

All the Facts about the Bellemeade Ballpark

August 29, 2003

1. **Why is a downtown baseball stadium being built?** A few years ago, several local Foundations, including the CEMALA Foundation, the Weaver Foundation, and The Joseph M. Bryan Foundation engaged McKinsey & Company, a well-regarded economic development consulting firm, to assess the local economy and the economic health of our City and to report on the prospects for future economic vitality. The resulting report, often referred to as the McKinsey Report, indicated that Greensboro's economy was stagnant and that the City had lagged behind other North Carolina cities in job growth and economic development in the last decade. The McKinsey Report predicted that three of the main industries supporting the Greensboro economy (textiles, furniture, and tobacco) would continue to experience consolidations and job losses and that Greensboro's economy would continue to decline unless dramatic steps were taken to replace the lost manufacturing jobs with jobs in other sectors. The Report indicated that improvements and changes were needed in various areas of our community environment in order to attract new and different businesses, young professionals and entrepreneurs. Attracting new businesses by attracting young entrepreneurs and professionals was viewed as critical to helping Greensboro transition from a manufacturing economy. In addition to improving our local schools and increasing our investment in economic development and recruitment, the McKinsey Report suggested that one way of attracting new businesses would be to create a more cosmopolitan environment by revitalizing and redeveloping the City's central business district. Action Greensboro was formed to help implement and foster support for the recommendations contained in the McKinsey Report. Action Greensboro recruited over 2000 community volunteers to work in various areas of community development and improvement. One task force organized by Action Greensboro was the Center City Task Force. This group of community volunteers led by Shirley Frye, Mike Bumpass and Dennis Quaintance, studied redevelopment efforts in other cities, including Oklahoma City, Memphis, Chattanooga and Columbus, Georgia. The group concluded that the best prospects for revitalizing our Central City would be to support the development of the area primarily as an entertainment/recreation center with a mix of offices, residential and supporting retail. The task force and other community volunteers suggested numerous possible entertainment and recreational uses,

including restaurants, theatres, concert halls and clubs. However, a new baseball stadium in the central business district was viewed as one of the most desirable and important entertainment/recreational projects that could be developed. New downtown minor league baseball stadiums recently constructed in Oklahoma City, Memphis and Chattanooga have been very successful and have served as a catalyst for further development and projects in those cities. Action Greensboro concluded that a new downtown stadium, which would serve as the home field for the Greensboro Bats, would be an important component of the overall efforts to redevelop and revitalize downtown Greensboro which revitalization would in turn increase the City's prospects for retaining existing businesses and for attracting new businesses, young entrepreneurs, and professionals. Simply put, construction of the new downtown baseball stadium is a fundamental component of the overall efforts to redevelop and revitalize the center city district. Building the stadium at this time will also give a needed boost to the local economy in the form of construction jobs both at the stadium and at the new County office building, which is being built so that the stadium can be built. Construction of the new stadium will also demonstrate to other investors, developers and those interested in downtown Greensboro that the people of Greensboro are committed to the revitalization and redevelopment of their center city. Constructing the stadium will encourage development of additional revitalization projects in the downtown area. The Stadium, the Civil Rights Museum and the Central City Park, all scheduled for completion in early 2005, form a powerful demonstration of the vitality of the City and its hopes and aspirations for the future.

2. **What will the new stadium cost and who will pay for it?** The total construction and development costs of the new stadium are projected to be approximately \$20,000,000. This includes the cost of the land, the costs associated with the demolition of the existing buildings, the costs of developing the site and the costs of constructing the stadium. The Bryan Foundation has committed to invest approximately \$10,000,000 in the development of the stadium through its subsidiary, Downtown Greensboro Renaissance, LLC ("DGR"). The Bank of America and Wachovia Bank have committed to loan to DGR the remaining \$10,000,000 needed to construct the stadium. This loan will be secured by a deed of trust encumbering the stadium. The stadium will be leased to the Greensboro Bats for use as its home field. All revenues from the operation of the stadium (including ticket sales, concession sales, luxury suite rentals, and advertising

revenues) in excess of the expenses of operating the stadium and the baseball team will be paid to DGR as rent and DGR will in turn use the rents paid by the Bats to repay the \$10,000,000 Bank loan and to fund worthwhile community projects. Current projections indicate that the Bank loan should be repaid in a few years. After the bank loan is repaid, any excess revenues earned from the operation of the stadium will continue to be invested by DGR in other worthwhile community projects. If revenues from the stadium are not sufficient to repay the Bank loan, then the Banks would take over the stadium through foreclosure unless The Bryan Foundation elects to invest the additional funds necessary to repay the loan. The City and the County will have no obligation or responsibility to pay any development, construction or operating costs associated with the stadium or to repay either the Bank loan or the \$10,000,000 to be invested by The Bryan Foundation.

3. **Why is the new stadium being built on Bellemeade Street rather than Lee Street?**

Conceptual plans originally developed by Action Greensboro for the redevelopment and revitalization of the Central Business district indicated three possible sites for the new baseball stadium. One site was at the intersection of South Elm and Lee Street, one was the present site on Bellemeade Street and the third was on Church Street in the vicinity of The Children's Museum. The initial choice as the site for the new stadium was the Lee Street site. Options to purchase the more than twenty tracts of land at that site were obtained as well as extensive environmental assessments of the various properties. Approximately \$150,000 and many hours of effort were spent in connection with the options and the environmental assessment reports. The environmental assessments indicated that the site was contaminated with petroleum products from various abandoned underground tanks and other materials and that the costs to remediate the existing environmental contamination would be significant. Because these environmental remediation costs would make private development of a stadium at the Lee Street site impractical, those then seeking to construct the stadium sought a commitment from the City for public assistance in connection with the clean up of the site. City Manager Ed Kitchen indicated that a portion of the City's Community Development Grant Funds could be used to assist in the remediation of the environmental contamination at the Lee Street site and in constructing a portion of the infrastructure needed to develop the site. In early 2002, a proposal to use a portion of the City's Community Development Grant Funds to remediate the environmental

contamination at the Lee Street site was discussed on several occasions with the Community Resources Board, a local board of citizens appointed by the City Council to review proposals for use of Community Development Grant Funds. Even though the proposal was supported by the City Manager and had been endorsed by the Editorial Board of the Greensboro News and Record (See February 1, 2002 Edition), the Community Resources Board, then chaired by Bill Burckley, failed to endorse the use of any Community Development Grant Funds to provide any assistance in connection with the Lee Street site. Because a majority of the members of the Community Resources Board indicated that they would not support using Community Development Grant Funds to assist with the redevelopment of the Lee Street site and because public assistance was necessary to help remediate the existing environmental contamination, plans to locate the stadium on Lee Street were abandoned. The site on Church Street in the vicinity of The Children's Museum was determined to be too small. That left only the site on Bellemeade Street.

4. **What will happen to War Memorial if the new stadium is built?** If the new stadium is built, War Memorial will continue to thrive as a site for amateur baseball and other amateur sports. War Memorial is owned by the City of Greensboro and the City Council has pledged its support for the continued maintenance and upkeep of the stadium. The current Master Plan for the City's Parks and Recreation Department indicates that there exists a current need for an additional amateur tournament level baseball stadium to be used by the City's many adult and youth baseball leagues. The Master Plan projects that a new stadium for amateur baseball would cost the City approximately \$2,500,000. If the new professional baseball stadium is built downtown, a new amateur stadium will not have to be built. War Memorial could become the amateur baseball stadium envisioned as necessary in the current Master Plan. Those concerned about the quality of the City's on-going maintenance of War Memorial need only to look at the Stoner-White Stadium or the fields at Leonard Recreation Center and Barber Park to understand that the City will maintain War Memorial as a first-class baseball park. In addition, North Carolina A&T State University and Greensboro College have both expressed interest in expanding their use of War Memorial as their home fields. As long as War Memorial is leased to the Bats, these colleges and the City's adult and youth leagues have only very limited access to War Memorial. Constructing the new professional baseball stadium means, in reality, that

Greensboro will have two wonderful stadium facilities. A new state of the art minor league professional baseball stadium with all the amenities for use by the Greensboro Bats and a charming old stadium with tradition and character for use by college and amateur teams. What better way to embrace the future while preserving the best of the past. Those concerned for War Memorial could continue to devote their energy and monetary resources in support of War Memorial stadium as a site for amateur sports and could continue to exert their political influence to insist that the City maintain the stadium in a good condition and state of repair.

This analysis is verified by a report prepared by the City staff. As it was considering whether to close Lindsay Street, the City Council asked City staff to prepare an analysis of what uses could be made of War Memorial Stadium if the new stadium is constructed. The Executive Summary of that analysis is instructive. It reads as follows:

“This report was prepared to assess the future role of War Memorial Stadium in the event that professional baseball no longer uses the facility. It is clear from our analysis that the Stadium can continue to be fully utilized for a variety of purposes. Based on our research, concerns that the facility will sit unused and neglected are unfounded.

Currently the Greensboro Bats make almost exclusive use of the Stadium for the months of April through August. In the absence of this tenant, we have concluded that:

- The City will be able to program roughly 200 games in the Stadium during the five months formerly used by the Bats;
- This added capacity will allow us to: (a) host additional local teams that we have not been able to host due to a lack of playing fields; (b) pursue bids to host regional, state and national baseball tournaments; and, (c) redistribute play among our current adult baseball facilities so as to foster better turf management practices; and
- Increased City use of the Stadium is consistent with Parks and Recreation Department Master Plan. This plan recommends that we add 12 new baseball fields by the year 2017. Unfettered access to the Stadium will allow the City to avoid the future construction costs of a \$2.5 million dollar tournament level stadium and its associated \$168,000 in personnel and operating expense.”

5. **What is the Exchange Agreement with the County?** Most of the Bellemeade Street site on which the baseball stadium will be located was owned by Guilford County and the County’s Social Services Department is presently located in the two buildings on the site. The

two buildings located on the site are old and in need of repair, and do not serve well the needs of the clients of the Social Services Department. In October, 2002 the County Commissioners voted (by an 8 to 2 vote) to enter into an agreement with DGR by which the County agreed that it would exchange its property on Bellemeade Street for approximately 10 acres on Maple Street and a new 120,000 square foot office building to be constructed on the Maple Street site by DGR. An Exchange Agreement was executed by and between the County and DGR. The Exchange Agreement provides that DGR will construct the new 120,000 square foot office building on the Maple Street site in accordance with plans approved by the County. Upon completion of construction of the new office building, DGR will convey the new office building and the 10 acres on Maple Street to the County in exchange for the County property on Bellemeade Street and the payment by the County to DGR of \$4,500,000. DGR has spent approximately \$1,000,000 to acquire the Maple Street land and the new office building will cost approximately \$9,000,000 to construct. Upon completion, DGR will have expended in excess of \$10,000,000 for the land and building. The County will transfer the Bellemeade Street land to DGR and pay DGR \$4,500,000 for the new office building and the Maple Street land. Assuming that the Maple Street land and new building are worth only the \$10,000,000 of direct costs incurred by DGR and subtracting from that amount the \$4,500,000 to be paid by the County shows that in effect DGR is paying the County in excess of \$5,500,000 for the County's property on Bellemeade Street. An appraisal of the Bellemeade Street property obtained by the County in connection with the Exchange Agreement indicated that the value of the County's property on Bellemeade Street was only \$3,350,000. In other words, DGR agreed to pay the County approximately \$2,150,000 more than the Bellemeade Street properties are worth. In fact, the overpayment may be much greater. An appraisal of the new County office building obtained by the County in October, 2002 in connection with the Exchange Agreement indicates that the building upon completion will have a market value of \$11,600,000. Using this amount indicates that DGR is paying the County approximately \$7,100,000 for the County's property--\$3,750,000 more than the appraised value of that property. The new office building will allow the County Social Services Department to have new and efficient space and will permit the Department to service its clients with dignity and privacy. Any overpayment for the property made by The Bryan Foundation is an investment in the community, which is in keeping with The Foundation's charter and its commitment to all of the people of Greensboro.

6. **Was there another offer submitted to the County for the Bellemeade Street property?** This is a matter of opinion. At the last minute and just before the County Commissioners were scheduled to vote on the Exchange Agreement a proposal was made to the County concerning the Bellemeade Street property. The proposal was styled as an offer to purchase, but it was sketchy in its terms and it provided for a one year due diligence period. It was also conditioned upon the purchaser obtaining financing in an unspecified amount to develop the property and upon the City entering into an agreement to provide for the renovation of War Memorial. The “offer” provided that the County property would be purchased in phases (to be agreed upon) over a two year period after the one year due diligence period. It made no provision for the relocation of the Social Services Department as the property was being redeveloped. Furthermore, the stated purchase price was only \$4,750,000. Many do not consider the “offer” to have been anything more than an attempt to derail the Exchange Agreement by raising the possibility that a different development plan could be agreed upon. In addition, as one Commissioner observed, even if the “offer” was legitimate and all of the unanswered details and conditions could have been fulfilled, the offer was “still about a million dollars short” of the amount the County would receive pursuant to the Exchange Agreement.

7. **What is the current status of the construction of the new County office building and of the new baseball stadium?** The construction of the new County office building is well underway and the building should be complete and ready for occupancy by the County’s Social Services Department around December 1, 2003. Koury Corporation, one of Greensboro’s premier developers and builders, is building the Social Services Building. The plans for the new stadium have been finalized and all building permits necessary for the construction of the new stadium have been obtained and are in effect. DGR has entered into a construction contract with an affiliate of the Samet Corporation, another of Greensboro’s premier construction firms, for the construction of the new stadium. Furthermore, construction of a portion of the stadium facility has commenced. Barring delays occasioned by potential lawsuits to stop construction, the stadium should be completed by April 1, 2005 in time for the 2005 baseball season. The opening of the stadium would coincide with the opening of the Civil Rights Museum and the completion of the Central City Park.

8. **What will happen if the ordinance prohibiting stadiums passes?** This depends in part on what actions the stadium opponents take. This much is clear however. First, even if the ordinance passes, the new County office building will be conveyed to the County in exchange for the Bellemeade Street properties and the County Social Services Department will move to the new building. DGR and the County are both obligated to complete the exchange even if the ordinance prohibiting stadiums passes. Secondly, passage of the ordinance will not automatically result in the reconstruction of War Memorial to upgrade it to professional league standards. There are no current proposals for such reconstruction and all proposals to the City Council to date have involved significant expenditures by and risks to the City. It is doubtful that the City Council can find the \$16,000,000 of tax dollars that would be necessary to fund the renovation of War Memorial. Furthermore, a majority of the owners of the Bats do not believe that War Memorial can be successfully renovated to meet minor league standards and those owners are unwilling to enter into a risky long term lease premised on the successful renovation of War Memorial. Third, even if the ordinance passes, DGR will continue with the construction of the new stadium at Bellemeade Street. DGR believes that it has obtained vested rights to complete the stadium because it has obtained building permits for that construction, has proceeded in good faith with the construction of both the stadium and the County office building, and has a present ownership interest in the site. Of course, if the ordinance passes, opponents of the stadium can be expected to file additional lawsuits to stop or prohibit construction. At a minimum, these lawsuits will be expensive to defend, may delay construction beyond April 1, 2005 and will cast a cloud of doubt over the project at a time when Greensboro should be celebrating. Thus, if the ordinance passes, Greensboro could look forward to no reconstructed War Memorial and to on-going litigation about whether the new stadium can be completed. Those considering whether to locate to Greensboro will see a divided community in which a local non-profit foundation trying to spur revitalization and economic development by giving the City a new downtown stadium while making a significant contribution to a new County Social Services building has been sued for its efforts. Such a community will not appear attractive to new businesses, to young entrepreneurs and professionals. In fact, such a City may not look attractive to the businesses currently located here. Such a result would cause Greensboro to be viewed as the “Can’t Do” city. Of course, if the ordinance prohibiting stadiums is defeated, then

the construction of the new stadium will proceed without delay. Hopefully, with the defeat of the ordinance those opposed to the stadium would understand that the majority of Greensboro's citizens support the redevelopment of the center city, including the new baseball stadium. Therefore, those who support the baseball stadium and a revitalized Greensboro must vote against the ordinance on October 7th.

9. **Are the taxpayers paying for the new stadium?** No. The new stadium will be paid for by Downtown Greensboro Renaissance, LLC, a subsidiary of The Joseph M. Bryan Foundation using \$10,000,000 of its own funds and \$10,000,000 to be borrowed from the Bank of America and Wachovia Bank. The Bank loan will be repaid from rents paid by the Greensboro Bats for the use of the stadium. The City is not responsible for any of the costs of developing or constructing the stadium. The City Council did vote to close a block of Lindsay Street as requested by the County. State law permits a property owner owning the property on both sides of a street to request that the City close the street. When a street is closed, title to the land in the street bed reverts to the owners of the property on both sides of the portion of the street closed. Portions of streets are routinely closed to permit construction of major projects. The County, as the owner of the properties on both sides of Lindsay Street, asked the City to close a block of the street so that the County property could be exchanged for 10 acres of land on Maple Street and a new 120,000 square foot office building. In addition, the construction of the new stadium will permit the elimination of an existing deficiency in the City's storm drainage system in the area. The existing City's storm drainage system is inadequate to handle all storm-water flowing into it at the site and nearby properties have been flooded on several occasions. Construction of the new stadium will permit this existing deficiency to be eliminated. The costs of the new storm drainage system that will result in the correction of the existing deficiency will be paid for by DGR. This will save the City the money that it would have to spend to correct the existing deficiency if the stadium is not built.

10. **Will the new stadium be subject to City and County property taxes?** Under existing property tax laws, the stadium will not be exempt from property taxation. Accordingly, unless the current property tax laws are changed, City and County property taxes will be assessed against the stadium. Assuming that the stadium will be valued at approximately \$20,000,000,

city property taxes would (at the 2003 tax rates) be approximately \$123,000 a year and county property taxes would be approximately \$140,000 a year. Thus, a total of approximately \$243,000 in property taxes will be paid each year.

11. **What civic groups and organizations have endorsed the construction of the new stadium?** Construction of the new stadium is endorsed and supported by all of the following groups and organizations:

1. the Greensboro Jaycees;
2. the Greensboro Chamber of Commerce;
3. the Greensboro Merchants Association;
4. the Greensboro Sports Commission;
5. the Greensboro Sports Council;
6. the Greensboro Convention and Visitors Bureau;
7. Greensboro Economic Development Partnership;
8. Downtown Greensboro, Inc.;
9. Action Greensboro;
10. The Joseph M. Bryan Foundation;
11. the CEMALA Foundation; and
12. the Weaver Foundation.

12. **What about parking and traffic concerns and the costs to the City of closing the block of Lindsay Street?** In connection with its decision to close a block of Lindsay Street to accommodate the stadium, the City Council asked the Greensboro Department of Transportation to prepare a report analyzing the parking that would be available for use in connection with the new stadium as well as the impact the stadium would have upon traffic flow in and around the stadium site. A copy of the GDOT report is posted below. The Executive Summary of the GDOT report reads as follows:

The City of Greensboro Department of Transportation has reviewed and technically evaluated traffic and parking conditions created by a proposed closure of Lindsay Street (between Edgeworth Street and Eugene Street) and the addition of a proposed baseball stadium located in the general vicinity of the proposed street closure.

Based on the analysis, the following findings and recommendations are offered:

- The proposed closure of Lindsay Street will not create any adverse traffic or safety conditions that require mitigation.

- The proposed closure of Lindsay Street will require some minor intersection changes to accommodate the closure. These changes are estimated to cost +/- \$12,000.
- The proposed closure of Lindsay Street along with the addition of a proposed 7,000-seat stadium in the general vicinity of the proposed street closure will not create any adverse traffic or safety conditions that require mitigation.
- Sufficient on and off-street parking opportunities exist within ¼ mile of the proposed stadium to accommodate parking demand for a sell out event.

The GDOT Report goes on to explain that there are 5,760 parking spaces within ¼ mile of the new stadium not counting any parking spaces in the two residential neighborhoods in the vicinity of the stadium. It assumed that only 2889 of these spaces (50%) would be available for use in connection with stadium events. According to the report, the accepted “vehicle occupancy rate” for assessing the parking needs for sporting events is 3 persons per vehicle. Using this rate, sold out events at a 7,000-seat stadium would require 2,333 parking spaces. The Report then states: **“The 2880 available parking spaces can accommodate a sold out game with 7000 in attendance. Further, parking encroachment into residential areas adjacent to the proposed baseball stadium site are not envisioned nor anticipated to occur.”** Furthermore, with respect to parking issues, one should realize that the Bats games generally begin on Mondays through Saturdays at 7:00 p.m. and usually conclude before 10:00 p.m. on those days and that games on Sundays begin at 2:00 p.m. and generally conclude by 5:00 p.m. Historically, during these hours most of the parking decks and surface parking spaces in the vicinity of the stadium have been empty. Parking should not be a concern.

The GDOT report also concluded that only approximately 5% of the traffic generated by the stadium would access the site by way of North Eugene Street and that a **sold-out** event at the stadium would result in only an additional 117 vehicles per game day utilizing North Eugene Street through Fisher Park. Most of the traffic accessing the site from the northwest is expected to do so by way of Smith Street and from the northeast by way of Lindsay Street. Of course, most of the events will not be completely sold-out, but even if they are, traffic flow through Fisher Park will not be significantly increased. In addition, most of the stadium traffic on weekdays will be after the afternoon rush hour. With regard to increased traffic on N. Eugene Street the report states:

“Concerns have been expressed about additional traffic being generated on North Eugene Street between Fisher Avenue and Parkway Street through Fisher Park. This section of North Eugene Street is classified as a Collector Street and has a posted speed limit of 30 MPH. A recent speed study revealed that the average speed on this section of Eugene Street is 33 MPH. Currently, this street carries approximately 410 vehicles during the PM peak traffic hour [5:00 p.m. to 6:00 p.m.], operates at a Level of Service B, and has an approximate vehicle carrying capacity of 1400 vehicles per hour (Level of Service D threshold). This means that under current PM peak hour traffic conditions, Eugene Street only uses 30% of its available traffic capacity. With the proposed stadium, it is projected that an additional 117 vehicles will travel this section of Eugene Street before and after a sold-out event.”

The Report concluded that even a sold-out event occurring during the PM peak hour would result in the utilization of only 37% of the available traffic capacity of N. Eugene Street. Traffic flows in and around the stadium should not be a concern.

The Report also noted that in the Spring of 2002, GDOT had presented to the City Council a downtown traffic and parking master plan that was approved by the Council for implementation over a 3-5 year time frame. The previously existing plan for rerouting traffic flows contains elements that will coordinate well with the new stadium site. For example, the previously approved master plan calls for converting Lindsay Street from 1-way traffic to 2-way traffic between Davie Street and Eugene Street, converting Bellemeade Street to 2-way traffic between Davie and Greene, and converting Davie Street to 2-way traffic between Lindsay Street and Friendly Avenue. These previously approved changes will be made whether the stadium is built or not and they are not necessary in connection with the stadium. They should, however, coordinate well with the new stadium and help with the anticipated traffic flow.

13. **What about noise and lights?** Every effort will be made to minimize the effects that lighting and noise may have on adjoining residential neighborhoods. As the site plan for the stadium indicates, the entrance to the stadium is on Bellemeade Street, which is several city blocks from the beginning of the Fisher Park historic district and even further from most homes in Fisher Park. Most of the activity associated with the stadium will be in the area in the immediate vicinity of the entrance. The stadium lights will be state of the art lighting and the stadium lighting has been designed to mitigate sky glow and light spillage into areas surrounding the stadium. It is anticipated that the stadium lights will not be perceived as being as bright as

the current lights for the nearby automobile dealership. A distributed sound system will be used in the stadium which will focus sound into areas of the stadium and which should help limit any noise pollution. Still there may be some noise and activity, but that is to be expected if the central business district is to be developed as an entertainment/recreational center. The concerns expressed by some stadium opponents seem to suggest that the opponents prefer a quiet suburban feel for the adjoining neighborhoods even though those residential areas border on the central business district. Noise, lights, traffic and activity are a normal part of an active, exciting and vibrant downtown area.

14. **What is Action Greensboro and what other projects has its supported?** Action Greensboro came about to spur the community to action to bring more and better paying jobs to Greensboro ultimately enhancing the quality of life for all. It was established in November 2000 as a follow up to the McKinsey Report, a report that examined the state of Greensboro's economy, compared the city to similar cities and projected where the city was headed unless major initiatives were undertaken. The report outlined an agenda for community discussion and action. Action Greensboro focuses on six key, interrelated areas. Initiatives from these areas are designed to stimulate the economy and/or put Greensboro in a better position to retain, enhance and recruit higher paying jobs. These areas are:

- Strengthening the Environment for Small Business and Industry;
- Retaining, Enhancing and Recruiting Business and Industry
- Enhancing the Public Schools
- Promoting Greensboro's Brand/Image as a Great Place to Connect
- Attracting and Retaining Young Professionals
- Revitalizing the Center City.

To date, accomplishments include:

- Build out of the third floor of the Nussbaum Center for Entrepreneurship--\$425,000.
- Engagement of an Assistant Director for the Nussbaum Center to develop mentoring programs, provide training and increase minority business development. \$75,000 a year for three years.

- Establishment of the NCA&TSU and UNCG Tech Transfer Outreach Initiative to commercialize research at the universities. \$165,000 a year for three years.
- Establishment of the Inclusive Capitalism Partnership to nurture minority business. \$25,000 a year for three years.
- Establishment of Commitment to Excellence, a \$5 million dollar initiative of foundations, the United Way and businesses to promote excellence in the schools and to lower the achievement gap between majority and minority students. Programs include: (1) the Academic All-Star Camp for rising eighth graders. The goals are to have more National Merit winners and more total scholarship winners. (2) Celebration of Excellence, the annual recognition of the 15 most improved schools. Winning schools receive \$8,000 and two outstanding students recognize the teacher who has made the biggest difference in their lives and those teachers receive \$1,000. (3) College tuition for students who commit to teaching in the Guilford County System. (4) A doctoral program in leadership for principals and administrators.
- Engagement of a Young Professionals Coordinator and establishment of a program to work with organizations to develop and implement strategies to attract and retain young professionals. \$80,000 a year for three years.
- Design and implementation of August's Get Down! Town to welcome Greensboro's college and university students and to bring them downtown.
- A \$1 million campaign to launch and promote Greensboro as a Great Place to Connect.
- The acquisition of property, design and build out of a centerpiece park in the Center City. \$12,000,000
- A feasibility study for a Center City Concert Hall. \$35,000.
- Over \$300,000 in development of a strong structure with supporting tools for the Greensboro Economic Operational Action Plan.
- A target of \$4,000,000 to raise for the Civil Rights Museum.
- A contribution of \$250,000 to Triad Stage.
- Marketing Initiatives to promote Center City. \$25,000 a year for three years.
- About \$750,000 over three years for development and refinement of a Center City Master Plan and implementation of the plan.
- \$25,000,000 into Greensboro's economy for the building of a Social Services Building and the Bellemeade Baseball Stadium.

15. **What opportunities have stadium opponents had to voice their concerns and to air their objections?** Those opposed to the construction of a new stadium at the Bellemeade site have been extremely vocal and active in their opposition. Immediately after Action Greensboro announced in early September, 2002 that discussions were underway concerning the development of the stadium on Bellemeade Street, the opponents begin efforts to prevent the construction of the stadium.

- Opponents appeared at various meetings of the County Commissioners in September and October, 2002 in an effort to convince the Commissioners not to enter into the Exchange Agreement. The County Commissioners, after hearing all concerns and objections of the opponents, voted to approve the Exchange Agreement by an 8 to 2 vote.
- Opponents appeared at various City Council meetings beginning in September, 2002 and continuing through the City Council meeting on November 4, 2002 at which a public hearing was held on whether to close the block of Lindsay Street. The City Council, after hearing all concerns and objections of the opponents, voted to close Lindsay Street by a 6 to 3 vote.
- Stadium opponents appealed the City Council's decision to close Lindsay Street to the Guilford County Superior Court. After hearing all legal concerns and objections of the opponents, the Superior Court judge held in March, 2003 that the City had acted properly in closing Lindsay Street.
- In addition, in November, 2002 Bill Burckley appealed to the Greensboro Board of Adjustment a ruling by the City Zoning Enforcement Officer that baseball stadiums used by professional baseball teams were permitted in the Central Business District. The Board of Adjustment dismissed Mr. Burckley's appeal after a hearing on December 16, 2002.
- A separate appeal of the same determination was filed by yet another stadium opponent on January 3, 2003. The Greensboro Board of Adjustment heard the appeal on January 27, 2003. After hearing all of the objections and legal arguments of the opponents, the Board of Adjustment affirmed the Zoning Enforcement Officer's determination that professional baseball stadiums and professional baseball teams could be located in the Central Business District.
- On March 19, 2003 stadium opponents appealed the Board of Adjustment's decision to the Guilford County Superior Court. After hearing all of the objections and legal arguments of the opponents, the Guilford County Superior Court judge in June, 2003 affirmed the Board's ruling that professional baseball stadiums used by professional baseball teams could operate in the central business

district. (The opponents have appealed this ruling to the North Carolina Court of Appeals.)

- In addition, stadium opponents led by Bill Burckley, Ben Andrews, Wayne White and other members of a Petitioners Committee registered with the County Board of Elections a petition on September 5, 2002 entitled “Petition to Preserve and Rehabilitate War Memorial Stadium”. In reality, the petition was a request to the City Council to amend the City’s zoning ordinance to prohibit stadiums of all kinds from the central business district. Opponents of the stadium solicited signatures on the petition at various polling places on the primary election date (September 10, 2002) and again at the general election on November 5, 2002. In addition, the petition was also circulated in various other ways between September 5, 2002, when it was registered, and mid-November, when the petition was first submitted to the City Clerk. The City Clerk determined that some of the petition papers had not been properly notarized and informed the stadium opponents that the petition was insufficient to trigger City council action. Stadium opponents sought additional signatures and submitted supplemental petitions to the City Clerk around December 19, 2002. The City Clerk referred the petitions to the County Board of Elections which determined that the petition papers contained approximately 6,650 names of which 6,135 could be counted. This number is only 34 more than the 6,101 signatures needed to qualify the petition. (A number of people contacted the Board of Elections asking to have their names removed from the petition because they had failed to understand that the petition in reality sought to prohibit all stadiums in the central business district. In addition to these names, a review of the petitions reveals that a number of voters had signed the petition twice, that a number of unregistered voters had signed the petition, and that a number of voters who lived outside Greensboro had signed the petition. When these names are not counted, there were only 6,135 valid signatures on the petition.) As contemplated by the City Charter, the City council considered the ordinance banning stadiums from the central business district at a public hearing at the council’s meeting on February 4, 2003. After hearing all of the objections and concerns of the opponents, the City council voted 9 to 0 against the ordinance.

The opponents have had ample opportunities to present their arguments and concerns and each time those arguments and concerns have been unpersuasive. Now the question is before the voters. After hearing all the concerns and objections of the opponents, the time has come for the voters to vote against the ordinance prohibiting stadiums.

17. **Describe the new stadium.** Greensboro’s new minor league baseball stadium will be the home of the Class A Greensboro Bats. The new park will be constructed to meet Class AA standards, with expansion beyond. Seating capacity will be approximately 6000, including 5,300 chair back seats. Other seating will be available on grassy berms, skyboxes and picnic areas.

Many of the seats will have downtown skyline views adding to the urban feel of the downtown stadium. Fans will be served at three major concession stands with 36 points of sale. The Grandstand sports bar in the left field corner, with three additional points of sale, will provide a unique environment for watching a game and carries on a long-standing tradition from the former home of the Bats. A playground for children, large group picnic areas, and a “walk-around” concourse are other fan amenities the ballpark will provide. The main concourse will be 30’ wide and is designed as an “open concourse” which allows viewing of the game while getting concessions or walking around the park. Men’s and women’s restroom facilities will exceed the recommendations of Minor League Baseball. A family restroom is also provided.

Architecturally, the ballpark recognizes both the traditions of historic ballpark design and the character of Greensboro’s architecture. The primary material for the park is brick—in two different colors. Arches, corbelling and other methods of brick detailing are used throughout the ballpark. The interior walls that face the open concourse are also brick. The upper level of the park utilizes fiber cement board constructed in a “clapboard siding” method and painted white. A dark green standing seam metal roof on the overhanging roof completes the look—best described as “Churchill Downs on Top of Camden Yards”.