



# **Entertainment & Sports Arena**

**Community Meeting  
September 22, 2016**



# Agenda

- ★ Welcome
- ★ Community Benefits Agreement (CBA) Overview
  - ★ Q&A
- ★ Arena Initial Concept Design Review
  - ★ Q&A
- ★ Introduction: Construction Management Team
  - ★ Review of Activities
  - ★ Q&A



# Welcome

*Gregory A. O'Dell*  
*President and Chief Executive Officer, Events DC*



# **Entertainment & Sports Arena**

## **COMMUNITY BENEFITS COALITION OVERVIEW**



# What Is It and 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

- ★ 4,200 seat arena
- ★ Entertainment, athletics, community & cultural event space
- ★ Practice/training facility for the NBA, Washington Wizards
- ★ Game and practice facility for the WNBA, Washington Mystics
- ★ Possible location for an NBA Development League team

# Site Orientation



# Coalition Framework

## 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.





# Building the Coalition

## Community Benefits Coalition:

- ★ Broad & Diverse
- ★ Ability to Grow Organically
- ★ Represent a Variety of Community Interests





# Invited 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 DC (OIC)
- ★ Recreation Wish List Committee, Washington, DC
- ★ Ward 8 Faith Leaders Council
- ★ Ft. Stanton Seasoned Seniors
- ★ Ft. Stanton Civic Association
- ★ 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
- ★ Fairlawn Civic Association

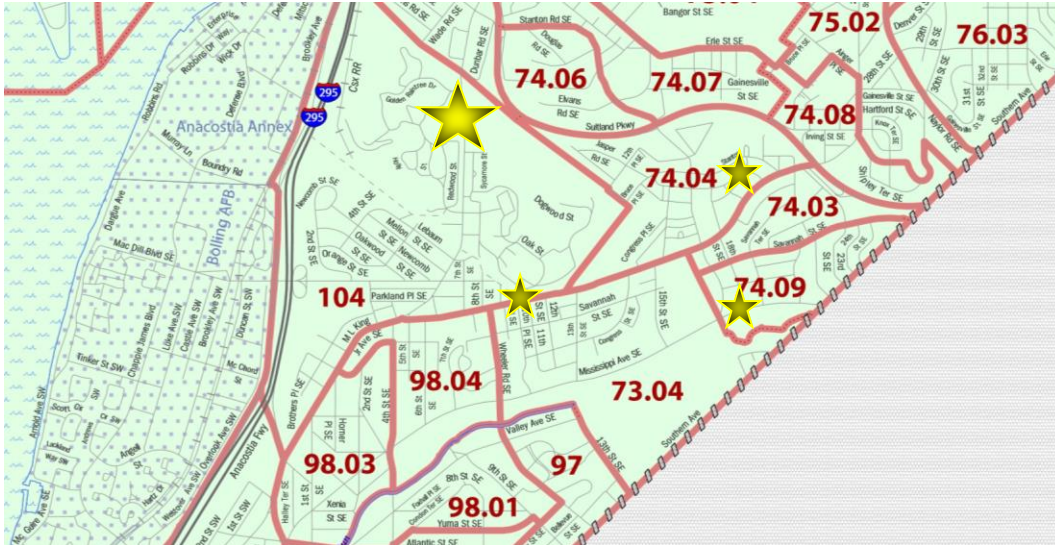


# Targeted Population

Ward 8 Residents, specifically Congress Heights:

- ★ ANC 8C & 8E
- ★ Census Tracts
  - ★ 73.04
  - ★ 74.04
  - ★ 96.04
  - ★ 104

# Census Tract Snapshot



# Community Coalition Structure





# Key Points

- ★ 25 organizations were sent invitations
- ★ 22 organizations responded; identified delegates and attended the meeting
  - Congress Heights Senior Wellness declined
  - Ward 8 School Board did not respond
  - Ward 8 Workforce Development Council did not respond
- ★ Invitations sent to each ANC Commissioner in Ward 8
- ★ 1<sup>st</sup> organization meeting was attended by 28 Coalition members
- ★ Sub committees were established/committee chairs appointed



# 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



# Key Points

- ★ Reviewed sample CBA documents
  - D.C. United Stadium
  - Florida Avenue Whole Foods
  - Redbrick LMD – St. Elizabeths Phase I
- ★ Provided comparison – contrasts analysis against ESA project
- ★ Introduced negotiation techniques & discussions



# Identify the Project

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





# Community Assessment

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



# Key Points

- ★ 5,000 flyers were distributed
- ★ 2 separate “robo calls”
- ★ Community members signed at each community meeting, existing Ward 8 meetings, “list servs”
- ★ Emails were sent out by each committee chair to their members regarding upcoming meeting dates
- ★ 3,118 people were invited to attend all meetings



# Arts & Culture

## ★ June Meeting

- Social media & email campaign; 20 people attended

## ★ July Meeting

- Social media & email campaign; 16 people attended

## ★ August Meeting

- Social media & email campaign; 8 people attended





# Community Outreach:

*Preservation, Environment, Development & Homelessness*

## ★ June Meeting

- 1,700 contacts via Facebook; 600 – 700 via Great Ward 8 Facebook Group; 400 people via email; 10 people attended

## ★ July Meeting

- 1,700 contacts via Facebook; 600 – 700 via Great Ward 8 Facebook Group; 400 people via email; 18 people attended

## ★ August Meeting

- 1,700 contacted via Facebook; 600 – 700 via Great Ward 8 Facebook Group; 400 people via email; 8 people attended



# Seasoned Seniors

## ★ June Meeting

- Word of Mouth
- Email
- Phone
- 10 people attended

## ★ July Meeting

- Word of Mouth
- Email
- Phone
- 15 people attended

## ★ August Meeting

- Word of Mouth
- Email
- Phone
- 5 people attended





# Small Business

## ★ June Meeting

- Email blasts; posted on Facebook; posted on Destination Congress Heights social media sites; passed out fliers to businesses along MLK Corridor; 4 people attended

## ★ July Meeting

- Email blasts; posted on Facebook; posted on Destination Congress Heights social media sites; passed out fliers to businesses along MLK Corridor; 9 people attended

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## ★ August Meeting

- Email blasts; posted on Facebook; posted on Destination Congress Heights social media sites; passed out fliers to businesses along MLK Corridor; 6 people attended



# Workforce Development

## ★ June Meeting

- 23 organizations that provide workforce development services contacted via phone/email
- 14 organizations agreed to send reps; 31 people attended

## ★ July Meeting

- 23 organizations that provide workforce development services were contacted via phone/email; 35 people attended

## ★ August Meeting

- Survey was done and reached 105 people





# Youth Involvement

## ★ June Meeting

- Community Fliers
- Surveys
- Word of Mouth
- Social Media
- 63 people attended

## ★ August Meeting (survey conducted)

- Green Zone Environmental Program
- Boys and Girls Club (FBR Branch)
- Southeast Tennis & Learning Center
- 11 people attended

## ★ July Meeting

- Community Fliers
- Surveys
- Word of Mouth
- Social Media
- 44 people attended







# Identify Community Priorities

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



# Timeline

TIMELINE	ACTION	LEAD
Apr 21 – May 6, 2016	Coalition Building/Delegate Confirmation	Events DC Coalition
April 26, 2016	ESA Public Meeting	Events DC
May 2016	<ul style="list-style-type: none"><li>• 1<sup>st</sup> Coalition Meeting</li></ul>	Coalition
June 2016	<ul style="list-style-type: none"><li>• 1<sup>st</sup> Series of Working Group Meetings</li><li>• 2<sup>nd</sup> Coalition Meeting</li></ul>	Coalition
July 2016	<ul style="list-style-type: none"><li>• 2<sup>nd</sup> Series of Working Group Meetings</li><li>• 3<sup>rd</sup> Coalition Meeting</li></ul>	Coalition
August 2016	<ul style="list-style-type: none"><li>• 3<sup>rd</sup> Series of Working Group Meetings</li><li>• 4<sup>th</sup> and 5<sup>th</sup> Coalition/Chairs Meeting</li></ul>	Coalition
September 2016	<ul style="list-style-type: none"><li>• ESA Final Coalition Meeting</li><li>• ESA Public Meeting</li></ul>	Coalition Events DC



*Ongoing Coalition Oversight/Advocacy/Management*



# Coalition Meetings

## ★ Coalition met monthly from May – September

- 1<sup>st</sup> Meeting: Reviewed sample Community Benefit Agreements from other projects
  - Committees were tasked with meeting with their members and coming up with a “Wish List” of items
- 2<sup>nd</sup> Coalition Meeting: Reviewed the “Wish List” of each Committee and noted similarities
  - Committees were tasked with coming back with cost for each “Wish List” item
- 3<sup>rd</sup> Coalition Meeting: Reviewed refined “Wish List” and cost
  - Committees were tasked with prioritizing their “Wish List” items with the “Top 3” items with two alternatives



# Sub Committee Meeting Tasks

## ★ June Meeting

- Develop “Wish List” of items by interest group

## ★ July Meeting

- Refine “Wish List” and valuation

## ★ August Meeting

- Prioritize top 3 with 2 alternatives





# Key Points

- ★ 369 people attended meetings or participated in surveys regarding the ESA
- ★ A total of 24 meetings
- ★ More than 80 hours of conversations
- ★ Top 14 “Wish List” items identified by Coalition



# Negotiations

## 4<sup>th</sup> & 5<sup>th</sup> Coalition Meeting:

- ★ Reviewed “Wish List” items and combined for a top 15 items for CBA



# Form a Negotiating Team

- ★ 1<sup>st</sup> Chairs Meeting held to combine “Wish List” items from each sub committee
- ★ 2<sup>nd</sup> Chairs Meeting held with Events DC to determine feasibility
- ★ 3<sup>rd</sup> Chairs Meeting
  - Members voted to prioritize and finalize request list for inclusion into CBA



# Coalition Wish List

## Three Main Areas:

- ★ Education
- ★ Business Development/Support
- ★ Community Initiatives







# Wish List: Education

- ★ Scholarship and internships for young adults and collaborative organizations
  - \$100,000 per year for the first 5 years of the contract to fund scholarships and internships for the young adults in Ward 8
  - \$130,000 per year 19 years to fund the existing scholarships given by the following 4 organizations:
    - UPO Annual Joseph Beaver Scholarship
    - William O. Lockridge Foundation Scholarship
    - Fairlawn Community Association
    - Anacostia Economic Development Center (AEDC)
    - Scholarship and internships for young adults and collaborative organizations
- ★ \$20,000 per year for 10 years to 5 existing Congress Heights' organizations that currently have a Career Guidance Center or provides career guidance to fund their current programs



# Wish List: Education

- ★ STEAM (Science Technology Engineering Arts and Math) education, workforce development and business incubation; \$250,000 per year for the 19-year term of the contract to the Ward 8 Arts and Culture Council (W8 ACC)
- ★ Financial literacy by providing funding for 5 established organizations in Ward 8 to support their financial literacy program at \$50,000 per year for 10 years (rotating each year through each organization)
- ★ Endowment fund by providing a dollar for dollar match of up to \$100,000 per year for 19 years to help fund creative non-profit/501(c) organizations in the arts



# Wish List: Business Development/ Support

- ★ Ward 8 residents shall have free rental of vendor kiosks and allow community-based organizations to participate in the concession stands and receive a percentage of the proceeds of what is sold during the events/days' sales
- ★ Opportunity to waive the bonding requirement for any subcontractor receiving a contract that is under \$100,000
- ★ Establishment of preferences in procurement to Ward 8 businesses that can provide services to Events DC/Arena-related opportunities such as support through audio/visual for Ward 8 businesses
- ★ Vending opportunities for Ward 8 owned businesses



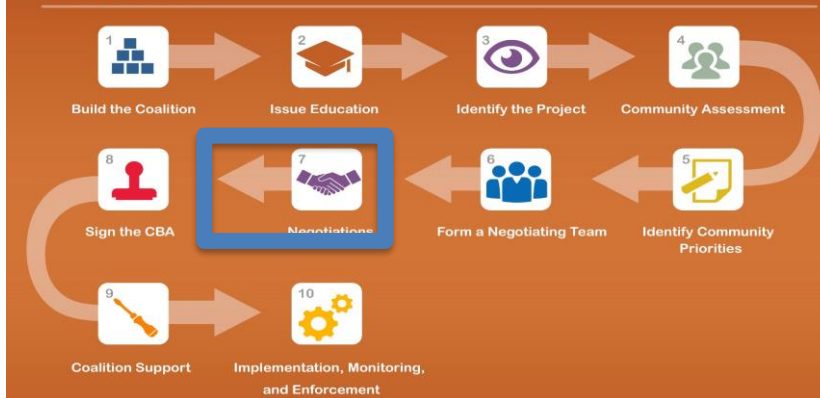
# Wish List: Business Development/ Support

- ★ Funding for Congress Heights Day at \$570,000; \$30,000 per year will be granted to Congress Heights Community Association (a 501(c)(3) organization)
  - \$15,000 will be dedicated for the support of the annual Congress Heights Day which is held in the spring of each year
  - \$15,000 for general operating support of the organization's mission
- ★ Provide 5 arena days of use in the new Entertainment and Sports Arena and 5 Events DC venue days for community-based groups/organizations in Ward 8 whether the activity is a fundraising event or a free event, subject to availability and organization's ability to pay 3rd party costs
- ★ Community fund to offset 3rd party costs of community-based events hosted in Events DC venues
- ★ Provide an allotment of tickets for community events held at ESA for community groups at the Arena
- ★ Utilize a Ward 8 artist pool for events opening acts for concerts held in the Arena

# Where Are We?

## 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.





# Next Steps

- ★ Finalize negotiations
- ★ Sign CBA
- ★ Extend support for project
- ★ Develop Coalition organization to implement, monitor and enforce CBA (at least 19 years)



# Implementing, Monitoring & Enforcing

- ★ Maintain Coalition members
- ★ Formalize entity
- ★ Develop by-Laws, policies and procedures
- ★ Develop ongoing meeting schedule
- ★ Create monitoring tools and auditing procedures





# Q&A