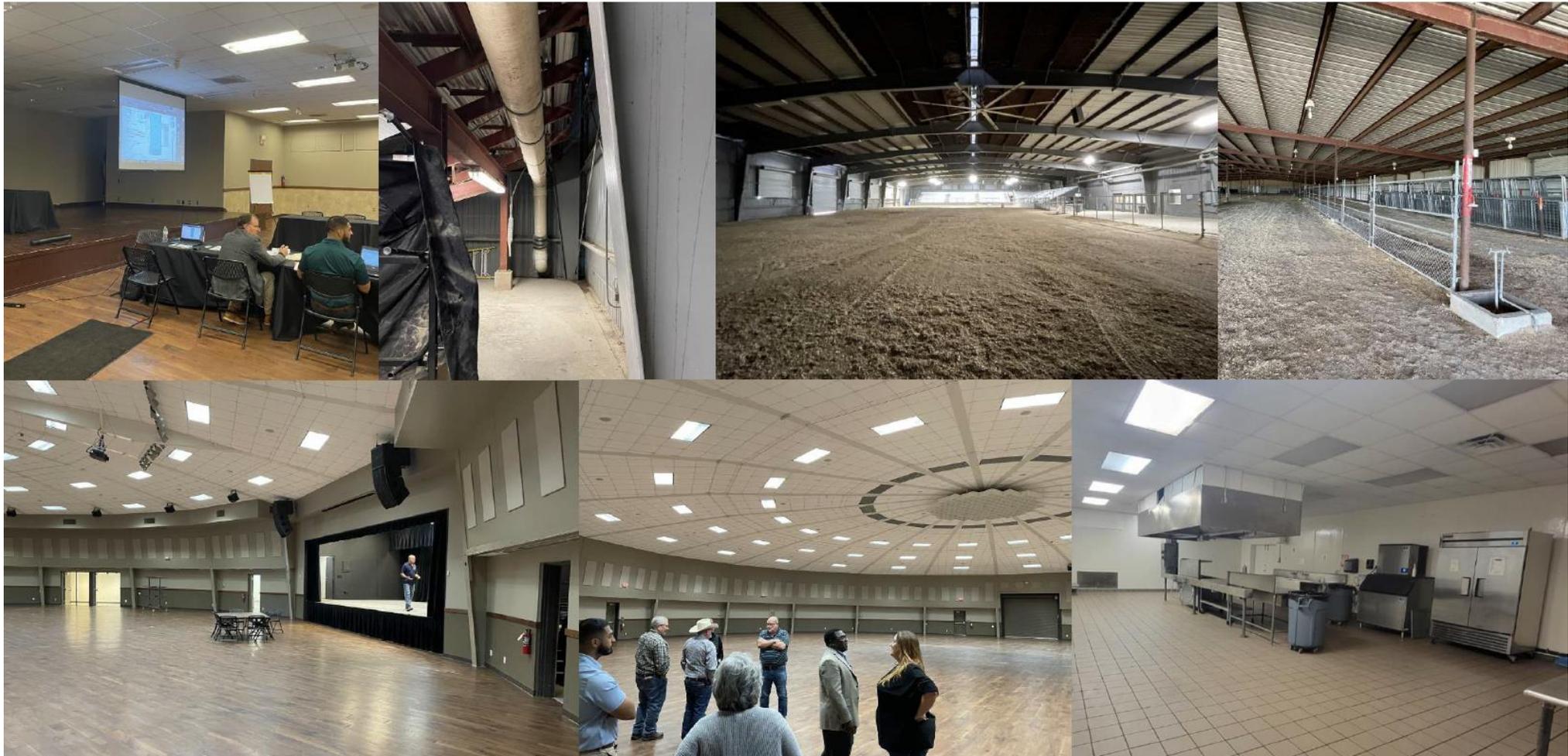


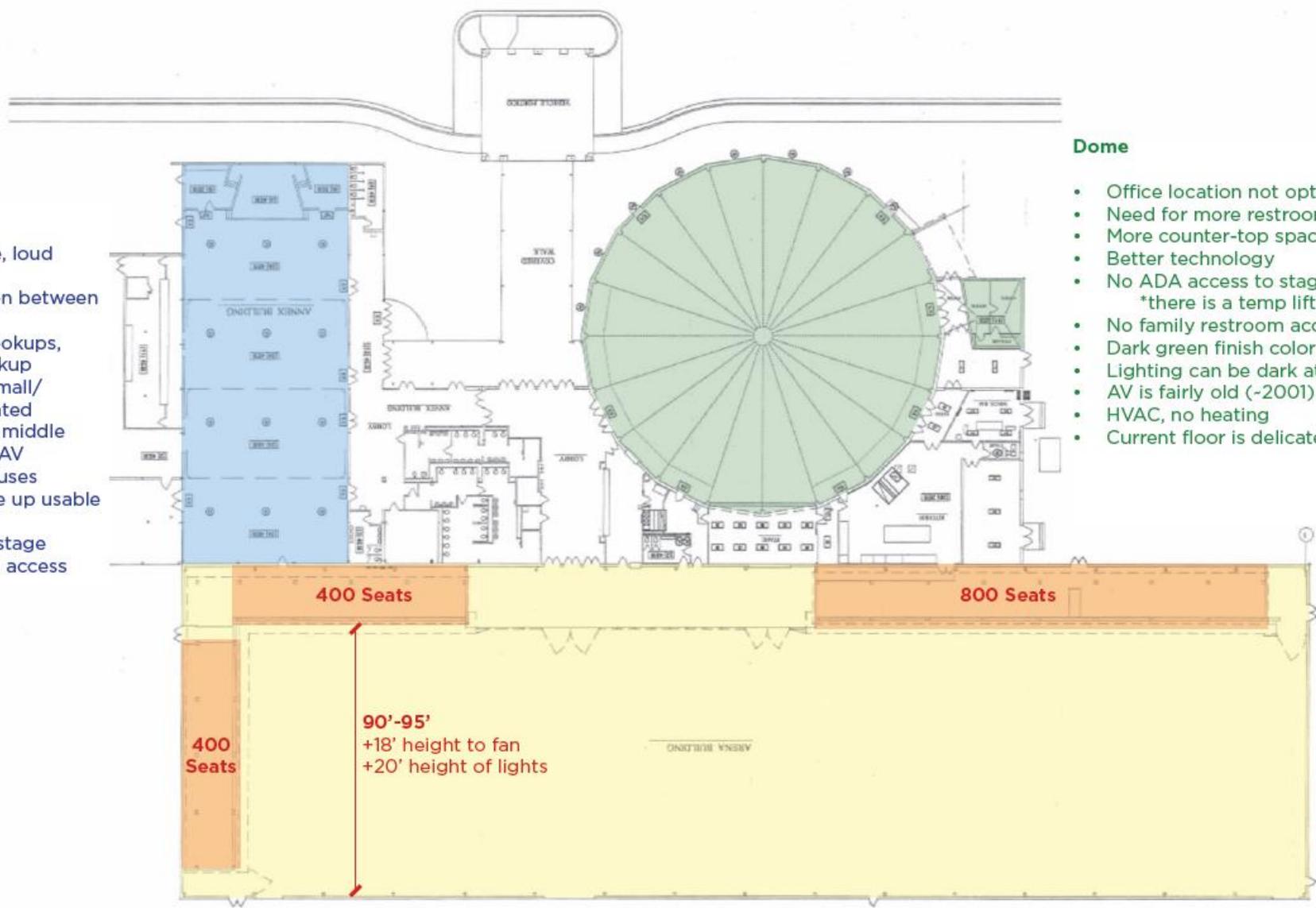


# Community Center Master Plan Update

February 2025

# Existing Facility Assessment





**Annex**

- Sound quality issue, loud HVAC
- Poor sound isolation between partitions
- Only wall power hookups, limited vendor hookup
- Kitchen access is small/ equipment is outdated
- Projector screen in middle causes issues with AV
- Screen is small for uses
- Partition doors take up usable space
- No ADA access to stage
- No family restroom access

**Dome**

- Office location not optimal
- Need for more restrooms
- More counter-top space in kitchen
- Better technology
- No ADA access to stage  
\*there is a temp lift in storage
- No family restroom access
- Dark green finish color clashes with event colors
- Lighting can be dark at times
- AV is fairly old (~2001)
- HVAC, no heating
- Current floor is delicate, but currently usable

**Arena**

- Audio bleed to other rooms
- Storage under the seats
- Lack of AV, audio issues
- Lighting issues, creates shadows for show
- Not climate controlled
- **\*No fire suppression**, alarm does not reach this area
- Need for more restrooms

# Community Engagement

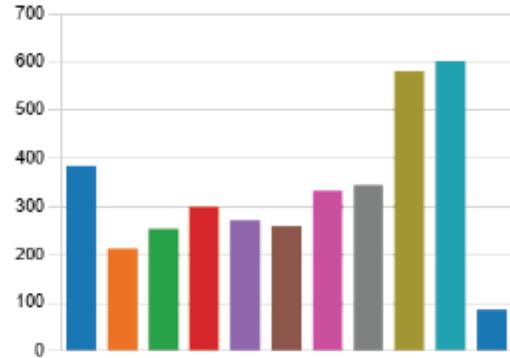
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- ❖ Master Plan Steering Committee
- ❖ Public Meetings
- ❖ Community Survey
- ❖ City Council Workshop

Other than the events above, what type of events would you like to see offered at the Community Center? Select all that apply:

|                         |     |
|-------------------------|-----|
| Conventions             | 384 |
| Auctions                | 213 |
| Jackpot Livestock Shows | 254 |
| Dog Shows               | 300 |
| Educational Events      | 270 |
| Job Fairs               | 258 |
| Car Shows               | 333 |
| Gun/ Hunting Show       | 344 |
| Rodeo/ Horse Show       | 581 |
| Major Concert           | 603 |
| Other                   | 87  |



Do you think renovated and/ or new facilities would better serve existing events and attract new events?

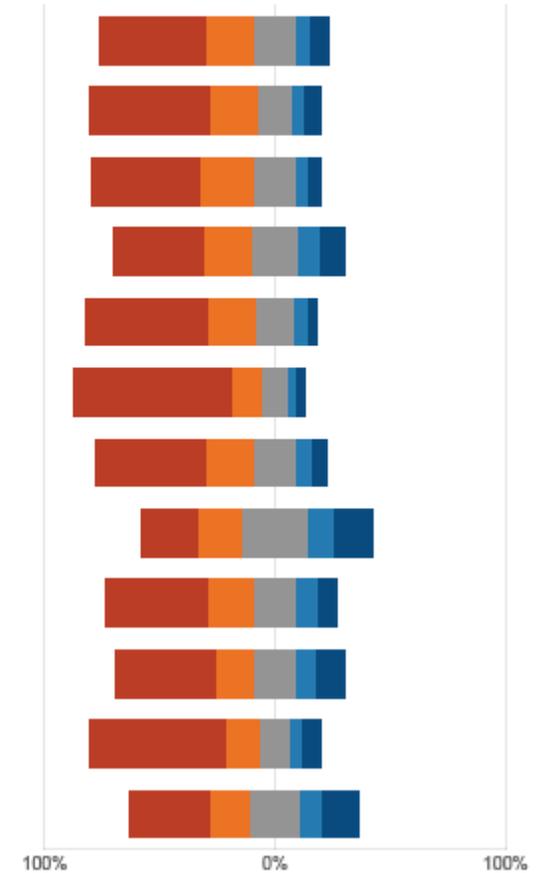
|     |     |
|-----|-----|
| Yes | 810 |
| No  | 56  |



What areas of the Community Center need the most improvement with 1 being most important and 5 the least important?

■ 1 (most) ■ 2 ■ 3 ■ 4 ■ 5 (least)

- The Dome
- Stage
- Kitchen & Concession
- Restrooms
- Technology
- Arena
- Livestock Barn
- Conference Room
- The Annex
- Parking
- Carnival Grounds
- RV Hookups



What other areas of the existing facilities need improvement?

338  
Responses

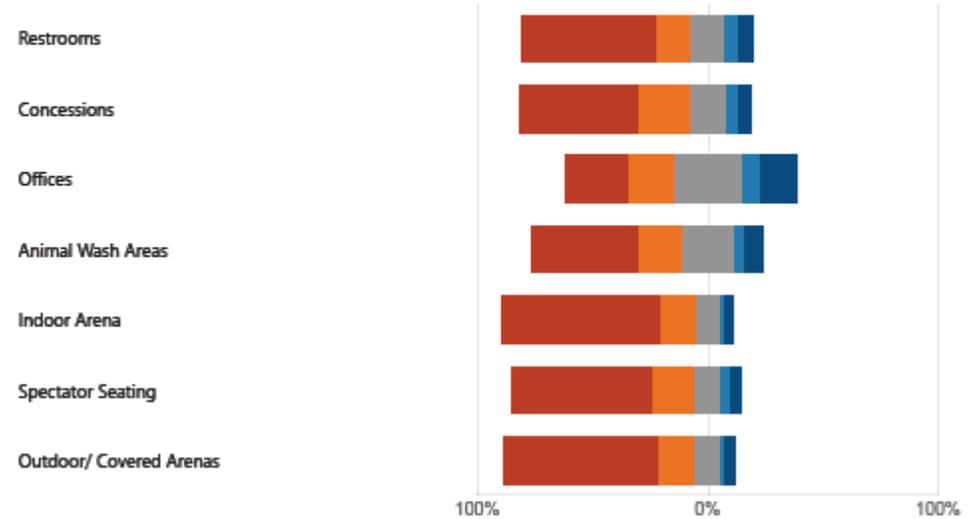
Latest Responses  
"Covered arena"  
"A new covered outdoor arena "

59 respondents (17%) answered **needs** for this question.



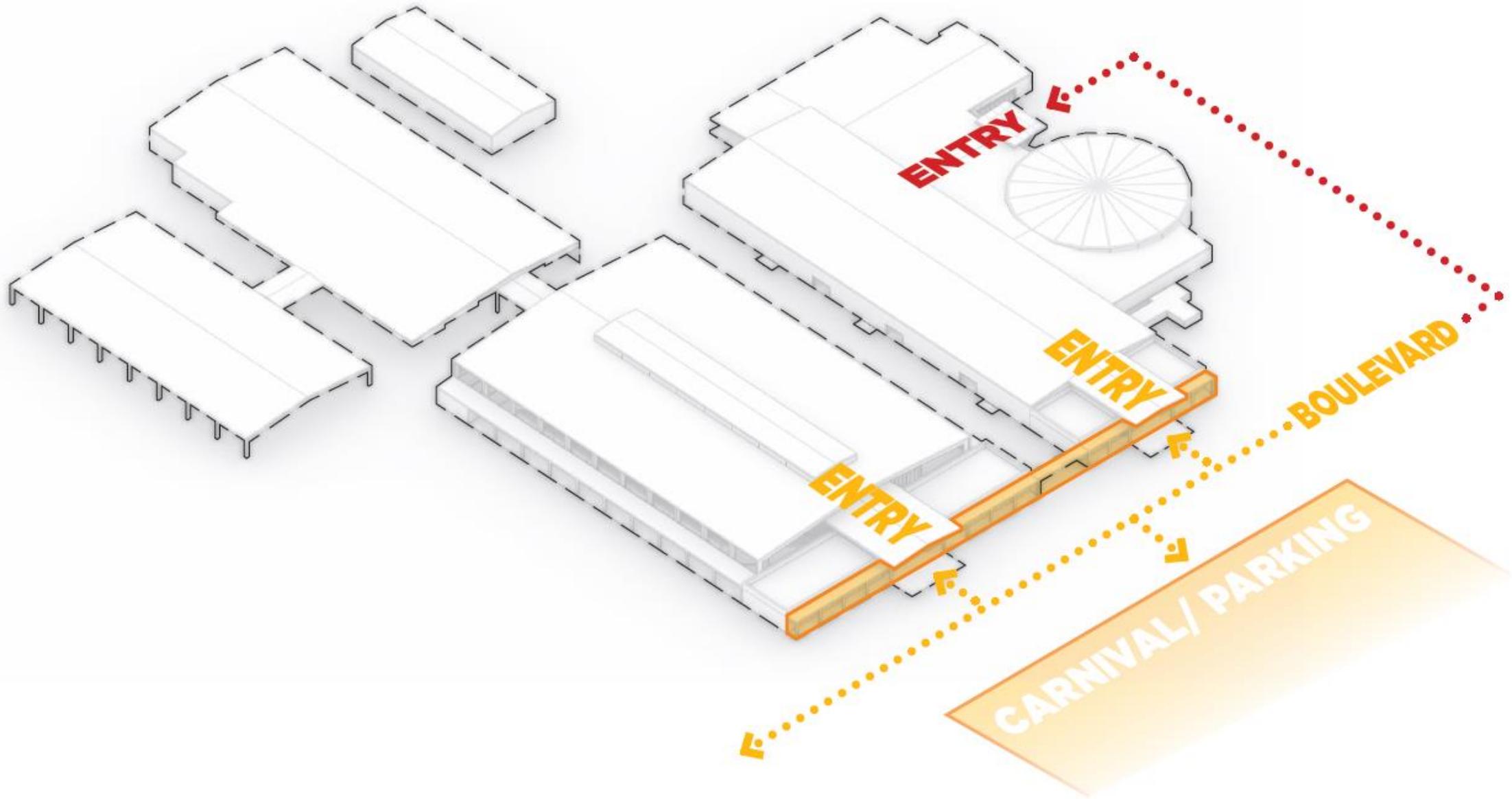
What areas of the Livestock/Equestrian facilities need the most improvement with 1 being most important and 5 the least important?

1 (most) 2 3 4 5 (least)





- 1** NEW ENTRY LANDSCAPE WALK  
Aligned to community center
- 2** REALIGNED MAIN SITE ENTRIES
- 3** COMMUNITY CENTER
- 4** NEW COMMUNITY CENTER ENTRY  
Drop-off lane & plaza
- 5** NEW EXPO ENTRY
- 6** NEW COVERED EVENT ARENA  
130'x280' arena
- 7** NEW FLEX BARN
- 8** EXISTING PARKING
- 9** FUTURE PARKING EXPANSION
- 10** NEW VENDOR PARKING ZONE  
Power in light pedestals
- 11** NEW PAVED CARNIVAL LOT  
RV hookups in light pedestals
- 12** NEW SE ENTRY
- 13** NEW EXHIBITOR LOT  
RV hookups in light pedestals
- 14** ADULT FIELD  
300' to center field  
New dugouts & fences
- 15** NEW BASEBALL FIELD  
350' to center field  
New dugouts & fences  
500 bleacher seats
- 16** BATTING CAGES
- 17** NEW CONCESSIONS, RESTROOMS, &  
MAINTENANCE/ STORAGE
- 18** NEW RESTROOM TO SUPPORT  
CARNIVAL, SKATE PARK, & SOCCER  
USERS
- 19** SOCCER FIELD  
225'x360'  
bleacher seating
- 20** GRASS OVERFLOW PARKING
- 21** FUTURE SITE OF BASKETBALL COMPLEX
- 22** MAINTENANCE SHED









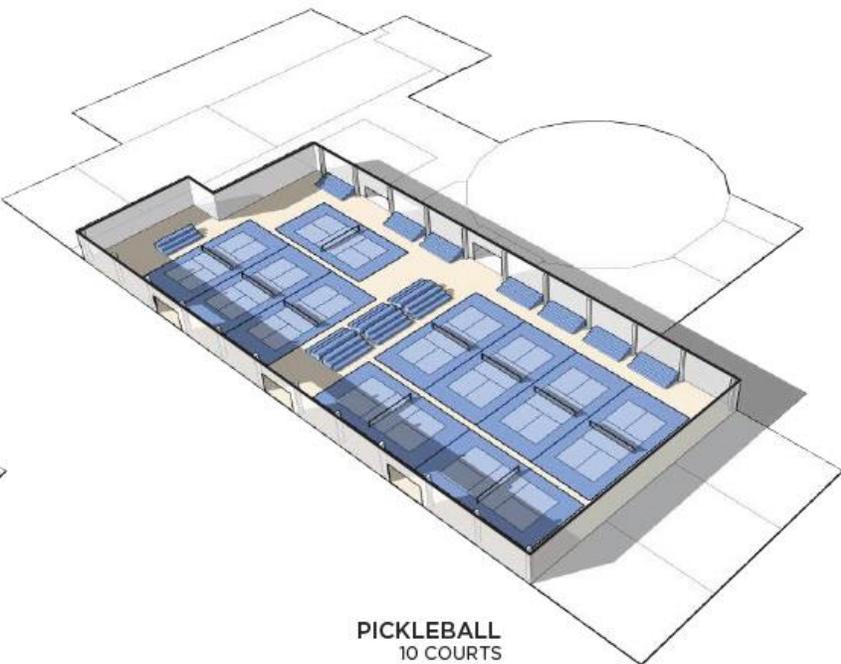




**BASKETBALL**  
3 COURTS



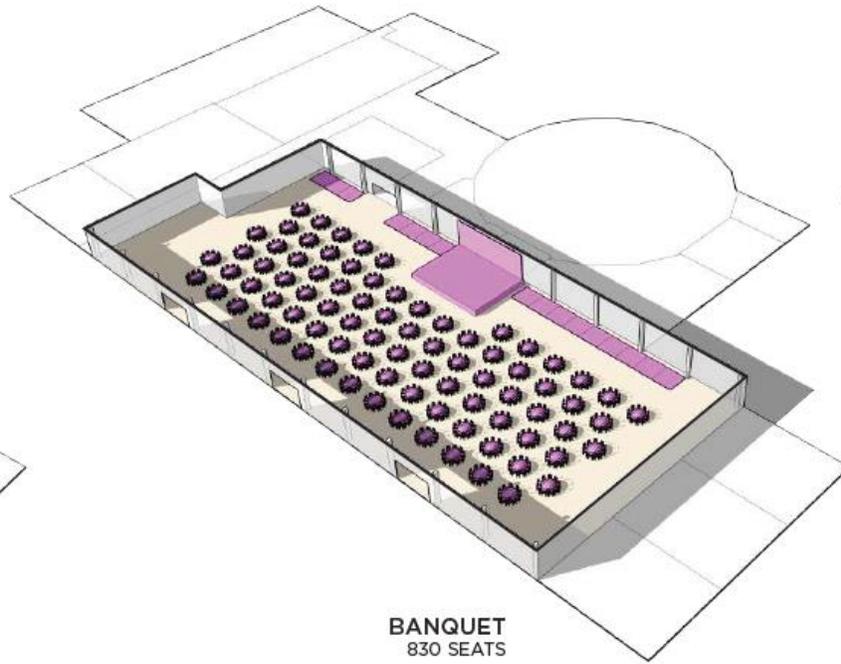
**VOLLEYBALL**  
4 COURTS



**PICKLEBALL**  
10 COURTS



**TRADESHOW**  
128 STALLS



**BANQUET**  
830 SEATS



**INDOOR SOCCER**

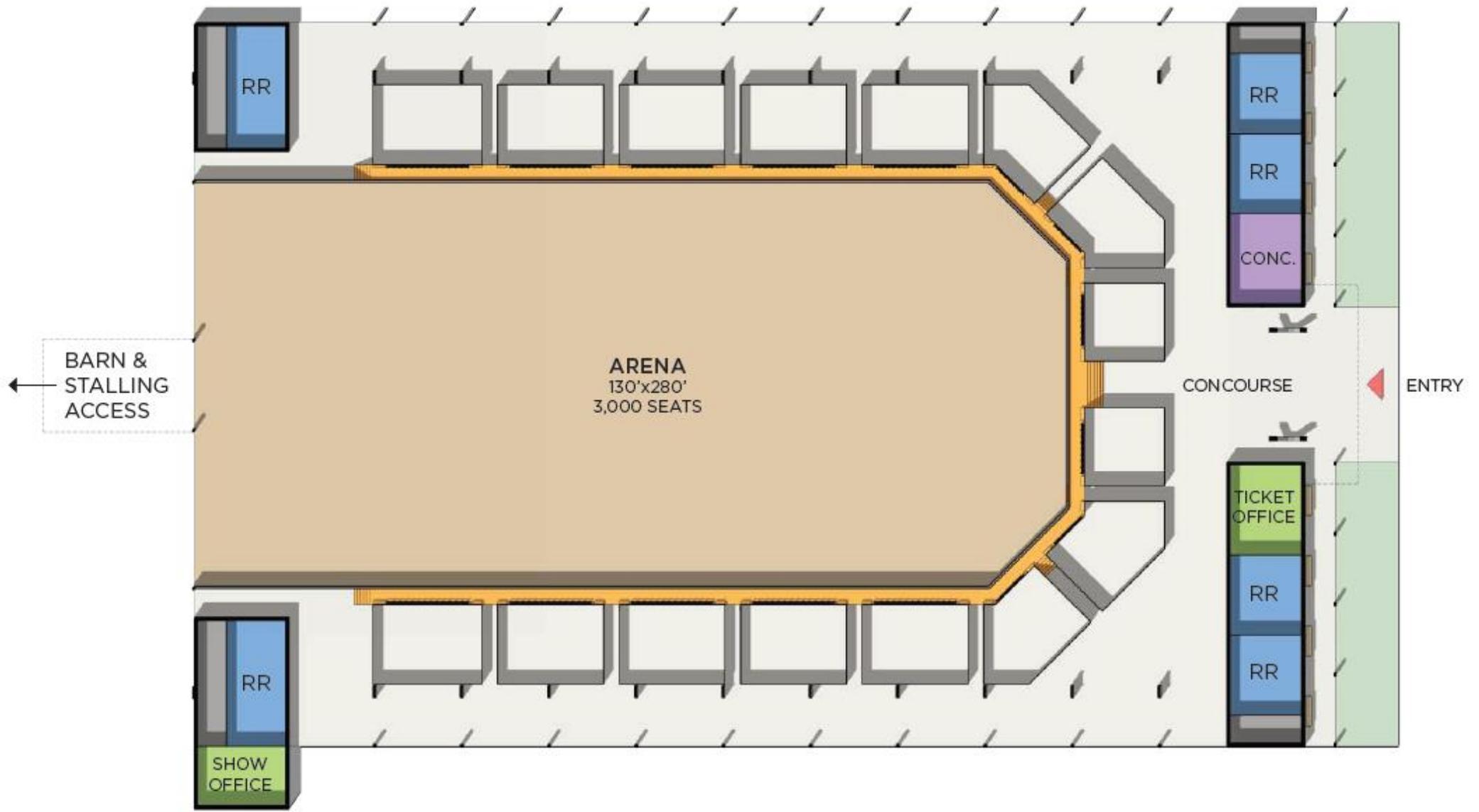


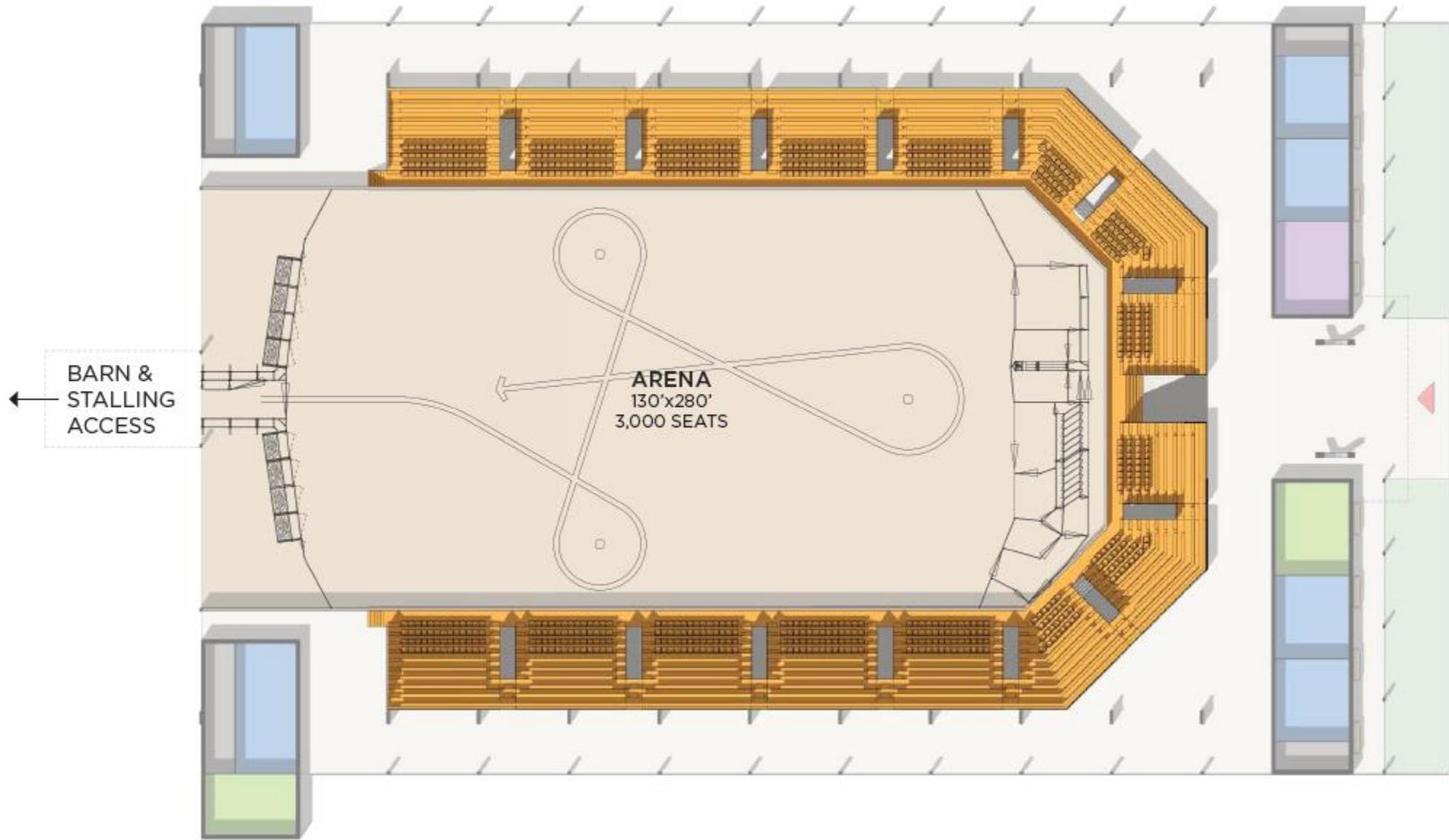


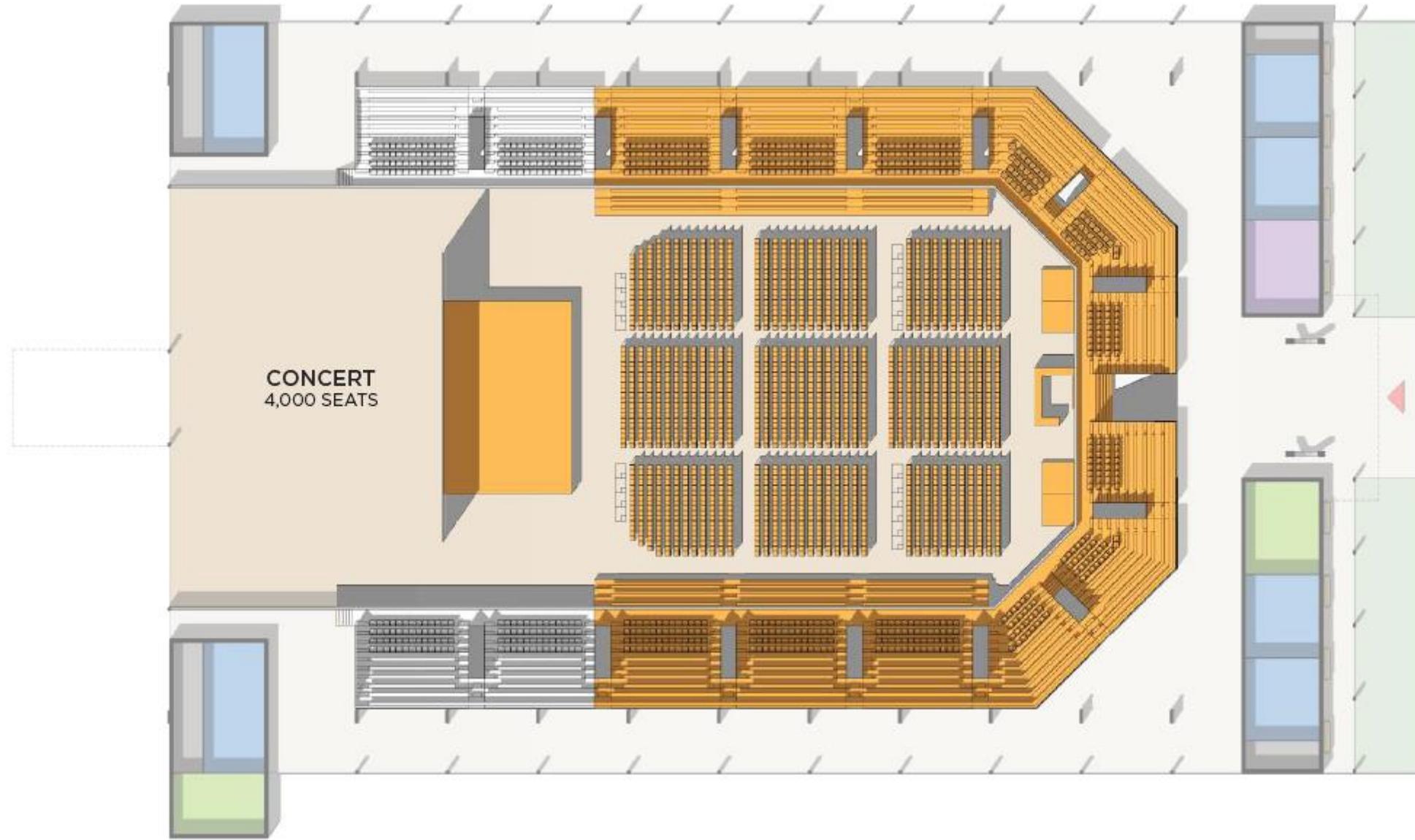




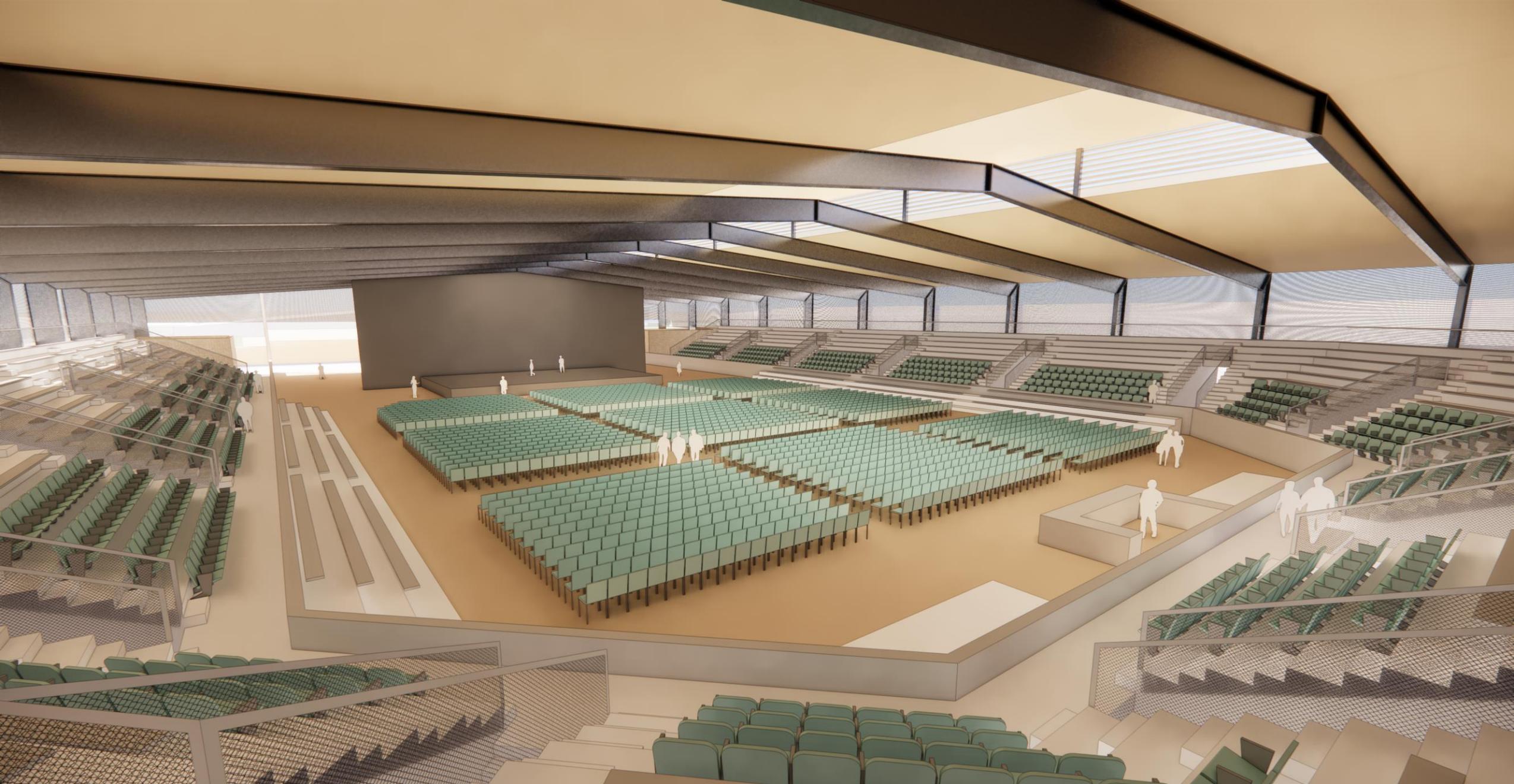
**VICTORIA**  
**EVENT ARENA**







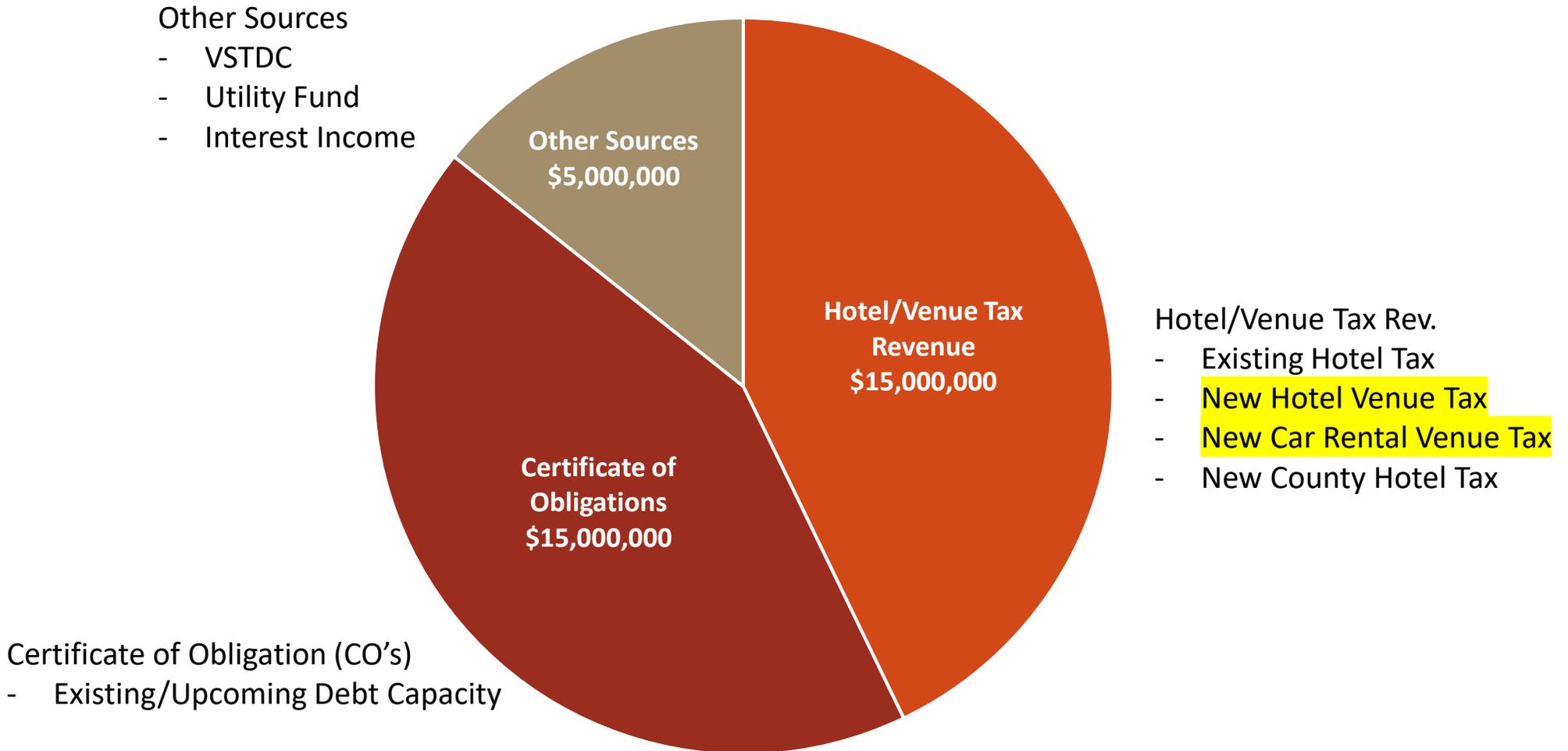








# Cost Breakdown (\$35 Million)



# Venue Taxes in Texas

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Cities and counties have authority to levy certain taxes to issue revenue bonds to finance a wide range of community and sports-related capital projects:

- Dedicate existing sales and use taxes
- New (future) sales and use taxes
- Short-term motor vehicle rental tax
- Event admissions and/or parking tax
- Hotel occupancy tax

Requires an election and approval from the residents of Victoria.

# Considerations

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Local, state and  
national elections



Minimal disruption to  
existing major events



Inflation/increased  
costs



Community  
Sentiment

# Polling Results

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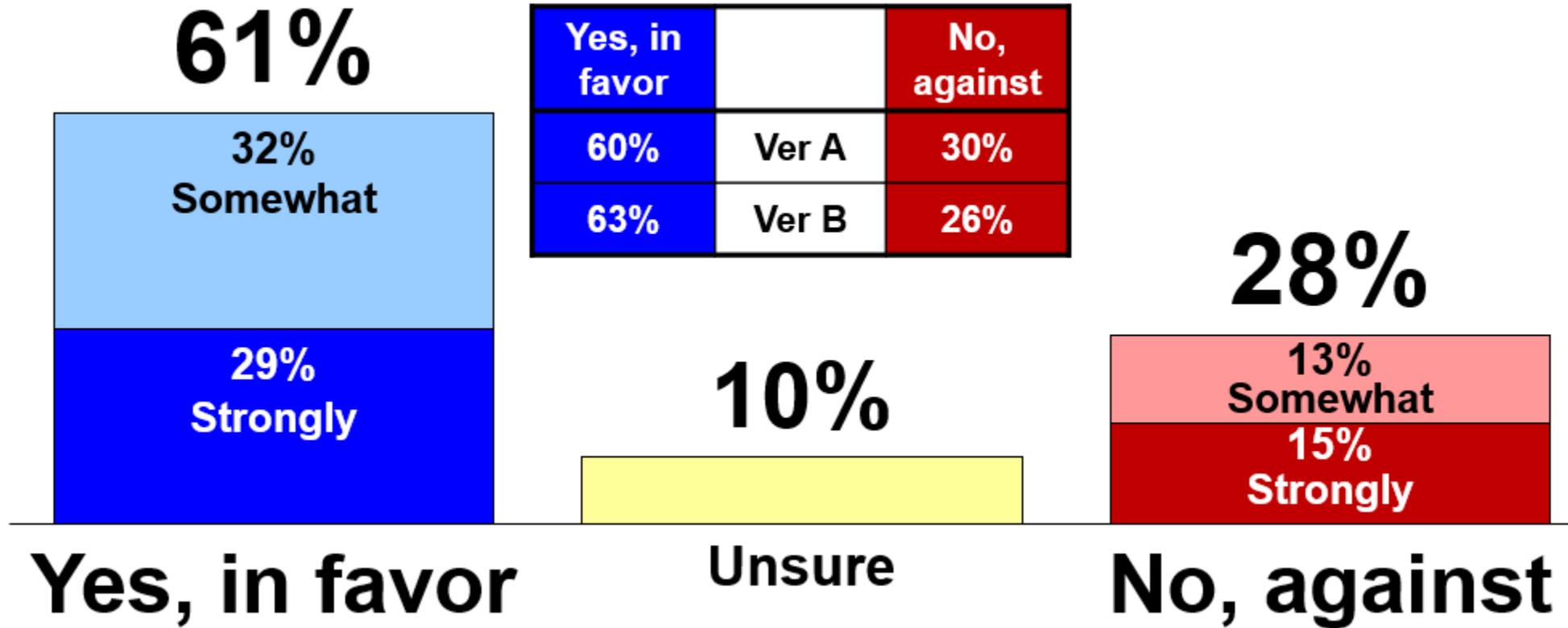
## **INITIAL BALLOT**

There may be a future ballot measure regarding the financing, renovation and construction of improvements at the Victoria Community Center.

**Ver A:** If an election were held today to impose a hotel/motel tax of 2% and a car rental tax of 5% for the planning, construction and renovations of the Victoria Community Center for events, concerts, and other civic, charitable or community events including the livestock show, would you vote yes, in favor or no, against such a proposition?

**Ver B:** If an election were held today for the planning, construction and renovations of the Victoria Community Center for events, concerts, and other civic, charitable or community events including the livestock show, and to impose a hotel/motel tax of 2% and a car rental tax of 5%, would you vote yes, in favor or no, against such a proposition?

# Polling Results



# Polling Results

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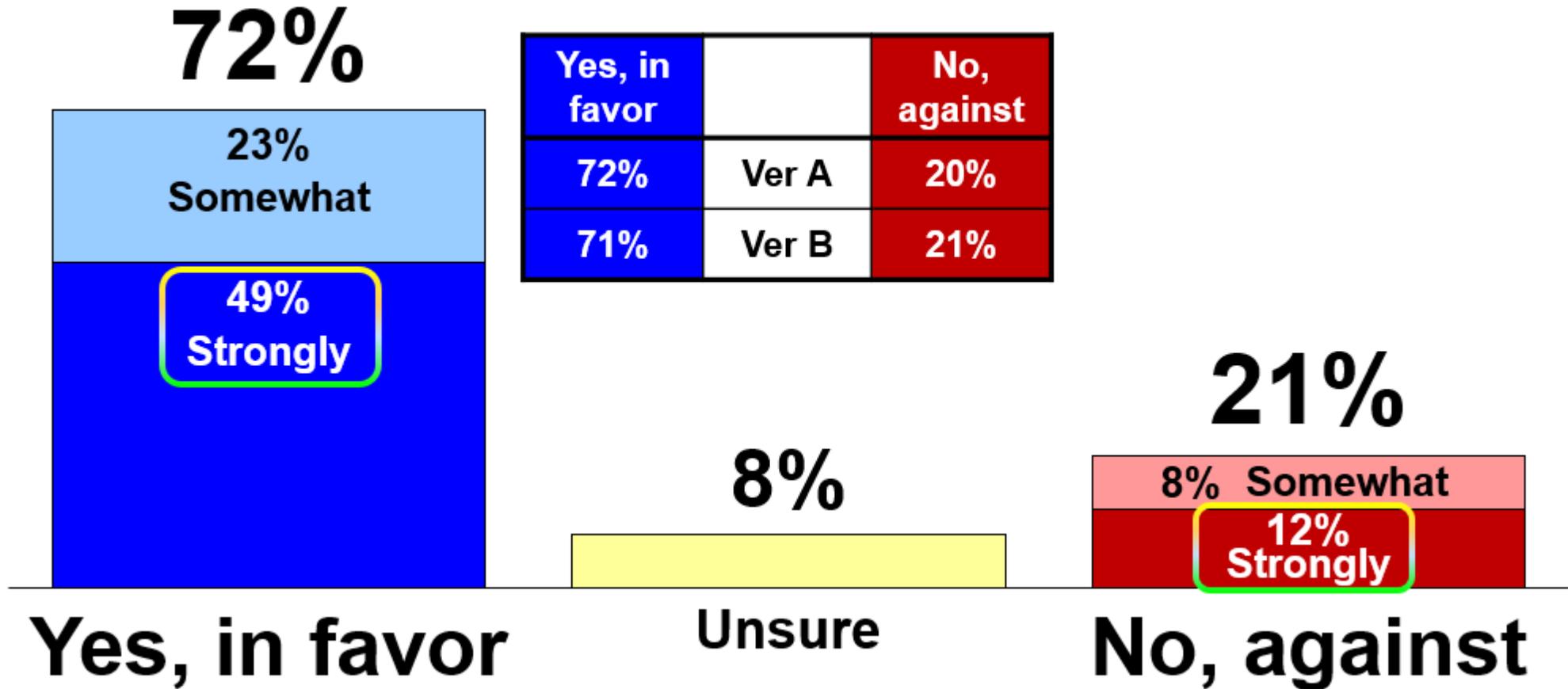
## **INFORMED BALLOT**

Having learned more about it:

**Ver A:** If an election were held today to impose a hotel/motel tax of 2% and a car rental tax of 5% the planning, construction and renovations of the Victoria Community Center for events, concerts, and other civic, charitable or community events including the livestock show, would you vote yes, in favor or no, against such a proposition?

**Ver B:** If an election were held today for the planning, construction and renovations of the Victoria Community Center for events, concerts, and other civic, charitable or community events including the livestock show, and to impose a hotel/motel tax of 2% and a car rental tax of 5%, would you vote yes, in favor or no, against such a proposition?

# Polling Results



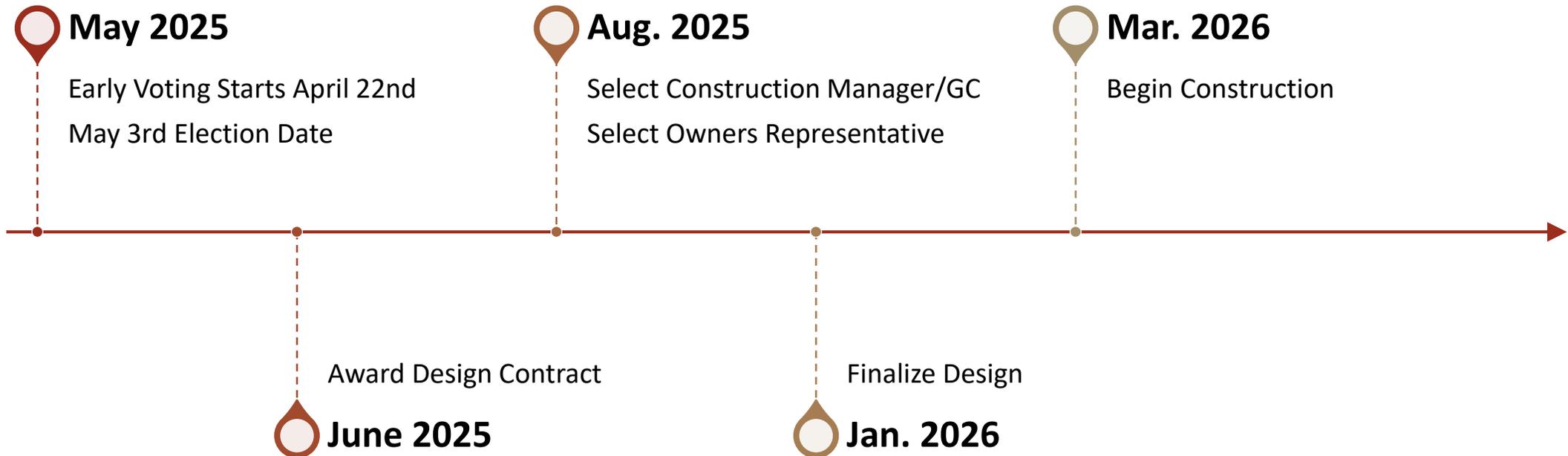
# Ballot Language for May Election

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Authorizing the City of Victoria to establish the Victoria Community Center, a sports and community venue project, and to impose a new short-term motor vehicle rental tax at a rate of 5% in the City and an additional hotel occupancy tax at a rate of 2% in the City for the purpose of financing the venue project. If approved, the maximum hotel occupancy tax rate imposed from all sources in the City would be 15% of the price paid for a room in a hotel.

# Timeline

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# Community Center Master Plan Update

February 2025