

# Project Break Point

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Charlotte City Council Meeting: Action Review

May 22, 2023



# Agenda

1. Introduction
2. The River District
3. Project Break Point
4. Public Partnership Request
5. Next Steps & Timing

THE VISION

THE RIVER DISTRICT VISION

**THE SOUL OF A CITY IN THE HEART OF NATURE**

THE RIVER DISTRICT EXPERIENCE PRINCIPALS

- 1 Think small scale first as we plan, develop & operate**
- 2 Provide a uniquely compelling connection to nature & the outdoors**
- 3 Design for cultural, social & stylistic collisions**
- 4 Create a community of discovery & evolution**







## PUBLIC PRIVATE PARTNERSHIP FOR A CONNECTED PLAN

At The River District, a sustainable master plan creates a community that integrates the primary components of urban life—a connected network of homes, retail shops, restaurants, office buildings, schools, and public spaces—with the allure of the parks, trails, forests, river access and wide, open spaces inherent in nature. Designed to connect city living to outdoor experiences, The River District is a place like no other.



This public support for private development will provide:

- HIGHER DEVELOPMENT QUALITY
- THOUGHTFUL APPROACH
- AN UNPARALLELED COMMUNITY



# MASTER PLAN

## BY THE NUMBERS



**1,400**  
Acres of land



**500K**  
SF Retail Space



**2,350**  
Multi-family units



**2,300**  
Homes



**8M**  
SF Commercial



**1,000**  
Hotel rooms

**550**

Acres of open space

**30**

Parks – community, neighborhood and active living spaces

**2**

Acres of sustainable working farm with surrounding orchard

**30**

Miles of mountain bike trails and connected network

**5**

Minutes from Charlotte Douglas International Airport

**2.7**

Miles of River Front







# Project BREAK POINT

# Western & Southern Open



1 of the 9 Most  
Coveted Trophies  
in Tennis



4 Grand Slams

5 Combined Mens +  
Womens Masters 1000

4 Mens Only  
Masters 1000



Premier Date on the Tennis Calendar  
Immediately Preceding the US Open

9 of the Top 10 Men  
10 of the Top 10 Women  
Participated in 2022



Fans Attend the  
Tournament from

50 States &  
39 Countries



Total TV +  
Streaming Audience

62.7M



Growing Scale &  
Importance in 2025

1 → 2 weeks  
56 → 96 Draw

## The International Appeal of Tennis



Most Popular Sport  
by # of Fans

#4



Total Viewers  
in 2019

1.6B



Most Wagered  
Sport Globally

#2



Los Angeles



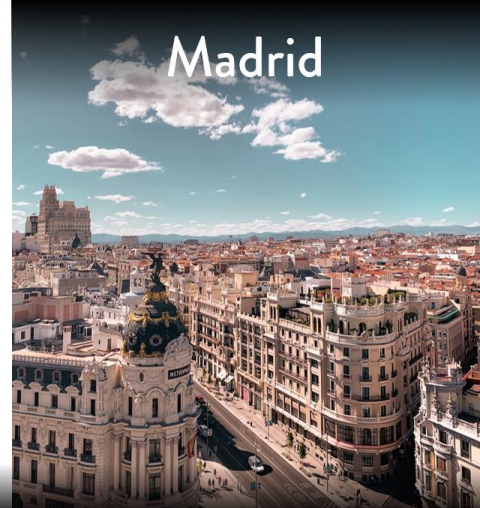
Miami



Rome



Madrid



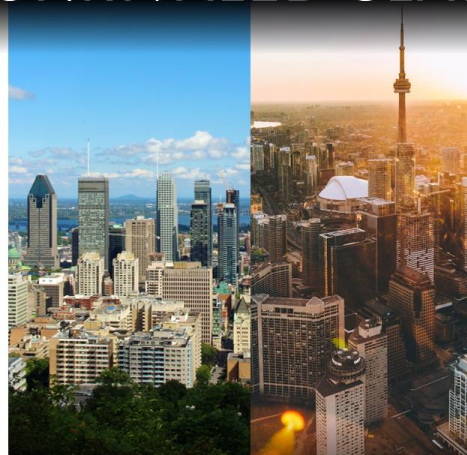
**ADDING CHARLOTTE TO AN UNRIVALED CLASS OF PEERS**



Paris



Monte Carlo



Montreal / Toronto



Shanghai



# The Economic Opportunity

## Peer Tennis Events



Economic  
Impact



Total  
Attendees

Proposed Masters  
1000 Tournament\*

~\$275M ~350K

Indian Wells  
Masters

\$565M 500K

Miami  
Open

\$390M 390K

## Charlotte Golf Events



Economic  
Impact



Total  
Attendees

Wells Fargo  
Championship

\$77M 115K

2022  
President's Cup

\$175M 220K

2017 PGA  
Championship

\$117M 233K

\*Estimates based on Economic Impact Study by Dr. Tom Regan

# Regional Economic & Tourism Catalyst



Masters 1000 Tournament



ATP + WTA Tournaments



Collegiate Championships



LTP Tennis Academy



Amateur Tournaments



Concerts



Festivals & Community Events

# Impact



200+  
Event Days



\$300M+  
Economic Impact



650K+  
Total Attendees

Estimates based on Economic Impact Study by Dr. Tom Regan and Beemok's operational experience



# Public Partnership & Community Investment

Our Learn/Love/Live to Play (LTP) philosophy is grounded in the conviction that tennis provides an affordable and accessible conduit for teaching crucial life skills.



## Affordable Access

Opening the campus to all local residents at affordable rates in addition to offering thousands of annual low/no cost court hours for need-based residents and free admission days to the tournament for children



## Director of Community Programming

Dedicating a full-time employee to oversee community programming



## After-School Programs & Summer Camps

Partnering with area schools and recreation centers to offer after-school programs and summer camps for under-resourced community members



## Scholarships

Offering need-based scholarships to LTP Academy for high-performing local youth



## Public Park

Incorporating the campus into the Mecklenburg County parks system offering year-round access to residents





# The River District Opportunity

## A perfect fit for the River District

The campus serves as a high-profile anchor tenant, sparking regional, national & international attention

The site catalyzes essential infrastructure buildout, paving the way for accelerated growth

Sports & community engagement help further define the identity of the district, promoting wellness & active lifestyles

Creates an entertainment hub for community members that fosters camaraderie & social connection

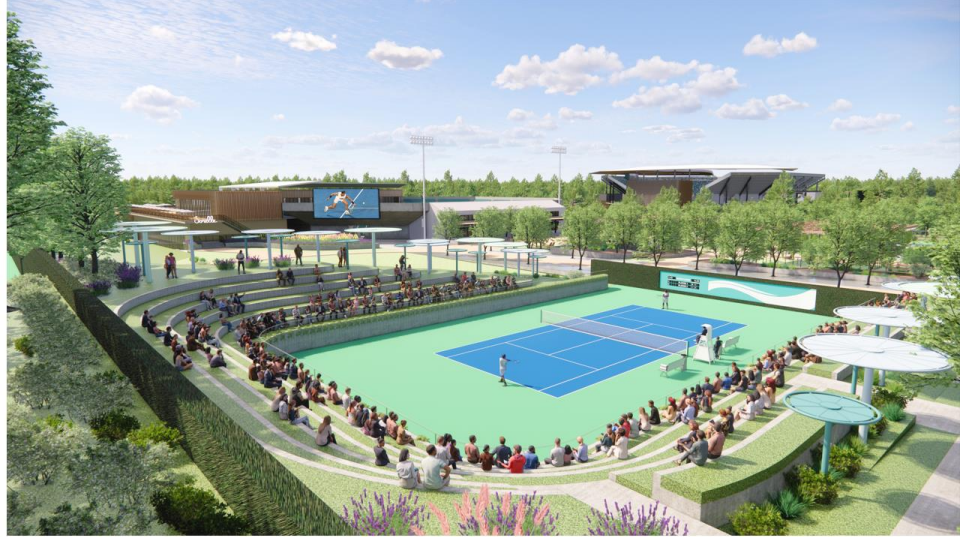
## An ideal site for a tennis campus

Abundant space for infrastructure needs plus sufficient space for parking

Prime location with close proximity to the airport, providing unique ease of travel

15-minute drive to Uptown Charlotte, enhancing the overall visitor experience and access to amenities

Convenient access to major roadways for ease of entry & exit



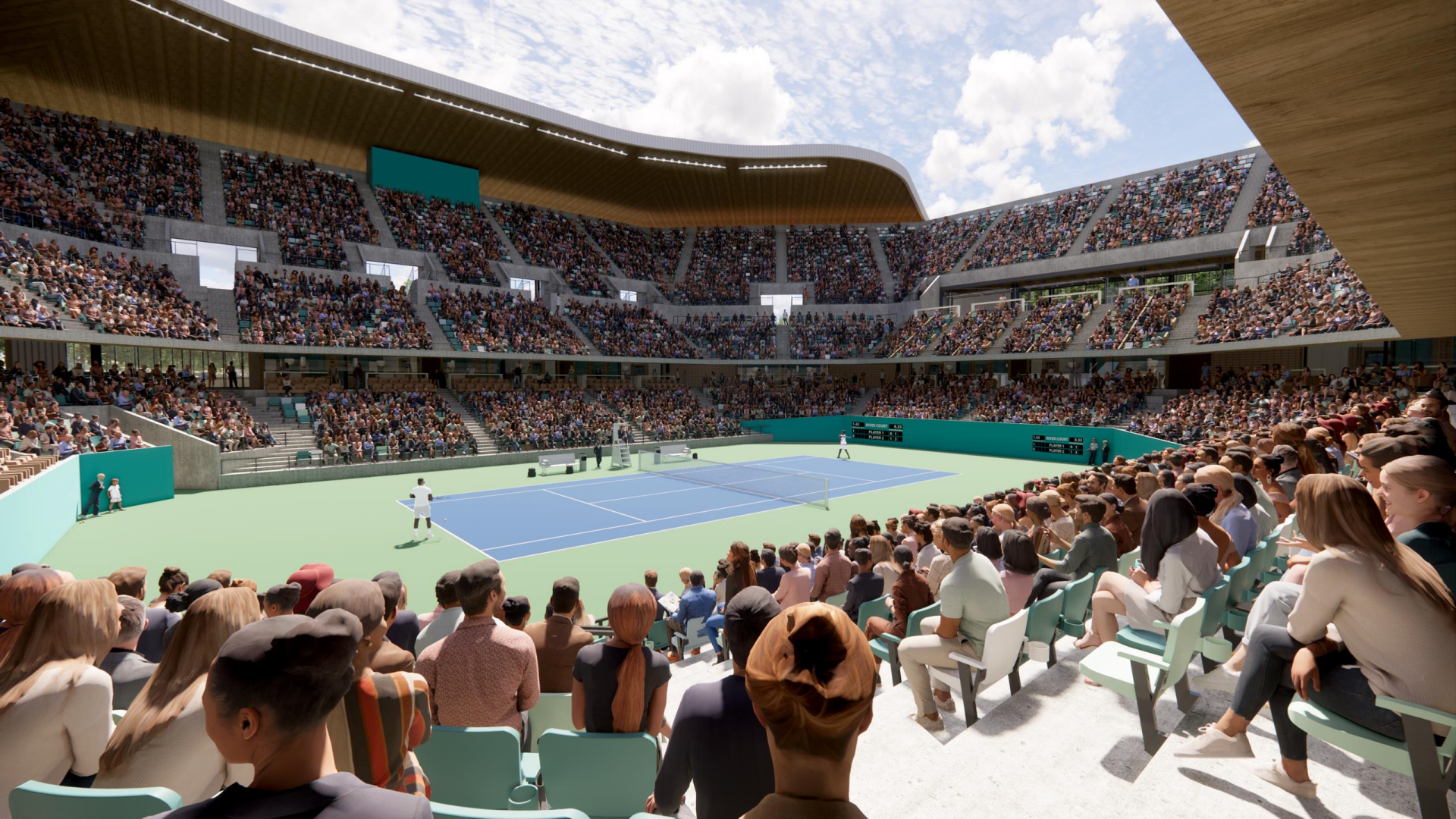


















# Our Proven Track Record

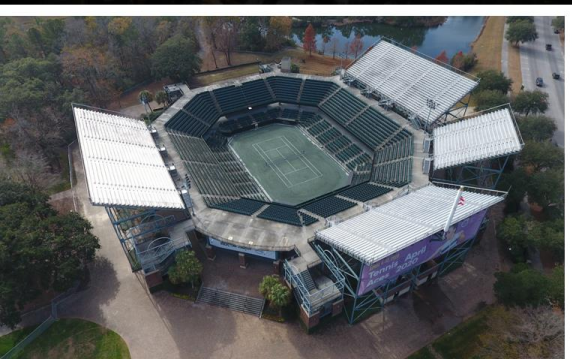
In April of 2022, Beemok unveiled the newly renovated Credit One Stadium, a \$60 million project that transformed an aging structure into a state-of-the-art venue



**2022  
TOURNAMENT  
OF THE YEAR**



**2022 #10  
AMPHITHEATER  
WORLDWIDE**



# Framework for a Partnership

To make this vision a reality, we are seeking a public-private partnership to support the development of a ~\$400 million tennis and entertainment complex.

## Beemok Contributions

Responsible for a minimum of two-thirds of the total project cost

Oversee day-to-day facility operations

Manage all aspects of design & construction process

Tournament sanction valued at ~\$300M

Absorb all cost overages & ongoing maintenance investments

Long-term commitment to keep the tournament in Charlotte

## Public Contributions

One-third of total project cost with a cap

Internal prioritization to accelerate permitting & infrastructure development

Access to City/Airport-owned parcel for parking





# The Opportunity for Charlotte

## Adding a World-Class Tournament

Adds Charlotte to a class of prestigious global peer cities that host the nine most coveted tennis tournaments in the world

Premier date on the tennis calendar immediately prior to the US Open, guaranteeing a lineup of the world's top players

Two-week event with an anticipated annual economic impact of ~\$275 million and ~350,000 attendees

Attracts a global fan base with attendees from all 50 states and 39 countries plus worldwide viewership

## Creating a Regional Destination

Sports tourism catalyst for racquet sports including lower-level professional events plus NCAA, collegiate conference, and junior championships

Expands the cultural scene by hosting top-tier concerts and festivals, attracting diverse crowds and amplifying the region's vibrant environment

Cultivates the next generation of collegiate and professional athletes at a high-performance tennis academy designed to develop both talent and character

Accelerates the development of the River District and enhances its stature as an international sports destination

## Generating Community Impact

Provides public access to a professional-quality tennis venue, while filling a significant gap in Charlotte's sports scene

Collaboration with local schools for community programming, including after-school activities and summer camps

Seamless partnership with the City of Charlotte and Mecklenburg County to provide a park-like campus well beyond tennis

Large-scale pickleball venue to address rapid growth of community demand

# Benefit & Partnership Opportunity

- ▶ Estimated Project Cost: \$400M+
- ▶ 2/3 Private Investment
- ▶ 1/3 Public Investment
  - ▶ Potential Partners: City, County & State
- ▶ Benefit
  - ▶ City of Charlotte: Tourism Generation and Infrastructure for River District
  - ▶ Mecklenburg County: Parks/Open Space & Community Use
  - ▶ State of North Carolina: Infrastructure and Site Readiness



# Next Steps: May-June 2023

## Community Engagement

- ▶ Website Launched
- ▶ Community Outreach

## City & Country Staff

- ▶ Review Permit Alignment & Efficiencies
- ▶ City Staff/Team Special Event Parking
- ▶ City Staff/Crescent River District Infrastructure Needs

## City Council

- ▶ Full City Council Discussion
- ▶ Potential Council Vote

## County Commission

- ▶ Additional Committee Discussion
- ▶ Full County Commission Discussion
- ▶ Potential Commission Vote