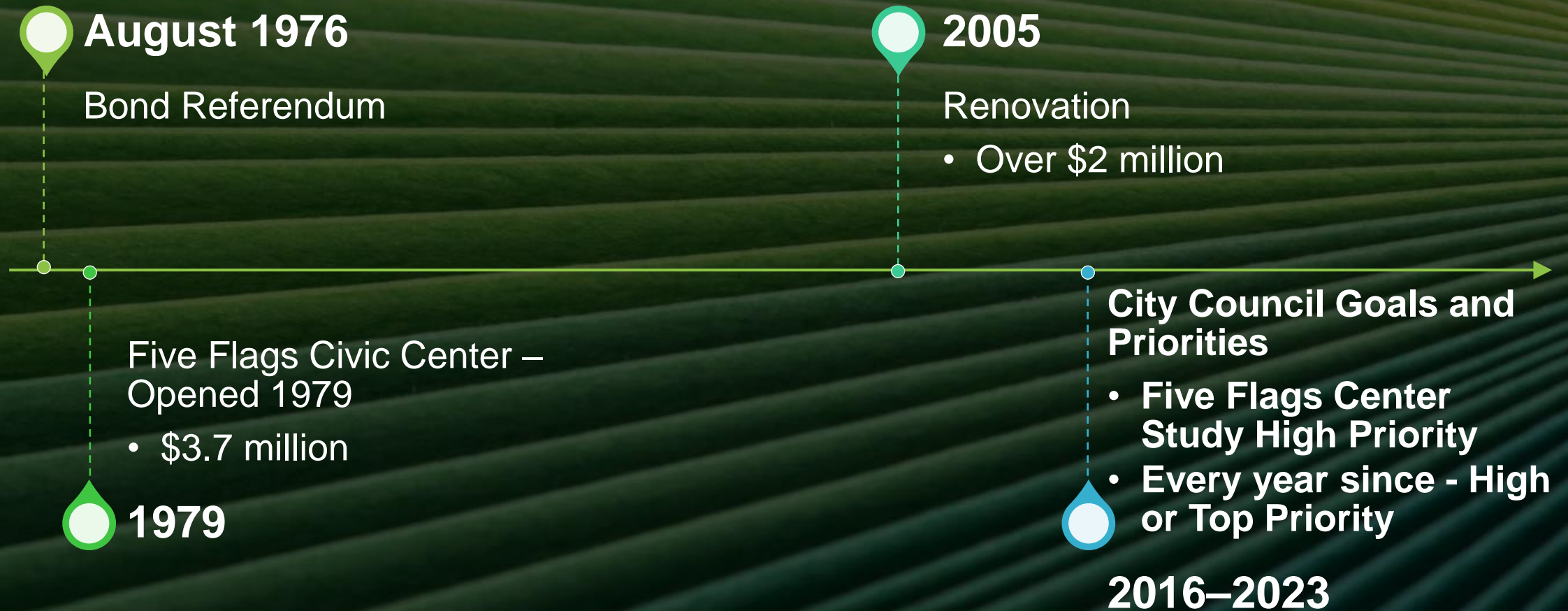


The background image shows a street scene with a historic brick building on the left and a modern building on the right. The historic building has a large arched entrance and a fire escape on the side. A green street sign is visible. The modern building has a large glass facade. A red car is parked on the street. The text "FIVE FLAGS CIVIC CENTER WORK SESSION" is overlaid in large white letters. The date "DECEMBER 5, 2022" is in the bottom right. The page number "1" is in the bottom right corner.

# FIVE FLAGS CIVIC CENTER WORK SESSION

DECEMBER 5, 2022

# HISTORY





**2022  
–  
2024**

**DUBUQUE CITY COUNCIL**  
**GOALS & PRIORITIES**

**2022 – 2024 High Priorities**

(in alphabetical order):

Five Flags: Options, Funding Mechanism,  
Direction, and Next Steps

**Imagine Dubuque  
2037 Call to Action  
– 2017**

**Community  
Facilities Section**

**“Implement future  
plans for Five  
Flags based on  
assessment and  
study to better  
showcase this  
downtown venue”**



# Past Community Engagement Still Key to Any Project

- Site visit and tours
- In-person interviews of local groups and individuals
  - Kickoff and public meetings
  - Civic Center Commission input
  - Presentations to Chamber, Main Street and other groups and input from these groups
- Follow-up telephone interviews
- Community survey (1,087 responses)
- Surveys with potential event planners (40+ interviews):
  - Touring entertainment event promoters
  - Local performing arts organizations
  - Flat floor event planners
  - Spectator & participatory event/activity planners
- Study Steering Committee input
- Community input each step that at Council



## **CIVIC CENTER COMMISSION INVOLVEMENT**

Very active in every step and phase of the process

- Citizen input sessions
- Planning meetings and Council meetings
- Previewing and overviewing the studies first
- Providing recommendations to the Council
- Answering citizen questions

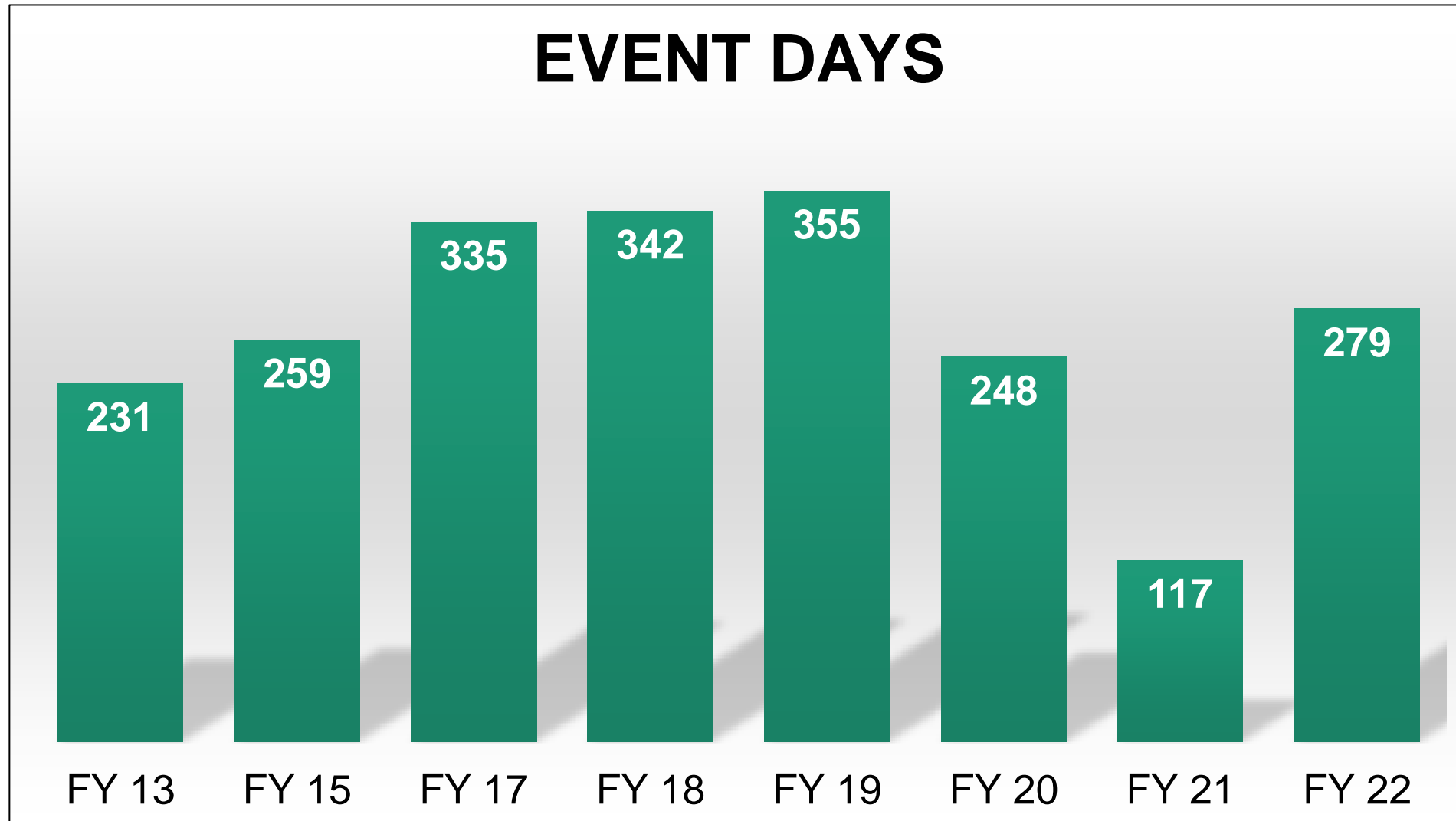
## **ASM GLOBAL INVOLVEMENT**

Provided operational data, facility tours, building specifications, financials and more

# KEY FINDINGS FROM 2018 ASSESSMENT AND STUDY

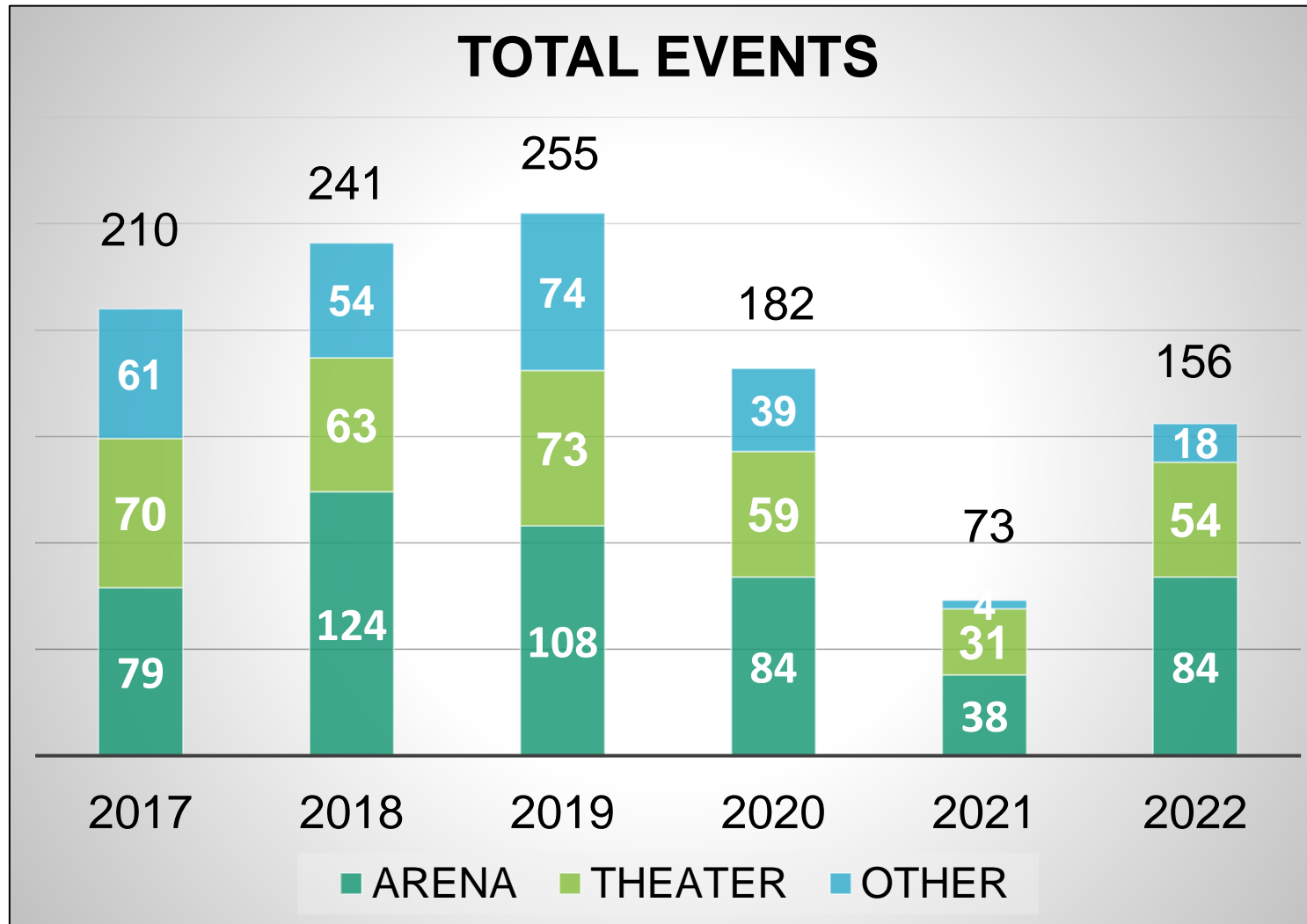
- Market support exists for both arena and theater components.
- FFCC long-served as an important community asset
- Quality of life would be negatively-impacted without facilities serving these roles
- FFCC Theater is an historic asset that should be protected
- FFCC location is ideal
- FFCC Arena has exceeded its practical life, functionality/marketability substandard
- Demand exists to protect/grow FFCC business with investment
- Highest-and-best-use for FFCC is multipurpose event complex

# FIVE FLAGS EVENTS





# FIVE FLAGS EVENTS



OTHER is events in multiple locations, Bijou Room, meeting rooms, etc.

# STUDY-- ENGAGEMENT INPUT

## CONSIDER INCORPORATING DURING DESIGN

Seat comfort

Sightlines

WiFi coverage

Quality of sound system

Number of restrooms

# PROPOSAL FOR COUNCIL CONSIDERATION

## CAPITAL IMPROVEMENT BUDGET FY 23-27

Leisure Services Department	FY 23	FY 24	FY25
Civic Center Division	\$ 600,000	\$ 2,900,000	\$ 2,500,000
Total	\$6,000,000		

Funding previously budgeted for parking ramp  
Approximately \$18,000,000

**APPROXIMATE TOTAL FUNDING AVAILABLE** **\$24,000,000**

# **PROPOSAL FOR COUNCIL CONSIDERATION**

## **\$24,000,000 FUNDING SOURCE: Downtown Urban Renewal Bonding**

Funding source requires a vote of the City Council. Does not require a referendum.

Funding source does not increase property taxes.

# CIVIC CENTER COMMISSION

“From day one, it has always been the Commission’s goal to provide an entertainment center and theater that our community can be proud of and that will serve as a destination venue in the Midwest.”

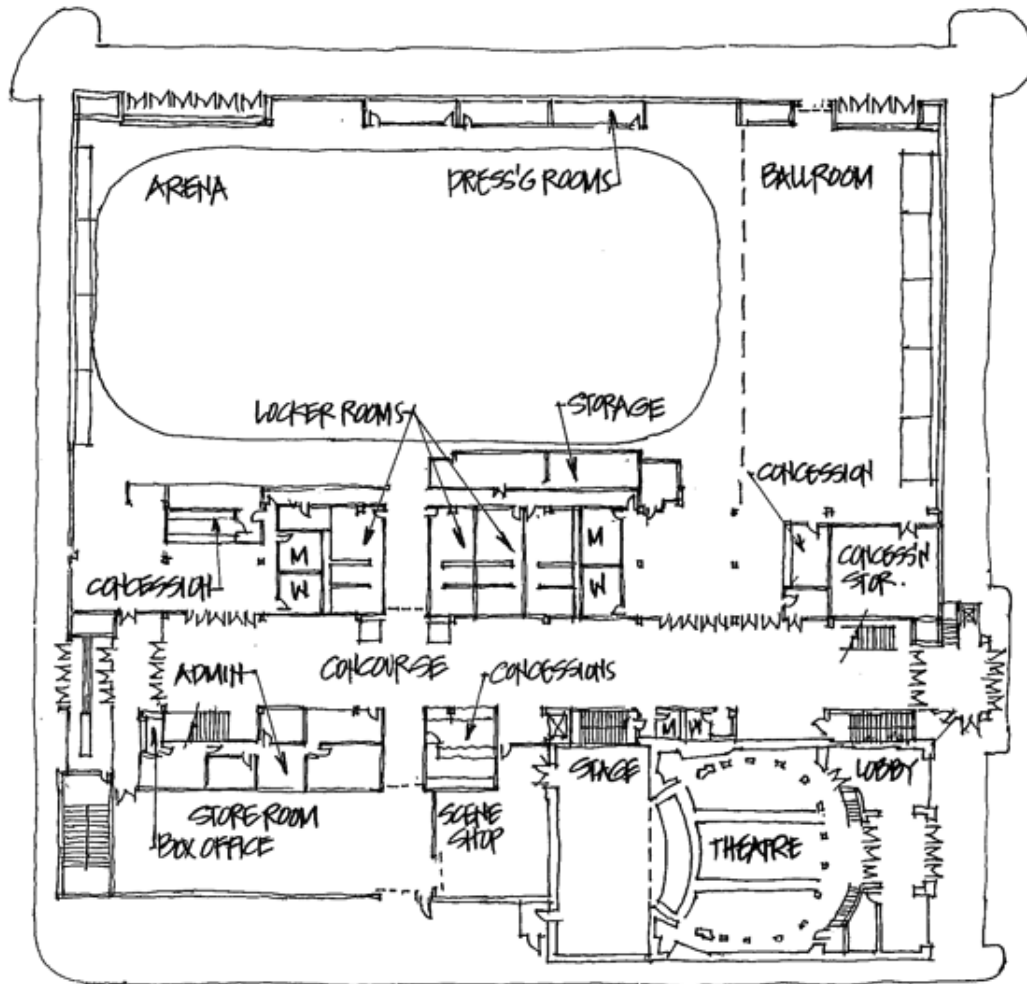
“the Commission strongly supports investing approximately 24 million dollars in urban renewal debt capacity into the Five Flags Center. This funding proposal appears realistic, innovative and is an excellent first step to greatly improving the arena and the historic theater.”

CURRENT  
FIVE FLAGS  
FOOTPRINT

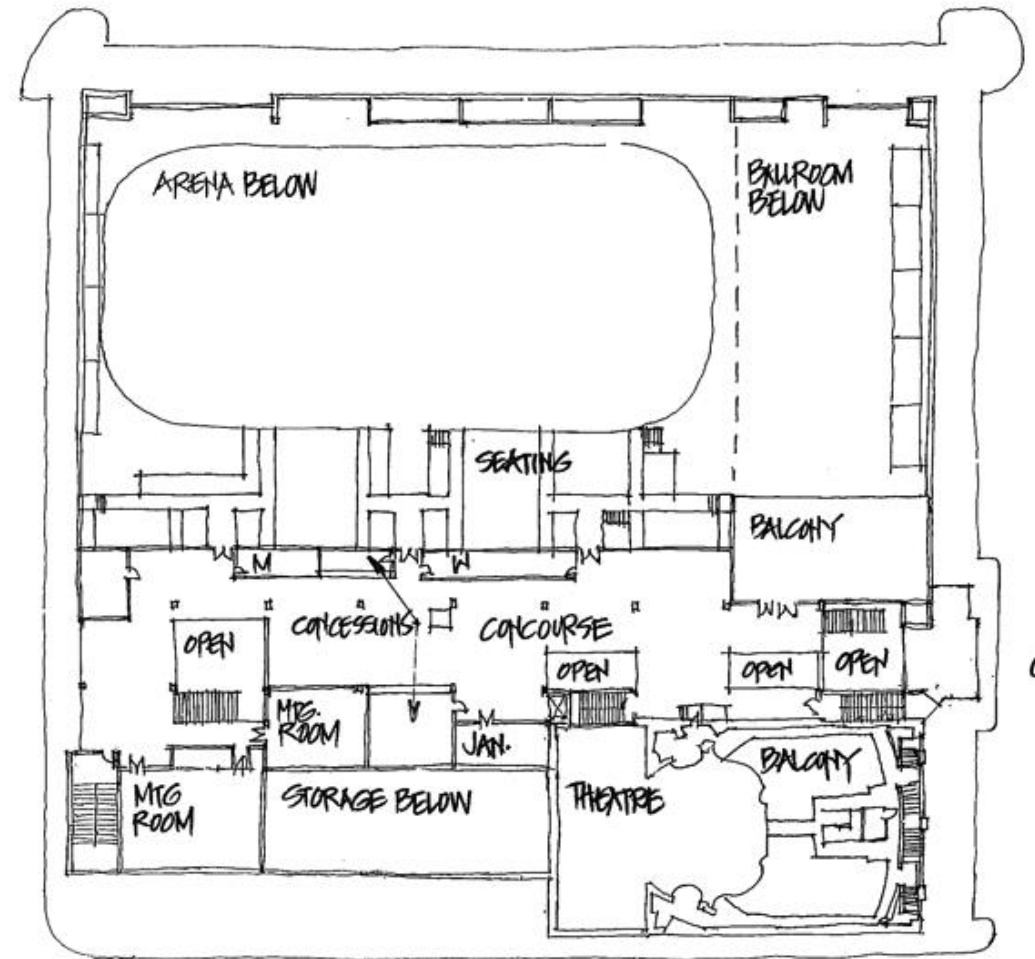




# CURRENT FIVE FLAGS FOOTPRINT



**STREET LEVEL**



**CONCOURSE LEVEL**

# SCENARIO 2 -- BUT NOT EXACTLY

## Upfront Capital Costs

### Cost By Type

Expansion/Construction  
Deferred Maintenance  
Life Safety / Code Compliance  
Security  
Event Marketability  
Patron Amenities  
Operations

Hard Construction Costs

Soft Construction Costs

**Total Construction Costs**

### Scenario

2

\$0

\$4,070,000

\$484,000

\$435,000

\$3,815,500

\$5,297,500

\$2,102,500

\$16,204,500

\$2,430,675

**\$18,635,175**

## Upfront Plus Capital Costs Years 1-15

### Cost By Type

Expansion/Construction  
Deferred Maintenance  
Life Safety / Code Compliance  
Security  
Event Marketability  
Patron Amenities  
Operations

Hard Construction Costs

Soft Construction Costs

**Total Construction Costs**

### Scenario

2

\$0

\$7,590,000

\$583,000

\$580,000

\$4,440,500

\$6,800,000

\$2,467,500

\$22,461,000

\$3,369,150

**\$25,830,150**

2018 Prelim Costs

# CAPITAL IMPROVEMENT BUDGET FY 23-27

## CIVIC CENTER DIVISION

### Culture and Recreation

Five Flags Building Improvements	GDTIF G.O. Debt, Greater Downtown TIF	\$ 600,000	\$ 2,900,000	\$ 2,500,000	\$ —	\$ —	\$ 6,000,000	68
Arena-Reseal Ballroom Floor	DRA Gaming	\$ —	\$ —	\$ —	\$ 26,500	\$ —	\$ 26,500	69
Arena-Paint Exterior Steel Siding	DRA Gaming	\$ —	\$ —	\$ —	\$ 103,000	\$ —	\$ 103,000	70
Arena - Masking Equipment	DRA Distribution	\$ —	\$ —	\$ —	\$ 41,000	\$ —	\$ 41,000	71
Arena - Locker/Shower Facilities	DRA Distribution	\$ —	\$ —	\$ —	\$ 16,300	\$ —	\$ 16,300	72
Arena - Stage Stage Replacement	DRA Distribution	\$ —	\$ —	\$ —	\$ 255,000	\$ —	\$ 255,000	73
Arena - Air Conditioner Replacement	Greater Downtown TIF	\$ —	\$ —	\$ —	\$ —	\$ 528,000	\$ 528,000	74
Arena - Paint Ceiling	Sales Tax Fund (20%)	\$ —	\$ —	\$ —	\$ —	\$ 87,700	\$ 87,700	75
Arena - Dressing Rooms Remodel	Sales Tax Fund (20%)	\$ —	\$ —	\$ —	\$ —	\$ 35,000	\$ 35,000	76
Arena - Scoreboard	Sales Tax Fund (20%)	\$ —	\$ —	\$ —	\$ —	\$ 73,000	\$ 73,000	77
Theater - Dressing Rooms Remodel	DRA Gaming	\$ —	\$ —	\$ —	\$ 54,050	\$ —	\$ 54,050	78
Theater - Boiler Replacement	DRA Distribution	\$ —	\$ 100,000	\$ —	\$ —	\$ —	\$ 100,000	79

## City of Dubuque Recommended Capital Improvement Summary FY 2023 - FY 2027

PROGRAM/ DEPT	PROJECT DESCRIPTION	SOURCE OF FUNDS	FY 2023	FY 2024	FY 2025	FY 2026	FY 2027	TOTAL	PAGE
<b>LEISURE SERVICES</b>									
<b>CIVIC CENTER DIVISION</b>									
<b>Culture and Recreation</b>									
	Theater - Chair Restoration	Sales Tax Fund (20%)	\$ —	\$ —	\$ —	\$ —	\$ 184,000	\$ 184,000	80
	Theater - Orchestra Pit Lift	DRA Distribution	\$ —	\$ —	\$ —	\$ 256,000	\$ —	\$ 256,000	81
	Theater - Exterior Awning Addition	Sales Tax Fund (20%)	\$ —	\$ —	\$ —	\$ —	\$ 27,000	\$ 27,000	82
	Theater - Scene Shop Ramp Removal	Sales Tax Fund (20%)	\$ —	\$ —	\$ —	\$ —	\$ 35,000	\$ 35,000	83
	Theater - Stage Curtain Replacement	Sales Tax Fund (20%)	\$ —	\$ —	\$ —	\$ —	\$ 36,500	\$ 36,500	84
	Theater - Stage Lighting Replacement	Sales Tax Fund (20%)	\$ —	\$ —	\$ —	\$ —	\$ 125,000	\$ 125,000	85
	Theater - Plaster Restoration and Paint	Sales Tax Fund (20%)	\$ 212,000	\$ —	\$ —	\$ —	\$ —	\$ 212,000	86
	Theater - Fire Escape	DRA Distribution	\$ 127,200	\$ —	\$ —	\$ —	\$ —	\$ 127,200	87
	Theater - East Exterior and Interior Restoration	Greater Downtown TIF	\$ —	\$ —	\$ —	\$ —	\$ 30,000	\$ 30,000	88
	Promenade - Remodel Concession Stand	Sales Tax Fund (20%)	\$ —	\$ —	\$ —	\$ —	\$ 187,000	\$ 187,000	89

# SCENARIO 2 -- BUT NOT EXACTLY

## **Deferred maintenance**

- Roof and HVAC

- Energy efficiency items

- Updated lighting and lighting systems

## **Life safety/code compliance**

- New elevator

- Increase space on the sidewalk at entrances

## **Security improvements**

- Bollards at entrances

- Ingress and egress improvements

<https://www.cityofdubuque.org/DocumentCenter/View/43430/Appendix-E---FFCC>

# SCENARIO 2 -- BUT NOT EXACTLY

## **Event Marketability**

- Flexible seating arrangements

- Updated dressing rooms

- Upgrades to black box in theater

- Enhanced entrances

## **Patron amenities**

- ADA

- Concessions

- Seating

- Restrooms

## **Operations**

- Electrical systems

# POTENTIAL INCORPORATION INTO PROJECT

## Civic Center Commission

“the Commission supports utilizing the 24 million dollars on updates to the Five Flag Center that would not preclude or inhibit the construction of a dual use facility down the road.”



“Creating a dual use facility by constructing an outdoor event plaza area north of the arena is an idea that has been discussed by the Commission in the past.”





## CURRENT RESTROOMS





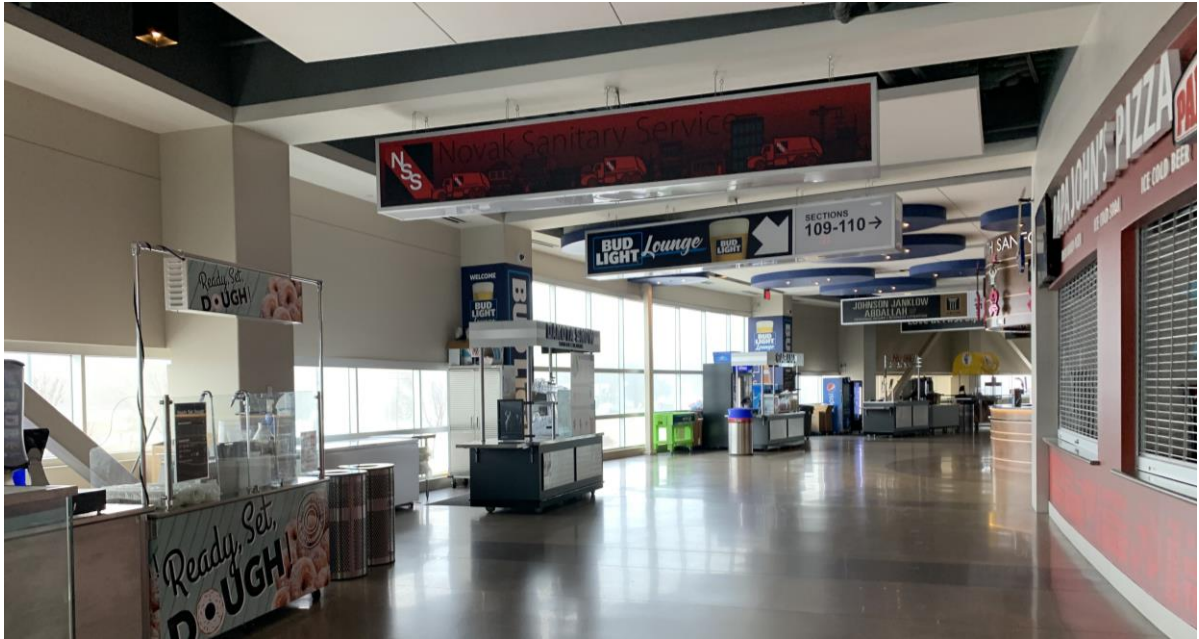
# RESTROOMS





# CURRENT CONCESSIONS









# SEATING







# Potential Theater Lobby



# POTENTIAL TIMING OF A PROJECT

## **FY 23-24**

RFP Process for Architectural Services  
(FY 23 budget has \$600,000 available for design)

## **FY 24-25**

Design, Bidding, Initial Construction

## **FY 25-26**

Construction

Construction potentially phased to keep one portion of Five Flags operational during construction in another area – to be decided during design

# FUTURE ENGAGEMENT

**RFP for Architectural Services  
would include a community engagement component**

- Civic Center Commission
- User groups of facility – Dubuque Symphony, Fly by Night, and others
- ASM Global staff and corporate
- Customers

Assist in determine the exact project that will lead to the renovation project to be completed for Five Flags Civic Center



<https://www.cityofdubuque.org/fiveflagsstudy>

