CITY OF

ROCKY MOUNT

NORTH CAROLINA

Rocky Mount Sports Complex

CITY OF ROCKY MOUNT NORTH CAROLINA

Impact of Amateur Sports to Date

- A $200 billion travel industry, primarily dedicated to youth & amateur sports.
- The fastest growing segment of the travel industry
- Recession resistant
- In 2012, 27% of all trips taken in the U.S. were for the purpose of attending organized sporting events.
- It is common for properly planned youth & amateur sports to drive 30,000+ room nights or more in year 1.
- Rocky Mount Sports Complex brings in 82,000 tournament visitors with a direct economic impact of $9 million.

CITY OF ROCKY MOUNT NORTH CAROLINA

Downtown Community Facility

CITY OF ROCKY MOUNT NORTH CAROLINA

Goals

- Create a new economy for our city and region
- Create a destination location for our center city
- Incent private investment in the center city
- Grow the tax base
- Minimize the impact on our taxpayers
- Create amenities for the community which improve quality of life
- Aid in industrial and economic development
- Attract citizens to our community, in particular younger citizens

CITY OF ROCKY MOUNT NORTH CAROLINA

City Council's Due Diligence

- Feb. 2012, council retreat
- Summer 2012, AECOM selected for market feasibility study
- Feb. 2013, preliminary report
- Nov. 2013, final report from AECOM
- Apr. 2014, public meeting held
- May 2014, City Manager authorized to secure funding
- Nov. 2014, City Council approved contract with SFA
- March 2015, Barnhill/Holt Brothers hired to design and build the DCF.
- July 2015, proposed location announced
- Dec . 2015, City Council approved schematic design

CITY OF ROCKY MOUNT NORTH CAROLINA

The Downtown Community Facility

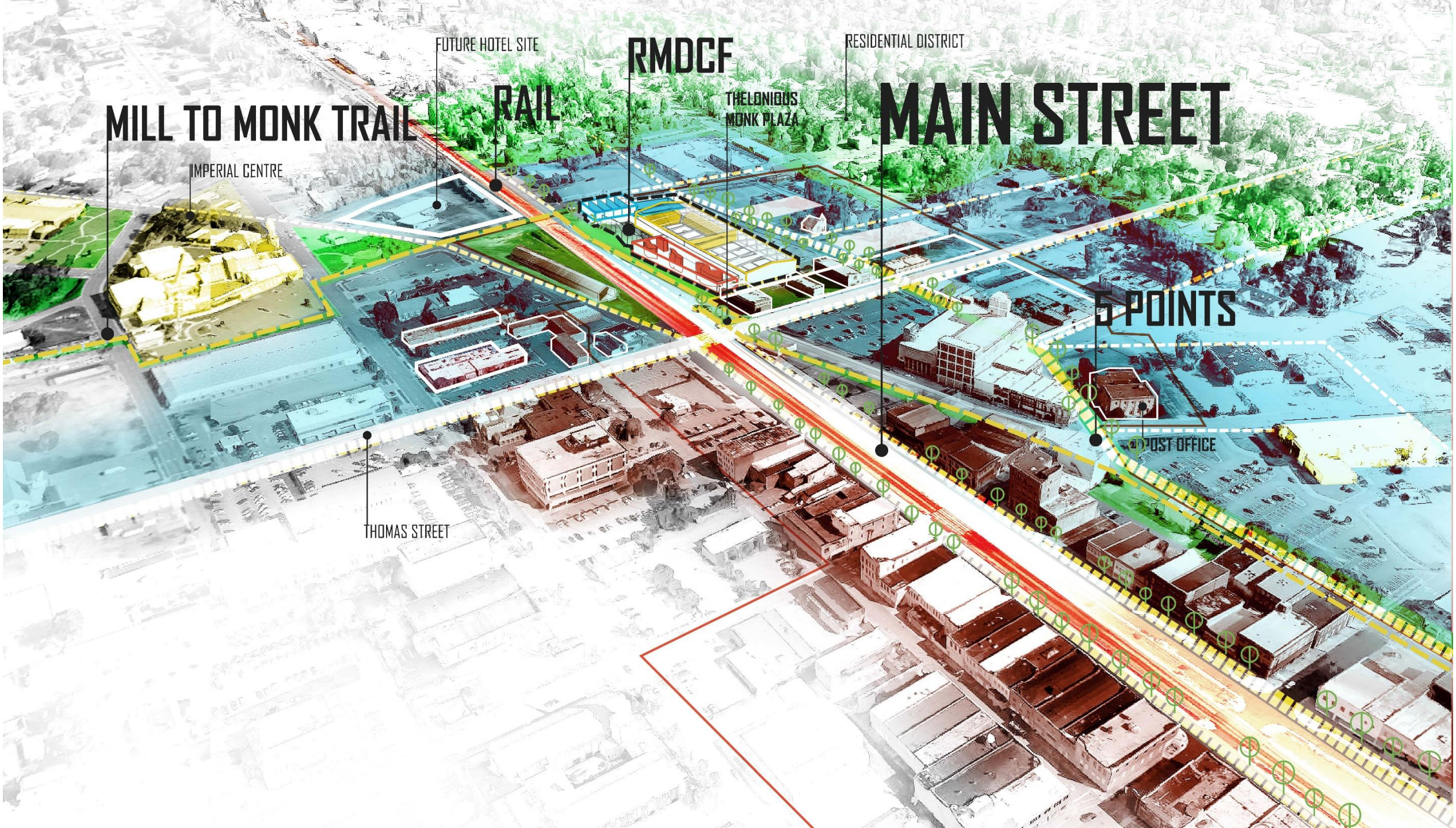
- Will seat 5,000
- Telescopic seating
- 8 basketball courts that can be converted to 16 volleyball courts
- Ropes course
- Climbing wall
- Family entertainment center
- Portable concession stands

CITY OF ROCKY MOUNT NORTH CAROLINA

SFA Pro Forma Results

- Year 1-9,000 hotel room nights
- Year 1-18 events projected
- Year 4-Project cash flows
- Year 5-46,000 hotel room nights
- Year 5- 440,000 visitors annually
- Year 5-48 events projected
- Year 10-Net profit is approx. $450,000
- Year 10-Total economic impact is $264 million direct spend in the local market

ROCKY MOUNT DOWNTOWN COMMUNITY FACILITY
BARNHILL CONSTRUCTION
HOLT BROTHERS
a design-build joint venture
OCA
OAKLEY COLLIER ARCHITECTS
SINKCOMBSDETHLEFS
SPORTS ARCHITECTURE
VINES ARCHITECTURE


FUTURE HOTEL SITE
RMDCF
RESIDENTIAL DISTRICT
RAIL
THELONIOUS
MONK PLAZA
MAIN STREET
MILL TO MONK TRAIL
IMPERIAL CENTRE
5 POINTS
POST OFFICE
THOMAS STREET

NORTHWEST [NORTH EAST MAIN STREET+ GOLDLEAF]

SOUTHWEST [NORTH EAST MAIN STREET + DOUGLAS BLDG]

SOUTHEAST [ALBEMARLE]

NORTHEAST [GOLDLEAF + ALBEMARLE]

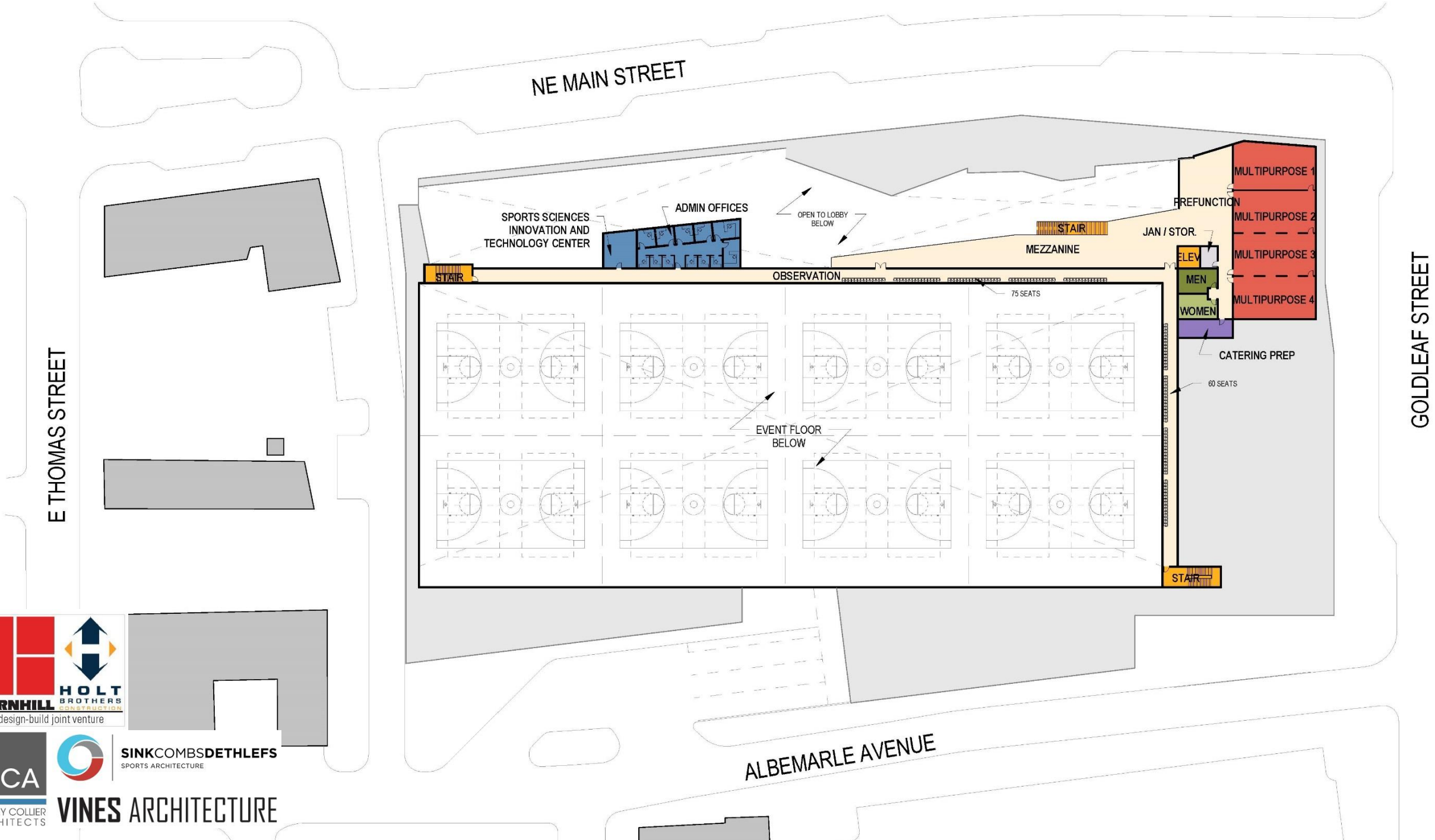
NE MAIN STREET
PARALLEL PARKING AND/OR DROPOFF AREA, TYP.
SHARED PEDESTRIAN / VEHICULAR PATH (HEAVY-DUTY CONCRETE)
TEN (10) PARKING SPACES FOR DOUGLAS BLOCK TENANTS
EXISTING FENCED LOT
CLEAR ACCESS TO TRANSFORMERS
RELOCATED TRANSFORMER
E THOMAS ST
PEDESTRIAN PROMENADE CONNECTION FROM E THOMAS STREET
EXISTING DOUGLAS BLOCK BUILDINGS TO REMAIN
RELOCATED DUMPSTER ENCLOSURE (METAL SHED REMOVED)
RELOCATED TRANSFORMER
HEAVY-DUTY CONCRETE AT BUS DROP-OFF
ALBEMARLE AVE.
EXISTING BUILDINGS TO REMAIN
EXISTING BUILDINGS TO REMAIN
257 TOTAL PARKING SPACES
FAMILY ENTERTAINMENT
LOBBY
CAFE
MEETING / CONFERENCE
STORAGE
E GOLDLEAF STREET
LANDSCAPE BED WITH GROUNDCOVER, TYP.
PEDESTRIAN PAVERS
MAIN STREETFINAL DE
CENTRAL PLAZA TO BE
OUTDOOR SEATING AR
POTENTIAL PUBLIC INT
ELEMENT/ PUBLIC ART
LIGHT-DUTY PEDESTRI
CONCRETE SIDEWALK
LIGHT-DUTY PEDESTRI
CONCRETE SIDEWALK
84 PARKING SPACES
100 PARKING SPACES
64 PARKING SPACES
BARNHILL
HOLT BROTHERS CONSTRUCTION
a design-build joint venture
OCA
OAKLEY COLLIER ARCHITECTS
SINKCOMBSDETHLEFS
SPORTS ARCHITECTURE
VINES ARCHITECTURE

BARNHILL HOLT BROTHERS CONSTRUCTION
a design-build joint venture

OCA OAKLEY COLLIER ARCHITECTS

SINKCOMBSDETHLEFS SPORTS ARCHITECTURE

VINES ARCHITECTURE

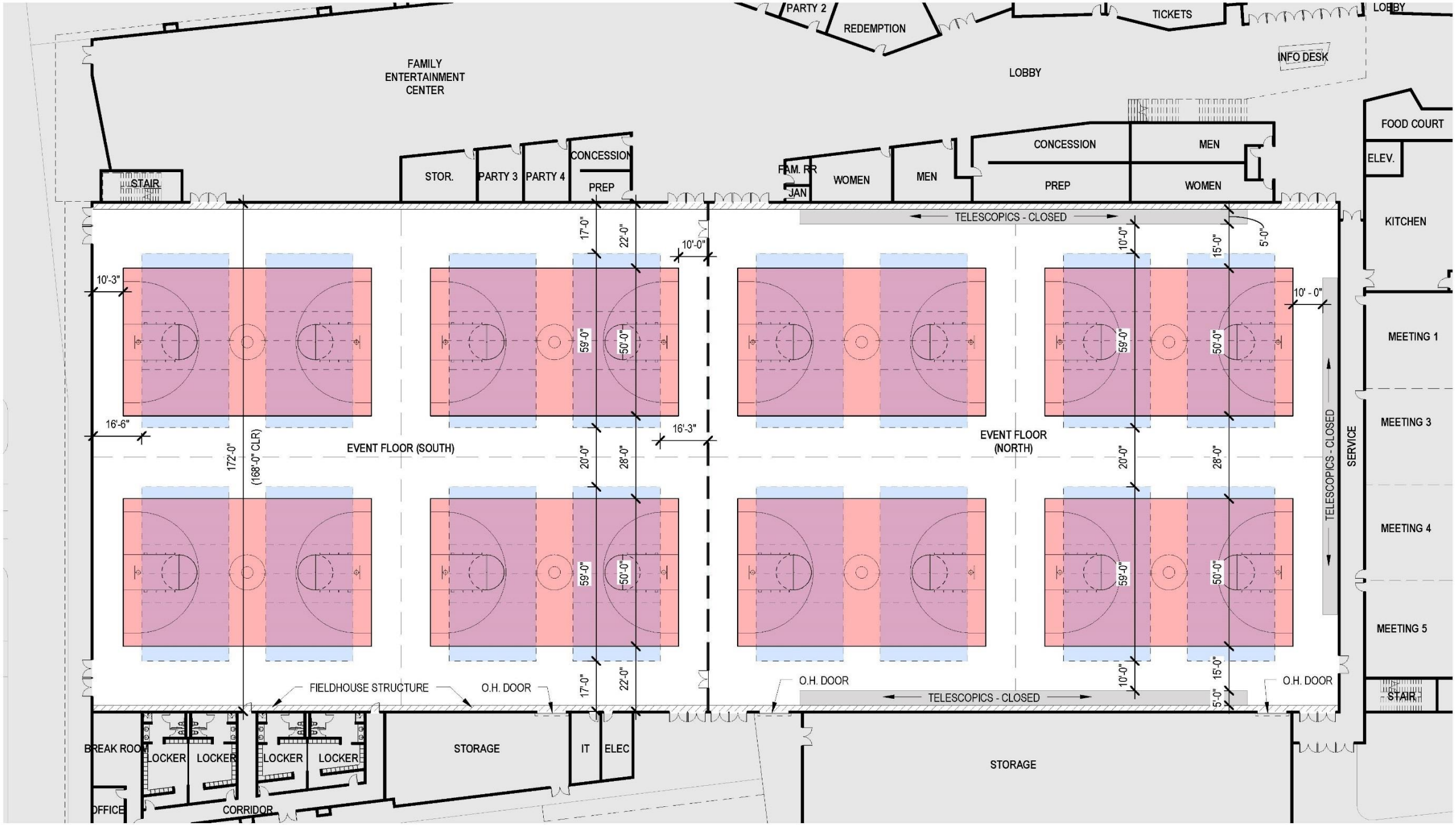


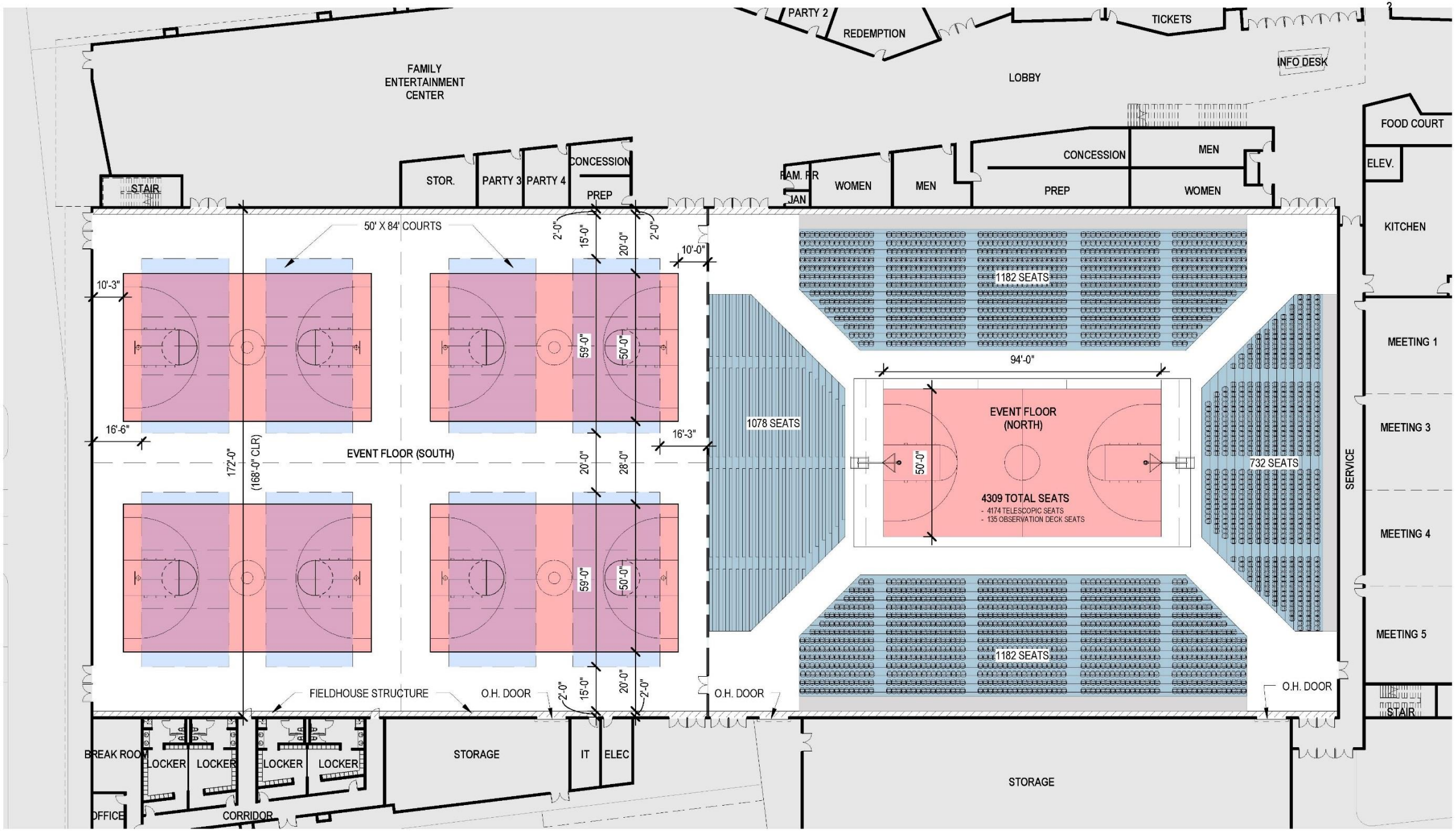
BARNHILL HOLT BROTHERS CONSTRUCTION
a design-build joint venture

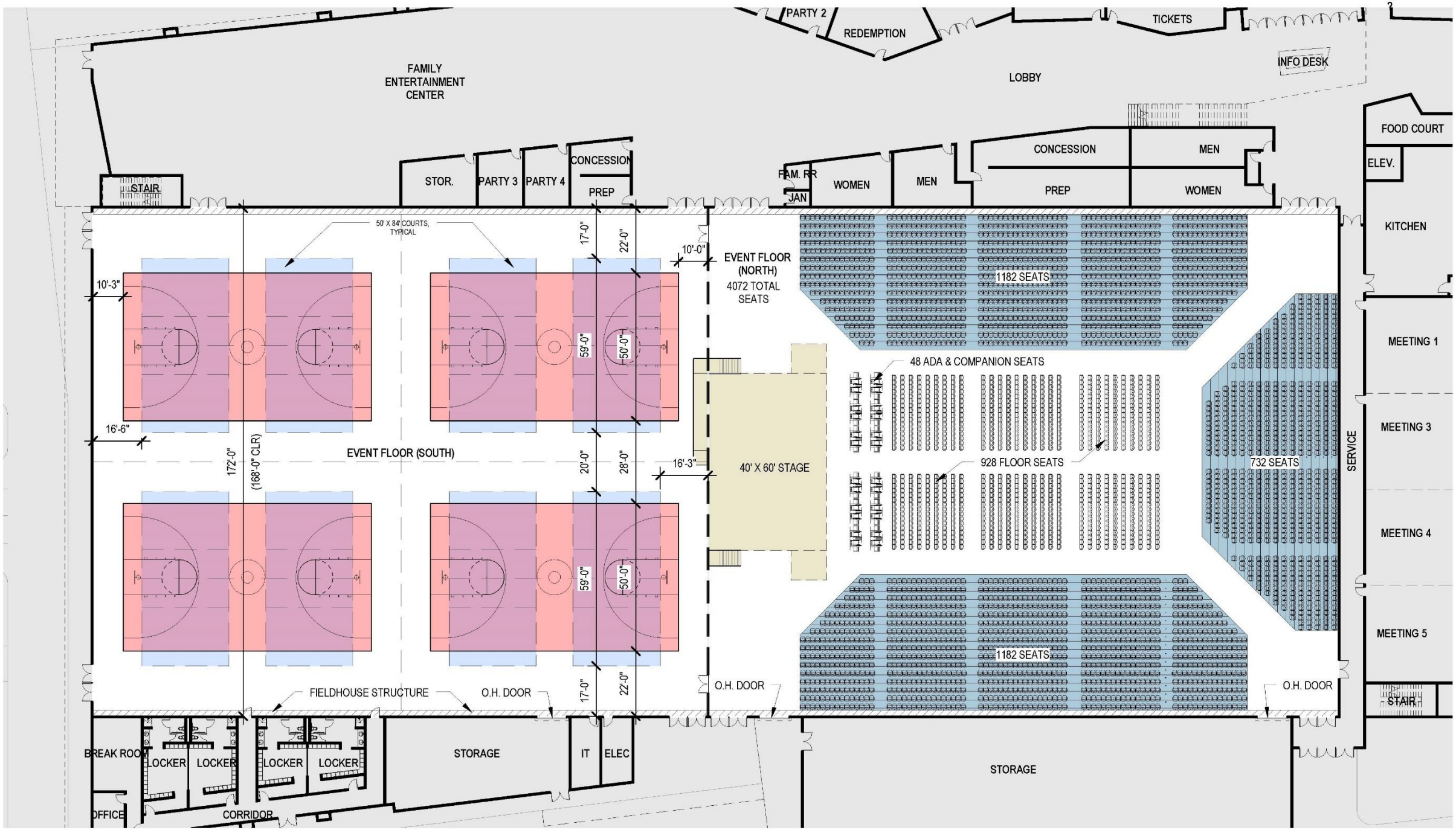
OCA OAKLEY COLLIER ARCHITECTS

SINKCOMBSDETHLEFS SPORTS ARCHITECTURE

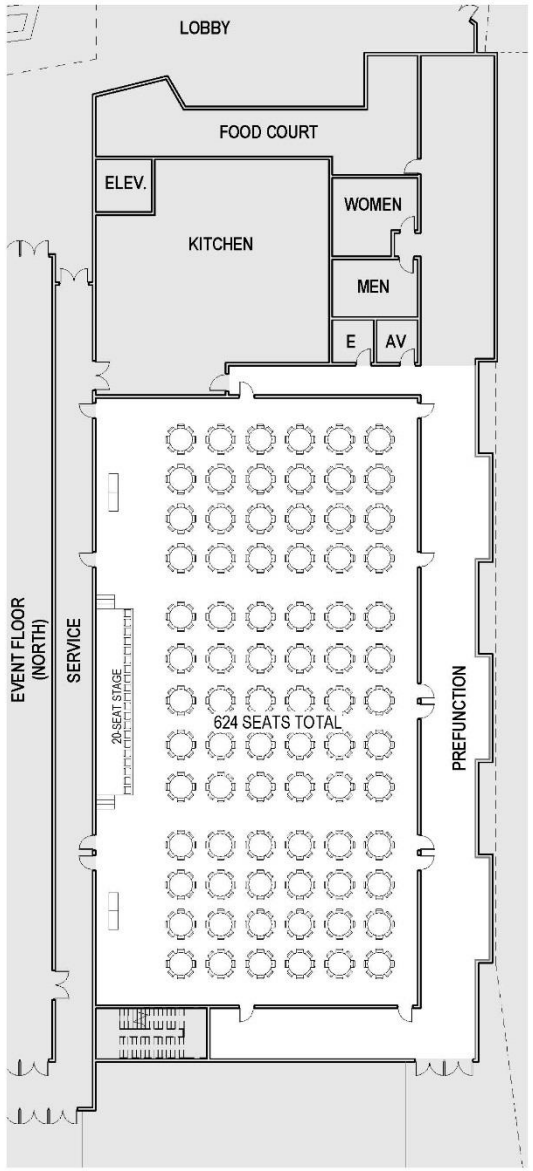
VINES ARCHITECTURE


PARTY 2
REDEMPTION
TICKETS
LOBBY
INFO DESK
FAMILY ENTERTAINMENT CENTER
LOBBY
FOOD COURT
ELEV.
STAIR
STOR.
PARTY 3
PARTY 4
CONCESSION
PREP
FAM. RR
JAN
WOMEN
MEN
CONCESSION
PREP
MEN
WOMEN
KITCHEN
TELESCOPICS - CLOSED
17'-0"
22'-0"
10'-0"
10'-0"
15'-0"
5'-0"
10'-3"
10' - 0"
MEETING 1
59'-0"
50'-0"
16'-6"
16'-3"
MEETING 3
172'-0"
(168'-0" CLR)
EVENT FLOOR (SOUTH)
EVENT FLOOR (NORTH)
20'-0"
28'-0"
TELESCOPICS - CLOSED
SERVICE
MEETING 4
MEETING 5
FIELDHOUSE STRUCTURE
O.H. DOOR
O.H. DOOR
O.H. DOOR
TELESCOPICS - CLOSED
STAIR
BREAK ROOM
LOCKER
LOCKER
LOCKER
LOCKER
STORAGE
IT
ELEC
STORAGE
OFFICE
CORRIDOR


FAMILY ENTERTAINMENT CENTER
PARTY 2
REDEMPTION
TICKETS
LOBBY
INFO DESK
FOOD COURT
ELEV.
KITCHEN
STAIR
STOR.
PARTY 3
PARTY 4
CONCESSION
PREP
HAM. FR
JAN
WOMEN
MEN
CONCESSION
PREP
MEN
WOMEN
50' X 84' COURTS
2'-0"
15'-0"
20'-0"
2'-0"
10'-0"
10'-3"
59'-0"
50'-0"
16'-6"
172'-0"
(168'-0" CLR)
EVENT FLOOR (SOUTH)
20'-0"
28'-0"
16'-3"
1078 SEATS
1182 SEATS
94'-0"
EVENT FLOOR (NORTH)
50'-0"
4309 TOTAL SEATS
- 4174 TELESCOPIC SEATS
- 135 OBSERVATION DECK SEATS
732 SEATS
1182 SEATS
SERVICE
MEETING 1
MEETING 3
MEETING 4
MEETING 5
FIELDHOUSE STRUCTURE
O.H. DOOR
O.H. DOOR
O.H. DOOR
STAIR
BREAK ROOM
LOCKER
LOCKER
LOCKER
LOCKER
STORAGE
IT
ELEC
STORAGE
OFFICE
CORRIDOR

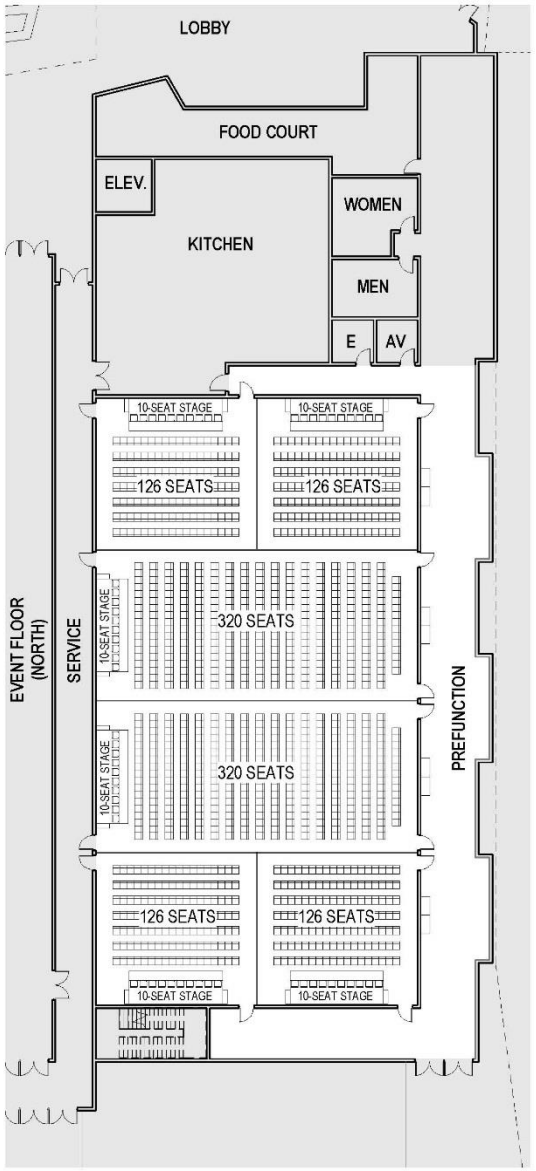

PARTY 2
REDEMPTION
TICKETS
INFO DESK
FAMILY ENTERTAINMENT CENTER
LOBBY
FOOD COURT
ELEV.
STAIR
STOR.
PARTY 3
PARTY 4
CONCESSION
PREP
FAM. RR
JAN
WOMEN
MEN
CONCESSION
PREP
MEN
WOMEN
KITCHEN
50' X 84' COURTS, TYPICAL
17'-0"
22'-0"
10'-0"
EVENT FLOOR (NORTH)
4072 TOTAL SEATS
1182 SEATS
10'-3"
59'-0"
50'-0"
48 ADA & COMPANION SEATS
MEETING 1
16'-6"
172'-0"
(168'-0" CLR)
EVENT FLOOR (SOUTH)
20'-0"
28'-0"
16'-3"
40' X 60' STAGE
928 FLOOR SEATS
732 SEATS
SERVICE
MEETING 3
MEETING 4
MEETING 5
1182 SEATS
FIELDHOUSE STRUCTURE
O.H. DOOR
O.H. DOOR
O.H. DOOR
STAIR
BREAK ROOM
LOCKER
LOCKER
LOCKER
LOCKER
STORAGE
IT
ELEC
STORAGE
OFFICE
CORRIDOR

FAMILY ENTERTAINMENT CENTER
PARTY 2
REDEMPTION
TICKETS
LOBBY
INFO DESK
LOBBY
FOOD COURT
ELEV.
KITCHEN
STAIR
STOR.
PARTY 3
PARTY 4
CONCESSION
PREP
FAM. RR
JAN
WOMEN
MEN
CONCESSION
PREP
MEN
WOMEN
7'-0"
TELESCOPICS - CLOSED
50' X 84' COURTS
17'-0"
22'-0"
10'-0"
10'-3"
59'-0"
50'-0"
16'-6"
16'-3"
172'-0"
(168'-0" CLR)
EVENT FLOOR (SOUTH)
20'-0"
28'-0"
14'-0"
EVENT FLOOR (NORTH)
186 TOTAL BOOTHS
10' X 10' BOOTHS
11'-7"
20'-0"
TELESCOPICS - CLOSED
SERVICE
MEETING 1
MEETING 3
MEETING 4
MEETING 5
FIELDHOUSE STRUCTURE
O.H. DOOR
O.H. DOOR
TELESCOPICS - CLOSED
STAIR
BREAK ROOM
LOCKER
LOCKER
LOCKER
LOCKER
STORAGE
IT
ELEC
STORAGE
O.H. DOOR
OFFICE
CORRIDOR



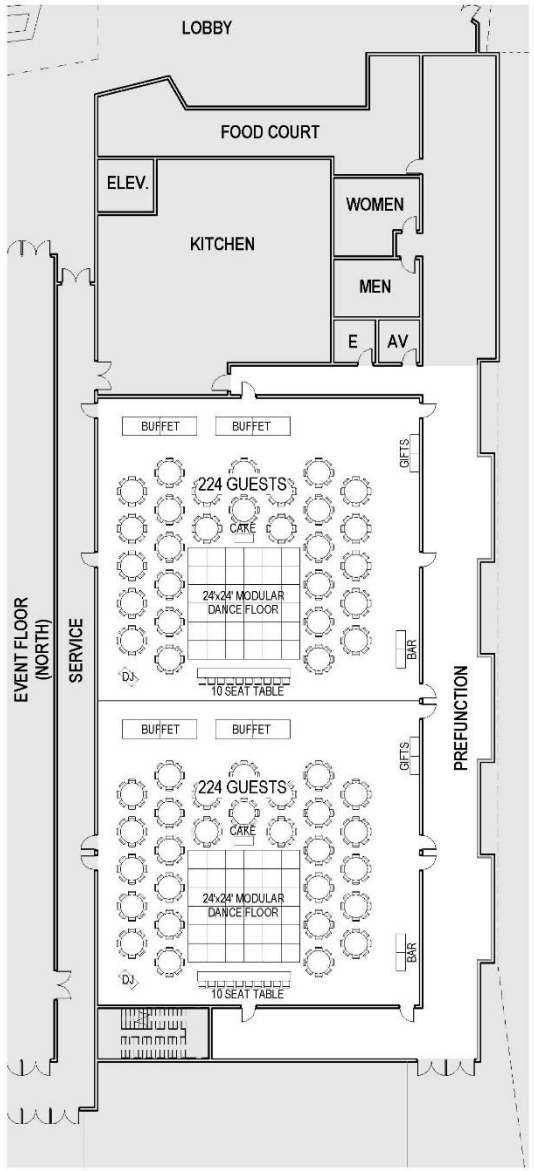
BANQUET LAYOUT

- 624 FLOOR SEATS TOTAL
- (78) 5'-0" DIA. TABLES, SEAT 8 PEOPLE
- (1) STAGE / 20-SEAT PRESENTER TABLE



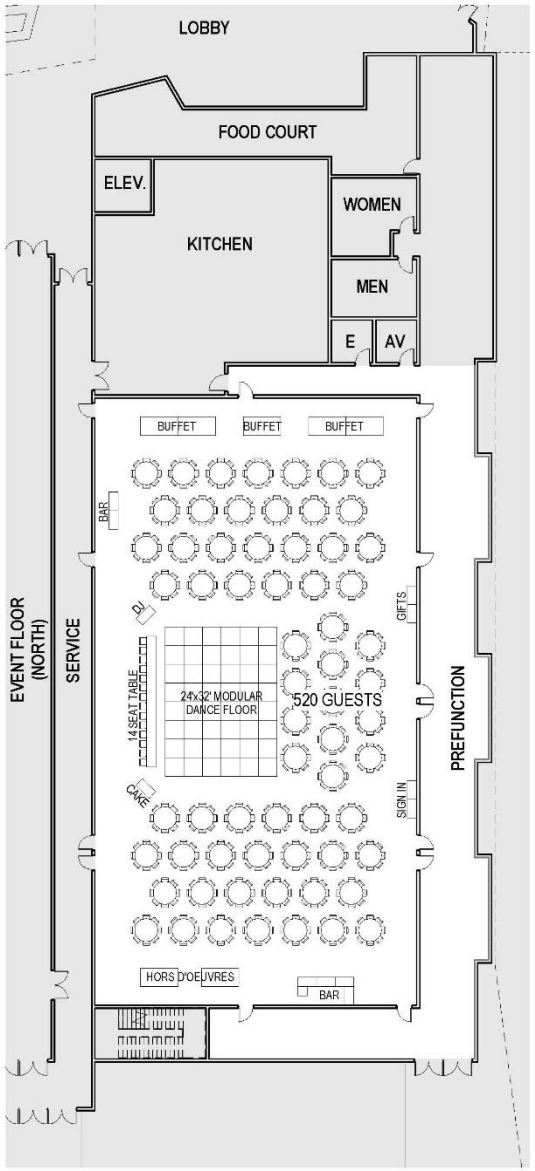
CONFERENCE / CLASSROOM LAYOUT

- 1,144 SEATS TOTAL
- (6) STAGES / 10-SEAT PRESENTER TABLES



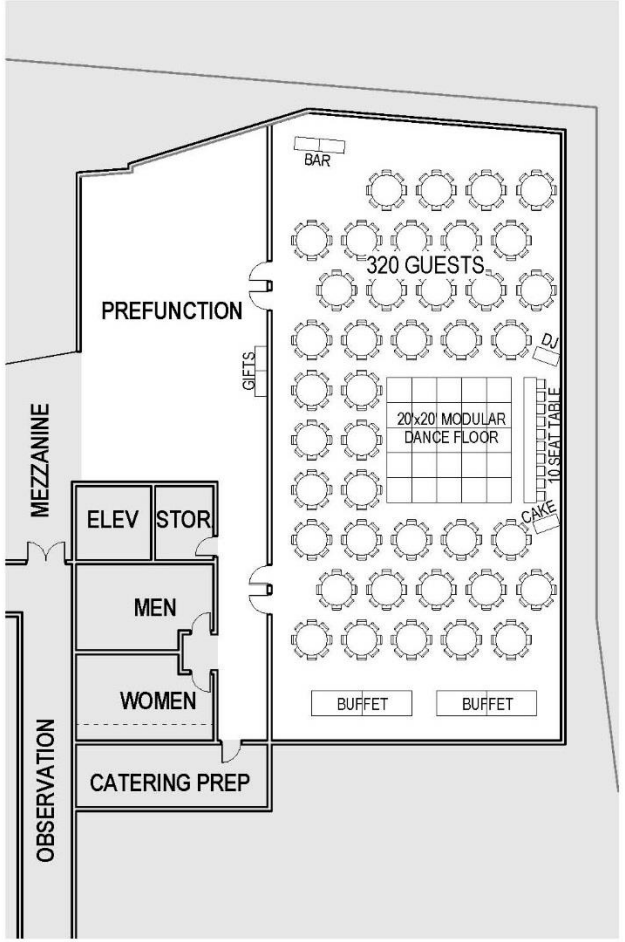
DOUBLE WEDDING LAYOUT

- (2) 224-GUEST WEDDINGS
- (56) 5'-0" DIA. TABLES, SEAT 8 PEOPLE
- (2) 10-SEAT WEDDING PARTY TABLES



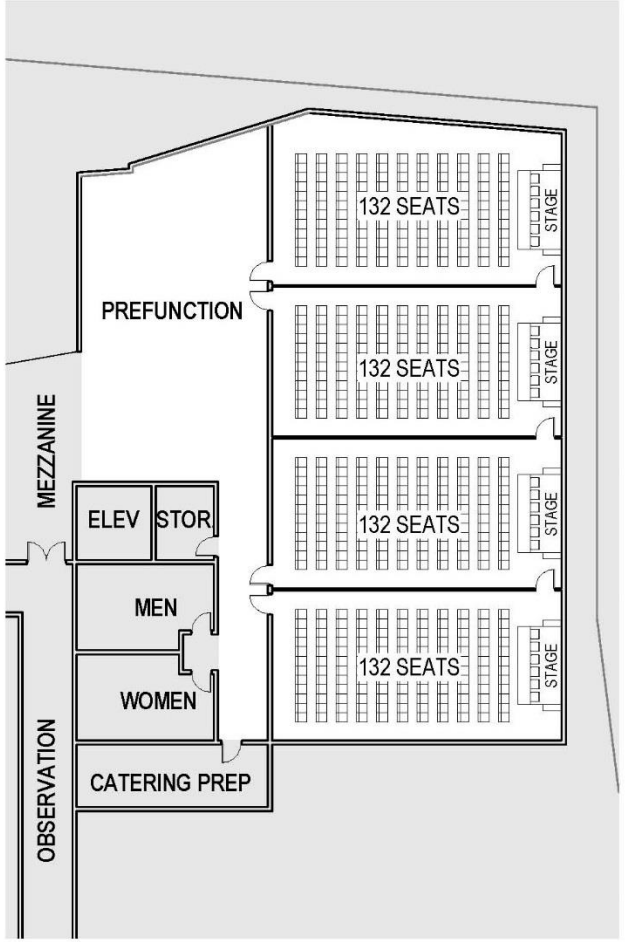
LARGE WEDDING LAYOUT

- 520 GUEST SEATS TOTAL
- (65) 5'-0" DIA. TABLES, SEAT 8 PEOPLE
- 14-SEAT WEDDING PARTY TABLE



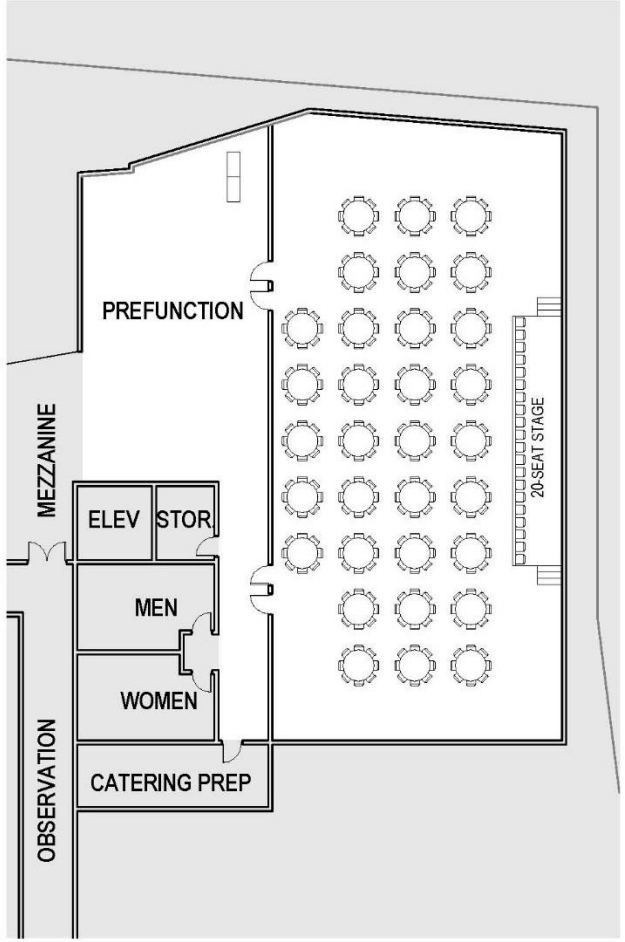
WEDDING LAYOUT

- 320 GUEST SEATS TOTAL
- (40) 5'-0" DIA. TABLES, SEAT 8 PEOPLE
- 10-SEAT WEDDING PARTY TABLE



CONFERENCE / CLASSROOM LAYOUT

- 528 FLOOR SEATS TOTAL
- (4) STAGES / 6-SEAT PRESENTER TABLES

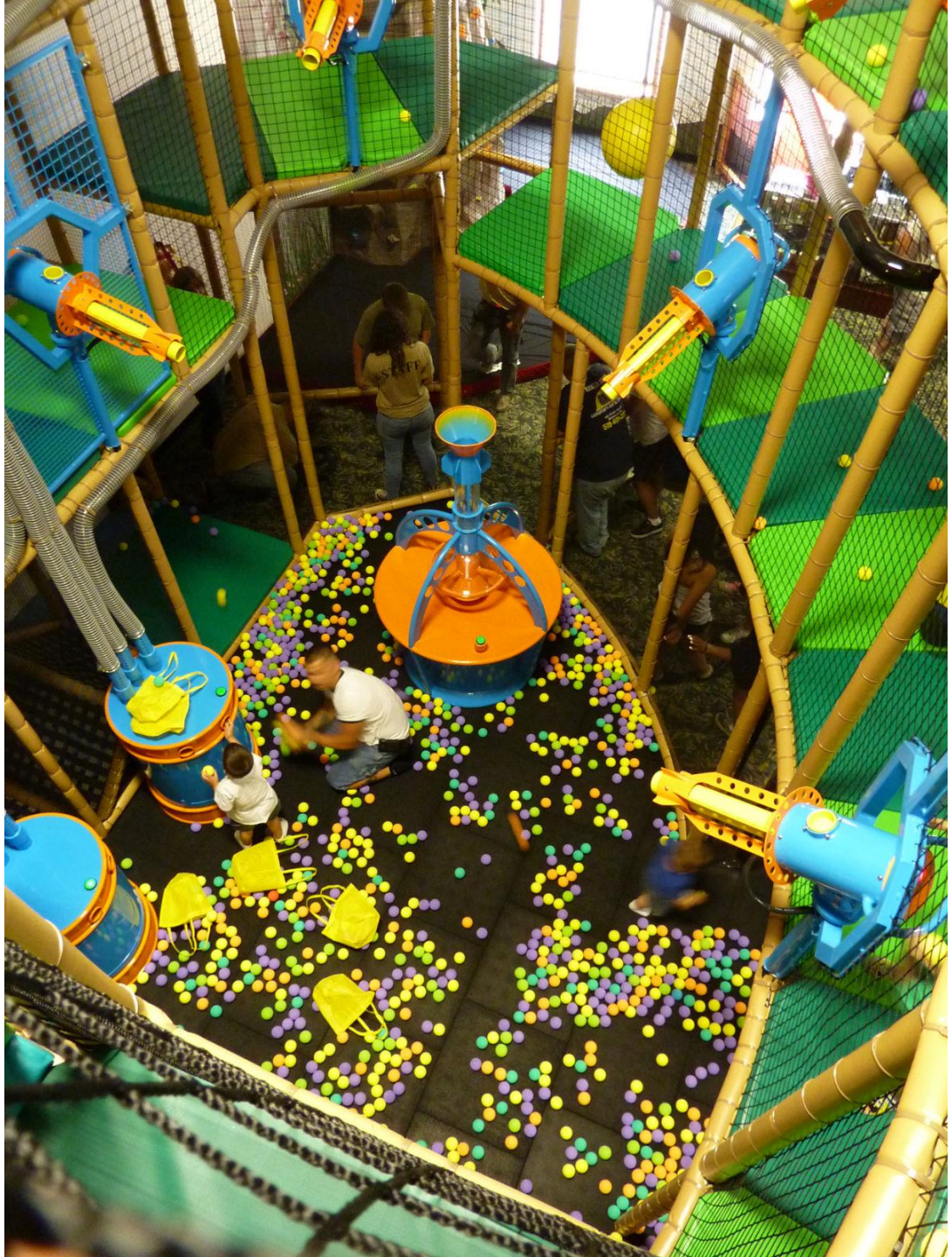


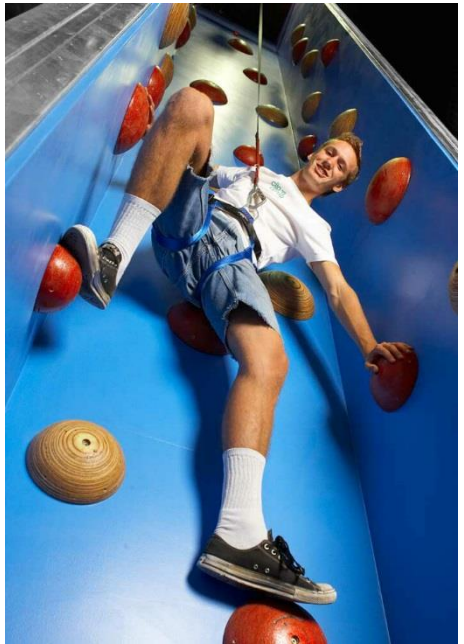
BANQUET LAYOUT

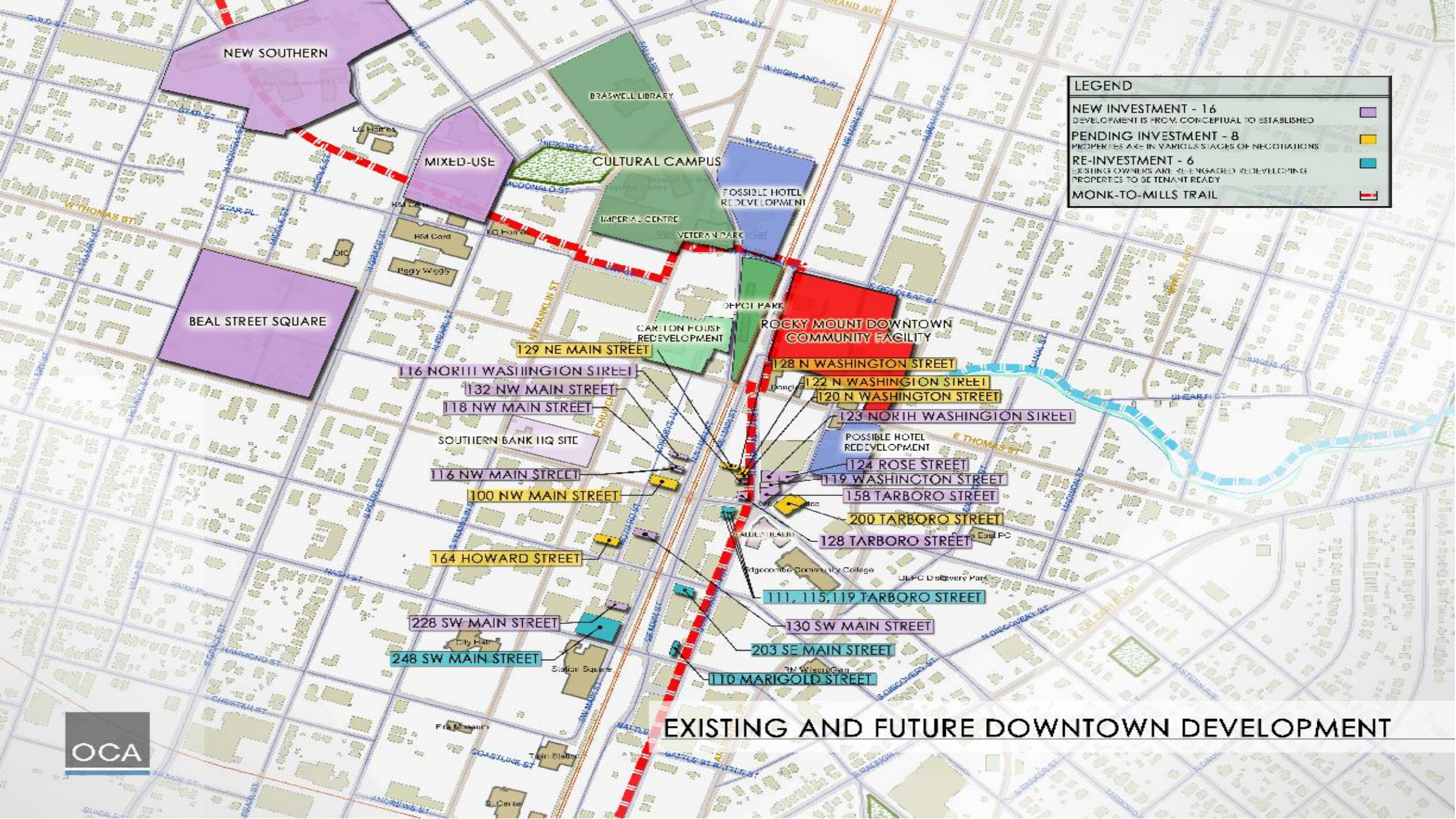
- 256 FLOOR SEATS TOTAL
- (32) 5'-0" DIA. TABLES, SEAT 8 PEOPLE
- (1) STAGE / 20-SEAT PRESENTER TABLE

clip 'n climb

VANISHING ZENITH







EXISTING AND FUTURE DOWNTOWN DEVELOPMENT

“The best way to predict the future is to create it.”

Peter Drucker

CITY OF ROCKY MOUNT NORTH CAROLINA

QUESTIONS?

ROCKY MOUNT DOWNTOWN COMMUNITY FACILITY