

# Welcome to **DETROIT CITY FOOTBALL CLUB STADIUM**

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## **COMMUNITY BENEFITS MEETING**



DEPARTMENT OF  
**Planning &  
Development**

September 11, 2025 - CBO Meeting #3

# **MEETING AGENDA**

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**Welcome & Introductions**

**Neighborhood Advisory Council (NAC) Introductions +  
Roles**

**Project Economic Benefit and Tax Incentives**

**NAC Discussion / Q & A**

**General Public Comment**

**Next Steps**

# DETROIT CITY COUNCIL MEMBERS

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**Council Member  
Gabriela Santiago  
- Romero  
*District 6***



**Council Member  
Coleman A. Young II  
*At-large***



**Council Members  
Mary Waters  
*At-large***

# **CITY OF DETROIT DEPARTMENTS & AGENCIES**

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**PLANNING AND DEVELOPMENT DEPARTMENT**

**MAYOR'S OFFICE + JOBS & ECONOMY TEAM**

**DEPARTMENT OF NEIGHBORHOODS**



**Detroit Economic  
Growth Corporation**

**DETROIT ECONOMIC GROWTH CORPORATION**



# DETROIT CITY FOOTBALL CLUB STADIUM DEVELOPMENT TEAM

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# ANTICIPATED DCFC PUBLIC CBO MEETING SCHEDULE

Public Meetings	AUGUST 2025		SEPTEMBER 2025		
	WK 1	WK 2	WK 3	WK 4	WK 5
<b>Meeting 1 - Introduction to CBO and Tier 1 Project</b>	21-Aug				
<b>Meeting 2 - NAC Selection</b> <i>(2 members selected by the public)</i>		28-Aug			
<i>Bye Week - Confirm Council and PDD NAC Selections / Hold NAC Orientation</i>			Week of 9/1		
<b>Meeting 3 - Developer Project Presentation and DEGC presentation on incentives</b>				11-Sep	
<i>Meeting 4 - NAC Working Session: Drafts Project Impacts &amp; Community Benefits</i>					18-Sep

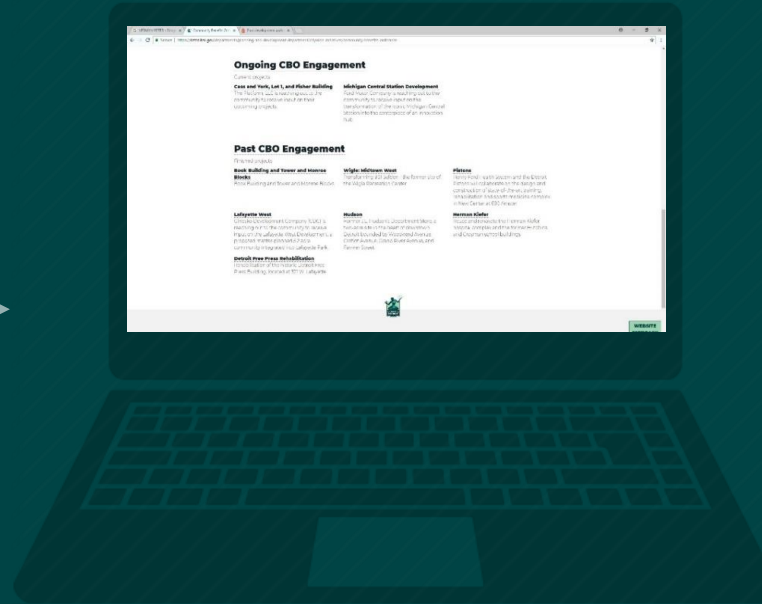
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\*Please note that this schedule might change and will be updated as we progress.

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**THE CBO WEBSITE IS UPDATED REGULARLY WITH PUBLIC MEETING TIMES, DATES, & PRESENTATIONS + THE SIGNED COMMUNITY BENEFITS PROVISION**



**SUBSCRIBE TO EMAIL UPDATES ON THE WEBSITE**

**[WWW.DETROITMI.GOV/DCFC](http://WWW.DETROITMI.GOV/DCFC)**



# **NEIGHBORHOOD ADVISORY COUNCIL (NAC)**

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# CBO TIER 1 PROCESS

## Neighborhood Advisory Council (NAC) Selection - 9 Members

2

**COMMUNITY  
SELECTIONS**



+

3\*

**APPOINTED  
BY COUNCIL  
MEMBERS**



+

4

**APPOINTED BY  
PLANNING &  
DEVELOPMENT**



*\*Appointed by 2 At-Large Members and the Council Member whose district contains the largest portion of the Impact Area*



# Detroit City Football Club Stadium:

## CBO IMPACT AREA



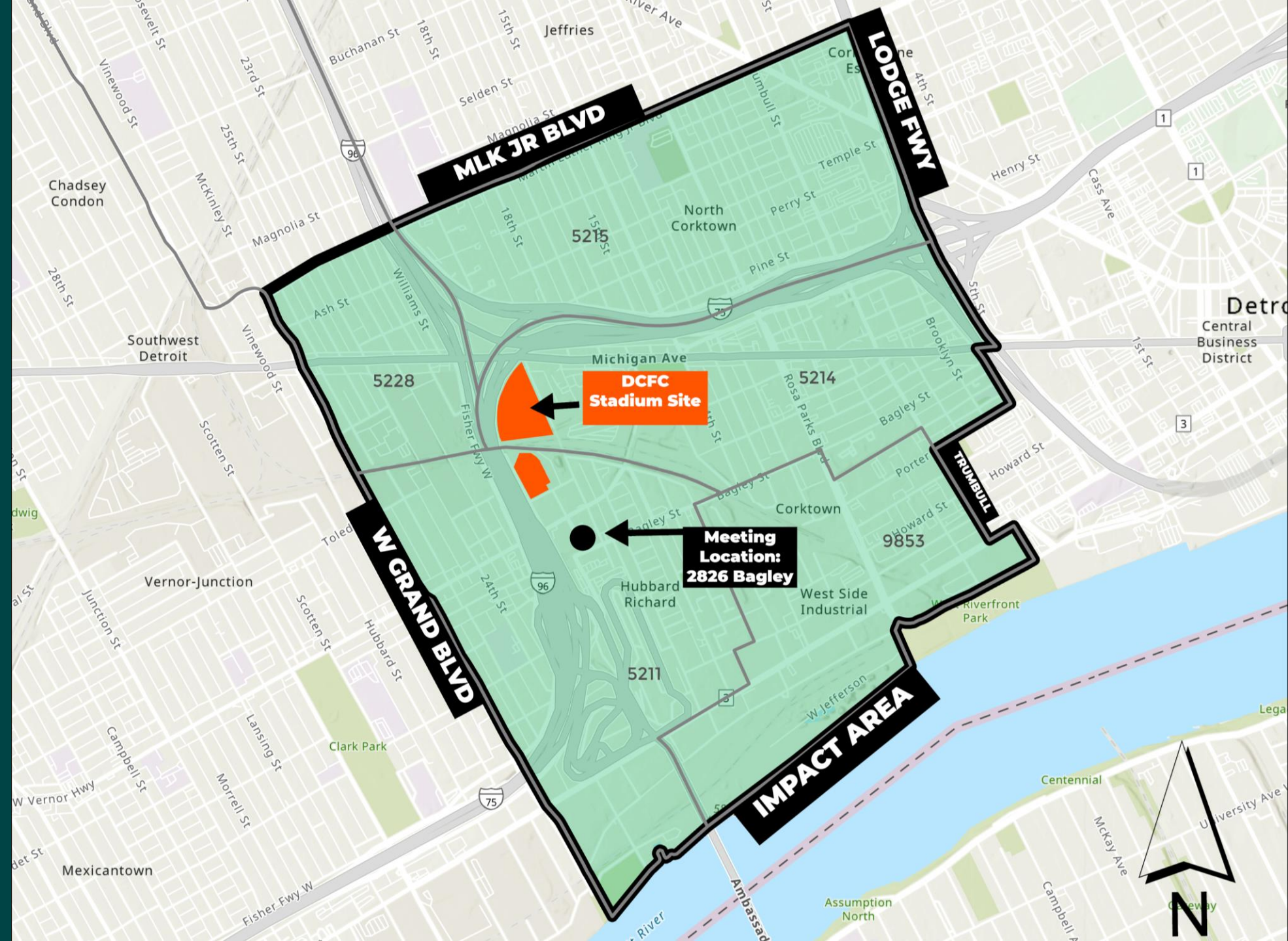


# PROJECT IMPACT AREA

**5,258  
Residents**

**4,214 Mailed  
Notices**

**Based on  
Census  
Boundaries  
per the CBO**



# **NAC SELECTION – ROLES & RESPONSIBILITIES**

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## **ELIGIBILITY**

- Resident of the impact area.
- At least 18 years of age.
- No agents or employees / affiliates of the Developer or involved City Departments / Agencies.
- **MUST BE NOMINATED AT THE PUBLIC CBO MEETING.**

## **REQUIRED DUTIES**

- Must attend all scheduled CBO meetings.
- Develop NAC impact list.
- Review Community Benefits Report written by the Planning and Development Dept.
- Develop a letter of consensus support for the proposed Community Benefits.
- Compliance: Review biannual compliance report to monitor progress and status of project.
- Compliance: Attend annual meeting to discuss the status of the project.

## **RESPONSIBILITIES**

- You cannot use this position for personal gain and must declare any conflicts of interest.
- You are agreeing to represent your fellow residents.
- You are agreeing to provide feedback for the community.
- You are agreeing to work together with fellow NAC members to make official recommendations to mitigate any negative impacts of the project.
- You are advising the City of Detroit and City Council on how best to mitigate impacts.

# **NEIGHBORHOOD ADVISORY COUNCIL (NAC)**

- **Martina Guzman - Elected by Impact Area Residents**
- **Brianna Williamson - Elected by Impact Area Residents**
- **Sam Butler - Appointed by Council Member Gabriela Santiago-Romero**
- **Mari Anzicek - Appointed by Council Member Coleman A. Young II**
- **Sheila Cockrel - Appointed by Council Member Mary Waters**
- **Olivia Hubert - Appointed by Planning & Development**
- **Msg. Charles Kosanke - Appointed by Planning & Development**
- **Danielle Manley - Appointed by Planning & Development**
- **Blandina Rose-Willis - Appointed by Planning & Development**
- **Daniel Patton - Alternate appointed by Planning & Development**



# **NAC MEMBER ROLES / POSITIONS**

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## **CHAIRPERSON**

- Facilitates and guides the conduct of NAC meetings and activities
- Works with PDD staff to develop agenda and action items for NAC meetings
- Ensures effective participation of all NAC members

## **VICE-CHAIRPERSON**

- Assist the Chairperson in the above noted duties
- Facilitate and guide NAC activities in the Chairperson's absence

## **SECRETARY / NOTETAKER**

- Record notes, decisions, and action items at meetings or activities of the NAC
- Receive and respond to correspondence addressed to the NAC
- Maintain records and resources for the NAC

## **ALTERNATE \***

- Non-voting member
- Attends all public CBO meetings and participates in NAC activities – as agreed upon with the NAC members

# **CONTACT THE NAC DIRECTLY**



**dcfcnac@gmail.com**



# DCFC DEVELOPMENT

## DEGC Analysis

# **PRESENTATION OVERVIEW**

**01 PROJECT EXECUTIVE SUMMARY**

**02 WHO IS DEGC?**

**03 TAX INCENTIVE OVERVIEW**

**04 BUT-FOR ANALYSIS**

**05 BROWNFIELD TAX INCREMENT FINANCING (TIF)**

**06 NET FISCAL IMPACT**

**07 WHY THIS IS A GOOD DEAL FOR DETROIT?**



# DCFC DEVELOPMENT

## EXECUTIVE SUMMARY

**\$198M**

ESTIMATED  
INVESTMENT

**142**

NEW DIRECT  
FTE JOBS

**1,030**

CONSTRUCTION  
JOBS

**\$14.3M**

30-YEAR NET  
FISCAL BENEFIT

**\$745.7M**

NEW 30-YEAR LOCAL  
VISITOR SPENDING

### PROJECT DETAILS

- New 15,000 Seat Stadium for DCFC
- Mixed-Use Building
  - 421 Space Parking Deck
  - 8,500 Square Feet of Retail
  - 76 Residential Units – 68 Affordable Units (60%-80% AMI)
  - 680 Space Surface Parking

### REQUESTED INCENTIVES

- PA 381 – Brownfield TIF
- PA 255 – Commercial Facilities Exemption
- PA 210 – Commercial Rehabilitation Act

**ALL INCENTIVES ARE PERFORMANCE BASED AND CONTINGENT ON THE PROJECT BEING COMPLETED**

# WHO IS DEGC?





# DETROIT ECONOMIC GROWTH CORPORATION (DEGC)

## WHAT IS DEGC?

- Established in 1978 by Mayor Coleman Young as a private, non-profit organization
- Lead economic development organization supporting small businesses, real estate development, business attraction & retention in the City of Detroit
- Staff public authorities, including Downtown Development Authority (DDA) and Detroit Brownfield Redevelopment Authority (DBRA)

## WHY IS DEGC HERE?

- Review the development details to confirm:
  - Request for incentives is necessary (“but-for” analysis)
  - Incentives are in the City’s best financial interest (net fiscal benefits analysis)

# **TAX INCENTIVE OVERVIEW**

# TAX INCENTIVE OVERVIEW

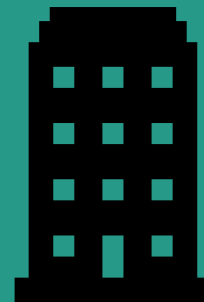
## POLICY OBJECTIVES



Competitively Drive  
Business  
Attraction,  
Expansion & Job  
Creation



Support Financially  
Feasible  
Development;  
Offset Rising  
Construction Costs  
& Interest Rates  
through Financial  
Underwriting



Activate Vacant  
Land or Rehabs  
Blighted,  
Contaminated &  
Obsolete Structures



Generate Net New  
Fiscal Impact

# TAX INCENTIVE OVERVIEW

## COMMUNITY CONCERNS



DO NOT take City money and give that money to developers



ONLY recommended if there is a net benefit to the City



ARE NOT granted without accountability or oversight



DO NOT deliver benefits until developments are completed



ARE NOT exclusive to downtown developments

# TAX INCENTIVE OVERVIEW

## DCFC INCENTIVE REQUEST

Requested	---	Commercial Facilities Exemption (PA 255)	+	Commercial Rehabilitation Act (PA 210)	+	Brownfield TIF (PA 381)
Benefit	---	Provides a 50% reduction on improved value for new construction		Provides a reduced tax rate on the value of commercial improvements.		Captures incremental tax revenue to reimburse eligible project costs
Length	---	Up to 12 years		Up to 10 years		Up to 30 years

**ALL INCENTIVES ARE PERFORMANCE BASED AND CONTINGENT ON THE PROJECT BEING COMPLETED**

# WHAT IS A TAX INCENTIVE?

## PUBLIC SUPPORT vs PUBLIC FINANCING

### The DCFC Stadium will not be directly financed using public funds

#### TYPICAL STADIUM FINANCING

- Stadiums & arenas are mostly owned and financed through a tax-exempt entity. For example: stadium authorities and public education institutions.
- In these cases, the taxpayers are funding much of the project and are ultimately responsible for repayment of debt.

#### DCFC STADIUM FINANCING

- The DCFC Stadium will be privately financed through developer/owner equity and private debt. No direct public funding will be issued for this project and property taxes are generated on the site.
- In this case, the developers are responsible for repayment of debt and equity returns.





# WHAT IS A TAX INCENTIVE?

## STADIUM PUBLIC FINANCING

Stadium	Total Costs	Public Funding Amount	Private Funding Amount	Public Funding %	Private Funding %	Public Funding Sources
Ford Field	\$225.0M	\$105.0M	\$120.0M	47%	53%	City of Detroit, DDA, Wayne County
Comerica Park	\$283.6M	\$135.0M	\$148.6M	48%	52%	DDA, MSF, Wayne County
Little Caesars Arena	\$862.9M	\$324.1M	\$538.8M	38%	62%	DDA, MSF
DCFC Stadium	\$153.0M	N/A	\$153.0M	N/A	100%	N/A

# **BUT-FOR ANALYSIS**

**Q: COULD THIS PROJECT HAPPEN WITHOUT INCENTIVES?**

**A: THIS PROJECT COULD NOT HAPPEN WITHOUT INCENTIVES**

1. The project **would not** be able to receive financing without the incentives.
2. The project **would not** be worth investing in without the incentives.

### **DEBT SERVICE COVERAGE RATIO (DSCR)**

The ability for the developer to pay its mortgage payments after accounting for revenues and expenditures. In general, lenders require DSCR of 1.2x.

### **RETURN ON INVESTMENT (ROI)**

An approximate measure of an investment's profitability

# DEGC “BUT-FOR” ANALYSIS

## DCFC UNDERWRITING

### DEGC Guidelines

DSCR: Not to  
Exceed 1.5x

Developer  
Return Less  
than 10%

### Project Analysis *without* Incentives

DSCR:  
1.01x

Returns:  
-0.13%

### Project Analysis *with* Incentives

DSCR:  
1.27x

Returns:  
4.75%



# DEGC “BUT-FOR” ANALYSIS

## PREVIOUS YEAR’S RETURNS

**Returns for DCFC are well below the average investment returns for other Detroit development projects**

Year	Average Return	DCFC	10-Year US Treasury Bond Rate
2023	6.40%	4.75%	4.09%*
2024	6.08%		

*\*As of 9/5/2025*



# **BROWNFIELD TAX INCREMENT FINANCING (TIF)**



In 1996, Act 381 of the State of Michigan allowed a “Qualified Local Governmental Unit” to establish a Brownfield Redevelopment Authority (BRA)



Detroit is a Qualified Local Governmental Unit



**DBRA**

BROWNFIELD REDEVELOPMENT AUTHORITY

In 1998, the Detroit Brownfield Redevelopment Authority (DBRA) was established



### Facility

A property formally recognized as contaminated per the Natural Resources & Environmental Protection Act (NREPA), Michigan PA 451 of 1994



### Historic Resource

A property located in a City, State and/or Federal Historic District



### Functionally Obsolete or Blighted

Must be confirmed by City Assessor (Public nuisance, utilities disconnected, tax reverted, subsurface debris)



### Housing Property

A property occupied or will be occupied by households at or below 120% AMI including at least 20% of units at 80% AMI



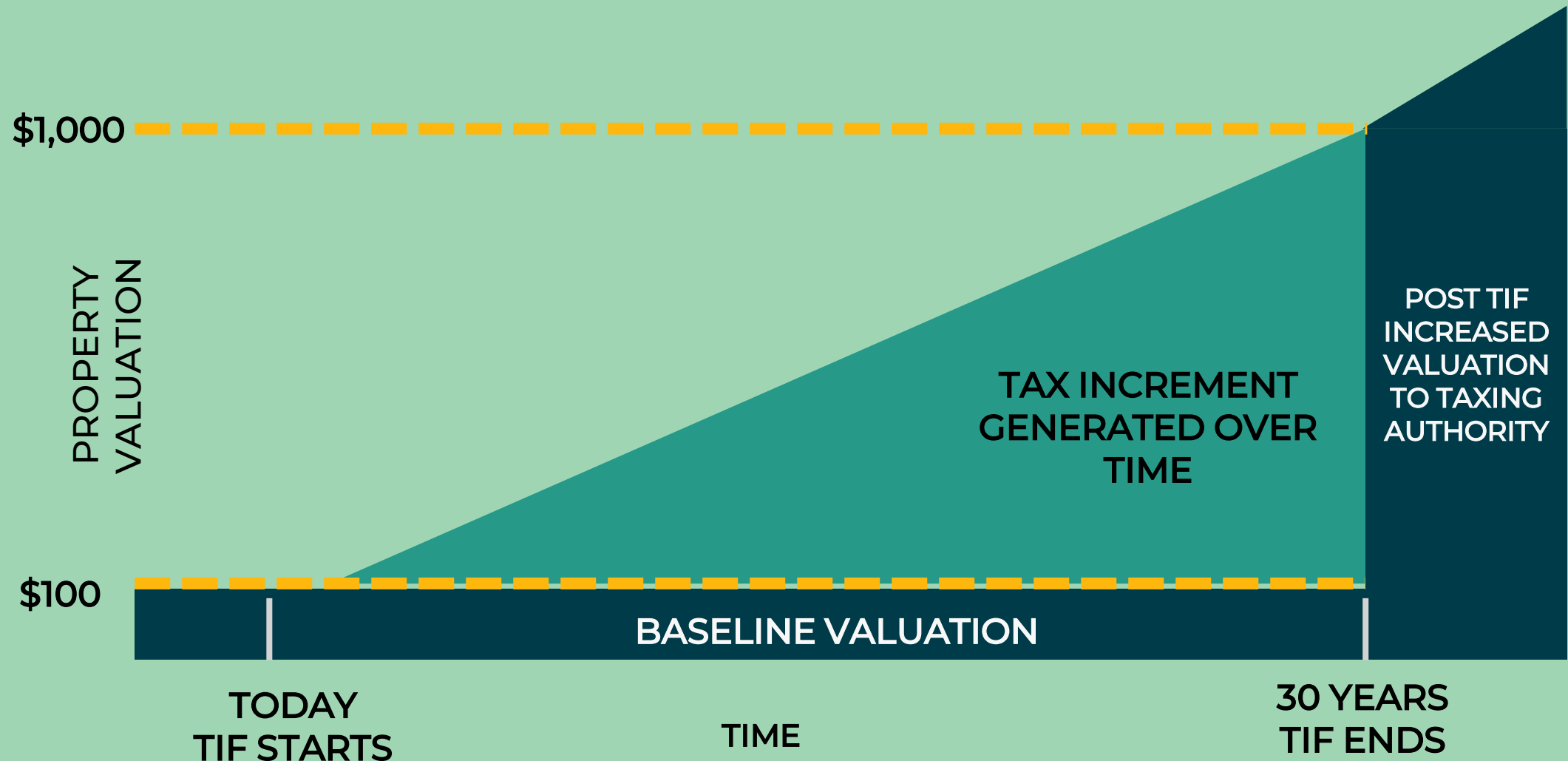
### Adjacency

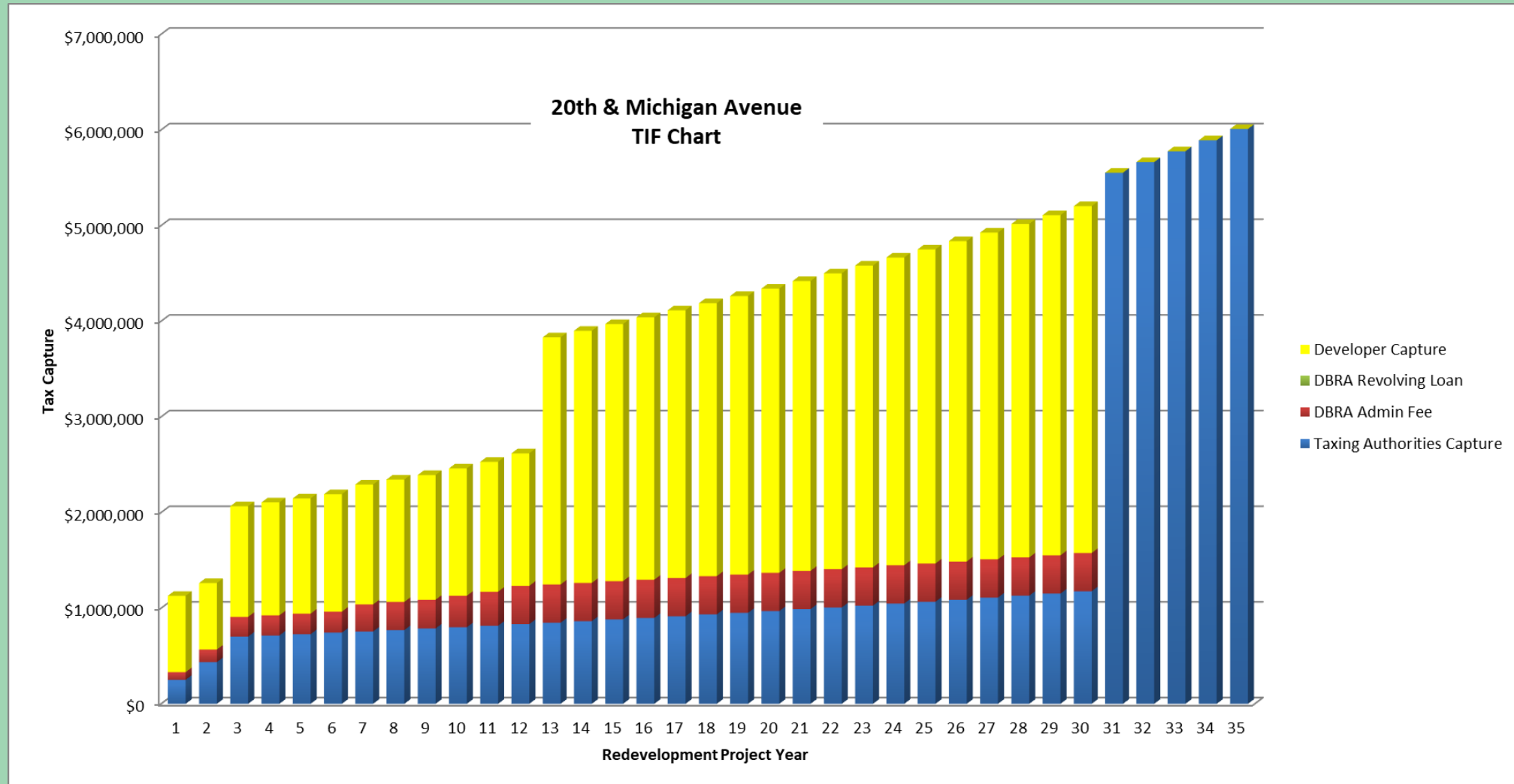
Parcels directly adjacent to an eligible property



# BROWNFIELD TIF

## HOW TAX INCREMENT FINANCING WORKS







# BROWNFIELD TIF

## ELIGIBLE ACTIVITIES

ENVIRONMENTAL / EGLE		NON-ENVIRONMENTAL / MSF		HOUSING / MSHDA		
STUDIES & PLANNING:	<b>\$396K</b>	ABATEMENT & DEMO	<b>\$3.9M</b>	60% AMI	8 UNITS	<b>\$5.4M</b>
REMEDIATION:	<b>\$6.1M</b>	PUBLIC INFRASTRUCTURE:	<b>\$2.7M</b>	80% AMI	60 UNITS	<b>\$31.6M</b>
		PARKING DECK:	<b>\$14.9M</b>			
		SITE PREPARATION:	<b>\$9.2M</b>			
<b>TOTAL:</b>	<b>\$6.5M</b>	<b>TOTAL:</b>	<b>\$30.7M</b>	<b>TOTAL:</b>	<b>68 UNITS</b>	<b>\$37.0M</b>

GRAND TOTAL  
**\$74.2 MILLION**

\*Includes original demo-only Brownfield Plan eligible activities



# **NET FISCAL IMPACT**



# DEGC NET FISCAL IMPACT

## CITY OF DETROIT 30-YEAR FISCAL BENEFIT

### NO DEVELOPMENT 30-YEAR CITY BENEFIT

CITY PROPERTY TAX:	<b>\$2.1M</b>
CITY INCOME TAX:	<b>\$0</b>
UTILITY USER'S TAX:	<b>\$0</b>
MISC. TAXES & FEES:	<b>MINIMAL</b>
COST OF CITY SERVICES:	<b>MINIMAL</b>
<b>TOTAL:</b>	<b>\$2.1M</b>

### CURRENT ANNUAL FISCAL BENEFIT

**\$71K/YEAR**

### DEVELOPMENT 30-YEAR CITY BENEFIT

CITY PROPERTY TAX:	<b>\$5.1M</b>
CITY INCOME TAX:	<b>\$7.3M</b>
UTILITY USER'S TAX:	<b>\$904K</b>
MISC. TAXES & FEES:	<b>\$5.6M</b>
COST OF CITY SERVICES:	<b>(\$4.6M)</b>
<b>TOTAL:</b>	<b>\$14.3M</b>

### AVERAGE ANNUAL FISCAL BENEFIT

**\$478K/YEAR**

NEW ANNUAL VISITOR SPENDING GENERATED WITHIN LOCAL DETROIT ECONOMY

**\$24.9 MILLION/YEAR AVERAGE**



# DEGC NET FISCAL IMPACT

## DCFC VISITORS ECONOMIC IMPACT

Event Type	Event Count	Average Attendance
DCFC Men's League	17	10,228
DCFC Men's Non-League	1	6,240
DCFC Women's League	6	1,500
Non-DCFC Events	20	10,228

Average Visitor Spending \$46.69
Local Dining
Local Bar & Refreshments
Local Retail
Transportation

**393,676**  
TOTAL  
ANNUAL  
VISITORS

**x \$46.69**  
AVERAGE  
VISITOR  
SPENDING

**= \$18.4M**  
LOCAL  
ECONOMIC  
IMPACT



**\$745.7M**  
30-YEAR LOCAL  
ECONOMIC IMPACT  
(\$24.9M ANNUAL AVG)



# DEGC NET FISCAL IMPACT

## DCFC SUMMARY

### TOTAL TAX INCENTIVES CONTRIBUTED TO THE PROJECT

PA 210 Commercial Rehabilitation Act	\$1.8 MILLION
PA 255 Commercial Facilities Exemption	\$12.0 MILLION
PA 381 Brownfield TIF Reimbursement	\$74.2 MILLION
<b>Est. Total Incentives Over 30 Years</b>	<b>\$88.0 MILLION</b>

### TOTAL NET FISCAL BENEFIT TO THE CITY OF DETROIT

30-Year City Net Fiscal Benefit <sup>[1]</sup>	\$14.3 MILLION
30-Year Total Local Economic Impact from Visitor Spending <sup>[2]</sup>	\$745.7 MILLION
<b>30-Year Total Economic Impact</b>	<b>\$760 MILLION</b>

[1] DEGC Estimates

[2] Based on data provided by DCFC and Visit Detroit

**ALL INCENTIVES ARE PERFORMANCE BASED AND CONTINGENT ON THE PROJECT BEING COMPLETED**

**WHY IS THIS A GOOD  
DEAL FOR DETROIT?**

# WHY IS THIS A GOOD DEAL FOR DETROIT?



## The New DCFC Stadium will:

- Eliminate blight
- Reenvision an underutilized area by activating a vacant, abandoned site with new, exciting uses
- Provide better connection between Corktown and the surrounding neighborhoods
- Bring 142 FTE new jobs + 1,030 construction jobs and opportunities for Detroiters
- Generate \$24.9M annually in new economic activity from DCFC visitors & attendees
- Create opportunity to expand interest and build community within the sport of soccer



# QUESTIONS?

# NAC DISCUSSION

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# General Q & A

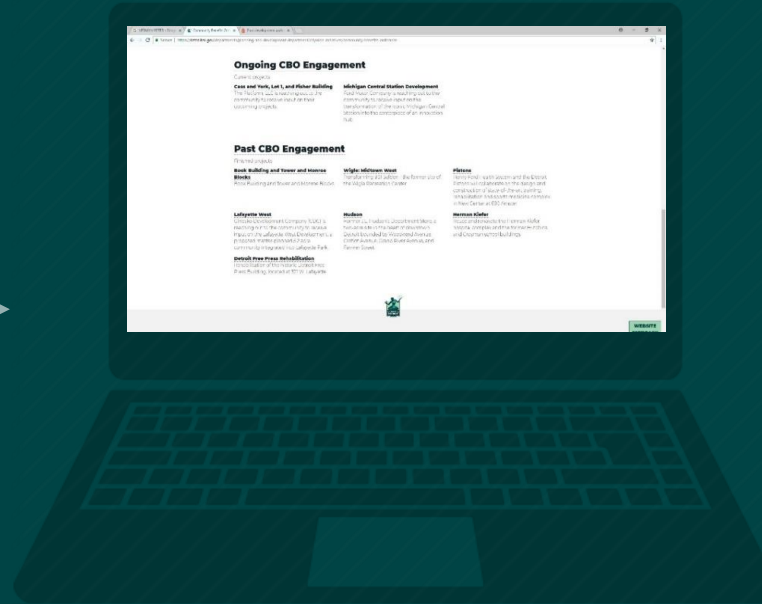
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*Comment cards also available*

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# CBO TIER 1 PROCESS

## DCFC Stadium CBO Meeting Schedule – Aug – Oct 2025

**WEEK 1:** THURSDAY AUG. 21 - INTRODUCTION TO CBO PROCESS AND DEVELOPER PRESENTATION OF THE PROJECT

**WEEK 2:** THURSDAY AUG. 28 - IMPACT AREA RESIDENTS VOTE FOR 2 NAC MEMBERS

**WEEK 3:** *BYE WEEK for REMAINING NAC APPOINTMENTS & ORIENTATION*

**WEEK 4:** THURSDAY SEPT. 11 - FIRST NAC MEETING & DEGC PRESENTS INCENTIVES PACKAGE

**WEEK 5:** *THURSDAY SEPT. 18 - NAC WORKING SESSION*

**WEEK 6:** THURSDAY SEPT. 25 - NAC PRESENTATION OF IMPACTS

**WEEK 7:** *THURSDAY OCT. 2 - NAC WORKING SESSION*

**WEEK 8:** THURSDAY OCT. 9 - DEVELOPER PRESENTS RESPONSES TO IMPACTS

**WEEK 9:** THURSDAY OCT. 16 - FINALIZATION AND POTENTIAL NAC VOTE ON AGREEMENT

**WEEK 10:** THURSDAY OCT. 23 - IF NEEDED: CONTINUED DEVELOPER / NAC DISCUSSIONS TOWARDS FINAL RESOLUTION AND VOTE ON COMMUNITY BENEFITS AGREEMENT

### **BEFORE PUBLIC MEETING #3**

PDD INFORMS NAC MEMBERS VIA EMAIL OR PHONE THAT THEY HAVE BEEN SELECTED & HOLDS AN ORIENTATION TO PROVIDE THE NAC WITH:

- MEETING AGENDAS
- ROLES & RESPONSIBILITIES
- PREVIOUS EXAMPLES OF CBOS
- NAC CONTACT LIST
- OTHER “ESSENTIAL INFORMATION” AS SPECIFIED IN THE CBO

# What Comes Next

## Next CBO Meeting:

**Thursday September 18th at 6pm**

*Doors at 5:30 for Registration and Refreshments*

- Neighborhood Advisory Council Working Meeting
- Parking and Traffic Discussion
- In-person meeting at: Mexicantown CDC Mercado – 2826 Bagley St.
- Remote access via Zoom
- Meeting registration at: <https://bit.ly/dcfc-cbo>
- All project notices and documents will be available at [www.detroitmi.gov/dcfc](http://www.detroitmi.gov/dcfc)





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**Scan QR Code to  
Register for Meetings!**