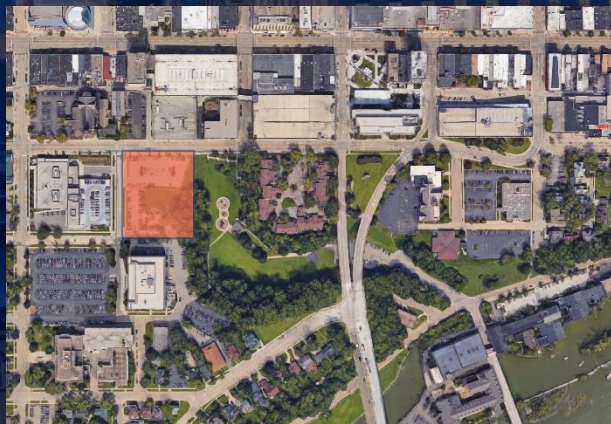


# FOX CITIES EXHIBITION CENTER



## COMING SOON

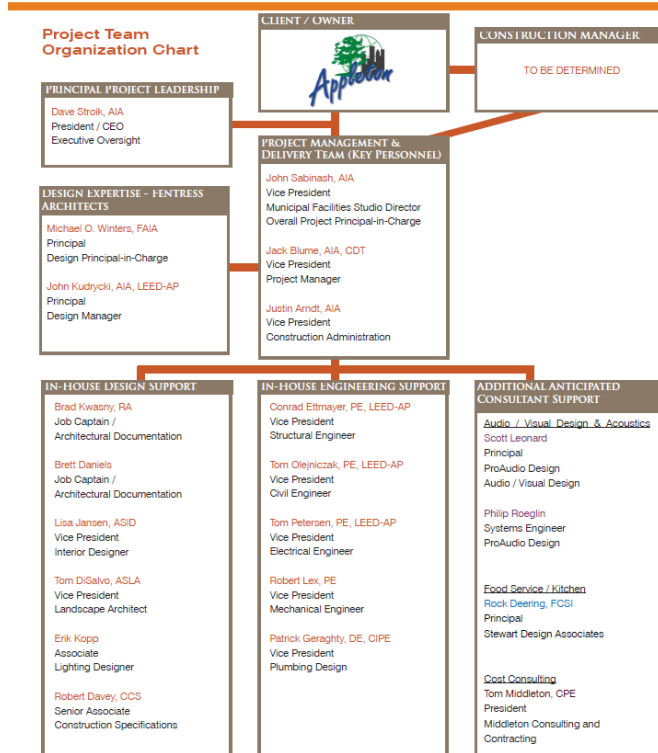
# CONSTRUCTION PROJECT TEAM



zimmerman  
ARCHITECTURAL STUDIOS, INC.



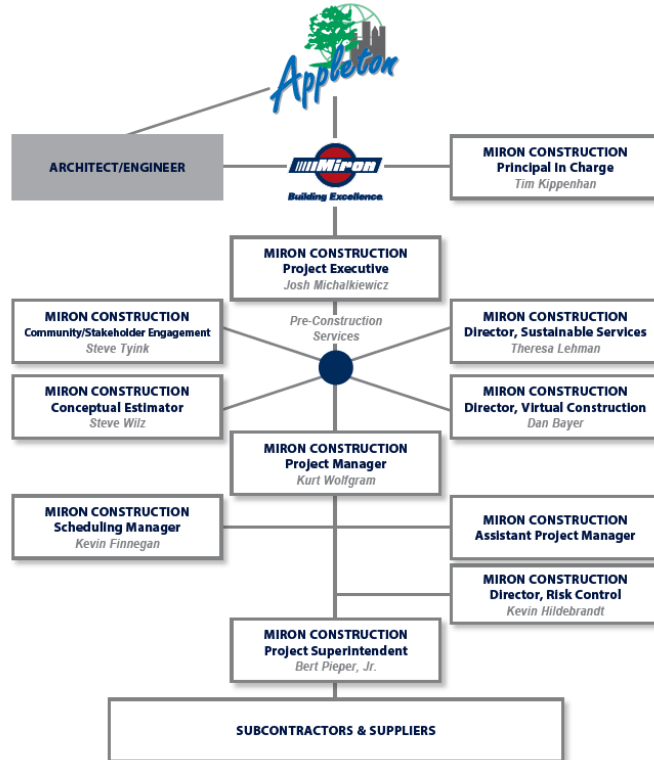
# CONSTRUCTION PROJECT TEAM



**zimmerman**  
ARCHITECTURAL STUDIOS, INC.

**FENTRESS**  
ARCHITECTS

# CONSTRUCTION PROJECT TEAM





## **ADVISORY DESIGN COMMITTEE**

Richard Batley  
John Hogerty  
Jim March  
Dana Reader  
Jay Schumerth  
Pam Seidl

## **ADVISORY ARTWORK COMMITTEE**

In-Progress

## **CITY OF APPLETON STAFF**

- Tim Hanna – Mayor
- Dean Gazza – Director of Parks, Recreation and Facilities Management
- Karen Harkness – Director of Community and Economic Development
- Tony Saucerman – Director of Finance
- Colleen Rortvedt – Director of Library
- Paula Vandehey – Director of Public Works
- Jim Walsh - City Attorney

# TIMELINE

- May 19, 2016 – Issued RFP's for Architectural and Construction Management Services
- June 7, 2016 - RFP's Due
- June 23, 2016 - Interviewed and Selected Architect and CM
- July 6, 2016 - Common Council approved contracts
- Early October - Groundbreaking
- Late 2017 - Grand Opening!



## Appleton Redevelopment Authority Exhibition Center Advisory Committee



**FOX CITIES EXHIBITION CENTER**

August 4th, 2016

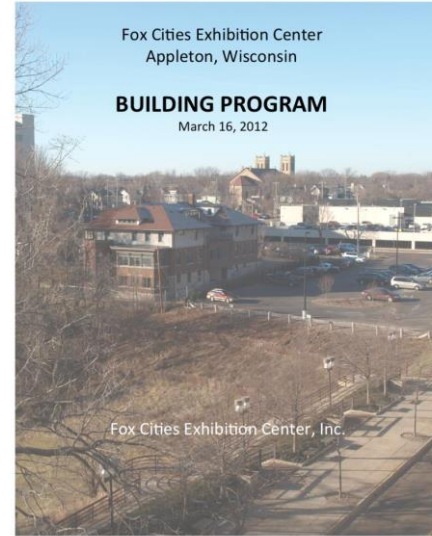
# AGENDA

1. Overview
2. Team
3. Strengths
4. Experience
5. Values



# 1. OVERVIEW

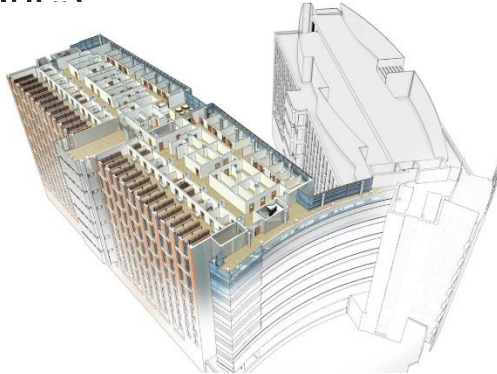
- 20+ years in the making
  - 2008 / 2009 feasibility analysis
  - 2011 planning effort
  - 2011 – 2012 Program
  - 2014 competitive market analysis
  - Expected completion 9/30/2017
- 65,000 s.f.
- \$25 million Project Budget





# AGENDA

1. Overview
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# 2. TEAM



## Design Expertise – Fentress Architects



**Michael O. Winters, FAIA**  
Principal  
Design Principal-in-Charge



**John Kudrycki, AIA, LEED-AP**  
Principal  
Design Manager

## Project Management & Delivery – (Key Personnel)



**John Sabinash, AIA**  
Municipal Facilities Director  
Principal - in - Charge



**Jack Blume, AIA, CDT**  
Project Manager



**Justin Arndt, AIA**  
Construction Administration

## Construction Management Team



## In-House Design Support



**Scott Justus, AIA**  
Hospitality Specialist



**Lisa Jansen, ASID**  
Interior Design  
*Director of Design*



**Brad Kwasny, RA**  
Architectural  
Documentation



**Bridget Martin**  
Furniture / Color /  
Materials



**Brett Daniels, RA**  
Architectural  
Documentation



**Tom DiSalvo, ASLA**  
Landscape Architect



**Robert Davey, CCS**  
Specification



**Erik Kopp**  
Lighting Designer

## In-House Engineering Support



**Conrad Ettmayer, PE,  
LEED-AP**  
Structural Engineer



**Tom Olejniczak, PE  
LEED-AP**  
Civil Engineer



**Tom Petersen, PE  
LEED-AP**  
Electrical Engineer



**Robert Lex, PE**  
Mechanical Engineer



**Pat Geraghty, DE, CIPE**  
Plumbing Designer



**Danielle Kornitz, MCSE, RCDD**  
IT Design

## Additional Anticipated Consultant Support



**Scott Leonard**  
ProAudio Design  
Acoustics and  
Audio Visual Design



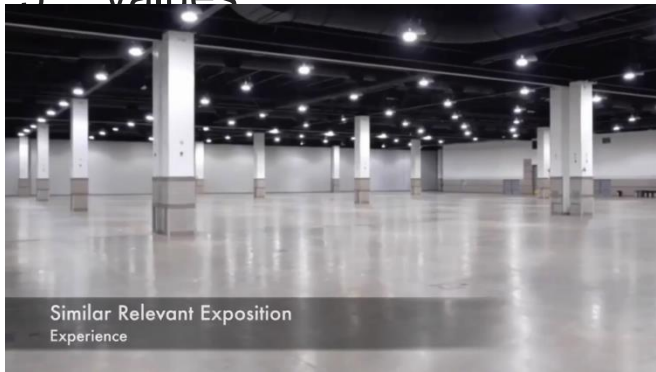
**Rock Deering, FCSI**  
Food Service Design  
Stewart Design Associates



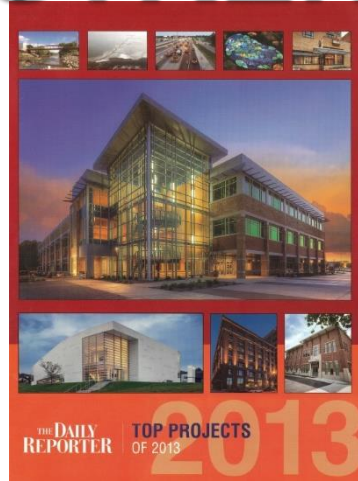
**Tom Middleton, CPE**  
Cost Consulting  
Middleton Consulting and  
Contracting

# AGENDA

1. Overview
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# 3. STRENGTHS



**Last 10 Years -**

- **Public Projects:** 2+ million sf, \$530 million
- **CMR Projects:** 3.5 million sf, 25 Projects



# 3. STRENGTHS

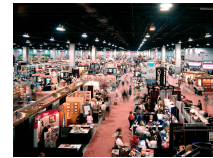
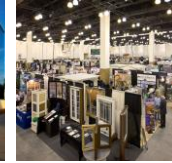
- **Public Projects:** 160 million sf, \$33 billion
- **CMR Projects:** 25 million sf, 60 Projects
- **450 Million People Experience Our Buildings Annually**





# 3. STRENGTH

- Know Public
- Know Expo
- Know CM - Teaming
- In-house design delivery resources
- Collaborate before



# AGENDA

1. Overview
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# PALM SPRINGS CONVENTION CENTER EXPANSION



Palm Springs Convention Center  
*Palm Springs, California*

36,000 sf Exhibition Hall (Expansion)





Palm Springs Convention Center  
*Palm Springs, California*

36,000 sf Exhibition Hall (Expansion)

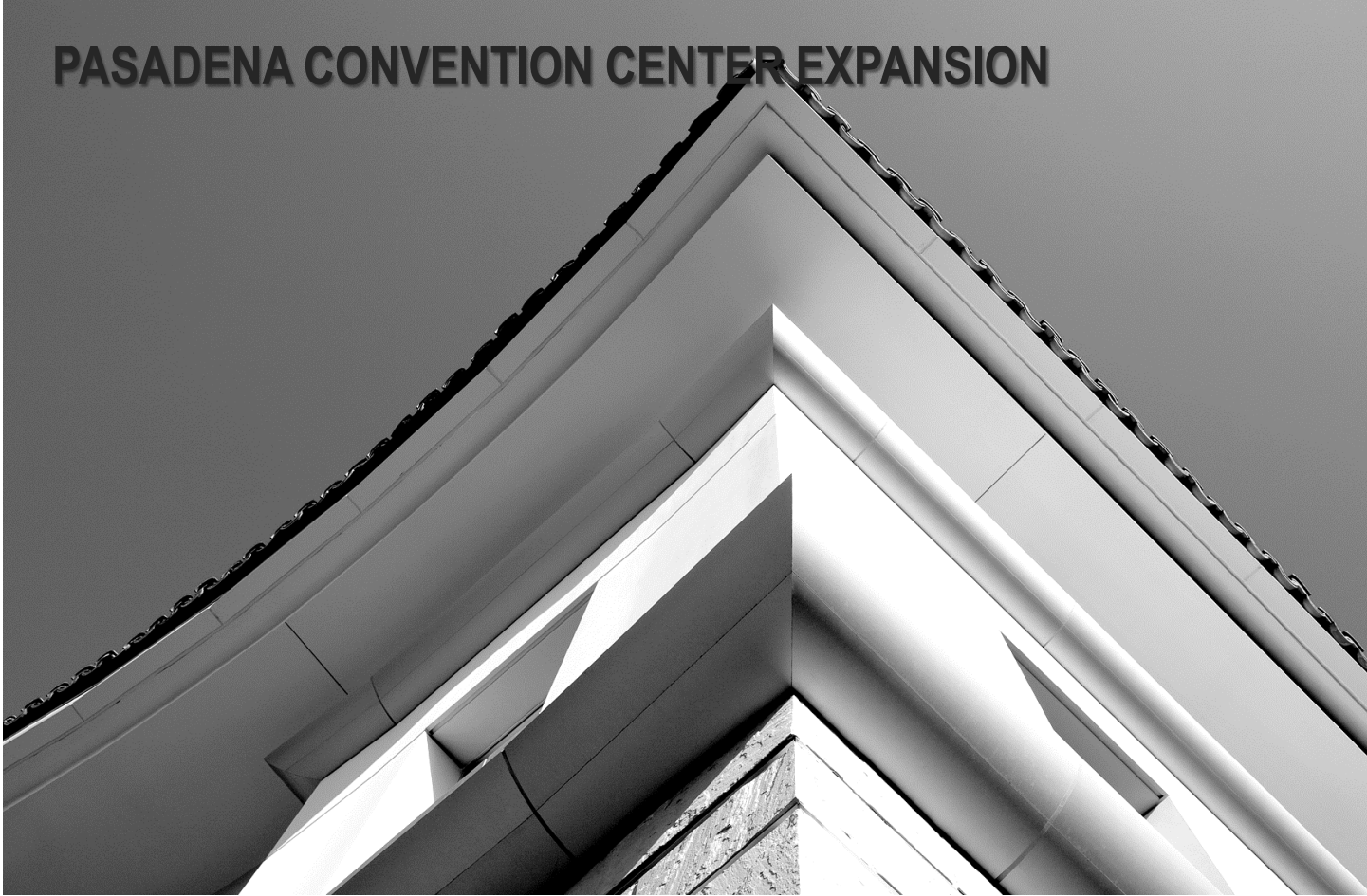




Palm Springs Convention Center  
*Palm Springs, California*



# PASADENA CONVENTION CENTER EXPANSION



Pasadena Convention Center Expansion  
*Pasadena, California*

55,000 sf Exhibition Hall



Pasadena Convention Center Expansion  
*Pasadena, California*

55,000 sf Exhibition Hall





Pasadena Convention Center Expansion  
*Pasadena, California*



Pasadena Convention Center Expansion  
*Pasadena, California*

# SANTA FE COMMUNITY CONVENTION CENTER



Santa Fe Community Convention Center  
*Santa Fe, New Mexico*

20,000 sf Exhibition Hall





Santa Fe Community Convention Center  
Santa Fe, New Mexico

20,000 sf Exhibition Hall

# COLORADO CONVENTION CENTER PHASE 1



Colorado Convention Center  
*Denver, Colorado*

300,000 sf Exhibition Halls





Colorado Convention Center  
Denver, Colorado

300,000 sf Exhibition Halls

# COLORADO CONVENTION CENTER EXPANSION



Colorado Convention Center Expansion  
*Denver, Colorado*      300,000 sf Exhibition Hall Expansion





Colorado Convention Center Expansion  
Denver, Colorado

300,000 sf Exhibition Hall Expansion



Colorado Convention Center Expansion  
*Denver, Colorado*



# MIAMI BEACH CONVENTION CENTER



Miami Beach Convention Center  
*Miami Beach, Florida*

502,000 sf Exhibition Hall



Miami Beach Convention Center  
*Miami Beach, Florida*



# SAN DIEGO CONVENTION CENTER EXPANSION



San Diego Convention Center Expansion  
*San Diego, California*

225,000 sf Exhibition Hall (Expansion)



San Diego Convention Center Expansion  
*San Diego, California*

225,000 sf Exhibition Hall (Expansion)

# AGENDA

1. Overview
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## **Most Important Facility Design, Functionality Themes and Amenities Over the Next 5 Years**

**1.) Wireless internet access**

**71%**

**2.) Higher quality, high-tech rooms**

**67%**

**3.) Environment conditions (A/C, Lighting, etc.)**

**60%**

**4.) Multi-function space for various event types**

**57%**

**5.) Unique overall ambience, aesthetics**

**55%**

Source: AIPC & B7M Research & Consulting

**6.) Better signage and way-finding**

**54%**

**7.) High quality exhibition space**

**50%**



# Industry Trends -Technology

- Technology!
- Daylighting
- Sustainability
- Revenue Opportunities
- Integrated Public Art
- Branding



# INDUSTRY TRENDS

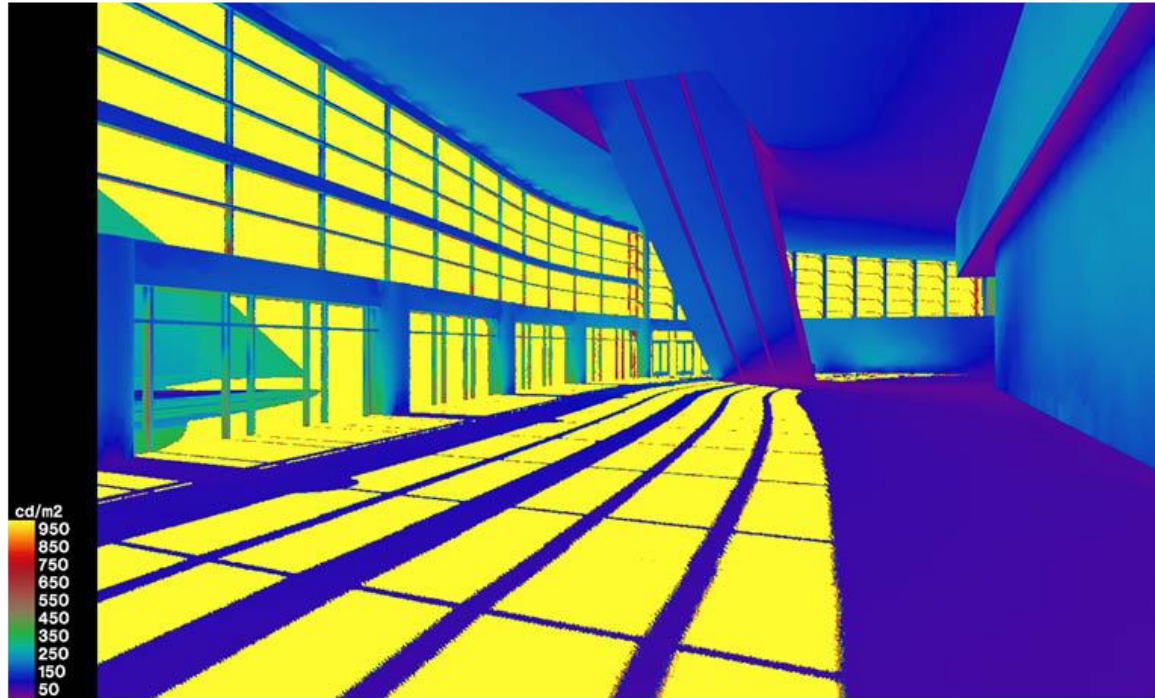


- **Mobile Data Traffic increases 13 Fold in the next 4 years!**
- **Average 3.6 devices/ person**
- **More Mobile Devices than People**
- **2.5 Billion Smart Phones 2015**

# INDUSTRY TRENDS – Daylighting



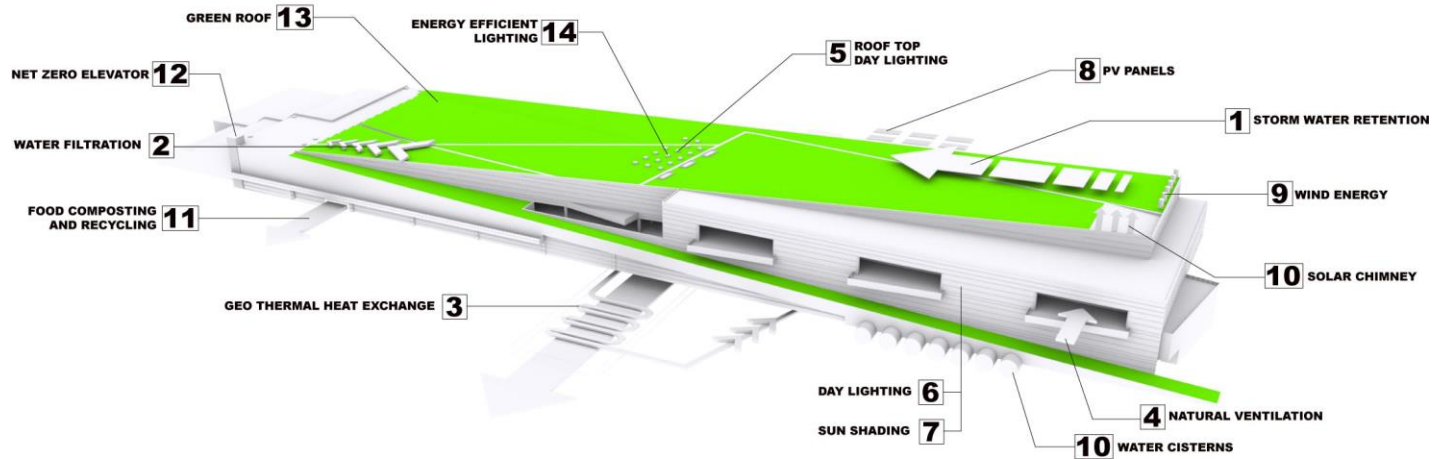
# INDUSTRY TRENDS – Daylighting



June 21 -- 4pm  
Falsecolor Glare Analysis



# INDUSTRY TRENDS – Sustainability



**3 LEED Gold Exhibition Centers**

# INDUSTRY TRENDS – Sustainability – Green Roof

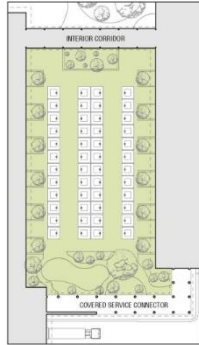


## **INDUSTRY TRENDS – Added Revenues - Outdoor Events**

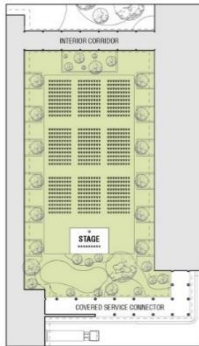




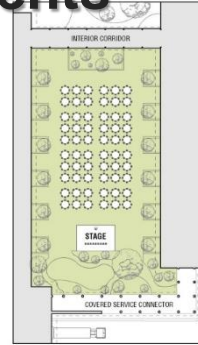
# INDUSTRY TRENDS – Added Revenues - Outdoor Events



10 x 10 BOOTHS



OUTDOOR SEATING



BANQUET SEATING



# INDUSTRY TRENDS – Integrated Public Art



# INDUSTRY TRENDS – Branding





# INDUSTRY TRENDS – Branding



# INDUSTRY TRENDS – Branding



# INDUSTRY TRENDS – Branding





# INDUSTRY TRENDS – Branding



# INDUSTRY TRENDS – Branding



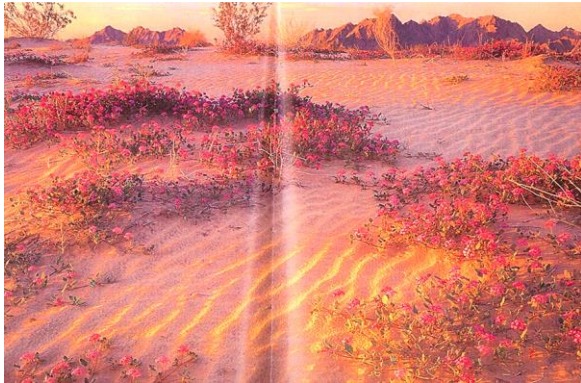
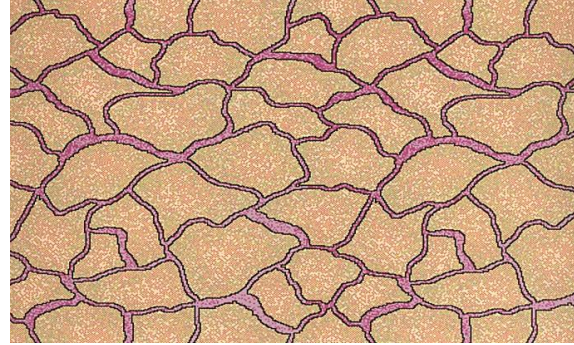
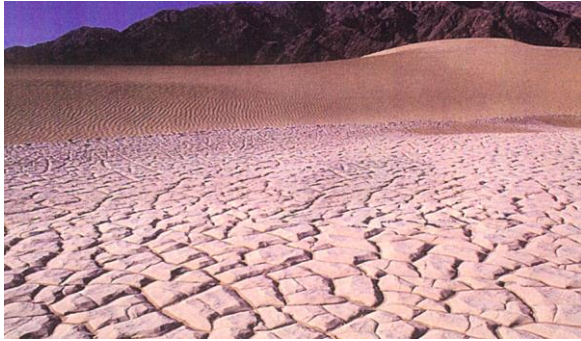


# INDUSTRY TRENDS – Branding





# INDUSTRY TRENDS – Branding



# Branding - Creating a Sense of Place





## Branding - *River*

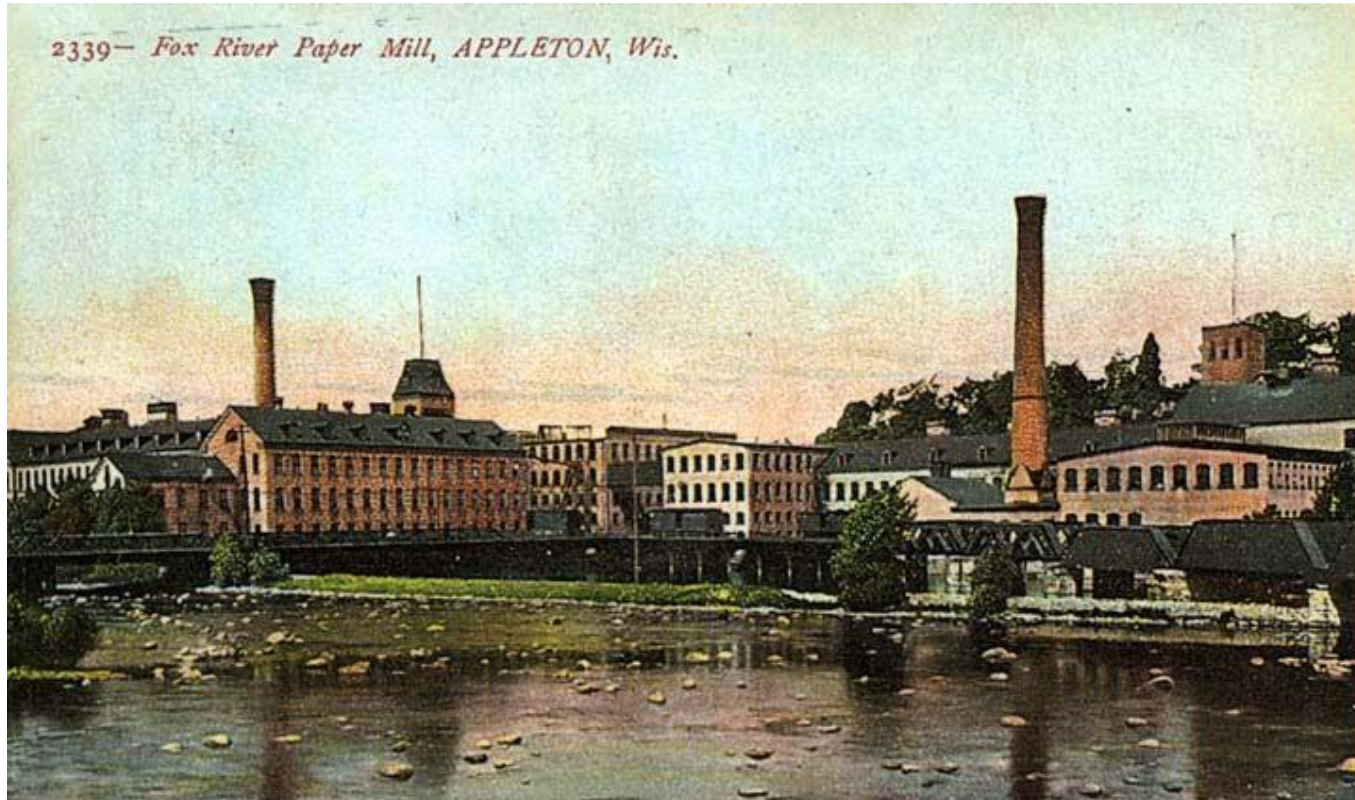




## Branding - *Forest*



## Branding - Paper



# Branding - *Electricity*





# Branding— *Create a Sense of Place*



## Branding– *Create a Sense of Place*



## Branding - *River*





## Branding– *Integrate the Park*



## Branding the Fox Cities – *Engage Lawrence Street*



## Branding– *Engage Lawrence Street*





## Branding – *Filtered Light*



## Branding – *Electricity* Night Lighting



## Branding – *Vertical Landmark*





## **Branding – *Vertical Landmark***



## **Branding – *Vertical Landmark, Night Beacon***



# FOX CITIES EXHIBITION CENTER

## COMMUNITY ENGAGEMENT PLAN



*Building Excellence*





**“Think beyond  
your life if you want  
to do something  
truly great.”**

*- Walt Disney*

# GOAL:

To create a sense of pride and excitement throughout the communities and region.



# MUNICIPALITY ENGAGEMENT

Because this project is funded by many area municipalities, we know that there will be sensitivities we must be aware of and that our messaging, frequency and the delivery of communications must be done correctly.



Village of Fox Crossing





# STAKEHOLDERS

- Fox Cities Exhibition Center Advisory Art Committee
- Fox Cities Exhibition Center Advisory Design Committee
- Appleton Redevelopment Authority (ARA)
- Appleton Redevelopment Authority Fox Cities Exhibition Center Committee
- Fox Cities Convention and Visitors Bureau
- Fox Cities Lodging Association
- Hotel Room Tax Commission
- Radisson Paper Valley Hotel





# TARGET AUDIENCES

- Core committee
- Mayors
- Municipalities
- City and county officials
- Regional organizations and groups  
(New North, Fox Cities Regional Partnership, Hwy. 41 Corridor, Fox Cities Chamber, Fox West Chamber, Heart of the Valley Chamber, ADI, Downtown Neenah, etc.)
- Police department, fire department and public works
- Radisson (hotel ownership and guests)
- Neighbors (residential and business)
- Hmong-American Partnership Fox Cities
- Wisconsin LGBT Chamber
- Hispanic Chamber
- Homeless Connections
- Media
- Vocal community influencers
- Subcontractors

# STRATEGIES

- Communicate frequently and proactively to stakeholders
- Engage community members and the public at large through timely and engaging communications
- Utilize multiple communication channels – website to serve as central hub
- Demonstrate a position of transparency
- Ensure inclusivity
- Build brand equity that is transferable to the future managing organization
- Position the project as a source of community pride, joy and celebration



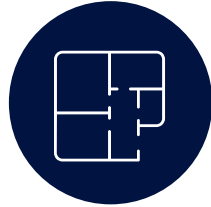




# TACTICS – MARKETING & PR EFFORTS

- Website (Priority)
- Stakeholders (Ongoing)
- Media Relations (Ongoing)
- Social Media (Ongoing)
- Community Outreach (Ongoing)

# TIMELINE

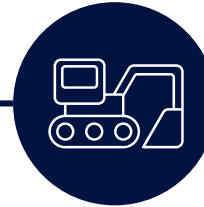


## Design Unveiling/Project Launch September 2016

- Involve municipalities and share how the communities can get involved

## Groundbreaking September 2016

- Involve different segments of the community including children, online influencers and elected leaders





## Monthly Communications (ongoing)

- Updates to stakeholders
- Media updates
- Distribute enewsletter
- Website updates
- Social media updates

## Community Engagement Activities Fall 2016 - Winter 2017





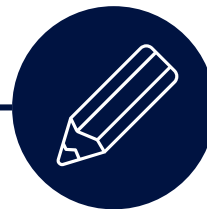


## **Tours Spring 2017**

- Stakeholders, community, and media

## **Beam Signing Spring 2017**

Host beam signing event in each  
of the 10 communities





**Topping-Out Ceremony**  
**March 2017**

**Dedication Event**  
**September 29, 2017**

Building dedication, ribbon-cutting, and open house



An aerial night view of a city street intersection. A large, multi-story building with a grid of windows is the central focus. The sky is dark with some clouds, and the city lights are visible in the background. The text "LET'S BUILD, SOMETHING MORE" is overlaid in white, bold, sans-serif font. A white triangle is in the bottom left corner.

**LET'S BUILD, SOMETHING MORE**