
AGENDA
CROWN EVENT CENTER COMMITTEE MEETING
JUDGE E. MAURICE BRASWELL
CUMBERLAND COUNTY COURTHOUSE-ROOM 564
AUGUST 16, 2022
1:00 PM

1. CALL TO ORDER
2. APPROVAL OF AGENDA
3. APPROVAL OF MINUTES
 - A. Approval of March 23, 2022 Special Meeting Minutes, April 20, 2022 Special Meeting Minutes, and May 16, 2022 Special Meeting Minutes
4. ITEMS OF BUSINESS
 - A. Consideration of Crown Event Center Guiding Principles
5. CLOSED SESSION
 - A. Real Property Acquisition Pursuant to NCGS 143.318.11(a)(5)

ADJOURN



CROWN EVENT CENTER

MEMORANDUM FOR AMERICAN RESCUE PLAN COMMITTEE AGENDA OF AUGUST 16, 2022

TO: CROWN EVENT CENTER COMMITTEE

**FROM: JERMAINE WALKER, DIRECTOR OF ENGINEERING AND
INFRASTRUCTURE**

DATE: 8/4/2022

**SUBJECT: CONSIDERATION OF CROWN EVENT CENTER GUIDING
PRINCIPLES**

BACKGROUND

On May 16, 2022, the Crown Event Center Committee met and received a presentation from MBP Carolinas and the Crown Event Center Project Delivery Team. The presentation centered on the Project Delivery Team receiving feedback after facilitating a discussion of the proposed Guiding Principles, community engagement, and the site selection process with the Crown Event Center Committee. The Committee issued guidance on engaging more non-profit organizations, a more diverse sampling representative of the entire community and adjust the proposed Guiding Principles, changing the term “self-sustaining” to “self-sufficient.” The Committee voted to accept the proposed Guiding Principles, setting the conditions for the community engagement workshops that were held on July 15 and July 16, 2022.

The Committee also gave direction to review all previous plans and studies as they compiled available information on potential sites and bring that information back to the Committee for further discussion.

RECOMMENDATION / PROPOSED ACTION

Staff recommends the Crown Event Center Committee approve the proposed Guiding Principles as per the feedback from the Community Engagement Committee workshops.

ATTACHMENTS:

Description	Type
Proposed Guiding Principles	Backup Material

Crown Event Center Committee

Project Update

August 16, 2022

Agenda



Community Engagement/Guiding Principles Update



Crown Event Center Committee Actions



Project Next Steps



Questions

Action Items



Guiding Principles | Vote to submit to Board for approval



Architect RFQ | Vote to Proceed with Solicitation

MBP Team



Kevin Lugo, PE, CCM
Project Executive



**Matt DeSilver, PE,
CCM, CM-Lean**
Senior Project Manager



**Rachel Fleming, PE,
CMIT, CM-Lean**
Assistant Project Manager



**Michael Burriss, Assoc.
DBIA, REFP**
Cost Estimating



**Leonard Morgan, CCM,
CCP, PSP, EVP, LEED AP**
Scheduling



Al Hawkins, PE, CCP
Mechanical/Commissioning



**Justin Jacobsen, CCM, PMP,
PMI-RMP, PRMP, PSP, CM-Lean**
Risk Management

Guiding Principles Workshop Participation

44* individuals and organization representatives invited

- *Not including the County, Spectra, and MBP
- Multiple emails sent and phone calls made to committee members who did not respond via email



13* Community Engagement Committee members attended the two workshops

- *Not including the County, Spectra, and MBP
- Committee members not able to attend workshops invited to provide feedback via phone call or email.
- **5 Committee Members provided additional comments**



8* Community Engagement Committee members attended summary meeting to discuss comments from both workshops

- *Not including the County, Spectra, and MBP

Guiding Principles Workshop Participation

Workshop #1 Participants

- Carolina Convention Services and Rentals – Darren Thompson
- Cool Springs District/Downtown Alliance – Bianca Shoneman
- Cumberland County Arts Council – Kennon Jackson
- Cumberland County Schools – Carlan Crenshaw
- Partnership for Children of Cumberland County – Sharon Moyer
- National Association for the Advancement of Orthotics and Prosthetics - George Breece
- Tony Chavonne
- The Brandon Group - Vikki Andrews

Workshop #2 Participants

- Cumberland Community Foundation – Mary Holmes
- Fayetteville Technical Community College – Katanya Foust
- Haymont Homes, LLC – Casey Benander
- Stericycle – Elyse Carver
- Vision Resource Center – Terri Thomas

Additional comments provided by:

- Fayetteville Cumberland County Economic Development Corporation – Rob Patton
- City of Fayetteville – Adam Lindsay
- Fayetteville Area Convention and Visitors Bureau – Randy Fiveash
- The Greater Fayetteville Chamber – Tonette Johnson
- H&H Homes - Ralph Huff

Workshop Feedback

“Many thanks...for facilitating such a productive conversation on Thursday and Friday. I was heartened to see such a diverse representation of community partners at the table...We are thankful that we were provided the opportunity to provide insight and feedback on such a meaningful process that will shape the multipurpose event center.”

“We look forward to continuing to be a part of the dialogue in the future.”

“Thanks to everyone...who continue to work on this great project. Our community is poised for even greater success when this new venue is built and operating.”

Guiding Principles | What Are They?

Definition

- Project-specific set of values or statements
- Formalized by Board based on input from Community Engagement Committee and public

Purpose

- Establish a common direction for the project
- High-level goals to inform future project decisions

Guiding Principles | Comments from Workshop Summary

A local and regional asset that builds upon existing economic development infrastructure and is a catalyst for existing and new businesses to flourish.

A venue that enhances and elevates our community as a premier destination for entertainment, events, and gatherings.

A quality, evolving, and efficient venue that provides a first-class experience with a lasting impression.

Premier, welcoming, and accessible experience available to **all patrons**.

Flexible and functional venue with multiple spaces to accommodate a variety of programming.

- Capitalize on market gap for 500-3,000 capacity
- Diverse programming that appeals to broad ranges of interests
- Affordable spaces to accommodate cultural programs hosted by schools, universities, arts organizations, and community organizations

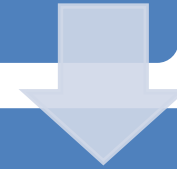
An engaging community amenity that is financially self-sustaining.

Guiding Principles | Next Steps

Crown Event Center Committee reviews Guiding Principles comments from Community Engagement Committee workshops

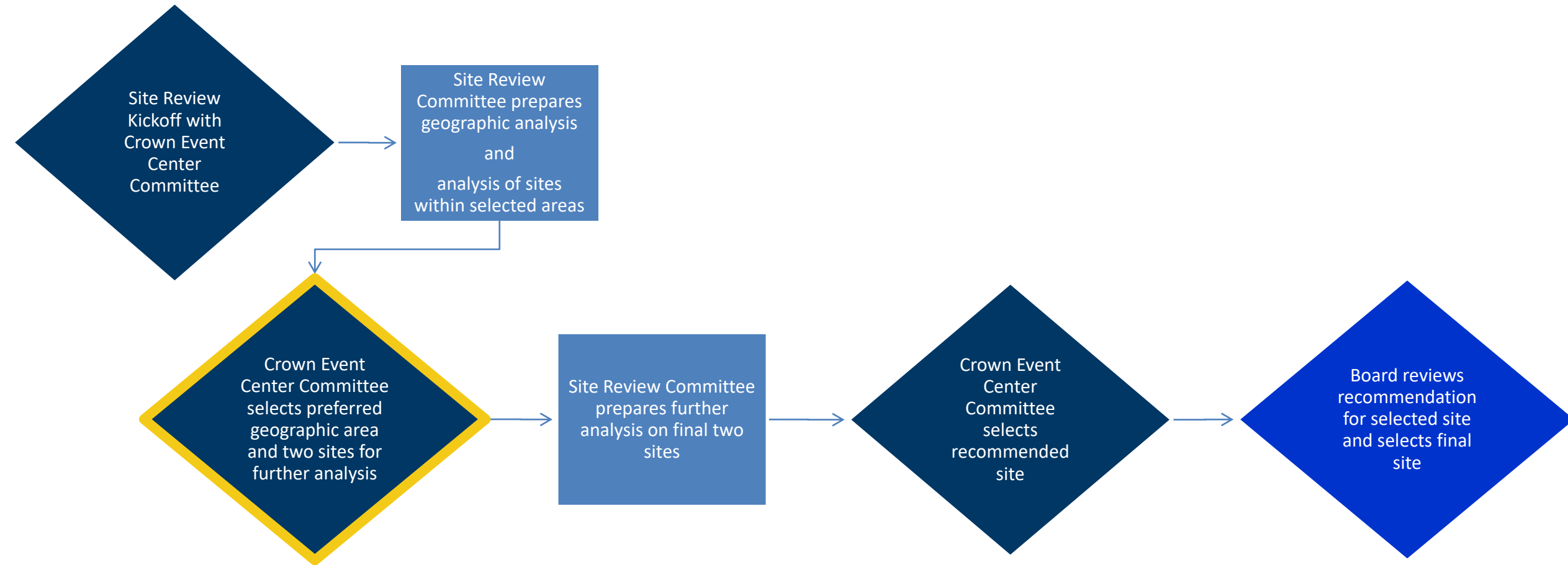


Crown Event Center Committee selects recommended Guiding Principles to be sent to Board for approval



Board approves Guiding Principles at next Board meeting

Site Selection Process



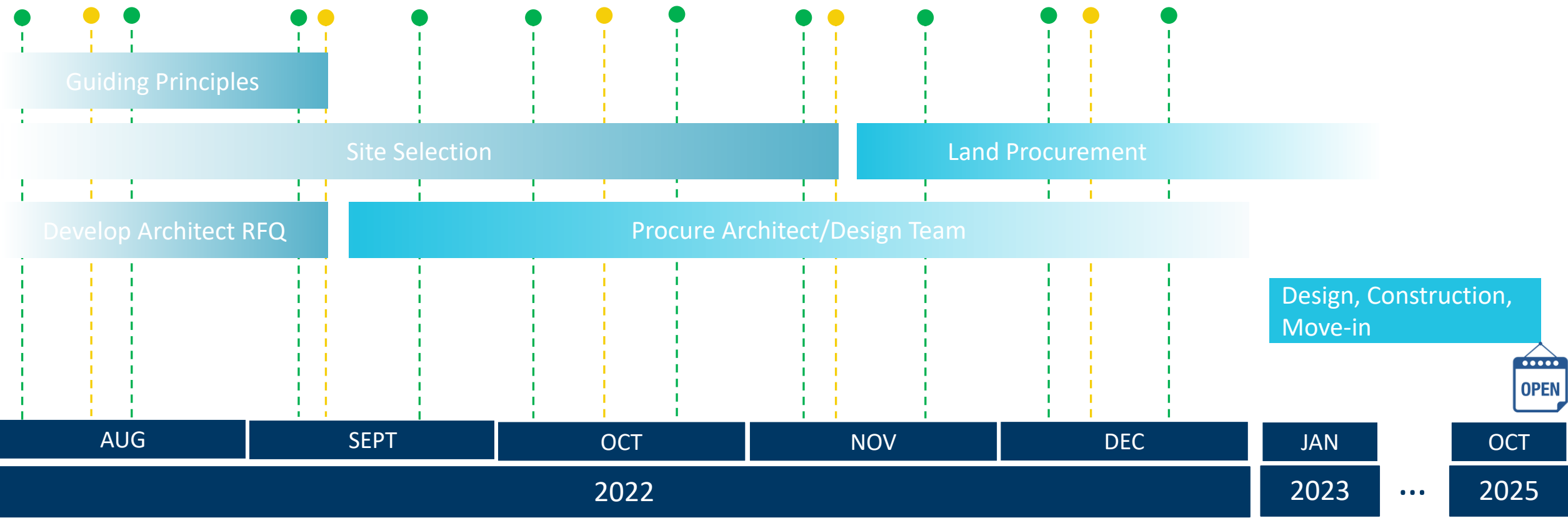
Information Session

- Date: August 25, 2022
- Location: TBD
- Public information session
- Opportunity for connections
 - Design firms and subconsultants
 - Contractors and subcontractors
 - Local and regional/national



Project Schedule

- Board of Commissioners Regular Meeting
- Board of Commissioners Agenda Session



Action Items



Guiding Principles | Vote to submit to Board for approval



Architect RFQ | Vote to proceed with Solicitation

Next Steps



Architect/Engineer/Contractor Information Session



Continue in-depth analysis for site selection process



Public procurement process for design/construction Q3-Q4 2022