



# MONUMENTAL OPPORTUNITY



JBG SMITH



**MONUMENTAL**  
SPORTS & ENTERTAINMENT

For Illustrative Purposes Only

# Alexandria Listening Sessions

City of Alexandria and Monumental Sports and Entertainment leadership will join the community in a series of weekly virtual listening sessions on Thursday nights from 7-8 p.m. organized around the following topics:

- 1.18.24 – Financial Proposal & Economic Impact
- 1.25.24– Schools, Housing & Community Benefits
- 2.1.24 – Transportation & Traffic Management
- 2.8.24 – Small Business & Economic Opportunity

Recordings of past sessions are available online at [www.MonumentalALX.com](http://www.MonumentalALX.com)



# Tonight's Panel

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## Alexandria, MSE & JBG SMITH/Clark Construction Representatives

**Cristina Amoruso**, Director, Small Business & Entrepreneurship, AEDP

**Lee DeLong**, CEO, Capital Group, Clark Construction

**Hunter Lochmann**, Chief Marketing Officer, Monumental Sports & Entertainment

**Sindara Oyekola**, Director, Corporate Affairs, Clark Construction

**Jackie Sammarco**, Director, Retail Leasing, JBG SMITH

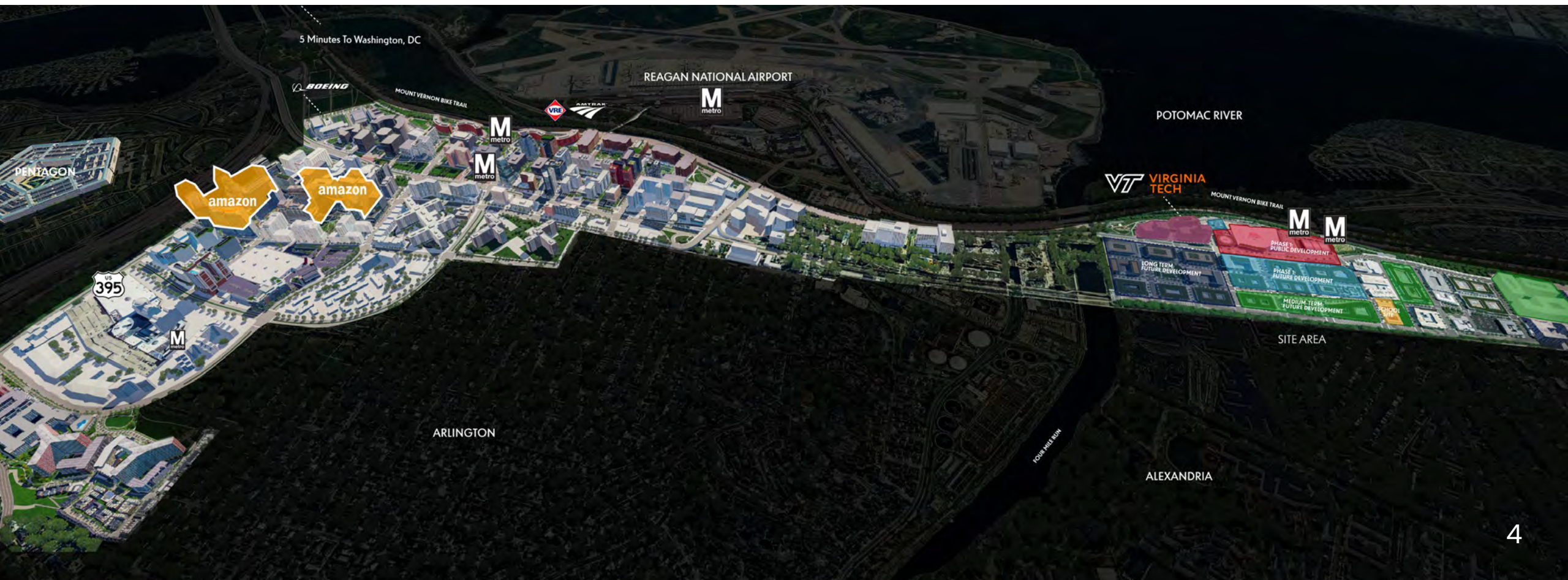
**Jordan Silberman**, President, Venues, Monumental Sports & Entertainment

Jim Parajon  
City Manager  
City of Alexandria

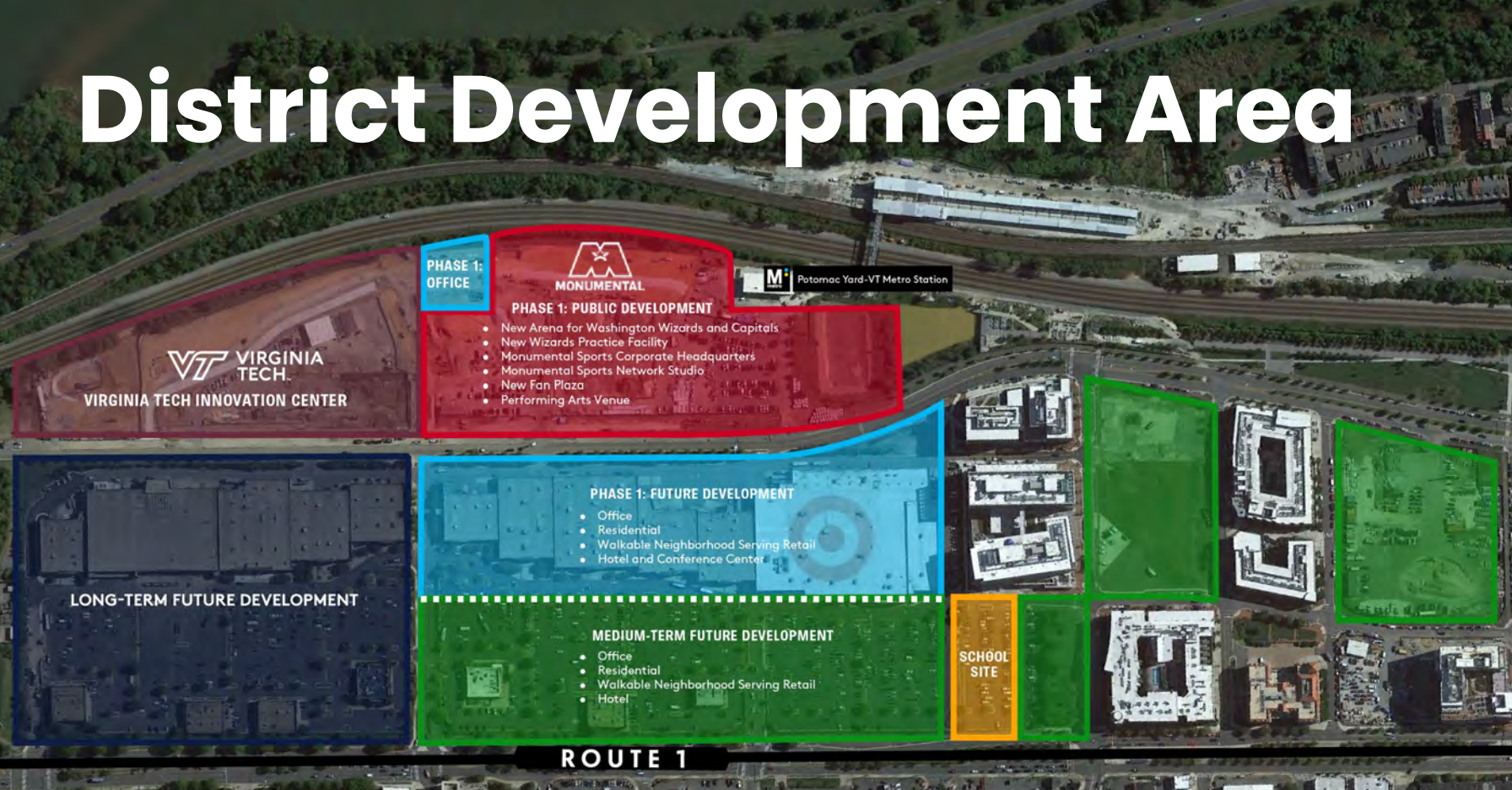
Stephanie Landrum  
Alexandria Economic  
Development Partnership

# Entertainment & Innovation Corridor

Monumental will join Amazon HQ2, Virginia Tech and organizations like APTA, NIB and IDA to create the nation's premier sports, entertainment and innovation corridor complete with an arena, concert venue, hotel and conference center, and mixed-use housing, retail, and restaurants.



# District Development Area



## Scenario 2: Arena + Accelerated Development

Parcel	Arena + Phase 1	Additional Development	Scenario 2 Total
Residential	1,500	3,700	5,200
Office	200	1,600	1,800
Hotel	550	250	800
Academic	100	-	100
Retail	100	400	500
Conference	100	-	100
Sports and Entertainment	1,000	-	1,000
<b>Total</b>	<b>3,550</b>	<b>5,950</b>	<b>9,500</b>

*% of Total*      37%      63%      100%

**Year of Completion:**      **2028-2029**      **2031-2036**

# Job Opportunities

Construction of the district will begin in 2025, with phased growth expected through 2036. During that time, thousands of construction and development related jobs will be created on site.

New Jobs Generated	With Arena & Accelerated Development (2028-2036)
Permanent Jobs	29,925
Construction Jobs	17,645



# Job Opportunities

	Job Category	Direct	Indirect	Induced	TOTAL
Arena Phase	Arena/Event Day Operations	895	264	193	1,352
	Players	46	9	6	61
	Performers	-	-	-	-
	Virginia Tech	202	20	39	261
	All Other Arena Phase Activity	982	517	562	2,061
Phase I	Retail Employment	242	49	46	337
	Multifamily Employment	72	44	28	144
	Office / Hotel Employment	829	212	190	1,231
Phase II	Retail Employment	302	50	40	392
	Multifamily Employment	75	47	29	151
	Office / Hotel Employment	1,113	882	787	2,782
Phase III	Retail Employment	832	201	175	1,208
	Multifamily Employment	104	64	40	208
	Office / Hotel Employment	7,745	6,143	5,476	19,364
	<b>TOTAL</b>	<b>13,439</b>	<b>8,502</b>	<b>7,611</b>	<b>29,552</b>

RECEPTION







# JBG SMITH Retail Approach



# AEDP Small Business Services

Get free help, customized to your business needs from a team of professionals, mentors and consultants. As the entertainment district moves from plans to construction, there is plenty of time to build a new business!

- *One-on-one counseling:*
  - Ideation Stage (pre-startup)
  - Start-up (not yet in business)
  - Existing business (have a business license)
- *Customized business coaching*
- *Business association matching*



# Upcoming Engagement Opportunities

Please visit [MonumentalALX.com](https://www.monumentalALX.com) for a full list of scheduled events. Next week, the calendar includes:

- Pop-Up: 2.11.24 at 11:00 AM – 1:00 PM  
Stop by Safeway Grocery Store Lobby,  
3526 King Street to ask questions
- City Council Legislative Meeting: 2.13.24 at 7:00 PM  
General Project Update
- Transportation Community Conversation: TBA  
Opportunity to ask questions about analysis





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