

Austin Sports & Entertainment

18 June 2018

Dear Council,

Thank you for your kind request for feedback regarding MLS Austin and the availability of our project for such a purpose.

I met MLS Commissioner Don Garber in 2013 at South by Southwest. It was there I learned from MLS executives how serious MLS was about having a presence in our beloved city. And apparently based on PSV surveys of Austin, the attraction is mutual. MLS makes sense in Austin for reasons we can all agree.

If Austin is fortunate to be selected for the future home of the current Columbus Crew, the selection of its site is an important and challenging decision. We started Austin Sports & Entertainment with MLS in mind as an anchor tenant for a large scale mixed use project alongside a redeveloped home for Rodeo Austin. Specifically, MLS is the synergy necessary to expedite the redevelopment of a new home for Rodeo Austin and will immediately inspire a generation of development for that area. This project can truly be multi-purpose for all of Austin to enjoy. From international sports to the Rodeo; training facilities for various ages and activities; innovation centers for technology and science; and of course world-class music, retail and hospitality, the economic impact of this hub can be enormous in a deserved area of the city that can sustain this impact.

We haven't wavered in our belief that a multi-purpose redevelopment at Rodeo Austin and the Travis County Expo Center is the most realistic and can be most impactful for our community. This development would rapidly bring to life Mayor Adler's 2015 Spirit of East Austin initiative by creating new jobs, new tax revenues, and new retail options to an area populated by generations of Austin residents.

The Expo Center footprint works as a World Class sports and entertainment hub because it is already accessible for all Central Texas. The project can benefit from the significant road infrastructure already complete and can further accelerate the proposed public transportation plans for the area. The size of the footprint means Texans can drive and they can park with plenty of room left over for Ride Austin or Uber to drop-off and pick-up. Further, access to/from the site is comprehensive:

- *Downtown: MLK Rd. (969), Highway 183*
- *North: Highway 183, Highway 290*
- *East/South: Toll Road 130*

We are confident MLS will come to Austin one day. As many know, MLS is now focused on supporting strategic efforts for league growth and relocation all over the country. Look no further than recent Las Vegas discussions, a city that wasn't on any expansion list, to understand that MLS simply wants successful ingredients, namely dynamic cities with realistic stadium solutions, to further the great success of their fast growing league.

Irrespective of the final decision on the site, we remain supportive of MLS to Austin.

Sean Foley
Co-Managing Partner, Austin Sports & Entertainment