



Ms. Stacey Hoffman
Senior City Planner
City of Cincinnati, Department of City Planning and Engagement
Date: August 18, 2023

RE: West End Mixed-use Development | Community Engagement and Inclusion Efforts

Dear Ms. Hoffman,

Since March 2022, FCC representatives have attended West End Community Council (WECC) and FCC Community Coalition meetings and provided updates on the development. Formal presentations have been underway this year to WECC and FCC Community Coalition. Presentations to the OTR Community Council and an open-to-the public input session took place in July 2023.

Engagement Schedule:

4/2022- 8/2023:	Regular attendance at the WECC and FCC Community Coalition
6/27/2022:	FCC Community Coalition briefing
12/12/2022:	FCC Community Coalition briefing
5/18/2023:	West End Community Engagement
6/16/2023:	West End Community Council Executive Committee
6/20/2023:	West End Community Council Engagement
7/7/2023:	FCC Community Coalition briefing
7/10/2023	OTR Community Council Executive Committee
7/24/2023:	OTR Community Council
7/26/2023:	Community Input Session, open to all
8/8/2023:	West End Community Council Executive Committee
8/15/2023:	West End Community Council Engagement- Letter of Support Received
8/22/2023:	Project Rollout, Community Engagement Session – Messer and Triversity
8/24/2023:	City Planning Community Engagement
10/11/2023:	Introduce to Council
10/16/2023:	City Council Budget & Finance Committee – Property Sale
10/17/2023:	City Council EG&H Committee – Planned Development
10/25/2023:	City Council Approval

In many discussions with community leaders, we found a strong desire to have a destination district that will attract visitors and offer much-needed amenities that residents desire and deserve. Residents asked that the plaza and other public spaces are accessible to people of all ages and abilities. Much of the community feedback received was focused on the desire of



neighborhood residents to have entertainment and dining options other neighborhoods have. One resident remarked that there is no restaurant to take his wife out for an anniversary dinner. Residents want the district to be of a high quality and modern design. They also mentioned on several occasion that they want the buildings to be tall and that the design team should “go big!”

Engagement Session Images and Feedback:





"No Skate park"

"Address food desert. Need to serve the community with healthy food"

"Don't want a dead park where there's nothing drawing people to it."

"Don't repeat what is already close to us, like a splash park. Want this to be something different, makes people excited to come to the West End."

"Not another indoor 'community space.' Every development here has it. It's just a room to talk not programmed for kids."

"Age inclusive for young kids to seniors alike. The experience should be for everyone."

"A job-creating development"

"Accessible to people with physical challenges or young kids."

"Public space that doesn't compete with CRC, compliments it and works together. Already have Laurel Park. Not taking away from what is nearby."

"We deserve to have nice things, and want both expensive and affordable food and drink options."

"No short, stunted development. Go high. Go big."



Summary of the Community Benefits Agreement

A Community Benefits Agreement was jointly negotiated and signed by the West End Community Council, FC Cincinnati and The Port in 2018. The agreement identified community priorities to improve the quality of life in the West End. The 30-year agreement is valued at more than \$50 million. Community Benefits Agreement commitments include:

- Meet stadium construction inclusion goals of 25% MBE, 7% WBE and 30% SBE. FC Cincinnati and our project team of Turner Construction and Jostin Construction exceeded these goals with 25.52% MBE, 14.7% WBE and 30.49% SBE with a total spend of \$180.7 million with minority-and women-owned companies and small business enterprises.
- Create and operate a youth soccer program in the West End. The West End Pride boys and girls teams were created in 2018 and now include 11 teams with 237 players. The program is free to any youth who live in or have ties to the West End.
- Build mini-pitches (youth-sized soccer fields) in the West End and other needy communities. Eight mini-pitches have been built with a ninth opening on August 29.
- Operate soccer instruction during gym classes in West End schools and after school at the Lincoln Rec Center and Lindner Y in the West End.
- Contribute at least \$100,000 annually to non-profits working in the West End or located in the West End.
- Support a construction training program and First Source job referral program to increase local hiring for stadium construction jobs.
- Meet regularly with the West End Community Coalition. FCC also formed and met regularly with a Design Committee of West End residents to gain input on the stadium design.
- Commission a Traffic Study prior to stadium construction to minimize impact of the new stadium to the neighborhood.
- Pay its full-time hourly employees at least \$15 per hour.
- Host job fairs in the West End.
- Prioritize the West End community organizations and schools for concession sales fundraising, other fundraising opportunities, and volunteer opportunities during MLS games at TQL Stadium.
- Adopt preference for West End suppliers and vendors and a supplier inclusion plan.
- FCC has also contributed:
 - \$200,000 for affordable housing development in the West End
 - \$100,000 to a West End Emergency Housing Fund
 - \$150,000 for a West End housing study and community outreach



- \$20,000 to MORTAR for entrepreneurship support in the West End
- \$250,000 to create a Social Justice Fund supporting local organizations with a track record of addressing racial inequities in the region, \$100,000 of which directly benefited West End non-profit organizations.
- Hundreds of FCC staff and player volunteer hours per year with West End organizations

Inclusion:

The West End Mixed-use Project will put inclusion at the forefront of its construction efforts. The project has engaged Messer and Triversity Construction to lead the Pre-con Construction efforts.

Messer and Triversity are nationwide leaders in diversity and inclusion. They work to achieve inclusion results through implementation of their proven, successful, documented, and nationally recognized processes. We realize the growth of Cincinnati M/WBE firms is essential to the success of the community, which is why we are committing Messer's 360 Economic Inclusion Support Team Approach to the West End Mixed-Use Development project. This team has specific experience meeting or exceeding M/WBE goals on projects of similar size and complexity in the Cincinnati region.

For more information, please see attached:

- Inclusion Summary | Changing a Community through Workforce Development and Diversity
- West End Mixed Use Development Engagement Session – Presentation