Discussion Agenda

• Refresh on efforts to date
• Overview of HSC renovation strategy
• Overview of HSC business strategy
• Request to proceed
Timeline refresh

• Major steps of process to-date
  • November 2014 – May 2015: Design concept development for HSC
  • Involvement from campus leaders, staff, students, alumni and City of DeKalb
  • *Committee meetings and workshops, focus group meetings, random selection ‘intercept interviews’, and an online campus-wide food service/retail survey*
    • Five rounds of committee meetings and workshops, 36 focus group meeting and intercept interviews
      • 82 staff / 92 students
      • Online survey participants
        • 460 staff / 462 students
  • May – September 2015: FFOC/BOT presentations
  • September 2015 – present:
    • Reviewing final concept planning products
    • Evaluating HSC operations and finances
    • Evaluating options in current budget environment

Process:

- Concept ➔ BOT Approval ➔ Design/RFP Dev. ➔ BOT Approval ➔ Construction
Identified Improvements

New MLK Commons Entry: $1M

General Building Repairs and Upgrades: $6M-$7M

Student/Performance Venue Addition: $36M-$42M

Site Improvements: $1M

Additional Parking: $20M-$24M

Blackhawk & Huskie Den Renovation: $4M-$5M

Retail Space Reinvigoration: $7M-$8M

Student Association Reintroduction: $3M-$4M

Conferencing Space Renovations: $9M-$11M

Hotel Renovation: $6M-$7M

Kitchens and Misc. Space Renovation: $12M-$15M

New South Lounge and Micro Restaurants: $7M-$8M
Determining Scope for Funding Opportunities

**BAB Scope:**
- Student reintroduction
- Reinvigorate student draws for
  - Open flow access
  - Food & entertainment
- General building repairs
- $20M

**Subsequent Priorities:**
- Conferencing renovations - $9-11M
- Hoteling renovations - $6-7M
- Kitchen/misc renovations - $12-15M
- Parking Deck - $20 -24M

**Industry-leveraged Scope:**
- Student draws for
  - Retail operations - $5M
  - Micro-food venues - $1M

**Donation Scope:**
- Student draws for
  - MLK Entry & Plaza - $1M
  - New Addition - $36-42M
Student-Focused Objectives

- Ground floor has most need for improvements
- Student reintroduction
- Reinvigorated food and retail attractions
- Need for open flow

Existing Compartmentalized Arrangement
Envisioned Conceptual Arrangement

- Student leadership reintroduction
- Open flow concept
- Integration of Blackhawk Café and Huskie Den
- Re-envisioned micro-food/retail concept
- Tie-in with MLK Commons

Envisioned Conceptual Arrangement
Business Strategies

• Retail Section
  • Change focus to
    • micro-food attractions
    • convenience and spirit retail
    • on-line book sales
  • Leverage industry for
    • capital build-out and
    • business operations

• Food Section
  • Integrate Blackhawk with entertainment of Huskie Den
  • Leverage campus-wide dining consolidation strategy
    • Incorporate dining under campus meal plan
    • Consolidate smaller weekend demand to HSC

Possibly target local companies to mitigate seasonal demand
Request

• Proceed with Phase I based on a budget of $20M
  • Development of design for
    • Student Association reintroduction
    • Space for out-sourced micro-food/retail operations
    • Renovation/integration of Blackhawk and Huskie Den space
    • Open flow and accessibility improvements
    • General building system repairs
    • MLK Commons tie-in space
    • Exterior landscaping/signage improvements
  • Subsequent request to proceed with construction

• Pursue vendor involvement
  • Develop solicitation for micro-food and retail operations

• Pursue donor support
  • MLK Commons tie-in space
  • New wing addition

Process:

Concept ➔ BOT Approval ➔ Design/RFP Dev. ➔ BOT Approval ➔ Construction