

Minutes

Remote Housing and Economic Development Committee

July 20, 2021

NOTE: This meeting was held via Zoom and can be viewed at this link:

<http://www.portlandmaine.gov/1695/Economic-Development-Committee> These

Minutes provide a record of those in attendance, general discussion taking place, and motions made.

A remote meeting of the Housing and Economic Development Committee (HEDC) of the Portland City Council was held on Tuesday, July 20, 2021, at 5:30 p.m. via Zoom. Present from the Committee was its Chair Councilor Spencer Thibodeau and members Councilors Pious Ali, Tae Chong, and Andrew Zarro. Also present from the City Council were Mayor Kate Snyder and Councilor April Fournier. Present from the City staff were Public Works Director Christopher Branch, Acting Director of Housing and Economic Development Mary Davis, Associate Corporation Counsel Michael Goldman, City Manager Jon Jennings, City Consultant Greg Mitchell, Principal Administrative Officer Lori Paulette, and Housing Program Manager Victoria Volent joining the meeting as noted herein.

Item #1: Zoom Meeting Information – no Committee action required.

Item #2: Review and vote on June 15, 2021, draft meeting Minutes.

On motion made by Councilor Chong, seconded by Councilor Zarro, the Committee voted 4-0 to accept the Minutes as published.

Item #3: Presentation and discussion regarding a possible Portland Tourism Improvement District – Lynn Tillotson of Visit Portland.

Ms. Tillotson thanked the Committee for reviewing this item, and then she and her consultant Tiffany Gallagher of Civitas presented the attached PowerPoint Presentation, noting

trends in visitations to Greater Portland and challenges, and that Visit Portland has been the Designated Marketing Organization (DMO) for Greater Portland since 1982. Originally named the Convention and Visitors Bureau in 1982, it changed its name to Visit Portland (VP) in 2017, mirroring the names of such organizations across the country. The presentation noted targeted markets and the VP Budget of \$996K pre-COVID, and \$439K post-COVID. To keep Portland vibrant and on top of people's minds, Ms. Tillotson said that this is done through targeted marketing strategies, and she then described those strategies done year-round.

Ms. Gallagher then described Civitas, a legal consulting firm that focuses on assessment districts and her background in the hotel business. The proposal is for a Tourism Improvement District (TIF) in Portland to provide funding stability for VP. She then described how it works, similar to Portland Downtown Development District, except that assessment would be on lodging businesses that would in turn cover that cost through room rental fees. A new non-profit would execute the Development Plan for the TID. There are similar models spread through the United States, with Boston soon to be adopting a TID.

(Victoria Volent joined the meeting at this time.)

Councilor Chong asked about the return on investment, and Ms. Gallagher noted that it would depend on the Development Plan and funds to profit the stakeholders, i.e., lodging businesses. VP would then in turn have additional marketing funds to market Portland for those lodging businesses and the ripple effect to other Portland businesses.

Councilor Chong noted the Portland International Jetport is doing well, given the Pandemic, and asked VP if it works with the Jetport, and Ms. Tillotson said that it does regularly and described the work, as well as marketing efforts with the Press.

Councilor Zarro asked about the geography of the proposed District, and Ms. Gallagher noted that it is envisioned to encompass the entire city of Portland.

There was then discussion regarding Portland's stagnant population growth, marketing for non-peak seasons, possibly obtaining data on tourists who eventually moved here, and community outreach on the proposed TID, with Ms. Tillotson noting that VP has done community outreach with the lodging businesses and they do want to move forward.

Chair Thibodeau said that the next question is can the City of Portland legally do this, and Ms. Tillotson and Ms. Gallagher noted that they would work with Corporation Counsel on next steps and the process needed for City approval.

Item #4: Review, discuss, and provide direction regarding an inquiry from the United Soccer League for possible City-owned locations for a stadium in Portland – USL Representatives. Pursuant to 1 M.R.S.A. 405(6)(C) and 5 M.R.S.A. 13119-A, the Committee may go into executive session to provide staff direction on negotiations.

Mr. Mitchell noted that City staff have been working with the USL team as they evaluated various locations on the peninsula, which is the optimum location for transportation and people connections.

Gabe Hoffman-Johnson, representing USL League One for Portland, thanked the Committee for the opportunity to present their vision for a soccer club in Portland. He then discussed the benefits of such a league, noting that they have received official approval from USL for a possible soccer club in Portland (see attached presentation). USL League One is seeking guidance on how to proceed – noting the options evaluated at Preble Street Field – Option 1, Fitzpatrick Stadium – Option 2, Payson Park, and Dougherty Field as they are all walkable and near public transportation. Preble Street is the preferred option, while Fitzpatrick Stadium is the second option.

The Committee showed support, with Councilor Chong noting that safe bike paths would also be needed to the location, and Councilor Ali noted that the Preble Street location may have

deed restrictions that may prohibit such a use.

Councilor Zarro noted that this is the first he heard of this, and noted that some constituents are reluctant for the Preble Street location.

Mayor Snyder asked if any other sites have been considered or places outside of Portland, and Mr. Hoffman-Johnson indicated that they did look at other sites outside of Portland, but access is a major factor in selecting a location.

Chair Thibodeau noted that what he heard from today's discussion was more detail and data are needed on the sites, particularly Fitzpatrick Stadium, as well as information on any deed restrictions for the Preble Street location, as well as concerns about costs. He also noted for the public's benefit that no decision has been as more information is needed.

Item #5: Public Hearing and Vote to Direct City Staff to Negotiate a Purchase and Sale Agreement related to Affordable Housing Development Seleciton re: 622 Auburn Street and 0 Gray Road property.

NOTE: Executive Session: Pursuant to 1 M.R.S.A 405(6)(C) and 5 M.R.S.A. 13119-A the Committee may go into executive session to provide staff direction on negotiations.

Chair Thibodeau introduced this item by reminding the Committee the presentation they are about to received is meant to provide additional information as a follow-up from the HEDC's June 1 discussion regarding selection of the Affordable Housing Developer for the City-owned property located at 622 Auburn and 0 Gray Road.

Mary Davis noted the packet contains the information regarding the RPF details; a public notice was sent to the neighbors; and Great Fall Construction withdrew their proposal.

Tara Hill, the Executive Director of Habitat for Humanity for Greater Portland, provided an overview of their proposed twelve single-family homes development.

Liz Trice, of Maine Cooperative Development Partners, provided an overview of their

proposed cooperative housing development.

Chair Thibodeau opened the meeting for public comment.

Paul Lones – Newbury Street. Habitat for Humanity board member. Compelling issue for Habitat is community volunteers help build the homes. Homeowners learn how to maintain their homes, and the financial responsibilities of home ownership. This makes them better participants in the community and is quite unique. These factors are an important element in the mix of affordable housing in the City. Since 2000, the City has not funded a single-family home project. This is a great opportunity to provide affordable single-family homes.

Kate Sykes- 73 Alba Street – Supports low equity community housing; it is an important exercise in democracy where the people who own it control the economic decisions of the housing community. That model is lacking in Portland and could be a shining star to how we can solve some of the problems of rising rent and the commodification of housing; it provides an interesting entry point.

Seeing no further requests for comment, Chair Thibodeau closed the meeting to public comment.

Committee members asked clarifying questions of the developers regarding open space and home maintenance. Staff was asked about the scoring process, project timelines, and financial feasibility.

Council Chong thanked both development teams and indicated he is more inclined to support Maine Cooperative Development as the project will be completed sooner, provide more housing, and more open space.

Councilor Zarro thanked both development teams and indicated he is inclined to support Maine Cooperative Development due to the need to maximize housing units, the shorter construction timeline, and perpetual affordability.

Councilor Ali- thanked both organizations and noted he leans towards Maine Cooperative Development.

Chair Thibodeau- thanked both developers but due to concerns with lack of density he supports Maine Cooperative Development.

On motion made by Councilor Ali, seconded by Councilor Chong, the Committee voted 4-0 to direct City staff to negotiate a Purchase and Sale Agreement related to affordable housing development at 622 Auburn and 0 Gray Road with Maine Cooperative Development.

Item #6: Public Hearing and Vote on Recommendation on the City Council to issue a Request for Proposal on the possible sale of City-Owned Thames Street Property

NOTE: Executive Session: Pursuant to 1 M.R.S.A 405(6)(C) and 5 M.R.S.A. 13119-A the Committee may go into executive session to provide staff direction on negotiations.

Consensus of the Committee was to postpone this item.

The Committee then confirmed moving the August 17 Committee to August 24.

On a motion was made by Councilor Chong, seconded by Councilor Zarro, the Committee voted unanimously (4-0) to adjourn the meeting at approximately 7:42 p.m.

Respectively submitted, Lori Paulette and Victoria Volent



VISIT
**PORT
LAND**
MAINE

Authentic By Nature

WELCOME

OUTLINE

PART 1 - Lynn Tillotson

- Introduction to Visit Portland
- Visitation trends
- Our challenges
- Current funding situation

PART 2 - Tiffany Gallagher, Civitas

- Introduction to a Tourism Improvement District
- Next Steps

Q&A



VISIT
**PORT
LAND**
MAINE



WHO WE ARE

VISIT
**PORT
LAND**
MAINE

- Since 1982 - **Official Destination Marketing Organization (DMO)** for the Greater Portland Region
- **ONLY Focus** is to generate economic vitality through visitation for Greater Portland!
- For 35 years we were known as the “Greater Portland Convention & Visitors Bureau” (CVB)
- In 2017, joined over 250 CVBs who have made the switch, now dba / **“Visit Portland”** - it’s a clear call to action

WE DO WHAT MOST PEOPLE THINK...JUST HAPPENS!

BUT IT DOESN'T JUST HAPPEN...

Target Markets:

- ▶ Leisure Travelers
- ▶ International Travelers
- ▶ Motorcoaches
- ▶ Meetings & Conferences
- ▶ Sporting Events
- ▶ Destination Weddings
- ▶ Media
- ▶ Cruise Ships

Through Various Marketing Strategies:

- ▶ Digital Advertising
 - ▶ Brand Awareness
 - ▶ Retargeting
- ▶ Print Marketing & E-Marketing
- ▶ Social Media
- ▶ Web Development
- ▶ Tradeshows & Lead Generation
- ▶ Sales Missions
- ▶ and more...

*We must constantly
be marketing to
keep our
destination viable
and make it a great
place to live and
work.*



MARKETING BUDGETS

VISIT PORTLAND

*Not supported through lodging taxes
100% Membership funded*



\$996,000
Pre Covid



\$439,000
56% loss
Post Covid

MAINE OFFICE OF TOURISM

*5% of the 8% Meals Tax
5% of the 9% Lodging Tax*



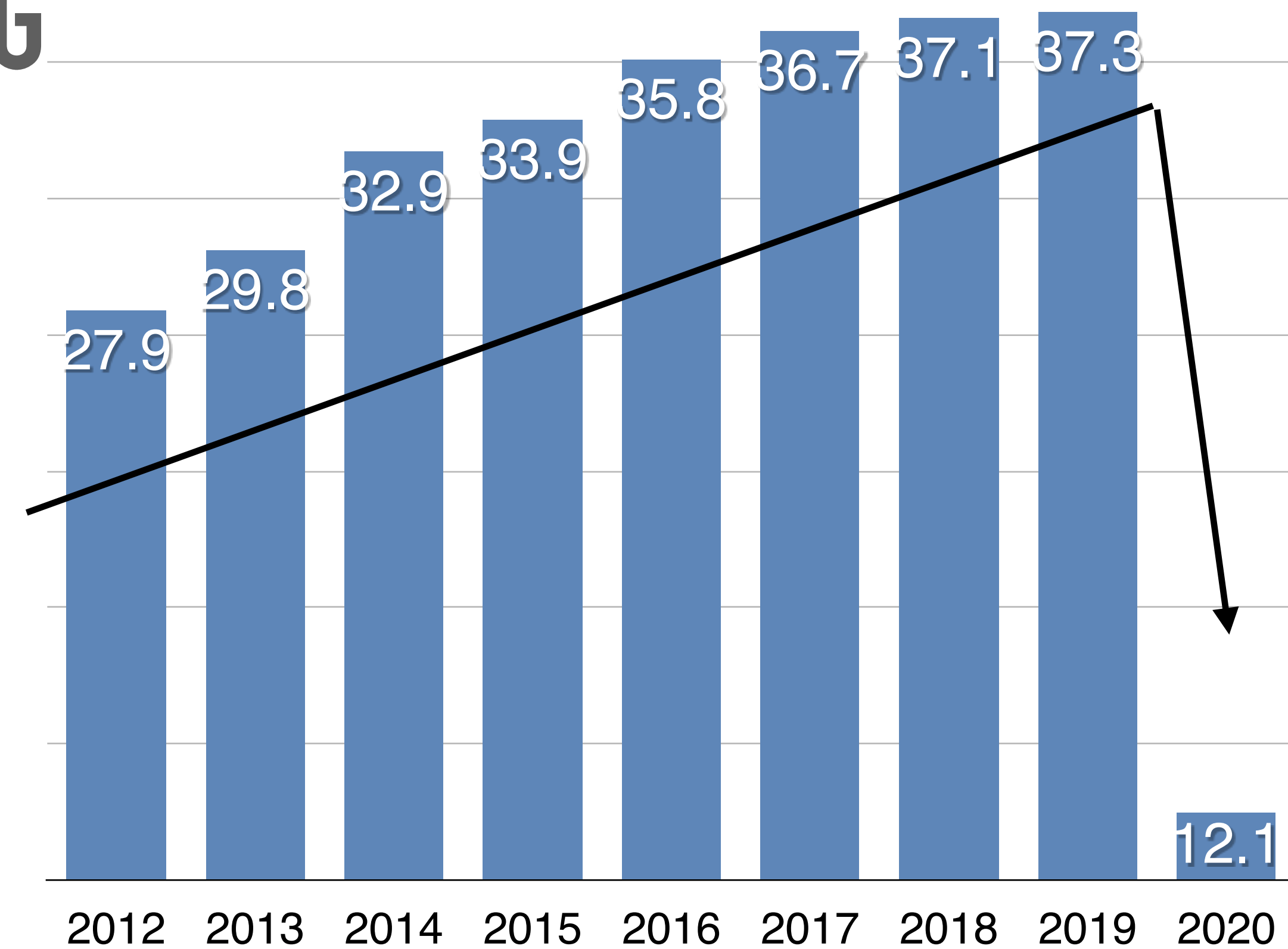
= \$17 MILLION

One of the lowest in the nation

**We rely heavily on the State's
Marketing Message**

Despite the state's small budget

STATE VISITATION IS INCREASING



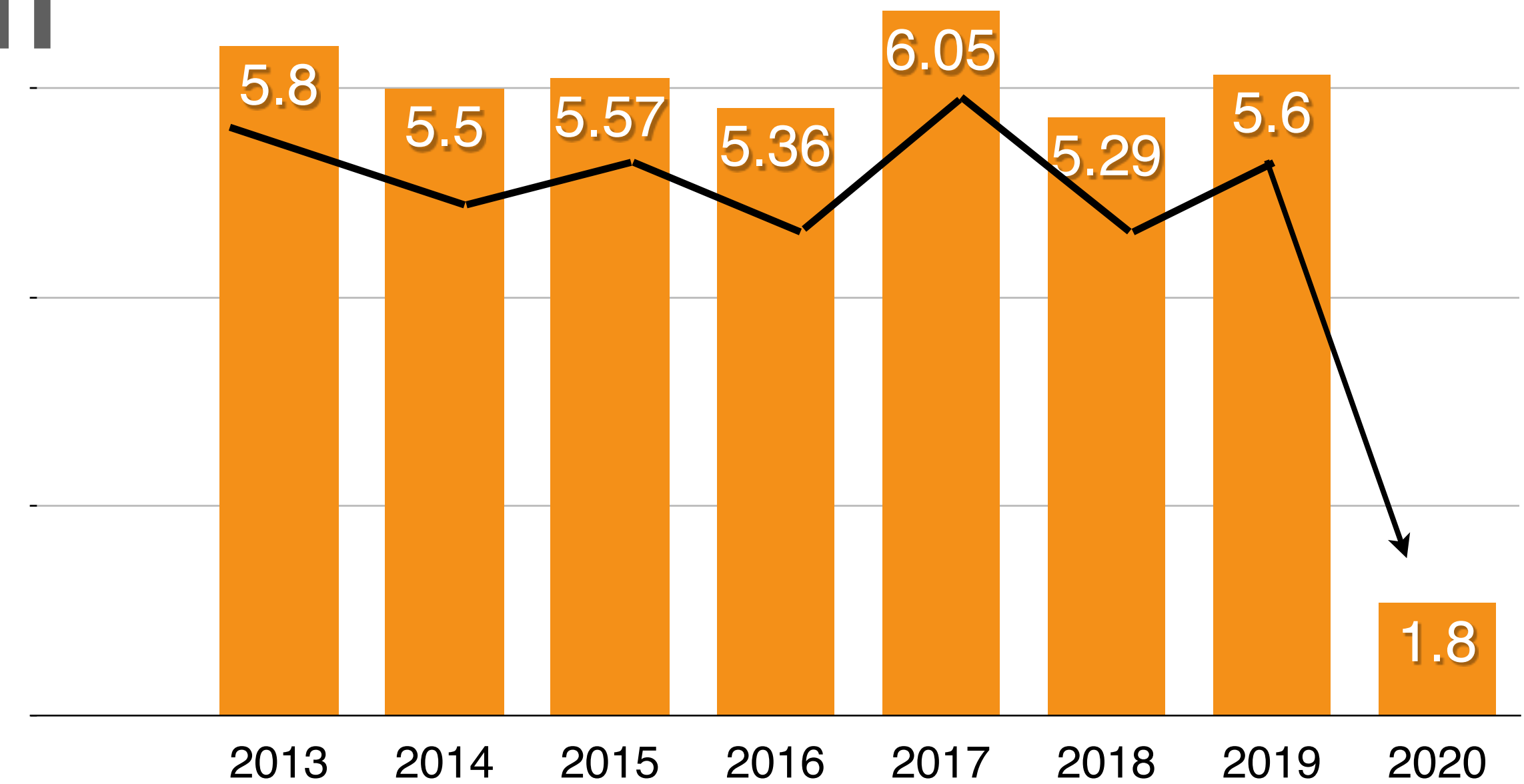
Numbers Shown = Million

*Statistics provided by
MOT and DPA*

MAINE

However....

GREATER PORTLAND VISITATION IS INCONSISTENT

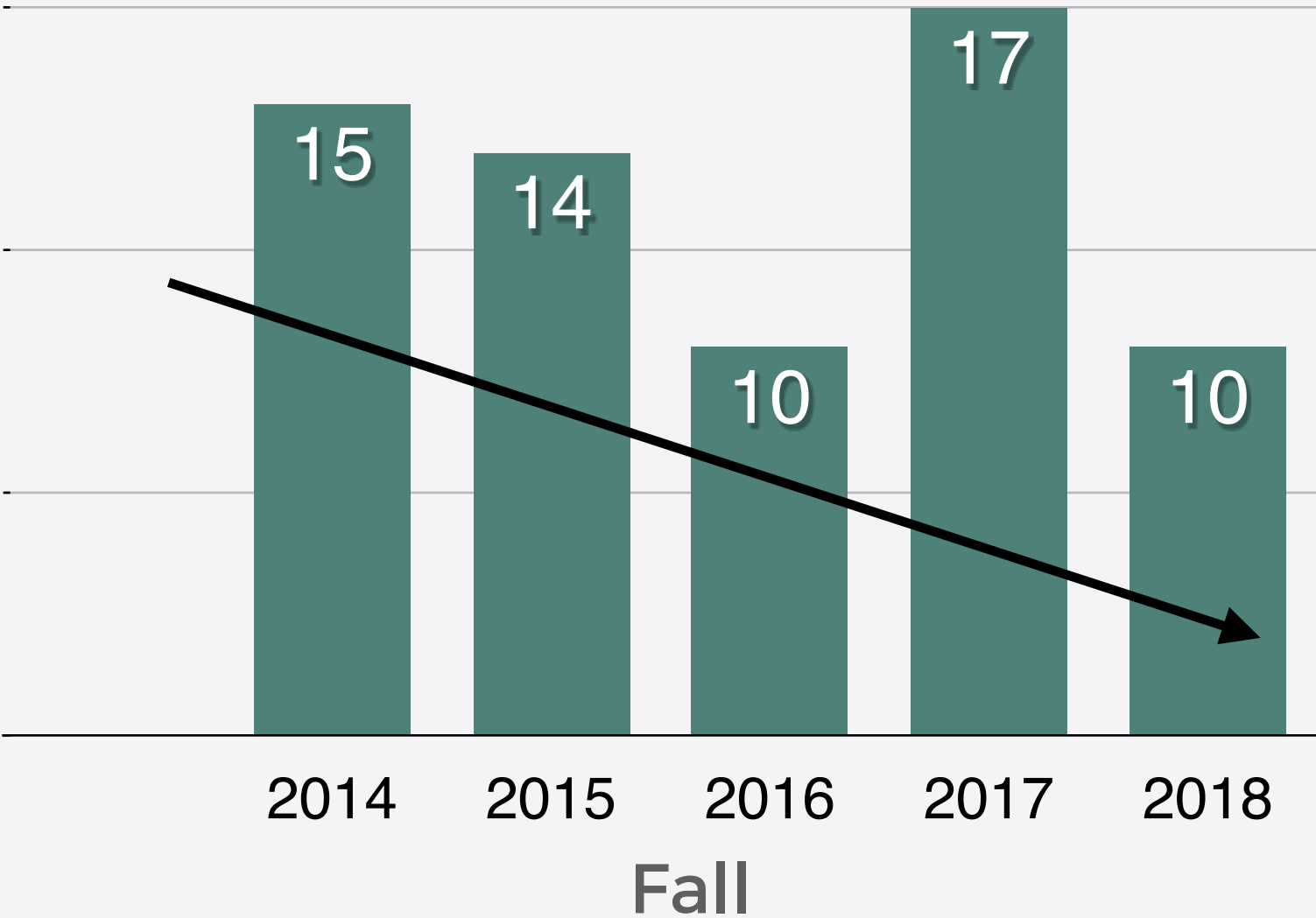
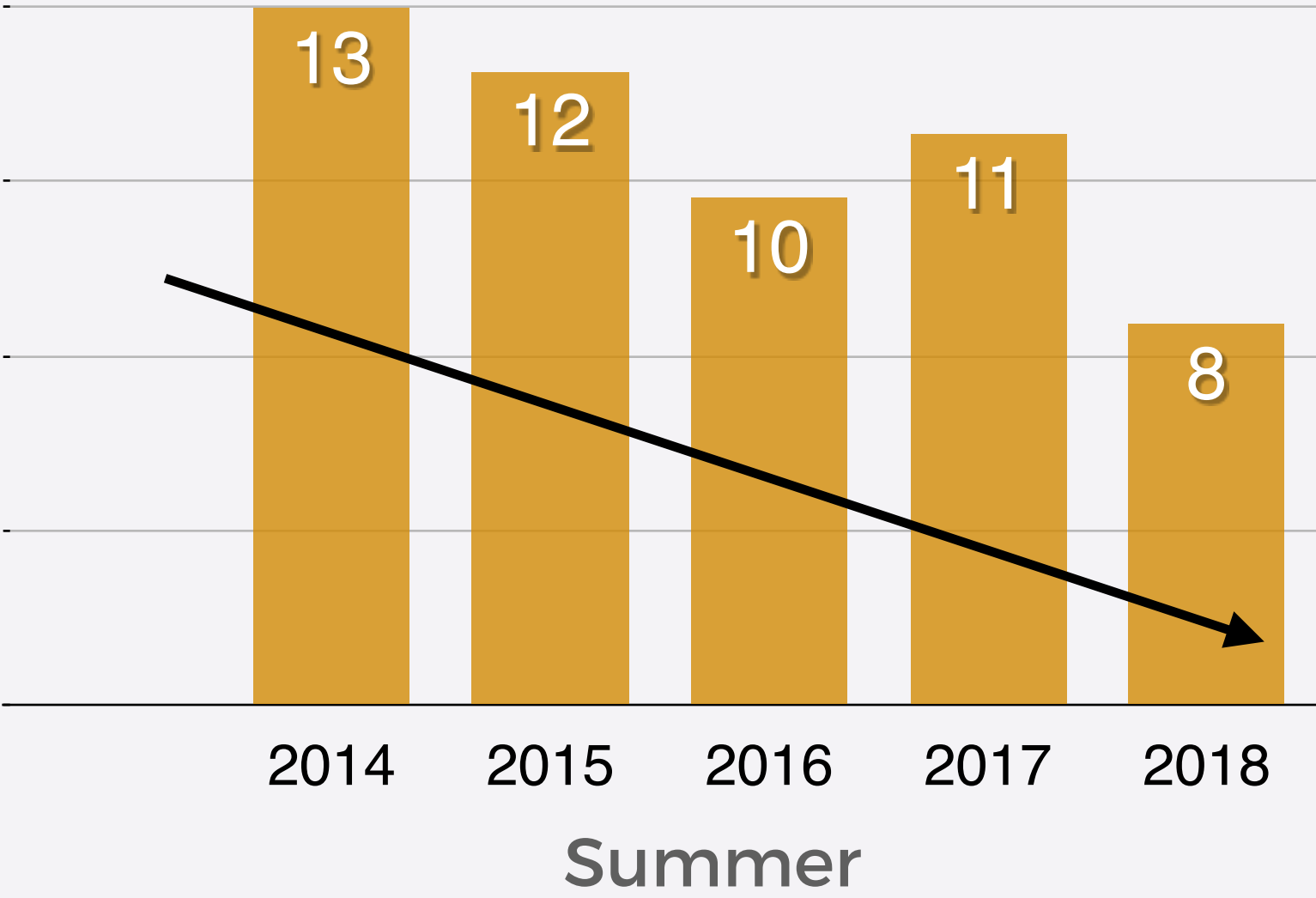


Numbers Shown = Million

*Statistics provided by
MOT and DPA*

GREATER PORTLAND

GP SHARE OF THE STATE'S VISITATION IS DECREASING



Statistics provided by MOT and DPA

8 TOURISM REGIONS IN MAINE

Tasked with marketing the largest New England state on a very limited budget, and working to improve economies statewide, the Maine Office of Tourism’s marketing focus has been geared more towards promoting rural Maine than Greater Portland.



We must begin to control our own destiny!

TOURISM IS AN ECONOMIC DEVELOPMENT GENERATOR & WORKFORCE ATTRACTOR

“We made the decision to move WEX’s global headquarters... to downtown Portland to be near the working waterfront that has a lively and vibrant cultural, retail, and restaurant scene. This plays an important role in helping us to attract and retain the talented employees from around the world who are key to the success of our business. Tourism plays a critical role in allowing these “scenes” to thrive, and has fueled the size and scale of our offerings. It should go without saying that tourism is an enormously important part of the Greater Portland economy.”

Melissa Smith

CEO & Chair

Wex



ROCK ROW

OUR REGION IS
GROWING...AND ALL
OF THE DEVELOPMENTS
INCLUDE HOTEL
PROJECTS



58 FORE



HOBSON LANDING

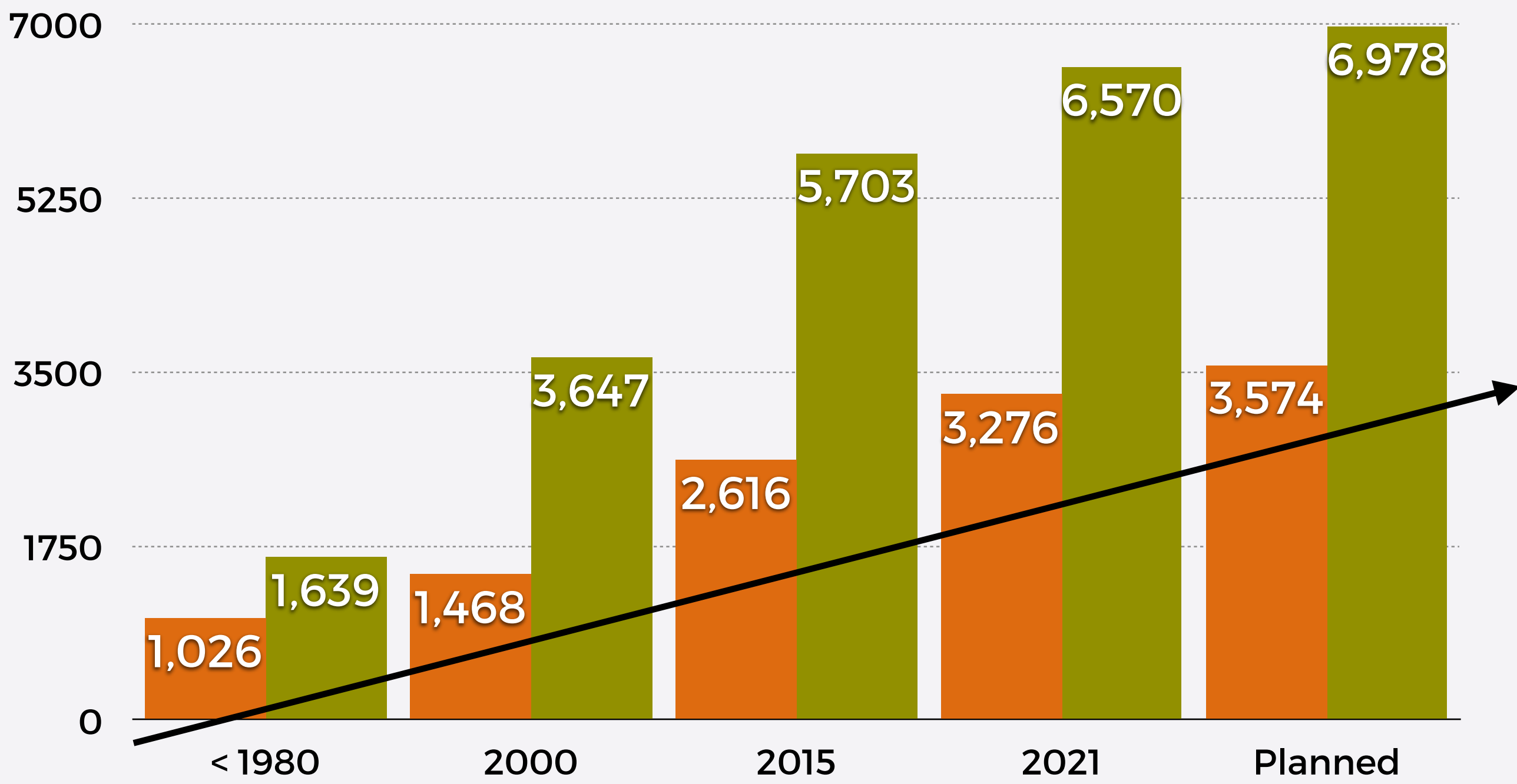


THOMPSON'S POINT



NEED TO MEET HOTEL GROWTH AND EXPAND YEAR-ROUND VISITATION

319% INCREASE IN THE CITY OF PORTLAND
426% INCREASE IN GREATER PORTLAND



314 Additional Rooms from Properties Under 20
(Not shown in Graph)

REQUIRES SCALE TO REACH POTENTIAL VISITORS

YOUR DMO IS SIGNIFICANTLY UNDERFUNDED

The region needs a stable source of funding to withstand economic challenges like Covid-19 and prepare us for meeting the demands of future growth.

CITY	BUDGET	# OF ROOMS	MKTG. BUDGET PER ROOM
Visit Portland	\$996,000	6,978 RMS	\$164 per avail. room
Asheville, NC	\$20M	7,965 RMS	\$2,511 per avail. room
Charleston, SC	\$17.4M	6,408 RMS	\$2,715 per avail. room
Bradenton, FL	\$14.2M	4,000 RMS	\$3,550 per avail. room
Galveston, TX	\$17M	5,100 RMS	\$1,373 per avail. room
Spokane, WA	\$6.5M	6,607 RMS	\$984 per avail. room
Sioux Falls, SD	\$4.4M	4,000 RMS	\$1,100 per avail. room
Providence, RI	\$4.2M	5,500 RMS	\$764 per avail. room
Newport, RI	\$4.1M	4,100 RMS	\$1,000 per avail. room
Newark, NJ	\$2.3M	4,000 RMS	\$575 per avail. room

Budgets pre-covid



**“MOST DANGEROUS PHRASE IN OUR LANGUAGE IS
“WE’VE ALWAYS DONE IT THIS WAY””**

REAR ADMIRAL GRACE HOPPER



TOURISM IMPROVEMENT DISTRICT

AN EFFECTIVE & PROVEN SOLUTION FOR TOURISM MARKETING FUNDING

DESTINATIONS FORMING TIDS ALL AROUND US!



TIFFANY GALLAGHER

Branch Manager
East Coast Division
Civitas Advisors



Funding Sufficiency vs. Funding Stability

Sufficiency

Do you have enough to adequately market your destination?

Stability

How reliable are your funding streams? Can they be diverted?

Tourism Districts

Stable funding sources for marketing efforts designed to increase occupancy and room rates for lodging businesses. TIDs are established with approval of payors, not electorates, and excess revenues can be used for promotions. Services include marketing, sales, promotions, website and Internet presence, group sales, and other projects designed to make the destination more appealing to visitors.



**Hotel guest pays an
assessment**



**Collected by the
local government**



**And managed by
the DMO**



- Nation's leading firm in developing long term funding solutions for Destination Marketing Organizations and downtown improvements
- Completed over 125 BID & TMD formation projects throughout the world and drafted legislation in 17 states.

Evolution of Tourism Industry Funding

Membership Models and Bed Tax

- Taxes Government managed and imposed
- No requirement of benefitting the paying businesses
- Bed Taxes are frequently diverted at the local and state level
- Annual request for maintaining funds
- Inability to create long-term planning.
- No defined term

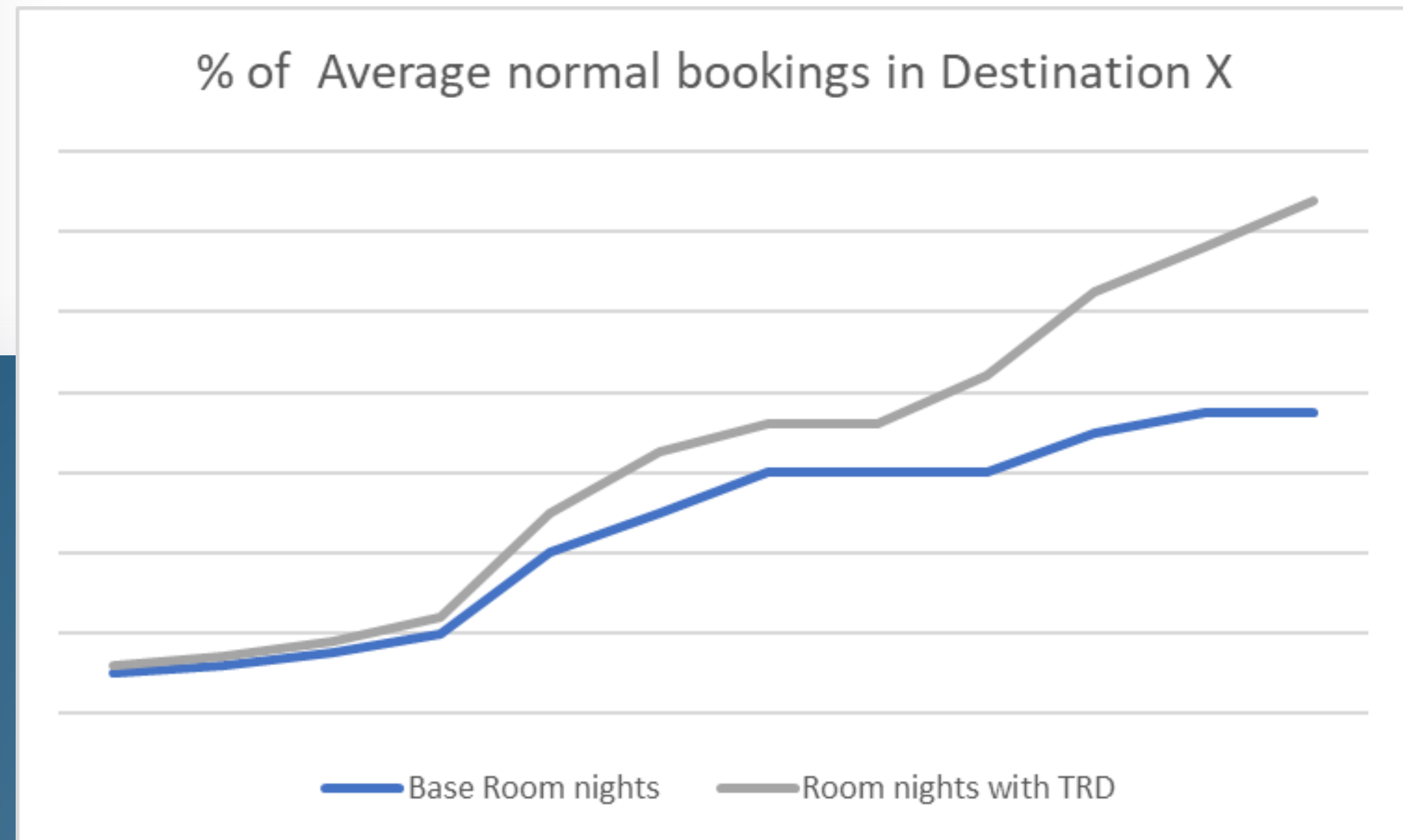


TIDs

- Managed and approved by those paying the assessment
- Legal accountability to the district plan
- Based on benefit to tourism businesses
- TID funds cannot be diverted
- Legal protection and political protection
- Procedures in place to dissolve the District

Be Ready

- * The future of funding destination marketing efforts in the US is uncertain.
- * There is data to support; there is a direct relationship between moving quickly, being prepared, lining up your resources and destination recovery.
- * We know that well-resourced forward-thinking destinations recover faster and retain more market share.



So, what happened when 29 cities with TIDs were compared to 71 cities *without* TIDs?

TID sample			
	City	State	Year established
1	Mobile	AL	2020
2	Sacramento	CA	2019
3	Los Angeles	CA	2011
4	Anaheim	CA	2010
5	Napa	CA	2010
6	Palm Springs	CA	2008
7	San Francisco	CA	2008
8	San Diego	CA	2007
9	Monterey	CA	2006
10	San Jose	CA	2006
11	Denver	CO	2017
12	Tampa	FL	2020
13	Wichita	KS	2014
14	New Orleans	LA	2014
15	Baltimore	MD	2019
16	Billings	MT	2007
17	Newark	NJ	2013
18	Tulsa	OK	2019
19	Portland	OR	2012
20	Philadelphia	PA	2017
21	Newport	RI	2017
22	Sioux Falls	SD	2011
23	Memphis	TN	2015
24	San Antonio	TX	2018
25	Fort Worth	TX	2017
26	Arlington	TX	2016
27	Dallas	TX	2012
28	Seattle	WA	2012
29	Spokane	WA	2003



KEY INSIGHTS



Destinations with TIDs **outperform others.**

- ▶ On average, TIDs produce a **2.1% lift in hotel room demand.**
- ▶ On average, TIDs produce a **4.5% lift in hotel room revenue.**
- ▶ TIDs drive **economic impact.**

Session: The Economic Case for Tourism Improvement Districts to Drive the Recovery, presented by STR
Speaker: Adam Sacks, Tourism Economics

Global TID Statistics

189 TIDs

Most Recent: North Lake Tahoe
(March 2021)

56%

Gross
Revenue %



44%

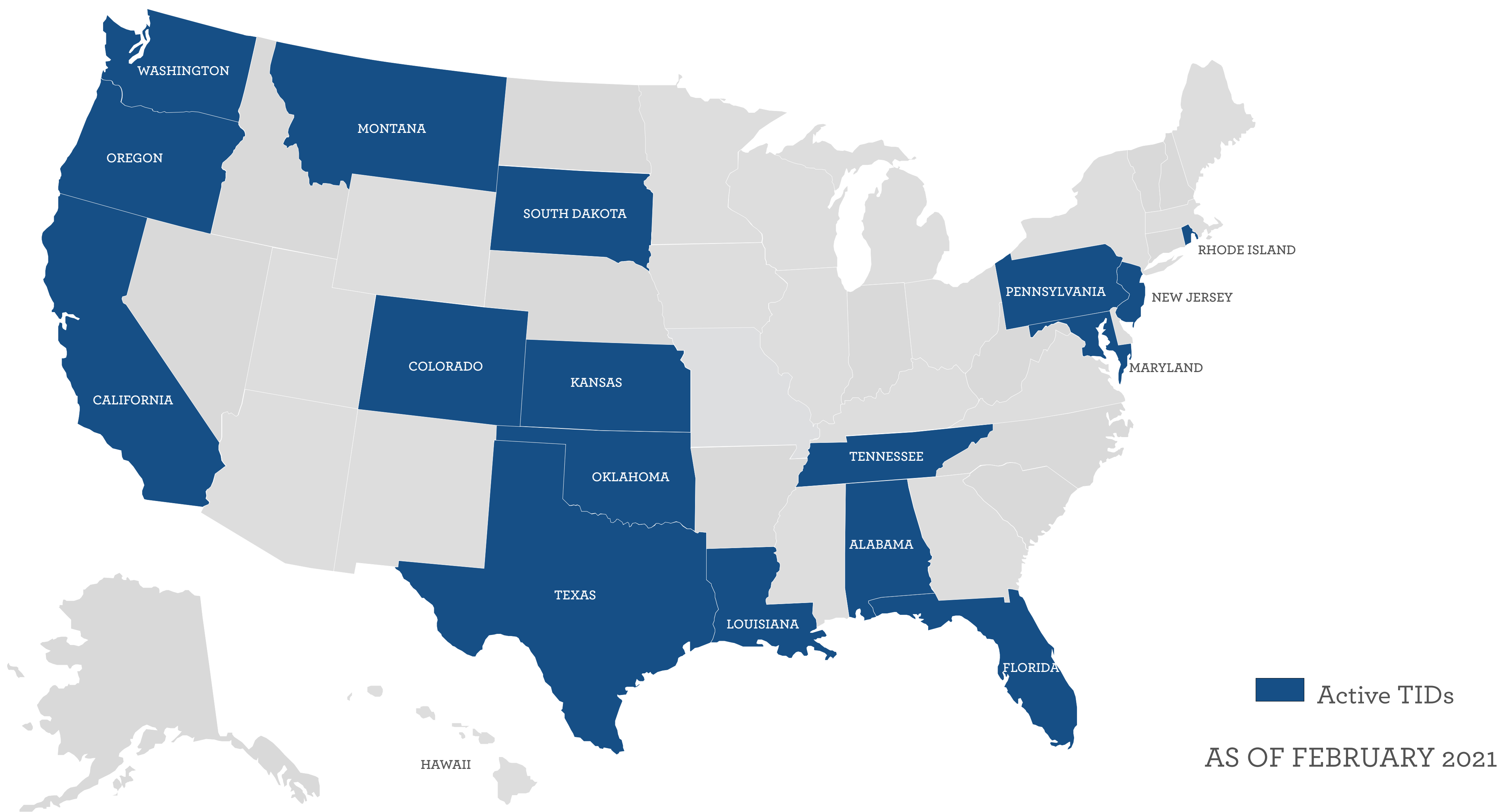
Fixed \$
Amount

AMOUNT RAISED

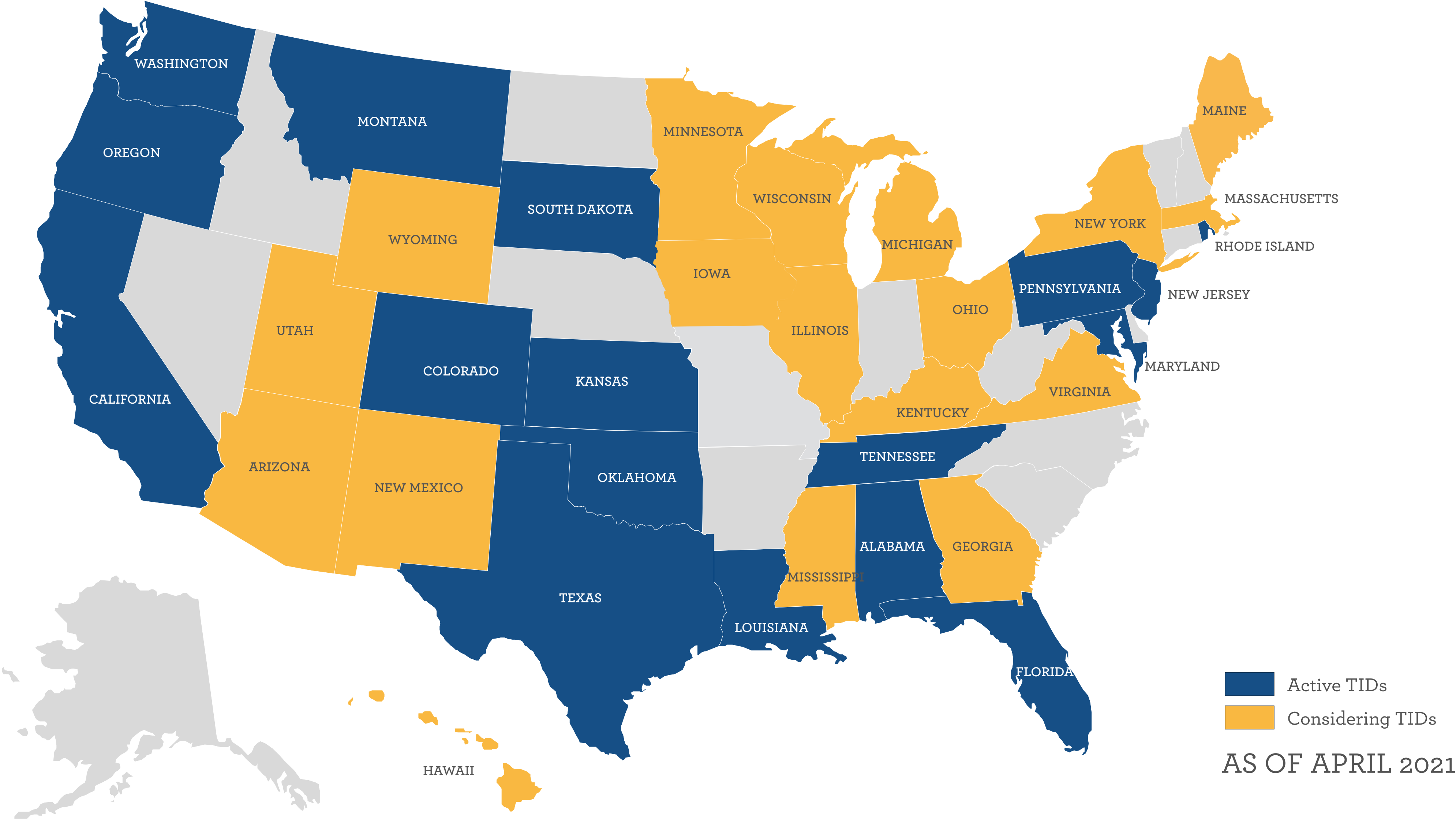
Low	\$10,000
Median	\$787,000
High	\$120,000,000
Total	\$568,563,513

17 STATES

Tourism Improvement Districts - 17 States Active



Tourism Improvement Districts - Add'l 18 States Forming



Case Study: Newport, Rhode Island



Investments Year in Review

LEISURE



3.1K ROOM NIGHTS BOOKED **\$830K** REVENUE GENERATED
SEPT - DEC 2019 \$45,000 INVESTMENT

2.5K ROOM NIGHTS BOOKED **\$947K** REVENUE GENERATED
FEB - APRIL, JUNE - AUGUST 2020 \$50,000 INVESTMENT

1,200 HOURS AUDIENCE VIEWED **96%** VIEWED DIGITAL VIDEO IN FULL
DEC - APRIL, JUNE - AUG \$75,000 INVESTMENT

Case Study: Newport, Rhode Island



13,232 WEBSITE
PAGE
VIEWS
7,679 VIEWED
DEALS
PAGE

1.54 AVERAGE
MINUTES
ON SITE

16 EACH PROPERTY'S
FEATURED LISTING
ON WEBSITE
\$52,500 INVESTMENT



16 PROPERTY VIDEO
AND PHOTOGRAPHY
SESSIONS
COLLECTIVE THOUGHT MEDIA
\$5,250 INVESTMENT



3,913,210 IMPRESSIONS
DELIVERED
20K ADDRESSES
GARNERED
FROM EBLASTS

9.8% EMAIL
OPEN
RATE

JAN, FEB, MARCH, JUNE \$10,000 INVESTMENT



99 MEETING
PLANNER
CONTACTS

Smartmeetings

587 ADDRESSES
FROM
WEBINAR

Next Steps For Implementing TID



- ✓ Secure legal authority
- ✓ Hotel & local government outreach
- ✓ Stakeholders determine parameters and service plan
- 4) Plan prepared, stakeholders approve
- 5) City Committees and Public Hearing
- 6) Local government approval process
- 7) Levy imposed, District Plan execution

TID Timeline

Action	Date
Portland Tourism Development District (PTDD) Project Kick Off	December 2020
Stakeholder outreach program developed	December 2020- May 2021
Legal and Municipal; Draft Development Program and PTDD formation ordinance	March-June 2021
Submit draft Development Program and Ordinance to Portland City Council	July 2021
Draft PTDD Notice of Public Hearing	August 2021
Final PTDD Development Program, Ordinance, and Notice approved by City staff	August 2021
Publish - Notice of Public Hearing Must be published in a local newspaper at least ten (10) days before the date of the public hearing.	September 2021
City Council – Public Hearing	September 2021
City Council votes to approve PTDD Development Program and Ordinance to Establish the PTDD The PTDD is effective upon adoption by the municipal legislative body.	September 2021
PTDD begins collecting assessment	October 1, 2021



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PROFESSIONAL SOCCER IN PORTLAND



PURPOSE

Introduction

Opportunity Summary

Community and Cultural Benefit

Social, Environmental, and Sustainability Initiatives

Economic Impact

Stadium Development Details and Diligence

Community Outreach and Support

INTRODUCTION

WHO WE ARE

Local investors, and future team ownership group led by Portland resident Gabe Hoffman-Johnson (Founder, President), Jonathan & Catherine Culley (Founding Investors), and additional local investors, dedicated to bringing professional soccer to Portland competing in USL League One.

GABE HOFFMAN-JOHNSON

- Former 2x Maine State Player of the Year & All-American (Falmouth High School)
- Former Captain & Division 1 player (Dartmouth College)
- Former Professional player (United Soccer League, St. Louis FC)
- Founder & President of 'USL to Portland'



COMMUNITY 'MOVEMENT'

More than just us, this is a highly supported soccer 'movement'

- 4,100+ followers across all platforms
- Independent 'Supporters Group', Dirigo Union, formed organically of passionate community members

MOVEMENT FOLLOWING & SUPPORT

The @USLtoPortland movement has already attracted thousands of followers



1,541 followers



1,007 followers



667 followers



508 followers



411 subscribers

U.S. PROFESSIONAL SOCCER LANDSCAPE



The U.S. Soccer Federation sanctions three divisions of professional soccer in the United States. The divisions are separated by standards that include market size and stadium size.



LEAGUE	STADIUM STANDARD	MARKET POPULATION STANDARD
MAJOR LEAGUE SOCCER	Seating Capacity: 15,000+	Min. 1,000,000
USL CHAMPIONSHIP	Seating Capacity: 5,000+	Min. 750,000
USL LEAGUE ONE	Seating Capacity: 3,500+	Min. 150,000

OPPORTUNITY SUMMARY

*The **United Soccer League (USL)** is the fastest growing professional sports league in the United States, and soccer is attracting a younger and more diverse fanbase than other sports.*

The ownership group behind USL to Portland has **received official approval as an expansion market by the USL**, which is contingent upon proposed stadium development.

ORGANIZATION OBJECTIVES

We intend for this club to become a unifying force for Portland, and see this opportunity as an **investment in the economic, community, and cultural vitality of the city**. The addition of a soccer stadium and professional club will:

- Connect people and communities, and celebrate diversity and inclusion
- Elevate sporting, recreational, and community gathering infrastructure
- Drive immediate economic impact; direct and indirect spending
- Drive workforce development
- Enhance civic pride
- Promote the Portland brand, and attract new visitors, residents, and businesses

COMMUNITY THROUGH SOCCER

Our mission is to create an elite professional club that reflects the character of the City of Portland, State of Maine, and all of its communities. Uplifting and building community through the beautiful game.

CULTURAL AND COMMUNITY BENEFIT

A CLUB BUILT 'BY' AND 'FOR' THE COMMUNITY

This soccer team will inevitably feed our community, serving up inclusive camaraderie, entertainment, elevate the status of our city, and provide a platform for long lasting community impact.

SUPPORT EXISTING PROGRAMS

This soccer team will support existing Portland programs, **in sport, in experiential culture,** and in **community grassroots reinvention.**

CREATE A SENSE OF BELONGING

Whether you're a brewer, business person, lifelong resident, from away, or New Mainer, this team will unite and amplify a sense of attachment to Portland.

BUILD TOWARDS A BRIGHTER FUTURE

We are committed to making our community a better place to live, work, and play.



Portland Area Youth Soccer Association



Community Champions League



Soccer watch party (Bissell Brothers)



Kennedy Park Football Club

COMMUNITY INITIATIVES

USING THE BEAUTIFUL GAME FOR GOOD

MADE THE 'COMMON GOAL' PLEDGE

USL to Portland has joined this global soccer charitable group, pledging 1% of specified revenues to allocate towards local high-impact organizations harnessing the power of soccer to advance the United Nations Global Goals. We're all in!

- *Other members include: ADIDAS Global Football, Professional Teams (MLS, USL) and Players*



COMMUNITY PARTNERSHIPS

Diversity & Inclusion

Greater Portland Immigrant Welcoming Center, City of Portland Office of Economic Opportunity

- *Accessible tickets, internship opportunities, and other inclusion programs*



Youth Impact Programming

Kennedy Park FC, The Community Champions League, Portland Schools, Portland Area Youth Soccer Association (PAYSA)

- *Local soccer organizations already leading the way for equitable access to the beautiful game*



Environment & Sustainability

Natural Resources Council of Maine, Maine Brewshed Alliance, Sebago Clean Waters

- *Recipric: A Positive Change Agency*



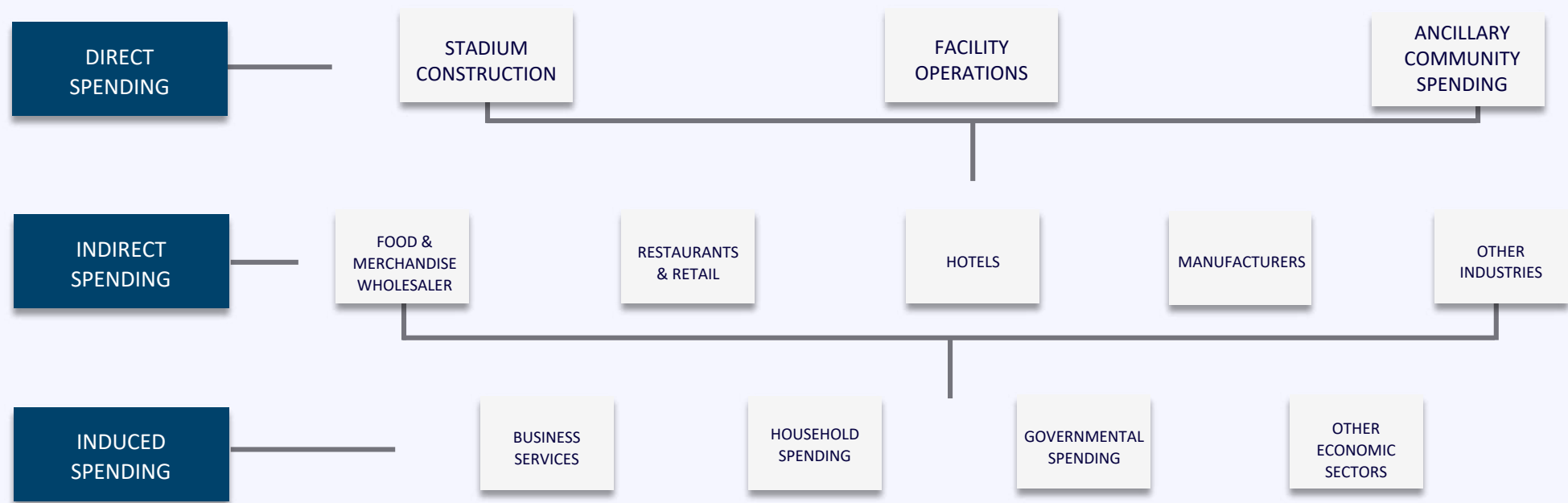
ECONOMIC IMPACT

COMPARABLE ANALYSIS

Fiscal impact projections are ongoing for USL to Portland’s economic contribution, but comparable analysis of recent expansion teams predicts the following:

- Job Creation: 20 front office employees, and 24 professional players
 - Over \$1.5mm Income Tax generated in years 1-20
- \$6mm Admissions Tax generated in years 1-20
- \$1mm Hotel Tax generated in years 1-20

The addition of professional soccer will drive direct, indirect, and induced spending through sports tourism.



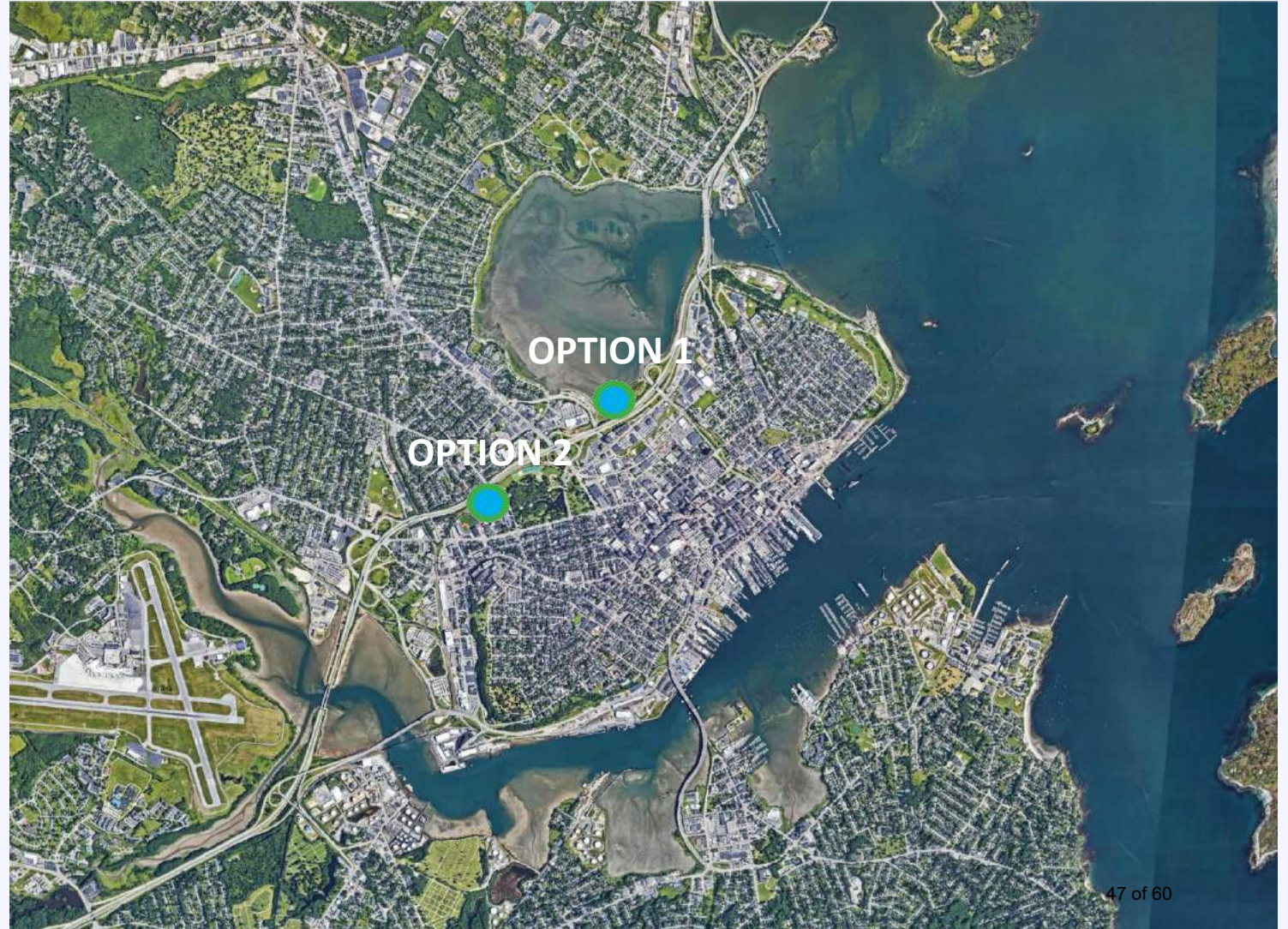
SOCCER STADIUM DEVELOPMENT

SITE LOCATION DUE DILIGENCE

Underwent lengthy analysis of potential stadium locations, and consulted with professional sports franchises to determine key considerations. It became apparent that a downtown stadium is critical to both community impact and commercial viability. Preble Street Field and Fitzpatrick Stadium identified as viable locations.

KEY CONSIDERATIONS

- Downtown Urban Location
- Adequate Land Area
- Accessibility
- Visibility
- Walkability
- Sufficient Parking
- USL Requirements
- Municipal Zoning and Environmental Standards
- Adjacency to Thriving Neighborhoods and Local Businesses



OPTION 1: PREBLE STREET FIELD

PREBLE STREET FIELD STADIUM DEVELOPMENT

Interested in pursuing low-cost land lease with the City of Portland. The project would convert the existing Preble Street field into a professional quality facility.

ADDITIONAL USES

- Club Soccer, High School Athletics, Adult Recreation Programs
- Portland Rising (Professional Womxn's Ultimate Frisbee)
- Concerts, Beer Festivals, Outdoor Hockey (Mariners, Casco Bay, High Schools)
- State Championships, Collegiate Athletics, Community Access etc.

SITE LOCATION



Stadium Development Estimated Cost: \$10mm - \$12mm

PREBLE STREET DEVELOPMENT DILIGENCE

SITE LOCATION ANALYSIS: CHALLENGES & BENEFITS

Compliance with Back Cove South Storage Facility (BCSSF): Completed three technical feasibility studies to determine location viability; Acorn Engineering, Woodard & Curran, Sebago Technics - AECOM - S. W. Cole Engineering

- Feasibility studies show, while challenging, site location is suitable with coordinated effort between City and Soccer development team

Compliance with City Land Use Code and Zoning: Analyzed legal compliance with city code, zoning, environmental and land ordinances; BCM Environmental & Land Law

- Permitted use per Recreation and Open Space Zone with text amendment for capacity under 6,000 seats
- Stadium design amenable to Space and Bulk Requirements (Setbacks and Building Height), Shoreland Regulations, DEP

Compliance with Land Bank Commission: Legal interpretation of 'change of use' for privatization of public land, and potential requirement of release from land bank

Key Benefits: Professional quality, multi-use sporting facility, raising city profile and driving important Economic, Community, and Cultural impact

- Improve Infrastructure; Community Benefit
- Economic Impact; Job Creation, Tax Revenue
- Increase Public and Community Access to much needed recreation space
- Additional Uses: Attract high profile sporting use, festivals and events

PREBLE STREET STADIUM RENDERING



PREBLE STREET ENVIRONMENTAL CONSIDERATIONS



OPTION 2: FITZPATRICK STADIUM

FITZPATRICK STADIUM DEVELOPMENT

Interested in pursuing rental agreement with the City of Portland to facilitate redevelopment of Fitzpatrick stadium. The project would upgrade the existing facility, and maintain Portland Schools and community access.

ADDITIONAL USES

- Club Soccer, High School Athletics, Adult Recreation Programs
- Portland Rising (Professional Womxn's Ultimate Frisbee)
- Concerts, Beer Festivals, Outdoor Hockey (Mariners, Casco Bay, High Schools)
- State Championships, Collegiate Athletics, Community Access etc.

Stadium Development Estimated Cost: \$10mm - \$12mm

SITE LOCATION



FITZPATRICK STADIUM RENDERING



FITZPATRICK DEVELOPMENT DILIGENCE

SITE LOCATION ANALYSIS: CHALLENGES & BENEFITS

Maintaining Access for Fitzpatrick Existing Users

- *Facility requirements for professional quality stadium; locker rooms, press box, concessions*
- *Mutual benefit for needed stadium upgrades, PHS athletic facilities, other events etc.*

Track Relocation with Additional Multi-Purpose Recreation Field

- *To comply with league standards, current track would be relocated providing the future home of Portland School track programs, and additional Public recreation space*

Compliance with City Land Use Code and Zoning

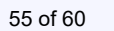
- *Permitted use per Recreation and Open Space Zone*

Compliance with Land and Water Conservation Fund

- *Location was L&WCF recipient, which requires “substitution property of reasonably equivalent usefulness and location and of at least equal fair market value.”*

Key Benefits: Professional quality, multi-use sporting facility, raising city profile and driving important Economic, Community, and Cultural impact

- *Higher quality recreation and amenities for current users*
- *Potential Community Center or Affordable Housing*
- *Economic Impact; Job Creation, Tax Revenue*
- *Increase Public and Community Access to much needed recreation space*
- *Additional Uses: Attract high profile sporting use, festivals and events*



TRACK RELOCATION: DOUGHERTY FIELD



COMMUNITY SUPPORT

FRIENDS & SUPPORTERS OF USL TO PORTLAND

“This is about more than soccer, this is about community impact, it’s about youth empowerment and creating a positive environment where all kids feel equal, connected, and accepted,” – Yusuf Yusuf, Portland Schools Board of Education

“The prospect of having a professional team here in Portland could be life changing for so many Portlanders coming from all corners of the world... It would enhance their sense of belonging and therefore, their retention in the City. Soccer is more than a sport, it is a unique and exciting opportunity to bring our community together.” – Julia Trujillo, Director, City of Portland Office of Economic Opportunity

“This is an exciting opportunity for our student athletes, and would be an enormous asset for the students, and the city... I think a separate quality track facility, if possible, would be a positive, and better solution for the future of Portland High School athletics.” – Lance Johnson, Portland High School Athletic Director

“At Bissell Brothers, we absolutely believe the future of this city will be made better and brighter by giving professional soccer a home here. As soccer fans ourselves, we are excited to see the future pro soccer grow right here in our city, and look forward to gathering in common cause.” – Peter Bissell, Owner, Bissell Brothers Brewing, High Roller Lobster Co.

“Soccer is a major sport for our King students, and having professional soccer in Portland would have an impact both academically and athletically. (Before the pandemic) I would open Fitzpatrick every day before school started and kids would all be playing soccer, we saw attendance rates increase from at risk students as a result.” – Duke Madsen, King Middle School Athletic Director

COMMUNITY SUPPORT

FRIENDS & SUPPORTERS OF USL TO PORTLAND

“I am very excited for Portland to get a professional soccer team, it’d be a very important cultural attraction for the city. Among immigrants, soccer is the most dominant game, yet there is very limited opportunity outside. The USL to Portland team is committed to supporting community driven access through a broad range of partnerships.” – **John Ochira, Founder, Community Champions League, Maine Community Foundation, South Sudanese Community Association, Maine Immigrants’ Rights Coalition**

“Soccer has a way of organically creating relationships with people from different backgrounds. Kids from war-torn countries come here, kids from low-income families come here, seeing others like them, or completely different, it doesn’t matter, we all love soccer. The impact of professional soccer in Portland for the Kennedy Park FC community would be incredible.” – **Hany Ramadan, Co-Founder, Kennedy Park FC, Deering HS Graduate, Sudanese Immigrant**

“A professional soccer team will add to the portfolio of what makes Portland so livable as a city that is known for its neighborhood schools, arts and culture scene, diversity and welcoming community. I am especially interested in exploring the role professional soccer could play in engaging with immigrant communities and schools to aid in at-risk youth development.” - **Marpheen Chann, Portland Charter Commissioner At-Large and Community Advocate**

NEXT STEPS

We have been working behind the scenes with City staff for more than a year to evaluate the two stadium options presented.

We are now seeking direction from the City Council and hope to begin negotiations with City staff for the renovation and lease of one of the two proposed stadium locations.

USL to Portland intends to be a reliable partner to the City of Portland as we work together to create a soccer stadium to support a professional club that will make Portland proud.

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