



Charlotte City Council
Jobs & Economic Development Committee
Summary
March 6, 2023

COMMITTEE AGENDA TOPICS

- I. Eastland Redevelopment
- II. HIRE Charlotte
- III. Review of Current Boards and Commissions

COMMITTEE INFORMATION

Committee Members Present:	Malcolm Graham (CMGC), Ed Driggs (CMGC), Marjorie Molina (CMGC), and Victoria Watlington (CMGC)
Other Council Members Present:	Victoria Johnson (Virtual), LaWana Mayfield (CMGC), James Mitchell (CMGC), and Braxton Winston (CMGC)
Staff Resources:	Tracy Dodson, City Manager's Office Todd DeLong, Economic Development Christina Thigpen, Economic Development
Meeting Duration:	2:00p.m.-3:45p.m.

MEETING MATERIALS

All meeting materials are available online at <https://charlottenc.legistar.com> or viewed online at <https://www.youtube.com/watch?v=OyxUTHJPFEk>

- 1) March 6, 2023 Agenda
- 2) Presentation: Eastland Redevelopment
- 3) Presentation: HIRE Charlotte ARPA Funding Recommendations

DISCUSSION HIGHLIGHTS

Committee Chair Malcolm Graham called the meeting to order and welcomed attendees.

Eastland Redevelopment

Tracy Dodson gave an overview of the recent city council decisions and the partnership with Crosland Southeast (CSE).

Todd DeLong outlined the work in implementing the Eastland vision. He reviewed the development site, which includes 150 townhomes, 70 affordable senior units, 270 multifamily units, 150 space parking

garage, and 1600 feet of retail space. Todd also highlighted that the work in Phase I is currently on-time for completion.

Tracy Dodson highlighted that staff has maintained the goal to continue to look for development that stays with the vision of active recreation for this portion of the site. She also noted that there would not be an ask for any decision or judgement during today's meeting.

Todd DeLong continued the discussion with an update on the proposals for sports development. Todd noted that the city is fortunate to have a partner like CSE and that the focus has always been some type of active recreation in this space and he reviewed the three proposals.

Proposal 1: Eastland Aquatic Center

This non-profit board would hire an aquatic director to manage and operate the facility. The goal would be to serve as a regional and national venue for competitive aquatics sports. The public investment request is \$35M-\$45M for capital improvements, \$10M in private investment, and no public funds required for ongoing operations.

Proposal 2: Racquet Sports Entertainment District

Carolina Serves, a 501c3 organization in Charlotte, founded to broaden public access to tennis and racquet sports experience. Organization's proposal for funding and land structure includes private investment of \$15M, public investment of up to \$45M, fee-based community use of facility, and \$1 per year ground lease for the 23.7 acres for a term of 99 years.

Proposal 3: Target

Target is not requesting public funding. Their community initiatives support the local community through donations to local food banks, volunteer hours, etc. With the purchase of 11-13 acres from the city at a price TBD (an estimate private investment of \$35M, plus land costs) the proposal would include a 148,000 square foot store that would create approximately 250-300 jobs.

Comments and questions from committee members:

Malcolm Graham asked about what the property is worth (answer: \$3.19/foot, \$3.2M-\$3.4M for 20 acres)

Ed Driggs would like to understand what private interests are involved; the return on investment for a for-profit company; and the breakdown on the % of TIG (not in play here), CIP or Hospitality funds? Regarding the Target proposal, how responsive are they to the commitments of benefits to the community? He commented that we have a responsibility to honor the commitments we made and is not sure the "relative value" assigned to the community. Mr. Driggs would like to look at each proposal on their merits, the public and private component, benefit to community, and economic impact.

Marjorie Molina expressed the need to deliver on a promise made, with the primary goal to deliver the highest and best option; not just check a box, but to do it right. She noted that she has heard the concerns and is concerned with the amount of public investment.

Victoria Watlington expressed concern on funding sources and the impacts of community benefits and usage.

Tracy Dodson noted that they can go back to the proposers with questions and bring back further information to address the Committee's concerns. Tracy would like to continue to give them guidance and the city's intent to stay true to the vision. She requested clarification from the Committee regarding focusing on the three proposals or requesting staff open the process for additional submissions.

VOTE: Motion was made by Ed Driggs and seconded by Marjorie Molina, to extend the process by 60 days and allow staff the opportunity to do additional research. (Unanimous approval - Graham, Driggs, Molina & Watlington).

HIRE Charlotte

Tracy Dodson noted that staff was here to answer questions on how HIRE Charlotte works within areas of our community. Staff heard from the Committee the need to focus on specific population and how the recommendations fit into those buckets. Tracy wanted to pause on HIRE to ensure they address the committee recommendations and how they work together, not separate, with the various groups in the community.

Christina Thigpen discussed HIRE Charlotte's focus areas and the core values of being inclusive and equitable, focused on talent and job connectivity, aligning target industries, and working with current partner programs.

Comments and questions from committee members:

Marjorie Molina commented that she was a fan of HIRE Charlotte and the importance of our stakeholders to help the program expand and create jobs. She highlighted that the most important thing is the outcomes.

Ed Driggs noted he is in favor of investing in jobs and would like to inject a note of urgency. He would like to see the city deliver as quickly as possible.

Victoria Watlington commented that she would like to see action, realign our resources, focus on talent development, and ensure we are looking at the numbers and considering the data.

Malcolm Graham noted that there will be continuing action around the Committee comments before it comes back to council on March 13th.

VOTE: Motion was made by Ed Driggs and seconded by Malcolm Graham, to support the funding recommendations. (Unanimous approval - Graham, Driggs, Molina & Watlington).

Item number three, Review of Current Boards and Commissions was deferred until the April 3rd meeting. The meeting adjourned at approximately 3:55 p.m.

Next Meeting

The next meeting is scheduled for April 3, 2023.