

## COMMITTEE AGENDA TOPICS

- I. Subject: Amateur Sports Development at Bojangles Coliseum/Ovens Auditorium**  
Action: On April 3, 2014, the Committee discussed a proposed partnership with GoodSports Enterprises Global, LLC (GoodSports) for an amateur sports-related development at the City-owned Bojangles Coliseum and Ovens Auditorium Complex. At today's meeting, staff will share an updated site plan and development framework for the project. Representatives from the City, GoodSports, and the CRVA will be on hand to answer questions. The City included \$25 million in the Community Investment Plan, which can be used for adjacent property acquisition, demolition, grading, parking and project construction/gap financing. No action is required.
- II. Subject: Immigrant Integration Task Force Update**  
Action: On November 25, 2013, Council created an inter-agency task force to research, prioritize and recommend policies to maximize local immigrants' economic and civic contributions. Council asked the task force to provide periodic updates to the Committee. At today's meeting, Stefan Latorre, chairperson of the task force, will provide a progress update. No action is required.
- III. Next Meeting Date: Wednesday, July 2, 2014, at Noon, Room CH-14**

## COMMITTEE INFORMATION

---

Present: Michael Barnes, Vi Lyles and Al Austin  
Absent: LaWana Mayfield, Claire Fallon  
Time: 12:00 p.m. – 1:06pm

## ATTACHMENTS

---

1. Amateur Sports Development at Bojangles Coliseum & Ovens Auditorium Presentation
2. Immigrant Integration Task Force Update Presentation
3. Immigrant Integration Task Force Appointments

## DISCUSSION HIGHLIGHTS

---

Chairman Barnes opened the meeting and asked everyone to introduce themselves.

The first of the two items we have on our agenda today is The Amateur Sports Development at Bojangles/Ovens Auditorium and Immigrant Integration Task Force Update. I will hand it off to Mr. Kimble and Mr. Mumford.

### **I. Amateur Sports Development at Bojangles Coliseum/Ovens Auditorium**

Kimble: Thank you Mr. Barnes and Members of the Committee. We are here to give you an update; there is no action required today on your part. We want to bring forward some of the refinements, the iterations, the progress that we've made on the Ovens and Bojangles Amateur Sports project. This has been in the works for about three years; started many years ago with conceiving the idea, moving forward with an anticipated budget, finding an appropriate and skilled private sector partner. We brought this to you about six weeks ago to give you the first download from the proposal that they had submitted last fall, that is GoodSports. We've been in constant conversations and discussions and negotiations for the last six weeks. As we went around the room you saw and heard names of many of the people with City departments, the Charlotte Regional Visitor's Authority and with the GoodSports team. They are all here because this project is touching a lot of people and we've spent quite a bit of time with Planning, CDOT, Engineering, Budget, with Neighborhood & Business Services leading the charge, and there is a great interest by the community. Several of you were at the community meeting this past week and I thank you for being there and hearing the progress that has been made, at least on the site plan. We have a lot of information to share today; I'm going to ask Mr. Richardson to walk through it with you. This is for you to engage. We want your questions; we invite your questions. We want to make as much progress as we can today and then figure out if our path forward can be as soon as a couple of weeks away back with the Committee for you to hear it again, based upon the questions you asked today, the research that you asked us to do and bring that back and see if we can't move the project forward to City Council, but you will be the judge of that because is another stop in front of the Committee for you to see the progress that we've made. If certain questions come up today and we need others to jump in and answer, we'll do that, but I think predominantly Mr. Brad Richardson has been the lead on the project, has done a great job and I'll turn it over to him now to walk you through it.

Richardson: Thank you Ron. Here's what we will do today; we'd like to talk as background about the policy framework under which we are considering this proposal, goals that we are trying to meet with particular project, then I think we will show you some new concepts for the site plan. We shared some of these with the community last night and some just rolled in this morning on some massive diagrams of construction and you will see those today. Importantly, we want to talk about schedules, financial framework and some business terms that you will see flushed out over the next couple of weeks and share with you our next steps.

Let me just start with Policy Framework; we've talked about this often but it is always important to remember that everything we do is sort of driven by Council policy so for several years, starting in FY11, we've identified at Council's request amateur sports facilities and the growth that that particular market as a good thing for Charlotte. It showed up in a couple of different Focus Area Plans and each time it got a little bit more specific and this time we are charged with implementing our redevelopment plan for Bojangles Coliseum and Ovens Auditorium. Council also allotted \$25 million and we'll talk about that a little bit today, the uses of that in our Community Investment Plan.

Project Goals – We want to revitalize East Independence on the eastside of town. There is market demand that is currently unmet for indoor amateur sports facilities in Charlotte. There needs to be a

---

Economic Development & Global Competitiveness Committee  
Meeting Summary for June 5, 2014  
Page 3

---

financially viable project that won't appear for a generation or longer. Job opportunities, recreational needs, tourism and hospitality are one of the driving forces, how do we fill hotel rooms in off peak nights. We've got existing buildings, been there 60 years, next year or this year I believe, we want to maximize their use and keep them viable for the future. A little bit more to the place making side of this, Independence Boulevard needs an iconic gateway to the eastside and we think this is an opportunity to do that and obviously state and local property taxes and sales tax implications.

This is not new slide or partner; we introduced GoodSports to you back in January and again in April, but let me just remind you who our partner is. They responded to a Request for Proposal from the City. It is an affiliate of a larger company called Focus Enterprises that does hotel development among other things and they've got it in their portfolio 54 hotels constructed, built, 35-years of management. This is a concept that they are building in four markets and testing Charlotte for a fifth. It is a GoodSports Village that carries an amateur sports related hotel with a field house. That is a term I will use for the indoor amateur sports complex. I'll talk about what that is now. It is 150 hotel rooms, retail/restaurant space.

Austin: We talked about the fact in slide #6 that they have as far as other projects in Ohio, Kansas and a few others, do we know the sense of what the public's contribution to those are? Are we going to have an analysis of that as well?

Richardson: We will, not in today's presentation. On my concluding slide there is some outstanding items and let me just go to that now. Economic Impact Analysis of this project that is currently being undertaken; I'll have that for you in two weeks, as well as a comparative analysis, not just of these sports facilities in these four areas, but also other comparable amateur sports related facilities, how big they are, what sports they serve, how they are funded.

Austin: Not today?

Richardson: Not today. I stopped at the office space; this project incorporates office space and we shared with you last time, we are working with the CIAA, they've announced the move of their headquarters to Charlotte, as a potential tenant in this complex. I wanted to point out that the field house is a lot of things. It is a fitness center, a running track, a golf academy, camps and clinics to be held during the summer time and the year round. During the week think of it as camps, clinic, neighborhood recreational use. On the weekends it becomes an amateur sports tourism magnet for regional and national tournaments. That is how we described it last time and I wanted to point that out to you again.

Existing Conditions – What I don't have is a lazier pointer today, but we have Independence Boulevard and most of you are very familiar with the area and we won't belabor this. I will just point out this as the site of the development and you will see in the next few slides images of the concept from an aerial point of view that puts the field house and motel right where this image is pointing to that surface parking lot. You will see that every diagram has the iconic round roof of the Coliseum up in the upper right-hand corner. The yellow is the field house and the small yellow at the top is the hotel in your slide you will see some images of those as well. Between the Auditorium and the Coliseum and the field house, we've retained 315 parking spaces in your surface parking spaces. Underneath the field house is 600 parking spaces developed and the Econo Lodge property to the east of the site

---

Economic Development & Global Competitiveness Committee  
Meeting Summary for June 5, 2014  
Page 4

---

or the bottom of the screen, this is the hotel that we purchased last year. There will be a demolition contract coming to you later this month or early July that will demolish that hotel and the plan is to turn it into parking that can be supportive of the development. The current parking on the site today is 1,350 with the addition of the hotel, field house, the underneath parking and the east parking we will end up with approximately 1,810 spaces on site.

Talk a little bit about transportation; a transportation impact analysis is being done right now. It is going to be part of a rezoning. We will be filing a rezoning at the end of the month for this particular parcel as well as the small gravel lot at the end of this surface parking lot that will go through a public rezoning process. Part of that is a traffic impact analysis so we envision that most of the traffic will continue to come and access the site from Independence Boulevard, either at Briar Creek or down by the Arena Boulevard between Ovens Auditorium and the new surface parking lot. Most of the hotel and field house entering will be off of Television Place into the subterranean parking deck or the surface parking lot.

Lyles: Can you tell me where Monroe Road is?

Richardson: This is Independence Boulevard, Monroe Road is sitting back here and these are the feeder streets into the Echo Hills neighborhood; Chipley Avenue, Fortune Street, Washburn Avenue and then Chipley Avenue here, Arena Boulevard here.

Lyles: So where are the ramps that you come down when you are on Monroe Road?

Richardson: Briar Creek, right up here, right at the north of the screen, so Independence Boulevard to Briar Creek, enter the parking lot today from the north and this gets utilized very sparingly. We think this becomes a better entrance for this parking over here through this entrance right here. Does that help Ms. Lyles – Independence Boulevard, existing surface parking lot?

Lyles: Where is the school? The school is not on the map.

Richardson: The Merchandize Mart, the parking facilities.

Lyles: The Merchandize Mart is not on the map.

Audience: It might help if you go to the aerial just for a minute.

Richardson: Independence Boulevard, Arena, Auditorium, parking lot, the Park Ministries, a TV station there right, Econo Lodge property here and the railroad down here. When I put forward the site will rotate clockwise about 30 degrees.

Austin: What is the patch of land that is right on the left side of the field house? Is that ours or not?

Richardson: No sir, this is currently not owned by the City. It is owned by the television station; it is wooded with some residential use, rental we believe on this end. It is not part of this project.

Austin: Do you know of any vision or anything that supposedly the station wants to do with that?

---

Economic Development & Global Competitiveness Committee  
Meeting Summary for June 5, 2014  
Page 5

---

Richardson: We've been engaged in conversations with the television station but we don't know what their plans are for this site, long-term action.

Transportation – again most of the traffic today comes off of the freeway loop from Briar Creek into the site and right through here. We think that continues but primarily to serve the hotel from this entrance, enter the parking lot here, but we think a lot of the access now comes off of Independence onto Arena Boulevard to access the 800 spots right here.

Lyles: Brad, you mentioned the rezoning petition, how is it zoned now and what is the rezoning request going to be?

Richardson: This is zoned B-2 and this is zoned R-22. This is already zoned B-2 which is not contemplated to be rezoned. We will take the B-2 zoning and because of the mix of uses and the parking ratios required in the B-2, we are going to propose rezoning that to a mixed-use development because it will certainly be a mixed-use development with a hotel, retail, amateur sports complex and public assembly facilities so this will go to MUD, Mixed-Use Development District and this back here will change likely to B-2 as well so that we can again formalize the parking as the principle use on this parcel. We will file that on June 23<sup>rd</sup> kicking off the normal four to five month regulatory process and the citizens that will be involved in public hearing.

Let me show you some massive background because I just want to point out, pay less attention to the architectural features of the building. The design has not been finalized; Odell & Associates will be working in earnest over the summer to finalize what these buildings will actually look like. This is the sense of scale and form. I will point out a couple of things; the Coliseum is here, the 300 or so public parking spaces are here. What you can see is the subterranean 600 spaces under the field house. This is the hotel, this is the restaurant use and this is the Econo Lodge parcel that has been turned into surface parking adjacent to the Echo Hills community and that is about a 30 to 40-foot grade difference back there so we are very engaged with the neighborhood on what that treatment looks like. I'll give you another vision of the same thing; again this is Independence Boulevard looking across the site, the hotel, the field house, office space and free function space for the field house, front view of the arena. I'll just point out here and this may be the best spot to do it; a public plaza for folks exiting the arena. Mr. Austin you asked last time about a lot activities for young people, children getting out of tournaments and games so we've given a lot of thought on how do you get this building cleared at the end of the tournament or semi-final here and the finals here, how do you safely get across this complex of parking lots so we are very concerned about that and hoping this idea of an open plaza connecting all the way through. There is a grade up here that steps down into this grade down here. One more look at the general same; this is from the air, top of the hotel looking at the courtyard for the hotel, access off of Arena Boulevard into the 20 or so parking spot motor court lobby, connecting to the entrance of the field house. You will see a street, sidewalk, trees when you are following the development ordinances along the sidewalk; these are a nice edge abutting to the community.

Let me conclude with this which we can make available to you probably in a larger full color handout. This is what GoodSports has provided to us and probably not exactly what the facility will look like, but treatments or character studies you see right here. This is where the exterior shops and the hotel

---

Economic Development & Global Competitiveness Committee  
Meeting Summary for June 5, 2014  
Page 6

---

complex, you can see the treatments around the public space, the plaza, the streetscapes and then inside the field house, the indoor running track. These will be best if I share them with you in a large handout.

I'm going to transition now from the slide on how it interacts with the streets in the neighborhood. We are going to spend some time talking about the funding sources then we will talk about the funding uses for the next couple slides. I will point out here that we've got the original scenario that we quoted several years back of how we envision this project to be funded. It included \$25 million from a private partner; \$25 million in our Community Investment Plan and at the time we were thinking about \$10 million out of Hospitality taxes to fund some improvements to the Coliseum. Today the current framework calls for \$39.7 million investment from GoodSports private development, the same \$25 million Community Investment Plan and a \$12 million I shared with you last time of some of those arena/coliseum improvements to refresh the building for the new uses. A total project of \$76.7 million versus an original concept of \$60 million.

This next slide is busy; it's got a lot of numbers on it but I will walk you through this the best I can. What I want to share with you now is uses of our money and uses of GoodSports and private money. What you won't see here is the Coliseum improvement \$12 million so what we are talking about now; we are talking about the \$39.7 million from GoodSports, the \$25 million from Community Investment Program funds. You can see the numbers here \$25 million from the City that is a maximum for us and \$39.7 million from GoodSports for a total of \$64.7 million. Primarily you will see GoodSports building the hotel, field house, retail, office, soft costs for architectural engineering and design and then private parking spaces. These are 150 parking spaces allocated for hotel guest. Really private and a non-public use, hotel guest only. That rounds out their costs of \$39.7 million. We looked in our per forma, but how does the City spend its \$25 million on public purpose items; everything we buy must have a public purpose attached to it. We've already spent \$3,000,050 plus \$550,000 estimated for demolition of the Econo Lodge property next door. We've already allocated about \$100,000 for site surveying and engineering. We will be paying for \$6.1 million of the field house; again the field house needs a public purpose so the amateurs sports facility that is available for fitness and wellness for the community, we feel good about that. Then the rest of ours is in public parking, parking that is available for use by the public every day of the week, sub-level parking 450 of the 600 is subterranean. Parking lot improvements of the 350 on existing parking lot, this is repaving, restriping, adding the plaza I talked about, planting trees and a new road through the site provides connectivity from one side to the next. On the Econo Lodge site, the roughly 800 or so spaces over there will cost \$6 million to finish the grading after demolition, install the trees and signage, work with the neighbors to provide a buffer in the tree plantings along the top of the edge of development. We are going to reserve a million dollars because we think that is sufficient to cover any transportations costs that come out of the Transportation Impact Analysis. How that works, is that we're testing several intersections; it is not just on site, but within a mile or two around the site for traffic congestion that is caused by the new use. Frankly, we don't think there will be a lot because as this particular facility operates every day as an event venue that's on a major highway. However, we have heard from several neighborhoods that Commonwealth Park right across the freeway, that they do experience a back-up on event days, graduation days, etc. so we want to do our best through this process to mitigate some of those as well so we are reserving a million dollars for that.

---

Economic Development & Global Competitiveness Committee  
Meeting Summary for June 5, 2014  
Page 7

---

Austin: Brad, thank you for the budget layout. Where is the \$12 million from Hospitality coming from?

Richardson: Next slide. What I just shared with you there Mr. Austin was this box here, was the \$39.7 million and the \$25 million, now let's talk about the \$12 million and then we can come back to overall questions if you like.

Austin: You talked about the fitness and wellness center for the public; is that free to the public?

Richardson: We don't envision it being free to the public and we're fortunate to have Mr. Homer who is the Vice President of Operations/Development for GoodSports. He is willing to come up and answer any detailed questions about the operations, but we understand it will be open to the community, but it won't be free access to the community, much like a YMCA as some sort of membership.

This is a similar slide and in fact it is the same slide we shared with you the last time we updated. We understand there's capital needs for both of the buildings in excess of \$12 million and we think \$12 million in working with the CRVA covers the more immediate needs that upgrades the building, refreshes the building, handle some system improvement, particularly some seating improvements to the building that will make it more meaningful to the types of activities that we are seeing. We expect Bojangles to get a lot more business from this deal; we think Ovens will get some use as well. The idea is that these three buildings acting in concert make the single building stronger and some of the complexity of this deal versus what GoodSports has done in many other cities. I will point here the bottom bullet which is important. These are hospitality taxes and not property taxes and that is why we are calling them out separately. They are public dollars for sure, but they are different kind of public dollars; hotel, motel and prepared food and beverage tax.

The next two slides just talk about some business terms. As we bring to you a request in July is what we are thinking, the terms of the deal, these are the types of things we want you to see and get comfortable with. GoodSports will operate and manage the field house, the hotel and the retail. The City, through the CRVA will own and operate the coliseum, auditorium and the parking system. As I said before, our participation is capped at \$25 million and that includes the \$3.6 million already spent for Econo Lodge and the contemplated demolition, so a balance of \$21.3 million is what we are spending going forward. Importantly, GoodSports has agreed they will be responsible for any costs overruns; that is why we are doing a lot of due diligence on the front end and they are as well to make sure that the budget that I showed you is sufficient to cover their costs, so at the end of the day, they know that we're funding the \$25 million so they are responsible for any costs overruns. We envision our payment to happen this way; they've agreed to build the project, act as master developers and not only will they be building the field house, the hotel, the retail and office, they will also be doing all the site work, parking lot work, all the renovations outside of demolition of the Econo Lodge that will happen this summer with the demolition contractor and they won't be handling the interior renovations to the coliseum that we talked about earlier. They will make every other improvement on the site. Once they complete the surface parking lot, the Econo Lodge, the line items of that budget, the \$6 million as you recall, we envision reimbursing them for that costs, essentially buying that public parking once is complete to our standard. The same thing would happen on the completion of the entire project; we will then pay to purchase the rest of the public assets that we agreed to purchase.

---

Economic Development & Global Competitiveness Committee  
Meeting Summary for June 5, 2014  
Page 8

---

GoodSports will lease and not buy eight acres of City-owned land and we included that in our calculations for 25 years with renewal options. This is a change from the last time we talked; the CRVA will retain net parking revenues and that just means if there is money taken in, they will deduct some for operating expenses and staffing. They will retain that net parking revenue except those in use by GoodSports on non-CRVA event days. In other words, when Ovens Auditorium and Bojangles are dark, GoodSports has brought a smaller sport in the building and is using their parking and it is a parking day there would be a revenue share on those days.

Barnes: Mr. Richardson talk to us about the opportunity for the City to receive back some of the \$5.6 million we are spending on the structured parking spaces.

Richardson: I will answer it this way and then ask Ron if he wants to jump in. Currently the parking revenue from the existing 1,350 spaces is retained by the CRVA to handle maintenance for those two buildings. We stated before there is \$12 million in improvements to the building and there are more needed for these 60-year old facilities. That money today goes to offset some of those costs. We envision more parking revenue by this scenario shows the buildings being more active and the parking spaces will be more, 1,350 up to 1,800 so more revenue. We don't think it is significantly enough to crack the \$5 to \$6 million but we envision the money being used by CRVA to offset those needs. Again, sensibly lowering the cost of the City eventually capital needs using that money in operation every year.

Barnes: Have we been able to, because of the fact that Ovens and Bojangles run a deficit annually, have we been able to project whether or not that additional revenue might draw down that deficit?

Richardson: Not yet; we can get a sense of what the additional revenue is in the past, we will be projecting as part of our economic impact study in the work and what those numbers look like.

Lyles: I think in addition to the revenue projection, because we've got a building like Bojangles and Ovens, I wonder what the maintenance plans are going forward over the next ten years. When we are talking about the numbers, I would also like to see what the projections are for operations and maintenance at least in the short-term or something I would expect to be very valuable in the short-term but it would be great if we had a ten-year projection.

Richardson: Yes ma'am.

Barnes: Tangentially, the link to that perhaps is the thought that one of the things we struggle with is seeing buildings deteriorate for lack of maintenance. We won't go to the field house and GoodSports facilities, but have we considered paying rent trying to rent a deal where at some point in time, ten years, 11 to 12 years they agree to make certain improvements to the facilities.

Kimble: Obviously with Ovens and Bojangles we have a pent up demand for improvements and long-term and that is our responsibilities. Their pro formas will include the need to maintain that facility, the GoodSports facilities, the hotel, the restaurant the field house in good shape, good repair, good improvement and because we want the matching of the two separate facilities to look like one and

---

Economic Development & Global Competitiveness Committee  
Meeting Summary for June 5, 2014  
Page 9

---

integrate with one another and work together with one another. Their pro formas spells out what they have to do to keep that.

Barnes: Will there be a contractual requirement that they do that?

Kimble: I think we will work with our attorneys and theirs to make sure that language to that effect is in there so that everybody will have Good Faith Efforts to maintain the facilities at an acceptable minimal level and hopefully it will do both above that.

Austin: You made mention that we own Ovens and Bojangles, when was the last time Ovens was renovated?

Kimble: In 2002.

Austin: And so have we done anything to improve that?

Kimble: They are in master plan phase right now to look at that and see what improvements need to be made and prioritize those improvements, doing it at Bojangles but they are also doing it for Ovens Auditorium.

Richardson: Let me finish this slide and then we will take questions on the next. There has been a lot of discussion between our contract manager for these facilities, the CRVA and the Manager of GoodSports, so what you will know is that they are working hard to work agreements on marketing the facilities and maximizing utilization. We care about default provisions in our terms so what we do know in working on the longer term at the bottom, still the performance bond is in place to guarantee construction so GoodSports' performance bond can guarantee the City that the facilities will be built as designed and agreed to. We are still working on timing for it and that is, Ms. Lyles, your question about sustainability to how long will project last, what is the life and then what happens if something unforeseen happens in the future, how we are going to deal with to protect the City.

Among the next steps here I mentioned a couple of these; we are going to file a Rezoning of the site, the two parcels that I mentioned on June 23<sup>rd</sup> that is our current plan. We will be back in front of you two weeks from today we hope with the information that we need to bring and questions from that. If all goes well we would seek Council approval of the framework for this deal on July 28<sup>th</sup>. The Rezoning has community meetings involved in September, but we want to do some more community meetings in July and August. We had a great turnout Tuesday night, a lot of good comments and feedback. We want to keep that dialogue growing through July and August in advance of the required public hearing and then if all goes well the Rezoning will happen in October. Fast forwarding from there, I think if the deal comes together as we think it will, we will see construction starting in this calendar year and throughout the calendar year of 2015 with an opening in the early part of 2016. A couple of things we will give to you in a couple weeks; I mentioned these already, Economic Impact Analysis of the project in our Charlotte market as well a comparable list of indoor amateur sports facilities.

Lyles: Some of this I know will not be new to the Chair and several of the other members of Council, but the Committee will be there and the economic impact analysis of the project. Can we also do an

---

Economic Development & Global Competitiveness Committee  
Meeting Summary for June 5, 2014  
Page 10

---

update on the Amateur Sports program that CRVA has been working on, what's current, what's projected, kind of an overview again, just an update on that would be helpful for me. It would be helpful also for me to have kind of a Dunn & Bradstreet report on GoodSports. I would like to have there or right at and I would like to make sure that we do the forensic background check on those organizations as well. I mentioned the maintenance plan and operations I think the Chair's point especially where we have the whole facility funding to make sure that is how that is dealt with in the contractual area. I would also like to see how CRVA plans to address the Auditorium and Bojangles. I had a great opportunity to go to Bojangles a few weeks ago to see the Junior ROTC awards presented by Charlotte Mecklenburg Schools and it was great. I walked through the facility, it's very clean, very nice, but it was still what I remember going out to. I would also like to see how the parking structure is going to be built out and the business plan for that. Also the Economic Impact Analysis, will it include the financial plans for the overall complex, the projected revenues, is that something that is reasonable or unreasonable?

Kimble: I hear you. They are two different things, one is the economic impact analysis with all the events planned to come here, what is the economic impact of this complex to the community as a result of those events. I think you are talking about the pro formas on the operations and we can do both of those.

Lyles: Thank you.

Barnes: Mr. Richardson, I want to go back to the project budget slide. You had talked about the City cutting two checks, one for \$6 million and one for \$21.3 million approximately. I wanted to have you talk about for example with respect to the \$5.625 million and \$6 million both to the degree to which you have worked those numbers to determine whether there was profit built into them. For example with the Econo Lodge surface parking lot we budgeted \$6 million for that, but I want to make sure it doesn't really cost \$3 million and they are then pocketing \$3 million from the taxpayers.

Richardson: I will point out that these numbers are the best numbers today that include contingency. The deal that we have and one of the business terms is that we will pay actual costs for these improvements up to a certain amount.

Barnes: So we will be clear about what the costs really are.

Kimble: They're maximums and not minimums; they are actual cost up to these numbers.

Austin: At the meeting the other night there seemed to be some concerns in the community about the hotel at the south end of the project.

Richardson: I don't normally do this, but let me answer a little more than you are asking about the community meeting. Let me start with what you asked; the owner of this particular property was at the community meeting last night and he was addressing the community concerns about the appearance and safety and all that. He communicated to the neighborhood association that he has plans to renovate the hotel. I don't know what his budget looks like or the timeline but he plans to renovate and improve the Golden Green Hotel. Some of the concerns is this buffer right here, so we are going to be abutting a residential use with public parking. It is currently a hotel so there is a lot of

---

Economic Development & Global Competitiveness Committee  
Meeting Summary for June 5, 2014  
Page 11

---

discussion about the buffer; we're showing a large buffered green space and part of our budget in this \$6 million cost is for that. Those were the two major concerns and you certainly might imagine just parking and traffic management. We are talking about capital plans and more day to day management, parking with police officers and sheriff deputies. We feel like we will have the opportunity to manage parking better on event days. Those are the three main things I took away from the community meeting.

Austin: My only concern is I would hate to have a family oriented facility all of a sudden encounter a bad experience with someone who is close by. Park Ministries is on the other side, what are we doing with that effort to collaborate with them?

Richardson: Park Ministries had a representative at the community meeting and we spent time with at least a real estate contact with Park. This operation today as you probably know works with an agreement, probably a less formal agreement than we'd like to see for a share of the parking during major events.

Lyles: Less formal, what does that mean?

Richardson: That means it is not contractual. If we are having an event next week-end, be aware and staff your lot because we are going to have overflow. That's the kind of contract that I believe is for the informal relationship. What I think we would like to do and I the CRVA would like to do this, formalize that a little bit. Our plans in the next couple weeks is to spend time, sit down and run over this brand new concept with parking numbers and traffic flow with the management of the Park and we committed to do that at the community meeting the other night. We are very interested in using their parking and will benefit from it as well.

Austin: And so moving across the street, what do we possibly envision across the street and my concern is about children. My concern as I continue to see when I drive down there they are still trying to cross over Independence so I still don't like that. I want to discourage children trying to cross over so what you believe might be a crystal ball to go across the street.

Richardson: I don't know the entire answer, but I do know there will be no parking related uses for this site across the street, creating that attractive dangerous situation. It is very difficult to cross the street there I would imagine with that five-foot barrier. This slide is a little dated; this hotel has been demolished along with this hotel and this is now becoming an urban forest for the Commonwealth Park neighborhood in partnership with the neighborhood we are creating an urban forest there. Mr. Calvarous was at the community meeting last night; he owns at least this building, one or two buildings. We don't know what that looks like, but there is no access; use the access from this site around. I can only say this is an urban forest, this is future redevelopment site which Mr. Cavalrous controls and it is hard to project outside that.

Austin: Thank you.

Lyles: I know that we are talking about Independence Boulevard and the transit management bus lane; I'm not sure what date. Didn't we recently approve some review of that road for how we manage the transit and does that relate to the transportation? How does that integrate?

Kimble: I will just say there was the Rose Fellowship Urban Land Institute Project program had looked at this and moved more toward a bus rapid transit solution for Independence along with another mode of transportation along the road. Then what does Independence look like as a street system as it goes from this point further out and we know we have another mile and a half or two that is being redone, but I think you are right to say we need to look at that holistically and see what the pieces and parts look like for all of Independence, all modes and then Monroe and how Monroe looks as well. There is a lot of attention, but I still think we are going to be focused on as we look at the 2030 Plan revisited.

Barnes: I thought the community meeting was great, there was great participation by the community and I think you guys did a good job of keeping things moving with the conversation partners. I look forward to hearing more in two weeks.

## **II. IMMIGRANT INTEGRATION TASK FORCE UPDATE**

Barnes: The next item on our agenda is the Immigrant Integration Task Force Update.

Kimble: We had promised you quarterly updates and this is one of those. Alexis Gordon will present.

Barnes: Welcome.

Gordon: Thank you. The Immigrant Integration Task Force, many of you were around when it started. It became a 29-member inter-agency task force on November 25, 2013. Its purpose is to maximize immigrant economic and civil contributions to the City of Charlotte. This was all part of this resolution that was passed by City Council. In January the slate of the first set of task force members was approved by Council, then the Mayor added a few more last month so we now have our full slate of 29 members and they have been meeting since February. The main charges are to review the 2007 survey and study that was done by the Immigrant Commission that Governor McCrory commissioned as Mayor. They're also to research policies in other gateway cities so we've had speakers come from Washington, DC to speak about what other cities are doing. We've had a guest come from Nashville to talk about their experience as a new immigrant gateway city and how the "Nashville for All of Us" initiative helped defeat an English only proposal. We've also had the demographics of Charlotte and how it has changed over the years presented to the committee as well. All of these presentations are available on the website if you are interested in seeing them. The only one that isn't there is the Nashville one because he just spoke off the cuff, but a very interesting man. If you are interested in speaking with him, we can get you his contact information.

Barnes: Ms. Gordon, did you all have the benefit of some demographics that Council saw at its retreat regarding economic issues and where people live versus where they work in the City, this county and region and the interplay that may exist between that information and that factual circumstance and what we are attempting to look at?

Gordon: Yes. We had many of the different pieces of data that came from the Census, which was given to you at your retreat. All of that was there, additionally our speaker from Washington focused directly on economic impact of immigration. Another recent study has come out on the economic

---

Economic Development & Global Competitiveness Committee  
Meeting Summary for June 5, 2014  
Page 13

---

impact especially in small business in North Carolina as a whole and that has been shared with the task force as well. As more data comes out we continue to give it to them and look at how different populations live in different areas so most of the task force assumed that east Charlotte is the very bulk of our population but it ends up that Charlotte's very scattered population very well putting into other traditional neighborhoods. So there isn't just this one focus in east Charlotte.

The other thing they are to do is prepare a report with recommendations and actions for City Council to have partners to take to help immigrant community and to seek opportunities to help Charlotte embrace our continued growth of immigrant communities. The process is basically broken into the year; they started with a listening and learning phase. Many of the task force members came from different backgrounds, some knew more about immigrants and health; some knew more about immigrants and law issues, some knew more about education systems so we wanted everyone to have the same basic theme and knowledge for the study so they've been learning different things about the community from each other; also we are having listening sessions in the community so they can get feedback from the immigrants. I know during one of these Committee meetings in the fall, Councilmember Mayfield had some concerns about making sure everyone's voices were heard. This is one way that we're doing that is going out into the community and to have focus sessions where we could listen to feedback from the community. The next part will be this summer where we have an immigrant survey. It is a three-part survey; one part will actually be going to different festivals, grocery stores, health clinics, even churches for immigrants to give us some feedback and some questions about how they are doing things with business, how are their jobs, what do they see as their opportunities. The other thing that we are going to do is release that survey also online for people that don't feel like talking and conversing still get feedback. Lastly, as kind of a sample, we are partnering with the Urban Institute students at UNCC; they will be doing a 400-person survey for us to have a sample survey that we can weigh against so that we can have a little more scientific look at the data that we're collecting. That will happen over the summer and then in the fall and kind of in the beginning of the summer a little bit we're already starting to talk about breaking into subcommittees, but mainly work will be done in the fall on our subcommittees and the subcommittees will look at things like transportation, public safety, quality of life and the actual committees will be determined by the feedback from the listening session and the surveys that are going out to the immigrant community. The other thing that will happen is they will start to formulate recommendations and they are going to ask staff to help them find the practitioners for those recommendations so if there is a recommendation about helping something in CMS, we will find the person in CMS who is responsible for that to talk about whether or not that is something feasible. The same thing at the City level, if it is something with CATS, we will call in someone from CATS to talk about what would that look like, what would their costs be, what would their hours be. Will we need more staff to look at these things?

Lyles: I just want to say thank you for doing that because so many times we get recommendations and they are not framed in the context of what we are able to accomplish, the time it takes to accomplish it, whether it is a priority to accomplish, so I really want to say thank you to the group for looking at it and doing that feasibility.

Gordon: And then we want to make sure that we're on the right track so we are going to hold a public hearing and invite the public to come and be part of that process again and say that's exactly what we're looking for. Is there any way we can get a little more out of this recommendation just to get

---

Economic Development & Global Competitiveness Committee  
Meeting Summary for June 5, 2014  
Page 14

---

some more feedback make sure we're representing our new comers. Then in the winter they will take that feedback, refine recommendations and in February they will present them to Council as these are what the action items are and what we would like to see happen to see our community grow.

Right now I want to give you guys an update on where we are, some listening sessions, how they are going on. We've had three that are completed; one was some immigrant task force itself so Immigration Task Force will hold three sessions that they are listing. We are always partnering and the first one was at International House; our next one the Task Force will be partnering with Bethesda Healthcare Center. We looked at where the largest places on that demographic map of where the population is settling and that is where the three different task force outreaches will be. One was in east Charlotte; one will be of North Tryon and will be off South Boulevard. Action N.C. is another group who has already hosted a listening session and same with the Charlotte Chamber/Latin American Chamber and the Charlotte Mecklenburg Black Chamber, all partnering together to have a third meeting. What we are finding is that meeting that is being helped by actual organizations that have every day contact with the population; we are getting a different point of view. We are getting kind of a refined, very political diplomatic answer at the ones the task force is hosting, whereas if you go to the Action N.C. session you will get a very honest, this is affecting you and family. It has really been an interesting thing to do to be able help out.

There are a couple more scheduled so the ones that are already scheduled, I wanted you guys to see in case you would like to attend the session, they're here for you. We also have two more that aren't on here. We have been looking at the demographics and as you'll see definitely the Latin America community has been represented, Neighborhood Good Samaritan often works with a lot of the new immigrants from Africa. The Refugee Support Services that will have a lot of Southeast Asian representation in it and some also from Central and around India, Pakistan. The Muslim American Society will get a lot of northern Africa and the Middle East. The Bethesda one is going to look more Latino we're thinking, just from the area that it's in. Some other populations that we are still trying to get are we are talking with a lot of different European organizations. A lot of the European Expatriates that come with your big companies face different challenges than an immigrant that has come here on their own without support of a company that has been here, but even with the support of a company there are often things like schools for their children, driver's license, getting car insurance is very difficult as a European and so those are some that they face. There are very different locations as well so we might be see something different from that, for example, the Russian community is heavier in Matthews and Pineville so we might get a little different reaction from that community. We are trying to get organizations to host those as well.

Next I'm just going to give you a little overview; every listening session we ask three questions and I've simplified them and they are basically saying as an immigrant how do you feel Charlotte is doing or what do you feel Charlotte is doing well. What they have said are our cultural events are really good; they like how when you go to cultural event, it is not just their community, they are starting to see people from other communities attend their events, but the festivals are working really well and that people are starting to work together a little bit more on that and have a little bit more collaboration. They've also mentioned that they like that some of them are uptown which gives them a lot more presence and people can see the diversity and the change in the City through that. There is a variety of nonprofit organizations that are available here. We have over 320 international organizations that help the international population here in Charlotte and that's a good thing that

---

Economic Development & Global Competitiveness Committee  
Meeting Summary for June 5, 2014  
Page 15

---

we're doing in the City. There are better transportation options than when immigrants first came here. They said there are also more jobs and a wider variety of jobs in the demographics. Our immigrant population scans everything from executives all the way down to someone helping in hospitality, so it is a full range all the way through, which is quite interesting. There are really good classes through CMS for students, especially children who learn English and those classes are of good quality. Also they like the fact that the City encourages entrepreneurship and that there are a lot of opportunities to have your own business. Immigrants are more likely than anyone else to have their own business, mainly because they are less risk adverse to starting a business. They also like that Charlotte is the established community, the receiving community is very accepting of the international business community as a whole.

Where they can improve – They said it is very difficult to navigate CMS and to know when your kids have to be in school, what kind of shots do they have to have, just lots and lots of questions on how to work with CMS, when is graduation, what do you do after middle school, what do you do after high school, when should your kid get a job, when should your kid look for an internship, lots of questions about that. When do you start looking at colleges, that kind of questions. Also how do you become more involved, there are a couple of roadblocks as a parent so they would like more information on that. Also access to information and there is not a lot of marketing for the workshops that are available in other languages. There is not a lot of marketing in the other languages. Additionally, most everything is online. A lot of the immigrant population doesn't always have access to the Internet. They might have a cell phone but they might not have a smart phone and they might not have a computer at home, one that is really accessible so a lot of things don't get printed for them and printed in their language. The other thing they said is we need more culturally competent services. You can tell there are frustrations on both sides. The other thing is they would like to see more sidewalks they would like to see the process streamlined to open a new business, there is a ridiculous amount of paper work, and not understanding who to go to the City, the County versus someone else. Also to clarify and simplify regulations; there was a lot of talks about the food trucks the regulations of businesses.

Some Critical Needs – ID, having concept to some form of ID, not just a driver's license, but some ID card for them to be able to get. Also a central location for resources. There isn't a one-stop shop for them. You can get some things at the International House, you can some things through our office, you can get some things from our partner organizations' services, but there is not one place for them to go and they don't want it to just be a portal because again we don't all have access to the web. Another thing they want us to address roadblocks from 287(g); they said it went into economic opportunities especially with access to getting a job and beginning the job. Another issue was they would like to see more cultural sensitivity training especially for the police force. Every now and it pops up that we used to have an international relations network in the community with the police force. That was disbanded a few years ago and they feel that should come back. The other thing is they would like to see an increase in access to capital money. A lot of times they come here from another country and it is hard to keep up even if you have bank account back home in India, it is not recognized here so you don't have credit support. It is hard to get loans and access to capital. I'll look at other ways we can help with that. The other issue that has come up a couple times is that especially in Latin America they don't make the same differences between what we would consider a notary at law- who would have to pass the bar to perform legal duties and what we consider a notary public, who you might go to in order to make sure the signature is correct, the power of

attorney. In Latin America a notary is a notary at law and they can do a lot more than that, they can actually practice law so there are a few people in cases of fraud that are certified as a notary but aren't barred so there are some legal issues that they shouldn't be because especially in the Latin populations where they come from counties that is not legal. Those are the main things we are hearing so far.

The next steps are we continue to have meetings every month. Up until September they will be on 4<sup>th</sup> Thursday and the next one is June 26<sup>th</sup>. They are usually here upstairs in 267 and you are welcome to attend. In the fall they are moving them to the 4<sup>th</sup> Tuesday because the 4<sup>th</sup> Thursday is holiday season in the fall. The next listening session is with Neighborhood Good Samaritan and you are all of course invited. On the website you will find their links to every survey result that we hear about so when we hear about a new economic development survey and the research done on that there are links to Welcome You to America, links to Society of America, Council of America because that is where this kind of came out of. Also all the presentations and minutes are online.

Lyles: I think this work is really valuable; it's nice to see similarities and consistency to things like how do I do this with the filter on cultural competence. It is good work, thank you.

**III. Next Meeting July 2, 2014 at noon, Room CH-14.**

Kimble: The tentative scheduled is Amateur Sports Development at Bojangles Coliseum/Ovens Auditorium and Energy Strategy.

The meeting was adjourned at 1:06 p.m.

**City Council**  
**Economic Development & Global Competitiveness Committee**

Thursday, June 5, 2014  
12:00p.m.

**Charlotte-Mecklenburg Government Center**  
Room CH-14

Committee Members: Michael Barnes, Chair  
Vi Lyles, Vice Chair  
Al Austin  
Claire Fallon  
LaWana Mayfield

Staff Resource: Ron Kimble, Deputy City Manager

---

**AGENDA**

- I. **AMATEUR SPORTS DEVELOPMENT at BOJANGLES COLISEUM/OVENS AUDITORIUM - 60 minutes**  
*Staff: Ron Kimble, City Manager's Office; Brad Richardson, Neighborhood & Business Services*  
*Guests: Anthony Homer, Vice President of Development, GoodSports Enterprises; Tom Murray, Chief Executive Officer, Charlotte Regional Visitors Authority*  
Action: On April 3, 2014, the Committee discussed a proposed partnership with GoodSports Enterprises Global, LLC (GoodSports) for an amateur sports-related development at the City-owned Bojangles Coliseum and Ovens Auditorium Complex. At today's meeting, staff will share an updated site plan and development framework for the project. Representatives from the City, GoodSports, and the CRVA will be on hand to answer questions. The City included \$25 million in the Community Investment Plan, which can be used for adjacent property acquisition, demolition, grading, parking and project construction/gap financing. No action is required.
- II. **IMMIGRANT INTEGRATION TASK FORCE UPDATE- 20 minutes**  
*Staff: Alexis Gordon, Neighborhood & Business Services*  
*Guest: Stefan Latorre, Chair - Law Offices of Stefan R. Latorre, P.A.*  
Action: On November 25, 2013, Council created an inter-agency task force to research, prioritize and recommend policies to maximize local immigrants' economic and civic contributions. Council asked the task force to provide periodic updates to the Committee. At today's meeting, Stefan Latorre, chairperson of the task force, will provide a progress update. No action is required.
- III. **NEXT MEETING DATE: Thursday, June 19, 2014 at Noon, Room CH-14**  
**Tentative Schedule:**
- Amateur Sports Development at Bojangles Coliseum/Ovens Auditorium
  - Energy Strategy



## Amateur Sports Development at Bojangles Coliseum & Ovens Auditorium

Economic Development & Global  
Competitiveness Committee

June 5, 2014



Amateur Sports Development  
At Bojangles' Coliseum and Ovens Auditorium



### Presentation Overview

- Policy Framework & Project Goals
- Conceptual Site Plan and Schedule
- Financial Framework and Business Terms
- Next Steps



## Amateur Sports Development At Bojangles' Coliseum and Ovens Auditorium

# Policy Framework



- Since FY11, amateur sports has been a Council priority.
- The FY13 and FY14 Economic Development Focus Area Plans, include the following initiative:
  - *Develop a new public/private model for adding amateur sports facilities in the Region.*
- Approved FY15 Economic Development & Global Competitiveness Focus Area Plan includes the following initiative:
  - *Implement the Bojangles/Ovens Redevelopment Plan.*
- Council allocated \$25 million in the Community Investment Plan toward this initiative

3



## Amateur Sports Development At Bojangles' Coliseum and Ovens Auditorium

# Project Goals



- Revitalize Independence Boulevard and East Charlotte.
- Provide an indoor sports and recreation facility to meet market demand.
- Develop a financially viable project leveraging private-sector funding sources.
- Provide new employment opportunities.
- Support the recreational needs of the community.

4



## Amateur Sports Development At Bojangles' Coliseum and Ovens Auditorium

### Project Goals



- Support the regional hospitality and tourism industry.
- Maximize use of the City land and existing public assembly facilities.
- Provide an iconic "gateway" to Independence Boulevard.
- Expand the State and local property sales tax base.

5



## Amateur Sports Development At Bojangles' Coliseum and Ovens Auditorium

### About GoodSports



- An affiliate of Focus Enterprises, a development, construction and management company specializing in hotels, water parks, and sports recreation facilities.
- 35 years of development and management experience.
- Built and operated over 54 hotels, resorts and entertainment properties.
- Developed a "GoodSports Village" concept which pairs amateur sports related facilities with a hotel.
- Projects underway in Ohio, Kansas, Indiana and Missouri.

6



## Amateur Sports Development At Bojangles' Coliseum and Ovens Auditorium

# The Concept



- 150 hotel rooms
- 5,300 s.f. retail/restaurant space
- 7,000 s.f. office space
  - Potential CIAA Headquarters
- 100,000 s.f. field house
  - Fitness center
  - Running track
  - Golf academy
  - Camps and clinics
  - Local league play
  - Regional and national tournaments

7



## Amateur Sports Development At Bojangles' Coliseum and Ovens Auditorium

# Existing Conditions

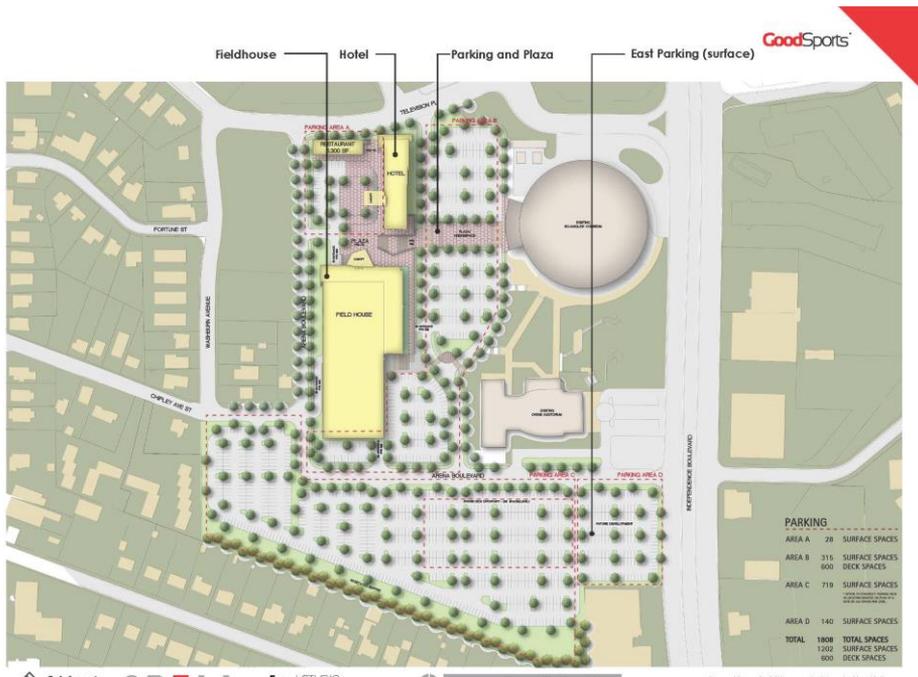


8



Amateur Sports Development  
At Bojangles' Coliseum and Ovens Auditorium

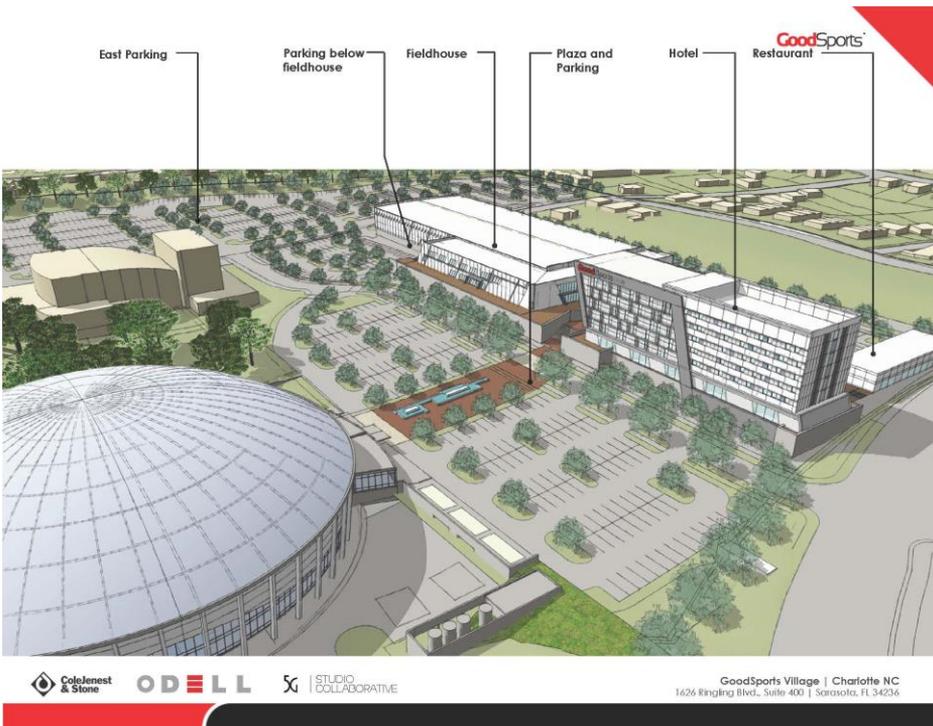
# Existing Conditions

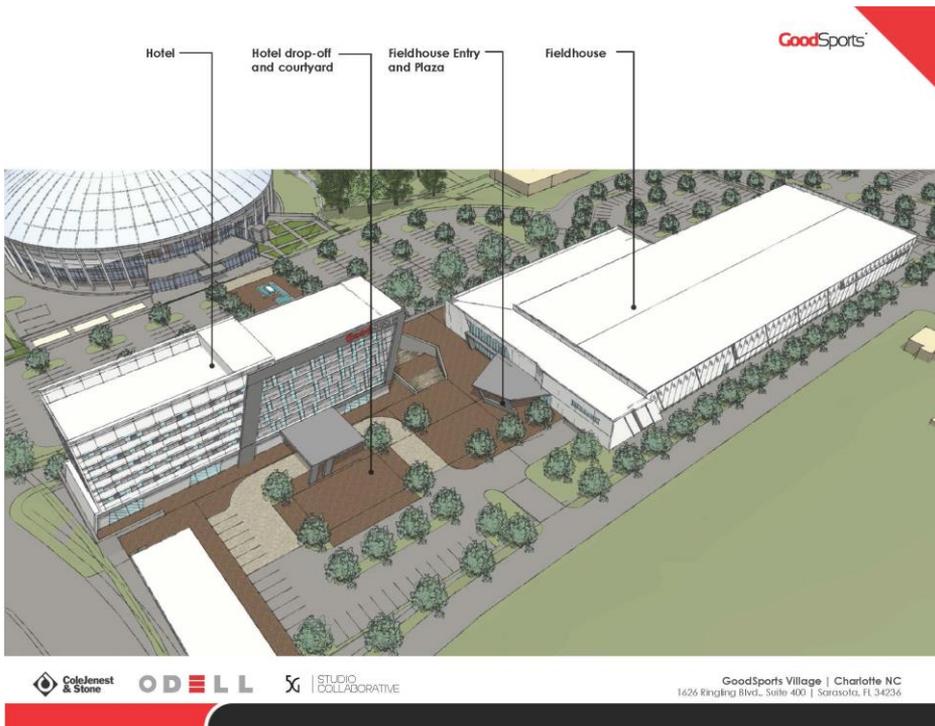
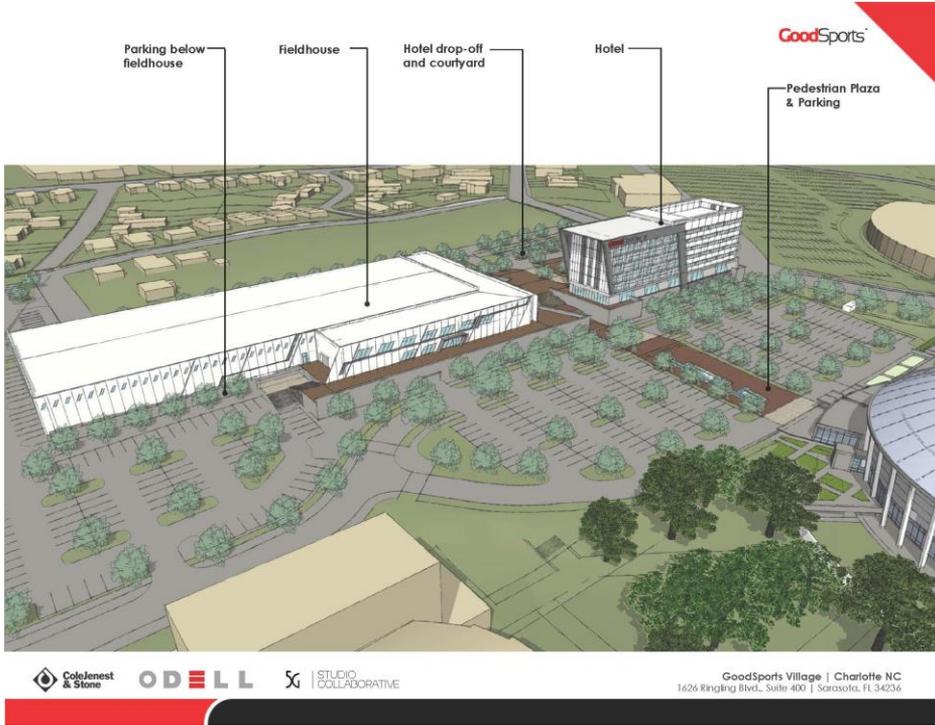


Overall Site Plan

GoodSports Village | Charlotte NC  
1626 Ringling Blvd., Suite 400 | Sarasota, FL 34236







GoodSports



Amateur Sports Development  
At Bojangles' Coliseum and Ovens Auditorium

## Funding Sources

Source of Funds	GoodSports Complex Development		Coliseum Renovation	Total
	Private Funding	CIP Funding	Hospitality Funding	
<b>Original CIP Scenario</b>	\$25M (42%)	\$25M (42%)	\$10M (16%)	\$60M
<b>Current Framework</b>	\$39.7M (51%)	\$25M (33%)	\$12M (16%)	\$76.7M



## Amateur Sports Development At Bojangles' Coliseum and Ovens Auditorium

### Project Budget

	City	GoodSports	Total
Purchase & Demolition - Econo Lodge	\$ 3,600,000		\$ 3,600,000
Site surveying/engineering	\$ 100,000		\$ 100,000
Hotel - 150 rooms		\$ 14,000,000	\$ 14,000,000
Fieldhouse/wellness center 8 courts	\$ 6,175,000	\$ 6,825,000	\$ 13,000,000
Retail & Office Development		\$ 2,500,000	\$ 2,500,000
Building pad grading/preparation		\$ 2,500,000	\$ 2,500,000
GoodSports soft costs		\$ 12,000,000	\$ 12,000,000
Sub-level parking 150 spaces		\$ 1,875,000	\$ 1,875,000
Sub-level parking 450 spaces	\$ 5,625,000		\$ 5,625,000
Existing parking lot improvements	\$ 2,500,000		\$ 2,500,000
East lot parking (Econo Lodge)	\$ 6,000,000		\$ 6,000,000
			\$ -
<b>Sub-total - construction project</b>	<b>\$ 24,000,000</b>	<b>\$ 39,700,000</b>	<b>\$ 63,700,000</b>
Reserve off-site transportation cost	\$ 1,000,000		\$ 1,000,000
<b>Total</b>	<b>\$ 25,000,000</b>	<b>\$ 39,700,000</b>	<b>\$ 64,700,000</b>



## Amateur Sports Development At Bojangles' Coliseum and Ovens Auditorium

### Coliseum Renovation



- The project includes \$12M in needed improvements to Bojangles Coliseum, including:
  - Storm drainage system
  - Roof repairs and other exterior modifications
  - Mechanical and electrical system upgrades
  - New seating
  - Scoreboard/sound system/marquee
  - Storage space
  - Food service and locker room facilities
- Funding would come from existing hospitality taxes, and not property taxes.



## Amateur Sports Development At Bojangles' Coliseum and Ovens Auditorium

# Business Terms



- GoodSports will operate and manage the Fieldhouse, hotel and retail spaces.
- The CRVA will operate and manage the coliseum, auditorium and public parking.
- The City's participation is limited to gap financing and/or an ownership interest up to a maximum of \$25M (which includes the Econo Lodge acquisition & demolition).
- GoodSports will be responsible for any cost overruns for the GoodSports Facility and all on-site improvements.
- City funds are payable to GoodSports in two installments:
  - Up to \$6M at completion of surface parking at the Econo Lodge site.
  - Up to \$15.3M upon completion of the entire project.

16



## Amateur Sports Development At Bojangles' Coliseum and Ovens Auditorium

# Business Terms



- GoodSports will lease 8 acres of City-owned land for \$1 annually for 25 years with renewal options.
- The CRVA will retain net parking revenues from all parking spaces, except those in use by GoodSports on non-CRVA event days.
- CRVA and GoodSports will jointly market the facilities to maximize utilization.
- A performance bond will be in place to guarantee completion of the project construction.
- Provisions in the event of default by GoodSports after the facilities are open are being negotiated.

17



## Amateur Sports Development At Bojangles' Coliseum and Ovens Auditorium

### Next Steps



- Scheduled Filing for Rezoning  
**June 23, 2014**
- Next Council Committee Meeting  
**June 19, 2014**
- Council Approval of Business Framework  
**July 28, 2014**
- Community Meeting(s)  
**July/August 2014**
- Rezoning Public Hearing  
**September 15, 2014**
- Council Approval for Rezoning  
**October 20, 2014**

18



## Amateur Sports Development At Bojangles' Coliseum and Ovens Auditorium

### Additional Information to come:

- Economic Impact Analysis of the project
- List of comparable indoor amateur sports facilities

19

## Immigrant Integration Task Force Appointments

City Council Appointments (18)	
Latin American Coalition	Lacey Williams Advocacy Director, Latin American Coalition
Southeast Asian Coalition	Thanh-Thu Luong Director of Programs, Southeast Asian Coalition
Charlotte Chamber of Commerce	Wil Russell Project Manager, Rodgers Builders, Inc.
International House	Jennifer Watson Roberts Board President, International House
Charlotte International Cabinet	Dr. John Chen Chairman, Carolinas Asian American Chamber of Commerce
Charlotte Mecklenburg Schools –Administrator	Jennifer Lupold Pearsall ESL Student Education Director
Charlotte Mecklenburg Schools – Teacher	Mariana De Luca English Language Learner Resource Teacher
Mecklenburg County Health Department	Amy Michelone Environmental Supervisor, Food & Facilities Sanitation
Mecklenburg County Sheriff’s Office	Kim Vazquez Inmate Specialist III/Reentry
Mecklenburg County Department of Social Services	Audrea Caesar Civil Rights Compliance Officer
Charlotte-Mecklenburg Community Relations Committee	Tin Nguyen Founding Partner, Central Law Group, PLLC and Member of Community Relations Committee
Charlotte-Mecklenburg Police Department – Administrator	Major Diego Anselmo Northeast Service Area
Charlotte-Mecklenburg Police Department – Officer	Officer Daniel Hernandez Independence Division
Central Piedmont Community College	Marianne Lyall-Knusel Senior Coordinator, Adult ESL, CPCC
City of Charlotte – Code Enforcement	James "Curt" White Team Leader, Northeast Service Area
Office of the Consul General of Mexico	Monica Colin Consul for Community, Political & Economic Affairs
Mecklenburg Ministries	Sam Wazan Former Mecklenburg Ministries Member, Public Speaker and Author
United Way of the Central Carolinas	Victoria Manning Community Investment Director

Mayoral Appointments (11)	
Immigration Law Attorney (Personal Practice)	Stefan R. Latorre Law Offices of Stefan R. Latorre, P.A.
Immigration Law Attorney (Business Practice)	Steven H. Garfinkel Garfinkel Immigration Law Firm
A Refugee Resettlement Agency	Ellen Dubin Executive Director, Carolina Refugee and Resettlement Agency
A Health Care Representative	Kristin E. Wade, RN, MSN Assistant Vice President of Clinical Services, Carolinas HealthCare System
Hospitality/Food Service Industry	Robert Shore B. Roberts Foods, LLC
At-Large Appointment 1	Emily Zimmern President, Levine Museum of the New South
At-Large Appointment 2	Anika Khan Director and Senior Economist, Wells Fargo
At-Large Appointment 3	Gautam Desai
At-Large Appointment 4	Dr. Owen Furuseth Associate Provost for Metropolitan Studies and Extended Academic Programs, UNC Charlotte
At-Large Appointment 5	Mo Idlibby CEO and Managing Attorney, United Firm of Carolina Law
At-Large Appointment 6	Omar Jorge Partner and General Counsel, Compare Foods Supermarkets



## Immigrant Integration Task Force Update

Economic Development & Global  
Competitiveness Committee

June 5, 2014



### Immigrant Integration Task Force

## Background



- November 25, 2013
  - City Council adopted a resolution creating a 29 member inter-agency task force
- Purpose:
  - To maximize immigrants' economic and civic contributions to the City of Charlotte
- Charges:
  1. Review 2007 Study
  2. Research policies in other new immigrant gateway cities
  3. Prepare a report with recommended actions to City Council
  4. Seek opportunities to help Charlotte embrace immigrant communities



## Immigrant Integration Task Force

### Process



- Spring 2014
  - Learning and Listening Phase
- Summer 2014
  - Immigrant Survey
- Fall 2014
  - Subcommittees work
  - Recommendations formulated
- Winter 2014
  - Refine Recommendations
  - Present to City Council



## Immigrant Integration Task Force

### Listening Sessions

#### Completed:

- Task Force at International House
- Action NC
- Charlotte Chamber/Latin American Chamber/ Charlotte-Mecklenburg Black Chamber

#### Scheduled:

- Neighborhood Good Samaritan Center (June 11)
- Charlotte International Cabinet/Choice Translating (June 16)
- Refugee Support Services of the Carolinas (June 18)
- Muslim American Society (June 21)
- Task Force at Bethesda Health Center (June 24)



## Immigrant Integration Task Force

### What Are We Doing Well?

- Cultural events and festivals showcase diversity
- There are a variety of nonprofit organizations to assist immigrants
- There are good public transportation options and routes available
- There are more job opportunities available
- Schools offer quality English Language classes
- Entrepreneurship is encouraged
- The community is accepting of international business community



## Immigrant Integration Task Force

### Where can we improve?

- Better information to CMS students and parents
  - How to navigate education system
  - How to become involved in schools
- Improve access to information about resources
  - Marketing efforts need to be improved
  - Information needs to be **printed** in multiple languages
- We need more culturally competent services
- We need more sidewalks
- We should streamline the process to open new businesses
  - Less paper work
  - Clarify/Simplify regulations



## Immigrant Integration Task Force

### What are some critical needs?

- Driver's license/ID access
- Central location for resources
  - An official "Welcome to Charlotte" directory or orientation
  - Not just an online presence
- Address roadblocks caused by the 287(g) program
  - Limits economic opportunities
- Cultural sensitivity training for police, other City/County service providers
- Increased access to start-up capital and loans
- Address notary public versus notaries-at-law issues



## Immigrant Integration Task Force

### Next Steps



#### Next Meeting

- **June 26, 3:00-5:00 p.m.**  
CMGC, Room 267

#### Next Listening Session

- **June 11, 11:00 a.m.-12:30 p.m.**  
Neighborhood Good Samaritan Center

#### More Information

- [www.CharlotteInternational.org](http://www.CharlotteInternational.org)