

Project BREAK POINT

Questions & Answers



Community
Impact



Economic
Impact



Workforce
Development



Environmental
Considerations

The following Q&A document has been compiled in response to inquiries from the Board of County Commissioners, City Council, and City and County staff related to Project Break Point. We greatly appreciate the thoughtful questions that reflect the deep commitment to understanding the potential impact and benefits of this project. Our responses aim to provide comprehensive insights into the plans, aligning our visions with the community's expectations and aspirations, and building a solid foundation for the proposed development. We look forward to continuing this vital dialogue and are open to further discussions to address any additional queries or concerns.

Questions & Answers

Community Impact

What are Beemok's commitments to implementing youth and community programming at the campus?

Beemok is deeply committed to fostering community growth, access, and empowerment within the Charlotte-Mecklenburg area through our campus. We believe that tennis, coupled with engaging community programs, can serve as a powerful tool for personal development and social change. To truly embed ourselves within the local fabric and understand the unique needs of the community, we've identified two critical initiatives:

- 1. Community Programming Director:** We pledge to appoint a dedicated full-time Director of Community Programming, serving as a crucial bridge between Beemok and Charlotte-Mecklenburg residents. This role will be charged with coordinating affordable and accessible community engagement across the campus, including after-school clinics, summer camps, scholarships for high-performing players, and facilitating access to necessary equipment for those in need. This Director will also cultivate partnerships with local schools, community groups, and non-profits to guarantee broad access to our courts and facilities. Our focus is on recruiting and retaining segments of the community that historically may have been underrepresented or had limited access to tennis, offering solutions to ensure robust participation. This role underscores our dedication to community engagement, inclusivity, wellness, and the transformative power of tennis, ensuring our campus has a lasting, positive impact on Charlotte-Mecklenburg residents.
- 2. Local Community Advisory Board:** Beemok anticipates forming a Board of Advisors, led by our Community Director, comprising representatives from various groups, such as community tennis experts, representatives from Charlotte's West Side, Mecklenburg County Park and Recreation, and Charlotte-Mecklenburg Schools. This collaborative approach ensures diverse representation, which is key to maximizing the positive impact on the broader community. The Board will be tasked with evaluating, designing, and implementing impactful programs, with a particular emphasis on comprehensive youth programming including affordable and accessible after-school activities, summer camps, clinics, and more. Moreover, the Board will foster community integration, employing initiatives such as a free tournament day for kids, a proven strategy we already utilize in Charleston, and actively seek engagement with local small businesses to enhance communal ties and economic impact. We have already initiated dialogue with local leaders who understand the unique challenges and opportunities, and we commit to establishing this advisory group a year before our inaugural tournament, demonstrating our proactive approach to meaningful community engagement.

Questions & Answers

What are Beemok’s commitments to ensuring community access to the campus?

- 1. Open Space, Accessibility & Greenway Connectivity:** In ensuring community access to the campus, Beemok places a strong emphasis on open, accessible spaces, and plans to be a part of Mecklenburg County Parks System, mirroring the ethos of our current Charleston facility. Central to this vision is the establishment of an on-site trailhead, designed for public use, thus seamlessly integrating our campus with the broader greenway development planned for the River District. Furthermore, our plan embraces the broader vision for the River District, which anticipates ever-improving accessibility to the community through collaboration with the Charlotte Area Transit System.
- 2. Public Court Accessibility:** Beemok is committed to ensuring affordable public court access through memberships, hourly drop-in rates, and free court hours for community members demonstrating need. All Mecklenburg County residents will have access to our courts at rates comparable to existing local public facilities and non-county residents will be required to pay a premium. With over 40 courts, encompassing indoor, clay, and hard courts, Beemok anticipates vibrant year-round activity with certain exceptions during special events such as the Western & Southern Open. Additional analysis is required, but Beemok expects the estimated range of costs for court access to be as follows:

Estimated Cost Ranges

Service Type	Rates
Indoor Court Membership	\$100 - \$130 / mo
Outdoor Court Membership	\$70 - \$90 / mo
Hourly Drop-In Rate (Mecklenburg County Residents)	\$10 - \$15 / hr
Hourly Drop-In Rate (Non-Local Residents)	\$25 - \$35 / hr
Need-Based Access	\$0 / yr

How does Beemok define “needs-based” as it relates to reduced or free access to courts?

Beemok is dedicated to defining "need-based" in partnership with County and City representatives, and we expect this definition to be primarily based on income verification. We are committed to inclusivity and aim for the public portion of our facility to operate on a break-even basis. As such, it's unlikely that this segment will generate significant profits for Beemok. If any profits are generated, they will be redirected into a capital investment fund for the enhancement of public facilities, with any operational losses being absorbed by Beemok. We also intend to engage our Community Advisory Board to aid in outlining need-based access parameters, including qualification criteria and the application process. We believe this collaboration will help ensure our approach is balanced, fair, and well-aligned with the needs and resources of the community.

Questions & Answers

What will the court availability look like?

Court availability will vary throughout the year. The site will close for four weeks during the Western & Southern Open for preparation and the tournament itself. A few select weeks will host other tournaments, limiting public access to 10+/- courts. However, for the majority of the year there will be 20+ courts available for public use, ensuring a healthy balance between hosting world-class tennis events and providing ample access for the community.

Projected Annual Calendar

January

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20+ Courts Available
to the Public

10+/- Courts Available
to the Public

Masters 1000 Tournament
and Site Preparation

Questions & Answers

Economic Impact

Can you provide more details on the economic impact study?

The tournament is anticipated to draw over 350,000 attendees yearly, creating an economic boost of over \$275 million for the Charlotte-Mecklenburg area. Attracting ticket buyers from all 50 states and 39 countries, it positions Charlotte on an international stage. The campus will host an array of other events, including amateur and professional tournaments, concerts, and festivals. This diverse programming is projected to further elevate the economic impact to over \$300 million and support nearly 2,500 jobs within Mecklenburg County. If the construction of the campus is taken into consideration, then the economic impact exceeds \$1 billion and total job creation is projected to be 6,700.

Table 1: Summary of Annual Recurring Economic Impact Generated by River District Tennis and Entertainment Complex – Charlotte MSA Impact Summary

Impact Type	Employment	Labor Income	Total Value Added	Output
Direct Effect	1,905	\$85,248,622	\$109,072,692	\$188,414,636
Indirect Effect	393	\$26,086,292	\$37,745,688	\$62,269,826
Induced Effect	588	\$32,958,518	\$57,751,387	\$87,345,727
Total Effect	2,886	\$144,293,433	\$204,569,767	\$338,030,189

Table 1A - Construction: Summary of Impact Generated by Construction of River District Tennis and Entertainment Complex – Charlotte MSA Impact Summary

Impact Type	Employment	Labor Income	Total Value Added	Output
Direct Effect	3,958	\$222,808,068	\$271,821,931	\$608,404,636
Indirect Effect	1,121	\$84,070,715	\$114,649,602	\$187,227,788
Induced Effect	1,639	\$91,680,432	\$160,707,406	\$243,014,312
Total Effect	6,718	\$398,559,215	\$547,178,939	\$1,038,656,736

Direct Effect: Dollars initially spent. First-round employment and sales/expenditures within the state or region.

Indirect Effect: Inter-business transactions. The successive rounds of employment and sales/expenditures attributable to direct effects.

Induced Effect: Household expenditures. The successive rounds of household employment and sales/expenditures attributable to direct effects.

Questions & Answers

What is the international business recruitment opportunity?

The prospect of hosting the tournament will undoubtedly position Charlotte as a premier international destination. Tennis, being the fourth most popular sport in the world in terms of fanbase and global viewership, offers the highest global brand exposure per hour of any sport. This fact is well recognized by global companies who understand that investments in tennis sponsorships yield substantial returns in terms of visibility.

Currently, the tournament attracts ticket buyers from 39 countries, with representatives from multinational firms regularly attending the event each year. Hosting such an event will place Charlotte within the esteemed echelon of international locales that host Masters 1000 tournaments, a distinguished list that includes cities like Los Angeles, Miami, Rome, Madrid, Paris, Shanghai, Monte Carlo, Montreal, and Toronto.

Coupled with these benefits is the convenience and connectivity offered by Charlotte's international airport. This ease of access allows fans worldwide to attend the tournament and enjoy all that Charlotte provides. Notably, European viewership for the Western & Southern Open exceeds North American viewers by 70%, indicating the immense potential for increased international business recruitment.

Beemok aspires to coordinate with local partners on par with the level of comparable international events in Charlotte. We aim to collaborate with economic development teams and international companies in Charlotte to maximize the tournament's potential as a platform for expanding business in the region. This joint effort will enhance the broader benefits that the tournament will bring to the Charlotte community.

Workforce Development

What is the goal for MWSBE participation in the construction of the facility?

The goal for MWSBE participation in the design and construction of the facility is 20% of all publicly funded aspects of the project. Beemok, in partnership with our general contractor, Choate, and architect, Gensler, has proactively engaged local MWSBE providers to assess their interest and capacity for this project. Choate brings a documented track record of not only meeting but consistently exceeding MWSBE goals in all Charlotte area projects. This commitment reflects our collective dedication to ensuring the project's participant portfolio accurately represents the diverse character of the community.

Beyond the construction phase, Beemok will engage with the local community to identify opportunities and remove barriers for non-profit organizations and event operators of diverse backgrounds to utilize the campus, provide services, and enhance their collective missions. We will create opportunities for local vendors, caterers, marketers, photographers, print and embroidery shops, among others, to contribute to our various events, fostering a symbiotic relationship with the local community. This approach, proven in Charleston where we engaged a multitude of non-profits in event operations, resulting in over \$400k in contributions, aims to create a vibrant, locally influenced ecosystem within the Charlotte-Mecklenburg area.

Questions & Answers

How will Beemok provide a living wage for employees on-site?

Beemok is committed to promoting fair labor practices, including the provision of a living wage for all employees. We pledge to incorporate Fair Wage Contracts into agreements with all future tennis staff, vendors, tournament personnel, and service providers.

Will this investment bring more “gigs” to Charlotte’s entertainment industry?

Absolutely, this investment is poised to significantly bolster Charlotte’s growing entertainment industry. The design of our campus, with its four stadiums and an outdoor space, is strategic and geared towards versatility. These multiple stages allow us to accommodate artists and performers of varying sizes and genres simultaneously, presenting a unique opportunity for diverse and vibrant programming.

Our vision extends beyond providing another concert venue for the Charlotte-Mecklenburg area. We envision a dynamic entertainment hub that hosts multiple performances concurrently, enriching the local cultural landscape, and truly redefining the entertainment experience in the region.

What types of jobs will be created on a full-time basis?

We anticipate this project to generate approximately 60 full-time job opportunities spanning a diverse range of fields including day-to-day tennis and pickleball operations, event and concert staffing, academy teaching, and facilities and grounds maintenance. The variety of roles ensures there are opportunities for people with a wide range of skills and interests.

Projected Jobs

Job Category	Employment	Labor Income
Senior Leadership	4 – 6	\$100K – \$150K
Membership / Operations*	8 – 10	\$35K – \$125K
Ticketing / Concerts	4 – 6	\$45K – \$100K
Tennis / Pickleball Instructors*	20 – 30	\$60K – \$100K
Academy Teachers*	10 – 14	\$50K – \$80K
Facilities / Grounds*	6 – 8	\$40K – \$100K
Total / Average	~50 – 75	~\$60K – \$85K

* Includes a ~65/35 split of Full-time/Hourly positions with entry level hourly rate starting at \$25/hr

Questions & Answers

Environmental Considerations

How does this project integrate into the overall goal of the River District?

This tennis campus is envisioned to align integrally with the River District's mission of blending urban life with the allure of parks, trails, forests, river access, and wide open spaces inherent in nature. Situated at the heart of nature, the campus fully endorses and embodies the River District's goals of encouraging active lifestyles while offering the tranquility of a natural setting.

The design of our campus emphasizes a park-like ambiance, creating a serene yet invigorating space for all who visit. This commitment to an open and accessible design is crucial to our ethos of integrating into the overall vision for the River District. Our aim is not merely to exist within the River District but to enhance its appeal, offering a facility that reflects the active, vibrant spirit of the area.

Moreover, we pledge to uphold sustainable construction practices to mitigate our environmental footprint. We understand the importance of maintaining the pristine natural environment of the River District and will incorporate eco-friendly strategies throughout our development and operational practices. In doing so, we hope to symbolize the River District's dedication to sustainability and contribute to a thriving, environmentally conscious community.

Despite our ambitious plans, it's important to note that our campus will only occupy about 4% of the total River District development in terms of acreage, ensuring that our presence is a harmonious addition to the area rather than an imposition. We envision our campus as a vital part of the River District tapestry, promoting an active, healthy lifestyle while celebrating the natural beauty of our surroundings.

How will you ensure sufficient greenspace?

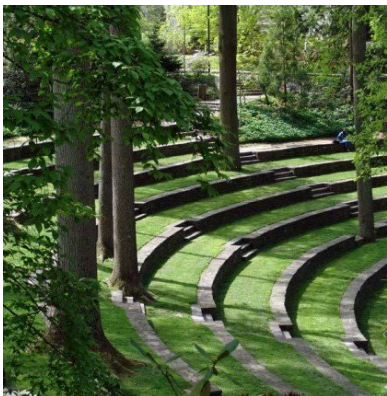
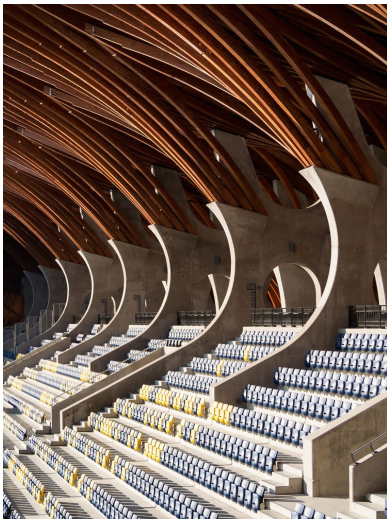
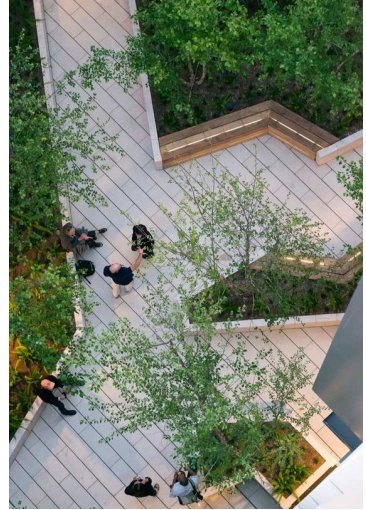
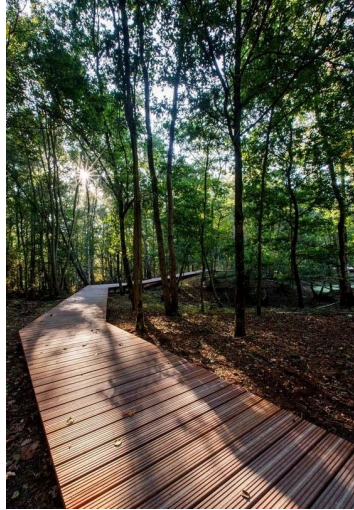
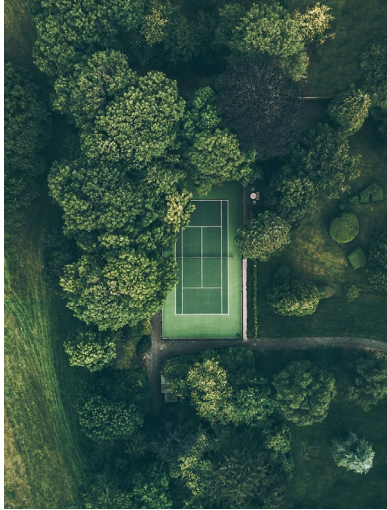
Experience from our facility in Daniel Island, with its winding trails, extensive tree canopy coverage, and inviting park areas, has underscored the importance of ample greenspace in shaping memorable experiences for our visitors. Our success is directly linked to the quality of the greenspaces we integrate into our facilities.

Embracing this, Beemok is deeply committed to preserving and enhancing the natural beauty of the River District. As part of our commitment, we will conduct a comprehensive tree study and adopt strategies that maximize the preservation of existing greenspaces. Our vision is to mirror the proven elements of Daniel Island and curate a park-like campus that seamlessly melds the vibrancy of sport with the tranquility of nature, creating a space that is equally enticing for racket sports, entertainment, and community engagements.

Our mission is to ensure that the River District becomes a place where sport, nature, and community come together in harmony. This can only be achieved when the campus integrates quality greenspaces that not only serve as a backdrop for sporting events but also facilitate memorable interactions and experiences.

Project BREAK POINT Questions & Answers

Our Design Inspiration



Questions & Answers

Additional Questions

Who owns the Meeting Street Schools?

Meeting Street Schools is a non-profit organization and innovative network of five campuses located across South Carolina, offering excellent academic opportunities for children from under-resourced communities who have historically attended failing or under-resourced schools. The organization collaborates with school districts, state governments, and South Carolina families and operates under the governance of multiple public entities and agencies.

The five campuses, three in Charleston, one in Spartanburg, and one in Jasper County, exist within three distinct governance structures:

- Meeting Street Academy - Charleston: This flagship campus is an independent, private school located in downtown Charleston, funded primarily by the philanthropy of the Beemok Family Foundation.
- Meeting Street Jasper & Beaufort: This campus is a state-authorized public charter school funded in large part by public dollars through the South Carolina Public Charter School District, federal funds, and philanthropy from a network of donors.
- Meeting Street Academy - Spartanburg, Meeting Street Brentwood, and Meeting Street Burns (both located in North Charleston, SC): These are public schools of innovation (PSOs), designed as traditional, neighborhood-serving public schools. They have been granted this specific designation by the State of South Carolina. These PSOs are designed to operate with additional autonomy and flexibility to meet their students' needs through innovation. They generate federal funding, with philanthropic support supplementing the core academic model, including support from a network of donors.

Through this structure, Meeting Street Schools are able to effectively serve diverse communities and meet the educational needs of South Carolina students from various backgrounds.

What are the graduation rates?

Meeting Street Schools operates elementary and middle school campuses and graduates 100% of students from these campuses. Though our Alumni Services work, we track our scholars to and through college. We currently have freshman and sophomores in college. Of the 35 students who have attended high school 94% have graduated on time.

What are the expulsion rates?

Expulsion rate is 0% across all 4 campuses.

Questions & Answers

How many high school graduates have received the Meeting Street Scholarship Fund?

The Meeting Street Scholarship Fund was established to extend our support beyond high school, offering \$40K scholarships to eligible South Carolina students. The scholarship eligibility is strictly objective, based on financial need (Pell Grant eligibility), academic merit (LIFE Scholarship criteria), and enrollment at an approved South Carolina university. Starting in Charleston County in 2021, the program has expanded across 11 counties so far. Within the first two years, we awarded scholarships to 277 students and plan to assist another 280+ this year. Of these recipients, which includes the first two years' awardees plus this year's finalists, 68% are people of color and 41% will be first-generation college graduates.

What is the end date for the tournament in Cincinnati?

There is no set termination date in Cincinnati. Beemok owns the sanction rights to the tournament, and Cincinnati has expressed their desire to maintain a long-term relationship with the event.

If approved, what is Beemok's anticipated commitment to keeping the tournament in the Charlotte-Mecklenburg area?

If approved, Beemok is deeply committed to establishing a long-term presence in the Charlotte-Mecklenburg area. We foresee our partnership extending over a significant period of time; specifically, we're anticipating a commitment to keep the tournament in the region for a minimum of 25 years. This time-frame not only reinforces our dedication to the community, but also offers ample opportunity for the tournament to become a cherished annual tradition, catalyzing sustained economic and social impact.

What will the investment structure look like?

The investment structure for the project will be carefully considered to maximize the benefits for all parties involved. It is anticipated that City investment would be primarily directed towards the amateur sports related investments such as Stadium 3, Stadium 4, indoor courts, outdoor courts, and parking required for amateur sporting events. County investments would focus on community activation areas such as parks and open space.

Once the decisions for all public investments have been secured and the total amount of approved public investment is known, all parties involved will convene to determine the final plan for investment in campus assets. This will then be outlined in formal agreements to ensure clarity and mutual understanding, ensuring the efficient and strategic allocation of resources while prioritizing community interests and access.

Beemok's objective is to operate the public element of the campus at a break-even point while providing affordable access to the community. Any profits generated from the public use of the campus will be directed into a capital investment fund for the benefit of the public facilities. If there are operating losses, Beemok will bear that responsibility. This structure underscores our commitment to providing community access while maintaining the financial stability of the project.

Project BREAK POINT

Questions & Answers

Campus Map

