



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

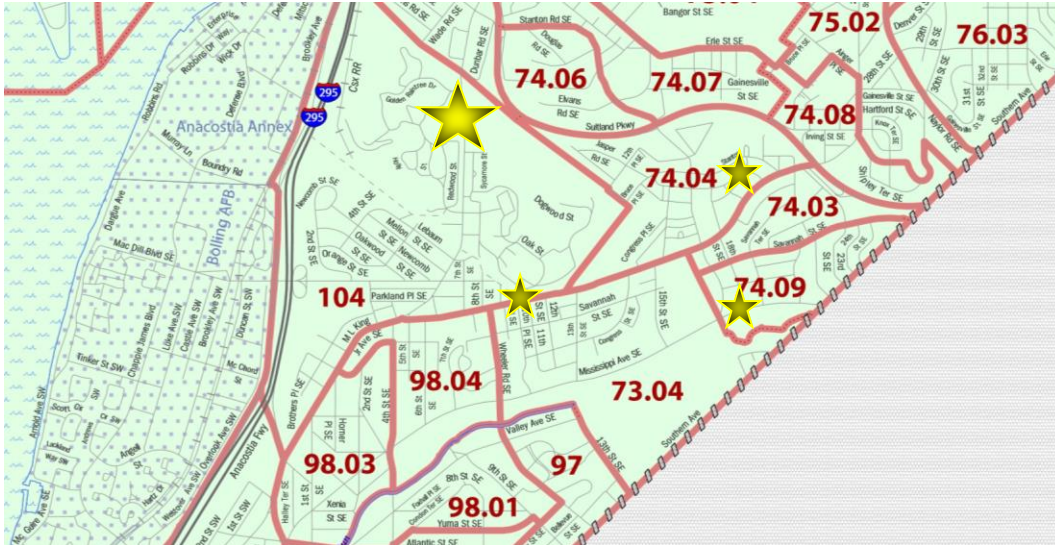


Targeted Population

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
- ★ 1st 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

•

★ 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">• 1st Coalition Meeting	Coalition
June 2016	<ul style="list-style-type: none">• 1st Series of Working Group Meetings• 2nd Coalition Meeting	Coalition
July 2016	<ul style="list-style-type: none">• 2nd Series of Working Group Meetings• 3rd Coalition Meeting	Coalition
August 2016	<ul style="list-style-type: none">• 3rd Series of Working Group Meetings• 4th and 5th Coalition/Chairs Meeting	Coalition
September 2016	<ul style="list-style-type: none">• ESA Final Coalition Meeting• ESA Public Meeting	Coalition Events DC



Ongoing Coalition Oversight/Advocacy/Management



Coalition Meetings

★ Coalition met monthly from May – September

- 1st 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
- 2nd 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
- 3rd 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

4th & 5th Coalition Meeting:

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



Form a Negotiating Team

- ★ 1st Chairs Meeting held to combine “Wish List” items from each sub committee
- ★ 2nd Chairs Meeting held with Events DC to determine feasibility
- ★ 3rd 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



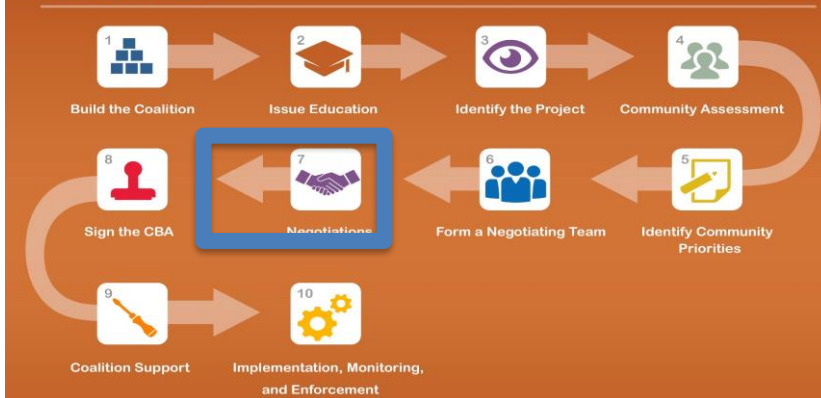
Wish List: Business Development/ Support

- ★ 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



Entertainment & Sports Arena DESIGN REVIEW

WASHINGTON
ARENA DESIGN
GROUP JV

Marshall | Moya Design

ROSSETTI



SITE ANALYSIS

SITE ANALYSIS

St. Elizabeths East
Development area
as outlined in the
Redevelopment
Framework Plan approved
Dec. 16, 2008.



SITE ANALYSIS

Key:



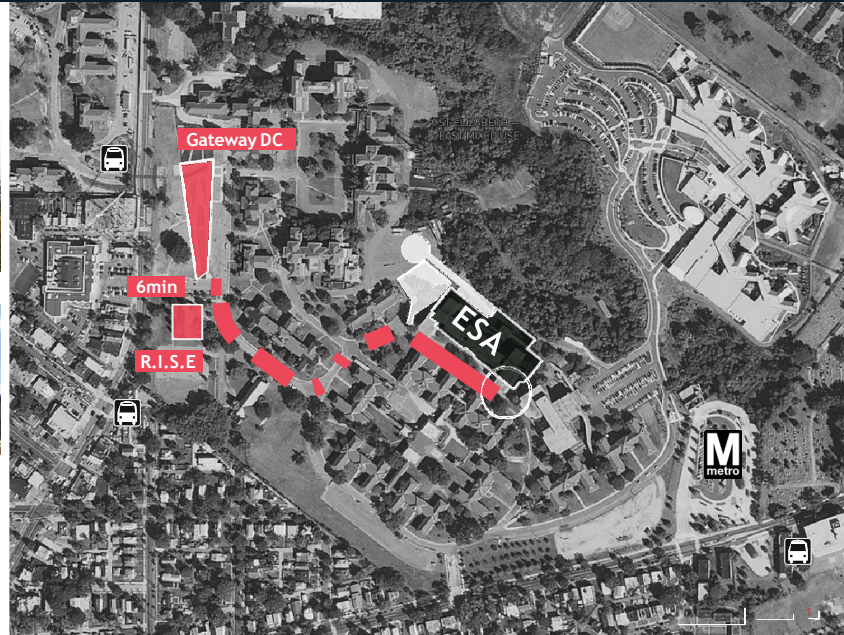
- Path from ESA Campus



GATEWAY DC



R.I.S.E.



SITE ANALYSIS

Key:

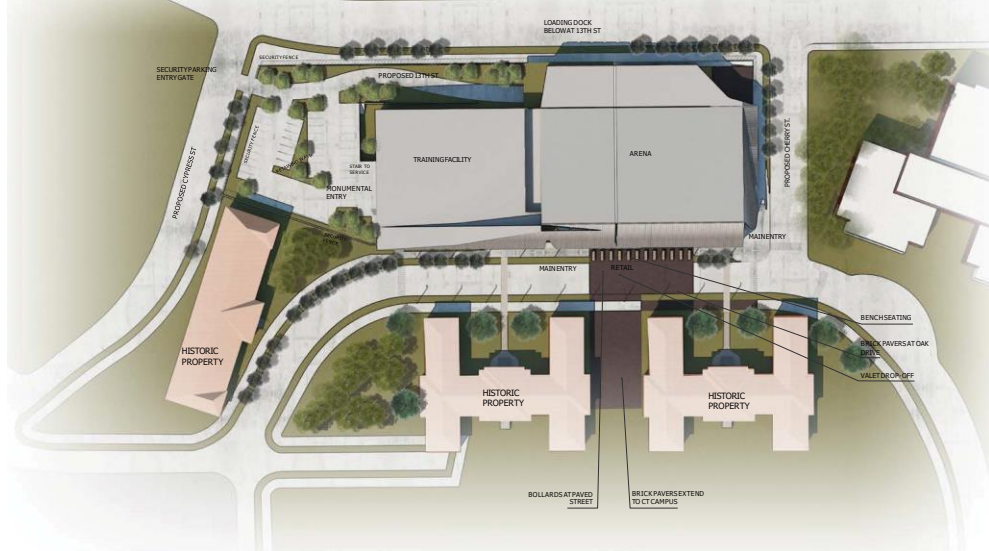
-  Bus Stop
-  Service Path
-  Patron Path
-  Entry
-  Extend Cherry Street to allow building entry





SITE PLAN

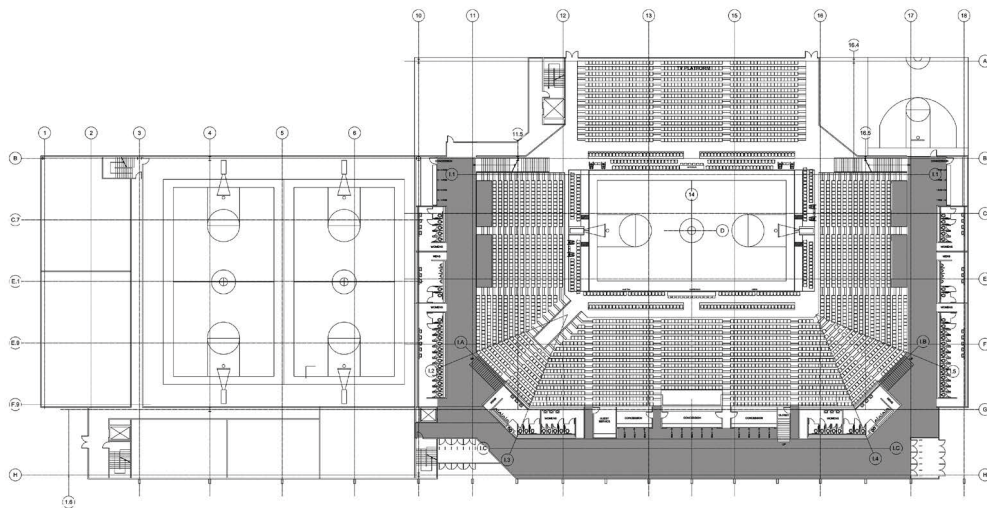
SITE PLAN





FLOOR PLAN

FLOOR PLAN

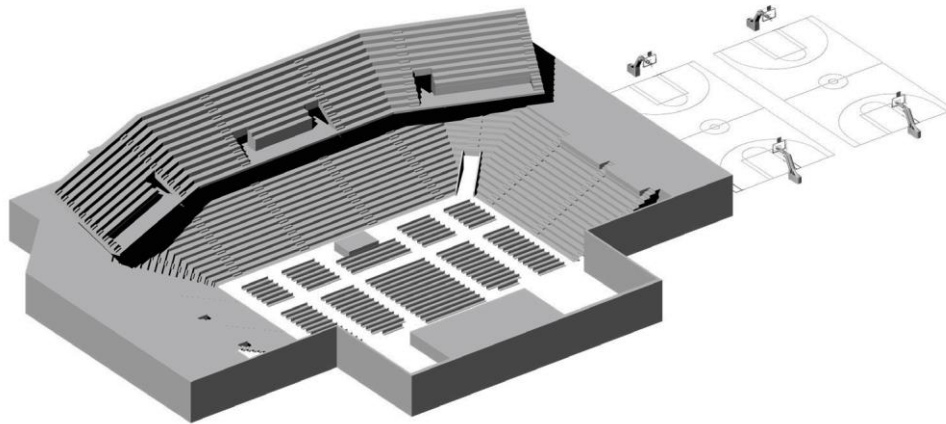




ARENA BOWL CONFIGURATION

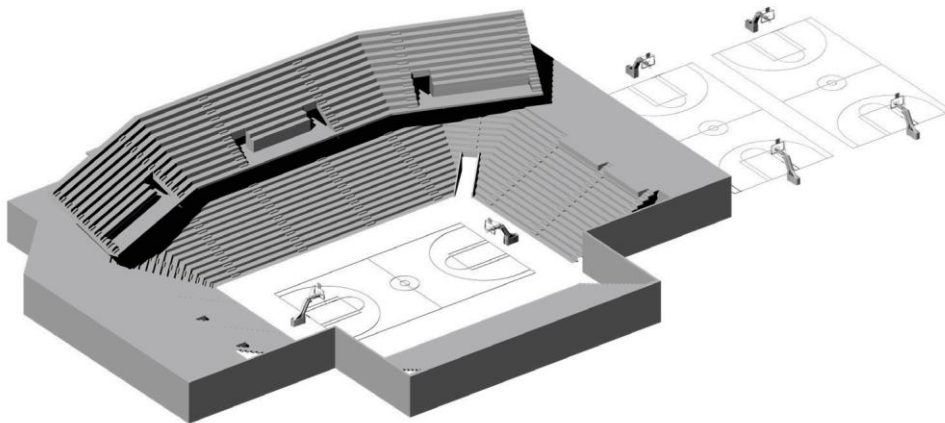
ARENA BOWL CONFIGURATION - STAGE

BOWL AXON - STAGE



ARENA BOWL CONFIGURATION - BASKETBALL

AXON - BASKETBALL





CONTEXTUAL INFLUENCES

CONTEXTUAL INFLUENCES



Ivy Walls.
The Center Building at St. Elizabeths
early 20th Century



Vertical repetition.
The Main Building, Western Campus at St Elizabeths



Heightened massing at entry.
The Center Building at St. Elizabeths
2006

CONTEXTUAL INFLUENCES



Wood Shelter and Warmth.



Activated Public Space.



Dynamic Floating Roof Form

CONTEXTUAL INFLUENCES



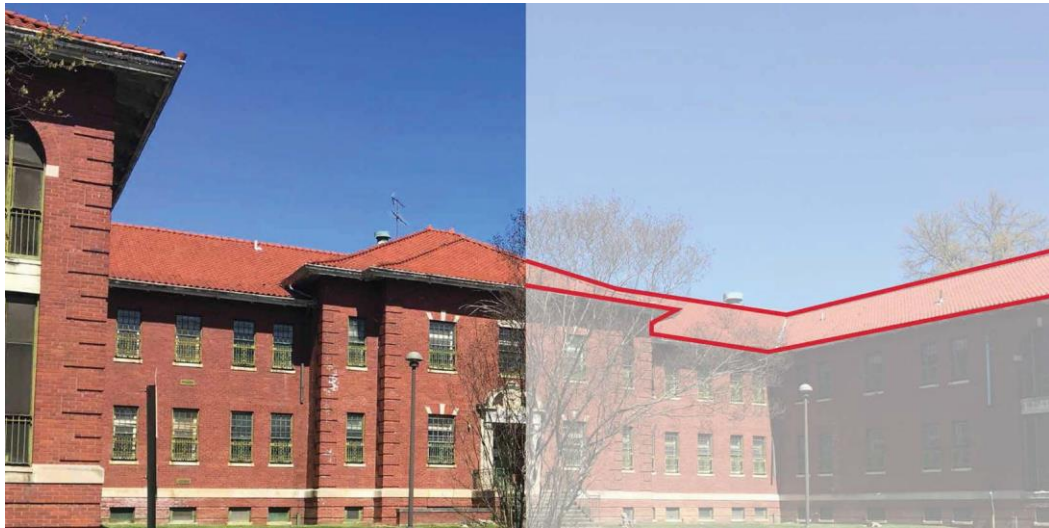
CONTEXTUAL INFLUENCES



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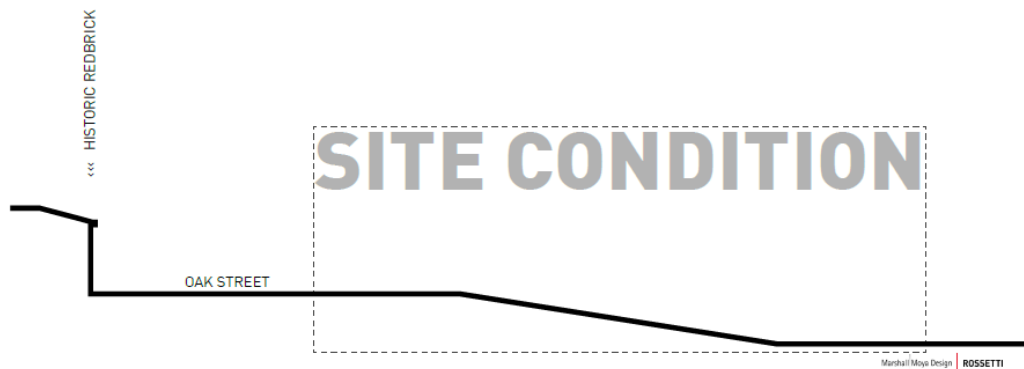
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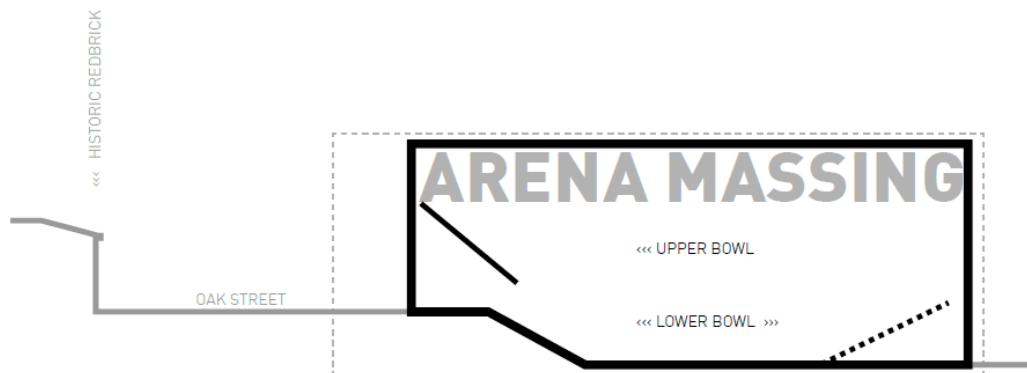


DESIGN APPROACH

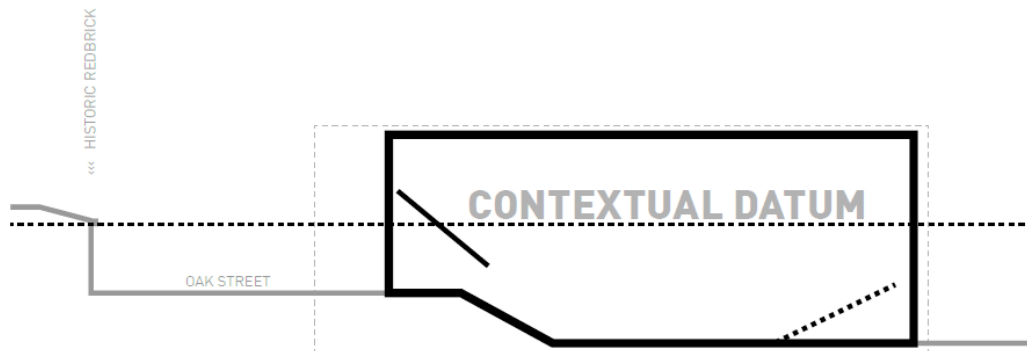
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DESIGN APPROACH

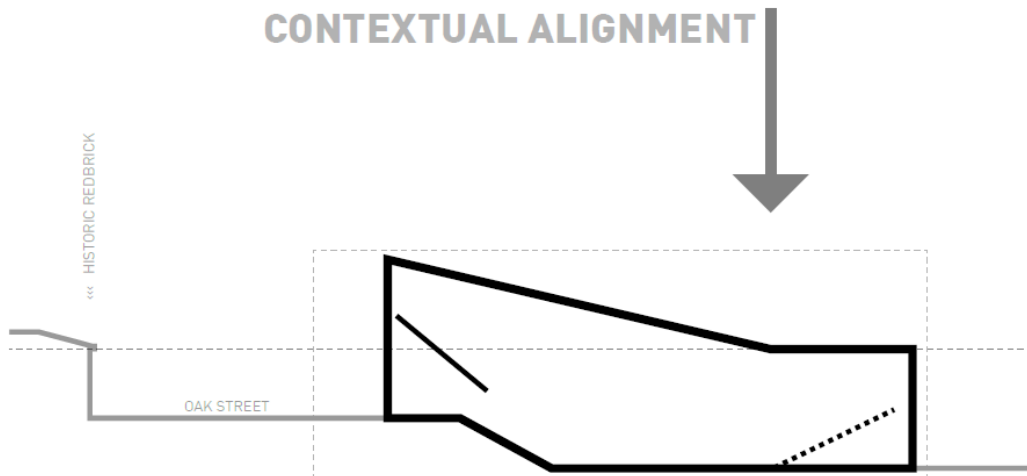


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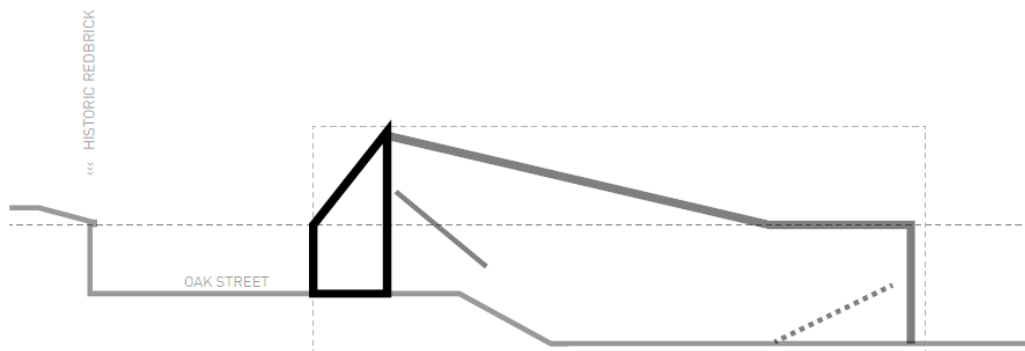
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CONTEXTUAL ALIGNMENT



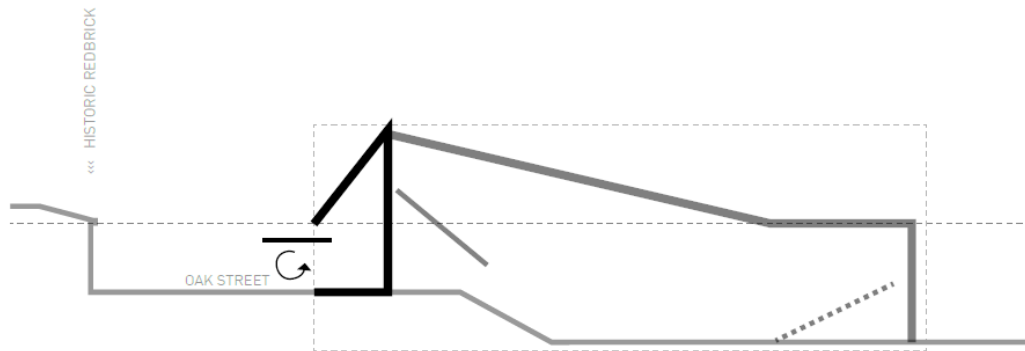
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PUBLIC COLONNADE



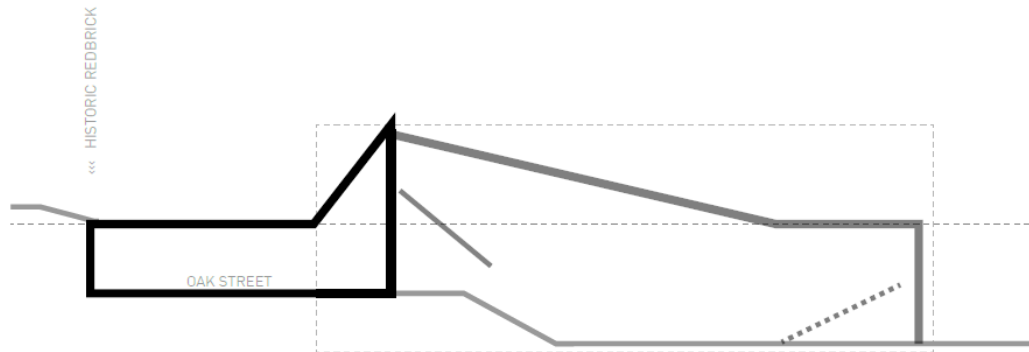
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COMMUNITY EMBRACE



DESIGN APPROACH

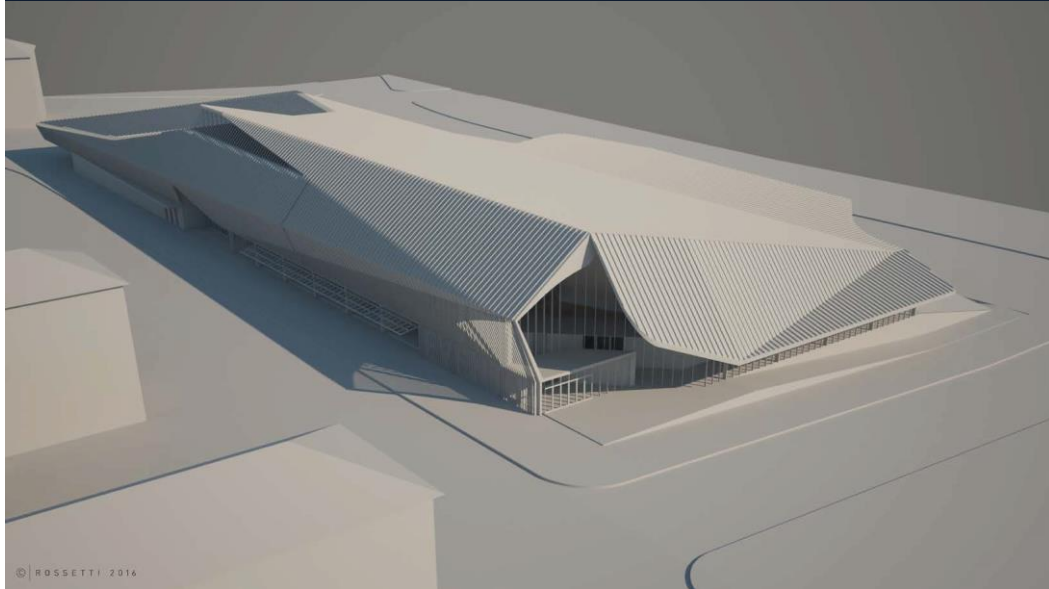
URBAN ACTIVATION





BUILDING AESTHETIC

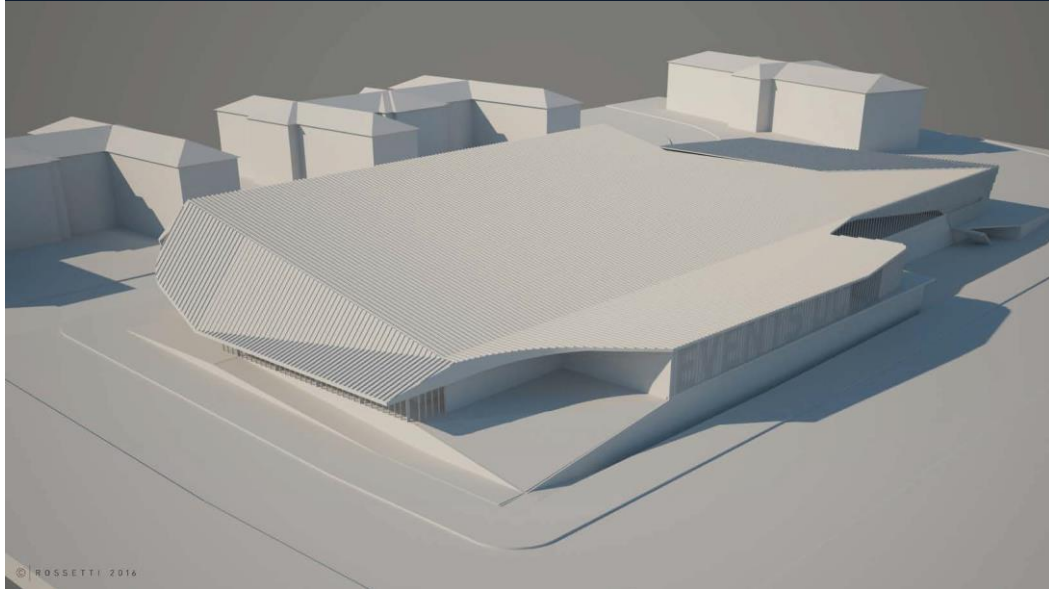
BUILDING AESTHETIC



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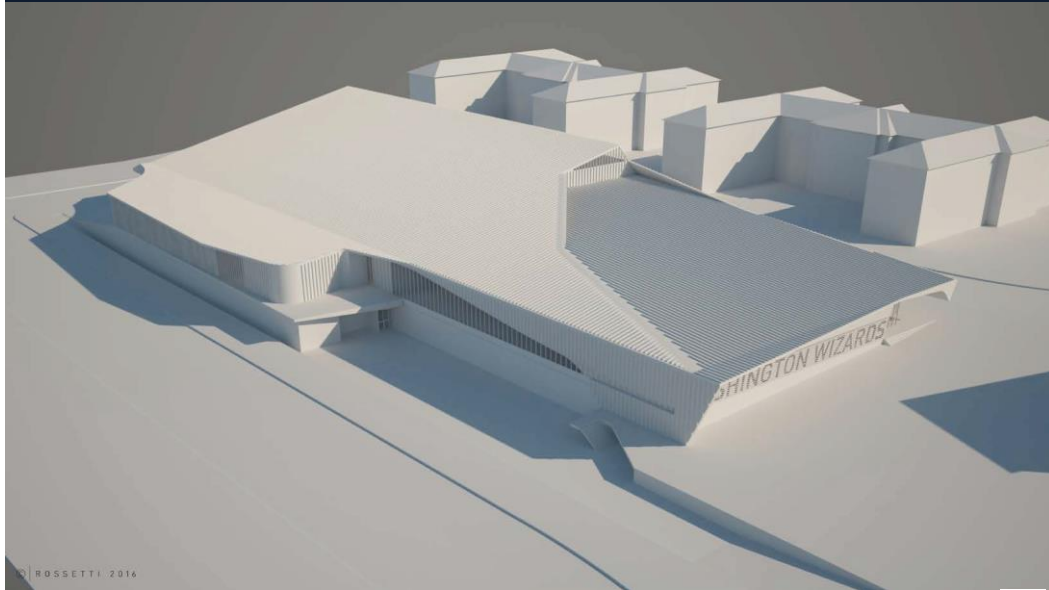
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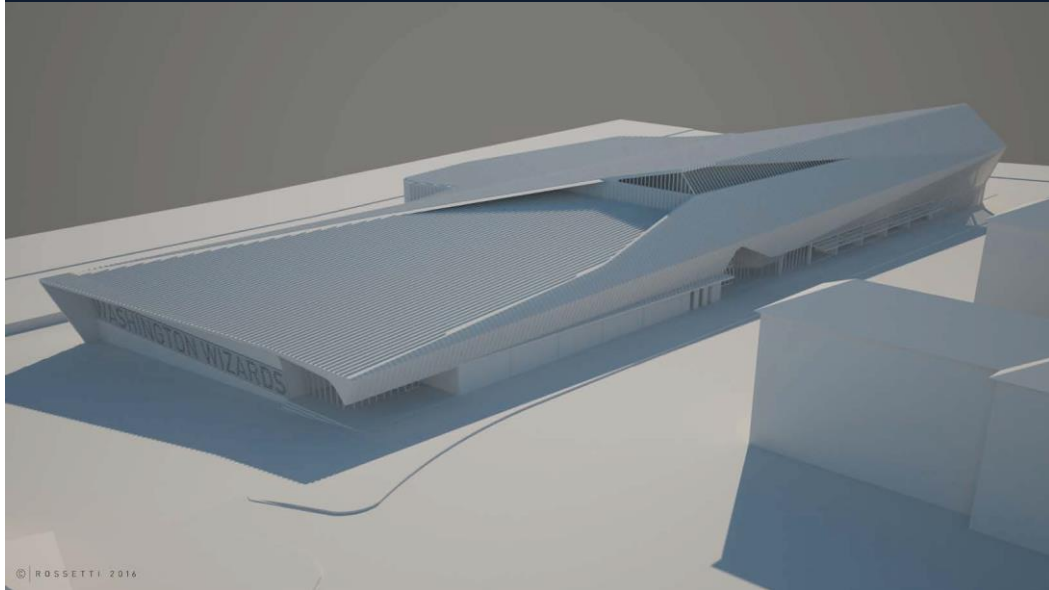
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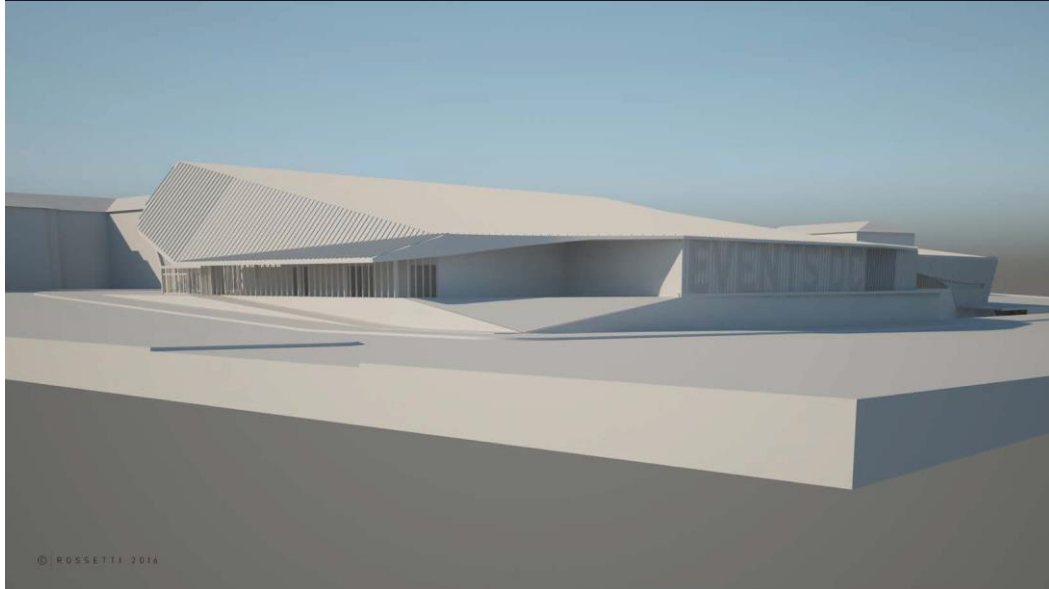
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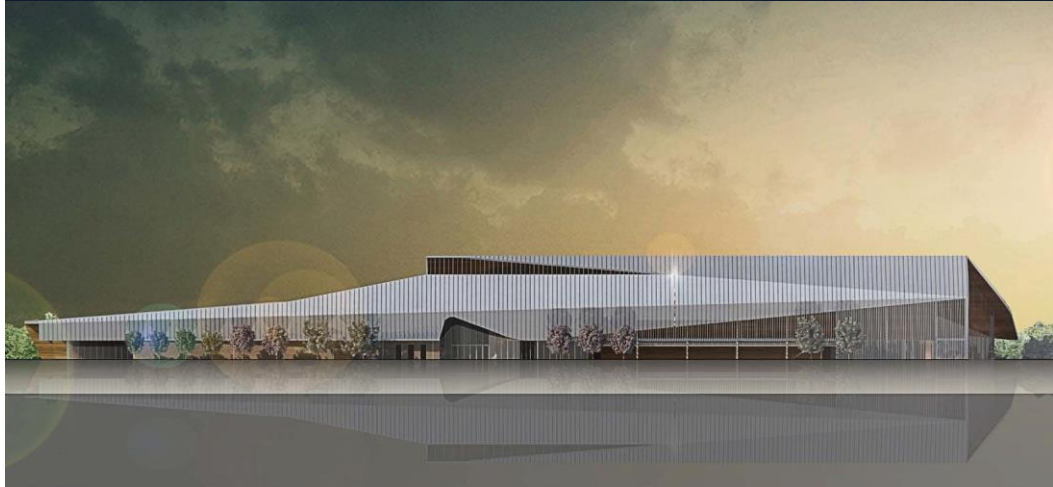
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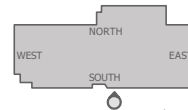


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SOUTH ELEVATION

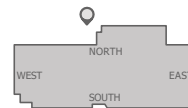
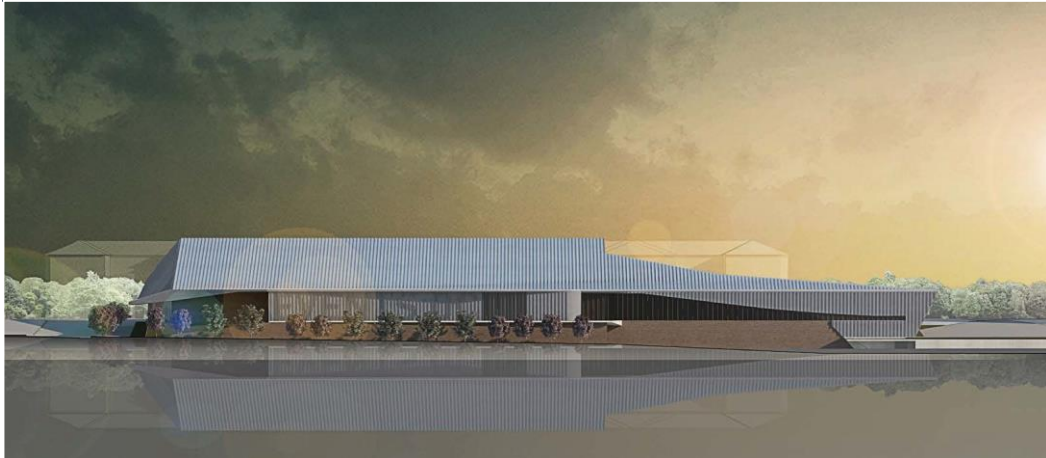


WTS



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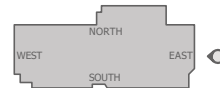
NORTH ELEVATION



EAST ELEVATION

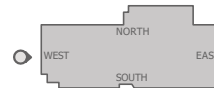


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WEST ELEVATION



WTS

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BUILDING AESTHETIC



Basketball Court



Food Court



Outdoor Theater

BUILDING AESTHETIC



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BUILDING AESTHETIC



BUILDING AESTHETIC



BUILDING AESTHETIC





Q&A



Entertainment & Sports Arena CONSTRUCTION MANAGER INTRODUCTION



Entertainment & Sports Arena Community Briefing





ABOUT SMOOT CONSTRUCTION

For more than four decades, Smoot Construction has been providing construction services in the District of Columbia and surrounding National Capitol Region. The Smoot portfolio includes over 90 specific projects totaling more than \$2.9 billion construction dollars on behalf of such clients as DGS, DCPL, Smithsonian Institution and Architect of the Capitol.



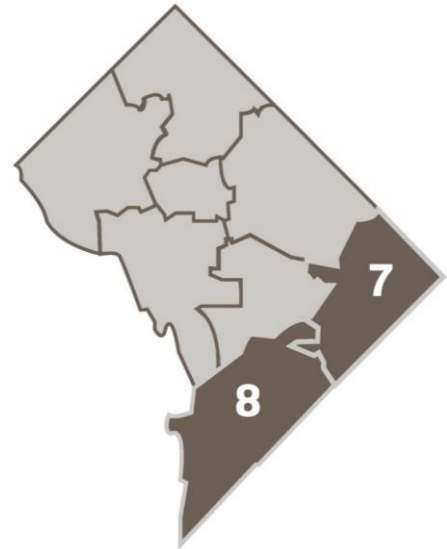
ABOUT GILBANE BUILDING COMPANY

A Top 5 Builder in the DC metro area, Gilbane works with notable clients such as the D.C. Department of General Services, D.C. Public Library, Tishman Speyer, Capital One, Children's National Medical Center and others to build a portfolio of diverse and complex facilities.

Smoot|Gilbane's partnership spans over 50 years. A relationship that began in the 1960s through mentorship and has developed into a strong peer partnership. From the on-time, on-budget delivery of University of Maryland's Comcast Arena to the award-winning Dunbar and Roosevelt High School projects, the Smoot|Gilbane Joint Venture **can deliver tough DC jobs and exceed local business and workforce goals.**

Our Commitment to Small & Local Business

- **35%** CBE subcontracting requirement
- Specific focus on **Ward 7** and **Ward 8**
- Support the construction process
 - Trade Contractors
 - General Conditions - wide range of service providers



Our Past Experience



Local and Small Business Subcontracting Results

National Museum of African American History and Culture Washington, DC \$163.3M	Walter E. Washington Convention Center Washington, DC \$250M
Roosevelt High School Modernization Washington, DC \$60M	St. Elizabeth's Psychiatric Hospital Washington, DC \$69.7M
Nationals Park Washington, DC \$203.7M	H.D. Cooke Elementary School Washington, DC \$11.8M
Dunbar Senior High School Washington, DC \$64.8M	National Academy of Science Headquarters Washington, DC \$20M
CityCenterDC Washington, DC \$186.6M	Ron Brown College Preparatory High School Washington, DC \$22M

Our Commitment to the DC Workforce

- **40% job hours** performed by **District Residents**
 - By Trade
 - Wage Classifications
 - » Journey Worker
 - » Apprentice
 - » Skilled Labor
 - » Common Labor
- Focus on **Ward 7 & Ward 8** Residents
- Total of **51%** of New Hires – **District Residents**



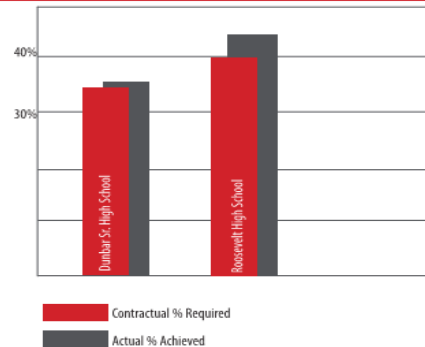
Our Past Experience



LOCAL WORKFORCE PARTICIPATION

Hours Worked by DC Residents

These projects provide only a snapshot of our history of success.



WAGES PAID TO DC RESIDENTS

\$5.1 million	Roosevelt High School Modernization
\$3.8 million	Dunbar Sr. High School New Construction

Our Commitment to Mentoring Small Businesses



Community Outreach & Engagement Plan



Pre-Project Conferences – Community Organizations

- Present the Business & Workforce Opportunities
- Early 2017 – Early 2018



Host Education Seminars

- Project Opportunities
- Qualification, bidding, change orders, RFI, and payment processes
- Now thru Early 2017



Encourage Alliances between Prime and SBE firms

- Build Capacity
- Bid specifications
- Early 2017 thru Early 2018

Community Outreach & Engagement Plan



Coordinate with Local Agencies

- Business & Trade Associations
- Building & Construction Trades Council
- Assist subcontractors
- Local workforce goals
- Now thru Early 2018



Workforce Development Collaboration

- Ward 7 & Ward 8 Focus
- Referral Sources – DC Residents
- Contractor Resources
- Now thru 2018

Get to Know Us...We Want to Get to Know You

- **Onsite Construction Activities**

- Jumanne Smith
- Don Smith

- **CBE and Workforce Participation**

- Linda Graves
- Chrystal Stowe

- **Bid List**

- Jackie Washington





Q&A