



The City of **WORCESTER**

BALLPARK PROJECT CASE STATEMENT

The City of Worcester and the Triple-A professional baseball organization, known today as the Pawtucket Red Sox, have signed a Letter of Intent to build a modern multi-use baseball park and a multi-million dollar redevelopment of the former Wyman Gordon property in the city's growing Canal District as well as a complete redesign of Kelley Square and improve much of the infrastructure.

Worcester is the second largest city in New England. It is the heart of both the Commonwealth and of New England. From famous firsts like the smiley face and the first mass-manufactured valentine to its unique three-decker street appeal, Worcester has risen from its industrial roots with a renewed attitude, an abundance of diverse cultural institutions and emerging professions as a safe, modern and affordable community for families, professionals, students and retirees to live, work and visit.

Worcester has been experiencing a growth of both its population and its downtown development with a renewed sense of civic pride. That's why recruiting the Triple-A affiliate of the Boston Red Sox to Worcester is an important milestone. The team's interest in Worcester is just one indicator of the city's boundless potential, not only to draw fans as an entertainment destination but also revitalize and improve an entire neighborhood.

Through pure organic growth driven by passionate advocates and investors, the Canal District has quickly become one of the city's trendiest and most popular destinations for dining, entertainment and nightlife. With that come growing pains. From parking to infrastructure, the demand placed on this neighborhood requires improvements that encourage walkability and ease of movement to and from Downtown and Shrewsbury Street.

Bringing the Triple-A affiliate of the Boston Red Sox to Worcester is exciting, but equally as important is the surrounding 18 acres of development that comes with it. The future ballpark serves as a catalyst resulting in 225 market rate apartments, a 150-room hotel, a second boutique hotel will consist of

approximately 100 to 110 rooms overlooking the ballpark and 65,000 square feet of retail and restaurant space by March 1, 2021 as part of a Phase 1 of development. The project also consists of infrastructure improvements to streets, sidewalks, lighting fixtures and the addition of new street furniture, tunnel lighting, bike lanes and more. This is a strategic and comprehensive approach that is driven by the city's Complete Streets plan.

The City has secured a developer and a financial model that minimizes risk on the Worcester tax payer. In order to pay for the \$86-\$90M construction of the ballpark, the City will borrow money and use revenue from lease payments, local property taxes, fees and parking from the surrounding new development to pay off the loan. The budget is not based on economic multipliers or unrealistic projections; it is built on real dollars and conservative estimates. Any changes to the proposed self-supported development will follow the guiding principle that the project pays for itself.

The new ballpark, anticipated to open for the start of the 2021 season, will host at least 125 year-round events annually including Minor League Baseball games, road races, concerts, collegiate/high school sporting events, fireworks displays and other community occasions. In addition to a superior fan experience, the family-friendly ballpark will feature innovative technology and amenities that appeal to all ages and demographics. The environment surrounding the ballpark will serve as an attraction as well as a beautiful and engaging backdrop to the Canal District that includes public art and other artifacts of placemaking.

The ballpark project stands to improve the quality of life for residents in and around the Canal District, the Green Island Neighborhood and throughout the city through job creation, community-access benefits and an overall increased interest in the area by visitors, retailers and developers. Overall, the project will create more than 500 full-time and 2,000 part-time jobs both in construction and non-construction positions related to the ballpark, the hotels, apartments, retail locations and infrastructure improvements.

The Commonwealth of Massachusetts will commit \$35M over the next 2-3 years, which will support new market rate housing through the Housing Development Incentive Program (HDIP) and leverage MassWorks for the construction of a new 350-500 space parking garage that supports all of the investment happening in

the Canal District. In addition, MassDOT is working with the City to improve the transportation infrastructure in the area such as redesigning and reconstructing Kelley Square for the benefit of all Worcester residents.

Representing both the historic and contemporary, Worcester's Kelley Square and the growing Canal District are ready for expansion. While driving through Kelley Square is second nature to many long-time residents, the complex intersection has the highest crash rating in the State of Massachusetts. The outcome of the redesign of Kelley Square will be a safer and more logical traffic pattern for pedestrians, motorists and those who use other modes of transportation.

In crafting this agreement, the City and the Ballclub worked closely to identify and include important community benefits; such as 10 city-oriented days at the ballpark per year and access to conference and meeting space for civic engagement, as well as preference to hire Worcester residents. The ballpark will also serve as a polling location. Additionally, the Ballclub will support the Worcester K-12 Schools by offering students one free general admission ticket to one baseball game per season, free ballpark tours and the opportunity to host school-sanctioned games at the ballpark.

Subject to design, public access to the ballpark will include the opportunity to jog or walk around the concourse, run the ballpark stairs, eat lunch overlooking the field or use exercise stations in designated fitness areas as well as public park amenities adjacent to the ballpark.

Finally, the Ballclub will make two \$25,000 donations to help fund the Recreation Worcester program; one in 2019 and one in 2020, prior to the opening of the ballpark.