



Sugar Land Update

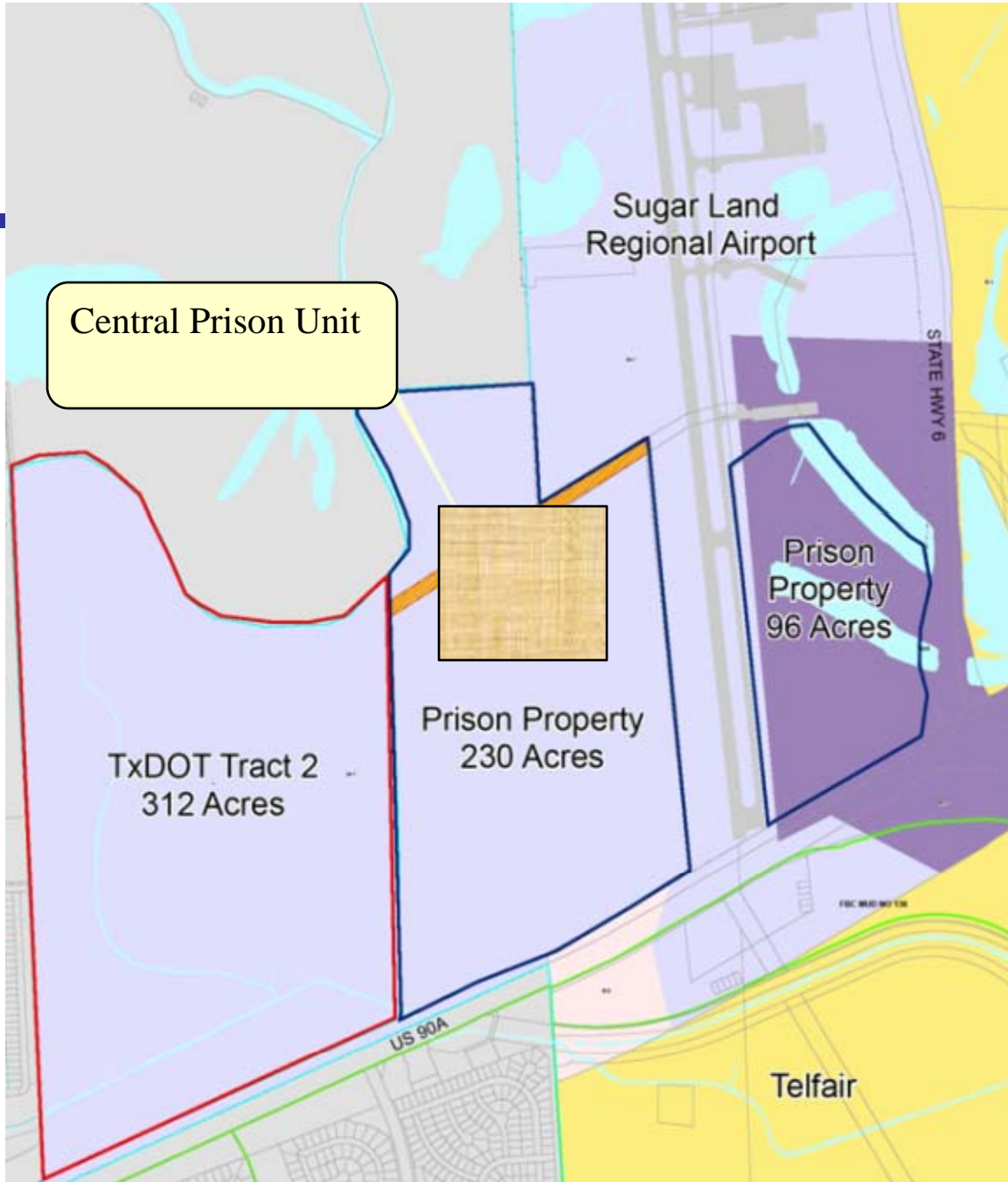
November 20, 2008



Discussion Overview

- ★ **Sugar Land Regional Airport / Central Prison Unit**
- ★ **Imperial Sugar Redevelopment**
- ★ **Town Square Update**
- ★ **Museum of Natural Science – Sugar Land**
- ★ **Cultural/Entertainment District**





Central Prison Unit

Sugar Land Regional Airport

STATE HWY 6

Prison Property
96 Acres



Prison Property
230 Acres

TxDOT Tract 2
312 Acres

US 90A

FBC WARD 10

Telfair



Sugar Land Regional Airport





Town Square Update





Minute Maid Building









Town Square Update









**Future Home to the
Houston Museum of Natural Science at Sugar Land**

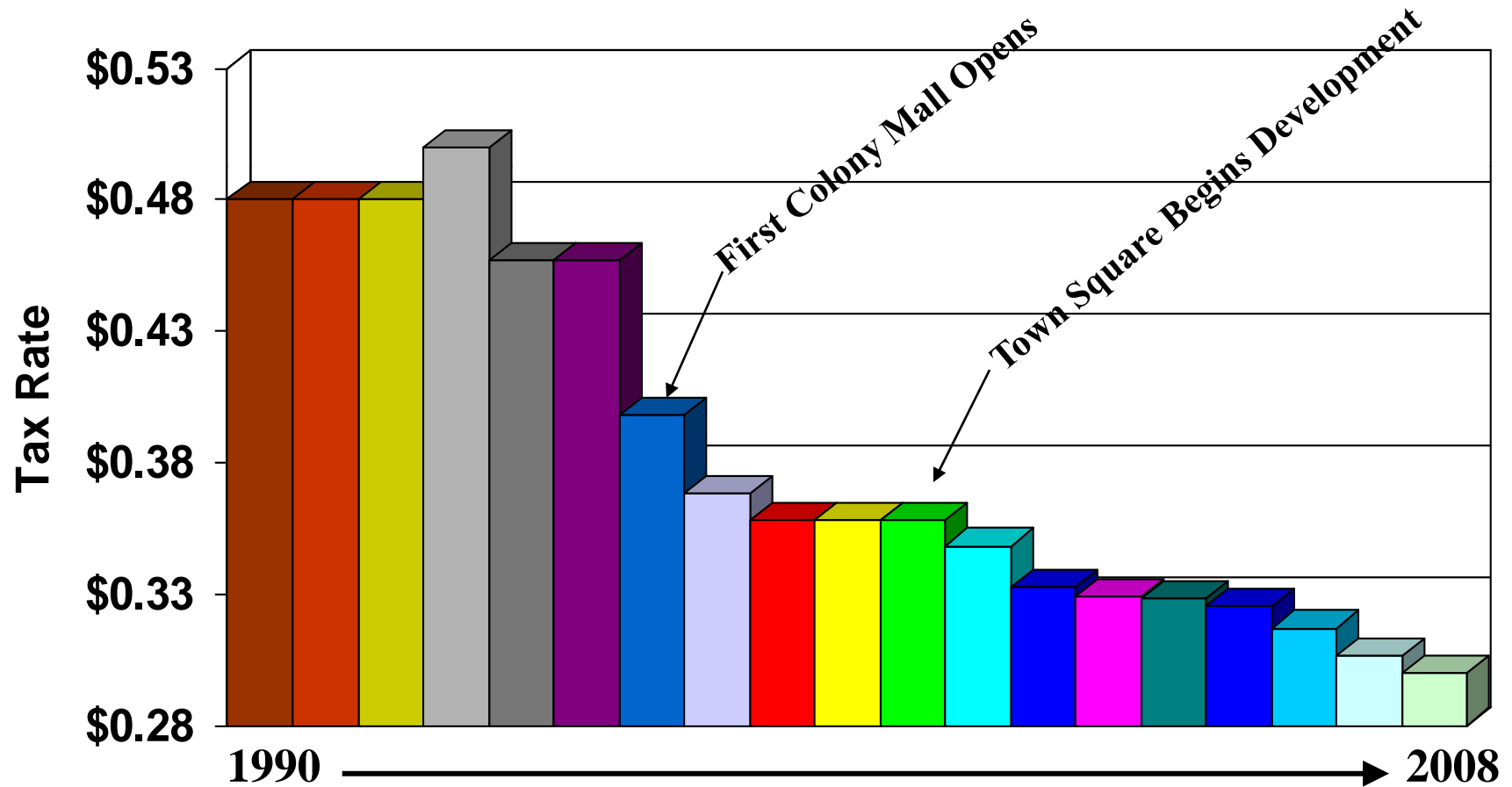
Opening Summer 2009



Facade Improvements



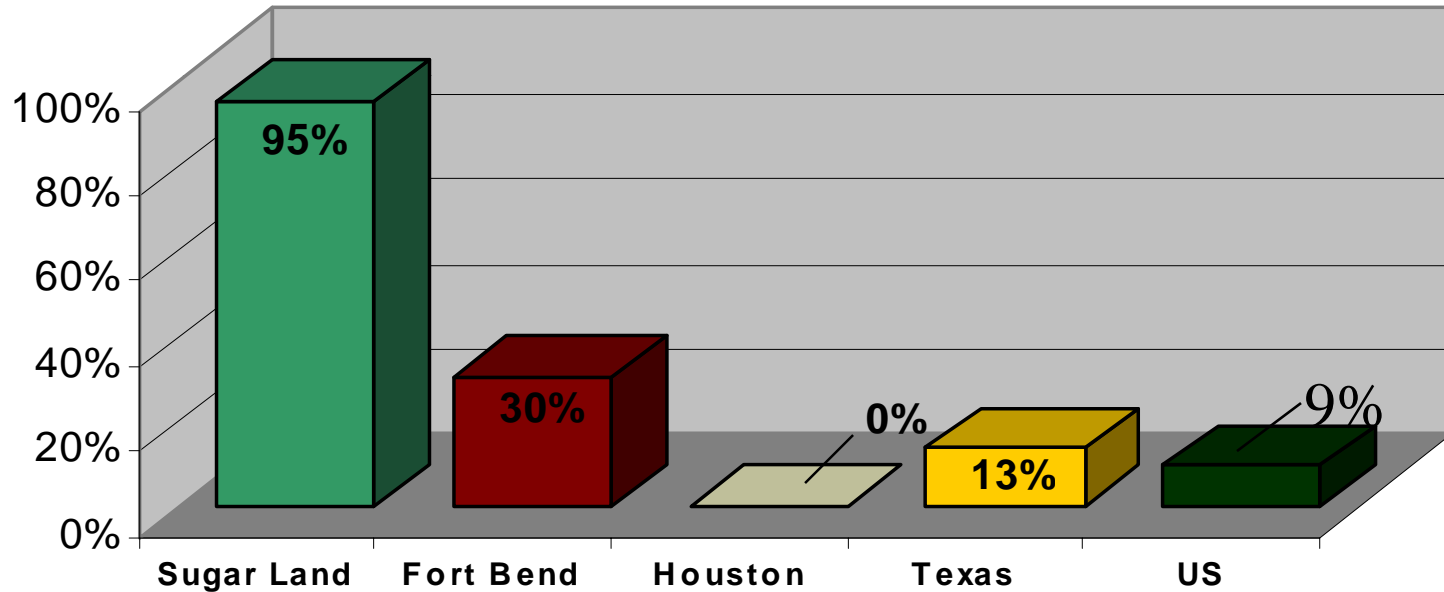
Property Tax Rate: FY 1990 – 2008





Employment Growth: 1999 - 2007

Since inception of Economic Development Department.

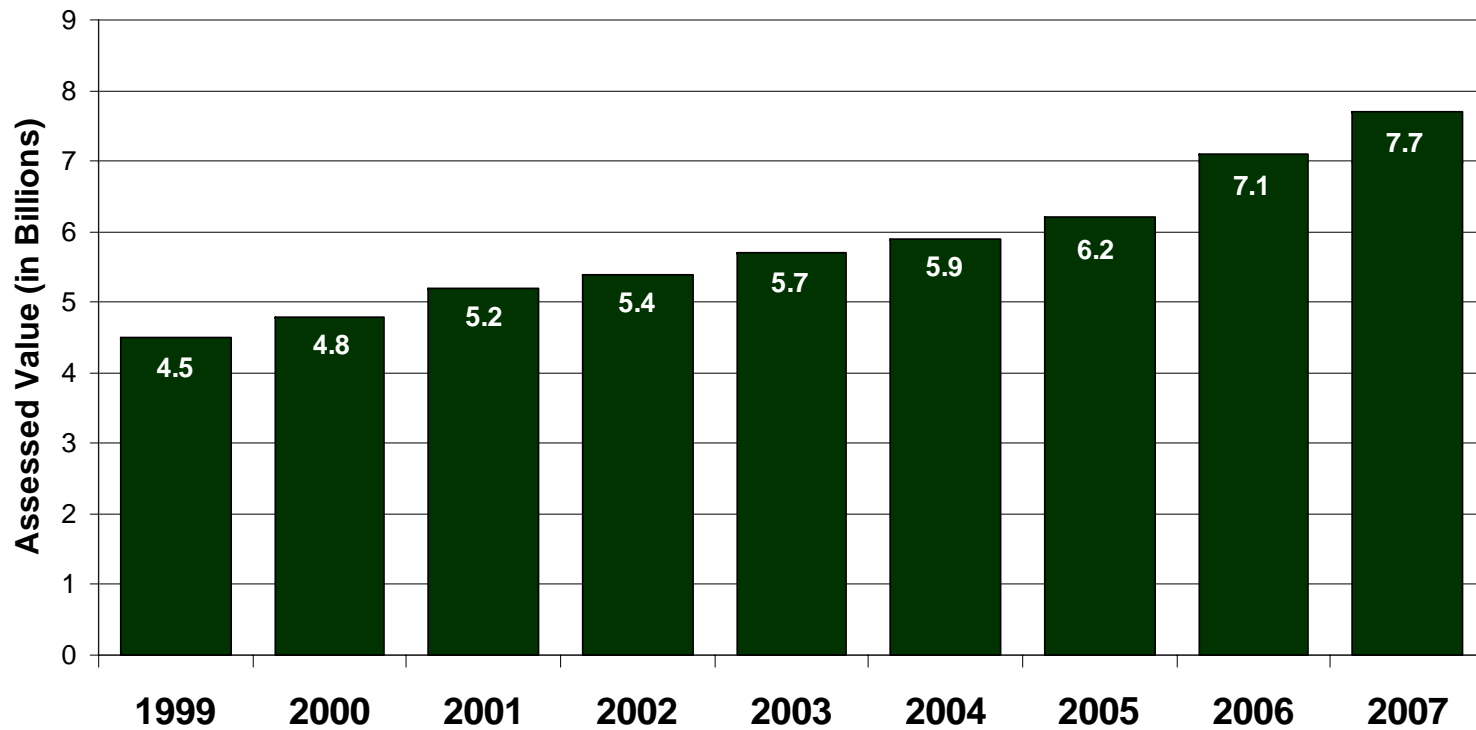


Source: Texas Workforce Commission, 2008



Total Assessed Values

City of Sugar Land Assessed Property Values (Net Exemptions)

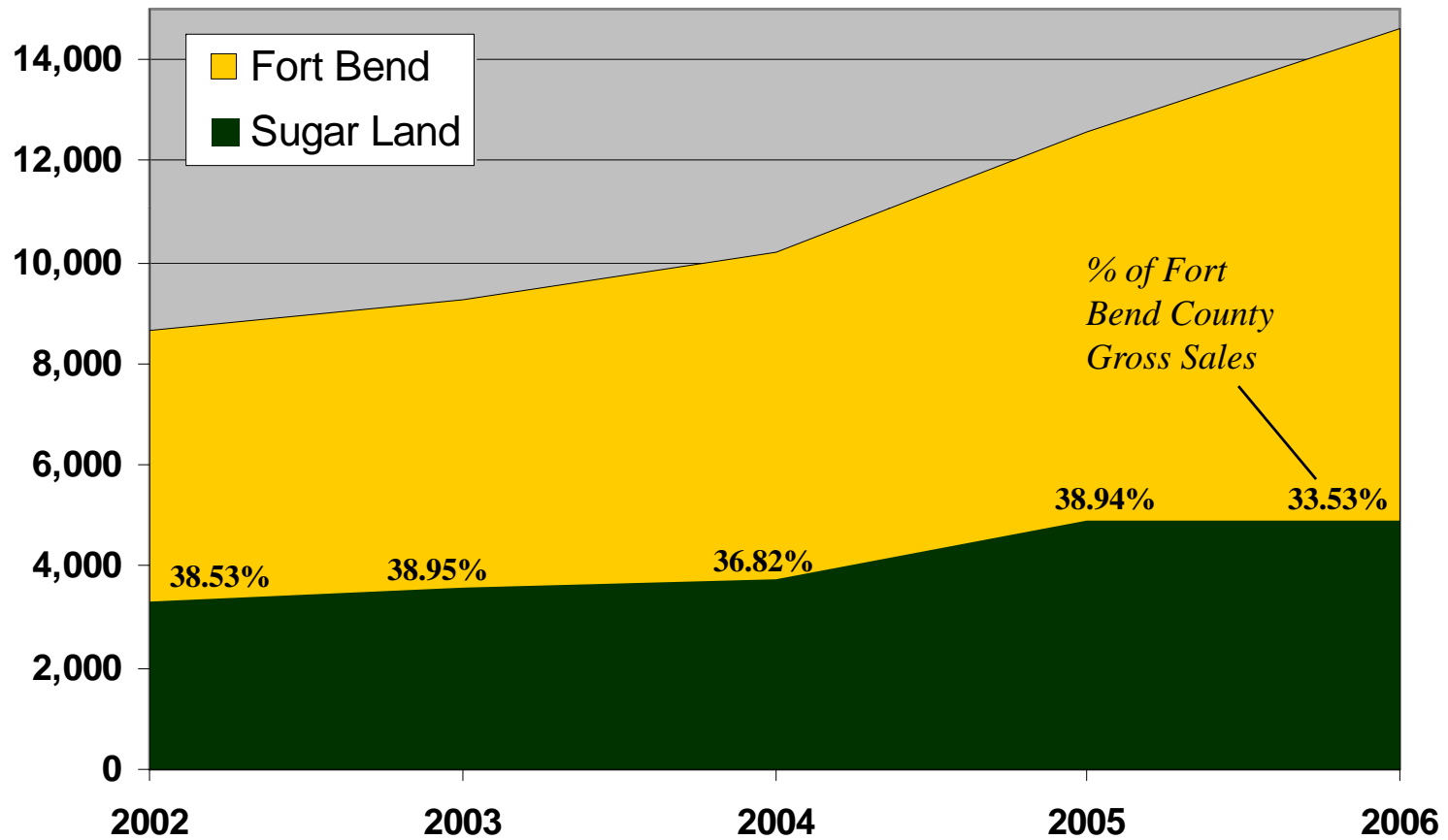


Source: Fort Bend Appraisal District, 2008



County Gross Sales Comparison

(in millions)



Source: Texas State Comptroller, 2008 - Includes gross sales reported from holders of sales tax permits in all NAICS industries.



How do we want to grow?







Cultural Entertainment District - Background

- ★ **Entertainment Districts commonly being viewed as a strategy for economic development**

- ★ **Texas communities currently considering or undertaking similar projects include:**
 - ★ **Allen**
 - ★ **Cedar Park**
 - ★ **Frisco**
 - ★ **Grand Prairie**
 - ★ **McKinney**



Cultural Entertainment District

★ City Council Goal:

- ❖ Create a series of venues that provide a variety of year-round entertainment activities for all ages that tie into both UH and community programs and activities



Cultural Entertainment District

- ★ **Vision Task Force recommended creating a Cultural/Entertainment District with the following elements:**
 - ❖ **Festival Site**
 - ❖ **Indoor Concert Venue**
 - ❖ **Minor League Ballpark**
 - ❖ **Cultural Arts Venue / Performing Arts Academy**
 - ❖ **Full Service Hotel & Convention Center**

- ★ **City Council adopted the conceptual site plan for the Cultural/Entertainment District on April 15, 2008**



Cultural Entertainment District – Approved Conceptual Site Plan





Development Criteria

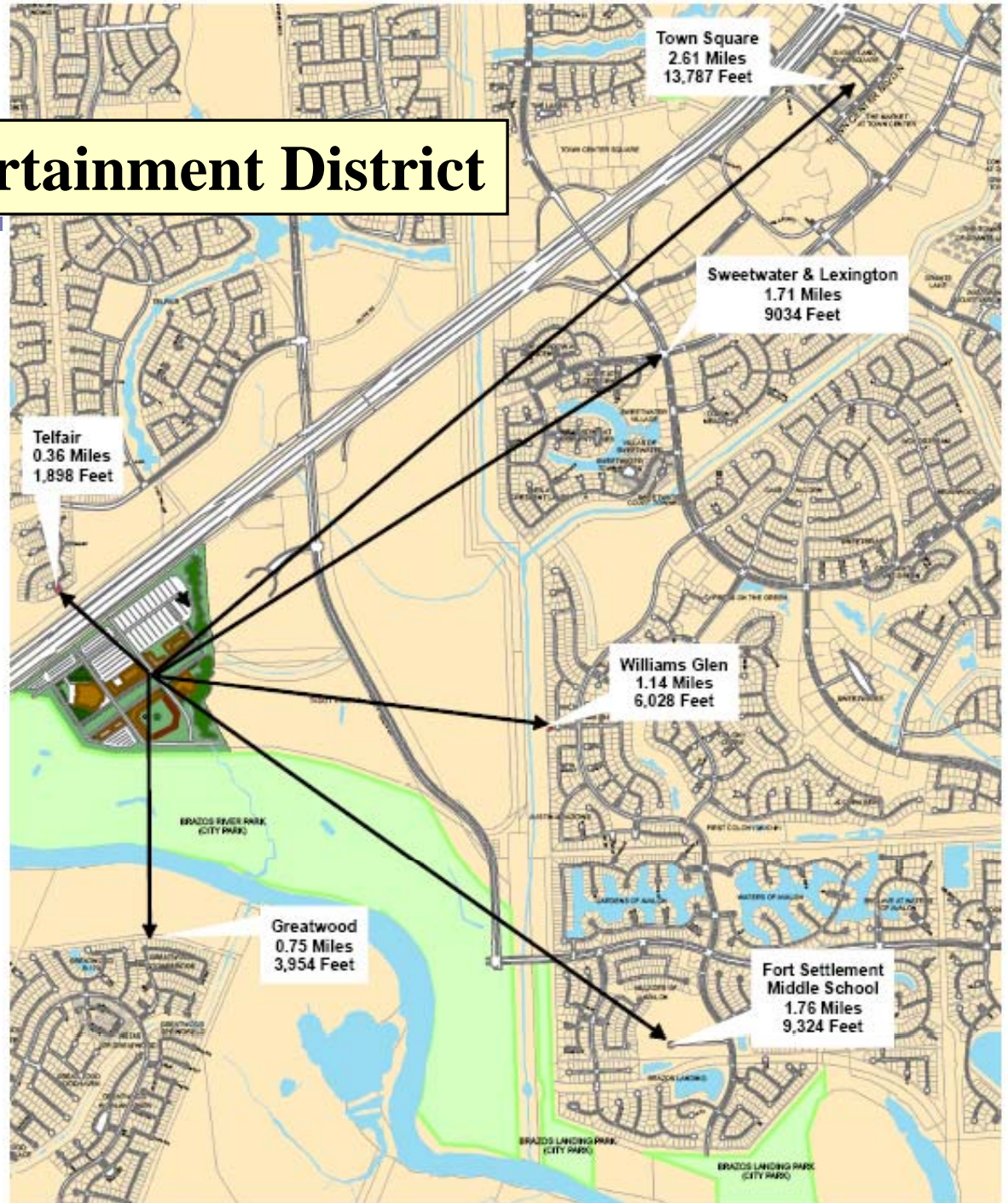
- ★ **Project Cannot rely on general property taxes**

- ★ **Project cannot degrade quality of life in:**
 - ★ **Traffic**
 - ★ **Safety**
 - ★ **Noise**



Cultural Entertainment District

Distance Markers
to Sugar Land
Neighborhoods
and other
Key Locations

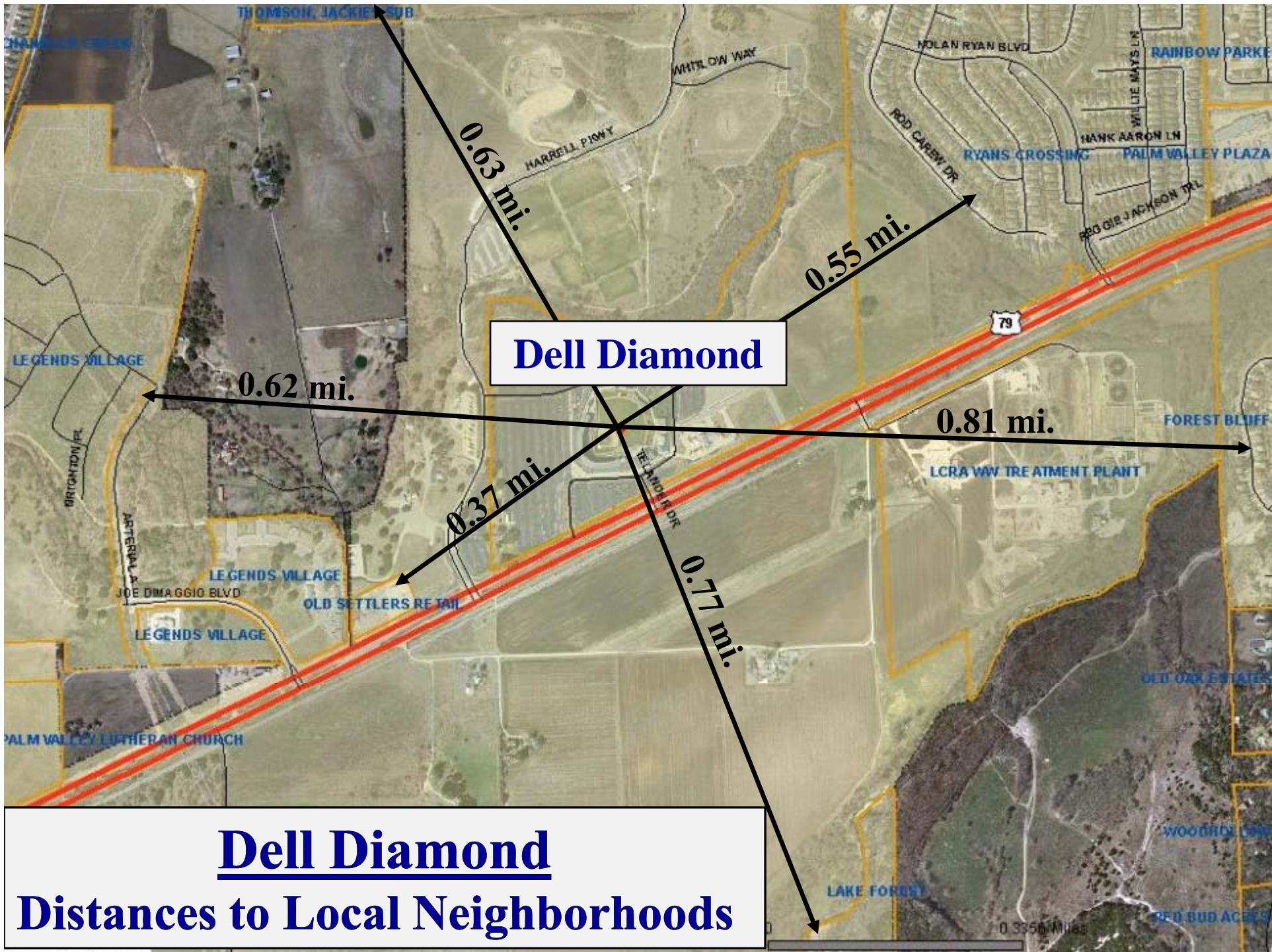




Mercer Stadium

Distance Markers
to Adjacent
Sugar Land
Neighborhoods







First Projects

★ **Indoor Concert Venue**

★ **Minor League Ballpark**

★ **Festival Site**



First Projects

★ Indoor Concert Venue

❖ ~6,500 Seats

❖ **Similar in Design and Function to Nokia Theaters in Grand Prairie, TX and Los Angeles, CA**

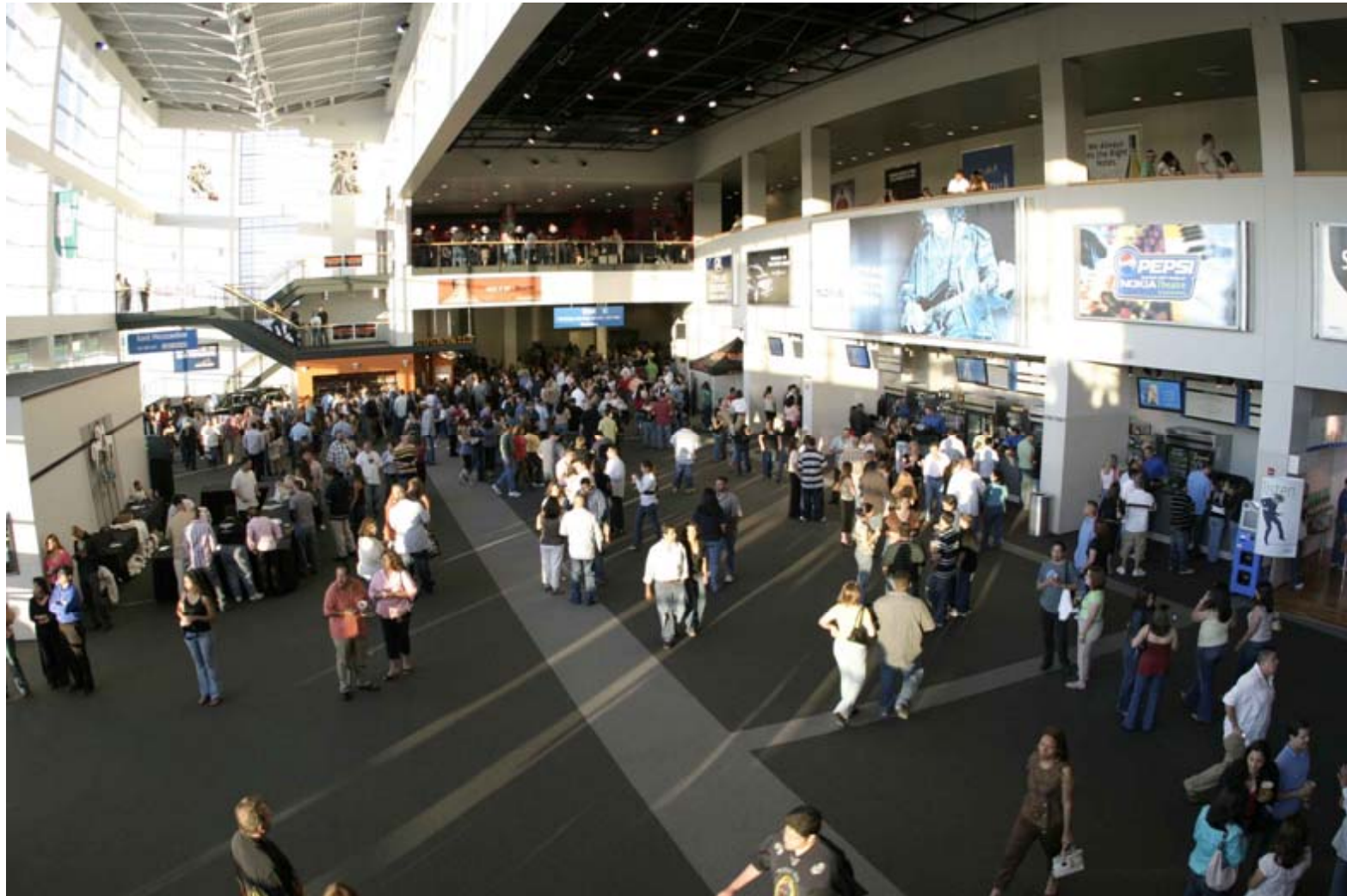


Indoor Concert Venue



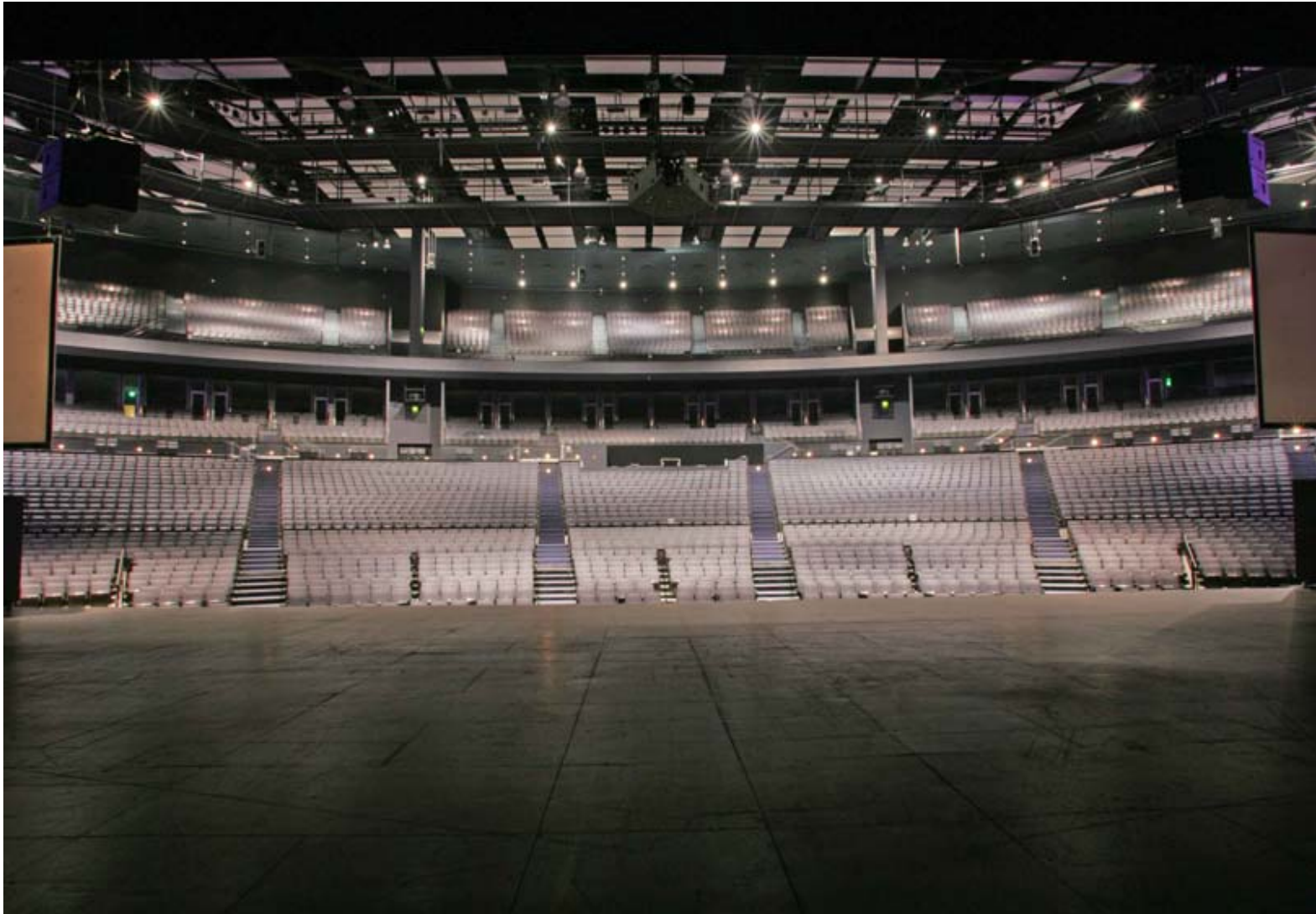


Indoor Concert Venue





Indoor Concert Venue





Indoor Concert Venue





First Projects

★ Minor League Ballpark

- ❖ ~4,000 seats to 10,000 Seats
- ❖ **Market Opportunity for Independent Team or Affiliated Team (AA or AAA)**



Frisco – Dr Pepper Ballpark





Minor League Ballpark





Minor League Ballpark





Minor League Ballpark





Minor League Ballpark





Minor League Ballpark





Minor League Ballpark





Minor League Ballpark





Minor League Ballpark





Minor League Ballpark





Minor League Ballpark





Minor League Ballpark





First Projects

★ Festival Site

- ❖ Provides green space, public art opportunity, ...
- ❖ Address growing community need
- ❖ Tied to Brazos Park



Festival Site





Next Steps



Questions