



CFG BANK ARENA

LOCATION: 201 W Baltimore St, Baltimore, MD 21201

PROJECT TEAM: Baltimore Development Corporation, Oak View Group, Clark Construction, CFG Bank, Live Nation, 35 Ventures, Pharrell Williams, Fundamental Advisors, BBB Architects

PROJECT OPENING: April 7, 2023

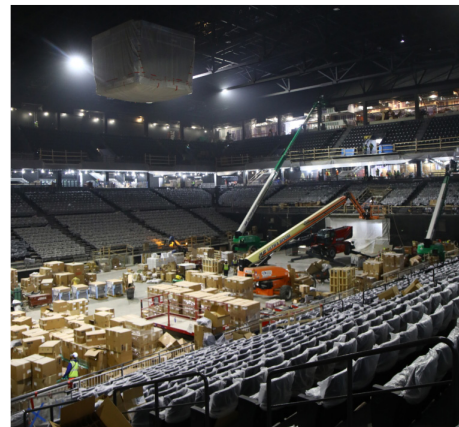
BRIEF PROJECT OVERVIEW

CFG Bank Arena (originally the Baltimore Civic Center and formerly Royal Farms Arena) is a reimagined world-class concert and entertainment venue in Baltimore, Maryland. It is now a premier destination for Baltimore's metropolitan region and a national stage for prominent artists and events. This venue is located one block away from the Baltimore Convention Center at 201 West Baltimore Street at the corner of Baltimore Street and Hopkins Plaza on the Westside of Downtown, only a short distance from Baltimore's Inner Harbor. With an upgraded seating capacity of 14,000+, CFG Bank Arena, owned by the City of Baltimore, is operated/managed by the Oak View Group, which oversees more than 300 sports and entertainment venues across the globe.

COMPLETENESS

In June 2021, BDC announced that Oak View Group (OVG), with more than 30 years of experience in the sports and entertainment business, won an Exclusive Negotiating Privileges for the Arena. BDC structured the public-private partnership as a lease and management agreement between the City of Baltimore and the development team which

consisted of the Oak View Group, Live Nation, Fundamental Advisors, and 35 Ventures, co-founded by NBA star and Maryland native Kevin Durant, Rich Kleiman, and Grammy award-winning artist Pharrell Williams.



The City of Baltimore's Board of Estimates approved the arrangement in November 2021, with a one-year renovation project beginning in February 2022.

The work would include adding seating and suites, overhauling concourses, upgrading concessions areas, and upgrading the building's exterior appearance. During negotiations, it was decided that OVG would pay for all capital improvements without

city-based funding assistance. This decisive move not only took the upfront burden off the city but ensured city taxpayers stood no risks towards the redevelopment project.

BY THE NUMBERS:

500+
NEW CONSTRUCTION JOBS

\$250M
PRIVATE INVESTMENT

37%
OF CONSTRUCTION
SUBCONTRACTS TO LOCAL AND
MINORITY OWNED COMPANIES

According to the 2022 Visit Baltimore Annual Report, recreation and entertainment in the city accounted for 13 percent of Baltimore's overnight visitor spending, \$1.8 billion. By attracting A-list talent and increasing the number of events at the venue, the impact will be felt well beyond the box office.

SENSE OF PLACE AND QUALITY

In the RFP, BDC stated the project's three goals were to: "reimagine, redevelop, and

reposition.” The development team achieved this in a myriad of ways. The new exterior included a 2,592 square-foot LED screen per the city’s new “Area of Special Signage Control,” improved lighting and signage, and new outdoor programming. The surrounding neighborhood connects to the action via two exterior programming interventions. Part of the Hopkins Plaza parking lot transformed into an outdoor lounge/yard that can invigorate Hopkins Plaza and support festivals and other outdoor events. At the same time, the north facade received an outdoor balcony that has brought life and animation to Baltimore Street during events.

The development team respectfully retained the iconic roof of the original Civic Center design, conceived by renowned architect AG Odell Jr. and Associates. Not only did the team save in cost and carbon output, but they maintained the building’s historic character and protected its place alongside other iconic Baltimore landmarks.

But the most significant improvements are within; the new interior features contemporary seating, enhanced suites, food and beverage amenities, a reimagined concourse, and thoughtful backstage and back-of-house production. The Premium “East and West Club” spaces invoke the elegant lounge era of decades past and provide a private

“I’M PROUD THAT THIS PROJECT REAFFIRMS OUR COMMITMENT TO FURTHER REINVEST IN SMALL MINORITY-OWNED BUSINESSES AND CREATE A FUTURE THAT UPLIFTS US ALL. IN A TIME WHEN SO MANY IN OUR CITY, AS WELL AS ACROSS THE COUNTRY, ARE FEELING THE RISING COSTS OF GOODS AND SERVICES, THIS PROJECT IS A MEANINGFUL STEP TOWARDS REINVIGORATING OUR LOCAL ECONOMY THROUGH THE CREATION OF MORE JOBS, NEW BUSINESSES, TOURISM, AND OTHER GROWTH OPPORTUNITIES THAT WILL BENEFIT ALL BALTIMOREANS. BALTIMORE’S RENAISSANCE IS ON THE HORIZON.”

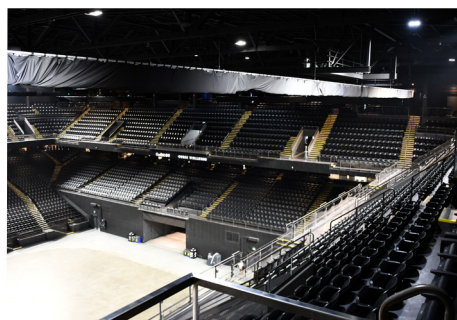
- MAYOR BRANDON SCOTT

experience for guests and corporate patrons. These private packages also include chic suites off the club spaces and exclusive “Theatre Boxes” with some of the best seats in the house.

The new design balances historical significance with today’s contemporary amenities needs. From grab-n-go and self-serve technologies for concession purchases to various acoustic treatments to improve the live sound, all the patron’s needs and desires are considered and accounted for.

All vertical hard surfaces were covered with a tectum acoustical treatment. The ceiling and underside of the balcony have an acoustic baffle treatment attached horizontally or vertically as needed. The design team removed the dated ceiling clouds, revealing the beautiful ceiling support structure. Careful consideration went into the types of surfaces in and around the stage area. Back-of-house areas also received a major overhaul to meet the needs of modern event preparations and requirements; from changing rooms to staging areas, the development team captured every opportunity.

The renovation cost over \$250 million (in private investment), with the 400,000-square-foot Arena officially reopening on April 7th, 2023, as a premier destination for fans and artists. The CFG Bank Arena now showcases modernized, state-of-the-art acoustics, superior suites, exclusive club levels, contemporary seating, reimagined concourses, and upscale culinary experiences. Opening ceremonies were



kicked-off with Bruce Springsteen and The E Street Band performing a stunning, emotionally charged 28-song set, followed by the legendary Eagles, restoring the Arena

to its rightful place as Baltimore’s first and foremost musical destination.

Uniting fans with memories, old and new, CFG Bank Arena will now host 120+ shows annually. Upcoming artists and events at the Arena include LL Cool J, John Mayer, Thomas Rhett, Barry Manilow, Lionel Richie, Earth, Wind & Fire, Jonas Brothers, Ringling Bros and Barnum Bailey Circus, Kiss, Queen +Adam Lambert, Disney On Ice, Andrea Bocelli and, recurring WWE events.

VISIONARY AND EMULATION

The first and foremost paramount sustainable win was the decision to keep the Arena in place, keeping it close to all major public transit and saving 95% of all embodied carbon emissions. Compared to tearing down the old Arena and building a new one, the renovation saved 90% of structural steel. Renovating eliminated the need for an estimated 3,500 tons of steel, 25,000 cubic yards of concrete, and 1.45 million gallons of water. The project’s embodied carbon, or the amount of emissions that result from the production of building materials and construction was a tiny fraction of what it would have been if the building were newly constructed.

The historic stage was dismantled for better sightlines and ease of custom stage setup, but the wood flooring was salvaged and used as decorative elements throughout concession areas. Local artists will use the remaining wood flooring to create one-of-a-kind art installations throughout the Arena. This directly created more room for rigging, the process of setting up shows with video screens, sound systems, and sometimes even the artist’s custom stage. Before the renovations, rigging a show typically took up an entire day before a show. Now, that work happens on the same day as the event.

Outside of building design, OVG’s commitment to sustainable practices also impacts venue operation. The venue is a member of OVG’s GOAL (Green Operations and Advanced Leadership) initiative. Sustainability was top of mind during the reconstruction with locally sourced materials, LED lighting, low flow and waterless fixtures and more.

During the grand opening on April 7th, the arena and PepsiCo Beverages North America kicked off a reusable cup pilot program. The

partnership uses TURN Systems, which operates a leading scalable reuse platform including collection bins and mobile washing systems. A single reusable TURN cup has the potential to displace up to 100 single-use cups and can break even on its environmental impact in as few as three uses.

As a result of this project, 500+ new construction jobs were created, with 37% of construction subcontracts going to local and minority-owned companies. This project was a demonstration opportunity for BDC and the City of Baltimore to show the real-estate industry it was possible to make a project successful and equitable at the same time.

THE NEED

Based on the upcoming upgrades, the city brokered for the Arena to host the Central Intercollegiate Athletic Association (CIAA) men's and women's basketball tournaments in February 2022. Following the year-long renovation, the Arena hosted again in

February 2023 CIAA men's and women's basketball tournaments. A massive success for them and Baltimore, so much so that the CIAA announced an extension that would keep the basketball tournament in Baltimore for at least the next three years through 2026.

The 2023 tournament had more than 38,400 fans in attendance at the CFG Bank Arena during its five-day run in Baltimore, exceeding 2022's attendance by 5.6 percent. The tournament generated a total estimated economic impact of \$29.6 million. Throughout the CIAA tournament planning process, the Baltimore Sports Tourism Development Council engaged 118 minority-owned businesses to participate in the tournament preparations and logistics, which had a direct economic benefit of \$1,249,028 to those businesses.

This is just one event; depending on the types of events, the city now has the ability to inject millions directly into the local economy, further supporting Downtown Baltimore's

economic recovery. This renovation wasn't just about rebuilding an arena; Downtown and its Western Gateway needed this type of capital and placemaking investment. BDC showed the rest of the real estate industry that Baltimore City was serious about its investment in the Howard Street Corridor and, once again, it is safe to bet on Downtown Baltimore. The CFG Bank Arena is now (again) a cornerstone of Baltimore City, committed to the community and the redevelopment of the heart of Baltimore.

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