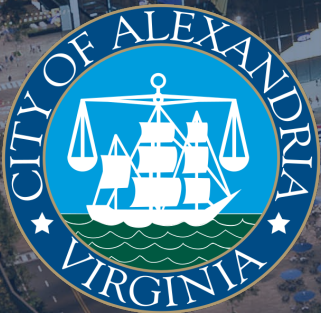




MONUMENTAL OPPORTUNITY



JBG SMITH



MONUMENTAL
SPORTS & ENTERTAINMENT

For Illustrative Purposes Only

Engagement Updates

Full schedule published online

Since the last City Council legislative update on January 9, 2024:

- Schedule of events have been planned and posted: www.MonumentalALX.com
- Online question & comment form:
 - Allows tracking of responses
 - All comments, questions will be published online

Pop-up Series
(in person)

Topic-based
Listening Sessions
(virtual)

City Council Town Hall
(hybrid)

Community & Business
Group Meetings
(all formats)

General Assembly Update

On January 19, 2024 legislation to form the Sports and Entertainment Authority that would own the land and facilities as part of Monumental Sports & Entertainment's proposed campus in Alexandria, Virginia, was introduced in the General Assembly. Chairman of the Appropriations Committee Del. Luke Torian of Prince William County and Senate Majority Leader Scott Surovell of Fairfax County are the bill patrons.

➤ [House Bill 1514](#)

➤ [Senate Bill 718](#)



Finance & Economics

Alexandria staff and financial advisors

Kendel Taylor, City of Alexandria, Interim Deputy City Manager and Director of Finance

James Sanderson, Senior Vice President, Davenport & Company

Ty Wellford, Senior Vice President, Davenport & Company

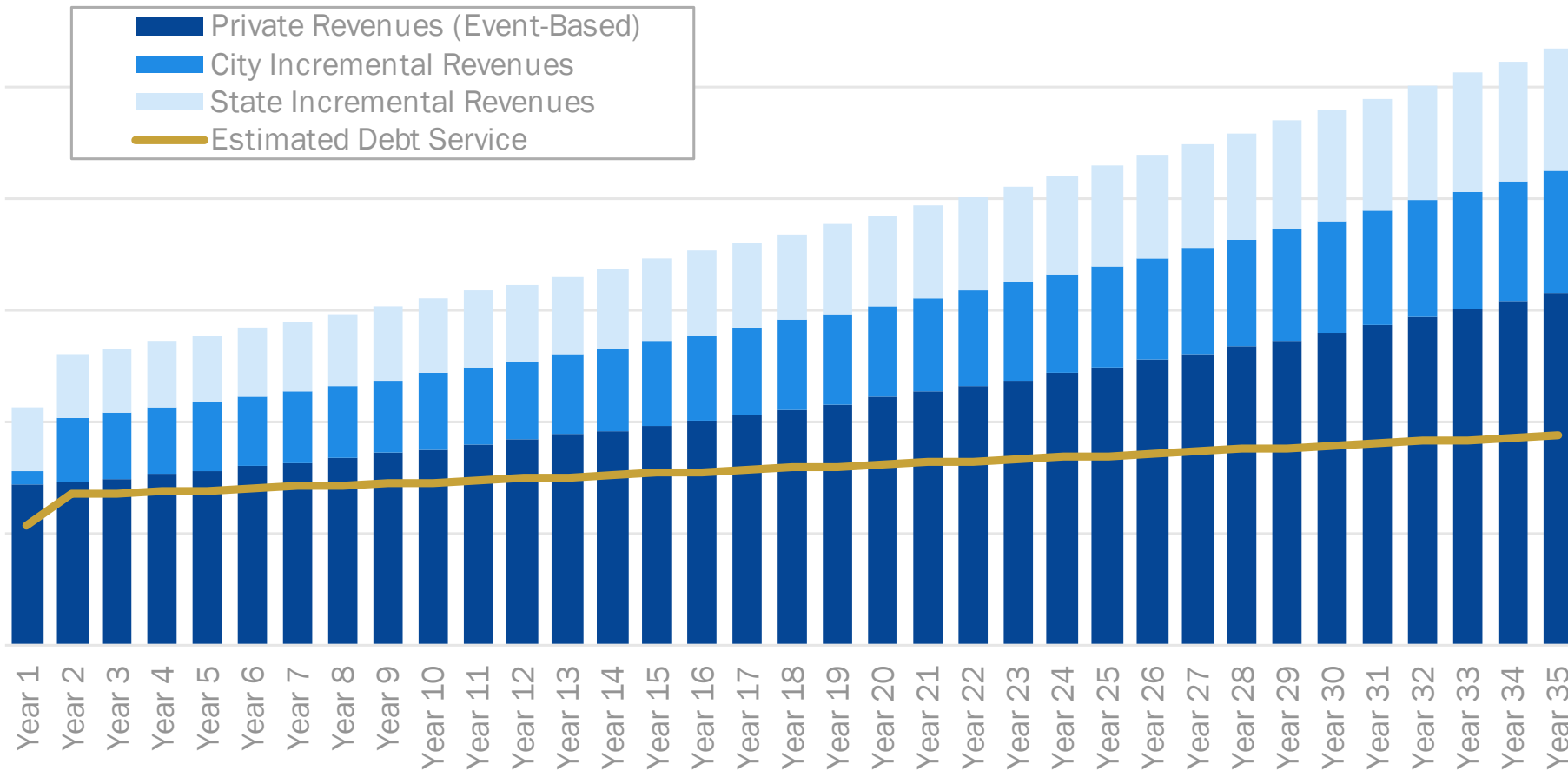
January 18, 2024
Listening Series panel

Video available online
describing financing
structure

Written answers to all
submitted questions
under development

Projected revenues generated by project will cover debt, providing excess distribution to City and State from Year 1.

Project Revenue Bonds:
Projected Pledged Revenues vs. Debt Service



The tax revenues being contributed by the Commonwealth and the City are newly-created revenues generated by the project that would not otherwise exist.

Each year, the project is modeled to provide double the amount of funding required to pay the debt service.

Economic Impact Findings

AEDP contracted HR&A Advisors to conduct an economic and fiscal impact analysis, comparing the proposed sports and entertainment project to a base case scenario.

Community

- \$4.9 Billion in economic impact for Alexandria¹
- \$31 million in new education funding from Phase 1¹
- \$49 million in new, multi-modal transportation funding¹

Virginia

- 30,000 new direct and indirect jobs¹
- \$7 billion in positive economic impact to the Commonwealth¹

Mid-Atlantic

- Anchors leading regional sports, entertainment, and innovation hub for the entire Mid-Atlantic
- 35 year commitment from opening for two professional sports teams

1) HR&A Economic Analysis Presented to Virginia General Assembly's MEI Commission.

Base Case

KEY FACTS:

1. Shopping Center remains, anchored by 20 year extension for Target
2. RE Tax revenue grows 2% annually, sales tax revenue remains consistent
3. Metro ridership remains at currently levels- no meaningful increase
4. Existing surface parking remains
5. Some additional residential to follow once market recovers on "arena" parcel



Entertainment District Case



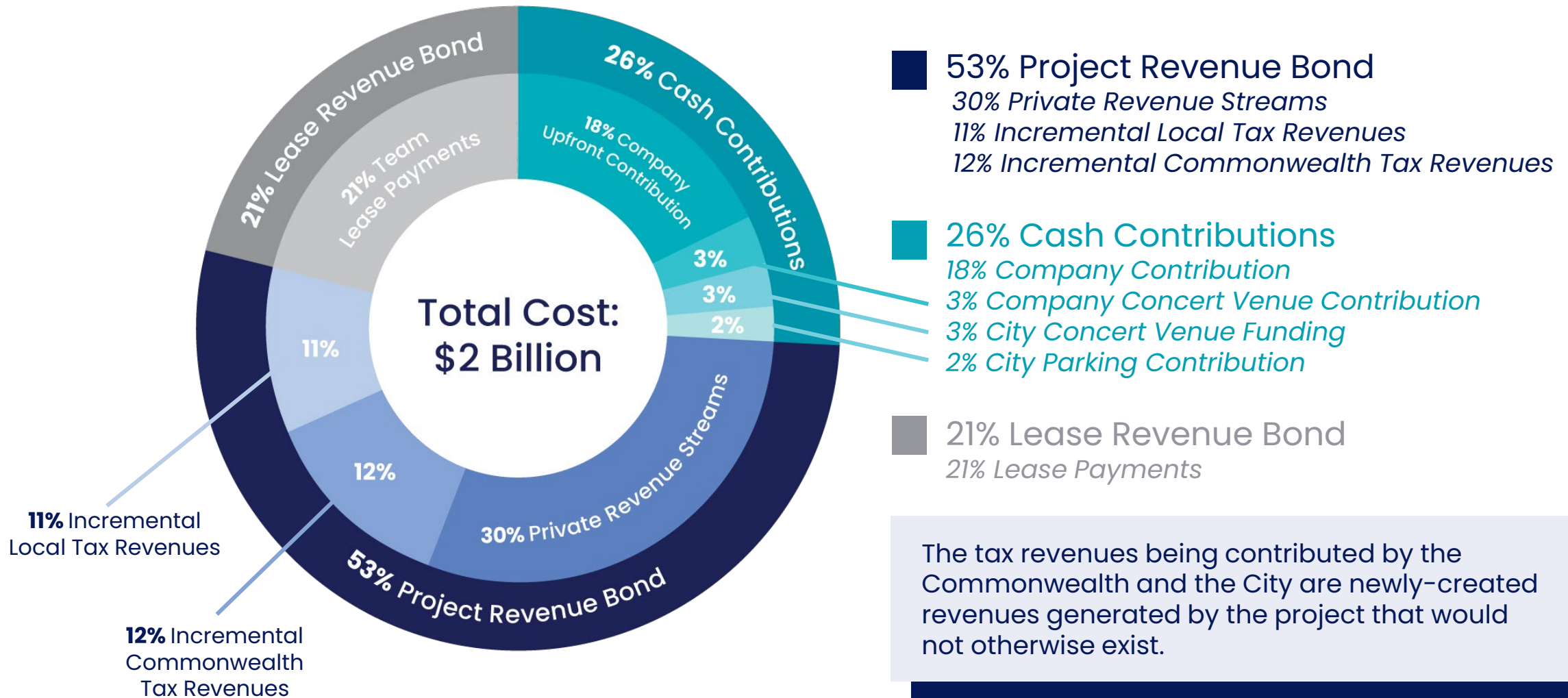
KEY FACTS:

1. The arena development catalyzes over 9 million square feet of sports, entertainment, innovation, and mixed-use housing development that otherwise would not occur.
2. JBG SMITH commits to work with Target to retain a store on site.
3. The arena development is consistent with the total density and vision already approved as part of the site's existing entitlements.

The project will generate an estimated 30,000 permanent jobs, and an additional 17,000 construction-related jobs up to a decade faster than current growth projections.

New Jobs Generated	Without Arena (2030-2046)	With Arena & Accelerated Development (2028-2036)
Permanent Jobs	12,330	29,925
Construction Jobs	2,380	17,645

The financing structure for this project is unlike any sports financing structure ever put together before.



City & MSE Joint Venture

Investment and Ownership:

The performance venue will be owned by the City of Alexandria (or related entity) on ground leased from the **Virginia Sports and Entertainment Authority**

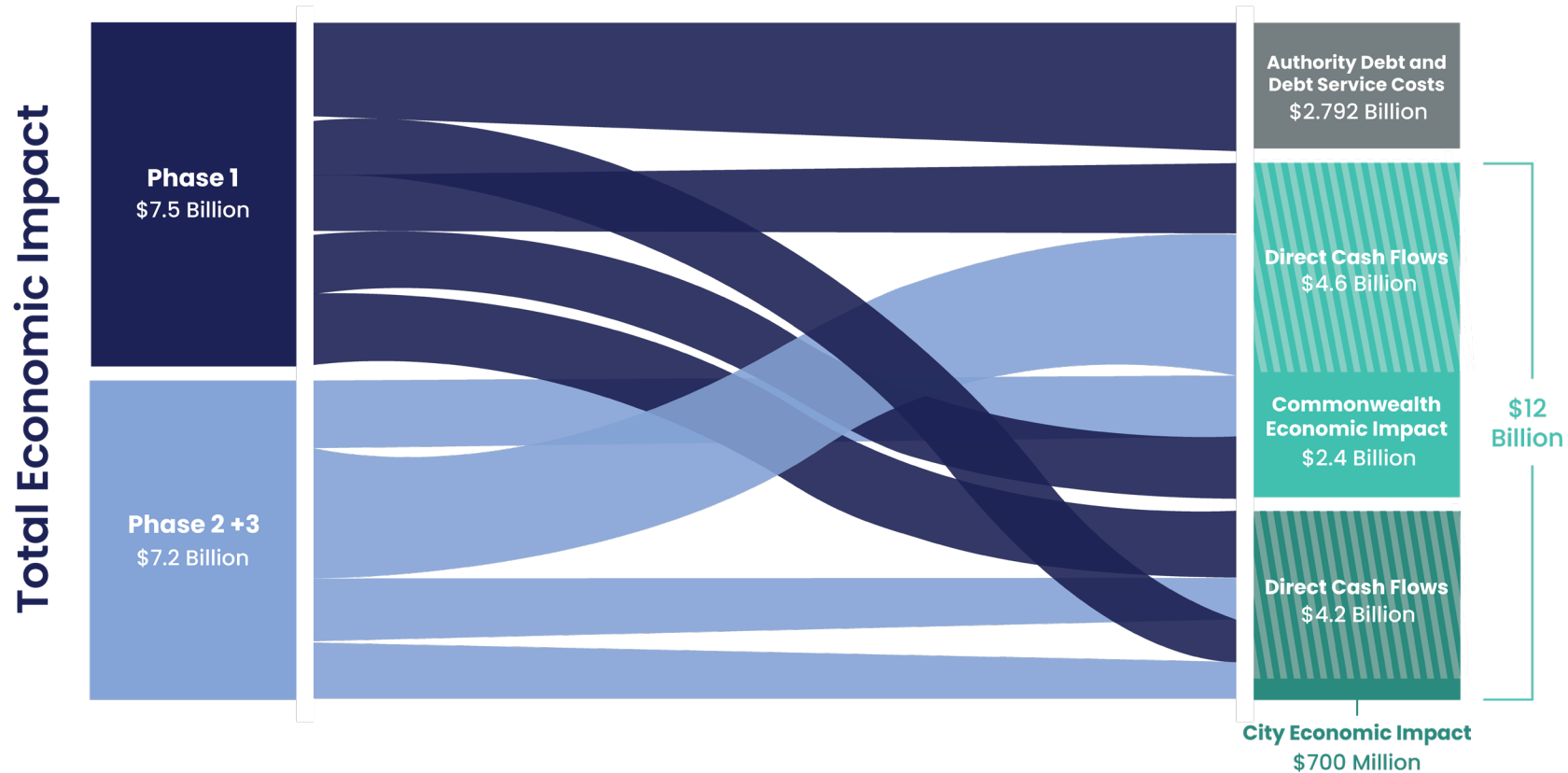
- \$112 million investment, split between the City and MSE
- \$50 million investment in related underground parking by City
- For a total city contribution of \$106 million

The venue will be managed by a Partnership and Operations Agreement between the City and MSE

“We’re able to celebrate all types of arts in that space,” [President of Venues Jordan] Silberman said. “Having the ability to grow talent and play that facility, then eventually graduate up to the [arena] in Potomac Yard. We envision a 6,000-seat facility having the ability to flex outside into a fan plaza [with] people flowing back and forth between both facilities, a band that would host a pregame concert for fans in that plaza and really flow into the whole entertainment district.” – [WTOP News](#)



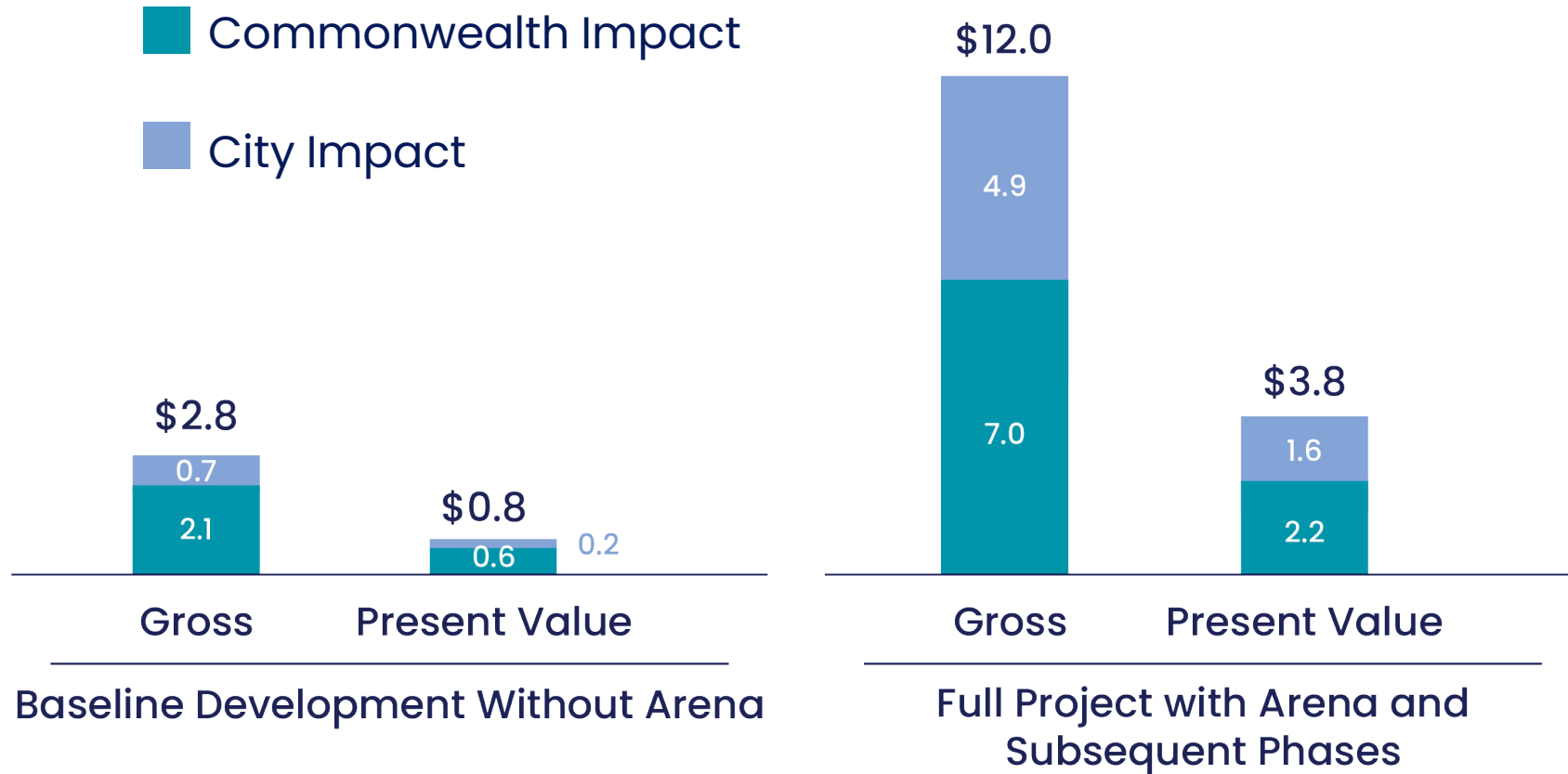
The project will generate \$12 billion in positive economic impact to the Commonwealth and the City of Alexandria after debt servicing, including \$4.7 billion in new tax revenues.



\$7 billion economic impact to Commonwealth represents direct revenue impact generated by Phases 1, 2 and 3, and indirect/offsite economic impact. \$5 billion economic impact to City of Alexandria represents direct revenue impact generated by Phases 1, 2 and 3, and indirect/offsite economic impact.

Revenue

Estimated Fiscal Impact of Site With and Without the Project (\$ Billions)



Baseline Development Without Arena

1.3 million square feet of development projected over the next 30 years on the former cinema lots. The existing shopping center is expected to renew existing tenants and not be redeveloped.

Full Project with Arena and Subsequent Phases

Over 9 million square feet of development, with 3.5 million square feet assumed through Phase 1. The southern half of the existing shopping center is replaced with private development in Phase 1.

Calculated as:

(+) All estimated incremental taxes and Sports and Entertainment Authority revenues for construction period & 35 years of operations, including both direct and indirect/multiplier economic activity for all phases of the Project

(-) Debt service on Project Revenue Sports and Entertainment Authority Bonds

= Gross Fiscal Impact

Present Value is discounted at 5%

Source: HR&A Fiscal Impact Analysis as of 12/1/2023
 (see note on the right)



Upcoming Engagement Opportunities

Please visit [MonumentalALX.com](https://www.monumentalALX.com) for a full list of scheduled events. Next week, the calendar includes:

- Listening Sessions: 7:00 PM, virtual
 - 1.25.24- Schools, Housing & Community Benefits
 - 2.1.24 – Transportation & Traffic Management
 - 2.8.24 – Small Business & Economic Opportunity
- City Council Town Hall: 1.27.24 at 9:30 AM, hybrid
 - Councilmembers answering submitted community questions, concerns, and feedback





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