
Zumwalt Park Redevelopment

City Council Meeting
September 5, 2023





Why Is Park Redevelopment Important?

- The key to Downtown Redevelopment is **people**, including; living, working, eating, **recreating**, and **entertaining**.
- Zumwalt Park is currently a passive recreational space supporting a variety of temporary community type events.
- The plan is to make the Park more active by upgrading amenities including; an amphitheater with an annual concert series, splash pad, bathrooms, and playground in support of family recreation and entertainment.
- This will not only give our citizens a reason to be Downtown during the day, but it will also give citizens and visitors a reason to come Downtown in the evenings.
- **Zumwalt Park Redevelopment is the first, critical project that coupled with our other investments will help jump start our Downtown Redevelopment efforts**



How Do We Know It Will Work?

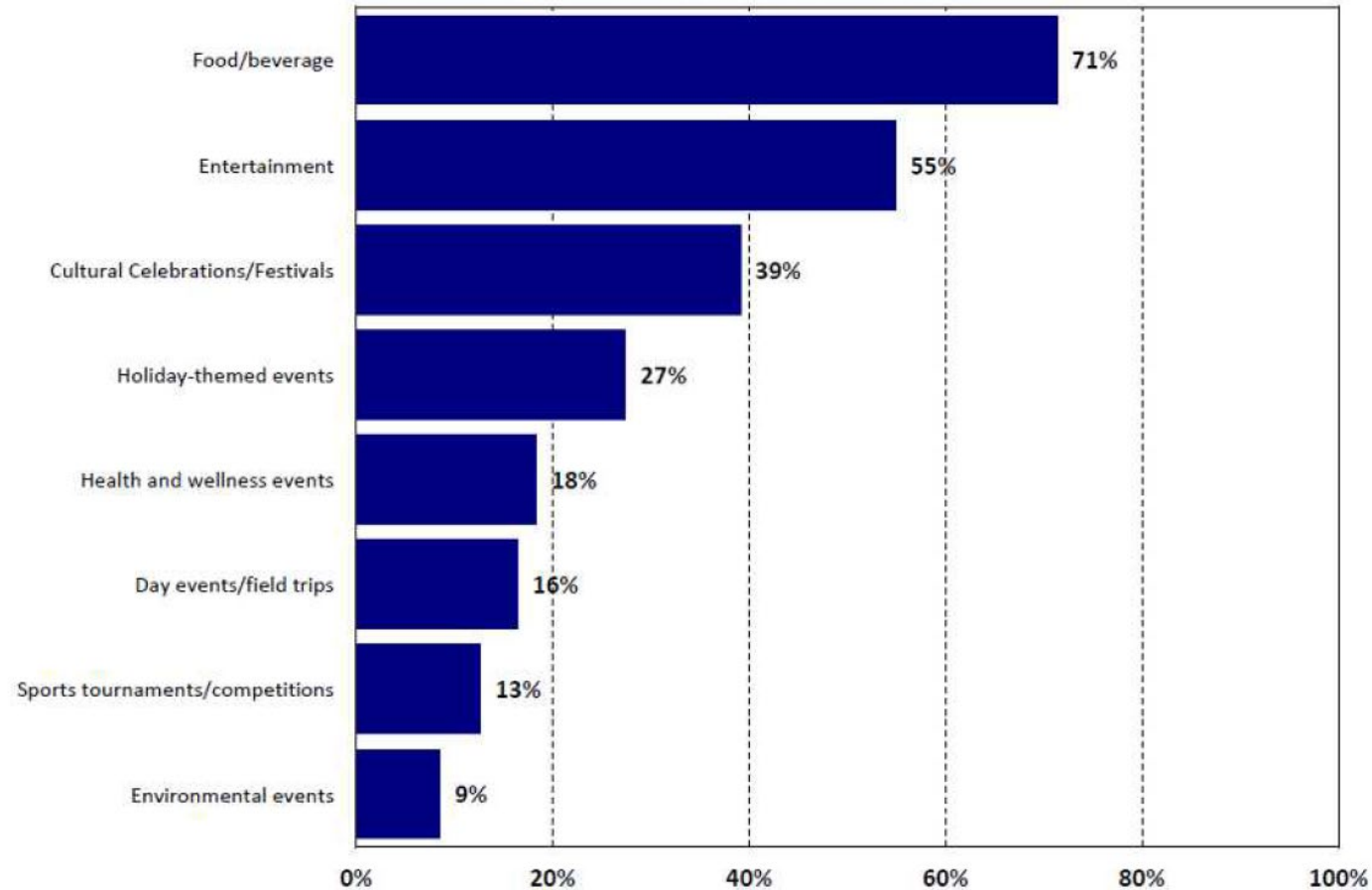
- There are currently approximately 2,500,000 residents combined within Fresno, Tulare, and Kern counties. This is the primary population base that the amphitheater concert series will be marketed to (1-hour radius) although the concert series will regularly attract visitors outside these areas.
- Management anticipates the City's concert series will include 20-25 concerts per year with most shows seating between 1,500 to 3,500 ticketed attendees. The proposed venue will likely support up to 5,000 attendees for festivals. Management is estimating around 35,000 - 50,000 attendees per year.
- Based on a recent Nielsen survey, approximately 52% of the U.S. population attends some sort of live music event each year.
- Assuming only 25% of the region's residents interested in attending our concert series, that leaves a pool of 625,000 residents to focus our marketing efforts on. In addition, there are approximately 65,000 vehicles that pass through Tulare each day on Hwy 99 which will serve as another pool of potential patrons for marketing purposes.
- For comparison purposes, the City of Ocala, Florida has a Downtown outdoor concert venue that includes a stage and splashpad. The City of Rocklin, California has an outdoor concert venue that includes an amphitheater. We have learned lessons from each and will build upon and leverage the success of both projects into what will be a much better project in Tulare.



How Do We Know It Will Work?

Q9. Special Events Households Would Be Most Interested In

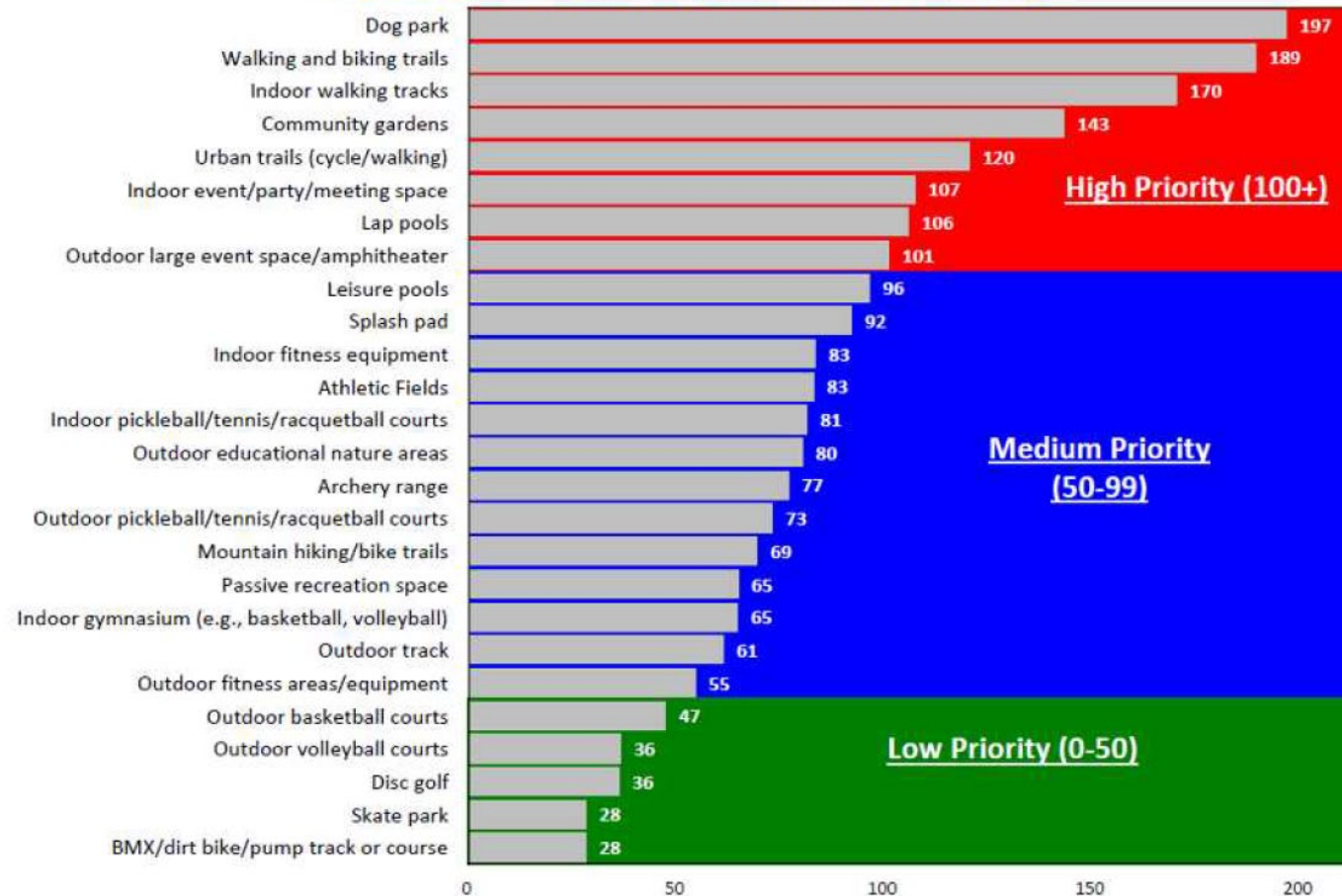
by percentage of respondents who chose the event as one of their top 3 choices





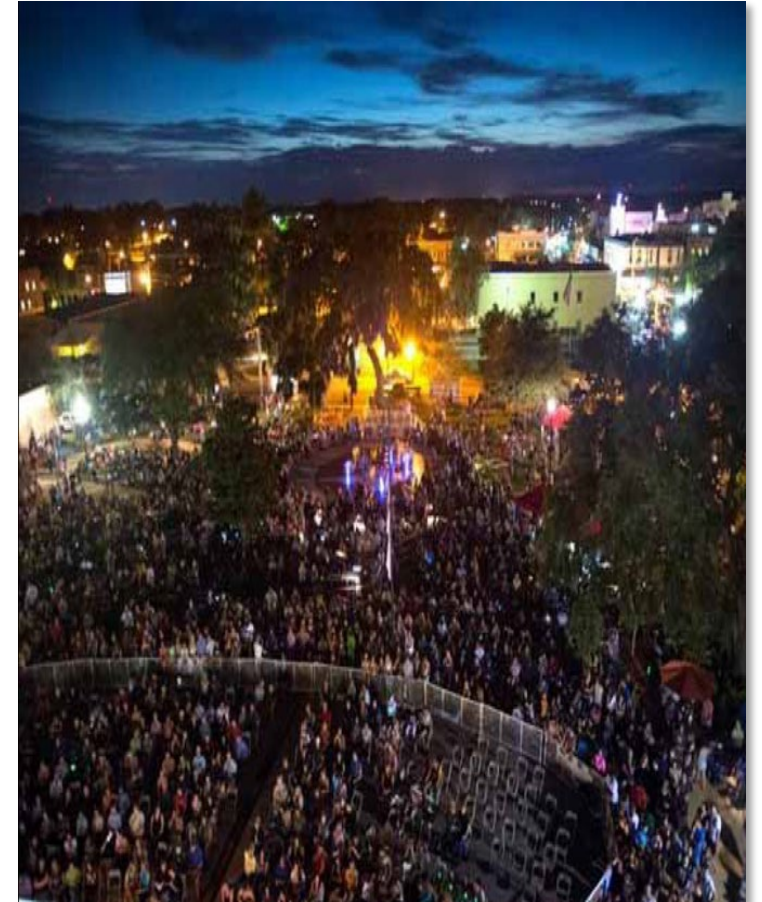
How Do We Know It Will Work?

Top Priorities for Investment for Facilities/Amenities Based on the Priority Investment Rating





Ocala Citizen's Circle





Rocklin's Quarry Park Amphitheater



- In 2021, there were 12 concerts and 6 rentals hosting 15,000 attendees from 285 cities and 32 states.
- Some recent concerts included; Flock of Seagulls, Warrant, Parmalee, Pablo Cruise, Y&T, The Tubes, The Smithereens, War, Sister Hazel, The Spin Doctors, Starship, The Motels, and Switchfoot among others.



Other Reasons Why This Is Important?

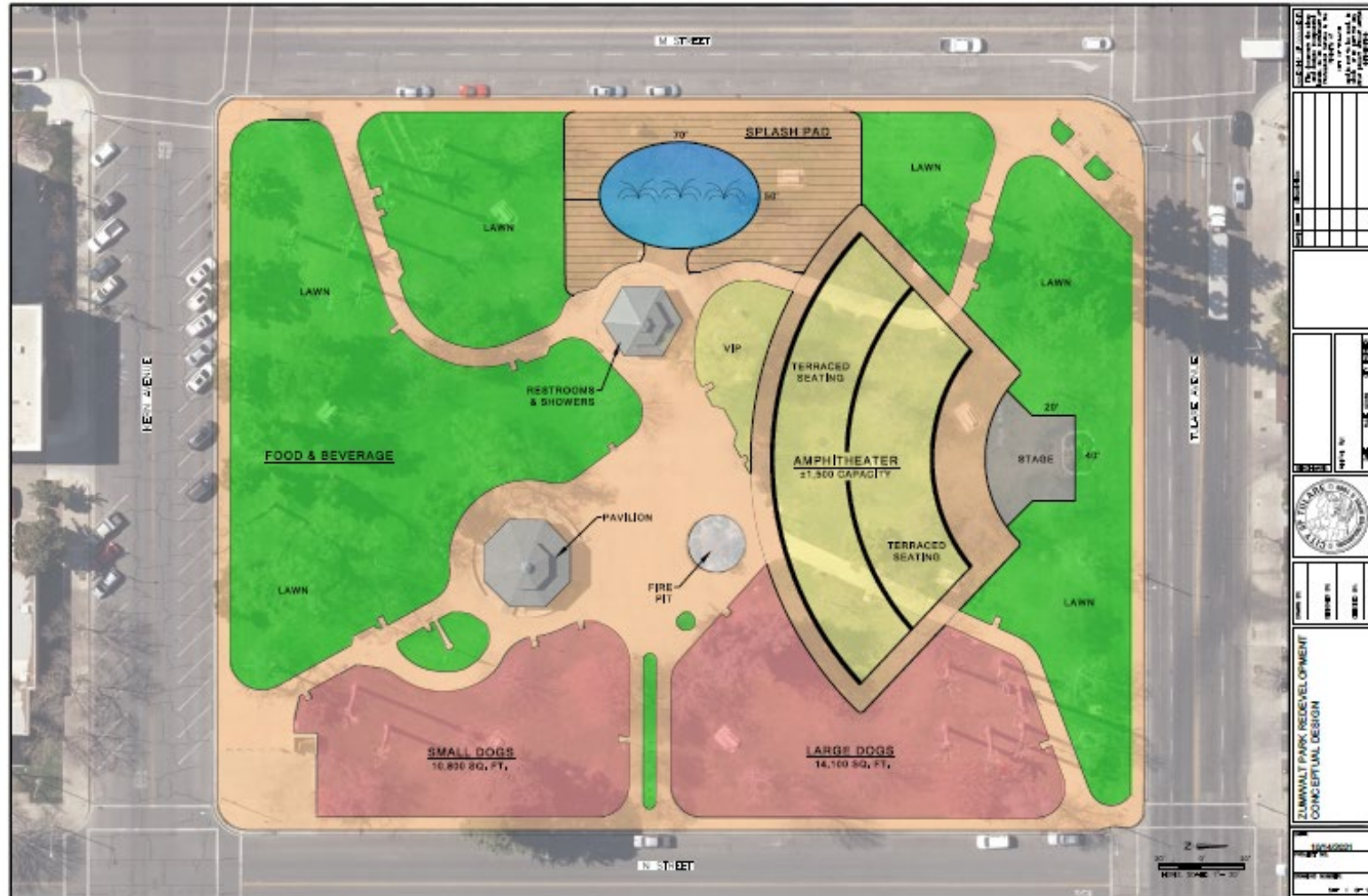
Top 15 Things to Do in Tulare (Crazy Tourist Nov. 2020)

1. Del Lago Park
2. Tulare Historical Museum
- 3. Visalia Adventure Park
- 4. Visalia Farmers Market
5. Bravo Farms
6. Tulare Golf Course
- 7. ImagineU Children's Museum
8. Outlet Mall
- 9. Visalia Fox Theater
10. Kaweah Brewing Company
- 11. Sequoia National Park
- 12. Visalia Clevr Escape
- 13. Visalia Rawhide Ballpark
- 14. Visalia Mooney Grove Park
15. Apple Annies

- The concert operator will partner with many other organizations all of which will market and promote Downtown beyond the region.
- The Zumwalt Park Redevelopment project will bring well deserved and needed family recreation and entertainment to Tulare.
- This City has the unique, once in a lifetime, opportunity to utilize Federal government dollars rather than local tax dollars to pay for the majority of the project costs.
- We have a management team, a design team, and an operator with a proven track record of success.

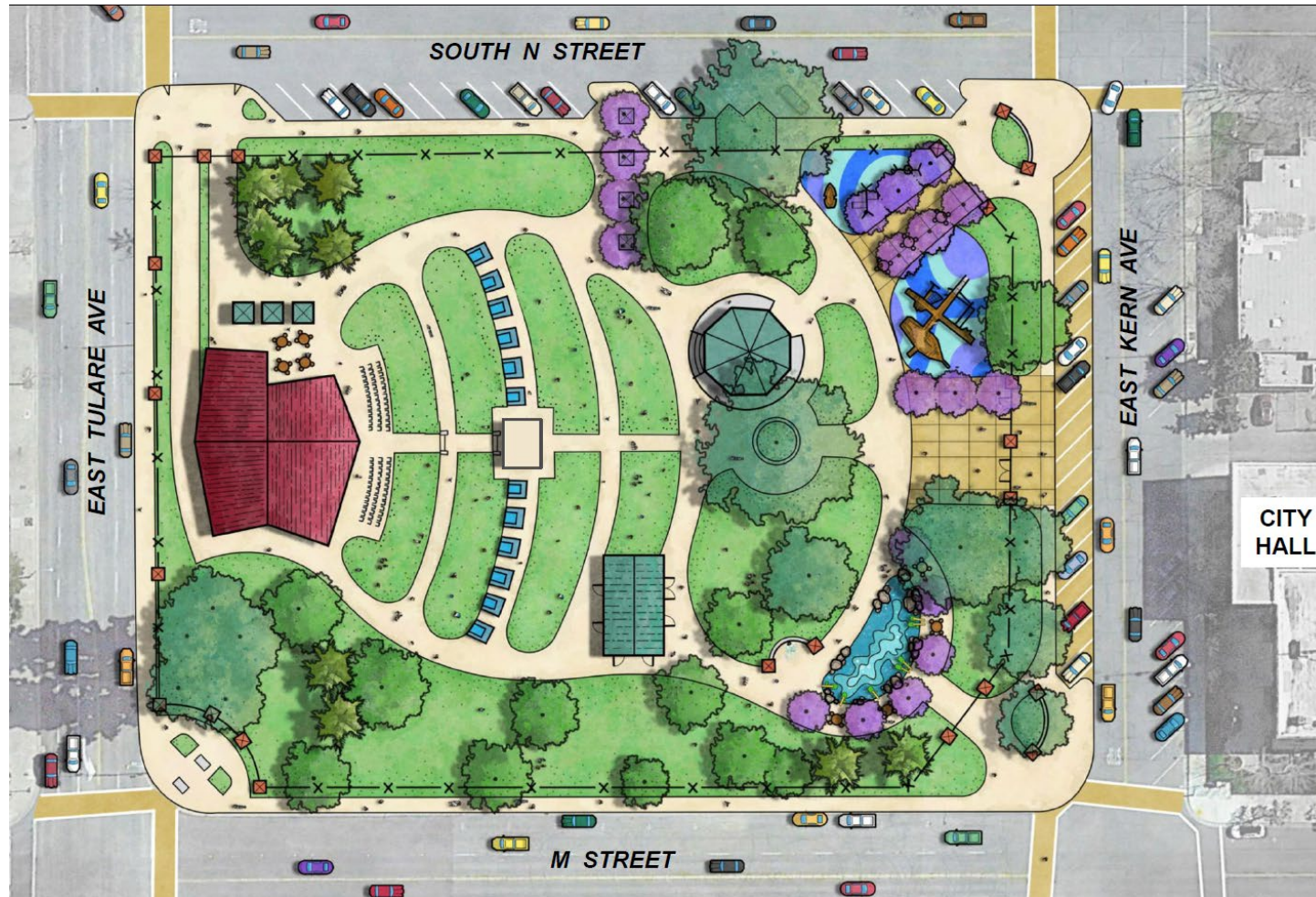


Original Concept





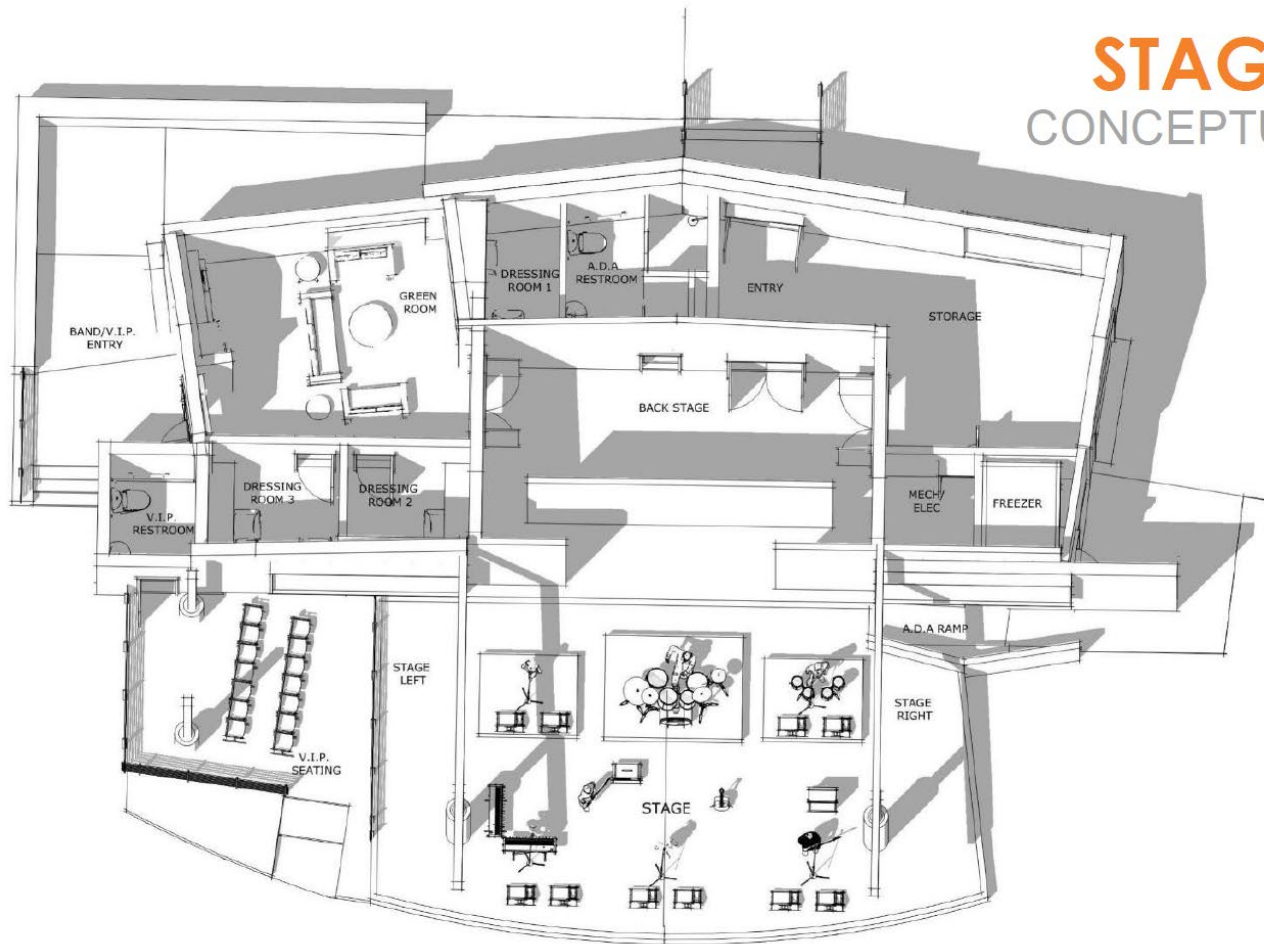
Revised Design





Revised Design

STAGE BUILDING CONCEPTUAL FLOOR PLAN



FEATURES:

- Stage and backstage
- Talent green rooms
- VIP Seating
- Storage and loading area



Revised Design





Revised Design





Revised Design





Potential Parking Areas





Questions?



How Did We Get to Tonight?

- The original project concept was introduced to the public and City Council on October 19, 2021. The concept included an outdoor “open air” amphitheater with a splash pad, and potential dog park area. The original staff estimated construction cost for those elements was \$5,000,000.
- Council approved a design contract June 21, 2022. The concept design was changed and approved by City Council on October 4, 2022 to include an outdoor amphitheater with an attached “green room” for artists, new bathrooms, splash pad, misting system, and playgrounds. The revised estimated construction cost for all elements as of March 14, 2023 was \$8,290,044.
- The City received an updated cost estimated of \$8,359,169 which was included in the Capital Improvement Program (CIP) and approved by City Council on June 20, 2023. The City later received an updated cost estimate of \$8,898,468.
- The City received a low bid from Caliber Contracting Services on August 10, 2023 of \$11,964,000 which is \$3,604,831 more than the cost included in the CIP.
- This project has been discussed at 10 City Council meetings, several public meetings or workshops including the Parks and Recreation Commission, and several one-on-one meetings with Council members (ie. March 14, 2023).