



# PERFORMING ARTS CENTER UPDATE

The Woodlands Township  
Board Meeting  
Wednesday, July 22, 2020



Artist's rendering of the proposed Performing Arts Center at the Pavilion

## KEY MILESTONES

- The Woodlands Township contracted with global design team Gensler to conduct a Cultural Arts Feasibility Study for the Township from 2016-2018.
- Phase I & II included market analysis and trends, meetings or interview with community stakeholders and potential locations.
- Numerous community interviews and public input resulted in the Township Board partnering with The Pavilion to create a Cultural Arts Center.

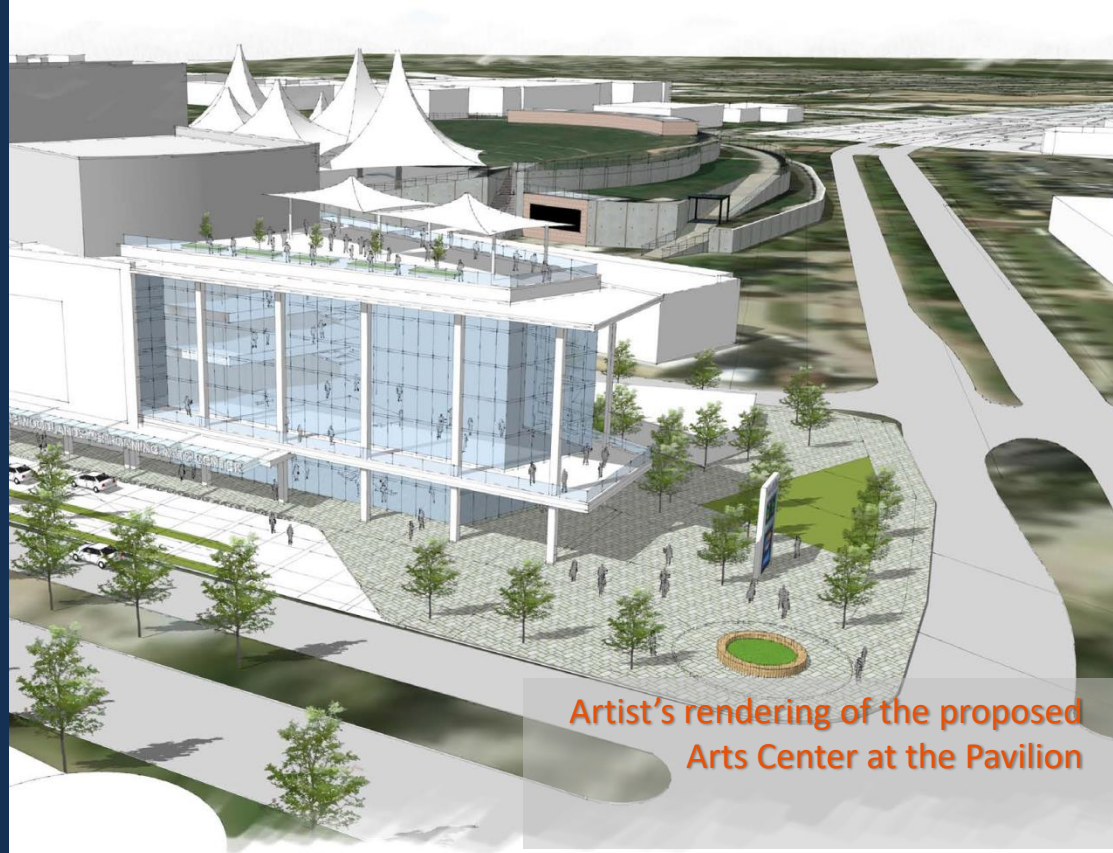
# KEY MILESTONES CONTINUED

- The consultants' recommendation was for a set of facilities that would respond to local and regional demand that does not currently exist in the region and that would serve the cultural development of The Woodlands.
- The Woodlands Township and The Center for the Performing Arts at The Woodlands (The Pavilion) agreed upon a non-binding MOU in January 2020 regarding the possibility of creating a Performing Arts Center in The Woodlands.
- The Township's due diligence included reviews for parking replacement and traffic flow analysis and The Pavilion initiated their operational due diligence. COVID-19 pandemic has interrupted the current process.



# CURRENT UPDATE

It is recommended by of the Township's Ad Hoc Economic Development Committee and The Pavilion to place a hold on any future work together in extending the MOU until the COVID-19 pandemic passes and economic outlook begins to appear favorable.



Artist's rendering of the proposed  
Arts Center at the Pavilion



Future Action to be determined  
by The Woodlands Township  
Board of Directors