



**iVIVA FIESTA!**

**BALLPARK DISTRICT**

# OUTLINE



1. Viva Fiesta Theme
2. San Antonio/Austin: A Market Untapped
3. A Proven Site
4. Elements of the Ballpark District
5. Challenges
6. Value Creation Recap





# VIVA FIESTA



## "WHERE SAN ANTONIO'S PASTIME MEETS AMERICA'S PASTIME"

- Festival celebration every April in San Antonio
- The ethnic composition of Austin is 34% Hispanic (318,000)
  - San Antonio is 68% Hispanic (998,000) (ACS, 2019)
- Viva Fiesta theme adds liveliness and color to the district
  - Rooted in the spirit of a celebration
  - Fiesta has a focus on the vibrancy of the community, a vision our district shares

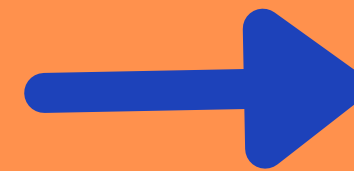




Total combined MSA  
population: **4.89** million

Over **1.3** million  
Hispanics in San  
Antonio/Austin  
combined

(ACS, 2019)



**66% of  
Hispanics  
describe  
themselves  
as avid or  
casual fans**



# SAN ANTONIO/AUSTIN: UNTAPPED MLB MARKET

## San Antonio

## Austin

Age  
18-40

30%

32%

HH  
Income

\$62,355

\$80,954

Married  
Couple  
as % of  
HH

57%

60%





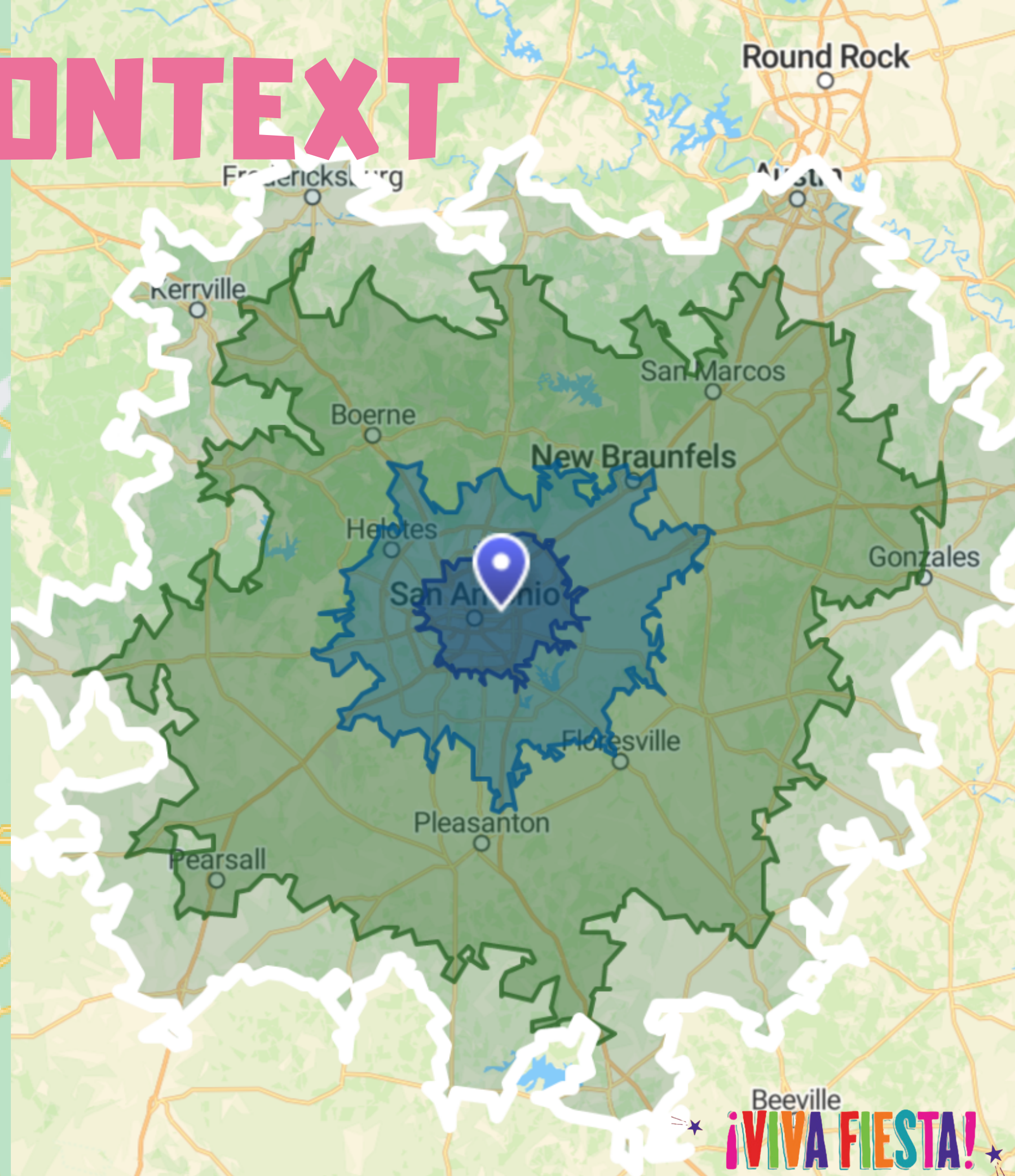
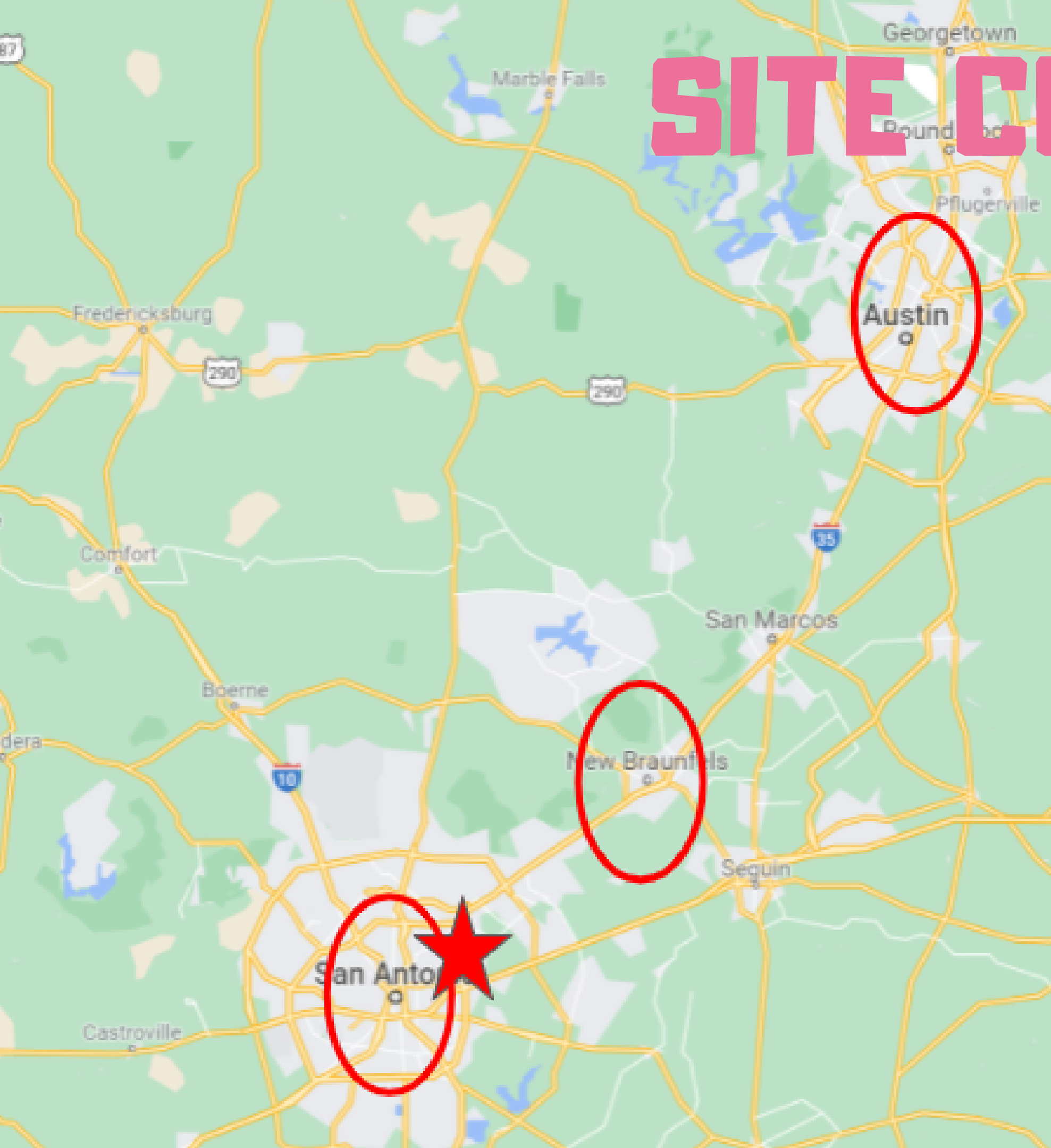
# SAN ANTONIO/AUSTIN: UNTAPPED MLB MARKET

	Combined Market	Proj. MLB Rank
Pop.	4.89 million	10th
Adj. GDP	131.5 billion	10th
Corporate Base	5 fortune 1,000	23rd
Adj. Media Market	2.36 million	15th

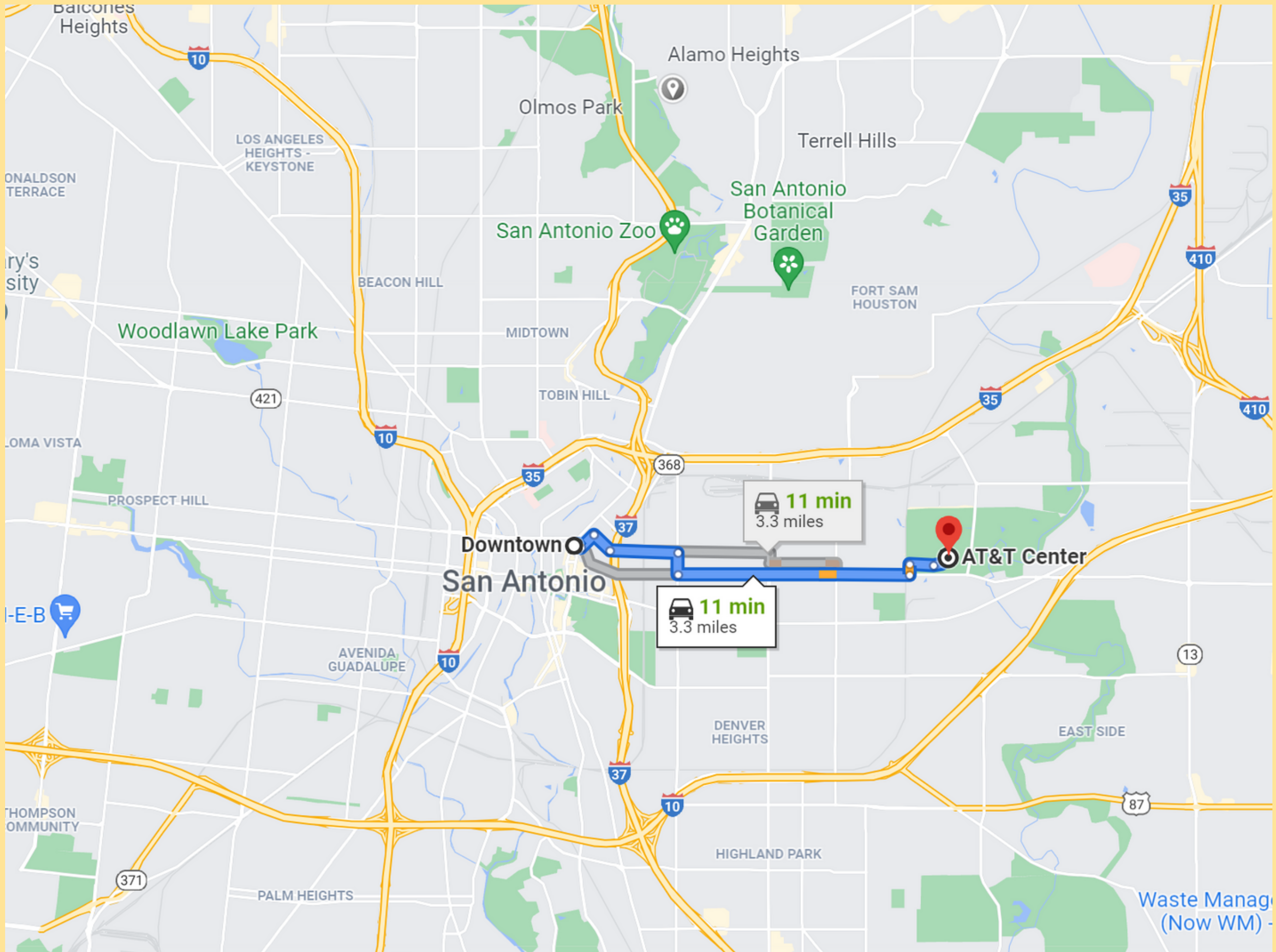




# SITE CONTEXT













# WHY AT&T SITE?



## OWNER: BEXAR COUNTY

150 Acres

## PROVEN SUCCESS IN SPORTS

San Antonio Spurs  
average 18,300  
fans per game  
(2019)

## SUBURBAN ACCESSIBILITY

15 Minute Drive  
Time to 3 of SA's  
most affluent  
suburbs

## RESPONSE TO SUBURBAN GROWTH

44% Pop. Growth  
over 10 year period



# DISTRICT PROGRAM



ANCHORS

**Ballpark**

**AT&T Center**

**Freeman Coliseum**



RETAIL

**230,000 SQ FT**



COMMERCIAL

**610,000 SQ FT**



RESIDENTIAL

**80,000 SQ FT**

# DISTRICT PROGRAM CONT

Element	Built Area	Land Area
MLB Ballpark	970,000 square feet	12 acres
Hyatt Place Hotel	110,000 square feet (185 keys)	4.5 acres
Total Retail	230,000 square feet	4.1 acres
Food Truck Village	N/A	1 acre
College Baseball HOF	62,000 square feet	3 acres
Green Space/IHeartRadio	N/A	
Parking	7,000 Parking Spots	45 acres
AT&T Arena	750,000 square feet	4.5 acres
Freeman Coliseum	160,750 square feet	2.85 acres



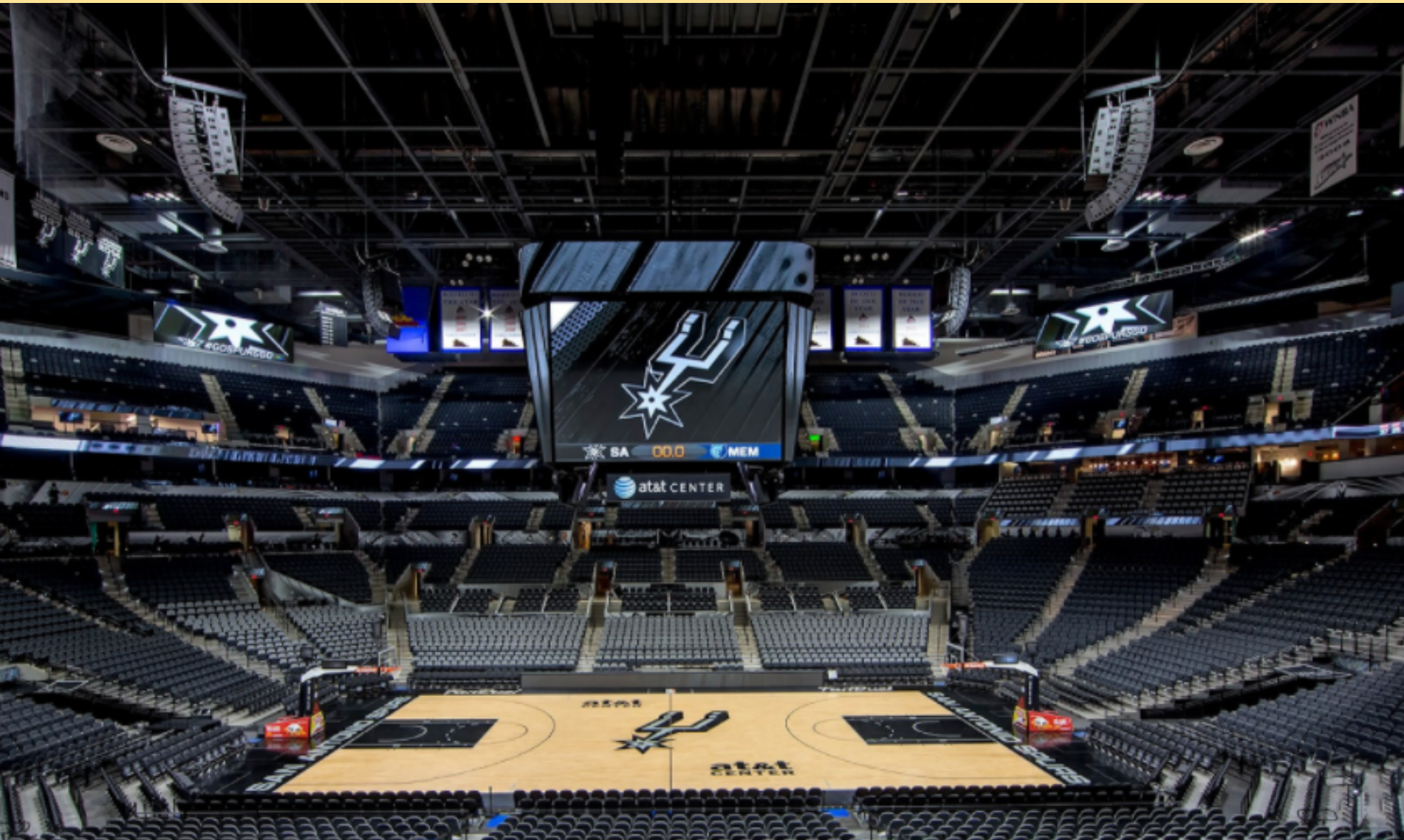


# BALLPARK

- Ballpark in NW Corner of District
  - Allows for best sight lines
- Entrance in SE Corner of Plot
- 38,400 Capacity
  - 65 suites
- Retractable Roof



# EXISTING ANCHORS



**AT&T CENTER (2002)**



**FREEMAN COLISEUM (1949)**

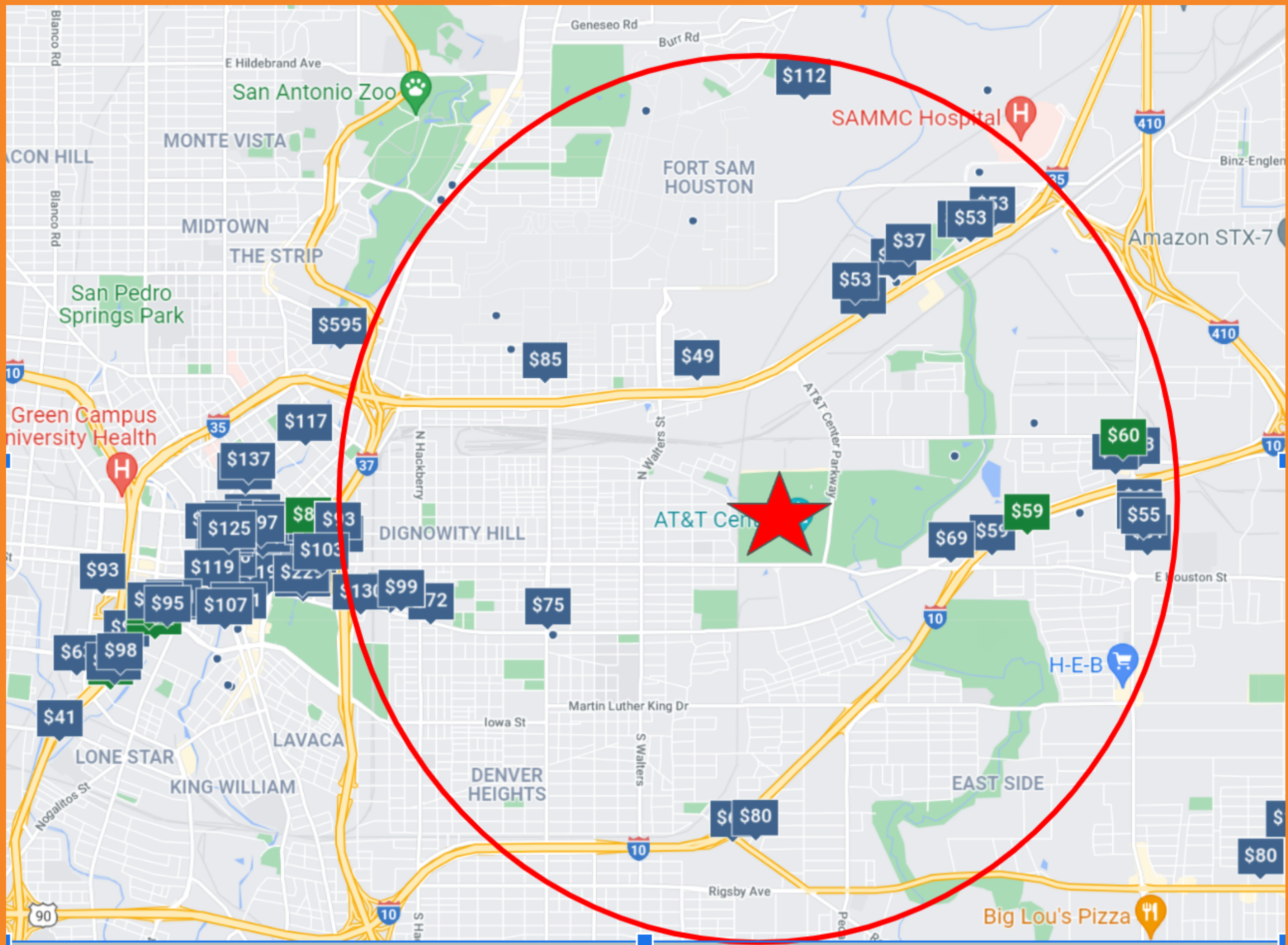


# HOTEL

- Based on Hyatt Place in North Shore
  - ★★
- 110,00 square feet/185 keys
- \$150 estimated price per night
- Premium location
- Immediate ROI & ASC potential

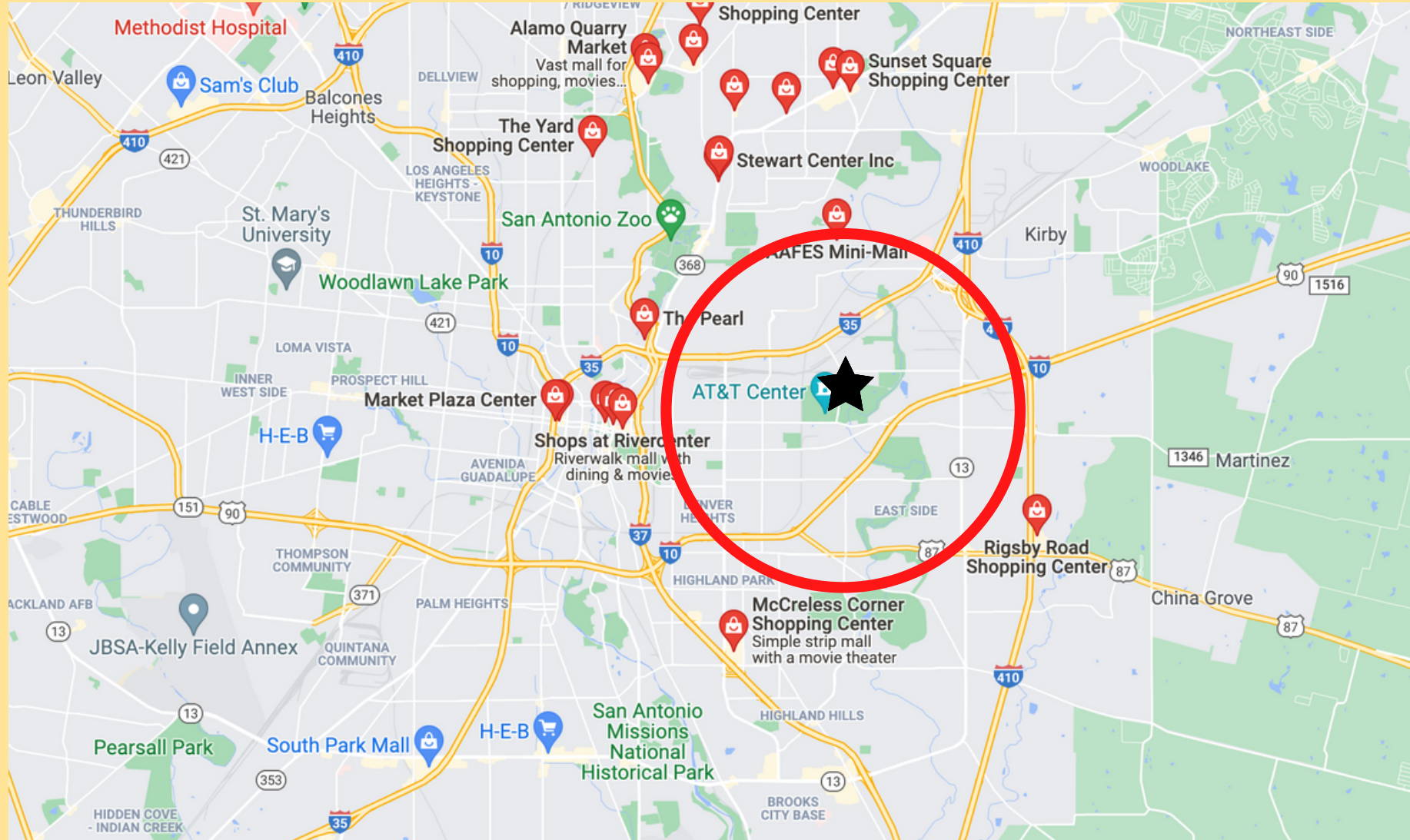








# RETAIL BUILDINGS



- 2 Retail Buildings
- Fills void of lack of shopping centers in area (none within 10 min drive)





# GREEN SPACE WITH IHEARTRADIO STAGE



- Outdoor entertainment element
- iHeartRadio Stage - iHeartMedia based in SA
- Mariachi typically played outdoors
- Based on Discovery Green Park (Avenida Houston)





# FOOD TRUCK VILLAGE



- Unique experience for visitors + locals
- Austin + Houston ranked 6/7 in US for Food Truck popularity (U.S. Chamber of Commerce Foundation Food Truck Index)
- Conveniently placed next to green space







# COLLEGE BASEBALL HOF



- Would add a unique secondary attraction and synergy with MLB team and baseball heritage in Texas
- Already plans to be built in Lubbock, but scrapped
  - 62,000 square feet. 3 acres of land.
- Strong CBB programs in the state (UT, TT, HBU, TCU)







# RESIDENTIAL CONDOS



- 2 buildings, 38 units in each
- 3 Stories to scale to surrounding neighborhoods
- Young professionals for 18 hour critical mass
  - 20-34 yr olds (ACS, 2019)
    - 23% of SA population
    - 33% of Austin population



# OFFICE

- 2 buildings, 305,000 square feet of office, 10,000 of retail on ground floor.
- Will sit adjacent to stadium
- Non Gameday Traffic
- Target start ups for office space + medical services



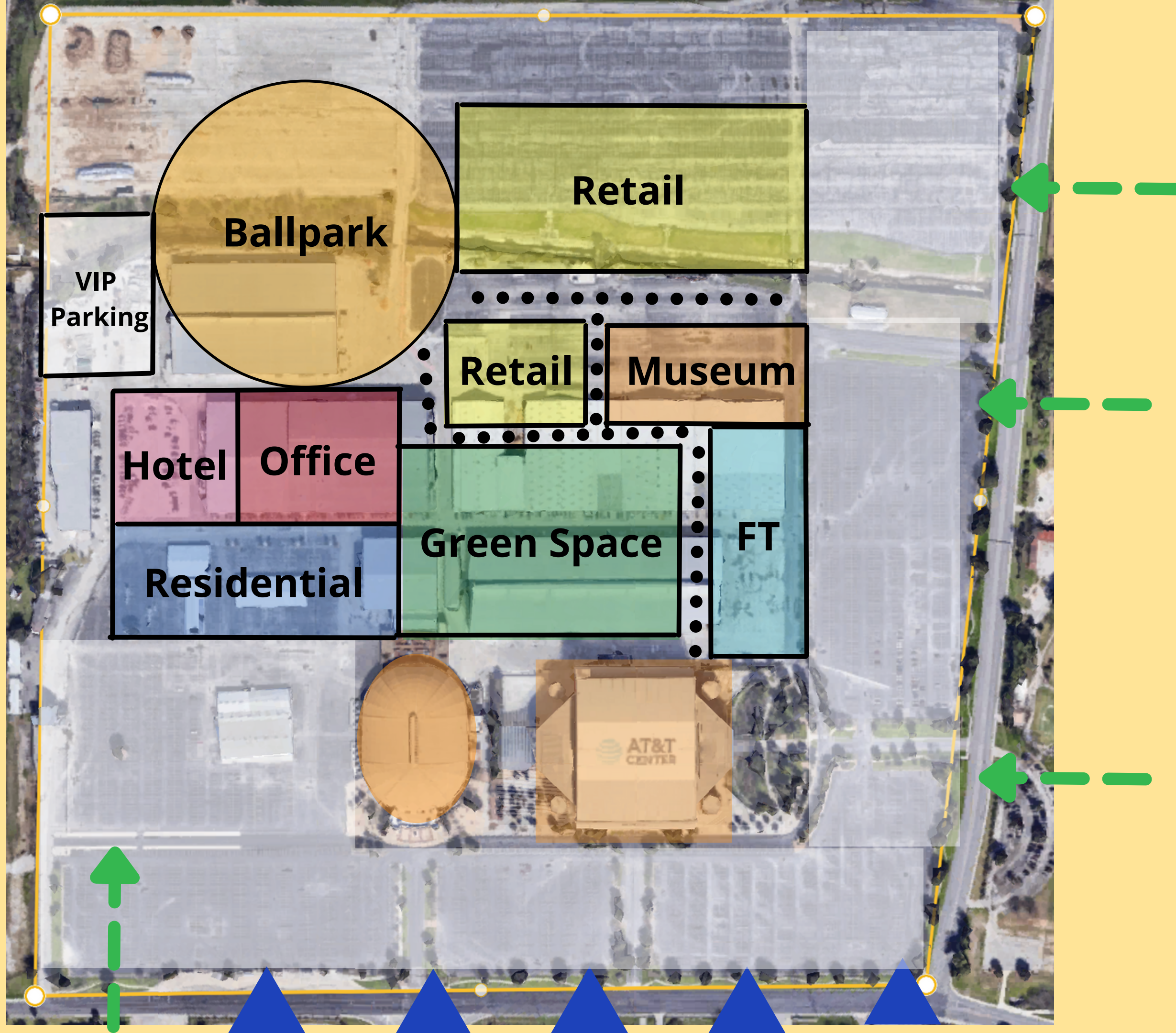


# DISTRICT PARKING

- 6 surface lots, 1 VIP surface lot
  - 7,000 spaces
- U-shaped Parking
  - Encapsulate District
- Critical piece --> Suburban location









# INITIAL PHASING PLAN



## PHASE 1

Ballpark, Hotel and VIP  
Parking Area

## PHASE 2

Retail, Food Truck  
Village, and Green  
Space, including iHeart  
Radio Stage

## PHASE 3

College Baseball HOF,  
Residential, and Office  
Space





Phase 1: **Orange**

Phase 2: **Blue**

Phase 3: **Green**



# CHALLENGES / LIMITATIONS



Distance from Austin

Public Transportation

Future renovation or relocation



# VALUE CREATION + CAPTURE



## CITY VALUE CAPTURE

**Economic Impact**

**Social Cohesion with  
Hispanic Community**

**Shift Land-Use Pattern**



## MLB OWNERSHIP CAPTURE

**Increased ROI through  
synergies**

**Capitalize on lack of  
various options in  
surrounding area**

**Full ownership of Ancillary  
Real Estate**



thank  
you