



# Entertainment & Sports Arena

Community Meeting  
April 26, 2016



# Agenda

- ★ Welcome
- ★ Overview of St. Elizabeths Campus
- ★ Entertainment & Sports Arena Project
  - Overview of Community Benefits Process
  - Overview of Monumental Sports & Entertainment Community Investment Process
- ★ Q&A



# Overview of St. Elizabeths Campus



# St. Elizabeths East – Phase 1, 5 Year Plan

## Anticipated 5 –Year Use Map

<b>Orange</b>	Phase 1 Development <ul style="list-style-type: none"> <li>- Residential - Townhomes/Multifamily</li> <li>- Mixed Use</li> </ul>
<b>Blue</b>	Events DC's Planned Development <ul style="list-style-type: none"> <li>- Washington DC Entertainment and Sports Arena</li> </ul>
<b>Buildings In-Use</b>	<ul style="list-style-type: none"> <li>- Gateway DC</li> <li>- R.I.S.E Demonstration Center</li> </ul>

## Phase One Key Features:

<b>Mixed-Use (Parcel 17)</b>	+30,000 SF of Retail ; 171,000 SF of Office; 30,000 SF Innovation Greenspace
<b>Townhomes (Parcel 10/14)</b>	+60 homes Townhomes (30% affordable); +15 live-work-units
<b>Multi-family (Parcel 11)</b>	250 units multifamily units (80% affordable) in 6 historic buildings and one center amenity building; +14,000 SF innovation/arts/culture space
<b>Entertainment (Parcels 9/12)</b>	5,000 seat Entertainment and Sports Arena for use as a concert/ entertainment venue, Wizards Training Facility and arena for Mystics and other sports teams



- ★ St. Elizabeths Redevelopment Initiative Board formed in 2012 (Mayor's Order 2012-21)
- ★ Mayor's Office of Talent and Appointments is updating the Board seat designations for a 12-member board with subject matter expertise in:
  - Real Estate
  - Finance
  - Business
  - Infrastructure
  - Transportation/Planning
  - Education
  - ANC
  - Small Business
  - Faith Leader
  - At-large



# Overview of Entertainment & Sports Arena Project





# Overview Entertainment & Sports Arena

## Who Is Involved?

 Land owner delivering clean site to Events DC; assisting with ESA construction cost

 Responsible for building and operating the Arena

 Wizards and Mystics owners and ESA main tenant

 Helping to define needs and develop project related goals

## What Is It?

- ★ 5,000 seat arena
- ★ Entertainment, athletics, community & cultural event space
- ★ Practice facility for the Wizards
- ★ Game and practice facility for the Mystics
- ★ Possible location for an NBA Development League team

## Where Will It Be Built?





# Overview Community Benefits Process





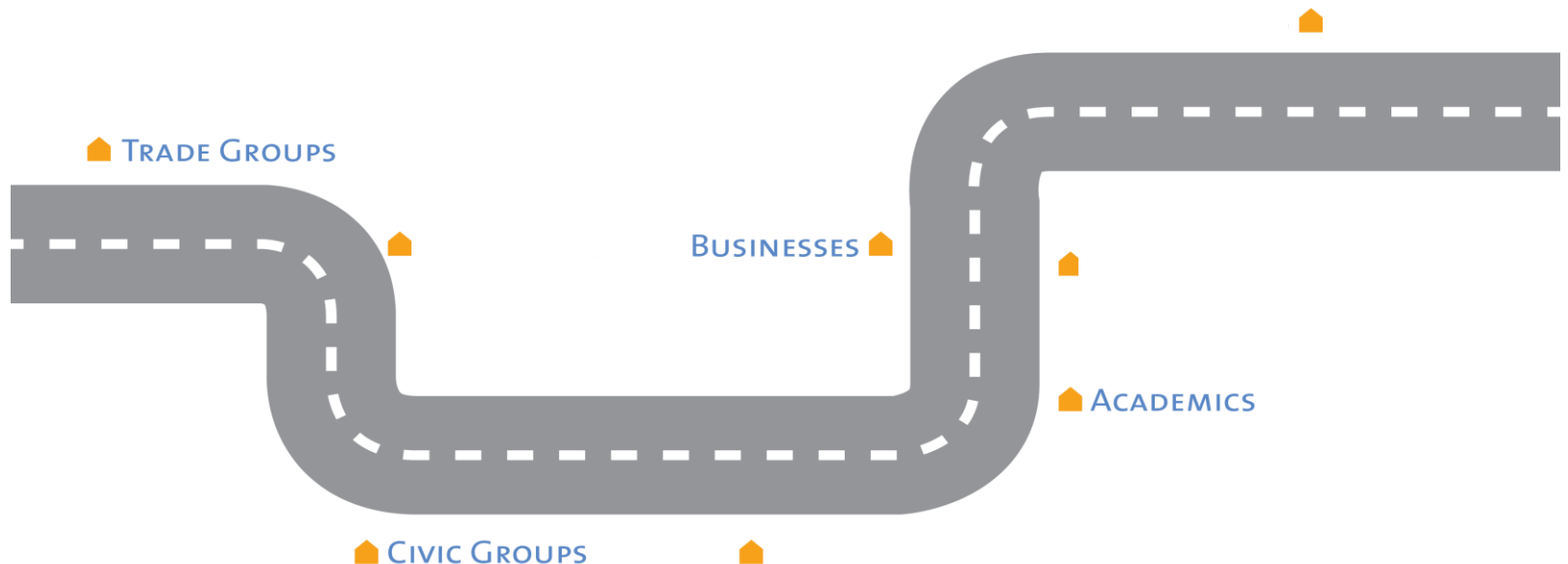
# Community Benefits Agreement

## *Building a Framework for Success*

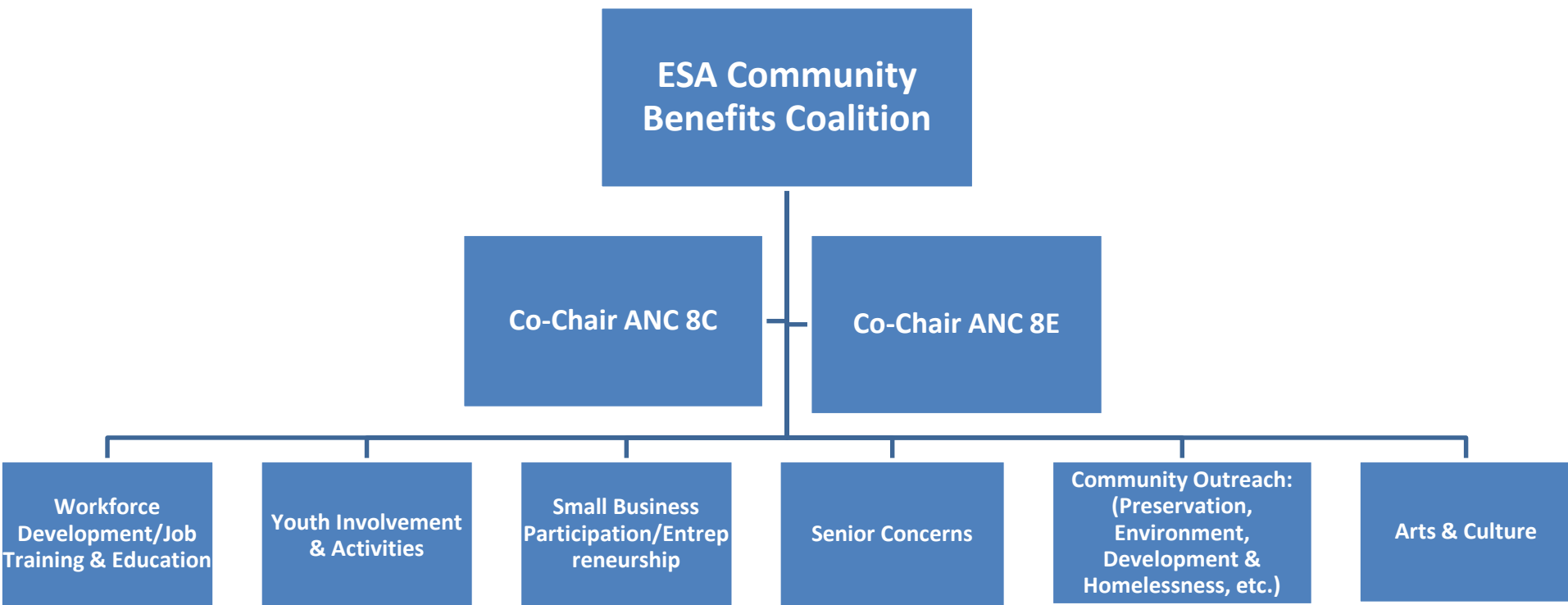
- ★ To successfully negotiate a mutually beneficial community benefits agreement associated with the development of the Entertainment & Sports Arena
- ★ Parties to agreement
  - Community
  - Events DC
  - District of Columbia

# Who Represents the Community?

- ★ Ward 8 Councilmember
- ★ ANC 8C and 8E
- ★ Community Based Organizations
- ★ Residents (highly impacted census tracts)



# Community Coalition Structure





# Representative Organizations

- ★ Office of Councilmember – Ward 8
- ★ ANC 8C
- ★ ANC 8E
- ★ Congress Heights Community Association
- ★ Congress Heights Tenant’s Coalition
- ★ Anacostia Coordinating Council
- ★ Ward 8 Arts and Culture Council
- ★ Ward 8 Workforce Development Council
- ★ Ward 8 AARP
- ★ Destination Congress Heights (Congress Heights Main Street)
- ★ East of the River Clergy, Police Community Partnership
- ★ Congress Heights Community Development Corporation
- ★ Community College Preparatory Academy
- ★ Opportunities of Industrialization Center of DC (OIC)
- ★ Recreation Wish List Committee, Washington, DC
- ★ Ward 8 Faith Leaders Council
- ★ Ft. Stanton Seasoned Seniors
- ★ Congress Heights Senior Wellness Center
- ★ United Planning Organization
- ★ School Board Representative – Ward 8
- ★ Resident/SMD (Census Tract 73.04, 74.04, 98.04, 104)
- ★ Far Southeast Family Strengthening Collaborative
- ★ Congress Heights Arts & Culture Center





# A Framework for Success

## Community Benefits Agreements A FRAMEWORK FOR SUCCESS

Community Benefit Agreements (CBAs) are agreements between real estate developers and coalitions of community organizations. CBAs address a broad range of community needs and allow coalitions to play a role in shaping a project, to win benefits that are tailored to their community, and to enforce developer's promises.







# Build the Coalition

WE ARE HERE



★ The Community Benefits Coalition should be:

- Broad & diverse
- Ability to grow organically
- Represent a variety of community interests



# Issue Education

- ★ Why is this an Important Part of the Process:
  - Encourages groups to speak the same language/aligned talking points
  - Builds a common agenda
  - Supports community members & residents in advocacy



# Identify the Project

- ★ Define project size & volume
- ★ Identify project scale
  - Jobs created
  - Small business opportunities/utilization
- ★ Articulate project benefits



# Community Assessment

- ★ Discover what is important to the community
- ★ Begins with a large group meeting where top concerns are identified



# Identify Community Priorities

- ★ Coalition reviews list of top concerns
- ★ Creates a prioritized list of requests





# Conduct Negotiations

- ★ Negotiators to remain community-driven & reflective
- ★ Know what community issues are a priority
- ★ Balancing priorities & needs are key
- ★ Develop creative solutions to be able to respond to barriers & challenges



# Ongoing Coalition Support

- ★ Continue to build ongoing support & advocates for the project
- ★ Maintain ongoing oversight to ensure agreement is being upheld & met
  - ★ Implement, monitor & enforce





# Negotiation Timeline

TIMELINE	ACTION	LEAD
April 21 – May 6, 2016	Coalition Building/Delegate Confirmation	Events DC Coalition
April 26, 2016	Conduct ESA Public Meeting	Events DC
May 2016	<ul style="list-style-type: none"> <li>1<sup>st</sup> Coalition Meeting</li> <li>1<sup>st</sup> Series of Working Group Meetings</li> </ul>	Coalition
June 2016	<ul style="list-style-type: none"> <li>2<sup>nd</sup> Coalition Meeting</li> <li>2<sup>nd</sup> Series of Working Group Meetings</li> </ul>	Coalition
July 2016	<ul style="list-style-type: none"> <li>3<sup>rd</sup> Coalition Meeting</li> <li>3<sup>rd</sup> Series of Working Group Meetings</li> </ul>	Coalition
End of July 2016	Conduct ESA Public Meeting <ul style="list-style-type: none"> <li>Coalition to present working group findings</li> </ul>	Events DC
August 2016	<ul style="list-style-type: none"> <li>Conduct Community Report</li> <li>Execution of CBA Agreement</li> </ul>	Coalition
End of September 2016	Conduct ESA Public Meeting	Events DC

 Ongoing Coalition Oversight/Advocacy/Management



# Overview of Monumental Sports & Entertainment Community Investment Process





## Ward 8 Community Commitment







## MSE Foundation Partners with Ward 8 Reach

The Monumental Sports & Entertainment Foundation already partners with many organizations that have a direct reach and impact in Ward 8



## ★ 2015 Veterans Day of Service

- ★ Ted Leonsis, Mystics players and coaches, and MSE staff volunteered in the Congress Heights neighborhood to refurbish a park alongside veterans and Ward 8 community members

## ★ KaBOOM! Playground in Congress Heights

- ★ A MSE-themed KaBOOM! playground was funded and built by the MSE Foundation at Eagle Academy Public Charter School in Congress Heights

## ★ Horton's Kids Basketball Court

- ★ The MSE Foundation refurbished the basketball court at Horton's Kids Community Resource Center in Wellington Park

## ★ Bread for the City's Holiday Helping

- ★ During the Bread for the City's Holiday Helping campaign, the MSE Foundation donated \$16,330 to provide Thanksgiving meal packages to more than 500 families in Ward 8

## ★ Allen Chapel AME Food Pantry

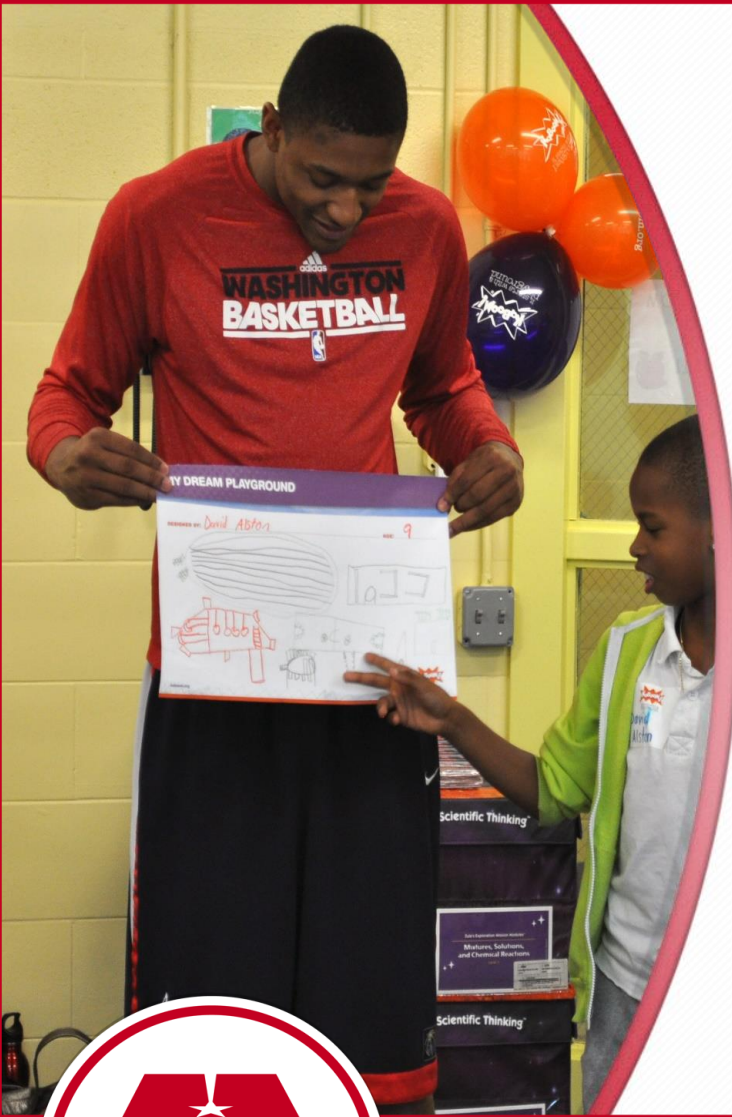
- ★ The MSE Foundation donated \$5,000 to Allen Chapel AME Food Pantry to provide 250 turkeys to Ward 8 families in need for Thanksgiving



## MSE Volunteer Events & Initiatives

MSE has led and participated in numerous Ward 8 volunteer and fundraising initiatives





## ★ John Wall

- ★ Earlier this season, Wizards player John Wall donated \$400,000 to Bright Beginnings to support existing programming and fund a second child development center to be located in Ward 8.
- ★ “Support from individuals like Mr. Wall, gives Bright Beginnings the encouragement to continue to provide comprehensive services for homeless children in the District of Columbia. It is evident that John Wall is sensitive and concerned about the plight of homeless children in DC and he wants these children to succeed.”- Bright Beginnings Executive Director, Dr. Betty Jo Gaines.

## ★ Karl Alzner, Nicklas Backstrom and Braden Holtby

- ★ Capitals players Karl Alzner, Nicklas Backstrom and Braden Holtby, and Elliot Segal from Elliot in the Morning, will donate the proceeds from this season’s So Kids Can campaign to Horton’s Kids.
- ★ Horton’s Kids is a social change organization that empowers at-risk children in Anacostia, and prepares them for success in school, career and life.
- ★ Each player and Segal will donate \$50 per Capitals win during the regular season and \$100 per Capitals win during the playoffs.



## Additional Player Outreach & Initiatives

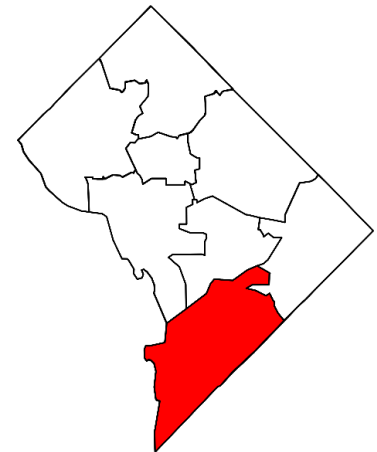
Players from MSE’s teams have also led their own fundraising and donation initiatives focused in Ward 8



# Community Investment Strategy



- ★ **MSE will be investing \$10M in Ward 8**
- ★ **MSE will collaborate and consult with the ESA Community Benefits Coalition, established for the project**
- ★ **MSE looking to fund philanthropic causes, venture-type investments in Ward 8 businesses and capacity building investments**
- ★ **MSE interested in developing a St. Elizabeths based new venture incubator**



## **MSE Community Investment Strategy**

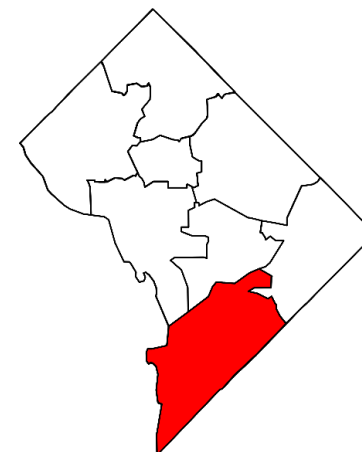
★ Up to \$2.5M in locating enterprises on the St. Elizabeths campus and surrounding neighborhoods



★ Up to \$2.5M related to the cost of moving MSE offices/operations to the St. Elizabeths campus



★ Philanthropic investments related to the development of St. Elizabeths campus and surrounding neighborhoods that benefit the residents



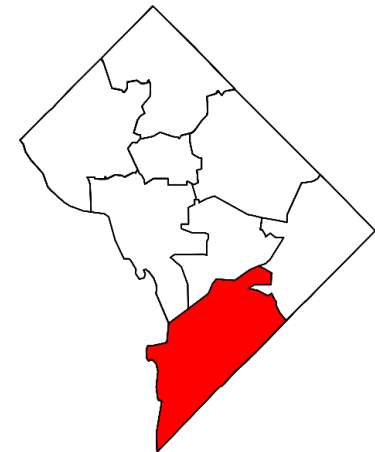
## Investment Strategy Details

★ A minimum of \$2.5M invested in the first 5 years

★ A minimum of \$5M total investment over the first 10 years

★ A minimum of \$7.5M total investment during the first 15 years

★ A minimum of \$10M total investment over the 19 year lease



## Schedule of Investments





## Next Steps:

- ★ Assist in formation of ESA Community Benefits Coalition
- ★ Set up meeting with coalition to identify process and opportunities for:
  - ★ Philanthropic efforts
  - ★ Venture investments & capacity for businesses
- ★ Begin investing!



**Next Steps**





# Question & Answer

