegie Science Center



Mattress Factory

## Future Trends

**LIBRARY OF THE FUTURE**  
CENTER FOR THE FUTURE OF LIBRARIANSHIP

Library of the Future  
Center for the Future of Libraries - Trends

### Trends

The Center for the Future of Libraries works to identify trends relevant to libraries and librarianship. This collection helps libraries and librarians understand how trends are developing and why they matter. Each trend is updated as reports and articles are made available. New trends will be added as they are developed.

Trends will be organized into seven categories - Society, Technology, Education, the Environment, Politics (and Economics), and Demographics (STEELPED). We have shared more information about the [organization and classif trends below](#).

If you have suggestions for additional information that could expand our coverage or ideas for additional trends to be included, please contact the [Center](#). We look forward to having you join this world!

- AGING ADVANCES
- ANONYMITY
- COLLECTIVE IMPACT
- CONNECTED LEARNING
- DATA EVERYWHERE
- DIGITAL NATIVES
- DRONES
- EMERGING ADULTHOOD

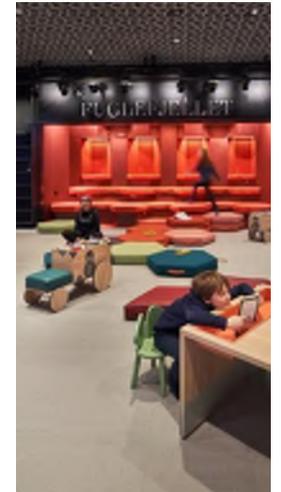
## Case Studies



Culinary Literacy Center



ImaginOn



Deichman Bjørvika Library

# Engage in a Co-Creation Strategy



## Group 2

### The Interactive Agricultural Library Homestead



#### Programs & Activities

- Digital/preservations (C history)
- Local tech meet-ups
- Writers group/workshop
- Podcasts
- Game Night
- Hack-a-thons
- Family Photos
- Storytime
- Story Groups
- Art Bar
- Yoga
- Teen led coding
- Teacher Practice
- KCDC - Community taught classes
- Digital Makers Space
- Teen Tutors
- Thinking Space
- Mindfulness Lab
- Permanent Café
- Kitchen Incubator/Test Kitchen

#### Look, Feel & Location

- Blue and Mint Green (Thermostatic Pa
- Digital Wall - Hogwarts Level
- Giant Telescope
- Observatory
- No chunky chairs
- Hammocks
- Gym/shower/lockers
- Nap pods (self-cleaning)
- Virtual Reality Library and Archives

Walk into this vibrant library, open to engaging your whole mind and body. Interact with technology in surprising ways - from greeting the accessibility robot dog at the entrance, to challenging yourself in a coding for seniors, class taught by a local high school student. Find programs and activities for all ages and interests: adaptable for all generational spaces for gathering, performing, learning, hacking, collaborating and making. Grow with your community through volunteering at the library bike shop or the roof farm & apiary. Eat a healthy snack from the art gallery café & kitchen incubator with your granddaughter after she finishes after-school tutoring. Find a comfortable, quiet space to read a new book, to meditate or just be.



# PROJECT PROCESS, PROGRAM & APPROACH

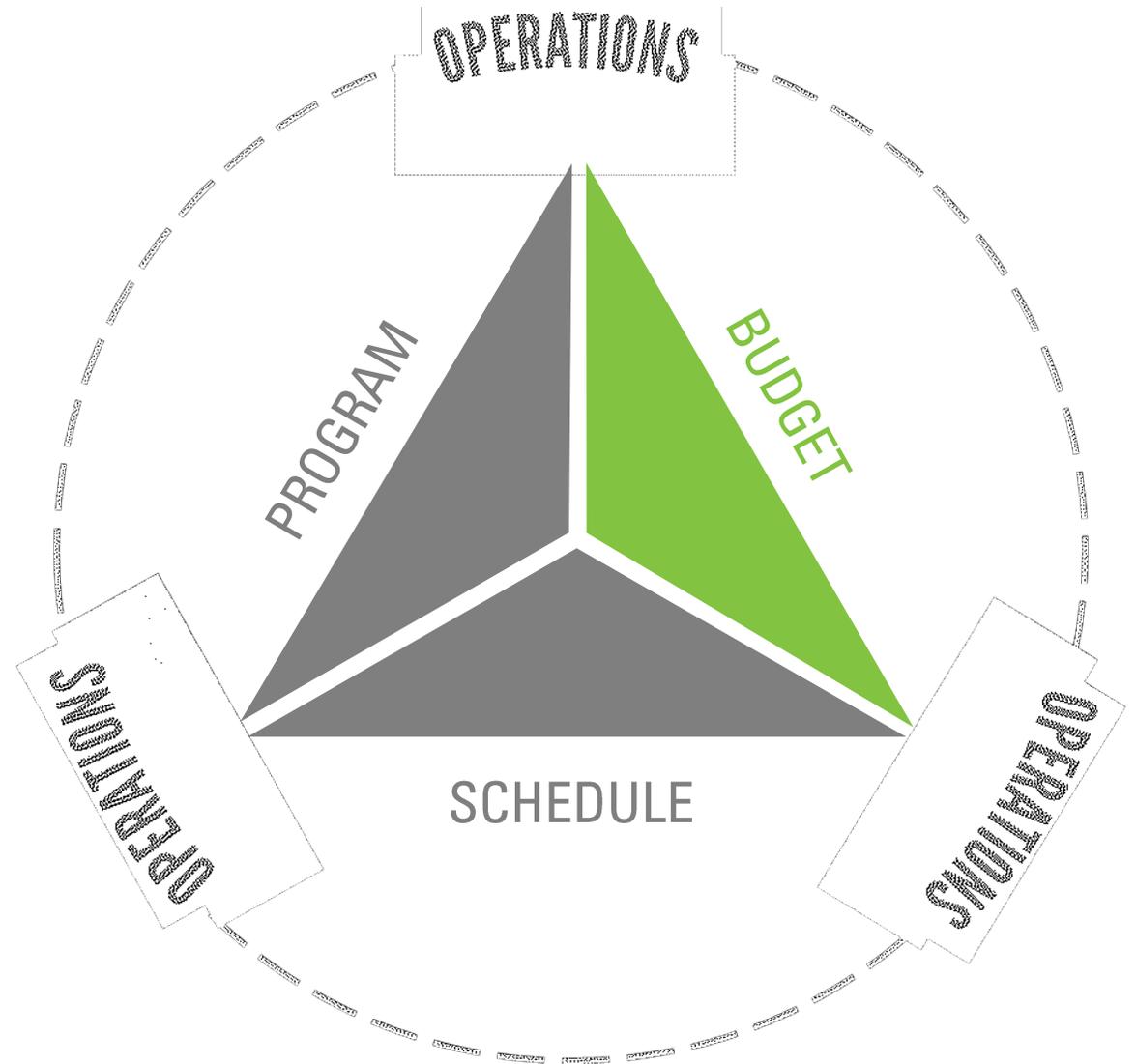
## Council Input:

- Consider: Outdoor Amenities and Library Concepts
  - Programming, connections, and experiences

# 5. TOTAL PROJECT BUDGET & OPERATIONS POSSIBILITIES

ACCOMPLISHING BASE SERVICES AND  
STRETCHING FOR MORE!

# BUDGET



# Budget Involvement of Owner's Representative

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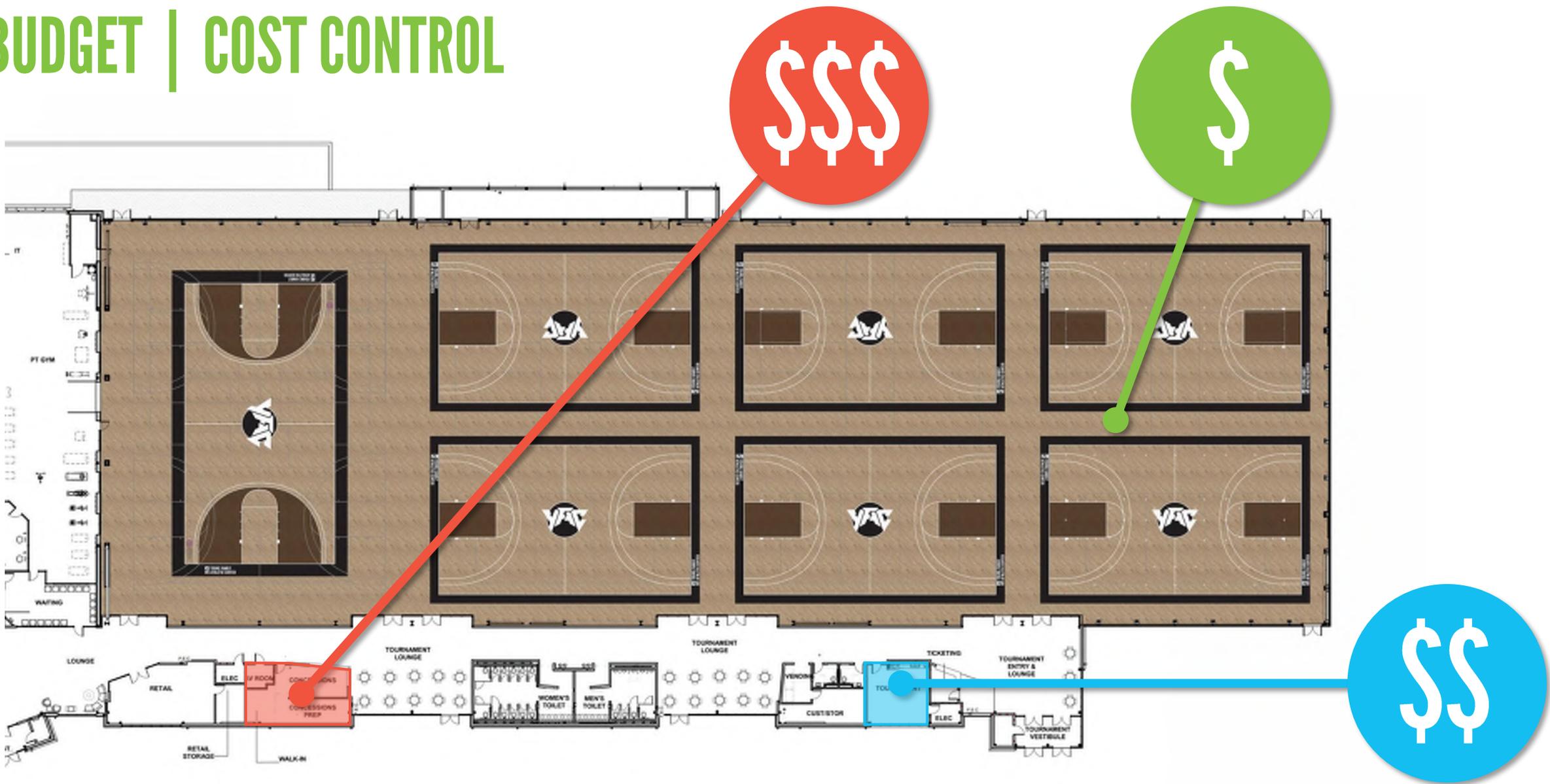
- Monthly budget/timeline progress
- Review of all design documents for budget conformance
- SD, DD, CD formal estimates coordination/revisions
- Coordinate with architect on cost-saving opportunities



**CONSIDER**  
**EMBEC & LIBRARY TOTAL PROJECT BUDGET**  
**STRATEGY**

Design-to- the base budget approach, with third party accuracy and allow for stretch where possible

# BUDGET | COST CONTROL



# TOTAL PROJECT COST - \$75M

## HARD COSTS

Construction  
Building & Site  
Escalation

## SOFT COSTS

Land Acquisition  
Furniture Fixtures & Equipment  
Design Fees  
Other Professional Services  
Permitting  
Owner's Contingency

## OPERATIONS

Leveraging Funds for  
Revenue Generation &  
Avoiding Subsidy

**CONSIDER**

**LIBRARY PROJECT BUDGET & SELF-FUNDED  
OPPORTUNITIES**

# LIBRARY PROJECT BUDGET & SELF-FUNDED OPPORTUNITIES

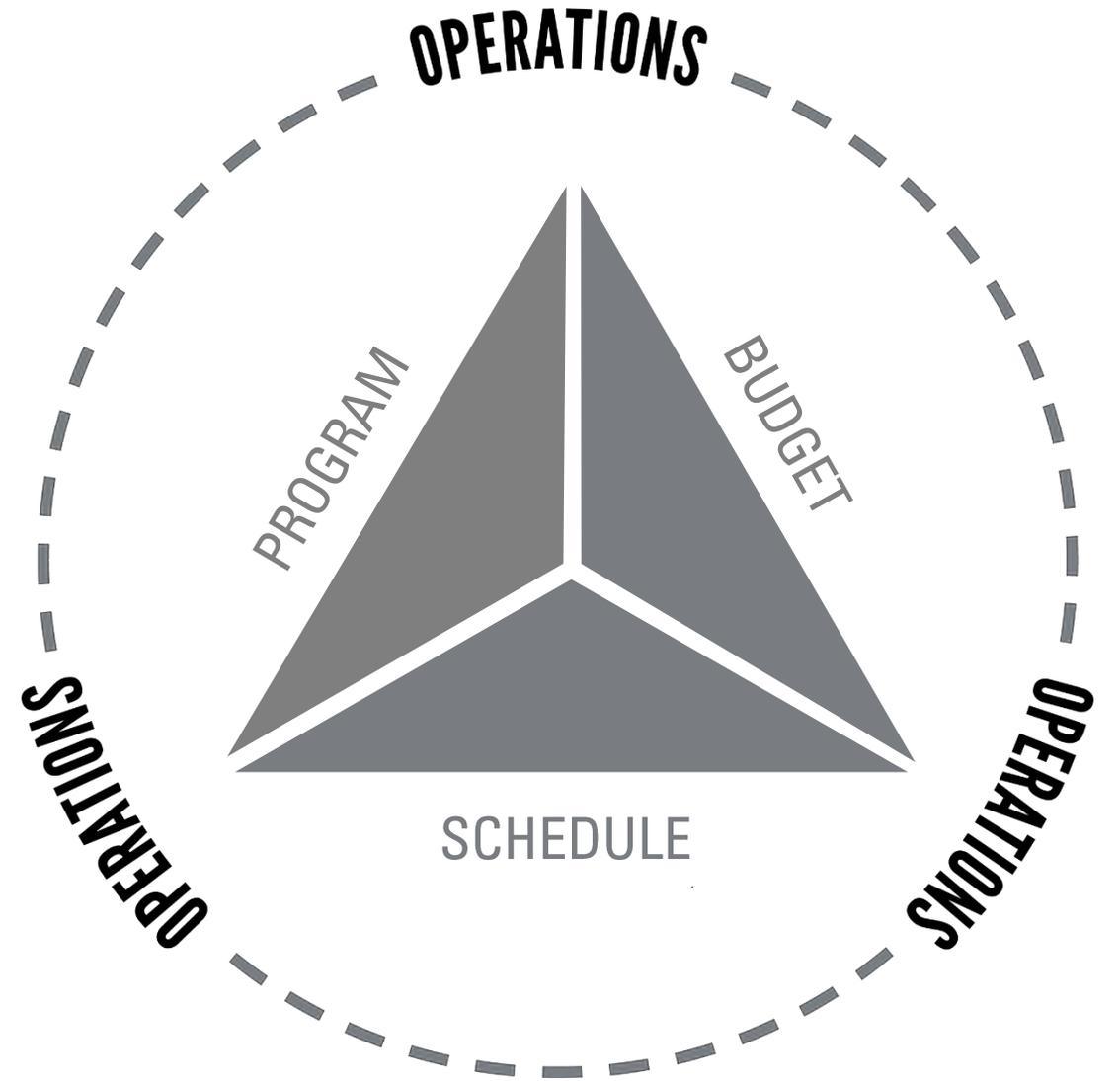
- Existing Library had been identified for long term rehab/replacement project
  - This project addresses identified deficiencies such as roof
  - 2021 Condition assessment supports facility improvements
- The building “box” is being improved by this project
  - Not originally considered to be a part of project vector (now EMBEC)
  - Base plan: Re-use existing investment in furniture fixtures and equipment
- **Stretch Options for Library:** FF&E improvements and enhancements could be funded from other sources, outside of general fund, recurring revenues
- **How the library will evolve to benefit the community through this project**

# PROJECT PROCESS, PROGRAM & APPROACH

## Council Input:

- Consider: Base vs. Stretch
  - Project budget, programming, and amenities

# OPERATIONS



**CONSIDER**

# **LIBRARY OPERATIONAL EXCELLENCE**

ENHANCED SERVICE DELIVERY WITH MODERN EFFICIENCIES

# CREATING CONDITIONS TO...



# PROJECT BUDGET & SELF-FUNDED OPERATIONS

## LIBRARY OPERATIONS

Preservation of high performing current service levels & operations as a community hub

- Expanded Flexible Spaces
- Enhanced Digital Access
- Dedicated Creative Hub
- Improved Accessibility and Comfort
- Interactive Children's Area
- Sustainable Infrastructure

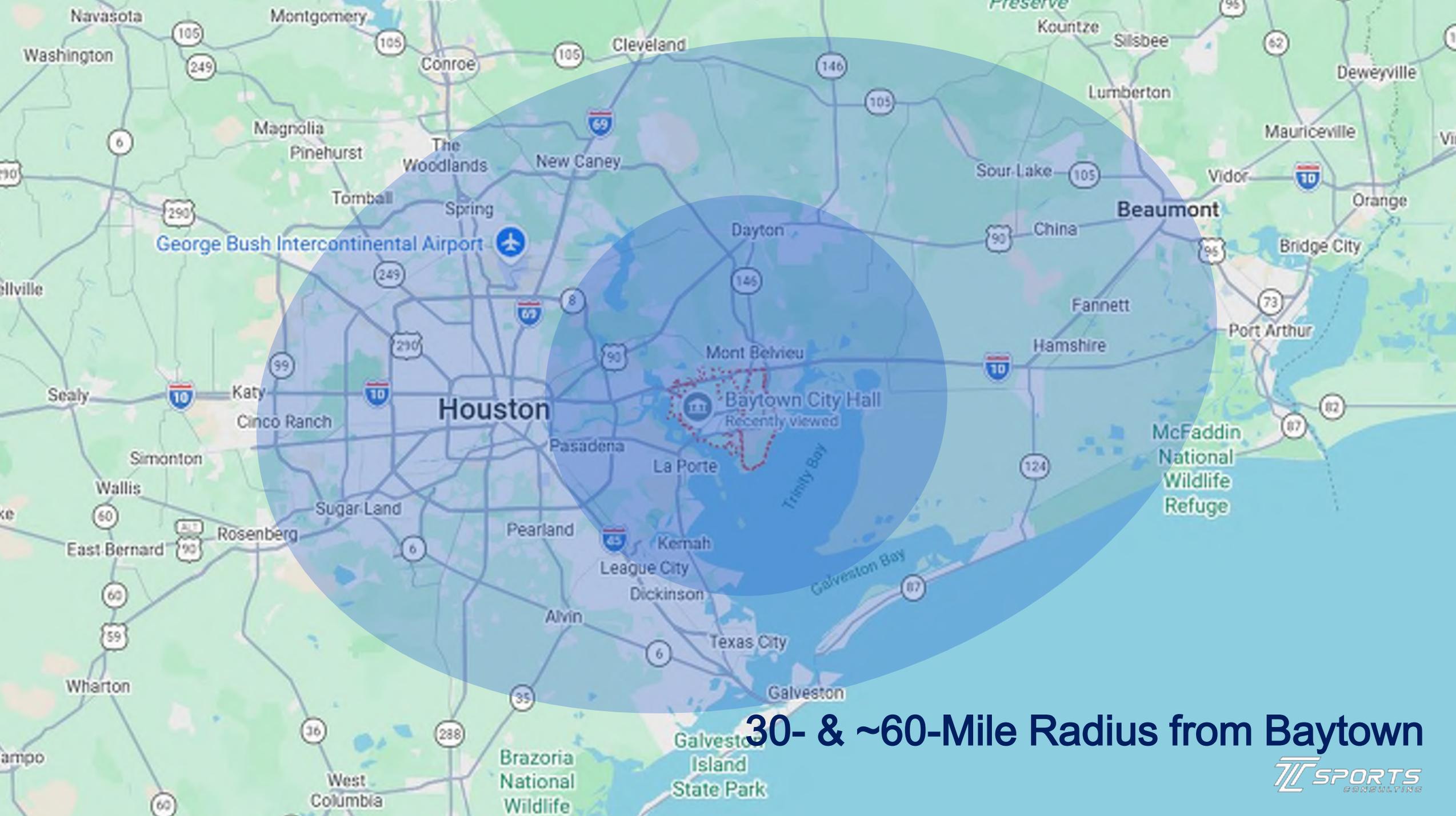
**CONSIDER**

# **EVENT CENTER OPERATIONAL EXCELLENCE**

REVENUE-POSITIVE MODELING APPROACH FROM LT SPORTS

**Self-Funded Operations; Positioned as an Economic Driver for Local Businesses; Supports Baytown as a Youth Sports/Sports Tourism/Special Events Destination; Provide Educational, Entertainment, & Recreational Opportunities; Produce a Regional Attraction and a Community Asset; Ensure long-term market viability**

**CONSIDER**  
**SPORTS TOURISM VISION**



George Bush Intercontinental Airport

Houston

Baytown City Hall  
Recently viewed

Beaumont

McFaddin National Wildlife Refuge

Brazoria National Wildlife

Galveston Island State Park

30- & ~60-Mile Radius from Baytown

# APPROACH

We look forward to growing the Baytown youth sports **communities together**

---

- Build one of the preeminent **youth** sports tourism destinations in the country
- Significant **economic** impact for the city
- **Improve** the athletic experience in Baytown and the surrounding area
- Spur additional **development** in retail, commercial and lodging
- Grow **health and social** well-being of youth and adults
- Provide a platform for **year-round** sport, wellness and health
- Become the **best-in-class** sport assets for the community and the region

**CONSIDER**  
**EVENT CENTER OPERATIONS**

Revenue-positive modeling approach from LT Sports

## BAYTOWN SPORTS VENUE OPERATIONAL VISION

Management of the facility could be built on a collaborative/partnership based rental platform geared toward long term achievable success for the city of Baytown.

## BAYTOWN SPORTS VENUE OPERATIONAL VISION

This “Switzerland” model maximizes access to the facility for the vast majority of Baytown stakeholders and families and creates a straight-forward operational road map for future Management Companies.

## BAYTOWN SPORTS VENUE OPERATIONAL VISION

The facility operation could be built on a diversity of partnerships rather than a top-down approach.

# OPERATIONAL VISION

## Weekday

- Club and Recreational Rentals
- Leagues
- Lessons
- Classes
- iPlay
- Home School PE
- Camps / Clinics (Seasonal)
- ISD Rentals
- Parties and Events
- Batting Cages, Golf, Performance Center, and Wellness Rooms

## Weekend

- Leagues
- Lessons
- Classes
- Parties and Events
- Batting Cages, Golf, Performance Center, and Wellness Rooms
- Tournaments

## OPERATIONAL EXCELLENCE

- Facility Layout
- Staffing Model
- Processes/SOPs
- Partnerships
- Hospitality
- **Guest Experience**





## Marketing & Community Engagement

Story telling across a number of metrics will increase exposure to local and regional audiences and fuel growth

- Newsletter
- Social Media
- Website
- Printed Materials
- Partner Websites
- Community Events/Festivals
- Sales

# EXAMPLE COMMUNITY PARTNERS/CLUBS



idworth pall ny e ala warbath  
warbath ny e ala wongy



# EXAMPLE COMMUNITY PARTNERS/SPONSORS





## Community Immersion

- Local Charity/Foundation Events
- ISD Events
- Hospital Partner Events
- Local Food Drive
- Community Team Building
- Special Olympic Events
- Club Partner Events

# LEARNING & ATHLETIC CAMPS





# Economic Impact

- A large premier sports facility has the potential to drive substantial spending for the local economy
- Economic Impact is driven by leagues and the growth in the number of tournaments
- Quality sports leagues with families traveling to Baytown to practice and compete
- The City of Baytown will have unparalleled access to the local/regional communities and beyond

# POSSIBLE REVENUE STREAMS

Advertising	Tournaments
Sponsorships	Concessions/Vending
Skill Clinics	Restaurant
Private Lessons	Parties
Camps	Special Events
Club Practices	Merchandise/Uniforms
Classes	Memberships
Home School PE	Batting Cages
Adult Leagues	Golf Simulator
Youth Leagues	Performance Center / Gym
Outsourced Leagues (i.e. i9)	Medical Partner
Pickleball	Office Space Rentals
Training / Court Rental	Leases

# PRO FORMA OVERVIEW

## Revenues

- Leagues
- Tournaments
- Camps
- Rentals
- Experiences
- Pricing
- Etc.

## Expenses

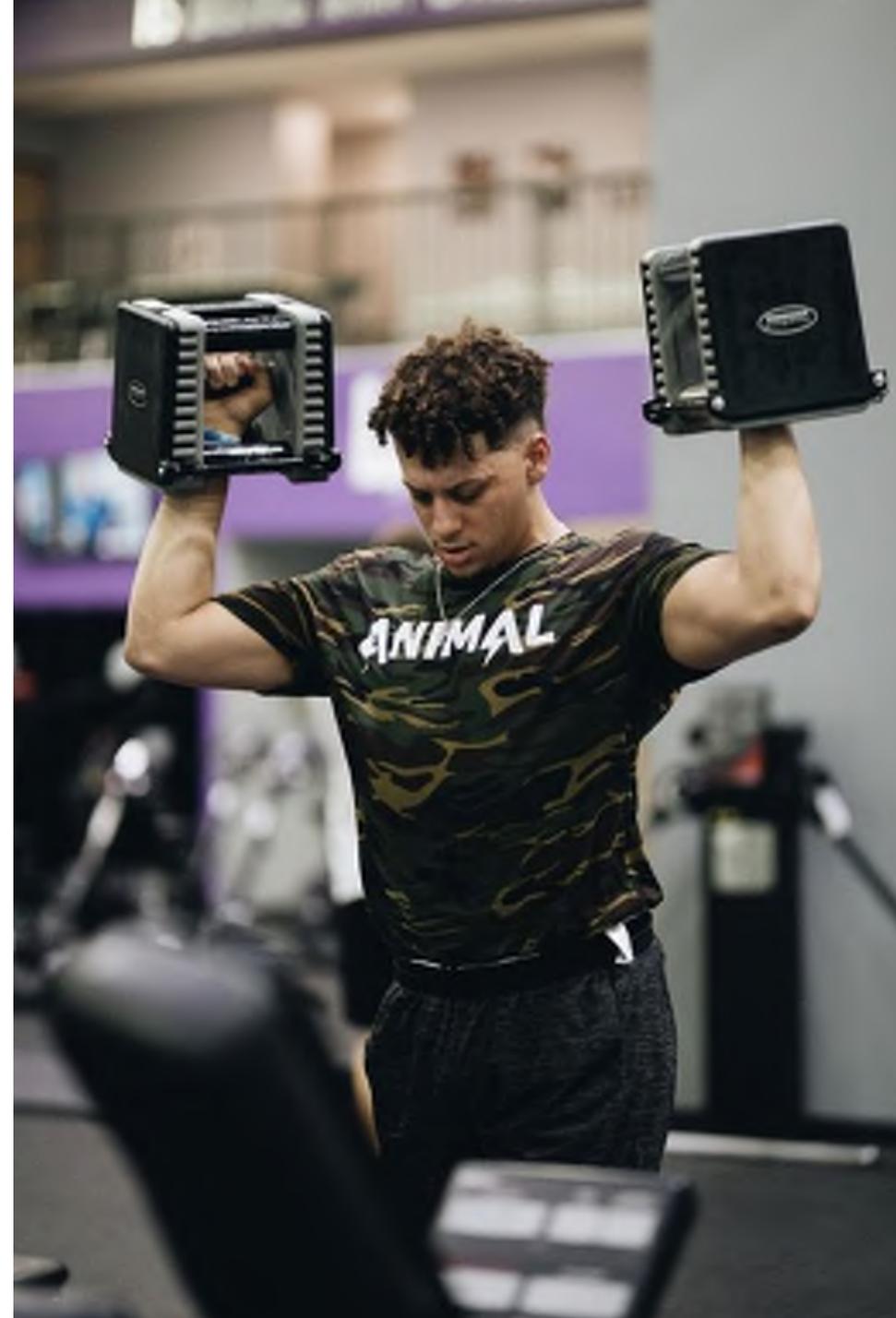
- Cost Of Goods
- Payroll
- Insurance
- Maintenance
- Experiences
- IT
- Etc.

Marketing

Sponsorships

Partnerships

Ramp Up



# Base vs. Stretch Scenarios

## Where the Decision Moves the Project

### Community-First

- Lower cost
- More local use
- Higher subsidy



### Balanced Model

- Moderate investment
- Mix of community and tournaments
- Moderate subsidy, or near cost recovery

### Stretch

- Higher cost
- More regional/national events
- Higher revenue
- Lower subsidy

Where we set the dial determines long-term outcomes.

## BASE

- Lower Capital Investment
- Core Courts Only
- Limited Amenities
- Lower Event Revenue
- Higher Annual Subsidy/Reserve

## STRETCH

- Higher Capital Investment May Reduce Long-Term Subsidy
- Additional Meeting Spaces
- Additional Partner Leases
- Possible Increased Event Revenue

**HIGHER UPFRONT COST MAY REDUCE LONG-TERM SUBSIDY CONCERNS**

## What Does A WIN Look Like?

- Decisions Drive Operations & Results
- More Courts Increase Potential For Revenue
- Attract Regional & National Events
- Community Spaces Increase Participation
- Key Performance Indicators Help Define Goals/Success

# Key Performance Indicators/Measures Of Success

## Possible Options

- Event Days Hosted
- Regional/National Events
- Total Athletes And Spectators
- Hotel Occupancy Tax (HOT)/RevPar
- Visitors Spending
- Facility Revenue (RevPac)
- Social Media/Google Reviews
- Private Investment In Surrounding Area
- Community Gathering and Events

# TOTAL PROJECT BUDGET & OPERATIONS POSSIBILITIES

## Council Input:

- Considering we are in Pre-Design, what are the Council goals for balancing community access vs. cost recovery

# 6. PRE-DESIGN CONCLUSION & GATHER INPUT

COMMUNITY UNDERSTANDING

**CONSIDER**

**COMMUNITY UNDERSTANDING**



# DESIGN THREADS



the land

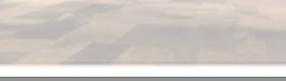
Sprout  
Ascend  
Climb



Story of...  
The Infinite  
framing the infinite



centrifugal-c





place

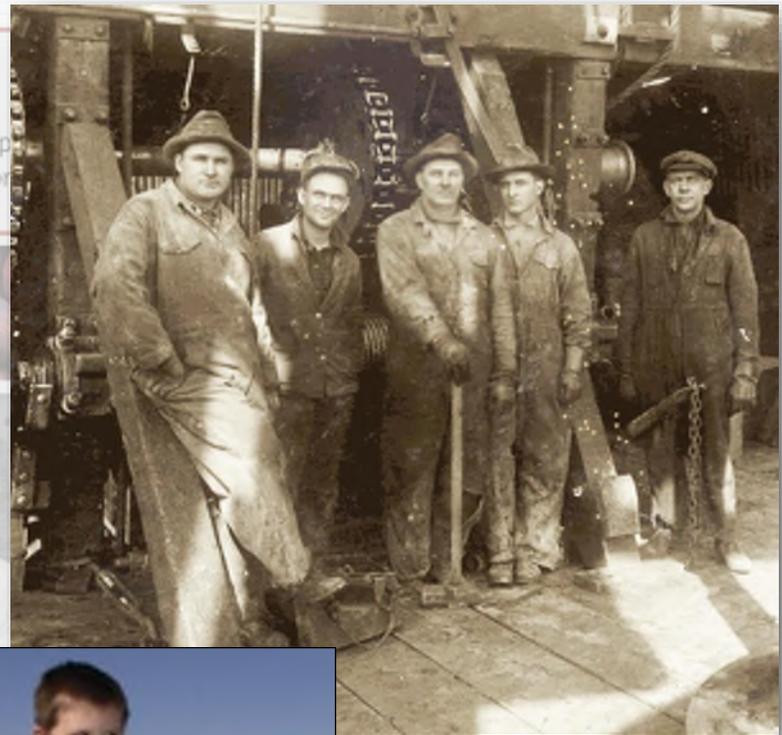


Cultural overlay



### Story of... People

What brings people  
People br



Strong



Community-family  
ed



- ENERGY



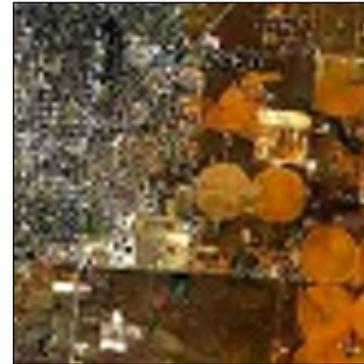
- TRANSFORMATION



- CENTRIFUGAL - CENTRIPETAL

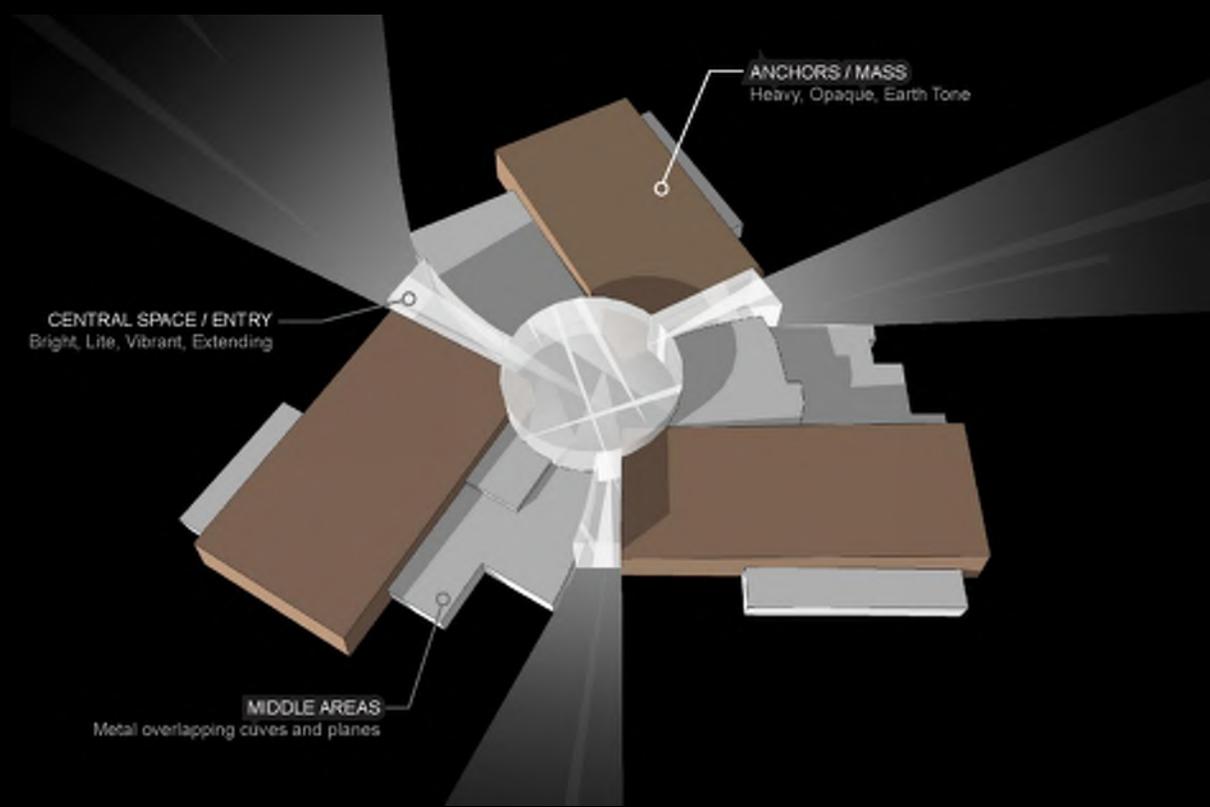


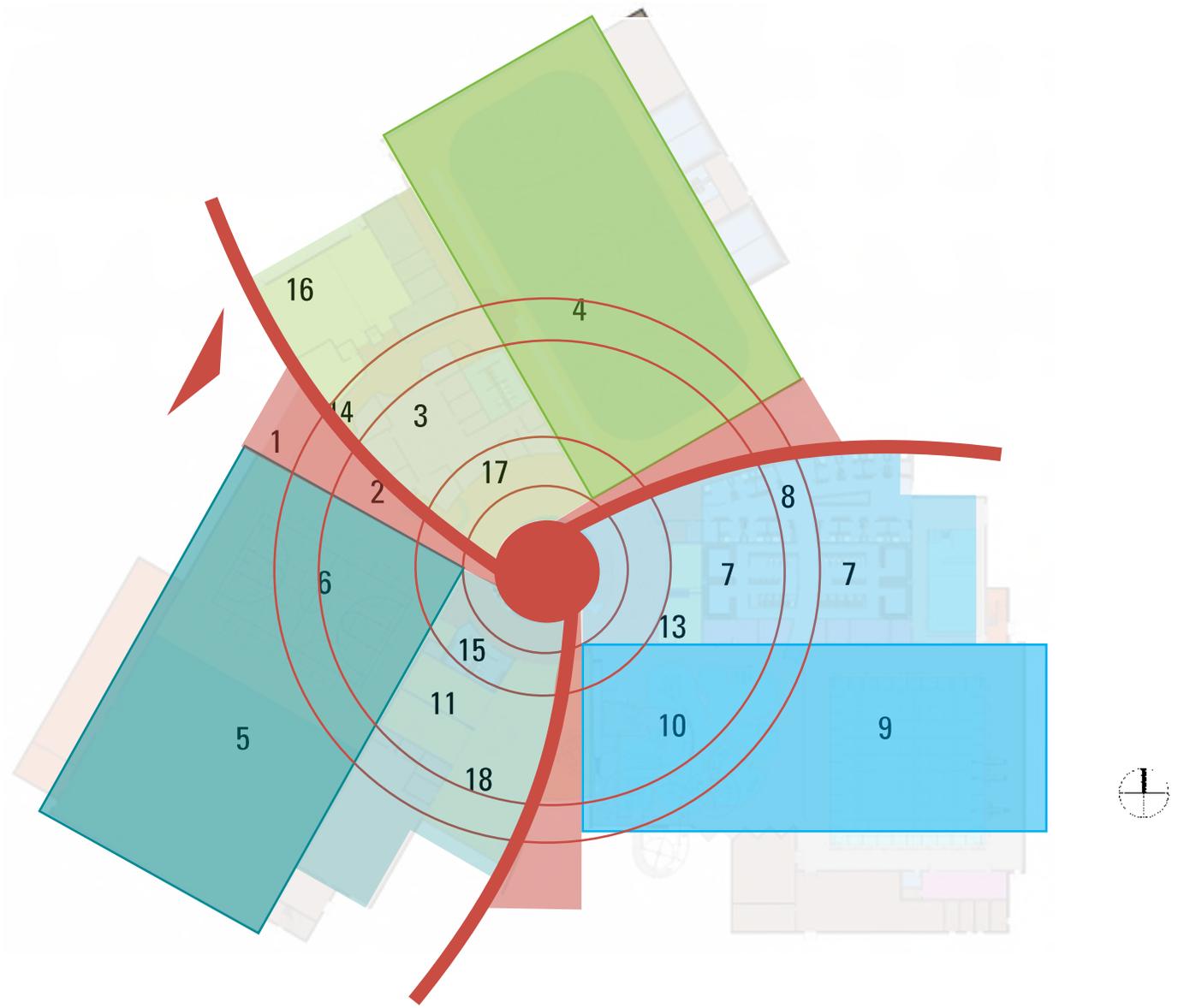
- CONFLUENCE



- PEOPLE







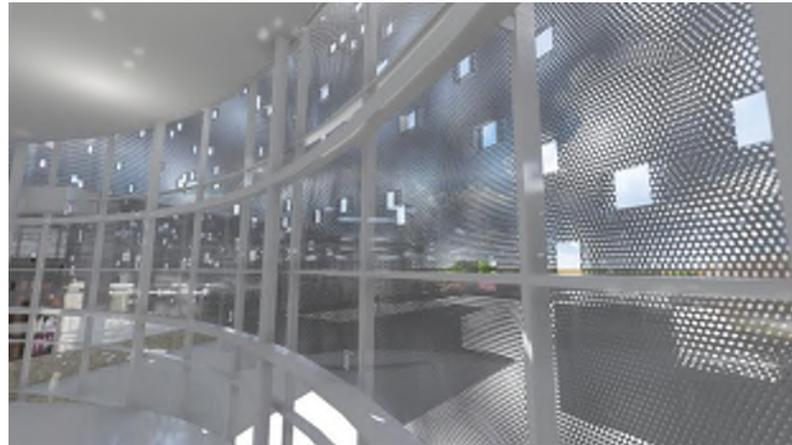
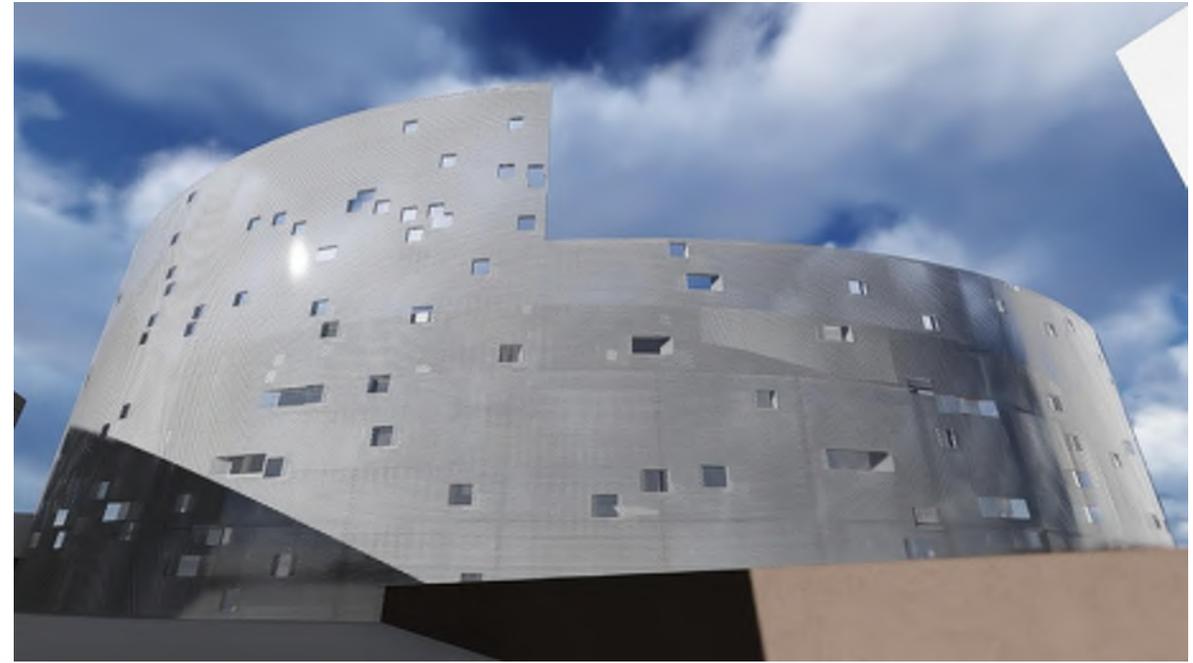
**MULTI-GENERATIONAL CENTER EXAMPLE PROJECT – HEALTH AND WELLNESS CENTER, HOBBS, NM**



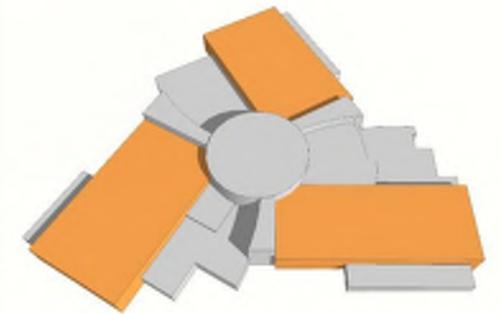
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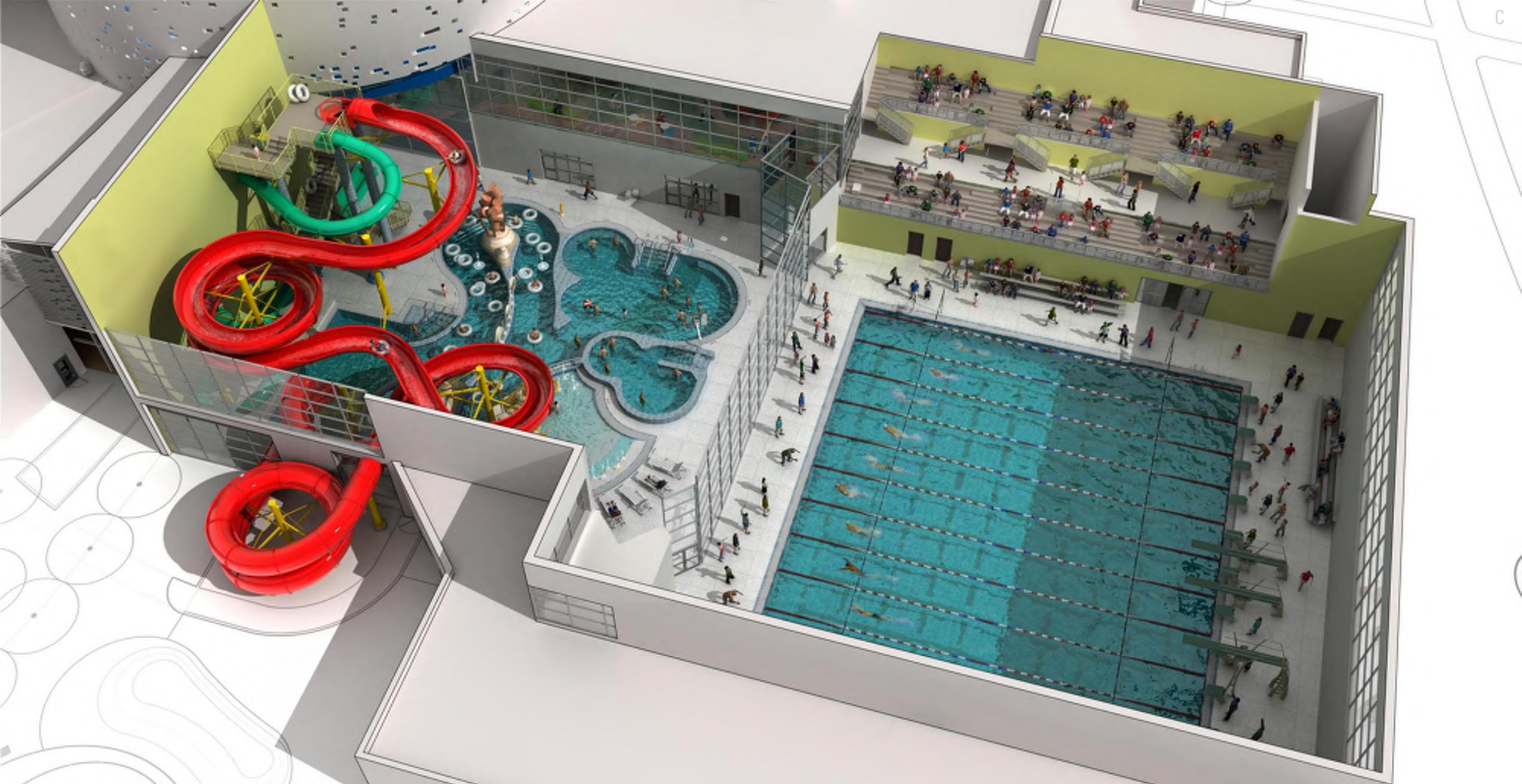
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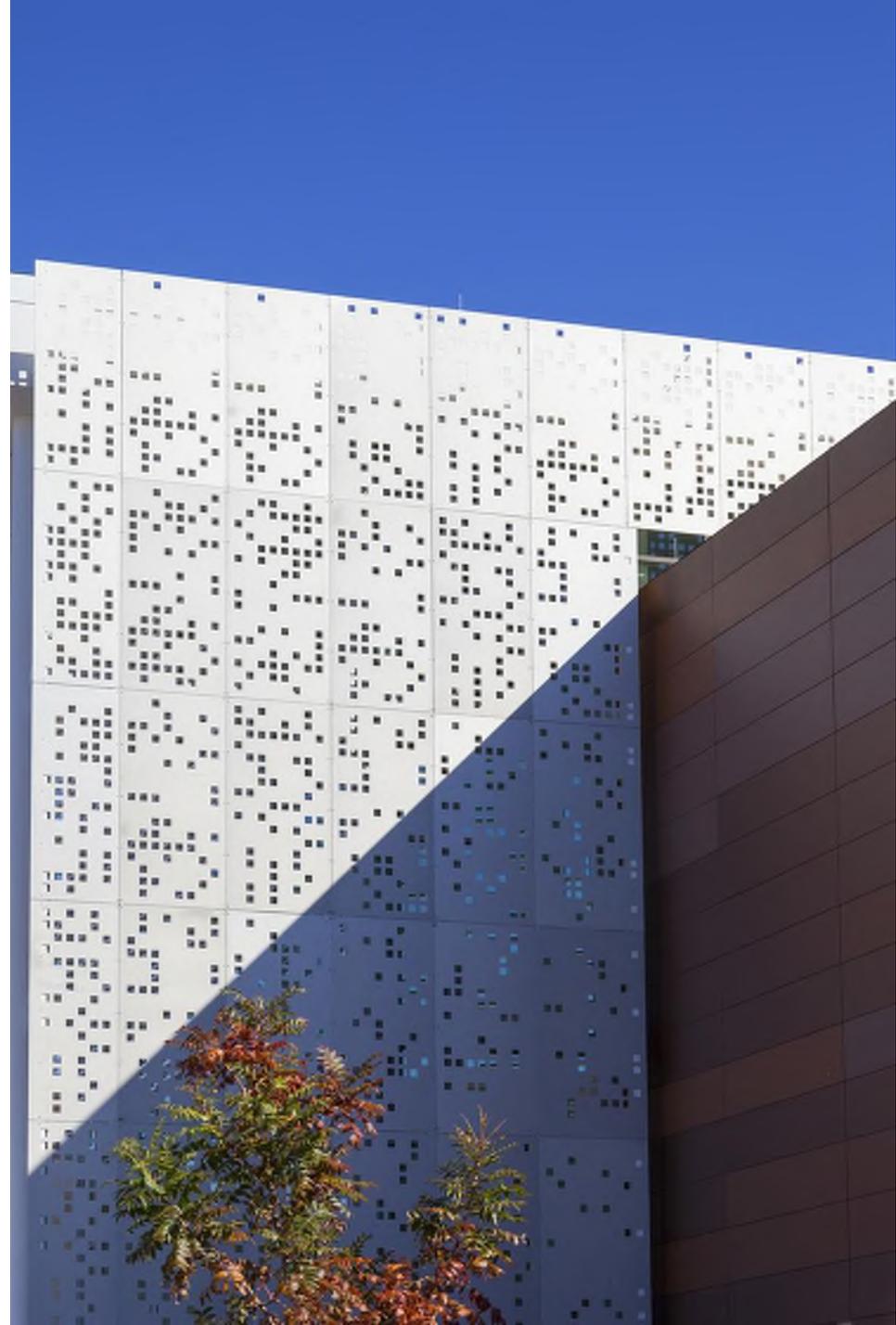


**MULTI-GENERATIONAL CENTER EXAMPLE PROJECT – HEALTH AND WELLNESS CENTER, HOBBS, NM**



**MULTI-GENERATIONAL CENTER EXAMPLE PROJECT – HEALTH AND WELLNESS CENTER, HOBBS, NM**











# PEOPLE



Who are the people of Baytown and how do they want to be perceived?

# PLACE



Where do people live, work and play? Tell us about landmarks of interest and places of pride.

# PACE



What experiences is the community looking for, and what is its pace of life?



1. HOW DO YOU DESCRIBE BAYTOWN WHEN YOU ARE **AWAY**?
2. WHAT PLACES OR EVENTS MUST VISITORS EXPERIENCE WHEN THEY ARE **HERE**?
3. **WHY** DO YOU LIVE/WORK HERE?
4. HOW DO YOU WANT TO **BE** PERCEIVED AS A COMMUNITY?
5. HOW DO YOU NOT WANT TO **BE** PERCEIVED AS A COMMUNITY?

# GATHER INPUT

## Council Input:

- Capture Council's Community Snapshot *(5 Questions)*

# 7. PRE-DESIGN NEXT STEPS

COMMUNICATION AND PUBLIC ENGAGEMENT

**CONSIDER**  
**PUBLIC ENGAGEMENT**  
**AND STAKEHOLDER FOCUS**

Town halls, survey, and stakeholder meetings

# THE SURVEY SAYS!...

TARGET AUDIENCE:

**GENERAL PUBLIC (OPEN 6 WEEKS)**

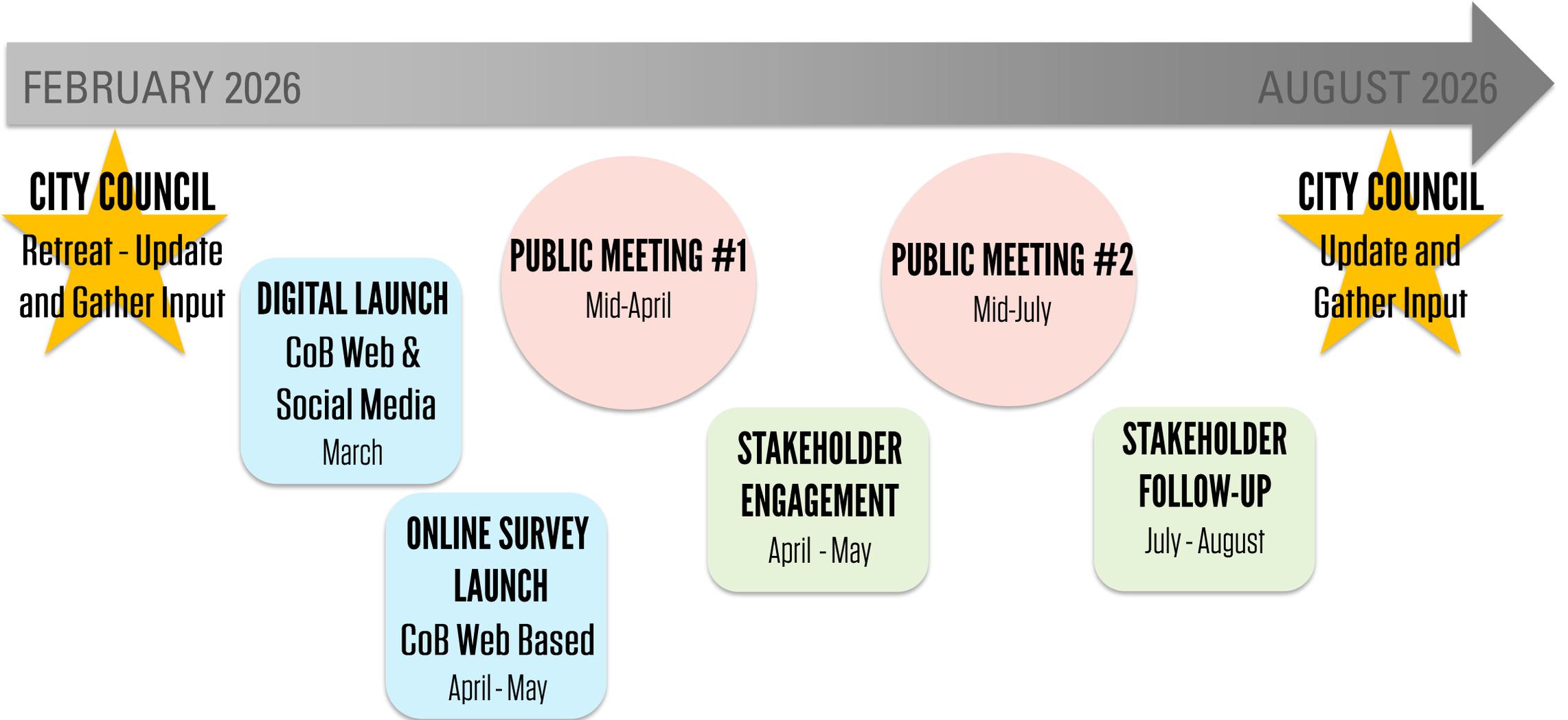
SUCCESS METRIC:

**400+ RESIDENT RESPONSES**

SURVEY SCHEDULE:

**APRIL – MAY 2026**

ExxonMobil Baytown Events Center and Sterling Municipal Library Renovation  
**6 MONTH COMMUNICATIONS & PUBLIC ENGAGEMENT WORK PLAN**



# COMMUNITY ENGAGEMENT



# Library Community Engagement



# LIBRARY COMMUNITY ENGAGEMENT



**Stakeholder Conversations**



**Teen Focus Group**



**Partner Breakfast**



**Town Hall**



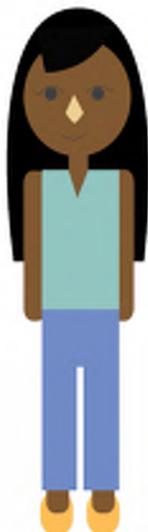
**Community Celebration**



**Staff Engagement**

# LIBRARY COMMUNITY ENGAGEMENT

## What We Learn!



**User:**

Kayla, 7 yr. old

**Activity:**

Music Recording!

**Story:**

Kayla is a vibrant 7 year old. She is currently in the 2nd grade at Daniel E. Morgan K-8 School and enjoys listening to and creating music. She lives nearby and everyday she walks directly to the library after school with her friends. She hangs out in the library until her mother or sister comes to pick her up. The library is a place for her to play, do her homework and cultivate her musical talents. She grabs an after school snack from the Cool Cafe inside the library, does homework in the Homework Help Center and then heads to the music recording studio. She aspires to be a singer and a rapper and loves that the library is a place where she can explore music creation by recording and producing her own music.

**In Brief:**

Kayla is a 7 year old student in a nearby elementary school who loves music.

**Strength:**

She is a very talented singer and rapper.

**Motivation:**

Kayla is inspired by her favorite singer and rapper, Rihanna and Nicki Minaj, and aspires to be just as successful.

**Library Connection:**

Kayla lives nearby and loves that the library is a place where she can practice her musical talents by going to recording studio and producing her own music. She is also dabbling in music video creation.



# LIBRARY COMMUNITY ENGAGEMENT

## What We Learn!

**Create  
Community!**



### PLACES & SPACES

Community Living Room  
Storytelling Lab  
Performance Spaces



### ACTIVITIES

Socializing  
Storytelling  
Movie Night  
Game Night  
Stargazing

**Learn  
Something  
New!**



Community Tech Zone  
Entrepreneurial Center  
Literacy Center



Video Production  
Tech Help  
Homeschooling  
Coding Class

**Make  
Cool  
Stuff!**



New Media Lab  
Messy Program Room  
Textiles Studio



3D Printing  
LEGO Club  
Eco Studio  
Laser cutting

# PRE-DESIGN NEXT STEPS

- Public Engagement & Community Updates – Ongoing
- Council Update – End of Pre-Design
- Finalize:
  - Building Program
  - Budget
  - Schedule
  - Operations Planning
- Begin Schematic Design:
  - Owner's Decision Matrix
  - Pull Plan
  - Notify Departments of Design Workshops Dates & Agendas

# PRE-DESIGN SUMMARY

Town halls, survey, and stakeholder meetings.



# WHAT WE NEED FROM CITY COUNCIL IN THE 'PRE-DESIGN PHASE'

- Confirm Established Project Strategic Concepts
- Base vs. Stretch: Project Budget, Programming, Operations, and Amenities
- Decision-Making for Project Budget, Scope, Schedule, Phases, and Major Milestones
- Council Goals for Balancing Community Access vs. Cost Recovery
- Capture Council's Community Snapshot
- What Does a "WIN" Look Like for This Project?
- Confirm Approach for Public Engagement Strategy

# PRE-DESIGN QUESTIONS & ANSWERS

## Council Input:

- Confirm Approach for Public Engagement Strategy
- What does a  look like for this project?

# QUESTIONS & ANSWERS

We value your input

Open floor for questions and discussion

# EXXONMOBIL BAYTOWN EVENTS CENTER & STERLING LIBRARY RENOVATION UPDATE

# THANK YOU!

