

Eastland Redevelopment

CITY COUNCIL
OCTOBER 9, 2023

Overview

- ▶ Recent City Council Actions
- ▶ Overview of past 42 days and combined proposal
- ▶ Next steps

Recent Council Actions

► June 12 City Council Meeting

- Adopt a resolution to reserve up to \$20 million in Convention Center Tax Fund future Certificates of Participation for Eastland Redevelopment,
- Funds to be utilized with planned Public-Private-Partnership funds in the five-year General CIP to accomplish an approximately \$30 million (total) investment in the 29-acre site.

► August 28 City Council Meeting

- Council directed staff to reconvene the two proposing development teams to
- Determine if they can collaborate on a vision that rethinks the design, scale and scope for amateur sports, arts and culture at Eastland
- Include a minimum of the following components: indoor facility, soccer fields, e-sports, food and retail, and such a vision that will be available for the full council review within 45 days.

A Gathering Place

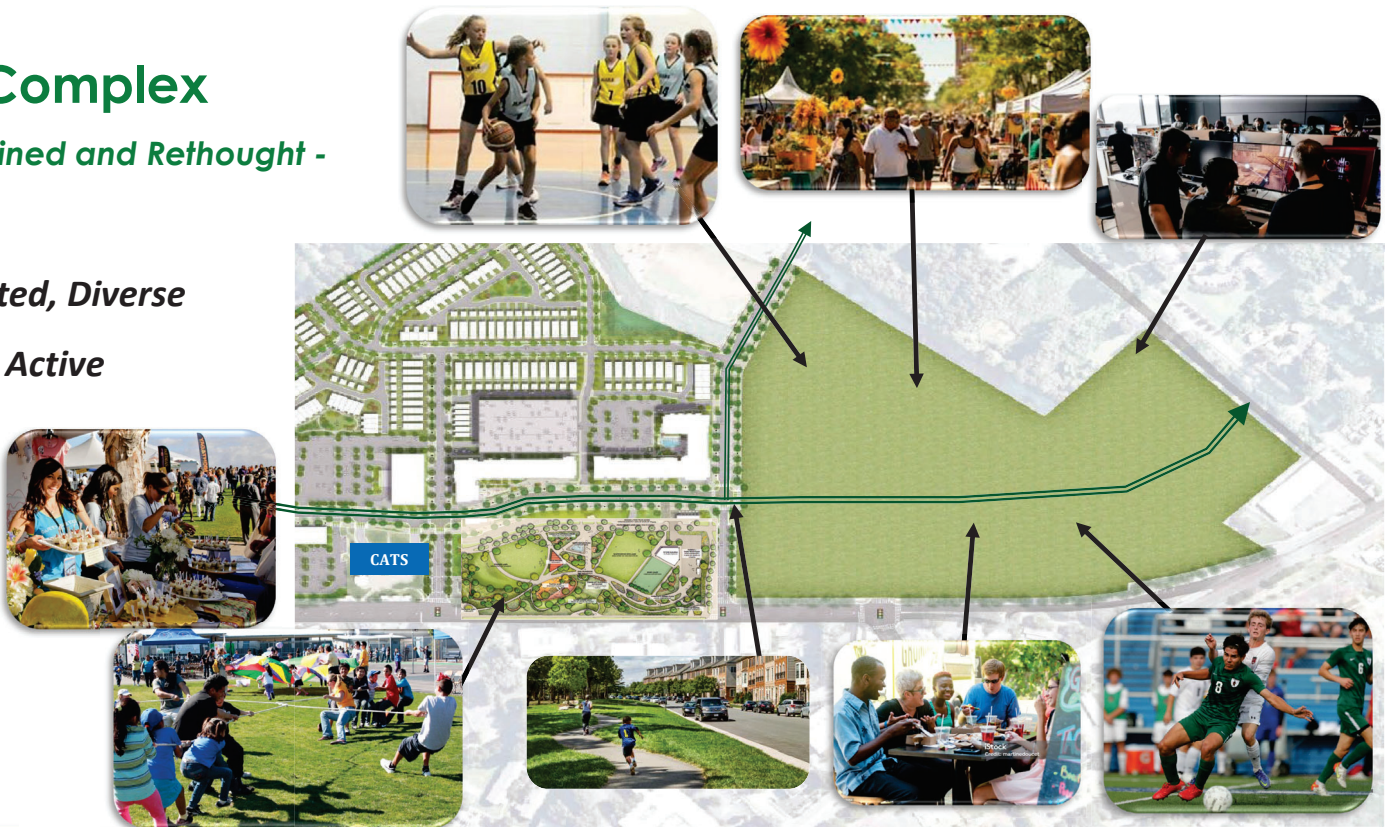
Eastland Mall was a gathering place but also an important economic engine. It brought people together and brought people to the eastside.

This entire development should create a place not just for the Eastside community to come together but to attract people to the Eastside community to support the diversity that makes the Eastside special.

Eastland Yards - A Community



The Complex Reimagined and Rethought - Connected, Diverse & Active



Components of the Complex - Indoor Sports



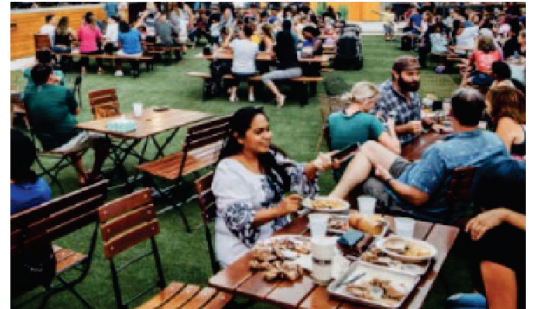
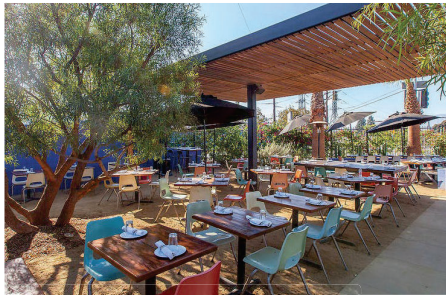
Components of the Complex - Outdoor Sports



Components of the Complex - Arts & Entertainment



Components of the Complex – Restaurants & Retail



Components of the Complex - Community Access



Overview of The Complex

Overview of The Complex



Development Team & Project Partners



▶ EDGE Sports Global

- 30 years of private and public design experience
- Expertise in assessment, design/development, programming, and operation allows for the incorporation of an entire community's recreation and economic desires
- Own and/or operate nearly 20 facilities across the US



▶ Charlotte Soccer Academy

- Leading organizer of youth and travel soccer, organizing hundreds of events annually, serving 300 teams and 7,300 players
- Programs range from recreational to elite players with expectations to play in college or professionally
- Experience organizing local and regional travel events



SOUTHERN
ENTERTAINMENT

▶ Southern Entertainment

- A leading hospitality and boutique events producer based on Charlotte, hosting more than 300,000 attendees each year
- 30 years of experience developing and managing facilities and producing events

▶ Other project partners include:

- Synergy Sports Global
- Robert Bolton
 - *Project & Business Management*
- Carlenia Ivory
 - *Community & Civic Engagement*
- Janie Williams
 - *Williams & Associates (Community Learning Center)*
- Titus Ivory
 - *Athletic Operations*

The Complex – Program Overview

▶ Indoor Sports Facility

- 120,000 SF
- Multi-purpose courts can be converted to 10 basketball courts, 16 volleyball courts, 30 pickleball courts, turf, etc.
- F&B (concessions, bar, restaurants)
- Fitness center
- One ice rink
- Leasable space (medical, physical therapy, etc.)
- Stem Education / eSports Center
- Community Learning Center

▶ Athletic fields & CSA Academy

- 6 multi-sport artificial turf fields
- Soccer, flag football, lacrosse, field hockey, etc.

▶ F&B Pad - ~6,000 – 12,000 SF

▶ +/- 800 parking spaces



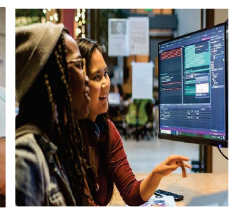
The Complex – Program Overview

▶ Community use of the facilities

- Community Learning Center
- Stem Education / eSports Center
- Neighborhood access to facilities on non-event days
- 5,500 proposed hours of community programming

▶ Multiple food & beverage options

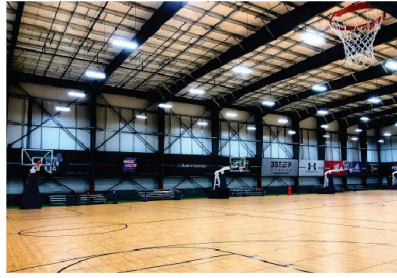
▶ Select cultural & arts events



Economic Impact & Transaction Structure

- ▶ **Significant impact from tournaments and programming**
 - \$169M in total annual economic impact
- ▶ **126,000 room nights per year**
- ▶ **500+ jobs supported**
- ▶ **Workforce development programming**

- ▶ **Estimated project cost - \$90-100M**
- ▶ **Public & private allocations TBD**
- ▶ **Mix of sale and ground lease transactions**
- ▶ **Estimated design & construction timeline - ~ 38 months**



Next Steps

- ▶ **Successful collaboration over the last 42 days have led to a unified vision for the site**

- ▶ **Action items on tonight's agenda (Item 13)**
 - A. Endorse revised proposal and authorize Staff to move forward with the "new" team

 - B. Approve up to \$30 million for reimbursement of expenses associated with public infrastructure improvements and the indoor/outdoor amateur sports facilities as outlined in the resolution adopted by Council on June 12

- ▶ **Continue to work through agreements necessary to implement the proposed redevelopment**