AGENDA

- Introductions
- Feasibility Study Scope and Process
  - Building Assessment Summary
  - Market Analysis / Operations Planning
  - SurveyMonkey Online Input
- Conceptual Design
- Next Steps
SCOPE OF WORK AND SCHEDULE

PROJECT KICK-OFF
- Project vision, goals, objectives
- Confirm workplan/scope
- Confirm participating agencies and partners
- Confirm timeframes
- Confirm public input process requirements
- Identify potential primary and secondary services
- Setup project website

DATA GATHERING
- Gather/review existing studies and program information
- Conduct demographic/market analysis
- Explore partnerships and funding opportunities

BUILDING ASSESSMENT
- Structural assessment
- Building systems assessment (if needed)

ACTIVE COMMUNITY ENGAGEMENT
- Town hall meeting
- Public presentations and feedback meetings
- Community survey (online)
- Focus group discussions
- Preferred direction

PROGRAMMING AND CONCEPTUAL DESIGN
- Preliminary program options
- Preliminary concept diagrams
- Ongoing budget estimating
- Selection of preferred concept
- Concept and budget refinement

OPERATIONS PRO FORMA
- Establish final operating criteria
- Draft pro forma
- Review and discussion
- Final pro forma

FINAL REPORT
- Document planning process
- Document options considered
- Document final recommendations
- Prepare final graphics

WE ARE HERE

UNDERSTAND THE WHY

EXPLORE POSSIBILITIES

LAND WHERE IT MAKES SENSE

ENSURE SOUND EXECUTION

2020

1 2 3 4 5 6 7 8 9 10 11 12

UNDERSTAND THE CLIENTS’ WHY
EXPLORE POSSIBILITIES
LAND WHERE IT MAKES SENSE / ENSURE SOUND EXECUTION

8/27
10/1
10/27

11/16
EXISTING CONDITIONS
The City of Joplin will not manage or have any financial liability to the Cornell Complex financial operations. Connect2Culture is a grassroots, non-profit arts organization founded in 2009. C2C will manage the Performance Hall, the Festival Plaza, and Rooftop Terrace within The Cornell Complex. All funds for the construction of the Cornell Complex have been private commitments from individuals and businesses.
• Significant staiirstep cracking was observed in the exterior brick wall near the elevator at the northeast corner of the building.

• A portion of the existing roof structure on the west side of the auditorium failed and collapsed on June 15, 2020.

• The concrete ramp on the north side of the building is in poor condition.

• Corrosion-related deterioration of concrete roof structure was observed on the north side of the auditorium.

• Some of the mortar joints in the stone panels at the bottom of the exterior building walls are loose or deteriorated.

• Brick parapet walls were observed to have a darkened discoloration at the surface of the brick indicating the likelihood of moisture-related issues with the brick.
STRUCTURAL ASSESSMENT

RECOMMENDATIONS

• The most significant structural issue with the building is the state of the roof slab on the east and west sides of the auditorium.

• Due to the extent of apparent foundation settlement at the exterior wall of the elevator, an experienced foundation repair contractor should be engaged to install steel underpinning piers and mechanically stabilize the existing building foundation.

• Repairs to the cast-in-place concrete beam-and-slab roof structure are required to maintain the integrity of the roof structure.

• The north ramp and ramp walls should be removed and replaced.

• The condition of the brick parapet walls should be monitored over time.

• The condition of steel lintels that support brick above exterior windows and doors should be monitored over time for corrosion.
MARKET ANALYSIS
PRIMARY SERVICE AREA AND PARTICIPATION DATA
MARKET ANALYSIS
IMMEDIATE SERVICE AREA

4.8% Growth 2010-2020

53,197 2020 Population

29.3% Households w/ Kids
MARKET ANALYSIS
IMMEDIATE SERVICE AREA

3.1% Growth 2010-2020

245,806 2020 Population

33.4% Households w/ Kids
MARKET ANALYSIS
IMMEDIATE SERVICE AREA

3.1% Growth 2010-2020

512,796 2020 Population

32.6% Households w/ Kids
MARKET ANALYSIS

MEDIAN AGE

[Graph showing median age trends from 2010 to 2025 for different service areas: Immediate Service Area, Primary Service Area, Regional Service Area, State of Missouri, National. Median ages range from 35.2 to 40.2 with specific values for each year.]
MARKET ANALYSIS
MEDIAN INCOME

- **2020**
  - Immediate Service Area: $40,725
  - Primary Service Area: $52,203
  - Regional Service Area: $41,989
  - State of Missouri: $67,325
  - National: $57,325

- **2025**
  - Immediate Service Area: $40,725
  - Primary Service Area: $62,203
  - Regional Service Area: $41,989
  - State of Missouri: $67,325
  - National: $57,325
MARKET ANALYSIS
MEDIAN INCOME

<table>
<thead>
<tr>
<th>Area</th>
<th>&lt;$24,999</th>
<th>$25,000-$49,999</th>
<th>$50,000+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Immediate Service Area</td>
<td>32.8%</td>
<td>26.3%</td>
<td>40.9%</td>
</tr>
<tr>
<td>Primary Service Area</td>
<td>30.3%</td>
<td>23.2%</td>
<td>44.4%</td>
</tr>
<tr>
<td>Regional Service Area</td>
<td>30.3%</td>
<td>26.3%</td>
<td>43.4%</td>
</tr>
<tr>
<td>State of Missouri</td>
<td>24.5%</td>
<td>20.9%</td>
<td>54.7%</td>
</tr>
<tr>
<td>National</td>
<td>20.9%</td>
<td>16.1%</td>
<td>60.0%</td>
</tr>
</tbody>
</table>
## MARKET ANALYSIS
### HOUSEHOLD BUDGET EXPENDITURES

<table>
<thead>
<tr>
<th>Category</th>
<th>Immediate Service Area</th>
<th>Primary Service Area</th>
<th>Regional Service Area</th>
<th>State of Missouri</th>
<th>National</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housing</td>
<td>64</td>
<td>67</td>
<td>64</td>
<td>85</td>
<td>100</td>
</tr>
<tr>
<td>Shelter</td>
<td>63</td>
<td>65</td>
<td>61</td>
<td>83</td>
<td>100</td>
</tr>
<tr>
<td>Utilities, Fuel, Public Service</td>
<td>68</td>
<td>74</td>
<td>74</td>
<td>91</td>
<td>100</td>
</tr>
<tr>
<td>Entertainment &amp; Recreation</td>
<td>66</td>
<td>72</td>
<td>72</td>
<td>89</td>
<td>100</td>
</tr>
</tbody>
</table>
MARKET ANALYSIS
NGSA (INDOOR ACTIVITIES)

National Sporting Goods Association (NGSA)

- Exercise Walking
- Exercise w/ Equipment
- Aerobic Exercising
- Workout @ club
- Weightlifting
- Yoga
- Basketball
- Billiards/Pool
- Volleyball
- Gymnastics
- Cheerleading
- Ping/Pong
- Soccer
- Tennis
- Baseball
- Softball
- Football (tackle, touch, flag)
- Golf
- Lacrosse

OTHER DATA POINTS

National Endowment for the Arts

Spending Patterns for Non-Sports Activities i.e. Enrichment Activities
OPERATIONS PLANNING
OPPORTUNITIES AND CONSIDERATIONS
Monday thru Saturday Operation

Weekday Focus: Community Programs and Small Rentals

Weekend Focus: Special Events and Larger Rentals

Cost Recovery will be Challenging

Will Require Updated Rate Structure
FULL TIME
- Recreation Coordinator (1)
- Custodial (2)
- Maintenance (.5)

PART TIME
- Front Desk
- Concessions
- Building Supervisor
- Special Event
- Instructors
## OPERATIONS PLANNING
PROGRAMMING OPPORTUNITIES AND CONSIDERATIONS

<table>
<thead>
<tr>
<th>Traditional</th>
<th>Non-Traditional</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Dance</td>
<td>• Health &amp; Wellness</td>
</tr>
<tr>
<td>• Group Fitness</td>
<td>• Meals</td>
</tr>
<tr>
<td>• Basketball</td>
<td>• Food Preparation</td>
</tr>
<tr>
<td>• Volleyball</td>
<td>• Educational Seminars</td>
</tr>
<tr>
<td>• Pickleball</td>
<td></td>
</tr>
<tr>
<td>• Futsal</td>
<td></td>
</tr>
<tr>
<td>• Cheerleading</td>
<td></td>
</tr>
<tr>
<td>• Floor Hockey</td>
<td></td>
</tr>
<tr>
<td>• Sports Camps</td>
<td></td>
</tr>
</tbody>
</table>
## OPERATIONS PLANNING
### RENTAL OPPORTUNITIES

<table>
<thead>
<tr>
<th>Rental Spaces</th>
<th>Rental / Special Events Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Stage &amp; Kitchen</td>
<td>• Sports Tournament Rentals</td>
</tr>
<tr>
<td>• Activity Floor</td>
<td>• Concerts</td>
</tr>
<tr>
<td>• Memorial Hall Meeting Rooms</td>
<td>• Play</td>
</tr>
<tr>
<td>• New Addition Meeting Rooms</td>
<td>• After Prom / Graduation Parties</td>
</tr>
<tr>
<td>• Dance Studio</td>
<td>• MMA</td>
</tr>
<tr>
<td>• Memorial Hall</td>
<td>• Rodeo / Livestock Auction</td>
</tr>
<tr>
<td>• Annex</td>
<td>• Circus</td>
</tr>
<tr>
<td>• Full Facility</td>
<td>• Expos</td>
</tr>
<tr>
<td></td>
<td>• Pageants</td>
</tr>
<tr>
<td></td>
<td>• School Age Dance</td>
</tr>
</tbody>
</table>
SURVEY FEEDBACK
COMMUNITY INPUT

SURVEY.01 GENERAL INPUT
CONCURRENT WITH PUBLIC MEETING #1
LAUNCHED AUGUST 21ST
CLOSED SEPTEMBER 4TH

SURVEY.02 CONCEPT POSSIBILITIES
CONCURRENT WITH PUBLIC MEETING #3
LAUNCHED OCTOBER 1ST
CLOSE OCTOBER 27TH

SURVEY.03 CONCEPT CONFIRMATION
CONCURRENT WITH PUBLIC MEETING #3
LAUNCH OCTOBER 27TH
CLOSE NOVEMBER 6TH
SURVEY FEEDBACK
COMMUNITY INPUT

SURVEY.01 | GENERAL INPUT
CONCURRENT WITH PUBLIC MEETING #1

LAUNCHED AUGUST 21ST
CLOSED SEPTEMBER 4TH

KEY TAKE-AWAYS
• Indoor recreation spaces for a variety of activities
• Performing arts for capacity of up to 2000 guests
• Meeting + Banquet space for up to 400 guests
• Visits to Memorial Hall in past two years for a wide variety of events
• Support for renovation of Memorial Hall for use as a concert venue and civic center uses
SURVEY FEEDBACK
COMMUNITY INPUT

SURVEY.02 CONCEPT POSSIBILITIES
CONCURRENT WITH PUBLIC MEETING #2

LAUNCHED OCTOBER 1ST
CLOSED OCTOBER 27TH

KEY TAKE-AWAYS

• Top 3 Priorities (assuming performing arts component is a given):
  • Diversity and flexibility of spaces for banquets, tradeshows, expos, and other types of community gatherings
  • Spaces for indoor recreation and athletic programming
  • STEAM-based Children’s Discovery Center

• 26% of respondent households would visit a few times a month

• Continued and new Veteran’s and war memorials are important to the future of Memorial Hall

• Biggest concerns: Access to parking and cost of operations

• 60% of respondents believe renovation and/or expansion of Memorial Hall is a medium to high priority for the City of
MEMORIAL HALL
IMAGINING THE FUTURE | RESPECTING THE PAST
HISTORY

IN MEMORY OF OUR NATIONAL DEFENDERS 1924

This building was constructed by the citizens of the city of John in as a memorial to all of those who as members of any branch of the military or naval service of the United States, have given their lives and services in behalf of our country in all wars in which it has been engaged.

Courtesy: Dorothea B. Hoover Historical Museum
CULTURE
COMMUNITY
FUTURE …

Full Renovation

New North Entry
   Accessibility + Connectivity
Veteran Exhibits and Recognition
Flexible Seating in Performance Space
   Concerts and Events
   Banquets and Tradeshows
Recreation Opportunities
Multi-Purpose Spaces

Building Addition

Expanded Meeting and Program Spaces
NEW GRAND ENTRY STAIR AND RAMPS

NEW LANDSCAPING
NEW AND RELOCATED VETERANS MEMORIALS, PLAQUES, AND GRAPHICS
ARENA FLOOR ACCOMMODATES UP TO 900 PEOPLE IN FLEXIBLE SEATING
NEXT STEPS

- Refine Design Concept
  - Site Plan + Floor Plans
  - Perspective Renderings
  - Cost Estimating
  - Operations Plan
- City Council Presentation
NEW BUS DROP-OFF AND ACCESSIBLE PARKING
NEW GRAND ENTRY STAIR AND RAMPS
RELOCATED EXISTING VETERANS MEMORIALS
NEW 8TH STREET PEDESTRIAN PLAZA
NEW LOADING DOCK & FREIGHT ELEVATOR
BUILDING ADDITION 8,400 SQFT
NEW VETERANS MEMORIAL
NEW VEHICULAR DROP-OFF
THREE AREAS OF FIXED BALCONY SEATING ACCOMMODATE 500

NEW MULTIPURPOSE MEETING ROOMS AND GUEST SUITES

NEW BALCONY-LEVEL CONCESSIONS

NEW AMERICAN LEGION MEETING ROOM

NEW OPERABLE PARTITION SEPARATING STAGE FROM ARENA

NEW GLAZED ROOF ALLOWS DAYLIGHT TO PENETRATE INTO LOWER LEVELS

NEW VERTICAL SHADE FINS PROTECT GLAZING FROM SOLAR EXPOSURE