



Jobs ASAP: Strategic Investments in Public Lands to Generate Economic Development

Think BIG Executive Committee

September 1st, 2011

Overview of Regional Public Benefits

- **\$7B** in revenue to region over 30 years
- **4,100** new jobs
- **\$556MM** in spending during construction
- **3.1MM** new visitors to downtown each year
- **\$6.7MM** in annual fiscal benefits

Checklist to Create Funding Plan

- ✓ **Determine cost** *(February 8, 2011 – May 26, 2011)*
- Propose menu of funding options** *(May 30, 2011 – September 8, 2011)*
- Select funding options** *(September 9, 2011 – December 31, 2011)*
- Secure funding sources** *(January 1, 2012 – February 29, 2012)*
- MARCH 1, 2012 RELOCATION DEADLINE***

Public-Private Partnership

Private

User Fees

Public

- Committee has reviewed more than 70 funding options. Final funding recommendations to be released on September 8th, 2011.*

- Identify funding that has a connection to the facility, including:
 - Entities who will *financially benefit* from development and operation (e.g. developer)
 - Those who *use the facility* (e.g. people who attend events)
 - New revenue generated as a product of the facility being developed that *would otherwise not exist* (e.g. rising land values within the arena footprint)

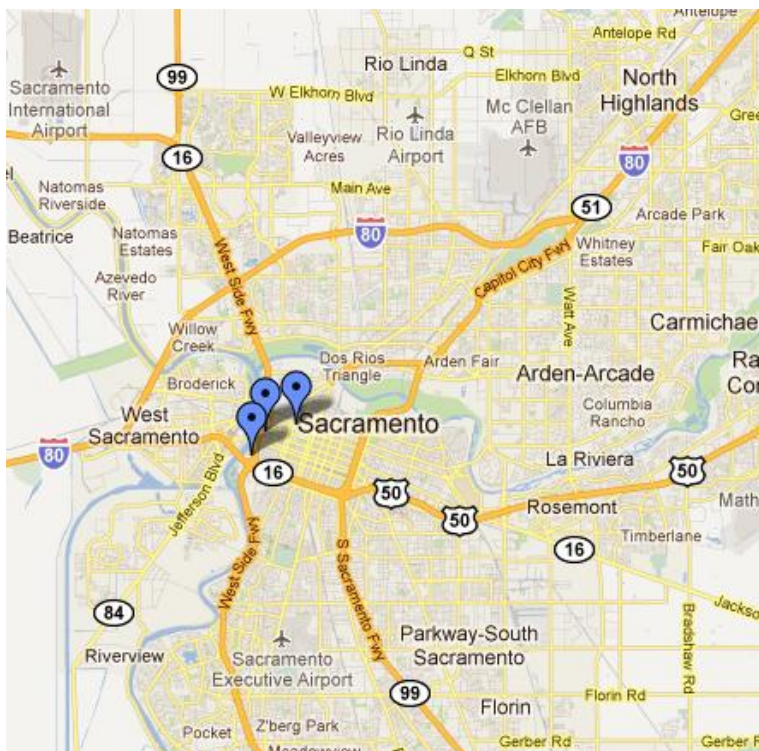
- Development of ESC will **increase downtown activity** and **transform economic character** of region
- Private investment will increase as ESC and surrounding areas become “**destination**”
- Currently there is large amount of publicly owned land
 - **2400** city-owned properties in portfolio
 - Narrowed down to less than 20 of potential interest
 - Developers may have interest in additional properties
- Strong support for use of public land; **over 60% support** according to survey
- Opportunity to **accelerate land development to create jobs** and economic development due to ESC
- Focus on properties that will increase in value due to ESC

Underutilized Public Parcels

- City-owned parcels of land that are ***located near proposed facility***
- Parcels that could reasonably be expected to experience increased demand and ***increased value due to development of ESC***
- Parcels that are ***currently being underutilized:***
 - Undeveloped
 - Vacant or dilapidated
 - Produce little revenue or value to public

Examples of Underutilized Parcels

Three Selected Sites

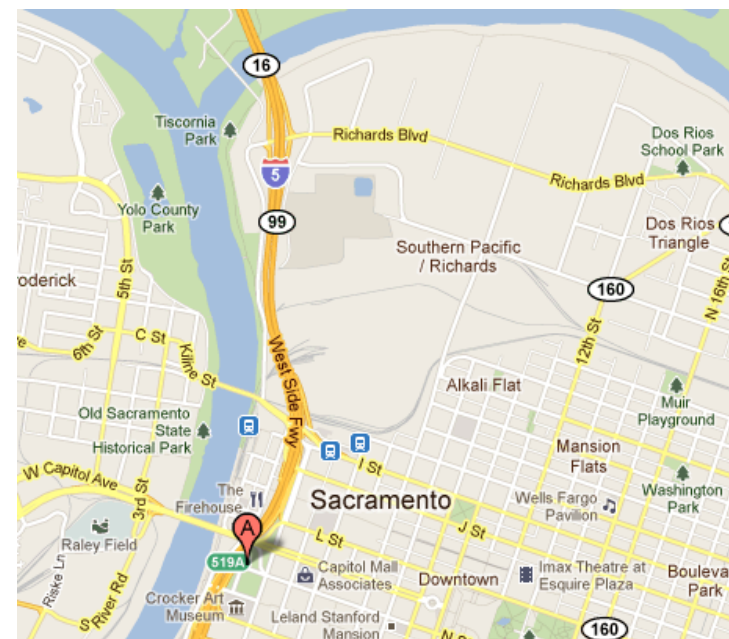


- **Lot X & Y**
- **Plaza Office Building**
- **The Docks**

Example: Lot X & Y

- **Lot X & Y**
 - Located at 2nd Street and Capitol Mall
 - Nearby proximity to the proposed facility
 - Approximately 1.39 acres
 - Empty lot for many decades
 - City tried to sell in 2007 as property values plummeted
- Property could have ***high value potential***
- Estimated value between ***\$8.5M*** and ***\$14.8M***
- Could create ***1,200 - 2,350 jobs*** during construction & operations

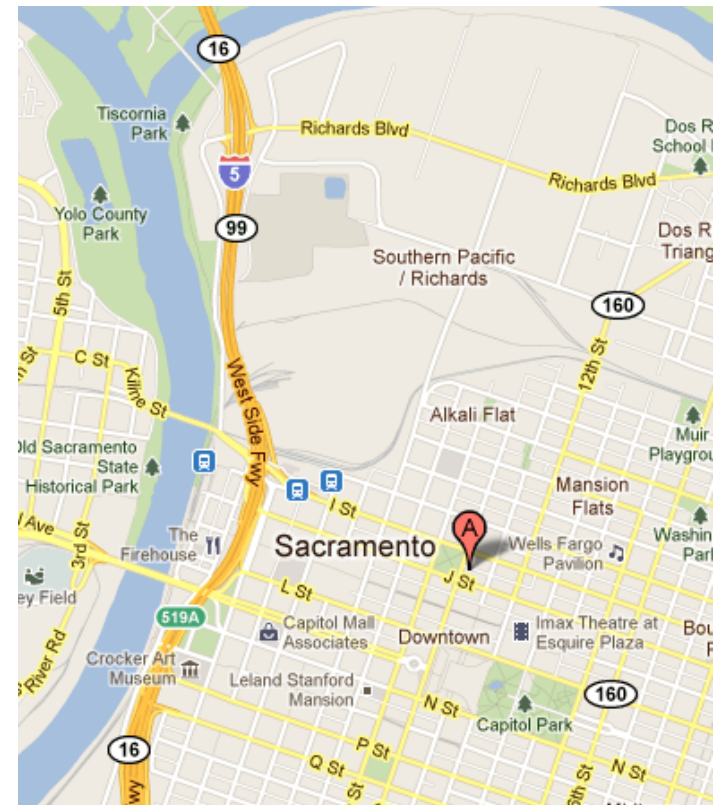
Lot X & Y Location



Example: Plaza Office Building

- **Plaza Office Building:**
 - Located downtown – 921 10th St.
 - Nearby proposed facility
 - Roughly 30,000 square feet
 - Presence of hazardous materials make it less desirable for buyers
 - Highly visible and accessible piece of property boarded up
- ESC at the Railyards would likely lead to ***increased willingness of developer to invest*** in rehabilitation of property
- Estimated value between ***\$480K & \$1.2M***
- Could create ***150 – 320 jobs*** during construction and operations

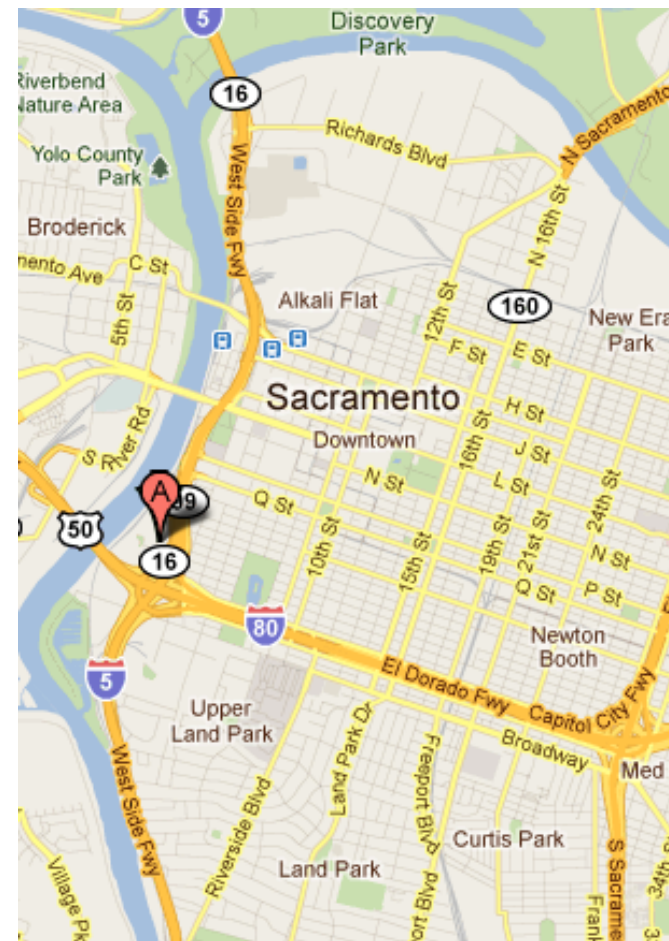
Plaza Building Location



Example: The Docks

- **The Docks:**
 - Located at Broadway & Sacramento river
 - Nearby proposed facility
 - Roughly 9 acres of land
 - Currently zoned for industrial/mixed use
- Would likely see *increase in demand* with development of ESC at the Railyards
- Estimated value between **\$3M** and **\$7.5M**
- Could create **195 – 470 jobs** during construction and operations

The Docks Location



Conclusions

- Public-Private finance plan will likely include a ***public contribution in the form of land***
- Parcels of public land located in the downtown area, many of which are ***not currently being used*** or are ***severely underutilized*** have the potential to ***increase in value due to the development*** of the ESC downtown
- ESC development allows for maximization of land sales that could ***increase the number of jobs*** created in the short term and increase the economic impact of the project by ***encouraging private development***