

Press Release

From: Carlos Vigil, Sachse EDC
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City of Sachse Considers Entertainment and Recreation Venue

An entertainment and recreation feasibility study and master plan was presented to the Sachse Economic Development Corporation and the City Council for future development. The study was conducted by Michael Jenkins of Leisure and Recreation Concepts (LARC) of Dallas. The concept of a recreation and entertainment venue is to create a destination for the area and to be a unique feature of the city that will be an economic engine for more development along the President George Bush Turnpike. The Sachse EDC wants to make this area more than another shopping location and is considering the plan to create an environment for family entertainment. The LARC team held focus group meetings and on-line surveys to determine the wishes of the local community as a primary focus for the project. The analytics for the feasibility study utilized demographic data of the region in comparison with those of the recreation industry.

The entertainment and recreation feasibility study included a comprehensive analysis of the industry overview, site analysis, project concept, market analysis, demand, facility requirements and financial analysis. The 52 page report substantiates that a proposed pay for play venue is feasible. Accompanying the feasibility report was a master plan encompassing 70 acres with activities for all age groups.

The master plans consists of 46 entertainment and sports venues and include a top golf, boutique bowling, zip lines, amphitheater, archery, trails, picnic areas, playgrounds, skateboarding, water park, archery, open fields and many other unique activities. The components of the venue include 75% sports activities, 15% food establishments and 10% retail. The design of the park encourages the entire family to be involved in some sort of fun activity. Mr. Jenkins of LARC said, "The study shows how Sachse can become a destination point with a brand that will help the community attract development which will provide high quality of life venues". Mr. Vigil, Sachse EDC Director stated, "The sports venue will be an opportunity to attract additional sales tax revenues from outside of the community". Mayor Pro Tem Jared Patterson said, "The SEDC will be tasked with determining the next steps. At this point, we do not know what involvement the city will have in the project, if any at all. We know that it is an interesting concept". The SEDC is marketing the project to developers wanting to undertake such a project. For additional information contact Carlos Vigil, SEDC Executive Director, cvigil@cityofsachse.com , 469.429.4764.