



TOPGOLF BALTIMORE

PROJECT LOCATION: 1411 Warner St. Baltimore, MD 21230

PROJECT TEAM: Baltimore Development Corporation, Topgolf, Horseshoe Casino

PROJECT OPENING: October 28, 2022

BRIEF PROJECT OVERVIEW

Attracting Topgolf (TG) to Baltimore started with a bold vision: accelerate the development of an underutilized corridor at Baltimore's southern gateway by creating an entertainment district stretching from the Horseshoe Casino to the stadiums. To drive this development, the Baltimore Development Corporation (BDC) led a public-private partnership that included the City of Baltimore, Horseshoe Baltimore's local ownership group, Caesar's Entertainment, and the South Baltimore Gateway Partnership. Seven years later, Topgolf Baltimore opened as a three-level venue, with 90 hitting bays, plus a full-service restaurant and bar and event space for corporate and social events.

COMPLETENESS

The investment of approximately \$70 million will ultimately yield an economic output in Baltimore exceeding \$264.5 million over ten years. This number relates only to the direct impact of Topgolf; it does not include the larger economic benefit of the entire Entertainment District known as "The Walk at Warner Street" (TWWS)

An Economic Impact study performed by Sage Policy Group concluded that TWWS will support more than 1,000 permanent jobs in Baltimore City each year, of which 400 Topgolf will provide. Those jobs will be associated with nearly \$60 million in annual

labor income and \$120 million in bolstered yearly economic activity.

Based on data from the U.S. Census Bureau regarding worker demographics and inflow/outflow patterns for Baltimore City, Baltimore City residents will fill an estimated 350 of the jobs supported by full Warner Street District build-out. An estimated 510 of the permanent jobs will be filled by minorities.



During the construction phases, Warner Street's redevelopment will cost approximately \$204 million (TG \$40 million) and will create a set of economic impacts over the duration of construction. Based on Sage's analysis, the entire redevelopment will support more 1,800 construction jobs in Baltimore City. Those jobs were associated with an estimated \$121 million (TG \$23.8 million) in labor

income and more than \$270 million (TG \$53 million) of augmented city economic activity. Due to economic spillover effects, the entire district will support more than \$30 million of additional economic activity in other Maryland jurisdictions.

Upon full build-out and steady-state operations, TWWS will support nearly \$10 million in additional annual Baltimore City tax revenues, including \$4.6 million in augmented real

Funding % for The Walk at Warner St:

**50% PRIVATE INVESTMENT
FROM TOPGOLF**

**40% CITY AND STATE
INVESTMENT**

**10% PRIVATE INVESTMENT
FROM CAESARS AND
HORSESHOE CASINO**

property tax revenues and an estimated \$4.4 million in State tax revenues. Topgolf is projected to surpass its projected city sales tax impact of \$546,000 and Maryland Sales Tax impact of \$72,300 per annum. It will also provide \$26.4 million in Labor Income taxes with and overall economic impact of \$43.3 million city-wide.

SENSE OF PLACE AND QUALITY

Topgolf Baltimore featured the first-of-its-kind urban design format for the company to take advantage of the location, the proximity to major arteries, the water, and the need to anchor the entire entertainment district. Inside is the new “skylit central atrium” which creates a multi-level gaming lounge experience that connects the fun of hitting bays with the action of the patio, bars, and roof terraces. All The facility’s draw has been so successful beyond the driving range that Topgolf is expanding its programming to include live music and various community-centered events.

There were many design innovations to address the special needs of this site:

- Unique outfield design to minimize the impact on a living shoreline;
- A modified netting prototype design to minimize the fill footprint. The nets are positioned further out from the outfield and supported by piles. The standard net configuration was also updated to keep balls from disturbing the waterfront environment.
- Enhanced plantings on-site within the critical area and critical area buffer

THE RESTORATION OF 1.2 ACRES OF TIDAL WETLANDS, HABITAT ENHANCEMENT, EXTENSIVE TREE PLANTING, WATERFRONT TRASH REMOVAL, AND REINVESTMENT IN A MULTI-USE TRAIL AS PART OF THE BALTIMORE GREENWAY TRAILS NETWORK.

SUSTAINABILITY

The Topgolf site was an infill site, it was also located within the Critical Area, Intensely Developed Area, (IDA), and Waterfront Industrial Area (WIA). The average Topgolf location requires 4 acres of parking. By utilizing the already existing Horseshoe Casino garage, the development footprint was dramatically reduced.

The development required an extensive Mitigation plan resulting in the remediation of an adjacent site, the restoration of 1.2 acres of tidal wetlands, habitat enhancement, extensive tree planting, waterfront trash

removal, and reinvestment in a multi-use trail as part of the Baltimore Greenway Trails Network. The Gwynns Falls Trail park was restored with two feet of clean fill soil that was dredge material from the Port of Baltimore. The phragmites, non-native, and invasive plant species were removed and replaced with native plant species. Topgolf also worked with Blue Water Baltimore for extensive plantings in other locations. BDC negotiated a five-year commitment from Topgolf and the entertainment district partnership team to continue upkeep and environment stabilization.

VISIONARY AND EMULATION

As a result of a 2015 study known as the South Baltimore Gateway (SBG) Master Plan, the City decided to place the Baltimore City Casino along Warner Street just south of M&T Bank Stadium to serve as the southern anchor of this future development area, envisioned to be a new entertainment district. The area included M&T Bank Stadium, Oriole Park at Camden Yards, the Pigtown/ Washington village neighborhood, and the Carroll Camden Industrial Area.

The SBG team convinced Topgolf to move beyond their comfort zone to build a first-of-its-kind urban redevelopment infill site.



This is the only true urban Topgolf in America. The team had to solve issues that the Topgolf real estate team had never dealt with before since, other than along the strip in Las Vegas, they had only done large raw green fields locations.

Committing to this site as the only Baltimore-based location positioned it as a unique destination with a regional draw. Attracting Topgolf meant we had a sought-after use to serve as an anchor to attract other entertainment uses. As a result of Topgolf, the three additional parcels that make up the entertainment district are under development.

Topgolf also served as the method or vessel to improve conditions for Baltimore City Animal Services and their tenant, the Animal Rescue and Care Shelter (BARCS). BARCS previously occupied part of the nearly six-acre parcel. Under the terms of the BDC’s development agreement, Topgolf’s purchase of the property from the City of Baltimore – plus an additional contribution by Horseshoe Baltimore – helped fund the relocation of BARCS to a new, larger and more modern facility in Baltimore’s Cherry Hill neighborhood. The negotiation strategy around Topgolf specifically demonstrates the benefits of ownership’s public-private partnership. City agencies and non-profits alike benefiting from private development.

The development benefits included jobs, economic inclusion of minority and local businesses, increased tax revenues, spurring of additional development, community stabilization, improved waterfront access, improved pedestrian and vehicular safety, and re-shapes a critical Baltimore City entryway. This project is Topgolf’s first true urban format and opens up new opportunities for the Topgolf brand to expand and connect more directly with metropolitan areas around the country.

THE NEED

As the southern gateway to Baltimore City, this area was problematic. Our primary southern vehicular access was desolate and unwelcoming. Between the Raven Stadium and the Casino, Warner Street was a collection of empty lots and vacant buildings generating no economic activity and acting as a barrier between southern neighborhoods. Topgolf was the linchpin proving the viability of a connected entertainment district was possible. It also provided the ownership group the credibility when dealing with potential partners on the remaining parcels adjacent to the Topgolf site.

Job creation was one of the central principles for the ownership group. The team’s research was consistent with previous reporting that the southern gateway communities still needed stable and easy-to-reach jobs. Topgolf is expected to exceed the original job access estimates and plans to bring on more staff, affectionately known as “playmakers,” with three additional on-site hiring events, topping off with over 425+ employees.

Topgolf’s hiring outreach and events intently

focus on the immediate site adjacent populations of Baltimore City residents. Not only providing jobs but furthering the reach of the local draw as playmakers also serve as ambassadors for city residents of all demographics who patronize the facility.

Alongside the previously mentioned restoration of Ridgely's Cove and its associated trail way, providing a new facility for BARCS, Topgolf is also committed to expanding its community interaction by offering unique experiences to local schools.

These heavily discounted packages include a teacher-friendly, self-guided Topgolf experience for students to learn outside of the classroom. It provides science lab curriculum/workshop options for multiple grades dealing with motion and physics per

the students' level, along with the fun of the hitting bays. Outside of the discounted paid programs, Topgolf Baltimore's Golf Coach is reaching out to establish after-school programs supported by various non-profit organizations to track and report on community impact.

This investment creates an economic impact that will spill over to the larger region in increased employment, increased tax base, and improving Baltimore City's image as a vibrant place to live, work and visit.

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