

**Downtown Development Authority
SPECIAL CALL Meeting with City Officials
Thursday, September 7, 2017; 2:00 pm
Mayor's Conference Room, 505 Travis, Ste. 200, Shreveport, LA**

Present

Christine Bailey
John Hubbard
Terry Moore
Keith Todaro
Stanley Varner

Absent

Lydia Jackson
Logan Schroeder

Staff

Liz Swaine
Janie Landry
E.D. Stewart

Others Present

City Administration: Mayor Ollie Tyler, CAO Brian Crawford, City Attorney William Bradford, Arlena Acree,
Corporate Realty, Birmingham, LA: President Robert Simon, Chief Development Officer Brian Wolfe (via speaker phone)
Various members of media and public

I. CALL TO ORDER

Chair Christine Bailey called the meeting to order at 2:03 pm; A quorum was present.

II. ROLL CALL

Roll was taken silently. Members present were: Christine Bailey, John Hubbard, Terry Moore, and Keith Todaro, and Stanley Varner. Lydia Jackson and Logan Schroeder were absent.

III. PRESENTATION – City of Shreveport/Mayor Ollie Tyler: Proposed Sports Complex/Cross Bayou Development

Mayor Tyler welcomed the board members, staff, members of the public and media. Mayor Tyler and her team started that the project would spur growth and economic development and focus on developing the Cross Bayou Development corridor, a part of the Master Plan. The City Administration proceeded to review how current issues with infrastructure, law enforcement raises, and other arguments presented across social media by the public have been addressed.

She told the board that due to the competitive nature of the process in selecting a location for the G-League team, discretion was required. None of the City's existing structures such as Hirsch Coliseum, Century Link, or Centenary Gold Dome were sufficient for the Pelicans, according to Mr. Crawford. Mr. Wolfe with Corporate Realty revealed that Gensler Sports would be the entity helping design the complex and development. The city wants to take this opportunity to capitalize on the sports industry while at the same time revitalizing and incentivizing the local economy.

Mr. Kelly Wells of the Shreveport Bossier Sports Commission advocated that the complex ties in with downtown and will provide the required additional square footage to allow other large sporting events, such as Bass Master, to return to Shreveport.

Mr. Simon, of Corporate Realty, said the purpose of the development design was to focus on family centric entertainment by using an Urban Anchor platform to build a community around it that is conducive to a "Live, Work, Play" format.

Mayor Tyler repeatedly reiterated how Shreveport needed jobs, revenue was stagnant,

and that more revenue is necessary to continue supporting services and infrastructure. The bond issue is not to exceed \$30 million, will be a 25-year bond, and cost approximately \$1.9 million annually in debt service.

Mr. Crawford insisted that Shreveport had several habitual “naysayers” and that empty buildings in downtown will stay empty without the proposed development.

Mr. Simon displayed several different case studies with sports complex developments similar to the Cross Bayou proposal in Columbus, Akron, Montgomery, and Birmingham.

Ms. Swaine asked if the mixed-use development hinged upon the sports complex. Mr. Simon answered yes, because the sports complex would reduce the risk profile. Ms. Swaine also asked if the property would continue to be off the tax roll and if there would be incentives offered to Corporate Realty from the city? Mr. Wolfe answered that there were no incentives at this time, but the issue of taxable property was not addressed.

Mr. Moore asked if revenues were not as anticipated if the City have a longer period to pay? The response was that a longer pay period would be required.

Ms. Swaine brought up the fact that the Riverfront Development Fund is trending down, and asked how the City would compensate. Mr. Crawford answered that the mayor looks at priorities and decides what needs additional funding. Public safety will not be affected. The point is diversifying the economy with a new development.

Mr. Hubbard asked about the vision for the residential portion of the development. Mr. Simon explained that there would be a range of residential units from studios, to 1-bedroom, and 2-bedroom units, and have “something for everyone.”

Ms. Landry asked about parking and connectivity to downtown. Mr. Wolfe answered that parking decks were not sized yet but will be sprinkled throughout the development and will also utilize existing downtown parking as well. The plans are also to encourage pedestrian traffic and include the downtown Sportran circulator within the development.

Ms. Swaine asked about the impact the development could have on downtown as a whole. Mr. Simon assured everyone that the influx of people would encourage flow into downtown.

A member of the public (Tim Fletcher) asked why the Santa Cruz Warriors, a comparable team to the G-League Pelicans, had a facility in California that was much more affordable at \$3.5 million and still attractive to travel and kids’ sports. Mr. Wells answered that the Santa Cruz venue is only a temporary facility in preparation for a \$50 million venue. Mr. Fletcher also asked if national chains would get priority over local businesses in the retail and restaurant aspect of the development. Mr. Bradford responded that the answer to that question is not certain this time.

There was not enough time to cover all questions the DDA Board of Directors had for the City Administration and Corporate Realty, but Ms. Swaine arranged to send the

rest of the unanswered questions to Mr. Crawford and will be expecting answers before the City Council vote on Tuesday.

IV. OLD BUSINESS

None.

V. NEW BUSINESS

None.

VI. ADJOURN

With no further business to address, the meeting adjourned at 4:07 pm.

Stanley Varner, Secretary