



CITY OF ELOY

PUBLIC NOTICE REVITALIZATION COMMISSION MEETING

Wednesday, April 27, 2022

3:00 PM

City Council Chambers
595 North C Street
Eloy, Arizona 85131

AGENDA

- I. **Call to Order**
- II. **Roll Call**
- III. **Call to the Public**
- IV. **Motion to approve the March 23, 2022 meeting minutes of the Revitalization Commission**
 - A. Meeting Minutes
- V. **Old Business: Possible discussion and/or action on the following:**
 - A. Commission to make a recommendation for Council consideration to completely restore, renovate, stabilize or demolish the Dustbowl Theatre.
- VI. **New Business: Possible discussion and/or action on the following:**
 - A. Discussion of Community Branding/Image/Promotional Activities
- VII. **Communications:**
 - A. Ex-Officio Member Announcements
 - B. Community Development Director Announcements
 - C. Commissioners may share information or inquire about City related activities.
- VIII. **Good of the Order**
- IX. **Motion to Adjourn**

POSTED BY 5 PM ON APRIL 21, 2022 AT ELOY CITY HALL, ELOY POST OFFICE, TROY THOMAS COMMUNITY CENTER, TOLTEC COMMUNITY/SENIOR CENTER AND CITY WEBSITE: www.elayaz.gov

A handwritten signature in cursive script that reads "Mary Myers". The signature is written in black ink and extends to the right with a long horizontal flourish. Below the signature is a solid horizontal line.

Mary Myers, MMC, CPM
City Clerk

INDIVIDUALS WITH SPECIAL ACCESSIBILITY NEEDS MAY CONTACT LORENA LaSALDE-RIOS, ADA COORDINATOR FOR THE CITY OF ELOY AT 520-466-9201 OR 520-466-7455 (TDD). IF POSSIBLE, SUCH REQUESTS SHOULD BE MADE 72 HOURS IN ADVANCE. ONE OR MORE MEMBERS OF THE COMMISSION AND/OR STAFF MAY PARTICIPATE BY TELEPHONIC OR VIDEO MEANS.

**SUMMARY MEETING MINUTES OF
THE CITY OF ELOY
REVITALIZATION COMMISSION
Regular Meeting
Wednesday, March 23, 2022
3:00 p.m.**

I. CALL TO ORDER

Chairperson Isabel Morales called the meeting to order at 3:00 p.m.

II. ROLL CALL

*One or more members of the Revitalization Commission may attend by telephonic means.

Members present:

- Chairperson Isabel Morales
- Vice-Chairperson Eddie Peters
- Commissioner David Christenson
- Commissioner Allen Crawford
- Commissioner Jeana Capel-Jones
- Commissioner George Hargis
- Ex-Officio Daniel Snyder

Members Absent:

- Ralph Varela (excused absence)

Staff present:

- Jon Vlaming, Community Development Director
- Jeff Fairman, Economic Development Specialist
- Belinda Cota, Planner

Others present:

None.

III. CALL TO THE PUBLIC

None.

IV. MOTION TO APPROVE THE FEBRUARY 23, 2022 MEETING MINUTES OF THE REVITALIZATION COMMISSION.

Chairperson Isabel Morales asked for a motion to approve the meeting minutes with two amendments: Page 2, item VI.A. First bullet point to add the Annual Chamber of Commerce Conference and page 4, item VII.A. She asked to correct the month from May

to March. Commissioner Vice-chairperson Peters made the motion to approve with the amendments, Commissioner Crawford seconded. The motion passed 6-0.

V. OLD BUSINESS: POSSIBLE DISCUSSION AND/OR ACTION ON THE FOLLOWING:

A. DOWNTOWN VISION UPDATE AND FUTURE ACTIVITIES

Mr. Vlaming commented that in terms of the Downtown Vision, staff has reviewed the draft and sent to the consultant. It will be brought forward to the Commission at a future meeting for their review.

B. DOWNTOWN MURALS AND COLUMN DECORATION UPDATE

Staff and Commissioner Capel-Jones met regarding the columns of the arcades along Main Street, the idea is to apply photographs of people or major employers to tell a story and to develop a branding and marketing campaign.

Chairperson Morales mentioned she also met with Commissioner Capel-Jones and would like Commissioner Capel-Jones to take the lead with the mural tasks. Chairperson Morales asked about the signage.

VI. NEW BUSINESS: POSSIBLE DISCUSSION AND/OR ACTION ON THE FOLLOWING:

A. ELOY IMAGE AND BRANDING CAMPAIGN

THIS AGENDA ITEM WAS DISCUSSED AT THE SAME TIME AS AGENDA ITEM V.B.

B. POTENTIAL REVITALIZATION COMMISSION INITIATIVES

Chairperson Morales held a round table discussion for each member to state what he or she would like to support or address as a Revitalization Commission member.

Vice-chairperson Peters commented on things to do in Eloy and bringing new investment to the community. He commented that about 98% of his neighbors shop in the city of Casa Grande and mentioned he would much rather spend his time here in Eloy.

Commissioner Crawford asked why Eloy isn't attracting new restaurants or other consumer businesses including a Panaderia like the one located in city of Casa Grande, a bowling alley, and small businesses such as a Panera Bread.

Commissioner Capel-Jones added she would like to focus on enhancing the image of Eloy and the branding.

Commissioner Hargis suggested Eloy has to give tourists a reason to stop and bring something iconic to get individuals to visit. She suggested unique experiences such as public art or even something unusual, such as the Cadillac Ranch in Amarillo, Texas, a public art piece that consists of ten Cadillacs buried nose first. Travelers often drive hundreds of miles to take pictures that are posted on social media.

Commissioner Christensen reminded everyone to take into account why people move to the City of Eloy, and not to forget existing residents when considering activities or investment to attract new visitors or residents.

Chairperson Morales commented that looking out from the bank, she wants businesses to come to Eloy and wants the City of Eloy to look more attractive.

VII. COMMUNICATIONS:

A. COMMISSION ANNOUNCEMENTS

- October 6, 2022, from 6:00 p.m. to 8:00 p.m., the Eloy Police Department will hold a crime prevention event at Main Street Park for the community. Businesses, non-profit and law enforcement are invited.

B. EX-OFFICIO MEMBER ANNOUNCEMENTS

- C. Ex-Officio Snyder commented about the City of Eloy's lack of revenue, including income the city will not receive because of the State, working directly through CoreCivic reduced its inmate population shortly before the totals were reported to the Federal Government. He also noted that Eloy's census numbers dropped from 19,000 to 15,000 from the 2010 census resulting in lower revenue sharing coming back to Eloy.

D. COMMUNITY DEVELOPMENT DIRECTOR ANNOUNCEMENTS.

- Vacant Building Tour scheduled for Friday, March 25, 2022
- Visit from Nicole Bintner-Bakshian, Luxembourg Ambassador to the US on Friday, March 25, 2022
- National Gypsum Company (NGC) - the project is moving ahead, as they will be building a 200,000 square feet facility and they plan to hire approximately 200 employees, with an opening in late 2023.

VIII. GOOD OF THE ORDER

Ex-Officio Snyder commented there is an effort by the Eloy Police Department to control the speeding situation on Frontier Street. He also mentioned the Department of Public Works is adding left turn lanes on Frontier Street from Toltec Road to Tumbleweed Road through their fog sealing program to preserve the pavement.

The next Revitalization Commission meeting is scheduled for Wednesday, April 27, 2022 at 3:00 p.m.

IX. MOTION TO ADJOURN

Chairperson Morales asked for a motion to adjourn. Vice-chairperson Peter made a motion to Adjourn, Commissioner Crawford seconded. The motion passed 6-0 and the meeting adjourned at 4:31 p.m.

**CITY OF ELOY
REQUEST FOR COMMISSION ACTION**

Agenda Item: V.A.

Date: 4/27/2022

Date submitted:
04/19/2022

Action: Formal

Subject: Commission to make a recommendation for Council consideration to completely restore, renovate, stabilize or demolish the Dustbowl Theatre.

Date requested:
4/27/2022

TO: Downtown Advisory Commission

FROM: Jon Vlaming

RECOMMENDATION:

Commission to make a recommendation for Council consideration to completely restore, renovate, stabilize or demolish the Dustbowl Theatre.

DISCUSSION:

In June 2020, the City requested proposals from firms with the expertise to evaluate existing buildings to determine the costs associated with the implementation of one of the following options:

- Construction and design cost estimate to completely restore the update the exterior and interior of the building
- Construction and design cost estimate to renovate the exterior and interior of the building to a "vanilla shell" configuration adaptable to a variety of commercial uses
- Stabilize the exterior and interior of the building primarily the roof to minimize any further deterioration
- Demolish the building and foundation, making it suitable for future development

The firm of Rider, Levett Bucknall was retained by the City and prepared a report to address these options. It is attached for review and reference.

FISCAL IMPACT:

The fiscal impact of these options (as of November 2020) ranged from \$250,00 to \$2,250,000. It is expected these costs may have significantly increased since that time.

Estimate of Probable Project Cost

CITY OF ELOY, ARIZONA DUST BOWL THEATER DEVELOPMENT OPTIONS

November 2020

City of Eloy, Arizona Dust Bowl Theater Development Options

Estimate of Probable Project Cost

Project Overview & Summary

Basis of Estimate

This estimate has been prepared at the request of City of Eloy and is to provide a concept estimate of probable project cost to address the long-term intentions of the City of Eloy related to the final disposition of the Dust Bowl Theater, located on Main Street in down town Eloy, Arizona. A series of four estimates were requested and provided in this report.

Option 1 - Restoration to Basic Theater Standards

Option 2 - Restoration to Commercial Shell Space

Option 3 - Stabilize Building for Future Consideration

Option 4a - Demolition Of Existing Theater (Veteran's Center To Remain)

Option 4b - Demolition Of Existing Theater & Adjacent

Veterans Center Structure

The estimates are based upon:

- Measured quantities and built-up rates prepared from the site visit performed by RLB and City of Eloy staff.
- All contractors will be required to pay market wage rates
- Unit pricing is based on November 2020 costs.
- Construction cost escalation has been included in the estimate and assumes a 2nd Quarter 2021 construction start.
- This estimate is for the sole use of providing budgets based on the site visit of existing conditions.
- The estimate is not to be used for comparison with actual bids received at any time.
- A design and estimating contingency has been included at 15%.
- A construction contingency of 5% has been included for the renovation options of the theater only.

RLB sourced pricing for the following critical elements of the project:

- Demolition - RLB engaged Dickens Quality Demolition (DQD) to evaluate both options for demolition
 - o Craig Snider (602)-258-8088
- Bird damage - RLB sourced pricing from Native Environmental for the following critical elements of the project:
 - o Native Environmental provided rough order of magnitude pricing for the following scenarios:
 - o If facility is to be renovated / restored the facility will have to be abated.
 - o If facility is to be demolished the facility would have to be cleaned up to make it safe for demolition.
 - o Randy Maddock (602)-373-7904

Items Specifically Excluded

- Renovation of adjacent Veteran's Center

City of Eloy, Arizona Dust Bowl Theater Development Options

Estimate of Probable Project Cost

Project Overview & Summary

- . Salvage of existing materials
- . Rock excavation
- . Photovoltaics and other renewable energy resources
- . Murals and works of art
- . Work outside the site boundaries unless noted otherwise
- . CMAR Preconstruction Services
- . Land and legal costs. Items marked as "Excl." in the estimate
- . Escalation beyond a 2nd Quarter 2021 construction start

City of Eloy, Arizona Dust Bowl Theater

Appendix - Line Item Cost Estimates

Code	Description	Page
O1	Option 1 - Restoration - Theater	6
O2	Option 2 - Restoration - Commercial Shell Space	12
O3	Option 3 - Stabilize Facility	17
O4A	Option 4A - Demolition of Existing Theater (Veteran's Center to Remain)	20
O4B	Option 4B - Demolition of Existing Theater & Adjacent Veterans Center Structure	23

City of Eloy, Arizona Dust Bowl Theater Development Options

Estimate of Probable Project Cost

Project Options - Summary - Total Cost

GFA: Gross Floor Area
Rates Current At September 2020

Location	GFA SF	Cost/SF	Total Cost USD
O1 OPTION 1 - RESTORATION - THEATER	5,000	1,040.00	5,200,000
O2 OPTION 2 - RESTORATION - COMMERCIAL SHELL SPACE	5,000	500.00	2,500,000
O3 OPTION 3 - STABILIZE FACILITY	5,000	220.00	1,100,000
O4A OPTION 4A - DEMOLITION OF EXISTING THEATER (VETERAN'S CENTER TO REMAIN)	5,000	40.00	200,000
O4B OPTION 4B - DEMOLITION OF EXISTING THEATER & ADJACENT VETERANS CENTER STRUCTURE	6,875	29.09	200,000

OPTION 1 - RESTORATION OF THEATER

Restore existing theater to a functioning theater.

City of Eloy, Arizona Dust Bowl Theater Development Options

Estimate of Probable Project Cost

Option 1 - Restoration of Theater - Summary - Gross

GFA: Gross Floor Area

		GFA SF	Cost/SF	Total Cost USD
O1	OPTION 1 - RESTORATION - THEATER	5,000	1,040.00	5,200,000
	ESTIMATED TOTAL COST	5,000	\$1,040.00	\$5,200,000

City of Eloy, Arizona Dust Bowl Theater Development Options

Estimate of Probable Project Cost

Option 1 - Restoration of Theater - Estimate Detail

O1 OPTION 1 - RESTORATION - THEATER

GFA: 5,000 SF Cost/SF: \$1,040.00

Description	Unit	Qty	Rate	Total USD
A1010 Standard Foundations				
1 Foundation modifications to support existing structure	SF	5,000	16.41	82,037
			Standard Foundations	\$16.41/SF \$82,037
A1030 Slab on Grade				
3 Slab repairs	SF	5,000	11.72	58,598
			Slab on Grade	\$11.72/SF \$58,598
B1010 Floor Construction				
8 Mezzanine framing (assumed all new framing)	SF	1,000	117.19	117,192
			Floor Construction	\$23.44/SF \$117,192
B1020 Roof Construction				
6 Roof framing w/ sheathing (assumed replace roof structure w/ timber framing)	SF	5,000	58.60	292,982
			Roof Construction	\$58.60/SF \$292,982
B2010 Exterior Walls				
10 Structural reinforcing of existing concrete panels (assumed possible mix of structural steel / grouting / panel replacement / etc.)	SF	7,400	58.60	433,610
22 Exterior skin rehabilitation / restoration	SF	7,400	35.16	260,168
			Exterior Walls	\$138.76/SF \$693,778
B2020 Exterior Windows				
53 Exterior windows (Excluded)	Item			Excl.
			Exterior Windows	Excl.
B2030 Exterior Doors				
51 Storefront doors at main entrance	EA	2	17,579.50	35,159
52 Back of house doors - assumed hollow metal doors w/ steel frames	EA	3	8,203.67	24,611
			Exterior Doors	\$11.95/SF \$59,770
B3010 Roof Coverings				
7 Membrane roofing	SF	5,000	30.47	152,354
			Roof Coverings	\$30.47/SF \$152,354
C1010 Partitions				
23 Interior partitions	SF	5,000	23.44	117,192
			Partitions	\$23.44/SF \$117,192
C1020 Interior Doors				
24 Interior doors	SF	5,000	8.20	41,018
			Interior Doors	\$8.20/SF \$41,018
C1030 Fittings				
25 Toilet partitions	EA	15	2,578.27	38,674
26 Restroom fittings & accesories (paper dispensing / waste receptacles / soap dispensers / changing stations / mirrors / grab bars)	Item			23,442

City of Eloy, Arizona Dust Bowl Theater Development Options

Estimate of Probable Project Cost

Option 1 - Restoration of Theater - Estimate Detail

O1 OPTION 1 - RESTORATION - THEATER (continued)

GFA: 5,000 SF Cost/SF: \$1,040.00

Description	Unit	Qty	Rate	Total USD
27 Miscellaneous rough carpentry	SF	5,000	1.17	5,860
28 Caulking & sealants	SF	5,000	1.76	8,791
29 Miscellaneous metals	SF	5,000	1.17	5,860
30 Room ID / code signage	SF	5,000	0.35	1,758
33 Exterior signage / marquee board	Item			117,192
Fittings			\$40.32/SF	\$201,577
C2010 Stair Construction				
9 Stair construction	FT/R	12	3,515.83	42,190
Stair Construction			\$8.44/SF	\$42,190
C3010 Wall Finishes				
54 Wall finishes - gypsum board furring / acoustical wall panels / tile to restrooms / etc.	SF	5,000	46.88	234,387
Wall Finishes			\$46.88/SF	\$234,387
C3020 Floor Finishes				
56 Floor finishes - carpet / tile / wall base / etc.	SF	5,000	28.13	140,634
Floor Finishes			\$28.13/SF	\$140,634
C3030 Ceiling Finishes				
49 Ceiling finishes	SF	5,000	35.16	175,792
Ceiling Finishes			\$35.16/SF	\$175,792
D2010 Plumbing Fixtures				
14 Water closet	EA	10	15,235.40	152,354
15 Urinal	EA	2	15,236.00	30,472
16 Lavatory	EA	3	15,235.67	45,707
17 Mop sink	EA	1	15,234.00	15,234
Plumbing Fixtures			\$48.75/SF	\$243,767
D2020 Domestic Water Distribution				
18 Domestic water distribution	Item			Incl.
19 Sanitary waste & vent piping including above & below grade piping	Item			Incl.
20 Water heater	EA	1	18,750.00	18,750
Domestic Water Distribution			\$3.75/SF	\$18,750
D2040 Rain Water Drainage				
21 Rainwater drainage	Item			23,442
Rain Water Drainage			\$4.69/SF	\$23,442
D3090 Other HVAC Systems & Equipment				
4 HVAC system w/ RTU's / distribution / controls / etc.	T	25.00	9,375.48	234,387
Other HVAC Systems & Equipment			\$46.88/SF	\$234,387

City of Eloy, Arizona Dust Bowl Theater Development Options

Estimate of Probable Project Cost

Option 1 - Restoration of Theater - Estimate Detail

01 OPTION 1 - RESTORATION - THEATER (continued)

GFA: 5,000 SF Cost/SF: \$1,040.00

Description	Unit	Qty	Rate	Total USD
D4010 Sprinklers				
40 Fire suppression system	SF	5,000	14.06	70,316
			Sprinklers	\$14.06/SF
				\$70,316
D5030 Communications & Security				
41 Structure cabling system - special systems / tel/data including backbone / rough-in / conduit / backboxes & jacks	SF	5,000	5.86	29,298
42 Head end equipment (allowance provided as part of FF&E in the Margins & Adjustments, assumed Owner Furnished Owner Installed)	Item			Incl.
			Communications & Security	\$5.86/SF
				\$29,298
D5090 Other Electrical Systems				
37 Electrical system - distribution / lighting / outlets / controls	SF	5,000	93.76	468,776
39 Fire alarm system	SF	5,000	7.03	35,159
			Other Electrical Systems	\$100.79/SF
				\$503,935
E1010 Commercial Equipment				
31 Projection equipment / specialty lighting / audio equipment	Item			585,962
32 Vending equipment / beverage lines / point of sale equipment	Item			292,983
			Commercial Equipment	\$175.79/SF
				\$878,945
E2010 Fixed Furnishings				
34 Theater seating (allowance)	EA	150	644.57	96,685
			Fixed Furnishings	\$19.34/SF
				\$96,685
E2020 Movable Furnishings				
35 Stage curtain	Item			17,580
36 Storage (racking / costume / equipment / etc.)	Item			8,205
			Movable Furnishings	\$5.16/SF
				\$25,785
F2020 Hazardous Components Abatement				
12 Hazardous material abatement - Bird remains / excrement	Item			35,159
			Hazardous Components Abatement	\$7.03/SF
				\$35,159
G2040 Site Development				
47 Miscellaneous site improvements (pedestrian paving / sidewalk repairs / seating nodes / etc.)	SF	5,400	58.60	316,416
			Site Development	\$63.28/SF
				\$316,416
G2050 Landscaping				
48 Landscaping at corner of Picacho Hwy. & Main St. - small plantings / irrigation / tree protection / tree replacement	SF	5,400	16.41	88,600
			Landscaping	\$17.72/SF
				\$88,600
G3090 Other Site Mechanical Utilities				
63 Miscellaneous site utility adjustments / repairs	Item			82,037
			Other Site Mechanical Utilities	\$16.41/SF
				\$82,037

City of Eloy, Arizona Dust Bowl Theater Development Options

Estimate of Probable Project Cost

Option 1 - Restoration of Theater - Estimate Detail

O1 OPTION 1 - RESTORATION - THEATER (continued)

GFA: 5,000 SF Cost/SF: \$1,040.00

Description	Unit	Qty	Rate	Total USD
GR General Requirements				
11 Structural survey (X-ray / materials testing / etc.)	Item			117,192
46 Temporary fencing	Item			8,205
68 Final clean	SF	5,000	3.52	17,580
General Requirements			\$28.60/SF	\$142,977
OPTION 1 - RESTORATION - THEATER			\$1,040.00/SF	\$5,200,000

OPTION 2 - RESTORATION / COMMERCIAL SHELL SPACE

Restore & repair existing structure. Existing space would be converted a core & shell that would enable the city to procure a vendor / operator of the existing space.

City of Eloy, Arizona Dust Bowl Theater Development Options

Estimate of Probable Project Cost

Option 2 - Restoration - Commercial Shell Space - Summary - Gross

GFA: Gross Floor Area

		GFA SF	Cost/SF	Total Cost USD
O2	OPTION 2 - RESTORATION - COMMERCIAL SHELL SPACE	5,000	500.00	2,500,000
	ESTIMATED TOTAL COST	5,000	\$500.00	\$2,500,000

City of Eloy, Arizona Dust Bowl Theater Development Options

Estimate of Probable Project Cost

Option 2 - Restoration - Commercial Shell Space

O2 OPTION 2 - RESTORATION - COMMERCIAL SHELL SPACE

GFA: 5,000 SF Cost/SF: \$500.00

Description	Unit	Qty	Rate	Total USD
A1010 Standard Foundations				
1 Foundation modifications to support existing structure	SF	5,000	15.59	77,969
			Standard Foundations	\$15.59/SF
				\$77,969
A1030 Slab on Grade				
2 Slab infill	SF	5,000	22.28	111,382
3 Slab repairs	SF	5,000	11.14	55,693
			Slab on Grade	\$33.42/SF
				\$167,075
B1010 Floor Construction				
8 Mezzanine framing (assumed all new framing)	SF	1,000	111.38	111,382
			Floor Construction	\$22.28/SF
				\$111,382
B1020 Roof Construction				
6 Roof framing w/ sheathing (assumed replace roof structure w/ timber framing)	SF	5,000	55.69	278,455
			Roof Construction	\$55.69/SF
				\$278,455
B2010 Exterior Walls				
10 Structural reinforcing of existing concrete panels (assumed possible mix of structural steel / grouting / panel replacement / etc.)	SF	7,400	55.69	412,109
22 Exterior skin rehabilitation / restoration	SF	7,400	33.41	247,267
			Exterior Walls	\$131.88/SF
				\$659,376
B2020 Exterior Windows				
53 Exterior windows (Excluded)	Item			Excl.
			Exterior Windows	Excl.
B2030 Exterior Doors				
51 Storefront doors at main entrance	EA	2	16,708.00	33,416
52 Back of house doors - assumed hollow metal doors w/ steel frames	EA	3	7,797.00	23,391
			Exterior Doors	\$11.36/SF
				\$56,807
B3010 Roof Coverings				
7 Membrane roofing	SF	5,000	28.96	144,800
			Roof Coverings	\$28.96/SF
				\$144,800
C1010 Partitions				
71 Interior partitions (Excluded)	SF	5,000		
			Partitions	
C1020 Interior Doors				
72 Interior doors	SF	5,000	2.78	13,924
			Interior Doors	\$2.78/SF
				\$13,924
C1030 Fittings				
25 Toilet partitions	EA	15	2,450.47	36,757

City of Eloy, Arizona Dust Bowl Theater Development Options

Estimate of Probable Project Cost

Option 2 - Restoration - Commercial Shell Space

02 OPTION 2 - RESTORATION - COMMERCIAL SHELL SPACE (continued)

GFA: 5,000 SF Cost/SF: \$500.00

Description	Unit	Qty	Rate	Total USD
26 Restroom fittings & accesories (paper dispensing / waste receptacles / soap dispensers / changing stations / mirrors / grab bars)	Item			22,279
27 Miscellaneous rough carpentry	SF	5,000	1.11	5,570
28 Caulking & sealants	SF	5,000	1.67	8,356
29 Miscellaneous metals	SF	5,000	1.11	5,570
30 Room ID / code signage	SF	5,000	0.33	1,673
Fittings			\$16.04/SF	\$80,205
C2010 Stair Construction				
9 Stair construction	FT/R	12	3,341.50	40,098
Stair Construction			\$8.02/SF	\$40,098
C3010 Wall Finishes				
55 Wall finishes - gypsum boar furring / acoustical wall panels / tile / etc. (Excluded)	SF	5,000		Excl.
Wall Finishes				Excl.
C3020 Floor Finishes				
57 Floor finishes - carpet / tile / wall base / etc.	SF	5,000		Excl.
Floor Finishes				Excl.
C3030 Ceiling Finishes				
50 Ceiling finishes (Excluded)	SF	5,000		Excl.
Ceiling Finishes				Excl.
D2010 Plumbing Fixtures				
14 Water closet	EA	10	14,479.90	144,799
15 Urinal	EA	2	14,480.50	28,961
16 Lavatory	EA	3	14,480.00	43,440
17 Mop sink	EA	1	14,479.00	14,479
Plumbing Fixtures			\$46.34/SF	\$231,679
D2020 Domestic Water Distribution				
18 Domestic water distribution	Item			Incl.
19 Sanitary waste & vent piping including above & below grade piping	Item			Incl.
20 Water heater	EA	1	17,820.00	17,820
Domestic Water Distribution			\$3.56/SF	\$17,820
D2040 Rain Water Drainage				
21 Rainwater drainage	Item			22,279
Rain Water Drainage			\$4.46/SF	\$22,279
D2090 Other Plumbing Systems				
67 Natural gas piping	Item			11,137
Other Plumbing Systems			\$2.23/SF	\$11,137

City of Eloy, Arizona Dust Bowl Theater Development Options

Estimate of Probable Project Cost

Option 2 - Restoration - Commercial Shell Space

O2 OPTION 2 - RESTORATION - COMMERCIAL SHELL SPACE (continued)

GFA: 5,000 SF Cost/SF: \$500.00

Description	Unit	Qty	Rate	Total USD
D3090 Other HVAC Systems & Equipment				
5 HVAC system - core & shell - RTU's w/ drops only to condition shell	T	25.00	3,341.52	83,538
			Other HVAC Systems & Equipment	\$16.71/SF \$83,538
D4010 Sprinklers				
40 Fire suppression system	SF	5,000	13.37	66,830
			Sprinklers	\$13.37/SF \$66,830
D5090 Other Electrical Systems				
38 Electrical system - distribution / code requirements	SF	5,000	26.73	133,660
39 Fire alarm system	SF	5,000	6.68	33,416
			Other Electrical Systems	\$33.42/SF \$167,076
F2020 Hazardous Components Abatement				
12 Hazardous material abatement - Bird remains / excrement	Item			33,416
			Hazardous Components Abatement	\$6.68/SF \$33,416
G2040 Site Development				
65 Miscellaneous site improvements (pedestrian paving / sidewalk repairs / seating nodes / etc.)	SF	5,400		Excl.
			Site Development	Excl.
G2050 Landscaping				
66 Landscaping at corner of Picacho Hwy. & Main St. - small plantings / irrigation / tree protection / tree replacement	SF	5,400		Excl.
			Landscaping	Excl.
G3020 Sanitary Water				
64 Grease waste interceptor	Item			22,279
			Sanitary Water	\$4.46/SF \$22,279
G3090 Other Site Mechanical Utilities				
63 Miscellaneous site utility adjustments / repairs	Item			77,969
			Other Site Mechanical Utilities	\$15.59/SF \$77,969
GR General Requirements				
11 Structural survey (X-ray / materials testing / etc.)	Item			111,382
46 Temporary fencing	Item			7,797
68 Final clean	SF	5,000	3.34	16,707
			General Requirements	\$27.18/SF \$135,886
			OPTION 2 - RESTORATION - COMMERCIAL SHELL SPACE	\$500.00/SF \$2,500,000

OPTION 3 - STABILIZE FACILITY

Stabilize existing structure and provide new roofing framing & a roof membrane capable of keeping the facility free of water and bird damage.

City of Eloy, Arizona Dust Bowl Theater Development Options

Estimate of Probable Project Cost

Option 3 - Stabilize Facility - Summary - Gross

GFA: Gross Floor Area

		GFA SF	Cost/SF	Total Cost USD
O3	OPTION 3 - STABILIZE FACILITY	5,000	220.00	1,100,000
	ESTIMATED TOTAL COST	5,000	\$220.00	\$1,100,000

City of Eloy, Arizona Dust Bowl Theater Development Options

Estimate of Probable Project Cost

Option 3 - Stabilize Facility

O3 OPTION 3 - STABILIZE FACILITY

GFA: 5,000 SF Cost/SF: \$220.00

Description	Unit	Qty	Rate	Total USD
A1010 Standard Foundations				
1 Foundation modifications to support existing structure	SF	5,000	15.07	75,345
			Standard Foundations	\$15.07/SF \$75,345
A1030 Slab on Grade				
3 Slab repairs	SF	5,000	10.76	53,816
			Slab on Grade	\$10.76/SF \$53,816
B1020 Roof Construction				
6 Roof framing w/ sheathing (assumed replace roof structure w/ timber framing)	SF	5,000	53.82	269,079
			Roof Construction	\$53.82/SF \$269,079
B2010 Exterior Walls				
10 Structural reinforcing of existing concrete panels (assumed possible mix of structural steel / grouting / panel replacement / etc.)	SF	7,400	53.82	398,236
			Exterior Walls	\$79.65/SF \$398,236
B3010 Roof Coverings				
7 Membrane roofing	SF	5,000	27.98	139,920
			Roof Coverings	\$27.98/SF \$139,920
F1020 Integrated Construction				
58 Structural wall modifications to shared wall at Veteran's Center	Item			21,528
61 Renovation to existing Veteran's Center	Item			Excl.
			Integrated Construction	\$4.31/SF \$21,528
F2010 Building Elements Demolition				
70 Demolition of existing roof structure	Item			53,816
			Building Elements Demolition	\$10.76/SF \$53,816
F2020 Hazardous Components Abatement				
13 Hazardous material clean-up / make safe for demolition - Bird remains / excrement	Item			10,763
			Hazardous Components Abatement	\$2.15/SF \$10,763
G1030 Site Earthwork				
45 Rough grading w/ ground cover to provide a clean site	Item			16,143
			Site Earthwork	\$3.23/SF \$16,143
GR General Requirements				
11 Structural survey (X-ray / materials testing / etc.)	Item			21,528
46 Temporary fencing	Item			7,535
60 Move management / temporary facility for Veteran's Center	Mth	3	10,763.67	32,291
			General Requirements	\$12.27/SF \$61,354
			OPTION 3 - STABILIZE FACILITY	\$220.00/SF \$1,100,000

OPTION 4A - DEMOLITION OF EXISTING THEATER WITH VETERANS CENTER TO REMAIN

Remove existing theater while preserving the existing veterans center. Theater footprint and adjacent landscaping would be rough graded and prepared to receive a new building.

City of Eloy, Arizona Dust Bowl Theater Development Options

Estimate of Probable Project Cost

Option 4A - Demolition of Existing Theater (Veteran's Center to Remain) -
Summary - Gross

GFA: Gross Floor Area

Location	GFA SF	Cost/SF	Total Cost USD
O4A OPTION 4A - DEMOLITION OF EXISTING THEATER (VETERAN'S CENTER TO REMAIN)	5,000	40.00	200,000
ESTIMATED NET COST	5,000	\$40.00	\$200,000

City of Eloy, Arizona Dust Bowl Theater Development Options

Estimate of Probable Project Cost

Option 4A - Demolition of Existing Theater (Veteran's Center to Remain) - Estimate Detail

O4A OPTION 4A - DEMOLITION OF EXISTING THEATER (VETERAN'S CENTER TO REMAIN)

GFA: 5,000 SF Cost/SF: \$40.00

Description	Unit	Qty	Rate	Total USD
E1010 Commercial Equipment				
62 Equipment associated with potential commercial uses	Item			Excl.
Commercial Equipment				Excl.
F1020 Integrated Construction				
58 Structural wall modifications to shared wall at Veteran's Center	Item			23,392
61 Renovation to existing Veteran's Center	Item			Excl.
Integrated Construction				\$4.68/SF \$23,392
F2010 Building Elements Demolition				
59 Demolition of Theater only (Veteran's Center to remain)	Item			115,787
Building Elements Demolition				\$23.16/SF \$115,787
G1030 Site Earthwork				
45 Rough grading w/ ground cover to provide a clean site	Item			17,543
Site Earthwork				\$3.51/SF \$17,543
GR General Requirements				
46 Temporary fencing	Item			8,189
60 Move management / temporary facility for Veteran's Center	Mth	3	11,696.33	35,089
General Requirements				\$8.66/SF \$43,278
OPTION 4A - DEMOLITION OF EXISTING THEATER (VETERAN'S CENTER TO REMAIN)				\$40.00/SF \$200,000

OPTION 4B - DEMOLITION OF EXISTING THEATER & ADJACENT VETERANS CENTER

Demolish both existing structures. Provide a rough graded site to receive a new building.

City of Eloy, Arizona Dust Bowl Theater Development Options

Estimate of Probable Project Cost

Option 4B - Demolition of Existing Theater & Adjacent Veteran's Center
 Structure - Summary - Gross

GFA: Gross Floor Area

Location	GFA SF	Cost/SF	Total Cost USD
O4B OPTION 4B - DEMOLITION OF EXISTING THEATER & ADJACENT VETERANS CENTER STRUCTURE	6,875	29.09	200,000
ESTIMATED TOTAL COST	6,875	\$29.09	\$200,000

City of Eloy, Arizona Dust Bowl Theater Development Options

Estimate of Probable Project Cost

Option 4B - Demolition of Existing Theater & Adjacent Veterans Center Structure
 - Estimate Detail

04B OPTION 4B - DEMOLITION OF EXISTING THEATER & ADJACENT VETERANS CENTER STRUCTURE

GFA: 6,875 SF Cost/SF: \$29.09

Description	Unit	Qty	Rate	Total USD
F2010 Building Elements Demolition				
43 Demolition of Theater and Veterans Center - structure / foundations	Item			125,777
			Building Elements Demolition	\$18.29/SF \$125,777
F2020 Hazardous Components Abatement				
13 Hazardous material clean-up / make safe for demolition - Bird remains / excrement	Item			10,309
			Hazardous Components Abatement	\$1.50/SF \$10,309
G1020 Site Demolition and Relocations				
44 Utility removal w/ cap at property line	Item			41,236
			Site Demolition and Relocations	\$6.00/SF \$41,236
G1030 Site Earthwork				
45 Rough grading w/ ground cover to provide a clean site	Item			15,462
			Site Earthwork	\$2.25/SF \$15,462
GR General Requirements				
46 Temporary fencing	Item			7,216
			General Requirements	\$1.05/SF \$7,216
			OPTION 4B - DEMOLITION OF EXISTING THEATER & ADJACENT VETERANS CENTER STRUCTURE	\$29.09/SF \$200,000

**CITY OF ELOY
REQUEST FOR COMMISSION ACTION**

Agenda Item: VI.A.

Date: 4/27/2022

Date submitted:
04/20/2022

Action: Other

**Subject: Discussion of Community
Branding/Image/Promotional
Activities**

Date requested:
4/27/2022

TO: Downtown Advisory Commission

FROM:

RECOMMENDATION:

Commission to discuss ways to support the Eloy downtown and the community in general through various promotional activities designed and implemented to draw people off the freeway and add interest to key streets and community facilities.

DISCUSSION:

Discussion to be led by Commission member Jeana Capel-Jones regarding a strategy, tactics, action plan, timeline, budget and additional suggestions for creating a community "Buzz" attracting greater interest from residents and visitors.

FISCAL IMPACT:

None at this time.

2022 REVITALIZATION COMMISSION - Facade Renovation - Beautification

BACKGROUND:

As part of Eloy's Pathway to Economic Prosperity" plan there were four building blocks identified:

1. Downtown - goal is for Main Street to exude a hip vibe through amenities it has to offer.
2. Housing & Infrastructure - ensure the city has adequate infrastructure to attract businesses and residents.
3. Jobs - new jobs are available to residents focusing on diversity.
4. Image - Eloy brands itself as a prime regional location for business, community growth and capital investment.

This plan will focus on the ways to improve the physical appearance of Main Street, which will be flexible and adaptable for when the City develops its new image & brand.

STRATEGY:

Many cities use flags or banners to promote amenities and malls use pops ups to attract new customers when some of the storefronts are empty. Pop up bring attention, are visually appealing and can promote city's assets. I suggest developing pop ups to communicate the Eloy's assets - restaurants, tourist attractions, businesses and its people.

TACTICS:

1. To visually improve the main street of Eloy by using large photos and graphics to promote Eloy assets - illustrate its history, its employers, its residents, its restaurants, and attractions.
2. Work towards developing a consistent image for city graphics and any signage that maybe used in the future.
3. Purchase 12 large flowerpots and fill with xeriscape plants to add color to the city streets - kittle or no maintenance.
4. Work with business owners to take bars off the windows and add some lighting when required.
5. Identify grants or funding to help businesses improve signage/store fronts.
6. Identify buildings owned by city and start "incubator for small business"

ACTION PLAN:

1. Work with business owners to secure permission to use graphics on windows
2. Work with city staff to write copy and secure graphics/photos
3. Identify art/photos to reproduce
4. Print & hang graphics
5. Purchase pots and plant flowers/grasses - use plants which require little water and maintenance.

TIMELINE: 90 days to completion - July 2022

1. Work with city to identify vendors, messages to communicate - April
2. Reach out to five businesses who might be willing to support this - May

3. Prepare photography, graphics and write copy - June

COSTS: approximately \$1500 or use sponsorship

POSSIBLE SUGGESTION FOR BANNERS/FLAGS

1. ELOY - 12,000 residents strong - use photo of Water Tower
2. Tagline - “
intersection of value, location & Opportunity - Hwy intersection or City Hall
3. “Eat, Work & Play” - our culture is changing - photo?
4. RECREATION - City Park main street
5. Picacho Peak
6. Sky Dive Arizona - airport
7. Golf - Robson Ranch - Pool - city pool
8. EAT - Bent Prop
9. Robson Ranch grill
10. Tumbleweed or somewhere along I-10
11. Encore or La Paloma
12. WORK - police bldg. - major employers
13. Chamber - join and volunteer
14. Great West Bank
15. Agriculture business employs 10000
16. Manufacturing
17. Republic Plastics or Bridgestone
18. SUCCESS - Comm College of AZ - workforce YOU

Submitted by Jeana Capel-Jones



City of Eloy 2019 Citizen Survey

WestGroup Research
January 2020

Purpose and Methodology

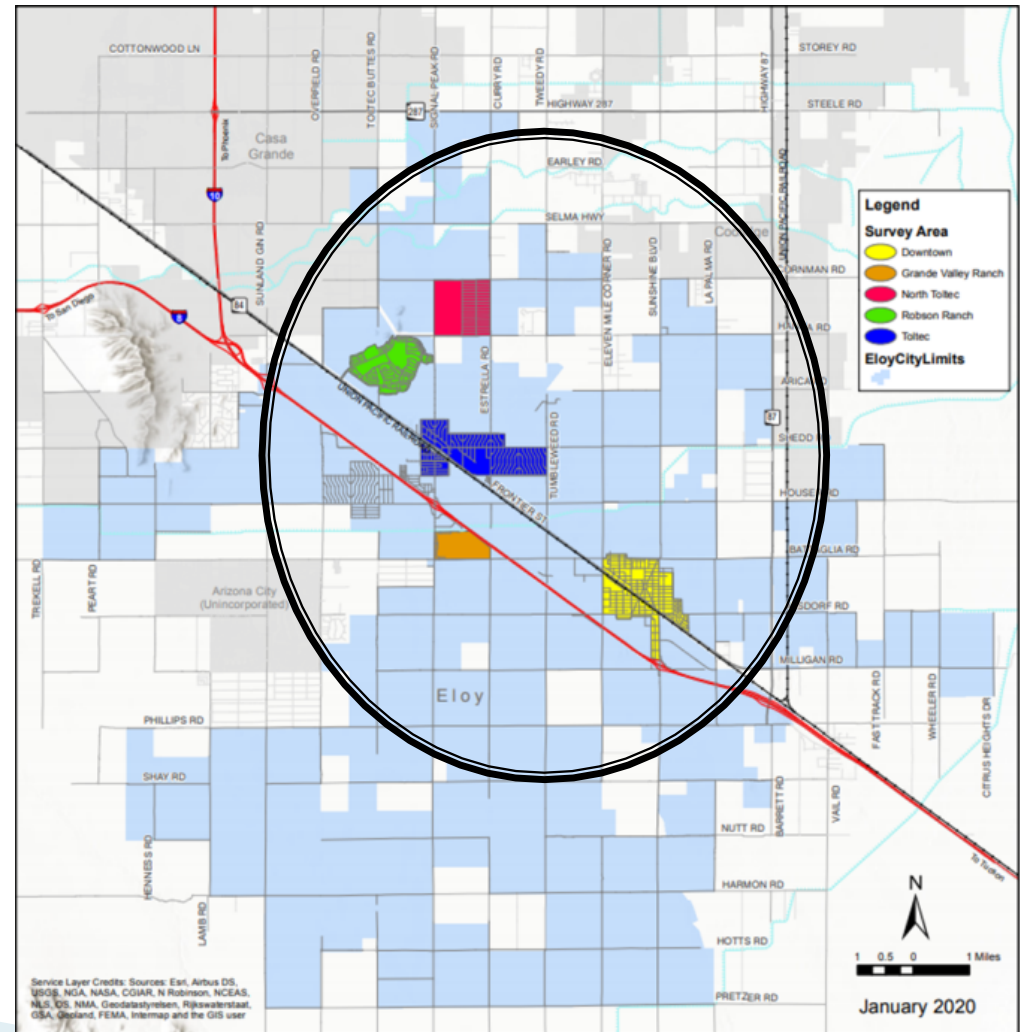
Study Purpose: Measure residents attitudes and perceptions of life in Eloy as well as their thoughts toward the City's priorities for the future.

- A total of 343 surveys were conducted by WestGroup via outbound and inbound telephone, web surveys and in-person interviews in Eloy between November 27 and December 31, 2019. Ultimately, 165 survey were completed by telephone, 115 online and 63 in-person.
- The average interview length was 11 minutes.
- The total sample size of n= 343 has a margin of error of $\pm 5.4\%$ at the 95% confidence level.
- Data weighting was employed to achieve a sample reflective of actual the demographic composition of the City of Eloy. All percentages reported in the analysis are based on the weighted data

Geographic Survey Areas

Survey respondents were asked to select the community of their residence from the five areas shown below. Those who selected “other” and provided an open ended response were grouped with the nearest community. 12 Respondents declined to provide this information.

Results are presented and analyzed by these five areas throughout the report. Data tables are color coded to correspond to the colors on this map for easy reference.



Key Findings and Survey Results

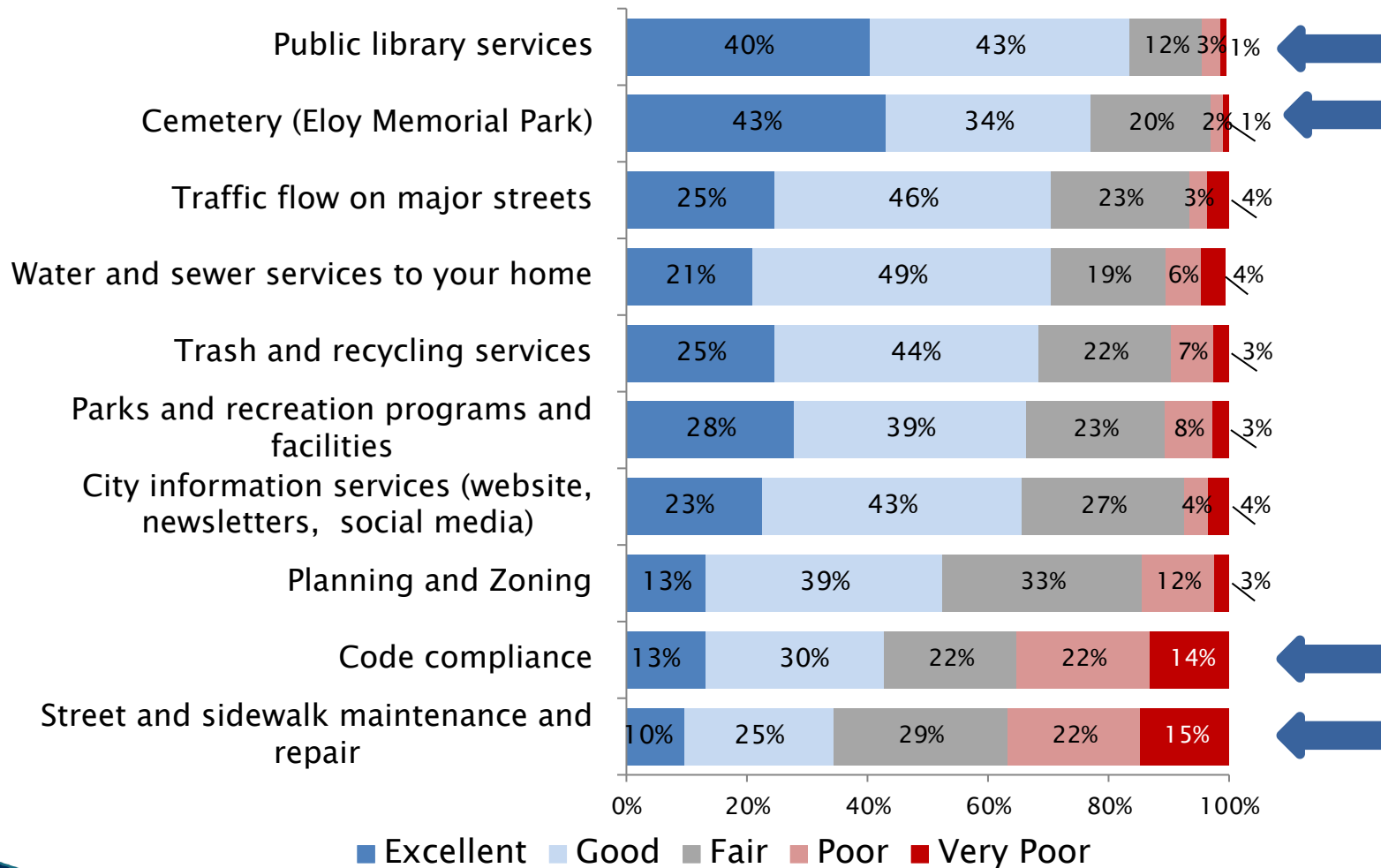
Key Findings

- ✓ **Eloy residents are interested in and supportive of making the city a better place to live.**
 - Respondents showed a high level of engagement with the City and strong support for increased property taxes to make improvements in key city services.
 - The level of support for tax increases was higher than typically measured in similar citizen surveys conducted by WestGroup.
- ✓ **Road and water maintenance and improvements are most important to residents.**
 - Residents gave them both very high priority ratings and strongly supported tax increases to accomplish improvements.
 - Roads, in particular, also were given lower ratings for excellence than the other city areas evaluated.

Key Findings (continued)

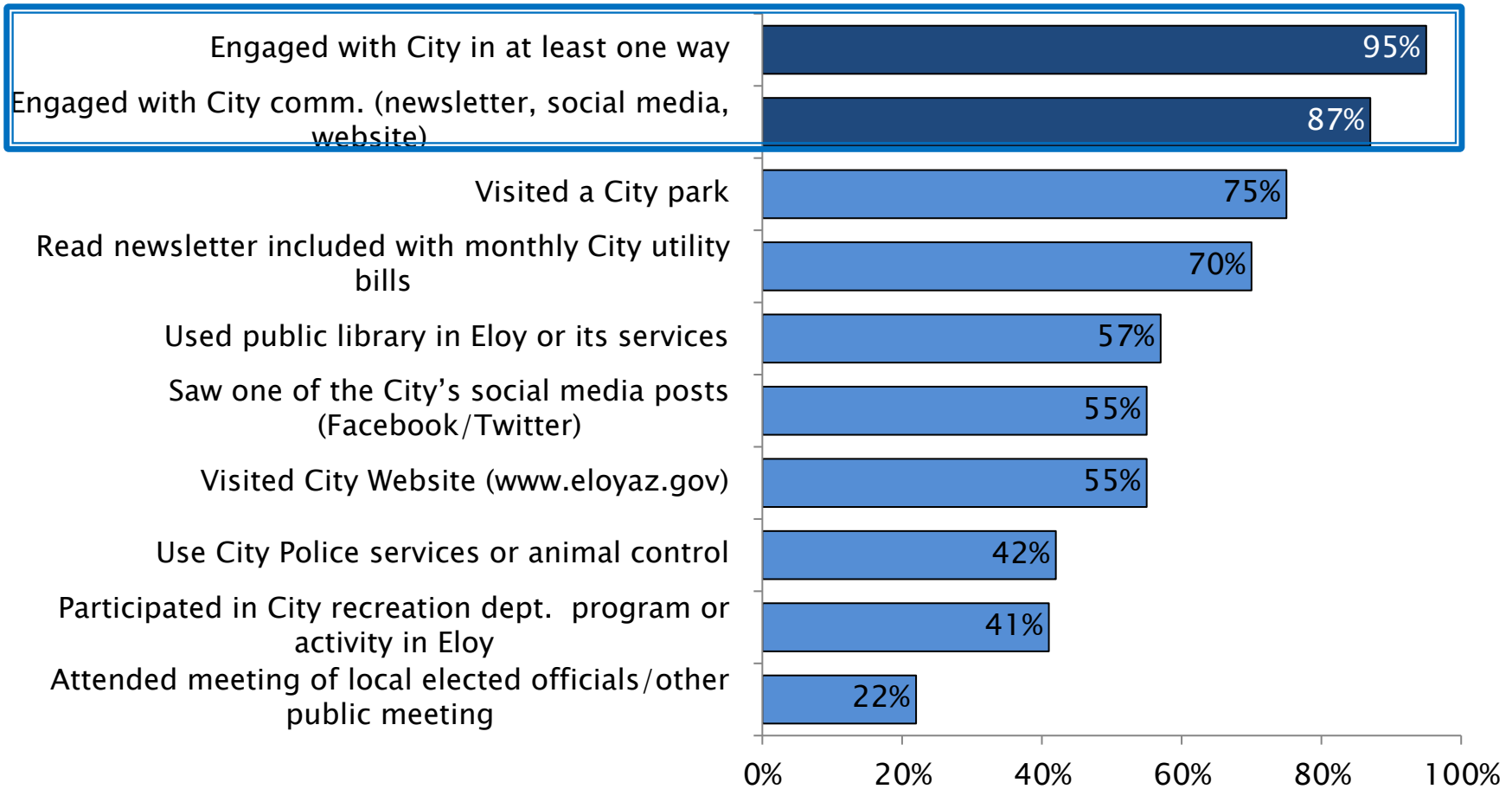
- ✓ **Residents have a high level of contact and positive interactions with City employees.**
 - The percentage of respondents who reported having contact with City staff was very high.
 - City employees received very high ratings from these residents for the service and response they provided.
- ✓ **Overall, residents feel safe in Eloy but indicate feeling more vulnerable at night and express concerns over the need for stronger drug enforcement and protection from property crimes.**
 - Improved drug enforcement was given high priority ratings by residents, on par with street and water improvements.
 - Safety perceptions decline for after dark and the key areas of concern are property crime and violent crimes, perhaps linked to the desire for increased drug enforcement.

Overall Quality of City Services / Characteristics



Survey Question 1: Please rate the overall quality of each of the following characteristics as they relate to the City of Eloy as a whole.
 n =343 (Among those with an opinion)

Resident Engagement with City Communications, Services or Programs in Past Year

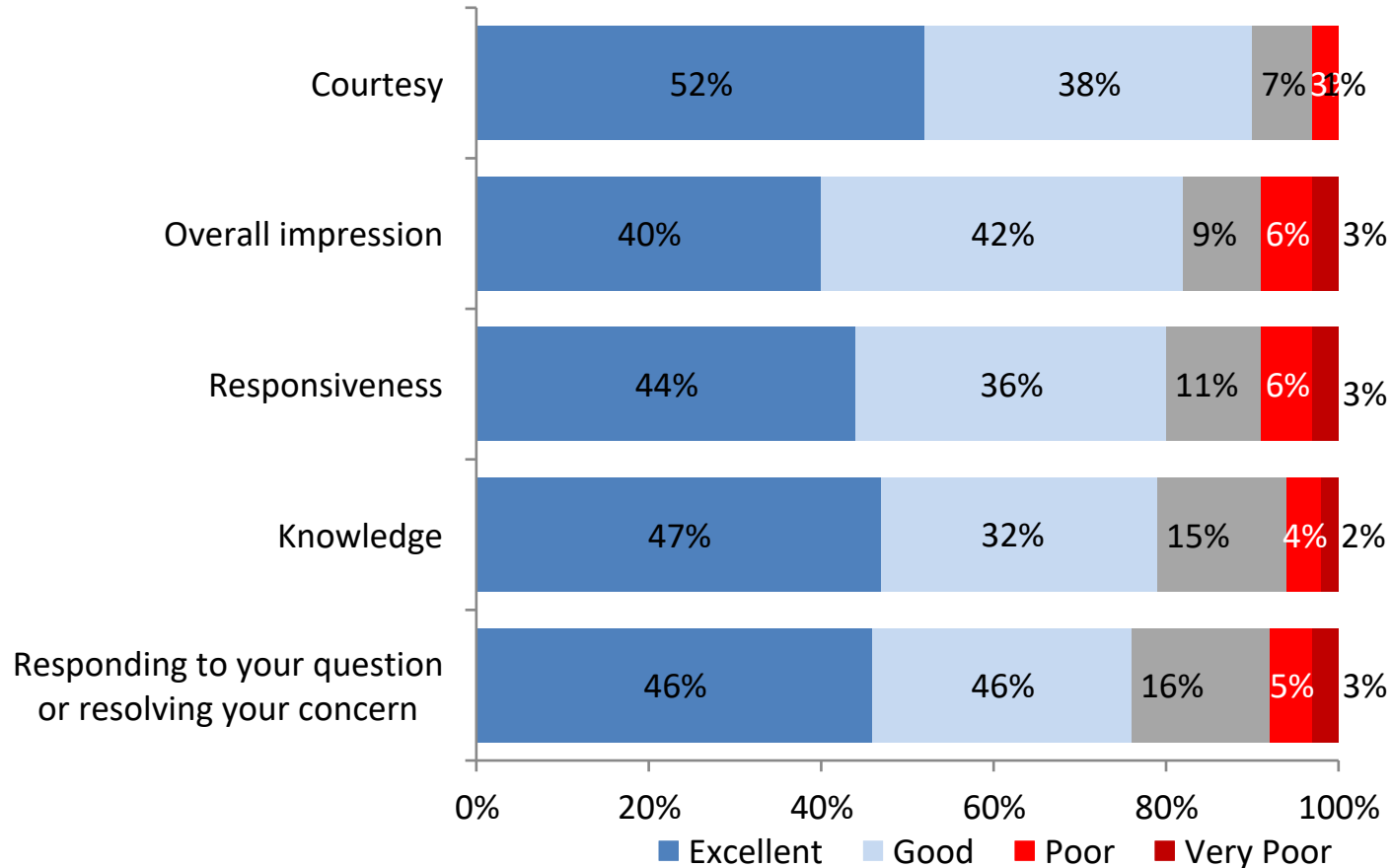


Survey Question 2: *In the last 12 months, have you or other household members done any of the following?*

Total n=343

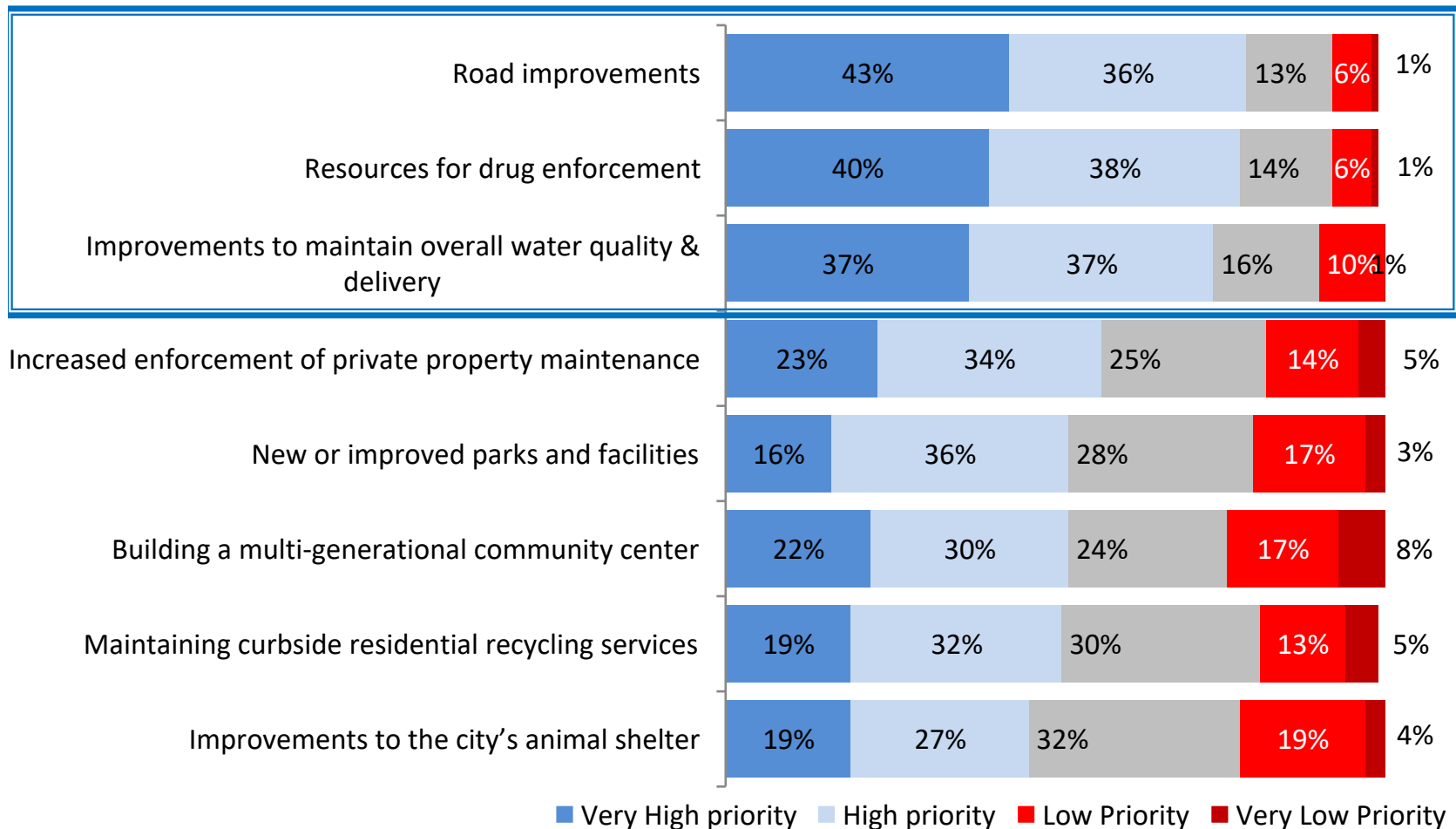
Contact and Evaluation of City of Eloy Employees

59% of residents reported contact with City of Eloy Employees



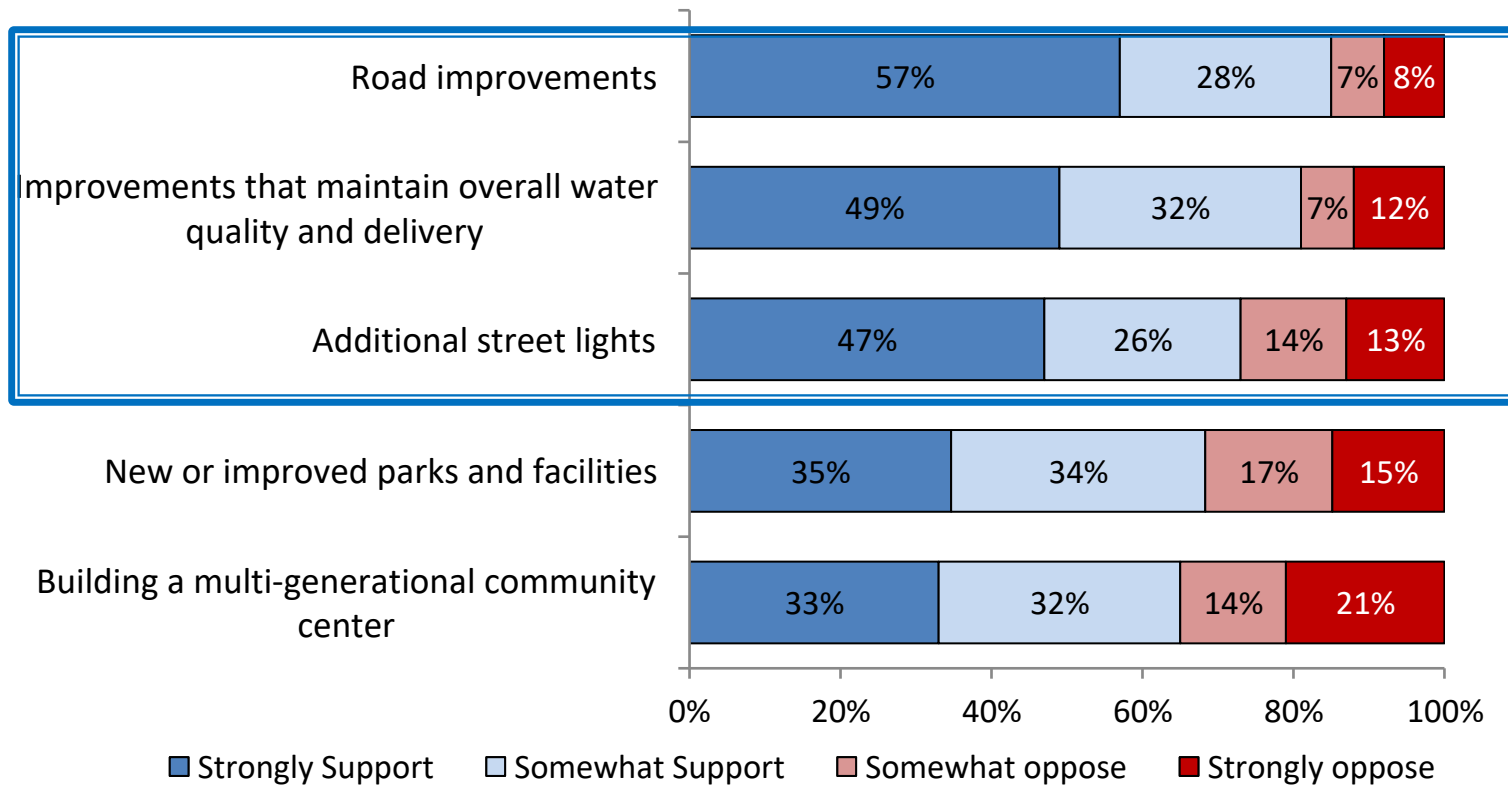
Survey Question 4: Based on your recent contact(s), how would you rate City of Eloy employee(s) on ...?
Total n=201 (Those who had contact with a City employee in past year.)

Priority Ratings for City Services



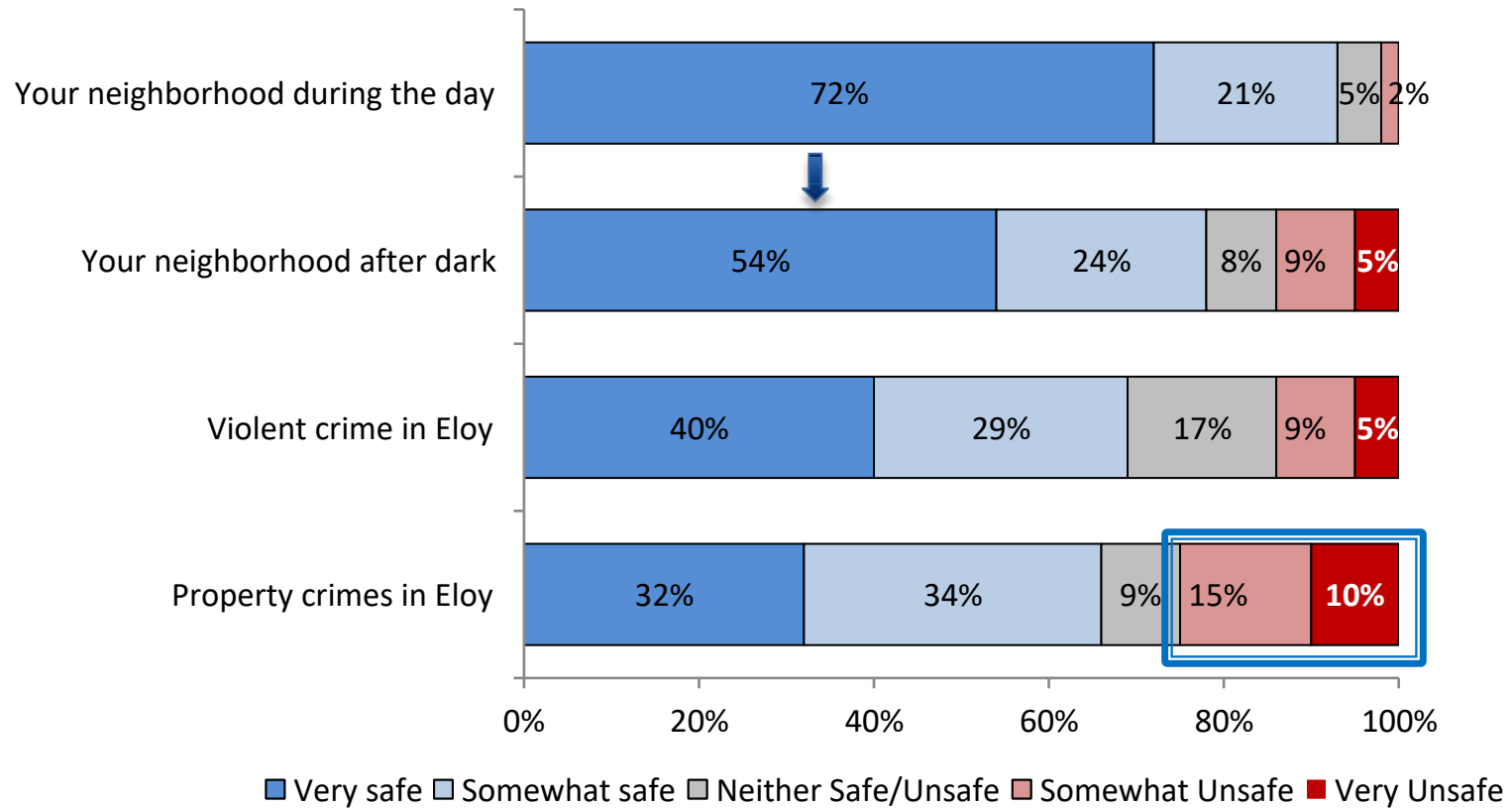
Survey Question 5: To what extent should each of the following be a priority for the city...?
 Total n=299 to 333 (among those with an opinion)

Support for Property Tax Increase to Fund Issues



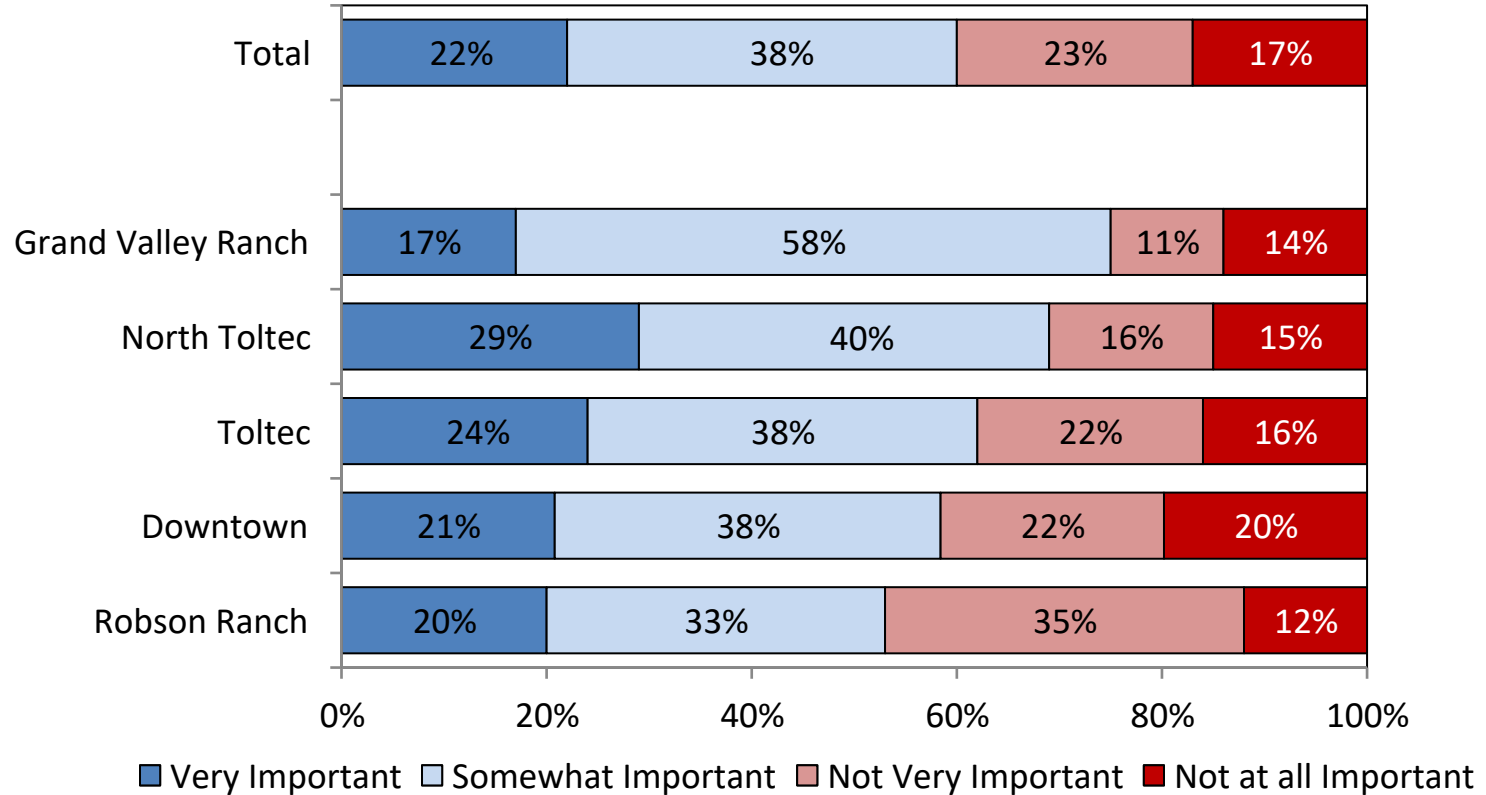
Survey Question 6: To what extent would you support or oppose a property tax increase for...
Total n= 343 (among those with an opinion)

Perception of Crime and Safety



Survey Question 7: Next I want to ask you a few questions about crime and safety in your area. When it comes to [Randomized Attribute] would you say you feel...?
 Total n=302-334 (Among those with an opinion)

City of Eloy Airport – Awareness & Importance



Survey Question 8b: How important do you feel it is for the City to invest in the maintenance / expansion of the airport in Eloy?
 Total n= 328 (asked of all but excludes don't know responses)

Contact:

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