



MAYOR'S WELCOME



**Honorable
Ollie S. Tyler**

TEAM INTRODUCTION

SHREVEPORT, LOUISIANA

CITY OF SHREVEPORT

HONORABLE OLLIE S. TYLER, MAYOR

HONORABLE JEFF EVERSON, CITY COUNCIL DISTRICT B

BRIAN A. CRAWFORD, CHIEF ADMINISTRATIVE OFFICER

WILLIAM C. BRADFORD, JR., CITY ATTORNEY

ARLENA ACREE, DIRECTOR OF ECONOMIC DEVELOPMENT

SHREVEPORT-BOSSIER CONVENTION AND TOURIST BUREAU

STACY BROWN, PRESIDENT

BRANDY EVANS, VICE PRESIDENT OF COMMUNICATIONS

DANNY SCHLAG, GRAPHIC DESIGN MANAGER

SHREVEPORT-BOSSIER SPORTS COMMISSION

KELLY WELLS, EXECUTIVE DIRECTOR

DEVELOPMENT TEAM

ROBERT SIMON, CORPORATE REALTY [MASTER DEVELOPER]

BRIAN WOLFE, CORPORATE REALTY [MASTER DEVELOPER]

BECKY CARPENTER, CORPORATE REALTY [MASTER DEVELOPER]

MEREDITH CALHOUN, CORPORATE REALTY [MASTER DEVELOPER]

JERRY FAWCETT, GENSLER SPORTS [ARCHITECT]

BARRY HAND, GENSLER [MASTER PLANNING & MIXED-USE ARCHITECT]

ROBBY HAYES, BRASFIELD & GORRIE [GENERAL CONTRACTOR]

JULIANA ROGERS, CSL [STRATEGIC PLANNING & ADVISORY SERVICES]

ESTON HOOD [STRATEGIC IMPLEMENTATION]

DEL DAVIS, SMART GROWTH MANAGEMENT [STRATEGIC IMPLEMENTATION]

PAM MOBLEY, RSI GROUP [FINANCIAL ADVISORY SERVICES]

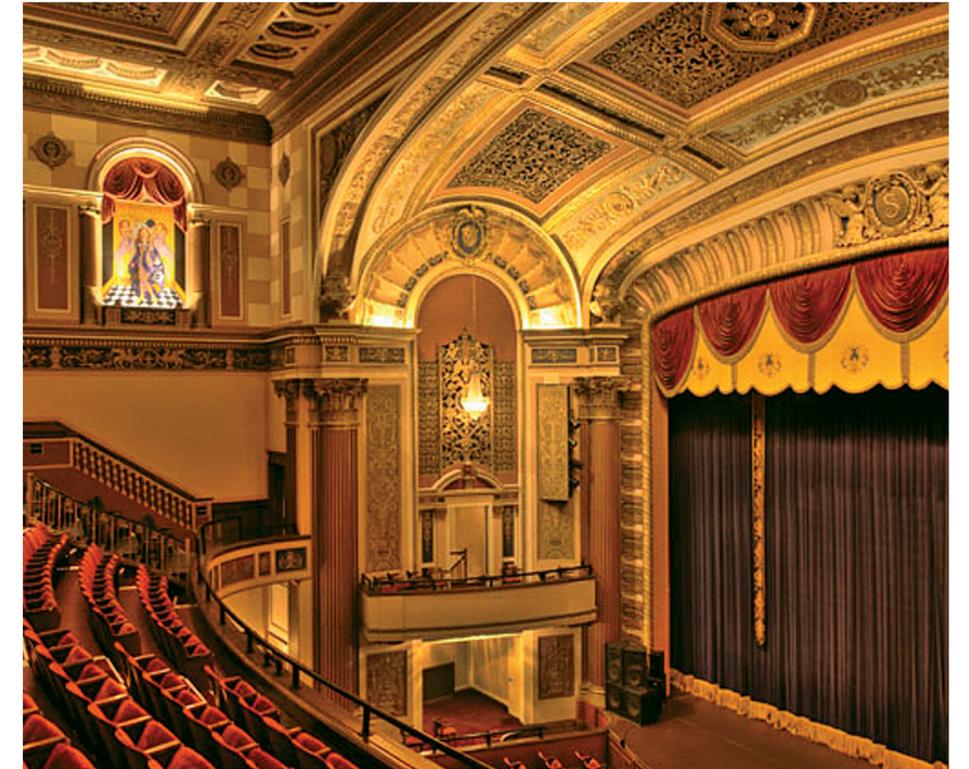
SMG [FACILITY MANAGEMENT]

WELCOME TO SHREVEPORT



- **Capital of the Ark-La-Tex:**
 - 2,000,000 population within 100-mile radius
 - 400,000 City of Shreveport MSA
- **Proven track record of support for the Pelicans:**
 - Hosted preseason games in 2014 and 2016
- **Extensive support from various government agencies, business community, and citizens**
- **Opportunity to expand the exposure of the Pelicans' brand throughout the State of Louisiana and the region**

THE CITY OF SHREVEPORT, LOUISIANA



- Focal point of a tri-state area
- The Ark-La-Tex median household income is \$61,364

REGIONAL HUB

- Recreational
- Cultural
- Medical
- Logistical
- Educational
- Economic
- Retail

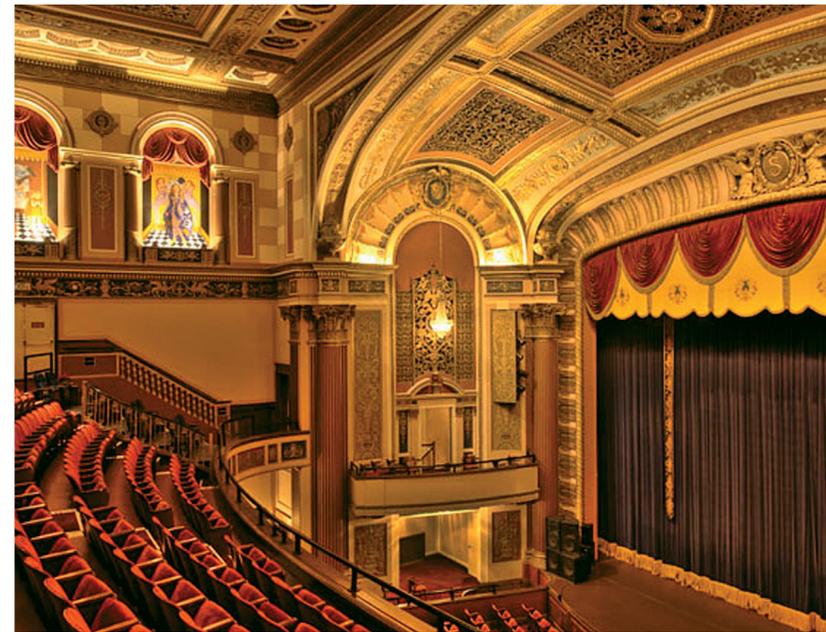
THE CITY OF SHREVEPORT, LOUISIANA

- **Transportation Hub of the Ark-La-Tex:**
 - Shreveport Regional Airport
 - Shreveport Downtown Airport
 - The seat of the Port of Caddo-Bossier
- **A labor force of 271,842 within a 50-mile radius**
- **Economic Engine for the Ark-La-Tex:**
 - Barksdale Air Force Base
 - Caddo Parish Public Schools
 - Willis-Knighton Medical Center
 - University Health Shreveport
 - Wal-Mart Stores, Inc.,
 - City of Shreveport
- **Higher Education Capital of the Region:**
 - LSU Shreveport
 - Southern University Shreveport
 - LSU Health Shreveport [Medical School]
 - Northwest LTC Shreveport Campus
 - Centenary College
 - LA Tech Satellite School



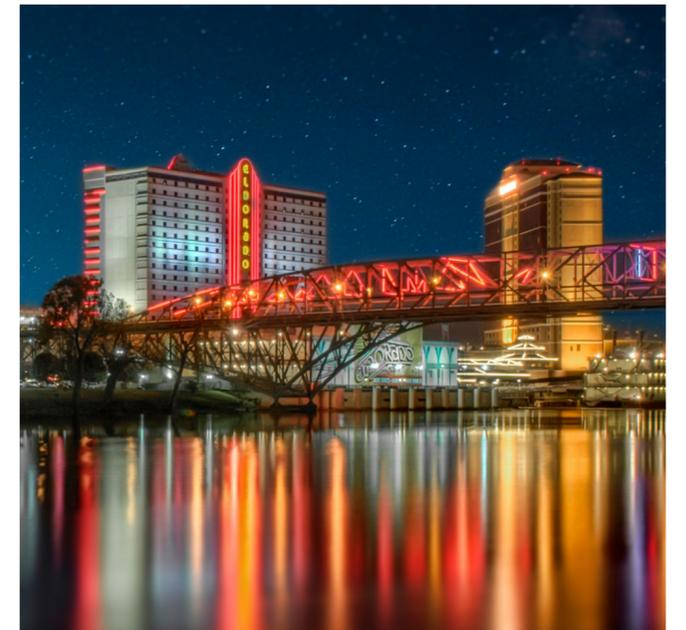
THE CITY OF SHREVEPORT, LOUISIANA

- **Health Care Hub of the Ark-La-Tex:**
 - Seven regional medical centers with more than 1,700 beds
- **Cultural Capital of the Ark-La-Tex:**
 - Symphony
 - Opera
 - Ballet
- **55+ annual festivals and events**
- **Recreational Capital of the Ark-La-Tex:**
 - Parks
 - Recreation Centers
 - Water and Outdoor Sports
 - Golf Resorts
- **Retail Hub of the Ark-La-Tex**



THE CITY OF SHREVEPORT, LOUISIANA

- 2014-2016, an average 10 million people visited six riverboat casinos and racetrack annually
- Visitors spent more than \$906 million in Caddo and Bossier parishes annually
- 2nd most visited destination in Louisiana with 3.2 million annual visitors and a 70% repeat visitation rate
- 11,000 hotel rooms in Shreveport-Bossier [2nd only to New Orleans]



THE CITY OF SHREVEPORT, LOUISIANA

REGIONAL VISITATION

- **East Texas**
 - Texarkana
 - Marshall
 - Longview
 - Tyler
 - Lufkin/Nacodoches
- **Southern Arkansas**
 - Texarkana
 - Hope
 - Hot Springs
 - Arkladelphia
 - Little Rock
- **North Louisiana**
 - Monroe
 - Ruston
 - Minden
 - Natchitoches
 - Alexandria



THE CITY OF SHREVEPORT, LOUISIANA

DOWNTOWN AMENITIES

- 10,000 downtown employees
- Approximately 20 restaurants, 16 attractions, 6 hotels, 2 casinos
- 451,365 visitors in 2016 to Shreveport Convention Center and Municipal Auditorium



COMMUNITY SUPPORT

- Shreveport City Council
- Caddo Parish Commission
- Caddo-Bossier Port Commission
- Sheriff Steve Prator
- Brown Builders
- Future State
- Griggs Enterprise McDonalds
- Regions Bank
- Committee of One Hundred
- Downtown Development Authority
- Greater Shreveport Chamber of Commerce
- African American Chamber of Commerce
- LSU Shreveport
- Shreveport-Bossier Convention and Tourist Bureau
- Shreveport-Bossier Sports Commission
- North Louisiana Economic Partnership



SPONSORSHIP SUPPORT



ATCO INVESTMENT COMPANY

LAGNIAPPE LABS, LLC

SHREVEPORT SPORTS COMPLEX



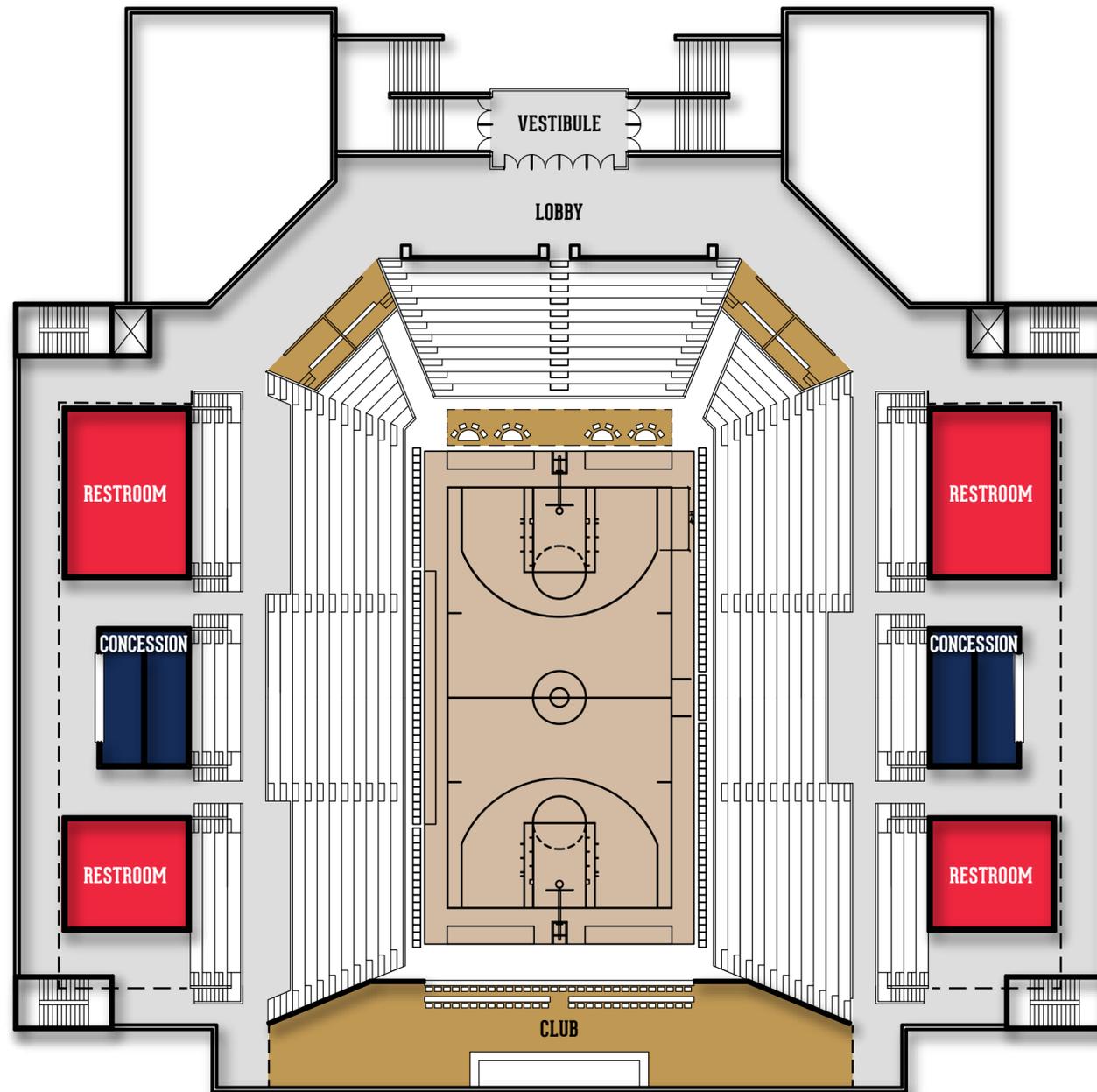
SHREVEPORT SPORTS COMPLEX

- Purpose-built design, expressly for Pelicans' G-League Team
- Inspiration for the architectural design is a response to the on-site, historic Water Works/Railroad museum
- Second level entry celebrating Pelican players and team history
- Intimate seating bowl with mezzanine concourse reminiscent of vintage arenas
- VIP areas
- Opportunities for expansion
 - Dedicated practice court

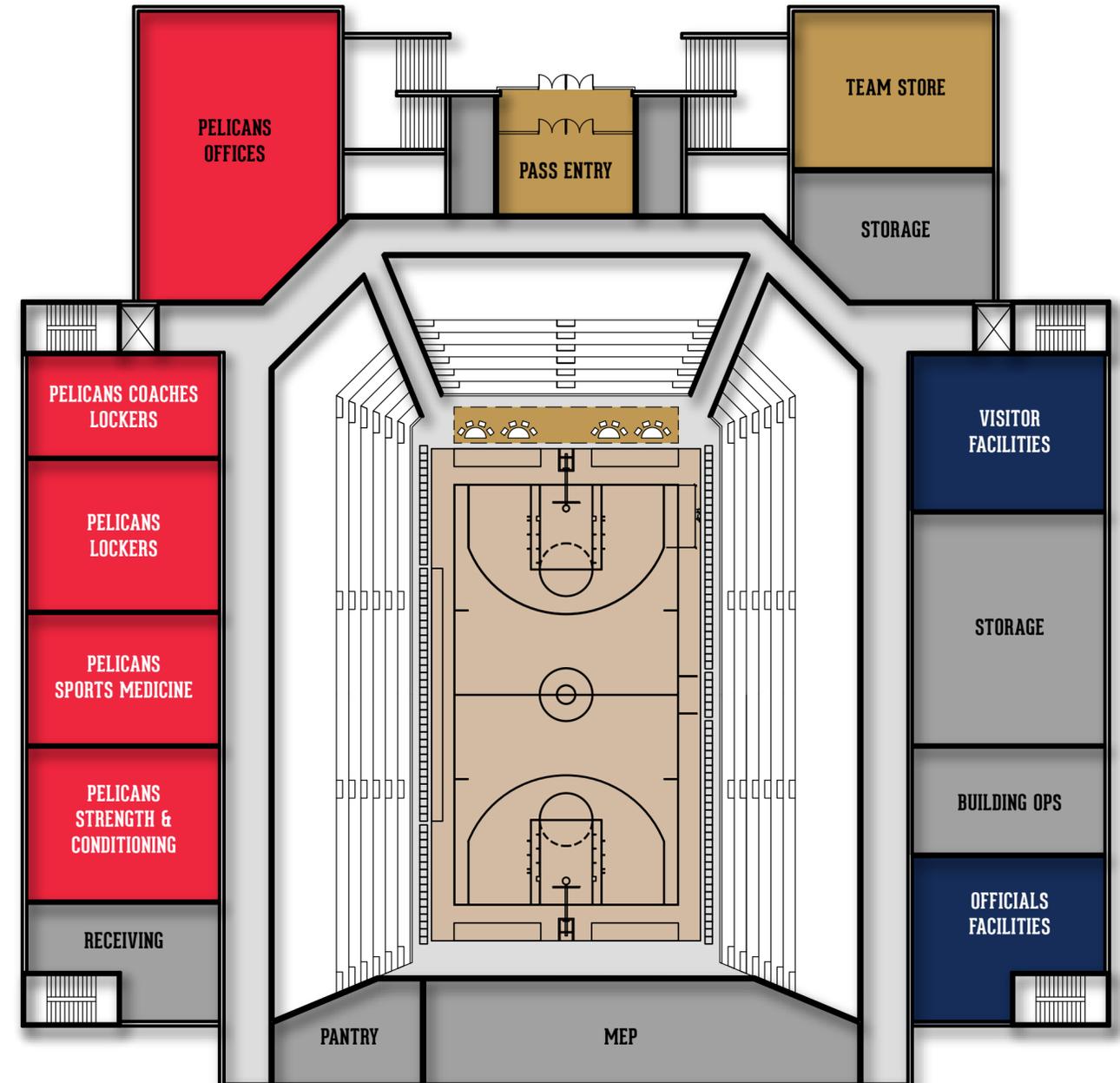


SHREVEPORT SPORTS COMPLEX

CONCOURSE LEVEL



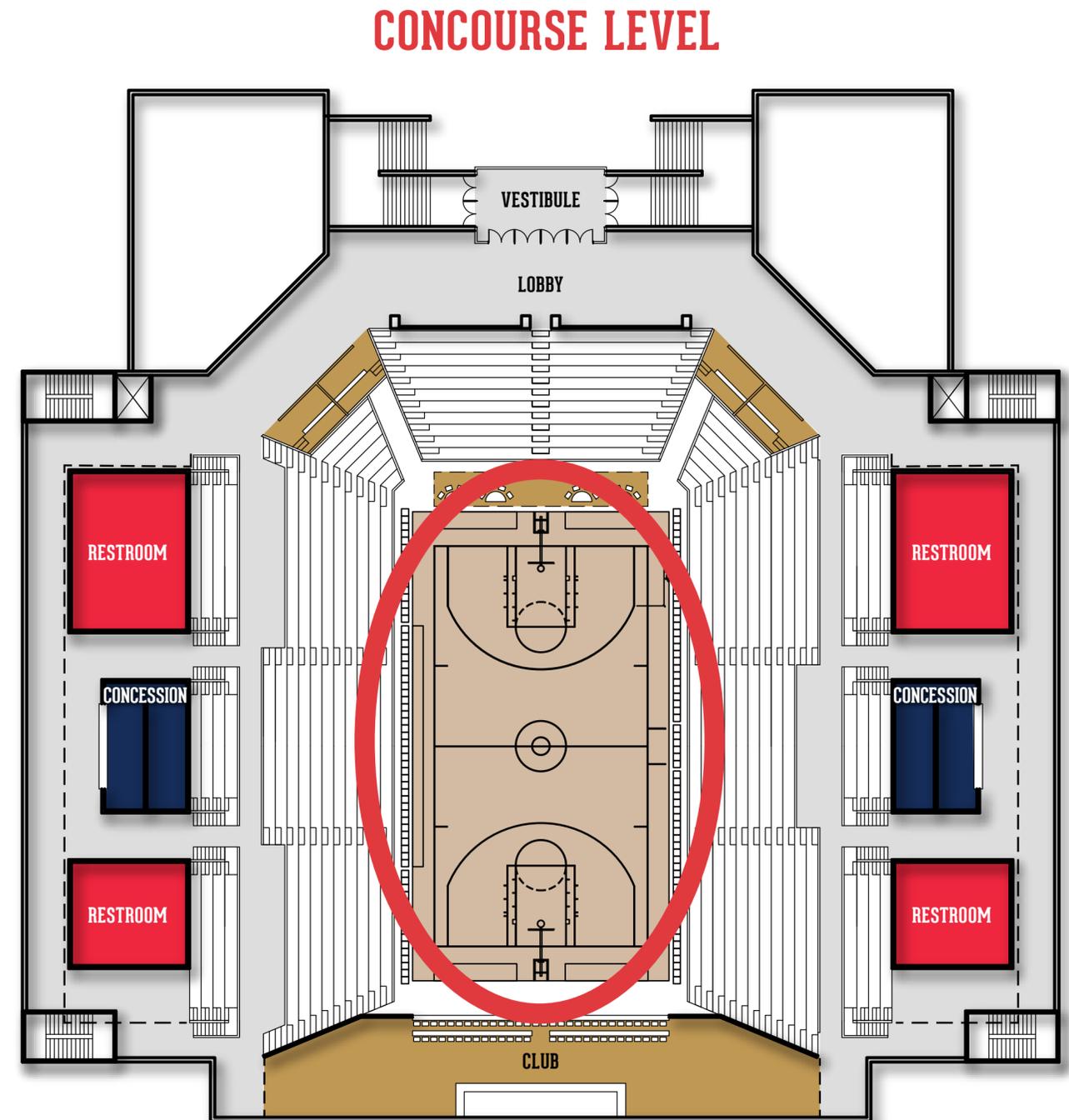
GROUND LEVEL



SHREVEPORT SPORTS COMPLEX

SPORTS COMPLEX PROGRAM

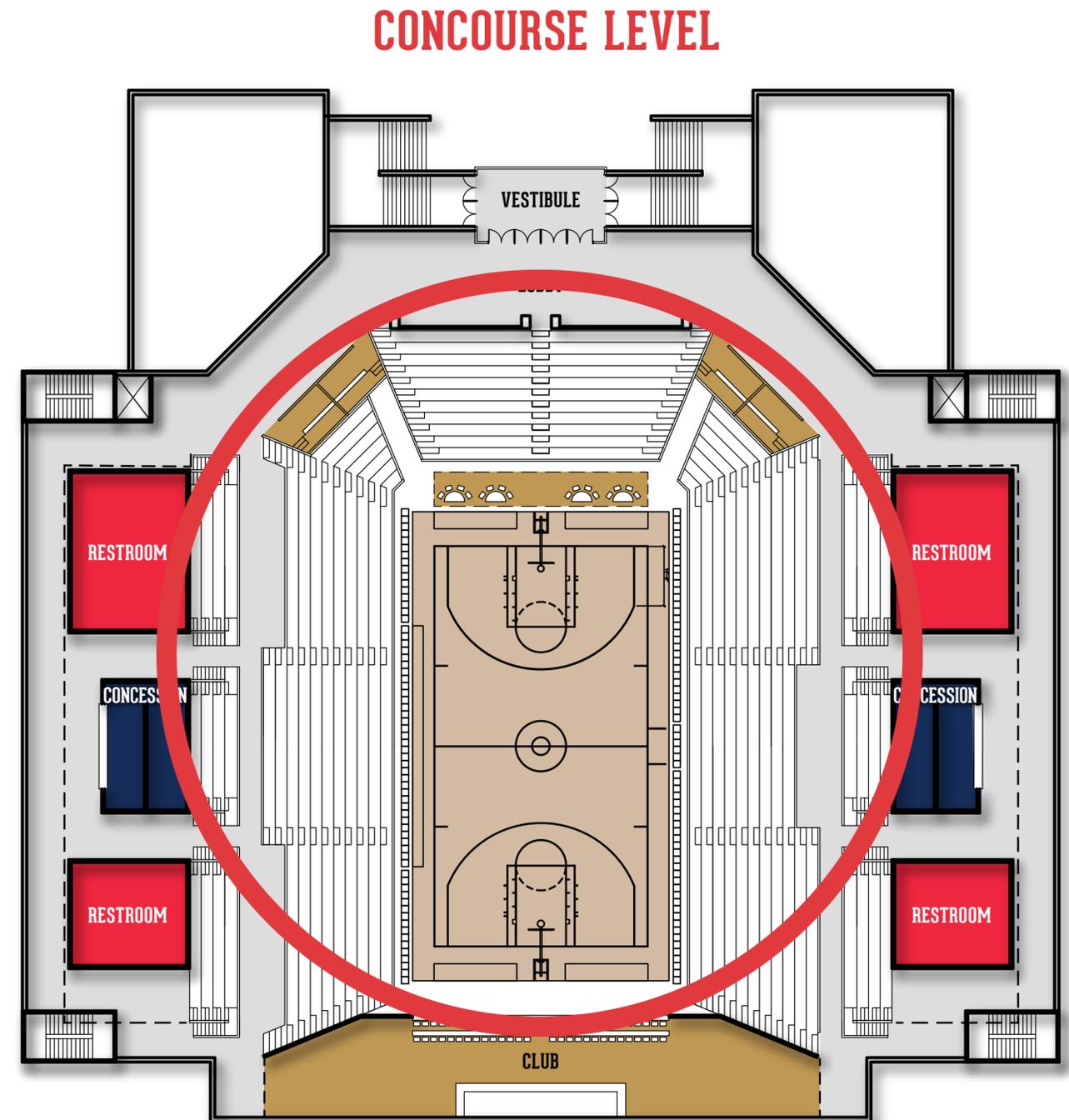
- Approximate 68,000 square foot venue custom designed for basketball events
- **NBA quality main court**
- 3,200 seating capacity with all individual chair back seats
- 2,000 square foot premium club providing approximately 100 court view seats
- 120 courtside seats
- 4 - 150 square foot, 6 person premium loge boxes
- 4 - 4Topp end court premium table seating units
- 2 concessions with total of 12 point-of-sales
- 1,500 square foot Team Store and 2 Team Merchandise kiosks
- Two coaches' offices
- Office suite [accommodate up to 20 full time staff]
- Locker room, training room, showers, and toilets for home and visiting team, as well as locker rooms, showers, toilets and lounge for game officials
- Truck dock
- 3 - Center court camera locations
- Practice court in close proximity
- Ticketing



SHREVEPORT SPORTS COMPLEX

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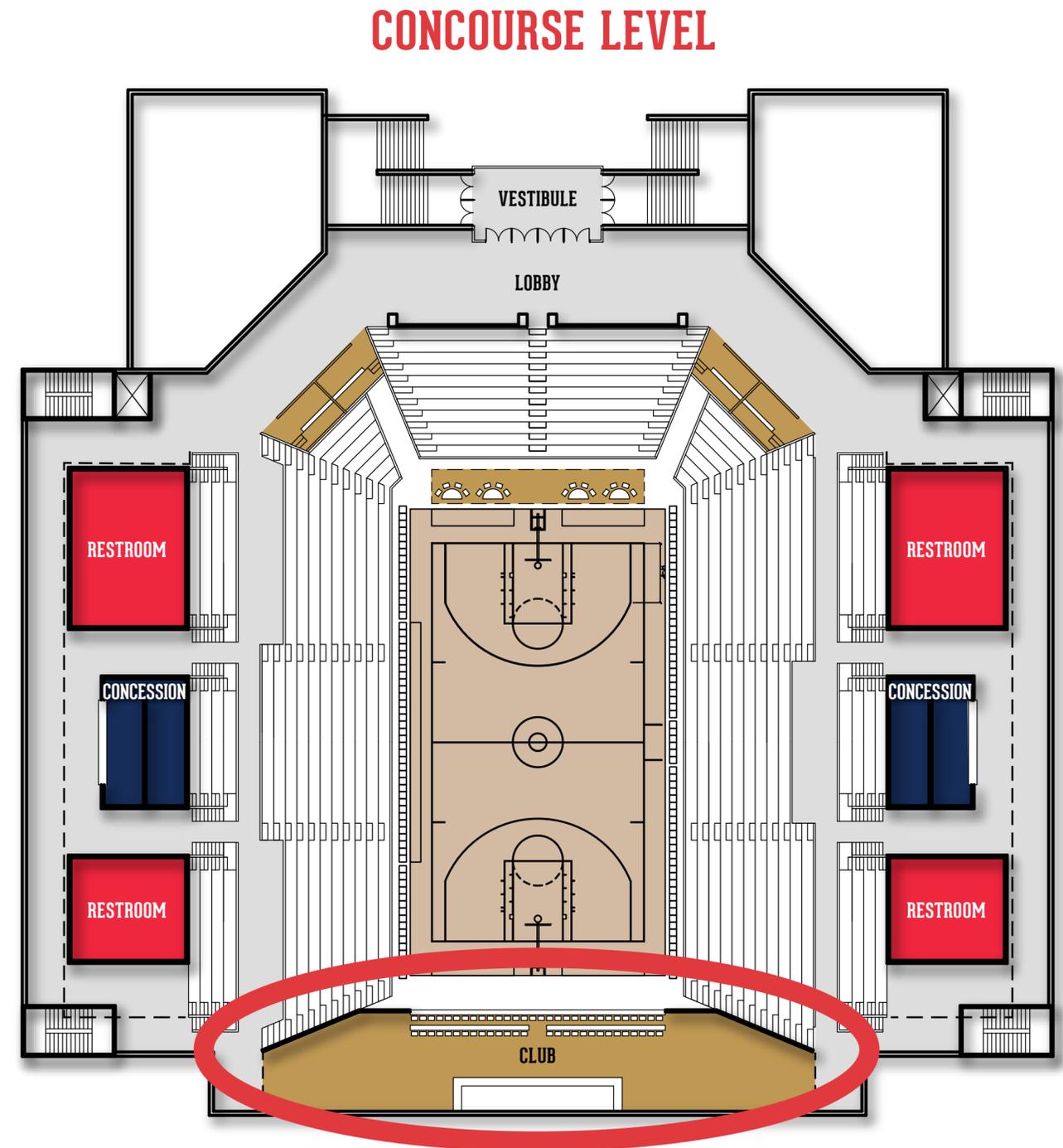
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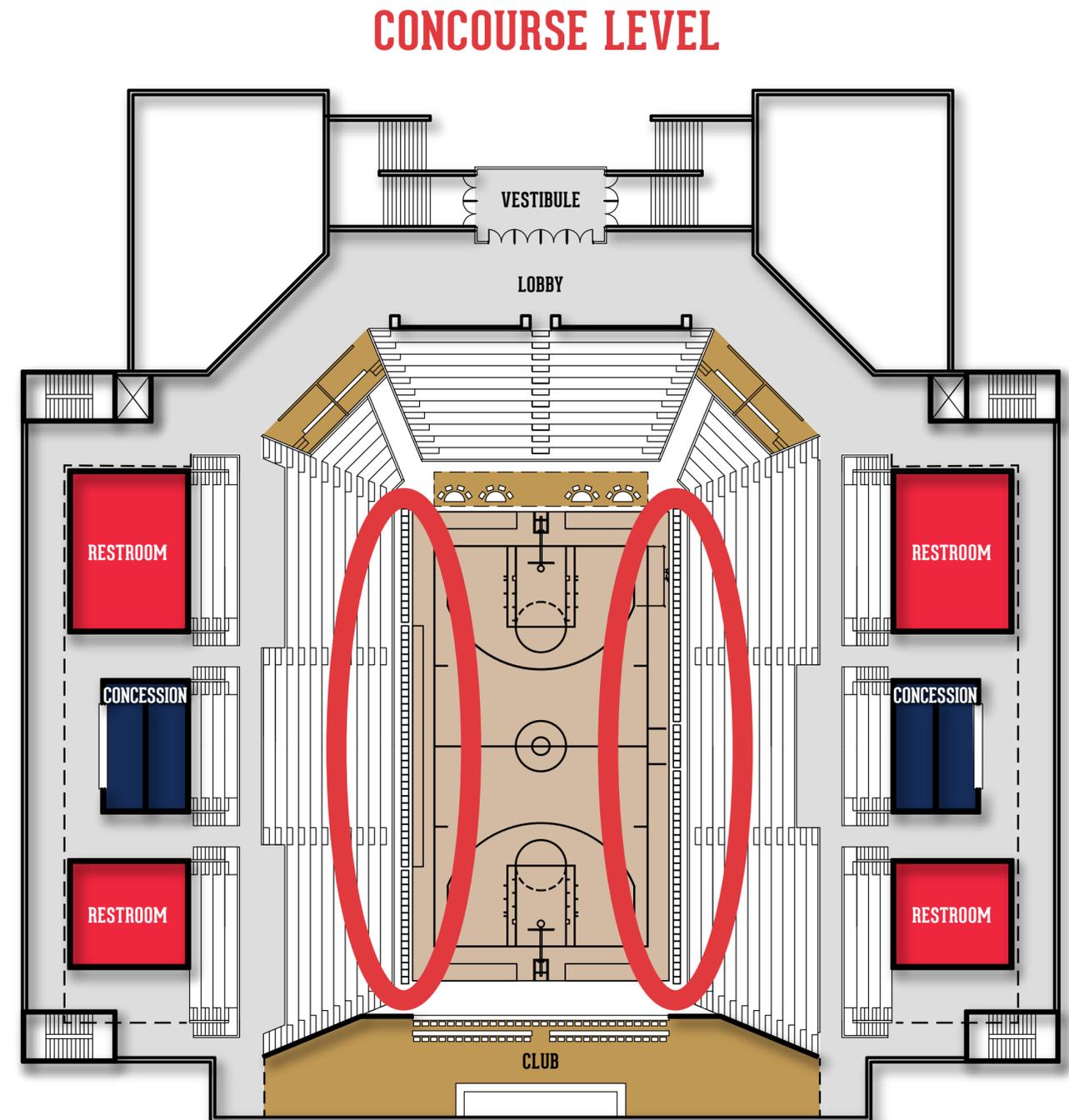
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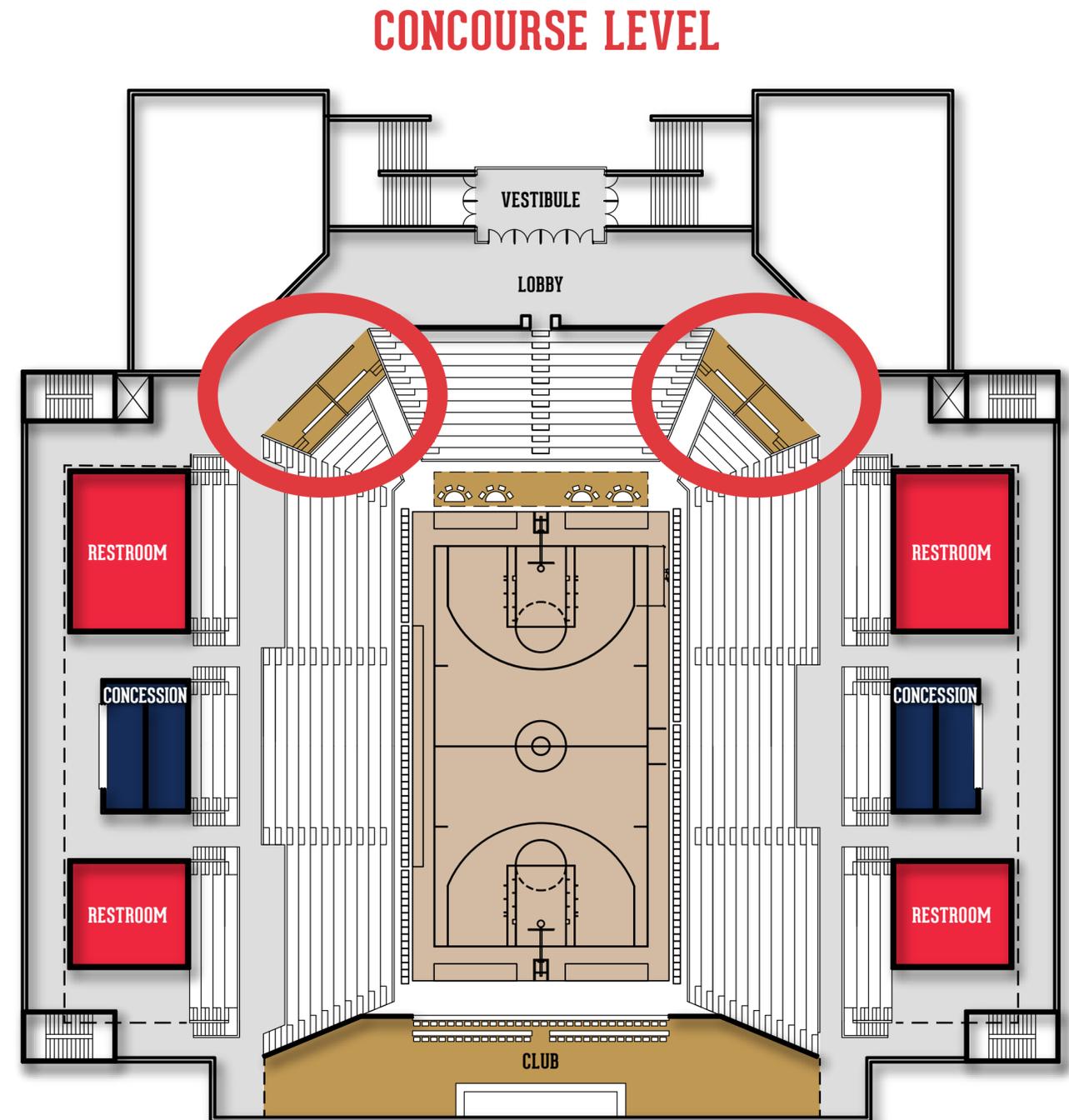
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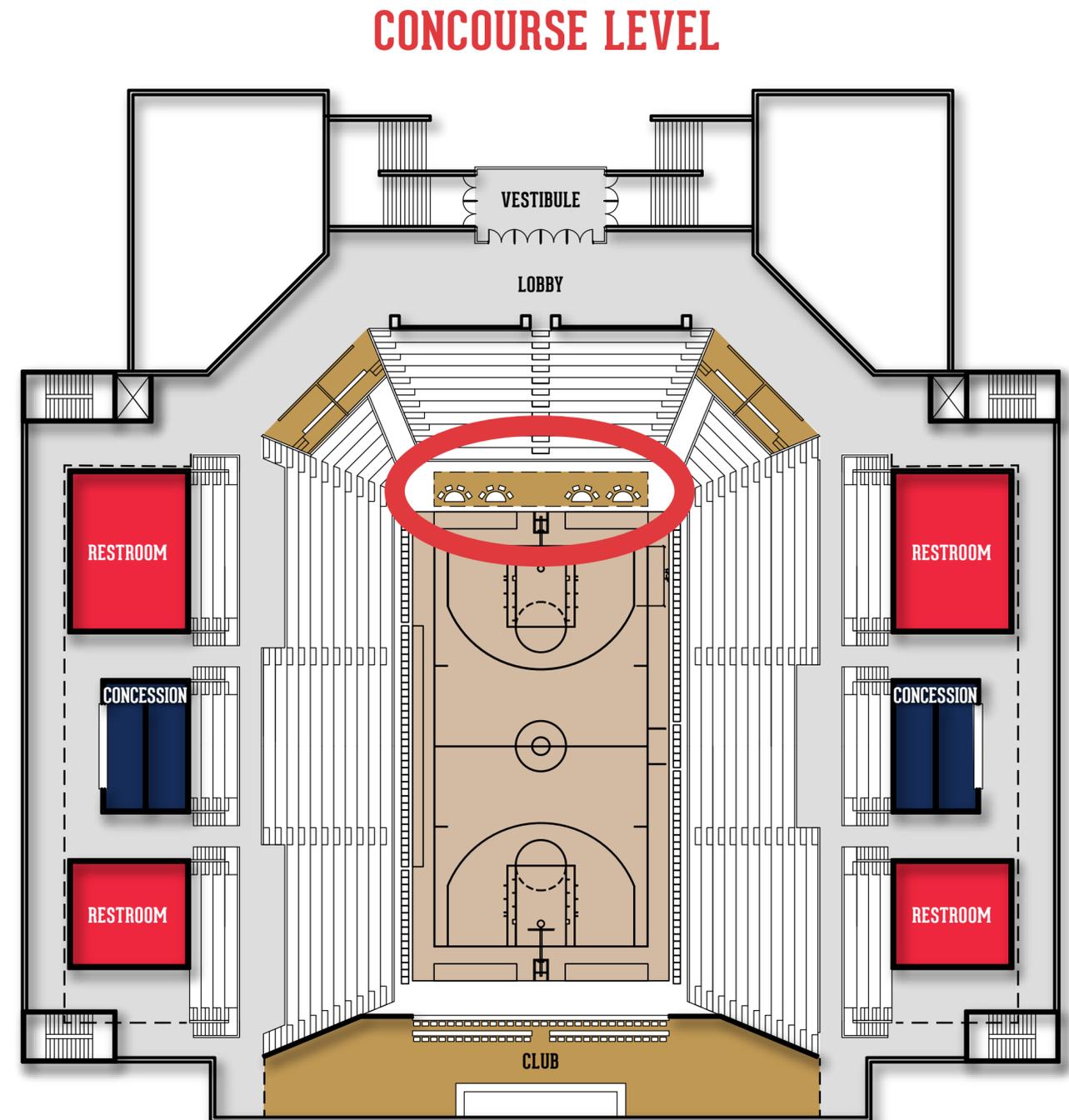
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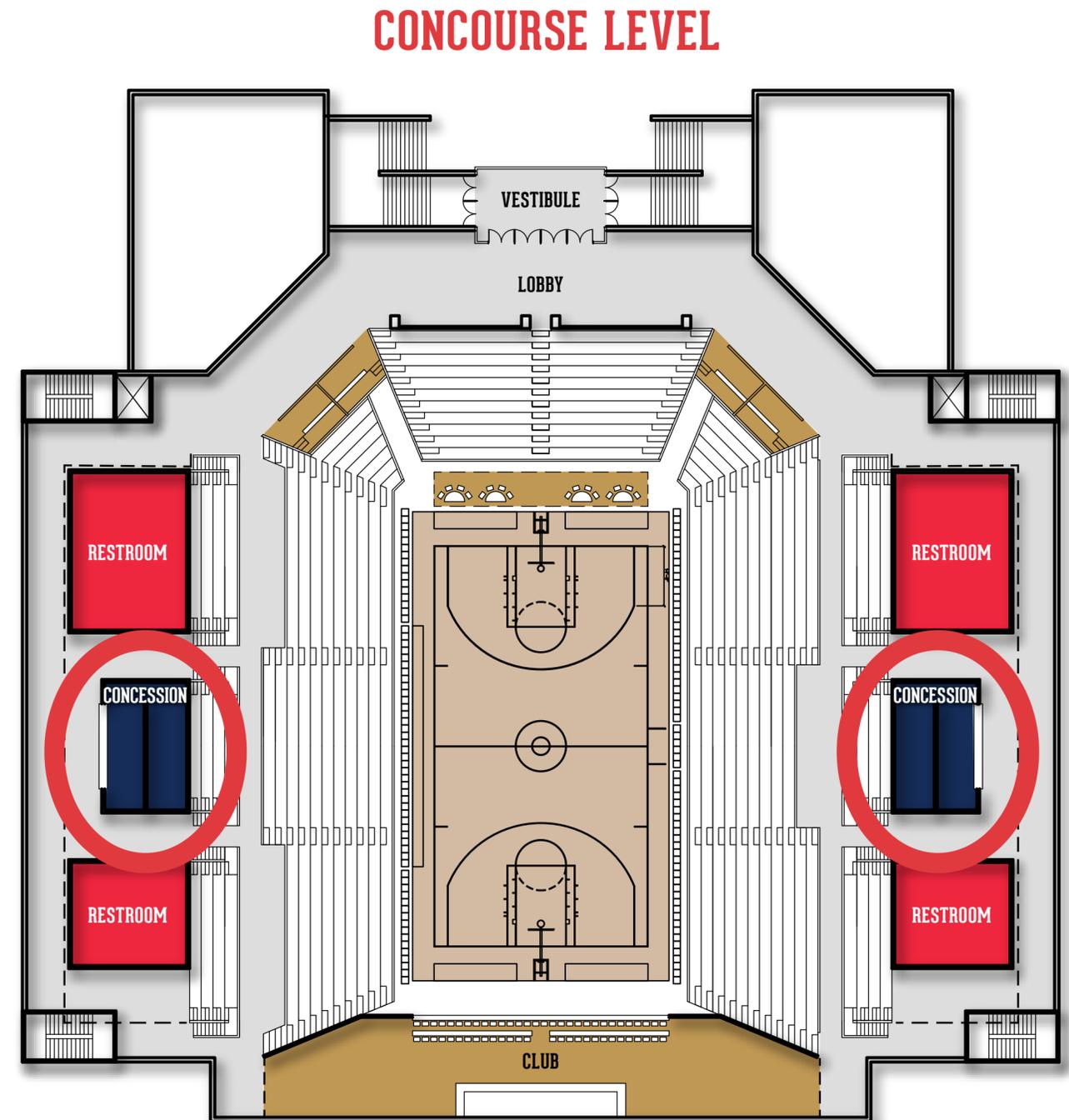
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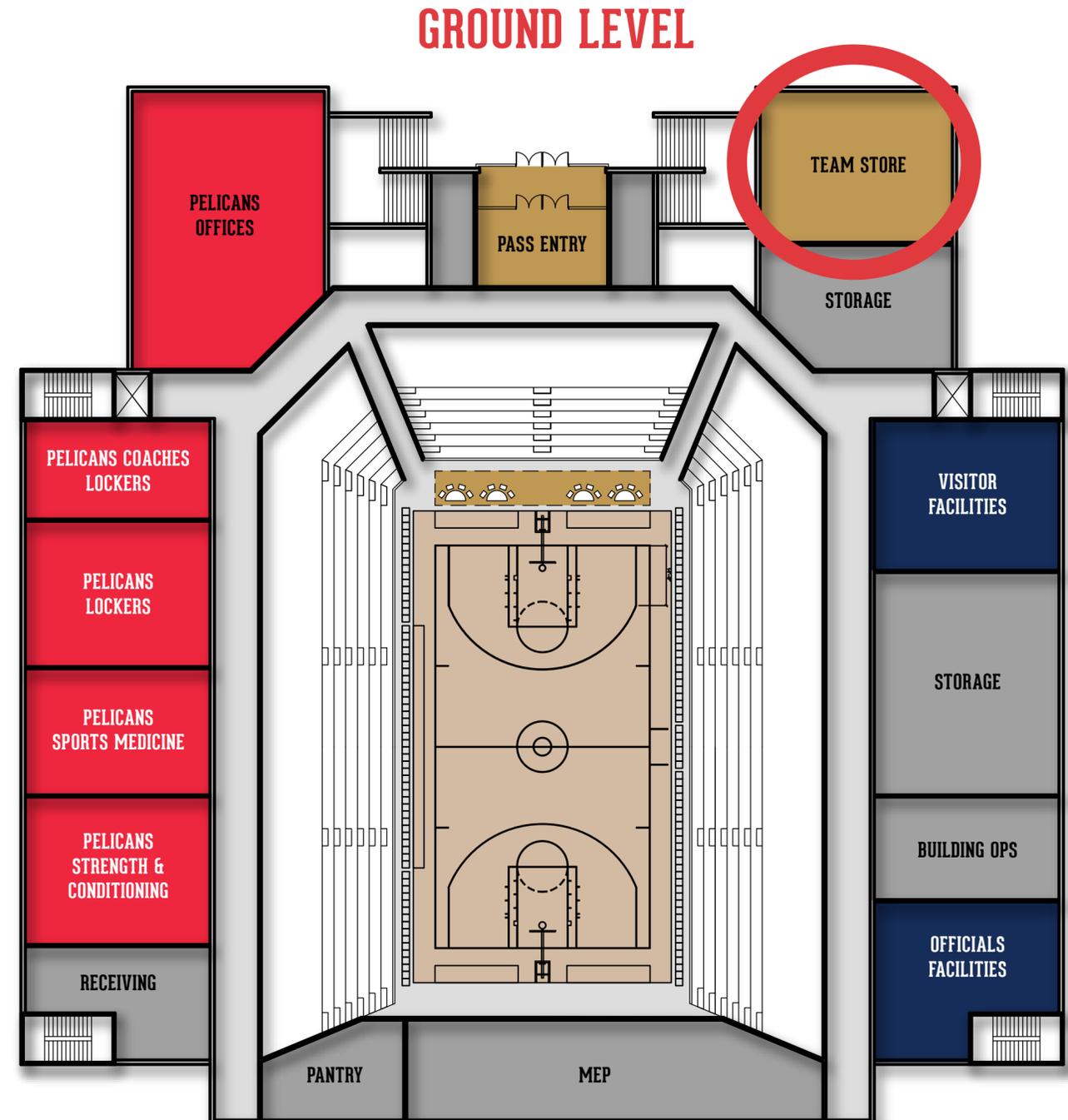
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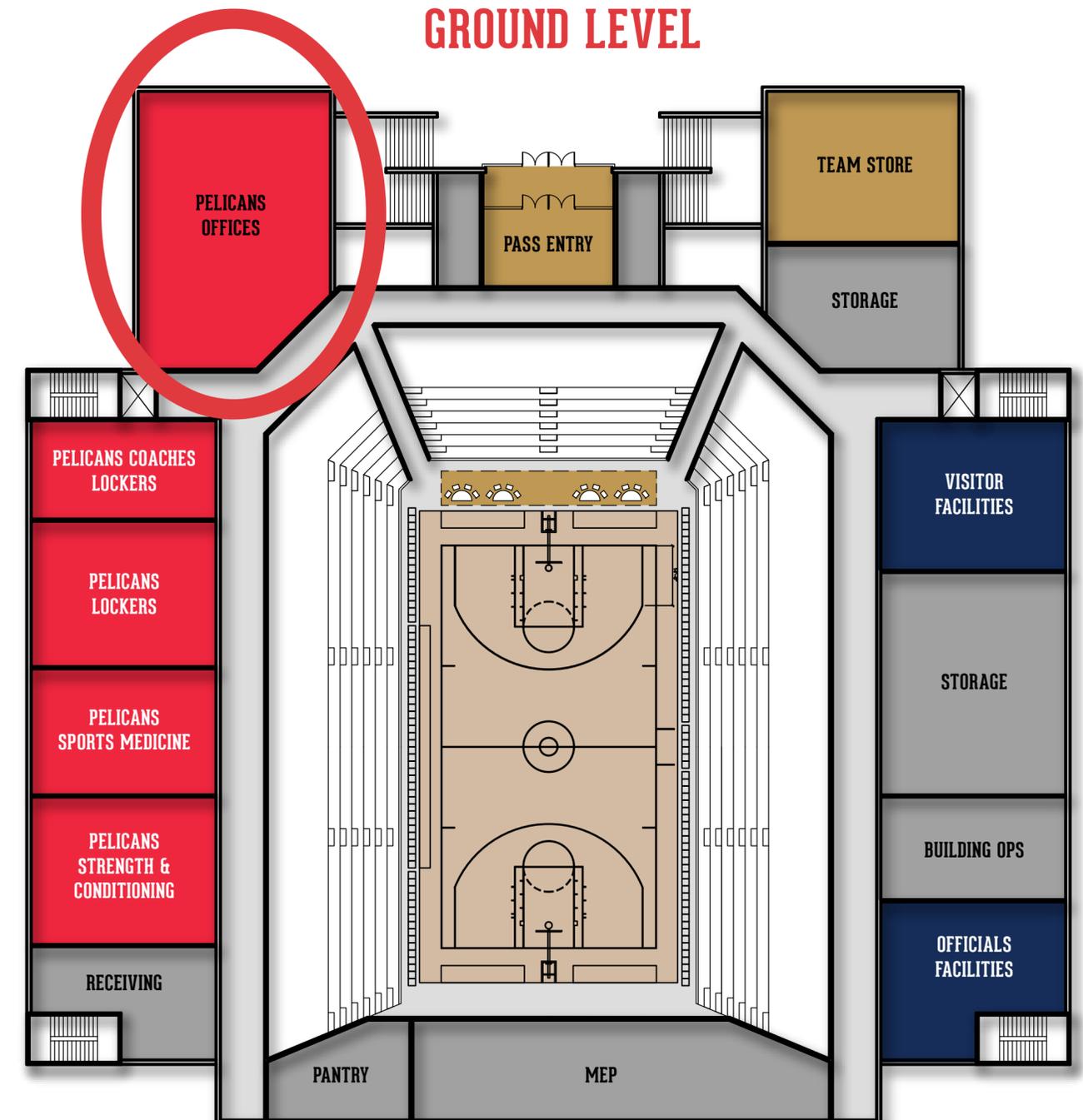
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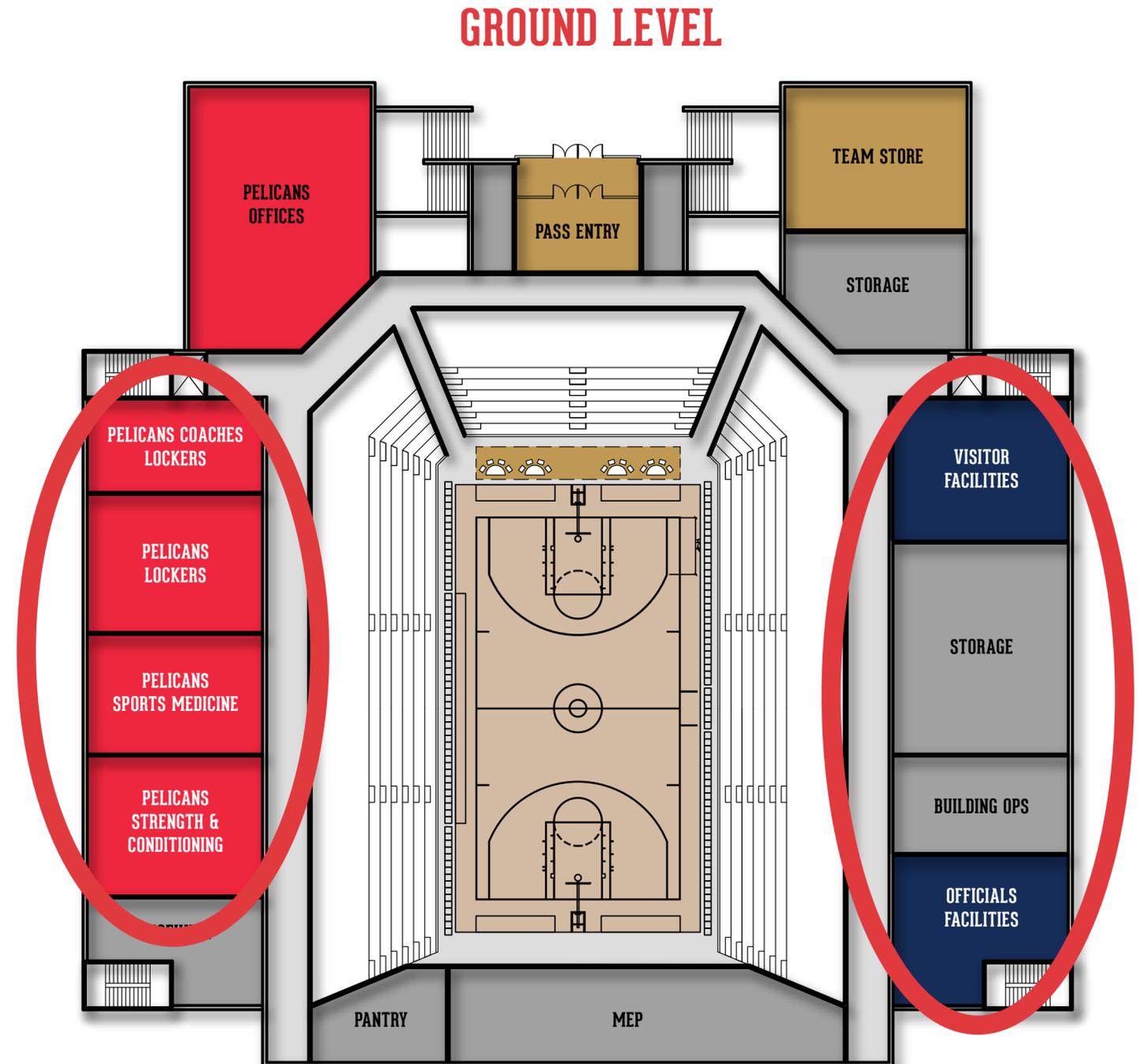
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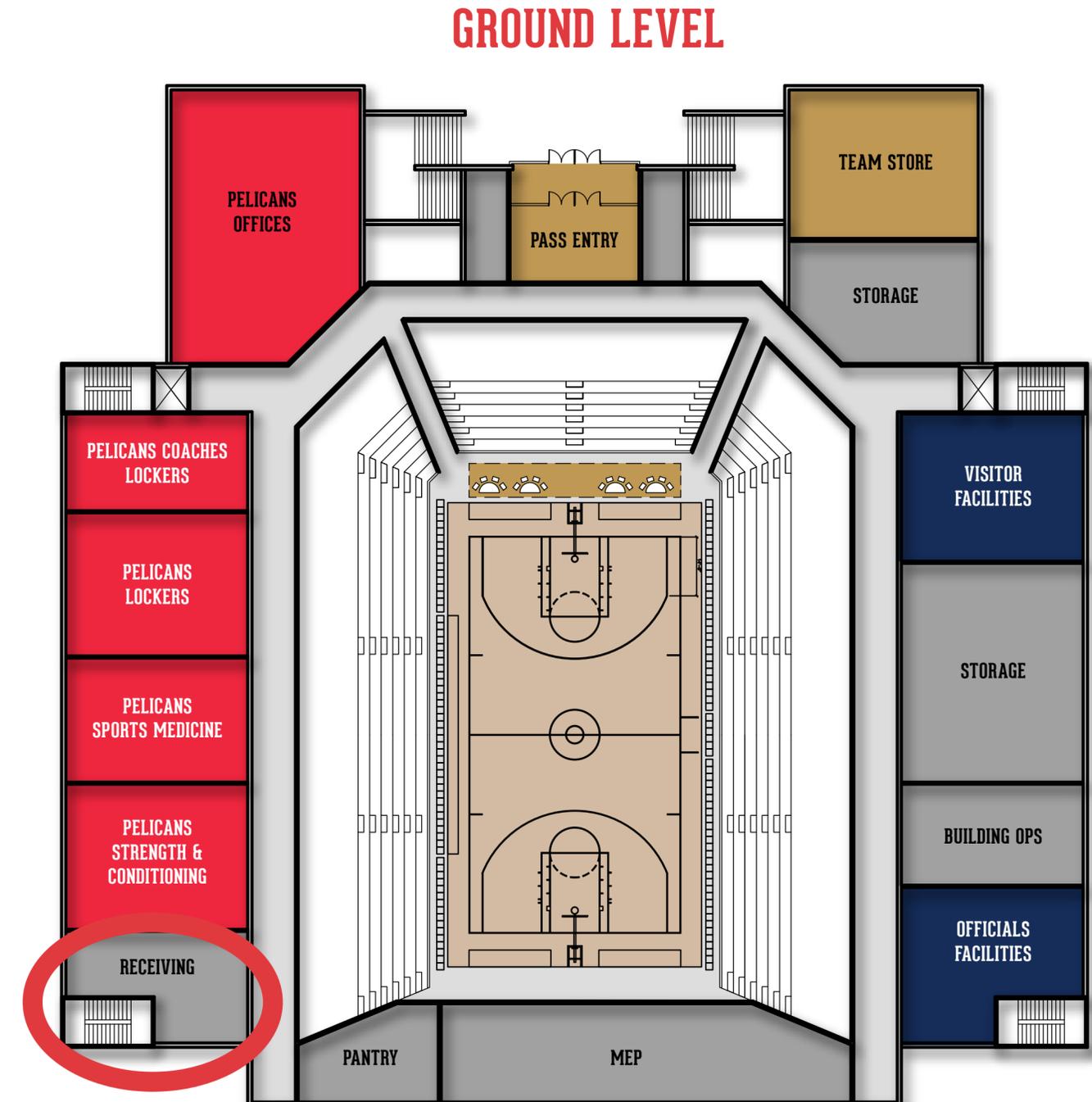
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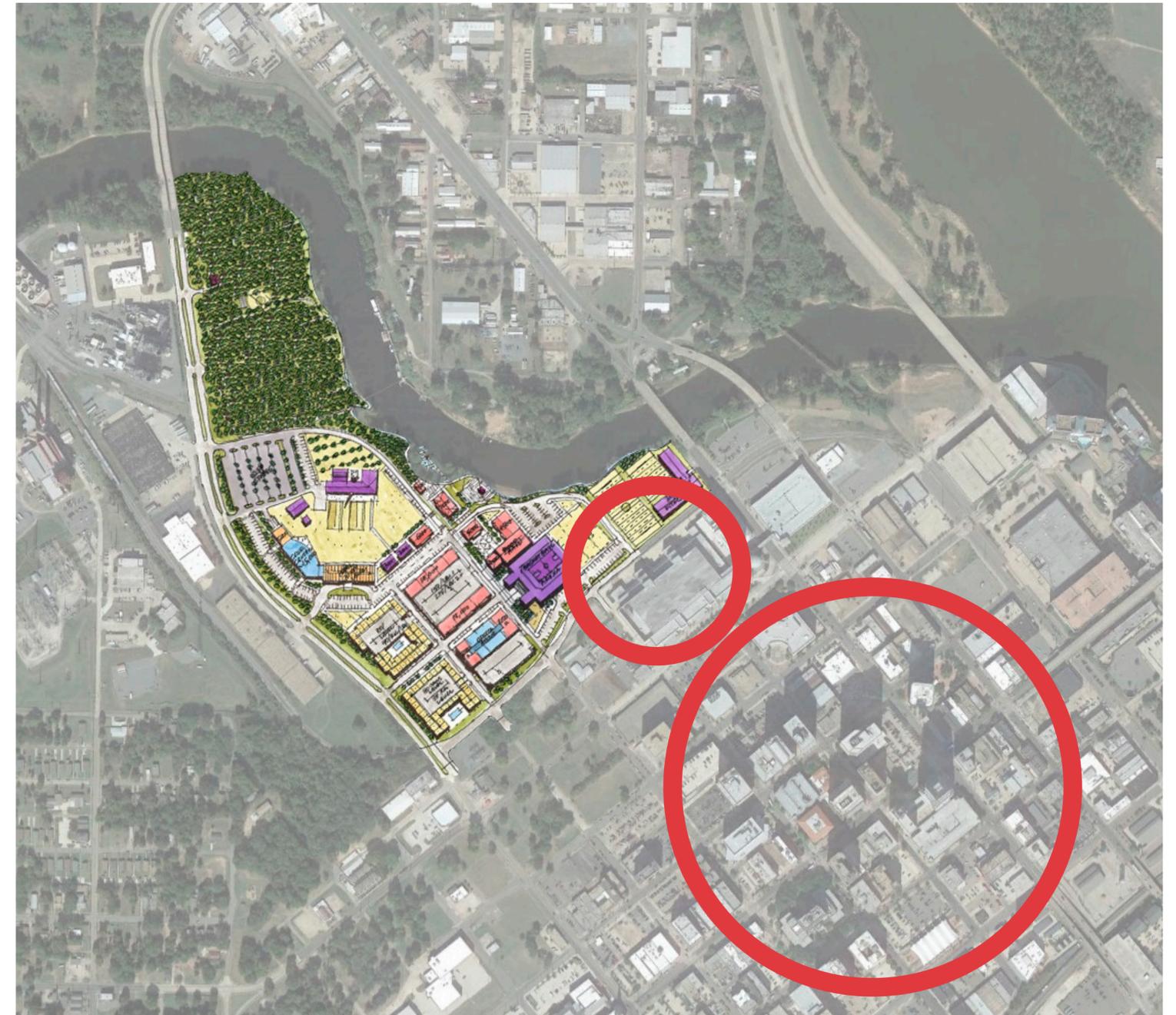
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CONCEPTUAL MIXED-USE DEVELOPMENT

CONCEPTUAL MIXED-USE DEVELOPMENT SITE PLAN

- Sports Complex to be the centerpiece of a vibrant riverfront mixed-use development adjacent to downtown Shreveport and the existing Shreveport Convention Center



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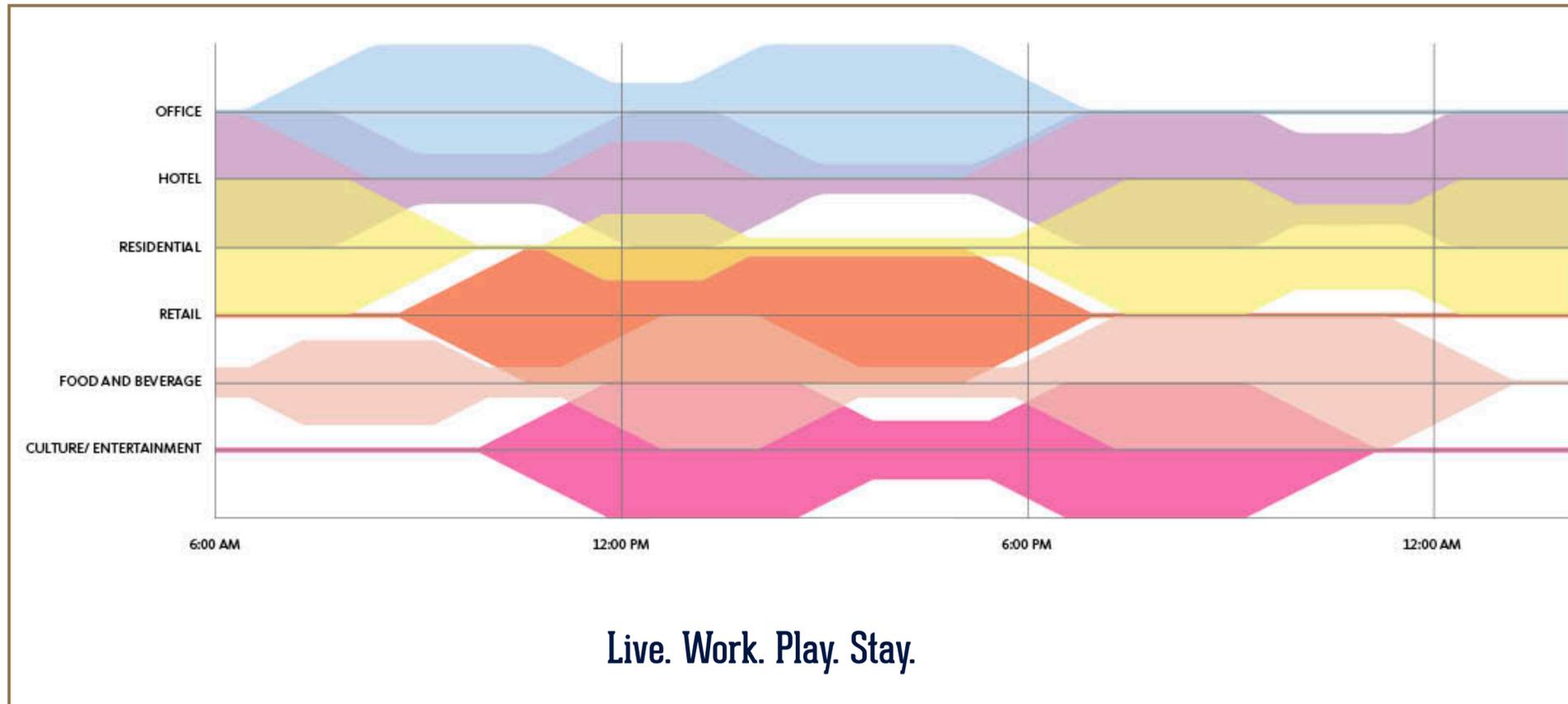
- **Master Plan based upon artistry of Place Making:**
 - Context of River in Shreveport - contextual solution;
 - Outdoor space as a common element that unifies and defines the project as a cohesive place;
 - Social interactions - Human Events.
- **Master Plan based upon the best practices of Urban Planning:**
 - Mobility/Transportation/Parking;
 - Infrastructure;
 - Services.
- **Master Plan based upon durability, flexibility and phasing:**
 - Smart phases will set the tone for future development and establish revenue streams financing future phases;
 - Tenant mix Synergies
 - Future Proofing.



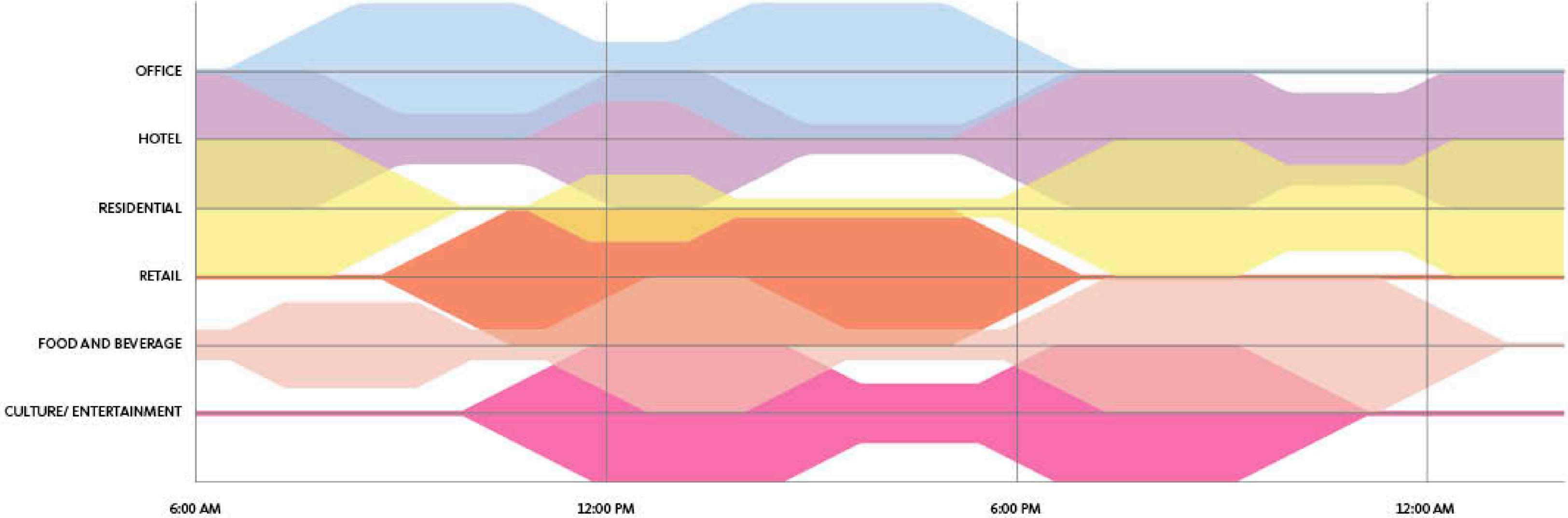
CONCEPTUAL MIXED-USE DEVELOPMENT

CONCEPTUAL MIXED-USE DEVELOPMENT SITE PLAN

- Balances Live, Work, Play, Stay functions
- Program elements peak at different times of the day, extending activation across the site and maximizing vibrancy
- Combination of office, retail, residential, and entertainment components - in combination with open space - will be necessary to establish the development as a destination and ensure continuous activation throughout the day



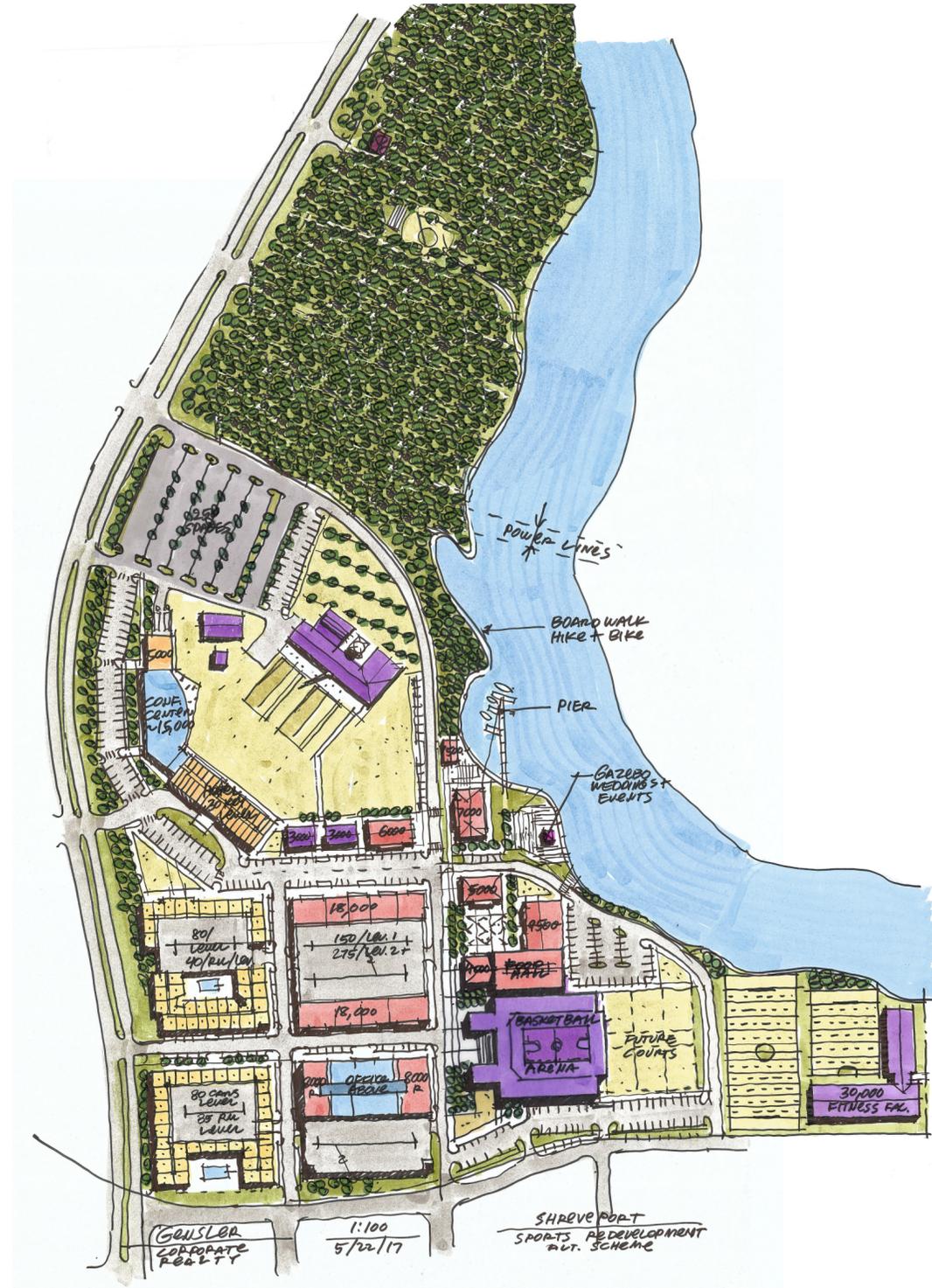
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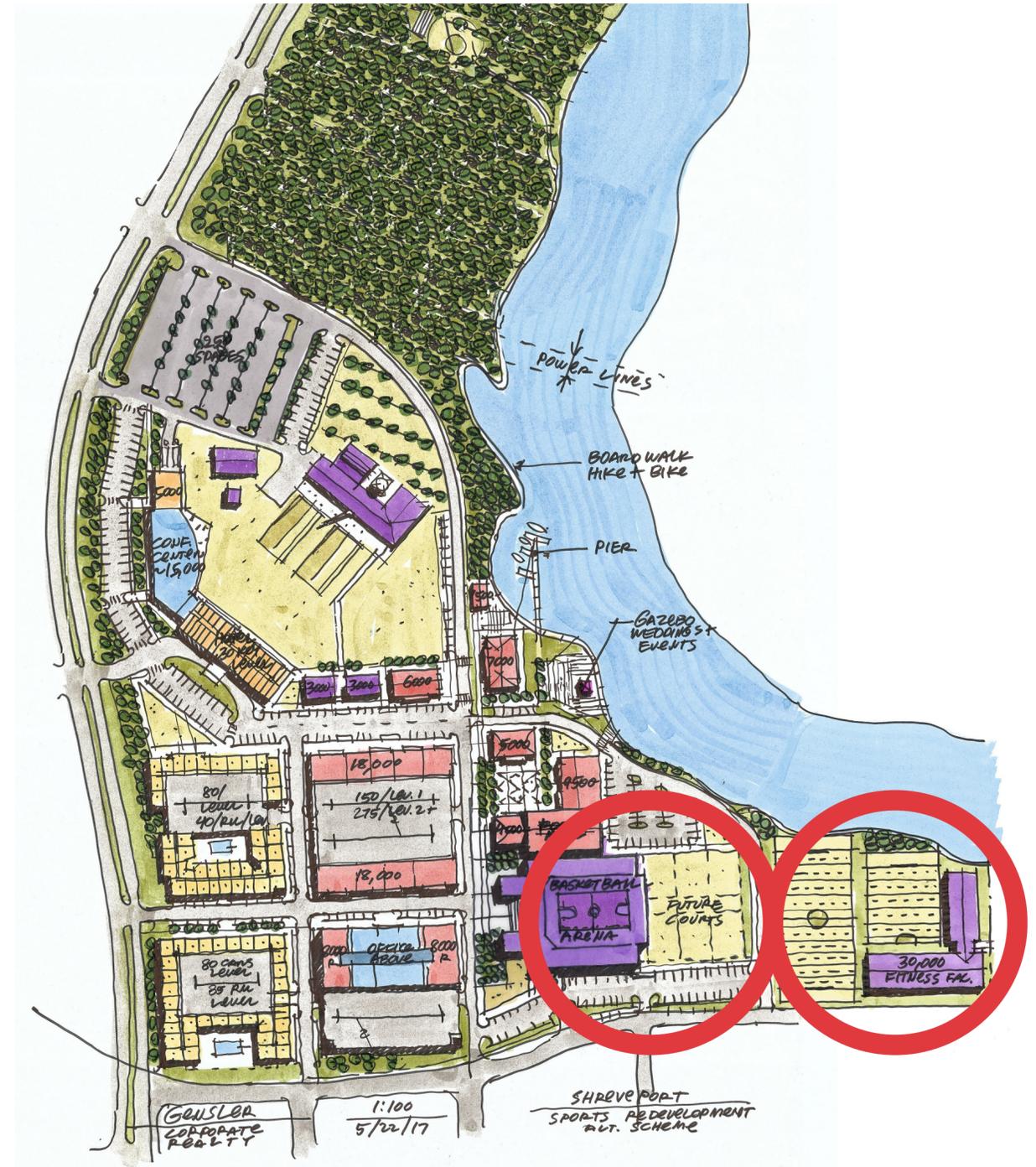
MIXED-USE DEVELOPMENT SITE



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DEVELOPMENT SITE PLAN

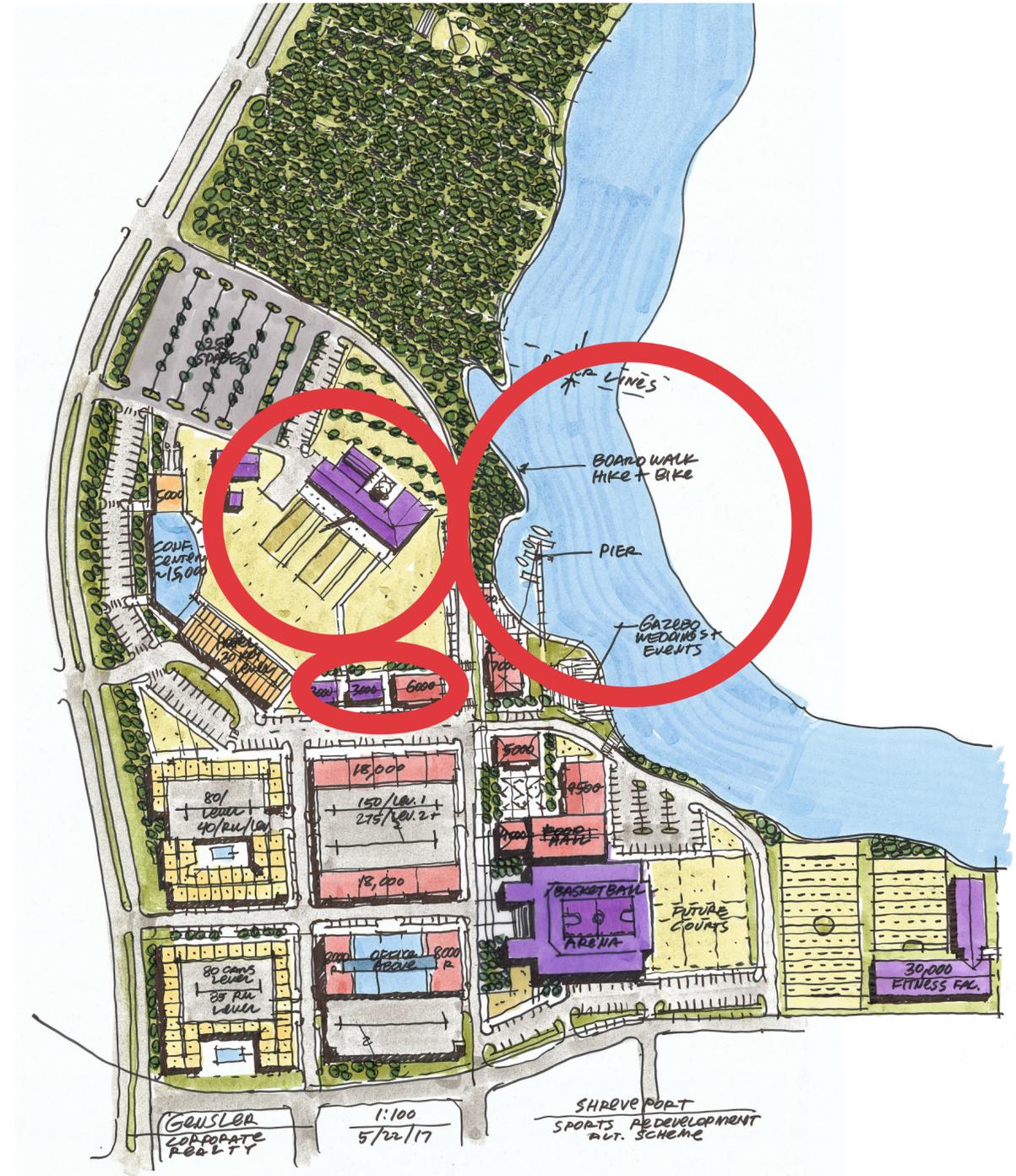
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 - Sports Complex
 - Saints Practice Facility
- Cultural
 - Water Works Museum & Visitor Center
 - Boardwalk
 - Gazebo
 - Boat Dock
- Hotel
 - Conference Center
 - Conference Commissary Kitchen
- Residential
- Office
- Retail
 - Food and Beverage
 - Bike Rental
- Parking
 - Surface: 830 spaces
 - Structured: 2,200 spaces
- Future Development



MIXED-USE DEVELOPMENT SITE

DEVELOPMENT SITE PLAN

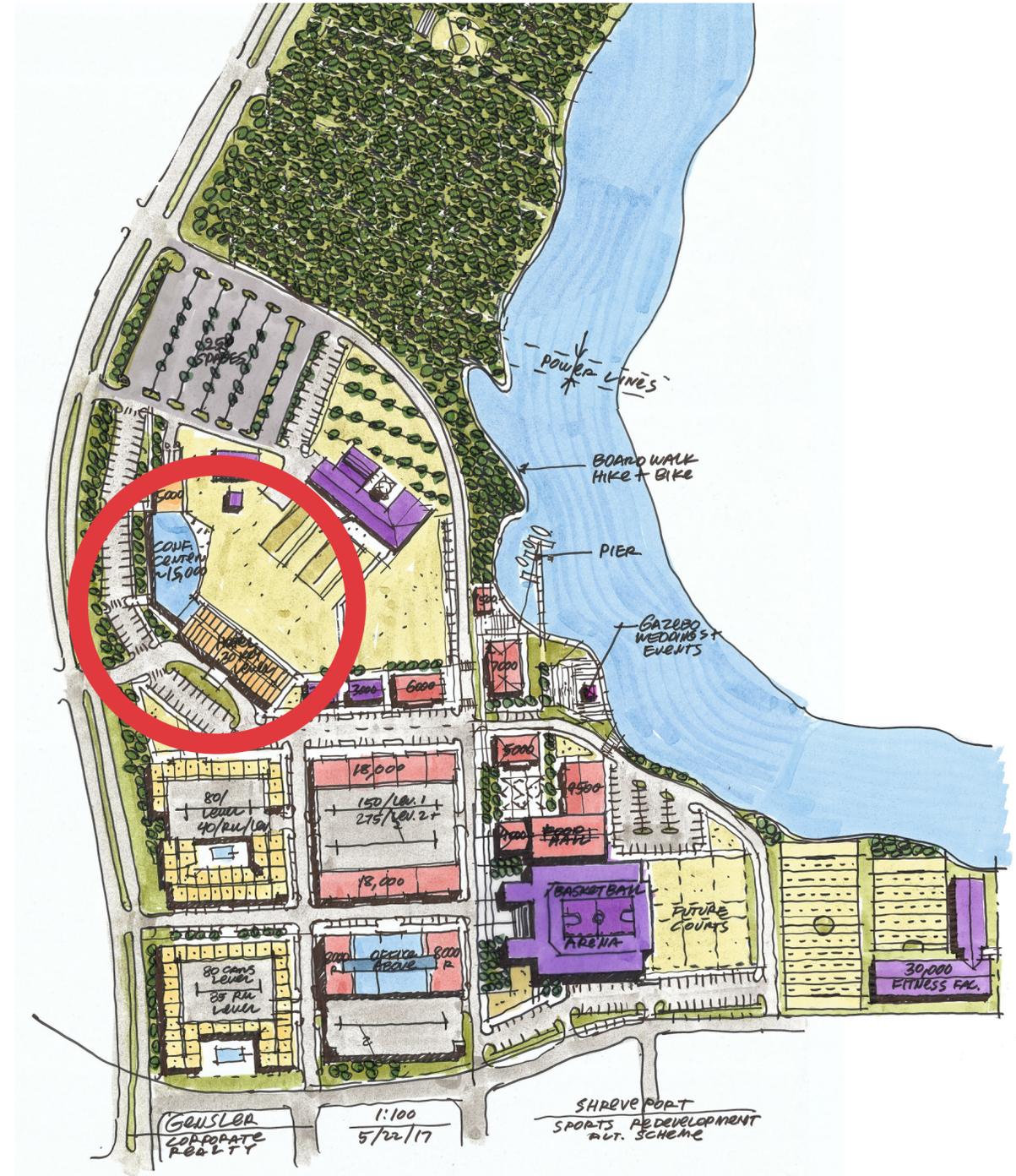
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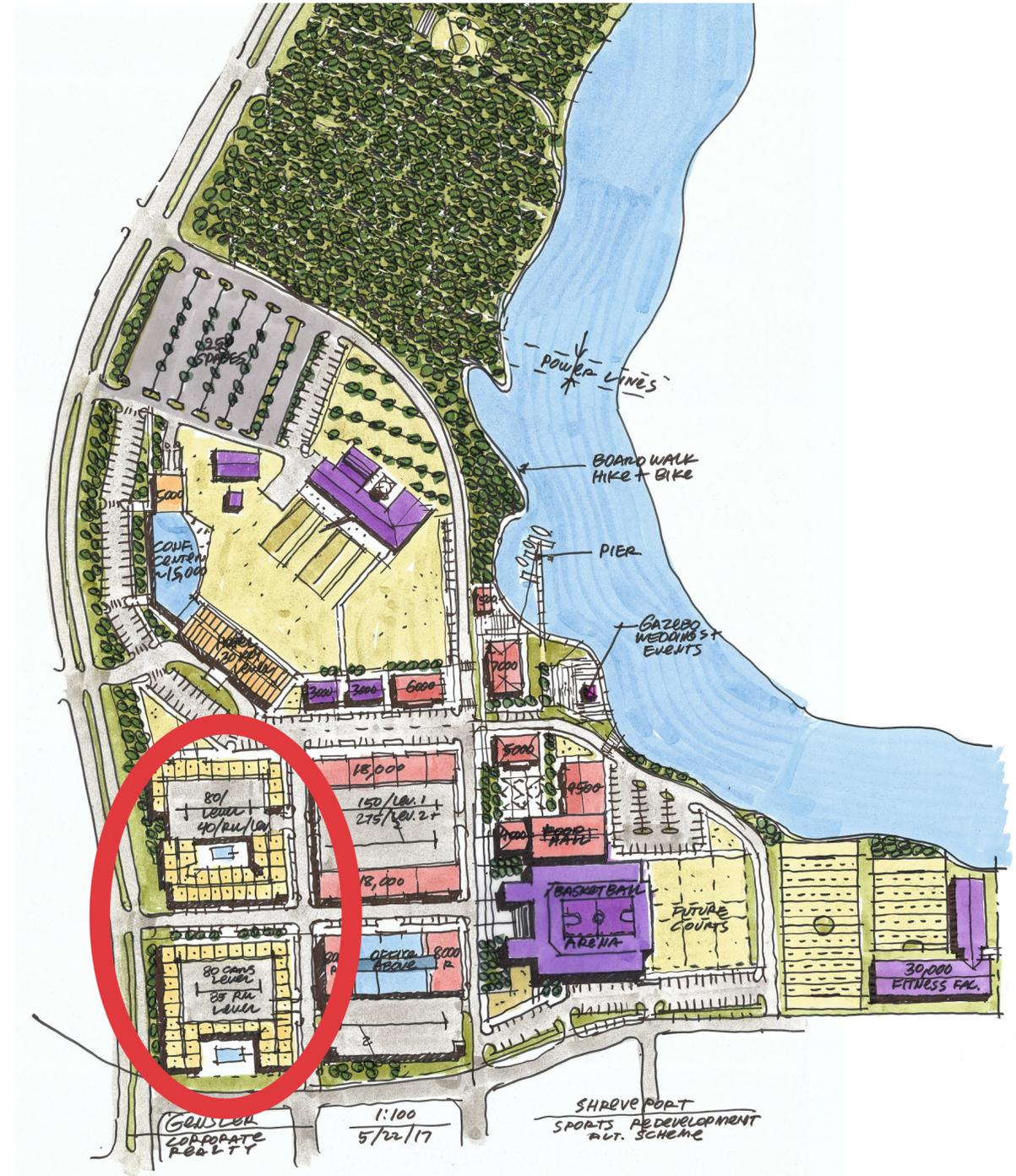
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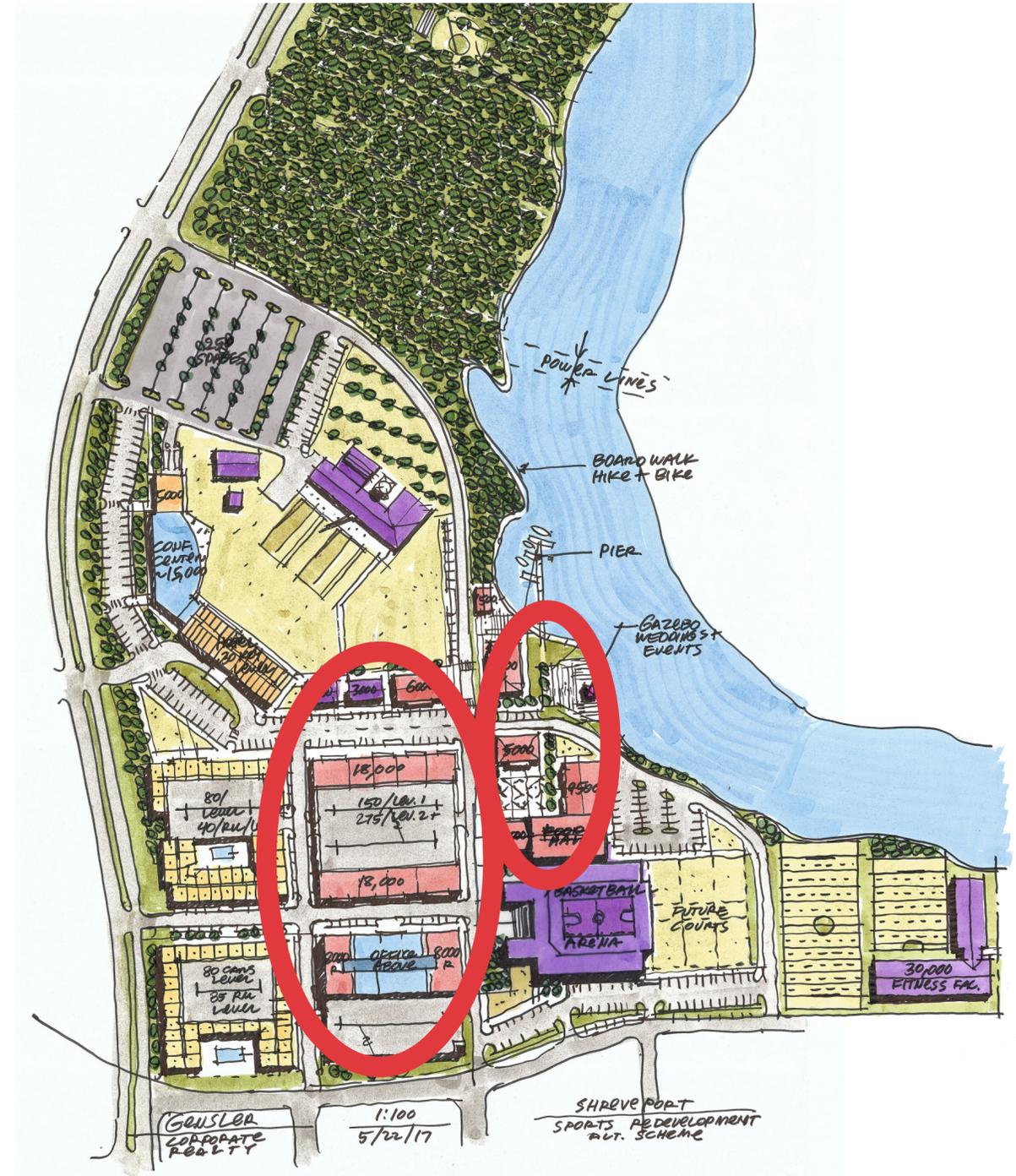
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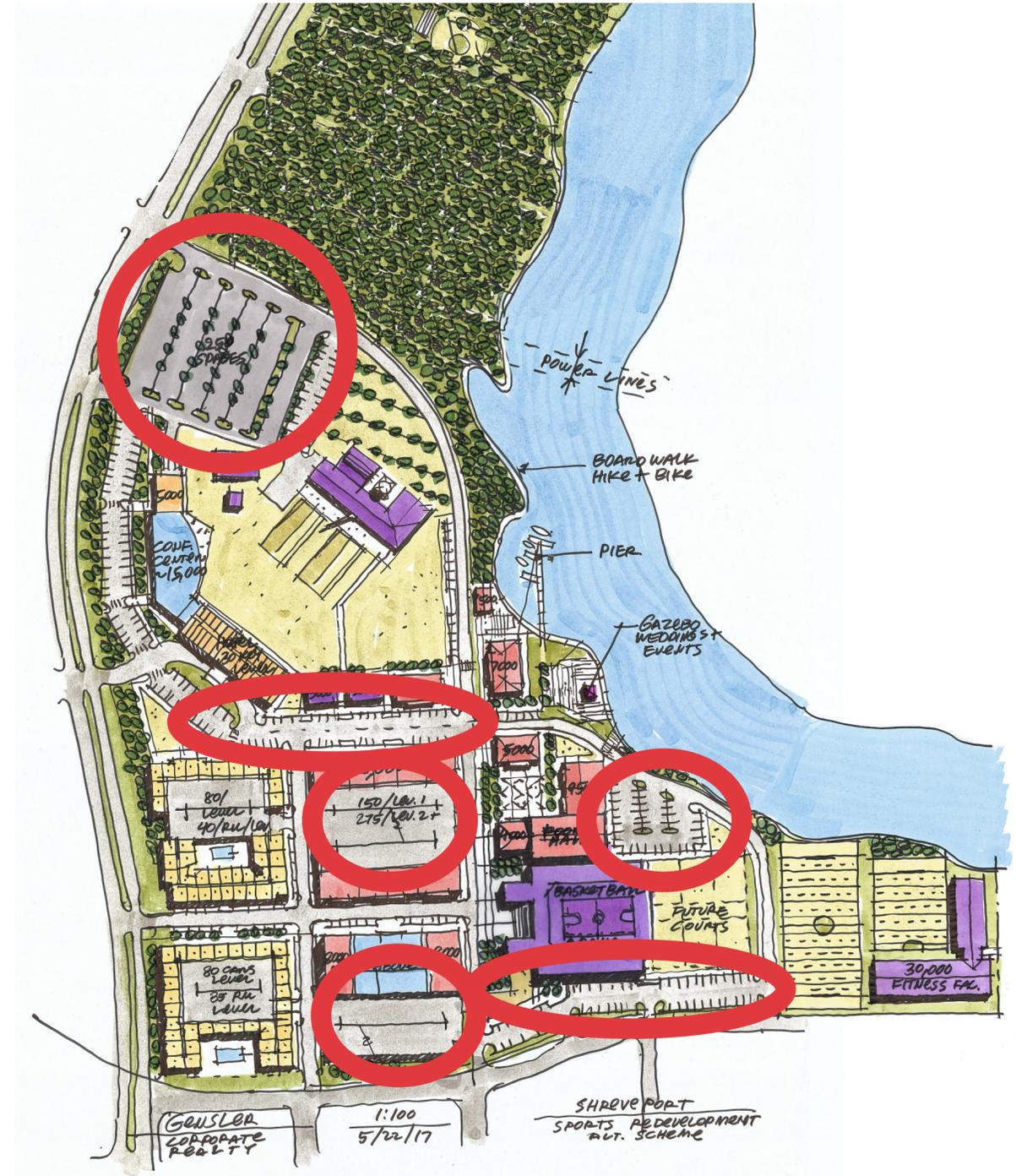
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PUBLIC & PRIVATE INVESTMENT

PUBLIC INVESTMENT: SPORTS COMPLEX

The City has identified a sustainable revenue source that will provide sufficient financing for the Sports Complex

- Sports Complex: ~\$30MM

PRIVATE INVESTMENT: MIXED-USE DEVELOPMENT

- Hotel: ~\$30MM
- Multi-Family Residential: ~\$54MM
- Office: ~\$40MM
- Retail & Restaurant: ~\$15MM



COMMUNITY IMPACT

ECONOMIC IMPACT

- City Tax Revenue
 - Sales, Property, Occupation, Business license, and Hotel Tax Revenues
- Job Creation
- Lift Underutilized Areas

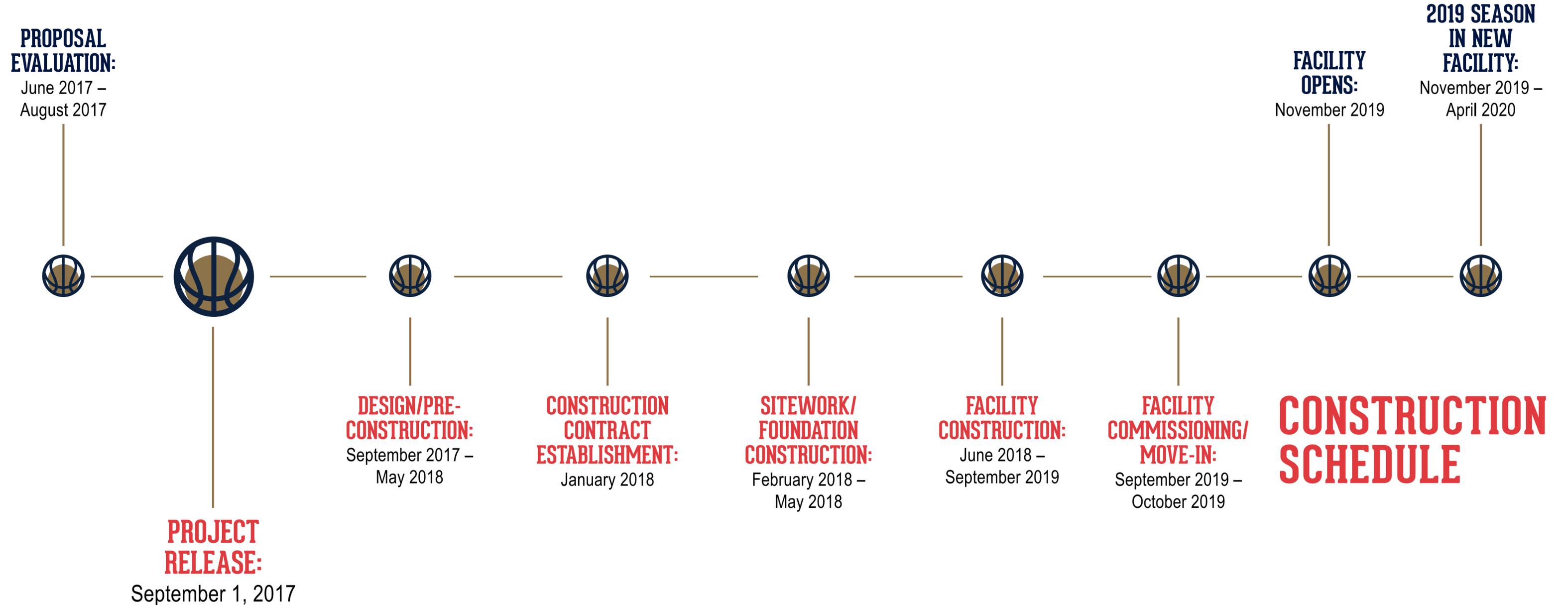
DBE & LOCAL PARTICIPATION

- Fair Share Program
- DBE Participation Plan, maximizing participation
 - Local & Minority Firms on Design & Construction Teams
 - Mentorship Opportunities
 - Ongoing Progress Reporting



DEVELOPMENT SCHEDULE

PELICANS SCHEDULE



FUNDING PLAN

SPORTS COMPLEX:

The City of Shreveport has identified a sustainable revenue source that will provide sufficient financing for the Sports Complex.

- We are prepared today to construct and finance a turnkey Sports Complex
- Land for Sports Complex is controlled by City/Parish
- Speed to Market / Financing

MIXED-USE DEVELOPMENT:

The mixed-use development plan will produce adequate revenue streams for the city to forge a public-private partnership with the development team for a successful project.



SPORTS COMPLEX COST ESTIMATE

Construction Costs	\$21,686,700
Soft Costs	\$4,337,340
Contingency	\$1,084,335
TOTAL	\$27,108,375

*Alternate: Include Practice Court, Additional \$1,500,000

ASSUMPTIONS & ESTIMATED UTILIZATION

- **Sports Complex will contain:**
 - 3,200 total seats
 - 120 court courtside seats
 - 100 club seats
 - 4 loge boxes and 4 tables
- **Assumes G-League team would experience a 'honeymoon period' with attendance stabilizing by Year 5**
- **Reflects a conservative business plan**
- **City expects Shreveport market will respond favorably to support the Shreveport Pelicans**

ESTIMATED UTILIZATION					
G-LEAGUE EVENTS	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Number of Events	24	24	24	24	24
Average Attendance	3,000	2,900	2,800	2,700	2,600
Average Ticket Price	\$20.00	\$20.60	\$21.22	\$21.85	\$22.51
Average Facility Fee	\$1.00	\$1.03	\$1.06	\$1.09	\$1.13
Average Convenience Fee	\$3.50	\$3.61	\$3.71	\$3.82	\$3.94
Average Annual Loge Box Fee	\$15,000	\$15,450	\$15,914	\$16,391	\$16,883
Average Annual Courtside Seat Fee	\$1,200	\$1,236	\$1,273	\$1,311	\$1,351
Average Annual Club Seat Fee	\$750	\$773	\$796	\$820	\$844
Average Food & Beverage Per Capita	\$7.00	\$7.21	\$7.43	\$7.65	\$7.88
Average Merchandise Per Capita	\$1.50	\$1.55	\$1.59	\$1.64	\$1.69
Parking Charge Per Car	-	-	-	-	-
OTHER TICKETED EVENTS	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Number of Events	20	20	20	20	20
Average Rent Per Event	\$3,000	\$3,090	\$3,183	\$3,278	\$3,377
Average Attendance	1,500	1,500	1,500	1,500	1,500
Average Ticket Price	\$10.00	\$10.30	\$10.61	\$10.93	\$11.26
Average Facility Fee	\$2.00	\$2.06	\$2.12	\$2.19	\$2.25
Average Convenience Fee	\$2.00	\$2.06	\$2.12	\$2.19	\$2.25
Average Food & Beverage Per Capita	\$5.00	\$5.15	\$5.30	\$5.46	\$5.63
Average Merchandise Per Capita	\$1.00	\$1.03	\$1.06	\$1.09	\$1.13
Parking Charge Per Car	-	-	-	-	-
NON-TICKETED EVENTS	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Number of Events	20	20	20	20	20
Average Rent Per Event	\$250	\$258	\$265	\$273	\$281
Average Attendance	50	50	50	50	50
Average Food & Beverage Per Capita	\$25.00	\$25.75	\$26.52	\$27.32	\$28.14

WHY SHREVEPORT?



- Successful History with Pelicans
- New, Purpose-Built NBA G-League Sports Complex
- Vibrant, Mixed-Use Development Anchor
- Commitment of Local Community Leaders
- Promote Healthy Lifestyles and Basketball Participation
- Expansion of Pelican Branding into the Ark-La-Tex

WHY SHREVEPORT?

WE FIT

- New Market Space
- New Fan Base
- Chris Finch is a Genius



QUESTIONS?



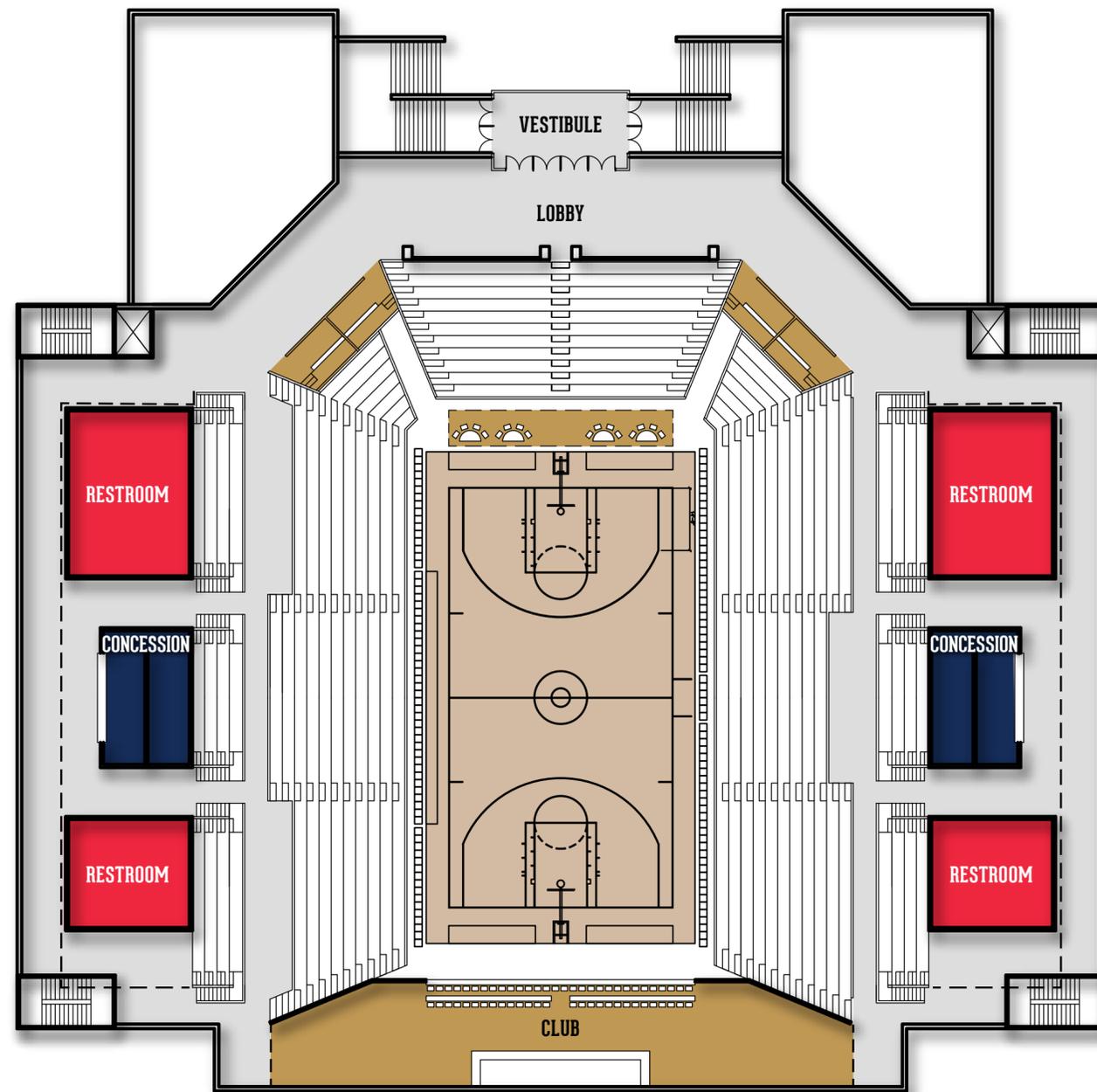


NEW ORLEANS
PELICANS

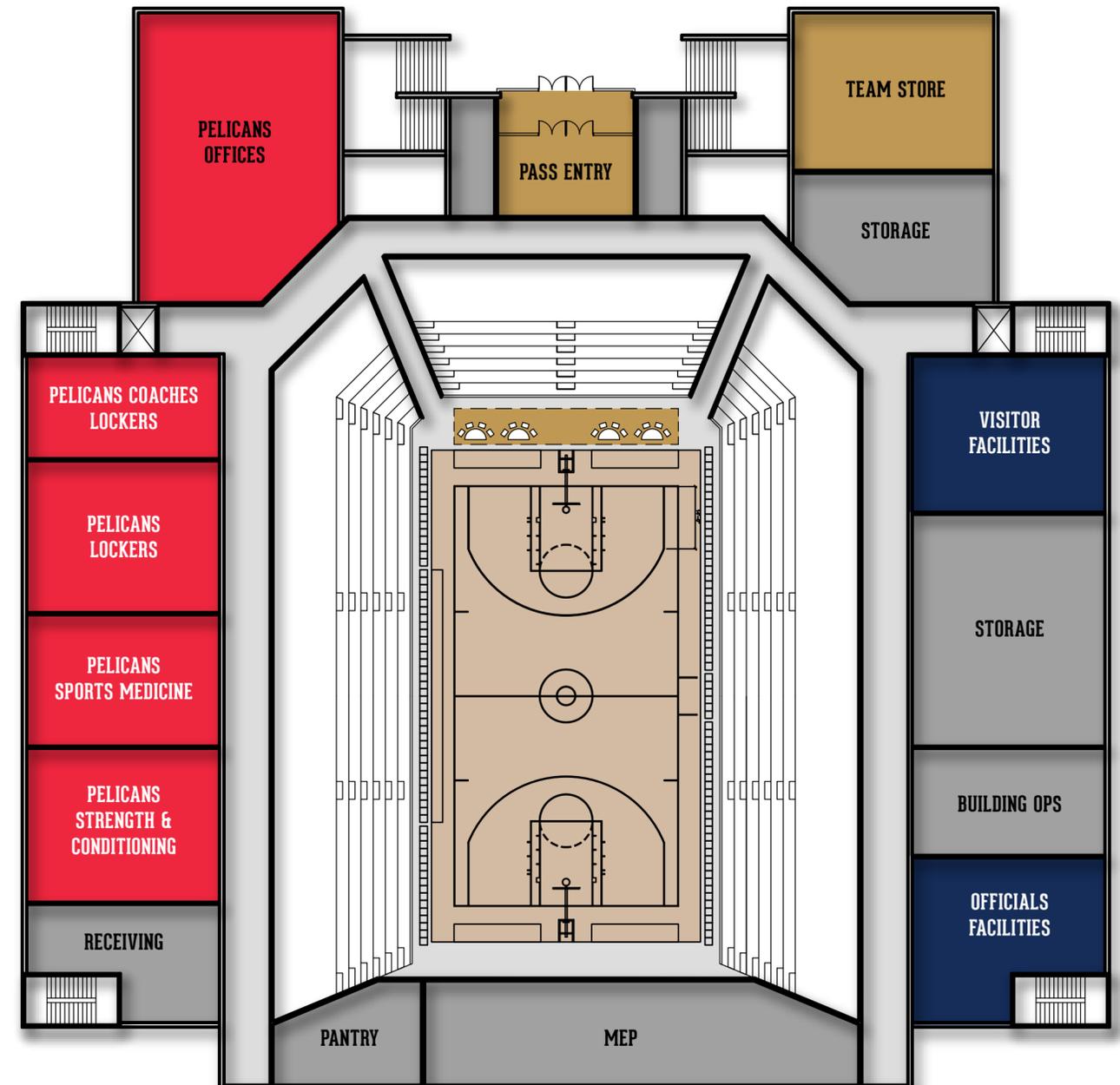




CONCOURSE LEVEL



GROUND LEVEL





GENSLER
CORPORATE
REALTY

1:100
5/22/17

SHREVEPORT
SPORTS AND RECREATION
DEV. SCHEME