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?

- 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
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.

1. Build the Coalition
2. Issue Education
3. Identify the Project
4. Community Assessment
5. Identify Community Priorities
6. Form a Negotiating Team
7. Negotiations
8. Sign the CBA
9. Coalition Support
10. Implementation, Monitoring, and Enforcement
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
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

★ July Meeting
  • Community Fliers
  • Surveys
  • Word of Mouth
  • Social Media
  • 44 people attended

★ August Meeting (survey conducted)
  • Green Zone Environmental Program
  • Boys and Girls Club (FBR Branch)
  • Southeast Tennis & Learning Center
  • 11 people attended
Identify Community Priorities

- Coalition reviews list of top concerns
- Creates a prioritized list of requests
## Timeline

<table>
<thead>
<tr>
<th>TIMELINE</th>
<th>ACTION</th>
<th>LEAD</th>
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<tbody>
<tr>
<td>Apr 21 – May 6, 2016</td>
<td>Coalition Building/Delegate Confirmation</td>
<td>Events DC Coalition</td>
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<tr>
<td>April 26, 2016</td>
<td>ESA Public Meeting</td>
<td>Events DC</td>
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<tr>
<td>May 2016</td>
<td>• 1st Coalition Meeting</td>
<td>Coalition</td>
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<td></td>
<td>• 1st Series of Working Group Meetings</td>
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<td></td>
<td>• 2nd Coalition Meeting</td>
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<tr>
<td>June 2016</td>
<td>• 1st Series of Working Group Meetings</td>
<td>Coalition</td>
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<tr>
<td></td>
<td>• 2nd Coalition Meeting</td>
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<tr>
<td>July 2016</td>
<td>• 2nd Series of Working Group Meetings</td>
<td>Coalition</td>
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<tr>
<td></td>
<td>• 3rd Coalition Meeting</td>
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<tr>
<td>August 2016</td>
<td>• 3rd Series of Working Group Meetings</td>
<td>Coalition</td>
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<td></td>
<td>• 4th and 5th Coalition/Chairs Meeting</td>
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<tr>
<td>September 2016</td>
<td>• ESA Final Coalition Meeting</td>
<td>Coalition/Events DC</td>
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<td></td>
<td>• ESA Public Meeting</td>
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**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

★ 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.

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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
Key:
- Bus Stop
- Path from ESA Campus

SITE ANALYSIS

Gateway DC

6min

R.I.S.E.

ESA

GATEWAY DC

R.I.S.E.
Extend Cherry Street to allow building entry
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
CONTEXTUAL INFLUENCES
DESIGN APPROACH
DESIGN APPROACH

HISTORIC REDBRICK

OAK STREET

ARENAMASSING

UPPER BOWL

LOWER BOWL

Marshall Rose Design | ROSSETTI
DESIGN APPROACH

CONTEXTUAL DATUM

HISTORIC REDBRICK

OAK STREET
DESIGN APPROACH

CONTEXTUAL ALIGNMENT

OAK STREET

HISTORIC FREDERICK
DESIGN APPROACH

COMMUNITY EMBRACE
DESIGN APPROACH

URBAN ACTIVATION
BUILDING AESTHETIC
BUILDING AESTHETIC
BUILDING AESTHETIC
BUILDING AESTHETIC
BUILDING AESTHETIC
BUILDING AESTHETIC

Washington Wizards

© ROSSETTI 2016
BUILDING AESTHETIC

Basketball Court
Food Court
Outdoor Theater
BUILDING AESTHETIC
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

<table>
<thead>
<tr>
<th>Local and Small Business Subcontracting Results</th>
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<tbody>
<tr>
<td>National Museum of African American History and Culture</td>
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<tr>
<td>Washington, DC</td>
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<tr>
<td>$163.3M</td>
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<tr>
<td>Roosevelt High School Modernization</td>
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<tr>
<td>Washington, DC</td>
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<tr>
<td>$60M</td>
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<tr>
<td>Nationals Park</td>
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<tr>
<td>Washington, DC</td>
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<tr>
<td>$203.7M</td>
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<tr>
<td>Dunbar Senior High School</td>
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<tr>
<td>Washington, DC</td>
</tr>
<tr>
<td>$64.8M</td>
</tr>
<tr>
<td>CityCenterDC</td>
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<tr>
<td>Washington, DC</td>
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<tr>
<td>$186.6M</td>
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</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>Project</th>
<th>Contractual % Required</th>
<th>Actual % Achieved</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dunbar Sr. High School</td>
<td>30%</td>
<td>40%</td>
</tr>
<tr>
<td>Roosevelt High School</td>
<td>35%</td>
<td>38%</td>
</tr>
</tbody>
</table>

WAGES PAID TO DC RESIDENTS

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

Entertainment & Sports Arena

Smooth Gilbane
CONSTRUCTION
Our Commitment to Mentoring Small Businesses

HARD LIGHT
CONSULTING GROUP, LLC

SAXON
COLLABORATIVE CONSTRUCTION
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