



SPORTS-ORIENTED DISTRICTS: CHALLENGES & OPPORTUNITIES

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Herrick, Feinstein LLP

2 Park Avenue, 14th Floor
New York, NY 10016

Friday, September 25, 2015

8:00 AM – 8:30 AM Registration
8:30 AM – 10:00 AM Program

The New York metropolitan region is home to the greatest concentration of professional sports teams in the country with 14 teams, half of them in New York City. Major League Sports centers are typically seen as activity and economic generators for a new generation of “Sports-Oriented Districts.” The districts’ successes and long-term viability are dependent on getting the precise mix of uses, critical mass and the right relationships to the community. Learn about the challenges and opportunities these districts present for the teams, the city and the development community.

PANEL



Richard Browne | Partner | **Sterling Equities**

Richard Browne has enjoyed equally successful careers as a builder, commercial building owner and project consultant. Since his real estate and construction career began in 1986, Mr. Browne has been involved in the coordination and supervision of over \$4 billion worth of commercial, residential and sports-related projects. From 2005 until its final completion in 2010, Richard (through his previous firm, Rector Management Corp.) served as Owner’s Representative to Queens Ballpark Company, L.L.C., which spearheaded the development and construction of Citi Field. This \$800 million ballpark, which was completed on schedule and under budget, is regarded as one of the premier sports and entertainment facilities in the country.



Jim Lester | Executive Vice President of Sports & Entertainment Development
Forest City Ratner Companies

James “Jim” Lester is Executive Vice President of Sports & Entertainment Development for Forest City Ratner Companies (FCRC). Jim draws on more than 15 years of real estate development experience and over 10 years of expertise in sports & entertainment, executing and developing large scale entertainment real estate projects as well as securing new opportunities and strategic partnerships. A graduate of Duke University, Jim joined FCRC in 2000 and has worked on projects such as Atlantic Terminal, Harlem Center, 80 DeKalb and Pacific Park Brooklyn (formerly Atlantic Yards). Jim proved so instrumental in Pacific Park’s early development, as well as the purchase and oversight of the Nets basketball franchise, that he was selected to spearhead the development of Barclays Center. While overseeing the financial performance and strategic direction for Barclays Center, Jim led negotiations with Nassau County to acquire the rights for FCRC to redevelop the Nassau Veteran’s Memorial Coliseum and build a surrounding entertainment development. Jim is currently in negotiations on several other exciting opportunities in the New York area.

MODERATOR



Bill Johnson | HOK Sports + Recreation + Entertainment

Bill Johnson, AIA, is the design principal for HOK’s Kansas City and Columbus offices. A founding principal of 360 Architecture, Bill joined HOK when the firms completed their merger in 2015. Recognized as a leader in the design of sports and entertainment facilities, Bill’s portfolio of work includes professional, civic and collegiate facilities across the country. His approach is defined by his ability to develop integrated solutions that achieve the unique objectives of each client and contribute to the vitality of the broader community. Over the course of his career, Bill has applied his expertise and design sensitivity to a wide variety of project types and created several award-winning mixed-use, corporate office and civic projects. Bill was a member of Sports Business Journal’s inaugural “Forty Under 40” class, which recognizes the best and brightest in sports business.

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