

City Council Workshop

April 1, 2010

Riverwalk and Cycling Center Project Update



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Purpose of Workshop

- Review of Progress/Decisions to Date
- Updates on Riverwalk Master Plan
- Reports on Riverwalk Public Amenities Plan
- Progress Report on Public-Private Development (based on September 28, 2009 MOU)
- Next Steps



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Progress/Decisions to Date

1. December 2003: Velodrome presentation to City Staff by the Cycling Center Partners (originally Carolina Velodrome Association)
2. February 22, 2005 Workshop: Presentations from Cycling Center Partners and USA Cycling on potential for cycling sports as a sports tourism focus.
3. February 2006: Cycling sports and velodrome included in City's Strategic Plan
4. March 26, 2007 Workshop: Clemson Study suggests economic impact for velodrome and related cycling activities at \$4.1 million



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Progress/Decisions to Date

5. August 25, 2008: MOU between City and Cycling Center Partners
 Goal: Public-Private partnership to build and operate Cycling Center
 - Cycling Center Partners: private funding goals, USA Cycling endorsements
 - Joint: identify site, create management plan
6. November 24, 2008 Workshop: Presentation of expanded vision for sports tourism and community recreation at Riverwalk

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Public Amenities
 Over 250 Acres of public space
 Over 2.5 miles of river front
 Miles of trails and paths
 Public parks, river access, gardens and gatherings
 70 Acre community sports park
Cycling Amenities



Riverwalk Amenities Summary

Amenity	Sports Tourism	Nature-Based Tourism	Community Recreation
Biking/Pedestrian Trails		X	X
Velodrome	X		X
Parks/Green Space		X	X
Gardens		X	X
Canoe/Kayak	X	X	X
Mountain Bike Trail	X	X	X
Softball/Baseball Fields	X		X
Multi-Purpose Fields	X		X
Fishing		X	X
BMX Supercross	X		X
Climbing Wall	X		X
Closed Bicycle Road Course	X		X
Historical Sites		X	X
Cultural Opportunities		X	X
Environmental Education		X	X

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Groups that have endorsed the Riverwalk Public Amenities Plan and Public-Private Partnership

- Public Parks & Recreation Commission
- Baseball Advisory Committee
- Softball Advisory Committee
- Football Advisory Committee
- Rock Hill Bike Club
- River Park Advisory Committee
- Trails & Greenways Advisory Committee
- Rock Hill/York County CVB
- Rock Hill Economic Development Corporation
- Rock Hill Area Council of York County Regional Chamber
- York County Regional Chamber of Commerce Board
- Tourism Commission
- Commission for Children and Youth



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Progress/Decisions to Date

7. August 24, 2009: Approval of Riverwalk Agreements
 - Public Amenities Plan, outlining plans for sports tourism and community recreation facilities
 - Development Agreement, including donation of land for public amenities
 - Financing Agreement providing funding for Riverwalk Trail and velodrome
8. September 28, 2009: MOU between City, Cycling Center Partners and Greens of Rock Hill
 - Velodrome to be designed as part of mixed-use development
 - Cycling Center Partners to organize non-profit advisory board
 - Cycling Center Partners to solidify sponsorships and private funding commitments
 - Greens of Rock Hill commits to donate land for public amenities

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Progress/Decisions to Date

9. October 12, 2009: City Council approves \$10.5 million in Riverwalk TIF/MID bonds, including funds for trails and possibly other early phase public amenities.

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Summary To Date

1. Strategic Goal: "...to plan, fund, construct and develop a marketing strategy for the Cycling and Outdoor Center of the Carolinas."
2. Cycling and Outdoor Center of Carolinas will provide a wide array of sports tourism and recreational amenities as part of the Riverwalk development
3. Riverwalk Trail will be first public amenity on River Walk site (currently under construction)
4. Velodrome is planned as a major component of Riverwalk's mixed use Town Center
5. All sports tourism and recreational facilities will be owned and managed by the City of Rock Hill

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Summary To Date cont.

6. Planned funding for the velodrome is as follows:
 - City (Hospitality or TIF Funds) \$3,000,000
 - Grants \$ 500,000
 - Donation of land by developer \$ 600,000
 - Sponsorships and other private funding \$ 500,000
 - Total \$4,600,000
7. A public-private organization, Cycling Center Partners, will be created to support major events, marketing, and provide regional/national profile

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Today: Updates on River Walk, Public Amenities Plan and MOU

1. Updates to Riverwalk Master Plan
2. Updates on Public Amenities Plan for Riverwalk
3. Report on Cycling and Outdoor Center MOU
 - Facilities, designs and cost estimates
 - Support from USA Cycling
 - Organization of advisory board
 - Management
 - Private funding
 - Public funding

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Town Center

- 375,000 sf Retail
- Hotel
- Residential
- Office
- YMCA
- Velodrome Center

Cherry Road 15

Main Street

ROCK HILL SOUTH CAROLINA 16

ROCK HILL SOUTH CAROLINA 17

River District

ROCK HILL SOUTH CAROLINA 18

Riverwalk Public Amenities Plan

Phase One:

- Pedestrian and bicycle trails
- Canoe and kayak launch
- Environmental and historical interpretive sites
- Mountain biking trails
- Parking and access facilities and related improvements

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Phase I Public Amenities Plan Riverwalk Trail



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River Walk Public Amenities Plan

Phase One:

- Pedestrian and bicycle trails
- Canoe and kayak launch
- Environmental and historical interpretive sites
- Mountain biking trails
- Parking and access facilities and related improvements

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Phase II Public Amenities Plan

Recreational and Competitive Cycling Amenities

- Velodrome

Community Recreational Facilities

- Climbing Wall and Other Outdoor Recreational Facilities
- Permitting and Site Preparation for Athletic Fields
- Community Health and Wellness Facilities



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Climbing Wall



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Phase II Public Amenities Plan

Recreational and Competitive Cycling Amenities

- Velodrome

Community Recreational Facilities

- Climbing Wall or Other Outdoor Recreational Facilities
- Permitting and Site Preparation for Athletic Fields
- Community Health and Wellness Facilities



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Future Phases: Public Amenities Plan

Recreational and Competitive Cycling Amenities

- BMX/Supercross
- Paved Road Course
- Cyclocross

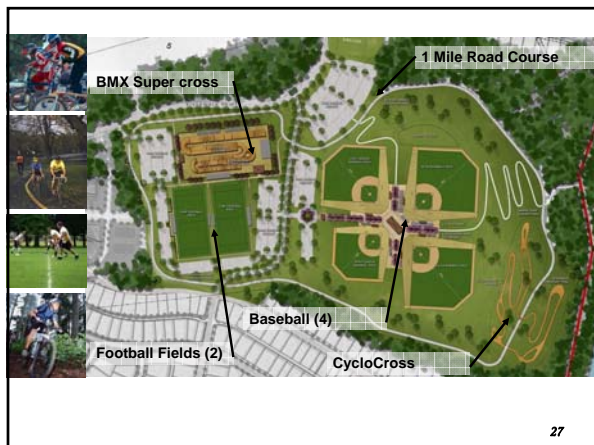
Community Recreational Facilities

- Athletic Fields
- Playgrounds
- Gardens

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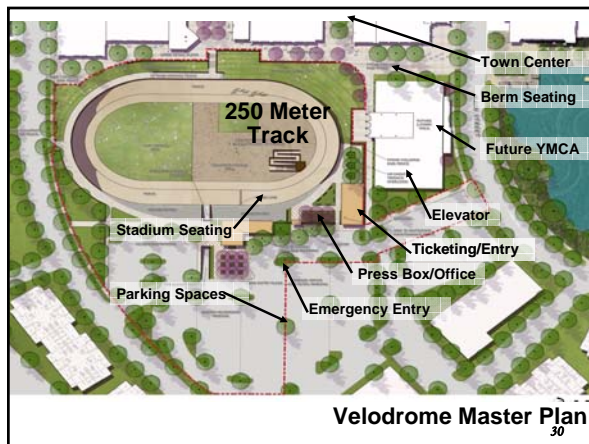
MOU Progress Report

1. Town Center/Velodrome design and cost estimates
2. Input and Support USA Cycling
3. Other Competitive and Recreational Cycling Venues
 - a. BMX Supercross
 - b. Mountain Biking
 - c. Cyclocross
4. Organization of advisory board
5. Management Plan
6. Public funding
7. Private funding

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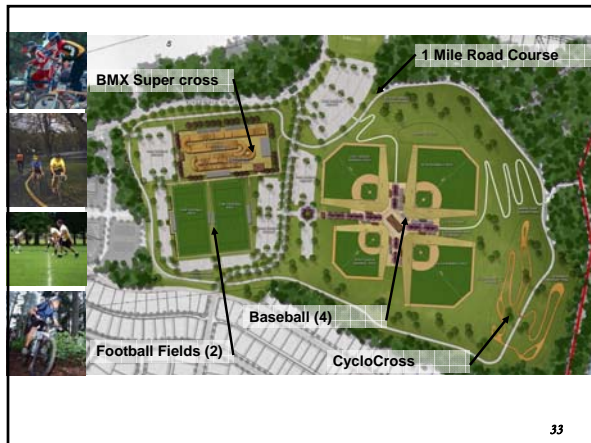
Velodrome Cost Estimates

Design & Engineering	\$393,000
Site work & Utilities	\$269,000
Track	\$1,887,000
Track Lighting	\$400,000
Parking Lot	\$124,000
Public Facilities	\$385,500
Hardscape/Landscape	<u>\$539,000</u>
Total	\$3,997,500

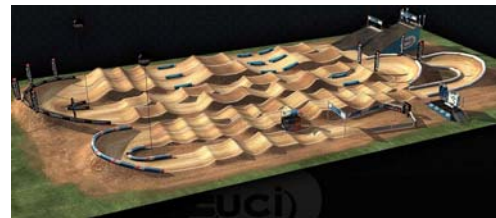
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Input and Support from USA Cycling

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BMX/Supercross Track

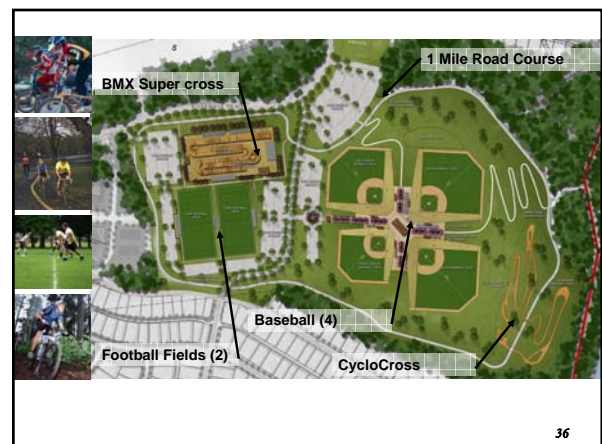


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BMX/Supercross Track

- Potential Direct Economic Impact- 4 MM
- Estimated Construction Cost- \$524 K
- Site identified near Athletic Fields (approx 3 acres)
- Built to Olympic Competition standards
- Endorsed by USA Cycling
- Dual purpose design accommodates all skill levels
- Only one Supercross Track in US (Chula Vista, CA)

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Other Competitive Cycling Opportunities

- Cyclocross
- Potential Economic Impact \$1.08 MM from National Championships
- Estimated Construction Cost-\$145 K



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Other Competitive Cycling Opportunities

- Mountain Biking
- Estimated Construction Cost- 325 K



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Organization of Advisory Board

- Chad Andrews
- Frank Bell
- Neal Boyd
- Mike Burgess
- Mike Cowan
- Kim Deacon
- Chris Goodwin
- John Hornsby
- Rick Lee
- Spencer Leuders
- Greg Miller
- Gary Moore
- Todd Tesar
- Dave Williams
- Guy Worth

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Management

City will:

- be sole owner and operator.
- establish and approve all policies and procedures.
- be responsible for staffing and maintenance.

Cycling Center Partners will:

- serve as an advisory board for all Cycling amenities.
- develop a sponsorship plan and secure sponsors for competitive events to offset operating costs.
- promote cycling amenities on a local, state, regional, national and international level.
- work with other cycling advocacy groups and organizations to offer community cycling programs and events.

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Proposed Funding

Planned funding for the velodrome is as follows:

- City (Hospitality or TIF Funds)	\$3,000,000
- Grants	\$ 500,000
- Donation of land by developer	\$ 600,000
- Sponsorships and other private funding	\$ 500,000
Total	\$4,600,000

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Public Funding

- TIF/Hospitality Tax
- Lease/purchase using new markets tax credit
- Grants
 - Land and Water Conservation Fund
 - Bikes Belong Grant
 - Robert Wood Johnson Foundation

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Private Funding Report

- # Next Steps
1. Approve naming rights and other sponsorship proposals from Cycling Center Partners
 2. Approve binding agreements with Greens of Rock Hill and Cycling Center Partners for construction of velodrome
 3. Implement financing plans for construction of velodrome
 4. City Council Workshop to establish the schedule and funding for Future Phases of Public Amenities Plan (athletic fields, BMX, Cyclocross, road course).
Early Fall 2010



Discussion

