INDUSTRY DAY
JUNE 2023

UT Knoxville
Neyland
Entertainment
District P3
Agenda

INDUSTRY DAY

01  Introductions & Opening Remarks
02  Success Criteria
03  Project Opportunity
04  RFI Process
05  Q&A
06  Site Tour
Concept Overview
NEYLAND ENTERTAINMENT DISTRICT

› Create a one-of-a-kind entertainment district

› Anchor the district with a boutique, full-service “condotel”

› Leverage G10 deck acreage for “table-top” connection between Neyland Stadium, Thompson-Boling Arena, and the Tennessee River

› Enhance gamedays with a year-round asset
Success Criteria
NEYLAND ENTERTAINMENT DISTRICT

Strategic Goals:

› Enable UTK to deepen its connection with important constituencies
  – Students
  – Fans
  – Alumni & Donors
  – Knoxville and the Region

› Perform financially and generate return to University

› Enhance the gameday experience

› Elevate UTK’s campus aesthetic and assist in riverfront placemaking
Success Criteria
NEYLAND ENTERTAINMENT DISTRICT

Physical Manifestation:
› Establish a gathering place for campus and the community
› Thoughtfully engage the adjacent Tennessee River waterfront
› Create a stronger connection with the rest of campus, including Thompson-Boling Arena
› Create a stronger sense of arrival on the south side of Neyland Stadium
› Improve the exterior aesthetics of the south side of Neyland Stadium
› Enhance vertical circulation within Neyland Stadium
Campus Context – Major Capital Projects Initiatives

MORE THAN $1 BILLION IN CAPITAL PROJECTS UNDER WAY AT UTK

› Neyland Stadium Renovations - $288M
› College of Business Expansion - $227M
› Energy and Environ. Science Bldg - $95M
› Boyd Carousel Theater - $13M
› Lindsey Nelson Stadium Expansion
› Corley Nursing Building - $85M
› Stormwater Park
› Student Housing P3 - $310M
Campus Context – Major Capital Projects Initiatives

PEDESTRIAN BRIDGE TO SOUTH KNOXVILLE

› Exciting opportunity to enhance campus access, adjacent to major venues

› City of Knoxville received $20M from State of TN for initial planning

› City pursing addition $25M federal grant
Campus Context – Neyland Stadium Ongoing Renovations

› FALL 2023
  – Removal of South Stadium Hall with structural strengthening of the stadium’s south end
  – Partially completed Wi-Fi capabilities
  – Brick cladding around in-bowl vomitories
  – New restrooms under the Gate 10 ramp
  – Extended footprint for Truly’s Tailgate, giving fans in the south endzone an expanded concourse

› FALL 2024
  – Stadium-wide Wi-Fi connectivity
  – Stadium kitchen, commissary and loading dock
  – New southeast elevators vertically connecting all concourses
  – New Gate 4 entry plaza
  – Renovations and upgrades complete for all stadium skyboxes
  – Initial construction for the Westside Founders Suites

› FALL 2025
  – Expanded south concourse 1 (increased restrooms, enhanced concessions, wider concourse)
  – Completed Founders Suites
  – Tee Martin Drive to shift south of the Gate 10 ramp
Campus Context – University-Driven Market Opportunity

1,364,019 FANS
Combined attendance of baseball, M/W basketball, football, soccer, softball, M/W tennis & volleyball ('22-'23)

1,167,223 FANS
#1 in the nation in combined football & basketball attendance ('22-'23)

200+ EVENTS EACH YEAR
The University of Tennessee hosts over 200 events that generate hospitality demand

Football
Men’s Basketball
Women’s Basketball
Baseball
Softball
Volleyball
Soccer
Arena Events
University Conferences

100,000+ attendees per home game (7 games)
18,000+ attendees per home game (16 games)
8,000+ attendees per home game (19 games)
4,000+ attendees per home game (38 games)
1,500+ attendees per home game (19 games)
1,000+ attendees per home match (15 games)
1,000+ attendees per home match (13 games)
8,000+ attendees per event (26 events)

100+ conference center clients

Athletics Data & Arena Events: 2022-2023 Academic Year
Market Snapshot - Hotel

MARKET DATA

Knoxville Tourism Market
January – December 2022

2,417,000+
Hotel Rooms Sold

41,000+
Bookings

103,700+
Room Nights

68%
12-mo Occupancy

Overnight Trips by Length of Stay (Jan-Dec 2022)

<table>
<thead>
<tr>
<th>Length of Stay</th>
<th>% of Total</th>
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<tbody>
<tr>
<td>1 Night</td>
<td>52%</td>
</tr>
<tr>
<td>2 Nights</td>
<td>27%</td>
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<tr>
<td>3 Nights</td>
<td>10%</td>
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<tr>
<td>4+ Nights</td>
<td>11%</td>
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Overnight Trips by Distance Traveled (Jan-Dec 2022)

<table>
<thead>
<tr>
<th>Distance Travelled</th>
<th>% of Total</th>
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<tbody>
<tr>
<td>500+ Miles</td>
<td>37%</td>
</tr>
<tr>
<td>250-500 Miles</td>
<td>25%</td>
</tr>
<tr>
<td>100-250 Miles</td>
<td>29%</td>
</tr>
<tr>
<td>&lt;100 Miles</td>
<td>9%</td>
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Q1 2022 vs. Q1 2023

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<tr>
<th>Category</th>
<th>Q1 2022</th>
<th>Q1 2023</th>
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<tbody>
<tr>
<td>Hotel Rooms Sold</td>
<td></td>
<td>7.3%</td>
</tr>
<tr>
<td>Occupancy</td>
<td></td>
<td>2.8%</td>
</tr>
<tr>
<td>ADR</td>
<td></td>
<td>7.3%</td>
</tr>
<tr>
<td>RevPAR</td>
<td></td>
<td>18.4%</td>
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Source: Visit Knoxville
**Condominium Inventory Within Three Miles of Neyland Stadium**

- **27 Condominium buildings**
- **1,720 Condominium units**
- **$294K Average condo value**

**Since 2012**

- **5 Condominium buildings**
- **264 Condominium units**
- **$648K Average condo sales price in the past year**

Knoxville’s condo market has been driven by growth in high price point, luxury condo units delivered downtown.

Recent projects range in size from nine condo units to 100+ units.

Currently, there are seven units on the market – zero of which were built within the past ten years.

Source: CoStar & Zillow
Market Snapshot - Restaurant

RESTAURANTS WITHIN ONE MILE OF NEYLAND STADIUM

- **33** Restaurant spaces
- **$30** Asking rent PSF
- **23** Casual dining options
- **4.4%** Restaurant space vacancy rate
- **2** Restaurants within a “walkable” distance of the stadium (defined as ⅛ of a mile)
- **2** Riverfront restaurants

Source: CoStar, Visit Knoxville
Site Assessment

- Project site allows for 16,000 SF floorplate
- At 3rd story and above, optional expansion adds 2,348 SF per floor
- Height of 15 stories (or 210 feet) would allow for rooftop bar or amenity space overlooking the stadium.
- At 15 stories, or up to 240,000 GSF, the site can accommodate identified hotel and condo demand plus generous lobby, retail, food service, and other amenity spaces.
Site Considerations

**Existing Conditions:** Footprint should be positioned to maintain loading dock and access to loading dock.

**Topography:** Substantial grade differentials will require grading and possible retaining walls

**Existing Utilities:** Existing storm line (about 144’) and manholes will need to be relocated outside the building footprint. Underground storm detention will likely be necessary due to increase in impervious area. Tie-ins for existing water, sanitary, electric, and fiber all appear near the site.

**Site Opportunities:** Site enables project to share use of existing parking garage.
Site Assessment

MARKET SOUNDING

• Project site allows for 164,000 SF floorplate

• Possibility of integration with existing stairwells and elevator of G10

• With soil stabilization, the size of the tabletop would support light vendor activities, foot traffic, and the proposed scoreboard. The tabletop would not be able to integrate with vehicle traffic already present in the G10 deck.
Site Assessment
MARKET SOUNDING

Site Considerations

**Existing Conditions:** Foundations and supports should be positioned to not interfere with parking lot entries or encroach on adjacent rail line.

**Subterranean Conditions:** Soil stabilization will need to be undertaken in the form of micropiles or caisson support along with some removal of debris and replacement with suitable fill.

**Existing Utilities:** The immediate area surrounding G10 is heavily developed with underground utilities. Significant utility locates will need to be undertaken prior to any foundation work commencing.

**Site Opportunities:** Site enables the creation of a riverfront district, immediately adjacent to multiple athletic venues.
## RFI Process / Key Dates

<table>
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<tr>
<th>EVENT</th>
<th>DATE</th>
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<tr>
<td>Notice of Intent to Respond Deadline</td>
<td>June 9, 2023</td>
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<tr>
<td>Deadline for written comments and questions</td>
<td>June 12, 2023</td>
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<tr>
<td>UT anticipated response to written comments and questions</td>
<td>June 16, 2023</td>
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<tr>
<td>RFI Response Deadline</td>
<td>June 27, 2023</td>
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Questions?