



Entertainment & Sports Arena Community Benefits Coalition

Community Meeting

June 20, 2016



Agenda

- ★ Welcome & Introductions
- ★ Brief Overview
- ★ Sub- Committee Meeting Reports
- ★ Summary of Similarities
- ★ Review Other CBAs
- ★ Round 2 Sub- Committee Deliverables & Schedules
- ★ Wrap Up



Overview Community Benefits Process

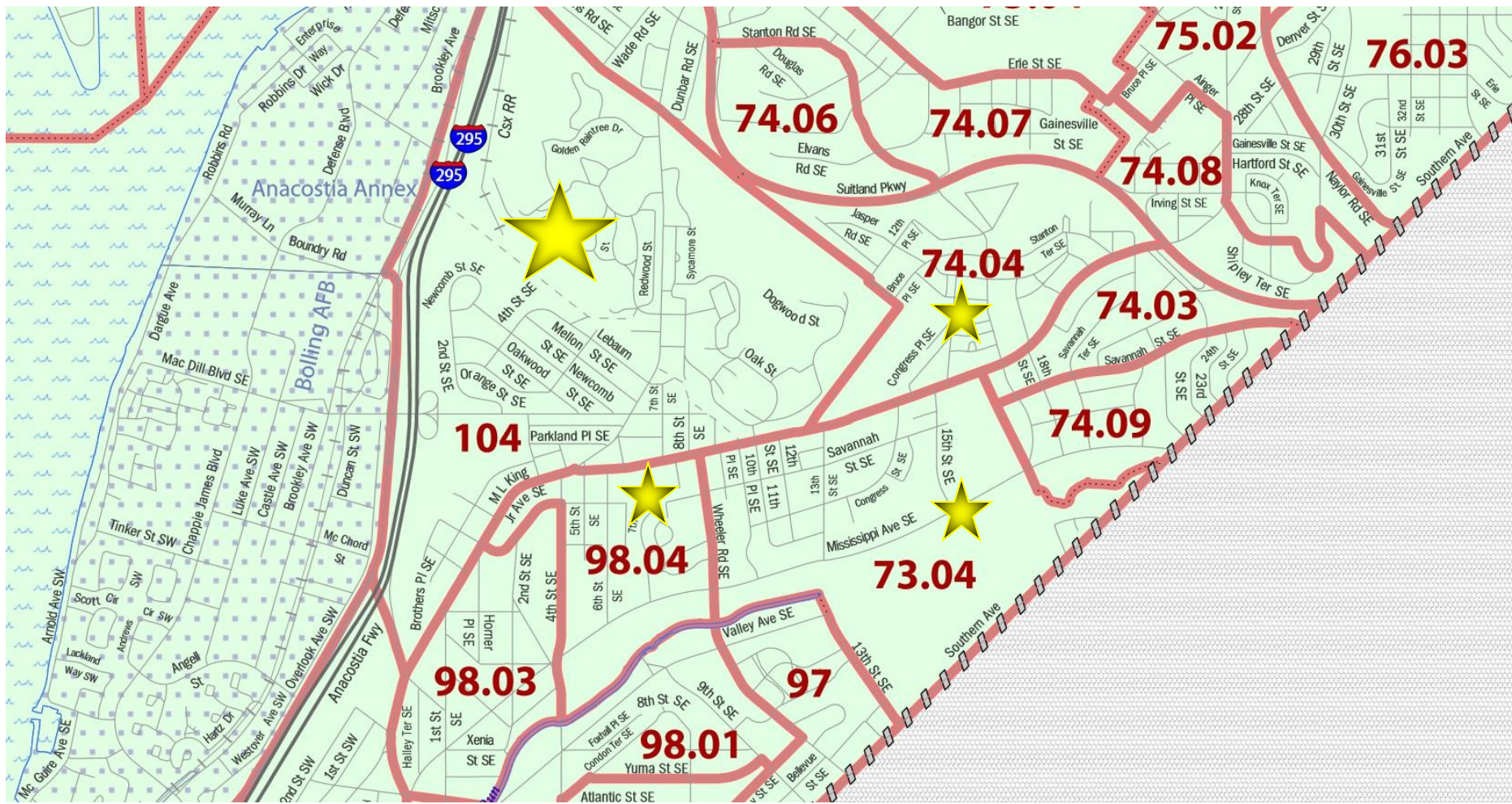


Community Benefits Agreement

Building a Framework for Success

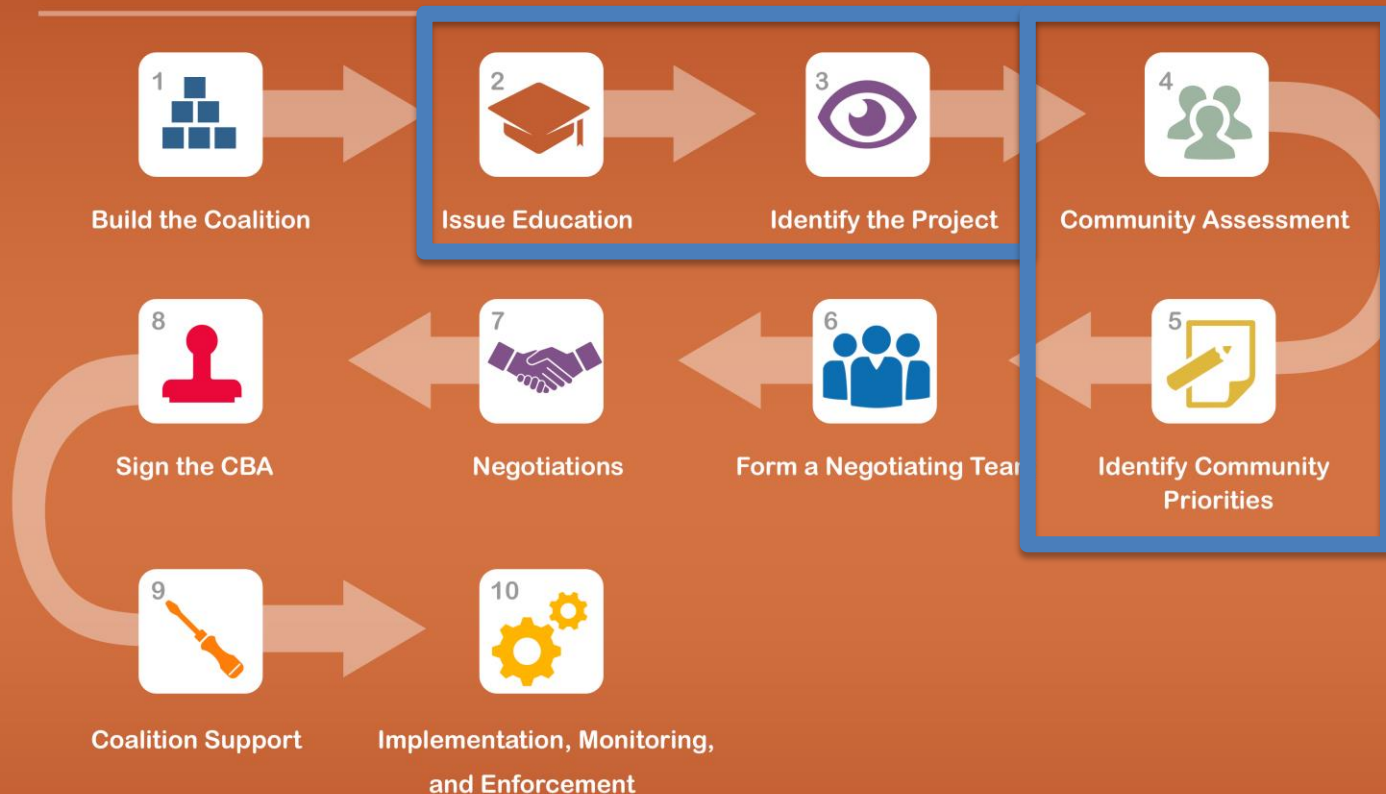
- ★ To successfully negotiate a mutually beneficial community benefits agreement associated with the development of the Entertainment & Sports Arena
- ★ Parties to agreement
 - Community
 - Events DC
 - District of Columbia

Census Tract Snapshot



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.





Issue Education

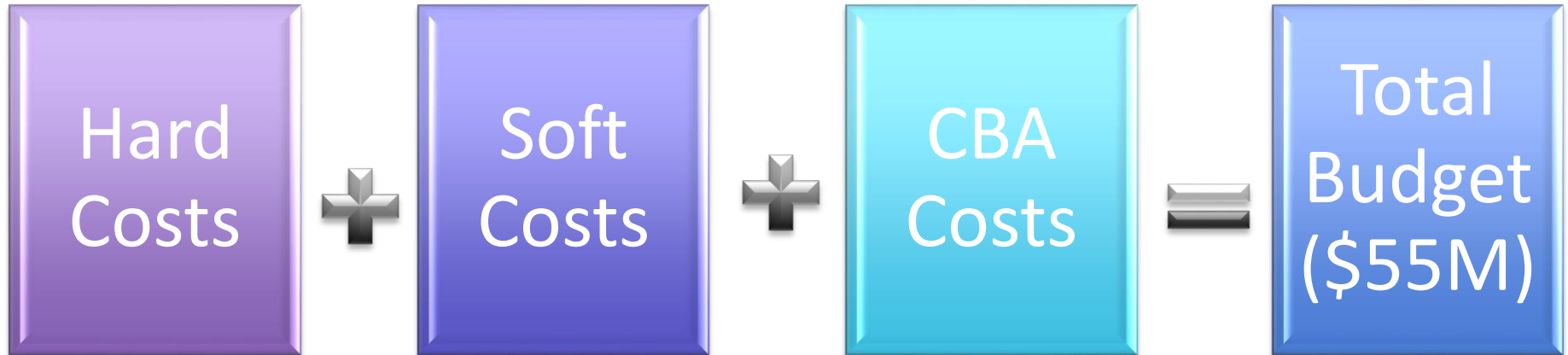
★ Why is this an Important Part of the Process:

- 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

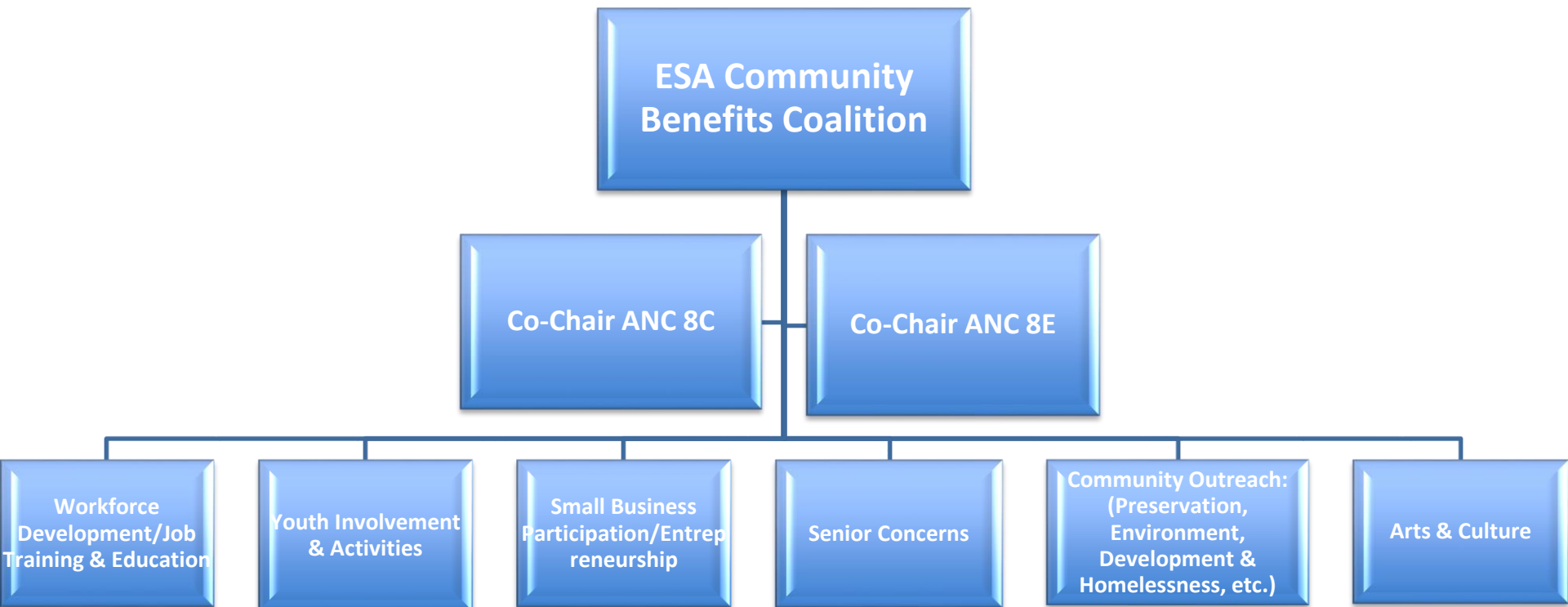
- ★ Coalition reviews list of top concerns
- ★ Creates a prioritized list of requests





Sub – Committee Meeting Reports

Community Coalition Structure





Workforce Development, Education & Training

Sub- Committee Chairs: Alexis Roberson & Connie Spinner

Wish List Items	
FREE Training Space for NPOs	Live broadcasting of info and events
Testing Center supporting range of assessments	Apprenticeship Opportunities for High School Age – 30 years old in emerging fields
Field Trip Fund Bank for local schools	Marketing/ Communication campaign to inform How to Use New & Existing programs
Adult Career Guidance Center	Emergency Transportation Fund for “working poor”
Safe Haven for Youth	Wellness Center – “Working on the WHOLE being”
Technology Lab mirroring evolving Workforce Environment	ESA Scholarship



Youth Involvement & Activities

Sub- Committee Chairs: Cora Masters Barry

Wish List Items	
Skating Rink	Health/ Fitness
Gymnasium	Foreign Language
Event hall	Outdoor lounge (Reception Area)
Afterschool Assistance	Creative Writing/ Art
Job Training	Robotics Class

Sub- Committee Chairs: Kevin Vaughan

Wish List Items	
Small Biz Technical Assistance/ Capacity Building	Construction Bonding Program
Small Biz Capital Improvement Fund	Office Space for future BID
Shared Office Space/ Business Incubator	Neighborhood Investment Fund
Percentage of ESA Construction jobs for Ward 8 Residents	Loan Fund for Small Biz/ Invoicing, carrying cost

Sub- Committee Chairs: Guleford Bobo

Wish List Items	
Funds for Vulnerable Seniors	Stipend for volunteerism
Existing grants that support Aging in Place (Village)	Laptops & Lab with Wifi
Dedicated tickets for Seniors	FREE Community Meeting Space
Shuttle Service for Seniors	Tax abatement for property owners in the area
Flea Market @ Pavilion	Increased Parking Spaces
Senior Vending/ Kiosk space (% of Sales)	Funding to abate Water problems
Senior Employment (% of jobs)	Escort Transportation
Banquet Space – Reduced Price	Indoor On-site walking trail/ track
Improved Bike Lanes	Aqua Therapy/ Water Exercise
Industrial Embroidery Machine & Training	



Community Outreach: Preservation, Environment, Development, Homelessness, Etc.

Sub- Committee Chairs: Sandra Seegars

Wish List Items	
Memorial Commemorative Marker (Significant Scale)	Additional Parking to 2,500
Visitors' Center	FREE Meeting Space
Preservation of Original Site	Community Garden/ Urban Bumble Bee
Illuminated Street Signs	Façade Program for 2,700
Add Community Marketing to Marquis	

Sub- Committee Chairs: Keyonna Jones- Lindsay & Tendani Mpulubusi

Wish List Items	
Emphasize the therapy in art for space use. Connecting to players, musicians, etc.	DPR could be at the table to work between community and Events DC
Vendor kiosks	Community Based Activities - #? Calendar Days allocated - Specific Idea: Movie/Docu Series
Community presence to advertise local artists and businesses (Using their media strength)	



Reoccurring Wish List Items

- ★ FREE Community/ Training Space
- ★ Increased Parking
- ★ Job Training
- ★ Vendor Kiosks
- ★ Technology Lab



Exploring Existing CBAs



Existing CBA Summary

	DC United	St. E's Phase I	Whole Foods
Parties	Community Benefits Coordinating Council	ANC 8C & ANC 8E	MRP Realty
Length of Contract	30 Years	20 Years	
CBA Value			\$3.4 Million
Total Value	\$150 M		\$100 Million
Renewability	May be renewed for another 30 years at end of contract		



Existing CBA Summary

DC United		St. E's Phase I	Whole Foods
1.	Continue Soccer Club program at local elementary	Host Community Based Creative Economy Incubator	\$200,000 to the Community Foundation to support workforce development for residents and employers within 1 mile
2	Childhood literacy and healthy lifestyle program	Workforce Development Initiatives in Ward 8	\$118,462 to local Main Streets to support capital improvements for local retailers
3	Free tix program at local middle school	202 Affordable Rental units	\$142,155 to Howard University to subsidize a business incubator
4	Local ANC youth for sports clinic scholarships	18 Live/ Work Housing Units	\$200,000 to construct a 4,500-sq. ft. pocket park nearby
5	25 low income youth to attend summer day camp	Ward 8 Retail space for Small Biz/ Entrepreneurs	\$250,000 for streetscape improvements

Existing CBA Summary

	DC United	St. E's Phase I	Whole Foods
6	Full Page ad each edition for local newspaper annually	Ward 8 Internships & Apprenticeships for real estate and/ or construction	\$1.5 million to construct a private extension of nearby street to connect other major streets
7	Minimum of 3 community days for use of stadium for NPOs	First Source Employment agreement for Ward 8 residents	\$750,000 for the reconfiguration of the intersection nearby
8	Youth and Seasonal jobs for local ANC with DOES	30% of new jobs for Ward 8 Residents	\$250,000 for new traffic signals at nearby intersection
9	Involve local organizations for local residents outreach for employment and training	Ward 8 Community based 2 nd tier general contracting firm to establish CBE goals	



Existing CBA Summary

DC United		St. E's Phase I	Whole Foods
10	Best effort to coordinate with other local sporting/ events to not overlap	\$500,000 to support CH Community activities (\$25,000 per year)	
11	Free Meeting room space for local ANC NPOs		
12	Discuss opportunities for local licensed food vendor space		
13	Provide 8 events at stadium where local NPO can raise money through concessions		



Existing CBA Summary

	DC United	St. E's Phase I	Whole Foods
14	Facilitate introductions to health care providers and services		
15	Limit fireworks after 11 weekdays and midnight weekends. Inform community when later.		
16	Implement good faith management & construction to mitigate dust & other contaminants		



Upcoming Meetings & Schedules



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"> • 1st Coalition Meeting • 1st Series of Working Group Meetings 	Coalition
June 2016	<ul style="list-style-type: none"> • 2nd Coalition Meeting • 2nd Series of Working Group Meetings 	Coalition
July 2016	<ul style="list-style-type: none"> • 3rd Coalition Meeting • 3rd Series of Working Group Meetings 	Coalition
End of July 2016	Conduct ESA Public Meeting <ul style="list-style-type: none"> • Coalition to present working group findings 	Events DC
August 2016	<ul style="list-style-type: none"> • Conduct Community Report • Execution of CBA Agreement 	Coalition
End of September 2016	Conduct ESA Public Meeting	Events DC

Ongoing Coalition Oversight/Advocacy/Management



Question & Answer

