

# EVENTS DC

## Sports and Entertainment Division

### “Future of RFK Stadium-DC Armory Campus”

NOVEMBER 2013



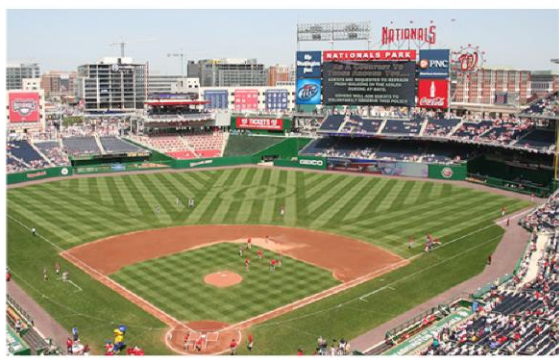
# Our Rich History

- ★ 1994 -- Washington Convention Center Authority established to operate and manage new Convention Center
- ★ 1994 -- DC Sports and Entertainment Commission created to promote, develop and maintain DC as a destination for sporting and entertainment events, including operating and managing RFK Stadium-DC Armory campus
- ★ 2009 -- Washington Convention Center Authority merged with the DC Sports and Entertainment Commission to create the Washington Convention and Sports Authority



# Conventions, Meetings, Sports, Entertainment. We host it all.

- ★ Responsibility to promote, develop and maintain the District as a location for convention, tradeshow, meetings, concerts, sports, entertainment and other special events
- ★ Actively involved in the planning and support of some of the city's most anticipated events, attracting millions of attendees to locations around the city
- ★ Oversight of travel and tourism sales and marketing within the District of Columbia
- ★ Promoting DC amateur and professional sports teams and showcasing the District as a "sports town"





# Partnerships



# Sports and Entertainment

## Division

- ★ Attract and host top tier sporting, entertainment, cultural and hospitality events to the District
- ★ Extensive capabilities for hosting a wide range of events in our venues including concerts, festivals, endurance races, sporting events, galas, meetings, trade shows, and public or private events of all sizes
- ★ Over the last 3 years:
  - ★ Over 200 events held on the Stadium-Armory campus
  - ★ Approximately 1.7 million attendees
  - ★ Nearly \$50 million in direct spending

# Sports and Entertainment

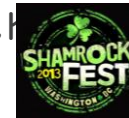
## ★ RFK Stadium Programming

- ★ 45,423 seating capacity; 9,000 plus parking spaces
- ★ Current home of four-time MLS Cup Champion D.C. United
- ★ AT&T Nation's Football Classic
- ★ International Soccer Matches



## ★ Festival Grounds at RFK Stadium

- ★ 80 acres; 1.7 mile race track
- ★ Rock 'n' Roll USA Marathon
- ★ DC 101 Chili Cook-off
- ★ ShamrockFest
- ★ UniverSoul Circus



## ★ DC Armory

- ★ 70,000 SF exhibition space; 10,000 seating capacity
- ★ DC Rollergirls
- ★ Marine Corps Marathon Expo
- ★ Army Ten Miler Expo
- ★ La Feria de la Familia



## ★ Maloof Skate Park at RFK Stadium

- ★ 15,000 SF; open daily year round
- ★ First major skate park in DC
- ★ Hosted Maloof Money Cup DC



# RFK Study Proposal

- ★ Study to provide viable options for highest and best use of the entire Stadium-Armory campus site (consistent with the ground lease with the federal government and Events DC's mission)
- ★ Next Steps:
  - ★ Issue an Request for Expressions of Interest (RFEI) to solicit proposals to conduct a study of the Stadium-Armory campus
  - ★ Select a qualified firm
  - ★ Community engagement process
  - ★ Study results and recommendations



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