

# Eastland Redevelopment

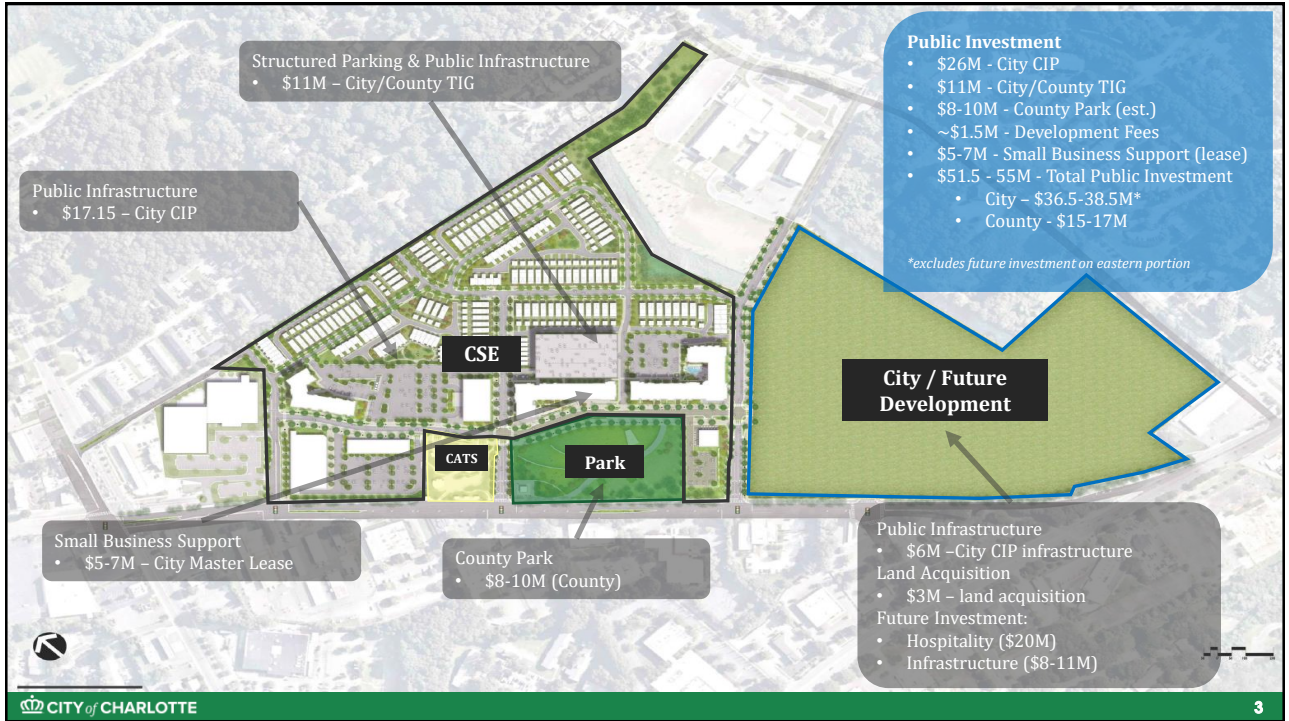
**JOBS & ECONOMIC DEVELOPMENT COMMITTEE**  
**AUGUST 7, 2023**

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## Overview

- ▶ Development review/update
- ▶ Evaluation of proposals for active recreation development
- ▶ Committee Q&A
- ▶ Next steps

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# Evaluation of Proposals for Active Recreation Development

CITY of CHARLOTTE

## Review / Evaluation Process

### ► Goals of Evaluation Process

- Ensure proposals meet stated goals of community
- Review each proposal to ensure financial stability and long-term viability

### ► Evaluation Criteria was focused on four areas:

- Financial Strategy & Qualifications
- Qualifications & Experience of the project team
- Project Approach and Concept
- Development Schedule

### ► Independent evaluations from City, County, and CRVA staff

## Evaluation – Due Diligence

### ► Due diligence is a necessary part of the process to determine the validity of any proposal

- Evaluation team: City, County, CRVA

### ► Staff provided each team with follow-up questions to offer greater clarity and understanding of the proposed redevelopment

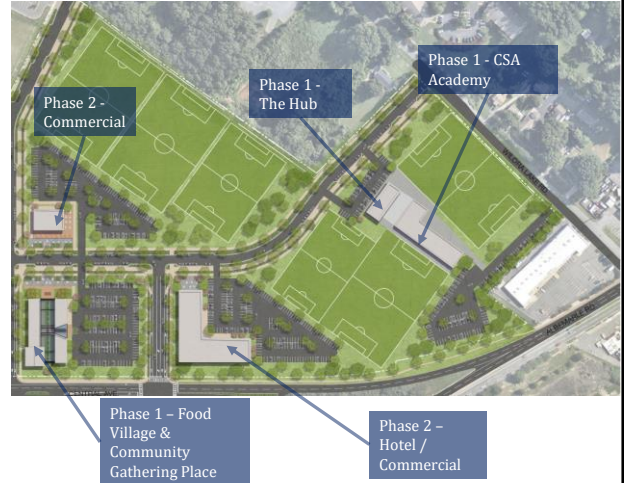
QC East @ Eastland Yards	Eastland Yards Indoor Sports Complex
<ul style="list-style-type: none"> <li>► Requests to speak with key debt/equity providers</li> <li>► Impact and flexibility on limiting size and/or number of festivals</li> <li>► Information on the esports market in Charlotte</li> <li>► Approach for working with the community on festivals/events to ensure successful events without imposing burdens on the surrounding neighborhoods</li> <li>► Additional information on the structure of the partnership and ownership entities (e.g. detailed organization chart with ownership interest and lead management organization)</li> </ul>	<ul style="list-style-type: none"> <li>► Requests to speak with key debt/equity providers</li> <li>► Timing for ancillary development</li> <li>► Clarity on any inconsistencies of information provided in proposal and other documents provided</li> <li>► Better understanding of assumptions within infrastructure improvement cost estimates</li> <li>► Clarity on active partners and their respective roles and/or financial commitments</li> </ul>

## QC East @ Eastland Yards– Program Overview

### ► Sports, tech, & entertainment

- Athletic fields & CSA Academy
  - 6 multi-sport artificial turf fields (8 acres)
- Entertainment
  - Outdoor amphitheater
  - Indoor/outdoor venue (the “Hub”)
  - Food village and community gathering place
- “The Hub” – 20,000 SF footprint
  - Public event space and technology center, focusing on esports and STEM educational opportunities
  - Host professional and amateur esports events, music concerts, and a digital entertainment area
  - Main stage opens front and back allowing for greater flexibility between event types (music, sports, etc.)
  - Digital entertainment area for daily use – themed simulators (NASCAR, F1, Golf, etc.), console and gaming stations, etc.
  - 20,000 SF (Innovation Center – 7,500 SF; Digital Entertainment – 7,500 SF; Office – 1,500 SF)
- +/- 680 parking spaces

### ► Entire site - ~29 acres



## QC East @ Eastland Yards – Funding / Land Structure

### ► Estimated project cost

- Phase 1 - \$61M
- Phase 2 - \$22M

### ► Private investment - \$31M (Phase 1)

- \$22M – Phase 2

### ► Public investment requested – \$30M (Phase 1)

- Hospitality Funds - \$19M (\$9.5M over two years)
- Infrastructure Reimbursement - \$11M
- 49% of total capital cost (phase 1)

### ► Community use of the facility

- Apprenticeships & adult workforce training programs
- After-school programs involving tech education & gaming
- Neighborhood access to fields on non-event days
- Community meeting space
- Community-oriented programming (e.g. free tech-oriented classes, senior programming)

### ► Purchase land from City at market value





## Eastland Yards Indoor Sports Complex – Program Overview

### ► Indoor Sports Components

- 160,000 SF Indoor Sports Facility
- Multi-purpose courts can be converted to 10-12 basketball courts, 20 volleyball courts, or 40 pickleball courts
- Ability to overlay a 200m banked track
- Concessions and bar
- Fitness Center
- Two ice rinks
- Leasable Space (medical, physical therapy, etc.)
- The Learning Center

### ► Conceptual Outdoor Sports Components

- One soccer field
- Futsal court, basketball courts, and volleyball courts
- 944 parking spaces

### ► Limited-Service Hotel (130-150 keys)



## Eastland Yards Indoor Sports Complex – Funding / Land Structure

### ► Estimated project cost of Indoor Facility - \$50-\$60M

- Public investment requested - \$25.7M
  - \$20M – amateur sports facility /fields
  - \$5.7M – infrastructure improvements
- Private assumes cost over \$25.7M
- Public investment = ~32% - 36% of total proposed capital cost

### ► Community use of the facility

- The Learning Center
  - 4,000 SF space within indoor sports complex
  - The Learning Center will serve as an intermediary between the community and EDGE Sports on usage of the indoor sports amenities
  - Serve as a hub offering community event space, workforce development, academic programming, and social support
- Membership / daily use fee on non-event days

### ► \$1 per year ground lease

- 29 acres (except retail acreage)



## Next Steps

### ▶ Current Proposals

- Committee and full Council discussion on proposals to provide directive to staff

### ▶ August 28<sup>th</sup> Council Meeting

- RCA for master lease agreement with Crosland Southeast to support small and local business opportunities

### ▶ Work with the Committee as progress continues on the site

# Crosland Southeast Update



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# Committee Discussion