

CONCEPT NARRATIVE

EXPO Cincy is a multimodal network placed within a city of innovation and craftsmanship. Designed with Cincinnati's rich history of exploration and product development in mind, EXPO Cincy reflects on elements of the past while harnessing the impending trends of the future.

This project is designed to bring the local Fortune 500 companies, universities, and entrepreneurial innovators together in a concentrated zone, allowing guests and natives alike to experience the newest and the best of what the Midwest has to offer. The site map emphasizes the two main axes of development, which serve to connect the Cincinnati business district to the Ohio River, while simultaneously bridging the two stadiums with perpetual activity.

The EXPO WALK sits on the former corridor of Second Street. A major traffic reroute accompanied by the strategic capping of Fort Washington Way creates an inclusive pedestrian corridor along which ground level showrooms are situated. These displays allow corporate companies, on the brink start-ups, and local artisans to collectively exhibit their products in a vibrant retail/showroom hybrid staging. Above the showrooms sit residential and hotel space. The hotels explore new advancements in hospitality and support a multitude of annual conferences, conventions, and sporting events.

At ground level, EXCHANGE PLAZA, SECOND STREET ARCADE and MARTY BRENNAMAN PLAZA serve as gathering places for onlookers, fans, business people, and vendors. This chain of plazas offers the user a variety of experiences through landscaping and year-round programming.

Transportation in and out of the site will not be compromised thanks to two transit stops sited near each of the stadiums. Serviced by innovations in public transit, with tomorrow's streetcar and electric buses, these stops are well positioned to deal with an increase in autonomous vehicle traffic over the next decade by developing the necessary pickup and drop off zones.

GREEN STREET lives up to its name, acting as a social and environmental corridor that funnels pedestrians and storm water through a series of original spaces towards RIVERGATE FIELD and the Ohio River. Adjacent to these lie Roebling House, a mixed use space that anchors the EXPO to the River, and F.I.T. TECH, a cutting edge, collaborative sports and exercise science facility that develops and tests new technologies on Rvergate Field.. Rivergate Field not only acts as a testing ground for F.I.T. Tech, but opens up to tailgate activities during game days, and for permanent public usage.

The storm water management systems showcases the latest best practices and is designed as an open, living laboratory. The site's orientation between the Ohio River and downhill of the CBD allows for the green infrastructure to act as an advanced filter of water for regional rainfall.

These two streets form the axis upon which EXPO Cincy is anchored.
At EXPO Cincy you explore the future. At EXPO Cincy, you experience Cincinnati.

FINANCIAL NARRATIVE

EXPO Cincy will serve as the innovation hub for Cincinnati's Fortune 500 companies such as Macy's, Kroger, and Procter & Gamble. As America's hidden gem, Cincinnati will finally have a dedicated district to showcase its research & development heritage. The overall site was phased to first bring steady life to the site and expand outward from there.

EXPO Cincy starts by activating the blocks near Paul Brown Stadium, which is used only 10 days a year compared to the Great American Ballpark, which is used 81 days a year. The completed development is a vibrant, mixed-use sector with 562,570 square feet of retail and showcase space, 1,938 hotel rooms, and 715,607 square feet of office space. To encourage office occupancy, the site features purpose-specific office space such as F.I.T. TECH that will house training and medical staff of both the Bengals and Reds working in conjunction with local university programs.

To encourage vibrant street life and reduce the environmental impact of prior impervious surfaces, 475 trees will be added to the site by 2028. Additionally, the site will provide places for people to stop and engage with the city around them through the addition of 80 benches by 2025. The site invests in Cincinnati by providing civic space in the form of plazas, which will be programmed with changing activities throughout the year, in addition to over 140,000 square feet of green space and pervious paving. Knowledge and skills will be infused in the grain of the site, facilitated at places such as 30,000 square foot WORKSHOP.

Regarding the funding of the site, equity will be obtained from Cincinnati Fortune 500 companies, which will help build out their retail showcase spaces. For debt financing, a non-recourse construction loan is taken that will roll into a permanent, interest-only loan of 9%. This is 400 basis points above where the market is projected to be when construction commences. The higher interest rate of 9% is offset by the fact that principal will not have to be paid for, but only interest. This is also why 30% equity is used instead of the usual 25% equity because the project will generate solid, positive returns for our investors. The county and city will buy in to the proposal because the plan requires approximately \$23 million in TIF financing.

EXPO Cincy yields an unleveraged IRR (before taxes) of 13.79% and a leveraged IRR of 17.53%. A 10% discount rate was used in the financing assumptions. The total development costs, including infrastructure costs, are \$741,637,681.