

FORWARD PROGRESS
FOR DOWNTOWN

06/03/21



OUR VISION

Deliver a **championship football team** that our fans will be proud to call their own and support change that will **positively impact the Jacksonville community** for the benefit of all residents.



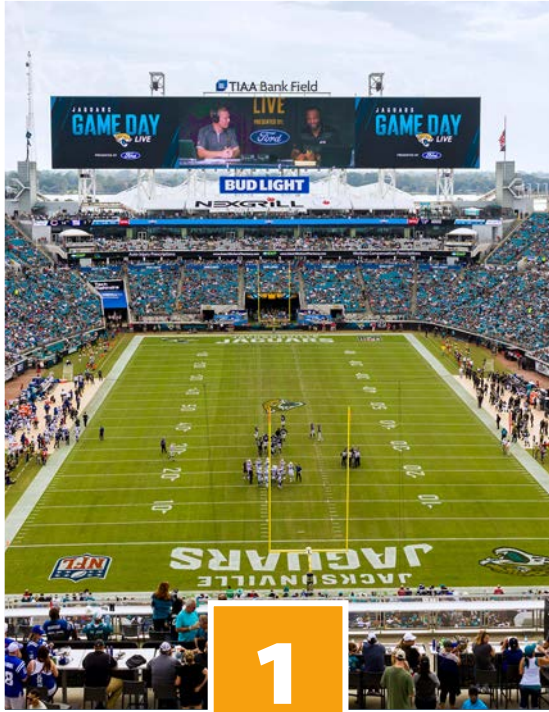
OUR GOALS FOR THE COMMUNITY

- **Host** a Super Bowl Parade in Duval
- **Increase** jobs and visitors to Downtown
- **Boost** the number of residents living Downtown
- **Activate** the St. Johns River along the Downtown Riverfront
- **Facilitate** public engagement
- **Solidify** Jacksonville as the Home of the Jaguars for generations to come





OUR FOCUS



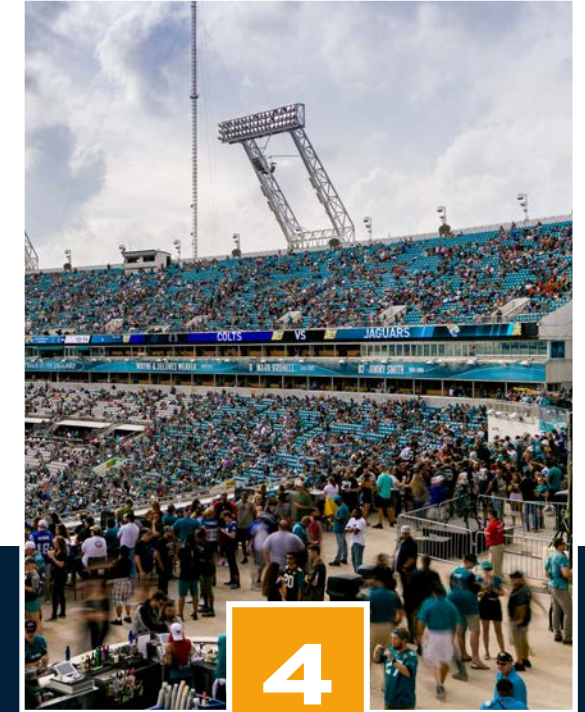
Championship NFL Team



Continue community investment for the benefit of all Jacksonville residents



Helping Downtown Jacksonville realize its full potential



Developing a long-term stadium solution



REASON FOR OPTIMISM





COMMITMENT TO
COMMUNITY



CONTINUED COMMUNITY INVESTMENT

The Jaguars have always been strong supporters of the greater Northeast Florida Community and have donated millions over the years through the Jaguars Foundation. Downtown Jacksonville initiatives remain an important focus of our charitable activities.

Recent Downtown community investments include:

- **\$250,000 donation** to Lift Ev'ry Voice and Sing Park
- **\$1 million donation** to LIFT Jax in support of the Out East community
- **\$5 million donation** from Shad Khan and his family to MOSH to bring a world class museum to the Northbank
- **\$4 million, 20-year commitment** to adopt Met Park

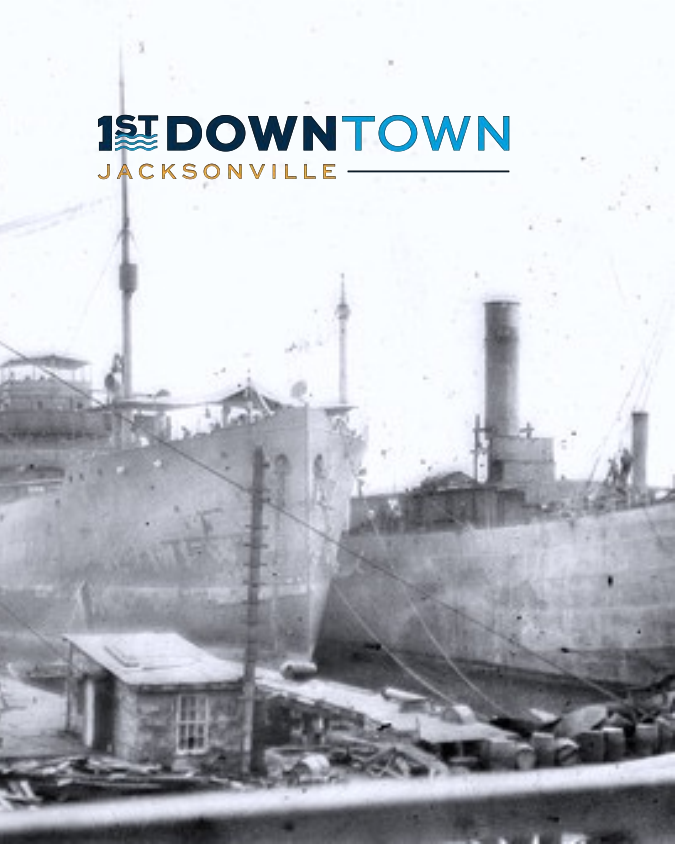


ENGAGING OUR LOCAL ARTISTS

As part of our development plans, we will coordinate with local groups that are focused on integrating art into our community. We will be looking to these organizations to help us develop the plans as it relates to public art displays, including a focus on local artists.



1ST DOWNTOWN
JACKSONVILLE



THE JACKSONVILLE SHIPYARDS OPPORTUNITY AWAITS



- Footprint of development **does not infringe on existing Met Park property**
- Development **focused on intersection of Downtown Riverfront Development Zone and Sports, Entertainment, and Hospitality Zone**
- Significant number of **additional Downtown Riverfront parcels available for incremental development** and usage for park space



DOWNTOWN RIVERFRONT DEVELOPMENT ZONE

SPORTS, ENTERTAINMENT, & HOSPITALITY ZONE

ADOPTING MET PARK

- Our project plans **do not include any development on the current site of Met Park**
- We support Met Park being a vibrant riverfront park for both special events and daily use

As a result, we are:

- **Adopting Met Park** through COJ's Private Park Adoption Program
- Making a **\$4 million, 20-year commitment** to help keep Met Park clean, safe and well-maintained
- Supporting the Jessie Ball duPont Fund and COJ on efforts to activate the park and riverfront area



THE JACKSONVILLE SHIPYARDS **OUR PLAN**



PHASE ONE

THE FOUR SEASONS HOTEL

- 176 guest rooms
- 25 residences
- 5-star spa
- Riverfront Lounge and Pool
- 2 restaurants
- 2 bars
- Ballroom and meeting space
- Hotel Guest and Residence Pools



PHASE ONE

THE MARINA

- Renovate existing city-owned marina to better serve transient boaters
- New, 6,500-square-foot support building to include **dockmaster's office, a ship store, restrooms with showers, and a food and beverage venue**
- Marina park and events lawn



PHASE ONE

OFFICE BUILDING

- 6 floors
- **100,000 square feet** of Class A office space
- 16,000 square feet of retail, café and amenity space



THE JACKSONVILLE SHIPYARDS PROJECT DETAILS

- **Estimated development cost for Phase 1:** \$321 million
- Currently in process of **DIA** review, which will also include **DDRB**
- Based on either criteria of employees (>500) or private investment (>\$200 million), this project would qualify as a **Mega Project**, and will exceed both criteria
- Submission materials include full disclosure of all market and resiliency studies, construction cost estimates, operating projections, and developer IRR calculations
- Application demonstrates **positive ROI for the City** and its taxpayers

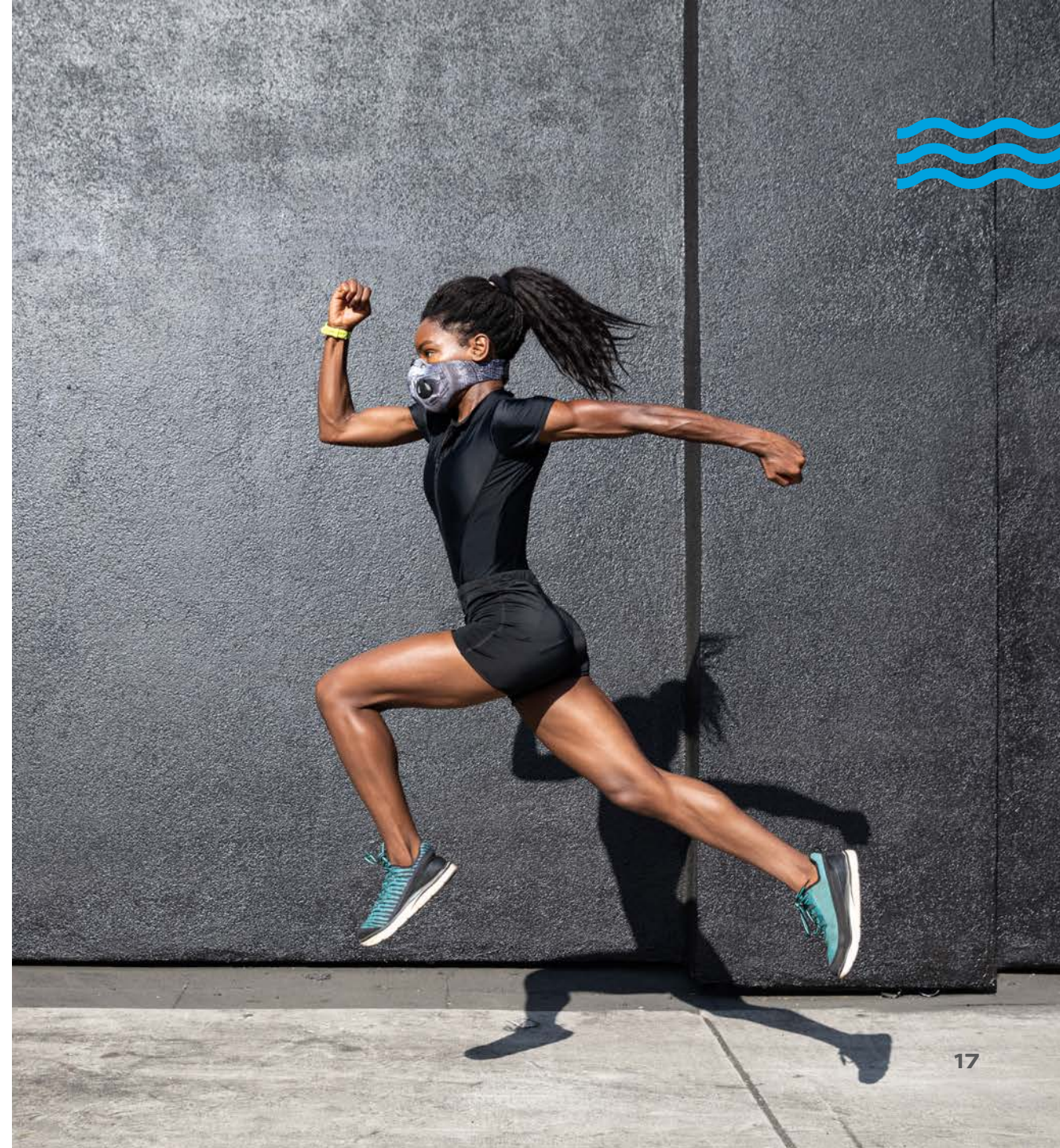
Forward Progress

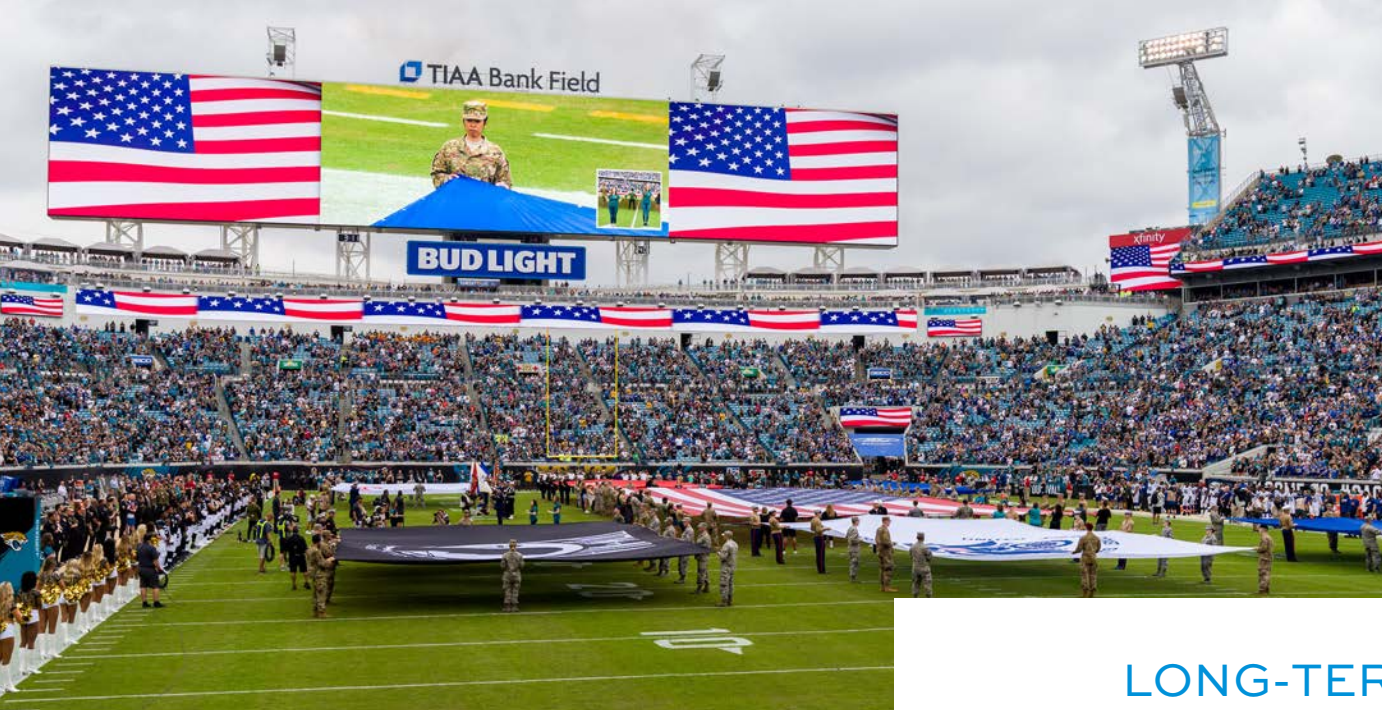


PHASE TWO

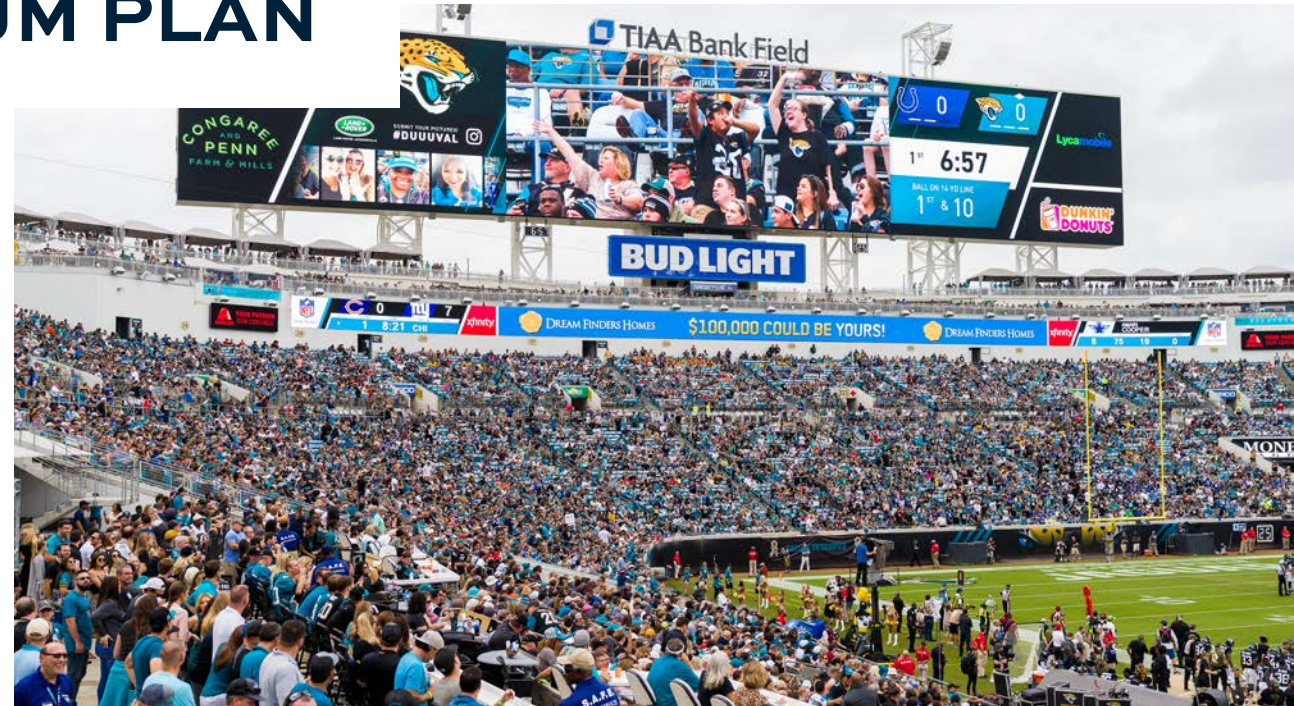
BAPTIST HEALTH/JOI ORTHOPEDIC CENTER

- 42,500-square-foot Orthopedic Sports Medicine Complex featuring **advanced medical care for sports injury, recovery and prevention** as well as **optimal performance training**
- 15,000 square feet of street-level retail space
- 200-space parking structure





LONG-TERM STADIUM PLAN



WHY DO WE NEED TO START **PLANNING** NOW?

- Age of our stadium
- The capital required to keep the current stadium operating at acceptable levels continues to increase
- Teams and cities that have found themselves in trouble did not have a long-term stadium plan prior to the expiration of the team's stadium lease



STADIUM OF THE FUTURE PLANNING PROCESS

- **Phase 1:** Facility Condition Assessment
- **Phase 2:** Development of a Current Facility Design Model
- **Phase 3:** Benchmarking Best Practices
- **Phase 4:** Evaluation of Design Proposals
- **Phase 5:** Final Stadium Design Decision



HASKELL





PHASE ONE
**FACILITY CONDITION ASSESSMENT
COMPLETED**

THE STADIUM ASSESSMENT CONFIRMED
THAT WE HAVE THE ABILITY TO
RENOVATE THE EXISTING STADIUM.

WHY IS RENOVATION THE PREFERRED PATH?

- A major stadium renovation is significantly **less expensive** than building a new stadium
- New stadium construction **costs continue to escalate**
- Once we start the stadium renovation process, we will be able to **significantly reduce the capital investments** necessary to retain the status quo within the current stadium



WHAT OTHER CITIES AND TEAMS HAVE DONE SINCE 1995



WHAT SHOULD THE **FIRST STEP** OF THE STADIUM OF THE FUTURE BE?



While the final renovation plan is still several years away, we do know many of the renovation “**must haves**”:

- Shade on all seats
- Wider concourses
- Increased space for Football Operations
- Better vertical transportation
- Replace HVAC, plumbing, mechanical and electrical systems

WHERE DO WE START?

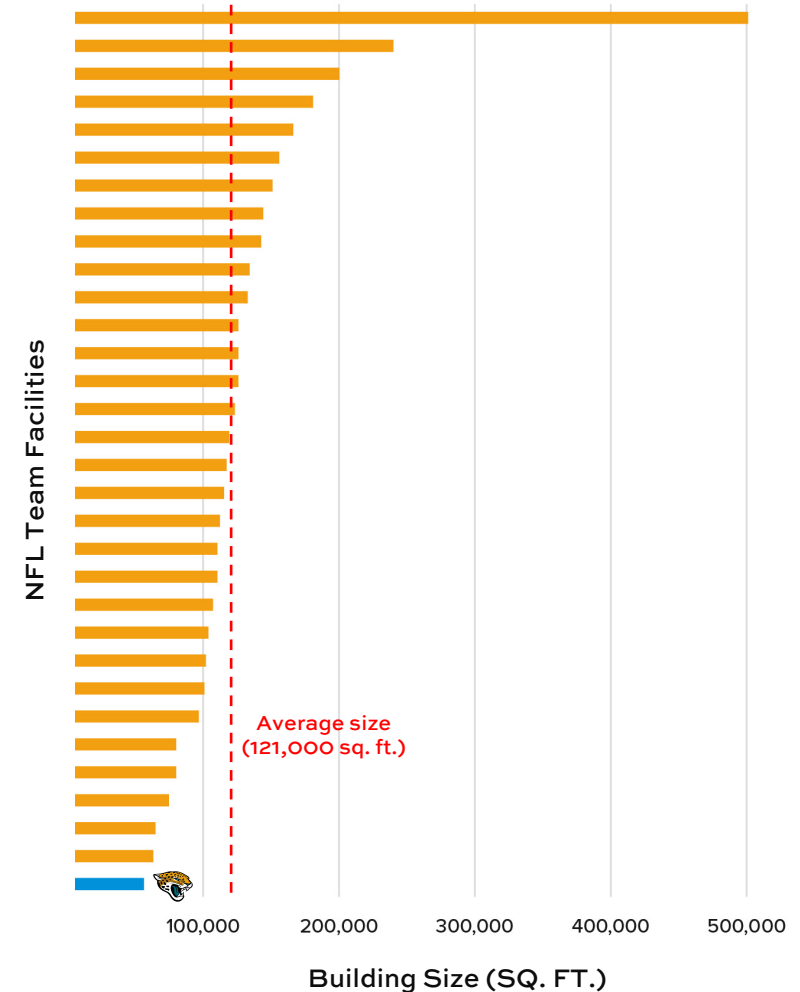


FOOTBALL PERFORMANCE CENTER

WHY THIS SHOULD BE THE FIRST STEP

- It is necessary to allow **normal football operations** during the stadium renovation period
- It is a long lead time project that **must be completed before stadium renovations can begin**
- **Preserves Jaguars games in Jacksonville** during the renovation period
- Allows us to **upgrade and expand space for football operations and training**, which currently does not meet NFL requirements
- Includes a **significant investment and long-term commitment** to Downtown Jacksonville and reinforces the partnership between the city and the team

COMPARISON OF NFL TRAINING FACILITIES



THE FIRST STEP

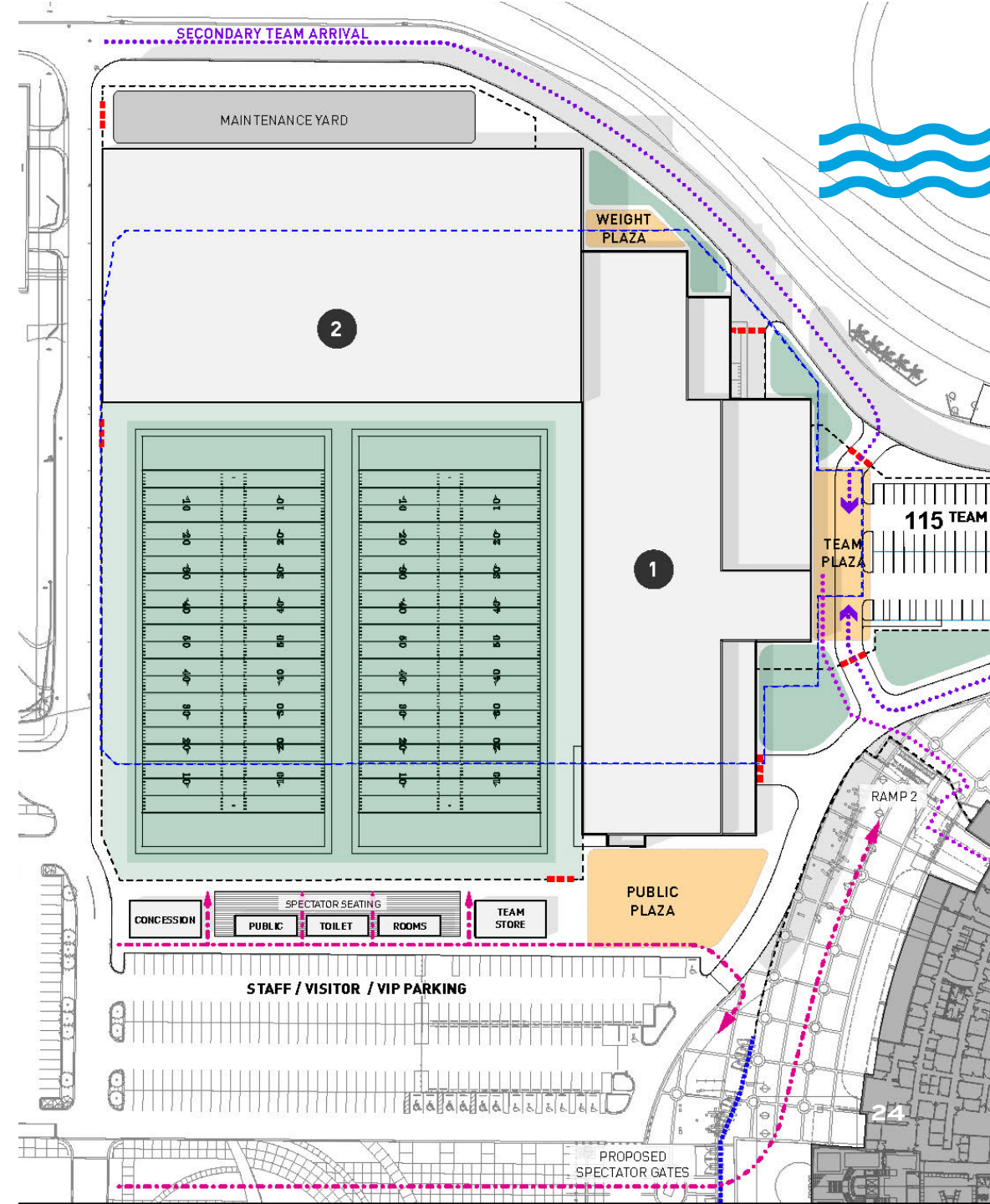
THE FOOTBALL PERFORMANCE CENTER

“FOOTBALL FACTORY”

- 125,000 square-foot Football Performance Center **to serve as the new home of Jaguar Football Operations**

Facilities include:

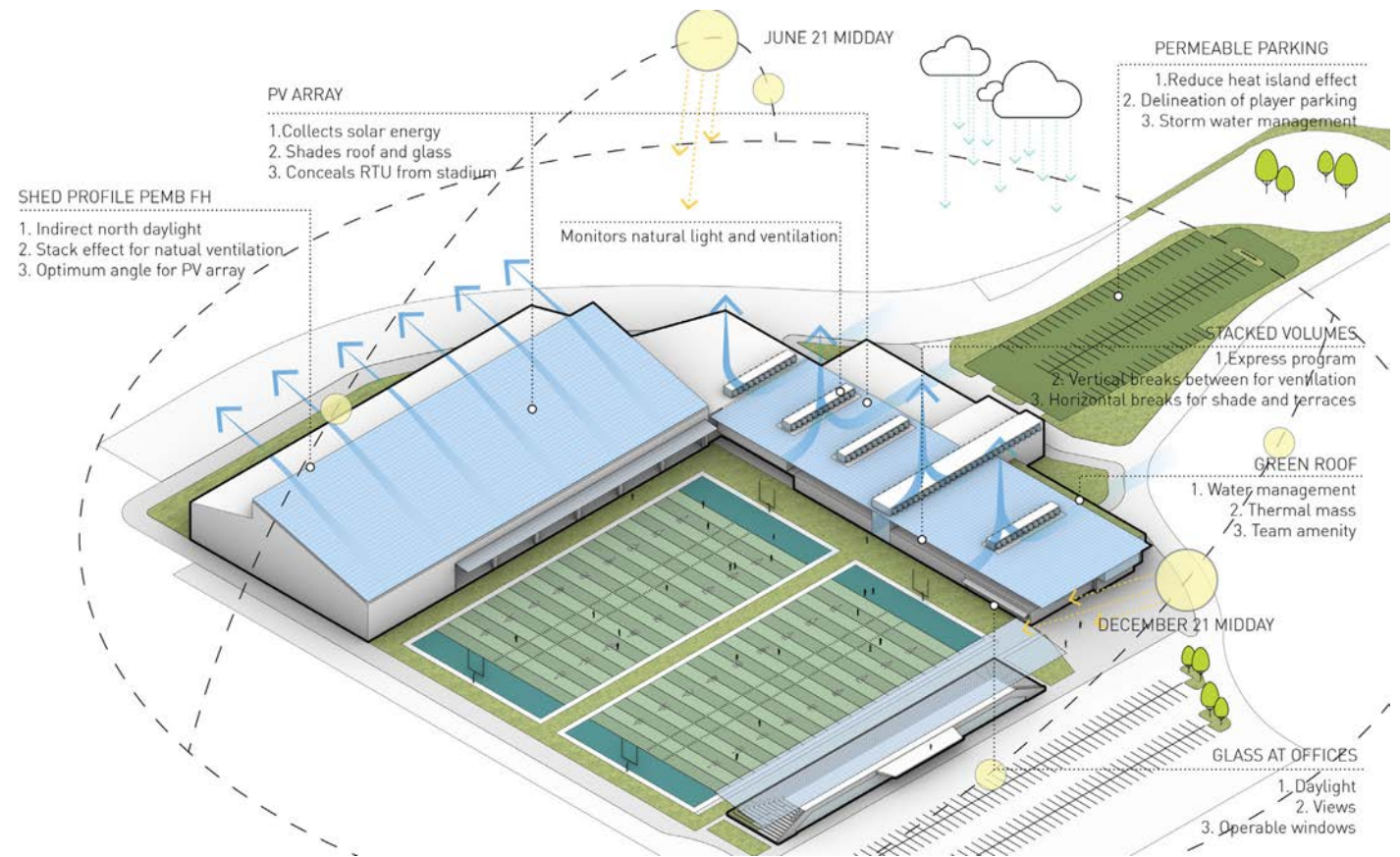
- Locker rooms
 - Team and positional meeting rooms
 - Training and recovery areas
 - Medical support facilities
 - Weight room
 - Dining facilities
 - Office space
 - Draft room
- Two full-size grass practice fields and a full-size indoor practice field, which allows us to **open the current Flex Field for public use** by the COJ Parks and Recreation Department
 - The building will be a hybrid, serving both the core function (Football Performance) while also serving the community through the inclusion of **prominent public art displays, public viewing stands, restrooms, concession areas, retail store and public meeting space**



GOING GREEN FOR JACKSONVILLE

The New Model for Sustainable Design

- Purposeful integration of green design
- Target: LEED Platinum
- Solar roof with PV array
- Permeable ground in the parking area



FOOTBALL PERFORMANCE CENTER FINANCIAL DETAILS

The **existing Jaguars' 1993 lease requires** that the City provide all necessary football facilities at the City's cost. In addition, the City is responsible for ongoing maintenance, capital improvements and certain operating expenses.

The **proposed structure** for this project provides enhanced economics for the City.

- Total construction costs of **\$120 million split 50/50** between the City of Jacksonville and the Jaguars
- The **City of Jacksonville would own** the facility and property
- Jaguars assume all **responsibility for any cost overruns**
- **The Jaguars will assume all ongoing maintenance, capital improvement and operating expense responsibilities under a long-term lease agreement**



CURRENT STADIUM

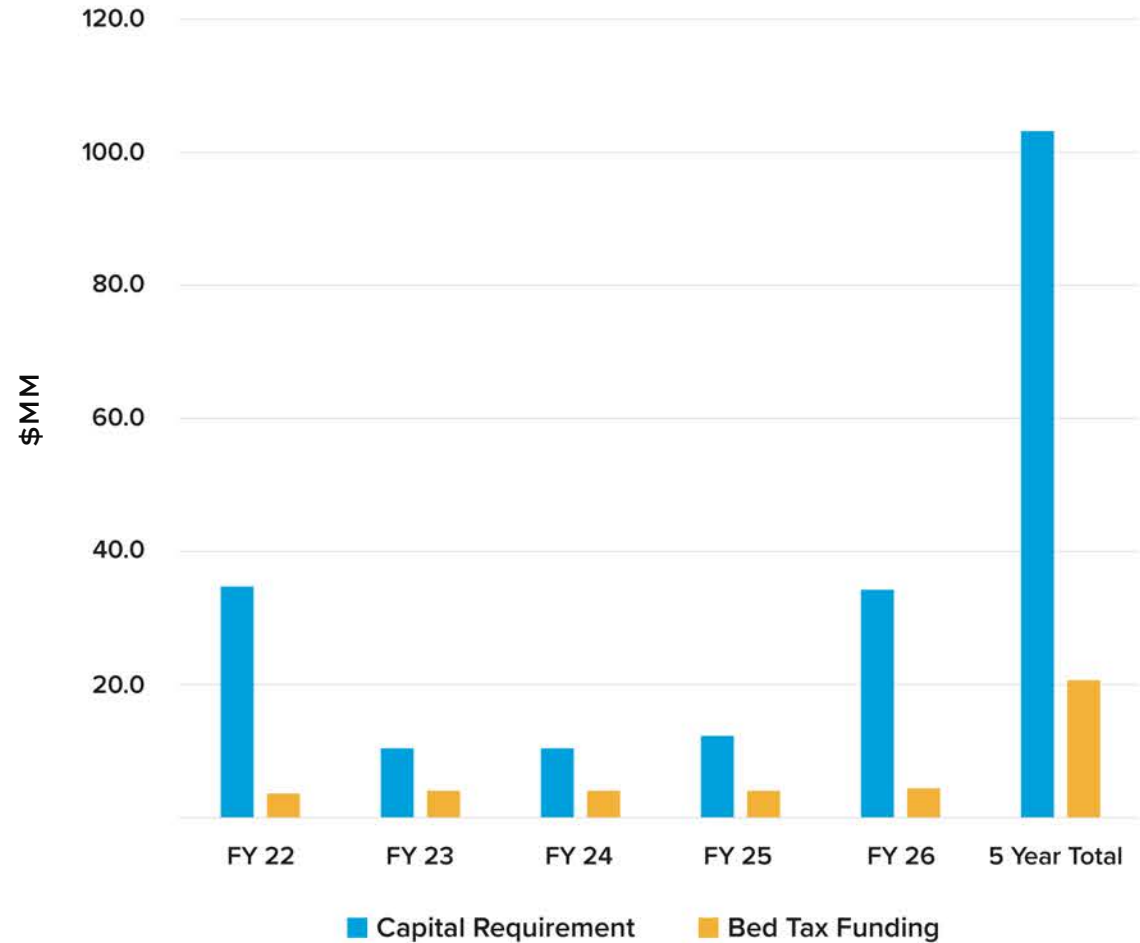
CAPITAL REQUIRED

Funding options:

- Continue to invest in maintaining an average NFL Stadium at 100% city cost

Or

- Redirect a large portion of the funds into the first step of the Stadium of the Future and split the cost 50/50 with the Jaguars



DEVELOPMENT SUMMARY

- Shipyards Phase 1: \$321 million
- Football Performance Center: \$120 million
- **Total Phase 1 Development: \$441 million**

- **Construction Jobs: 7,500+**
- **Permanent Jobs Created: 1,500+**



1ST DOWN TOWN

JACKSONVILLE

PLATFORM TO COMMUNICATE, ENGAGE AND UNITE
CITIZENS AND ORGANIZATIONS WHO SHARE
A COMMITMENT TO DOWNTOWN JACKSONVILLE



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THANK YOU!



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TOWN

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