



# BANK OF AMERICA STADIUM

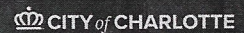
INVESTING IN A COMMUNITY ASSET

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## TOPICS

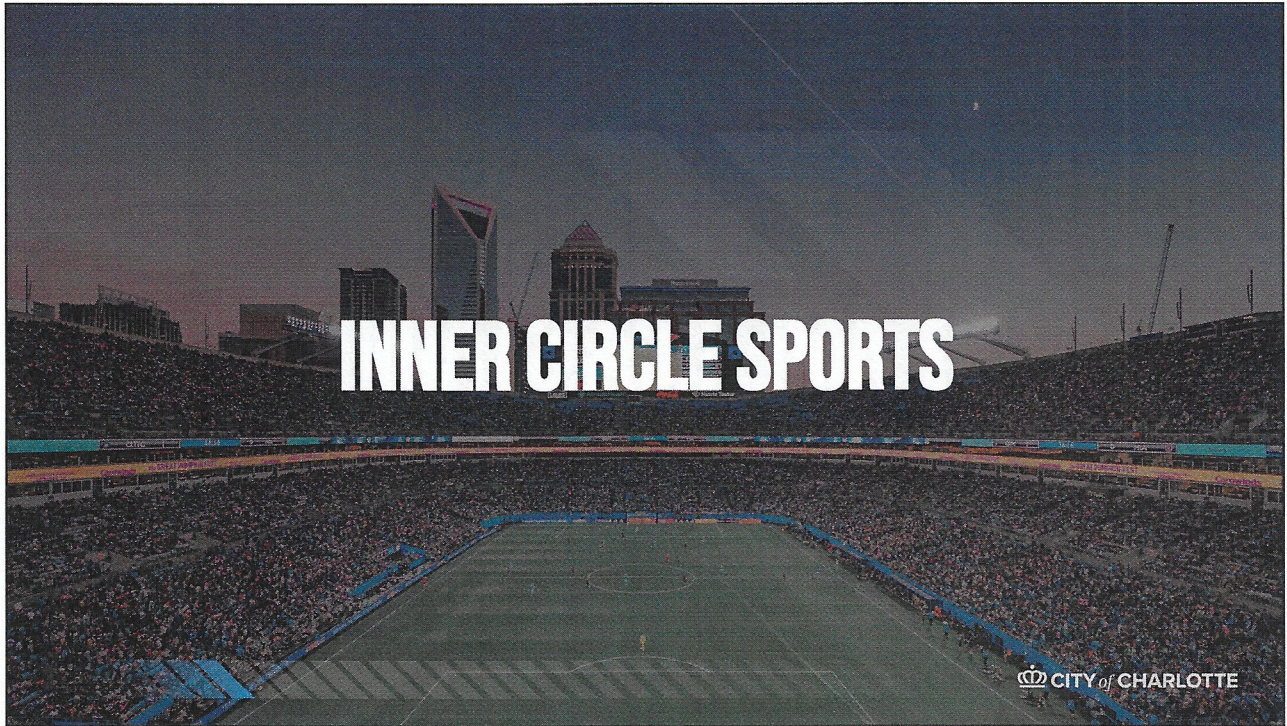
- I. INNER CIRCLE SPORTS
- II. PUBLIC FEEDBACK RECEIVED TO DATE
- III. STAFF RESPONSE TO COUNCIL QUESTIONS

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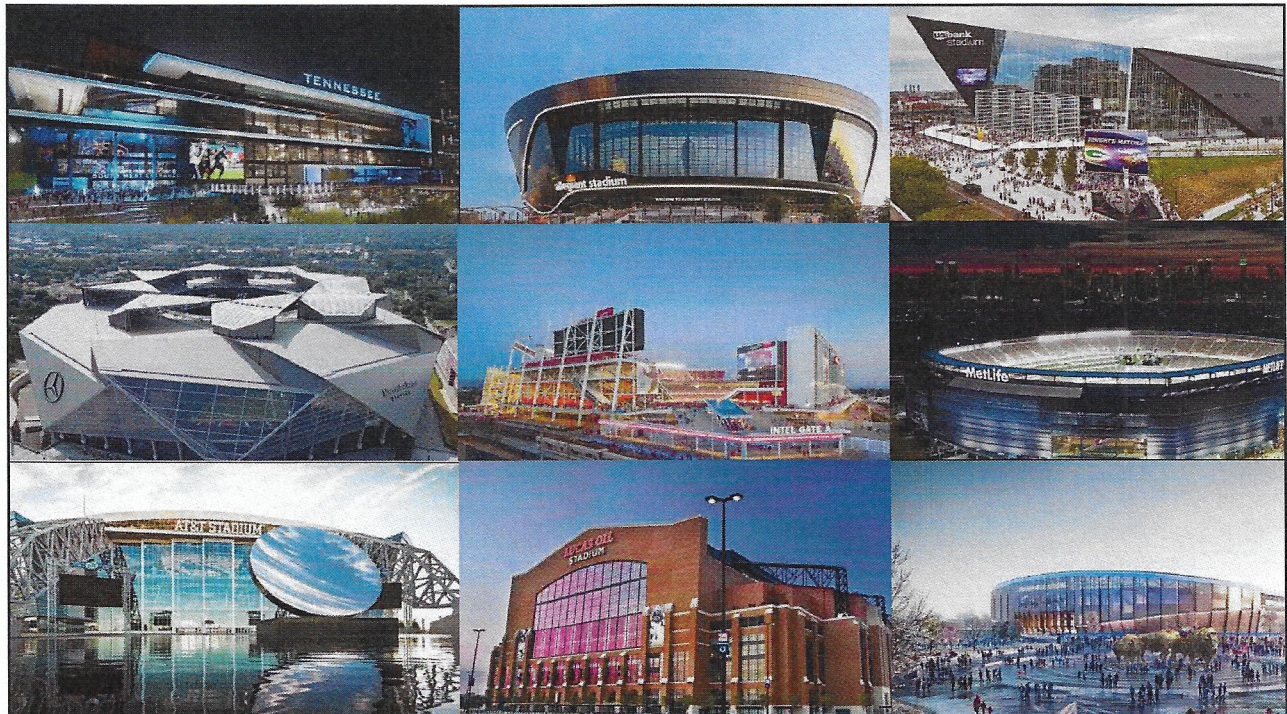


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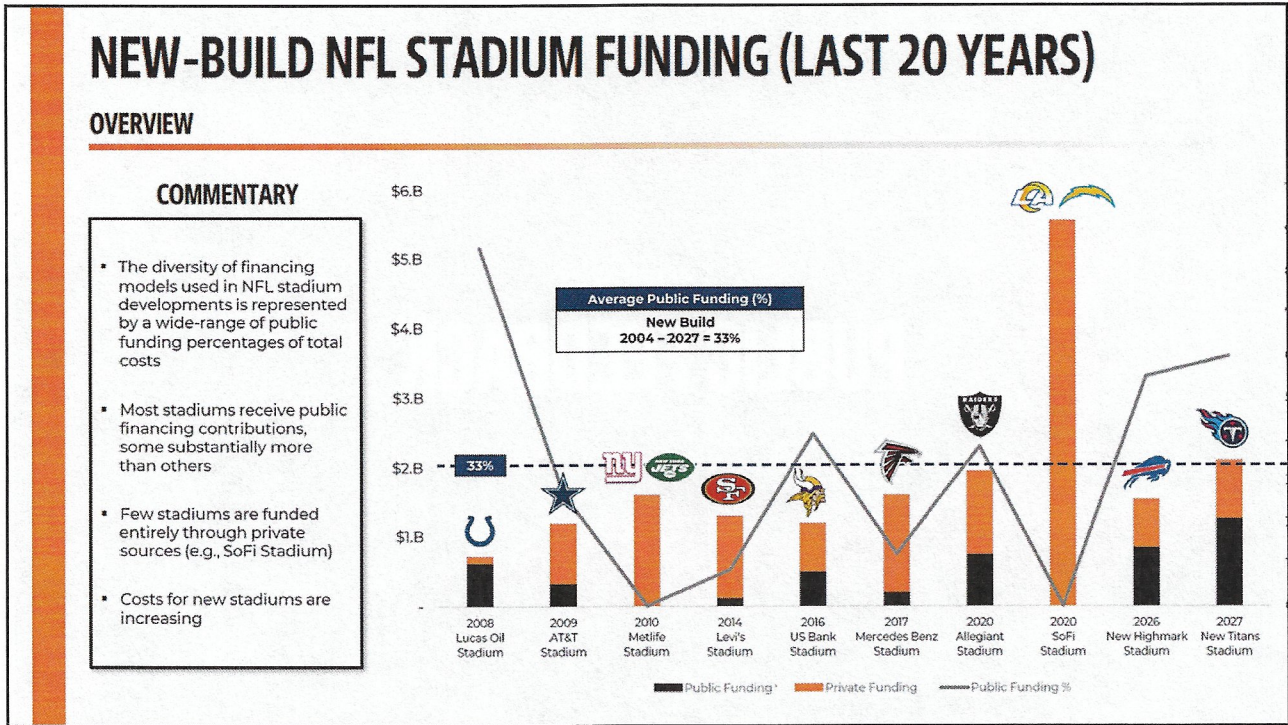


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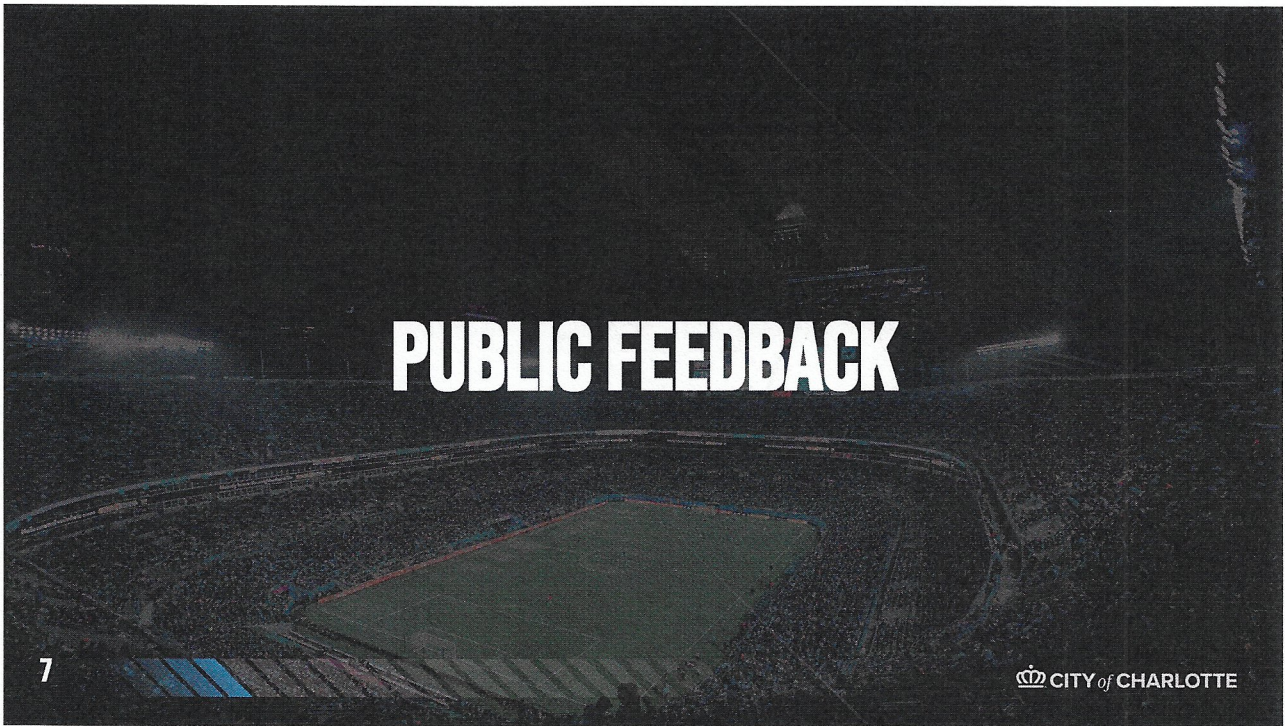
### RECENT COMPS

	Total Cost	Private Funding	Total Public Funding	State Funding	Local Funding	Type	Stadium Opened	Length Term
Buffalo	\$1.4B	\$550M	\$850M	\$600M	\$250M	New Build	1973* current stadium	30 years
Nashville	\$2.1B	\$840M	\$1.26B	\$500M	\$760M	New Build	1999* current stadium	30 years
Jacksonville	\$1.4B	\$625M	\$775M	\$0M	\$775M	Renovation	1995	30 years
Baltimore	\$430M	\$0M	\$430M	\$430M	\$0M	Renovation	1998	14 years
Charlotte	\$1.2B	\$688M	\$650M	\$0M	\$650M	Renovation	1996	20 years

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**CHARLOTTENC.GOV/STADIUM**

**Launched June 3**

- Deal Summary
- Frequently Asked Questions
- Key Documents
- Public Feedback Form

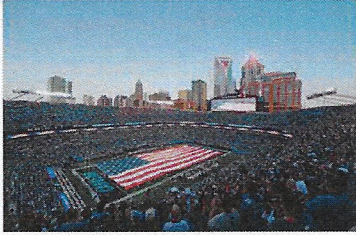
**Promotions**

- Social media posts
- Included in media stories
- Ongoing social media promotion

Home / City Council Considers Bank of America Stadium Upgrades

**City Council Considers Bank of America Stadium Upgrades**

Published on June 03, 2024



Charlotte City Council is considering allocating funds to help renovate and update Bank of America Stadium. Council is also considering extending the lease of Pepper Sports & Entertainment (PSE), which owns the Carolina Panthers and Charlotte FC and operates the stadium, including hosting concerts and other large-scale events.


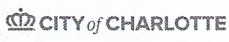
Bank of America Stadium, which opened in 1996, is one of the oldest stadiums in the National Football League (NFL) and has undergone several renovations since it opened.

Any money used to renovate the stadium would come from a special fund created by sales taxes for hotel rooms and prepared food and beverage (i.e., restaurants). The city is legally required to spend these funds on projects to support the tourism economy, which includes sports facilities renovations and maintenance.

At a Jobs & Economic Development Council Committee meeting on June 3, 2024, City of Charlotte staff presented to the committee, other council members and the public a proposal including:

**Resources and Information**

- [City Presentation](#) (912-437)
- [TSE Presentation](#) (919-440)

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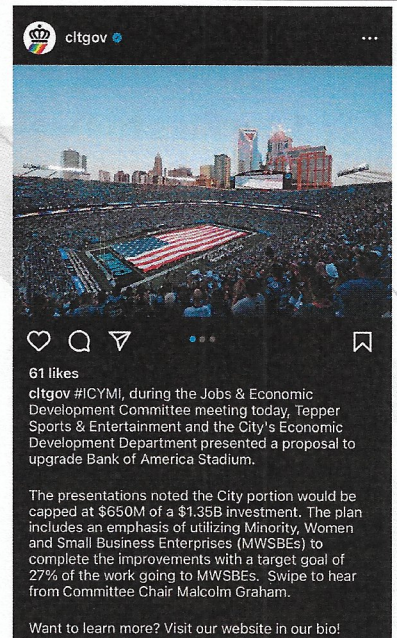
**PUBLIC FEEDBACK**

**As of noon today:**


- 455 comments
- 1,998 views
- 1,582 visitors

**Comment Themes:**

- Money should be used for other items
- Opportunity to create opportunities locally
- Ensure the city has adequate protections
- Opinions on design/proposed features




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# COUNCIL QUESTIONS

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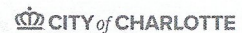
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## THEMES

1. Specifics to Deal Points
2. Economic Impact Study
3. MWSBE participation
4. Community Benefits Plan

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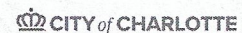
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## THEMES

### Specifics to deal points

1. City investment capped at \$650M – Two teams / 20 years
2. Securing investment in post construction years
3. If the option after year 15 of the non-relo was to be exercised, TSE must pay the balance associated with the remaining city debt
4. Funding comes from Convention Center Fund (pillar w/in Hospitality & Tourism)
5. Traffic management plan - will incorporate parking strategies as development occurs
6. Construction and Funding
  - a) Addresses greater accessibility and sustainability
    - I. District and greenway connectivity
  - b) The city investment is tied to the tiers (city investment Tier 1 and possibly Tier 2) & funding schedule will align with this work over the 4 years

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- Funding available in four tranches for improvements 2025-2029:
  - 1st Tranche (\$150M)
    - \$15M made available early as
  - 2nd Tranche (\$200M)
  - 3rd Tranche (\$200M)
    - 4th Tranche (\$100M)

**Phase 3 (Fall '24 – Aug. '29)**

**Construction:**

BREAK GROUND – FIELD HOUSE (2024)

BREAK GROUND – PHASE 1 OF CONSTRUCTION (2026)  
Package 1 Construction

PHASE 2 OF CONSTRUCTION (2027)  
Package 2 Construction

PHASE 3 OF CONSTRUCTION (2028)  
Package 3 Construction

PHASE 4 OF CONSTRUCTION (2029)  
Package 4 Construction

Tier 1: City Mandated Projects <i>Must be done - TSE covers cost overrun</i>	Tier 2: City/Owner <i>Planned - May be impacted by costs in T1</i>
<ul style="list-style-type: none"> <li>MEP Infrastructure</li> <li>Bowl Seating</li> <li>Vertical Transportation</li> <li>Elevated Exterior Facade</li> <li>Safety &amp; Security</li> <li>Locker Room</li> <li>Stadium Restrooms</li> <li>City View Patio on 500 Level</li> <li>Field House</li> <li>Scoreboard/Videoboard, Control Room, Sound &amp; Associated Tech</li> </ul> <p style="text-align: right;">Est. Cost: \$677M</p>	<ul style="list-style-type: none"> <li>Exterior Soft/Hardscaping</li> <li>Concourse Redesign &amp; Concrete</li> <li>Retail Operations</li> <li>F&amp;B Concession Stands</li> <li>South Lawn Event Pavilion</li> <li>Ramp Infill, Reclaimed Real Estate</li> <li>Back of House Enhancements</li> </ul>

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THEMES

## Stadium Improvements 2024-2029

Tier 1: City Mandated Projects <i>Must be done - TSE covers cost overrun</i>	Tier 2: City/Owner Elected <i>Planned - May be impacted by costs in T1</i>	Tier 3: Owner Elected Only <i>Consideration For (TSE Funds Only)</i>
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**THEMES**

**Economic Impact Study**

- What type of taxes make up the \$54.3M?
  - Sales tax: \$17.9M
  - Property tax: \$13.3M
  - Personal/Income tax: \$15.9M
  - Corporate Profits tax: \$1.6M
  - Other taxes (i.e. Motor Vehicle, Severance, Surplus Lines): \$5.6M
  
- Economic impact potential of increase in city use days
  - Past three years of Duke Mayo Bowl, Dukes Mayo Classic and ACC Football Championship have averaged,
    - 51,629 in attendance
    - \$21.5M in economic impact
    - \$11.6M in visitor spending
    - \$672,900 in Mecklenburg County taxes

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**THEMES**

**Economic Impact Study**

- What type of industries are impacted?

Industry	Employment Impacts (MSA)	Annual Reoccurring Value Added (MSA)
Service	5,768	\$435M
Government	2,270	\$173.3M
Trade	614	\$43M
Construction	187	\$15.1M
Manufacturing	29	\$4.2M

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**THEMES****Financing**

- City investment capped at \$650M
- After year 15 of the tether, TSE can pay the balance of city debt estimated at \$425M
- Debt will be issued through SOBS using Prepared Food & Beverage and Convention Center Occupancy Taxes for repayment
- Funding available in four tranches for improvements 2025-2029:
  - 1st Tranche (\$150M)
    - \$15M made available early as part of agreement to be reimbursed with debt proceeds
  - 2nd Tranche (\$200M)
  - 3rd Tranche (\$200M)
  - 4th Tranche (\$100M)

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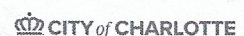

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**THEMES****MWSBE Participation Plan**

1. Targeted participation goal of 27% (15% MBE & 12% WSBE)
  - Dependent on market availability and specialized project scopes
2. Engage CBI in early-stage decision making
3. General Services and CBI engaged in procurement
4. Accountability and tracking through monthly B2G reporting and subcontractor payment verification
5. Commitment to 10 apprenticeships and working with contractors that prioritize utilizing local workforce

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**THEMES**

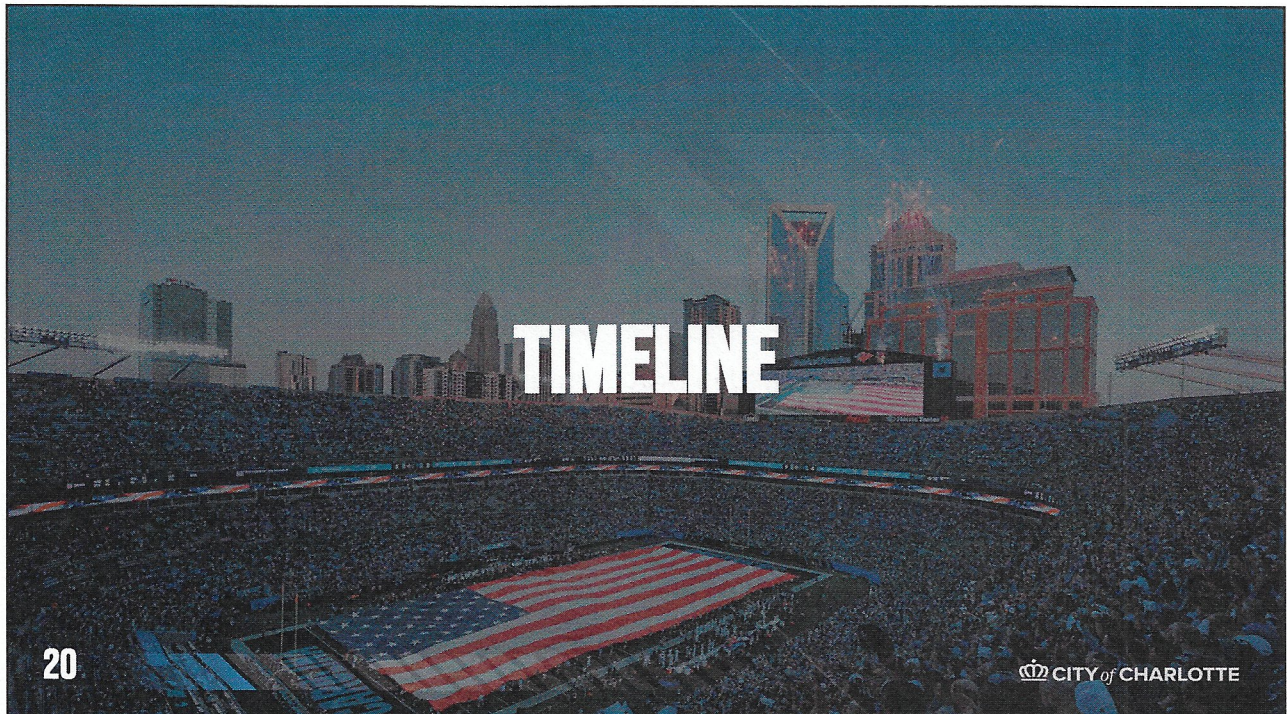
## Community Benefits Plan

1. Allowing the community to feel more connected to Bank of America Stadium
  - Priority of access to community spaces and park-like amenities around stadium
2. City use days (Increased from 5 to 7 days)
  - Per Section 5.2.1 in the 2013 Agreement – *The City make act directly or through the CRVA in scheduling or conducting a City Event*
3. Community and civic support and programming
  - Build upon existing programming with priority of increasing community access and team connectivity

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<p><b>JUNE 3:</b></p> <p><b>JOBS &amp; ECONOMIC DEVELOPMENT COMMITTEE</b></p> <p>OVERVIEW OF DEAL</p> <p>TSE PROVIDED OVERVIEW OF STADIUM BUILDING PROJECTS</p> <p>DIVE INTO MWSBE STRATEGY</p> <p><b>REPORT OUT: FULL COUNCIL DISCUSSION</b></p> <p>RECAP COMMITTEE DISCUSSION/FEEDBACK FROM COUNCIL</p> <p><b>LAUNCH COMMUNITY &amp; PUBLIC FEEDBACK INITIATIVE</b></p> <p>WEBSITE WITH PUBLIC FEEDBACK FORM</p>	<p><b>JUNE 10: ACTION REVIEW: COUNCIL DISCUSSION</b></p> <p>INNER CIRCLE SPORTS</p> <p>PUBLIC FEEDBACK RECEIVED TO DATE</p> <p>STAFF RESPONSE TO COUNCIL QUESTIONS</p> <p><b>JUNE 12: SPECIAL J&amp;ED COMMITTEE MEETING</b></p> <p>ECONOMIC IMPACT DISCUSSION/INDUSTRY INPUT</p> <p>ADDITIONAL MWSBE REFLECTIONS</p> <p>DISCUSSION WITH TSE LEADERSHIP</p> <p><b>JUNE 24: BUSINESS MEETING VOTE</b></p>
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