



Raleigh

## MEMO

TO: Ruffin Hall, City Manager  
David Ellis, County Manager

THRU: Jim Greene, Assistant City Manager

FROM: Rafael Baptista, Senior Manager for Community Economic Development, Office of Economic Development + Innovation

CC: Denise Foreman, Assistant County Manager

DATE: September 30, 2019

SUBJECT: Proposed Downtown Soccer Stadium Feasibility Study Scope of Services

### Introduction

As part of the RFI process for hospitality project interlocal funding, the City of Raleigh and Wake County have been presented with a proposal that includes the development of a large soccer stadium capable of hosting professional sports teams as well as entertainment events. The Raleigh City Council and Wake County Board of County Commissioners have asked for a feasibility study of the stadium proposal. The primary goal of the feasibility study is to provide the City and County governing boards with the appropriate analysis and information to make public policy decisions surrounding the proposed stadium.

### Recommended Action

Staff recommends that the City enter into a direct contract with the JLL Group to complete a feasibility study of the proposed Downtown Soccer Stadium with Wake County paying for half of the study cost. Staff recommends the Raleigh City Council appropriating approximately \$100,000 from the Fund 110 Fund Balance to pay for the study. Staff recommends the Raleigh City Council adopt a motion to authorize a budget amendment of \$100,000 to pay for the stadium feasibility study.

**Summary of Feasibility Study:** The primary goal of the feasibility study is to provide the City and County with the appropriate analysis and information to make public policy decisions surrounding the proposed stadium. The developer has conducted a feasibility study of the proposed stadium but staff believes that it is important to have an independent study completed. The City of Raleigh will take lead on the study but will work closely with Wake County Staff.

The areas that the study will cover are the market demand for the proposed stadium, potential programming of the proposed stadium, potential impact on existing sport and entertainment venues in Wake County, anticipated economic impact of the proposed stadium, potential facility ownership and management options, potential stadium financing options, and the market and transportation impacts on surrounding properties. Some of the principal questions that the study will seek to answer include:

Municipal Building  
222 West Hargett Street  
Raleigh, North Carolina 27601

One Exchange Plaza  
1 Exchange Plaza,  
Raleigh, North Carolina 27601

City of Raleigh  
Post Office Box 590 • Raleigh  
North Carolina 27602-0590  
(Mailing Address)

- Does the local market possess the population and economic strength to properly support a modern stadium?
- What is the likelihood of the stadium and market attracting a Major League Soccer expansion franchise?
- Would the proposed stadium create a net positive economic and tourism impact or draw from other existing venues in Wake County?
- Are the existing sports and entertainment venues in the region providing residents with a sufficient number and variety of events to properly service public demand?

Staff recommends contracting with the JLL Group due to their extensive experience both with professional sport stadiums but also their local market experience including work with the Convention Center and the Wake County Destination Strategic Plan. Contracting with the JLL Group will also allow the study to be completed in a timelier manner.

**Study Cost and Duration:**

The study will cost no more than \$100,000 and last four months.