

City Council Work Session

Documents:

- 1 - [WORK SESSION AGENDA.PDF](#)
- 2 - [GREENVILLE DRIVE PRESENTATION.PDF](#)



CITY COUNCIL OF THE CITY OF GREENVILLE WORK SESSION MEETING

Monday, July 10, 2023 – 4:00 p.m.

Greenville City Hall, 206 S. Main Street

Citizens may access the meeting at the following web address:

<https://www.greenvillesc.gov/1694/Online-Meetings>

CITY COUNCIL: Mayor Knox White; Councilmembers Wil Brasington, John DeWorken Dorothy Dowe, Lillian Flemming, Ken Gibson, Russell Stall

CITY STAFF: City Manager Shannon Lavrin, City Attorney Leigh Paoletti; City Clerk Camilla G. Pitman

AGENDA

- 1. Call to Order** **4:00 p.m.**
- 2. Greenville Drive Presentation** **4:00 p.m.**
(Presented by President and Owner Craig Brown)
- 3. Executive Session (S.C. Code §30-4-70):** **4:30 p.m.**
NOTE: City Council will leave the Work Session to conduct an Executive Session which is not open to the public. The Work Session meeting will adjourn following the completion of the Executive Session. No action will be taken prior to adjourning the meeting.
 - a. Economic Development / Legal Briefing**
- 4. Adjourn** **5:15 p.m.**



CITY OF GREENVILLE / GREENVILLE DRIVE

PARTNERSHIP UPDATE

Monday July 10th, 2023

KEY TOPICS FOR TODAY



**Fluor Field Facility
Updates + West
End Entertainment
District Progress**

**2023 Community
Events & Drive
Programming**

**MLB/MiLB
Operating Update
& Evolution
(+ Implications)**

OUR MISSION



“Utilizing baseball & family fun entertainment to create lasting memories & a stronger Upstate”



The Fabric Of The Community For 18 Years

Ballpark Digest "Ballpark of the Year" (2006)

"Front Porch Of the Community" Recognition (2011)

John H. Johnson Award – Top Franchise in Minor League Baseball (2017)

League Leading Attendance For 4 Straight Seasons (South Atlantic League, 12 Total Teams)

Drive Baseball + West End Events (Year Round Home To Our Community's Highest Profile Events)

FLUOR FIELD

CATALYST FOR RENAISSANCE OF GREENVILLE'S WEST END



Within A Half Mile Of Fluor Field Since 2006 *(last update, Fall 2021)*

- **1,300+** New Building Permits
- **\$1.5B+** Total Property Value
- **700+** New Business Licenses
- **\$300M+** New Business Sales
- Featured New Property Developments (e.g., 400 Rhett, DECA, South Ridge, The Greene, McLaren, SunCap, & 408 Jackson)
- Establishing a West End Entertainment District (e.g., District 356, The Bellwether, Children's Theatre, Gather GVL, Markley Station, Kimpton Hotel, New Realm Brewing Company, & more)

AND WE'RE JUST GETTING STARTED



*FLUOR FIELD ENHANCEMENTS & THE CONTINUED EMERGENCE OF THE
WEST END ENTERTAINMENT DISTRICT (anchored by Fluor Field)*



FLUOR FIELD FACILITY UPDATES

RECENTLY COMPLETED & STILL TO COME; BASED ON NEW MLB FACILITY GUIDELINES



- *Fully Updated, Expanded, and Transformed Player Clubhouse Facilities*

“Greenville Sets The Standard. I’ve Been To Hundreds Of Cities & Minor League facilities and what you’ve done (and continue to do) here is as good as it gets.”

-Brandon Withers, Senior Minor League Representative, Major League Baseball Players Association

FLUOR FIELD FACILITY UPDATES

RECENTLY COMPLETED & STILL TO COME; BASED ON NEW MLB FACILITY GUIDELINES



- *Ballpark Netting*
- *Outfield Padding*
- *LED Lighting & Control System*

“Greenville is the best run MiLB franchise in the Country, hands down. The organization, the player treatment, the facilities, the community... Nobody does it better than Greenville.”

-Iggy Suarez, Greenville Drive Manager (2018-current)

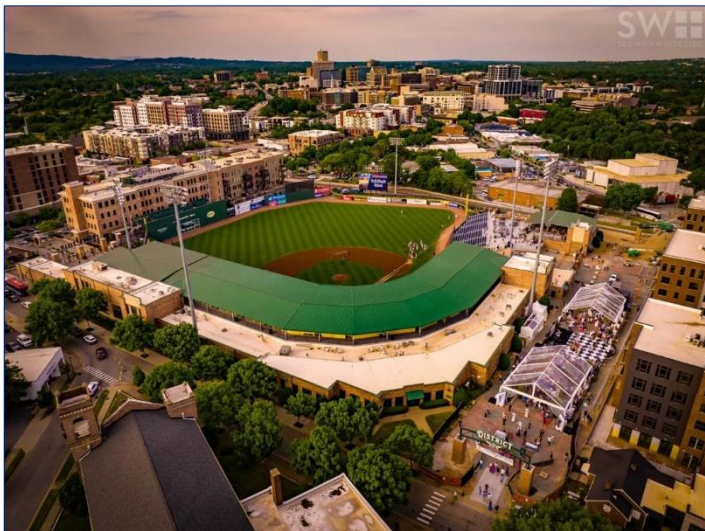
WEST END ENTERTAINMENT DISTRICT

FENWAY INSPIRED DISTRICT 356



District 356 Entertainment District

Amplifying Fluor Field's Community Entertainment Impact & Capabilities



WEST END ENTERTAINMENT DISTRICT

DISTRICT 356 EXTENSION -- AUGUSTA STREET PLAZA



D356 Integration + Better Accessibility & Aesthetics (response to DRB direction)



WEST END ENTERTAINMENT DISTRICT

ADDITIONAL SURROUNDING ENTERTAINMENT & DEVELOPMENT



Bellwether Public House
An elevated, family-friendly public house steps from Fluor Field



SunCap Development Project
Mixed Use, Re-Located Drive Team Store, Public Parking (125 spots)



New Realm Brewery
World Class Brewery & Scratch Kitchen (former Old Cigar Warehouse)

*“Rallyville Lager” Drive/New Realm Partnership;
#1 new craft beer in the Upstate (2023)*

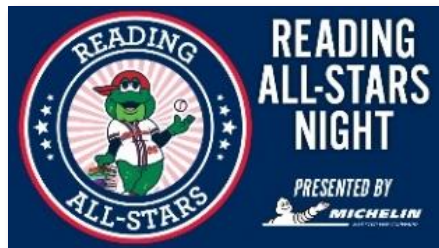
THE POWER OF THE DRIVE PLATFORM

2023 COMMUNITY EVENTS & PROGRAMMING AT FLUOR FIELD STRONGER THAN EVER



Continuing To Utilize Fluor Field (with & without baseball) As A Force For Good – Hosting Our Community's Most Important & Impactful Events

Community Events & Celebrations



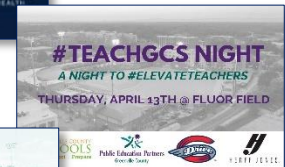
1,200,000 student participants across 16 Years

Diversity, Equity, & Inclusion Programs



1st MiLB franchise participant; sparked significant community engagement & conversation

Workforce Development Events





MLB, MiLB PROFESSIONAL DEVELOPMENT LEAGUE (PDL) *UPDATE & IMPLICATIONS*



Industry Dynamics Are Changing Dramatically

- January 2021 – New Player Development Model put in place by Major League Baseball
- Focus on facility quality, league-wide operating platform, and corporate ownership
- Silver Lake Partners (Private Equity) formed Diamond Baseball Holdings to purchase Minor League teams
 - December 2021: Purchased 9 Minor League Teams
 - December 2022: Authorized to purchase up to 20 Minor League Teams
 - May 2023: Authorized to purchase up to 50 Minor League Teams
- Seeking to leverage the scale and capabilities of Silver Lake companies to supercharge growth in each club through expertise in sponsorship sales, event operations, licensing, marketing and content creation
- Significant threat to Minor League Baseball's local ownership model and commitment to community engagement, growth, and betterment
- Significant higher “cost of admission” to own/operate a MiLB franchise (e.g., franchise model, facility standards, travel standards, etc.)

KEY TAKEAWAYS & DISCUSSION AREAS



1. Competition has increased exponentially in the short & longer term

- Brown family commitment, community approach, and resolve will not waiver but our Drive/City partnership is more important than ever
- Year Round, Relevant, & Impactful Community Programming (Drive Games & West End Events) Will Always Be Our “Secret Sauce”

2. Continued focus on the growth of the West End Entertainment District as Greenville’s most unique entertainment destination, with affordability & access key

- County Square parking (800 complimentary spaces) will be lost in August; critical to find a parking solution for the 2024 Drive season
- Long term need for parking solutions – potential locations (Greenville HS, County Square, GTA Development, Presbyterian Church)
- GTA site master plan development – ensuring integration with Fluor Field is key

3. MLB/MiLB landscape will continue to evolve dramatically

- Greenville & the Drive are in a position of strength, but threats have never been higher
- Alignment with important public community partners is critical for continued success (State, County, City, Chamber, GADC)



THANK YOU
FOR YOUR TIME

